



The BREWERIANA COLLECTOR

A publication of the

*National Association
Breweriana Advertising*

"America's Oldest National Breweriana Journal"

Volume 169

Founded in January 1972

SPRING 2015

**NABA Convention
Schedule &
REGISTRATION**

**Albany & Vicinity
Pictorial
History, Pt. 2**

**The Blue & Gray
Show**

**Let's Talk: Beer
Advertising is
Everywhere**

Fake Stroh's Alert



President's Message

Hello, once again –

I hope the winter has been, at the very least, tolerable! Spring is just around the corner as I write this, and is eagerly awaited.

Few shows are offered during the winter months, but I did make Ray Johnson's Blue & Gray show in early February. While the attendance was down a bit from last year, quite a few of the regulars made the trip. I had a chance to talk with (just to name a few): Dan Morean (Breweriana.com), Ken Ostrow, Jack McDougall & Larry Handy (ECBA), Beer Dave Gausepohl (all around good guy), Erik Amundson (Tavern Trove), Keith Belcher, John and Polly Vetter (Crown King and Queen) and, last but not least, John Bain, who returned to Fredericksburg with his popular Back Bar display. Those who stayed away due to weather concerns or other reasons missed out on some very nice breweriana and tasty micro beers.

The South Bend, Indiana Cabin Fever Reliever show returned to its old haunts and attendance was very good. I was able to chat with Tom Fay (BCCA president) who represents the company that does our Convention shirts. I saw John Kottemann, who, along with Don Roussin and the rest of the Gateway Chapter, are hard at work making plans to entertain us during NABA's St. Louis gathering later this summer. A good number of Indiana collectors who will be helping with next year's Indianapolis Convention, including Steve Paddock, were in attendance. Before leaving, I spotted Dave Launt and had a pleasant time discussing a topic that he and others are writing an article about, which will appear in a future *BC*.

The NABA website is becoming an impressive site to visit these days. The Virtual Museum is functional and I encourage you to take a look to see what can be found there (see article pg. 29). When work started on the etched beer

glass composite, George Baley and Jim Kaiser had to explore the many different ways to make this a reality. The results of this trial-and-error research can be happily seen when you visit our site. Heck, you can even upload your collections! The Virtual Museum portion of the site will be a great resource for collectors and for those merely interested in the many different aspects of brewery-related advertising.

If you had a chance to see the post cards advertising NABA's St. Louis Convention, you might not know that the design work was done by **Barry Travis**. Barry has been very kind to lend NABA some of his time and extraordinary talent to work on postcards and advertising. He and others are so often overlooked for their "behind-the-scenes" contributions. Without trying to list everyone who works quietly in the background, NABA offers its sincere thanks!

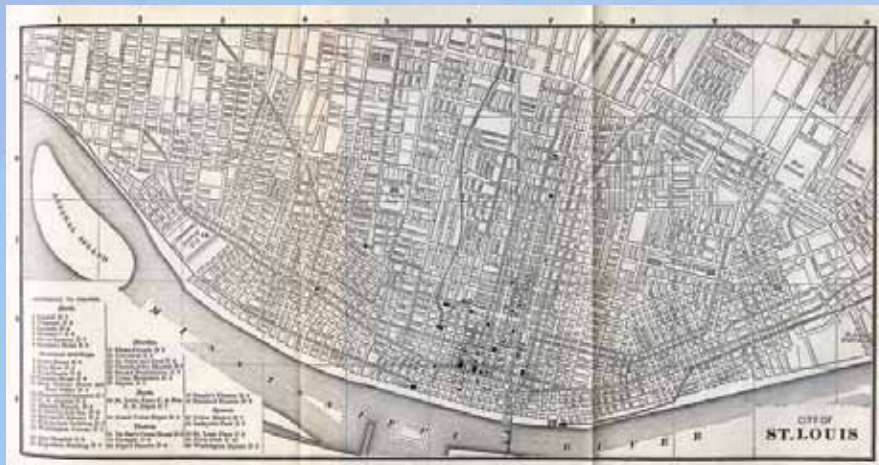
The Annual Membership Directory is included in this *BC* and should be a useful tool for keeping in contact with fellow members. Lee Chichester, our hard working *BC* editor, has had her hands full putting this issue together. Please take time to look over the advertising included in the Directory.

St. Louis is our Convention city this year. NABA will have 2 floors at the Sheraton Westport **CHALET** Hotel reserved so we won't have to walk miles looking for open rooms on many different floors. I think those who attend this year's Convention will be very happy with the location and hotel layout. Nearly all the activities take place in the same lower area—this you can't beat!

If anyone is considering joining us on the board, please contact us. As we all know, new blood is always welcome.

Sorry for the wind. If you made it down this far, THANKS!

John Ferguson



1855 St. Louis City Map.



*The National Association
Breweriana Advertising*

1585 W. Tiffany Woods Dr.
LaPorte, IN 46350-7599
219-325-8811
nababrew@comcast.net
www.nababrew.com

BREWERIANA COLLECTOR STAFF

Lee Chichester Editor

Bob Hajicek Auction Hysteria
Bob Kay Labelology
Rich La Susa Let's Talk Breweriana
Larry Moter Collector's Bookshelf

NABA OFFICERS

John Ferguson President
Larry Bowden Vice President
James Kaiser Treasurer
Dave Alsgaard Recording Secretary

BOARD OF DIRECTORS

2013-2015	2014-2016
Rayner Johnson	Greg Lenaghan
Kent Newton	Darla Long
Bill Norton	Jim Massey
Don Roussin	Pat Stambaugh

APPOINTIVE OFFICERS

Lee Chichester Editor
Greg Lenaghan Chapter Liaison
George Baley Membership Chair &
Web Design
Kent Newton Auction Cmte. Chair

NABA PUBLICATIONS

The National Association Breweriana Advertising (NABA) publishes for its membership *The Breweriana Collector*. No effort is made by the Officers, Directors, or Editorial Staff to verify the accuracy or content of articles accepted for publication.

The Editor has the right to edit submissions and ads, and may defer publication of a submission for reasons of space or layout. Deadlines for submissions are the same as for classified ads shown on page 38. All content:

Copyright © 2015, by the author or photographer and/or NABA.

