

The **BREWERIANA** **COLLECTOR**

*A publication of the
National Association
Breweriana Advertising
"America's Oldest National Breweriana Journal"*

Volume 152

Founded in January 1972

WINTER 2011



The Big Apple

Gierow & Hoch Brewery

Pre-Convention (2010)

Tour: Minhas Brewery

*Collector's Bookshelf:
Brewing in the Mohawk Valley
by Daniel Shumway
Brewing Beer Since 1829
by Robert A. Musson*

*Found On The Web:
Bronx-Lebanon Hospital
(Former Eichler Mansion)*

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BREWERIANA COLLECTOR STAFF

Lee Chichester Editor
John Bain.....The Back Bar
The Clintons Travels with Brewster
Bob Hajicek Auction Hysteria
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Send Comments/Questions to:

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

The **BREWERIANA COLLECTOR**

WINTER 2011

#152

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COVER:

Front: Very Rare Pair: Liebmann Pre-Prohibition brands doomed by outbreak of WWI in 1914.

Back: Sampling of ball knobs from NYC breweries highlighted in The Big Apple article.

BAY CITY, MI 2011: Aug. 2 - 7

Editor's Note: We have reserved this page for the next four issues so the 2011 Convention Committee can post updates, progress reports, and ideas for things to do—both Convention-related and not—in and around Bay City. Start planning your Convention Trip, 2011, today!

Let's face it—we're shameless. In our continuing efforts to get you to mark your calendars for the 2011 NABA Annual Convention to be held August 4th through the 7th in beautiful Bay City, Michigan, here is our second installment of: "You can't believe how much there is to see and do."

First, let's start with something near and dear to our hearts: collecting. Many of us pride ourselves on our expansive collections. Most will be put to shame, however, by Jimmie Dobson's collection of toy trucks and cars, estimated at over 12,000 in number. And if this wasn't enough, he has collected a modest number (just 60) of full sized fire trucks! Now

this is a guy with a lot of space to show his collection. And the best part is that it is all available for you to see right in Bay City.



For a modest admission you'll get to see an amazing number of items, and no doubt also provide a little fuel for your own collecting frenzy. You can check it out at www.toyand-firetruckmuseum.org.

After that experience, you may want a more sedate wander through a huge multi-dealer antique center. The Bay Antique Center boasts over 100 vendors in 60,000 square feet of collectibles on three stories. The true beauty of this Center is that it is located just a few blocks (4) from the Double Tree Hotel, our Convention headquarters. That rare pre-Pro piece you've been looking for may be on the third floor. . . www.bayantiquectr.com. And just a block away is a spot for a different type of collectible: you can get your hit of art from local and national artists at Studio



23, Bay City's visual arts center: www.studio23baycity.org.

With all this walking and wandering through collections and antiques, you're probably getting hungry. You're just in luck, because practically across the street from the antique center is a real rarity: an old style candy store: St. Laurent Brothers Finest Quality Nuts and Chocolates. And you know they must be good, because they've been in business since 1904! And don't worry if on the way home from the Convention you wished you had bought more goodies: you can order from them online at www.stlaurentbrothers.com.

Of course, for the serious eater, the good news is that our Convention will again coincide with the Labadie Pig Gig, a BBQ fest extraordinaire. From August 4th to 7th, a multitude of serious BBQ chefs will be offering tasty porcine edibles, all of which will be available at Veterans Park, just across the river from the Double Tree. Music and other diversions are offered as well.

And just in case your conscience is bothering you about all those sweets and meats, despair not. At Veterans Park (and all around Bay City) you can access the Bay County Riverwalk/Railtrail (www.bayfoundation.org/riverwalk_railtrail.htm) a 17.5-mile network of walkways for non-motorized traffic where pedestrians and bicyclists can meander through woods, marshes and residential areas around the City. It is the perfect end to a great day in the City by the Bay!

Well, are you convinced yet? If not, there will be more in the next issue, including a sneak peak at the BEER!



President's Message

By the time you receive this issue of the *BC*, it will be January 2011 and only 6 months or so until the Bay City Convention. The team headed by Dan McShane and Ricky Schmidt have come up with some nice twists to this year's activities, which mark the 40th Anniversary of NABA Conventions. Check that first weekend in August and make plans now to attend. The Doubletree Hotel at River Front in Bay City is a top notch location to hold our Annual Convention.

In the last issue, I began a dialogue that I would like to update.

Let's begin with the NABA Bylaws, as they relate to the election of Officers and Board members. Our historic Bylaws used a ballot to elect Officers in even-numbered years and half the Board members every year. The number of persons nominated was almost always equal to the number of openings. In fact, the last contested election happened back when I first joined the Board in 1996! The cost of running these "elections" is not only an expense to NABA, but also to members who vote by mail. Historically we have about 90 members send

in ballots or a little over 10% of our total membership. The election of Officers (President, Vice President, Treasurer and Secretary) has *never* been contested in the history of NABA. The process has been for the Board to establish a candidate for each of these four positions. Members could have nominated someone or themselves, but this has never happened. Besides the small return mailing cost to you, our members, the ballots were generated as a separate sheet and mailed along with an issue of the *BC*. The cost to include that separate ballot runs about \$300 (includes paper, printing and manual stuffing by the printer). There is a secondary cost issue that I will cover later.

Election of Officers and Board—So what is changing? Since the Board has historically, in effect, slated the Officers, the new Bylaws were modified to institute the election of the four Officers directly by the Board at the Convention Board meeting. The membership will continue to nominate and elect the Board members, except the election will now take place at the Annual Convention during the Business Meeting to be held prior to the dinner on Friday

evening. The Board will work to slate candidates and members may nominate others (or themselves) for open Board positions. The slate of candidates will be published in the summer issue of the *BC*. The Convention usually draws 125-plus members every year. We believe that most of the ballots now being mailed in are from members attending the Convention. There will be a paper ballot, if necessary, at the annual Business meeting.

We are open to finding a way for members not attending the Convention to express their wishes via a vote for the Board. Please send me a note with your thoughts.

We are also considering adding another level of membership, a Family Member, to accommodate the suggestions of several members. What are your thoughts on the subject? More on this in a later *BC*.

Convention—The Annual Convention has officially been a four-day event that often stretched into 6 or 7 days. The Board recognizes that not everyone has the time and/or funds and desire to participate in a long Convention. In looking at the distribution of

Continued Next Pg.

member attendance, we believe that the following modifications make sense. The Convention will “officially” be a three-day event (Thursday to Saturday). The annual Business meeting has been moved to Friday evening before the dinner.

Brewmaster Dinner—The Brewmaster dinner, which is optional, will be a Wednesday evening activity. The Board wants to encourage room-to-room activities on Thursday evening and feels that Thursday is best left open.

Auction and Public Show—The auction will remain on Friday and the Public Show on Saturday.

Tours—we are encouraging home tours to be held on Tuesday and/or Wednesday, and brewery tours on Thursday.

First Timers Breakfast—we suggest it be held on Thursday morning to assist the new member or attendee to become familiar with Convention activities.

Thurs. Hospitality Event—We will hold an early Thursday evening event in the hospitality room.

Micro beer Tasting—The micro beer night will be Saturday although additional days can be scheduled should the host group choose.

Sunday Home Tours—We are suggesting host groups consider opening a home or two on Sunday for those who missed the earlier home tours.

Registration Form—Registration for the Convention will appear as a printed section of the Summer *BC*. This, in part, helps reduce the cost of including loose pages with each issue. Members can copy the page or download a registration form off our website.

Auction—The Board has decided to permit an unlimited number of items to be submitted by members for the auction, time permitting. The minimum value of \$50 remains, along with having no minimum for an opening bid. More details will follow in a future *BC*. Members are encouraged to submit a picture of an item intended for the auction so it can be included in the summer issue of the *BC*.

Breweriana Collector—Changes are still a work in progress. We have added a new team of writers, Dave Launt and George Arnold, beginning with this issue. They are quite knowledgeable about New York breweriana and will generate some really great articles. The Board has approved a reduction in the price of old issues of the *BC*. Now you can buy old issues for \$3 each. In the next issue we will generate a new form listing issues available.

We are looking at changing the postal classification of the *BC*. Many of us are members of other groups, whose publications fall into a cate-

gory of lower-cost mailing. To qualify, some changes in the back page are necessary, so that we can eliminate the envelope used with our current mailing format. This may be the last issue you receive in the old envelope.

Future Conventions—we are looking at several sites for the 2013 Convention. If you have an idea for a site, and/or would like to serve as host or committee member, please drop me a line.

New Board Member—I would like to welcome Don Roussin as a new member of the NABA Board. He takes over the remaining year position formerly held by Kent Newton who has moved up to Vice President. Don is a longstanding contributor to the *BC* along with his writing partner Kevin Kious. Don already has taken on the challenge of locating a future site in the St. Louis area for a future NABA Convention.

Chapter Coordinator and Webmaster—we are still looking for a couple of members who would like to take on the position of Chapter Coordinator or Webmaster. Please drop me a note if you are interested.

—George Baley

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Gierow & Hoch Brewery of Chilton, Wisconsin

1893 to 1907

By Bob Rosa

Because of family ties to the Gierow & Hoch brewery, I have been trying to research and learn more about its history. In reference to the article published in the Winter 2007 (Volume 136) *Breweriana Collector* titled “The Bay City & Saginaw Brewery Mystery,” among the questions left unanswered by the historic record I can unearth is why the family left Michigan and relocated in Chilton, Wisconsin.

With the 2011 NABA Convention coming back to the Tri-Cities (Bay City/Saginaw/Midland), this story has some relevance. Most of my knowledge of the history surrounding the Gierow & Hoch brewery is from stories I’ve been told—so I’m not sure how correct these facts are. Accurate information would be very welcome and greatly appreciated (wolfgangrosa@gmail.com).

My great-great grandfather, Wolfgang Rosa, had seven children (two males and five females) who lived to adulthood. As in the old country, the first-born son, John Thomas, was given the family brewery when he was of age and his apprenticeship completed. According to my father, this upset some of the older sisters and their husbands.

The younger of the two Rosa boys took off for Newport, Kentucky and worked for the Lion Brewery until John Thomas asked him to come back home and work for the family’s Eagle Brewery in Saginaw.

Sister Wilhelmina Rosa had married Herman Gierow. The best I can tell, they also left Saginaw and went to Wisconsin in 1892. Father Wolfgang had died in 1886 putting the first born John Thomas Rosa in charge of the brewery in Saginaw, MI. I can tell from one of the ledgers kept by John Thomas that he was



a very detailed record keeper. One mystery is “What did he do (beyond being the first-born son) to upset the family?”

