

BRUINS Gazette



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Hamm's Calendar with a Non Lake Scene View: The Hamm's Pretty Lady Backside Calendar

By Kirk Schnitker

We all know what works in beer advertising. Comedy. Sports. Pretty Girls. For Hamm's, much of their advertising was nothing more than simple slices of nature in the form of lake scenes. Of course, Hamm's used more than just lake scenes and in the early '70s they pulled a scene right out of the "what sells" advertising playbook. First, the story on this item.

At the February 2017 Hamm's Show there was a dealer who set up quite a nice variety of original Hamm's Beer art. I and many others talked to him and he said he acquired the art from someone who worked at the ad agency Hamm's used at the time. The art was very nice but priced such that the peddler did not seem to be moving many of the pieces. On his table were several rolled up posters and items that he said came from the same ad agency source. These items were not original but did include some very unusual Hamm's advertising pieces.



Without a doubt the piece the seller had that hooked me was a 49" wide calendar depicting the backside of a very scantily dressed woman. She is so scantily clad, that the only thing she is wearing is a Hamm's Beer can

Backside Calendar ~ continued on page 4

The Spectacular Hamm's Beer Sign in San Francisco

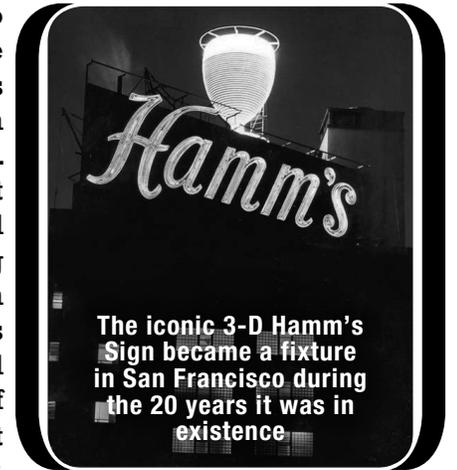
By Scott Lovelace

I wanted to do an article on the iconic Hamm's San Francisco sign many years ago. Unfortunately, at that time, I had difficulty finding any information on the sign. I was only able to find two small photos of the sign and almost nothing on its history.

This was surprising, especially given its popularity. I decided to abandon my efforts on the article, but

I always kept this idea in the back of my mind for a future article. A couple of months ago I revived my search for information and more photos of this San Francisco sign. To my surprise, I now found more images of the sign and much more information on its history. I was pumped, that I could finally write the article on this famous Hamm's beer landmark.

The amazing lighted sign stood atop the Hamm's Brewery in San Francisco for over 20 years. It was rare in that it was a three dimensional sign that looked like a giant schooner of beer with the block letters HAMM'S located beneath the glass. It stood 23 feet high and was 80 feet long and had rings of lager-colored neon that turned on and off,



San Francisco ~ continued on page 4

From the President

I hope everyone is enjoying the early spring. It has been crazy busy from a club perspective, with the Annual Hamm's Convention in February, preparation for this Gazette, and membership administration, but those are great problems to have. For the first time in the 2+ years since I took over the club, we are growing. Club memberships are up 15% over last year, and interest is up! Emails and phone calls to the club are also up. These are all awesome things to see and it is great for our Hamm's collecting hobby. We also had another great turn out for the Annual Hamm's Beer Show in February. Our attendance was 734 for the show, which was our highest total in the past five years, and from what I heard from the vendors, sales were better than ever!

There are probably many reasons for the renewed interest in Hamm's and the club. MillerCoors is definitely making a push to promote Hamm's nationwide and from the update in this gazette it sounds like the beer drinking consumers are excited and buying our favorite beer at breakneck speed. Sales are up 113% over last year and Hamm's is one of the fastest growing brands in the US right now. MillerCoors is also engaging with our club as well. The brewery sent two representatives to the show this year, including Amber Smith, the Brand Manager for Hamm's. They also had a still photographer and a video crew at the show. They shot video and did a number of interviews with vendors, customers, and members of the club. All of this media will be used in their future promotion of Hamm's. I know many of you reading this were involved in the interviews, so when I get info on when some of those videos will be complete I will announce it in the Gazette and on our social media platforms (Facebook, Twitter, and Instagram). I have seen some early video cuts and what I have seen has been great!