Send Comments/Questions to:

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

The **BREWERIANA** **COLLECTOR**

SPRING 2015

#169

FEATURES

- 8 The Blue & Gray Show: 36 Years of Uniting Breweriana
Collectors From North, South,
and Everywhere Between..... Ken Quaas
- 13 Albany & Vicinity Pictorial
History Pt. 2 Larry Moter
- 20 NABA Convention Schedule St. Louis Conv. Team
- 21 NABA Convention Registration St. Louis Conv. Team
- 29 The NABA Virtual Museum
Lives George Baley & James Kaiser
- 32 The Back Bar Display John Bain

STANDARD BREWS

- 2 President's Letter John Ferguson
- 4 Welcome New Members
- 6 Let's Talk Breweriana: *Enjoy beer advertising,
wherever you see it* Rich La Susa
- 24 Auction Hysteria Robert Hajicek
- 27 From Behind the Bar: *Fake Stroh's Alert* George Baley

SHORT DRAWS

- 18 NABA Breweriana Detective: *Prototype/Mockup
Mystery: A question for readers* Rich La Susa
- 22 2015 Convention Postcards Available ... St. Louis Conv. Team
- 37 In Memoriam: Will Anderson Ken Quaas

END OF THE DRAW

- 36 Membership Application
- 37 Buy-Sell-Trade
- 38 NABA Chapter Contact info; BC Advertising Guidelines
- 39 Events of Interest

Cover Image: Anheuser Busch self-framed tin depicting service in a Pullman car –
from Don Roussin

The Breweriana Collector, the Journal of the National Association Breweriana Advertising, Inc. is published quarterly at 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599. Subscriptions in the United States are \$25 per year to members of the Association and are included as part of the annual dues payment of \$30 per year.

POSTMASTER: Send address changes to *The Breweriana Collector*, 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599.



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

Kurt Bachmann (Debbie)

4841 Jamm Rd
Lake Orion, MI 48359-2222
248-393-0648
C248-343-5833
bachusa@comcast.net

**All Breweriana-Bottles-Business
Cards-Coasters-Crowns-Glasses-
Labels-Matches-Napkins-Openers**

Franklin Freeman (Sherrie)

3145 Superior Drive
Dacula, GA 30019
770 338 0948
ksfree7@charter.net
Anheuser Busch

James Huck

12503 Chardin Place; Unit 4
St. Louis, MO 63128
jjcapcollector@aol.com
**GB, Alpen Brau, Hyde Park, tins,
lights, neons, cardboard,
porcelains, TOCs, ROGs**

Frank Sandy (Sally)

312 Barn Side Ln
Eureka, MO 63025
636-587-9884
budtaster@gmail.com
**MO breweriana, cans, bottles,
paper/cardboard signs**

Douglas Winchester

824 Emerald Green Dr
O Fallon, IL 62269
winchester3@att.net

John M. Hoyt (Charlene)

2350 11 3/4 AVE
Cameron, WI 54822
715-308-1310
jchoyt1116@gmail.com
**etched glasses, early ACL
glasses**



Let's Talk Breweriana

By Rich La Susa, Brewery Historian

Enjoy beer advertising, wherever you see it

It's not only what you see but where you see it. That isn't exactly a time-honored adage, but it fits snugly into my narrative.

We can reasonably expect to see unusual, even rare, beer advertising when we visit a NABA member's home or find ourselves at a breweriana show. There is a paucity of quality, desirable, beer-related collectibles in antiques malls—but garage and estate sales still hold hope.

I also seek beer advertising in non-traditional places: craft breweries and even in movies and television programs. I am amazed how many interesting pieces I have seen recently. Unfortunately, they're usually not for sale.

Enjoying a beer, and a sign

During a two-week tour of craft breweries in California last November some brewpubs I visited were decorated with vintage breweriana. I say decorated because the owner of only one pub—Triple Rock Brewing Co. in Berkeley—could be considered a breweriana collector.

The pub is kin to the Big Time Brewing Co. in Seattle. Both have excellent beer advertising collections, but Triple Rock has a decided edge. Adorning its interior walls and shelves is a colorful array of metal, porcelain and cardboard signs.

Among my favorites are two Griesedieck Brothers Brewing Co. (St. Louis) cardboard signs: a stand-up easel-back showing a woman playing tennis; and a red-headed female holding a

pilsner glass full of beer.

How scarce and desirable are these signs and others I'll mention in this column? For answers, I asked respected brewery historians and breweriana experts, including Donald Roussin, who knows all about the St. Louis pieces.

"The 'tennis scene' is an early 1950s point-of-purchase cardboard sign....It is not an uncommon item to see in (St. Louis) collections. But (the Triple Rock) example is unusual," Roussin said. It has a faux string net, which makes it rare.

He doesn't have one in his



vast and impressive collection. I was curious to know why. "I am waiting to find a complete example...before I add this piece to my collection," Roussin said. "They rarely turn up...so it may be a long time before I bring one home."

Roussin said the Griesedieck red-headed female sign ("It Pleases Your Taste") is a 1950s easel-back, 32 inches wide x 18

inches tall at the highest point. It isn't scarce but "it is tough to find an example where the flowers of the far right and left of the sign are fully intact."

Among other eye-catching signs in Triple Rock are:

- a round metal Esquire Beer (Binzel Brewing Co., Oconomowoc, Wis., 1936-1942). "That Binzel Esquire piece is a 'home run,'" said Mike Paul, Wisconsin breweriana expert and auctioneer. "If it's the piece I'm thinking of, it's made by Leyse in Kewaunee WI. The last one I sold hit four figures."
- a 1930s porcelain Grain Belt Beer (Minneapolis Brewing Co., Minneapolis, Minn., 1933-1967) that once held neon tubing—with the familiar red diamond on a black background, and *ON TAP* in large black letters on a yellow field
- a pre-Pro tin Ruhstaller Gilt Edge Lager & Steam (Sacramento Brewing Co., Sacramento, Cal., 1897-1920) that Rawley Douglas, a California brewery advertising expert, said is "a winner" from the early 1900s



Breweriana on the silver screen

My wife insists I am obsessed with finding beer advertising in Hollywood movies. Just because I DVR hundreds of old movies, cheer when I see breweriana, stop and freeze-frame the scene, and take photos of it—that certainly doesn't mean she's right.