The records show that Herman Gierow and John Hoch partnered in 1893 to form the Gierow & Hoch Brewery of Chilton, Wisconsin. John Hoch was a German immigrant whose family had the Duluth Brewing and Malting Company in Duluth, MN. John Hoch was in Wisconsin earlier than Gierow: in approximately 1890, his brewery was known as Freyer & Hoch.

In 1911 the Gierow & Hoch brewery became known as the Calumet Brewing Company. An interesting Calumet Brewery side-story I was told is that it was shut down by the Feds because of tax fraud. The authorities then used the shut-down as an



example, and would not let it reopen under new owners. Today the buildings are gone and the site is part of a city park on the river.

I am not sure of the exact date, but Herman Gierow died at the brewery, then called the Chilton Malting Company, in early September of 1915.

**Terrible Accident
Caused the Death of
a Prominent Fellow
Citizen**

Herman Gierow
(from the Chilton Times Journal)

On Wednesday morning, the news of Mr. Herman Gierow's death, caused by falling approx. 15 ft. at the Chilton Malting Company facility—where he was Brew-Meister—spread like wildfire.

The accident happened on Wednesday morning about 7:30. The victim was working with Mr. Herman Freitag, also an associate of the Chilton Malting Company, in the temperature-controlled room at the second level of the brew house, making repairs to the walls, where several stones had come loose due to the humidity and needed to be replaced. The temperature-controlled room is surrounded by a railing to avoid an accident. On this fateful morning, Mr. Freitag led the way to the room with a lit lantern, crawled under the rail onto the platform, which is located on the left exactly over the deep drop. Mr. Gierow followed closely behind him, tripped with his right foot and fell immediately into the depth, where breaking his skull killed him. It is assumed that the light of the lantern blinded the victim

in the darkness, or a sudden dizziness caused him to trip. The scalp of the unfortunate showed several tears.

The news of the sudden death of Mr. Gierow was received by his friends and acquaintances with great sorrow, especially since he was such a loyal and exceedingly kind person. He was extremely respected among the people he dealt with professionally. The grief was very painful for his family, especially since he left his home happy and healthy that day. He was a loving husband and a kind and understanding father, who always showed kindness and well meaning, and had an open heart. The sorrow is great for his wife and children and their love for him will remain steadfast beyond his grave.

Mr. Gierow was a respected member of the Charlton Club No. 28, established under Society Germania, for many years, he was also a passive member of the Chilton Singing-Club. The members of these two organizations are deeply mourning his death.

The deceased was born on the 23 of February 1847, the son of Friedrich and Frederike Gierow in Bergen on the island of Ruegen, which is part of Germany. He reached the age of 68, 6 months and 8 days. He immigrated to America in 1871 and married Miss Minna Rosa in Saginaw, Michigan. There the couple remained until the year 1892, when they moved to Chilton, where he acquired part-ownership in the local brewery by buying Mr. Albert Freyer's stake in the company. Later he sold his part in the brewery and became Brew-Meister at the Chilton Malting Company, where he also was part owner. Additionally, he was part owner of the Hippe Motor Car Co.

The marital union produced 3 children—2 sons, Otto and Armin, 1 daughter, Miss Stella. In addition to his wife and children, 2 brothers and 1 sister in Germany, and another sister in America survive the deceased. Mr. Paul and Otto Gierow, also Mrs. Howendek, live in Germany; Mrs. Gourley lives in Balti-



more, Md. in America.

The funeral will take place on Saturday at 1 pm at the "Hillside" cemetery with the Pastor Wm. A. Arpke officiating at the funeral mass. In addition to the family, friends, and acquaintances, the members of the afore-mentioned Clubs will attend in unison.

Our deepest sympathy to the surviving loved ones.



So this is relevant to this upcoming Convention because Herman's wife, Wilhelmina Rosa, and their children moved back to Michigan to be near family. Just as the Rosa family returned, so, too, shall the NABA Convention! I look forward to seeing everyone.

Research Notes: I got the obituary/newspaper article from the grandson of Herman Gierow, but I'm unsure of the paper's exact name at the time of publication. Time line came from <http://trayman.net/Brewery/Calumet.htm>. Some additional info from Patrick Rowland of Calumet Brewery.



In Memoriam

Victor R. "Bob" Kroll

Longtime NABA member, Vic/Bob Kroll, died in early December, 2010. Also a member of ABA, Kroll collected Marathon City Brewery; Marathon, WI; and Wausau, WI breweriana as well as brewery postcards, brewery stock certificates and other items.

Along with his brother, Peter, Kroll established a website detailing the history and advertising of the Marathon City Brewery, where his father had worked.

Kroll was diagnosed with cancer earlier in 2010, and although he had surgeries and chemo therapy, he continued to decline.

Kroll served in the US Coast Guard, retiring after 35 years to move into a salesman position with Packaging Corp. of America. A long list of survivors includes his wife Jacqueline, and two daughters.

He will be missed by all who knew him in the breweriana collecting community.

Pre-Convention

2010: A PhotoEssay

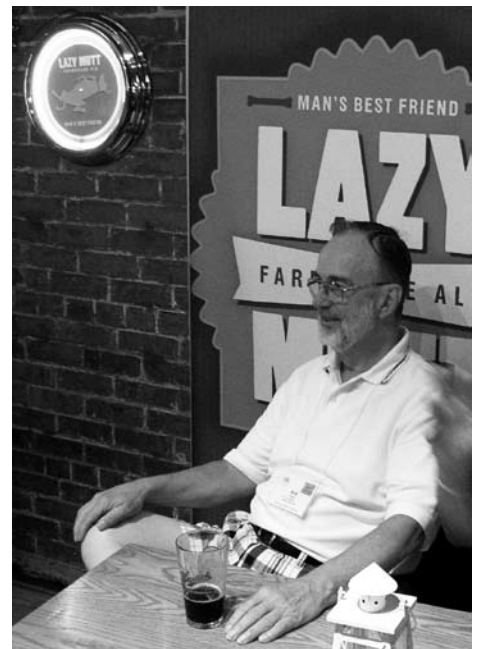
by Lee Chichester

En route to the fun-filled summer 2010 Convention in Steven's Point, WI, early convention-goers had the opportunity to stop by the Minhas Brewery in Madison for a very special event. The Pre-Convention tour last year was a unique opportunity to view the Haydock's World of Beer Memorabilia Museum, lodged in the brewery.

Excellent hospitality, flavorful food, wonderful beverages, and the widest diversity of beer "stuff" a novice like myself can imagine—all in one place. And Helen told me the exhibit was not everything they have!

The Museum Tour part of the event was followed by a wonderful group dinner at Turner Hall nearby. It was an excellent event that we didn't have enough space to share in the last *BC* issue. Better late than never.





Bits 'n Pieces: Odd & Interesting Discoveries

By Mike Hajicek

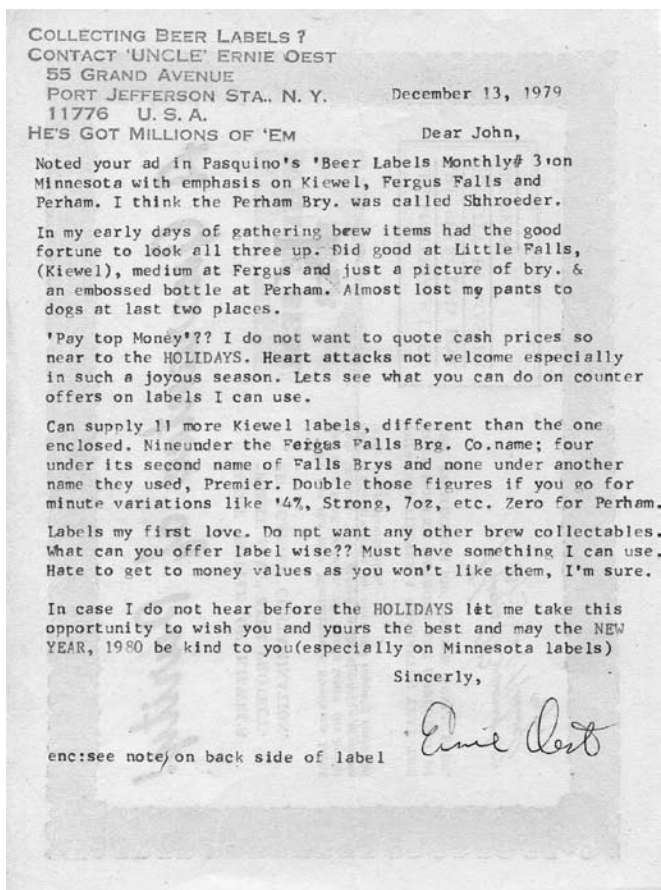
Mystery Brewery

This postcard was found in a large collection of postcards that we are selling on consignment. The collection was based in Illinois, so the card is most likely from the midwest, and so the brewery depicted is probably in WI, IL, MO – we just don't know. So if anyone recognizes the building and can name and/or locate it for me, I think that would contribute greatly to the body of knowledge about midwest breweries.

brewerymike@mchsi.com



Letter from Uncle Ernie



This 1979 letter from “Uncle” Ernie Oest was discovered in papers found in another collection. The typing, from an old ribbon typewriter with a red ink option, starts with the contact information all in red ink, and highlights the all-caps words “HOLIDAYS,” and “NEW YEAR 1980” in red, plus the word “not” in the second sentence of the second-to-last paragraph. It was written on the back of a certificate (above) with a blue border & ink, except red “A Guarantee of Purity” and red “K” in the middle of the White Seal Beer logo. These certificates were regularly placed into cases of White Seal beer.

== The Big Apple ==



by Dave Launt and George Arnold

Editor's Note: Welcome to the first of an occasional series by New York Breweriana experts, Dave and George, showcasing quirky, historic, elegant, memorable, and sometimes rare or unique "Big Apple" items of interest to readers.



Over our collecting years, many articles have been written about breweries, states, regions, brands, and many more topics that are zymurgy related. Try as we may, we do not remember any articles written about one of the great brewing history cities: New York. It seems unreal that a city, once home to giants of the brewing industry—such as Schaefer, Ruppert, Liebmann, Yuengling (yes, that Yuengling), Ehret, Piel's, Trommer's, Rubsam and Horrmann, and others of note—receives little attention as it relates to a rich brewing history. In this issue, we embark on a pictorial and written initial effort to correct that oversight.

We are limiting the focus of the article to the five boroughs of New York City, home to countless breweries over the centuries. Unfortunately, that bastion of brewing is no longer a player. Brew Pubs, micros, and Brooklyn Brewery are all that survive. In part, the decline of the city as a brewing hub can be blamed on the cost of property there, high wages, and a brewer's union strike post-WWII. Changing consumers' tastes in malt beverages also had an effect on the decline.

