



The **BREWERIANA** **COLLECTOR**

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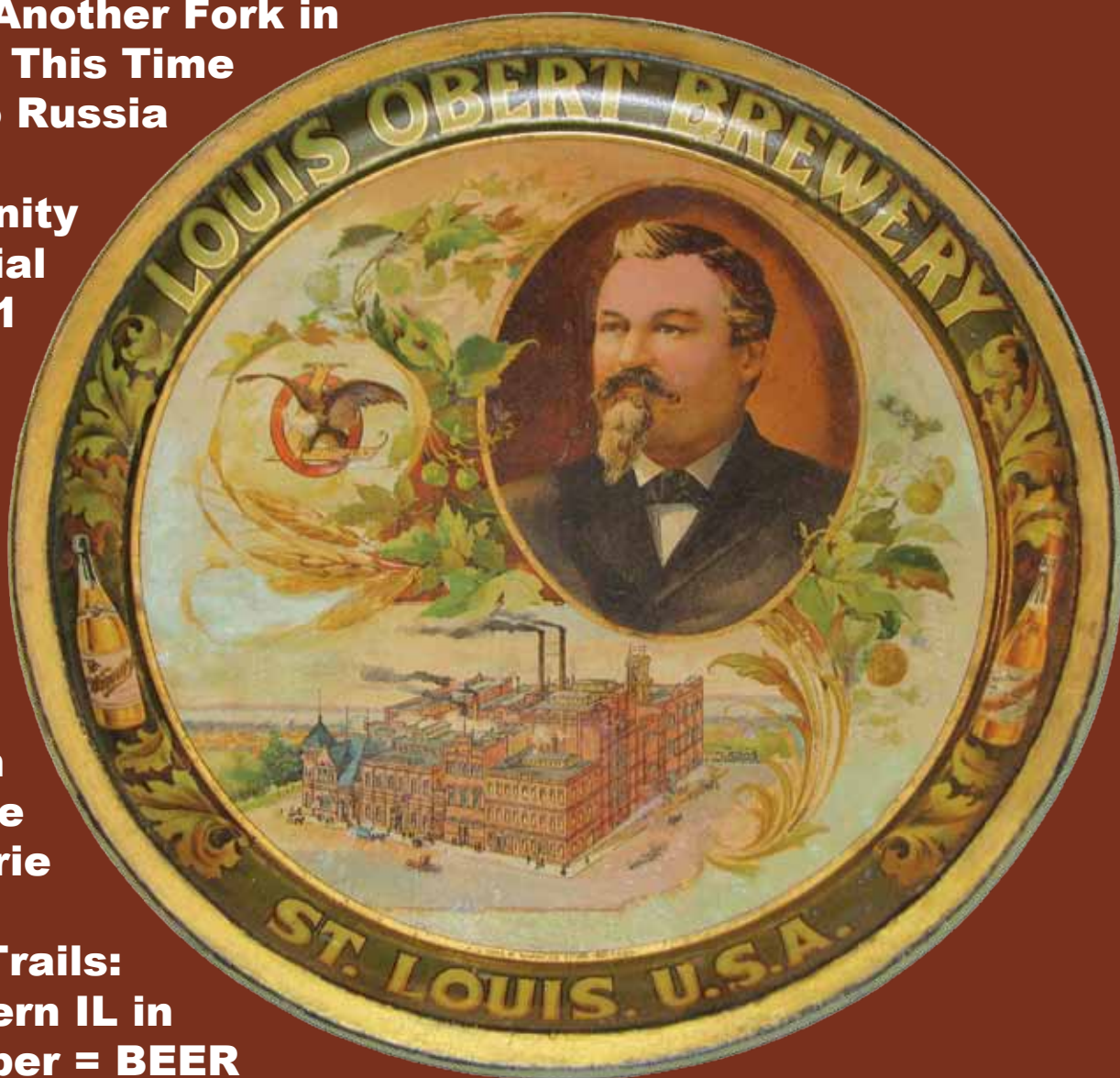
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to Russia**

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**Let's Talk:
Hunting
Hidden
Treasure
in Erie**

**Hoppy Trails:
Southern IL in
Mid-October = BEER**





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The **BREWERIANA COLLECTOR**

WINTER 2015

#168

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President's Message

Happy holidays to one and all.

I just want to catch everyone up on a few important items. First, I want to thank everyone who attended the board meeting held during the Belleville, Illinois bottle and antique advertising show in early November. Many members of the Gateway Chapter were on hand to give their support to our next Annual Convention scheduled for the St. Louis area. The large number of chapter members gives every indication that the show will be run as smoothly as possible. Don Roussin is working with his support staff to arrange home tours, brewery visits, and other adventures. I have every reason to believe that our 2015 Convention will have a large attendance, so start planning now to see the gang next July 28 through August 1.

For those who have an interest in etched pre-Prohibition glasses, plans are underway to begin accepting images and information about this type of glassware on our website (nababrew.com). A slow approach seems appropriate for consistency. We would like to have all the images the same size and have proper resolution. So, if you are glass collector, please consider making available a list of your items for cataloguing, which is the first step. Once we finalize a method of capturing the images in correct size and contrast, step number two will be to ask you to follow the guidelines for photographing your glasses. Then, finally, we can start the uploads and arrange the images by locality. I think this composite will be very useful for those in our organization and for the entire glass collecting hobby.

The board would like to welcome Darla Long, who has agreed to serve NABA. She is a vital member of the Gateway Chapter and is well-known to most NABA Convention attendees. Her addition to our leadership could not come at a better time, considering the location of our next Convention!

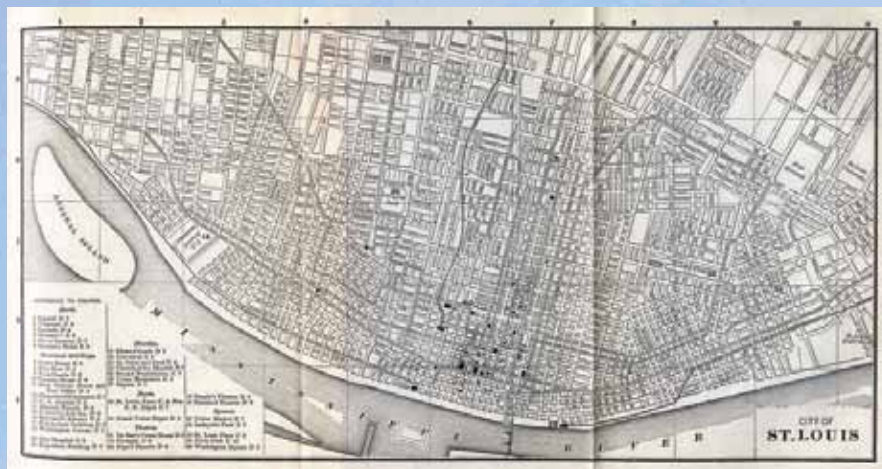
Additionally, most know that Bill Norton has joined our board. He is well known throughout the hobby and we look forward to his comments and ideas.

I would like to suggest attending any local breweriana shows that might pop up in your area. It appears that some of the old shows are experiencing new growth, partially coming from those who have discovered collecting microbrewery cans. I find it very interesting to note just how many new breweries are gaining momentum all over the country.

In concluding this ramble, I want to thank every NABA member for being part of this organization. If you have any ideas or issues, please send them to me or any board member. This is your club—the board is just a caretaker. If you have articles for our great magazine, the *BC*, please send them to our fine editor, Lee Chichester (contact info on P. 3 and on P. 38). Our next board meeting will take place up in the Chicago area in March, so if you want to sit in, let us know and we will give you more information.

I wish each and every one a peaceful holiday and an exciting new year!

John Ferguson



1855 St. Louis City Map.



Welcome

Please join us in raising a
frosty beverage to welcome
our Newest Members!

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**Signs, posters, serving
and tip trays, ephemera**

Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Hunting for Hidden Treasure in Erie



Erie is at the far northwest of the state, under the red circle.

Philadelphia, Pittsburgh, Allentown, Latrobe and even Pottsville, easily come to mind when we think of famous Pennsylvania breweries and beer brands. Often overlooked is Erie, the state's fourth largest city and a former industrial center on the shores of Lake Erie in far northwestern Pennsylvania, between Ohio and New York.

Erie's brewing history is substantial. More than two dozen breweries—and far more brewing companies—have done business there since the early 1800s. The earliest listed by Dale Van Wieren in *American Breweries II* (1995) is David McNair, which opened in 1815, 36 years before Erie was incorporated. By the 1850s, there were at least 12.

The Erie Brewing Co. was the city's largest and last traditional brewery. It was in business from 1899 to 1920, when it changed its product line for Prohibition—producing sodas and near beer under the Imperial Beverages name—then went back to beer from 1933

I have written many columns about the beer advertising collections of long-time NABA members. I decided to take a different approach for this column, to find a new NABA member who has an interesting story to tell. I found one and learned how he acquired unusual, even rare, breweriana. His stories far exceed just being interesting! They reveal his dogged determination to find special breweriana, his appreciation of the history of his collectibles—and his good luck.

to 1978, when it closed. Today, there are four craft breweries, including a new Erie Brewing Co.

Erie resident Ray Barber, 64, is well aware of its rich brewing tradition. He has been collecting Erie brewery antiques—and studying brewery history—for more than two decades and has assembled a collection that includes rare and unusual beer advertising. One of his favorite pieces is dented and bruised; its value is incalculable.

Barber is a new NABA member, having joined in 2014. He also is a member of other national breweriana organizations. "ECBA was my first club, I guess, because of where I live and most other collectors I met were from the East Coast," Barber said. When he learned that the 2014 NABA Convention would be in Toledo, Ohio, he decided it was time to join NABA.

He retired from the Navy after more than 20 years of service, and is a retired electrical construction estimator/project manager. His wife Jane is supportive of his collecting and travels with him to most shows and conventions.

Barber started collecting only Koehler Beer items—the flagship brand of The Erie Brewing Co.—about 20 years ago.

"Many of the serious collectors I know have been at this fantastic hobby for a much longer time, but I also have been a serious and enthusiastic collector and have accumulated a large amount of not only fairly common breweriana but many previously unknown pieces," he said. "It was only natural that I expand my collecting to all Erie beer-related items."

Two of Barber's favorite pieces are from the Wayne Brewing Co. (1908-1920; 1933-1951). Others advertise the C.M. Conrad National Brewery (1863-1899) and Fred Koehler & Co. Brewery (1883-1899; branch of Erie Brewing Co. 1899-1920).

"These are not necessarily my best or most expensive pieces but they are four of my favorites. Also, they are the only one of each I'm aware of," he said. By any standard, they are rare.

Waynebrew Sign

One is a previously unknown near-mint pre-Prohibition self-framed tin sign that

advertises Waynebrew, a brand of the Wayne Brewing Co. It is a 17.25 inch wide x 23.25 inch high rectangle with prominent rounded corners. He acquired it in August, 2014.

"At first glance, it looks like a framed picture with a pretty girl holding a bottle of Waynebrew," Barber said. "It is the earliest known sign used by the Wayne brewery." Erie breweriana experts agree that the label on the bottle was used about 1912.



How it survived and how it was found are key to the story. Barber said it was discovered by workmen during the remodeling of an old tavern that closed about three years ago. The building had a second-floor apartment, and the purchaser was converting it into a two-story home. During remodeling, the new owners found what they described as an unexplained void in its construction.

"They broke into the void and found a closet that had been boarded up and left untouched for what they believe was at least 90 years," Barber said. "The only things in the closet were a few old clothes and some papers—and the Waynebrew sign!"

Nothing like finding "hidden" treasure in a long-forgotten secret room to get your imagination flowing.

Barber was alerted that the owners were looking for people to "bid" on the sign. "They weren't advertising it on eBay, other Internet sites, or in the newspaper. They do, however, know quite a few people who are beer-related collectors [and told them]. So there was quite a bit of interest."

Barber made the best offer and got the sign. "It almost was sold to a collector on the West Coast, he said, with a sigh of relief. "I'm exceptionally happy that this previously unknown piece would stay at home in Erie."

Champion!

Barber's favorite post-Prohibition piece also is from Wayne, a 1940s sign that promotes its Champion Beer brand. The colorful graphics on this 15 inch wide x 23 inch high piece feature a hunting dog with a bird in its mouth.

It is made of hardboard, not cardboard. "The dog scene is printed on hardboard and attached to a velvet-like brown flocking, while the moon and word, *Champion!* are actually the hardboard without flocking," he said. Two other elements rest on the flocking: *Wayne Beer & Ale* in silver, raised lettering and *Wayne Brewing Co., Erie, Pa.* embossed in three-eighths-high letters on the bottom right corner (it is hard to see because it blends in with the flocking).

"Any Wayne Brewing sign is hard to come by but the Champion is extremely rare. I don't recall seeing any other 1940s Wayne Champion Beer advertising," Barber does, however, own an unused Champion bottle label.