What dedicated breweriana collector wouldn't get excited about seeing pre-Prohibition Pabst advertising, such as the porcelain sign in the Western film classic *High Noon* (1952); or the metal/painted glass sign in the drama *The Boss* (1956)?

How about the pre-Pro Hoosier Bock lithograph in the musical *The Strawberry Blonde* (1941); a 1950s Golden State tin-over-cardboard sign in the obscure horror film *The Monster of the Pidadras Blancas* (1958); or the Pabst Blue Ribbon reverse-on-glass light-up counter signs in two 1950 films, *The Asphalt Jungle* and *Side Street*?

The Jimmy Stewart suspense film *Call Northside 777* (1948) set in Chicago, is replete with beer advertising, including Encore, Fox DeLuxe, Hamm's, Nectar, Kingsbury, and Trophy—cardboard, light-up, metal, and neon signs.

The Budweiser bow-tie neon is the most ubiquitous piece of beer advertising in movies, followed by Coors, Miller High Life, Pabst, and Schlitz neons.

Most movies are filmed in California, and some are filmed on location, including in taverns. Easy availability appeals to set decorators, so it isn't unusual to see California beer signs and other breweriana in 1930s to the 1960s movies. When these breweries closed, use of their breweriana ceased, except in retro period movies.

It is the special piece, however—the most unusual piece—

that my probing eyes seek when I watch an old movie, almost exclusively on Turner Classic Movies (TCM). I spotted two recently in a Bob Hope/Bing Crosby/Dorothy Lamour formula comedy *Road to Utopia* (Paramount, 1945) set in Yukon gold country in the late 1890s. On the front wall of a Klondike saloon set are two round, ornate, pre-Pro, painted reverse-on-glass signs—with convex faces likely encased in metal frames—that advertise Cascade Lager and Fredericksburg Beer. They are spectacular, even in black and white.



I assume they are authentic. Why would a movie company spend time and

money to produce two props for defunct brands that most moviegoers would not recognize or may not even notice in their brief on-screen appearance?

The Fredericksburg piece, I believed, was from the Fredericksburg Brewery in San Jose, Cal. (1893-1920) and the Cascade piece from a Pacific Northwest brewery. I was half right.

"Those are both pre-Pro California pieces," said Bryan Anderson, an Oregon and Washington breweriana expert. Cascade was a brand of the Union Brewing & Malting Co., San Francisco (1902-1916). "It's the same brewery that issued the famous tray that featured World War I generals" (and Uncle Sam).

"Where are they now?" Anderson mused. "That would be neat to know."

My CA breweriana expert, Rawley Douglas, said: "The

Fredericksburg Beer ROG is from San Jose...circa 1900-1918," and that a collector in California owns one. Could it be the exact sign that appeared in the movie? That really would be a Hollywood ending!

The reality of TV

The explosion of reality television programming has opened a new avenue for breweriana sleuthing. I am disappointed when I don't see beer signs and other beer-related items in the most popular shows in this genre, especially the History Channel's "American Pickers." It is first and foremost among

reality programs in which breweriana regularly appears,

albeit mostly nondescript and entry level.

Beer items also have appeared in other collectibles' reality shows, including "Pawn Stars," "American Restoration," and "Storage Wars."

While taking a break during a breweriana show in a Las Vegas hotel/casino in 2012, I met Richard "The Old Man" Harrison from the History Channel's popular "Pawn Stars" show. I told him why I was in Las Vegas and he responded, "I don't know anything about beer stuff. We don't buy it." I can't recall seeing breweriana purchased in the Harrison's World Famous Gold and Silver pawn shop, but a 1950s Schlitz light-up sign and common Coors and Lone Star neon signs obviously were. They can be seen in the background in some episodes.

When I attended the huge Long Beach, CA flea market in January, I didn't see any interesting breweriana. I did, however, spend a few minutes at the stall of Dave Hester, one of the star performers of "Stor-

age Wars” (A & E), a reality program involving auctions of storage unit contents in southern California. Hester didn’t have breweriana for sale; rarely does. He did, however, give me the signature call he uses when he bids on units: “Yuuuuup!”

Since 2010, by far the highest number of beer-related items have appeared on “American Pickers.” Mike Wolfe and Frank Fritz have an affinity for large metal and porcelain signs—regardless of what they advertise—and unlike most collectors they are not picky about condition. “We love rust,” Wolfe has said many times. And they like beer advertising.

They have purchased at least two dozen beer-related items on camera. (Other pieces can be seen in the background of picking sites and are not part of any transaction.) Some of what they have purchased, including 1940s/1950s pieces, are off-grade or low-grade. They obviously have access to a market for it.

I visited the Pickers’ Antique Archaeology store in Le Claire, IA last summer but didn’t see breweriana displayed. Collector friends said they have seen some for sale in their Nashville, TN store.

Sometimes an unusual piece—even scarce or rare—is found, and they will purchase it. The most significant, in my opinion, is a large, tin, bottle-shaped Budweiser sign in remarkably good condition, which they found amid piles of junk (or treasure, depending on one’s perspective) in an old auto radiator repair shop in California. The owner was a classic collector/junker. A gleeful Fritz paid \$450. Afterward, he said, “The great thing about this item is there are tons of Budweiser collectors out there and almost none of them will have this.”



Is that true? I asked Roussin.

“While there are a number of these tin signs in collections in the St. Louis area, this is one of the better examples I have seen,” he said. “Of all the post-Pro items in my collection, this one tends to elicit as many or more ‘neat’ comments than most anything else (issued) after Repeal.”

“The 3-D piece is 4 ft. tall x 13 in. wide (at the widest point) and six inches deep. Based on some period tavern photos I have seen, it is my belief that this item was originally distributed as a complete bottle, where two of the halves that I have were bolted together.”

The label reveals fascinating information, even a subtlety. “The bottom of the label reads *TAX PAID AT THE RATE PRESCRIBED BY INTERNAL REVENUE LAW*, so we know (it) dates to the short period when labels were required to carry the ‘full IRTP’ statement, or circa 1934,” Roussin said.