I'm really excited for this latest Gazette we have for all of you. We have some great and very interesting articles for you. Kirk Schnitker wrote an article on a rare and very interesting calendar poster that popped up at the show last year and I penned an article I have been wanting to write for some time now. It is on the spectacular Hamm's Beer Sign In San Francisco that stood atop the brewery for 20 years. I was lucky to discover a contact that provided me with some great photos for the article. We also have information on the fake porcelain signs that have been showing up on eBay and at shows.

Please check out the new "Hamm's on the street" feature in this gazette and find out how you can win one of four NEW 2018 Hamm's Beer Calendars.

That is it for now, I hope everyone has an awesome spring! The Bear says "Good luck on your collecting, and don't forget to check the address label to see when your membership expires, we don't want you to miss any of the amazing Hamm's news!"

Scott Lovelace
HAMM'S BEER CLUB PRESIDENT





Welcome to the Hamm's Beer Club!

The Hamm's Club is a very unique brewery based club in that we only do Hamm's. Some dealers at our two annual shows sell items other than Hamm's, however you will NEVER find such a concentration of good old Hamm's signs and advertising at one place. Those who attend for the first time are amazed. It's the place to look, meet people and buy if you're interested. Also it's the place to buy great Hamm's items for the best prices hands down. Get in the loop so you know about our shows by becoming a member. If you can't make to our shows join simply to be networked with other members and to get the great information in the Hamm's Club newsletters, the Bruins Gazette.



▲ SEE OUR WEBSITE FOR UPDATES! ▲



The Hamm's Beer Club LLC. was founded in January of 2016 under the laws of the state of Wisconsin. The Bruins Gazette is the official newsletter of the Hamm's Club.

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Look out for Fakes

PROTECT YOUR MONEY AND THE INTEGRITY OF YOUR COLLECTION

By Scott Lovelace

Fakes and misrepresentation of items being sold are not new to our hobby. However, because of an increase of high quality fakes being imported from India and many more unscrupulous sellers in the market place. It is harder than ever to verify the items that we are buying for our collections are authentic and not fakes.



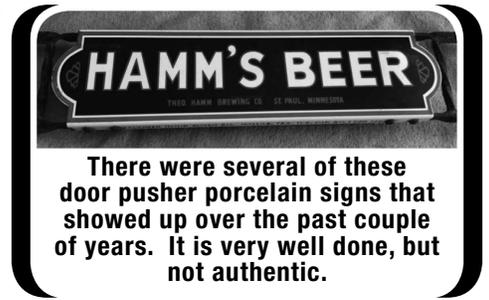
Last month while at the Hamm's Club convention, Paul Cervenka showed me a porcelain sign he had recently acquired. I picked it up and commented on how nice it was. Paul

then told me it was a "fake." I was shocked because it looked so authentic. The person or people that manufactured this piece did an excellent job of creating an amazing looking porcelain piece, and also did a great job of making it look old and aged. I was under the impression that these fake porcelain signs were fairly easy to spot. However, after seeing this porcelain piece, I realized I how very misinformed I was. I also feel badly about posting some of these items in the "Did You See?" section of the Hamm's Gazette, which focuses on the prices that some of these pieces were going for on eBay. I was unaware at the time that these items were fake.

I am currently working on a larger article for our July Gazette that will talk much more about how to protect yourself and your collection from fakes and misrepresentations, so keep your eyes open for that.

In the meantime, I wanted to get the awareness out there to all of you as soon as I could about this issue.

