



The **BREWERIANA** **COLLECTOR**

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*National Association
Breweriana Advertising*

"America's Oldest National Breweriana Journal"

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SPRING 2014

***Toledo
Brewing
History, Pt. 3***

***Europe's 1st
Industrial
Brewery:
Koff***

***The First
Brewers
on the
Niagra
Frontier
Pt. 2***



***Hoppy Trails:
Virginia
Brewery Visits***

***Convention Event
Schedule &
Registration***

***SPECIAL
INSERT
Membership
Roster 2014***

COMPLIMENTS OF THE

Buckeye Brewing Co.

"Green Seal Beer"

GREETINGS TO ALL:

TOLEDO, OHIO

Tick-tock, the clock is running down towards Toledo. Based on the number of calls and emails I've received in the past few weeks, this will be a super Convention. The team, drawn from the Buckeye Chapter, is pulling out all stops to help make this *An Affair to Remember*.

As with many things in life, we learned that our hotel has reverted to their former name, the Grand Plaza. So, when you make reservations, look at the info *in this issue* to get the special code and qualify for the \$94 a night rate. Nothing else has changed, only the name. I think Grand Plaza really suits the place, as it is a top quality venue. We believe everyone will be pleased.

You will not be disappointed with this year's Registration/Hospitality Room. Located on the top floor of the hotel, it affords a great view of Toledo, plus all the amenities of a class hotel suite. Access to the entire floor is limited to registered Convention attendees.

This issue of the *BC* has the Convention schedule and registration form included. We have added a **Tuesday** evening event at the Toledo Mud Hens baseball park. The Hens (Triple-A affiliate of the Detroit Tigers) will be playing the Norfolk Tides, a Triple-A affiliate of the Baltimore Orioles. A special package of tickets is reserved for NABA members at a cost of \$9 each. You can buy your ticket right on the registration form.

The **Wednesday** breweriana tour will feature two Toledo microbreweries (Maumee Bay Brewing and Black Swamp Brewing). Lunch will be at the famous Tony Packo's restaurant. Old fans of the TV series *Mash* will remember Jamie Farr's character (Corporal Max Klinger) as being from Toledo, and the show featured Tony Packo's on several episodes. Whether you are on the bus tour or not, you will want to stop at Packo's, have a hot dog, and check out the hundreds of hot dog buns signed by famous people. This year we will have several great Buckeye member collections on the tour and plan to get everyone back to the hotel by 4 pm. The traditional Brewmaster Dinner kicks off at 6:00, and will again be limited to the first 64 who sign up.

Thursday is when you can hit the room-to-room action or stop by one of three or four seminars scheduled for the day.

Friday is the members-only auction day. Auction Chair, Kent Newton, tells me he is expecting a super event. After the great stuff we had at Green Bay, we are expecting a repeat experience, followed by the now famous full bottle micro beer exchange under the direction of Greg Lenaghan. We will wrap up the afternoon with a short presentation of the results of the latest Member Convention Survey designed by Ken Quaas.

That evening it is micro beer tasting, the Ohio Breweriana Displays, a short General Business meeting and a presentation by Dr. Robert Musson on Ohio Breweries.

Saturday is the public Breweriana Show. Based on the reputation of the Buckeye Chapter for having 400-500 walk-ins at their March Show (see photos from this year's event in this issue), we expect the room to be rocking with vendors and buyers alike. If you cannot attend the full Convention, we will again make provision for a limited number of member tables for the Saturday show. That evening we wrap up with dinner followed by a last chance to visit with gathered friends in the hospitality room.

Just a reminder to fill out the Survey you recently received either by email or via snail mail. The last survey, conducted in 2011, did not include a way for members not having internet capability to participate. The Board felt everyone's input is desired, so a mailing was made to those without emails.

The NABA website has been tweaked and modified to provide for a full membership database and is now online. Go to nababrew.com and check it out. More enhancements are in the works.

Lastly, the Board voted to increase membership by \$5 effective August 1, 2014. So if you get your renewal in now you can save that \$5 increase.

Hope to see you all in Toledo.

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



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The **BREWERIANA** **COLLECTOR**

SPRING 2014

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Front Cover Image from Dr. Rob Musson.

Back Cover Image from Buckeye Chapter Convention Team.

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TOLEDO BREWING HISTORY

Part 3 of a series

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

Buckeye Brewing Company

The origins of the Buckeye Brewing Company trace back to 1838 – when the city of Toledo was only one year old. Only the Toledo Blade newspaper business was older than Buckeye Brewing when it closed its doors 134 years later!

As stated earlier in this article (see Part One of this article, *BC* Vol. 163, Fall 2013), the German immigrant Julius Kohler started a small brewery in the basement of his home near the present day Tony Packo's restaurant on Toledo's east side, on the bank of the Maumee River.

Since the east side of the river was considered the Black Swamp (the river was the border), it is likely Kohler drew water from the river for brewing his beer. The brewery operated as a relatively small venture until about 1849, when evidence suggests the brewery was relocated into a commercial building as a partnership was formed.

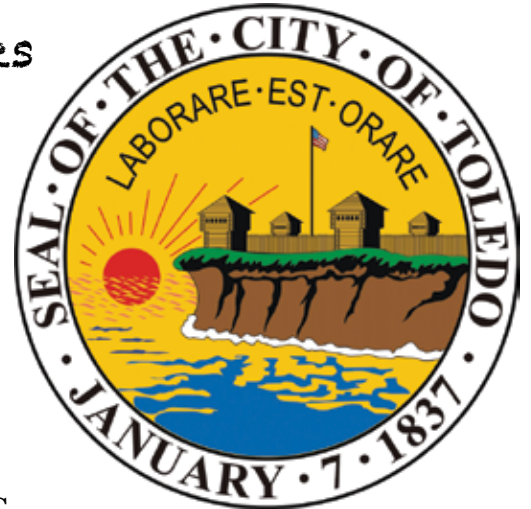
In 1853, Julius Kohler purchased a site located at the corner of Bush and Champlain Streets (next to the canal on the west side of the Maumee River) and moved the brewery to this new location the following year. It was a very good location as ingredients and final product could easily be moved via the canal waterway. There, he built a spacious four story brick building on the 300 ft. x 125 ft. city lot. The brewery operated at this location for the following 118 years.

After Julius Kohler, the brewery went through many ownership changes: first, Kohler & Co., then Rudolph & Georgy; in 1858, Stephan & Co. (former partner of Peter Lenk); in 1873 to Lehman & Eckarts; then through the hands of J. Groenewold and Norton (as assignees).

The brewery did not become a "major producer" of beer until 1872 when it was acquired by Irishman, Dennis Coghlin, a pioneer Toledo capitalist, and the German immigrant John Jacobi. Jointly, they formed the company known as "Jacobi, Coghlin & Co." These men worked together to manage the brewery and were known locally as capable businessmen.

The company was incorporated in 1886 as the Buckeye Brewing Company, with offices across the street (corner of Michigan and Bush Streets). Later, Buckeye Brewing Company advertisements clearly stated "Est. 1872." But that was simply not true: 1872 was the year the brewery took on new owners and managers, a new name, a new product – Green Seal Beer – and a much more commercial objective. Regardless of the name of the business, the brewery was known as the Buckeye Brewery for more than 100 years.

Coghlin and Jacobi dramatically expanded the brewery to encompass seven acres. In 1877 the brewery ran production at



about 80% of capacity making 40,000 barrels of beer annually with an experienced staff of 40 workers.

The brewery grew as public demand for Green Seal brand beer increased. This output would have ranked the brewery somewhere around the nation's 25th largest producer at the time.

In 1895, the brewery built a bottling plant at the corner of Michigan and Bush Streets on the prediction that bottled beer would soon overtake keg beer in the market. An agreement was struck between the brewery and The Buckeye Bottling Works Company, and the latter was moved into the new Buckeye Brewing bottling plant, eventually merging into the Buckeye Brewing Company. Historians assume the new bottling plant was built as a result of this business arrangement.

Glass bottle mass-production and the bottle-capping machine were both invented in Toledo in 1903. In fact, upon the invention of the capping machine, inventor Mr. Owens (of Libby-Owen-Ford) rushed to the Buckeye Brewery to sell it. The Buckeye Brewery was the first bottling plant in the world to make the switch to mass-production bottling lines!

Unlike most of its peers, the Buckeye brewery continued operation through Prohibition. It was able to maintain its record of continuous operation by brewing near beer, bottling soft drinks, and using its facilities for cold storage.

Following the repeal of Prohibition, The Buckeye Brewing Company recruited Carl Walinski to market the company. Mr. Walinski was considered a "little person" as his undersized body was proportioned normally. Mr. Walinski's persona, "Bucky" was 4-and-a-half feet tall. Bucky quickly became the famous trademark waiter for the Buckeye Brewing Company.

Mr. Walinski was employed by the brewery from 1938 until 1942 when a wage dispute ended his career. He lived into his 90s. Some readers may recall Mr. Walinski's Bucky attending the Buckeye Chapter trade shows back in the 1970s and early 1980s.

Only Buckeye Brewing Company emerged from Prohibition as a continuously operating brewery, and during the period following Repeal Buckeye Brewing prospered. Two other breweries started up operations (Lubeck & Koerber), however, by 1949 both were out of business. Buckeye was the only brewery within fifty miles of Toledo. As local competition decreased and eventually disappeared, demand for Buckeye Beer and Buckeye Ale increased.

Through the 1950s and 1960s, the brewery continuously improved its product and brewing capacity. Several longtime employees of the brewery became managers, directors, and even officers. One board member went on to become governor of Ohio in the 1960s.

The 10 millionth barrel of Buckeye Beer was produced in January, 1955 with much fanfare. According to the VP of

Sales, this volume was equal to 3.24 billion bottles of beer or a three-hour flow of water over Niagara Falls.

In 1965, a group of investors led by James W. Howard purchased the Peter Hand Brewing Company, until then, a privately held and family operated company. This acquisition marked the beginning of rapid expansion for the company.

The Buckeye Brewing Company's board of directors voted on March 23, 1966 to accept Peter Hand's bid to purchase the company. At the time, Buckeye was listed as the 3rd oldest brewery in America.

The specifics of the deal stated Peter Hand would acquire the Buckeye Brewery and brand name. The brewery would operate as a wholly owned subsidiary of its new parent company and Buckeye president Red Smith would serve as assistant to Peter Hand's president. Buckeye Brewing Company stockholders soon upheld the board's recommendation and received 64,000 shares of Peter Hand stock in the transaction.

Throughout the acquisition period, the brewery continued its stranglehold on the Toledo market. In an article published in the Toledo Blade on May 10, 1966, a strike at the brewery in its 8th day had diminished stocks of beer in the Toledo Area. The following year, the brewery claimed to be providing 85% of all tap beer in Toledo.

April 28, 1967, the Peter Hand Brewing Company changed its name to Meister Brau, Inc. Shortly afterwards (June 1st), the Buckeye Brewery was absorbed and began operation as a division of Meister Brau.

While the Buckeye Brewery was quietly growing its Buckeye brands of beer and ale, Meister Brau was busy developing a reduced-calorie beer. They named the beer "Lite" but

**SATURDAY
MAY 17
2014**



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2 PM**

Patrick Henry

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failed to get FDA approval to market it as a reduced calorie beer. They were forced to print claims on the cans and bottles discrediting the reduced-calorie attributes. Finally, on September 8, 1968, the FDA approved Meister Brau to market its Lite beer as a “reduced calorie” beer. Lite beer was produced both in Chicago at the Meister Brau brewery, and in Toledo at the Buckeye Brewery. Meister Brau’s Lite beer was the first FDA approved reduced calorie beer produced in the U.S.

By 1972, however, Meister Brau was beginning to show signs of financial trouble. They had been reporting significant losses for several quarters, and were beginning to sell off assets in an attempt to pay creditors.

June 29, 1972 marked a turning point for Meister Brau and the Buckeye Brewery in Toledo. It was on this day the Miller Brewing Company purchased the Buckeye, Meister Brau, and Lite brands, including the recipes and trademarks from Meister Brau, Inc. Miller immediately transferred production of these brands to their own breweries in Milwaukee. Two days later, 45 of the 167 Buckeye Brewery employees were transferred to Miller Brewing Company in Milwaukee.

On July 13, 1972 (just two weeks after selling its major brands to Miller Brewing Company) Meister Brau, Inc. filed petition in U.S. District Court in Chicago for voluntary reorganization under federal bankruptcy laws. The last day of operation at the Buckeye Brewery in Toledo was August 31, 1972. At the time of the plant closing, only 90 employees remained. The brewery had been in operation for 134 continuous years and was the 2nd oldest brewery in America, when the doors closed for the last time.



Northern Europe’s First Industrial-Sized Brewery: Finland’s Koff

By Reino Ojala

Two hundred and five years ago, a turning point came in the history of Finland. After centuries of Swedish rule, Russia won the Finnish War of 1808-09. The provinces of Finland became an autonomous duchy of Russia.

But the story I want to tell begins before that. In about 1798, a Russian peasant, Pjotr (Peter) Ivanovitsch Sinebrjuhov, moved his wife (Marva), six sons, and three daughters across the Russian border into the vicinity of Kotka on the Gulf of Finland. They traveled in wooden-wheeled carts pulled by horses. Peter began to brew beer for the Russian troops stationed at a fortress nearby.

Peter died in 1805 at the age of 55. Marva and her eldest son, Nikolai, continued to brew for the soldiers. When, four years later, Finland became a duchy of Russia, the fort no longer had military value, so the soldiers were moved to a fortress island area (Viapori) near Helsinki, Finland. Nikolai and his youngest brother, Paul, closed the Kotka Brewery and moved to an island in Helsinki Harbor near Viapori. From their 1811-established canteen and brewery, the brothers became the main purveyor to the Russian garrison at the fort.