Prohibition did nothing to help brewers either. The list of pre-Prohibition brewers who failed to return include: H Clausen and Son, Joseph Doelger, Beadelston and Woerz, David Stevenson, William Ulmer, Joseph Fallert, Diogenes, and Welz & Zerweck. The brewery

worker's strike finished off Eichler's (sold to Liebmann), Ebling, and R&H; and immeasurably hurt the survivors. This catastrophic strike gave out-of-state and upstate brewers a chance to gain significant market share in a short time.

Our aim here is not to give a comprehensive overview of Breweriana from New York City, but rather a glimpse at pieces that are uncommon, novel, eye catching, beautiful, or all of the above. You may find some pieces quirky as well.

With the help of a number of people, our tour begins with some of *New York's premier pre- and post-Pro breweries' more attractive signs, etc.* This will be a meandering journey. We hope you'll enjoy the width and breadth of the signage, trays, crowns, coasters, bottles, glasses, foam scrapers and holders, and other items you will see throughout the series.

Every kid raised in the Greater New York area in the 40s, 50s, and early 60s remembers the great ad campaigns of the time: Rheingold Girls (an annual attraction for decades), in which a Miss Rheingold was crowned from a group of entrants; Schaefer's jingle, *Schaefer is the one beer to have when you're having more than one*; and the great Bert and Harry Piel's (Bob Elliott & Ray Goulding) radio ads.

The first group of breweries—**Liebmann/Rheingold, Schaefer, Ruppert, Piel's, and R&H**—are the focus of this article.



1930s embossed lighted glass in tin box frame

Ruppert

Owned by the New York Yankee's diminutive owner, Col. Jacob Ruppert, this brewery had a nice run from 1867 until 1965.

Editor's note: more from these breweries shown on next pages.



Old Knickerbocker
"Talk of the Town" cardboard

Piel's

Piel's run in Brooklyn was from 1888 until 1973. During the later years, the Associated Brewing Co. (Drewry's etc.), operated the plant and used the name as a supermarket label. For those of us

old enough to remember drinking it, Piel's was very light in taste and cheap—but the success of the "Bert and Harry" commercial prompted more people to try but reject it, hastening the brand's demise. Piel's also marketed the Trommer's White Label brand as their premium beer until 1962.



Uncommon TOC from the 1940s



Rare 30s Old Guard cardboard sign

Rheingold

Owned by the Liebmann family, Rheingold started in 1854 on fabled brewing street, Meserole, in Brooklyn. Its run ended in 1976 in the city, but it still brewed for a while in Orange, NJ, and New Bedford, MA. Rheingold is once again being brewed in New York State (Utica), using the original formula.

Right: 1930s cardboard advertisement for Liebman's Export Lager



Rubsam & Horrmann

Rubsam and Horrmann (R&H), of Stapleton, Staten Island, had a run from 1870 until 1953. It was purchased by Piel's, which operated the brewery until 1963. The abbreviation of the name to R&H, as legend has it, prompted the quipsters to rename the beer, "Rotten and Horrible." Needless to say, this did not bode well for its long term survival.



Above: Framed cardboard sign, Coney Island, dated 1948



Right: Stand-up cardboard sign for R&H's Crown Premium

Schaefer

Schaefer had several breweries in its time: Brooklyn, Albany, NY, Baltimore, Cleveland, and Lehigh Valley, PA. A lager brewer, Schaefer's was well positioned to slake the thirsts of GIs returning from WWII. Schaefer eventually sold to Stroh's.

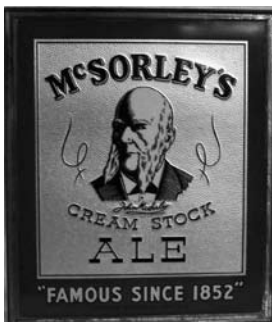
This curved corner sign—tin over wood—was displayed in the brewery until it closed. The lettering and design elements are gold.



Ruppert's pot metal diecut with elves crawling around a barrel of Jacob Rupperts Beer.



Below: 1940s Liebmann framed foil over cardboard.



Scarce gold-on-black (round emblem at top gold and red) 1930s or early 1940s TOC.



Above left, is a one-slide viewmaster called a PICTAR. It came with its own felt bag, and one slide in the PICTAR showing William Bendix as Babe Ruth swinging a bat in a Yankees uniform without a ball cap, and bottles of Ruppert Beer and Ale in the lower right corner. The irony is that it was found among a lot of Ruppert Breweriana in a former Chicago beer distributor's building. Ruppert made a brief foray into the Midwest, but was unsuccessful penetrating the Chicagoland market. Why would the hated Yankees be touted in an American league city? Not masterful marketing.

Below: Ruppert's pot metal shelf sign.



1930s TOC with bottle.



Faux ROG is really foil over cardboard behind glass.



Left to right: string-hung cardboard sign; Rheingold 1930s TOC; scarce R & H 1948 two-sided paper blimp hanging sign.



Reverse-on-glass, "wood grain" background, gold lettering, gold banner with red lettering and red XXX.



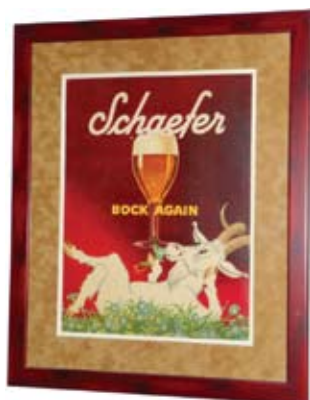
Back bar lighted sign, blue background, white lettering.



Reverse-on-glass, red, white and black with gold highlights.



The first label on the left is one we've never seen before. How about you? This stable of Schaefer goats is quite resplendent in their different layouts, sizes, and colors.



Rare bock cardboard sign from the 1940s.



Above: Curved glass standing sign.
Left: 1964 NY World's Fair framed easel back cardboard sign.



Above left: Rare 1930s cardboard sign advertising Ruppert beer in "steinie" bottles.



Above right: 1940s Old Knickerbocker TOC.



Above left: One-of-a-kind back-lighted reverse-on-glass sign.



Right: Rare 1930s tin sign.



Right: 1950s neon sign.

Below: One-of-a-kind 1930s curved, back-lighted "bullet" sign.



Sparkling Ale TOC.



Staten Island TOC.



Above: 1950s Scotch Ale three-D blow-molded sign.

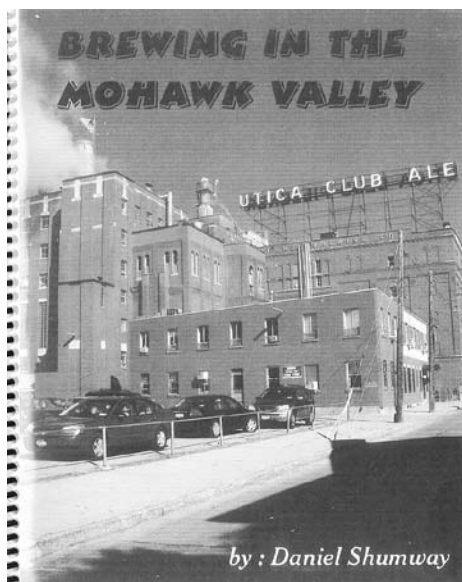
Right: Reverse-on-glass painted sign, thought to be a product of the Giesse Sign Works of Brooklyn.



Collector's Bookshelf

Reviewed by Larry R. Moter, Jr.

Brewing in the Mohawk Valley **A history of the brewing industry in Utica** **And surrounding area from 1801 to 1988** **by Daniel Shumway**



I found this little gem this past summer at a New York show. From the flyer, this book is “a history of the brewing industry in Utica, Rome, Herkimer, Ilion, & Little Falls from 1801 to 1988.” Histories of 50 breweries are included in this soft cover, spiral bound, 8 & ½ x 11 inch book with 194 single sided pages.

The information found within contributes a wealth of brewery history to the geographical area of New York State between Syracuse and Albany. One can tell that it was years in the making, with the author combing through historical society archives and public library archives (noted in the acknowledgements). Many interesting stories from his research are detailed. Among them: “safecracking” by burglars of the Oneida Central Brewing Co. (and others) safes; facility fires; and accidental death by explosion (the brewmaster of Gulf Brewing Co.).


The book does not have color pictures but that doesn't subtract from its quality. The pictures include many factory scenes, brewery owners, tax and insurance maps, and breweriana. Chapter 23 is the largest chapter with 49 pages on the renowned and still operational West End Brewing Co. (1888-1988): The author states that he “stopped

on the 100th anniversary because of plans for a future book from 1988 to the present.” Ah – something to look forward to!

I knew of many of these breweries from gorgeous 1930s trays (Globe Brewing, Utica Brewing, Rome Breweries, Oneida Brewing, and Eagle Brewing) and rare 1930s painted label bottles (Oneida & Eagle). This book personalizes their rise and fall.

Order from: Daniel Shumway, 317 Main Street, West Winfield, NY 13491 – cost is \$27 per copy includes shipping and handling.

Continued on p. 32

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Let's Talk Breweriana

By Rich La Susa, Brewery Historian

Collecting San Diego Advertising A lesson in ABCs

There is an old saying: "It's as simple as ABC." Perhaps it is for a child; not so simple for a breweriana collector.

If acquiring vintage breweriana from the Aztec Brewing Co. (ABC) and other San Diego breweries was so easy, more of us would participate. The reality is, those involved are a select few—collectors and San Diego brewery advertising.

Just ask John Crihfield, a NABA member and San Diego brewery expert from Santee, CA. He owns an array San Diego beer advertising. It begins with ABC and runs the gamut from light-up and neon signs, to tin-over-cardboard, metal and reverse-on-glass pieces, and everything in between. Many pieces are so scarce they can be found only in Crihfield's and one or two other collections.

Superlatives flow easily when describing his collection. Spectacular, awesome, outstanding, and really special come to mind.

The collection is tastefully displayed in a series of 10 modular glass cases assembled in front of a long, high wall. Large signs hang on the wall or sit on top of cases that hold smaller signs, ball knobs, foam scrapers, bottles, crowns, labels, cans, stock certificates and letterheads. If it says beer and San Diego, it can be found in Crihfield's collection.

The room in which the collection is displayed, however, is not a usual setting. It's the Crihfield home's living room, a two-story-high rectangular space large enough to accommodate considerably more San Diego breweriana, if more can be located. Crihfield and his wife agreed to the use of the room. "Three years ago, we gutted it of furniture," he said. "Why put a ton of furniture in a room just to impress people?" The Crihfields have ample space in other parts of the house for furnishings.

Crihfield's entry into our hobby was not unique or auspicious. As a youngster of twelve, 38 years ago, he started collecting beer cans. "I found a Berghem can on the side of the road in Massachusetts while visiting relatives," he said. And then he found a Whale's White Ale can in a store's cooler. Both got his attention; his journey began.