"Wayne Brewing started by buying the Consumers Brew-



ing Co. in 1908 and was the second largest brewery in Erie until 1920, when Prohibition started," Barber explained. Wayne and the more prosperous Erie Brewing Co. were the only breweries in the city to survive Prohibition.

"It took almost six months after Prohibition for Wayne to start marketing beer, but it never regained enough of the Erie market to survive."

Sometimes a little unexpected luck and a good friendship pays off. Those factors came into play when Barber acquired the Champion sign at a local estate auction four years ago.

"It was a complete surprise to everyone, including the auctioneer." The sign had not been advertised as one of the auction items. "There were only a couple other small beer pieces in the auction; the family never knew the father had it or where it came from."

The sign almost eluded Barber, but a tip saved the day.

"I had left this auction [to attend] another when a friend called me and asked why I wasn't 'here' for the Wayne

sign,” he said. “I thought he was joking because I had been there and didn’t see any breweriana of importance. I raced back and got there within minutes of it being auctioned! As they say, timing is everything.”

Fred Koehler & Co.

Another piece isn’t the prettiest or in the best condition; far from it. His 1890s license-plate-sized Fred Koehler & Co. metal sign, however, is extremely rare: what he calls “a little piece of history.” Its historic significance exceeds its 6.5 inch high x 12 inch wide measure. It advertises *Fred Koehler & Co’s Extra Wiener Beer...Brewed Exclusively for Family Use* in red and black lettering on a silver-colored background with a dark green border.



“The Koehler brewery was started in 1864 by Charles Koehler, father of Jackson, Fred and Louis, at 26th and Holland Streets,” Barber said. “After Charles died, his wife Rosanna kept the brewery going from 1869 to 1873, when Fred and Jackson took it over. In 1882, Jackson Koehler left the brewery and moved to the Erie Eagle Brewery. Fred Koehler took control of the existing brewery, using his name only, and managed it until it merged with other breweries in 1899 to become one part of a new ‘The Erie Brewing Co.’”

Knowing the right person was the key to acquiring the

sign, in this case, a bottle collector who liked to dig for buried treasure. In 2005, the collector called Barber and asked if he would be interested in an old metal beer sign he had found while digging in a long-forgotten trash pit or outhouse hole (at a depth of 5.5 feet) in a residential lot on East 3rd Street in Erie.

Barber had to make sure he heard the person describe the sign correctly. “I really didn’t believe what he was telling me.”

When he finally saw it, he knew that the logo in the center—a beer barrel with wings—was used by the Fred Koehler brewery. “Usually, the letters JK are seen on barrels in advertising for Jackson Koehler but in this sign you can see an F on a K with a C interlocking for Fred Koehler’s logo.”

He also was surprised to learn that it was made of copper, not steel, which may have helped preserve it. “I was in awe that it had survived more than 100 years underground.” Good fortune, again, was on his side. Barber

wasn’t the only breweriana collector that was aware of the sign’s existence. “I later learned that another Erie collector had been contacted first and tried to get the digger to reduce his asking price, a strategy that backfired on him,” Barber said. He purchased it for “a few hundred dollars.”

The only other known Fred Koehler breweriana, he said, are bottles (“somewhat common”), etched glasses (“pretty rare”), and a nickel-plated tray (“very rare”).

“Any sign advertising beer for this brewery was unheard of until 2005,” he said. “Even though its condition is not the

best, the fact that it has survived makes this extra special.”

CM Conrad Natl. Brwy.

Another of Barber’s elite pieces is from the C.M. Conrad National Brewery: a relatively small 1800s brewery. By the 1890s, it was the fourth largest in Erie, behind Jackson Koehler Eagle Brewery, Consumers’ Brewing, and Fred Koehler & Co.

C.M. Conrad was one of the oldest in Erie at that time, founded as the Jacob Fuess Brewery in 1852. When Fuess died in 1863, his wife Catherine and her son, Charles M. Conrad, assumed control of the brewery and changed the name to C.M. Conrad Brewery. It was one of four breweries that merged to form The Erie Brewing Co. in 1899.

Other than beer bottles and an occasional ad in a theater program, no C.M. Conrad National Brewery advertising had been seen, Barber said. That soon changed.

“In December, 2013, I became aware of some excavating work on the old Conrad Brewery site,” he said. “Two underground storage vaults had been uncovered. What was unusual about this site is that a small slab-on-grade motel had just been demolished. It had been sitting on top of these 100-plus-year-old vaults for more than 40 years.”

He had a good idea what was at the site. “I have old blueprints of the Conrad Brewery that showed the underground storage vaults [used for hops and grain].”

Barber visited the site and shared his information with the property’s owner, at which time he was told about an 80-year-old man who had been there to see what was going on. “He mentioned to workers that he had an old beer ‘license plate’ from the brewery on a beam in

his basement, so the workers went to his house to see it.”

Barber was given a brief description of the sign.

“I had a description of the house but no name or address,” Barber said, although he knew the house was on the same street as the excavation site. “I went to the block where he lived and lucky for me there was only one house even close to matching the information I had. The name of the owner was on the mailbox on the porch.”

The man’s daughter answered the door and introduced Barber to her father. He told Barber that the house was more than 100 years old and he had lived there for more than 60 years. The sign, well, it was exactly where he had found it the day he moved in. Barber suggested that it’s possible the previous owner had worked at Conrad and left the sign when he moved.

He asked to see the sign and was taken to the basement. “I actually thought I was going to see an early sign from The Erie Brewing Co., as that was how it was described to me [by the workers].”

When the homeowner pulled the chain that turned on a light, Barber said, “I just stood there with my mouth open, not able to talk for probably 15 seconds, looking at this unbelievable piece of history. I was having trouble trying to talk...”

What took his breath away was a 6 inch high x 13.5 inch wide embossed tin-over-card-board sign that advertised, in bold red and black lettering, Conrad’s National Brew.

“It was one of the oldest and most beautiful signs I have ever seen, likely the oldest TOC,” Barber said. “If the sign itself wasn’t awesome, the detailed bottle on the left side was almost too much!”

When he recovered his senses, he just wanted to take photos of the sign and get as much information as possible. He never imagined the man would sell it to him.

“I was just trying to get in a position to take pictures when I told him that if he ever decided to part with the sign to call me,” Barber said. “He said he had never seen anybody that interested or excited about the sign and if I wanted it he would part with it.” It became Barber’s 2013 Christmas present.

“I’m still in awe that that sign could have remained ‘undiscovered’ in plain sight [at least] of the many people that would have been in his basement during those 60 years.”

As for Barber’s first objective, “I never did take a picture of the sign on the beam!”

~~

Although he cherishes his rare and unusual signs, he also is proud of brewery ephemera in his collection. “Probably one of my most important and

treasured pieces is the original incorporation document of The Erie Brewing Co. signed by Pennsylvania Governor William A. Stone, on March 20, 1899. Items like this really increase the drive I have for finding more Erie brewery history.”

Barber enjoys sharing with others his knowledge—and some of his rare collectibles. “I know I appreciate seeing similar types of breweriana owned by collectors in other cities and hearing their stories,” Barber said.

Some of his larger one-only-known pieces are displayed at The Brewerie, an Erie brewpub. Two are from 1890: the cornerstone from the Jackson Koehler Eagle Brewery; and a 14-foot-long, 1,500-pound sandstone Eagle Brewery sign. Also, the original three Fine Brew figures—Lager, Pilsener, and Jackson Select—characters that appear on some Koehler Beer trays that were presented to The Erie Brewing Co. in 1956 by an employee who handcrafted them.

If you have questions about Erie breweriana or breweries—or have found a piece of Erie brewery advertising hidden in your attic—a new NABA member welcomes your inquiries.



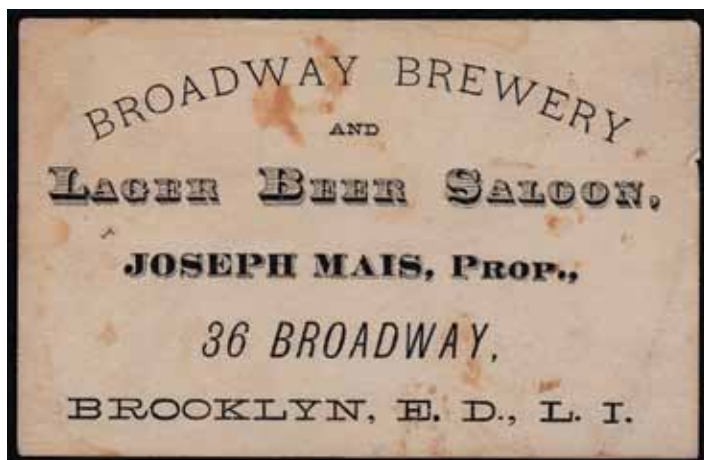
NABA Breweriana Detective

2 Mysteries: Trade Card & Pre-Pro Glass Say What?



Two NABA Members seek help with histories of items recently acquired. Greg Johnson finds a mystery proprietor; and John Ferguson scratches his head over a brand/brewery name. Get in touch with either or with me (falconer@swva.net) if you have research that might answer these questions.

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



Greg Johnson says: "I picked up this trade card (business card) that advertises the "Broadway Brewery and Lager Beer Saloon" in Brooklyn. I did a lot of online research and found no matches to the proprietor, Joseph Mais, or a brewery owner by that name at the address 36 Broadway in Brooklyn.

"I did find two breweries listed for this Brooklyn, NY location in *American Breweries II* (by Dale Van Weiren). The listings are 134a Joseph Nickel 1874-1877 and 134b L. Schmidt (36 Broadway) 1877-1879. But not the one on the card.

"I also found out that "E. D., L. I." on the card stands for *Eastern District, Long Island*. On the back is some German writing in pencil. (Ed. note: many thanks to my German family and friends for helping with the deciphering and translation – see right).

"What I'm curious about is this: was this a brewery before or after the two breweries listed in *ABII* at this same address? The typography

on the card looks to be from the late 19th century, so it certainly fits the timeframe.

"Any information from readers will be appreciated!" johnsondesign2@gmail.com

We have determined that the writing on the back of the card (above) is a handwriting style taught in Germany during the early 20th century, but not used today, called Sütterlin. It was developed as a standard of German cursive writing during 1911.

The note reads:

Theure Lizzie ("theure" was written with an "H" in Sütterlin): Wenn es Dir irgend möglich ist, so komm noch einmal herüber. Ich möchte Dich noch einmal sehen, bevor ich gehe. Wenn Du nicht kannst, verbleibe ich Dein Dich liebender, John.

Which might translate to:

Dear (valuable or precious) Lizzie: If it is at all possible for you, please come on over one more time (we are guessing that Lizzie is in Germany or Europe, while John is in Brooklyn, and that "come over" means over the ocean. However, John could be visiting Germany, asking Lizzie to come see him one more time before he returns to America). I would like to see you one more time before I die (or "before I leave"). If you cannot, I will remain your loving John.

Breweriana Wanted

I am looking for great graphic pieces in top condition. Will buy or trade.

**Keith Belcher
kbelcher@cox.net
703-625-5837**



John says, "This glass I recently purchased off eBay is a mystery to me. It's from the pre-Prohibition era. This stemmed, paneled goblet stands 6 3/8" tall, 3" at base and opening, and is lettered *Oppenheim's Special Brew Lager Beer*. There is no listing of any Oppenheim brewery in *American Breweries II*, so I suspect the beer was especially made for a business or person.

"If you have additional information or a better guess, please let me know. All ideas are welcome!

fergkate@comcast.net





"A Plan of Albany as it was in 1758"

ALBANY & VICINITY PICTORIAL HISTORY PART 1

BY LARRY MOTER

Reading Craig Gravina and Alan McLeod's new book, *Upper Hudson Valley Beer* for a Collector's Bookshelf review (see p. 28-29) made me take a fresh look at my own book inventory related to this geographical area. I found some pictures not included in the Gravina & McLeod book, as well as some important enough to be in *Upper Hudson Valley Beer*.

Also inspired by Bob Kay's research on Albany brewing history, published in his Labelology column in the last issue of the *BC* (Vol. 167, Fall 2014) I felt that more needed to be covered about this, the "heart" of our country's brewing industry.

So, my research has added some info and photos to "the rest of the story." So much, however, that we decided to divide the presentation into two parts. For this part I've included photos of breweries and portraits of brewery business magnates that were not in *Upper Hudson Valley*, with the notable exception of the Honorable Michael N. Nolan (pictured @ right). Mr. Nolan was the owner of the esteemed Quinn & Nolan Ale brewery and Beverwyck Brewing Company (lager brewery). He was a former US Congressman and Mayor of Albany, and as such was certainly included in the Gravina/McLeod book.

My primary source is an 1892 book:

Albany Illustrated, which is described further:

- *Illustrated Souvenir of Albany and Vicinity*
 - *Commerce, Trade and Industries*
- *Historical, Descriptive [sic], and Biographical Sketches with Views and Portraits*
Published by The Argus Company

PDFs of the photographs shown here with full text included in the "Illustrated Souvenir" are available upon request (accneca@aol.com).