Nikolai expanded the operation in August of 1819 by purchasing at public auction a ten-year exclusive right to the production and sale of beer in Helsinki. Two months later, he decided to build a new brewery:

“On 13 October, 1819, the Imperial Reconstruction Committee, which was appointed to create a new capital city for the Grand Duchy of Finland, deemed it expedient and beneficial to grant merchant Nikolai Sinebrychhoff an undeveloped block of land on the Hietalahti (Sand Bay) district of Helsinki on which to build ‘a great beer factory’ to meet the needs of the city.” (*From Thoroughbrewed, a pamphlet of the Koff Stables, Bulevardi 44, 00120 Helsinki, Finland.*)

In 1822, Nikolai acquired a distillation of spirits monopoly, and his business became both brewery AND distillery. The red



brick building to house them in Helsinki was completed around 1823. At first, the beer was taken by boat to the island brewery for bottling. Later, a bottling house was built next to the new brewery in Helsinki proper.

At some point, Nikolai changed the spelling of his surname to Sinebryhoff. In 1848, Nikolai died, never having married. His fortune went to his brother Paul, who again changed the spelling of their name: Sinebrychoff.

Twenty-six years later, Paul's son, Nicolas, took over the family enterprise, and in 1888 the brewery became the limited company, Aktiebolaget P. Sinebrychoff. (*Ed. Note: Aktiebolaget in Swedish roughly translates as "company" or LTD; and can be abbreviated as AB*). In April of that year, Paul Sinebrychoff Jr. (Nicolas's brother) was named the company's managing director. The first Finnish beer trademark, SFF, was registered in 1892.

Paul Sinebrychoff Jr. died in 1917, but the company continued to function under the name AB P. Sinebrychoff until 1955, when it became OY Sinebrychoff AB, with the Finnish "OY" (Limited Company) joining the corresponding Swedish designation "AB."

In 1972, the company bought Porin Oluttehidas OY (Brewers of Karhu). The Sinebrychoff family business was sold in 1984 to the Rettig

Group and in 1985, Rettig acquired the entire share capital of OY Pyynikki of Tampere, brewers of Amiraali and Tahti ("Star") beer. Today, its logo of two draft horses under a crown, indicates it is part of the Carlsberg Group.

Brewing activity at the long-time red brick facility ceased in 1993 when Koff opened a new state-of-the-art facility in Kerava, just a few kilometers north of Helsinki. Finland's first brew-pub, The Kappeli, also opened at the harbor end of Helsinki's Esplanadi Street in 1993. In addition to being the oldest brewery in Europe, it is also the largest in Finland.

Those of Helsinki's taverns and bars that sell a lot of draft beer have a thousand-liter tank with a removable liner, similar to our "wine in a box" packaging. The liner is changed before filling the tank with a hose line running



This chromolithograph measures 14 x 20.5 inches and was made in St. Petersburg before 1900. The advertising is Swedish (Finnish became the country's main language after 1917, when Finland won its independence from Russia, near the end of WWI). It advertises P. Sinebrychoff Brewery as a limited company brewing premium Bavarian style lager beer in Helsinki. The red and gold lettering along with the graphics are embossed on this metal sign.

from a tank truck in the street. A smaller hose charges the system with CO2, also from the red tanker truck.



Above: A turn of the century near-beer label in both Finnish and Swedish (Helsinki street signs are still marked in both languages). Finland had a period of Prohibition from the year 1919 to 1932. It was the only European country to do so. Below, another label in two languages.



Some Finnish Words in Translation

hiiva = yeast
 hoyry = steam
 humala = hops
 jouluolut = Christmas beer
 juhlaolut = festival beer
 kevyt = light (in calories)
 linna = fortress or prison
 mallas = malt
 musta = black
 paasiaisolut = Easter beer
 panimo = brewery
 perhe = family
 poytaolut = table beer
 suodattamaton = unfiltered
 tahti = star
 tehdas = factory
 tumma = dark
 tuplapukki = doppelbock
 vaalea = light (in color)
 varasto = warehouse
 verosta vapaata = tax free
 voima = power

More next pg.



There were classes of beer according to alcohol by volume, shown in Roman numerals on the label, left (became the law after Prohibition). Sinebrychoff Porter is one of the strongest beers brewed at class IVB and 7.2% alcohol by volume.



Sinebrychoff Baltic style porter, Koff lager, and Karhu lager are the Rettig Group's most popular beers today. Nikolai is remembered as the father of Finnish beer and October 13 is celebrated as Finnish Beer Day with his namesake beer. Indian beer is also one of their products, made with a lot of corn grits and having a sweet flavor. The company also produces many other products: ciders, long drinks, Battery (cans look like a battery) Energy Drink, Mummi & Smurfi kid's sodas, and wellness drinks. They also produce, under license, Coca Cola products, Schweppes, and Evian drinks. The company also imports beers from Estonia, Russia, Czech Republic, Germany, and the International Carlsberg Breweries A/S Group.



In 1995 an old Helsinki street car was converted to be a tourist sightseeing vehicle, with the exemplary addition of a draft beer system installed in the rear. The Spårakoff Pub Tram, created in honor of the Sinebrychoff Brewery's 175th anniversary, has seats for 24 passengers. In 2008, a ticket was 8.5 Euros for a 40-minute tour of the city and a cold beer. Children under 12 are able to ride for 4 Euros. There is a bulkhead behind the driver and a new LCD screen has been installed on the passenger side, which shows the driver's view.

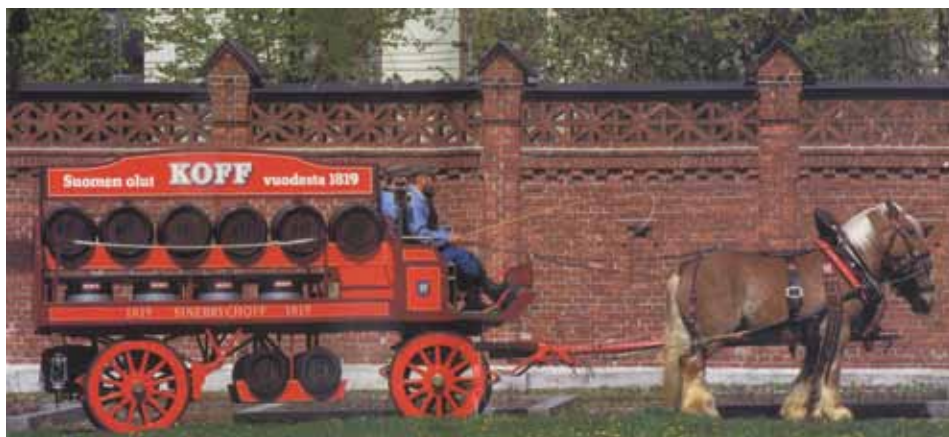
The tram can be used as a meeting venue: a laptop can be rigged to the screen, and connections for a CD/DVD player are available. It operates during the summer months, Tuesday-Saturday during afternoon hours, with no tours during the Summer Solstice, a significant holiday in the Baltic region.

Koff's Red Drays

The very first job of the brewery in 1819 was carried out by two horses, who pulled logs on a sledge over the frozen sea to the Sand Bay district of Helsinki from a house that had been taken apart on an island just off the coast of the city. The logs were used to rebuild the house, which, to this day, stands in the corner of Sinebrychoff Park next to the Bavaria ice cellar and the stables, adjacent to the Sinebrychoff Art Museum.

By 1848, the brewery's movables included 9 horses and one horse-driven malting mill. New stables were built in 1890 to house 60 draught horses.

Horsepower peaked in the early 1900s and declined with economic recession, WWI, the Prohibition Act (1919-1932) and



internal crises in the early years of Finnish independence (1917).

During the heyday of horsepower, the Koff Red Drays were made in Denmark of oak and beech. Teak wood decks were added when the drays were refurbished. The fixed barrels are made of oak, and the removable ones



of stainless steel. The brass lamps are battery-powered, and storm lamps are hung at the back for night driving.



ChapTaps

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

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No Ifs, Ands or Butts By Greg Gromosiak From The Miami Valley Guzzette

Smoking is a dirty habit. Being an ex-smoker, I can truly attest to that. Having ashtrays around, however, doesn't have to mean that you smoke. Take the hobby of collecting breweriana. Besides the usual brewery collectibles, such as cans, bottles, trays, and signs, ashtrays also served an important way of getting the breweries' product names out there to the consumer. After all, back in the days of years gone by, a large chunk of the beer drinking populace also smoked cigarettes. And it seems like the more one would drink, the more one would smoke.

So what better than for a brewery to have its brand right there in front of you, as you use the ashtray? Of course nowadays, we know all too well the evils of smoking. But thanks to breweries and advertising, we have many ashtrays bearing the names of beers, ales, and malt liquors from yesteryear for us to collect. And of course, to the collector, please keep the butts out!

Note: this would be a good topic for a collector to submit a full article on this type of breweriana for a future BC.

I would like to thank the Miami Valley, Schultz & Dooley, and Dog Gone Good Chapters for their contributions.

*Cheers,
 Greg Lenaghan*

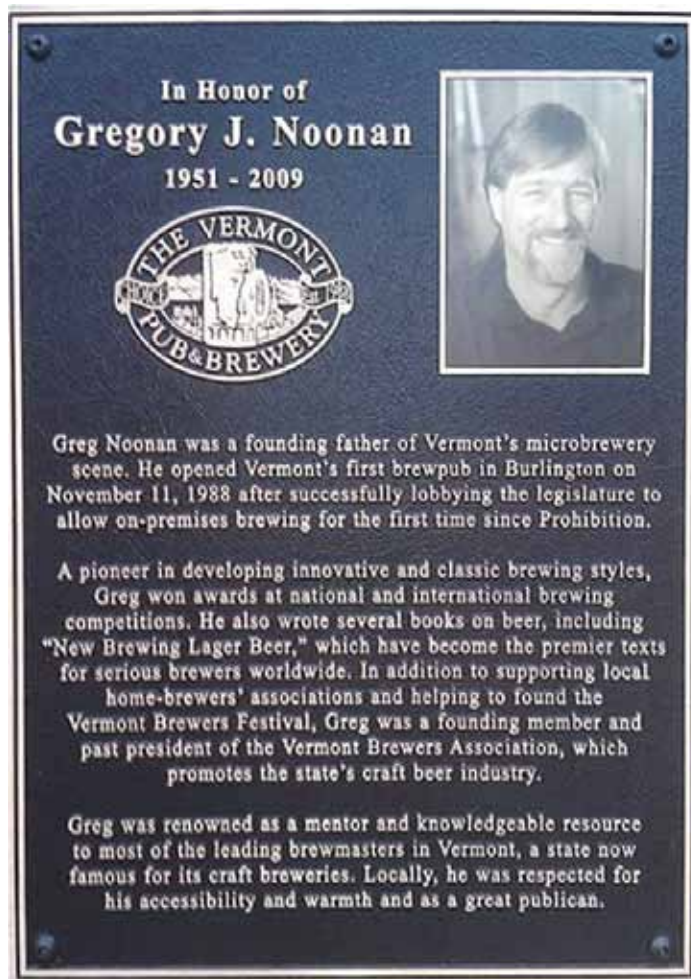


See you there!
Schultz & Dooley Chapter
newsletter,
Rich Monte, editor

BURLINGTON, Vt. — A crowd gathers 'round at the corner of St. Paul and College in Burlington. Two people unveil a plaque to make sure one of the most important men in the history of Vermont craft brewing will never be forgotten. "Oh he'd be blown away. 25 years? It's hard to think ahead that far. I walk in here today and think of the first time we walked in here. It looked totally different," says Greg's brother, Jerome Noonan.

Greg Noonan worked diligently with state leaders and changed laws to allow for on-premises brewing in Vermont for the first time since Prohibition. He also started Vermont's microbrew scene. "He had touched and reached many brewers in the early days. He became their mentor: the guy that everybody made [a pilgrimage] to the Vermont Pub and Brewery [just so they could] talk to Greg. John Kimmich is a good example," says current Vermont Pub and Brewery owner, Steve Polewacyk. Kimmich is co-owner of one of the most acclaimed IPO breweries in the world, The Alchemist. "Greg had a tremendous impact on The Alchemist. He was a friend and an adviser from the day I took my first paid brewing job. My first paid professional job was working for him," said Kimmich.

Brewmasters from around the region credited Noonan with mentoring them and helping them get started. Noonan did a lot of research early on, and wrote a book on craft brewing that is acclaimed around the country and beyond. Most craft brewers refer to it as the definitive text, calling it "required reading." They also note that in a community that can sometimes be



less than willing to divulge tips and methods of improving the craft, Noonan was always open and willing to help.

His friends and family say they're proud, both of the kind of person Greg was and the impact he made. "Beyond proud," says Jerome Noonan. "And the plaque out front, that's just the icing on the cake."

Brewpub report
From the Dog Gone Good Chapter newsletter
by Fred & Mary Clinton

Members Mary and Fred Clinton file this report on two local Petoskey, Michigan breweries and two they visited over the holidays in Wisconsin. In Petoskey, the first brewery to open in the last (almost) hundred years was Beards in August 2012. As kismet would have it, this brewery is six blocks down the street from our house. The beer gods have a sense of humor. Beards is a one-barrel brewery with seven taps so they brew frequently, sometimes two or three batches a day to keep up with demand. While they occasionally drift to the fringes with their styles, the beers are all well made and, in most

cases, excellent in taste. If you stop by, look especially for the Serendipity Porter, Victorius Pale, or any of the various saisons. Beards does not yet bottle or can, so distribution is severely limited to a very few local eateries. The brewery pub is quite English in style, having no TV, several communal tables and several types of games. Conversation is encouraged. Breweriana consists of clothing, including briefs and knitted beanies, glassware and mugs. Only munchies are available for food but you are welcome to bring food in (we often do). A passion for beer reigns here.

