

*The*  
**BREWERIANA**  
**COLLECTOR**

*A publication of the*

*National Association  
Breweriana Advertising*

*"America's Oldest National Breweriana Journal"*



Volume 160

Founded in January 1972

WINTER 2013

*The Adolf Grenke  
Collection*

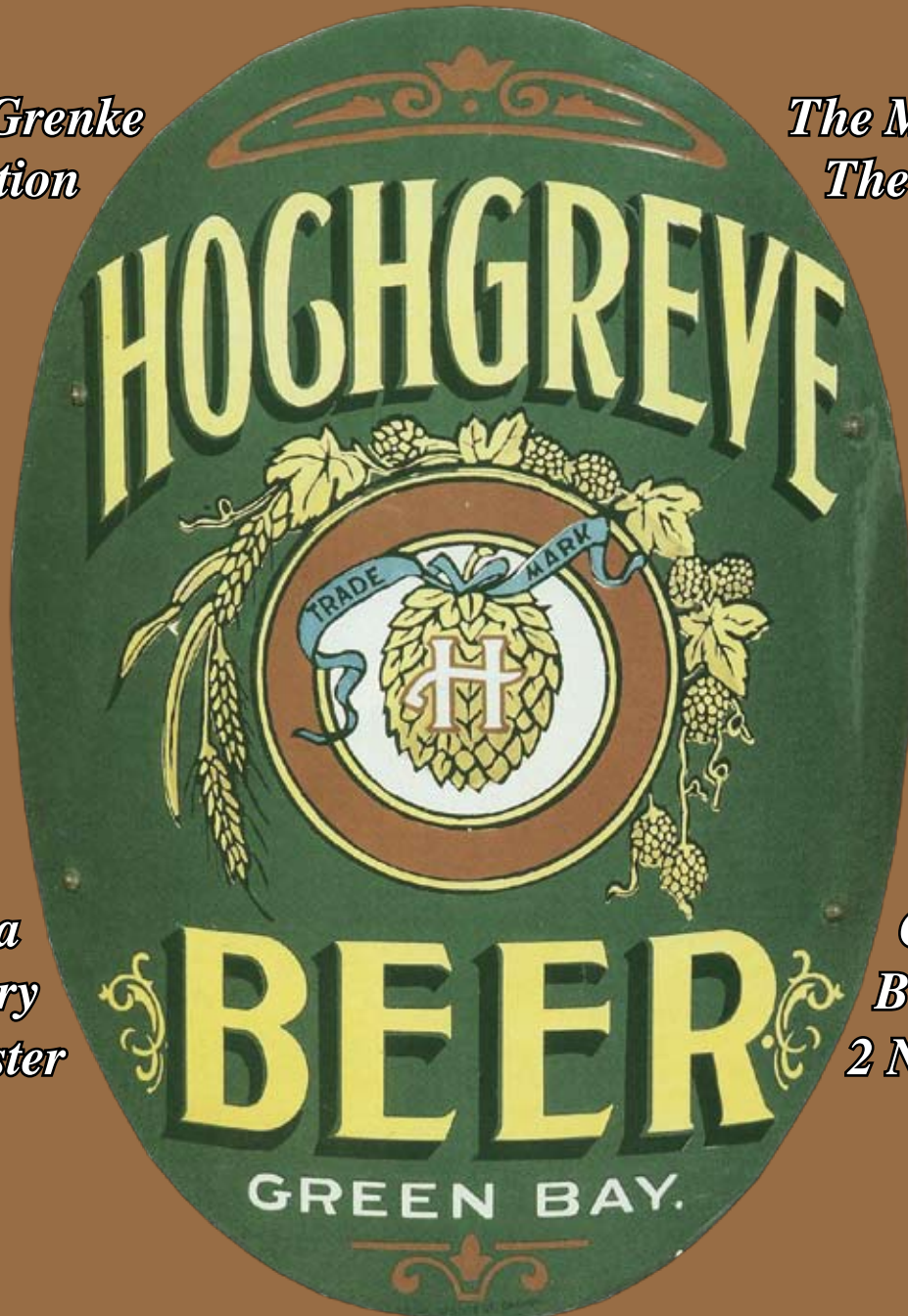
*The Midwest Meets  
The Rockies Part 2*

*Big Apple  
Breweriana 3*

*Hoppy Trails:  
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*Diary of a  
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*Collector's  
Bookshelf:  
2 New Notables*





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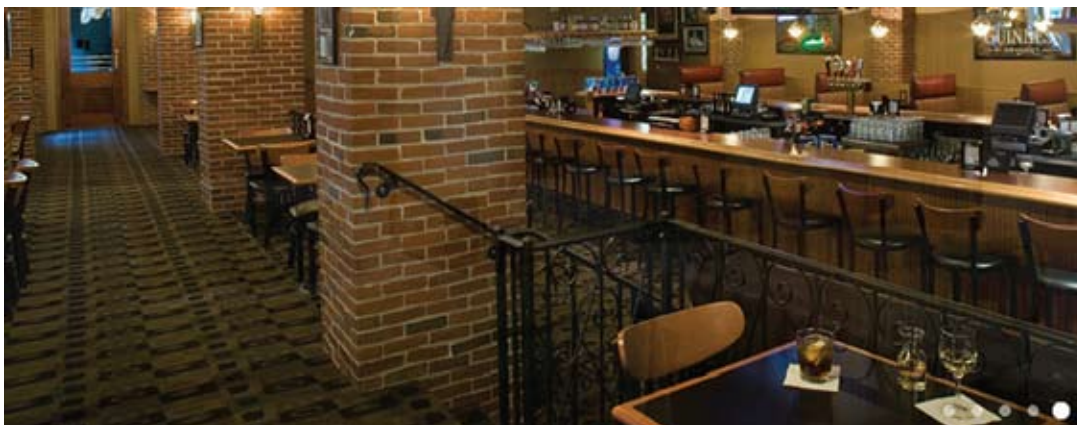
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340 E. Ashland Ave.  
Mt. Zion, IL 62549-1275  
217-864-2292  
nababrew@comcast.net  
www.nababrew.com

**BREWERIANA COLLECTOR STAFF**

Lee Chichester ..... Editor  
Bob Hajicek ..... Auction Hysteria  
Bob Kay ..... Labelology  
Rich La Susa ..... Let's Talk Breweriana  
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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 2013

#160

**FEATURES**

- 5 The Midwest Meets the Rockies:  
The Merger of Atlantic & Bohemian Club  
Breweries - Part 2.....by Herman Wiley Ronnenberg
- 20 Big Apple Breweriana 3: The Hertzberg  
Empire .....by George Arnold & Dave Launt
- 25 Collector's Bookshelf : 2 New Notables  
*Brewing in Greater Pittsburgh* by Robert A. Musson  
& *The Breweries of Oshkosh, Their Rise & Fall* by  
Ron Akin & Lee Reiherzer ..... reviewed by Larry Moter
- 31 Found on the Web: *Diary of a 19th  
Century Brewmaster*..... contributed by Bill Carlisle

**STANDARD BREWS**

- 4 President's Letter.....by George Baley
- 9 Chap Taps..... by Greg Lenaghan
- 11 Let's Talk Breweriana: *The Adolf  
Grenke Collection: It Says It All*..... by Rich La Susa
- 14 Auction Hysteria  
*The Grenke Auction*..... by Robert Hajicek
- 17 Labelology  
*Weiss Beer Brewing in Chicago* .....by Bob Kay
- 28 Hoppy Trails: *GABF*..... by Greg Lenaghan

**SHORT DRAWS**

- 19 Beer Label News .....by Bob Kay
- 24 Spitfire Mk IXc "Beer Truck"  
..... contributed by Reino Ojala, from RNPA "Contrails"
- 30 NABA Detective: *Leinekugel's Hand*
- 37 NABA News: *Virtual Museum Curators & Facilitators Wanted*

**END OF THE DRAW**

- 36 Membership Report ..... by Kent Newton
- 37 New Members..... by Kent Newton
- 38 Buy-Sell-Trade
- 39 Events of Interest

Front & Back Cover: Courtesy *Beer Advertising Memorabilia* by Herb and Helen Haydock.

The Breweriana Collector, the Journal of the National Association Breweriana Advertising, Inc. is published quarterly at 340 E. Ashland Ave., Mt. Zion, IL 62549-1275. Subscriptions in the United States are \$20 per year to members of the Association and are included as part of the annual dues payment of \$25 per year.

**POSTMASTER:** Send address changes to The Breweriana Collector, 340 E. Ashland Ave., Mt. Zion, IL 62549-1275.



## GREETINGS TO ALL:

By the time you read this, the calendar will read 2013 and we'll be less than 7 months from the 42nd Convention of NABA. We expect another great affair in Green Bay – officially from July 31 to August 3 – but do not forget the extra stuff. Herb and Helen Haydock have planned a “pre-Convention” affair at the Minhaus Brewery in Monroe on Monday July 29th. Details can be found in the next issue of the *BC*. On Tuesday we expect a couple of open houses to be held in and around Green Bay. Again, more details in the next issue.

Green Bay, as you probably know, is the home of the Green Bay Packers football team. You might want to make a day of it on Tuesday and check out the stadium, Packer Museum, and shop. The stadium is about 15 minutes from the Hyatt and can be reached by car or public bus. Complete details of the week's doings will be covered in the next couple of issues as well as our website ([nababrew.com](http://nababrew.com)).

Redesign of the website hit a bump in the road when Shelly Layne indicated she need to attend some issues and would like to delay work on the site. We have implemented an alternate plan and I am pleased to let members know that the redo is on schedule. We anticipate the new site to be up and running early in 2013. In this issue, look for a brief review of what the Virtual Museum will look like. We are excited about the project and expect it will make a major impact on the collecting world.

The new website has a look and feel about it that will make it unique not only to the breweriana hobby, but to websites in general. There will be features to help visitors experience attractions that are easy to find and informative to boot. Our plan is to make some of the pages for members only. We need therefore, to come up with a method of assigning a user name and password to everyone so they can get started, then NABA members can modify either user name and/or password to suit their own desires, after logging into the site (once it has gone “live”). We will continue to use the site address, [nababrew.com](http://nababrew.com), and will expand the online use of PayPal to allow users to purchase available back issues of the *BC*.

We expect to add a Museum Shop of sorts, where books authored by NABA members can be purchased either through NABA or the author directly. We will be expanding the information provided through the individual rooms/pages to include new cross links with related websites.

As mentioned elsewhere in this issue, we are looking for persons who would like to be involved the helping put the new Virtual Museum together. We are seeking individuals to serve as what we call, “Curators” and “Facilitators.” If you're interested, you need not have a great expertise in computers; but a good knowledge of specific collecting areas will be a real plus.

The NABA library received its first contribution from Brent Laswell. Thanks Brent. We hope others have some literature they would like to donate. There is one area in which we are seeking help: to gather copies of the very old *Breweriana Collectors*, *ABA*, *ECBA*, and *BCCA Journals*, plus any of the old beer-related publications like *Beer Cans Monthly* or *Maverick*. Send your contribution to NABA Library Project, 1585 W. Tiffany Woods Drive, LaPorte, IN 46350.

Back in September, some members attended the auction of Adolph Grenke's fabulous collection. Heavy in Chicago and Illinois stuff, the auction netted (before buyer fees) over \$1.5 million (yes, *million*) dollars. Wow. It was a two day affair with about 1800 individual lots auctioned off. Information about the auction appears elsewhere in this issue.

The next issue of the *BC* will be the Convention Registration issue. Look for it and plan now to come to Green Bay for a great time.

Respectfully  
George Baley  
[gbaley@comcast.net](mailto:gbaley@comcast.net)

# THE MIDWEST MEETS THE ROCKIES

## THE MERGER OF THE ATLANTIC AND BOHEMIAN CLUB BREWERIES

### PART II

BY HERMAN WILEY RONNENBERG

**Editor's Note:** In Part I of this article (Vol. 159, Fall 2012) we learned of the principals and origins of the two "Bohemian Club" brewing companies (one of Boise and one of Spokane), and of Atlantic Brewing Co. (Chicago); and about their efforts to survive Prohibition. Here, we'll understand the "rest of the story" as innovative marketing strategies and consolidations fail to save the small/regional brewing industry in the US.

#### After Repeal

In 1933 Congress passed and FDR eagerly signed the Cullen-Harrison Bill making 3.2 beer legal again in states where it had been legal under state and local laws. Breweries scrambled to get their beer on the market by April 7th, the first day allowed. On April first, one year after Repeal, 669 breweries were licensed to operate.<sup>1</sup> Within two years 750 brewers had re-opened with intention to slake the long-developed national thirst, and with great hopes for profit. Many failed to realize these dreams and the number of breweries slowly declined for the next 50 years. Boise and Spokane versions of Bohemian Club were divisions of the same corporation and had a shared vision of their future. State laws in both Idaho and Washington soon allowed brewing.

The company officers in Spokane were: Charles Theis, president, H.L. Cerashy, secretary, and Richard Muzatko, master brewer.<sup>2</sup> The family legend of the Muzatko descendants said that Richard was a brewmaster in Bohemia but

he refused to kiss the hands of dignitaries who visited his brewery and was forced by his independent nature to flee to America. Soon his brother John followed him to America, and after Repeal was the brewmaster at Boise. Several other members of the family worked for one or the other of the Bohemian Club breweries.