“If you look closely, you will see on the right center part of the label that the percentage of alcohol is ‘fuzzy,’ kind of looks like 4, but not exactly. I

have been told that (Anheuser-Busch) did this so that this item could be distributed into areas where state advertising laws were strict about the alcohol contents of the bottle.”

The Pickers also have purchased two attractive 1930s porcelain signs in separate picks: a Kingsbury for \$150 and a Grain Belt like the one in Triple Rock for \$800. (They would ask \$1,200.) “It isn’t a very common sign...it will be popular with beer collectors,” Fritz said. It is more common than he believes, but still a desirable item.

Other purchases include a Utica Club chalk foam scraper holder in average condition; a Red Top Beer back-bar statue; a beat-up Senate Beer and Ale tin sign (cans and bottles in graphics); an A-1 Beer porcelain sign (in South Dakota, of all places!); and many 1950s/1960s off-grade metal outdoor signs, including Topper Pilsner, Dixie, and Jax.

Breweriana the Pickers considered but did not purchase—at least not on camera—include a pre-Pro Seitz tray and two 1950s pieces: an Effinger Beer clock and a Falstaff ROG metal-frame license holder, which Roussin said is 22 inches high x 10.5 inches wide.

During a 2014 pick in an old factory in Maine, they found a large 1930s easel-back die-cut cardboard sign for Narragansett Beer and Ale. It features a hunter (with a long-neck bottle in his hand), his dog and rifle—and a scarce Pale can, not the more common Ale. When new, it must have been a spectacular piece. It was in rough shape, however, and the Pickers declined the owner’s \$150 asking price.

Although I may not be able to purchase it, I try to appreciate interesting breweriana wherever I see it.

The Blue & Gray Show

36 Years of Uniting Breweriana Collectors From North, South, and Everywhere Else

by Ken Quaas



A trading room chock full of breweriana, awaiting prospective buyers.

During the Civil War, Fredericksburg, VA held strategic importance due to its location midway between Washington and Richmond: the opposing capitals of the Union and the Confederacy. This is a key reason why this historic Northern Virginia city experienced the bloodshed of two major battles, in 1862 and 1863, when the North and South struggled mightily over this highly-valued real estate.

Today, more than 150 years later, the beautiful and historic town of Fredericksburg still has strategic importance – most especially to beer can and brewery collectible enthusiasts. That's because it now draws North and South together – along with Midwest and West – in an annual quest to buy, sell, and trade beer cans and all other kinds of breweriana.

In fact, for 36 years running, the Blue & Gray Show has united beer can and brewery collectible enthusiasts across all collecting clubs and from across the country, to enjoy both fellowship and some great craft beer; and importantly, to buy, sell, and trade items for their collections.

The 2015 show was held on February 11-14 and once again featured room trades, trading tables that filled a

large common area, plenty of excellent beer for the price of admission and the incomparable *The Back Bar* display and lounge (see article pg. 32).

There were nearly 600 who attended this year's show. Participants encountered a vast array of beer cans and breweriana to admire and consider adding to their collections.

For the 36th year, NABA member and show organizer, Rayner Johnson, worked tirelessly to ensure a successful event.

NABA president John Ferguson, a regular participant, made the trek once again from Indianapolis. He said, "I think the hobby is really indebted to Ray and all the work he does to put together such a great show every year. It's these kinds of shows that bring collectors together and strengthen the hobby. I really enjoyed it again this year, as I always do."

One change that Rayner engineered this year was appreciated by all who attended: a much larger space for the hospitality room, which was moved to the restaurant area (right next to *The Back Bar* display). This change not only increased traffic to *The Back Bar Lounge* but also created an ample gathering area with seating for members to relax and enjoy the camaraderie of their fellow collectors.

Speaking of the hospitality room, one of the highlights of this year's

Breweriana enthusiasts made their annual pilgrimage to The Blue & Gray Show from near and far. This license plate hints at the passions of its owner. Photos courtesy of the author



show was a huge array of quality craft beers. At any given time there were typically five beers on tap, all from the region, and ranging from some smooth lagers to hoppier IPAs; and including an impressive assortment of darker, maltier brews.

In all, Rayner reports that 28 different breweries were represented, with 46 kegs consumed. The diverse selection of brews were the fruits of considerable labor – two weeks worth of calling numerous breweries for donations and three separate keg delivery trips.

Former NABA president George Baley has long been a fan of the Blue & Gray: “I think Rayner does a spectacular job pulling together a show of this size, and I know the kind of work it takes to do it. Shows like this are so important to the hobby because they bring people together to enjoy each other’s company and collections.”



After 36 years, The Blue & Gray Show has become an annual pilgrimage for collectors from across the country. The show has both its own custom-designed logo and exclusive website.



A familiar icon of the show is the Blue-Gray mortar, which guards the registration table and is a reminder of some of the more serious business that took place in the area during the Civil War.



The atrium-like center of the hotel was once again a hub of breweriana trade, filled with tables, themselves full of all kinds of beer-related collectibles.



A collector’s hotel room habitat: Jeff Davis (no known relation to the former president of the Confederate States) had a nice selection of trays and other breweriana on display for potential buyers in his room. Photos courtesy of the author



A creative room display brimming with breweriana for sale.

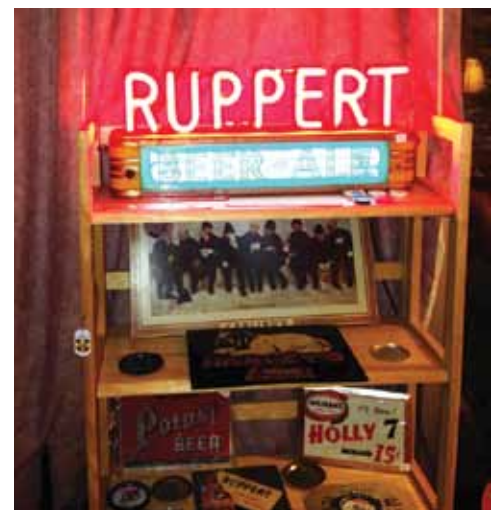


Scott Brown scopes out the offerings of Tavern Trove's Erik Amundsen, who had some beautiful lithos for sale, among other rare items.