The second brewery to open in Petoskey, just two months later, was Petoskey Brewing Co., which occupies the original Petoskey Brewing Co. building on M – 119 just north of town. This brewery is much glitzier than Beards, but well done. They have a 10 barrel system and usually 14 taps covering a wide range of styles. PBC cans three of their offerings: Minds EyePA, 45 North (an amber), and Horny Monk (a Belgian style double). These are in 16-ounce cans, four to a pack. We have not tried all of their beers—partly because several change frequently, and partly because we can walk to Beards. But those we have tried have been good examples of their styles. PBC has a limited menu including sliders, soups, and salads. Breweriana includes shirts and glassware.

Recently, while visiting family in western Wisconsin (most notably the Hudson area) we were guided by a beer geek nephew (he got the gene!). We first went to American Sky Brewery, decorated in an aircraft themed motif. We did

Note: I couldn't resist having a short brewpub report from the Clintons, who gave us many years of enjoyable and informative brewpub columns called "Travels With Barley" in the BC.

Thanks Fred & Mary!

not do the sampler, being more in the full pint mode and not driving, but the black IPA and the Imperial Stout were both very good. The unique horse-shoe bar is covered in stainless steel (think: wing of a plane) and is slanted. So their coasters have an added ridge to keep the beer sitting level. On Sundays, for one price you can get a pint and all the bacon you can eat. The usual breweriana is available.

Our next stop was the Pitchfork Brewing Co. This is another excellent spot. Still in pint mode, we found the IPA to be really top notch. On the other end of the hop spectrum, the Scotch ale was delicious as well. The brewer here uses only whole hops, not pellets (except in a few cases where whole hops are not available) because he feels pellets introduce unwanted compounds. Available food consists of munchies or you may bring food in—an Irish pub adjoins the brewery. Beer is the focus at the Pitchfork. Shirts and glassware are in stock.



Collector's Bookshelf

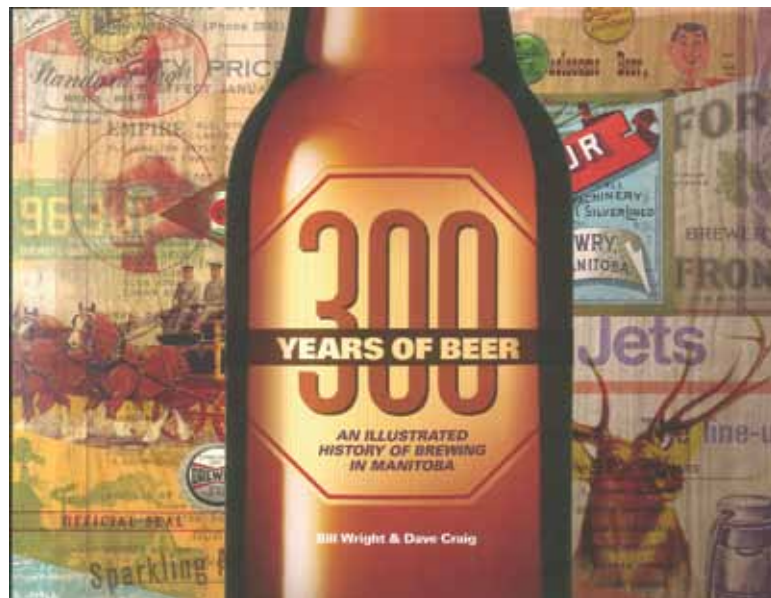
Reviewed by Larry Moter
accneca@aol.com

This past August, I had the great privilege and pleasure to attend my first annual Canadian Brewerianists (CB) convention. The event was hosted by NABA/BCCA Chapter, the Great White North Brewerianists, who were celebrating their 30th anniversary. I met fellow NABA members Rayner Johnson and Robert Fondren (who was then the BCCA President). All three of us wanted to help celebrate the Great White's anniversary and attend our first Canadian Brewerianists convention. Also in attendance were the 1st lady & 1st man of NABA, Helen & Herb Haydock, and well known Detroit collector, Joe Olsen; all three of whom are perennial CB registrants. We also had the privilege of seeing several Canadian NABA members including

300 YEARS OF BEER: AN ILLUSTRATED HISTORY OF BREWING IN MANITOBA

BY BILL WRIGHT & DAVE CRAIG

© 2013. A Great Plains Publication: www.greatplains.mb.ca/



Phil and Judy Mandzuk, who graciously allowed us to tour their home and see a magnificent collection of early Canadian breweriana, plus multiple early antiques dating back to Winnipeg's and Manitoba's founding.

Other highlights were touring the Ft. Garry Brewery, and an outstanding microbrewery with excellent products, Half Pints Brewing Company. Half Pints' Dave Rudge was a fixture at the convention and hosted (along with CEO Nicole Barry) a Bar-B-Que at the brewery. Half Pints is a highly recommended microbrewery worth visiting to sample their award winning beers. According to *300 Years of Beer*, two of Half Pints' 2009 products were included by British author, Ben MacFarland, in *The World's Best Beers*.

We also visited the local "Winnipeg ballet" with a squad led by well known Canadian collector, Kerry Winters. Our mission? To procure as many as possible empty Canadian aluminum Winnipeg Jets Bud bottle cans for Kerry to use as traders for other hockey themed bottle cans. True artistry was expressed by the gymnastically gyrating "ballet dancers" exhibiting remarkable moves on the vertical pole.

That side trip notwithstanding, of course, the best part of the convention was meeting all the wonderful folks in attendance from the Great White North Chapter.

Authors Bill Wright & Dave Craig were also in attendance, which brings me to the focus of this column: their wonderful book. They did extensive research and enlisted a "Who's Who" of CB members past, present, and deceased (i.e., the

late Richard Sweet of Saskatoon). These collectors supplied both historical research as well as numerous photographs including people, breweriana, and beer factories.

The book's story flows chronologically, with the opening chapter titled "Pioneers: The Original Microbreweries." Chapter two discusses "Drewry's: The Giant on Redwood" with 10 chapters following. The research includes discussions of "major breweries from other Manitoba cities (Brandon), Winnipeg's Brewing center (Osborne Street), the House of Shea, the turn of the Century, Prohibition, the next Generation (1925-1953), Eastern Invasion (economic concentration/purchase of the regional breweries by the Canadian majors – Carling, Molson, Labatt's), Rebel Brewer Uncle Ben, closure of the obsolete regional breweries by the majors, and the rise of the Micros."

Among the most fascinating stories are those of the Drewry's and Kiewel's breweries. Drewry's South Bend & Chicago factories were USA-related operations having original ties to Manitoba. E.L. Drewry, Jr.

was a Manitoba pioneer and a legendary Canadian businessman.

Kiewel's was originally a Minnesota operation that relocated to Manitoba (St. Boniface) to escape USA Prohibition. Kiewel's made "White Seal" beer on both sides of the border before and after Prohibition.

Another fascinating item of history: the well-known USA brand, "Kingsbury Pale" (made by the Manitowoc Products Co./Kingsbury Breweries Co.) started life as a "near beer" recipe from Pelissier's of Winnipeg."

This is a meticulously researched book with great pictures. And it is a great read. Thanks to the authors for their gift to the hobby. One of the morals of this story is that an international border cannot keep great beer brands on one side only. I have had a senior Virginia collector tell me that, as a young man in the early 1950s while stationed at the Wright-Patterson air force base near Dayton, he remembers Drewry's Old Stock Ale as the best ale/beer he ever drank. Alas, a brand lost to history.



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

PART 2

BY JOHN P. EISS

Editor's Note: In part one, BC Vol. 164, Winter 2014, the author offered an overview of Buffalo brewing covering the first five documented breweries established in what we consider today to be the Buffalo geographic boundaries. Here we present 'the rest of the story.'

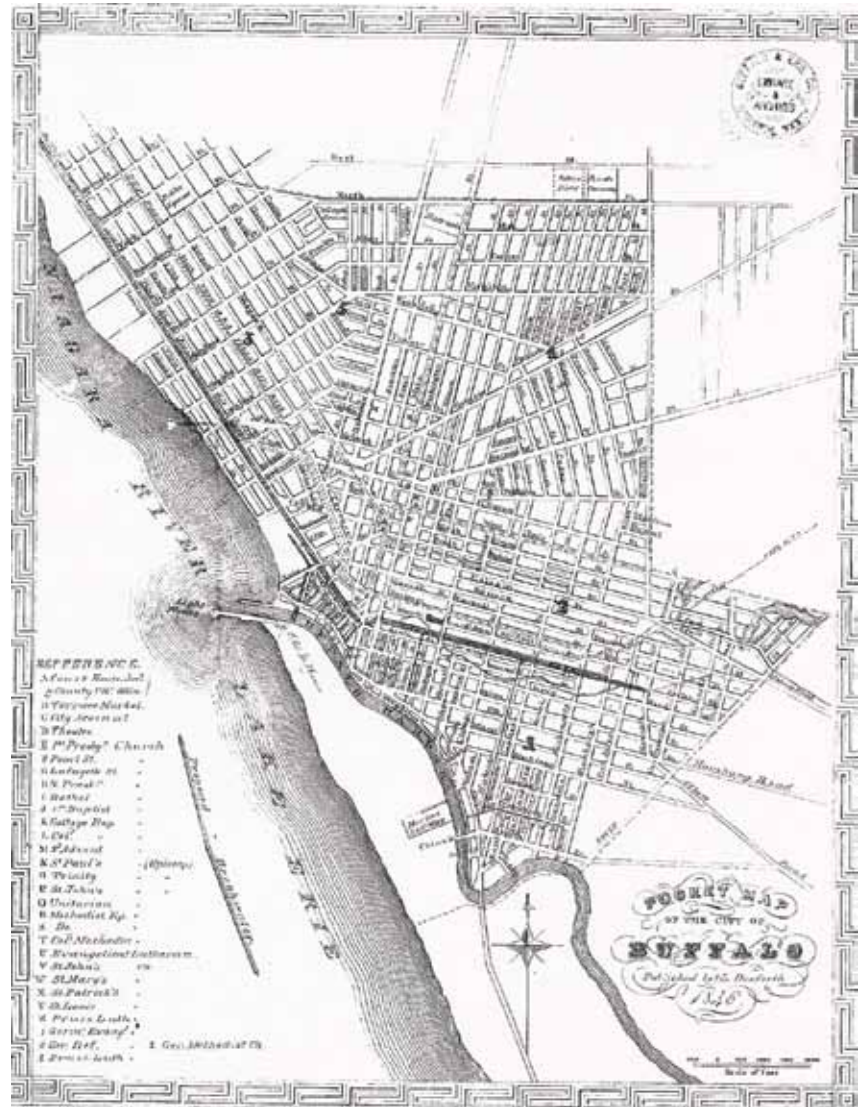
BUFFALO'S SIXTH BREWERY: 1830? 1832 BENSON BREWERY

John Benson is listed as a brewer at 202 Main Street in the 1832 *Buffalo City Directory*. As noted earlier, most brewers needed a second occupation during the summer months because brewing was not possible. John and Michael Benson were appointed watchmen (constables) of the triangle district (Canal and Main St.) by the district council in 1832. This suggests they were respected businessmen (probable brewers) in the area as early as 1829. As watchmen they were most active during the warm months when the canal and lake were open to traffic.

In 1836 the Bensons moved their brewing operation to the corner of Church and Genesee Streets, next to the Erie Canal. Michel Benson continued to operate the brewery until at least 1842. John Benson worked at the brewery along with Robert Coombs during much of that time. William Cronk, a milkman, was also listed in the 1836 directory as living on the Erie "canal near brewery," most probably referring to Benson's brewery. Little else is known about Benson or his brewery.

BUFFALO'S SEVENTH BREWERY: 1836 URBAN BREWERY

Lewis Urban is listed in the 1836-7 city directory (along with Louis Kappler, Joseph Laux, and George Urban) as brewing at Main opposite the



1846 Map of Buffalo

Academy (south east corner of Main and Virginia). By 1838 Henry Mochel joined the brewery. They all brewed together; or possibly, some may have just rented the location and equipment independently. In any event, Lewis Urban was the one constant brewer in the group.

In 1839 Urban and Mochel moved their brewing operation to Main opposite the US Barracks (east side of Main between Allen and North Streets). Urban must have found a ready clientele among the three US Army artillery companies stationed at the Barracks.

Sometime after 1840 Urban and Mochel split up but stayed close to each other on Main Street. Lewis Urban moved his brewery to Main above Goodell and Mochel moved to Main opposite the High School (Main between Goodell and Virginia) in 1840. By 1844 Mochel is no longer listed and by 1848 Urban is listed in the *Buffalo City Directory* as a “wine merchant.”

**BUFFALO’S EIGHTH
BREWERY: 1836
GIESZ BREWERY**

Anthony Giesz was born in 1793, around the lower Rhine, France. He learned the cooper’s trade (barrel making) while living there. Immigrating to America in 1821, he landed in New York City and later moved to Buffalo. Giesz is listed in the 1836 city directory as brewing at Main above Chippewa. He remained at that location until 1840 when he moved his brewery to the Eagle Tavern on Main near Court Street. The Eagle is early Buffalo’s most famous tavern, where many important guests stayed, including the Revolutionary War General, Marquis de Lafayette. Moreover, the tavern acted as a government and business center—many important local functions and dinners were held there. The Giesz brewery was probably brewing beer for

the Eagle Tavern creating Buffalo’s second “Brew-Pub.”

In 1844 Anthony Giesz moved to 42 E. Genesee and was listed only as a “wine coo-per [cask maker], & distiller.”

**BUFFALO’S NINTH
BREWERY: 1837
FRIEDMAN BREWERY**

Ignatius Friedman is listed in the 1837 *Buffalo City Directory* as a brewer at Oak, below Goodell Street (later Oak near Tupper). His name was misspelled several different ways in the early directories, leading one to think he had difficulty with the English language.