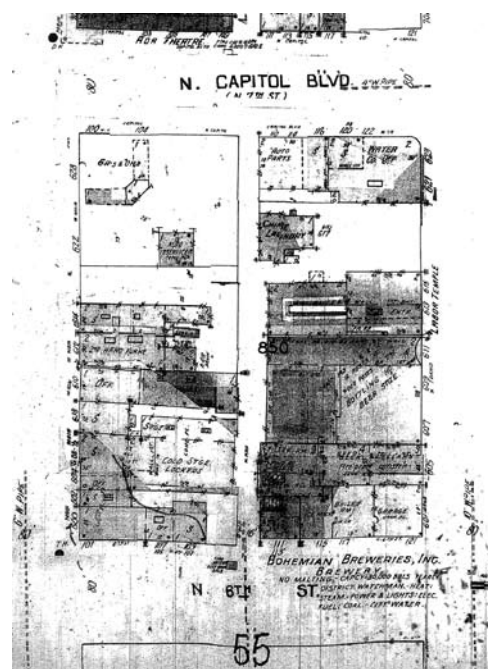
Until 1936, Spokane bottled all Bohemian Club beer and sent some to the Boise brewery for distribution. That year Boise manager Stoehr announced that they were installing an \$18,000 pasteurization and bottling plant with a 100 barrel per 10-hour-day capacity. The company seemed profitable and distributed stock worth \$750,000 in 1938. In 1939, a smart new taproom was added to the Spokane brewery.<sup>3</sup> In 1948, the Golden Age Brewery in Spokane, which began as the B. Schade Brewing Company in 1904, was sold to Bohemian Club and became their plant #2 until they closed it in 1950.<sup>4</sup> At the time of the purchase, Edward Theis, president of Bohemian Breweries, Inc said:

Our reason for purchasing the



Golden Age plant at this time is that Bohemian Club beer sales have increased to a point where we are now running our present brewery throughout the winter months almost to capacity. Knowing that we could not possibly meet the much greater demand that will naturally come with warmer weather, and having already expanded our brewing facilities in both Spokane and Boise, Idaho, as much as our present locations will permit, we felt it imperative that we acquire the much needed brewing facilities that are available in this new plant. The move will enable us to increase demand (sic) by late spring.

Bohemian Club is now sold exclusively through out



Bohemian Brewery, circa 1940.

Idaho, Washington and Oregon, but has been unable to accept distributorships in many other territories where it has been asked because there is no way of further increasing plant capacity at the present locations.

The combined capacity of the Boise plant and the two Spokane plants of Bohemian Breweries, Inc., will be approximately 350,00 barrels yearly. It is expected that employees will number 260. The distribution area will include areas of California, Montana and Oregon, as well as Washington and Idaho.<sup>5</sup>

Both Bohemian Clubs seemed to be doing well. In September 1949, the Boise branch won an award for their outstanding newspaper advertising, and the following year won an award for safety at the plant. In 1952, architects Wayland and Flanell designed a remodel for the Boise plant. In 1956 the Spokane plant won an award for safety, and in 1957 both branches of the company won safety awards.



Pride in an award-winning operation.

The post-World War II brewing world was proving difficult for many though, with 185 American breweries closing between 1949 and 1959. The five largest brewers had almost 25% of the whole beer market by 1950.

By 1954, over 200 breweries were for sale. Growth seemed to be the way to survive.

Atlantic Brewing Co. began canning in 1952. Eventually it had reached a 500,000 barrel capacity. “The Vintage Brew” and “Sure it’s different, it’s brewed for men” were familiar slogans around Chicago in the 1950s. In that same period, Atlantic sponsored Miss Tavern Pale contests on local television. The “It’s brewed for men” theme included the tag, “But women like it too.” Later cans and bottles included premium coupons, redeemable for gifts compliments of the brewery.<sup>6</sup> These marketing ideas were good but insufficient.

Atlantic’s profits were slipping, so they adjusted and headed in a new direction.

Some of their financial woes may have been due to personal events instead of company ones. In April of 1956, the case of Sarah B. Danning, as Trustee for the estate of Ruth Lederer Joslin, bankrupt, plaintiff-appellant vs. Harold and Leo Lederer, and Morris Glasser as trustees and executors of the estate of Ellen Lederer Burnstine, deceased,

defendants-Appellees was adjudicated.<sup>7</sup> Sarah Danning wanted a share of four family trusts including one established by the deceased’s brother, which consisted of all the stock of the Atlantic Brewing Company. The



In the hops room, Bohemian Brewery, Idaho, 1961.



appellate case decision was that the District Court had correctly decided the case and the judgment was upheld that Sarah could not claim any of the trusts on behalf of the Lederers’ late sister. The trust that held all the Atlantic Brewing Company stock was kept intact. The company could begin to expand without that potential problem to inhibit them.

### The Merger with Bohemian Club

Atlantic’s Business Plan B was the acquisition of the Bohemian Club breweries to expand toward being a national brewer. A larger sales territory might help the bottom line. Edwin F. Theis of Bohemian Club and Harold and Leo Lederer made joint announcements of the merger. Harold Lederer said



in *Brewers Journal* (October 1956, p. 44):

If consummated, this move will strengthen the position of both breweries, the products they produce, and the markets they serve. It is our intention that the Bohemian Breweries will continue to brew and market Bohemian Club; we contemplate no changes of product or personnel. We intend to continue to develop the finest brewing materials and methods for both Tavern Pale Vintage Brew and Bohemian Club.

Little did they know that 1956 was to be their last profitable year. The editorial writer for *Brewer's Journal* wrote:

Two months ago on this editorial page, we said, "The trend now seems to be forming that will see more and more mergers, consolidations and tie-ups between local and regional brewers. Executive management will prevail that will do the broad policy thinking for the various local units in the organization, while the single units operate more or less on a local level concerning day-to-day problems, taste preferences, markets, etc. The amalgamations will continue. One of the most widely separated (geographically) consolidations has been that of Bohemian Brewing of Spokane,

Washington and the Atlantic Brewing Company of Chicago.<sup>8</sup>

The editor went on to name many examples of recent mergers and consolidations.

Soon, Atlantic needed more acquisitions to stay competitive against their giant rivals. In 1958, they acquired the rights to Champagne Velvet (soon became the flagship brand of the company), Red Top, Red Top Ale, 20 Grand Ale, and Wunderbrau from the Terre Haute Brewing Co.<sup>9</sup> Then, in 1959 they bought the Ambrosia Brewery in Chicago on 827 W. 37th Place along with the rights to their Nectar Premium brand. They also bought a distributorship in Knoxville, TN. The company was the direct opposite of lean and mean. They were pumping out a dizzying variety of cans and bottles of "brands like Barbarossa, KC Best, Extra Select 82, Blackhawk Premium, Durst, Viking, Wild Mustang, Regal, Trophy, Kol, Goldcrest 51, Champetite, Riviera Dark, Prost, Excell and on and on."<sup>10</sup> This was a direct contradiction of the 1930s theory of promoting one flagship brand.

Quickly after the merger, Harold Lederer was named President of Bohemian's Spokane division, with brother Leo Lederer as vice president and advertising manager. Steve Collins, who had just been made president of the Boise branch, was vice president and general manager.

Soon, a memorable sales campaign in Boise had the catchy phrase "Six Bo's to Go Joe."<sup>11</sup> It was not enough to increase sales.

In Chicago, Atlantic tried a marketing scheme that has been

remembered for years. The brewery placed ads in the *Chicago Tribune*, *Chicago Defender* and *Cicero Life* selling a quart, a steinie, and an export bottle as a group for a total of 25 cents. The quart alone usually sold for 52 cents. After three days the ads were cancelled due to the enormous response. The company increased their distribution almost 100 percent.<sup>12</sup> Discounting had only so much potential for profit, however. Soon the company was in trouble.

Brewmaster Joe Pickett, who had once briefly brewed near Boise, was the brewmaster at three Chicago area breweries simultaneously. Bob Skilnik, Chicago brewery historian, said he was qualified to be called "The Hardest Working Man in the Chicago Beer Business."<sup>13</sup> Pickett said: "Many Chicago breweries died of their own weaknesses. Many owners were not interested in perpetuity, just in making as much money as possible while putting very little back into the businesses."<sup>14</sup>

The Atlantic Company Plan



C was to close down breweries, sell assets, and either await a miracle, or get out of the brewing business.<sup>15</sup> Historian Bob Kay blamed their failure on Chicago competition coupled with the ever-expanding national brands. At any rate, the “get out of the beer business” option prevailed. In the winter of 1959-60 the Boise plant was closed. Manager R.G. Wright called it a victim of “stone hard economics.” In 1960 there were only 229 active breweries in America; Boise had scads of companies in the same plight. The last and only brewery in the Gem of the Mountains was closed, and there would be no new one for a quarter of a century. All Bohemian Club beer was now brewed and packaged in Spokane. The landmark brewery of Boise was demolished in 1962.

Spokane was not able to solve all woes either. In 1963 the Spokane brewery was closed. Atlantic’s western assets mostly consisted of brand names with a tradition and market share. In 1965 Atlantic closed its main Chicago brewery and also their number two plant, the old Ambrosia Brewery. The Bohemian Club purchase had not helped in any way.

Much of the correspondence between Atlantic Brewing and Blitz-Weinhard Brewing of Portland, Oregon concerning the sale of brand names to Blitz-Weinhard is extant.<sup>16</sup> In June of 1962 William W. Wessinger of Blitz-Weinhard wrote to Harold Lederer,

after Lederer had visited Portland to pitch the proposition to the company that they buy his brand names, to say that they were very interested but needed more sales figures to study.<sup>17</sup> Letters went back and forth for some time, usually to confirm information from telephone calls. On August 20, Fred Wessinger of Blitz sent a memo to his board of directors outlining the proposal as it stood at that time. They were not going to purchase physical assets from Atlantic but were going to buy brand names and inventory from Spokane. In addition to a royalty on each barrel they would pay \$50,000 outright, and \$25,000 in 1963 and an equal amount in 1964. They anticipated \$70,000 in increased profits per year. In a memo of 22 October, Blitz said they would set up a wholly owned subsidiary to market the new brands.<sup>18</sup> They did not want the Blitz-Weinhard name on the labels.

On November 6th the agreements were sent to Lederer.<sup>19</sup> A letter of the 29th said they were in the process of shutting down the Spokane plant and Blitz could take over inventory and brand names.<sup>20</sup> Blitz settled on Beaver State Distributing Com-

pany as the corporate entity to handle the former brands of Atlantic. By May 2 of the following year (1963), Lederer was writing to see what was delaying his payment, and relating that he had a large note due the bank and needed the money quickly. Through 1964 the companies exchanged letters regarding accounts receivable that had been passed on to Blitz, and late payments from Blitz to Lederer. Soon after the Chicago breweries were closed their brand names there sold to others. For instance, they licensed Associated Brewing to sell the Champagne Velvet brand. G. Heileman Brewing of La Crosse, Wisconsin, purchased the name from Associated, and they in turn, after some court actions, sold it to Joseph Pickett & Sons of Dubuque, Iowa, years later.

Lederer Industries was the successor name for Atlantic Brewing. It dealt with their old brand names and defunct brewery property. Brewing was over at all the former Atlantic brewing sites. By the 1970s America’s brewing diversity had virtually disappeared. The many consolidations and mergers had failed to save small and regional brewers who had to

compete with large efficient national brewers. Spokane, Boise and the two Atlantic owned breweries in Chicago were a prime example of the harsh realities of competition, and the vigorous, if often misguided, attempts mid-sized brewers made to ferret out business solutions.





## REFERENCES

- <sup>1</sup> Will Anderson, *Beer, USA: 500 Years of America's Beer Facts, Beer Folklore, Beer Photographs, Beer Fun*. Dobbs Ferry: Morgan and Morgan, 1986. P. 51.
- <sup>2</sup> *Brewery Age Buyer's Guide*, 1934.
- <sup>3</sup> *Brewers Digest*, September 1939, p. 369.
- <sup>4</sup> In the 1990s the old brewery was remodeled into office space and remains a Spokane landmark.
- <sup>5</sup> *Brewers Journal*, February, 1948, p. 34.
- <sup>6</sup> Phil Pospychala and Joe McFarland, *The Great Chicago Beer Cans*. Libertyville, IL.: Silver Fox Productions, 1979, pp. 9-12.
- <sup>7</sup> 232 F2d Danning v. Lederer S M. Internet. Open Jurist.
- <sup>8</sup> *Brewer's Journal*, January 1957, p. 52.
- <sup>9</sup> Bob Kay, "The Atlantic Brewing Company of Chicago and Its Predecessor, Bosworth Products Co," *American Breweriana Journal*, No. 166, July-August 2010, pp. 28-29.
- <sup>10</sup> Bob Kay, "The Atlantic Brewing Company of Chicago and Its Predecessor, Bosworth Products Co," *American Breweriana Journal*, No. 166, July-August 2010, pp. 28-29.
- <sup>11</sup> Herman Wiley Ronnenberg, "Boy Oh Boise: The Bohemian Club Story, A Rousing Tale of Brewing on the Frontier," *Beer Cans and Brewery Collectibles*. October/November 2005, p 6.
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- <sup>13</sup> Bob Skilnik, *Beer: A History of Brewing in Chicago*. Fort Lee, NJ.: Barricade Books, 2006, p. 210.
- <sup>14</sup> Quoted in Bob Skilnik, *Beer: A History of Brewing in Chicago*. Fort Lee, NJ.: Barricade Books, 2006, p. 210.
- <sup>15</sup> Bob Kay, "The Atlantic Brewing Company of Chicago and Its Predecessor, Bosworth Products Co," *American Breweriana Journal*, No. 166, July-August 2010, pp. 28-29
- <sup>16</sup> Photocopies are in possession of the author.
- <sup>17</sup> Letter William Wessinger to Harold Lederer, 25 June 1962. Copy in author's possession.
- <sup>18</sup> Memorandum, For Messrs. William and Frederic Wessinger, October 22, 1962. Copy in author's possession.
- <sup>19</sup> Letter to Harold Lederer from Thomas B. Stoel, November 6, 1962. Copy in author's possession.
- <sup>20</sup> Letter to Atlantic Brewing Company from Beaver State Distributing by William Wessinger, 29 November 1962. Copy in author's possession.

**Author's Note:** *This article previously appeared in substantially the same format as Consolidation in Post-Repeal American Breweries: The Atlantic Brewing/Bohemian Club Example, Journal of the Brewery History Society, (England), Summer 2011.*

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## 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](mailto:g.lenaghan@comcast.net)



### **NABA Convention Note from Reisch Brew Crew by Greg Lenaghan**

At the Great American Beer Fest in Denver I was able to attend the Awards Ceremony. Three of the Breweries that donated beer to the NABA 2012 Convention received awards. Morgan Street Brewery in St. Louis won a bronze for their Black Bear Schwarzbier, which was on tap in our hospitality room. Revolution from Chicago won both gold (English Style Summer Ale) and bronze (American-Belgo-Style Ale)

*For this issue I would like to thank the Port of Potosi Chapter, Craft Brewery Collectibles Chapter (CBCC), and the Packer Chapter for their contributions. I have also added a small note concerning this past Convention.*

*Cheers!*

*Greg Lenaghan*

medals. Perennial Artisan Ales won a silver for one of their strong beers.