From this humble beginning a great collection has evolved. When he reached adulthood, he focused on acquiring quality, top-grade, hard-to-get, flat-top cans under the guidance of Wally Gilbert, the late, legendary San Diego can and breweriana collector. "Wally introduced me to an ABC cone top, one of only 10 primary cans made in San Diego.

"When I first started collecting cans, I had no idea there was ever a brewery in San Diego," he

said. San Diego never has been known as a hot-spot for brewing or brewery collectibles, though the industry's roots took hold when the City Brewery opened in 1868.

When his interest in beer cans waned, his attention turned to San Diego beer advertising. He had seen examples in collectors' homes and was intrigued. He quickly learned that San Diego breweriana was scarce, difficult to acquire. He was undeterred; soon the object of his attention was the Aztec Brewing Co., whose uncommon breweriana is commonly called ABC.

"Over the years, I pursued Aztec cans and breweriana. It wasn't easy, as I soon learned. San Diego breweriana is scarce. Some is truly rare."

Just how scarce or rare is it and where does he find it?

"There are only three San Diego beer signs I have seen that I don't have in my collection," he was quick to reply. "Most signs have come to me from friends and through networking. Other items were purchased on eBay and at breweriana shows." Surprisingly, some key pieces were acquired from a collector in Wisconsin, a long way from San Diego.

He later expanded to advertising from other San Diego breweries, including Balboa, San Diego, Mission, and Altes.

Continued next pg.

The Aztec brewery's tenure at 2301 Main St. was relatively short (1933 to 1948). In 1932, anticipating the repeal of Prohibition in the US, the brewery's equipment was moved to a former tire company building in San Diego from Mexicali, Mexico. That was where it had operated during Prohibition, as Cervaceria Azteca, S.A., from 1921 to 1932. During Aztec's 15-year run in San Diego, some of the most impressive breweriana on the West Coast, or anywhere, was distributed.

Now for Crihfield's favorites, in priority order:



Figure 01

01-ABC action waterfall sign:

The centerpiece of his collection is a unique framed ABC waterfall motion sign that was manufactured in the 1930s by the Econolite Corporation of Los Angeles under the brand name "Scene-in-Action." It is the only ABC piece of its kind known to exist. I do not know if any other brewery used this type of sign.

"This sign came to me from a guy in Washington state that I did not know," Crihfield said. "He had seen photos of my collection through a friend and decided that this sign really belonged in my collection. Shortly after, we made a trade."

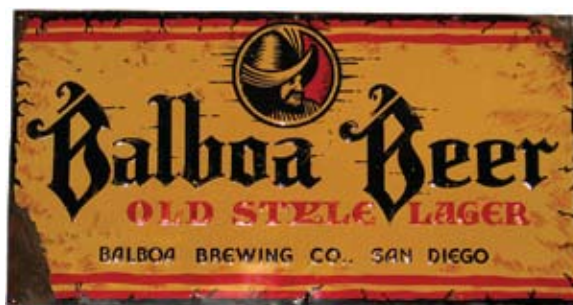


Figure 02

This fancy sign is 17½ in. high x 14½ in. wide. It has a parchment-like paper front that features a painted waterfall scene. Behind it is a reverse-on-glass piece with black and white coloring where the "river" and "waterfall" are located; behind that is a clear cylinder with black markings that give the appearance of wavy lines. A half-round metal backing plate hides the working parts.

"When you combine all of these elements, it becomes a motion sign that has a waterfall and a rushing river," Crihfield said.

Using a pretty waterfall as an attraction is one thing. Getting a brewery's message across to consumers is another. So what is the message? It's found in the subtle words, Pure & Natural ABC Supreme Beer, that appear in the lower left-hand corner of the sign and can be seen only when it is lighted.

"When the sign is shut off you do not see the ABC Beer logo, it's like a ghost image," Crihfield said. "The sign is very fragile; it is amazing that it has lasted this long."

Like all ABC pieces, there are dots following each letter, similar to A*B*C*.

02-Balboa Old Style

Lager sign: This handsome 1934 Balboa tin sign is 27 in. long x 15 in. high, black and yellow with red stripes. An image of Spanish explorer and conquistador Vasco Nunez de Balboa

is in a circle at the top. It is a Crihfield favorite not only for its eye appeal, but because of its rarity. It is far from mint condition, has dents and rust, but that does not detract from its importance or value. The words San Diego embossed on the face of the sign, along with its scarcity, are the reasons for its lofty status.

"It is the only Balboa tin that I have seen in 35 years that just says San Diego," he said. "There are other Balboa tin signs with bottles on them whose labels say San Diego in small print; this is the only one that prominently displays the city. Most Balboa signs say Los Angeles & San Diego or provide no city of origin."

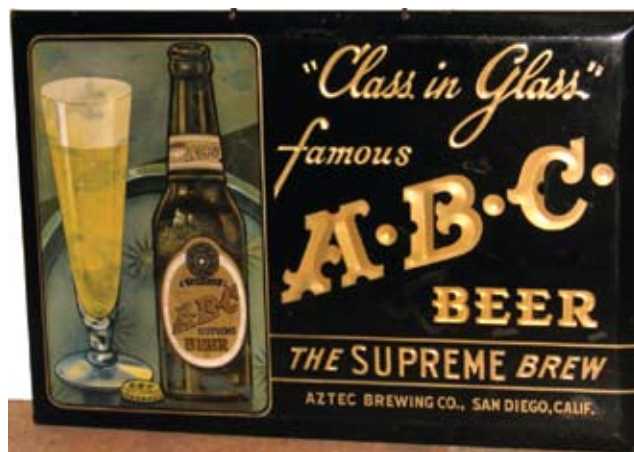


Figure 03

Why is Balboa advertising so scarce? The brewery's short existence, 1933-1934, at 808 Imperial Pl. in San Diego is one reason. Crihfield offered a more compelling one: "Balboa didn't make much point-of-sale advertising. I know of only three other Balboa tins of any kind

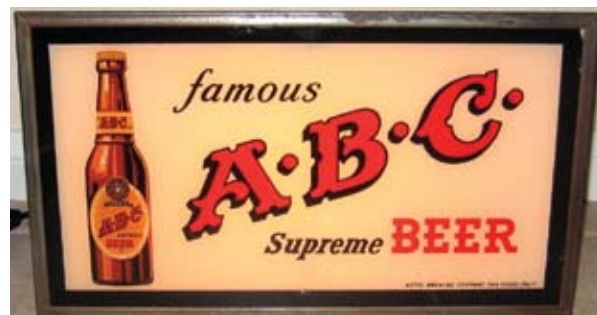


Figure 04



Figure 05

in other collections. The people who ran the brewery didn't believe in giving away anything free."

To support his point, he dug into his archives for an issue of *The Western Brewer* (April, 1934) that carried an entertaining story about the Balboa brewery and J.B. Simpson, the hardnosed businessman who managed it. He had worked in the circus industry for many years before joining the start-up brewery in 1933.

Simpson's steadfast position on brewery advertising was: "You can't get rich giving stuff away." He believed that "if one brewer wants to give away a tray, another wants to give away a little larger tray...until the whole industry may have to be giving away silver and gold plated trays." The brewery sold neon signs to dealers on a time payment. Within a year, the dealer could sell the sign back to the brewery for 75 percent of its value. Relatively few neon signs were made, sold or still exist, Crihfield said.

Simpson's strategy was to go big, really big, with his advertising—big as in billboards and painted walls on warehouses and other commercial buildings. Simpson had a reputation of not sparing the paint, used thousands of gallons to promote his beer. This advertising replicated Balboa's attractive yellow-parchment bottle label.

The most unique Balboa advertising promotion was a fleet of at least five large, neon-lighted Balboa mobile signs that were mounted on wheels. They were moved around the San Diego area at night to give the impression that dozens existed.

Rolling signs and brightly painted walls were great for selling beer in 1934; not so good for breweriana collectors. It is unlikely that any of the rolling signs exist today.

Balboa Brewing Co. stock certificate #2, dated January 14, 1934, is dis-



Figure 07



Figure 06

played in Crihfield's collection. It once belonged to the brewery's president, Baron Long, a wealthy entrepreneur who owned a famous resort in Mexico and major hotels in San Diego and Los Angeles. Long knew less about the brewing industry than Simpson.

03-ABC Supreme TOC: The Bastian Brothers Co. of Rochester, N. Y., produced this tin-over-cardboard Prismatic Sign. It is 13 in. long x 9 in. high and its colorful graphics feature a long-necked bottle with the familiar oval ABC label, a full pilsner glass, and a crown on a silver tray on the left. In gold lettering on a black background on the right are the words "Class in Glass Famous ABC Beer The Supreme Brew." Aztec Brewing Co., San Diego, Calif. is prominently shown beneath the text.

"This is a very tough piece," Crihfield said. "I have the only one that anyone has ever seen. I believe this was once owned by Wally Gilbert." It was acquired by another California collector and Crihfield traded for it.

04-ABC Supreme light-up ROG: What makes this sign unique is that it is painted reverse-on-glass and lighted. The 14 in. long x 8 in. high piece was made by the Schafer-Ross Co. Inc., Webster, NY. The graphics on the white painted glass are ABC on an angle in large red letters and a long-necked ABC bottle to the left. The glass piece is fitted into a bright metal frame; a cardboard housing attached on the back contains the light apparatus.

This is an example of a "new old stock" discovery. "It was in its original package, never removed, when it was found by a San Diego-area antiques collector at a swap meet in the early 1970s," Crihfield said. Finding a 1930s ABC piece in any condition would be major; finding one in mint condition, in its original box, is remarkable.

Continued next pg.

Apparently the finder wasn't curious enough to remove it from the box. "I was the first person to take out of the box, for it to feel air," Crihfield said with a big smile. "The guy who found it just opened the sealed box and glanced at it. He said he saw that it said ABC but didn't know it was a beer sign, didn't know it was a light-up sign."

Few of these pieces were made; this is the only complete one known to exist.

05-Altes Golden Lager Beer: Crihfield has a variety of advertising from the short-lived San Diego branch of the Altes Brewing Co. that operated from 1948 to 1953 in the former Aztec brewery. This Detroit-based brewery failed miserably to capture the imagination or loyalty of San Diego beer drinkers and struggled for survival almost from day one, Crihfield said.

Altes supported its beer with a handful of advertising pieces. One is an absolute knock-out. It is a multi-color cardboard sign, 14 in. long x 9 in. high, which sits on a metal base. The illustrated graphics—a large yellow panel in the middle, draped by a theatre curtain, with female images on each side holding large trumpets—are illuminated by a black light hidden in the base. Above the base are the words "Double-Aged for Finer Flavor."

"It was specially made for the San Diego market," Crihfield said. "It has San Diego stamped on the back, but no manufacturer is shown."

