



The **BREWERIANA** **COLLECTOR**

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Breweriana Advertising*

"America's Oldest National Breweriana Journal"

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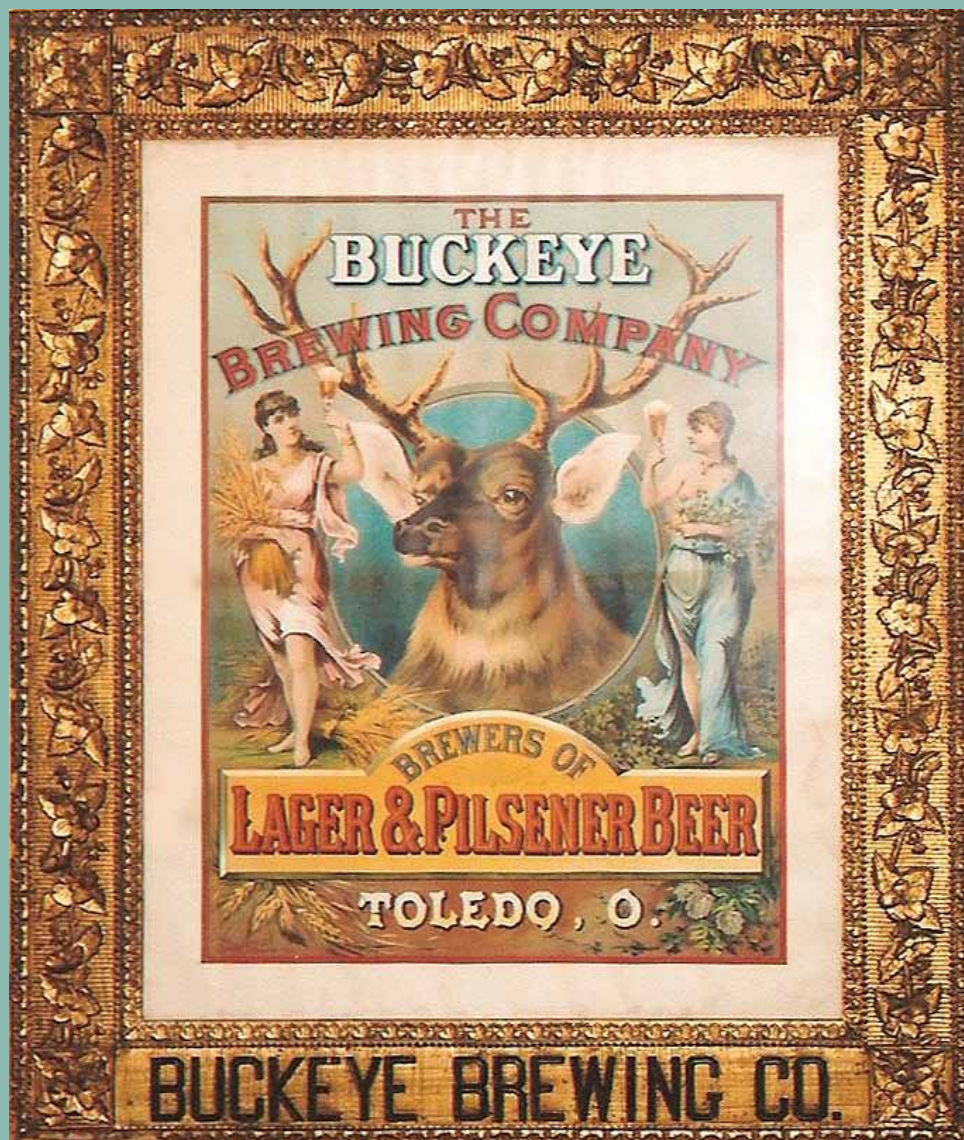
WINTER 2014

*Prohibition Brewed
Dyes and Drugs*

*Breweriana Detective:
2 Intriguing Mysteries*

*Toledo Brewing
History, Pt. 2*

*The First Brewers on
the Niagra Frontier,
Buffalo, NY*





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The **BREWERIANA** **COLLECTOR**

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Front Cover Image from Dr. Rob Musson, who thanks Don Augenstein, who owned the litho at the time the photo was taken.

Back Cover Image from Bob Kay

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GREETINGS TO ALL:

Holy Toledo! Wow....it is 2014 and we are but a half dozen months away from Convention 43 in Toledo, Ohio.

Makes me wonder where the phrase "Holy Toledo" originated. Turns out, it comes from mobster lingo back in the early 20th century. Two "origin stories" are often circulated; both deal with Toledo being a sanctuary for law-breakers. In one, Chicago, Detroit, Cleveland, and New York mob reps were said to meet in Toledo with the promise that they would be as safe as in a church. Another version derived from boot-leggers feeling safe once they made it to Toledo, Ohio; if law enforcement didn't nab them by Toledo they were in the clear.

Whatever the real origin of the phrase, Toledo in 2014 will be one of those NABA Conventions that will hold a special place in our history. Why will Toledo also be so special? Because it will be facilitated by members of our Buckeye Chapter headed by John Huff. A super schedule of events and tours are planned.

The Best Western Grand Plaza is Toledo's premier hotel located on the banks of the scenic Maumee River, near such attractions as the Hollywood Casino, Fifth Third Field (home to the Mud Hens baseball team), Toledo Museum of Art-Peristyle Concert Hall-Glass Pavilion, and the Toledo Zoo. There is plenty to do for everyone.

Being housed in a class hotel in downtown Toledo, our hospitality room will be one of the most unique in the long history of NABA venues. The top floor of the hotel had been under the control of Owens Corning Glass for many years, and our hospitality room is the corporate suite, which exudes all the class of a significant American corporation. In addition to the best view of Toledo and the Maumee Brewery, visitors to the hospitality room will have access to a full kitchen, multiple TVs, comfortable chatting areas, and a nice balcony to enjoy the Toledo skyline.

Looking ahead to 2015: we will head back to St. Louis for Convention 44 at the Sheraton Westport Chalet Hotel with a \$95 room rate. Not to expose all the details too early, I can say that we will have a unique combination of hospitality, auction, seminars, meals, and more; possibly the most remarkable mix in the history of NABA Conventions! You will not be disappointed.

As if Toledo and St. Louis were not enough, your Board has moved to lock-in a site for 2016: right now Convention 45 is close to linking up with the most uncommon hotel in Indianapolis. If this plan comes together, #45 will be quite an exciting experience. By the next issue of the *BC* we hope to be ready to roll out the word.

Sure, 2017 seems a long way off. Nevertheless, we are looking for options for Convention 46. If you are interested in presenting your area as a convention site, let a Board member know. For your planning purposes, you need to know that we are holding for the future a site around Milwaukee in preparation for commemorating the 50th anniversary of the National Association Brew-eriana Advertising in 2021.

We are also seeking interested persons to toss their hats into the ring to serve on the NABA Board. If you think you would like to give back to NABA for all the good things you have enjoyed, please drop me an email or a phone call. Participation includes two Board meetings (in addition to the National Convention meet-up), and lots of interface via the Internet.

Also, as of this printing, John Ferguson, our Board Recording Secretary, has agreed to step into the position of President. Therefore, the position of Recording Secretary will be open. Like the Board positions, if interested, please drop me a note. You can also contact John to find out more about what is required.

Thanks to Lawrence Szczublewski for supplying the letterhead for this quarter's column.

Regards,
George Baley, gbaley@comcast.net
219-325-8811

PROHIBITION BREWED DYES AND DRUGS

BY ROBERT J. BAPTISTA (JUNE 27, 2009)

<http://www.colorantshistory.org/ProhibitionDyes.html>

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The late 1800s was the golden age for American breweries with close to 4,000 breweries in operation across America. Temperance groups, however—alarmed by the social unrest brought to the United States by the influx of alcohol-imbibing immigrants from eastern and southern Europe—pressed for a ban on alcohol, hoping to return social order to their communities. The onset of World War I further fueled anti-German, and thus anti-brewing, sentiment. Groups such as the National Prohibition Party, the Woman's Christian Temperance Union, and the Anti-Saloon League succeeded in pressing for legislation banning the manufacture, transportation, and sale of alcohol.

The United States Senate proposed the Eighteenth Amendment on December 18, 1917. After approval by 36 states, the 18th Amendment was ratified on January 16, 1919 and became law on January 16, 1920. Many breweries had closed earlier—by 1918 there were only 1,000 breweries left and by the time Prohibition took effect two years later, there were half that number. Hard liquor distilleries also closed.

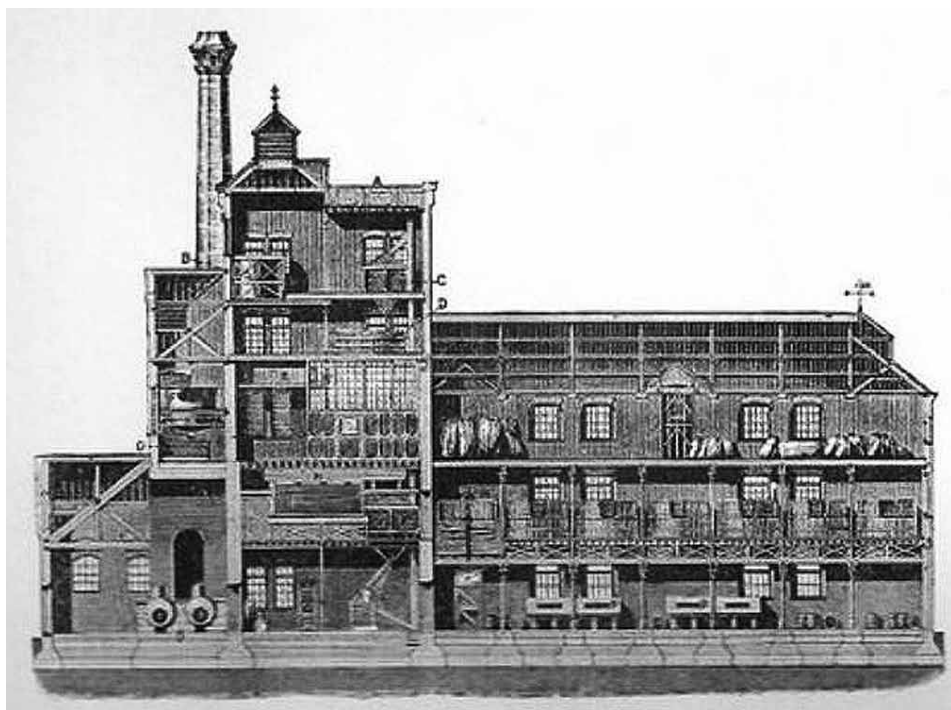
The remaining breweries survived by making non-alcoholic near beer, soft drinks, ice

cream, candy, or yeast. Some surviving breweries had diversified their holdings and investments prior to Prohibition and had a cushion of cash. Anheuser-Busch used the refrigerated trucks they had invented for transporting beer to ship the ice cream they now manufactured. Pabst made malt syrup, which was widely purchased in grocery stores to make home brew.

But other opportunities arose for the beverage makers. The World War I dye famine, caused by the British

blockade of German shipping, prevented the importation of dyes. Dye prices soared and U.S. manufacturers, including small entrepreneurial firms and large corporations like DuPont, quickly set up dye-making facilities to capitalize on the emerging opportunity. Breweries could either enter the dyes manufacturing field themselves or sell their closed facility to investors seeking to enter the dye or even pharmaceutical markets with a plant requiring only a few modifications.

Breweries and distilleries had a significant technology advantage since they were basically chemical plants with process equipment and infrastructure readily adaptable to



Typical Multi-Story Brewery Designed for Gravity Flow.

Image: <http://barclayperkins.blogspot.com/2008/11/brewery-equipment-1880-1914.html>

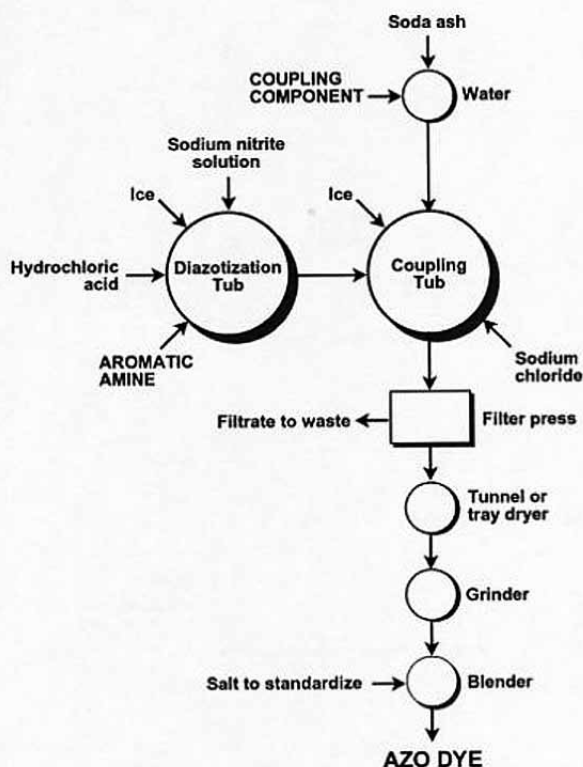
synthetic organic chemicals. They had an ample supply of clean water, storage tanks, fermentation tanks, stills, filter presses, pumps, steam boilers, cooling capacity, warehouses, laboratories, and chemists. The multi-story arrangement of the brewery process, enabling gravity feed of one step to the next, was similar to the layout developed by the German dye makers.

agitator, driven by an overhead belt at the time, to convert the cypress wood lager tanks to dye coupling tanks (see photo, right).

Other necessary changes would be the installation of shelf dryers, grinders, and blenders to produce the finished dyes. This equipment could be easily placed in the idle warehouse of the former brewery.



Wood Lager Tanks Could Be Modified for Dye Manufacture. Photo: Library of Congress



Typical Process Schematic for Azo Dyes.
Image: Anthony S. Travis,
Dyes Made in America 1915-1980, 2004

The azo dye process began with raw materials at the top of the building, where the diazo step was made in a small tank, and moved downwards by gravity to the coupling step in a larger tank where the dye was formed, and finally to a filter press, for isolating the wet dye cake, both located on the ground floor.

One of the modifications necessary to switch from beer making to dye manufacture would be adding a cover and an

One of the first breweries to convert to dye manufacturing in World War I was the Lion Brewery located at 140-156 West 108th Street in New York City (photo next pg.). The new company was called Noil Chemical and Color Works. The Noil name was derived by spelling Lion backwards. The brewing operation was restricted to near beer.

Frederick E. Grant was vice president. The general manager was Franklin P. Summers, a chemist and former executive of the short-lived Federal Dyestuff and Chemical Company in King-transport, Tennessee.

Summers was also research director of a staff of four chemists.