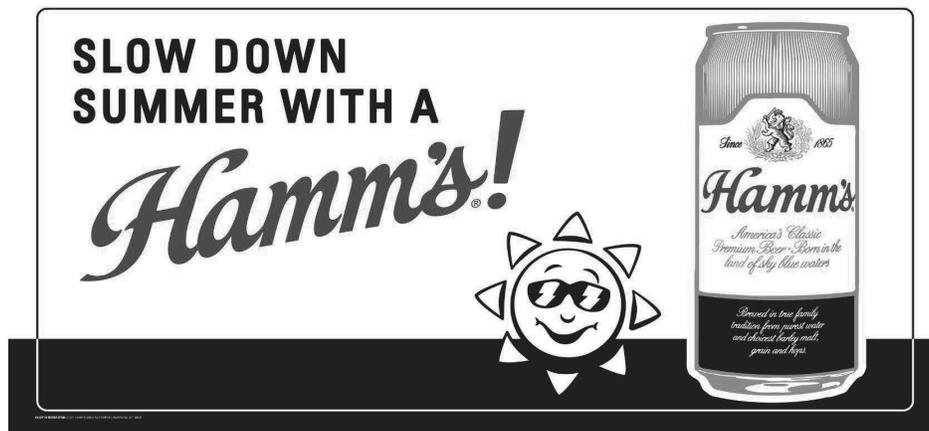
Please be extra careful when looking to buy these pieces, ask lots of questions and be sure to lean on fellow collectors and feel free to send me a message through our Hamm's Beer Club Facebook page. Posting a question and picture on our Hamm's Beer Club Facebook page is a great way to get feedback from



Here is what I initially thought was a very cool and rare porcelain bottle opener. This piece was very well done as well, but several have showed up over the past couple of years, and have been identified as a reproduction or fake.

myself and other fellow collectors, so please engage that resource.

I am including several pictures of items that have been identified as porcelain pieces that have multiple questions surrounding them and have been identified by other beer collection clubs as more than likely fakes. You will notice by looking the pictures that this issue isn't just with signs, it also has been seen in porcelain bottle openers and door pushes. Please let me know if you have any questions.



on her hip. I had never seen this calendar before. It had months of the year, but no year date. I bought it and the other interesting items, but I did not buy any of the original art.

Once I brought the Pretty Lady Backside Calendar, as I was calling it, to my table where I was selling, I rolled it out so I could admire my purchase and to show my friends and wife. I told my wife I wanted to get the Pretty Lady Backside Calendar framed and hang her on the living room wall! Anyway, the calendar was a big hit with some of those shopping at my table. Not one person had seen it before, so even though I said it was not for sale, I got some respectable offers that I politely turned down.

This calendar was one of my great scores for the show but not my only one as 2017 was a good year for me to add some great things to my Hamm's accumulation.

Fast forward a couple months to May 2017 and I get a call from collector, dealer, great guy Garry Fleck who tells me there is a Hamm's and Beer Sign Auction in Wakonda, South Dakota put on by Girard Auction Service and it had one of the same pretty lady backside calendars. Given the scarcity of this item, I was not completely surprised when it sold for something over \$1,600. Hamm's people do step up on scarce to rare items they may not get another shot at.

This past fall, I got my pretty lady backside calendar framed up and she is quite stunning. Then what happens? I get a call from a party in Indianapolis, Ohio who had the same calendar. I was very much surprised and very much wanting to buy it. We could not reach a deal, so he said he would list it on eBay and I could try to buy it there. He did and I bought it and I now own two rare Hamm's Pretty Lady Backside Calendars. The interesting thing is these calendars are not identical in that the one has no year date on it and the Ohio one had the year date '71 on each month.

I have come to learn there are two other Hamm's Pretty Lady Backside Calendars in collector's hands and likely a few more, but these items are scarce to rare and just speak to you if you are a fan of great photography. My take on these calendars is pure speculation, but since there are so few of them and since they are quite racy, even for the '70s, they were not produced for general distribution and were only printed in low numbers and possibly only for distributors who might like one. General Hamm's calendars from the '70s era with the bear and lake scenes show up with regularity

and since the pretty lady one is so scarce it must have been printed in low numbers. Besides, why would anyone ever want to throw her away?

So there you have it. No one knows what will walk in the door at the Hamm's Show. One thing for sure, you will see plenty of pretty ladies.