How the sign was rescued would have been worthy of an episode in the 1920s *Perils of Pauline* silent film serial in which heroines were routinely rescued from the clutches of villains. This sign likely escaped the clutches of a trash hauler.

"A breweriana collector I know stumbled across it at a garage sale in Long Beach," Crihfield revealed. Even though the sale wasn't far from his house, the guy reluctantly decided to attend, and nearly missed the opportunity to acquire a rare sign. "It was the last day of a two-day sale; the weather wasn't good, it was threatening to rain, so he had no incentive to go," Crihfield said.

He found this delicate piece upside down in a large box, under a bunch of junk. "He saw a cord and was curious to see what it was attached to it, so he dug down," Crihfield said. He was stunned to see an Altes Beer sign at the other end. "He couldn't believe what he was looking at."

The sign escaped another peril, weather! "As he was paying for the sign, it almost got poured on when a heavy rain started." Buyer and sign escaped unscathed.

Crihfield was fortunate the collector knew what he had found and what to do with it. "He didn't specialize in San Diego breweriana but knew I did. He sold it to me."

It is astounding that this rare piece not only had survived for decades, with minimal wear, but survived being tossed haphazardly into a box of junk and a rain deluge!

06-ABC Beer-Ale boxed neon: A combination of reverse painted glass and neon tubing, and the style

of beer make this sign special. The glass and tubing are on a black background encased in a metal frame. ABC is in red neon tubing and a horizontal line beneath it is bright blue. Beer-Ale below both is light blue reverse painted glass. The manufacturer is not identified.

The word Ale is the key here. Advertising to promote Aztec's ale was not made in quantity, which makes this particular sign rare, Crihfield said. It is about twice the size of the ABC Supreme Beer ROG that sits next to it in his display.

Although many consider ale to be a predominantly Eastern style, traditionally not popular in the Western US, Aztec regularly sold five ale brands, led by Famous ABC Pale Ale, which was packaged in a bright green long-necked bottle with a white painted label. Paper bottle labels were used for Famous ABC Old Ale, Del Mar Ale, Del Mar Pale Ale and Old Dutch Brand Ale: an erudite label that features a Rembrandt painting.

07-Old Mission Lager tray: This stunning standard-sized pre-Prohibition tray, issued by the Mission Brewing Co., has outstanding colorful graphics that feature a Spanish mission. "This 1912 tray looks like it just came out of the box," Crihfield said.

The California-Spanish style brewery (the architect was Richard Greisser of Chicago) was only open for three years (1912-1915), at Hancock and Hardastly (now Washington) Streets. The brewery's main section has been restored and currently houses non-brewery businesses. In a modern building in front of it, is the Five Points Brewing Co., a microbrewery that opened in 2010.

There is so much more in the collection worthy of note. Among my personal favorites are two small back-bar neon signs, each with a horseshoe motif. One promotes Famous ABC Beer, the other Famous ABC Supreme. The metal bodies are painted red, white and blue. The blue horseshoes and the red ABC letters are neon tubing.

Large, handsomely-framed Famous ABC Beer on Draught metal (red and yellow) and cardboard (blue and yellow) signs are displayed on the long wall. A small version of the red sign forms the backdrop in one display case. Other small TOC, ROG, cardboard and plastic signs, including ABC Beer, and Altes, occupy others. The actual ABC Supreme Beer cardboard door hanger sign that welcomed visitors to the brewery's hospitality room is flanked by steinie bottles dressed in Red Spot and Spotlight labels (secondary Aztec brands). Nearby is a scarce ABC ball knob.

Bottles that represent many San Diego brands, a variety of labels, glassware (a scarce tall enameled ABC shell and an etched ABC barrel stand out), foam scrapers (ABC in three versions) and other smaller pieces of metal, plastic and paper items provide a tantalizing complement to the main attractions.

Loose labels, including two striking Aztec issues (Black Eagle Beer and Bock) and a dazzling Balboa Bock, are displayed throughout, encased in Lucite holders designed to protect sports cards. Two pre-Pro pieces also tantalize: A San Diego Brewing Co. pottery-style mug in blue, and a plain-metal tray with ABC engraved in black.

An added attraction—as if one is needed—is a corner display of vintage Boston beer advertising that was issued by the Boston Beer Company and Croft Brewing Co., including a Boston Light light-up lighthouse and Croft Ale TOCs.

Why Boston? Carihfield explained. “San Diego breweries are my passion. Boston is where some of my family is from—my grandfather and I spent several summers in and around Boston visiting relatives; it was a very special time—so I felt a need to collect at least a few nice pieces from there.” Nice pieces, indeed!

“My grandfather lived in Boston. He owned a painting company that worked for Croft and Boston Beer. He used to drink Boston Light Ale and Croft Ale.” Carihfield’s parents grew up less than one mile from the Croft brewery.

Boston may hold a special place in Carihfield’s heart, but it is San Diego breweriana that captivates his imagination and takes center stage—and a big stage it is.

Simple as ABC, you say. Try it some time!

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Beer Label News:

By Bob Kay

Here's a few more new finds for the label books. About 25000 1950 and earlier labels are pictured in the set of books and another 400 new finds are now pictured on my web site bobkaybeerlabels.com. Please let me know if you know of any not yet cataloged.



For the Illinois Book: A new version of Aurora's ABC with different script recently surfaced. Its not to hard to figure out what "ABC" stands for.



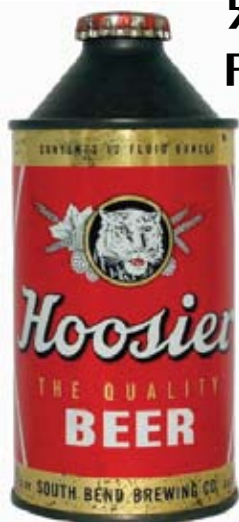
Volume 1: Brazilla — "The Mysterious Mixer" was a soft drink product of the Columbia Brewing Co., Tacoma, WA. The brewery connection makes it an easy addition to any beer label collection. Thanks to Charlie Vick for this find!



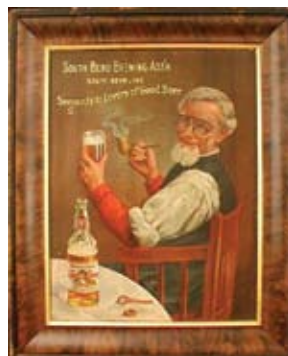
Michigan: This Goebel Extract label is interesting because its part of a paper wrap that covers the entire bottle! Obviously, it was intended for drug store sales. In this case I would recommend keeping the whole bottle!

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Rainier Labels

with brewerygems Gary Flynn



Labelology

By Bob Kay
bobkaybeerlabels.com

The history of the Rainier Brand on the west coast is both fascinating and complicated. For the full story go to Gary Flynn's web site — www.brewerygems.com. Gary's site has comprehensive histories on 50 or more west coast breweries supported with pictures of choice breweriana. Included is a superb two part historical study of Rainier. Gary and I have collaborated on this overview of Rainier's San Francisco Labels.

Rainier history recap: Rainier Beer was a pre-Pro brand of the Seattle Brewing and Malting Company, which was part of the House of Hemrich brewing empire. When Washington and Oregon went dry in 1916 the Hemriches built a new Rainier Brewing Co. in San Francisco. About that same time, the Pacific Brewing & Malting Brewery in Tacoma, WA was rebuilt in San Francisco. Both owners were betting against National Prohibition and, of course, they lost that bet. In 1925 Louis Hemrich partnered with Joe Goldie; together they bought the Seattle and San Francisco Breweries from the Hemrich family, and the Pacific Brewing & Malting Brewery in San Francisco from its Tacoma, WA owners. They then continued producing Prohibition beverages and betting on repeal.

When repeal came in 1933, they sold the Pacific B&M plant and concentrated operations in the Rainier Brewery. Later they added a second, "branch" plant in Los Angeles (Vernon) that operated from 1943-49. The Rainier brand brewed in San Francisco was a good seller, but competition from

Lucky Lager and the invading National Breweries was fierce, and they found it necessary to move into contract brewing to improve capacity utilization.

An unwise formulation change essentially sealed their fate. They began losing market share after WWII and in an effort to reverse the trend, in 1947, they reformulated their flagship Rainier Club brand from *Extra Pale* to *Extra Dry*. The Extra Dry version flopped, the brewmaster was canned, and Extra Pale was brought back—even resurrecting the image of Mount Rainier on the label was tried—but the mistake proved fatal. In 1953 the brand rights were sold to Emil Sick, and the brewery to Hamm's. After that, the Rainier Brand was no longer brewed in San Francisco. But there's more to the story.

After repeal, Emil Sick's House of Lethridge Brewing Empire purchased the empty Seattle Brewing and Malting Brewery in Seattle and the Northwest rights to the Rainier brand name. They then refitted the brewery and brought Rainier Beer back to Seattle. When Rainier in California closed (1953), Sick interests regained total brand rights to the Rainier name. Since then, the brewery in Seattle has weathered a number of name and owner changes, yet the popular Rainier Brand has managed to survive. At last count, Pabst owned the Rainier brand rights and contract brews it through Miller.

References: www.brewerygems.com, Bob Kay Beer Labels, US Beer Cans by BCCA.

Rainier — after the move from Seattle to San Francisco Pre-Pro and Prohibition Era labels 1916 - 1933



pp*, Rainier BC



p, Rainier BC



p, Rainier Dist. Co., Seattle



p, Pacific Prods Inc.



p, Tacoma BC, SF



p, ©1925 Rainier BC



p, ©1926 Rainier BC



h, 2%, Rainier BC



L-19, Pacific Prods Inc.

Note the first Rainier labels pictured Mount Rainier in the Background. Pacific Products Inc. and Tacoma Brewing Co. were marketing or distributorship names used by Rainier during and after Prohibition. The Old German Lagers were brewed by Rainier and likely bottled by Tornberg's Consumers Bottling Co.

*pp= pre-Prohibition, etc.

Rainier in San Francisco, Post-Pro Labels 1933 - 1953



1933



1934



1935



1938 New Brand



1939
New Horizontal Design



1947 Extra Dry
Reformulation Flopped!

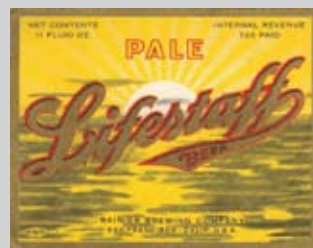


1949 New Brewmasher
Old Brew, Old Design
Slanted with Mt. Rainier



1951-53
New Karäusen Beer
Too Little, Too Late

The above labels track the evolutionary changes in the Flagship Rainier brands through this period. Note that the first 1933 label reverted to the pre-Pro design used before the move from Seattle. Also the change from the slant to the horizontal graphic for Rainier Club in 1939 helps date both brands & breweriana, as does the aborted 1947 recipe change from Extra Pale to Extra Dry.