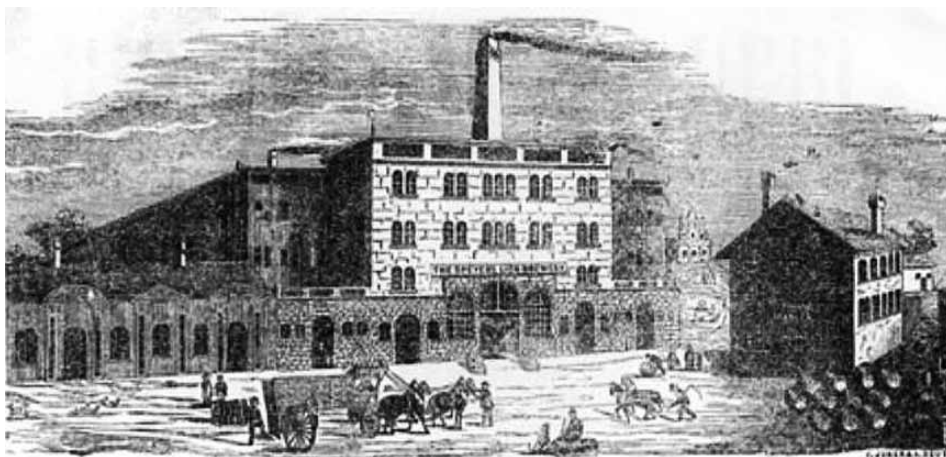
The Noil Company produced a line of direct, developed, acid, and chrome colors. There was a good range of dyes for cotton: Direct Black RXX, RE, and GXX; Developed Black BH; and Direct Blue 2B and 2BX. In 1925 Noil announced it was the sole American producer of Direct Fast Scarlet 3B, noted for its brilliance, white discharge upon reduction, and

good fastness properties. This dye was especially suited for tin weighted silk. In 1926 Direct Brown CN was produced and recommended as a self-color and for dyeing cotton-wool union fabrics. Direct Brown G was introduced and was said to be equivalent to the prewar Benzo Brown G from Germany.

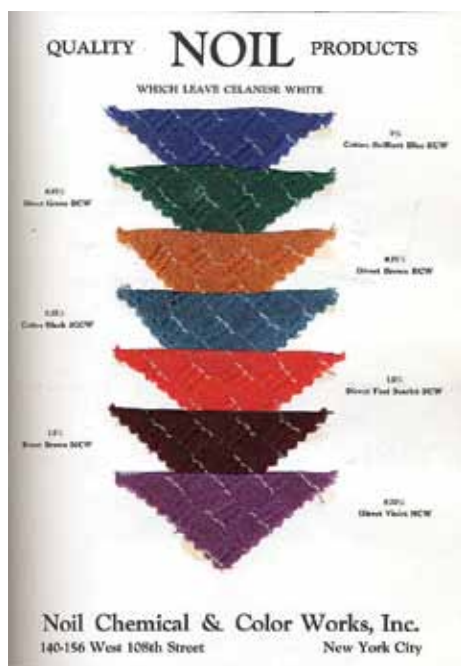
Noil had a small sales staff but like most dye makers at the time, relied mainly on an outside sales agency. Several Noil dye swatches are displayed in the trade ads (next pg.).

A fire, caused by a fire-cracker tossed from an elevated railway, caused \$250,000 in damage to the brewery in 1927. Most of the near beer, stored in the cellar, was salvaged. Repairs were made and near beer and dye production continued.

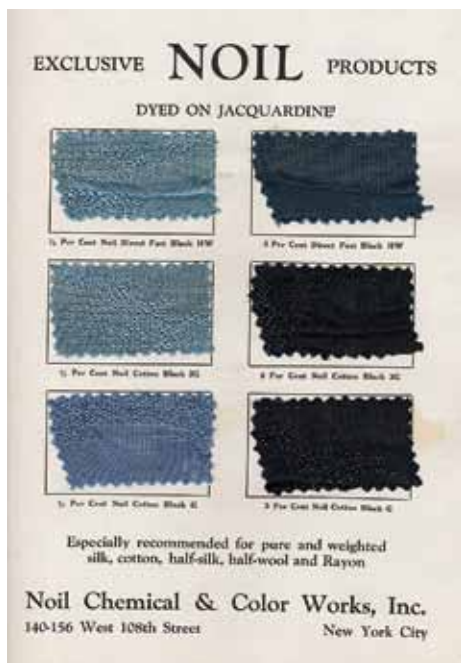
Another New York brewery that converted to dye manufacture was the F. & M. Schaefer Brewing Company, which had built a brewery in Brooklyn at South 9th Street and Kent Avenue in 1915-1916 (photo pg. 8). With Prohibition looming, Rudolph J. and F. M. E. Schaefer prepared for the change by organizing the Kent Color Corporation in 1918 with \$25,000 capital. When Prohibition was enacted in 1920, the brewery made dyes and near beer to survive. Methyl violet base and toner were among the dyes produced. Ice was made for use in the diazotization step



Lion Brewery, New York City 1857-Converted to Dye Manufacture During Prohibition Era. Image Courtesy of www.rustycans.com



American Dyestuff Reporter – 1925.



of dye making and for sale.

Nuyens & Co., a Bordeaux based maker of vermouths, brandies, cordials, and other liqueurs, was established in 1802.

Nuyens had a beverage business in the U.S. but it had to be abandoned due to Prohibition. One of these investments was a distillery established in 1914 on West 52nd Street in Bayonne, New Jersey. Albert J. Farmer, a New York financier with a background in wholesale liquor, held a 40 percent interest in Nuyens and was a vice president and director of the company. In 1919 he met with Dr. Eugene A. Markush, who had formed the Pharma Chemical Company in Bayonne in 1917, to

discuss the sale of the distillery. Markush at the time was operating a small pharmaceuticals plant near 45th Street and was eager to expand. With financial help from Farmer and other Nuyens investors, Pharma Chemical Corporation was established and took over the distillery and its equipment. Francois E. Nuyens was on the board of directors of the new company along with Edmund Knecht, a British textile dyeing expert.

The first products made were creosote and guaicol carbonates, expectorants with some antiseptic properties. The pharmaceutical line included salophen and phenacitin, which had analgesic and fever-reducing properties, in addition to the sleeping aids sulfonal and trional. But imports of pharmaceuticals from Germany and Switzerland, along with the startup of larger drug makers in the U.S., convinced Pharma Chemical to switch to dye manufacturing in the early 1920s.

While some breweries converted to dye manufacture, traditionally established dye manufacturing plants attracted illegal distillery operations. At the defunct Central Dyestuff & Chemical Company in Newark, Federal agents discovered an



Fire Damaged the Lion Brewery/Noil Chemical and Color Works in 1927. Image: *Fire Engineering*, July 1927



Schaefer Brewery in Brooklyn Made Dyes During Prohibition Era.
Photo: Library of Congress, 1948

alcohol still operating in 1930. There were six wooden vats of 20,000 gallons capacity each. Five vats contained a corn syrup mash and the sixth vat contained yeast. Four 5,000 gallon stills, with thermostatic regulation, were capable of producing 20,000 gallons of high proof alcohol daily. The still operator was arrested.

An illegal alcohol distillery was raided by Federal agents at the Heller & Merz dye plant in Newark in 1931. The unit was valued at \$500,000 of which \$240,000 represented equipment and supplies. It had been operating for seven months, producing 12,000 gallons of alcohol, valued at \$35,000, daily. The distillery had been receiving carloads of molasses from Puerto Rico, delivered to the rail siding adjoining the plant. A pipeline was used to pump the high grade alcohol into railroad tank cars. No arrests were made since the plant siren was sounded with five blasts as soon as the Federal agents walked through the main gate.

Despite the Prohibition ban on alcohol, people who wanted to drink could get bootleg liquor like moonshine or visit "speak-easy" taverns run by the Mob. The growth of organized crime

NUYENS & C^{IE}
DISTILLATEURS-LIQUEURISTES & FABRICANTS-CONFISERES

ANCIENNE MAISON
A. MOTELAY FILS & C^e **BORDEAUX**
FONDÉE EN 1847

ANCIENNE MAISON
RAMBEAU
FONDÉE EN 1847

FRUITS AU JUS
AU SIROP, AU NOYAU
ET A L'EAU-DE-VIE

BOISSONS, DRAGÉES
PROLIFÈRES
RESEAU
GÊLÉES & CONFITURES
PRODUITS GLACÉS

PRODUITS CRISTALLISÉS

LIQUEUR DE SAINT-VINCENT-DE-PAUL
HYGIÉNIQUE, STOMACHIQUE et de DÉSERT
CACAO-CHUAO A LA VANILLE — CURAÇAO — ANISETTE
LIQUEURS EN TOUTES GENRES ET DE TOUTES QUALITÉS

PEPPERMINT-CORDIAL
Liquor exquise et rafraîchissante à consommer étendue d'eau

ESSENCE OF PEPPERMINT
ESSENCE OF GINGER
EAU DE COLOGNE
EAU DE LAVANDE

COGNAC, EAU-DE-FIE
KIRSCH, ABSINTHE
BITTER, VERMOUTH
VINS DE LIQUEUR

EXPORTATION

Above: Nuyens Liqueurs Ad.

Source: *Annuaire du Commerce Didot-Bottin*, 1878.

Below: Nuyens Menthe Poster by Leonetto Cappiello, 1902.
Image Courtesy of B. Skilbeck, posterclassics.com



the Young Aniline Company to make dyes in Baltimore. The Lion Brewery resumed beer making and operated until 1942. The brewery was demolished in 1944. American Cyanamid quit the dye business in 1980.

In 1933 the Kent Color business was also sold to Calco Chemical and Schaefer returned to brewing beer in its Brooklyn facility. This brewery, one of the last in New York City, closed in 1976.

Pharma Chemical became a successful dye producer and merged with intermediates



Pharma Chemical Corporation,
169 W. 52 Street,
Bayonne, NJ
ca. 1920s.

The Onset of Prohibition Resulted in Conversion of the Original Distillery to Pharmaceutical and Dye Manufacturing in 1919.



View of Dye Coupling Tanks of Pharma Chemical ca. 1930.
The Autoclave in Upper Left Was Part of the Nuyens Distillery in 1914.

manufacturer Verona Chemical of Newark in 1957. In the same year the merged company was acquired by Bayer. Later the name Verona Dyestuffs Corporation was adopted. This company eventually became part of DyStar, a joint venture of Bayer and Hoechst that is now privately owned. DyStar makes dyes in a facility in Bushy Park, South Carolina.

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to an Adolphus Busch bust



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Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Once someone labels you a collector . . .

Recently I showed a friend my collection of beer bottle labels. He wasn't impressed!

He wasn't critical of the quality of my collection or its narrow focus—I specialize in IRTTP labels from Chicago and Illinois breweries and US bock brands—he just was not able to grasp the concept of collecting...anything!

He isn't a collector, never has been. He does not understand why anyone would spend so much time, effort, and money to collect seemingly useless items. I harrumphed a bit and did my best to explain.

This unfortunate chap eventually admitted that he could somewhat understand why I collect beer signs. "They can be displayed on walls, used to decorate a room," he said knowingly. Room decorations, swell!

He couldn't grasp why I would save old beer bottles, coasters, crowns, and openers; or if my labels were so cherished, why did I put them in loose-leaf binders and store them on shelves in a closet? They "should be framed and displayed," he said. Like decorations, I guess.

Label collecting was not his idea of fun. Labelologist extraordinaire Bob Kay and others that enjoy saving colorful little pieces of brewery history would disagree.

Then he hit me with a harder question. Why I do I collect?

Honestly, I don't know why. But I have done so since I was

a kid. I didn't inherit the trait; I am the only member in my family that did or does collect. During various stages of my life I have been a serious collector of baseball cards (I still have my childhood collection), sports memorabilia, postage stamps, and militaria. My focus shifted to beer cans in the late 1960s, and in the early 1980s, to breweriana collecting. I remain a consummate practitioner of the latter.

It sounds simplistic but if an object exists, someone collects it, or has collected it.

Labels are a good example. I enjoy label *art*—the graphics. Design and color are what attracted me to stamp collecting as a youngster (along with my interest in history and geography). Sometimes the history of the brand and the brewery that issued it has appeal.

Although I am a nominal craft-beer label collector, the colorful, sometimes outrageous, graphics on many—and goofy brand names—draw my attention. These labels say a lot about the personality of a brewery's owner and the image he or she wants to project.

I would like to know when beer label-collecting began and what motivated people to collect them. Colorful paper labels began appearing with more frequency on beer bottles in the early 1900s, replacing the often static, colorless embossing that had been a long-standing tradition.

Surprisingly, many pre-Pro labels have survived, by

chance or through the efforts of collectors. If you want to see examples, they can be found in all volumes of Bob Kay's series of label guide books.

Letters I acquired from the Manhattan Brewing Co. (the iconic Chicago brewery), provide a glimpse of the mindset of dozens of early post-Prohibition beer label collectors.

Thomas H. Eilert of Waterloo, Ontario, Canada, certainly wasn't the first post-Pro label collector, but he was one of many that shared a common interest. A typed letter he sent to the brewery on March 27, 1935, was typical of those found in a manila file folder titled *Label Collectors*.

You are no doubt aware that there are some hobbyists collecting beer labels. Having started a collection some time ago, I would be very much obliged to you if you were kind enough to send me two or three each of your various labels, including the neck labels. If you could spare some of your discarded labels, it will also be appreciated. With thanks for your courtesy...

Eilert was polite—offering an appropriate amount of buttering-up—but direct. He collected labels and wanted as many as Manhattan was willing to send, current and obsolete. I assume Manhattan didn't charge for the labels or postage.

The thick file contained not only letters from US and Canadian collectors (I didn't recog-

nize any of the names) but also had glassine packets that held six different labels, including Manhattan Bock, Black Eagle, and Local Eight Select; brands marketed at the time by Manhattan. They were packaged in anticipation of additional requests.

The employee that read the letter had drawn thin pencil lines under the words two and three on Eilert's letter, which may indicate he was sent multiple labels, per his request.

On many of the letters, instructions—"please send" or "please take care of this"—were written to the person responsible for disbursing labels.

Manhattan wasn't the only Chicago (or US) brewery that received letters from label collectors. Raymond J. Rebel from Cincinnati asked the Atlas Brewing Co. for some.

"In reply to your postal card, we are sending you an assortment of our beer labels for your collection," wrote Atlas Vice President Thomas J. Doyle on April 10, 1951.

In the late 1980s, I acquired a large collection of unused labels—mostly US, but many from foreign countries—from a woman who had inherited them in 1955 from a late uncle. He had collected them from the 1930s to 1951. He passed away in 1953. The labels, she explained, had meant so much to her uncle that she "didn't have the heart" to throw them away. They survived in excellent condition, despite moves to two houses.

Her uncle had placed each label and his duplicates in glassine envelopes (similar to those found in the Manhattan folder) and stored them in large shallow boxes. The US labels were arranged by state, foreign labels by country.

The 1938 "Brewery Age" and 1942 "Modern Brewery Age"

Blue Books were his guides. These annual issues of beer-industry periodicals not only listed breweries by state but provided a reservoir of information, including brands each brewed.