(Ed. Note: Where possible, we've included excerpts of the "sketches" written in the Argus publication about the brewers, in addition to brief identifying captions. The language of the period is nearly as interesting as the backgrounds included here.)



**Michael N. Nolan,
Quinn & Nolan
Ale brewery and
Beverwyck Brew-
ing Company
(lager brewery).**

"One of the most widely known and influential citizens of Albany is Hon. Michael N. Nolan, who was for five years the popular

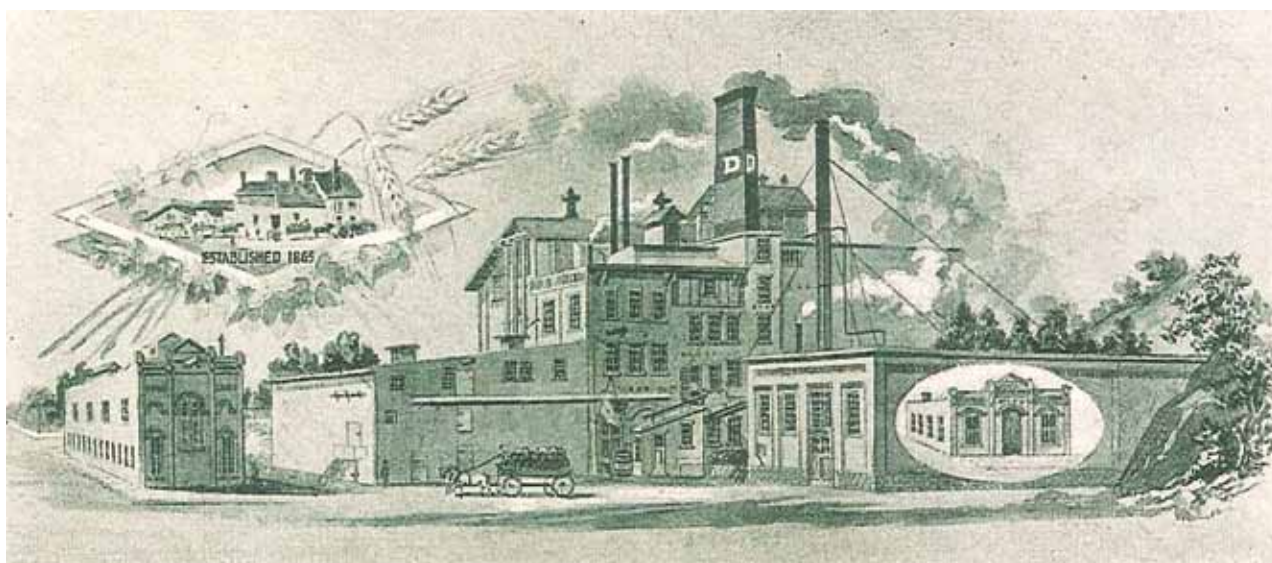
Mayor of this

city, and who represented the district in Congress from 1881 to 1883. Mr. Nolan is an Irishman by birth, and came to Albany in childhood. He was elected Mayor of the city in 1878, and filled the position with honor until 1883, when he resigned the office. He was elected a Member of Congress in 1881 and served one term, since which time he has devoted himself exclusively to his large business interests. He is now the President of the Beverwyck Brewing Company, and of the Quinn & Nolan Ale Brewery, which are among the most successful concerns of the kind in the State, the brewery buildings comparing favorably with any others in this line of business and the popularity of the Beverwyck Lager is widely known. The late Terence J. Quinn was formerly associated with Mr. Nolan in the business, and the house is still known as Quinn & Nolan. To the great executive ability and business sagacity of Mr. Nolan is largely due the great success of the company. His liberal methods and sterling worth are recognized by all."

A.F. Dobler, lager brewer, whose company lasted until 1959.

"This renowned maltster and brewer was born in Wurtemberg, Germany, in 1844. In 1848 he, in company with his parents, Mr. and Mrs. Jacob Fink, emigrated to the State of Pennsylvania; and on the subject of this sketch attaining his fifth year he went to reside with his uncle, John Dobler, in the city of New York; thence to Nashua, N.H., and, in 1856, removed with his uncle's family to Albany. On reaching his majority in 1865, having previously assumed his uncle's name through legal procedure, Mr. Dobler assumed the management of his uncle's brewery, and zealously continued the study of lager beer brewing in all of its most intricate and essential details, and became the oldest member of Prof. Schwartz's Scientific Station of Brewing in America.

At the death of his uncle, John Dobler, in 1885, the subject of this brief biography purchased the entire brewing properties over which he had so long presided, and since that time he has been its sole owner and manager. Indeed, if we mistake not, this is the only brewery in the historic city of Albany, which has a single proprietary interest, and is conducted by a single executive head, and the struggle to attain his present well-earned affluence was a long and heroic one."



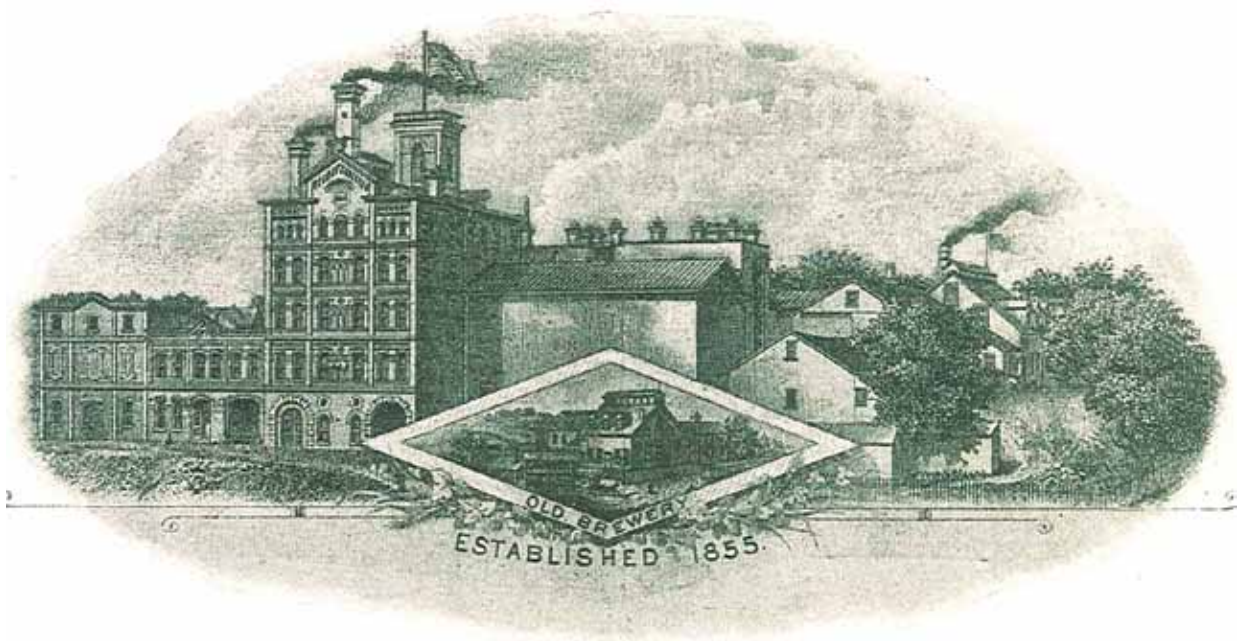
A.F. Dobler Brewery

"Albany's famous lager beer plant was established in 1865. It is a splendid property, located on the most prominent and highest point in the city, overlooking the Hudson, with splendid views of the Catskills and other mountains. The malt storage house, on State and Lark streets, fully reflects the paramount importance of the industry represented.

Entering this mammoth establishment from the Swan street side we find the department devoted to shipping and the receiving of "empties" . . . until we enter upon the vast area of stone and arched brick vaults, wherein is arrayed an all but endless group of tubs and vats . . . their combined capacity being equal to 12,000 barrels. These vaults are divided into fifteen separate apartments . . . their flooring is of blue stone, and their mean temperature, thirty-four degrees Fahrenheit. The ice houses, an essential point of interest, have a capacity of 5,000 tons . . . While in point of sanitary cleanliness, this entire plant is a model beyond question. Every practical improvement, including two giant double-compressing refrigerating machines, have been adopted by Mr. Dobler, who thoroughly understands the construction and workings of every mechanical device in use."



Charles A. (left) and Fred. Hinckel, lager brewers, whose company expired in 1920.

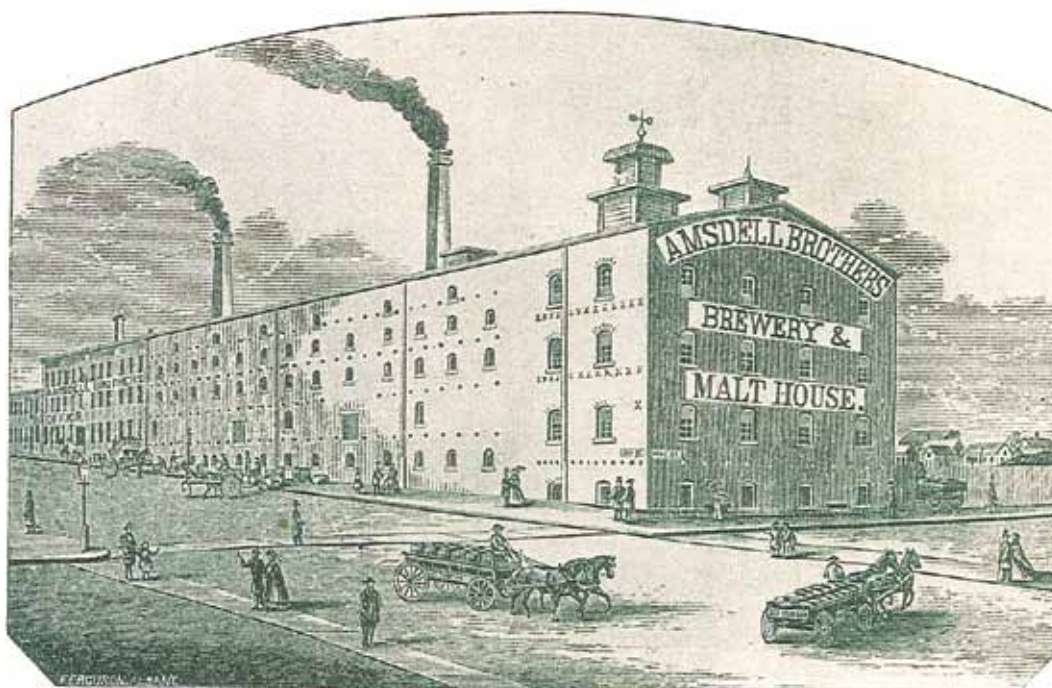


Hinckel Brewing Company

"The extensive business conducted by this well-known corporation was established in Albany by Hinckel & Schinnuerer in 1855, on the site of the present magnificent plant, and the business was continued under that style and title until 1858, when the senior member of the firm, Mr. Fred Hinckel, purchased his partner's interest, and, until his death in 1881, he carried on a most successful trade and established a reputation for his products as unsurpassed for flavor and general excellence and purity. From 1881 to 1887 the business was conducted under the title of Fred Hinckel's Estate, with his executors, A.C. Hinckel and A.B. Pratt, as managers. In 1887 the Hinckel Brewing Company was incorporated."



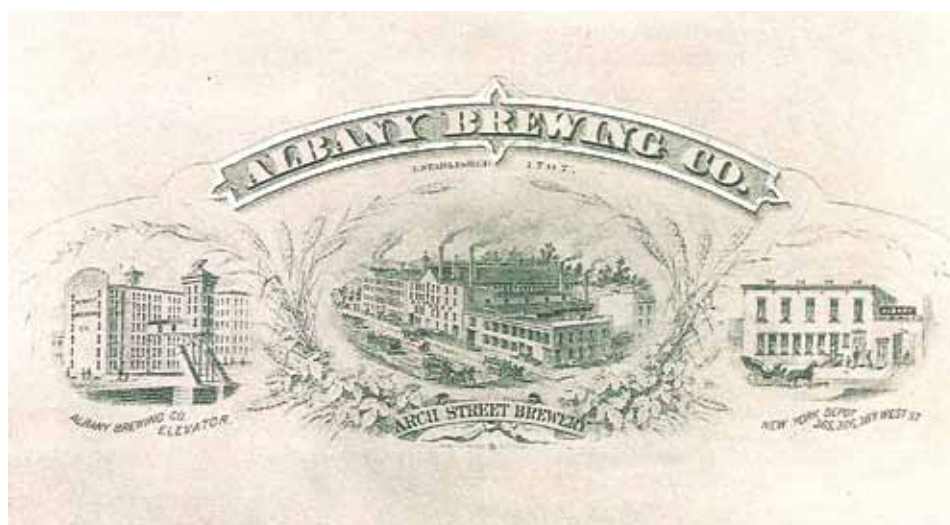
George I. (left) and Theodore M. Amsdell, renowned ale brewers; their last company entity expired in 1920.