In 1840 his son, Joseph, joined the brewery. The Buffalo Brewers Association 1897 Souvenir pamphlet stated: “He erected here a brew house, dwelling and restaurant, and while beer was sold in the saloons at that time for 5 cents per quart, he sold his product at six pence or 6 1/4 cents per quart, from which fact he was called “sixpence,” which so advertised him that he did a lucrative business.” Joseph Friedman continued the brewery until 1855 when he sold it to Magnus Beck & Baumgartner.

In 1865 Baumgartner left the brewery and erected a new brewery at the corner of Exchange and Van Rensselaer,



but died soon afterward. His new brewery was probably taken over by Christian Dier after his death.

Baumgartner’s partner, Beck, then moved the brewing operation from Oak and Tupper to 407 N. Division Street. Beck’s Brewery went on to become one of Buffalo’s best known and longest operating breweries, finally closing in 1955.

**BUFFALO’S TENTH
BREWERY: 1837
BURR BREWERY**

Sidney Burr arrived in Buffalo before 1828 and started a grocery business, on Seneca St. below Washington, sometime after 1832. From 1837 until 1839 his business is listed in the directory as “Grocer and Small Beer Manufactory.” He either tried his hand at brewing or hired someone to brew beer for him. After Burr’s short lived venture in brewing beer,

Eagle Tavern, 1830



he began importing kegs of beer, porter, and ale from as far away as London and Philadelphia via the Erie Canal. He then bottled it for resale to Buffalo's residents who were made wealthy by the advent of the Erie Canal.

In 1838 Levi J. Waters joined Burr as an employee and later became his business partner. In the 1839 Buffalo City Directory they are listed as "Burr & Waters, beer, cider, vinegar & porter, vaults East Seneca below Washington." Burr and Waters remained in business until 1854 as sellers of bottled beer, vinegar and cider.

Author's Note: I would like to thank David Mik, "Buffalo's Unofficial Brewery Historian" for his generous support and help with this article.



Burr & Walters Celebrated Ale bottle, front and back

HOPPY TRAILS

Virginia Brewery Visits

by Robert Fondren

I visit lots of breweries across the country, but I recently decided on a new goal. There were several new breweries in my home state, Virginia, that I had not visited, so I wanted to go to all of them. On November 16, there was a breweriana show in Richmond (an hour from my house) and there were two new breweries near there. Jim Wolf stayed with me the night before, and we hooked up with Larry Moter at the show, then set out in his car.

Our first stop was Lickinghole Creek Brewing Company, located in the country about 30 miles west of Richmond. It turned out that they were having a fair on the brewery grounds that day, so there were almost a thousand people on site. In addition to their beers, they had food trucks and craft tents, as well as attractions for kids.

We purchased beer tickets and sampled 5 of their brews ranging from a Saison to a Double IPA. We also enjoyed a hot Italian sausage and a pork barbeque.

Our next stop was Midnight Brewery, where Jim and I shared a flight. He especially enjoyed the Midnight Granite Oatmeal Stout. We then proceeded to Isley, a brewery near downtown Richmond that had opened three weeks earlier. They had three beers on tap: a pale ale, a Belgian white, and an oatmeal porter. Next was Strangeways, which is



known for its variety of beers and eclectic styles. We sampled two sour beers—a sour saison and a cherry sour saison—and their rye bock and pumpkin porter as well. After the brewery visits we went back to Larry's house where he grilled sausag-

We met the owner and he told us about a big contract they would be starting soon for Back Forty Brewing in Alabama, and I recently saw on Facebook that they are now canning for Back Forty. I also saw that they are brewing for Wooden Skiff in



es and we sampled a few more beers before returning home.

A few weeks later my wife, Ann, and I decided to visit the new brewery in Washington, DC: Bluejacket. They had been planning to open for several months and finally made it in October. I had heard they had a large number of beers, and when we arrived we saw their board, listing 20 tap beers and 5 cask beers. They sell all their beers in four ounce samples, and we tried six along with lunch.

We also visited the new Gordon Biersch location just down the street from Bluejacket. I know these are not Virginia breweries, so our next stop was the new Beltway Brewing in northern Virginia near Dulles Airport. They have a different business plan: to contract brew for breweries that don't have enough capacity for themselves. They had not picked up any contracts yet, so they were pouring two of their own beers.

South Carolina, so their business plan may be successful.

There were still a lot of Virginia breweries that I hadn't visited, so we planned several more trips to begin after the holidays. On the first weekend of the year, we met Rayner Johnson, Larry Moter, and several other friends to visit some new breweries in northern Virginia. Our first stop was Forge Brew Works, which is about three miles from Ray's house. We met the brewer, Matt Rose, who gave up his job as an engineer to open the brewery. We sampled his 12 beers, including three different single-hop IPAs. We especially enjoyed The Solstice, his seasonal dark saison that he had brewed a few weeks before for the winter solstice.

Our next stop was lunch at one of the three Sweetwater Tavern locations. They brew at all three locations and their food is excellent.

We then went to Heritage Brewing in Manassas, which had just opened four days earlier (on New Year's Eve). We enjoyed the beers at Heritage but were disappointed by their pricing: \$7.00 per shaker pint. We instead ordered two flights of four (also at \$7.00 each) so we could try all eight of their beers including their experimental beers #1 and #2.

The following Wednesday we had tickets to the North Carolina basketball game in Chapel Hill and we decided to take a trip to western Virginia after the game. We visited four North Carolina breweries before going to Wolf Hills Brewing in Abingdon, VA. This brewery is about six hours from my house in far western Virginia, but I had been there once. The highlight of the stop? Brand new cans of Trooper's Alley IPA that they had just started canning about two weeks earlier. Of course, I bought a bunch.

Our next stop was The Damascus Brewery in the small town of Damascus. The town is known for the Virginia Creeper Trail, a 34 mile bicycle trail with 17 miles downhill that gets over a hundred thousand riders per year. We met Adam, the owner and brewer, saw his 50-gallon brewing system, and sampled his four beers. I especially enjoyed the Reason Irish Stout.

The next day we planned three more brewery visits on our trip back home. Our first stop was the River Company, a restaurant-brewpub with a beautiful location overlooking the New River in Radford. They are open for lunch on Friday, but there were very few customers on that early afternoon. We sat at the bar, ordered a flight, and started talking to the bartender and the man next to us at the bar. He turned out to

be a volunteer who had been helping at the brewery since it opened. He offered to take us on a tour of the brewery, which we of course accepted.

We met the brewer and told him how much we had enjoyed the Wooddog Porter that was aged in Cabernet barrels, but he told us he couldn't take credit since the previous brewer had made it. Our next stop was at Bull & Bones in Blacksburg, a restaurant in a college town with a brewery. We had been there once before and didn't think much of the beers, but they had improved some. We ordered their flight of seven samples, which included a hoppy IPA called Lunch Pail and their winter seasonal, Whiskey Dubbel, a Belgian dubbel aged in Bourbon barrels that Ann especially liked.

brewery in Virginia that I had not visited: Young Veterans in Virginia Beach. We limbered up at Beach Brewing, in the same industrial complex as Young Veterans. Beach was in the process of moving to their new location (a couple of doors away) so they only had two beers: a wheat and a double IPA.

We ordered a flight at Young Veterans. It included a blonde, Pineapple Grenade Hefeweizen, Night Vision American Stout, and an Imperial White IPL. The beers were excellent, and we enjoyed talking with one of the brewers.

With the visit to Young Veterans, I had been to every open craft brewery in the state of Virginia. But that didn't stop us. Next, we went to O'Connor Brewing where we had a flight of six beers. I thought the El Guapo Agave IPA was especially interesting. Then, we drove about a mile to Smartmouth and shared a flight of five, including their award-winning Notch 9 Double IPA. We ended the evening with dinner at the Gordon Biersch location in Virginia Beach.

The next day we planned on stopping by the two breweries in Williamsburg before heading home.

Since we arrived in Williamsburg early, we decided to visit some of the sights in Colonial Williamsburg, including taking a tour of the colonial Capitol. On to Williamsburg Alewerks. They charge \$5 for their flight, but I was quite disappointed with the pours of less than an ounce of each

of the seven beers available. Nevertheless, their Drake Tail IPA and Bitter Valentine Double IPA are excellent beers.

We next went to Brass Cannon. They have been open for about 1.5 years. I had visited once before and their beers were not very good. I'm sad to report that they have not improved.

The next day I went to a Capitol City Chapter/Blue-Gray Show planning meeting near Manassas. Afterwards, Larry Moter, Jim Zillian, and I visited two breweries in the area. Our first stop was Bad Wolf, where we sampled five beers including a Citra Saison that I liked.

Then we went back to Heritage. They had two new experimental beers: numbers 3 and 4. Three was a Honey Pepper Pale Ale that I liked very much, with the combination of hops and a subtle pepper flavor. But, I was again very disappointed with their pricing. We paid \$21 for a shaker pint of Scottish ale and two 10-ounce glasses of the experimental beers. Even though I like their beers, I will not hurry back because of their pricing.

The next day we went to an NFL Playoff party in Alexandria, which included a huge beer tasting. Before the party we stopped at Port City Brewing, and since we were going to sample a large number of beers later in the day, we only sampled three at Port City. I liked their Maniacal IPA very much.

The next day Ann and I had tickets to the North Carolina/Virginia basketball game in Charlottesville. Since it was Monday, most of the breweries were closed, but we did visit South Street, where one of the beers they had was a Sahti, a Finnish beer brewed with juniper.

On the last day of January, Ann wanted to visit her mother



Our last stop of the day was at Flying Mouse, a new brewery in Troutville near Roanoke. They number rather than name their regular beers, so we sampled #3, #5, and #8 as well as their named Winter Ale.

The next week our plans allowed me to go to the last open

near Charlottesville. I offered to drop her off there so I could visit the Starr Hill brewery. I sampled eight of their beers including their 10.5% Bandstand Barleywine.

The next day we went to North Carolina so Ann could attend her niece's baby shower. After the shower we visited three NC breweries. Before going to a Super Bowl party in Richmond the next day, we stopped at Extra Billy's, a bar-beque restaurant/brewpub. I had only been there once before and was not impressed with the beers. I'm happy to report that they were much better this trip. We sampled the four beers they had available, but we missed the Citra Ass Down IPA: it had run out the night before. I will definitely go back to try the Citra.

In early February, Ann was invited to my niece's bridal shower in Richmond. I decided to take her so I could visit breweries with my brother-in-law. Our first two stops were ones I had visited recently: Strangeways and Isley. We sampled four different beers at Strangeways, including the Whap! Sorachi Sour and the Barrel-Aged Phantasmic IPA. At Isley I ordered the Scott's Addition IPA, which was excellent. I also tasted the Choosy Mother Peanut Butter Oatmeal Porter, which had a prominent peanut butter taste.

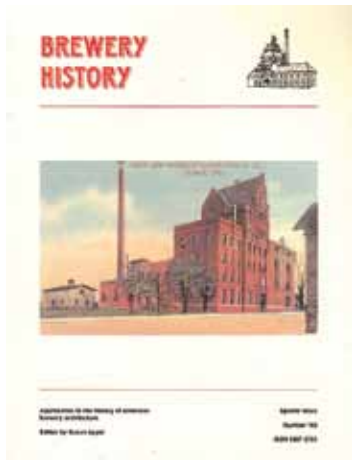
Our last stop was Hardywood Park, a brewery that opened about two years ago and brews excellent beers. We had to park several blocks away because, as we found when we entered, the brewery was holding a square dance (they often have live music there). We ordered the New Zealand Pale Ale and the SB Mild, but I looked on the board and saw that they had Brian's Barrel Blend #4. This beer is a



combination of Bourbon Cru, Barrel-Aged Hoplar IPA, Barrel-Aged Russian Imperial Stout, and Great Return IPA. Since it is 12% alcohol, I only asked for a taste. The chocolate and bourbon flavors were really noticeable, and it was an outstanding beer. I wished I could have had a whole one, but I resisted.

Post Script: With my visit to Young Veterans in January, I had been to every open brewery in Virginia. But, alas, there are

already two new VA breweries: Adroit Theory and Old Bust Head. In addition to visiting them and the rest of the breweries that open in the state during 2014, I have another goal inspired by Chuck Triplett, a fellow beer traveler from northern Virginia. He wants to visit every brewery in the state this year, and so do I. There are about 70, but I think I have a good start, with visits to 22 different Virginia breweries in the first six weeks of the year.



A special issue of *Brewery History* has been guest-edited by NABA member Susan Appel. This issue is titled "Approaches to the History of American Brewery Architecture." Along with an introduction by Appel, the issue includes five essays by different writers covering varying areas of American brewery history and demonstrating the range of interests these industrial places attract. The writers include:

Greg Brick (geologist)
Craig Williams (archaeologist)
Susan Appel (architectural historian)
Rich Wagner (brewer, brewery historian)
Doug Hoverson (historian)

The volume's Introduction, by Susan Appel, has been posted for free access at <http://www.breweryhistory.com/journal/archive/155/index.html>, where information can also be found on how to purchase a copy of the issue.

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NABA Convention 43

TOLEDO, OHIO

July 29 - Aug. 2, 2014



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Private in-room dining is also available via room service. Relax in Aqua Bar, the hotel's lounge, and enjoy your favorite beverage and a light snack.

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Our hotel is complemented with 18,000 square feet of conference/banquet space accommodating groups up to 1500; and our 11,000 square foot Grand Ballroom is one of the largest in the area. Our professional on-site sales & catering staff is ready to assist you with all of your planning needs to ensure a successful event. The TOLEDO Grand Plaza provides the ideal atmosphere for an elegant affair, convention or business meeting.