### **Port of Potosi Members Attend Guzzle N Twirl by Rick Natter**

The Guzzle N Twirl Breweriana Show happened last

weekend (October 6, 2012) and I was happy to be part of the festivities. My wife, Jeri, and I left Lancaster WI at 8:30 on October 5th and as luck would have it we just happened to hook up with Mike Kress, Sparky Gerhards, Sam Elmer, and Bob (didn't catch his last

name) so we caravanned up to Minneapolis. Lunch stop was at the First and Last Chance Bar in Black River Falls. It is on the edge of town, so if you are coming into Black River Falls, it is the First Chance Bar and if you are leaving town, it is the Last Chance Bar.

We pulled into Minneapolis around 3 and the room to room trading was already in full swing. The Bonfire Restaurant's dinner for the group was excellent. Most of us got walleye. Yum.

The North Star Chapter has been running this show for 39 years. Next year will be number 40 and they are planning some special activities, so be sure to put this show on your calendar. You won't be disappointed.

This year, set-up started at 7, which, after a night of partying, arrived pretty early. I had 12 very large outdoor signs that I was hoping to sell at the show so I had a lot to carry into the arena. The chapter holds the show at Aldrich Ice Arena, and it is traditionally packed tight with almost 300 tables. Now that is a lot of beer stuff!!!!

Hot dogs are available and



That night, the banquet was held at the hotel, serving some of the best hotel food I have ever eaten. My wife even won the grand raffle prize. After the banquet a bunch of us went to the bar. As luck would have it, it was karaoke night. I cannot believe the courage that some people have – many have no business singing in public. One gentleman in a John Deere cap managed to crucify a Rolling Stones classic and also decreased the bar population by at least 5 people.

Sunday, Jeri and I had breakfast with Bill and Cheryl Boyles at a great little place called the Little Oven. After saying goodbye to St.

Paul we drove home along the Mississippi. Blue sky and colored leaves made the drive home spectacular. Hope to see you at Guzzle N Twirl next year. Cheers, Rick (p.s. What-ever happened to Tuesday Weld?)

### Fall Fest 2012 by Dale Miller

The weekend before Thanksgiving the Craft Brewery Collectibles Chapter (CBCC) co-sponsored Fall Fest in Vernon, CT, with the Canecticut Red Fox Chapter of BCCA. Organized and run primarily

by CBCC member Steve Potter, Fall Fest is the biggest show by far in New England – possibly in the entire northeast. This is a room-to-room only event and 2012 was our biggest ever with about 60 rooms filled on Friday night and 25 or so on Saturday night. Craft trading, buying, and selling was very active, with 20 members of the CBCC in attendance. Craft cans, glasses, coasters, labels, business cards, bottles and signs were available to those looking to expand their collections. Saturday afternoon featured a Craft Beer tasting, with members contributing their local brews for all to try. CBCC members Dave Lang and Dave Witman (perennial bartenders at this event) poured well over 100 different flavors in varying styles.



CBCCers VP Dave Witman, his wife MJ, Steve Pawlowski, Secretary Allan Aprea, and Robert Fondren enjoying Saturday afternoon at Fall Fest.

### Recent Packer Chapter Events by Dan Hable

As winter comes to WI we look back at some Packer Chapter (PC) of NABA events held in late summer and fall. The 36th (!) annual Packnic and Breweriana show was held at Titledown Brewing Co. (TBC) in Green Bay. There were close to 40 chapter members attending, some of whom came from as far away as Florida. Chefs Pete and Claudia Vann once again provided their famous chicken booyah. And as always the beer and hospitality provided by TBC was outstanding. A great time was had by all.



there's lots of free beer. One guy even fell in love with a deer and it looked like the deer fell in love with him.

The North Star Chapter spends quite a bit of money on advertising, which equates to lots of walk-ins, which equates to lots of sales, which equates to lots of vendors/attendees. It all works great.



NABA members Del Worden, Bob and Sue Chapin at Packnic.

Bill & Chris Rudahl generously offered to host the September PC Board meeting at their home in Plover, WI. The Rudahl's breweriana collection is fantastic and was admired by all in attendance. After the meeting adjourned the Board went on the road for a tour of the O'So Brewery in Plover. The brewery recently relocated to a brand new site and has always produced quality beer products, including one of my favorites: Night Train Porter.

Finally the Chapter had a presence at the Rails and Ales Brewfest, held at the National Railroad Museum in Green Bay. NABA members Mark Krull and Ken Tremml manned a table displaying a variety of breweriana, and promoted the



PC Board at Rudahl's home.

benefits of belonging to the national breweriana organizations. They had many people stop by to discuss breweriana collecting. I hope that a few new members will join as a result of their time and efforts. Thanks guys.

The PC Board meetings are open to all members in good standing and are often held at breweries or members' homes. Check one out sometime, have a beer and get involved.

The next PC scheduled events are: Chapter Holiday Party January 26 held at Titledtown Brewing Co.: contact Dan Hable for information. And of course it's not too early to make plans to attend the 33rd Annual Titledtown Trade-A-thon, April 19 & 20 2013. See you there.



NABA members Mark Krull and Ken Tremml at Rails and Ales Brewfest.



## Let's Talk BREWERIANA

By Rich La Susa, Brewery Historian

### The Adolf Grenke Collection: It says it all

Christmas came early for hundreds of brewery advertising collectors in 2012. Santa was dressed like an auctioneer, and he delivered a plethora of spectacular breweriana and brought smiles to many faces.

And what precipitated this joyous mood? *The Adolf Grenke Collection* auction. It was the talk of the town in 2012 – the hottest topic in the breweriana-collecting community. Nothing else came close.

You heard about this huge collection at shows, conventions, in phone calls, e-mail

exchanges, and website chat rooms. The buzz was palpable, loud, and persistent.

Collectors were in awe when they saw it colorfully arrayed in a 248-page, bound catalog. Some chattered on about it, others spoke with an almost mystic reverence. "Have you seen the Grenke Collection?" they uttered in hushed tones.

Yes, I answered, I'd seen it not only in the catalog but, best of all, in person at Grenke's house. There, I had the rich opportunity to view (sometimes goggle-eyed) the magnificent

pieces mounted on walls and displayed in cases and on shelves, to take photos and engage in conversation with the collection's owner.

If you don't know who Adolf Grenke is or didn't hear about this auction, you may have been away from planet Earth for most of the last year. Grenke is a long-time NABA member from West Chicago, IL. He is a legend in the Chicago collecting community and well beyond. If there is such a thing as a super-collector in our hobby, he may be its paradigm.



This glimpse of the Grenke collection in 2007 offers a colorful array of beer advertising.

I have talked about breweriana in this magazine and other forums for many years, and an integral part of many of those conversations was Adolf Grenke's collectibles. Grenke and his collection have represented the very best that NABA and our hobby has to offer. To many, especially collectors of Chicago breweriana, Grenke's has long been the gold standard of collections. His eye is keen, his taste superb; condition always has been his hallmark.

Paul Cervenka, a NABA member from Oswego, IL, attended the auction and offered his succinct observations: "I did not want to miss it. (I) had to be there! It was the number one Chicago breweriana collection of all time. (We) may never see another one with this amount of quality."

The size, scope, and quality of the Grenke collection are the primary reasons why this auction was of historical importance to our hobby.

With excitement building in his voice, Cervenka described the auction setting:

"Lithos, prints, signs were displayed on the walls in the hallway. Other items such as back bar pieces, button signs, Gilcos, lighted signs, foam scrapers, glasses, ball knobs were displayed all together in lighted glass display cases. Just amazing to see such a quality collection in one place!"

To be economical, the collection was an amalgam of more than 4,000 pieces: beer signs of all shapes, sizes, colors and materials (including many museum-quality pieces); popular, well-known advertising; rare beer cans; and other accoutrement associated with the brewing industry. Photos of some appear here and elsewhere in this magazine, but they are but a mere glimpse of something special.

What took Grenke four decades to carefully and painstakingly accumulate, took two long days in late September to distribute to collectors, piece by beautiful piece.

To the winners, it was like so many packages under a giant Christmas tree. (Of course, unlike Santa's largesse, these "gifts" were paid for, some handsomely, by their recipients.)

Why, many have asked, did he sell the collection?

"It all came about (during the last year) when people kept asking me if I would sell the collection," Grenke told me in a telephone interview in November. He was upbeat throughout our conversation. "I made up my mind to sell," he explained. "I didn't look back." He chose the auction route, instead of selling piecemeal or in bundles to individual collectors.

There were practical considerations for selling. "I really don't have anyone in my family

to carry on the collection ... I didn't want to leave it for my wife and son." They are not collectors, and doing so would have placed a heavy burden on them, he said.

Many relatives of collectors of every ilk have been left with hundreds or thousands of items about which they know little. Although they lacked expertise, it was their responsibility to dispose of the collections. "I knew the prices of my pieces and what to do with them," he said. And soon, so would auction bidders.

The auction action was spirited – it was an event not for the timid or faint of heart. Thrift was an afterthought, if it was a thought at all. Prices realized were gaudy, even breathtaking.

"It did not take me long to go over my budget," said Cervenka, an avid collector of Chicago and Hamm's breweriana.

For many, dreams came true. For others, they were crushed under the weight of the auctioneer's gavel and higher bids. A fine line separated elation and disappointment. Grenke said he felt sorry for collectors that wanted that *one* special piece but didn't get it.

Cervenka was elated. "I could not help myself with all those beautiful Chicago ball knobs. I ended up winning 17 of them. I may never have (had) an opportunity to buy these rare ... knobs again." He also won a coveted Yusay back bar lighted sign.

He missed on a few special pieces, as did Dave Lendy, a Chicago breweriana expert from Geneva, IL, who traveled to the auction in Denver, PA, with Cervenka.

"I thought if I ever would go to an auction it would be Adolf's," said Lendy, who offered his perspective of the collection and approach to the

auction. "...He had the best brewery collection ... had several pieces I would like to own. I started with a big wish list and pruned it down ... you had to manage your bidding accordingly." There were 1,818 lots so bid management was essential for most participants.

Lendy may not have gotten everything he wanted, but he sounded pleased. "I won some nice signs, smalls, ball knobs, and etched glasses."

He said there were sentimental reasons for bidding on certain pieces, "I had traded (them) to Adolf," and practical ones for not bidding. "Some pieces, like the Hoerber clock, McAvoy chairs, and Atlas table and chair sets, we couldn't bid on due to a lack of space (in our vehicle)."

You may wonder what range of emotions Grenke felt as he sat through the auction, watching his years of work dissipate, as the 50 or so collectors in attendance and the hundreds who placed electronic, mail-in, and telephone bids competed for his treasures.

"I didn't have mixed emotions ... I watched people get things for their collections." That, Grenke said, was good for him and our hobby.

How did he feel about the attention he personally received during and after the auction?

"I feel like a rock star," he said in an e-mail message sent me following the auction's first day. "People came up to me after the auction and asked me to sign their (auction) books," he said, with a chuckle. For someone that never sought the spotlight, he handled it well.

The collection is now in the wind. Well, not quite in the wind. "It's now spread among many others in the hobby," Grenke said, with obvious contentment in his voice. He is

pleased that so many collectors that never had the opportunity to own scarce and rare items were able to compete for and purchase them.

I guess I didn't mention that Grenke has always cared about the feelings of others. He has been a competitive, resolute collector who eagerly, sometimes doggedly, engaged in the hunt for breweriana. But he also has been fair and even-handed in his dealings.

Although the Grenke collection was heavy with Chicago brewery advertising, his exquisite taste transcended city, brewery, or style. Collectors of Chicago breweriana may have a built-in bias when evaluating



Small in size, but large in stature.

this collection, but it stood tall on its own merits.

The opportunity to own a piece of the collection was too enticing, too important, not to enter the fray. Still, *the* compelling reason for many, including me, to bid was because of the Chicago beer advertising.

I bid on 10 pieces and acquired four, including two from the Manhattan Brewing Company (for which I have expressed unabashed fondness): a 1934 Old Manhattan neon-trimmed ROG sign (see next pg. for a photo); and a late 1930s Manhattan Beer neon sign, the rare, small version (pictured above). I have been seeking those items for years. The Old Manhattan ROG, in my humble opinion, is the ultimate tangible Manhattan brewery collectible.

(However, during our interview, Grenke mentioned the

mysterious, alluring Manhattan Edge-Glow clock, about which we have known for years but have never seen. I believe he still wants to own it; but so do I. It would be a merry run if I competed with him for it.)

If you acquired items from the *Adolf Grenke Collection*, you are fortunate. Some will treat them with respect bordering on reverence; others as merely trophies won in battle or on some playing field. Those are personal choices; I just happen to choose the former.

Auction winners should be ecstatic. My feelings are bittersweet. I do not take pleasure in seeing important collections of any genre dismantled. For me, change is not readily embraced. Sure, I own these pieces, but realistically, I am only their latest caretaker, their newest steward.

One of my collector friends said to me "La Susa, you're an old guy; why are you still chasing rare breweriana?" It would be easier on me and my bank account if I just wrote stories about breweriana, not checks for it.

But it wouldn't be as much fun. Chasing breweriana is the name of the game.

It is disconcerting to think that other large breweriana collections will be dismantled in the not-so-distant future. The human aging process is taking a toll.

"(I hope) young people will get involved in our hobby and will be able to acquire quality items for their collections," Grenke said. Most of us share that sentiment.

What about his future? He was emphatic when he said he will remain a NABA member and attend conventions "to socialize with old friends." For him, it will always be more than just collecting top-quality breweriana; it also is about the



A rare 1934 Old Manhattan ROG light-up neon sign

valuable friendships and acquaintances he makes.

Just curious, Adolf, now that you aren't searching for elusive breweriana, how many rounds of golf will you play? How many fish will you catch, in your spare time?

"I'll get in my golf and fishing vacations, to be with friends," he said, with the assurance of a person that knows how to enjoy life.

Adolf Grenke's collection was deserving of unequivocal respect, but so is the man who assembled it.