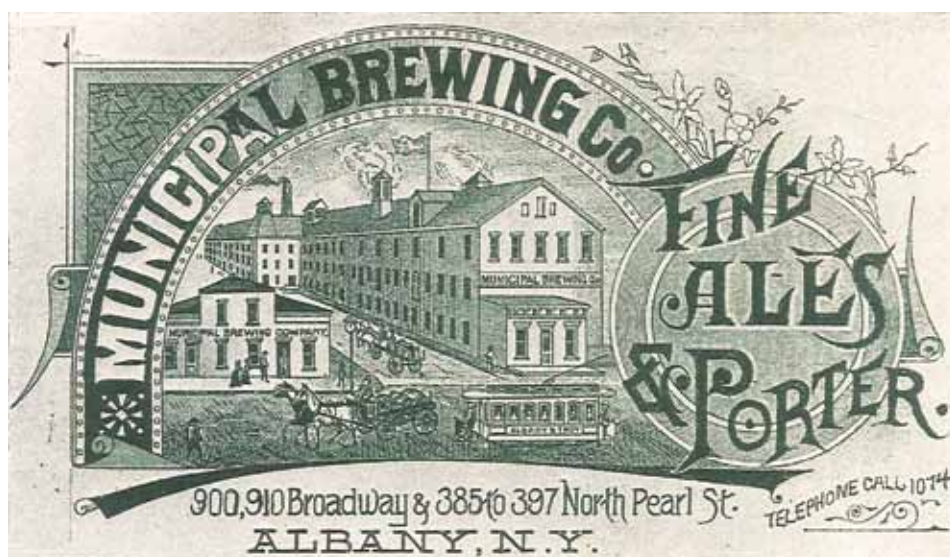
Amsdell Brothers Brewery & Malt House

"Amsdell Bros. — These well-known brewers of Albany cream ale and India and Scotch ales, are among the largest contributors to the great aggregate of Albany's trade. Their industry, one of the pioneer enterprises of its kind in this country, was established in 1844 by William Amsdell, and for nearly half a century the concern has held a leading place among the notably successful brewing establishments of the United States. In 1853 Mr. T.M. Amsdell succeeded to the business, and six years later the firm as now composed was organized as his successor; Messrs. Theodore M. and George I. Amsdell comprising the firm. The handsome buildings . . . are admirably equipped with all the latest apparatus, machinery and appliances necessary for the successful conduct of their vast business, and eighty men find constant employment in the establishment."

"Among the old important industries of Albany is that conducted by the **Municipal Brewing Company**, which, on June 5, 1889, succeeded to the extensive trade developed by the Fort Orange Brewing Company, which, for many years, was one of the leading enterprises of its kind in the State, and which, for generations, was noted for the superior quality and purity of its output. Since the present company was organized, the business, always great, has steadily increased and extended, and the oldtime reputation of the famous ales and porters of the old concern has ben maintained unimpaired." *(Author's note: Municipal expired in 1891 according to Van Weiren's American Breweries II but other corporate entities with different names lasted until 1904. This 1892 Argus book's contradiction in the dates implies that the reason only certain Albany brewers and breweries were included in their "Illustrated Guide" was that the publishers/editors had a "pay to play" policy—an approach to publishing that I have previously surmised existed in similar books of the time from other cities.)*

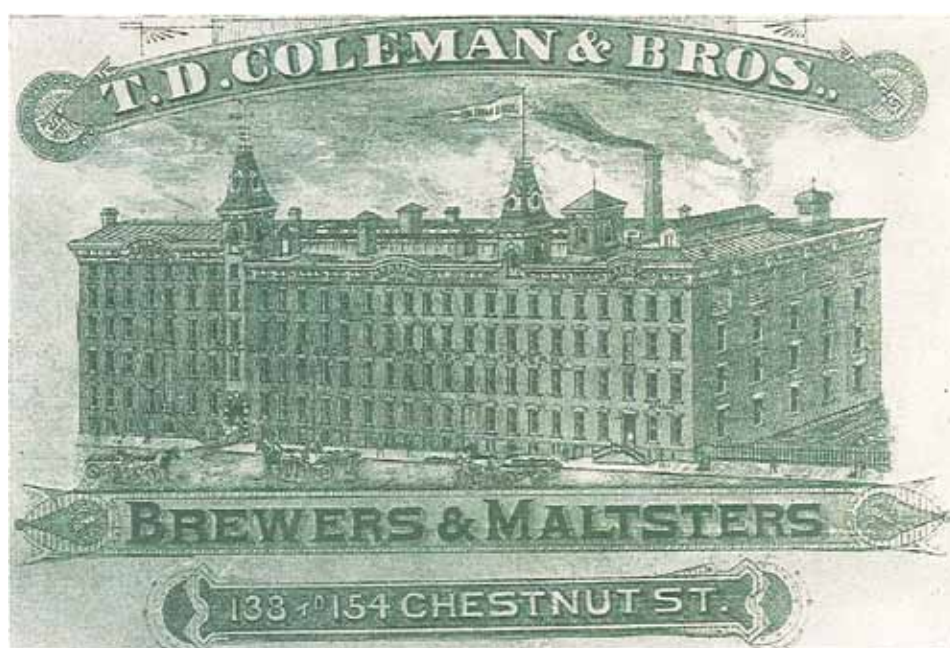


Albany Brewing Co. (expired 1916)



Municipal Brewing Company

"This great brewing and malting concern [T.D. Coleman & Bros.] is the result of progressive growth from the business established in 1865, by Messrs. Thomas D., Patrick and Matthew Coleman, who took charge of the old Perry malt-house on Central avenue, and conducted a large malting business. Three years later the firm having attained great success, purchased the small Auel malt-house and brewery at 138 Chestnut street, to which extensive additions were made in 1872 and 1883 . . . The buildings are four and five stories in height, with an area in the rear, giving exceptional facilities for loading and unloading, etc. The premises are flanked by . . . a brick ice-house four stories high, with storage capacity of 1,000 tons. In addition to this the firm own and operate two other malt-houses . . ."



T.D. Coleman & Bros., brewers & maltsters (expired 1896)

In closing, I've included here a few images from a rare booklet: *A Century of Brewing Hudson Ale: Evans 1786-1886*.

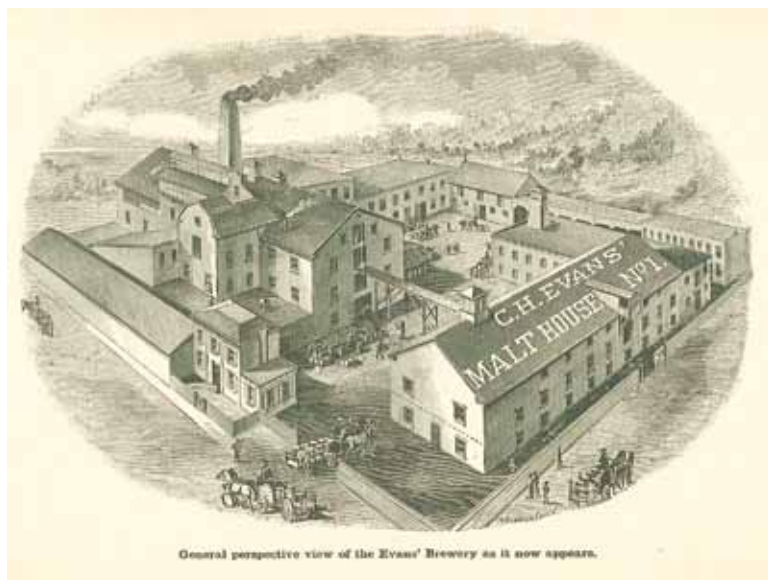
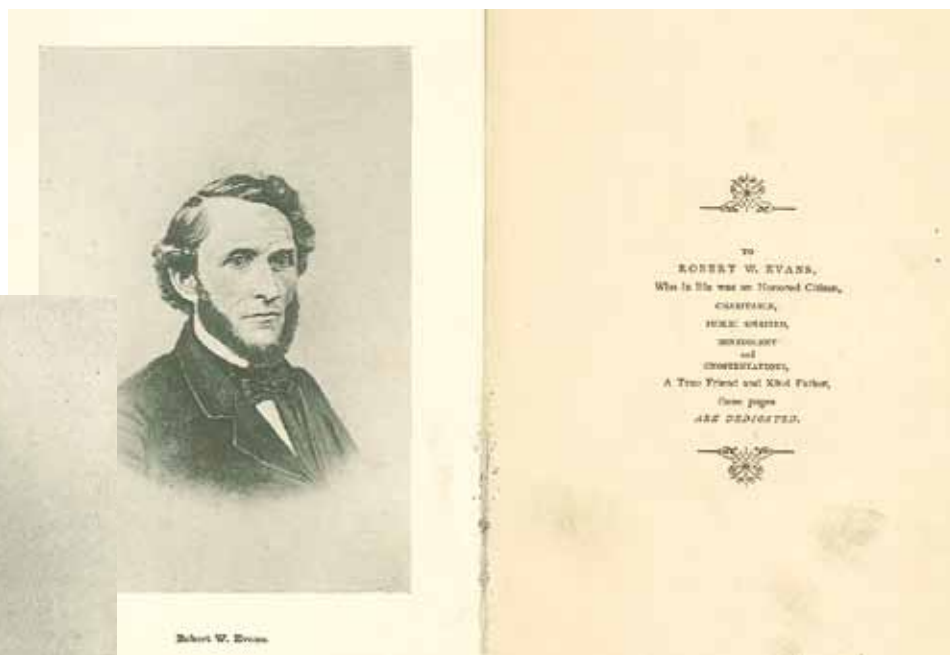
The cover of the booklet includes C.H. Evans' famous trademark, and is dedicated to the patriarch of the enterprise, Robert W. Evans. Inside, the booklet includes a factory scene and a portrait of C.H. Evans, the son of Robert W. Evans.

This renowned maker of fine Hudson ales, alas, ceased operations in 1928 as C.H. Evans, Inc. It was listed in *American Breweries II* as "NP" (non-producing) in 1934. The Evans brand was produced in the 1930s by the Peter Barmann Brewing Co. of Kingston, NY (closed in 1941 after brief ownership by Ruppert).

Per Gravina/McLeod, however, the Evans brand is proudly alive today as the C.H. Evans Brewing Co. located at the Albany Pump Station.



C.H. Evans, son of Robert W.



General perspective view of the Evans' Brewery as it now appears.



Auction Hysteria

by ROBERT HAJICEK

The following breweriana sold at
Paul Auction Company in Kewaskum, Wisconsin
from the estate of Jim Paul.



Walter's Fine Bottle Beer Print
John Walter & Co., Eau Claire, WI, \$4,200



Jos. Schlitz Oval Factory Scene Tray (faded)
Jos. Schlitz Brewing Co., Milwaukee, WI, \$500



Pabst Paper Lithograph
Pabst Brewing Co.,
Milwaukee, WI, \$4,000



Walter Brothers Factory Scene Paper Lithograph
Walter Bro's Brewing Co., Menasha, WI, \$6,000



Berliner Style Beer
Curved porcelain sign
Berlin Brewing Co., Berlin, WI, \$1,200



Gutsch Lager Beer
Tin Sign: Corner sign with
frame removed.
Gutsch Brewing Co.,
Sheboygan, WI, \$6,000



Kingsbury Pale Beer
Reverse-on-glass clock
(not working, damaged neon)
Kingsbury Brewing Co.,
Sheboygan, WI, \$1,900



Drink Miller High Life Beer
Large reverse-paint-on-glass.
Miller Brewing Co.,
Milwaukee, WI, \$5,250

Cousins Of a Sort

by Reino Ojala

Brown Derby beer was first brewed for a couple of Brown Derby restaurants in Santa Monica and West Hollywood. The first restaurant was built in the mid-1920s, and was shaped like a derby hat and painted brown (of course).