NABA CONVENTION 43 • July 29 - Aug. 2 • TOLEDO, Ohio

Daily Convention Activities – Toledo 2014

Tuesday, July 29

11:00 am to 4:00 pm	Early Birds Home Collection Tours - See Summer Issue of the BC
4:00 pm to?	Registration and Hospitality – open
7:00 pm	Mudhens Baseball Game -(ticket required)
All Day/Any Time	Room-to-Room - buy, sell or trade

Wednesday, July 30

9:00 am to?	Registration and Hospitality - open
9:00 am to 4:00 pm	Microbrewery, lunch and home collections bus tour (ticket required)
6:00 pm to 8:00 pm	Brewmaster's Dinner (ticket required)
All Day/Any Time	Room-to-Room - buy, sell or trade

Thursday, July 31

9:00 am to?	Registration and Hospitality - open
10:00 am to 12:00 pm	Seminars (Topics to be announced)
3:00 pm to 5:00 pm	Seminars (Topics to be announced)
7:30 pm	First timers greeting
All Day/Any Time	Room-to-Room - buy, sell or trade

Friday, August 1

7:30 am to?	Board of Directors Meeting
9:00 am to 11:00 am	Registration and Hospitality - open
9:00 am to 11:00 am	Auction Item Consignment
11:00 am to 12:00 am	View Auction Items
12:00 am to 4:00 pm	Auction – Registered Members Only
4:00 pm to 5:00 pm	Full Micro Beer Bottle Swap
3:00 pm to 5:00 pm	Registration and Hospitality - open
5:00 pm to 6:00 pm	Taste of Ohio – Micro beer Tasting
5:00 pm to 8:00 pm	Ohio Collector Display - ballroom
6:00 pm to 8:00 pm	Annual Business Meeting, Banquet and Guest Speaker
8:30 pm to 10:00 pm	Registration and Hospitality - open
All Day/Any Time	Room-to-Room - buy, sell or trade

Saturday, August 2

7:00 am to 9:00 am	Set up for Public Show and Sale
9:00 am to 2:00 pm	Public Breweriana Show and Sale
3:00 pm to 6:00 pm	Hospitality - open
6:00 pm to 7:30 pm	Banquet and Convention Adjournment
8:00 pm to ?	Hospitality - open



See you in St. Louis, MO for Convention #44, 2015



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July 29 to August 2, 2014

Toledo Grand Plaza Hotel

444 N. Summit St.

Toledo, Ohio



Member Name _____ Spouse (if attending) _____

Address _____ City _____

State _____ Zip _____ e-mail address _____ Phone _____

Is this your first NABA Convention? Yes _____ No _____ If yes, you and your family are invited to a special Thursday evening gathering to meet your NABA officers. Please accept our invitation. How many will attend? _____. Member registration includes hospitality room beverages and snacks throughout the Convention, admission to the Friday Auction, room-to-room trading, various in-house events, Friday and Saturday banquets, Microbrew tasting and early admission to the Saturday Public Show.

MEMBER AND GUEST REGISTRATION

- Member registration fees: Before July 15 - \$85 per member \$ _____
 - Spouse/Adult Guest registration fees: Before July 15 - \$85 per guest or spouse \$ _____
Spouse/Adult Guest Full Name _____
 - Children pre-registration fee: Under 12 free. \$35 per child age 12-18. \$ _____
Children's names _____
 - Tuesday Night *Toledo Mud Hens* Baseball Game 7 PM Tickets _____ @ \$9.00 per person \$ _____
 - Wednesday Breweries & Home Tours Bus Trip plus lunch Tickets _____ @ \$35 per person \$ _____
 - Wednesday Brewmaster Dinner (limited seating) Tickets _____ @ \$45 per person \$ _____
 - Saturday Trade Show Table - Qty _____ @ \$10 per table w/power _____ @ \$15 per table \$ _____
 - Saturday Trade Tables (w/o Convention registration) Quantity _____ @ \$25 per table \$ _____
 - NABA Membership Dues \$25 if dues have expired. Check your last BC for expiration date \$ _____
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Online direct with the Toledo Grand Plaza is 419-241-1411

See www.nababrew.com or *The Breweriana Collector* for a summary of Convention Times and Activities.

See www.dotoledo.org for other Toledo activities.

Please Circle: I plan to arrive on Mon Tue Wed Thu Fri Sat and leave on Tue Wed Thu Fri Sat Sun

See you in Toledo! And don't forget we will be in St. Louis in 2015



NABA's Convention hotel is on Summit Street, near the waterfront.



Tony Packo's: a Toledo Must-Visit.



Buckeye Chapter March 2014 Trade Show.



Buckeye Chapt. member, John Huff in his "man cave" full of breweriana: one stop planned for the 2014 Convention bus tour.



Auction Hysteria

by ROBERT HAJICEK

Because of three recent events, I want to explain my thoughts about the content of my Auction Hysteria column concerning prices and descriptions of breweriana. So the format of this issue's column is not typical, and we are going to skip the Craft/Micro section this time. But fear not: it will return in the Summer issue.

The breweriana prices listed in this column are not intended to be a price guide. Generally, price guides should be developed by a group of knowledgeable collectors taking into account many facts, like quantity known, graphics, and desirability. Auction prices listed in this column are not necessarily determined by knowledgeable collectors, or a "group" of collectors, and you cannot negotiate an auction price. Auctions tend to drive prices up. Perhaps the seller was having a friend run up the bids. Some sale prices are from one bidder (as is the case with "buy it now" eBay listings).

The descriptions of breweriana in the column are taken from information provided by the seller's written eBay listings. Some eBay listings do not describe item size. Most sellers try to describe condition of the item in words or photographs, yet photographs can be misleading, blurry, small, and incomplete (i.e., not showing all sides of the item). The written description can be misleading, vague, and include exaggerations, hearsay, or simple lies. The seller may have no experience being a collector, therefore might not include the information we collectors need. As a bidder, I do not rely on the eBay listing for any accurate information. We collectors need to be smarter than the seller of any item we are interested in.

Buyer beware!

Two of the recent events

I reference above were: a "by invitation only" auction of a Gluek collection; followed by a public estate sale for the owner of the Gluek collection. I attended both the auction and estate sale, and want to share a few stories with you.



A three piece Gluek painted tin sign (3 feet x 8 feet) was at the invitation-only auction. It is believed among many that this tin sign was specially made for the collection owner and is not old and not original breweriana. The tin material is not the same as you would expect from a 1940s or 1950s sign manufactured by Stout Sign Company, nor any other of the typical sign manufacturers of the period. The sign has both the blue star and red lion designs, which were not used by the Gluek Brewing Company at the same time. The sign was recently re-sold by a local auctioneer for \$825 to an unsuspecting buyer. That local auctioneer attended the invitation-only auction.

A quantity of 50 Gluek pilsner glasses with a thin blue Gluek star and gold rim were at the invitation-only auction (shown at right). Again, it is believed by collectors that these glasses were specially made for the collection owner and are

not old and not original breweriana. All of these glasses were re-sold by a local auctioneer in the price range of \$11 to \$18 each. **Buyer beware!**

A quantity of 30 red lion ceramic mugs were at the invitation-only auction (shown below). Once again, these mugs have been judged to be of recent manufacture and not old and not original Gluek breweriana. Again, the mugs were recently re-sold by a local auctioneer in the price range of \$7 to \$8



each. Along with ceramic mugs, there were cloth flags and gym bags with the red lion design at the auction and estate sale. Collectors and historians acknowledge that these items are not typical advertising from the Gluek Brewing Co.

At the invitation-only auction, there were some old, original paper art works along with a number of new black and white images printed on new paper. Some of the new paper images were framed, others were unframed. Items that did not sell at the invitation-only auction were taken to the public estate sale. One of the new paper items was large (30 in. by 45 in.) with an image of a conetop beer can. This



item sold at the public estate sale and was recently listed on eBay, and sold there for \$272 to an unsuspecting bidder.

Buyer beware! This new paper item has no value.

The people who organized the “by invitation only” auction for collectors did a good job of describing the age and authenticity of the items.

The third recent event that inspired a more thorough explanation in this column was a nice email I received from Mr. DeVolder, a NABA member

from the Rochester, New York area. He wants *BC* readers to know that the Genesee Falls pre-Pro tray reproduced in *Auction Hysteria* Volume 164 Winter 2014 (and also shown here) has been extensively repainted. The Genesee Falls tray was sold through eBay on November 14, 2013 for \$2158.33 to bidder p***g, who had 1488 feedbacks as of January 6, 2014 when I started preparing this article. (eBay no longer lists the full bidder name, hence the asterisks in the bidder name above.)

The repainting of the tray was not described in the eBay listing. The seller describes the tray with words including, “in beautiful condition” and “in great condition.” Mr. DeVolder writes, “This tray had been for sale by a fellow Rochester collector for quite a while; I would guess two years or more. He’d had it priced around \$500, as it had a very poor restoration to the majority of the center. The last I saw it was at a show in April. It was sold after that show. The tray was offered to another area collector this past fall, with the understanding it had some minor touch ups.

It then appeared on eBay [*Ed. note: Nov. 2013*]. A non-collector third party sent a question to the eBay seller asking if the tray had any restoration. The seller stated in a lengthy response that he’d just bought it, as is, and had no knowledge of any restoration and did not own a black light.” The question and answer did not appear in the eBay listing. “Unfortunately,” Mr. DeVolder continued, “it ended selling for what a good tray would bring.”

The repainted tray is shown at the left of the box below; and an original tray is shown on the right half of the box (next pg.).

This story emphasizes the need to be smarter than the seller and not rely on the seller’s information, or you will pay the consequences. The eBay seller of the tray had 3073 transactions and 100% positive feedback, but could not describe the true condition of the tray.

Editor’s Note: An abbreviated version of the regular Auction Hysteria column follows on the next page.



Repainted tray and detail

As you can see in the detail photos, the colors of the repainted tray are wrong and the repainted design does not match the original tray, in the sky and waterfalls.





Left: Prince of Pilsen Lithographed Opener, Old Colony Brewing Co., Boston, MA \$89
Middle: Old Colony Brews Lithographed Opener, Old Colony Brewing Co., Boston, MA, \$90
Right: St. Marys Ale Glass Tapknob, 2-3/4" tall x 2-3/4" diameter, \$665



Above: Pabst Tin Sign & Beer Can
Pabst Brewing Co., Milwaukee, WI \$787



Left: Rainier Beer Enamel-Under-Glass
Seattle Brewing & Malting Co., Seattle, WA \$2,500



Below: Straub Enamel-Under-Glass
Straub Brewing Co., Pittsburgh, PA \$1,025



Poth Flattop Can
Poth Brewing Co., Philadelphia, PA \$4,407



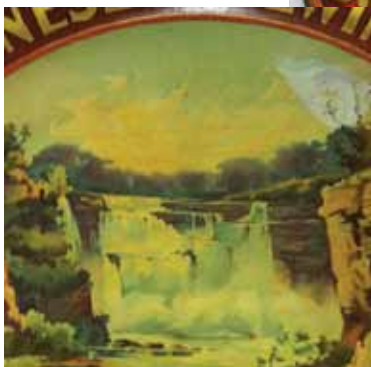
Top: Acme Neon Sign, 14" x 7", California Brewing Assn., San Francisco – Los Angeles, CA, \$1,446
Bottom: Pabst ROG Lighted Sign, 16" x 9-1/4" Pabst Brewing Co., Milwaukee, WI, \$987



Mr. DeVolder provided the photograph of the original tray.



Original tray and detail



Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Clock advertising stands the test of time

There is an old saying that “time flies when you’re having fun.” Part of that fun, for me, is keeping time on a vintage beer advertising clock.

This is not a comprehensive or definitive history of clock beer advertising. It isn’t a full-course meal; more like a sampling of tasty snacks. If I listed all of my favorites, there wouldn’t be room in this issue for much else, and that wouldn’t be fair to other writers that entertain and inform you.

I am relying on notes and photographs I have taken of clocks since the 1970s—clocks found at shows, antiques malls, and shops; in various breweriana collections; and by researching the expertise of collectors who assisted me.

Beer clocks are not uncommon. Pages of images can be found on Internet auction sites, (most notably eBay). Most were issued during the last 50-60 years. Even a few scarce 1930s/1940s clocks appear, but those are found on websites that specialize in vintage brewery advertising.

The greatest proliferation of clocks began in the late 1960s. But compared with classic pre-World War II designs, most of these plastic pieces run the gamut from non-descript to downright unattractive.

Fakes and “fantasy” pieces also have flooded the market in recent years: cheaply made, battery-powered rip-offs that have little value to serious collectors. Some say they are suitable for “man caves,” but my personal opinion is that they should be tossed in the nearest Dumpster.

Although a very few beer advertising clocks were in use as early as the late 1890s, most didn’t appear until the post-Prohibition era, beginning in 1933. The real gems sought by many collectors are in the Art Deco design style that was fashionable in the 1930s/40s. Examples of this exquisite craftsmanship have stood the test of time. It is amazing how many are still in working order.

Not all breweries used clocks: being more expensive to produce than other sign advertising, they were made in limited numbers. It is likely they were reserved for a brewery’s best wholesale and retail accounts.

Clocks come in many shapes, sizes, colors, and materials. Frames were constructed from metal, plastic, Bakelite, chalk, composite, glass,

or combinations; while faces and protective shields were from plastic or glass. Most were illuminated with incandescent, fluorescent, or neon lighting.

They were made by companies familiar to most breweriana collectors: Gillco Glass Sign Co., Price Brothers, Ornate Glass Co., Cincinnati Advertising Co., Crystal Mfg. Co., Fyreart, M.J. Golden, and the Golden Novelty Co., among them. *[Ed. Note: see sidebar at the end of this article for more about Golden Novelty clocks.]* Unfortunately, many clocks do not carry the maker’s name, so it is difficult for researchers to establish this aspect of provenance.

Gillco, a Philadelphia company that produced spectacular post-Prohibition beer advertising, made a dandy clock for Mellow Brew Beer (Electric City Brewing Co., Kaukauna, WI). The focal point is a circle in the center of an unusual octagonal metal frame. Vivid orange is the dominant color: face, numbers (on blue circles), and lines that represent minutes.