Wanted for personal collection: top condition Hamm's pre-1970 cans, especially pre-1963 sunburst king size and earlier (79-13, -14, -15 and -24). Also, cue ball tap handles and 1950s Hamm's On Tap double lighted sign.
 Scott Miller at 832-967-7431 or slmgmiller@gmail.com

San Francisco ~ continued from page 1

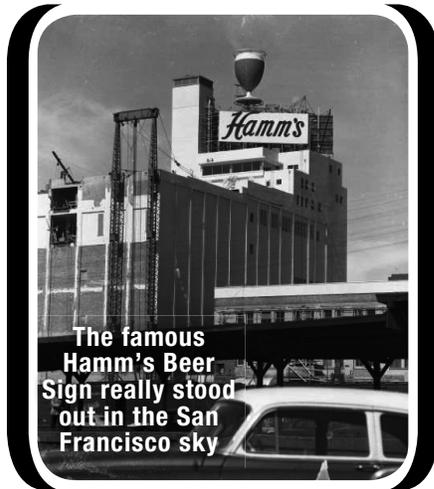
giving the illusion of beer being poured in the glass and then consumed.

The sign was massive, and at the time, was the largest sign of its kind west of the Mississippi. It contained over 4,000 colored light bulbs and over 6,300 feet in neon tubing. It was a spectacular sight for those who witnessed it during the two decades

Did you know?

The Hamm's San Francisco brewery building and sign show up briefly in the 1971 hit movie Dirty Harry.

when it stood vigil over downtown San Francisco. The location of the brewery was a short distance from many



of the main highways in and out of San Francisco, and the main building where the sign was placed was one of the taller buildings in the area. All of these factors contributed to the ease of visibility to many of the residents living in the San Francisco area. Hamm's built the San Francisco brewery

in the mid 1950s, hoping to expand their market share and presence in the Western United States. The sign was built and made operational in time for the opening

JUN 17 1954 Biggest in West

The biggest glass of beer in town was lit up last night. Mayor Elmer E. Robinson, with William C. Figge, president of the Theo. Hamm Brewing Co. alongside of him, pulled a switch to illuminate the largest commercial sign west of Chicago. The sign is atop the brewing Company's main building at 1550 Bryant street. The glass of beer itself is shown in three dimensional effect and is 18 feet in diameter and 13 feet high. Overall, the sign is 23 feet high and 80 feet long. It uses enough electricity to light 200 homes in its 4000 light bulbs and 6300 feet of tubing.

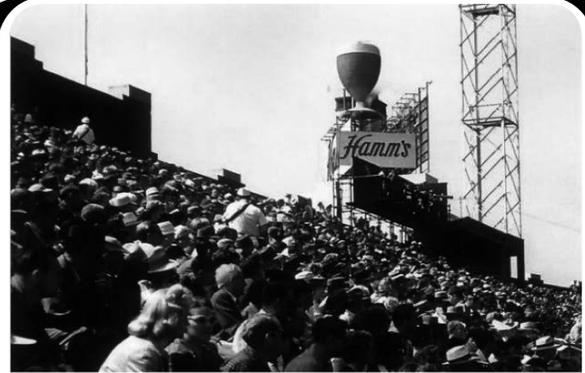
This is the actual article on the Hamm's sign lighting. It's dated June 17th 1954 and comes courtesy of the San Francisco Chronicle.

of their new brewery. Hamm's President William Figge and San Francisco Mayor Elmer Robinson "pulled a switch" and lit the sign for the first time on June 16th 1954. It became an instant hit and to this day is one of the most talked about local landmarks on the website SFGate.com, a San Francisco news and history site. In 1965, Ad Art, the company that designed the sign,

started a complete remodel of the piece. Hamm's had just introduced the new "Crown Logo" and new packaging and the brewery wanted the sign to reflect the updated logo and graphics. The new changes involved changing out the original italic-style

letters to the new straight-up letter form, and surrounding these with a replication of the new "Crown Logo." The glass lighting portion of the sign was completely altered so that the neon would fill to the top and then a new "foam" element was added and would scintillate when the schooner was full. There was also a new "action" added in the sign lighting that would overlay the letter "Mmmmm". It was all choreographed to replicate the Hamm's jingle, "Hamm's—Mmmmm—the beer refreshing."