U-1101, 1933-36



c1935



c1935



c1936



c1938



1940-42

A few more examples of Rainier labels used prior to closing in 1953.
Some Rainier can styles are pictured on p. 30.



Auction Hysteria

by Robert Hajicek

This issue includes a new expanded section of Auction Hysteria that will have emphasis on craft beers and micro brewery advertising. The focus today will be on bottled craft beers available from on-line auctions (see pg. 29). If you are holding a beer while reading this, please hold on tight, you will not want to spill a drop at these prices!



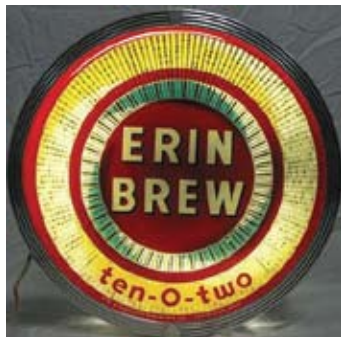
Ballantine Burton Ale, full 6-pak, For Martin L. Horn on May 12, 1946
Bottled November 1966, P. Ballantine & Sons, Newark, NJ \$405



Lager Beer Self Framed Tin Sign
23-1/2" x 17-1/2" by Meek & Beach Co.,
Coshocton, OH, Jefferson Brewing &
Malting Co., Jefferson, WI \$1,450



Saskatoon Labeled Bottle
Hoeschen Wentzler Brewing
Co., Limited, Saskatoon,
Saskatchewan, Canada
\$275



Erin Brew Motion ROG, 15-3/4" dia. X 5"; Seller posted link to a
Youtube.com video showing motion of sign.
Standard Brewing Co., Cleveland, OH \$969



Left: Schlitz Vitrolite Lighted
Sign, 24" x 17", Jos. Schlitz
Brewing Co., Milwaukee, WI
(back shown above) \$4,050

Old Reading ROG
15" x 9-1/2" x 4"
missing cord/light
socket, back piece
cracked.
Old Reading
Brewery, Inc.,
Reading, PA
\$1,531

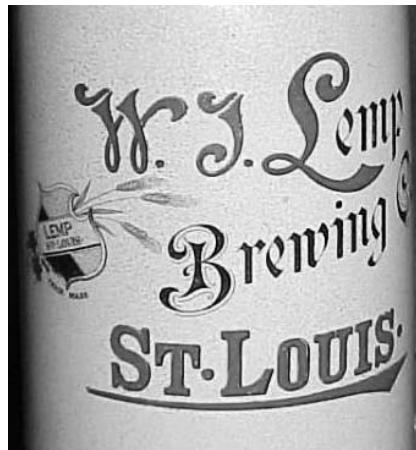


Buffalo Co-Operative
Brewing Co.
12" dia. Tray by
Chas. W. Shonk
Buffalo Co-Operative
Brewing Co., Buffalo, NY
\$1,355



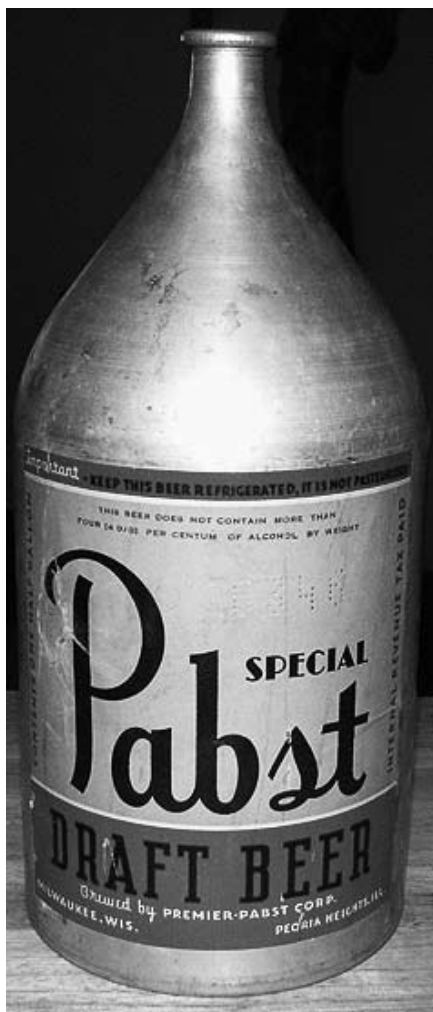


Fox Head Sign, 9-3/4" x 4-1/2"
Fox Head Waukesha Corp., Waukesha, WI \$126

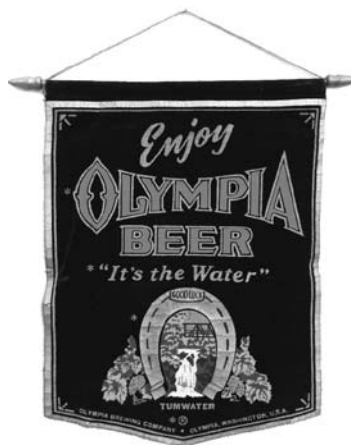


Lemp Stoneware Stein, (lid missing) 6-3/4" tall
W. J. Lemp Brewing Co., St. Louis, MO \$1,175

Pabst
Aluminum Bottle
1/2 Gallon,
Paper Label
from 1930s
Premier-Pabst
Corp.
Milwaukee, WI
\$2,225



Maier's Tin-Over-Cardboard
19" x 6-1/2", Maier Brewing Co., Los Angeles, CA \$128



Above, Left: Blue Olympia
Felt Banner, 11" x 8-1/2"
Olympia Brewing Co., Olympia, WA \$100
Above, Right: Red Olympia
Felt Banner, 11" x 8-1/2"
Olympia Brewing Co., Olympia, WA \$99



Left: Utica Club Lighted Sign, 14" x 10"
(lighted far left, unlighted right),
West End Brewing Co.,
Utica, NY \$609

Craft And Micro



Above Left: Surly Darkness 2007
750ml full bottle, Surly Brewing Co.,
Brooklyn Center, MN \$338



Above Right: Surly Darkness 2008
750ml full bottle, Surly Brewing Co.,
Brooklyn Center, MN \$119



Left: Stone
Vertical Epic Ale
02-02-02
Stone Brewing
Co., San Marcos,
CA \$445

Right:
Supplication
3 liter full bottle
Russian River
Brewing Co.,
Santa Rosa, CA
\$325

Below: Three
Floyds Dark Lord
2009, Russian
Style Imperial
Stout, 22 fl. oz.,
3 full bottles,
Three Floyds
Brewing Co.,
Munster, IN \$133



Above Left: Surly Darkness 2009
750ml full bottle, Surly Brewing Co.,
Brooklyn Center, MN \$75

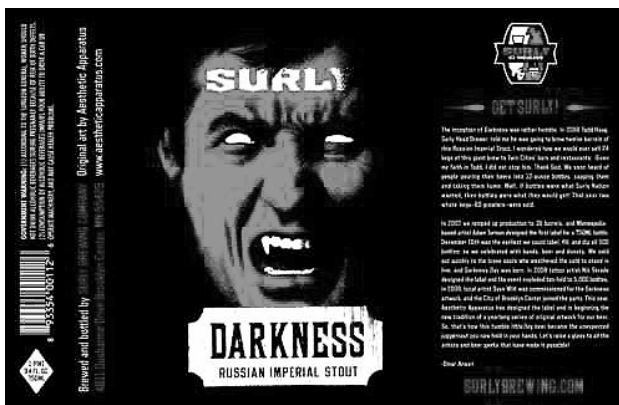


Above Right: Surly "Two"
2nd Anniversary Ale, 750ml full bottle,
marked #005/400, Surly Brewing Co.,
Brooklyn Center, MN \$96



Above: Kate the Great
Imperial Stout
One bottle from 2009
One bottle from 2010
Portsmouth Brewing Co.,
Portsmouth, NH \$260

Left: Surly Darkness 2010
Russian Imperial Stout
750ml full bottle
Surly Brewing Co., Brooklyn
Center, MN \$51



Rainier in San Francisco, Cans 1936 - 1953



*Rainier added cans early and often, and their can labeling paralleled changes in bottle labels.
The last two cone-tops pictured are especially rare.*

Found on the Web

Bronx-Lebanon Hospital Center

Former Home of John Eichler, Brewer

Architects, De Lemos & Cordes, 1888 - 1889

<http://www.lehman.edu/vpadvance/artgallery/arch/buildings/DMHealth.html>

Editor's Note: This article is a page on the website developed to showcase Bronx Architecture.

Here's what they say on their introduction page

(<http://www.lehman.edu/vpadvance/artgallery/arch/intro/index.html>):

"Bronx Architecture" is an online guide to the architecture of the borough developed by Lehman College Art Gallery/CUNY. Designed as a companion to "Public Art in the Bronx," the website features over 75 buildings, background on architects, neighborhood walking tours, maps, lesson-plans for high school teachers, neighborhood histories, a resource section, and glossary. Like the website devoted to public art, we hope that this guide will provide a useful resource for the general public as well as teachers, and that it will encourage exploration of the art and architecture of the Bronx.

Susan Hoeltzel, Project Director



The large French Renaissance style mansion that today stands at Bronx-Lebanon Hospital's Fulton Division harks back to the late 19th Century. It was originally the home of the German-born brewer, John Eichler (1829-1892). The Bronx had a large German population, especially following the German Revolution of 1848, when many started migrating to

the United States, landing in neighborhoods like Morrisania. Eichler trained as a brewer in Germany and his was just one of some twenty-two Bronx breweries like Haffen, Ebling, Hoffman, Mayers and Zeltner. These brewers produced the beer enjoyed in homes and at local German beer gardens. The mansion is a reminder today of Eichler's thriving



structure with terra cotta details, triangular gables, a slate mansard roof, and a projecting central bay incorporated into an enclosed porch. An angled corner tower breaks the building's structural symmetry. The interior of the mansion still has much of its original woodwork, sliding doors and stained glass.

Terminal Market.

After the death of John Eichler's widow, this mansion and surrounding property was purchased in 1918, from the heir, Jacob Siegel, by the fledging Bronx Hospital. The hospital converted the mansion to a 110-bed hospital for the treatment of children and adults. Within seven years, Bronx Hospital needed more space and built the current nine-story building across the street from the mansion.

When Bronx Hospital merged with Lebanon Hospital in 1962 (becoming Bronx-Lebanon Hospital), the old Eichler Mansion continued to be used as the hospital's Fulton Division. This division focuses today on psychiatric and substance abuse programs. It is also a skilled nursing facility for the long term care of geriatric and AIDS patients. Needing a larger facility, the hospital expects to demolish the old mansion.

Janet Butler Munch



The basement of the spacious building was originally the servant quarters.