When he wrote to a brewery, he placed an X in pencil next to a brewery's name and indicated with an X in red pencil when he received its labels. (He made no marks next to Manhattan, and had only a few labels from that brewery! I did not find a letter from this collector in the Manhattan files.)

He had many trading partners, domestic and foreign. I acquired letters and post cards written to him by other collectors and breweries. (The latter I added to my collection of brewery letterheads!) His collection of labels from Great Britain, Australia, New Zealand, Canada, Norway, and Sweden was large and impressive.

As I did with names found in the Manhattan files, I wrote a letter to each of his partners, including those in foreign countries, but I didn't receive replies. Most came back as undeliverable; but not all were returned. I had no reasonable expectation of receiving replies because far too much time had elapsed from when the collector received his letters and when I sent mine.

I even sent to addresses in foreign countries. Although he had trading partners in Canada, most outside of the US resided in England, France, Belgium, Germany, Czechoslovakia, and The Netherlands (many prior to the outbreak of World War II in 1939, two years before the US became involved).

Unfortunately, many cities were severely damaged or destroyed during the long conflict. It is not known what became of these collections or those of Thomas Eilert, Raymond Rebel,

and other label-collecting pioneers.

Although I wrote to the "phantom" collectors, I do not write to breweries asking for labels. Many collectors do. With nearly 2,500 craft breweries in business today—a high percentage of them using labels—opportunities abound. When I visit a brewery, I sometimes ask for labels—if the brewer or brewery owner is available and not busy. I also offer to pay for them; a few accept.

Most brewery owners I have interviewed said they honor written requests for labels, coasters, and business cards. Collectors have a better chance of getting them if they also send a self-addressed stamped envelope, and at least a dollar to help cover expenses. Some, however, view collectors as a nuisance and ignore their requests.

It may not be the most convenient method, but I suggest that when you have the opportunity, visit breweries and purchase beer or food (or both). It makes microbreweriana gathering much easier.

I have never met a brewery owner that collects labels. Only a few proprietors of the nearly 1,400 craft breweries I have visited collect breweriana of any kind! Most said they don't have time for hobbies. Some are amazed that so many people collect beer advertising and, like my non-collecting friend, they don't understand why anyone would.

(Labels aren't the only items collectors have requested from breweries. Some wanted beer cans. Letters in my archives written to the Peter Hand/Meister Brau brewery, Chicago, in the 1950s and 1960s show that there were beer can collectors long before the hobby became popular in the mid-1970s.)



Collector's Bookshelf

Reviewed by Larry Moter
accneca@aol.com

3 New Robert A. Musson MD Books!

Book slinger, Rob Musson has been busy crafting more interesting books for the hobby and hobbyist.

We are blessed to have three for this NABA journal. I know I have not reviewed some other recent efforts because it is very hard to keep current with such a prolific writer. The first is an Arcadia book (www.arcadiapublishing.com), titled ***Images of America: D.G. Yuengling & Son, Inc.***, with a foreword by Dick Yuengling. The story begins with 16-year-old Rob (and his parents) visiting Yuengling in 1979. Rob was then a budding can collector who convinced his parents to take him on the long trip from Ohio to visit America's oldest brewery. "Ahh," Rob remembers, "1979: the year of gas shortages, Three Mile Island, and disco." This was way before Yuengling offered official tours or a gift shop. Apparently in those days if you simply showed up and requested a tour, you might get lucky and be led "backstage" by then-company President, Richard Yuengling Sr.!

Rob and his family got lucky. In retrospect Rob realized he witnessed Richard Yuengling Senior's true love for his family's heritage and their brewery. The lasting impact of that impressive tour gave the young Rob a lifetime appreciation of all things Yuengling. To quote Rob's Introduction: "The history of this fascinating company is told here through more than 230 images of people, buildings, equipment, advertising, labels, trucks, and more. It is aimed at history buffs, col-

lectors of brewery artifacts, (or "breweriana"), and anyone who enjoys drinking any of the fine Yuengling beers available."

Now that was great advice. I immediately ran to grab some Lord Chesterfields, which I quaffed while perusing this wonderful book and reviewing its excellent content and pictures.

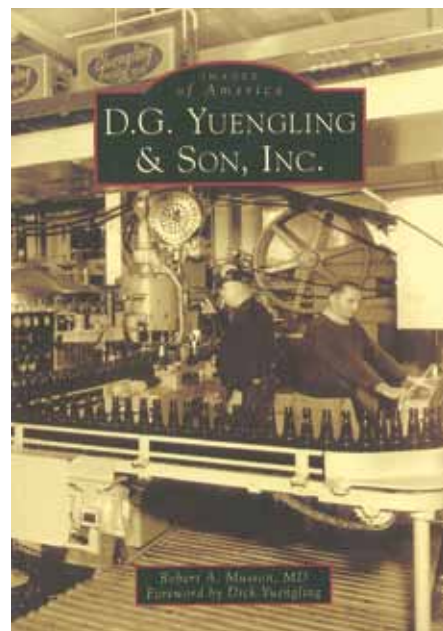
Rob is selling this and other books on eBay: Search "books" under "breweriana;" buy it, and enjoy.

I learned recently, from one of my Yuengling-addicted Pennsylvania friends (Mark Porambo), that the original Yuengling *half and half* was a combo of their Porter and Lord Chesterfield Ale, which I was told was far superior to the current combination of Lager and Porter.

Since one of my alter egos is Lord Chesterfield himself, we strongly feel this is one historical recipe we need to lobby for Yuengling to revive—along with the long-defunct Yuengling Olde Oxford Cream Ale.

The next two books are each Zepp Publications (www.zepppublications.com). The first is ***Volume II: Mabel, Black Label*** about the brewing industry in the Forest City, part of the "Brewing Beer in the Buckeye State" series. The story of Carling Black Label, i.e., Brewing Corp. of America, is an amazing business story. It has its origins in the Depression era automobile industry.

Peerless cars were a high end luxury auto manufactured in Cleveland. The Great Depression destroyed the



independents in the luxury automobile market (Cords, Duesenbergs, Auburns, Pierce-Arrows, & Franklins all went bust). The Peerless Board, and its President, James Bohannon, realized they were unable to compete with Ford/GM in mass production, lower-cost auto models.

So, the Peerless leadership sought a new Industry: brewing. Though an ancient industry, it became a new *marketplace*, due to the election of Franklin D. Roosevelt and the repeal of Prohibition in 1933. Bohannon converted the automobile plant into a brewery.

I understand from reading up on the Great Depression that this was the largest construction project in Cleveland during that time. Bohannon sought the assistance of the legendary E.P. Taylor (perhaps the first post-Pro consolidator of breweries), who owned Canadian Breweries, including the historic Carling Brewery. At that time Carling's flagship brand was Carling Black Label, and another popular Carling brew was Red Cap Ale. Bohannon positioned the new brewery in the costlier/pricier ale market. The plant lasted under the

Carling name until 1971 and was later operated under Christian Schmidt Brewing Co. until June of 1984. The final closure of Cleveland's largest brewing facility marked the end of an era—until the rise of micro-breweries. This is a fascinating brewing history story presented with amazing pictures.

The next Zepp publication is **Volume III, Cleveland & Sandusky**, also in the "Brewing Beer in the Buckeye State" series. When I purchased this book, I started reading it and could not put it down for several evenings. Cleveland & Sandusky Company was a pre-Pro combination of various breweries in their geographic area. This book details the business mergers and resulting disputes over money. The brewery pictures and breweriana in this book are fascinating. Cleveland hosts many prominent collectors and family descendants who contributed wonderful items and info to this book. The history of this company and its components, and their involvement in Cleveland brewing is unbelievable.

I have travelled to Cleveland and done searches for remaining structures of Cleveland breweries. The demise/partial demise of carcasses of once-magnificent breweries leaves one in a state of despair when listening to local collectors

catalog what has recently been razed. I have visited the ruins of POC, Standard, Carling, Forest City, and Leisy. (After reading the Rob Musson/Carl Miller books, I now realize that I am an amateur Cleveland brewery carcass tourist).

I have been told by well known collector, Bill Carlisle, that POC was set afire by arson a while back. Still, a cool building in the complex yet stands (bottling house, I believe). Cleveland Home was recently razed; but saddest of all is Forest City. Despite being on the national historical register (Oh, to have tried Samson Ale & Waldorf Beer) Forest City was razed without notice in an allegedly shady deal involving city officials. I had visited this airtight carcass in 2011, and thought it was going to be a survivor.

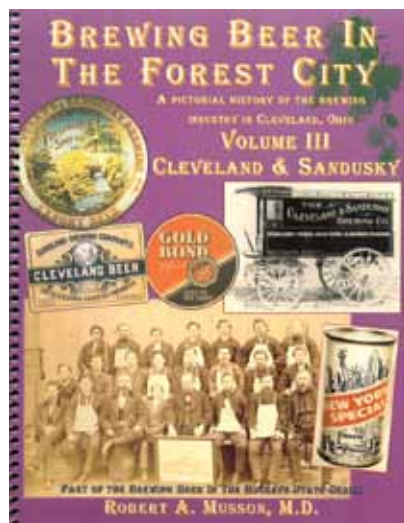
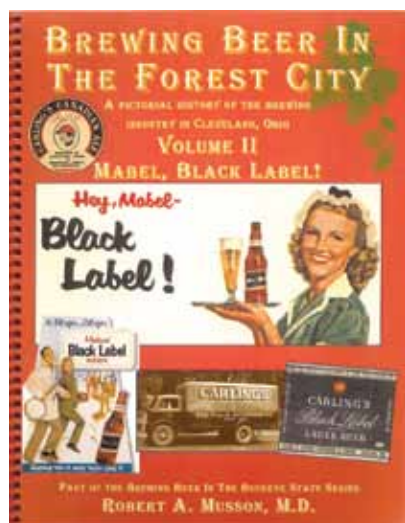
During that 2011 (primarily baseball-oriented) trip, a group of us visited one of the great hipster bar/restaurant areas of America: Cleveland's Market St. (featured in a 2011 *Wall Street Journal* article as a happening hip spot). There are many great things about this area of Cleveland, among them: the Market Garden Brewing Company/Distillery; and one of the most unbelievable farmer's markets in the country. Cleveland's offering rivals even the Reading Farmer's Terminal Market in

Philly. The Cleveland Market has a local specialty: Slovenian sausages. The 4 major food groups, in my humble opinion, are beer, sausage, cheese, and hot peppers. These sausages are, quite simply, to die for.

That night (after midnight), we left the Great Lakes Brewing Company's brewpub after consuming their excellent Imperial IPA, the Lake Erie Monster, and heard a timeless sound: the whirring of machinery and the clinking of bottles on a bottling line! It was coming from one of the surviving structures of the Leonhard Schlather Brewing Company, i.e. their former bottling house, and I'm very pleased to report that the bottling line (at least that night) runs 24/7 at one of America's greatest micro-breweries: the Great Lakes Brewing Company. Brewing in Cleveland is reborn and survives!

On a **post-note**, I was hunting new and prospective breweries in Northern Virginia on Black Friday (beats shopping!) looking to add to my brewery/brew-pub list, pint glass, and coaster collections. I went to visit Heritage Brewing Company in Manassas, Virginia—but it was not yet open. I did meet the Heritage principals at nearby, newly-opened Bad Wolf Brewing Company, after their work day. They informed me their planned opening is December 21. They also turned me onto an Internet sensation they were assisting called, "Lance's brewery tour." You have to check it out: www.lancesbrewerytour.com. Lance Rice, a member of NABA, BCCA, ABA, ECBA, and (I think) other clubs, is an amazing brewery historian/collector. I have not had the privilege of meeting Lance, but if you check out the video clip, we can all say: "GO LANCE GO!"

Lance, I hope to see/meet you in Toledo at the NABA Convention.



NABA Breweriana Detective

Two Intriguing Mysteries



*These mysteries from Brewery Historian **Rich La Susa** represent our fifth installment in our “Breweriana Detective” series. Here, Rich seeks help from reader-detectives for solutions.*

Do you have an idea for a future NABA Breweriana Detective article? Please contact Lee Chichester: falconer@swva.net.

I have recently stumbled upon two breweriana mysteries. Usually, I have the solution in hand prior to writing, relying on a small number of breweriana experts and reference books for assistance when I don't have first-hand knowledge. This time I am opening up the process to a broader audience—that being you, the reader.

The Case of the Vanished Lithograph

In August, 1985, collector friend Don Hardy and I purchased a large quantity of new-old-stock advertising from the new owners of the Walter

Brewing Co. in Eau Claire, WI. (They soon changed its name to Hibernia Brewing Co.)

Most of our time was spent in the warehouse, but we visited the business offices, where a few advertising pieces were displayed. The most impressive was a magnificent pre-Prohibition framed lithograph that promoted *John Walter & Co., Eau Claire, Wis.*, a name used prior to 1916.

The artist had a vivid imagination! The piece features an unusual nighttime tableau with women in fancy evening gowns and men in formal attire gathered on an outdoor patio gazing at a sky full of bi-planes.

A spotlight from one plane shines brightly on a large white billboard that says *Walters... Fine Beers*.

Former owner Charles Walter, who we met that day, told me it was a one-only-known piece. A



Hibernia employee had said it wasn't for sale, that the Walter family wanted to keep it. When we returned to the brewery in October to retrieve more advertising, the litho was not in the office. The wall where it had been displayed was blank. The employee said he didn't know what had happened to it, and seemed genuinely surprised that it was gone. Mr. Walter later said he didn't have it and didn't know its whereabouts.

I had hoped to photograph the litho during my return visit. Photos I had taken in August were of poor quality, victims of flash burn. (We didn't have digital cameras in those days.) Portions, including at least one word on the billboard, are obscured by glare.

I'd like to know who owns this beautiful litho. How it was acquired is not essential in solving this mystery. Was this really a one-of-a-kind piece or do others exist?

The Case of the Wooden Noisemakers

While making my rounds at a breweriana show last year I saw two wooden paddle-style noisemakers that advertised *Krueger Beer, G. Krueger Brewing Co., Newark, N.J.* A sticker on the piece said it was from 1938 (and asked \$100). These likely were souvenirs that were sold or given to patrons at night clubs, perhaps for New Year's Eve parties.

I had seen only one other beer noisemaker previously: a nearly identical Canadian Ace Beer version that has been in my collection for many years. The light-weight, soft-wood paddles are 8. in. wide x 2 in. high x 1/16 in. thick, and have a narrow metal strip on both sides to which a small red wooden striker ball is attached. The Canadian Ace piece was made by the National Souvenir Co., 135 W. 44th St. New York City. It likely made the Krueger items, but no manufacturer is shown on either.