In the mid 1970s the famous sign was taken down when the San Francisco brewery closed. The sign works were removed and taken to the Ad Art location in Emeryville, CA and subsequently junked. So ended the reign of one



Here is a great photo of the Hamm's Beer Sign. It was taken in 1957 from the baseball stadium where the San Francisco Seals played. The Seals were a minor league baseball team that played in the city.

of San Francisco's most iconic landmarks. I only wish I had the opportunity to see it in person. Thankfully, we

still have some incredible photos available to enjoy of the times gone by.



This is another great photo of the Hamm's sign from street level. This has to be from the late 1950s, given the cars that are visible in the photo.

Special Thanks goes out to Heather David and Chuck Barnard, Jr for their assistance with this article.



A cool Hamm's outside wall ad. Location unknown



This tattoo belongs to Dave Bullock. Dave was at the show and he is a diehard Hamm's fan



This show is in high gear!



Paul Cervenka was all set for the room-to-room trading at the Medina Inn

Photo FROM THE



MillerCoors was at the show taking photos and shooting video of interviews with many of the attendees.



The Hamm's Beer can graveyard. Somebody had a great time!



Paul Cervenka enjoying some conversation at the show.



Here is Bob Post selling and enjoying his time at the show.

Photos
THE SHOW



Here is Doug Sandin and Mike Zenk enjoying an ice-cold Hamm's and showing off a new purchase.



Here is Dave Bullock again showing off his great purchase at show.



You are never too old to get your picture with The Bear

Did you see.....
 Interesting and unique items that sold on eBay recently.



Double-sided porcelain sign - \$2100



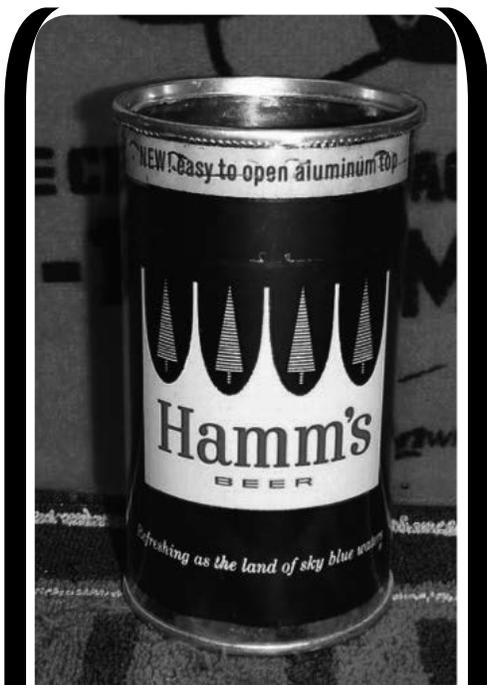
This is a NOS patch. You have to love the colors on this beauty! It sold for \$187 with 18 bids.



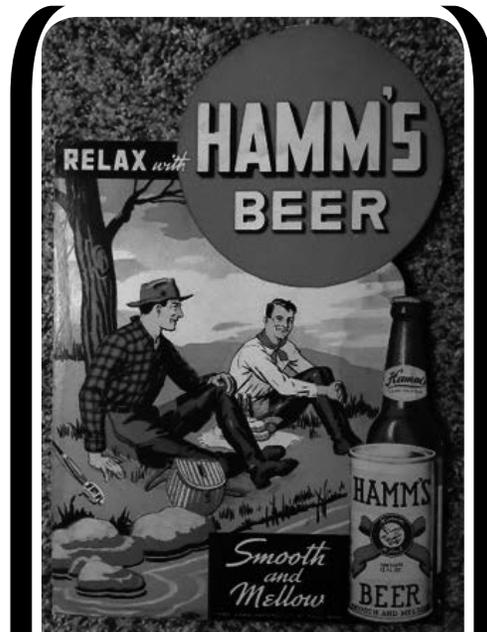
Beautiful double sided lighted sign - sold for \$950.