## AUCTION HYSTERIA

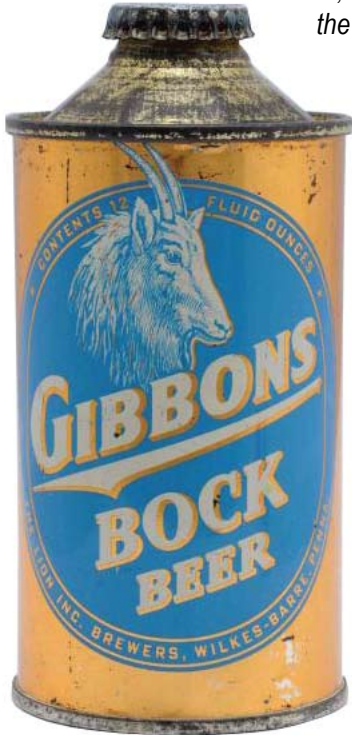
by ROBERT HAJICEK

### Grenke Auction

The format of Auction Hysteria for this issue and the next will change so that we might cover some results of the **Adolf Grenke Breweriana Collection** auction conducted by Morphy Auctions of Denver, PA on September 21 & 22, 2012. About 1,800 lots (~4,000 items) were sold. The prices listed include the buyer's premium. For full auction results and photographs, visit the Morphy Auctions website.



Atlas Bock Paper Lithograph  
Framed size 30-1/2" x 23"  
Copyright 1888 by Wilson Wagner & Company,  
Atlas Brewing Co., Chicago, IL, \$9,600



Gibbons Bock Conetop  
The Lion Inc. Brewers,  
Wilkes-Barre, PA  
\$36,000



Krueger Bock Instructional Can,  
Lilek # 487, G. Krueger Brewing Co.,  
Newark, NJ, \$12,600



Old Craft Brew Lighted Sign,  
10-1/2" x 15" by Gilco  
Menominee-Marquette Brewing Co.,  
Inc., Menominee, MI, \$5,700



Silver  
Fox  
Celluloid  
Button  
Sign, 9" dia., Fox  
Deluxe Breweries,  
Chicago, IL, \$1,680



Carnation "Bud" Tray, 17-1/4" x 14"  
Franklin & Hayes Brewing Co.,  
Pocatello, ID, \$10,800



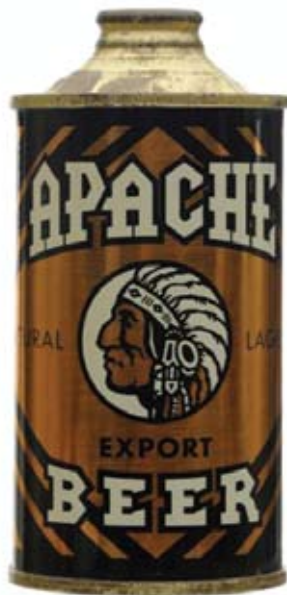
Chevalier Celluloid Button Sign  
9-1/2" dia., with bottle and conetop,  
White Eagle Brewing Co., Chicago, IL, \$1,800



Chevalier Celluloid Button Sign, 9-1/2" dia.  
White Eagle Brewing Co., Chicago, IL, \$2,040



Edelweiss Lithograph on Wood, 20" x 28"  
P. Schoenhofen Brewing Co., Chicago, IL \$7,200



Apache Conetop  
Arizona Brewing Co.,  
Phoenix, AZ, \$28,800



**Left:** Weber Bullet  
Lighted Sign, 13" tall  
Weber-Waukesha  
Brewing Co.,  
Waukesha, WI  
\$1,440

**Below:** Anheuser-  
Busch Bock Paper  
Lithograph  
Framed size:  
43" x 31-3/4"  
Anheuser-Busch  
Brewing Association,  
St. Louis, MO  
\$20,400

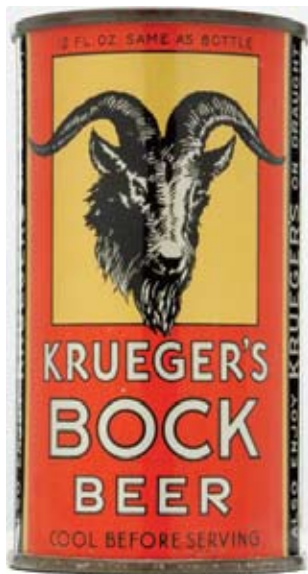


Sterling Bullet Lighted Sign, 12-1/2" tall  
Sterling Brewing Co.,  
Evansville, IN, \$2,040

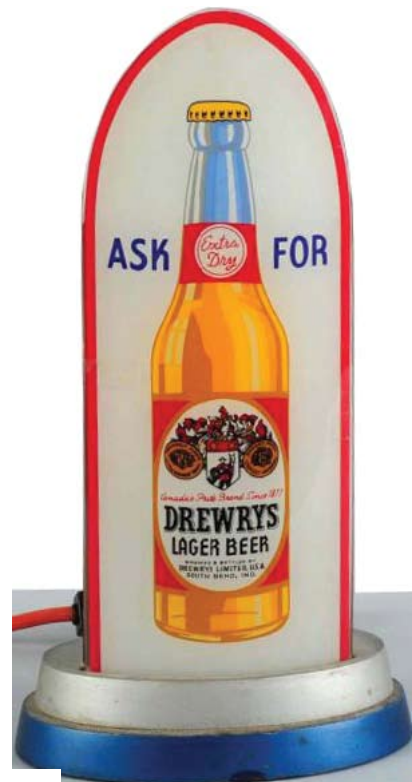


Reisch Tap Knob  
Reisch Brewing Co.,  
Springfield, IL, \$1,140





Krueger's Bock Instructional Can, Lilek number 485  
G. Krueger Brewing Co., Newark, NJ, \$19,200



Drewry's Bullet Lighted Sign,  
13-1/2" tall  
Drewry's Limited USA,  
South Bend, IN, \$2,400



Stroh's Celluloid Button Sign, 6" dia.  
Stroh Brewing Co., Detroit, MI, \$900



Tally-Ho Lighted Sign  
13-1/2" x 26-1/2" by Gillco  
City Brewing Corp., New York, NY  
\$18,000



Peter Doelger Bock  
Instructional Can  
Peter Doelger Brewing Corp.,  
Harrison, NJ  
\$13,800



Atlas Prager Lighted Sign  
14" dia., by Gillco  
Atlas Brewing Co., Chicago, IL, \$4,800



National Premium Lighted Sign  
9-1/2" x 16" by Gillco  
The National Brewing Co., Baltimore, MD  
\$3,600



Chippewa's Pride Lighted Sign,  
10-1/2" x 15", by Gillco  
J. Leinenkugel Brewing Co.,  
Chippewa Falls, WI, \$9,000





## Weiss Beer Brewing in Chicago circa 1850 - 1920

Berliner Weiss beer is a special class of brew quite different from the lager beers so popular today. Its origin can be traced back to Northwestern Europe during the 16th century. In 1809 Napoleon's troops dubbed it the "Champagne of the North," and by the 19th century it was the most popular beer in Berlin with over 700 German breweries making it. By the late 20th century, however, it had almost disappeared from the German market – the new favorite, bottom fermenting lagers, had pushed it aside.

In Germany, according to law, Berliner Weiss had to be brewed in Berlin with a top fermenting yeast. The style found its way outside of Germany, though, coming to Chicago with the migration of German refugees in the late 1800s.

"Weiss" is German for "white," referring to the very pale color of this beer; a color achieved due to the preponderance of wheat malt used – typically three parts wheat to one part barley. It used a very active lactobacillus yeast. It was generally a 2%v alcohol beverage, usually unfiltered and cloudy. In its pure form it's quite sour and it became fashionable to add fruity syrups or woodruff to balance the sourness. This produced a low alcohol sweet beverage, which also found favor with women and children – much like a soda pop. Even this low alcohol brew, however, drew the tax man like a magnet. So make no mistake – the product was called beer and producers were called breweries!

By the 1850s most new breweries in Chicago were designed for the production of lager and this continued to be the norm. Yet a close-knit group (today we would call them craft brewers), made weiss beer. While brewers of this

top fermenting product didn't have to worry about lagering cellars, they did have unique storage requirements. Since weiss beer was unfiltered and unpasteurized, there was plenty of live lactobacillus yeast remaining after the initial brew. The resulting secondary fermentation produced such high carbonation pressure it ruled out storage in wooden kegs. Sturdy bottles were the solution – these became the vessel for the secondary fermentation. Heavy glass bottles worked but they had to be ordered with large lead times from Eastern glassmakers. Still, local potters could supply clay stoneware bottles quickly on an as-needed basis. These crockery "bottles" became the early container of choice. By the 1880s suitable glass bottles became more available and began to replace the crock jars. More or less by definition, all weiss beer breweries bottled, and the style became known as *bottle conditioned*.

Use of small clay or glass vessels instead of wooden barrels seemed to define the brewery's size and indeed, weiss specialty breweries were Chicago's smallest, producing only 500 to 5000 bbl/yr. The table identifies Chicago's weiss beer fraternity during the late 1800s.

Weiss beer was also a minor specialty product for two of Chicago's larger breweries – Tosetti

and Star. Mueller Brothers had been weiss beer specialists, but expanded to the Star Brewery, which offered a broad family of brews. But the brewers listed in the table were weiss beer specialists who would live or die with the acceptance of their main product. For them, the immediate future wasn't bright – the traditional weiss beer drinkers were dying out and the new breed of beer drinker favored lager. Germany's role in World War One certainly didn't help the brand's popularity! By the early 1900s most of Chicago's weiss beer breweries were history.

But what goes around comes around. Today craft brewers, intrigued with many of the early styles, are taking another look. For example, The Bruery, in Placencia, CA now has *bottle-conditioned* Hottenroth Berliner Weisse (3.2%v) in its library of brands. It's touted as quite delicious on its own, or when sweetened with fruity syrups. They call it a traditional Berliner Weisse with a bit of experimental whim. Dogfish Head in Milton, DE has occasional offerings of their Festina Peche (4.5%v). It's described as a well-balanced sweet and sour beer with no additions necessary. *All About Beer* writer, K. Forian Klemp says, ". . . the Berliner Weisse style is ready for reawakening. A more pleasant marriage of sweet and sour does not exist!"

AB-II #	Principals	1894 bbl/yr	Yrs of operation
IL-137	Vogt, Sweeney, Mette	4500	1889-1895
IL-159	Wm. Pfeifer's Berlin Weiss Beer Co.	3500	1888-1918
IL-155	Charles F. Ogren	3500	1886-1913
IL-163	Paul Pohl	2500	1881-1913
IL-90	Ernst Funk	1700	1874-1911
IL-118	Joseph Jerusalem, Gustavus Eberlein	1200	1868-1908
IL-175	Henry Scheffel	700	1891-1899
IL-160	John & Catherine Pforr	500	1888-1908
IL-189	Columbia Weiss Brewing Co.	500	1886-1905
	Wagner, Seeger, Schnitzins		

# Berliner Weiss Beer Collectibles

Today we collectors savor mementos from the early times. Stoneware or embossed glass bottles and porcelain stoppers, which identify this sector, are highly prized collectibles.

Here are three early clay bottles that identify Chicago brewers from the select weiss beer fraternity. The Paul Pohl Brewery continued under other owners, eventually becoming the Atlantic Brewing Company in 1933.

Joseph Jerusalem was the predecessor of the Eberlein Weiss Beer operation, which closed in 1908.

William Pfeifer's Berlin Weiss Beer Brewery remained in business for 30 years, closing with the onset on National Prohibition in 1918. It was the last of Chicago's weiss beer specialists to close. The plant reopened in 1933 as the Superior Brewing Co.



Paul Pohl



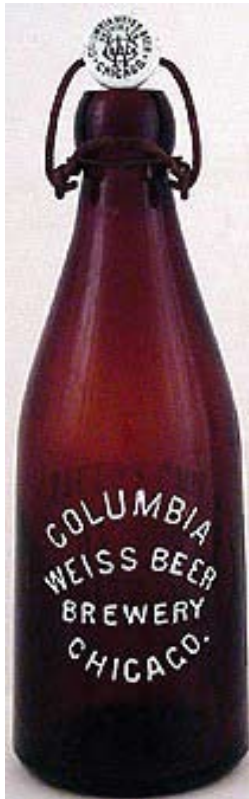
Jerusalem



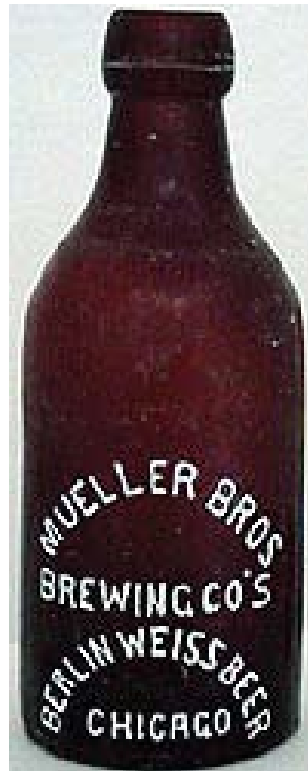
Berliner Beer Co.



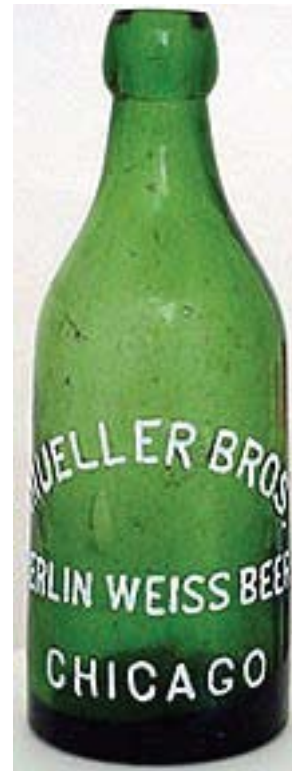
Imported Berliner Weiss Beer



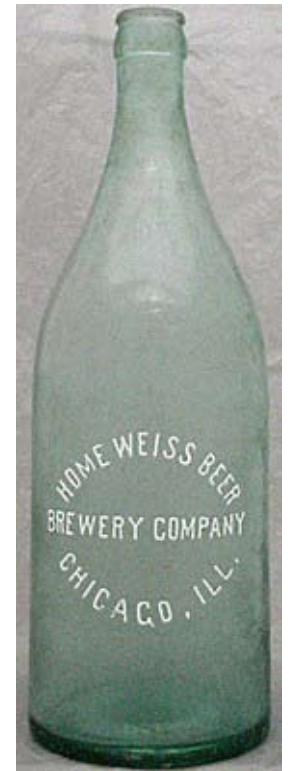
Columbia Weiss Beer Brewery



Mueller Bros.