Stamped on the fronts of the Krueger pieces are promotions for dance-girl show revues, including *Radio's New Sensation: N.T.G. and his Radio & Cabaret Revue Starring the Slate Bros.* and *The New Ziegfeld, N.T.G. and his Glorious Glamorous Girls in "Broadway After Dark."*

The backs advertise *Krueger Beer With that Distinctive Taste* on the handles, and tout the *"Broadway Hilarities of 1938" Starring the Three Sailors.*

The one in my own collection encourages users to *Drink Canadian "Ace" Beer, Manhattan Brewing Co. Chicago, Ill.* in bold lettering on the front. Text on the back says *America's Prince of Hilarity N.T.G. and His "Fairest of the Fair" revue.* It was used between 1939 and 1942.

Common to all three are a silhouette image of a curvaceous female on the handles and initials N.T.G. An Internet search did not find an entertainer or promoter going by those initials.

I once owned a similar noisemaker paddle that advertised Schenley's Red Label Blended Whiskey on one side (in red writing) and Schenley's Black Label Blended Whiskey on the reverse (in black). It also was a National Souvenir Co. product.



Do you know of other noisemakers like these, advertising beer brands? If so, we may have the makings of a new composite list—and you know how collectors like to make lists.

Please get into touch if you have suggestions or leads for me to follow-up, or if you have the solutions to these mysteries. And if anyone knows who/what the initials N.T.G. might reference for that historical period, please include that in this mystery bundle. I'm curious to know more about that.

Rich La Susa
rlasusa@aol.com



Saloons & Tied-Houses in Chicago



This solid block of saloons, nicknamed Whiskey Row, was adjacent to the stockyards on Ashland Avenue. Most of the saloons had Tied-House agreements with Chicago brewers. Whiskey Row, a worst-case saloon scenario, was a favorite of the Prohibition Press.



Here's the flip side to Whiskey Row—proud Chicago saloons from the same period.

Early Chicago Saloons: German and Irish immigrants settling in Chicago brought with them the habit of socializing in a saloon. To them the saloon was a basic necessity of life. As the number of immigrants swelled in rapidly growing neighborhoods, saloons became common on almost every corner. While many saloons were first class, some in the immigrant slum areas were quite the opposite, easily meeting the description of “dive.” It wasn’t long before a counter force—a temperance movement—formed to oppose saloons and drinking in general. Soon formal battle lines were drawn—wets versus dries.

In those formative years, the dries demonstrated superior organizational skills. Prominent organizations included the Prohibition Party (founded in 1869) and the Women’s Christian Temperance Union (WCTU, founded in the 1870s). During the ensuing decades, numerous factors affected the ebb and flow of the war between wets and dries.

The formation of the Anti-Saloon League in the mid-1890s signaled a major tactic consolidation by the dries: they targeted the hapless saloon in their push to bring about National Prohibition. This article focuses on the dries’ attempts to cripple saloons in Chicago and some of the surprising results.

By the time the Anti-Saloon League was formed, the Temperance Movement resembled

an army preparing for a final, decisive invasion. Wayne Wheeler, an Ohio Attorney and Prohibitionist, was this army’s General. He became the most influential lobbyist in Washington politics. At his side was the powerful Temperance Press, which poured out tons of Prohibition cartoons, articles, books, and prune-juice to influence public opinion. The dries appeared to have won the war when National Prohibition began in 1920.

An early tactic was to push through the Harper High License Act in 1883. This eventually pushed the Saloon License fee from \$50 per year to \$500 per year—by intention, high enough to force marginal saloons out of business. The saloon owners’ response, however, was unexpected. Rather than throw in the towel, many sought and received financial support from breweries in return for using their beer exclusively. *This marriage of a saloon to a brewery is called a Tied-House.*

The Tied-House wasn’t a new idea. Though originating in Europe, these US “marriages” tied the knot using different methods. The simplest was a handshake agreement between a brewery and a neighborhood saloon. Simple agreements didn’t last in Chicago, as saloon owners regularly received tempting offers to switch loyalties.

The next step was the signed agreement, with brewers offering a wide range of perks

Ever hear of “a mickey?” Mickey Finn was the bartender at Chicago’s Lone Star Saloon near State and Harrison. He was famous for his knock-out drinks—promoted by the barroom working ladies—which allowed him to rob and do violence to unsuspecting men while they lay unconscious in the back room. The next day these victims would find themselves missing their clothes, their money, and usually their memories of the previous night. To this day, the practice of drugging a victim with a doctored drink is known as “slipping a mickey.”

Schlitz Tied-Houses in Chicago

(loans, license fees, tables, chairs, lighting fixtures, etc.) to entice the saloon to keep the knot tied. While details of these agreements were usually confidential, most, if not all brewers had their own captive saloons. For example, the Mullen Brewery wasn't known for using Tied-Houses, but after a 1907 fire, they reported losing \$80,000 worth of saloon fixtures stored

in their warehouse.

By 1893 nearly half of Chicago's 7000 saloons were tied to a brewery. As this practice became the norm, saloons again began to flourish and their numbers increased dramatically. Instead of one saloon with numerous brands of beer, there were numerous saloons with only one brewery's beer.



1944 N Oakley



958 W 69th St.



3456 S Western Ave.



1801 W Division



3159 N Southport Ave.



3325 N Southport Ave.



5120 N Broadway



11400 S Front St.

Milwaukee Brewers build Tied-Houses in Chicago... The Tied-House practice became quite popular in Chicago in the 1890s, when the wealthiest brewers sought choice corner locations for custom built and elaborately furnished outlets for their products. The Chicago Fire in 1871 had taken a serious toll on Chicago brewers. Because of this, Milwaukee brewers took the lead. During the following two decades, Schlitz purchased property and built ~57 Tied-Houses at choice Chicago locations. These were first class undertakings, designed by well known architects using brick and mortar. You could easily tell a Schlitz establishment by its belted-globe identity symbol prominently placed on the facility. Other Milwaukee brewers joined the Tied-House movement in Chicago—notably Pabst (successor to Phillip Best in 1889), Miller, and Blatz.

Real estate records reference more than 40 Pabst Tied-House saloons in Chicago. Pictures of some have been found with a keyword referencing a street or mortgage holder—unfortu-



11314 S Front St.

Schlitz built 57 or more Tied-House saloons in Chicago between 1887 and 1906. The nine pictured here, still standing in 2010, were considered for Chicago landmark status. Six of them received the landmark designation. Terminal 4 of my web site, www.bobkaybeerlabels.com, has more pictures and descriptions.

nately no dates or complete addresses. Some were Pabst-built and some were purchased saloons. More research is forthcoming and we hope to uncover more pictures and determine if any are still standing.

Tied-House agreements often specified a fixed price-per-barrel for the brewery's beer. This had the potential to create problems during market swings and price wars. As the captive saloon practice escalated, agreements between brewery and saloon became quite involved: for example, the brewery might stipulate that the saloon insure all plate glass on the building; or various other nitty-gritties. In such a high pressure business, it's not surpris-

Pabst & Blatz Tied-Houses in Chicago



Pabst, John Bierlotzer



Pabst, Harlow's



Pabst, Geo. F. Krollman's Regulation Bowling Alley & Buffet

Here are new pictures of Pabst Tied-Houses in Chicago. Thanks to Milwaukee historian John Steiner, the examples pictured are new finds, not known to contemporary collectors. Three are on choice corner locations with distinctive architecture designed to project a first class image for Pabst saloons—and how about the to-die-for signage? More work is needed to identify their addresses. The three story Blatz property goes far beyond a typical Tied-House saloon. Perhaps it included Blatz's distributorship?



Pabst, August Fisher



Val. Blatz, Wolcott & Rice Sts.

ing that there were disputes over agreement interpretation. Some of these disputes wound up in court, and it's not difficult to research the specifics.

Chicago Tied-House addresses: In Chicago no brewer matched Schlitz or Pabst in building Tied-Houses. Instead, most breweries made do with a variety of less expensive agreements among existing saloons. A few Chicago brewers, however, built saloons, and these are especially intriguing to present day collectors (especially those that still contain identity stones).

It's great sport to track them down—and surely there are more waiting to be found. Here's a preliminary count of saloon properties believed to have been controlled by Chicago Brewers: Atlas (5), Stege (3), Birk Bros. (2), Fortune Bros. (1), Gottfried (1), Peter Hand (1), Standard (1). Pictures and addresses of a few locations still standing in 2010 are shown here, and I just added Chicago Tied-House pictures and addresses to my web site. Please let me know of any new finds.

Maybe the saloon wasn't so bad after all.

By 1900 it seemed there were two faces to a saloon. The Prohibition press had effectively painted them as totally undesirable, while at the same time, breweries were scrambling to build

new outlets, or to tie-up existing ones. Here's a less biased look, reprinted from *Report Submitted to Commission on Chicago Landmarks*, Oct. 2012:

The Role of the Saloon in Chicago's Neighborhoods

Despite being increasingly hedged in by legal restrictions and demonized by dry reformers, the saloon in Chicago proved to be a remarkably resilient part of the social fabric of Chicago's neighborhoods. An abundance of writing by temperance advocates and sensational press articles portrayed the saloon as a haven for gambling, prostitution, political corruption, and a host of other social ills. A few contemporary authors, however, took a more scientific approach to understand what role the neighborhood saloon played in the social fabric of Chicago's neighborhoods.

One such study of the saloon in Chicago was prepared by The Committee of Fifty for the Investigation of the Liquor Problem, a non-governmental body led by the presidents of Harvard and Columbia universities and which included academics, progressive social reformers, anti-alcohol campaigners, and industrialists. In 1900 the Committee published an in-depth study of saloons clustered near the Chicago Commons settlement house in the West Town neighborhood. While the Committee promoted temperance and prohibition, its study found that the saloon was the "social and intellectual center of the neighborhood." The researchers found that the saloon offered a range of legitimate creature comforts with the purchase of a 5-cent glass of beer. Compared with the unpleasant dwellings occupied by the working class, the saloon interior provided comfortably furnished and heated rooms where newspapers, music, and billiards were often available. The study also found that the ubiquitous free lunches offered by saloons distributed more food in Chicago than the combined efforts of charities fighting hunger at the time. Check cashing, telephones, and restrooms were other benefits cited by

Chicago Brewery Tied-Houses

and the Role of the Saloon in Chicago



Stege, 24th & Washtenaw



Above: Stege, 23rd & California
Left: Stege, 24th & Western

A few Chicago brewers built nice brick saloons comparable to the Milwaukee properties, but most made-do by creating agreements with existing saloons.



Birk Bros, 2147 S Halsted



Standard, Grand & Hamlin Sts.



Peter Hand, Wolcott & Thomas Sts.

the study. More importantly, the study found that the saloon also offered camaraderie, information about job opportunities, a safe place for the discussion of politics that would not be tolerated in the workplace, and the assimilation and mixing of members of different ethnic immigrant groups. It was not uncommon for weddings and funerals to be held in the back rooms of saloons.

It should be noted that social norms of the period strongly discouraged women from patronizing saloons. The social benefits of the saloon were available only to men. Indeed, women bore the brunt of the domestic upheaval caused by alcohol abuse, and historians suggest that the suffrage movement was largely driven by women who wanted a voice in alcohol policies.

The Committee's study concluded that the saloons in West Town in 1900 were social clubs for the immigrant working class, and that while vice did exist in saloons, it had been greatly exaggerated by dry advocates and sensationalist journalism. Rather than continuing ineffective legal restrictions on saloons, the Committee recommended greater support for substitutes for the saloon such as turnvereins (athletic clubs), trade unions, church societies, settlement houses, and public libraries.

During the Prohibition years saloons that remained open illegally were called Speak Easies. After the repeal of National Prohibition in 1933 the term Speak Easy no longer made sense and the much-maligned saloon disappeared, but in name only. It was replaced with a new name: tavern or bar. The phrase, Tied-House also disappeared permanently, as the practice was outlawed in the US under the terms of the 21st Amendment.

Key organizations in the Temperance Movement, like the WCTU and the Prohibition Party, are still around although they have lost their clout. Did you know the Prohibition Party still enters a Presidential candidate every four years? Their candidate won 512 votes in the 2012 election. Skoll!

References: Commission on Chicago Landmarks, Oct. 2012 Report; Encyclopedia of Chicago, Saloons; Forgotten Chicago; Tribune Co.; www.bobkaybeerlabels.com, Terminal 4; John Steiner; Len Jurgensen; Private Collections

The Rheinaroon

by George Arnold

During the years before Prohibition most brewers relied on images of actual things for their advertising. Many used people, animals or depictions (real or imagined) of the magnificent breweries where our favorite beverages were produced. Think about those beautiful pre-Pro trays and lithos with eagles, dogs, or lions on them. Or how about those voluptuous women promoting somebody's ale or stout, or an image of a proud brewery founder. Then there were factory scenes, many of them showing the brewery dwarfing anything near it.

After the success of The Yellow Kid* as an advertising image, some brewers started thinking about using cartoon characters in their advertising. A few used elves during the teen years just before shutting down for the Noble Experiment. When Prohibition ended many brewers resurrected the elves as a lighter type of advertising, perhaps to relieve some of the somber effects of the Great Depression.

One pre-Pro brewer from New York City put his personal touch on the elf idea. Liebmann Breweries of Brooklyn dressed their elf with a hat shaped like the letter R and called the little guy a Rheinaroon. He was sent out to promote Rheingold Beer as a temperance beverage. But even 100 years ago our government knew what was best for us.



Sadly, the Rheinaroon only lasted a few short years. Very little remains today of this little fellow: only two versions of a chalk statue are known. Both are shown here along with two newspaper ads from 1916. One of the statues also appears in George Baley's book, *Back Bar Beer Figurines* page 94. It is incorrectly dated as 1946, about 30 years after it was in fact made.

Thanks to George Baley for supplying the pictures of the two statues.



Figure appearing in *Back Bar Beer Figurines* on P. 94.

*The image that became The Yellow Kid first appeared in a magazine in 1894. The character that became famous was drawn by Richard F. Outcault (who went on to create the more successful *Buster Brown* comic strip). Outcault's *Yellow Kid* appeared in the comic strip *Hogan's Alley* between 1895-1898, first published in Joseph Pulitzer's *New York World*. The Kid's image appeared on mass market retail objects in the greater NYC area, including cigarette packs, cracker tins, matchbooks, postcards, chewing gum cards, toys, and whiskey, among others. Americans embraced and popularized the image, and Outcault used the strip to poke fun at late-nineteenth-century American foibles. The *Hogan's Alley* kids were especially popular with working class Americans. As such, *The Yellow Kid* was at once an icon for commercial success and a satire of the new consumerist culture.



ChapTaps

Please send me your chapter newsletter so I can include news of your events, gatherings, and members here:

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Promoting the NORTH STAR CHAPTER at Mill City Museum's Oktoberfest

...and the breweriana displays you haven't seen

By Jeff R. Lonto

For the past four years on the last Saturday in September, the nationally-renowned Mill City Museum (on the outskirts of downtown Minneapolis along the river bank), celebrates Oktoberfest with music, food, craft beer, and a farmer's market, among a wide variety of activities. And each year, the North Star Chapter is invited to set up a Minnesota antique breweriana display in a large, open area in the Rail Corridor inside the museum. The display is attended to by Dave Wendl, Bob Jackson, Brent Kastler, and myself, who talk to some of the hundreds of people who pass by. We answer questions and hand out flyers about the club and about the upcoming Guzzle 'n Twirl. It is rewarding to note that, at GnT a couple of weeks later, we often recognize a few people who saw us at Mill City.