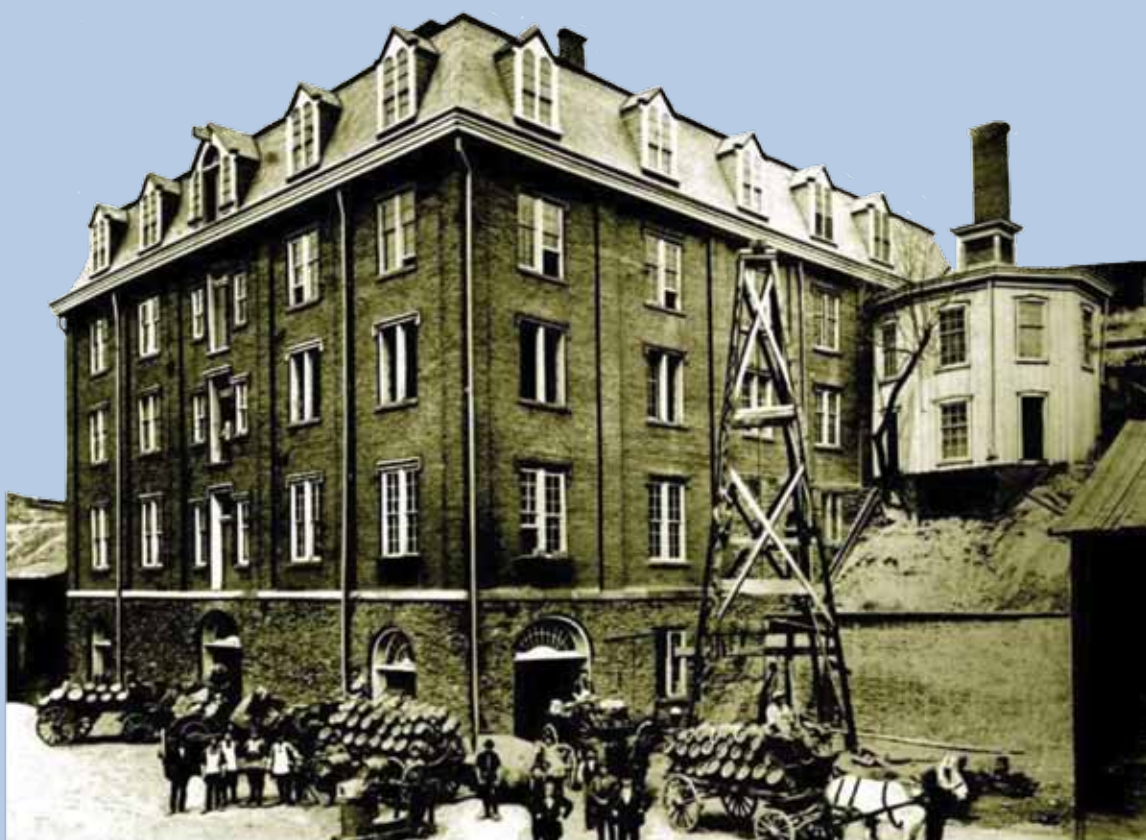
The restaurants and their beer became very popular. In 1937, Safeway stores began to sell Brown Derby beer as their "house brand." A silent film produced by the Los Angeles Brewing Co. soon followed, showing the brewing process and touting the high quality of Brown Derby beer for home consumption at mealtime.

For three decades, Brown Derby was contract-brewed by at least 20 different breweries in 11 states; and delivered to ~1500 Safeway stores in the US and Canada. The beer case shown here is from the Salem Brewery Association in Salem, Oregon, and contained six 64-ounce steinies. These steinie bottles were made with a very short neck and a sharp shoulder, imitating the shape of a stein. Similarly-shaped bottles are still popular in an 11-oz. size in western states.

It seems like our common 64-ounce glass growler is a cousin, of a sort, to the big western steinie bottle. It was no challenge for the glass company to change the opening to accept a screw-on cap, and to add a glass finger-loop for easy lifting.



The amber embossed growler shown here is marked: *HALF GALLON Internal Revenue tax paid, Calif. permit U-1116 Globe Beer Globe Brewing Co. San Francisco, Calif.* Globe was brewing at the old Acme site in San Francisco from 1933 to 1938.



1867 Brewery Photo

Pittsburgh Brewing Company (PBC): This brewery had such a far reach it's extremely interesting to breweriana collectors. The city of Pittsburgh easily qualified as the brewing hub of Western Pennsylvania and indeed many collectors have chosen to specialize in the western part of the state, which can be visualized as greater Pittsburgh and its collar counties.

In 1899 twenty-one independent breweries joined forces to form PBC. The brewing business was undergoing many changes that prompted the syndication – perhaps the two main being the growing threat of National Prohibition and potential takeover by British speculators. As a group, PBC was much better positioned to combat these threats – but it was sure to be a challenge for twenty-one ex-bosses to coexist under a single umbrella. The inevitable closings began almost immediately; within five years seven breweries had been shuttered – then the group seemed to stabilize as the remaining fourteen breweries continued operations until National Prohibition. When the dreaded P word hit in 1920, most of the branches closed their doors – only the Iron City branch continued beverage production while the Straub Branch produced ice cream and dairy products under the Tech name, and the Wainwright Branch operated a cold storage facility.

PA – Brewery	location	Years
110 Connellsville	Connellsville	1899 – 1920
226 National/Jeanette	Jeanette	1899 – 1920
267 Latrobe	Latrobe	1899 – 1920
305 McKeesport	McKeesport	1899 – 1920
336 Mt. Pleasant	Mt. Pleasant	1899 – 1920
640 Baeuerlein	Pittsburgh	1899 – 1920
649 Eberhardt & Ober	Pittsburgh	1899 – 1920 1933 – 1952
654 Iron City	Pittsburgh	1899 – 1920 1920 – 2009
658 Hippley & Son	Allegheny	1899 – 1899
659 Hauch	Pittsburgh	1899 – 1904
667 Keystone	Pittsburgh	1899 – 1920
669 Philip Lauer	Pittsburgh	1899 – 1899
670 Ober Bros.	Pittsburgh	1899 – 1904
674 John H. Nusser	Pittsburgh	1899 – 1900
676 Winter	Pittsburgh	1899 – 1920
685 Straub	Pittsburgh	1899 – 1920
686 Wainwright	Pittsburgh	1899 – 1920
690 J. Seiferth & Bros.	Pittsburgh	1899 – 1899
692 Phoenix	Pittsburgh	1899 – 1920
752 Scottsdale	Scottsdale	1899 – 1899
819 Uniontown	Uniontown	1899 – 1920 1933 – 1948

The Pittsburgh Brewing Co. Pre-Pro Labeling – Standardized in 1913



Pittsburgh Coat of Arms Pittsburgh BC Trademark

The 1899 merger had quickly made PBC the big dog in the local market – so much so that five years later, in 1904, fifteen of the remaining independent breweries in Pittsburgh found it necessary to join forces, more-or-less in self defense. This syndicate was first called the Independent Brewing Company of Pittsburgh and it became the main competition to PBC. After Repeal it was renamed the Duquesne Brewing Company of Pittsburgh. This was the group that eventually developed its corporate identity around its famous Duquesne or Duke brand. While they are obviously different, there are some interesting parallels between the two Pittsburgh syndicates; both had fourteen branch breweries in 1920 when they closed for National Prohibition, and both restarted in 1933 with three breweries, then downsized to a single brewery around 1950. Duquesne, however, closed in 1972 while PBC continued into the 21st century.

The stormy years, from just before to just after Prohibition, produced some especially interesting labels. PBC had incorporated the City of Pittsburgh's Coat of Arms in their trademark. In 1913 they featured that trademark in fourteen re-designed labels – one for each branch brewery still operating. This was an obvious effort to strengthen consumer identity, as these new labels all followed a standard format. Their announcement said: *A new label on an old product. All the Pittsburgh Brewing Company's beers (except Tech) are now sold under one standard form of label.* The black and white announcement even pictured all fourteen labels. These are obviously defining labels for any PBC collection. While a complete set may be unrealistic at this late date, individual labels are especially treasured by contemporary collectors.



Circa 1899-1913: Examples of PBC labels before the 1913 standardization.



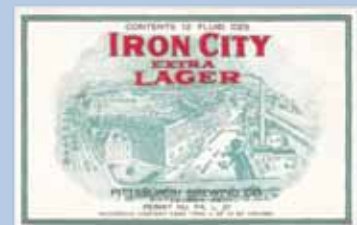
Circa 1913-1920: Examples of PBC labels after standardization.

While standardization was a great idea, remember there were fourteen different breweries and presumably fourteen different brewmasters stirring the pot, thus it shouldn't be a surprise that many nonstandard labels were also produced during the 1913 – 1920 era. This was the same time labels began to show contents in ounces. Amber Swankey is an extreme example of a nonstandard brand. Swankey was a low alcohol temperance beverage flavored with anise (licorice) that was popular in Pennsylvania in the pre-Pro years. Personally I'm not a licorice fan.



The Pittsburgh Brewing Co. – Prohibition era labeling

The Iron City Branch remained open, producing cereal beverages during the dry years. This was a good tie to work off the group's odd-sized bottles. Note that the labels pictured below include 7, 11, 12, 13, 16, and 17 ounce labels.



Circa 1918-33 Prohibition era labels from the Iron City Branch.
These labels range from the early Prohibition years through the L-permit era.

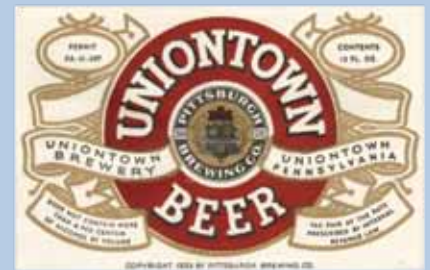
The Pittsburgh Brewing Co. – The Post-Pro Years

*The fat lady sang for the Iron City Brewery in 2009.
Iron City Beer, however, is still available from what used to be their Latrobe branch.*

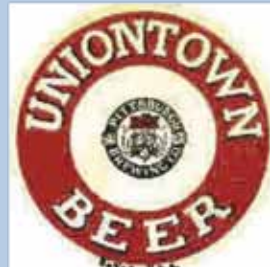
When Prohibition was put to rest some fourteen years later, only three of the group's breweries (Iron City, E&O, and Uniontown) resumed brewing with the Iron City branch serving as a base of operations. Their new 1933 labels featured their trademark inside a large red circle. This design seemed to place even more emphasis on their trademark – located in the center of the circle – and further strengthened their identity for the consumer. This red bull's-eye theme was expanded to a variety of collectibles. Examples for labels, coasters, and match covers are pictured.

E&O and Uniontown closed in the 1948 – 1952 period, however the Iron City Brewery proved more resilient, surviving several reorganizations before finally closing its doors in 2009. Yet, the Iron City brand is still available! Two Wikipedia entries – The Iron City Brewing Co. (Latrobe, PA) and The City Brewing Co. (La Crosse, WI & Latrobe, PA) – trace much of the nitty-gritty leading up to current day production of Iron City Beer in Latrobe, PA.

References: 2006 ABA PBC article by Kay, *American Breweries II*, Brewery Directories, Chuck Puckett, Jerry Glenn, Mark Young, private collections.



Copyright 1933 PBC Labels.



Circa 1933-36 PBC 4.25 in. Coasters

Match covers:
I'm guessing
there is a Uniontown cover that matches these.



While this study focused on PBC design changes from the combined beginning in 1899 until the early post-Pro years, there were many subsequent changes that are of interest to collectors. In closing, here's a peek at some of the changes that followed.
Note the big red bull's eye was a common thread that was carried through numerous design changes.



Circa 1950s



Circa 1960-70s
Second Century



Circa 1980s



Circa 1989+
with Government Warning

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HOPPY TRAILS

Southern Illinois in mid-October = BEER

by Greg Lenaghan

October is a great month to head to Southern Illinois with some collectors and visit some great breweries, and that's just what I did on October 17, 18, 19 this year.

Jeff DeGeal and I left Central Illinois in time to have lunch at 4204 Main Street Brewing Company in Belleville for lunch. The brewer, Tony Toenjes, met us at the front door handing out samples of his Octoberfest. We decided that getting beer samples as you walk into a brewpub is a great customer service idea.

After talking with Tony a while, we sat at the bar to enjoy a great lunch, and several patrons walking past noted that they liked the Octoberfest and were going to have it with their lunch, too. What a great way to promote a beer release.

Next, we headed an hour and a half south to Alto Pass and visited Von Jacob Winery and Brewery. After sharing a flight we went a couple miles north to a new brewery: Abbey Ridge Brewing Company in rural Pomona. There, we tried the three beers this nano had on tap. Abbey Ridge has a great building situated so patrons can enjoy an excellent view. When most people think of Illinois, they see land that is completely flat. But this part of the state is very hilly and beautiful.

On the way south, we stopped by Big Muddy Brewing Company in Murphysboro to see their new grain silo – impressive. Chuck Sturenburg (the owner/head brewer) was not around, but we talked with him later, at the Big Muddy Monster Beer Fest (www.big-muddymonsterbrewfest.com) on Saturday.

We next visited Little Egypt Beer Company outside Ava. Ken Ruhde, the head brewer, was having a smoke outside

and Stu Thompson—for the rest of our tour.

Our next stop was on the other side of Ava: Scratch Brewing Company. Scratch is located in the woods and without doubt, is the most unique brewery I have ever visited. They use ingredients from the immediate area to make their tremendously tasty beers. Mari-ka, Aaron, and Ryan have a varied beer list every week. Everyone should check out their webpage: scratchbeer.com. They also have a wood fired oven they crank up to make bread and other snacks for patrons. The three owners/brewers are always busy: Any trip to Southern Illinois must include a stop at Scratch Brewing Company for a beer or two—and you might as well get a growler to take home while you're there.

Our last brewery stop of the day was St. Nicholas Brewing Company in DuQuoin for dinner and beer tasting. They offer very good

food and beer. A grand time was had by all at this remodeled 100-year-old building. The brewer stopped by to visit and let us know how well the community has welcomed his new business. Grabbing a couple of growlers, we headed out.