Mueller Bros.



Home Weiss Beer Bottling Co.

While all weiss beer breweries had bottle shops, many of the bottles they used identified the bottle maker rather than the brewer. Because weiss beer bottles house the final high pressure fermentation, they tend to be a bit on the heavy side. Images courtesy of BruceMobely.com.

References: Herb Page was a major contributor to this article; Also *100 Years of Brewing, 1903*; *American Breweries II* by Van Wierin, 1995; Mrbottles.com; BruceMobely.com; *All About Beer*, Nov. 2012; Brewery Directories and private collections.

# Beer Label News

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

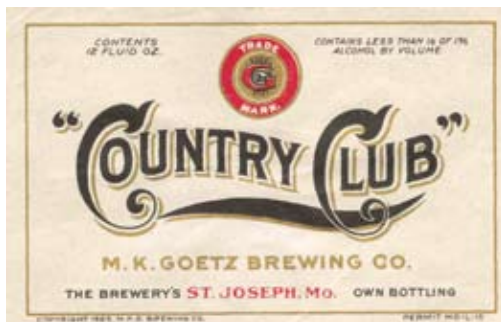
Joel Gandt, a Lemp collector in St. Louis, scored several new finds when he purchased a scrapbook of labels at an auction. The scrapbook had been compiled around 1902 as a school project leading up to the 1903 World's Fair in St. Louis. The young girl who compiled this scrapbook included labels from many St. Louis businesses including railroads, brew-

eries, hardware stores, shoe manufacturers, plus many World's Fair-related stickers and labels. Now, 110 years later, this grade school project has yielded several new finds for our beer label data base. In some cases we only have a neck label to go on – but it's a sound assumption that there were matching body labels. All are pictured on my data base under New Finds – here's a sampling:



This red and white neck label (below) was, at first, difficult to identify. We kept trying to make it HP for Hyde Park. Sam Marcum, however, finally nailed it as PH for Planters Hotel. The Extra Pale label wasn't part of Joel's find. It's pictured to show the identity match for Joel's neck label. Thus, Planters Hotel Special Brew represents a new find – although we don't have a body label yet.

Below is a new Goetz label found on a pre-Pro mini bottle. This bottle caused quite a stir among mini collectors as it's the only one known with this label. Note that it's a Prohibition label and can't say "beer." The mini label does not include the container size or alcohol (1/2%) mandatories and the circular Goetz trademark is the same size as the trademark on its larger 12 oz. counterpart. Thanks to Bob Munshaw for adding this to our knowledge base. The pre-Pro style mini bottle and a roll-scan of its label, which is still on the bottle, is shown here next to a full sized 12 oz. label.



# Big Apple Breweriana 3

## The Hertzberg Empire

by George Arnold & Dave Launt



Right after Prohibition ended many famous brewers started to grow their empires. Busch, Miller, Pabst, Schlitz, and Blatz became household names because of their growth. Another family, previously unknown in the brewing industry, was starting to emerge.

As we began researching the Hertzberg family we discovered that Bob Kay had already done so in great depth. We will be borrowing heavily from Bob's notes, with his permission.

In addition to those in The Big Apple, Hertzberg owned or controlled breweries in Trenton, NJ, Chicago, IL, Pensacola, FL, Norfolk, VA, and Hornell, NY. The family also had brewing interests in Netanya, Israel and Pretoria, South Africa. Quite a list but we are only going to discuss the New York City holdings today.

Louis Hertzberg was a pre-Pro ice manufacturer, employed

during the dry years by the Bailely Iron Works of Philadelphia. His task was to find breweries to wreck for their iron. After Prohibition, however, Hertzberg started buying breweries instead of demolishing them. His son Benjamin was at his side to help.

In 1934 Hertzberg bought the Knickerbocker Ice Co. building, located not far from Ebbets Field, and converted it to a brewery. This was his first and he named it Old Dutch. It's not known if he bought new equipment or used some from one of his earlier purchases. This move marks the start of a



Who's On First type story: get ready to be confused.

In 1940 the Hertzbergs bought Pilsers in the Bronx and North American in Brooklyn.

Meanwhile, elsewhere in the city, breweries Horton, Fidelio, City, and Lion consolidated to become Greater New York during 1940/1941. By the end of 1942 three of their plants had been closed and only the old City plant was still operating as Greater New York.

In 1945 Hertzberg purchased the closed Fidelio/ Greater New York facility and re-opened it as Metropolis



Brewery. Are you confused yet? Let's close some breweries and see if it makes more sense.

Hertzberg sold North American to Charles Schaefer (1946), and closed Pilsers (1947) & Old Dutch (1948). The Old Dutch equipment was shipped to South Africa. That left the family with only one brewery in New York. Or did it?

While we can't find any solid connection between the Hertzbergs and the John Koenig/ Henry Rauch-run Greater New York operation, it is known that Greater New York was having trouble around 1945 when they sold the old Fidelio plant to Hertzberg. Both plants manufactured a number of the same brands including Koenigs. If you check Bob Kay's book *US Beer Labels - New York*, labels of Koenigs can be found from Greater New York, Old Dutch, Pilsers, North American, and Metropolis. We believe that,

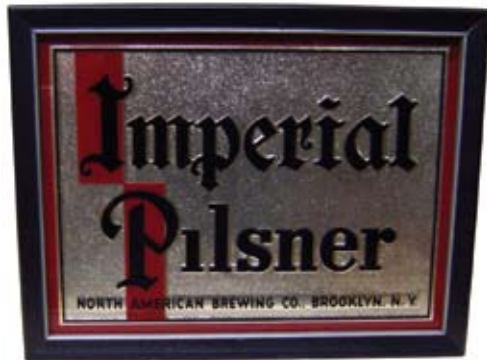


while the Hertzbergs may not have owned Greater New York, they did have a connection to it. Many other brands were also made using the various corporate names.

Both Metropolis and Greater New York closed in 1950 at which time Hertzberg purchased the Peoples Brewing Co. of Trenton, NJ, and renamed it Metropolis Brewery of New Jersey - thus ending an impressive but confusing Hertzberg run in The Big Apple.

Pictured on these and the next pages are some of the brands that were produced by the Hertzberg Empire. Some of the items may represent pre-Hertzberg ownership.









## Spitfire Mk IXc "Beer Truck"

*This article was originally published in RNPA Contrails, the quarterly magazine of the Retired Northwest Airlines Pilots' Association. Reprinted here with permission. Thanks to RNPA; & to NABA member Reino Ojala for contributing it.*

In the lighter moments of World War II, the Spitfire was used in an unorthodox role: bringing beer kegs to the men in Normandy.

During the war, the Heneger and Constable brewery donated free beer to the troops. After D-Day, supplying the invasion troops in Normandy with vital supplies was already a challenge. Obviously, there was no room in the logistics chain for such luxuries as beer or other types of refreshments. Some men, often called "sourcers," were able to get wine or other niceties "from the land" or rather from the locals. RAF Spitfire pilots came up with an even better idea.

The Spitfire Mk IX was an evolved version of the Spitfire, with pylons under the wings for bombs or tanks. It was discovered that the bomb pylons could also be modified to carry beer kegs. According to pictures that can be found, various sizes of kegs were used. Whether the kegs could be jettisoned in case of emergency is unknown. If the Spitfire flew high enough, the cold air at altitude would even refresh the

beer, making it ready for consumption upon arrival.

As a result, Spitfires equipped with Mod XXX or keg-carrying pylons were often sent back to Great-Britain for "maintenance" or "liaison" duties. They would then return to Normandy with full beer kegs fitted under the wings.

Typically, the British Revenue of Ministry and Excise stepped in, notifying the brewery that they were in violation of the law by exporting beer without paying the relevant taxes. It seems that Mod XXX was terminated then, but various squadrons found different ways to refurbish their stocks. Most often, this was done with the unofficial approval of higher echelons.

In his book *Dancing in the Skies*, Tony Jonsson, the only Icelander pilot in the RAF, recalled beer runs while he was flying with 65 Squadron. Every week a pilot was sent back to the UK to fill some cleaned-up drop tanks with beer and return to the squadron. Jonsson hated the beer runs as every man on the squadron would be watching you upon arrival. Anyone who made a rough landing and dropped the tanks would be the most hated man on the squadron for an entire week.



A variation of this was a long range fuel tank modified to carry beer instead of fuel. The modification even received the official designation Mod XXX. Propaganda services were quick to pick up on this, which probably explains the "official" designation.



# Collector's Bookshelf

Reviewed by Larry Moter  
accneca@aol.com



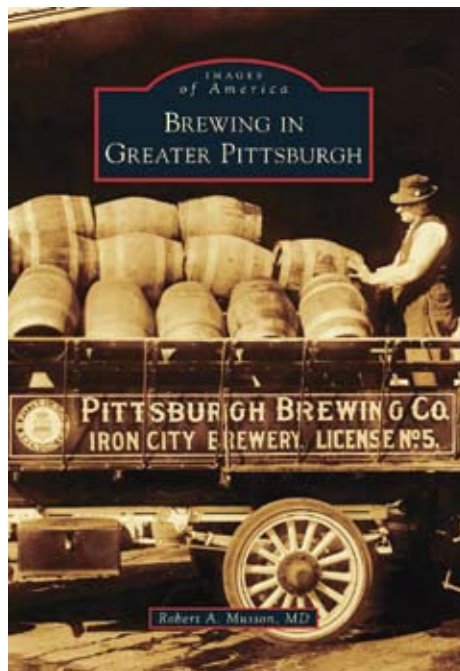
## Two New Notables

### BREWING IN GREATER PITTSBURGH IMAGES OF AMERICA: AN ARCADIA BOOK BY ROBERT A. MUSSON, MD

Pittsburgh – the Iron City – home of the Pirates, the Steelers, the Penguins. It's a town rich in brewing history. Robert A. Musson has struck again with an excellent book featuring the history and breweriana of a city of which, I must admit, I'm a great admirer.

Be forewarned: the Northeast of the USA is a geographic area that is one of my favorites in the USA for its brewery history. I must confess right now that I am a member of the BCCA/NABA Olde Frothingslosh Chapter (albeit an infrequent show attendee due to geographic disadvantages) and therefore, you might note that I am highly biased. "Pumping Iron" in my mind, does not mean a weight lifting documentary featuring Arnold Schwarzenegger. Rather, it means pounding 12 ounce weights, known locally as Iron City Beer. Pittsburgh NABA member Jerry Lorenz and his lovely bride, Deb once ran an excellent tavern that had the freshest Iron I ever had.

To my knowledge, this is Rob Musson's second Arcadia book, the 1st being an excellent look at *Brewing in Cleveland*. Rob has also recently written an outstanding self-published book on one of Pittsburgh's



famous breweries, called *Fort Pitt – That's It: A pictorial history of Fort Pitt Beer from 1906 to 2012*, which was reviewed in the Fall 2012 (v. 159 p. 11) of the *Breweriana Collector*.

Rob's new book is made equally outstanding due to the cool pictures, great research, and good organization. It flows, as only a good read can. I learned some things I did not know, among them, the history of the pioneer Pittsburgh brewer, Geo. W. Smith. Never had heard of him and found in Musson's book lithographed ads of his Pittsburgh and Wheeling plants.

The chapters in *Pittsburgh* are:

- 1 – Brewing in the Gateway to the West
- 2 – Corporate Brewing
- 3 – Brewing in the Suburbs
- 4 – Fort Pitt – That's It!
- 5 – Have A Duke!
- 6 – Iron City Becomes Pittsburgh's Beer
- 7 – Brewing in the 'Burgh Today

All of the chapters are good reads. But those on Corporate Brewing and the Suburbs are very interesting. The "roll-ups" of many breweries into the Independent Brewing Company and the Pittsburgh Brewing Company in the early 1900s is a business history that could merit a whole book unto itself, if the research material was available. The Suburbs chapter features many breweries in the geographic areas adjacent to the metro Pittsburgh area. The number of plants is amazing. Rob has numerous factory images ranging from postcards to images from collectors. There are even photos from a hobby pioneer, Uncle Ernie Oest, courtesy of Bob Kay. Many well known collectors are credited with supplying pictures. My only wish is that old time (and long gone) NABA Pittsburgh collectors, Dutch Cornish and Tom Zruno, were alive to see this book.

I did get real excited about a picture in the book from a piece in my collection. I had bought a circa 1900 portfolio book from a Pittsburgh builder,

Wm. Miller, with an outstanding picture of the architect Otto Wolf's "Winter Branch, Pittsburgh Brewing Company." It turns out my good buddy, Dick Ober, a descendent of the famous Ober family of Pittsburgh Brewing royalty (Eberhardt & Ober Brewing Company, renowned for their "politically incorrect" 1930s "Early & Often" slogan) had furnished the same image from his collection for the book! The picture (at right), is one of many cool factory scene pictures from Rob's highly recommended book.

Available along with other Brewing titles at: [www.arcadiapublishing.com](http://www.arcadiapublishing.com). Robert A. Musson, MD, [grossvater@zoominternet.net](mailto:grossvater@zoominternet.net)



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## THE BREWERIES OF OSHKOSH

### THEIR RISE AND FALL

BY RON AKIN & LEE REIHERZER



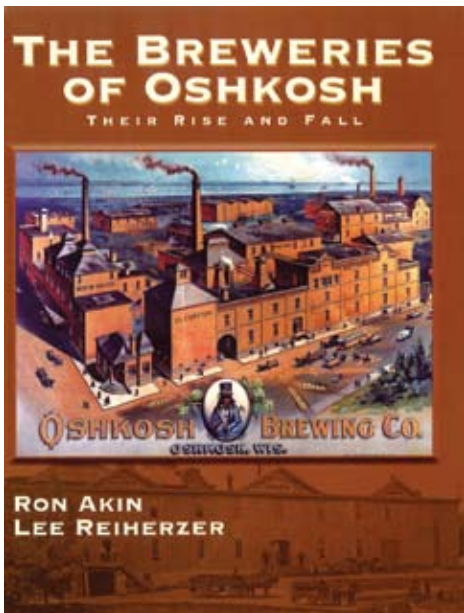
A couple of years ago at the BCCA Annual Convention, I had a table near Ron Akin and confirmed the rumor that he was working on a book celebrating Oshkosh's rich brewing heritage. Well, I just found multiple copies on sale under a search for books in eBay's breweriana category for \$39.95 plus shipping. I immediately pounced on the "buy it now" button, so to squeeze a review into this NABA journal. Oshkosh is near Green Bay so I feel it's important to review this in advance of NABA's 2013 Green Bay Convention, the breweriana event of the year.