This year the theme of the display was "Grain Belt and Gluek," the breweries of Marshall Street Northeast in Minneapolis. In previous years, the themes have been more general: Minneapolis breweries one year; St. Paul breweries another; and outstate Minnesota breweries the next. Although he was unable to join us this year, Doug Hoverson, author of *Land of Amber Waters* has given free presentations about the history of brewing in Minnesota in conjunction with our display.

In this issue I would like to thank the North Star, Port of Potosi, Miami Valley, and the Craft Brewery Collectible Chapters for their contributions.

*Cheers,
Greg Lenaghan*

The Mill City Museum staff has been wonderfully accommodating, and the events help bring the North Star Chapter positively into the public eye. Curiously, almost no North Star Chapter members (with two or three exceptions), have come out to see our display. It's a shame: the displays we present are most definitely worth taking a look at for anyone interested in breweriana and local history; the festivities, food, and drink are fun; and the museum itself is well worth visiting. Chapter members are missing out in overlooking this event.

We hope everyone will mark their calendars for the last Saturday in September next year, because we're already scheduled to do it again. A theme hasn't been decided yet, but it's bound to be a great one, bringing out some rare and interesting Minnesota-based breweriana. It's still almost a year away, but as next summer and early fall draw near, consider paying us a visit at the Mill City Museum Oktoberfest. It will be worth it.



**Beer History Display in North
Buena Vista, Iowa
By Chuck Splinter,
Port of Potosi**

On May 30th, Sam Emler, Larry Weber, and I made a road trip to see for ourselves the 24-inch wooden “Potosi” beer bottle—a 1940s advertising piece from the Potosi Brewery. Our destination was North Buena Vista, Iowa, on the Mississippi River. We traveled to Prairie du Chien, WI, crossed over to Iowa, and even did a bit of “antique picking” along the way! It was late afternoon before we pulled up to Hank’s Tavern in North Buena Vista.

Don and Mary Ludovissy, the tavern’s owners for 60 plus years, were both there (the tavern was named for Don’s father, Hank). There it was, the “Potosi” bottle, perched on top of the cooler. WOW! Clean and Awesome. Don proceeded to tell how he acquired it.

Everyone knows that “Buenie” was famous for its Labor Day picnic, put on by the Immaculate Conception Parish Catholic Church. Beer, believe it or not, was featured in this rural community.

Every year after the picnic, the lumber used for building the game stands was kept in the parish storage hall by the church. The building had dirt floors. This is where, in 1956, Don saw a tip of this great bottle sticking out of the dirt under the stored planks. He dug the bottle out, as it must have been hidden for several years. He asked the local priest at the time if he wanted the old bottle; the answer was no! He asked the other older parishioners if they wanted it. Again, the answer was no.

Don, Mary, and his dad Hank owned the tavern at that

**Cooking with Beer
From the Miami Valley Guzzelette
Greg Gromosiak, Editor**

Marinated Venison

If you have a hunter in your home, but don’t like the wild meat taste, this is great. My boys can’t get enough!

—Angie Weikert

(Original recipe makes 8 servings)

Ingredients

2 pounds venison (deer meat)
1/2 (10 fluid ounce) bottle Worcestershire sauce
1 (12 fluid ounce) can or bottle of beer
1 1/2 cups all-purpose flour
1 tablespoon onion salt
1 tablespoon garlic powder
Vegetable oil for frying

Directions

Pound venison flat, and cut into 1-inch strips; place in a large bowl. Pour in Worcestershire sauce and beer. Cover and refrigerate for 1 hour or more.

In a shallow bowl, combine flour, onion salt, and garlic powder. Drag soaked meat through the flour mixture. Heat oil in a large heavy skillet, and fry until golden brown.

time, so most people encouraged them to take it, which Don did. He cleaned it up, including the label (which was still in almost perfect condition—the labels were actually painted on by Potosi Brewery’s road sign painter at the time).

Don says all he has done over the years is dust it and clean it with a little spray wax. What a treasure the Ludovissys have.

Now the rest of the story.

Don says his dad’s tavern only sold “Good Ole Potosi” beer, while the tavern down the street only featured “Star” beer products. In the tavern’s heyday, Don says, they would order a semi load of Potosi beer every week. When the truck arrived, everyone would trek to town to pick up their share

of the beer. On Sunday after church services, his patrons would always come in to “settle up” and pay their bills. No one ever missed paying.

When Don and Mary were married, the Potosi Brewery paid for all the beer served at their wedding reception. The brewery also gave Hank, Don, and Mary their back bar, the cool pool table and cue rack—all manufactured by the Brunswick Mfg. Co. of Dubuque, Iowa.

Just appreciation from the Schumachers for Hank, Don, and Mary’s loyalty.

All three are still prominently displayed in the tavern today. Stop in sometime and say “Hi” to Don and Mary, and sample some of Mary’s home-made beer mustard. I know you will return for more!



Veteran Collector Goes Crafty The Craft Brewery Collectibles Chapter George Miller, editor

Many, if not most, long time collectors reach a point in their collecting career where they have specialized in one geographical area or focused on a specific section of breweriana as their main collectible. Over time they have amassed collections, as their time and budgets allow. For many, while attending a show or convention is still fun, the hunt becomes too difficult or too costly to grow their collections. It takes a lot of the fun out of collecting.

To the rescue comes *craft brewery collectibles!*

In general, craft brewery collectibles are easy to obtain, attractive to look at, reasonably

affordable (often free), and fun to collect. They are like a step back in time where dollar values had much less importance and one could easily trade for or find free items to augment a collection.

A veteran collector who has begun to focus on craft breweriana is Marcia Butterbaugh. Marcia began, as many others have, collecting beer cans. Over time her collection expanded into other breweriana areas including beer bags, large porcelain signs, TOCs, and Mexican breweriana. Beer cans are still her first “love;” but now, rather than concentrating on just cans or just one brewery, she has found new energy for collecting memorabilia from brewpubs and breweries she has visited over the last four or five years.

Her original interest in collecting beer cans came from her background in graphic design and advertising. The graphics on flat top cans from the 1930s and 1940s drew her design eye to collecting cans as art. Similarly, the artwork on craft bottle caps has compelled her to save and display these “miniature pieces of art” found on the closures of bottled craft brews.

Next it was time to decide how to display the crowns.

Marcia discovered that placing a small round magnet on the refrigerator would easily hold a cap without the use of glue. But soon the refrigerator door and side was full. What next?

Marcia remembered a vintage chalkboard from Gettelman that she had purchased at a show in Abilene, KS. It was steel, and the small round magnets worked just like they did on the refrigera-

tor. She had a piece of vintage breweriana that would hold her crown collection. The Gettelman chalkboard was soon filled: On to a Pabst chalkboard; then an A-1 chalkboard; next Reading beer and Arrow Beer boards; and more. Combining the old with the new was a perfect way to continue her vintage breweriana collecting while building her craft brewing collectibles. She now has 9 vintage chalkboards and more than 600 crowns on display in her hallway. Being from Kansas City (the home of Boulevard Brewing), she displays Boulevard’s caps on a metal Boulevard Brewing flange sign.

But wait—it doesn’t stop there. In August Marsha discovered that O’Fallon Brewing had a Pumpkin tacker chalkboard (below). While the tacker was aluminum, she discovered that if she attached a round magnet to the back of the chalkboard and then one to the front, the caps would stick just as on the vintage chalkboards.

If you think about it as Marsha does, the 21st century craft brewing industry is like that of the 1800s, when there was a brewery in every town. History shows that there were beer lovers then who enjoyed their local brews as much as she does now.



TOLEDO BREWING HISTORY

Part 2 of a series

*Used with permission of the Buckeye Chapter,
Toledo, OH. Taken from their website:
<http://buckeyechapter.com>.*

*Part 3 will cover the history of the Buckeye
Brewing Company, originating when the city of
Toledo was only one year old and operating for
134 years during its business life.*

Toledo's Mob Connections

The arrival of Detroit's Licavoli gang in Toledo in 1930 changed the rules of brewing and bootlegging. Prior to this, the city had tolerated bootlegging, prostitution, and other illegal activities, under the assumption that the people would remain safe. But the Licavoli gang (often referred to as the "Purple Gang") decided to target bootleggers first, since that was where the big money was.

Cleveland State Univ.



James "Blackie" Licavoli

Word went out the Purple Gang was there to provide "protection" at a rate of 50% partnership. Licavoli was not shy about his bootlegging activities. In fact, he once had the Maumee Bay dredged so that he could get large boats in from Canada and Detroit.

Few resisted the pressure of the mob:

One who tried was a long-time Toledo bootlegger named Jimmy Leahy. Leahy's body was found filled with lead in a ditch on Sterns Road, just across the state line in Monroe County, Michigan.

At the end of Prohibition, Licavoli made the mistake of killing a well-liked local bootlegger named Jack Kennedy. Jack was young, handsome, muscular, and most of all, he challenged the Purple Gang. Kennedy crossed a line when he cut the going price of beer from 25 cents to 15 cents. Some of Licavoli's enemies joined forces with Kennedy, and this began to cut into the Licavoli profits.

Licavoli first murdered Jack Kennedy's girlfriend during a failed attempt on Jack's life. A short while later, Jack was killed while walking on the beach in Point Place – a northern portion of the city on Lake Erie. Toledo's favorite son, Jack Kennedy, was dead at the age of 24.

The city was outraged and went after the Purple Gang with a vengeance. Between 1933-1935, all members of the Purple Gang were rounded up, put on trial, and sentenced. Licavoli received a life sentence, while his "partners" received the death sentence for pulling the trigger in the murders. (Ed. note: There is another Mob connection noted under the Lubeck Brewing section of this article.)

The Finlay Brewing Company

The second largest group of immigrants in early Toledo were the Irish. William J. Finlay founded a brewery 1853 to satisfy the Irish thirst for ale and porter. Finlay had become prosperous through the shipping industry and his success continued with the brewing company. By 1869 the firm was producing lager beer and exporting its high-quality beers and ales to markets in Ohio, Michigan, Indiana, New York, and Pennsylvania. The flagship brands were Finlay's Superior Lager and Finlay's Export Beer. In 1881 the brewery had a capacity of 80,000 barrels, producing 54,457 barrels that year – "20,000 more than any other brewer here." (Ed. note: quote unattributed.) Combined output of the city's four major brewers at that time, including Finlay, was about 142,263 barrels.

Mr. Finlay was a respected businessman who generously gave away large parts of his wealth to friends, family, and civic causes. He died in 1888, passing control of the brewery to

his nephew, also named William J. Finlay, who headed the brewery until it merged with the Huebner-Toledo Breweries in 1904. At that



time, the Finlay brewery facility became the bottling plant for the Huebner conglomerate and operated until the close of the Huebner-Toledo Breweries Company in 1923.

The Eagle Brewery

This brewery was started by John J. Vogelsang in 1836 and by 1840, was located on Michigan Street. It went through several management changes and ownerships between 1844 and 1874: The venerable Toledo brewing names of Grasser, Brand, and Lang were all associated with this brewing location at different times.

Fred Lang, Sr. owned the brewery, calling it F. Lang & Co., from 1865 to 1874. Lang then joined Peter Lenk, merging operations with Peter Lenk & Co., the predecessor of Toledo Brewing and Malting. Lang left Lenk in 1882 and brewed again at the site of his previous brewery. With his son Fred Jr., Lang renamed it F. Lang & Son, and later, Eagle Brewery.

Additions and improvements were made to the Eagle Brewery and its annual brewing capacity was 25,000 barrels. It operated until 1899 when it changed ownership and name for the last time, to the Schmitt Brewing Company. Schmitt was absorbed three years later in a merger with the Huebner-Toledo Breweries Company.

Grasser & Brand

Francis Joseph Grasser went to brewer's school in Strasbourg, Germany, and in Nancy, France. But the failed German revolution of the mid-19th century led him to flee Alsace and immigrate to the United States in 1848.

Upon his arrival in America, Grasser worked briefly at breweries in New Orleans, St. Louis, and Cincinnati, finally ending up at Julius Kohler's brew-



ery on Bush Street in Toledo (later renamed Buckeye). He purchased his own brewery (the former Vogelsang) around 1850. After operating this brewery with various partners, Grasser finally sold to Lang & Stetter in 1860.

About that same year, he joined with C. Henry Brand and Brand's Union Brewery. Historians believe Henry Brand was the son of Rudolph Brand (discussed in Part One of this article, BC Vol. 163, Fall 2013). Henry Brand began brewing in Toledo in 1856. By 1860, his Union Brewery was located on St. Clair Street near Swan Creek. This location was across the street and down a block from his home. Henry Brand produced porter and ale at that time.

In 1866, Grasser & Brand moved the brewery to a new location across the street from the old brewery, on Swan Creek, and immediately next door to Henry Brand's home. This was just a three minute walk from Peter Lenk's brewery upstream. By then the business was known as Grasser & Brand's Union Brewery. In 1875 they were producing 25,000 barrels per year and shipping throughout Ohio, Michigan, Indiana, and Pennsylvania.

Around 1877, the brewery was again renamed, this time to Grasser & Brand Brew-

ing Company. Upon Henry Brand's death in 1889, his son C.R. (Rudolph) Brand assisted Grasser with the management of the brewery. The brewery grew under their watch and Grasser retired with a large fortune in 1905 when the company merged with the Huebner-Toledo Breweries Company. The brewery on St. Clair Street continued to produce keg beer until 1910.

Some years after that, the brewery was re-opened as the Brand Brewing Company (around 1917) and was owned by C.R. Brand. It closed forever with the onset of Prohibition in Ohio in 1919.

Today, a large four story section of the brewery on St. Clair Street still exists. In fact, there is a huge rusty sign reading "Grasser & Brand Brwg Co" on the front of the building. The facility is currently being used as a warehouse.

Maumee, Bavarian, City, Woolner, and Lubeck Brewing Companies

The Maumee Brewing Company was established in 1897. The location was listed as 25-27 Huron Street, but in actuality, the brewery was one block by half a block in size. Later brewing companies used the same building, but a different address (22-40 Superior Street), which was parallel to Huron Street, one block south.

Predominantly an ale brewery, during its four years of operation it produced: Cloister Beer; St. George Ale; Extra



Porter; Cream Ale; and Botts' Malt Stout. In 1902, the Huebner-Toledo Breweries bought the brewery as part of their conglomerate and operated it for about three years. In 1904 it was remodeled and re-named the Gambrinus Brewing Company.

In 1906 or 1907, the brewery incorporated and was again re-named the Bavarian Brewing Company, with Carl Huebner as president. Carl Huebner was one of many grandsons of brewmaster John Huebner of Toledo Brewing and Malting, later Huebner Brewing Company. Bavarian's main product was Preferred Stock. The brewmaster, Joseph Hermann, had brewed for the St. Louis breweries of Lemp and Anheuser.

