



**Barry Lawrence Ruderman  
Antique Maps Inc.**

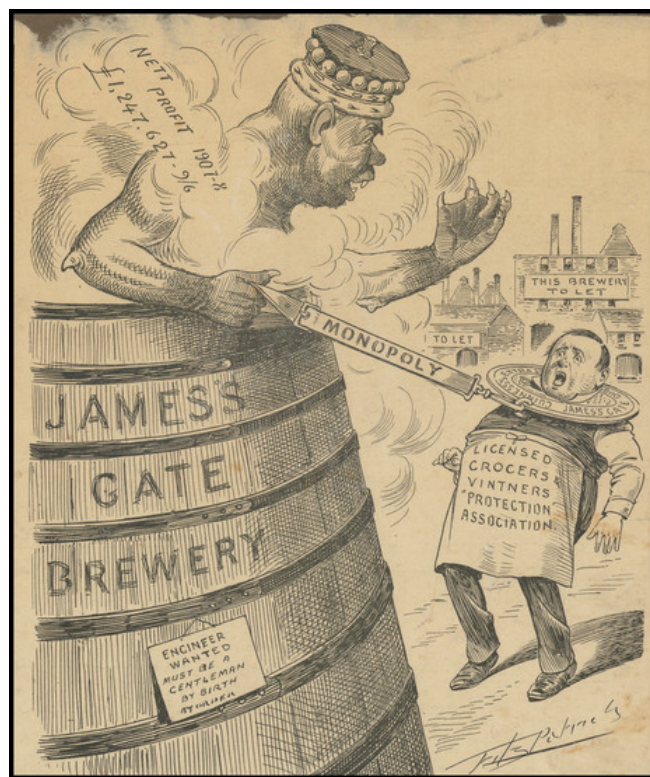
7407 La Jolla Boulevard  
La Jolla, CA 92037

[www.raremaps.com](http://www.raremaps.com)

(858) 551-8500  
[blr@raremaps.com](mailto:blr@raremaps.com)

**(Guinness Monopoly) James's Gate Brewery [The Bung Frankenstein, or the Collar of Gold]**

**Stock#:** 94984  
**Map Maker:** Fitzpatrick  
**Date:** 1909  
**Place:** Dublin  
**Color:** Uncolored  
**Condition:** Good  
**Size:** 6.5 x 8 inches  
**Price:** \$ 975.00



**Description:**

***The Guinness Collar.***

Fantastic and rare breweriana image of Guinness as a monster rising out of a barrel to threaten the traders carrying its beers.

Shackled in a "collar of gold," Guinness forces all traders carrying their beers from selling the brown beer of any other brewery. The million-pound annual profits of the brewery allow it to become a monster in the field, while preventing other breweries from thriving, as represented by the breweries for let in the background. The elitist nature of the brewery is also highlighted, reading "Engineer wanted must be a gentleman by birth by order."

The image originally appeared in the shortlived *Lepracaun Cartoon Monthly*, published by Thomas Fitzpatrick starting in 1905. The magazine included works by James Joyce, John Fergus O'Hea, and other noted Irish intellectuals from the early 20th century. The magazine is extremely scarce today. The



**Barry Lawrence Ruderman  
Antique Maps Inc.**

7407 La Jolla Boulevard  
La Jolla, CA 92037

[www.raremaps.com](http://www.raremaps.com)

(858) 551-8500  
[blr@raremaps.com](mailto:blr@raremaps.com)

---

**(Guinness Monopoly) James's Gate Brewery [The Bung Frankenstein, or the Collar of Gold]**

Guinness family were unionists, famously moving their headquarters to London after Irish independence, which may have contributed to their negative portrayal in the magazine.

**Detailed Condition:**

Mounted on board. Some loss in upper blank image. Lacking text below image.