We spent the night at Jeff Sandstrom's cabin at Lake Du-



Greg (right) and Little Egypt brewer, Ken Ruhde, with Ken wearing the gold medal his hefeweizen brew earned at GABF.

when we drove up. He gave us a warm welcome and then showed us the gold medal he won at GABF for his hefeweizen. His hefe was very good—that's a great compliment from this hophead. We were joined at this stop by three other collectors—Jeff Sandstrom, Greg McLaughlin,



Jeff DeGeal poses with one of the servers at the Big Muddy Brewfest

Quoin, where the five of us sampled from the growlers and then called it a night. We all agreed it was a fine way to spend a Friday, visiting breweries in Southern Illinois.

Saturday marked our annual participation in the Big Muddy Monster Beer Fest at Riverside Park in Murphysboro. As always, en route to the festival, we stopped at the world-renowned 17th Street Barbeque for lunch before the fest.

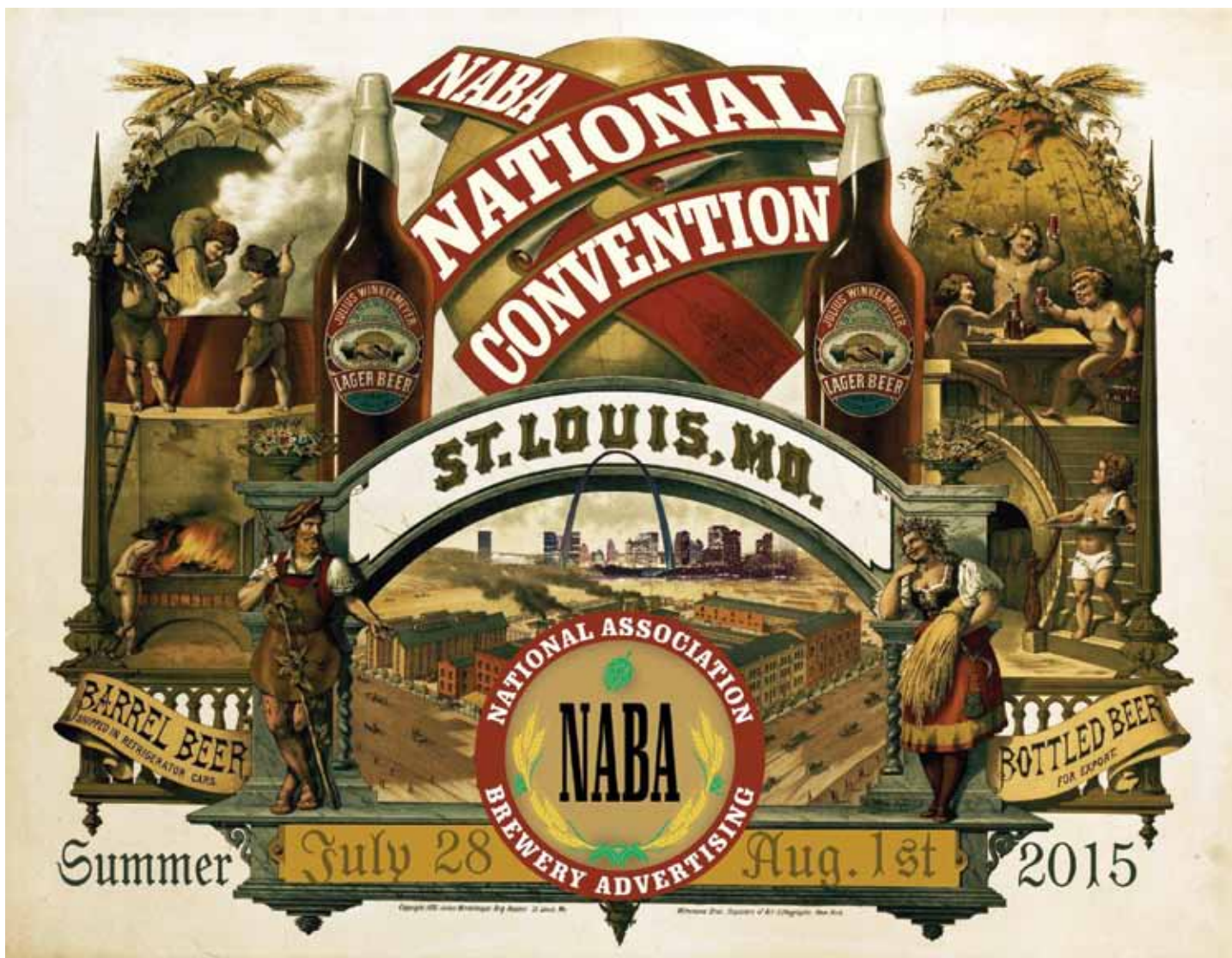
The Big Muddy is held in a large park with entertainment at its center. There are over 100 craft breweries represented in addition to local homebrewers who give out tastes of their products. Local food trucks make this event complete. Our group agreed that this is the best brew fest any of us have visited.

As you can tell, this is a great weekend to visit Southern Illinois, and we recommend that you check out the Big Muddy website and mark it on your calendars for 2015.

Cheers,
Greg



Two Urban Legends and Jeff DeGeal at the Big Muddy Brewfest



2015 CONVENTION POSTCARDS AVAILABLE!

The St. Louis Convention Team, with the artistry of Barry Travis, has made a very special, expressive post card available to Members and Chapters. All those interested in the hobby should help promote this gathering, and an excellent resource has been developed for you each to do just that!

These postcards are available in printed form: easy to grab a stack and take with you to display on your table at the next trade show you attend.

If you also have a website, Facebook page or other marketing/informational resource, the image is available digitally, pre-sized for web use.

Finally, if you either want to print your own or have a mailing list, newsletter, or other use

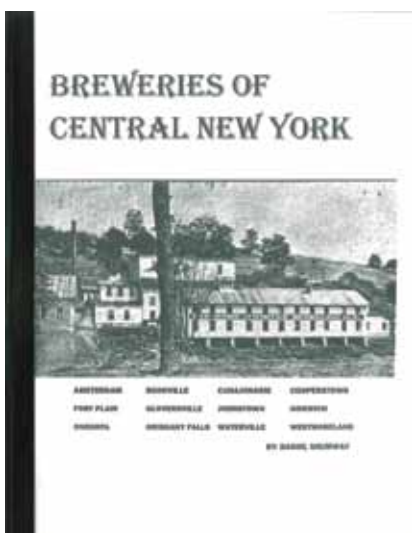
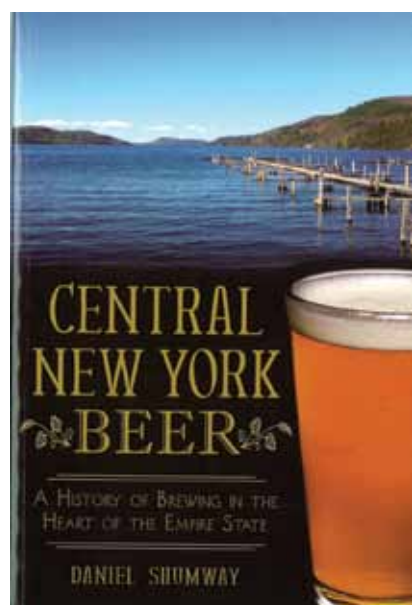
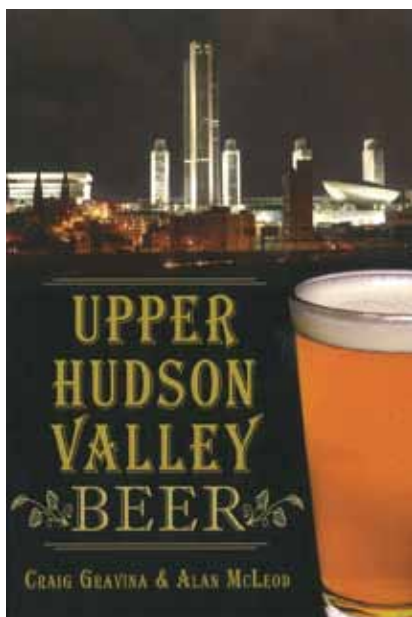
for a full-sized digital image, a 300 dpi resolution version is also available.

To get **pre-printed cards**, please contact John Ferguson or George Baley to get a stack mailed to you: fergkate@comcast.net or gbaley@comcast.net

To get either **digital version** (web-sized or 300 dpi) emailed to you, contact Lee Chichester or Don Roussin: falconer@swva.net or donald.l.roussin-jr@boeing.com

The NABA Board, Officers, and the St. Louis Convention Team thank you for all you can do to boost attendance and awareness of this event!

Collector's Bookshelf



Reviewed by Larry Moler
accneca@aol.com

3 New York State Brewery Books

- *Upper Hudson Valley Beer* by Craig Gravina & Alan McLeod (2014) published by the American Palate – A Division of the History Press, Charleston, SC: www.historypress.net
- *Central New York Beer: A History of Brewing in the Heart of the Empire State* by Daniel Shumway (2014) published by the American Palate – A Division of the History Press, Charleston, SC: www.historypress.net
- *Breweries of Central New York* by Daniel Shumway (2013) Available from Daniel Shumway, email: shumwaydb@msn.com

One of my favorite things about the NABA Annual Convention is seeing old friends and fellow collectors from different geographic areas of the country and networking, chit-chatting, and just “chewing the fat” in general. This year’s outstanding Toledo Convention was no exception and one NABA person I always enjoy hobnobbing with is Bob Kay. Bob is certainly one of the most knowledgeable collectors/researchers in the hobby and his contributions as a writer/author/researcher to the hobby are beyond significant and simply off the chart.

Bob asked me a question: “What was our first geographic brewing center?” Shooting from the hip, I replied, “Either Philadelphia or NYC.” Seeing the expression on his face, I immediately retracted my answer and corrected myself: “Albany.”

Bob informed me of his forthcoming Albany article (featured in the 2014 Fall *Breweriana Collector*) the Albany Ale Project web site, and the forthcoming Gravina/McLeod

book (in researching his article, he’d been in contact with the authors).

After reading Bob’s article, I knew what books were going to be my assignment for this NABA journal Bookshelf column. I also knew I had some nice Albany-and-nearby items in my own collection – enough for a pictorial article (*Ed. note: see Larry’s contribution to the hobby on p. 12-17*).

But back to the books.

The bulk of this review concerns *Upper Hudson Valley Beer*, which details the rich brewing history of Albany and the upper Hudson Valley. The first chapter informs us about the original settlers of New York: “The Dutch and New Netherlands in the 1600s.” Albany grew from a village called Beverwyck. That was news to me—I thought Beverwyck was the pre-Pro lager plant & post-Pro successor to the Quinn & Nolan Brewing Co. and their flagship brand of beer.

We collectors all know Beverwyck Brewing Co., from its numerous trays, coasters,

signs, cans, etceteras. They frequently used the Irish three leaf clover (especially on trays and coasters), which emphasized their Irish connections.

Chapter 2 details the transition from the Dutch to the British: "Colonial Era Brewing: Local Water, Wheat Malt, and Dutch Hops." Chapter 3 is "British Albany from the 1660s to 1800: Building on the Dutch Legacy of the 1600s." Chapter 4 covers "The 1800s."

The first three chapters detail the history of an industry, the agriculture of the region, the early local brewers, and the development of a very young country. As Bob noted in his article (*BC* Vol167, Fall 2014, P. 22) a major boon to Albany was one of the USA's early infrastructure projects: the Erie Canal. The growth of railroads also created an alternative to canal/river transportation.

Albany/Upper Hudson Valley ales grew in both quality and reputation throughout the country. Many famous Albany brewing names—including Matthew Vassar, John Taylor, Granger, Amsdell, and Evans—were renowned for quality ales in the 1800s. Scotsman Peter Ballantine started in the Albany Ale industry in the 1830s prior to a move to Newark, NJ.

"The 1800s" is a 56 page chapter and is really the "meat" of the book. It covers the rise and fall of the famous Albany Ale brewers. It also tells of the beginning of the lager brewers. Other famous brewing names enter the fray at this point, including Quinn and Nolan (operated both ale & lager plants and later became

Beverwyck, post-Pro), Quandt, Fitzgerald Bros., Stanton, Stoll, Bolton, Conway Bros. Hinckel, Isengart, and Hedrick, among others.

The later chapters include:

- 1900 to the Present Day
- Conclusion
- A Beer and Brewery Tour

Prohibition, politics, and crime are intertwined with the story of beer. Jack "Legs" Diamond and longtime Albany Democratic Party boss, Daniel O'Connor (the post-Pro owner of Hedrick Brewing Company which lasted to 1965) make appearances. Legend has it that if you were a tavern owner, Hedrick had to be on tap! There is a nice section on post-Prohibition breweries, which inevitably succumbed to the Midwest behemoths. The rise of the area microbreweries/brew pubs is also detailed.