In 1911, the Bavarian Brewing Company became the City Brewing Company. Details of this transition are lacking, but the City Brewing Company was owned by a man named Charles Woolner.

It operated until the onset of Prohibition in Ohio in 1919. In 1920, however, Woolner re-opened the brewery as the Woolner Brewing Company and produced typical Prohibition products such as near beer, grape soda, root beer, ginger soda, and other types of nonalcoholic beverages.

Charles Woolner's untimely death near the end of Prohibition in 1932 caused quite a stir. Officially documented as a heart attack, rumors surrounded his death – this was the time of serious mob interaction in the brewing and bootlegging business in Toledo. The fact that Licavoli was already established in Toledo and was responsible for the murder of at least one person in the beer business leaves one's imagination to roam. In addition, immediately following Woolner's passing (and the subsequent

closing of his brewery), Cleveland mob figure, "Big Al" Polizzi, moved into the brewery and began operations.

Polizzi, one of Cleveland's noted crime bosses, was famous for running illegal stills in Cleveland and other Ohio towns. Big Al was a member of the Moe Davis Syndicate that controlled much of Cleveland.

In 1933 (during the time Licavoli was on the lamb for murdering bootlegger Jack Kennedy), Big Al and "business partners" T.H. Gardner & Associates established the Lubeck Brewing Company located in the same building Charles Woolner operated his brewery. Much of the beer produced was shipped to Cleveland – and was likely, illegally bootlegged.

Lubeck Beer was promoted with the happy slogan, The Beer That Makes Friends. As many of us already know, the famous Lubeck beer cans were not produced in Toledo. Rather, there was an arrangement with the Manhattan Brewing Company in Chicago to can and distribute the beer (another mob arrangement?), primarily in the Chicago area. The brewery closed in 1939 – sales of Big Al's Red Top brand beer in Cleveland increased, but demand was able to be met via the Moe Davis Syndicate/Big Al Polizzi's influence and operations in Cleveland.

Home and Koerber Brewing

In addition to the above-mentioned Brand Brewing Company (1917), C. Rudolph Brand started a brewery called Home Brewing Company in 1904. This brewery was in a new building on Toledo's east side. In fact, other than Julius Kohler's tiny brewery (1838-1849), this was the only brewery in East Toledo. It operated successfully until the onset of Prohibition, when it changed

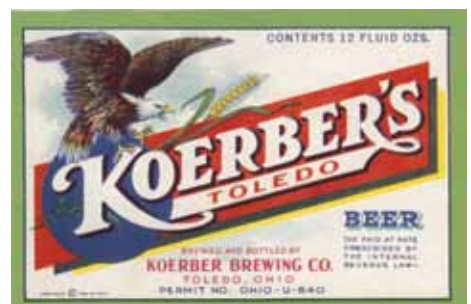
names to the Home Products Company. After only about 3 years of Prohibition service, Home Products dropped out of the brewing business and re-opened as General Storage and Products.

But as Prohibition was repealed, a new family emerged in Toledo and re-opened the brewery at its location calling it the Koerber (pronounced "Kerber") Brewing Company. The four Koerber brothers had brewing and bottling experience: they had operated a soda plant and a brewery in Michigan.

This brewery was successful through the 1930s and into the 1940s. Maximum output was about 140,000 barrels per year, produced with about 125 employees. But as the 1940s came to a close, the business struggled.

The Koerber family finally closed the doors in 1949. The building was destroyed by fire and demolished in 1954. Today, the Koerber family still operates the original soda bottling plant in the Detroit area and, like the Stroh family of Detroit, the Koerber family owns much land and real estate in the Detroit area.

Ed. Note: Many thanks to Bob Kay for supplying label images.



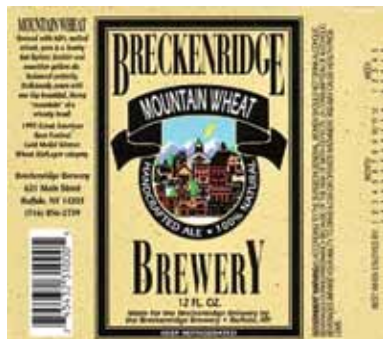
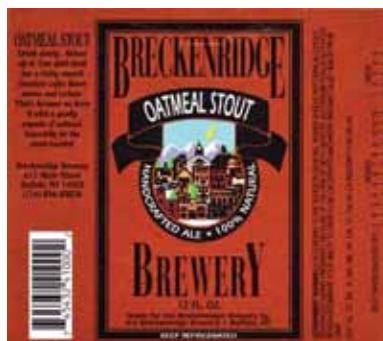
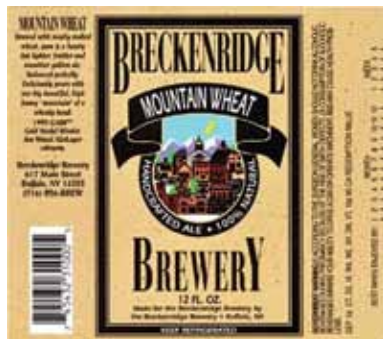
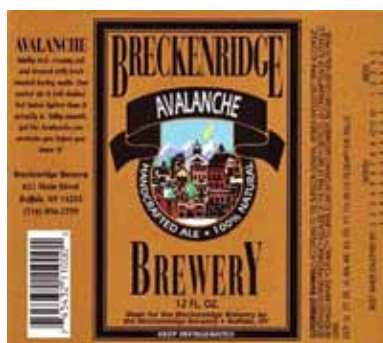


Auction Hysteria

by ROBERT HAJICEK

CRAFT/MICRO

Surly Furious Tapknob
Cast aluminum
Surly Brewing Co.,
Brooklyn Center, MN
\$60



Lot of four bottle labels from
Breckenridge Brewery,
Buffalo, NY, \$57

Dogfish Head Growler
Limited edition pottery, #26
By Romanickpottery.com
Dogfish Head Brewery,
Milton, DE, \$306



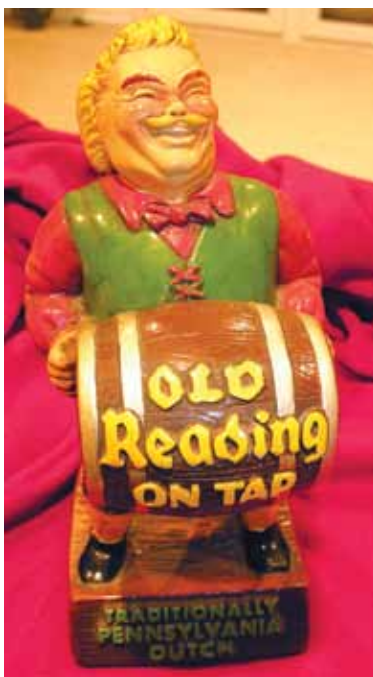
Surly Growler, Surly Brewing Co.,
Brooklyn Center, MN, \$45



Top: Lot of fifteen tapknobs from
various breweries, \$140
Bottom: Lot of six tapknobs from
various breweries, \$61



Six Beer Cans from
Oskar Blues Brewery, Lyons, CO, \$92



Old Reading Backbar Statue
12-1/2" tall x 8" deep
Old Reading Brewery Inc.,
Reading, PA, \$228



Stag Neon with Metal Back
10" x 16" x 6" deep
Griesedieck Western Brewery Co.,
Belleville, IL, \$670.



Oltimer Button Sign
9" diameter
Star-Peerless Brewing Co., Belleville, IL, \$460



Oltimer Tapknob
Star-Peerless Brewing Co., Belleville, IL, \$305



Billings Conetop
USBC Vol. 1 number 152-20
Billings Brewing Co.,
Billings, MT, \$2,161



Stoney's Chalk Backbar Statue
5-5/8" x 10-3/8" x 1-5/8"
Jones Brewing Co., Smithton, PA, \$451



Above Left: Ambrosia Bottle Cap, Cork lined
Ambrosia Brewing Co., Chicago, IL, \$110
Above Right: Olympia Brewing Co. Saloon
Token, aluminum
Olympia Brewing Co., Butte, MT, \$381



Embossed Bottle
W. H. Bullard, Miles City, MT, \$444



Genesee Tray, 12" diameter
Genesee Brewing Co., Rochester, NY, \$2,158



Alt Heidelberg Neon
Columbia Breweries, Inc., Tacoma, WA, \$610.



Acme
Porcelain
Sign, Two sided,
36" x 36" Acme
Brewing Co., San Francisco, CA, \$771



Gold Bond Lighted Sign
16" diameter x 4" deep
Cleveland Sandusky Brewing Co., Cleveland, OH, \$190



Capitol Porcelain Sign
Two sided, 24" x 36"
Capitol Brewery Co. Inc., Jefferson City, MO, \$1,304



Eulberg Enamel-Under-Glass
3-3/4" tall
Eulberg Bros. Brewers, Portage, WI,
\$1,125



Arrow Porcelain Sign
Two sided with frame, 26" x 37"
Globe Brewing Co., Baltimore, MD, \$1,010



Independent Home Tray
16-1/2" x 13-1/2"
Independent Home Brewing Co.,
Toledo, OH, \$1,610

Gilt Top Beer Tray
13" diameter
Spokane Brewing and Malting
Co., Spokane, WA, \$2,292



THE FIRST BREWERS ON THE NIAGARA FRONTIER, BUFFALO, NEW YORK

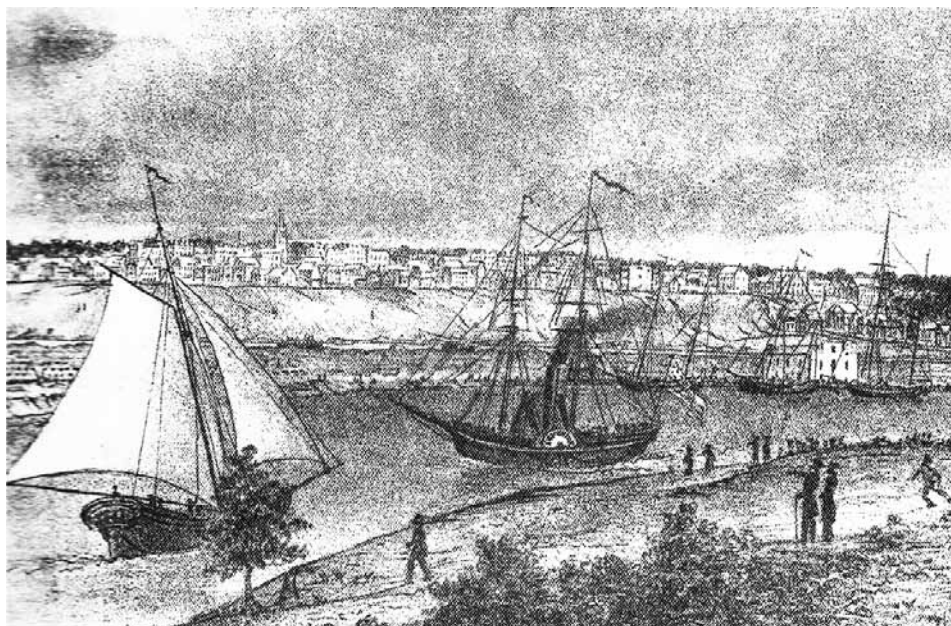
PART 1

BY JOHN P. EISS

Author's Note: All brewers that were located in what are now the current Buffalo city limits are considered Buffalo brewers in this article. In researching this article, first source material was used when available and the older sources were more heavily weighted. "Commercial" here means "operating for a profit."

The Niagara Frontier is located in Western New York State between Lake Erie and Lake Ontario along the Niagara River. At the turn of the 18th century the Niagara Frontier was a rugged and distant wilderness populated by Native Americans, adventurers, and traders. In 1789 the area's first tavern (located on Buffalo Creek near the Niagara River) was operated by Joseph Hodge, locally known as "Black Joe." Hodge sold and bartered alcohol to fur traders and travelers. The alcohol available at the time was whiskey or rum as they were relatively inexpensive, easy to transport, and had a long shelf life. The Village of Buffalo was settled in the same area as "Black Joe's" and later became the hub of the Niagara Frontier.

Cider (hard) was a popular drink in the area and most likely was the first alcohol beverage locally produced. By 1810 most whiskey and rum arrived from Pittsburgh and Detroit aboard Great Lakes sailing ships. Beer was not available on the Niagara Frontier as it had a short shelf life and was too expensive to transport. Once farmers began arriving in large numbers



1852 Drawing of Buffalo NY by George Catlin (courtesy Buffalo History Museum, BHM)

(beginning in 1800) and growing crops of wheat, barley, oats and corn, home brewing began in earnest. The first residents of Buffalo were mostly English and Scottish, as were the first brewers. Only one commercial brewing operation has been documented during this pre-canal period in Buffalo.

The opening of the Erie Canal in 1825 was a watershed event for Buffalo and the Niagara Frontier. The Canal connected the Hudson River and New York City to the Great Lakes through Buffalo at the western terminus of the canal. In just a few years the backwater frontier Village of Buffalo was turned into the fastest growing transportation center in the United States. The canal opened a fast and cheap route for transporting lumber and grain from the Midwest to the East Coast, and finished goods and people from east to west. Travel time between Buffalo and New York was reduced from six weeks to ten days, and transportation costs fell from

\$100 to \$10 a ton. When the Erie Canal was first completed in 1825 Buffalo's population was 2600. Five years later it more than doubled to 6000+.

The canal also redefined Buffalo brewing from a cottage endeavor to an industry. Buffalo developed into one of the country's major brewing centers during the 1800s. In 1873 alone there were over 33 breweries listed in the city directory, producing 176,299 barrels of beer and ale annually.

Commercial brewing operations began showing up throughout the area in the 1830s. Locally, brewers were making "small beer"—low in alcohol and high in nutrients but with a short shelf life. Brewing was generally only possible from October until March when temperatures were low enough to allow fermentation of the wort. For this reason most Buffalo brewers had other occupations during the summer months. Making soap and candles with ash produced from the wood burned during



brewing was a common summer occupation for early brewers.

The local beer began to grow in popularity as it became more readily available. It was safe to drink and the local temperance groups, of which there were many, were more opposed to the high alcohol distilled drinks (whiskey and rum) than to beer. Buffalo's first brewing operations were very small producing only one to three barrels at a time. Brewing only required knowledge, hard work, ingredients, and three or four vessels: a copper brewing kettle, wooden mash tun, an optional cooling vessel, and wooden fermenting container or barrel. Brewers, as with most merchants, operated under the barter system, since money was hard to come by on the Niagara Frontier. Brewers would exchange beer for grain or other farm goods.

Buffalo's upper class, in the 1830s and 40s, favored Champaign, Madeira, Sherry, and Bordeaux wines along with pure cognac. New England rum and gin were also popular as was London porter mixed with ale called "alf and 'alf." Whiskey was considered a vulgar drink meant for the lower classes.