Among the many beer signs produced by Price Brothers (Chicago) were register-top “Halo Clocks,” some of which are similar to Ornate Glass models. These had horizontal glass bubble fronts. Clock and sign were mounted on deco-style metal bases.

Pre-Pro and elaborate: One of the more ornate beer clocks I have seen was used in the pre-Pro era by the somewhat obscure L.Z. Forster Brewing Co. in Ypsilanti, MI (1895-1914). The small, round clock is built into a large (12 in. x 11 in.) gold-painted cast iron back bar statue that advertises Gold Band Export. It was manufactured by the Golden Novelty Co. of Chicago, which produced many ornate advertising pieces for the brewing industry and others. Golden Novelty patented it in 1895.

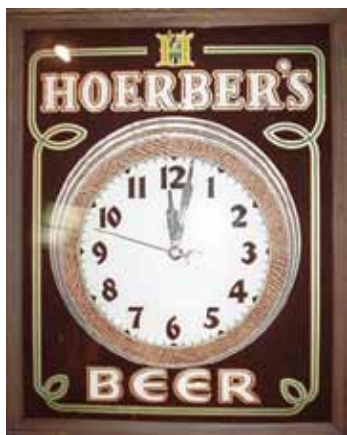
The distinguishing feature (other than its bright gold color) is an image of a reclining female, tooting a horn with her arm resting on the clock. A circular crest is in the center of the base, flanked by an image of an old steam engine on the left and a sail boat on the right.

I do not have a photo of this piece, but one appeared in a sales book issued by Lynn Geyer’s Advertising Auctions in 1993 (Item #949, Auction 17, December 12). My notes say it was me-

chanical (required winding up) not electric. After Prohibition, virtually all beer advertising clocks ran on electricity, with many later models powered by Telechron motors or quartz devices. Some made in the last 25 years are battery powered.

Reverse-on-glass: The snazziest beer clock I have seen in this category is Hoerber's Beer, a product of the Hoerber Brewing Co., Chicago. It was made in the 1930s by the Crystal Mfg. Co., Chicago.

Some Chicago brewery historians believe this piece may have been a one-of-a-kind specimen that was displayed



in the brewery's offices on the South Side. Such assumptions can be risky, however.

It is 30.5 in. x 24.5 in. x 6.5 in. and decorated in tan letters with bright green trim framing it. The cream-colored clock face is encircled by rings. Letters and rings have a striking orange hue when lighted.

It sold for \$2,700 in the 2012 Grenke auction—a surprisingly modest price, considering its rarity. Perhaps an apparent restoration that may have been done to portions of the painted glass was a concern to some collectors.

A slightly smaller version in this style advertised Burger, a popular Cincinnati beer.

The Atlas Brewing Co., Chicago, used many ROG Art Deco clocks to promote its beer in the 1930s and 1940s. The best, I believe, is the Atlas Prager

"It's Tops for Taste" clock that was manufactured by Cincinnati Advertising. It is in a bright-metal frame, (22.25 in. x 16.5 in.) with stunning black and white graphics.

Others are a classy All-American Lager Beer (lots of red, with a starburst graphic in the center) and Prager Beer "Slow Brewed" made by the Ornate Glass Co., Chicago.

Early post-Pro advertising and labels often carried a distinctive silhouette image of a building that many believe is the Atlas brewery. Chicago breweriana collector Ray Capek from Lisle, IL, disagrees. "The image on the Atlas Prager items is actually the Old Town Bridge Tower in Prague," he said, and reports that he visited Prague's tower in 2012 and confirmed his assertion.

Time in motion: Some clocks had motion features and, in some cases, a sweep hand. A large 1930s Art Deco glass-front Champagne Velvet clock is a special example of this style, and is one of my favorites.

The captivating feature of this large Hammon Motored piece is the revolving ring of light that peeks through lines on the rim of the face. The effect is almost hypnotic.

Most of the graphics were painted on the reverse of the glass face, including a large yellow circle in the middle with Champagne Velvet in cursive letters overprinted on it. Two



lines of small text follow. At the top of the circle is a smaller red circle with the familiar CV in yellow. The only two numbers shown—12 and 6—are painted on the flat metal face, as are yellow dots that represent the other hours. The two hands peek from behind the yellow circle.

Bubble fronts: The bubble-front style, sometimes called double-bubbles (maybe you can explain why), was popular and widely used by breweries. Scores of brands were emblazoned on colorful painted faces or glass lenses.

The style has variations but shares similar characteristics: round body, 14 in. or 15 in. diameter; painted faces (some were embossed); metal frames (a few were made of Bakelite); and convex glass fronts (some were clear plastic and some had flat fronts).

A few stand-outs have topical designs: American Indian motifs (Iroquois, Buffalo, NY and Leinenkugel's, Chippewa Falls, WI), or animals, including a bear on the face of a 1950s Walter Brewing Co. piece (Pueblo, CO, kin to the Walters brewing in Wisconsin).

Those with Bakelite cases included Jax (New Orleans) with block letters that say "Drink Jax Beer," and a glass-front—not plastic—Mitchell's Premium Extra Dry (El Paso, TX). Bakelite supposedly is a brittle form of plastic, but many items made from this once-popular pre-World War II material (including ball knobs) have survived.

A fancy and unusual bubble-front that advertises Burgermeister Beer (a popular San Francisco brand known as Burgie) is in the collection of Rawley Douglas, an expert collector of California beer advertising.

Although the graphics in the center of the glass front are appealing—"Say Burgie" in white letters on a blue field



surrounded by alternating red/white/blue lines—its unique feature is that it is both a 12-hour and a 24-hour clock! The 12-hour clock is on a blue circle on the outer portion, the 24-hour is on a white inner circle. It is the only one I have seen with this feature.

Douglas said California clocks are scarce because only a few breweries in the state ever used them—and because of a restrictive state law. Most clocks were issued the 1950s and 1960s by the Regal Pale Brewing Co. (1953-1963), and by the San Francisco Brewing Corp. (1935-1957, which became the Burgermeister Brewing Corp. from 1957-1964, and both produced Burgermeister).

“All my clocks have plastic fronts, are from the 1950s and are considered very scarce,” Douglas said. He tells one of the most interesting clock stories I have heard, and explains why California brands are scarce.

“...Clocks were not allowed in bars in California prior to 1960 because they promoted drinking,” Douglas said. The reasoning behind this convoluted law, he said, was that if customers looked at a beer clock, they would be encouraged to drink more. It was believed by some that because patrons knew they only had limited time to drink—a clock would tell them this—they would “pound drinks before the bars and taverns closed.” Makes one wonder if non-beer

clocks were also banned.

“So if you were to find a California brewery clock [issued earlier than 1960] you can rest assured that it came originally from a Western state—Arizona, Idaho, Nevada, Oregon, or Washington—where beer distributors sold a California brewery’s beer.”

Time in a box: Boxy metal-faced clocks were used by some breweries in the 1930s and 1940s. Many have survived, likely because of their rugged wood-frame and tin-face construction. Sizes vary slightly: 5.5 in. square (ABC, A.B.C. Brewing Co., St. Louis); 17 in. x 24 in. (Country Club, M.K. Goetz Brewing Co., St. Joseph, MO); 14.5 in. x 19 in. (Burger, Burger Brewing Co., Cincinnati); and (exact measurements unknown) Schoenling & Schoenling (Schoenling Brewing Co., Cincinnati) are a few examples.

What makes the Schoenling version special is the neon tubing that runs along the inside edge at the front of the metal case. Distinct features of others include the glass front on ABC, embossed lettering on Burger, and Country Club’s black ROG numerals.

Chalk bodies: My favorite example of a back-bar chalk clock is the colorful “Cowboy’s Dream” issued by the Arizona Brewing Co., Phoenix, in 1953. It was inspired by artist Lon Megargee’s 1948 iconic lithograph of the same name. This 11 in. x 11 in. x 7 in. gem



features a slumbering cowboy with his head on a saddle. Above him, at the statue’s highest point, is a spectral image of a long-haired woman riding a horse. She appears to be sans clothing.

A metal clock set in a cutout in a large “boulder” to the right of the cowboy has revolving digital numbers. It was produced by the M.J. Golden Co., Pittsburgh, PA.

Not the main feature:

Clocks that were not the focal point of a sign, but represented an added touch tucked away in a corner, are less common. More than 30 years after the Forester clock appeared (see section above, *Pre-Pro and elaborate*), an interesting stylized metal version was issued by the Duquesne Brewing Co., Pittsburgh, for its Duquesne Pilsner brand. Another issued during the 1940s by the American Brewing Co., Miami, FL, for Regal Beer has a small square clock as part of the ROG. It’s on a field of gold and black horizontal stripes. The metal base is Art Deco style.

Another example is a Keeley Beer “Just Right” clock for Keeley Brewing Co., Chicago. The clock is to the right of a large ROG circle.

Keeping them running:

Although many vintage clocks have survived in good shape, some have required repairs, including new wiring and replacement of hands and internal mechanism. Wiring on any electric beer sign—but especially those made 70 or 80 years ago—should be inspected thoroughly before being plugged into an outlet so that elderly wires do not ignite electrical explosions and fires.

NABA member Ken Quaas from Hinsdale, IL, purchased a beautiful 1950s Regal Beer clock (American Brewing Co., New Orleans), with the image of a dashing buccaneer



painted on its face. Its electrical mechanism, however, does not work and he has sought the assistance of other collectors to get it repaired. "The face, hands and bezel are in terrific condition; the electrical components just aren't working," Ken said. "It needs to be re-wired—it has sockets for two 15-watt bulbs—and the old Telechron clock motor is shot. I don't really want to replace it with some cheap new quartz version." Expert advice is always welcome, and I will relay any help offered via this column to Ken.

Some collectors get carried away with their passion for beer clocks. A friend has seven Falstaff swinging-mug motion designs above his kitchen sink. Six are identical. Did I mention he's a bachelor?

As much as I admire beer clocks, I confess that I only own two, both from Chicago—a 1930s Atlas Prager Art Deco piece and a 1950s plastic-face Meister Brau from the Peter Hand Brewery. I will add more, but all in good time.

Ed. Note: As coincidence would have it, two contributors wanted to discuss brewery advertising clocks for this issue. At right is a short piece with additional info for your consideration.

Golden Novelty Company of Chicago by Dave Launt

A number of years ago I found something quite different from other breweriana in my collection, that I simply had to have. Most of us collectors have episodes of this type of behavior. The item was a cast steel or iron clock from Consumer's Brewing Company of Brooklyn. Upon checking the back, I found it was made by the Golden Novelty Company of Chicago. This type of find gives us a view of marketing in the pre-Prohibition era. The casting is heavy, about 7 or 8 pounds, and is 12.5 inches in height, about 4 inches in depth, and about 7.5 inches in width.

It features Lady Liberty sitting on barrels of Columbia Beer, Columbia Extra Lager, and Columbia Special Dark Beer. She is hoisting a cold one. Strangely, I have no recollection of where I bought the clock, what I paid for it, or how long ago it managed to appear in my collection.

For many years after my initial introduction to Lady Liberty, I searched for other items from Golden Novelty that were beer related. But to no avail.

While visiting Dick Milne's home one evening, I watched him pull a piece out of a drawer to show me. It was another clock, this one from Muskegon Brewing Company of Muskegon, MI, designed to look like a medieval castle. It was about 12.75 inches high, 7.25 inches wide, and about 3 inches deep. It was entirely black, whereas my Lady Columbia was more of a copper-colored statue.

After Dick's passing, a number of Patrick Henry Chapter members offered to help, when Sarah decided it was time to move the collection. A lot of us bought items, while some pieces went to Convention in Ft. Wayne, and others to trade sessions where they sold. Alas, I was unable to find the Muskegon B.C. clock and feared it was gone forever. As luck would have it, I opened one of the drawers where Dick had kept his breweriana magazines, and there lay the Muskegon piece. Sarah was with me, and we promptly came to a mutually agreed on price and it came home with me.

Usually NYC and upstate NY have been the geographies from which my collection grew over the last 20 years or so. But, hey, how many clocks from Muskegon had been produced? I knew I'd never seen one.

At the Flint show, there were a lot of collectors—more than a few long time collectors—and only one, Jim Kaiser, had seen the Muskegon castle clock.

Of course, when you find a rare relic, you continue to ask longtime collectors if they are familiar with it, or with others produced by the company that made yours. Nearly a year after buying the clock, it and Miss Liberty are the only ones collectors appear to be aware of made by Golden Novelty Co. My hope is that other collectors will come forward and show us a glimpse of other statues (clocks) from Golden Novelty, including that noted by Rich La Susa (Gold Brand Export) in his article.





Tivoli Toast of the Town Labels



This is the introductory or “anchor” label for the *Toast of the Town* series of labels picturing the Tivoli brewery.

Most brewers began by packaging their products in kegs for the tavern trade. The home market, however, represented a new source of revenue. It wasn't long before brewers began adding bottles, in addition to kegs, so they could tap this new market. This is when the bottle label became an important advertising vehicle.

In 1936 when many US brewers were experimenting with beer in cans, a small Detroit brewery decided to go a different direction. They opted to stay with bottles, and to design labels that would appeal to collectors. That's when the Tivoli Brewing Company introduced Tivoli Pale Select Beer with the byline “Toast of the Town.” Tivoli TOTs consisted of a series of labels, each with a different toast/rhyme, Q&A, or a visual illusion to trick your eyes. The tremendous depth of this relatively early collector series (and how many variations were actually printed) is not well known.

I am personally aware of 327 different designs: 149 toasts or rhymes; 26 visual illusions;

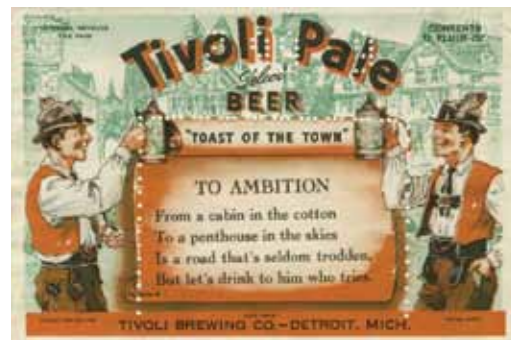
and 125 Q&As. Mine came from a collection I acquired from Ernie Oest and I have a strong suspicion it was Ernie who enjoyed the brew and then soaked the label off the bottle when he was unable to get it in unused condition.