The hallmark of any hotel show: a bedspread of breweriana for sale.
Photos courtesy of Scott Gray and the author

John Bain, who has produced *The Back Bar* exhibition at the Blue & Gray for the past 16 years was very pleased with this year's show. "I enjoyed the Blue & Gray Show as much as any other year or any other show, sold more than half of the 14 signs I brought, and picked up a terrific little back bar neon to add to my collection. I'll return next year with a whole new display, lots more signs, and *The Back Bar Lounge* will be open as usual to all," he said.



Above: A deco-style Ruppert back bar neon circa 1930s was a centerpiece of items for sale on display in Jeff Browning's room. The author was pleased to add this piece to his collection.

Below: Les Jones from Vintage Beer Collectibles brought many eye-catching pieces for sale, including many rare pre-Pro trays.





One helpful attribute of the Howard Johnson's hotel where the show is annually held is the large front window panels of the rooms, which allow collectors to showcase their breweriana in a storefront style.



Can hunters had plenty to peruse across many rooms at The Blue & Gray. Photos courtesy of the author

Breweriana Wanted

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

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





Past Tyme Pleasures

Presents an Absentee Antique Advertising Auction

May 16, 2015



Etched Beer Goblet
w/ Captain Frank
Ruhstaller's image



Pair of Buffalo Brew
Ice Box Handles



Reverse Glass 18" dia. Gilt Edge Sign, NM

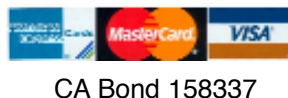


Salinas Brewing Co. CA



View auction catalog on Web mid April or to reserve a color catalogue and prices realized, telephone or send your check today for \$20 for May or \$30 for both May & November 2015 auctions catalogues to:

Past Tyme Pleasures
5424 Sunol Blvd. #10 - 242
Pleasanton, CA 94566



CA Bond 158337

Ph: **925.484.6442**
email: **pasttyme2@gmail.com**
web site: **www.pasttyme1.com**

Sale consists of 320+ items with a fine selection of rare signs, calendars & posters, die cuts, trays, tins, ephemera and advertising items relating to Brewiana, Tobacco, Winchester Store, Saloon & General Store, Soda fountain, Western, and more. Bidding via telephone, fax, mail, email, & online. On line Catalog & Bidding available from our Web site approx May 1st. Please call for appointment to preview at our Studio located at:
6747 Sierra Court, Suite K, Dublin, CA 94568 Great Auction, don't miss it! 15% Buyers Premium

We are currently accepting quality consignments, one item to an entire collection for our
2015 & 2016 auctions. For information call Steve Howard @ 925-484-6442



ALBANY & VICINITY PICTORIAL HISTORY PART 2

BY LARRY MOTER

For Part 2, the images are from a rare 7-3/4 in. x 10-1/2 in. soft cover booklet with a very plain reddish cover simply titled *Souvenir Programme*. The 3rd page comes alive with the wording of the text and graphic shown in the photo above.

There are 129 action filled pages with text in both German and English, plus lots of photographs including dignitaries such as Leonhard Michel, Honorary President of the U.S. Brewmasters Ass'n. Leonhard Michel was owner of the Brooklyn-based Leonhard Michel Brewing Co. and the India Wharf Brewing Co. as well as being the head of the U.S. Brewer's Association. There are also pictures of the honorary members of the Brewmasters Ass'n. with names such as Blatz, Uihlein, Sieben, Ebert, Wahl & Henius. In addition, the Souvenir shows the contemporary National Officers as well as the members/honorary members of the Northern New York Brewmasters Association.

The main attraction of the book: Images of the breweries themselves. Some are from the artist's pen and others from the photographer's camera box.

Other breweries are described in text only:

Hedrick – Albany, expired 1965

Kirschner – Albany, expired 1912

Consumers Albany, expired 1916 as Albany Brewing Corp.

Berkshire – in Pittsfield, Mass, expired 1918

Adirondack – Gloversville, expired 1913

(Editor's Note: while Beverwyck/ Quinn & Nolan, Hinckel, & Dobler are shown here with additional brewery building images, their expirations were listed in Part 1, and thus are not included in the captions here – all expirations from American Breweries II.)

CONSUMERS ALBANY BREWING CO., ALBANY, N. Y.

Die älteste Brauerei Albany's, deren Besitzerin heute die Consumers Albany Brewing Company ist, und deren Produktionsfähigkeit von Ale und Porter sie bald in den Vordergrund brachte, wurde im Jahre 1796 von James Boyd errichtet. Das Gebäude stand an der Ecke von Arch und Green Str. und hatte eine Kapazität von vier tausend Fass per Jahr. Dieses Gebäude bildet nun einen Theil des Malzhauses der Consumers Albany Brewing Company, deren ganze Anlage eine Strassengeviert, begrenzt von Arch, Ferry, Franklin und Green Str. einnimmt. Im Jahre 1896 begann die Firma, die bisher nur Ale und Porter hergestellte, mit dem Brauen von Lagerbier. Robert Boyd wurde der Nachfolger seines Vaters als Besitzer des Geschäfts und nahm im Jahre 1808 Hawthorn McCulloch als Theilhaber auf, die Firma bestand dann unter dem Namen Boyd & McCulloch. Die spätere Firma Robert Boyd & Son wurde im Jahre 1850 in Boyd & Brothers umgeändert und die Firmeneinhaber waren zwei Söhne des früheren Seniors des Hauses. Boyd Brothers & Company leiteten das Geschäft von 1854 bis 1863. Coolidge, Pratt & Company blieben Besitzer von jetzt genanntem Jahre bis zum 1. Oktober 1872, zu welcher Zeit die Albany Brewing Company inkorporiert wurde. Im Jahre 1885 als Coolidge, Pratt & Company Eigentümer der Brauerei waren, stand derselben William Granger als Geschäftsführer vor, welcher jetzt ein Mitglied der Granger Brewing Company in Hudson ist. Im Jahre 1872 wurde Herr Granger ein Direktor der inkorporierten Gesellschaft. Ausser Herrn Granger waren Direktoren der Gesellschaft: John S. Boyd, Edward Coolidge, John H. Pratt und David I. Boyd.