The opening of the canal

allowed for the cheap transport of all these drinks by the barrel from cities like Philadelphia and London. Local merchants would then bottle the liquor, porter, and ale and re-sell it. Porter and ale were higher in both alcohol and hops, allowing for extended shipping distances.

In the 1840s brewers began to dig cellars and harvest lake ice, so were able to store beer for longer periods. In the 1850s Buffalo brewers started brewing lager beers, which required lower fermentation temperatures and longer storage periods.

BUFFALO'S FIRST BREWERY: 1811 JOSEPH WEBB BREWERY

Joseph Webb was Buffalo's first documented commercial brewer. He operated the Black Rock Brewery in 1811. His Brewery was located in what was then the Village of Black Rock, just north of Buffalo on the Niagara River, now known as the Black Rock district of Buffalo. His choice of location may have been influenced by the large contingent of American military stationed at Black Rock during the lead-up to the War of 1812.

Black Rock Brewery.
Joseph Webb,
TAKES the liberty of informing the public generally, that he has lately established a
BREWERY,
At the Village of Black Rock,
Where he will be able at all times to supply customers with **MALT LIQUORS** on reasonable terms.
The highest price will be given for good clean Wheat and Barley. Farmers and Merchants, who have grain to dispose of, will favor his establishment, by allowing him a credit of 60 days, when they will be punctually paid.
Nov. 18.

Jos. Webb Ad in the 1811 *Buffalo Gazette*: one of two placed that year, in November & December (courtesy BHM)

The White Ash Letters of 30 Nov. 1811 also attest to the brewery's existence, even though there is no further mention of Webb nor his brewery after 1811: "Joseph Webb has foresight; he believes whiskey is injurious; he knows that men will not confine them-selves to the use of water." Obviously the temperance issue and water safety were concerns of the time and Webb was trying to use them to his advantage.

Webb's Black Rock Brewery was most likely destroyed in December of 1813 when the British crossed the Niagara River from Canada and burned all of Black Rock and Buffalo.

We can learn several additional facts from the Webb documentation: First, the mentions appear during cold weather months, as brewing was not possible in hot weather; second, he employed the credit and barter systems in his brewing operation; third he brewed with wheat and barley, indicating they were readily available locally; and finally, the terms "malt liquor" and "beer" were interchangeable at that time.

BUFFALO'S SECOND BREWERY: 1824? 1825 KANE, PEACOCK AND RELAY BREWERY

Author's Note: The date followed by a question mark (1824) is the most probable date the brewery began business; but 1825 is the date when period documentation confirms the brewery was in business.

It is most likely there were several brewing operations in Buffalo between 1811 and 1824; however records of their existence are lost. According to the 1825 census of Buffalo taken by Leonard P. Crary, two breweries were operating in Buffalo. An ar-



Pre-Pro label and bottle: Moffat's Superior Porter (courtesy Tom Stengel)

ticle by Sheldon Ball, however, states there was only one Buffalo brewery in 1825. Possibly, the disparity centers on what were considered the boundaries of Buffalo at the time.

So, the second documented Buffalo brewery could have been operated as early as 1824, but we have the paperwork to confirm it existed by 1825. It was owned by Dennis Kane, P. Peacock, and Charles Relay. The three men are listed in the 1828 Buffalo

Directory as brewers, Niagara Street. In addition, the 1828 Map of Buffalo by L.P. Crary shows a brewery at the corner of Niagara, Mohawk, and Morgan (later Elmwood) Streets. Apparently their brewing operation ended before 1832 as it is not listed in the 1832 directory and only Charles C. Relay was listed as a brewer at that time, on Seneca Street.

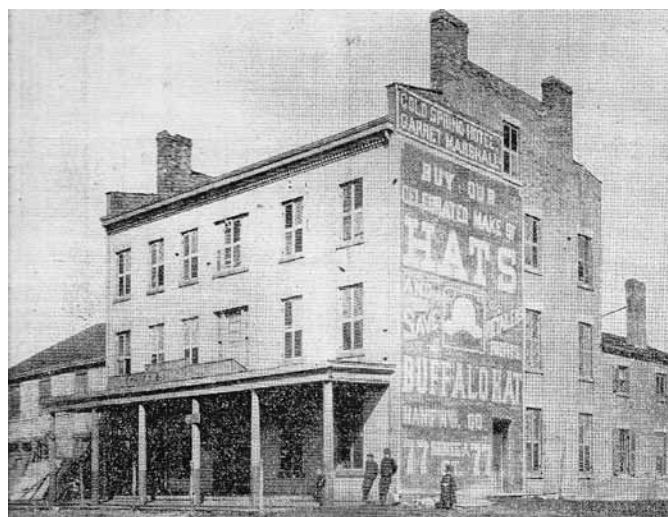
The Kane, Peacock and Relay Brewery was short lived, however, and a 1909 article in the *Buffalo Evening Times* indicates John Moffat* and his son, James, purchased the brewing operation around 1833. Also, the 1836 Buffalo City Directory lists Moffat as a brewer at that location.

**John Moffat & Walter Grieve, both Scottsmen, are credited with operating the first bewery in Western New York, near the village of Geneva on Seneca Lake about 1795. Moffat later moved to Buffalo with his family.*

The 1839 Directory lists James Moffat & Co. as a "Brewery, Soap and Candle Factory."

The Moffat Brewery continued in operation until son James died and it was sold to Arthur Fox and became the Fox and Williams Brewery. In 1876 it was sold back to the Moffat family and continued operations at the same location until the advent of Prohibition forced closure in 1920. After Prohibition the Phoenix Brewery continued brewing "Moffats Pale Ale" through an agreement with the Moffat family.

BUFFALO'S THIRD BREWERY AND FIRST BREW-PUB: 1826 RUDOLPH BARR, COLD SPRINGS TAVERN & BREWERY



Cold Springs Tavern circa 1900 (courtesy BHM)

The Cold Springs Tavern was located near a natural freshwater spring just north of Buffalo, and was a major stopping place on the Niagara Frontier for soldiers and travelers before, during, and after the War of 1812. The Tavern was located at Main and Ferry Streets in present-day Buffalo. Rudolph Barr, with two partners, took over operation of the old Cold Springs Tavern around 1825. After a year or so Barr started a brewery at the location and gave Buffalo its first Brew-Pub.

Rudolph Barr was originally from Switzerland and came to America in 1814. Barr has been credited with brewing the first

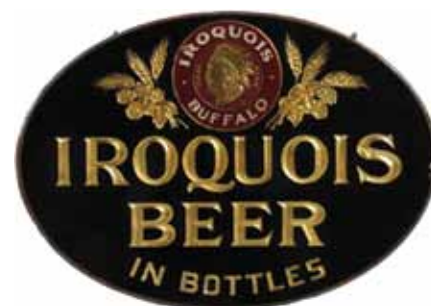
strong beer in Buffalo. Strong beer and lager beer are not the same thing: where small beer and strong beer use top fermenting yeast, lager beer uses bottom fermenting yeast that require lower brewing temperatures. Small beer is lower in alcohol than strong beer. Both of Barr's partners left the business and Barr eventually sold his tavern and brewery in 1834.

James Mcleish took over operation of the brewery in 1836 and later added a malting operation and distillery. By 1857 Mcleish had stopped brewing but continued his malting operation for some time.

BUFFALO'S FORTH BREWERY: 1830? 1836 ROOS BREWERY

Several newspaper accounts and a brewer's convention publication in 1888 and 1897 indicate Jacob Roos brewed beer as early as 1830 in Sandy Town, north of Black Rock on York Street (now Porter Ave.), near the

Erie Canal. *At that time Sandy Town was not part of Buffalo and not included in the Buffalo directories.* The first contemporary documented record of Jacob Roos brewing in Buffalo was the 1836 city directory. It indicates he commercially brewed beer on Rock St. (later Canal St.) below Genesee, near the canal district.





The 1837 city directory lists Jacob Roos as moving his brewery to German (above Oak). In the 1838-9 city directory Roos again moved his brewery to its final location at Pratt Street near Batavia (later Broadway). Jacob Roos operated the brewery until his death in 1867. Jacob's son, George Roos, continued the brewery operation until 1893 when Leonard Burgwerger purchased it.

Burgwerger built a new brewery on the site and called it the Iroquois Brewing Co., which continued operations until Prohibition in 1920. It reopened at the end of Prohibition. After several owner changes and a final acquisition

by the International Breweries Inc. that failed, the brewery closed in 1971. Iroquois was one of Buffalo's largest and most successful breweries.

BUFFALO'S FIFTH BREWERY: 1830? 1832 McCULLOCH BREWERY

Alexander McCulloch and his son, John, were listed as brewers on Seneca Street in the 1832 city directory. Charles C. Relay, of Buffalo's second brewery, is also listed as a brewer on Seneca Street. Could Relay and McCulloch have brewed together for a short time?

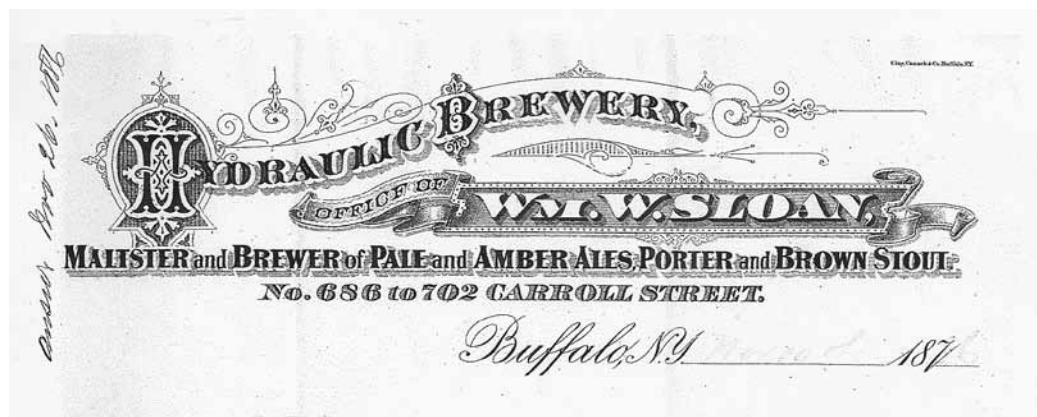
The "Hydraulics" was an area near present-day Seneca and Hydraulic Streets, where a canal from Buffalo Creek was dug in 1828 to produce hydraulic power for an industrial zone. The 1832 *Buffalo Directory* lists this area as having a grist mill, hat body shop, pail factory, last factory, woolen factory, and one brewery (believed to be McCulloch's). Around 1836 the Hydraulics name was changed to "Clintonville" with a population of 500. It was later incorporated into the city of Buffalo.

Alexander had three sons with his wife Elizabeth: Alexander Jr. (eldest), John H., and James. Alexander Sr., who turned the brewery over to his eldest son around 1836, continued to live in Clintonville with his wife until his death around 1846. The McCullochs became an important family in the Hydraulics/Clintonville community.

Alexander Jr. and his brothers operated their brewery located on Mill Street near the Hydraulic canal (later Hydraulic St.) until 1843 when they relocated to Steuben Street (later becoming part of Carroll Street) also near the Hydraulic canal. The Attica Railroad laid tracks into Buffalo down Mill Street in the early 1840s. This is probably what caused McCulloch to relocate his brewery to Steuben Street.

In 1847 the McCullochs sold their brewery to James H. Barton and Matthew J. Gilman. The Barton and Gilman Brewery operated until 1857 when it was sold to William W. Sloan.

Sloan named his brewery the Hydraulic Brewery. The location remained the same but the address changed to 686 – 702 Carroll Street. Sloan continued brewing and malting at the Hydraulic Brewery until 1876.



Beer Label New Finds

Tracking the Silver Cream and Alpine Boy labels



Menomonee River BC,
Pre-Prohibition



United Beverage Co.,
Prohibition



Menomonee-Marquette BC, 1933-1961



Silver Cream: Tracking the life of a brand is almost like a genealogy study. Here's an example for Silver Cream, a popular brand in Menomonee, Michigan from the 1880s to the 1960s. The brand appears to have started with the Menomonee River Brewing Company (1888-1919) then was continued during Prohibition by the United Beverage Company (c1920-1933), which had an enlarged market including both Menominee and Marinette, Michigan. When Prohibition was repealed in 1933, Silver Cream emerged as a major brand for the new Menominee-Marquette Brewing Company (1933-1961). The Oconto Brewing Co. of Oconto, WI milked any remaining value from the brand name in

the 1960s, after which Silver Cream became history.

The graphics on the earliest label is what dreams are made of—fishing a stream in a canoe with a nice fish on the line! What a difference from the 1960s design pictured. Labels with the early fishing scene are known from Menomonee River and United Beverage Breweries. Remaining supplies were used after Repeal by overprinting with the new Menominee-Marquette Brewing Company name. Count yourself lucky if you can find any of the fishing scene labels.

By the way, the red example from the Menominee-Marquette Brewing Company is a new find and the label that prompted this review. Thanks to Ed Stroh for reporting this.



© 1933, Baltimore Brg Co.



© 1933, Elizabeth Brg Cp.



© 1933, Bruton Brg Co.



© 1937, Bruton Brg Co.

Alpine Party Boy Design: This iconic label design appeared around 1933 from both the Baltimore (MD) Brewing Company and the Elizabeth (NJ) Brewing Corporation. Two different Party Boy brands are known from the Baltimore brewery and four different from the New Jersey brewery. Both of these were out of business by 1935, but the style was continued by Baltimore Brewing's successor, Bruton Brewing Company, until they closed in 1940. Four examples are pictured here—all are included in the Volume 2 label book and the corresponding "new finds" on my website.

The figure in the design is memorable. Until I learn otherwise, I will continue to call it the "Alpine Party Boy." I'm curious why this design was used by two different breweries located just 175 miles apart. So far, I have not found any connection between the two, nor any explanation for the duplicate uses. Can anyone help?

The © 1933 Baltimore Brew label pictured, by Bruton brewing, is the new find that inspired this review. Thanks to Bertan Ozgun for reporting this.

Collections within Collections – Ink Blotters

by James L. Kaiser

Have you ever noticed that once you find a unique piece for your collection, other similar items come your way to form a collection within your collection? One of many likely candidates for such a collection is ink blotters.

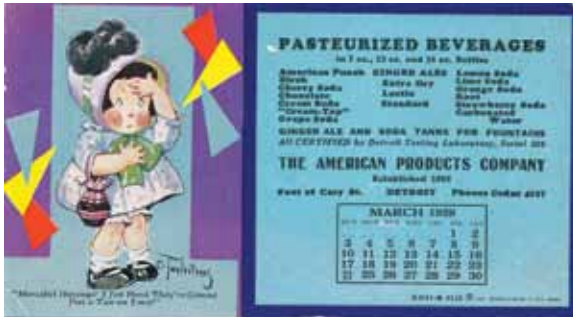
Back in the day of fountain pens, ink, when freshly penned on a piece of paper, needed time to dry and would easily smear if the paper was folded prematurely or covered by another sheet. Although the earliest known blotters come from the sixteenth century, their use did not become widespread until the 1800s. In about 1830, after a few thousand years of dumping sand on freshly penned ink to absorb the excess, blotting-paper was perfected.