All in all it is a very good book: Great research, great photos (brewery people, breweries, and the good stuff we all collect); it's well organized, and just a plain, old-fashioned good read. Most of all, it makes one lament never having the opportunity to taste these famous ales and lagers. That literally makes me want to cry in my beer—or ideally, my Albany Ale.

Now briefly, to the two Daniel Shumway books.

I believe I am late to the party, as at least the American Palate's *Central New York Beer – A History of Brewing in the Heart of the Empire State* has been reviewed by other clubs. Daniel is a recipient of ECBA's "Golden Quill" award (well deserved), and is author of a

book previously reviewed in the *BC*, on Utica, NY area breweries. Daniel's books, though similarly titled, cover different geographic parts of Central NY. They have a little overlap but cover different small towns and cities. There are few post-Pro breweries featured in either of these, his latest books: *The Rome/Ft Stanwix Brewery* (Evans & Giehl pre-Pro) lasted until the early 1940s and is featured in the "Empire State" book. *The Amsterdam/Emerald Brewery* (Harry Bowler Brewery pre-Pro) lasted until the early 1940s too, and is featured in *Breweries of Central New York* published last year. Both the Rome and Amsterdam breweries had rare and desirable post-Prohibition trays.

For source materials, Daniel extensively researched local newspapers of the period, as well as surviving paper breweriana collectibles. Many of these breweries were short lived and probably did not issue the types of breweriana we all desire. The "Empire" book also features numerous new breweries ranging from large operations like Ommegang in Cooperstown, to the tiny Good Nature Brewing Co. in Hamilton. We are blessed to be living in an age where breweries are popping up in every small town in the USA. Daniel's books are an important addition to our knowledge of the history of brewing and breweries in Central NY.

Pabst Takes Another Fork in the Road This Time, to Russia

by Ken Quaas



Pabst tray from the 1930s, a favorite in the author's collection.

The venerable Pabst Brewing Company, with its flagship Pabst Blue Ribbon beer, has taken another interesting turn on its long and winding road of more than 170 years of storied existence. Like its bigger brewing brethren before it, Anheuser-Busch and Miller/Coors, Pabst is now foreign owned. In September, Pabst went with the Russians – specifically, a Russian-owned company called Oasis. In addition to its namesake beer, Pabst brewing also owns Colt 45, Old Milwaukee, Schlitz, and regional labels like Stroh's, Lone Star, Rainier and Old Style.

The sale was consummated on November 13, 2014 and the *New York Times* reports that the price was around \$750 million. According to the *Milwaukee Journal Sentinel*, Oasis is a “leading independent brewer in Russia with growing soft drink operations.”

The company was founded in 2008. It has facilities in Kazakhstan, Belarus and Ukraine. The *New York Times* says that Oasis is the biggest independent brewer in Russia, producing a variety of regional brands as well as distributing some big international brands like Heineken in Russia and Eastern Europe.

But there is still an American component to Pabst, long famous for its red, white and blue labeling. Oasis has partnered with TSG Consumer Partners, an American investment firm, to fund the purchase of Pabst, in which TSG will take a minority stake. According to its website, “TSG Consumer Partners LLC is a leading strategic equity firm focused exclusively on the branded consumer sector. Representative past and present partner companies include

Vitaminwater, Popchips, Muscle Milk, Meguiar's, Smashbox Cosmetics and Planet Fitness.” The combination of Oasis and TSG will appropriately be called Blue Ribbon Intermediate Holdings, LLC. Pabst headquarters will remain in the US (Los Angeles) where the company last moved in 2010.

The new man in charge, Eugene Kashper, has a similar hybrid background as the new holding company, spanning Russia and the US. According to the TSG website, Kashper is an American citizen, who grew up in Arizona and New Jersey after his family immigrated to the United States as political



Beautifully-restored 1930s era neon, shown lit and unlit. Currently listed on eBay at a “Buy it Now” price of \$1,500.



Above: Pabst once advertised in a very big way. A view in June, 2006 of the 60-foot tall Pabst bottle, a roadside advertising icon near the Newark, NJ brewery, shown immediately prior to its demolition.



Right: The big PBR bottle in happier days in the mid-1960s. It was lit at night and could be seen for miles. *Photos courtesy of the New York Times.*

refugees from the Soviet Union when he was six. TSG claims that Kashper is “a successful American beer entrepreneur with twenty years of experience in the beer industry. He began his career in 1994 with The Stroh Brewery Company of Detroit, Michigan in international sales. Mr. Kashper went on to co-found several companies in the beer and beverage industry including, most recently, Oasis Beverages, of which he was chairman from 2008 to 2014. He has been involved in building ten beer and beverage plants, and has led marketing and distribution efforts for many international and local beer brands. As an importer/distributor he has exclusively represented the Stroh brands as well as Corona Extra, Heineken, Coors, Bavaria, Erdinger, Chimay, Kirin Ichiban, Amstel and others.”

Kashper does sound like a guy who has heart for hops. He is quoted as saying, “I started my career with The Stroh Brewery Company, selling many of Pabst’s classic brands, such as Old Milwaukee, Schaefer, Schlitz and Stroh’s. In the twenty years since then, I have been selling, marketing and brewing beer – and have loved every minute of it. The opportunity to work with a timeless American brand like Pabst Blue Ribbon is a dream come true. We will stay true to Pabst’s roots and are committed to investing in the Company’s organization and brands.”

Staying true to Pabst roots

may in fact be the best thing the company can do. At this point, after years of decline, multiple ownership and scorn for poor quality and product marketing, Pabst has experienced a significant – and almost miraculous – resurgence. There was particular irony, however, when the new owners boasted that they had acquired “America’s Largest Independently-owned Brewer.” In fact, Miller/Coors brews Pabst now.

Like its Milwaukee sibling Jos. Schlitz, Pabst experienced a painful and meteoric decline since its ascension to the #3 brewer slot in the 1970s. Understanding this decline sheds



The legendary Pabst Brewery, following its closure in 1996, with its captivating Bavarian castle architecture.

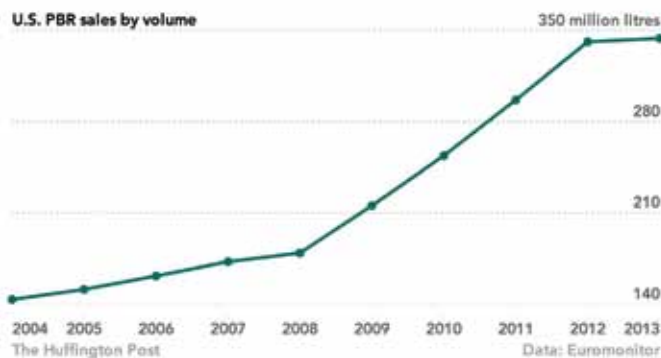
Happily, the city of Milwaukee continues to re-develop and preserve the 21-acre site, as part of a \$30 million dollar project expected to be completed in 2016.

1980 US brewery sales:

A lot has changed in 35 years and Pabst now owns all of the labels above except A-B and Miller/Coors. Falstaff was discontinued in 2005 as was C. Schmidt years earlier.

Data courtesy of Modern Brewery Age.

Rank	Brewer	Barrels (millions)
1	Anheuser-Busch, Inc.	50.2
2	Miller Brewing Co.	37.3
3	Pabst Brewing Co.	15.1
4	Jos. Schlitz Brewing Co.	14.9
5	Adolph Coors Co.	13.8
6	G. Heileman Brewing Co.	13.3
7	Stroh Brewery Co.	6.2
8	Olympia Brewing Co.	6.1
9	Falstaff Brewing Co.	3.9
10	C. Schmidt & Sons	3.6



PBR's sales have increased by 2.5 times over the most recent 10 years. Budweiser must be envious!



Note the attention to detail in these 1940s era matches, recently listed on eBay.

valuable insight on its resurgence and why a beer without a brewery can command a sale price of \$750 million dollars.

There is an old axiom among marketing professionals: #3 = *threatened*, and Pabst may be a poster child to prove it. Although it peaked in volume at 18 million barrels in 1977 and was third in American Brewery sales, Pabst already had begun to develop a stale and stodgy image and was far overshadowed in both popularity and market share by Budweiser, Miller and Miller Lite, which had proven superior (and with far deeper pockets) in their appeal to the young, emerging beer drinker.

In fact, Pabst's decline actually began as a result of a lack of marketing and continuous deep discounting that cheapened the brand's image. The once-proud Blue Ribbon Beer – named for a marketing ploy of the late 19th century where blue ribbons were tied around the bottle necks to convey quality and attract attention – lost its footing with American beer drinkers. It dropped 90% of its sales volume in a little over 20 years, between 1978 and 2001.

In 1985 it suffered a hostile takeover by regional beer baron and venture capitalist Paul Kalmanovitz. Pabst was the lynchpin in his scheme to establish a string of regional breweries (Falstaff, Rainier, Pearl, etc.) that when combined, could effectively compete with A-B and Miller. Unfortunately, Kalmanovitz seemed more interested in profit – cutting marketing costs, closing plants and laying off employees. Kalmanovitz cut the company's advertising budget, bled the company of cash, and focused on developing the brewer's real estate at the expense of the actual brewery plants themselves. Pabst was dormant in its marketing and writhing in a painful sales decline, along with the other regional labels Kalmanovitz had acquired.

This led to a generation of beer drinkers born in the 1980s and 90s who hadn't heard from Pabst, except maybe seeing it in Grandpa's fridge. They were deluged with messages from the "Lights" – Bud, Miller and Coors – which tried so hard to persuade young people that they were cool if they drank these beers. This generation

had started to become immune to this mass messaging and, ironically for Pabst, what became cool was a beer that had been unknown and then was “discovered.” And what the younger generation of “hipsters” discovered in PBR was, as *Businessweek* said, “a beer that offered the same inoffensive pilsner flavor as the mass-market brews but at a lower price, and without any marketing baggage.”

Kalmanovitz died in 1987 and his company went into limbo. But its employees had some smart marketers, who recognized that Pabst would be perceived as much more cool if they took the brand underground, sponsoring smaller, local events that appealed to the 20-something hipsters. This approach made Pabst more relevant to them than the big brewer beers; and is, in fact, the same tactic used so successfully by the craft beer movement.

Hipsters can now be seen swilling PBR from cans in trendy bars from Brooklyn to Portland – places that otherwise sell more craft beer than brews from the big multi-nationals: places that wouldn’t have tarnished their taps with PBR 15 years ago. These hipsters have embraced a throwback look in fashion and this has extended to the beer they drink. For



Patron swigs PBR from a can at the hipster bar, Floyd's, in Brooklyn, NY, Oct, 2014.

Photo courtesy of the New York Times.

them, PBR is the ultimate kitschy, “retro-chic” option, a kind of anti-hero, and they savor its “working man’s” image and lack of overt commercialism. In a recent study published in the *Journal of Consumer Research*, Pabst was called a “case study in cool” because it “radiates a sense of autonomy” that made young beer drinkers feel they were choosing the brand on their own without the pressure of a major marketing campaign.

Unfortunately, many of these clever Pabst marketers left the company in disdain after billionaire Dean Metropoulos bought the brand in 2010 for \$250 million dollars and moved the company to Los Angeles from Woodridge, IL, a quiet suburb southwest of Chicago. Metropoulos is known for turning around tired brands like Chef Boyardee and Bumble Tuna, and more recently for buying Hostess and its iconic Twinkies brand.

Right: Two older embossed tin signs, recently on eBay. Bottom sign is Prohibition-era, and listed with a “Buy it Now” price of \$499.



Above: At the Trailer Park, a hipster bar on 8th Avenue in the Chelsea section of Manhattan, PBR is a popular selection.

Below: Inside Trailer Park is a nice assortment of breweriana. This early 1960s-era Pabst “Take Home Department” sign commands attention at the center of the back bar.

Photos courtesy of the author.



But now he may be better known for taking a \$250 million investment and selling it four years later for three times that amount to the Russians. A nice case study in American Capitalism.

As a marketing and communications consultant, I find the Pabst story quite fascinating – especially as it was the first beer I ever had, back in New Jersey in the 1970s. Like the much younger hipsters, we breweriana enthusiasts also embrace things retro, but sometimes for different reasons. We appreciate the wide variety of beautiful and high quality breweriana that Pabst produced in its heyday. Many of us fondly remember those happy commercials that proudly sang “What’ll you have?” And perhaps many of us recall Pabst as the first beer we ever drank, quietly sneaking it out of Dad’s fridge prior to reaching the legal drinking age. I do.

That’s why I wish Pabst Brewing well and will continue to add a fine Pabst piece to my collection now and then. These days, I don’t drink Pabst. I love American craft beers and my tastes skew darker, to brown ales, porters and stouts. But I have a soft spot for Pabst and I’m glad to see it when I walk into a bar. It gives me a strange sense of nostalgia and comfort, knowing it’s still there.

New Pabst chief Kashper was quoted as saying that PBR is the “Quintessential American brand – it represents individualism, egalitarianism and freedom of expression – all the things that make this country great.” Beyond that, Pabst is a survivor that has prevailed against difficult odds, and that idea too, is very American. I hope the Russians take good care of it.