Die eigentliche Brauerei bildet den Centralpunkt des Gebäudecomplexes der ganzen Anlage. Gegenwärtig ist der Name der Firma: Consumers Albany Brewing Company.

The oldest of the Albany breweries, and now owned by the Consumers Albany Brewing Company, whose capacity for the production of ale and porter soon placed it in the front rank, was originally built by James Boyd, in 1796. It stood on the corner of Arch and Green streets, and had an annual capacity of about four thousand barrels. The original structure is now a portion of the malt-house of the Consumers Albany Brewing Company, whose plant occupies the entire block bounded by Arch, Ferry, Franklin and Green streets. In 1896 a lager beer department was added to the establishment, which has previously confined itself to the manufacture of ale and porter. Robert Boyd succeeded his father, James, as proprietor, and in 1808 became associated with Hawthorn McCulloch, the firm for some years being known as Boyd & McCulloch. Robert Boyd & Son was changed, in 1850, to Boyd & Brothers, the firm consisting of the two sons of the former senior partner. Boyd Brothers & Company conducted the brewery from 1854 to 1863. Coolidge, Pratt & Company being its proprietors from the latter year until the incorporation of the Albany Brewing Company, on October 1, 1872. In 1865 when the brewery was owned by Coolidge, Pratt & Company, it was managed by William Granger, now of the Granger Brewing Company, Hudson. Mr. Granger became a director in the incorporated company, 1872. Besides, Mr. Granger, the directors were as follows: John S. Boyd, Edward Coolidge, John H. Pratt and David I. Boyd. The concern is known now as the Consumers Albany Brewing Company.

Sample text page with German on left and English on right.

Some interesting observations can be made about the life and times of these brewing enterprises. A "pay to play" policy, in all probability, was in effect for inclusion in the Souvenir—possibly combined with different membership tiers in the Association. That, generally, may have been the difference between a "short text" article or a "longer text/pictorial" article in publications of this type. Non-membership was probably the reason many area companies were not included such as Amsdell (Albany), Evans (Hudson), and Troy-based Kennedy & Murphy Brewing Co. and Conway Brothers Brewing and Malting Co. Why only Eagle from Utica? In all probability, the other Utica brewers were members of a different regional (Central NY/Syracuse?) Brew Master's Association.

From conversations I enjoyed some time ago with the late Charles "Chuck" King of Troy, I believe most of the Albany/Troy breweries have been demolished. One notable exception (I have been told) is the Mohawk Valley Brewing Co. in Schenectady (see photo p. 17)—still proudly



Quinn & Nolan Ale Brewing Company and Quinn & Nolan Beverwyck Brewing Company, Albany, N.Y. (Beverwyck brewery)
 These two plants are under one management, the first named, the Ale Brewery, was founded by James Quinn in 1845, who was succeeded by Michael N. Nolan and T. J. Quinn in 1866. Mr. M. N. Nolan founded the Beverwyck Brewing Company with the determination to make it a first class lager beer plant and his ambition has been fully realized.

The capacity of the Ale plant is 80,000 barrels per annum, that of the Lager Beer Brewery 250,000 Barrels, Michael N. Nolan being President and Treasurer up to the time of his death, May 31st, 1905. Mr. F. J. Nolan, his son succeeded him as the acting head of these two concerns and with the characteristic enterprise for which he is known, has succeeded in increasing the business of these two concerns to such an extent that to day they are classed among the leading breweries of New York State.



Hinckel Brewery Co., Albany, N.Y.

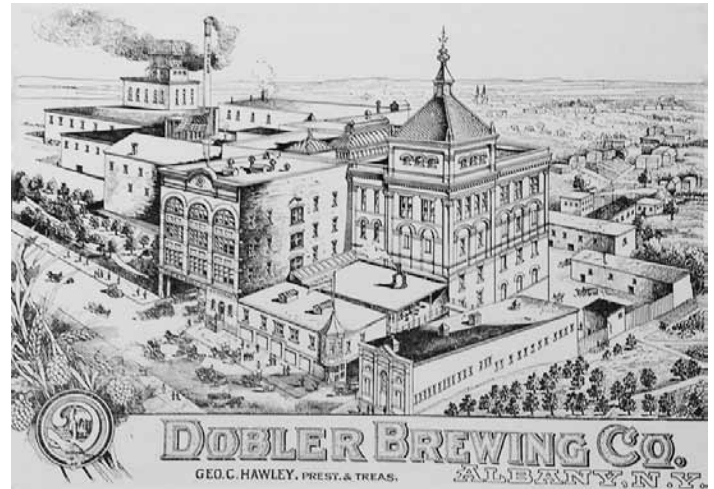
The extensive business conducted by this well known Corporation, was established in Albany by Messrs. Hinckel and Schinnerer in 1855 on the site of the present magnificent plant. In 1887 the Hinckel Brewing Company was incorporated and on the 17th of March 1903, Mr. Fred'k Uhlmann took over this Concern under the name of "Hinckel Brewery Company."

The present officers are: President George G. Schaefer; Vice President, Charles A. Hinckel; Secretary and Treasurer, Simon Uhlmann; Brewmaster, Ernst Uhlmann.

The premises occupied by this Company covers half a City block, bounded by Swan Street, Park Ave. and Myrtle Avenue. In 1904 they began manufacturing Ale and one of the best up-to-date Ale Plants has been added to the existing buildings. The output for both Lager & Ale, during the year 1907, was largely in excess of 100,000 barrels.