Architects Emile De Lemos and William Cordes were born and educated in Germany. They completed many architectural commissions within the German-American community and were especially known for their department stores and commercial buildings. Their

(later) Bronx commissions include: the landmarked Keuffel & Esser Co. Building; and the Refrigeration Plant, Wholesale Market, and Storage Building at the Bronx

brewery business. The complex took up an entire city block and was just around the corner from his home.

The Eichler Mansion was constructed from 1888-1889. It was designed by De Lemos and Cordes and is a solidly built 2-1/2-story brick





Brewing Beer Since 1829

A pictorial saga of the D.G. Yuengling & Son Brewing Company in Pottsville, Pennsylvania
by Robert A. Musson, M.D.

Robert (Rob) A. Musson, M.D., has developed into one of the premier writers of brewery history and breweriana. Renowned as

with only a few pictures. Dr. Rob's book, noted as a pictorial history, is loaded with pictures of which my friend, Jody Farra (of eBay Doghaus fame), calls "Da Good Stuff." We all love to collect "Da Good Stuff."

Lord, there are loads of pictures: from inception, including Richmond's James River Steam Brewery (since I am from Virginia, I have a historical bias), pre-Pro, Prohibition (Yuengling Ice Cream among other Prohibition products), post-Prohibition, and the modern era. Pictures include lithos, cardboard signs, TOCs, cans, trays, and much more is all included. Alas, the lowly but rare wire loop openers did not make the cut (Rob, I have collection pictures for the update!)

I highly recommend this pictorial history of America's oldest operating brewery.

Ordering information: \$20.00 includes shipping. From either Robert A. Musson, M.D., 4280 Regal Brook Drive, Medina, Ohio 44256 or PayPal using grossvater@zoominternet.net

PS – Rob reports an Ohio tray book and a Toledo book in the works! More labors of love to look forward to!

the author of *Brewing Beer in the Buckeye State* and *Brewing in Cleveland* (an *Arcadia Images of America* book), Rob has blessed the hobby with the exciting new book about the D.G. Yuengling & Son Brewing Company in Pottsville, Pennsylvania.

Oh boy, another labor of love for the hobby!

This is a real cool book. There was a recent Yuengling book (the highly-regarded *Yuengling-A History of America's Oldest Brewery* by Mark A. Noon, 2005) that detailed a chronological history of the brewery

In Memoriam

Gordon B. Durocher
March 8, 1924 - November 23, 2010

"Gordy" Durocher was heavily involved in the beer can & breweriana hobby, to the extent that his home was called "Durocher's Can Cave." He had a special can made for his "Cave" as well as numerous painted-label bottles for special events, including the 2004 party celebrating his 50 years of owning property in the Freda (UP Mich) Park, in

a cabin on the original site of the Freda Park pavilion. As a member and strong supporter of the Packer Chapter, Gordy had a special place in his heart for the Trad-A-Thon. He donated many of the neon signs that were raffled off at those events.

Gordy will be missed, not only for his advice and donations to the chapter, but also for his active personal involvement with and vocal support of chapter activities.

Travels with Barley

By Fred & Mary Clinton

For the next three issues we are going to give you a brief overview of the breweries you may encounter on your way to the Convention 40 in Bay City. In this issue we will guide you from the north; in the spring issue, we will bring you in from the southeast and in the summer issue we will beer you in from the southwest.

So, coming from the north (unless you are Canadian) you must come through the UP (aka "Upper Peninsula"). There are eight brewpubs/breweries in the UP; one is on the south edge in Escanaba and the rest are on or close to Lake Superior. This past September with the able assistance of Kentuckians Roger Owen and Kent Speer (honorary Michiganders) we visited the **Keweenaw Brewing Co.** and the **Library Brew Pub**, both in Houghton, the **Red Jacket Brewery** in Calumet, the **Vierling/Marquette Harbor Brewing** in Marquette, and the **Lake Superior Brewery** in Grand Marais. We did not sample the beers at Jasper Ridge Brewpub in Ishpeming, but it is located just a couple hundred yards north of M28/US41 and would make an easy stop. We also did not go east from Grand Marais to Tahquamenon Falls State Park to hit Tahquamenon Falls Brewery. These latter two, and Here-



One of the bars at KBC in Houghton

ford and Hops in Escanaba, were skipped simply due to time constraints.

The Keweenaw Brewing Company (KBC) has expanded both in size and in the number of beers offered since we last wrote about it a few issues ago. They had nine beers on tap when we visited. The Pick Ax Blond is a respectable starter beer, light and clean. The Hobo was a dark ruby colored beer we thought was a mild style, low in hops but good flavor. Next was a Hefeweizen and this was very tart—quite unusual in this regard. KBC's Amber had a finish similar to the tartness in the Hefeweizen (perhaps the lines needed cleaning). The Drawbridge Brown was a lighter brown—easy drinking with a good chocolate flavor. The 36 Schilling was a Scottish ale which we thought had good flavor but was maybe a little light on body.

We then tried the pilsner, which had a flavor we couldn't

place. It wasn't a bad beer but not what you would expect from a pilsner, either. The same flavor was prominent in the Widowmaker Black, although this beer had good body, more so than the other beers. And

finally we tried the IPA, which we found to be a good one with good balance between hops and malt. Four of their beers are currently canned and widely distributed: the Pick Ax Blond, Amber, Drawbridge Brown, and the Widowmaker Black. No Four**** Paw Pick award was made. KBC had a variety of T-shirts for the collector.

We walked a couple blocks to the Library but not to study or take out a book, which we would have done if they hadn't had nine beers on tap. We do have priorities. We ordered the beer.

First up was the Whiteout Wheat and it was a very nice example of an American style wheat, i.e., without the banana and clove esters. Second was the Keweenaw Golden Ale which had a little diacetyl but was drinkable as a lawn mower beer. The Rock Harbor Lite was next and, as the name implies, was a clean,

Continued on pg. 36



Membership Report

NABA
Kent Newton
Membership Chairman
nababrew@comcast.net
340 E Ashland Ave
Mt Zion IL 62549-1275

The Christmas season is a wonderful time to spend with family, friends, and your breweriana. I hope you all had something under the tree to add to your collections.

2011 looks to be another good year for NABA with lots of great local and regional shows on the calendar as well as the National Convention in Bay City, Michigan this summer. When you attend these shows throughout the year, I would encourage you to be

a NABA ambassador. Talk to those collectors who have not yet experienced what NABA has to offer and encourage them to join. Put some application forms out on your table, and make sure there are some on the pamphlet table near the entrance. Don't have any forms? Contact me and I will send some or you can print them off the NABA website.

Do you belong to a NABA chapter? If so, take a few minutes at the next chap-

ter meeting or event to give a short presentation to those who do not yet belong to the national organization. They may not be aware of the opportunities available to them for the bargain price of \$25.

These are just a couple of ways you can help our membership grow. If you have other ideas let me know and I will put them in the next issue.

Kent

APPLICATION FOR MEMBERSHIP

FILL OUT, DETACH AND MAIL TO: NABA, 340 E. Ashland Ave., Mt. Zion, IL 62549-1275

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$25, 5 years for \$100; Canada \$30 (US); and overseas \$40 (US). Dues expire May 31; dues paid after Jan. 1 are valid until May 31 of the following year. Please make your check or money order payable to NABA (please type or print legibly!).

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

email address _____ Sponsor _____

Upon receipt of Application, we will send the current Membership Directory, a Membership Certificate, and 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

Coughanowr II, John (Lisa)
9399 N County Rd 200E
Brazil, IN 47834-7699
812-443-0710
C812-243-5659
johnc2@ticz.com

Davis, Ray (Joyce)
3534 N Dove Dr
Decatur, IL 62526-2223
217-791-6169
raymond3417@aol.com

Decatur Brewing IL, Anheuser-Busch
Sponsor-Kent Newton

Patton, Gary (Darlene)
7512 Thompson Rd
Loves Park, IL 61111-3940
815-282-0258
dar229@hotmail.com

Blatz
Sponsor-Herb & Helen Haydock

Roche, James N (Carol)
815 Malabu Dr
Lexington, KY 40502-3403
859-277-6559
C859-221-7772

Cans, Clocks, Lithographs, Mugs & Steins, Neons, Signs, Trays
Sponsor-Herb Haydock

Sarver, Ed
505 S Sherman St
Pana, IL 62557-1545
217-562-5582
edsarver@yahoo.com

Coasters, Signs, Tap Knobs, Trays; All Breweriana-Griesedieck
Sponsor-Kent Newton

Schaeper Jr, Jerome
3466 Meadowlark Dr
Edgewood, KY 41018-2608
859-341-3769
jschaeperjr@aol.com

Match Safes, Medals, Mirrors, Pinbacks, Tokens, Watch Fobs
Sponsor-Marvin Gardner

Siegel, Jim (Jennifer)
460 Burns Ave
Kirkwood, MO 63122-3805
314-966-5096
C314-575-9420

seegsbeags@sbcglobal.net
All Breweriana, Bottles, Foam Scrapers, Labels, Lithographs, Signs; Schorr-Kolkschneider, St. Louis
Sponsor-Don Roussin

Walton, Gary
10631 52nd St S
Wisconsin Rapids, WI 54494-8092
715-325-2310
vwandgw@solarus.net
Foam scrapers, Glasses, Signs, Thermometers

Travels with Barley cont. from p. 33



The Library in Houghton

light, starter beer. Our next beer, the Oktoberfest was a malty, well balanced, good beer. The next beer, a Copper Town Pale Ale received mixed reviews in our group.

Moving right along we tried the Rabbit Bay Brown, which was very nice with a chocolate dry finish. The final beer was the Shafthouse Dry Stout—very dry with a won-

derful roast aroma and flavor. This was given the Four*** Paw Pick, but we gave kudos to the IPA and the brown as well. T-shirts were available.

Before leaving the Copper Country we went to the Red Jacket Brewing Co. in Calumet. The brewery is located inside the Michigan House Café. We wrote about the Red Jacket a few issues ago so we won't go into so much detail.

This is a very small brewery operation and generally they have only two of their own beers on tap, but they have always been excellent beers. The evening we were there, only the stout was available

because the next day was the Brewer's Guild UP beer festival in Marquette and beer had to be sent there. This is a great place with a lot of history and breweriana on display. Also the food is very good and you can spend the night in one of three spacious, reasonably-priced rooms.

The whole of the Copper Country area has a lot of history and historical buildings and sites, as well as many gorgeous areas in which to walk off your beer. If you head for Bay City along this route be sure to take in the Houghton/Calumet area. Oh, and don't miss Shute's Saloon or the Douglas House Saloon in Houghton, they are definitely worth seeing. (This latter info courtesy of board member Dave Alsgaard who went to school at Michigan Tech in Houghton and clearly he didn't spend all his time studying).