Advertising printed on the back side of blotters was the

next obvious development. During their time, blotters were a very popular medium for advertising. At one time they were as plentiful as coasters, matchbooks, etc. are today. And yes, they were used by breweries to advertise their beer.

By the mid-1950s widespread use of the ballpoint pen spelled the demise of the need for an ink blotter, which completely disappeared during the 1960s. You didn't need an ink blotter for a ballpoint pen; at least after they perfected them (remember the ink blotch on your pocket?).

The ink blotters pictured here are all from Detroit breweries.



American Brewing Co.

It's great when they date your collection for you, but was also a sad day when the American Brewing Co. had to give up brewing beer for soda. The graphics are atypical for a brewery, but a testimonial to history.



The Goebel Brewing Co.

The Goebel shield was a predominant trade mark for this brewery in pre-Pro days. Uncommon is the Goebel shield tie-in with a knight in armor, lance, and charging horse. Note the distribution range of their beer to McKeesport PA.



Ph. Kling Brewing Co.

Phillip Kling was one of the early pioneers of brewing in Detroit, starting his first batch in 1863 when the battle of Gettysburg was a current event. "Chill Proof" spoke to his claim that his beer did not fog up when chilled, as was common in those days.



C. Pfeiffer Brewing Co.

In 1889, Conrad Pfeiffer started a label that survived until 1966; too bad it was just the label and not his beer. This blotter has great graphics with three labeled bottles. The "Extra" Brew label is extremely rare, but you can find it in Volume 3 of Bob Kay's label books. The other two labels are just difficult to find.



Tivoli Brewing Co.

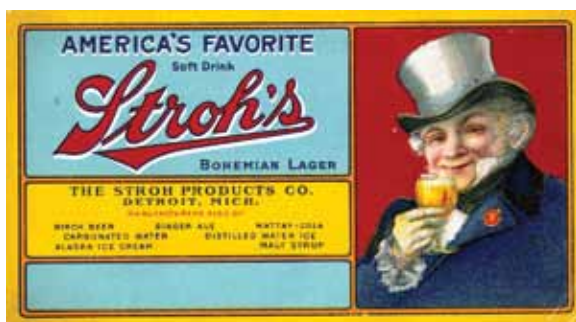
This gentlemen server is a familiar individual on Tivoli serving trays and other advertising items from this brewery. Note his European attire, which probably has a connection with the Belgian heritage of its founder.



Stroh Brewing Co.

The Server is a familiar symbol on Stroh serving trays, blotters, trade cards, etc., but a waitress? What is that all about? While not common, there is no doubt that the Server was "hoppy" to see her. Maybe she only shows up in Canton, Ohio.

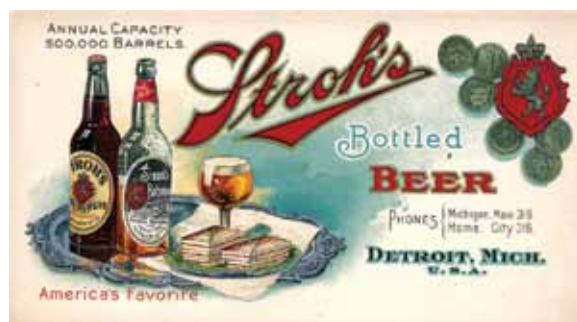
more next pg.



Stroh Brewing Co.

Stroh produced soda and ice cream during Prohibition; another waste for a fine brewing facility. The gentleman in the top hat is well recognized and a common image on tin and cardboard signs that can be found in many collections. Is that a beer in his hand?

No, No, it must be ginger ale.



Stroh Brewing Co.

Two nice labeled bottles; Wurzburger and Bohemian. With only one glass on the tray, it appears this customer was not sharing with anyone. Stroh advertised 300,000 barrel capacity up to the late 1800s and increased it to 500,000 barrels around the turn of the century.



Koppitz-Melchers Brewing Co.

"Extra Dublin Porter" and "Nurnberger Brau"—now that's a pair to draw to—Irish and German beer in one brewery: great drinks either way! Another connection with PA; Altoona this time.



Stroh Brewing Co.

A very common image to the Stroh collector is the Munchen Kinder [Munich Child] and is very often mistakenly identified as a little girl. In fact, it is a historic symbol of the City of Munich and is a young boy in a monk's garb. It's a long story and forget thoughts of child abuse. How many Brown Stout bottles/labels do you have?

APPLICATION FOR MEMBERSHIP

PHOTOCOPY, FILL OUT, AND MAIL TO: NABA, 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$25, Canada \$30 (US); and overseas \$40 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!). Alternatively, visit nababrew.com and hit the "Join" button and pay your dues using the secure PayPal system.

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

Phone (incl. area code) _____ Amt. Enclosed \$ _____

email address _____ Sponsor _____

Upon receipt of Application, we will send two recent issues of *The Breweriana Collector*.

Please check the areas of breweriana that you collect. You may select a MAXIMUM of six different listings, including specific brands or cities, for inclusion in the Membership Directory.

- | | | | | |
|--|--|---|---|--|
| <input type="checkbox"/> All Breweriana | <input type="checkbox"/> Clocks | <input type="checkbox"/> Lamps | <input type="checkbox"/> Neon Signs | <input type="checkbox"/> Salt Shakers |
| <input type="checkbox"/> Ash Trays | <input type="checkbox"/> Coasters | <input type="checkbox"/> Leaded Windows | <input type="checkbox"/> Openers | <input type="checkbox"/> Show Promoter |
| <input type="checkbox"/> Barrels | <input type="checkbox"/> Corkscrews | <input type="checkbox"/> Lithographs | <input type="checkbox"/> Paper Items | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Books & Magazines | <input type="checkbox"/> Crowns | <input type="checkbox"/> Matches | <input type="checkbox"/> Patches | <input type="checkbox"/> Statues |
| <input type="checkbox"/> Bottles | <input type="checkbox"/> Dealer | <input type="checkbox"/> Match Safes | <input type="checkbox"/> Photos | <input type="checkbox"/> Tap Knobs |
| <input type="checkbox"/> Brewery Equipment | <input type="checkbox"/> Foam Scrapers | <input type="checkbox"/> Medals | <input type="checkbox"/> Pinbacks | <input type="checkbox"/> Thermometers |
| <input type="checkbox"/> Calendars | <input type="checkbox"/> Glasses | <input type="checkbox"/> Menus/menusheets | <input type="checkbox"/> Pitchers | <input type="checkbox"/> Tip Trays |
| <input type="checkbox"/> Cans | <input type="checkbox"/> History | <input type="checkbox"/> Mini Beers | <input type="checkbox"/> Playing Cards | <input type="checkbox"/> Tokens |
| <input type="checkbox"/> Cases | <input type="checkbox"/> Knives | <input type="checkbox"/> Mirrors | <input type="checkbox"/> Postcards | <input type="checkbox"/> Trays |
| <input type="checkbox"/> Chairs | <input type="checkbox"/> Labels | <input type="checkbox"/> Mugs & Steins | <input type="checkbox"/> Reverse On Glass | <input type="checkbox"/> Watch Fobs |

Specific breweries, brands, cities _____

*Be sure to fill out ALL the requested information. This is used for the Membership Directory.
If you skip an item, you've limited the usefulness of your listing.*

New Members

Brent Schwoerner

Engrained Brewing Company
1120 Lincolnshire Blvd
Springfield, Illinois
217-546-3054

Brewpub/Restaurant

Sponsor-Reisch Brew Crew

Doug Goins

Planetary Brewing Company
500 Polk Street, Suite22
Greenwood, Indiana 46143
317-215-4941
planetarybrewing.com
Sponsor-John Ferguson

Doug Groth (Jenny)

PO Box 70
Franklin, Ohio 45005-0070
513-860-9274
truckwashdowg@aol.com
Cans

Tom Mertens (Sara)

4200 Hwy 70 East
Carlisle, Arkansas 72074-9131
501-606-6734
tmertens555@gmail.com

All Breweriana: Coasters, Crowns, History, Labels, Postcards – Arkansas items
Sponsor-Larry Bowden

David Bascomb (Tina)

1697 Lee Road
Fort Washington, Maryland 20744
301-686-8253
blackdog@hotmail.com

Dennis Tacke

2070 Oakmont Circle
Sioux Center, Iowa 51250
507-429-9941
twocats@mtcnet.net

Playing Cards, Signs, Tokens (enclosed pennies), Fountain Brew-Fountain City, Wisconsin

Steve Paddack

7810 Meadowbrook Drive
Indianapolis, Indiana 46240-2657
paintbox1@msn.com

Bryan Ojala

16862 Iredale Path
Lakeville, MN 55044
952-210-4875
bryan.ojala@gmail.com

Dan Arbet

9118 Lawn Ave
St. Louis, MO 63144
(Gift Membership from Paul & Delores Inman)

Curt Ames

2815 Hanging Fen Ct
Johnsonburg, IL 60051
curt.ames@me.com

Coming Next Issue! 2014 Membership Roster

The next issue of the BC will contain a 16-page, pull-out section that will list all NABA members and their contact info, plus a code for what they collect.

We have space in this special pull-out addition for a limited number of **advertisements** by members.

Business-card-sized = \$15
Eighth page = \$20
Quarter page = \$40

DEADLINE: February 1

We suggest a .jpg or .pdf pre-composed ad of your design—high resolution can be fit to nearly any size you buy.
If required, we can compose: send text and hi-res .jpg images. Email your ad to

Lee Chichester
falconer@swva.net

Please double-check to see if emails, phone numbers, and collecting information for your listing are accurate. We encourage all members to send your collecting preferences so your membership info can be as current, accurate, and helpful to your fellow members as possible.

Please send George Baley any missing or corrected information at gbaley@comcast.net. Thanks!

Happy Collecting!

Eastside Breweriana Show, Nov. 9th, 2013
Belleville, IL. Attending this event were three club presidents (left to right): Larry Bowden, ABA; Doug Groth, BCCA; George Baley, NABA.

So, You Missed Green Bay?

If you missed coming to Green Bay for the Convention, you can still enjoy a memento of the event. We have a limited number of pint glasses especially made to commemorate the event available for sale. The picture on the glass is a label from the Rahr Green Bay Brewing Corp. honoring the 1936 Green Bay Packers squad. A pretty cool glass.

One can be yours for only \$10.00 ppd by Standard Mail. Need a 4 pack? Get a set of 4 for only \$25.00 ppd.

You can pay via PayPal at nabamembership@comcast.net or send a check to:
NABA Packer Glass
1585 W. Tiffany Woods Drive
LaPorte, IN 46350



BACK ISSUES of the BC for sale: Issues 87; 91 - 94; 97 & 98; 100 - 102; 104 - 109; 111 - 132; 134 - current. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to 340 E. Ashland Ave., Mt. Zion, IL 62549-1275

NABA

BE SURE TO CHECK WITH THE CONTACT PEOPLE LISTED WITH "EVENTS OF INTEREST" TO ASSURE SCHEDULE ACCURACY

Other Events

Jan. 18: Birmingham Brewnanza; Birmingham, AL; Ray Kynard, jrkynard@yahoo.com, 334-272-1823

Jan. 18: Winterfest Show; Flint, MI; John Fatura, jafa@chartermi.net, 248-486-1579

Jan. 24-25: Snowbird Special; Orlando, FL; Joe Older, jolder@cfl.rr.com, 407-929-2087

Jan. 26: Kickoff Classic; Clark, NJ; Scott Manga, manutd1@optonline.net, 845-634-2626

Feb. 2: Super Bowl Sunday; Wauconda, IL; Ken Keiliszewski, kenanna@comcast.net

Feb. 12-16: Blue Gray Show; Fredericksburg, VA; Rayner Johnson, 703-971-3549

Mar. 30: Blue Springs Show; Blue Springs, MO; Bill Boyles, wilboyles@sbcglobal.net, 816-415-3834

April 5: Simon Pure Spring Trade; Tonawanda, NY; Jeff Murbach, jmurbach@juno.com, 716-713-7236

April 26: Dakota Chapt. Show; Sioux Falls, SD; Don Wallace, wallace@pie.midco.net, 605-224-7495

Events of Interest

NABA Chapter Events

Gateway Chapter

Jan. 24-25, 2014
Mid-Missouri Mini-Meet
Inn @ Grand Glaize
Osage Beach, MO

Bob Hoover • 913-498-9726
robdhoover@juno.com

Feb. 3
North Star
FREEZE UR
CAN

Summit Brewing Co.
St. Paul, MN
• Dave Wendt •
• brent@illumineassociates.com •
• 651-731-9573 •

DogGone
Good Chapt.
Winter Show

Feb. 22
Tri-City Brewing
Dave Alsgaard
989-631-7239
dalsgaard@charter.net

March 1
Schultz & Dooley
SPRING SHOW

Colonie Elks Lodge
Latham, NY
Dennis Heffner
dh0706@verizon.net
518-793-0359

SPRINGFEST

March 8
North Star Chapt.
VFW 311

Bloomington, MN
• Brent Kastler •
• brent@illumineassociates.com •
• 651-731-9573 •

March 15

Port of Potosi's
9th An.
Collectibles Show
St. Andrew Thomas
School Gym
Potosi, WI

Mike Kress • 608-642-0321
portofpotosi@gmail.com

March 23
Chicagoland
Trade Show

VFW Post #9284
Elk Grove Village, IL

Ray Capek
630-778-1482
rbcapek@sbcglobal.net

Titletown
Trade-A-Thon
XXXIV

April 10-12

Hyatt On Main, Green Bay, WI

Rob Smits
920-469-1466
stuffball1993@yahoo.com

Just for Openers
36th Ann. Convention

April 9 - 13, 2013
Hampton Inn & Suites
Chapel Hill, NC
John Stanley
919-824-3046
jfo@mindspring.com

NABA - 2014

Convention #43

July 30 - Aug. 2

Toledo, OH - Best Western

Grand Plaza Hotel

John Huff • cadiac500@aol.com
734-847-3379

ABA - 2014

XXXIII Convention

June 10 - 15

Dubuque, IA

John Weatherhead • 678-427-9512
wxhead@msn.com

ECBA - 2014

42nd Convention

July 16 - 19

Mars, PA

Larry Handy • ohhugo1@aol.com

www.nababrew.com

BCCA - 2014

CANvention 44

Aug. 28 - 30

Dallas-Ft. Worth Airport Hyatt

Mike England • 515-360-3586
mikeengland@bccanet.org



www.nababrew.com

Breweriana Collector

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Please note: the “EXPIRES” date in the panel above indicates the time at which your membership is due for renewal.
Keep this up to date and you won’t miss any *BC* issues.



THE HUEBNER TOLEDO BREWERIES CO.

HUEBNER (KEG BEER) BRANCH