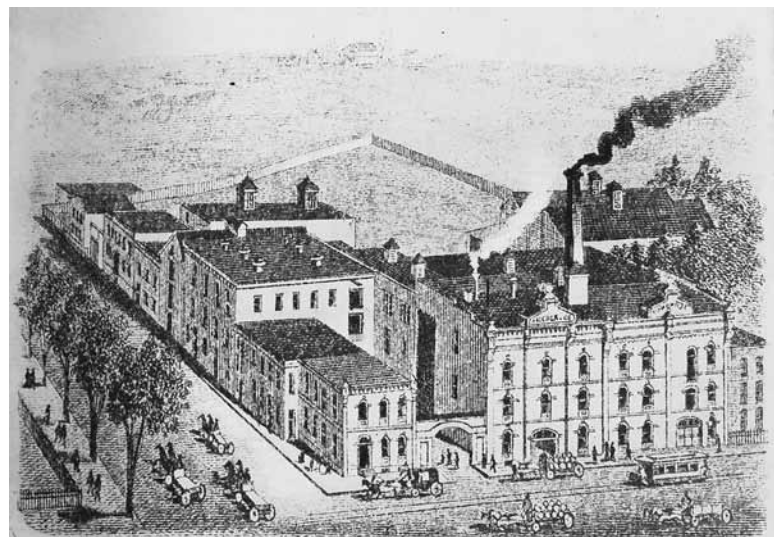
standing, though heavily boarded up with "hazardous warning" signs. Apparently a very nasty substance (insecticide?) was once manufactured there. If anybody knows more, please email me at ACCNECA@aol.com. I believe I heard that tidbit from Chuck but alas, he is unavailable for consultation.

(Editor's Note: Captions excerpted from the English listings in the Souvenir. I elected to "clean up" many typographical errors I found in the English text, otherwise entire sections would be littered with "(sic)" interrupting the charming typical language used in the early 20th Century.)



Dobler Brewing Company, Albany, N.Y.

The Dobler Brewing Company is the outgrowth of a small brewery erected on the site of the present plant in the early sixties by Darius S. Woods. He disposed of his interest some years later to John Dobler, who continued the business until 1891, when Theo. M. Amsdell and George C. Hawley became the proprietors. Under their supervision the business increased steadily and today the Dobler plant is considered one of the finest equipped breweries in the country. Mr. Amsdell died some years ago and since then Mr. Hawley has carried on the business. Dobler beer has become a household word in Albany and vicinity, being known for its purity and uniformity. The brewery's output is enormous.



(Ruscher: see caption next pg.)

Spring 2015



Weber's Star Bottling Works and Weis Beer Brewery
40 – 46 Third Avenue,
Albany, N.Y.

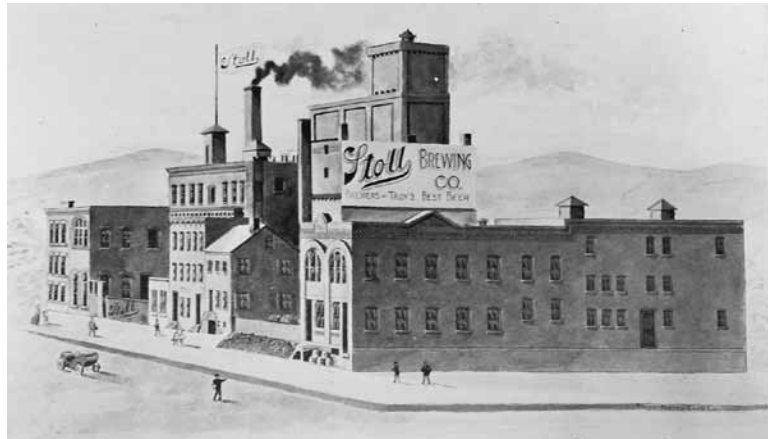
Mr. George Weber, the founder of the present extensive brewery and bottling plant, was born in Hanover, Germany, in 1825. He came to America when a young man and after spending a short time in New York City he moved to Rondout, N.Y., where he in 1858 began, in a very

modest way, the brewing of Weiss Beer, which he continued successfully but believing that the Capital city of the Empire State was the place for him and his family he removed to Albany, N.Y. in 1872, where he located the present plant, built the Brewery, Bottling Department and engaged in bottling.

Others have brewed Weiss Beer and engaged in the business but the Webers have survived all of them so that the Weber Brewery is the only Weiss Beer Brewery at the present time in Old Albany. The Weber plant is not however confined to Weiss Beer. They are bottlers of the Dobler Lager Beer, the Hinckel Lager Beer and the Hinckel Sparkling Ale Beer.

They conduct one of the largest, best equipped, most modern and cleanest bottling establishments between New York city and Buffalo where all kinds of so-called "soft drinks" are manufactured.

(Expired 1920)



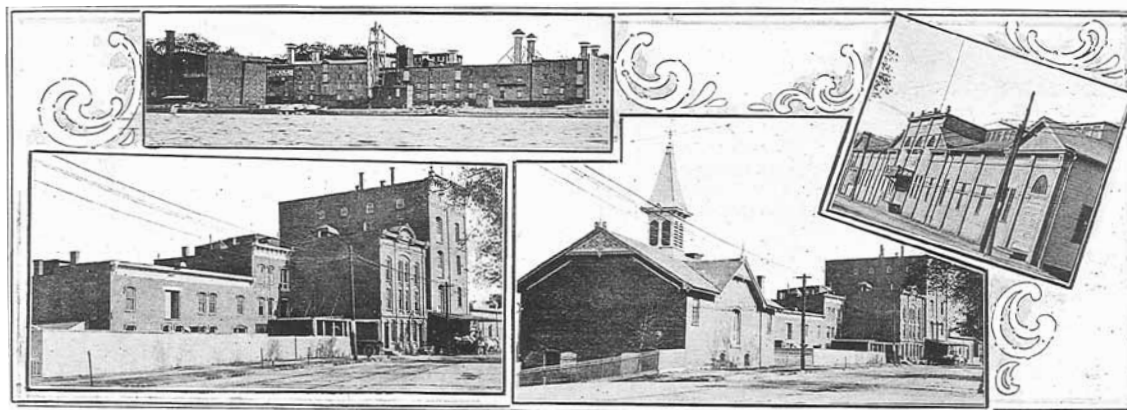
The Stoll Brewing Company, Troy, N.Y.

The plant of The Stoll Brewing Co., one of the finest breweries of Troy, is located in a most picturesque spot on the banks of the Poestenkill. . . the plant of The Stoll Brewing Co. is a fine example of a modern, neatly kept and well equipped brewery, having an annual capacity of 60,000 Barrels.

Established in 1857 by Jacob F. Stoll, it has from a small beginning, always been in a most prosperous and flourishing condition; and since its incorporation in 1895 has sustained its reputation of a well built and practically arranged brewery capable of producing very fine beer.