After hiking in the Keweenaw and the Porcupine Mountains, truly God's country, we developed a big thirst and headed to the Vierling Restaurant and Mar-

quette Harbor Brewery for slaking. They had nine beers on tap when we arrived and we promptly started with the Honey Wheat, which was not typical of the style, having little banana or clove. The Blueberry wheat was nice, with subtle fruit flavor and the nice addition of real berries. The Peach was REALLY peachy. We thought many would deem this a "girly" beer but it was not overly sweet. The Blonde Ale had a lot more body than most in this starter category and was really a decent brew. The Red Ale had great color, was well balanced, and was a good mid-range beer.

The Dead River Coffee Porter was made of locally roasted coffee, and it came through in the flavor, although we thought it could have had more body. The Nitro Stout was hard to assess because any flavor was overcome by huge dose of diacetyl. We hit the jackpot, however, with the Pale Ale, which was nicely hopped and very well balanced. It not only received the Four**** Paw Pick, it was deemed by the tasters (which

included three serious hop-heads) to be better than Bell's Pale Ale. Now that's saying something! By the way, the Red received the runner-up slot.

As a side note, Vierling is in an old building with lots of interesting "stuff" on the walls including some vintage breweriana pieces. Also, if you grab a seat at the rear, you get a nice view of the harbor.

Our final stop, after touring Pictured Rocks National Lakeshore, was Grand Marais. This is the home of the Lake Superior Brewing Co. and Dune Saloon. The evening we arrived for dinner and beer they had four beers on tap. First, we tried the Pumpkin Wheat, which happens to taste exactly like pumpkin pie. So if you like the pie you'll like the beer. The Puddingstone Lite was a very good intro beer, clean and tasty. Next was the Jasper Cherry, with a nice subtle cherry flavor: good for a fruit beer. The last beer was the Sandstone Pale (are you picking up on the rocky theme here? One of the owners is a geologist.). This was a medium bodied, medium hopped beer and was well balanced. Not a big American Pale but a good beer. Shirts and glasses are available. Grand Marais is a small but pretty village on the shores of Lake Superior and is immediately adjacent to the National Lakeshore.

After you cross the bridge to the Lower Peninsula (or in UP parlance, "go below the





Framed labels decorating the walls of Red Jacket in Calumet. This was discovered on a wall of the upstairs B&B where the authors spent the night.

bridge where the trolls live”), you have a choice of routes to Bay City. If you go left down US 23, you’ll pass through Alpena where, unfortunately, the Fletcher Brewing Co. is now closed. If you carry on, however, when you get to Tawas you will find Wiltse’s Brew Pub open. This is a longstanding family restaurant that added its own beers many years ago and we have always found those beers to be very good. Soon after that you will find yourself in Bay City.

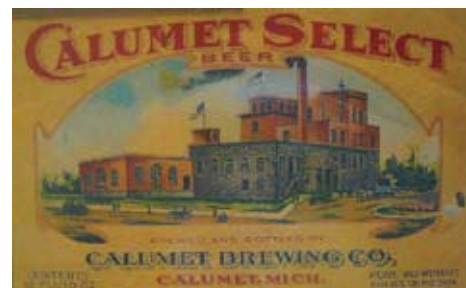
If you instead go straight south from the bridge, you will travel down I-75 and when you take the first Gaylord exit, you can visit the nearby Big Buck Brewery and Steakhouse. They have not only their own beer but their own wines and spirits as well.

You have the option as you continue south on I-75 to take a fork in the road and go south on US 27 towards Clare and Mount Pleasant. The latter is about 15 miles south of US 10, which would take you east to Bay City. Mount Pleasant is home to Mountain Town Station, a brewpub in an old train station. The last time we visited the beers were excellent. They have also hosted our chapter winter show in the past, too.

If you are really the wandering type, and want the beeriest route, just south of the bridge take US 31 toward Petoskey, formerly home of the Bear River Brewery. Continue on 31 south of Petoskey, passing through Charlevoix and head for Bellaire and Short’s Brewing Co. This is, in the humble opinion of the authors, one of the best breweries in the state with many beers to choose from, and tasty food, too. There are also a couple of top notch B&Bs there. (Both have membership in the Short’s mug club and let guests take advantage of the bigger, cheaper beers.) From Bellaire you could return to 31 and continue south to Traverse City, home to North Peak and Right Brain breweries. Both have tasty wares and both have cask-conditioned ales.

Right Brain, as regular readers may recall, has some truly inventive and wild beers. From there, continue south to Ludington where you will find Jamesport Brewing Co., an excellent brewpub. (Brewer Tom Buchanan has been stalwart supporter of NABA.) Now you need to cross the state to get to Bay City and as luck would have it US 10 heads east out of Ludington directly to Bay City.

Whichever route you choose, you are sure to enjoy the scenery and sure to have a good time when you get to Bay City. See you there!





Advertising

Classified Ad Guidelines

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

CLASSIFIED ADVERTISING

NABA members may advertise up to six lines (about 50 words) in the **Buy-Sell-Trade** area for \$5.00 per issue. We are unable to provide proof copies or tear sheets of Classified ads.

DISPLAY ADVERTISING

Full page.....\$150
Half page.....\$ 80
Quarter page.....\$ 40
Eighth page.....\$ 20
Business card (3.5 x 2 in.).....\$ 15

Color increases above prices by 50%. Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply camera-ready copy. Materials that are oversized or undersized will be changed to correctly fit your paid space.

PAYMENT

US funds must accompany order. Make check payable to NABA and send to address above.

DEADLINES

Issue	Materials Receipt	Est. Publish Date
Spring	March 1	April 1
Summer	May 15	July 1
Fall	September 1	October 1
Winter	December 1	January 1
Memb. Direc.	December 1	January 1

Want ads are accepted only from members of NABA. The Officers, Directors, and Editorial Staff make no effort to investigate the value or authenticity of any item offered for sale or trade, or of the business reliability of the persons placing advertisements. NABA and its Officers and Directors disclaim responsibility for inaccuracies that may occur in its publications, as well as any liability for any transactions to which it is not a party.

Buy ♦ Sell ♦ Trade

LATROBE, PA BREWERIANA: Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Call Jim Mickinack at 724-539-7941 or email 10easyst@comcast.net V154

NEW JERSEY BALL KNOBS: Absolute highest price paid for extremely rare NJ tap knobs I need. Maybe even a trade if possible. Paul E. Brady, 601 Mercer Ave., Spring Lake Hts., NJ 07762; or beer80@verizon.net. V154

BEER TRAY WANTED: Family needs your help to end lifelong search for family brewery tray. Seeking Hettiger and Huck Union Brewery tray, Louisville, KY, from 1898-1911. If you can help return an important piece of our family history, please call Sherrill Metzger Ellmers, 218-333-1440. V152

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, 2300 Meadow Lane Dr., Easton, PA 18040. 610-253-2477; BarryMGD@aol.com V158

BACK ISSUES of the *BC* for sale: Issues 87; 91- 94; 97 & 98; 100 - 102; 104 - 109; 111 - 132; 134 - current. Issue 110 is \$10. Others 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

Major Club Conventions

NABA
40th Annual
Convention
Aug. 4-7, 2011
Doubletree Hotel, Riverfront
Bay City, MI
Dan McShane 989-667-9445
kolbbros@chartermi.net

.....
: **39th Annual ECBA** :
: **Convention** :
: **July 13 - 16, 2011** :
: **Location TBA** :
: **Larry Handy** :
: **610-439-8245 • ohhugol@aol.com** :
.....

BCCA Annual
Convention
Aug. 31 - Sept. 3, 2011
Covington, KY
Contact: TBA

ABA
CONVENTION 30
JUNE 7-11, 2011
LOCATION TBA
JEANNE TIEGS • 715-623-4960
JEANNELT@AOL.COM

Events of Interest

ATLANTIC ANTI-FREEZE

America's Best Value Inn
Augusta, GA

March 11 & 12, 2011

Matt Parker • 706-833-4021

beercanz@comcast.net

QUEEN CITY Luck O'The Irish
Mini-Convention & Show

MARCH 17-19

Holiday Inn Cincinnati Airport
Erlanger, KY

DAVE GAUSEPOHL • 606-371-4415

CAREY WILLIAMS • 812-637-5952

BEERDAVE@fuse.net

MARCH 24-26, 2011
KEYSTONE (BCCA) Spring
THAW & CROWNVENTION

Holiday Inn

NEW CUMBERLAND, PA

Jeff Lebo • 717-938-2875

jeffersonpepper@aol.com

WESTERN STATES
CONVENTION
(10 BCCA CHAPTS.)

MARCH 31 - APRIL 2

PALACE STATION HOTEL
LAS VEGAS, NV

MIKE WILBUR • 916-769-0051

mwilbur@sbcglobal.net

April 14-16, 2011
XXXI

Titletown Trade-A-Thon

KI Center/Hotel Sierra

Green Bay, WI

920-469-1466

Daniel Hable • dwhable@yahoo.com

Rob Smits • rob@robsbeercans.com

Collectors Carnival
Antiques &
Collectibles Show
April 16 & 17

Vanderburgh Co 4-H Ctr
Evansville, IN

Brent Pace • 812-471-9419

bpace@evansville.net

April 22-23, 2011
Dakota Chapter
Breweriana Show

VFW Hall
Soux Falls, SD

Bob Post • 605-339-0269

pst@sio.midco.net

May 5-7, 2011
17th Annual
Rush to the Rockies

Ft. Collins Marriott
Ft. Collins, CO

Bill Besfer • 303-527-3565

abamrbill@comcast.net

19th Tri-States
Breweriana Show
June 3-4, 2011

Eagle Point Park • Dubuque, IA

Mike England • 513-360-3865

mike.england@bccca.com

June 10 & 11
Swap-A-Rama 32
Knights of Columbus Park
Florissant, MO

Kevin Kiouss • 618-346-2634
whoisthealeman@aol.com

February 16
Blue & Gray
Show 2011

Ramada Inn, Fredericksburg, VA

Ray Johnson • 703-971-3549

northbay1@comcast.net

February 13, 2011
Milwaukee Antique Bottle
& Advertising Show & Sale

Country Springs Hotel, Waukesha, WI

David Kapsos • 608-838-8041

foxhead@charter.net

JFO 33rd Annual
April 28-May 2, 2011

Marriott Hotel
Cedar Rapids, IA
Contact John Stanley
jfo@mindspring.com

FOR MANY MORE SPECIAL
EVENTS OF INTEREST, SEE
NABABREW.COM>EVENTS
BE SURE TO CHECK WITH THE
CONTACT PEOPLE TO ASSURE
SCHEDULE ACCURACY

Cabin Fever
Reliever
(NABA & BCCA)
Feb. 25 & 26

Quality Inn

South Bend, IN

Dave Cichoracki

547-532-1381

mikewalbert@lycos.com