This book is a 8-3/4 X 11-1/4 inch hardback with a dust cover. The dust cover (illustrated next pg.) shows a rare 1901 Tucharber of Cincinnati tin lithograph showing the three breweries that merged to create the Oshkosh Brewing Company (with the famous Chief Oshkosh logo). The 3 were: Loren Kuenzl's Gambrinus Brewery, Horn & Schwalm's Brooklyn Brewery, & the John Glatz & Sons Union Brewery.

The book is meticulously researched and well sourced. It is obvious this has been in the works for a long time. The book is in chronological order: It begins with brewing in the mid-1800s; then moves through the early breweries, the evolution of the industry with tied houses,

Milwaukee competition from the well known majors weaving throughout, the major breweries that arose in the mid-late 1800s, fierce business competition that fostered consolidation, Prohibition & post-Pro, Oshkosh's "Big 3" before & after Prohibition (Rahr, Oshkosh, & Peoples) plus their eventual deaths; and it concludes with the rebirth of an industry – a microbrewery, the Fox River Brewing Company.

To excerpt the inner sleeve, "the city has been home to a dozen breweries from small neighborhood farm breweries to large, industrial beer factories . . . this is also the story of families (German immigrants) who made brewing their life work . . . Richly illustrated with more than 300 images—most of them in full color—The Breweries of Oshkosh is a lively history of



the city, its beer and the people who made it.”

The 300 images are incredible, ranging from people to maps; from ads to factories; and, of course, fantastic breweriana. The numerous saloon photos show many porcelain, metal, and ROG corner signs, as well as other outside signs. It appears that many of these rare signs exist only in these photos.

I was fortunate to have visited the carcass of the architect Richard Griesser-designed, 1911-12 constructed, Oshkosh Brewing Company plant in the early 1980s. The merger of the Big 3 (referenced above) led to the construction of a then-magnificent modern beer factory. Above a key brew house doorway was a terra-cotta image of the “iconic Chief Oshkosh.” The image was reproduced from a “famous 1855 daguerreotype, which illustrated the Chief with a beaver hat and tailcoat.” I had heard the legend: that the Chief visited the brewery at its opening, got free beer and

his picture taken, and was there for free beer every day for the rest of his life!

Alas, the book demolishes this legend, which had been embellished over the years, as stories often are. The authors persuasively kill that great story stating, “Imagination had clearly gotten the better of memory; Chief Oshkosh died years before the Oshkosh Brewing Company and the three breweries that merged to create it had come into existence.”

The Oshkosh Brewery property was condemned by the city in 1984 and demolished in 1986. Fortunately the restored terra-cotta image of Chief Oshkosh resides today in the Oshkosh Public Museum.

I did not see ordering information within the book (check eBay as referenced above). Thank you Ron & Lee for this significant contribution to the hobby.

*Ed. note: please see the ad in this issue, p. 29, for ordering details.*



# HOPPY TRAILS

by Greg Lenaghan

Kent Newton and I left Springfield, IL early Tuesday morning, October 9th with the hope of reaching Colorado Springs that night to visit breweries there. Our trip was inspired by a great job we had: to pour beer at **The Great American Beer Fest (GABF)** for Rolling Meadows Brewery, one of our local breweries that those of you who attended the 2012 NABA Convention will remember. GABF was in Denver, starting on Thursday, October 11, 2012.

Our first stop in Colorado Springs was Rocky Mountain Brewery. It is an interesting brewery and the owner/brewer, Duane Lujan has won awards recently for his fruit beers. We sampled a smores' beer, which was different but, in our opinions, decent! We especially liked his IPA and double IPA. Rocky Mountain will be canning in the next two to three months using 16 oz. paper labels that change colors when they are cold.

Rock Bottom was our next stop, and we happened to be there near the end of bingo night. 90% of the patrons were playing bingo. You might imagine that the typical bingo crowd would include a majority of "grey hairs," but to my surprise, Kent and I were the oldest (by far!) in the brewery. So if you are in Colorado Springs on a Tuesday you know where you can play bingo while you drink some tasty beer.

Wednesday morning, we visited Bristol Brewing and were both impressed by their Compass IPA. Each of us bought a colorful tacker of the IPA. They were emptying the spent grain



when we arrived. It was gravity loaded into an auger that sent it outside the building and around to the back for pick up. We then arrived at Great Storm Brewing Company as they opened at 11. They have a small system and a nice tasting room with very good beers. They've been open only a short time but are already looking at expansion. Jeff Jacobs does the brewing and his wife Lynn runs the tasting room. Next, we headed to Trinity Brewing to sample some of their tasty beers. They had a large selection of in-house beers. The brewpub was very crowded but I was able to talk to brewer, Tom Brown and thank him for making good beer. Trinity was releasing a number of beers at the brewery that week.

We headed to Phantom Canyon Brewing Company for lunch. This brewpub has been around quite a while and we had a nice lunch along with some good beer. We next stopped at the new Colorado Mountain Brewery near downtown. They had some equipment problems and had not started brewing yet. The equipment was in place but not operational. They hoped to start a brew in the next couple

of weeks. The brewery/brewpub is located in an historic railroad roundhouse. They told us to check out their other brewpub on the north end of town, which we did a little later in the day.

Next, we went to Kevin Baity Kraft Beer, the smallest brewery building we had ever been in. It is the size of a two car garage. One side is the brewery and the other the tasting room, which only had three tables and no seating at the bar. The beer was good, and we were given a few coasters. After heading north and an uneventful pause at the other Colorado Mountain Brewery, we stopped at a very nice Pikes Peak Brewing Company in Monument, Colorado. The founder/brewer, Chris Wright, was in the back room working on expanding his hospitality room. He mentioned that he was going to GABF the next day and would look for us there. His beers were very good. Next we stopped in Castle Rock, Colorado at Rockyard Brewing Company for dinner. They have excellent food and beer and are located just off the interstate. It is a great stop between Colorado Springs and Denver. We made one last stop before arriving at our hotel in Denver: Elk Mountain Brewing in Parker, and it turned out to be a great place for a nightcap. Sam Bell, brewer/owner, gave us a tour of the brewery and discussed the upcoming GABF.

Thursday we met up with the rest of the Springfield group: Daryl Ponder, Robin Fuchs, and Daryl's friend Les Seagren (from Chicago). We decided to visit some breweries in Denver before pouring beer that evening at GABF. We had lunch at the Vine Street Brewing



Company, which is under the same ownership as Mountain Sun and Southern Sun in Boulder. The brewer gave us a nice tour of the expanded brewery after lunch. We met Rayner Johnson and Chuck Triplet from the Washington DC area at Prost Brewing, a new German Brewery, whose

owners bought their equipment from a brewery in Germany. Viewing the old copper tanks made the trip worth it. The tanks were made in 1963. Prost even has the copper plaque from the brewery in Germany. The brewer, Bill Eye, is referred to by other brewers in the area as the best in the region, and his beer is fantastic! Our group, which had grown to eight, visited two more new breweries: Strange Brewing Company and Wits End Brewing Company. Both were interesting facilities with very good beers. Then it was off to the Denver Convention Center for GABF. After the Thursday beer-pouring session, we had dinner at Rock Bottom and called it a night.

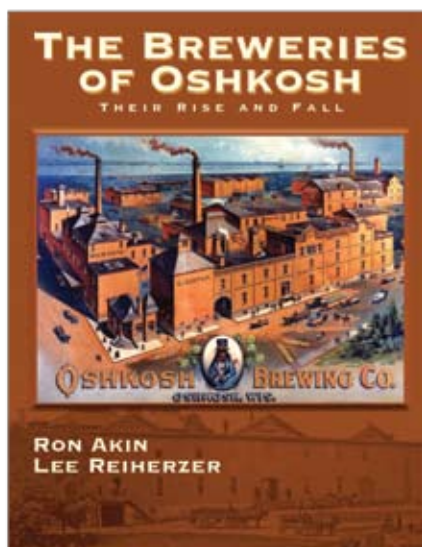
On Friday we visited a number of Denver breweries before the evening GABF session. We visited Great Divide Brewing Company, Crooked Stave Brewing Company (they age their beer in wine barrels), Breckenridge Brewing Company, Blue Moon Brewery @ the Sandlot (located at Coors Field), Denver Beer Company, Renegade Brewing Company, and True Brewing Company. In addition, we visited two brewpubs in Arvada. Arvada Beer Company is near the historic district with very good beer. Cary Floyd, owner/brewer, has an enviable title on his business card; Head Honcho. Yak and Yeti Brewpub, also in Arvada, is in a Nepalese restaurant, too. We tasted many of their good beers.

Saturday was a busy day at GABF with an awards ceremony in the morning, and then both afternoon and evening sessions. Between sessions, we walked to two breweries: Wyncoop Brewing Company and the Denver Chop House. The founder of Wyncoop is now the Governor of Colorado and gave a welcoming speech at the awards banquet.

Sunday we headed back towards Illinois and stopped in Columbia, Missouri, to eat dinner at Flat Branch Brewing Company, accompanied by a pint of their award-winning Baltic Rye Porter. Then we headed to the sports bar in the hotel to watch the Green Bay Packer and St. Louis Cardinal games. In the morning we drove home, arriving by noon. This eventful trip added many brewers' business cards and coasters to our collections.

GABF is a great event and most of the breweries within fifty miles of Denver have extended hours during the week of GABF so they can show off their beers and breweries. If you have not made the trip to GABF in the past, it will be worth your while to attend in the future!

## THE BREWERIES OF OSHKOSH



**A lively history of beer & brewing in Oshkosh, Wisconsin.**

**Beginning in 1849, this is the story of Oshkosh's 12 breweries and features more than 300 images; most in full color.**

*Comprehensive and Accurate, this acclaimed book is in hardcover with dust jacket and contains 160 glossy pages that history buffs and breweriana collectors will treasure.*

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# NABA Breweriana Detective

## Leinekugel's Hand

*With this edition of your Breweriana Collector, we are introducing a concise educational column that will expand your understanding of how to detect irregularities in items you might find on eBay and other online sales sites, where sellers do not always know what they are selling – or perhaps are attempting to deceive buyers. It is our hope that NABA's Breweriana Detective series might help save members from a financial or barter mistake. We also anticipate that this feature will be integrated into the new website design.*



Figure 1

Today, we will study the Leinekugel's Hand story, from chalk specialist, George Baley.

Leinekugel's out of Chippeewa Falls, WI created a hand holding a beer as part of its Point-of-Purchase (PoP) advertising scheme back in the 1940s. The hand on the left in Figure 1 is made of chalk and the one on the right is a polymeric material. The original chalk versions offered both a left and right hand display. The 1980s-vintage reproduction (polymeric) version, on the other hand (pun intended), represents only the right.

Look again closely at the writing on the front of each (Fig. 1). This is important for two reasons. First, the front text on the 1940s era original is printed in WHITE ink, while

the reproductions are in GOLD. Also, the word "Beer" appears below "Leinekugel's" on the reproduction, *but not the original*.

Figure 2 shows the reverse side of the two PoP hands, one chalk, one polymer.

The language used on the backs of the statues is another important clue (Figures 3 & 4). The original hand reads: "JACOB LEINEKUGEL BREWING CO, CHIPPEWA FALLS,



Figure 2

WISC." (with no copyright date); the early 1980s reproduction reads "JACOB LEINEKUGEL BREWING COMPANY, CHIPPEWA FALLS, WISCONSIN ©1940"

The coat sleeve, base, and area behind the front text of the reproduction are a navy blue color throughout, while the chalk original has a brown jacket sleeve and base, with the area behind the front text de-

signed in a dark greenish-gray color. Finally, the repro has a fuzzy gray cloth bottom, while the original is bare chalk.

Without a bottle, the original weighs 56 ounces. The poly reproduction weighs-in at a paltry 32 ounces.

With these "clues" you should be able to diminish your risk of buying a Leinekugel Hand that is not what it is purported to be.



Figures 3 & 4



Now it's your turn. Do you have an idea for a future NABA Breweriana Detective article? It can be a lesson you personally learned in the "College of Hard Knocks;" a sharing of your singular expertise; or, if you have a challenge for us, we can link your question to a Detective who might be able to share his or her understanding of the clues you're looking for. Please let Lee Chichester know: falconer@swva.net.

# Found on the Web

[http://www.beerhistory.com/library/holdings/schneider\\_diary.shtml](http://www.beerhistory.com/library/holdings/schneider_diary.shtml)

## Diary of a 19th Century Brewmaster

used with permission from Carl Miller, beerhistory.com

contributed by Bill Carlisle



John Schneider

### Autobiography of John Schneider:

John Schneider born in Stadelhofen on May 16, 1833. Family registry Scheslitz in Oberfranken, Bavaria. Went to school for the first time on May 1, 1839. Left the workday school 1845. Attended Sunday school until 1851.

In 1852 Ash Wednesday on February 12 I left my parents for America with 4 comrades. Arrived by way of Leibzig in Bremen on 16 February. We embarked from Bremerhafen on March 1st. Arrived in Castle Garden in New York on 20 March, 1852.

Worked in New York until 1 June 1852. In NY I earned 7 dollars and boarded in the Max Schaefer brewery. [Read more about the Schaefer Brewery at

*Sometime around 1905, an elderly John Schneider wrote a brief account of his lifetime of travels as a journeyman brewmaster. Although his story is probably not too different from the hundreds of other brewers who plied their trade in the mid- to late-19th Century, reading the story in Schneider's own humble, matter-of-fact words gives a unique sense of the trials and tribulations of the typical German-American immigrant.*

[beerhistory.com/library/holdings/schaefer\\_anderson.shtml](http://beerhistory.com/library/holdings/schaefer_anderson.shtml)].

On 3 June 1852, we 4 comrades traveled from New York headed for Buffalo, but before we left, I wanted to buy groceries and while I was gone, the ship sailed. They set my bag out and I remained behind and we were separated from each other.