MARK YOUR CALENDARS!

**OUR SPRING ISSUE IS GOING TO BE
PACKED WITH GREAT INFORMATION
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- + ST. LOUIS REGISTRATION FORMS**
- + CONVENTION SCHEDULE OF EVENTS**
- + MEMBERSHIP ROSTER 2015**

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THE NABA 2015 CONVENTION IS
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*See you in
St. Louie
July 28 - Aug. 1
2015!*

Drought May Run CA Breweries Dry

submitted by Gary Zembo
(from the Miami Valley
Chapter Guzzelette)

Hops, barley, and malt are all important ingredients for beer. But water is essential. As I write this, and California enters yet another month of an unprecedented dry spell, some brewers are expressing concerns about how the ongoing drought could affect the price and taste of their product.

"The future is the thing we have to worry about now," said Dan Gordon, co-founder of Gordon Biersch Brewing Company in San Jose. Gordon's brewery uses 2.5 gallons of water to make one gallon of beer. Most craft breweries use four to seven gallons of water for the same amount. If water companies impose mandatory restrictions, production could drop in the booming industry.

"If we were put in a position where we had to go to 20 percent restriction on the water usage, I have no idea how we would be able to cope with that," Gordon said. Even without mandatory restrictions in place, Gordon is feeling the effects of the drought. Changes in water can tweak the taste of beer, though the brewery can add or filter out some of the minerals to minimize the effect.

"What we notice is, when the water supply gets a lot lower, the hardness of the water increases and that's absolutely been an indicator that we're running low," Gordon said.

The concern is statewide. The California Craft Brewer's Association Executive Director Tom McCormick fears if the

drought continues for another two to three years, prices will jump. "The industry has been good about water conservation in the past, but I think we need to get better. This year, we're learning to do that," McCormick said.

California has more than 460 craft breweries. All are hoping those essential ingredients will be abundant for years to come. "We have to prioritize. Swimming pools may have to go empty, lawns may have to go empty, but we got to keep brewing beer," Gordon said with a laugh. "We're going to have a lot of angry people out there."

Packer Chapter Upcoming Events

by Dan Hable

Although there have been no official Packer Chapter functions since the last edition of Chap Taps we have been busy planning some upcoming events.

A major restructuring of the annual Packer Chapter holiday party and dinner is in the works. The board and officers have put a lot of thought into

adjusting this event in an effort to increase attendance.

This is a social event only with no buy/sell/trade show associated with it. In the past it was held on a Saturday evening in mid-to-late January. Due largely to concerns regarding weather conditions and driving any distance at night after partaking of brewery products, we have seen participation declining of late.

In an effort to be more user-friendly to members outside the immediate Green Bay area, we have changed the date, venue, and time of the dinner. This year it will be held on Saturday afternoon February 21 at Hagemeister Park Pub and Grill in downtown Green Bay. We will start gathering around noon to sample some locally produced craft beers with the meal starting around 1:30. We'll have a private room reserved for lunch and after-lunch beverages until 4:30 PM.

The 35th Annual Title Town Trade-A-Thon is scheduled for April 24-25. We'll be in the same great hotel and trade hall. This is always a great show, and it's a sell out so get your reservations in early. It also has the best raffle in the hobby! Where else can you win a week's stay in Hawaii?

We hope to see you at one or both of these events. *Bottoms-up.*

ChapTaps

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

Greg Lenaghan
2507 Huntington Rd
Springfield, IL 62703
g.lenaghan@comcast.net



I would like to thank the Miami Valley and Packer Chapters for their input this issue.

Greg

Tap Handle from the Past In the Present

*Editor's Note: This observation by **Ken Quaas** landed on my desk back in the summer, shortly after the article by Ben Marks (Beer Money and Babe Ruth: Why the Yankees Triumphed During Prohibition) concerning Jacob Ruppert, Jr., appeared in Vol. #166 (Summer 2014, p. 5).*

Last week (mid-July, 2014) while on vacation on the shores of Lake Michigan, I walked into the bar area at Clementine's restaurant in South Haven, Michigan and just about fell over when I saw a certain Bakelite tap handle that looked out of place by about 60 years.

Turns out Clementine's owner has the last name of Ruppert – apparently unrelated [to Jacob Ruppert, Jr.] – and this was a gift from his beer distributor. Luckily, they were using it to serve a delicious Southern Tier Porter, so for the first time, I got to see a Ruppert Tap handle used to pour me a tasty beer at a bar.



APPLICATION FOR MEMBERSHIP

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

New dues structure (below) effective as of August 1, 2014.

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$30, Canada \$35 (US); and overseas \$45 (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.

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

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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 |
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| <input type="checkbox"/> Calendars | <input type="checkbox"/> Glasses | <input type="checkbox"/> Menus/menusheets | <input type="checkbox"/> Pitchers | <input type="checkbox"/> Tip Trays |
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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.*

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MICHIGAN IRTP BOTTLES FOR SALE: Large collection of 12 oz. longnecks, many of which are still full. None from Detroit but everywhere else. Will have them at the Frankenmuth, MI show this summer. Will also trade for Detroit bottles that I need. Also have some label sets. Ed Stroh: compassrose192@gmail.com.

V169

WANTED TO BUY: Items from Schönbrunn Brewing Co., 1933-1938. Also Items from Sturgeon Bay Brewing co, 1874-1920. Call Gary Anderson 262-534-5252 (Wisconsin) or email ganderson6@wi.rr.com.

V169

ROUND BUTTON SIGNS

WANTED: Serious collector of 9" - 9.5" round button signs wants to buy your signs, either one or a whole collection. May be TOC, just tin, or Leyse Aluminum. Fair prices paid. Send photo & prices to: Barry Hunsberger, 7057 Queenscourt La., Macungie, PA 18062; 610-391-1920; BarryMGD@aol.com

V168

WANTED: FACTORY SCENE LITHOS & TRAYS. Will buy or trade for better quality factory scenes. Looking for great graphics and top condition. Call Keith Belcher at 703-625-5837 or email kbelcher@cox.net. Premium prices for the right piece!

V169

WANTED: Old NABA convention mugs. Must be in nice condition. Dave Alsgaard, 989-631-7239, dalsgaard@charter.net.

V168

WANTED: GILCO CAB LIGHTS. Will buy or trade for cab lights and other Gilco lighted signs. Call Keith Belcher at 703-625-5837 or email kbelcher@cox.net. Premium prices for the right piece!

V169

BACK ISSUES of the BC for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147 - 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 1585 Tiffany Woods Dr, LaPorte, IN 46350-7599

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Members

**Be sure to check your mailing
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of this issue.**

**NOTE the "EXPIRES" date
printed on your label.
If your "expired" date is nearing
it's time to consider renewal!**

**Don't miss out on any of the
benefits of membership in NABA!
To renew, visit our website
nababrew.com
or see p. 36 for contact info and
a membership form.**

Don't Forget! Renew Today!

Officially Recognized NABA Chapters

*"Events of Interest" display ads are for NABA Chapters only.
Events of non-affiliated groups are still welcome, but will be listed as text ads.*

Buckeye (NW OH, SE MI)

Contact: John Huff, 7300 Crabb,
Temperance, MI 48182; cadiac500@aol.com

Capital City Chapter

(Washington DC, MD, No. VA)

Contact: Jim Wolf, 9205 Fox Meadow La,
Easton, MD 21601; jwolf@goeaston.net.

Chicagoland Breweriana Society

(Chicagoland)

Contact: Ray Capek, 3051 Ridgeland Ave,
Lisle, IL 60532; rbcapek@sbcglobal.net.

Craft Brewery Collectibles Chapter

(At Large)

Contact: Dale Miller, 72 Lakeside Dr,
Plymouth, CT 06782;
coasting72@sbcglobal.net.

Gambrinus Chapter (Columbus, OH)

Contact: Doug Blegan;
dblegan@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

Contact: Patty Kious, 908 Daniel Drive,
Collinsville, IL 62234; bccalady@aol.com

Goebel Gang (South Bend, IN)

Contact: Sandy Wacunas;
sandy7up@sbcglobal.net

Great White North Brewerianists (Canada)

Contact: Phil Mandzuk,
philman@mts.net

Hoosier Chapter (IN)

Contact: Dave Cichoricki, 54485 Pleasant
Valley Dr, Osceola, IN 46561;
intocans@att.net.

IBC Chapter (Indiana)

Contact: Mike Pope, 1144 Tuckaway Ridge
Ln, Nashville, IN 47448; huber1960@sbc-
global.net

Just For Openers (Earth)

Contact: John Stanley, PO Box 51008,
Durham, NC 27717; jfo@mindspring.com

Miami Valley Chapter (Dayton, OH)

Contact: Bob Kates, 2474 Apricot Dr,
Beavercreek, OH 45431; bkates@woh.rr.com.

Michigan's Dog-Gone Good Chapter

(Frankenmuth, MI & Detroit area)

Contact: Dave Alsgaard, 577 E Chippewa
River Rd, Midland, MI 48640; 989-631-7239;
dalsgaard@charter.net.

Monarch Chapter (Chicagoland, Northern IL)

Contact: Alan Bormann, 1506 Applegate Dr,
Naperville, IL; abormann6735@wowway.com.

North Star Chapter (MN, WI, Midwest)

Contact: Brent Kastler; 612-987-8771;
brent@illumineassociates.com.

Packer Chapter

(WI & Adjacent States – IA, IL, MI, MN)

Contact: Dan Hable, 237 White Oak Ln. #55,
Wisconsin Dells, WI 53965; 608-254-4151

Patrick Henry Chapter (Kalamazoo, MI)

Contact: Joe Wilson, 3849 Forest Trail,
Allegan MI 49010; 269-355-2715;
upbeers@sbcglobal.net.

Port of Potosi (SW WI, Eastern IA, NW IL)

Contact: Larry Bowden, 960 Broadway,
Platteville, WI 53818; listbrew@gmail.com

Queen City Chapter

(Cincinnati, So. OH, No. KY)

Contact: Dave Gausepohl, 8930 Evergreen
Dr, Florence, KY 41042-8713;
859-750-4795; beerdave@fuse.net.

Reisch Brew Crew (Central IL)

Contact: Greg Lenaghan, 2507 Huntington
Rd, Springfield, IL 62703; g.lenaghan@
comcast.net.

Schultz & Dooley Chapter (New York State)

Contact: Bill Laraway, 627 Kenwood Ave,
Delmar, NY 12054; brew.coll@verizon.net.



*All advertising materials and inquiries should be
directed to:*

Lee Chichester
The Breweriana Collector
PO Box 878
Meadows of Dan, VA 24120
540-593-2011
falconer@swva.net

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to correctly fit your paid space.

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Issue	Materials Receipt	Publish Date
Spring	March 1	April
Summer	May 15	June
Fall	September 1	October
Winter	December 1	January

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• brent@illumineassociates.com •
• 651-731-9573 •

Springfest North Star Chapt. **March 14** **Bloomington, MN** Everett McClay VFA Hall

Dave Wendl
651-731-9573
brent@illumineassociates.com

March 22 **Spring Show**

Chicagoland Breweriana
Society
Elk Grove Village VFW
Elk Grove Village, IL

Ray Capek
rbcapek@sbcglobal.net

BLUE GRAY **2015** **February 11-15** Fredericksburg, VA Rayner Johnson raynerj@verizon.net 703-971-3549

Hoosier Chapter **CABIN FEVER** **RELIEVER**

FEBRUARY 27 & 28
SO. BEND, IN

• Mike Walbert •
• 574-276-2466 •
• mikewalbert@att.net •

March 21, 2015

Port of Potosi **Collectibles Show** St. Andrew/Thomas School Gym, Potosi, WI

• Mike Kress • 608-763-2042 •

April 24-25, 2015 Packer Chapt. **Titletown Trade-A-Thon**

KI Convention Center
Green Bay, WI
Contact: Rob Smits
www.packerchapter.com

Other Events: April 12, 9 - 3: Westmont Stroh's, Buy, Sell, Trade
Contact: Ray Capek, 630-778-1482

NABA - 2015 Convention **#44**

July 28 - Aug. 1
St. Louis, MO
Sheraton Westport Hotel Plaza
Don Roussin • nababrew@comcast.net
314-434-6426

JFO 37th Annual Convention **April 22-26, 2015** Phoenix, AZ

John Stanley • jfo@mindspring.com

ABA - 34th Annual **Meeting**

June 9 - 13, 2015
Phoenix, AZ
Phoenix Marriott Mesa
www.americanbreweriana.org

BCCA CANvention **Sept. 3 - 5, 2015** Milwaukee, WI Hilton Milwaukee City Center 636-343-6486 bccca@bccca.com

ECBA - 43rd Annual **Convention**

July 22 - 25, 2015
Concord, NH
Marriott Courtyard/Grappone
Conference Ctr.
Larry Handy
ohhugo1@aol.com
215-412-2344

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



www.nababrew.com

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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.