Tivoli TOTs, copyright 1936, appear to be one of the earliest label series, preceding not only Koppitz Victory Beer's (also from Detroit) numbered set of 100 during World War II; but also the numerous and colorful beer can series of the 1950s.

The TOT series was well conceived. Just think of any drinking party: comparing toasts, or reading the questions and checking the answers on the back of the label, mostly by peering through an empty bottle to read the answer beneath. Some labels, however, were perforated so you could tear them off to get the answers.

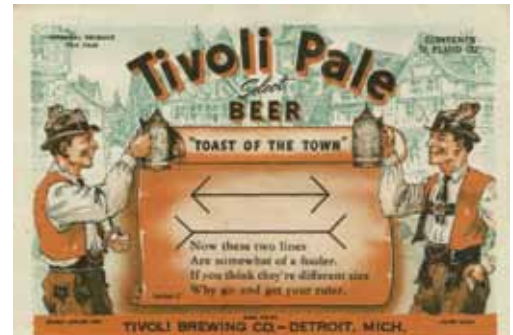
The 300 plus TOTs did a good job of focusing attention on Tivoli Beer and served as a great topic of conversation for many gatherings. But Tivoli closed in 1948. Now these labels represent a great opportunity to visit and savor days gone by.

Here's a closer look at the TOT series. They appear to have started with toasts and rhymes and there are a good number of these to be found. Some are clever while some—perhaps a stretch!

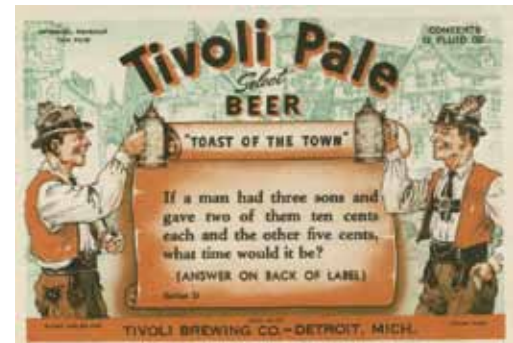
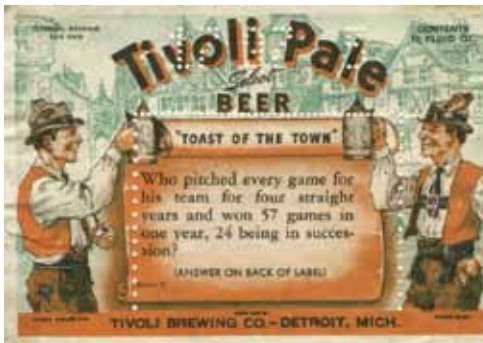
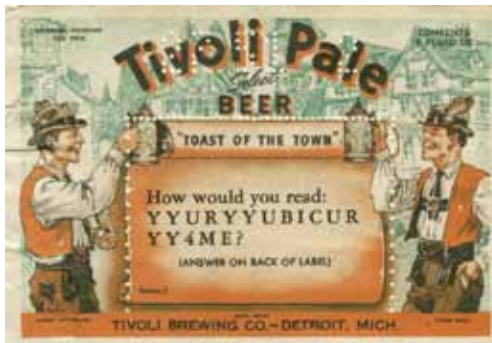


Three examples of clever toasts with rhymes. Note that one has tear-off perforations. Almost 150 different labels of this style have been documented.

Tivoli Toast of the Town Labels



Three examples of TOTs with visual illusions. Do they trick you?



Three examples of Q&A TOT labels. These seem to have been the most entertaining, so here's a quiz for you. Answer as many as you can, and pretend the "player" with the most errors buys the next round. Answers are on P. 35 -- No peeking!

1. What privilege was given to a batter in the "good old" baseball days of 1867, which he no longer has?
2. At what time of day was Adam created?
3. How does a goat smell?
4. How far can a dog run into the woods?
5. How would you read: YYURYYUBICURYY4ME?
6. If a child is not its mother's daughter, how is it related to its mother?
7. If a hole is 6 feet deep and 4 feet in diameter, how many bushels of dirt can be taken out of it?
8. If a man had 3 sons and gave 2 of them \$.10 each and the other \$.05, what time would it be?
9. If one 3rd of the sum of 2 numbers is 14 and half the difference is 4, what are the numbers?
10. If a man should be decollated what would he lose?
11. If a saltina wafer is a soda cracker, what's another name for an ice pick?
12. If "2 and 1" is shoe polish and "3 and 1" is oil what's "4 and 1"?
13. The sum of 2 numbers is 30 and one is greater than the other by 8. What are the 2 numbers?
14. What can be lengthened by cutting it at both ends?
15. What did the Indians use to raise hair?
16. What is it that has 3 feet and cannot run?
17. What is the derivation of the word CEREAL?
18. A 3 letter word that will quiet you for a while.
19. There is nothing on this 4 letter word after you guess it.
20. This 4 letter word is full of hot air but it gets around.

Near Beers After Repeal & New Finds

www.bobkaybeerlabels.com



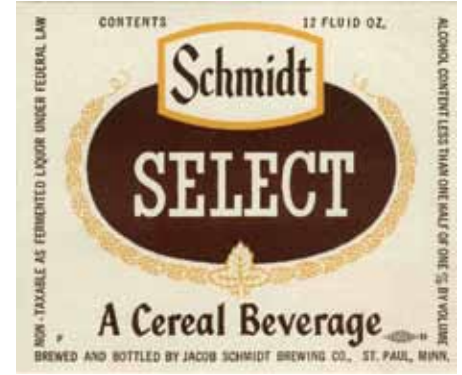
Circa 1940 near beer



Circa 1940 IRTP



Examples of "After Repeal" near beers



Near Beers (1/2% alcohol) were the only legal option for brewers during the Prohibition years. They all but disappeared, however, after the repeal of National Prohibition in 1933. A few national brewers did offer them, but they were generally a very minor part of the brand menu. Examples for Kingsbury and Schmidt are pictured. These products were usually for shipment to a dry area or used for testing changing consumer preferences.

Thus, it was a surprise when a circa 1940 Rainier Extra Export Stout 1/2% alcohol label recently surfaced. Thanks to Gary Flynn for reporting this new find. The label design is close enough to the IRTP version it could easily be overlooked. Until more are discovered this rates as a rare find.



John Ferguson was "Johnny on the Spot" when he snapped this picture of a rare Goebel lithograph with four labeled bottles pictured. He emailed me a copy to check against known labels for new finds. Sure enough, the Extra Dublin Porter was not listed. With a little cropping and enlarging I managed to get this picture for our new finds database. Thanks John, for a great addition.

Bob Kay

Can't Make the Convention?

We are trying an addition to Friday's Auction that will not only help members who (for whatever reason) cannot make it to Toledo, but also will add a few choice items to the auction that might be desired by those in attendance.

The Board realizes that many members find it difficult to make the annual Convention due to other commitments or geographic distance. So, what we are doing differently this year is to allow any current (dues paid) NABA member to submit one item of Breweriana to the Friday Auction—even if he or she is not a registered attendee. Now, one thing that won't change: If you are not registered for the **full Convention**, you will not be permitted to attend the Friday Auction—even if you have submitted an item.

Those who are not in attendance, yet wish to include an item, can either ship it to the address shown below; or the item can be brought by a friend intending to come to the Convention. The item must be valued at \$50 or more and be beer or brewery related. The item cannot have a reserve attached.

The seller is responsible for any shipping and insurance costs. Pack everything carefully, and include *inside the package* a card or sheet of paper with your name, address, and phone number. NABA is not responsible for lost or damaged items. NABA will send a check to the seller after the completion of the Convention.

Your item must be shipped to arrive at the address below **no later than July 25th**. Items arriving late will not be included in the Auction, and the sender will incur the cost of return shipping.

If there is interest going forward, and reasonable participation in this first trial effort, we will consider continuing with the hope of increasing the number of submitted items for the St. Louis Convention and those in the future. As we have done in the past, we will try to feature rare and special items in the Summer issue of the *BC* to help promote their availability to the membership near and far. So if you intend to participate from afar by shipping a spectacular item to be included, **you must let the auction committee know by May 15** for your piece to be considered for inclusion in the Summer issue.

Send item to:
NABA Auction
1585 W. Tiffany Woods Drive
LaPorte, Indiana 46350-7599

The "New" NABA Website is Here!

For everyone who has tried to access the website for info on members, the problem has (at last!) been solved. The website membership module is fully functional.

Go to nababrew.com and look to the upper right corner to find the log in area. Put your email address in the first box. Since you do not have a password at this time, simply click on the words: *forgot my password*. The system will email you to a link where you can "choose a new password" for future visits. The system is fully automatic so you can forget or change your password as often as you wish.

To access the Membership Roster, go to the tab on the left side that reads "Member Directory." You can search for virtually anything you want. If you do an Advanced Search you will see the list of possible selections reduce as more letters are added.

If you do not have an email listed with the Membership Chairman, please send an email to: nababrew@comcast.net and register your email address. If you are a dues-paid member, we will add it to the system so you can gain entry.

New members joining will have their email addresses automatically added. You can now very easily pay your dues online. Also, the ability to register for the Convention is live: Just go to the Convention Tab, drop down to "Registration" and follow the directions.

All sorts of new features are being incorporated into the site. We encourage you to stop back from time to time to see what else is new. If you would like to participate in helping with the website, please let us know.

In the next issue of the *BC*, we will provide a detailed discussion of all the features of the new website.

We hope you enjoy the new site and welcome comments about how it is working.

Thanks for your patience.

Dues Increase Effective August 1

Annual Membership dues as of August 1, 2014: US \$30, Canada \$35 (US); and overseas \$45 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!). Alternatively, visit nababrew.com and hit the "Join" button and pay your dues using the secure PayPal system. Renew before August and save \$5 bucks.

NABA Breweriana Detective

Walter's Litho Mystery: SOLVED!



Solid detective work often produces positive results. Rich La Susa's request for information about a mysterious "lithograph" he saw in 1985 has inspired this issue's Breweriana Detective column. Do you have an idea for a future NABA Breweriana Detective article? Please contact Lee Chichester: falconer@suva.net.

The Case of the Vanishing Litho has been solved!

Two people deserve credit for cracking the case that I described in the Winter, 2014, *NABA Breweriana Detective*: a collector that says he owns the actual piece I saw in the Walter Brewing Co. offices in Eau Claire, WI, and a NABA member that assists in story editing for this magazine.

It was Mike Paul that first responded to my column, in December. He is what our editor, Lee Chichester, describes as one of her "ace" proof readers—the folks that read stories and try to catch errors before they get into print.

I wrote my story on February 24. Soon after I sent it to Lee, I received a letter from a person that said he owns the sign I saw in 1985! He had written the letter on January 4 but sent it to NABA headquarters instead of directly to me. It was forwarded, but didn't arrive at my house until February 26.

James M. Wasielewski of New Berlin, WI, read the Winter issue and was quick to respond: "I was astonished to see my John Walter print in the photograph." He then neatly unraveled the mystery.

"The print was taken from the brewery by the Walter family and given to a couple in Eau Claire as a gift. It hung in their family room until last fall when I purchased it at an auction ... Being a Walter brewery collector, I just had to have it." The couple was planning a move and wanted the piece to remain in Wisconsin, he explained.

The photos he sent of his sign look like the same one I had photographed in 1985. Wasielewski provided background about the piece, based on what he had been told by its previous owners.

"... It originally hung in John Walter's office 100 years ago," he said. About 12 were produced originally. Only 3 or 4 are known today."

It was called John Walter Brewing Co. until 1920, when it closed for Prohibition. It reopened in 1933 as the Walter Brewing Co., and closed for good in 1985.

The piece is displayed in Wasielewski's living room. "It is a piece of art," he said, with obvious pride.

I am thankful to him and to Mike Paul, who provided background information. It was Paul who explained what this piece actually is.

"I like research and getting mysteries solved and questions answered," said Paul, a breweriana collector from Kewaskum, WI who has been in the auction business for many years. He has seen and owned a lot of breweriana—some of it rare. "I grew up in the auction business and with the exception of nine years in the Navy, it's all I've ever done."

Paul also has first-hand experience with the Walter piece: "This piece hangs in my late father's office ... Unfortunately he passed away three weeks before I read your story, so I can't tell you its history. It seems to me that he acquired it through some horse trading with the late Bob Markiewicz."

Paul did not believe when he wrote to me that his father's was the same piece I had seen in Walter's offices. "I took a closer look at my Dad's and the lettering on the top appears to be an applied decal," he said. A photo of his father's sign, unlike the one I took, clearly shows its beautiful details.

When I first saw the piece, it looked like more than a plain cardboard lithograph. Paul confirmed my hunch, although it still wasn't what I had thought it was: an original oil painting.

Markiewicz had told him this type of advertising was called an *oilette*. "Although they are printed on canvas they are often mistaken for original oil paintings, which they are not," Paul said. "Close examination will reveal an absence of brush strokes."



The Paul family's "oilette."



James Wasielewski's "oilette."

When I interviewed brewery owner Charles Walter in 1985, he had implied that the piece was original art work, one of a kind. His family may have received the first one, Paul said, but "it would seem unlikely that (the manufacturer) fired up the machinery to make one piece."

Beer-related original artwork is scarce. "Over the years, I have seen very little original artwork for advertising campaigns," Paul said. "Even in his considerable collection, John Brandt had only two pieces: the last of the Schlitz brewery prints and a Miller item."