I changed my trip plan and went to Cincinnatti. Travelled via Dunkirk to Cleveland Ohio.

Arrived in Cleveland on Pentacost Sunday; lodged in Wilhelm Tell House; stayed here only a week, but couldn't find work.

Cleveland was a small city with 15 000 inhabitants, over the river Ohio City was more beautiful than Cleveland; both cities together had about 30 000 inhabitants.

From here I traveled to Cincinnatti; visited a friend and relatives. Still had enough money and work; didn't do much before my money ran out.

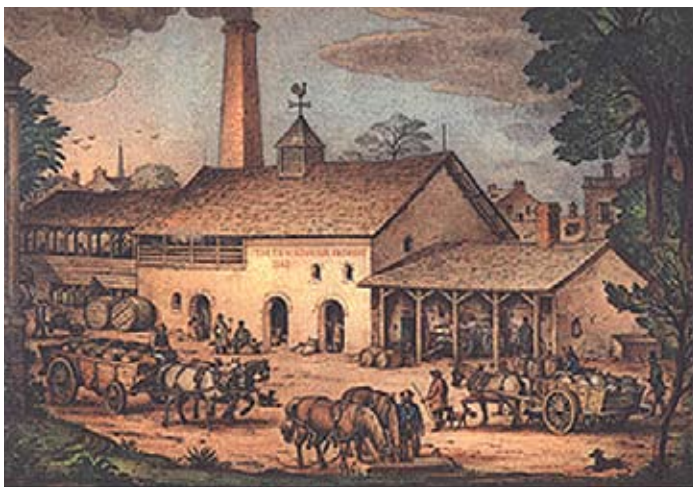
On the first of August 1852 an old friend of my parents got me a job in the Wahlthzhiel [Walnut Hill] Brewery under Franz Eichenlaube; work again 7 dollars and board.

My work was hauling water, helping mash, and whatever needed to be done in the brewery; I had to do this for a year, then it was my turn, and I could work then in the brewery for 9 dollars. The waterworks was unknown in many cities; from 1854 on I took work in various breweries and earned more. 1854 the Knownothings made the first trouble for us Germans where I was involved and it cost many people's lives.

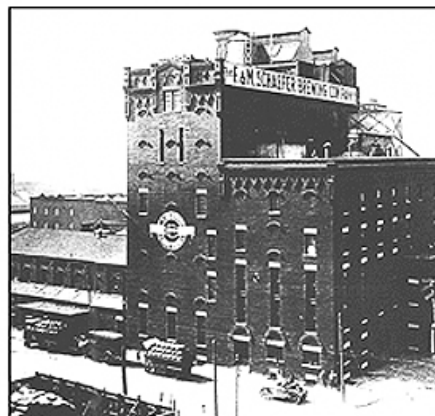
Cincinnatti on 2nd April, 24th July Covington, 6th August Louisville, Ky., where I didn't have anything to eat for three days. The Knownothings burned down our brewery and my clothes were lost along with it. There I was

without money or clothes. My boss Peter Adolf owed me 30 dollars; gave me 5 dollars, said he didn't have any more himself.

Went without clothes with 5 dollars to Saint Louis. The trip was 2.50, left me 2.50, but the Germans were united and I got



Artist's rendering of the Schaefer Brewery as it appeared in 1842



The Schaefer Brewery at South 9th St. and Kent Ave. in Brooklyn, built in 1915-1916

a boardinghouse in St. Louis; paid 2 dollars, left me 50 cts. and to my misfortune caught the cold fever, had to go into City Hospital, was there 4 weeks. There I thought I would never come out alive, I saw how they carried the dead out every day.

But God doesn't ever desert a German; I found a Brewer's son from Eulenbach, a fellow countryman, in the hospital, who told me not to take any of the medicine the doctor gave me; I will give you this for the fever. Got well again, went back to my old quarters, but no clothes; so I met a Brewer from Cincinnatti who didn't remember me any more, name of Kreutzer, and he bought me a full suit and I had to work 4 weeks as a bar-keeper in my boarding house.

Now I was better again; I got work through the boardinghouse keeper Laipold in Winkelmeyers Brewery. Worked there for a month but couldn't keep it up, had to quit because I was still too weak

from the cold fever. Went back to Laipold, worked another week as barkeeper. Mr. Laipold had his beer from Winkelmeyer and they saw to it that I got work in Busch Malthouse. Worked two months in the malt house, and one morning while I was waiting to eat my morning meal a cooper master from Wittenburg, Missouri came into the dining room and asked for the brewer John Schneider; he wanted me for a brewmaster on Winkelmeyer's recommendation and made contract with him for 50 dollars and board; he was new and I helped him order 12 barrels. I was there 1 year and it was too small for me and I taught my boss Trumard to make the beer. Gave me 50 dollars and I went back to Cincinnatti; started up again at Eichenlaube Brewery for 27 dollars and board.

We were 250 brewers in the city and founded the Gambrinus Support Association and demanded 30 dollars per month,

which the bosses didn't agree to, and we went on strike. Business was good; left Eichenlaube. Went to Moerlein's Brewery, only there was another strike, so I left soon and went to Herancourt's Brewery, from there to the Jackson Brewery as maltser and got 3 dollars more wage here. I got married on February 21, 1857, when I had been married three months we were all boarding at Kl. [illegible] and he wanted to take three dollars out of my pay when I wanted to eat at home; I didn't say anything, let him deduct the money, and ate at home.

On 4th July we had a half day off and I went into Koehlers Brewery to fence bungs. The Foreman asked me whether I had work; I said yes but if he had work I would come and I began on the 5th in Koehlers; from here I was called to Schaller and Schiff's Brewery as maltser.

In 1859 I began the first common beer brewery with John Neu

## OBED & ISAAC'S MATCH STRIKERS *STILL AVAILABLE FOR PURCHASE*



There are several Obed & Isaac's microbrewery match strikers available for NABA members to own. These match strikers are hand-produced, limited edition items commemorating our own Reisch Brew Crew Chapter's presentation of the 2012 NABA Convention in Springfield, IL. The process of making these unique items was covered in the Fall 2012 issue (v. 159) of your *Breweriana Collector* in an article by Ean Arth.

### ORDERING INFORMATION

**Each handmade match striker is \$95.**  
**Please send a check or money order**  
**made out to *Reisch Brew Crew***  
**in the amount of **\$106.50****  
**(includes \$11.50 shipping/handling) to:**  
**Kent Newton**  
**340 Ashland Ave.**  
**Mt. Zion, IL 62549-1275**  
**For more information, email or call:**  
**cedes85@comcast.net • 217-412-5278**





in Ripley, Ohio. 50 barrel vat; we did good business in Summer; 6-7 batches a week until 1861. The war broke out in Summer 1861. We brewed one batch a week; this didn't last; my partner had many children, all little. So I said to him in September, he should buy me out and I would go into the army. At first he didn't want to, said he didn't have any money. I said I didn't need any money, he should pay my wife and so it turned out I went with 4 young people to Saint Louis to the Turner Regiment 17th Mo Vol (Missouri Volunteers) USA.

Our regiment left Saint Louis on 26 October 1861 and arrived on 26 October 1864 from Atlanta, Georgia back home in Saint Louis. We were in 24 battles. I and all my comrades hadn't had any house to sleep inside. We had some good times, but more bad ones and suffered hunger.

Comment on our regiment: most of them were Turners [members of the Turnverein, presumably] from all the states, 2 from South Carolina. All were Germans; left 1000 men strong, returned back home with 350 able-bodied men.

In December 1853 [sic – possibly 1865?], I went from Ripley, Ohio to Cincinnati and with Goepfer's help became Foreman in Geisbauer Brewery in Covington, Kentucky. Was there 1 1/2 years and went to Nashville, Tennessee with Goepper's help as Foreman for Stiefel & Pfeiffer; I was here until 1870.

---

From Nashville I went back and built the second brewery with Louis Reinert. I was partner here for 1 1/2 years and sold out again to Reinert. He was too smart for me. From here I went back to Cincinnati, but when I arrived the Brewer F. Haltnorth was waiting for me. I went with him straight to Cleveland and replaced Wm. Oppmann [as brewmaster], who had a fine bad beer.

Within 10 days in the Haltnorth brewery I had everything in order. We made the best customers

with Oppmann's beer. His cellars were all too warm. I got plenty of ice, cooled one cellar down slowly from 55 to 34 degrees. Got 200 dollars per month and Haltnorth promised to make me a partner at the New Year, but the Brewers' Convention was in June and Leisy bought out the brewery from Haltnorth for 200,000 dollars and Haltnorth made me and his son Robert partners in the Umbsteater Malt House, which was rented to us for 5 years. Haltnorth went to Germany.

I and the young man ran the Malt House and had mostly good business. The first year made 5000 dollars free, and but in the second year barley was expensive 1.75 per bushel and I went around in the whole city and bought barley. Was gone a week and when I came home, the young guy had taken off with all [our] money. I went around and collected money and kept the Malt House going until the old man came back. Worked on til the end of the year and had lost every dollar when I left.

I went back to Monroeville [Ohio] to the Prentiss Ale Brewery without a dollar and had work and money again.

### 1875

Things were cooking again with Prentiss in Monroeville, but Prentiss ran for Congress. He wasn't elected and consequently he went bankrupt and the receiver wanted to keep me. I made Felix Steinle foreman and went to Pittsburgh to Gangwisch's Brewery; was there 1/2 years and he went bankrupt.

On 17th March in Pittsburgh August Borger from Cincinnati came, sent to Pittsburgh by Mrs. Schmidt from Indianapolis and made a contract with me for 4000 dollars per year; I was here for 3 years and Mrs. Schmidt died.

Now things were all messed up again. The sons were not yet of age. An administrator took over and my good times were over again.

---

Then my Jacobi came from Toledo and made me a good offer and I went to Toledo. The Buckeye Brewery was going to the dogs again; sold 12000 barrels of beer. Everything was out of what because the administrator had bought everything double but not completely, so I went to work and everything went fine. But, in the next batch of beer I brewed, my old friends threw fermenting agent for linberger cheese in the fermenting vat. If that wasn't a headache.

### 1880 In Buckeye Brewery

The Brewery was selling 12000 barrels of beer when I started to work. Sold 36000 barrels in my first year.

1881 on 6th March, a fine Saturday, very warm. Was with the carpenter at the brewery. Good day he said Schneider, I never saw such a fine day; it was 3:00 in the afternoon, said yes, looked into the west and saw a little cloud – the lightning flew fast – I told him that we would get a big storm; he laughed and asked where it was supposed to come from.

During the night about 12:00 the storm came; knocked the chimney over on the engine house, struck two policemen dead and buried the watchmen, knocked down the mash vat, knocked over the boiler.

I had one boiler, a runover vat and a hot water reserve vat. What to do now? It was a sorry sight – no air, everything dark when I helped the policemen half alive out of the hot rubble. The second one was weak. The man: Schneider, give me a drink of water and greet my wife and children and he died right after that.

Then it was day. My boss Denies Coghlin came. Schneider, now we are lost. I: Oh, no, go right away to the breweries and see that we get goats. Was already in the three breweries and none of them gave us goats. Now we are lost he said again. No, now Coghlin go to the stall and get 4 of the best horses and the best Bucky horse.

The engineer and a good darkie: yes what to do? Get the threshing machine we sent out last week to spread ice.

And we went and got 4-6 people to clear away the rubble and get the door open so that I could bring the machine into the brewery. Don't be scared Coghlin, just work, and saw everything. About 4 o'clock my savior the machine. This was Thursday 6 March. Night Friday 7 March cleaned up. Saturday 8, I had another batch of beer done.

I made the chimney which had broken in half taller by setting barrel bungs on the chimney and binding with iron hoops and shoring it up inside with brick and this is how I brewed every day from 8 March until the 20th. of May.

On the 20th. of May the chimney was finished. The mash vat, mash machine, boiler – and I brewed two batches of beer every day. Then Coghlin came and said Schneider can't you brew more? You'll get 20 dollars for every beer you make. I've given the boilerman 10 dollars. I laughed and said to Coghlin you don't want to kill me, so I got started and brewed day and night. Made up a temporary bed in the boilerhouse; after it was over got all the wine to drink and cigars I wanted and we had sold 50 000 barrels of beer by New Years. I was the greatest master in Toledo.

I was here until 1883. Then I made my trip to Germany. I ended up with Marek again and was supposed to go to Buckeye, but didn't because I had had a falling out with the new boss Jacobi.

At this point the Brewer John Wahl from Monroe, Wisconsin, who had a fine, bad beer, came with the request that I come only for 1-2 months; he would pay me as much as he could. At the request of my wife I went and got everything in order and the 1-2 months turned out to be 6 months. This business was too small, but I was treated like the Lord God himself.

So on the 1st of October, 1883,

Mr. Fasnacht from Wheeling came to me and offered me 4000 dollars to come with him at the Schmulbach Brewing Company, but again Woe is me, when I got there there were 7000 - 10000 barrels of beer there, and not one good drop to drink. I would have gladly pushed off again if I hadn't been ashamed to.

I stayed there and within six weeks I had beer and had gained customers both inside and outside the city and I liked it there and my first wife was still living in Toledo. On October 19th, a Sunday, a beautiful day, I cleaned my clothes and stayed at home; on the 20th of October in the morning I got a dispatch that my wife was fatally ill.

#### 1884

I put everything in order at the brewery and left for Toledo at 11:00. I arrived home at 7:00. My wife was sick, but it was getting better, so I stayed until Saturday, the 25th of October and got ready to leave. I spoke to my wife, went to the neighbors to say goodbye, all this within a half hour's time, went home, and found my wife had had a second stroke and she died a half hour later.

I telegraphed Wheeling of my misfortune, Schmulbach and Butterfield, my Maltser, also knew my wife Luise; I went back to Wheeling on the 1st of November and continued working.

On the 20th. of December, L. Schlather came to see me from Cleveland and said that I had to come to him as brewmaster and I signed a contract with him as an old friend. I started to work on the 6th of January. Everything went fine here. Schlather wanted to go to Germany in May and before he left

we went through all the cellars and looked at the beer. There were still 20 000 barrels there from the brewmaster Russert; there was a new ice machine on contract. The small Linde 2 ice machine from Artick wasn't much. The hot weather came and the cellars heated up to 50 - 52 degrees and soon 3/4 year-old beer took on a yeasty taste and we had trouble. Fortunately I had already mentioned to Schlather ahead of time that this could happen if the ice machine gave out. I telegraphed Schlather to come here.