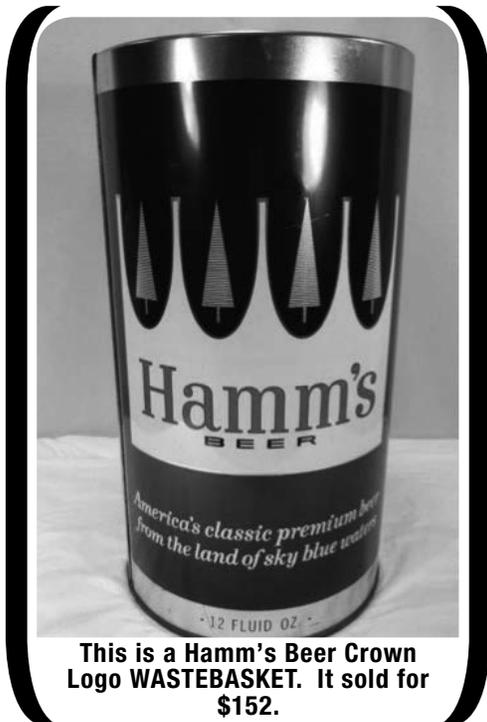
Some shaker prices continue to be impressive. This is a rarer distributor out of Waupun, WI . It sold for \$204



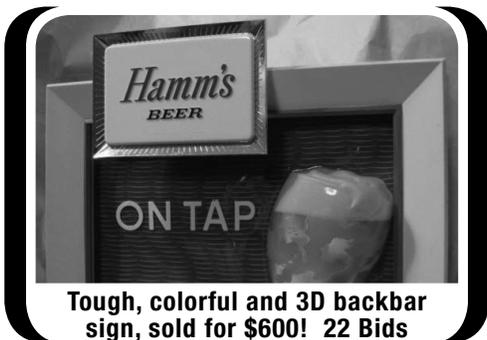
This is a Texas can. It's rare, and had some condition issues, along with the top being cut off. It sold for \$515!



I've never seen this cardboard piece before. It's in excellent shape and sold for \$450, "Buy it now"



This is a Hamm's Beer Crown Logo WASTEBASKET. It sold for \$152.



Tough, colorful and 3D backbar sign, sold for \$600! 22 Bids



A very cool Malt Syrup two page brochure from Prohibition. I've never seen another. It sold for \$325 with 10 bids.



This is a knife I have never seen before. It's from the 1940s and rare! Sold for \$160.



Here is a rare 1950s Hamm's Beer glass in mint condition. Levi Chapiewsky in Bangor WI is the distributor on this glass. It sold for \$160.



This is a very desirable and tough billboard sign in excellent or better condition. It sold for \$1,222 with 50 bids!



Late 1950s "Aged For Many Moons" table tent - \$49 with 20 bids



One of the toughest shakers out there! Sold for \$535 with 15 bids.

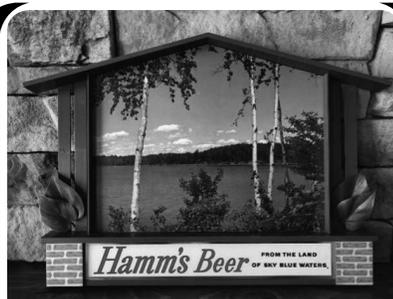


A rare Hamm's Beer lake scene letter opener. Sold for \$168.

I'm not sure how I missed this on eBay when it was listed, but it is so cool. It dates back to 1917 and is a 24 inch photo of the Hamm's Carnival Club. It sold for \$293.



Here is something you rarely see. A rare, rare, rare "Refrigerator Pack" six pack, complete with the correct bottles and in excellent or better condition. It sold for \$305.



This is one piece of a three piece set. Mint condition, and sold for \$152.