Paul offered a bit of speculation about the Walter's oilette and a lesson about "one-of-a-kind" or "one-only-known" breweriana claims. "There is the possibility that because it was

located in the corporate headquarters, it was the original art upon which the oilettes were based," he said. "Blatz produced a somewhat similar piece from the same [pre-Prohibition] era that featured a car alongside a country tavern. I've sold one or two ... and have had animated conversations with owners [of identical pieces] who were adamant that they had the ONLY known example of their 'oil painting.'"

Paul was prescient when he told me "I suspect your article will bring other [Walter's oilettes] to the surface." It certainly did!

Rich La Susa
rlasusa@aol.com

TIVOLI "Taste of the Town" LABEL QUIZ ANSWERS

(from page 31)

1. The batter could call for a high or low ball and the picture had to comply.
2. A little before Eve.
3. Thru its nose.
4. Just halfway then he starts running out.
5. Too wise you are, too wise you be, I see you are too wise for me.
6. Her son.
7. None at all, all of the dirt has been removed.
8. A quarter to three.
9. 25 and 17.
10. His head.
11. A water cracker.
12. 5.
13. 11 and 19.
14. A ditch.
15. A knife.
16. A yardstick.
17. From Ceres, Goddess of Corn.
18. Gag.
19. Nude.
20. Tire.

New Members

Cort Ahrens (Chelsea)
404 N Center St
Toledo, IA 52342
641-481-5112
chelsea_110@hotmail.com
**Bottles, Glasses, Wisconsin & Minnesota
Breweries mostly**

Mark Barren
6141 Tachi Dr
Newfane, NY 14108
716-698-4756
mbarren@verizon.net
**All breweriana, crowns, foam scrapers,
openers, signs, trays, NY State**
Sponsor: Larry Moter

Bob Bennett (Nancy)
2240 SR 142
Martinsville, IN 46151
Medals, Tokens

David Birk (Joyce)
4111 Banbury Place
Swansea, IL 62226-8515
618-920-1709
d_birk@charter.net
**Glasses, Lithographs, Match Safes, Signs,
Tip Trays/Trays**

Mark Chandler
10185 Grubbs Rd
Wexford, Pa 15090
724-935-1335
Sponsor: Matt Welch

Art Distelrath (Ann)
70 Daniels Ave
Conneaut, OH 44030
440-344-7438
artemus_maximus@hotmail.com
All Breweriana

Meridith Halsey
15 Sheafe St. #5
Boston, MA 02113

Dave Helman (Cathy)
1899 335th St
Salem, IA 52649-9432
319-258-1469
cdhelman@gmail.com
**All Breweriana (Pre-1950)-Cans-Signs-
Trays; Iowa, West Virginia, Pennsylvania**

James Hill
88 Magnolia St
Mill Hall, PA 17751
570-726-6826
**Coasters, openers, trays, dealer, mostly PA
brewerys**

Paul R Kreider
316 Park Ave
Lebanon, PA 17042
717-761-0570
paul_kreider@yahoo.com
**All breweriana, clocks neons, tap knobs,
trays, Lebanon Valley, Old Reading, Sun-
shine, PA Brewing**

John Liedel
17253 Arlington Av
Allen Park, MI 48101
313-274-0619
tiqueman@sbcglobal.net
Detroit & Wyandotte, trays, tip trays, signs

Alan Miller (Family)
459 N. Elms Rd
Flushing, MI 48433
ajm1harley@aol.com

APPLICATION FOR MEMBERSHIP

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

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

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$30, Canada \$35 (US); and overseas \$45 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!). Alternatively, visit nababrew.com and hit the "Join" button and pay your dues using the secure PayPal system.

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.*

Perry Paxton (Kathy)
196 Honeysuckle Dr
Millbrook, AL 36054-5015
Alabeerman@aol.com

**Books & Magazines, Coasters, Glasses,
Menu/Menu Sheets, Paper items, Playing
Cards, Post Cards, Statues, Tokens, Trays-
Alabama, Ohio, Iowa, New Orleans**

Tom Ross

2566 Green Valley Dr
Toledo, OH 43614

**All breweriana, cases, lithographs, neon
signs, openers, signs, statues, tokens,
Toledo**

Mary Harris Russell (Wayne)

842 W Chalmers Pl
Chicago, IL 60614-3223
773-525-7698
marway842@aol.com

**Calendars, Mirrors, Neon signs, Paper
items, Tip Trays/Trays; Champagne Velvet,
Terre Haute Brewing Co.**

Brian Schade (Jessica)

10377 Bicknell Circle
Fishers, IN 46038-5791
317-674-8645
brian.schade@att.net

James Eggimann (Connie)

5 East Sixth St
Prophetstown, IL 61277
815-213-0390
eggimann1@aol.com

All breweriana from Galena, IL

Eric Heitzer

136 Towerview Dr
Butler, PA 16002
724-284-1564
rickoshay@zoominternet.net

Tony Heitzer

155 Towerview Dr
Butler, PA 16002-9205
724-283-9429

Neal Kovacik

27 Broadway
Toledo, OH 43604
neal.kovacik@theoliverhousetoledo.com
General Manager, The Oliver House, Toledo,
OH

Mike Langin

2104 Alabama Ave
Ft. Wayne, IN 46805
brewtitan@aol.com

♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦

WANTED TO BUY: Items from Schönbrunn Brewing Co., 1933-1938. Also Items from Sturgeon Bay Brewing co, 1874-1920. Call Gary Anderson 262-534-5252 (Wisconsin) or email ganderson6@wi.rr.com. V169

WANTED TO BUY: Goetz Country Club items from St. Joseph and Kansas City Missouri. Paying top dollar for lithographs, tin signs, neons, and lighted ROG signs. Email or call Kevin Crowl 816-752-0797 kmcrowl@gmail.com V166

ROUND BUTTON SIGNS

WANTED: Serious collector of 9" - 9.5" round button signs wants to buy your signs, either one or a whole collection. May be TOC, just tin, or Leyse Aluminum. Fair prices paid. Send photo & prices to: Barry Hunsberger, 7057 Queenscourt La., Macungie, PA 18062; 610-391-1920; BarryMGD@aol.com V168

WANTED: LATROBE, PA Breweriana.

Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Call Jim Mckinak, 724-539-7944, or email at 10easyst@comcast.net. V166

WANTED TO BUY - Bay City, MI breweriana. Items from Kolb, Bay City Brewing, and Phoenix Brewery. Email or call Bill Jordan, 989-686-4464; beralybill47@yahoo.com. V166

WANTED: Old NABA convention mugs. Must be in nice condition. Dave Alsgaard, 989-631-7239, dalsgaard@charter.net. V168

FOR SALE: Drive your Beer Can!

Original (#5) Strohs beer can car (rebranded Fosters Lager). Runs great! Price? Let's talk. For pictures, email: captwinger@aol.com. For more pictures, history, go to Hemmings Motor News: pop top can cars (Jan. 2010). V166

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

Rob Reichenbach (Jackie)

466 Westchester
Brunswick, OH 44212-1868
330-273-6418
rringleve@msn.com
Cans, Crowns, Knives, Labels, trays, Great Lake States

Paul Traver

Great Black Swamp Brewing
3323 Monroe St
Toledo, OH 43606-4553
419-973-1256
paul@greatblackswampbrewing.com
Co Owner Great Black Swamp Brewing Co.
Toledo, OH

John Warnik

11575 Valley Brook Dr
Orland Park, IL 60467-6046
warnik@comcast.net

Dave Wopshall (Kimberly)

7460 Bedford Blvd
Lambertville, MI 48144
734-854-1335
wopshall@yahoo.com

Members

**Be sure to check your
mailing label info on the
back cover of this issue.**

**NOTE the "EXPIRES"
date printed on your
label. If your date is**

May 2014

**this is your LAST COPY
of the BC.**

**In addition, you will not be
eligible to register for the
upcoming Convention
without a current,
paid-in-full membership.
Don't miss out on any of
the benefits of
membership in NABA!**

Officially Recognized NABA Chapters

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

Buckeye (NW OH, SE MI)
Contact: John Huff, 7300 Crabb,
Temperance, MI 48182; cadiac500@aol.com

Capital City Chapter
(Washington DC, MD, No. VA)
Contact: Jim Wolf, 9205 Fox Meadow La,
Easton, MD 21601; jwolf@goeaston.net.

Chicagoland Breweriana Society
(Chicagoland)
Contact: Ray Capek, 3051 Ridgeland Ave,
Lisle, IL 60532; rbcapek@sbcglobal.net.

Craft Brewery Collectibles Chapter
(At Large)
Contact: Dale Miller, 72 Lakeside Dr,
Plymouth, CT 06782;
coasting72@sbcglobal.net.

Gambrinus Chapter (Columbus, OH)
Contact: Doug Blegan;
dblegan@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)
Contact: Patty Kious, 908 Daniel Drive,
Collinsville, IL 62234; bccalady@aol.com

Goebel Gang (South Bend, IN)
Contact: Sandy Wacunas;
sandy7up@sbcglobal.net

Great White North Brewerianists (Canada)
Contact: Phil Mandzuk,
philman@mts.net

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

Just For Openers (Earth)
Contact: John Stanley, PO Box 51008,
Durham, NC 27717; jfo@mindspring.com

Miami Valley Chapter (Dayton, OH)
Contact: Bob Kates, 2474 Apricot Dr,
Beavercreek, OH 45431; bkates@woh.rr.com.

Michigan's Dog-Gone Good Chapter
(Frankenmuth, MI & Detroit area)
Contact: Dave Alsgaard, 577 E Chippewa
River Rd, Midland, MI 48640; 989-631-7239;
dalsgaard@charter.net.

Monarch Chapter (Chicagoland, Northern IL)
Contact: Alan Bormann, 1506 Applegate Dr,
Naperville, IL; abormann6735@wowway.com.

North Star Chapter (MN, WI, Midwest)
Contact: Brent Kastler; 612-987-8771;
brent@illumineassociates.com.

Packer Chapter
(WI & Adjacent States – IA, IL, MI, MN)
Contact: Daniel Hable; 1311 Bedford Ln,
Appleton, WI 54915; dwhable@yahoo.com.

Patrick Henry Chapter (Kalamazoo, MI)
Contact: Joe Wilson, 3849 Forest Trail,
Alegan MI 49010; 269-355-2715;
upbeers@sbcglobal.net.

Port of Potosi (SW WI, Eastern IA, NW IL)
Contact: Larry Bowden, 960 Broadway,
Platteville, WI 53818; listbrew@gmail.com

Queen City Chapter
(Cincinnati, So. OH, No. KY)
Contact: Dave Gausepohl, 8930 Evergreen
Dr, Florence, KY 41042-8713;
859-750-4795; beerdave@fuse.net.

Reisch Brew Crew (Central IL)
Contact: Greg Lenaghan, 2507 Huntington
Rd, Springfield, IL 62703; g.lenaghan@
comcast.net.

Schultz & Dooley Chapter (New York State)
Contact: Bill Laraway, 627 Kenwood Ave,
Delmar, NY 12054; brew.coll@verizon.net.



*All advertising materials and inquiries should be
directed to:*
Lee Chichester
The Breweriana Collector
PO Box 878
Meadows of Dan, VA 24120
540-593-2011
falconer@swva.net

Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email. With text and photos, however, we can compose. Over-sized or undersized ads will be changed to correctly fit your paid space.

PAYMENT

US funds must accompany order. Make check payable to NABA.

DEADLINES

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

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

Events of Interest

NABA Chapter Events

**LaCrosse
Buy-Sell-Trade
Show
May 3**

Moose Club 1932
LaCrosse, WI

Tye Schwalbe • 608-519-0451
tyesan2@charter.net

**May 17
North Star
Summit Brewery
Show**

Summit Brewing Co.
St. Paul, MN

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

May 17
Patrick Henry Chpt.

ANNUAL SHOW

Bell's Brewery
Kalamazoo, MI

Dave Launt
nybrews@aol.com
269-251-0174

SWAP-A-RAMA

**June 6-7
Gateway Chapt.**

Knights of Columbus Park
Florissant, MO

• Al Kell •
• bigaandc@yahoo.com •
• 314-921-4349 •

**June 6-7
Tri-States
Breweriana Show**

North Star &
Hawkeye Chpts.

Eagle Point Park
Dubuque, IA

Mike England
mikeengland@bccca.com
515-360-3586

**Cloquet Northeast
Saloon Show**

July 11 - 12

North Star Chapter's
Northeastern Saloon & Hotel
Cloquet, MN

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

**NABA - 2014
Convention #43**

July 29 - Aug. 2
Toledo, OH

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

**ABA - 2014
XXXIII Convention**

June 10 - 15

Dubuque, IA

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

**July 26
North Star Chapter
Des Moines
MEGA Show**

Prairie Meadows
Racetrack & Casino
Des Moines, IA

Mike England
mikeengland@bccca.com
515-360-3586

**ECBA - 2014
42nd Convention**

July 16 - 19

Sheraton Four-Points Hotel
Mars, PA

Larry Handy • ohhugo1@aol.com
215-412-2344

**BCCA - 2014
CANVention 44**

Aug. 28 - 30

Dallas-Ft. Worth Airport Hyatt

Mike England • 515-360-3586
mikeengland@bccca.com

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



www.nababrew.com

Breweriana Collector
National Association Breweriana Advertising
c/o George Baley
1585 W. Tiffany Woods Dr.
LaPorte, IN 46350-7599

PRSR STD
U.S. POSTAGE
PAID
WAUKESHA, WI
PERMIT NO. 125

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.



See you at the
**NABA
CONVENTION**
July 29 - Aug. 2nd in Toledo, Ohio

BEER & BREWERY COLLECTIBLES

Join us for a **PUBLIC** breweriana show
at the Best Western Premier Grand Plaza
hotel on Saturday, August 2nd. Not registered
for the convention? No worries-you can purchase
a table at the show. See you there!

More info?
nababrew@comcast.net *www.nababrew.com*