I had everything in order, however, by the time Schlather arrived. I let the old beer lie, worked on my beer, and everything was in good shape when he got home. I said that we still had 17 000 barrels of the old beer and he wanted to drain it out, but I told him to let it be, I would sell it along with the good beer. I worked on it every month and used 10 - 15 barrels to every 100 barrels. It took me two years before I had gotten rid of all of it.

Schlather's brewery was very poorly set up. The wash house was on Bridge Street. The filling cellar on Carrol Street made for a lot of very hard work.

The fermentation cellar was two cellars on the second floor, with the Spaenkeller in the ground floor domed cellar.

The lager cellar was on the 3rd floor. The beer had to be pumped from the boiler to the 4th floor. The



L. Schlather Brewing Co., Cleveland, Ohio

lager cellar had earlier been an ice house; it had very good oak beams 19 inches wide and 4 inches thick, but had become dangerous because of the heavy load and now a number of them were broken. This was a five story building. I called Schlather's attention to the danger and explained that I would like to rebuild, taking out all the wood and putting in iron beams domed with brick. This meant that the fermentation vats and lager barrels would have to be gotten out of the way. Schlachter wanted to have the coopers break up the equipment. I said that this would be too much work, I would take down all the equipment and how would I do this I said I would have a winch built like the ones that are used for well holes, with a double gear and with a safety catch for 4 men to pull; I also asked if I could use Schlather's garden to store barrels and vats. There were 60 racks each 10 feet on the bottom and 15 feet high, as well as 60 fermentation vats. I got everything accepted and there was plenty of work to do around November 15 1891. The weather was very cold. The cellars were just Lathenr with four walls. We had to hold 4 Cockfeuer before we could work.

And on Saturday, June 11th, 1892 everything was finished. On Sunday, June 12 1892 we put the cooling unit in place where it still stands now. Now we had finished a major project on the brewery but the equipment was still being washed in Bridge Street and we were filling on Carrol Street and loading the wagons.

Now we had in one fell swoop gotten the brewery to be what a brewery should be. On July 24th 1895 we started digging the foundation for a new washhouse; scaffolding first in the cellar 35 feet wide by 105 feet long, everything fireproof at ground level.

Washhouse and driveway to the beer sales area third story washhouse. Big courtyard connected by an elevator from the lower to the upper filling cellars next door. Now we had cut the work in half

and had a business.

I still had two large iron refrigeration vessels in the way; I got them out by lowering them 10 feet down onto the cellar roof, made a partition on both sides. This made a fine hop cellar; in addition I also used the plugs and cooling pipes.

At this point I had completely reorganized the brewery. After 10 years of work I had the brewery in a condition where it could be compared to any brewery.

At the second convention of the Brewery Owners of the USA the delegates from New York also came and Mr. Ehret's Brewery agent wanted that I should take on the position of brewmaster in the [see [beerhistory.com/library/holdings/ehret.shtml](http://beerhistory.com/library/holdings/ehret.shtml) for more on the Ehret Brewery] with a salary of 6000 dollars. I didn't have any reason to go away. I told this to Mr. Schlather and he said he couldn't hold me, but that he thought it would be better if I stayed here. He would



improve things for me and this is what he did, too. At the New Year I got 5000 dollars and a Christmas gift of 500 dollars.

#### 1895 - 1903

I got this every year and was my own boss. In 1902 Mr. Schlather wanted to turn the brewery into a stock company and he said to me that I was the first one who should have stock, but that he wouldn't take in just everybody. The Fachththermanit Mars Wager [Schlather's son-in-law] was outside, but was very clever and worked on selling out to the C.S. Syndicate [the Cleveland & Sandusky Brewing Company] and he managed to close the deal; Schlather sold out to the Syndicate

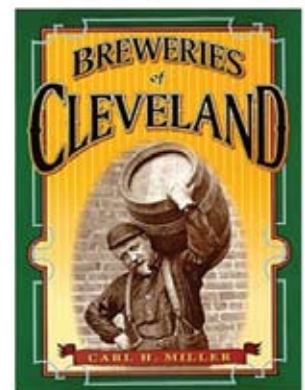
and I was out with my 35,000 dollars I had wanted to take in stock. This was in May 1903.

My contract ran until January 1, 1904. Mr. Schlather, however, had stipulated in the sale that I should remain on as brewmaster. It didn't appeal to me, however, and I told Mr. Schlather I would quit at the New Year and he was very unhappy and said that if it was too much work, I should take an assistant, but I didn't want to work for the syndicate.

And in July, I told Mr. Smith, the superintendent for CS, that I would quit in January.

And so I told Mr. Smith that I would take on a good brewmaster in my place. Is it Joseph Sieschka? That's just fine and I stayed until New Years together with Sieschka. Gave him 35 dollars every week but what a mistake I made. As soon as the man was in the saddle he did everything imaginable to me and my family and even swinishness in the brewers organization to me and other colleagues. He became a stranger to all his colleagues on account of this and it hurt him. He worried himself for three years, became ill, and died; the brewmasters organization and the masons buried him.

In 1904 I became a stockholder in the Standard Brewing Co. [of Cleveland], where I am now a director and 2nd president.



Learn more about John Schneider and the Cleveland brewing industry in the book, *Breweries of Cleveland* (see: <http://www.beer-books.com> and search for *Breweries of Cleveland* by Carl H. Miller)



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

# Membership Report

This issue should arrive in everyone's mailboxes some time after the holidays. I hope Santa was good to all and left some great breweriana under the tree for everyone to enjoy. If that didn't happen, you can still try on your new underwear and socks, sit by the fire, and read another great issue of the *BC*.

The last few issues I have been trying to encourage everyone to check the back page of the *BC* to see if your membership is expiring soon. We now have members whose membership may expire in a month OTHER than the month they receive a journal.

This means that some of you may see an expiration date of October 2012 or November 2012 on the back of this issue, the first of 2013. If that is the case, the bad news is that your membership has already expired. Of course, the good news is that you still got this issue of the *BC*.

But the rest of the bad news is that you will not be getting the next issue unless you renew your membership.

Back to the good news, though: you can save some money on that renewal if you take advantage of the 5 year renewal option. Send me \$100

instead of \$25: you will be paid up for a full 5 years and save \$20! That doesn't even count the couple bucks for the four stamps you would have used to mail me your annual \$25.

If that doesn't already make you tingle with excitement there is another "win factor" going on here. If you renew for the five years, I don't have to do anything with your membership for another 5 years either!!! You win. I win. What could be better?

Happy 2013 to you all!

*Kent Newton*

## 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, Canada \$30 (US); and overseas \$40 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!). Alternatively, visit nababrew.com and hit the "Join" button and pay your dues using the secure PayPal system.

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip plus 4 \_\_\_\_\_

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

email address \_\_\_\_\_ Sponsor \_\_\_\_\_

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

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

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

Specific breweries, brands, cities \_\_\_\_\_

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

# New Members

**Robert Albrecht** (Donna)  
57 Jefferson St  
Plainville, CT 06062  
860-747-0009  
hugybear@comcast.net  
**History, Knives, Pinbacks, Clocks, Signs**

**Rich Allen** (Lisa)  
10128 Elliston Ct  
Bristow, VA 20136  
703-955-6794  
lisa.barrigaw@yahoo.com  
**Tap Knobs**  
Sponsor-Kent Newton

**Bill Campbell** (Sheri)  
5652 State Road 4  
Mill Creek, IN 46365  
**Budweiser**  
Sponsor-George Baley

**Bill Christian** (Nancy)  
212 Juniper Rd  
Avoca, IA 51521  
712-343-2695  
402-618-1177  
Fax 712-343-6000  
**All Breweriana: Cases, Glasses, Mini Beers, Openers, Salt Shakers, Trays**

**Thomas I. Ertl**  
428 Third St  
Illioopolis, IL 62539  
217-454-7343  
tom.ertl@st-johns.org  
**Mugs & Steins, Photos, Trays**  
Sponsor-Kent Newton

**Jerry Fitzgerald**  
1431 Winter Ave #1  
Louisville, KY 40204  
502-523-9330  
oertels92@gmail.com  
**All Breweriana-Oertels 92**

**Barry A. Laga** (Tammy)  
600 School Gate Rd  
New Lenox, IL 60451  
815-462-2699  
thebear69@comcast.net  
**All Breweriana:Cans, Reverse on Glass, Signs, Chicago**  
Sponsor-Dave Launt

**Perry A. Paxton** (Kathy)  
196 Honeysuckle Dr  
Millbrook, AL 36054  
334-285-7569  
alabeerman@aol.com  
**Books & Magazines, Coasters, Menu/ Menu sheets, Paper items, Playing cards, Postcards, Tokens, Trays – Alabama, Ohio, Iowa, New Orleans**  
Sponsor-Pat Stambaugh

**Robert Shamel**  
11749 Avery  
Bridgeton, MO 63044

**Ken Trembl** (Barbi)  
721 E Mission Rd  
Green Bay, WI 54301  
920-432-2542  
barbiken@netzero.net  
**Blatz, Sports Breweriana, Green Bay**  
Sponsor-Kent Newton

*If emails, phone numbers, collecting information for your listing is incomplete or incorrect please send Kent Newton the missing or corrected information at [nababrew@comcast.net](mailto:nababrew@comcast.net). Thanks!*

## NABA News

### Virtual Breweriana Museum Curators and Facilitators Wanted

The new NABA website is in the final stages of development and should be up and running in the next month or so. You will still access the site by going to [nababrew.com](http://nababrew.com) as in the past. If you check the site and the old one is still up, try back in a couple of weeks.

A unique feature of the new website is the NABA Virtual Museum. By the time the new site goes public, we plan to have a collectible or two ready for perusal.

Our Museum, like one made of brick and mortar, features collectibles gathered in families of common themes. Upon entering the onsite Museum, you will find yourself in the "great hall," surrounded by "walls" containing all sorts of breweriana collectibles. You will see a Directory as well as a search feature that will take you to various "floors," each containing "rooms" housing a variety of items.

To populate the Museum quickly, we have engaged several members, who have published books on breweriana collectibles, to share their efforts with NABA. Upon entering a room, the visitor will be presented with a thumbnail

picture of each item on display in the room. A click on the thumbnail will take the visitor to a larger picture, where he or she will find identifying details such as brand, brewery, city, state, size, and known or approximate age.

**The Museum Committee is looking for individuals interested in serving as Curators and/or Facilitators** who would share some responsibility for "upkeep" of rooms in the Museum. As a **Curator**, you will be responsible for a room's contents. As a **Facilitator**, you will be expected to "feed" findings into the system through the Curators.

A standard form has been developed, which includes spaces for all of the required input. Once agreement is reached on an item, it will be "published" or integrated into the Museum. Since the first sort field is *brand name*, new entries added will automatically appear in their proper alphabetical position.

Anyone interested in volunteering to help is asked to contact **George Baley** at [gbaley@comcast.net](mailto:gbaley@comcast.net).



# NABA Chapter Events

**WANTED: Lithographs.** Looking for high-quality lithographs with great graphics in top condition. No particular brewery, just outstanding graphics. Call Keith Belcher at 703-625-5837 or email [kbelcher@cox.net](mailto:kbelcher@cox.net)

V160

**FOR SALE: US Beer Labels**  
[www.bobkaybeerlabels.com](http://www.bobkaybeerlabels.com) or email: [beerlabel@comcast.net](mailto:beerlabel@comcast.net)

V164

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

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

**Feb 23, 2013**  
**DogGone Good Chapter**  
**Winter Show**  
Bay City, MI  
Tri-City Brewing Co.  
Taproom  
9a - 2p  
Dave Alsgaard  
989-631-7239  
[dalsgaard@charter.net](mailto:dalsgaard@charter.net)

**March 2**  
**2013**  
Schultz & Dooley  
Chapter's Annual  
Spring Thaw  
Colonie, NY  
Elks Lodge  
Dennis Heffner, 518-793-0359  
[dh0706@verizon.net](mailto:dh0706@verizon.net)

**March 9, 9a - 2p**  
**Buckeye Chapter's**  
**39th Annual Beer**  
**Show**  
Toledo, OH  
UAW Hall 5411  
John Huff  
[cadiac500@aol.com](mailto:cadiac500@aol.com)  
419-367-9713

## Other Events

**April 7, 2013** - Westmont Strohs Spring Show:  
Elk Grove Village VFW Hall,  
Elk Grove Village, IL  
Contact: Ray Capek; 630-778-1482; [rbcapex@sbcglobal.net](mailto:rbcapex@sbcglobal.net)

**March 10, 2013** - Cornhusker Chapt. Beer Advertising & Can Show:  
Comfort Inn, Omaha, NE  
Contact: John Mlady; 402-345-7909 or Bill;  
[bill.b@beercornerusa.com](mailto:bill.b@beercornerusa.com)

**NABA - 2013**  
**Convention #42**  
**July 31 - Aug. 3**  
Green Bay, WI, Hyatt on Main  
George Baley  
[gbaley@comcast.net](mailto:gbaley@comcast.net)

**ABA - 2013**  
**XXXII Convention**  
**June 11 - 15**  
Sheraton Westport, St. Louis, MO  
[americanbreweriana.org](http://americanbreweriana.org)

**ECBA - 2013**  
**41st Convention**  
**July 10 - 13**  
Clarion "The Belle," New Castle, DE  
Larry Handy  
[ohhugot@aol.com](mailto:ohhugot@aol.com)

**BCCA - 2013**  
**CanVenton 43**  
**August 29 - 31**  
Ft. Wayne, IL  
[bccacom](http://bccacom)

## Note to Advertisers

The space above and at the top of the previous page is reserved for NABA members' classified ads.

This page (39) is for event announcements and will be used in the following priority:

- Box ads are reserved for NABA Chapter events
- Other (non-Chapter) events will be included (without boxes) as space permits.

The editor reserves the right to select all advertising.



www.nababrew.com

**Breweriana Collector**  
National Association Breweriana Advertising  
c/o Kent Newton  
340 E. Ashland Ave.  
Mt. Zion, IL 62549-1275

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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.