This is a rare tin sign from the last 1930s - early 1940s. I have seen a smaller version of this sign, but this seemed to be double in size of the more common smaller version. It had some condition issues, but still sold for \$410.

Hamm's on the Street

Here are some photos of new Hamm's swag, merchandise, specials and signage spotted at local liquor stores or bars.



Here is a photo from Reno, NV. It's a cooler door ad for kegs of Hamm's. Only \$69.99!



This is Tim and Kaitlin from Mr. Brew's Taphouse in Madison, WI. They are both sporting new Hamm's swag.



This was from Mr. Brew's Taphouse again in Madison WI. They have really got the marketing down. A 16oz Hamm's tallboy and a grilled cheese sandwich for just \$5? AWESOME!

SEND US YOUR PHOTOS - If you see any new items listed above when you are out in your local liquor store or watering hole, send or text me a photo. Your photo will make it into the next gazette and you will be entered to win one of four New Hamm's 2018 Calendars (see the picture below). Text photos to 608-444-9182 or you can email to hammsbeerclub@yahoo.com.

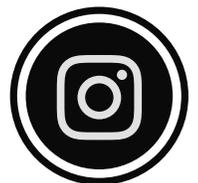
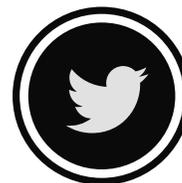


Social Media and The Hamm's Beer Club

The Hamm's Beer Club continues to branch out into the social media environment. Following us on Facebook, Twitter and Instagram is a great way to connect with others that are as excited as we are about all things Hamm's.

Don't miss out on the fun, exciting news, amazing pictures of Hamm's Items, and networking. Check out and follow the Hamm's Beer Club on:

- Facebook (Hamm's Beer Club)
- Twitter (@hammsbeerclub)
- Instagram (hammsbeerclub)



Membership Application/Renewal Form

(photocopy as needed)

Name: _____ Street: _____

City: _____ State: _____ Zip: _____

PH: (H) () _____ Day: () _____

E-mail: _____

Area of Interest: _____

Membership is \$25.00 a year per person. If you wish to purchase additional memberships of other members of your household, use a separate piece of paper, Members get 3 Gazettes.

Mail to: Hamm's Beer Club, 902 Kottke Dr, Condo 8, Madison, WI 53719, ATTN: Scott Lovelace

Make checks out to the Hamm's Beer Club or payment can be sent via PayPal to scottlovelace2000@yahoo.com



Dear Hamm's Fans,

2018 is off to a great start for Hamm's! We're up +113% in case volume in the latest 4 weeks in Nielsen data (through W/E 2/24/18) and expect to continue to grow throughout the year.

We're looking forward to continuing the momentum on Hamm's through our two new programs for 2018:

Hamm's Offbeat Holidays

- Leveraging unconventional holidays throughout the year, in bars and top accounts across the US
- Look out for activations in 2018 around: Tax Day, Father's Day and Thanksgiving

Hamm's Happy Hours

- Branded happy hour experience featuring archival Hamm's bear merchandise (21+ accounts), retro commercials and a Hamm's Happy Hour playlist
- Coming soon to a Hamm's bar near you!

We're also proud to announce we've just launched our official social channels last month, so if you're interested in seeing the latest, you can check us out at:

- Instagram: @HammsTheBeer
- Facebook: Hamm's
www.facebook.com/HammsTheBeer

Cheers!

The Hamm's Brand Team

A black and white advertisement for Hamm's Beer. The top half features a cartoon bear character in a suit and hat, holding a glass of beer and a tray. Text reads: "Flavor hit of all Chicagoland", "Right now!—right here in the park!—enjoy Hamm's famous, clean-cut flavor. Refreshingly yours, from the land of sky blue waters.", "Hamm's the BEER refreshing from the land of sky blue waters®". The bottom half shows a bottle of Hamm's beer and a glass of beer. A cartoon bear character is also visible at the bottom left. At the very bottom, text reads: "A great one-page ad from a Chicago Cubs baseball program."