The arrangement of the brewery is very good and will readily admit of doubling its present capacity . . . The buildings are neat brick structures with blue stone trimmings, occupying a property 250x600 feet, forming a group of structures of most imposing looks, and giving the plant an appearance of great capacity, built in a most substantial manner and conducted with care and scrupulous good order.

(Expired 1920; non-producing in 1934)



AT LEFT: Photo Facing Pg., Bottom: The Ruscher Co., Troy, N.Y.

The late Mr. Louis A. Ruscher must be regarded as the pioneer of the Lager beer brewing industry of Troy and vicinity. Mr. Ruscher leaving his beloved Tyrol behind him, he reached these shores in the year of 1848. Four years later he founded a brewery in the southern part of the city and began on a small scale. In the year of 1855 he took Mr. Jacob Stoll as a partner and both continued the business up to the year 1864, when Mr. Stoll withdrew and sold his share of the brewery to Mr. Ruscher, starting a brewery on his own account.

In the year of 1883 Mr. Louis Ruscher, a son of the founder of the concern purchased the interest of his parent and formed a partnership with Messrs. Cavanaugh and Sheary, who conducted the then very flourishing business under the name of the Ruscher Co. After the demise of Mr. Louis Ruscher in 1890 Messrs. Cavanaugh and Sheary succeeded and gained sole control.

The remaining partners died in short succession; two years ago the Wachter family, daughter, (sic) respectively grand children of the late A. L. Ruscher gained possession of the plant and assumed the firm name of the Ruscher Co.

(Expired 1912)

S. Boltson's Son's Brewery,
Troy, G. P. Noyes,
Brewmaster

This plant was established in 1865 by Samuel Bolton and is now conducted by the grandsons of the founder. The capacity is 100,000 bbls. and the products of the company are branded as "Home brewed Ales and Porter" the required malt being made in the firm's own malt houses.

(Expired 1920)



Fitzgerald Brothers Brewing Company, Troy, N.Y.

This brewery was originally established 1852. Mr. Edmund Fitzgerald, the present proprietor, took over the brewing business with his brothers (in) 1866 and since 1885 Mr. Edmund Fitzgerald is sole proprietor of the brewing establishment on River Street under the old firm name of Fitzgerald Brewing Co. (Expired 1962)



The John Stanton Brewing & Malting Company, Troy, N.Y.

From a small beginning The John Stanton Brewing & Malting Co. grew and now occupies a grand space of 300 feet front by 250 feet deep and is seven stories high. The capacity is 250,000 bbls. per year with an annual output of upwards of 130,000 bbls. making it the largest brewery in Northern New York. In its appointments it is the most modern and perfectly sanitary plant to be found anywhere. The brew house is equipped with every modern device for the production of the best beer, the cooling room where 300 bbls. are cooled per hour has glass walls and ceiling of German silver making it absolutely sanitary and the room set apart for the cleaning, propagation and storage of yeast is of pure white marble. In either room none but the purest filtered air is ever admitted and both are fully equipped with the most modern air and water filters, sterilizing apparatus, etc. To those who know the importance of both these rooms in a brewery it can readily be seen to what extent this concern has gone to produce an absolutely pure beer.

The Stock House recently erected by the concern at a cost of upwards of \$250,000 and a capacity of 40,000 bbls., is admitted by all who have seen it to be the most modern and perfectly equipped house in the country with the most perfect system of ventilation which is so essential to maintaining the purity and perfect flavor to the beer. Mention should also be made of the racking room and wash house which is most modern and spacious.

This firm also has a Malt House attached to the brewery thus insuring nothing but the best Malt made under their own supervision. The firm will be glad to welcome any of the brewmasters and show them this modern plant. (Expired 1950)



The Isengart Brewing Co., Troy, N.Y.

The Isengart Brewing Co. was founded in 1865 by Christian Isengart, who afterwards took with him as a partner Mr. Herman Voight. The firm then became known as "Isengart & Voight" until the year 1887 when it came under new control and was known as the "Donohue-Tierney-Isengart Brewing Co." October 1st 1901, it was again changed to its old original name, The Isengart Brewing Co.

When first founded the brewery used a 2-1/2 bbl. kettle, then an 18 bbl. kettle, from this they increased to one of 65 bbl. capacity and in 1889 they installed a kettle with a capacity of 150 bbls. The output at present being 25,000 bbls. (Expired 1915)



Eagle Brewing Company, Utica, N.Y.

The Eagle Brewing Company, whose plant is situated at the corner of Third Avenue and Jay Street, Utica, N.Y., was organized in the fall of 1888, and the plant was completed in the spring of 1889. In June of the latter year the first brew was put upon the market, and from the very first advanced in popularity with the beer drinking public. Today the output is nearly 40,000 barrels of Ale and Lager. When first established Lager only was brewed, but in November 1897, an Ale plant was installed and since then the demand for their filtered Ale has steadily increased until at present they are selling over 30,000 barrels of Ale per year.

The capital stock of the Company is \$100,000 . . . The plant is one of the most modern doing business in the state, having every improvement and appliance to make and market a choice beverage. First class material and highly efficient labor assist in making Eagle beer, the invigorating and refreshing beverage that it is. (Expired 1943)



Bowler's Brewery, Amsterdam, N.Y.

In 1889 Harry F. Bowler purchased a tract of land in the west end of the City of Amsterdam. This location was selected because the famous Mohegan Spring, known to all the Indian tribes, as the purest water in the Mohawk Valley, is located on the premises.

Here is erected a modern Ale Brewery with a capacity of 10,000 barrels which was successful from the first day its ale was placed on the market, and it was very soon evident that the capacity must be increased.

In 1894 preparations were made for an additional building and in that year a Lager Plant was added. Hardly was this complete and in opera-

tion when on Sept. 8, of the same year, the entire establishment was totally destroyed by fire, it was the largest conflagration in the history of Amsterdam.

Hardly had the embers cooled when Mr. Bowler started the erection of a magnificent brick building, upon the same site, larger and more modern with all the latest machinery and appliances known to the art of brewing, its present capacity is 50,000 barrels and the increasing popularity of the Amsterdam Ales makes it highly probable that this capacity to its fullest extent will be required during the coming year.

(Expired 1940)



Quandt Brewing Company, Troy, N.Y.

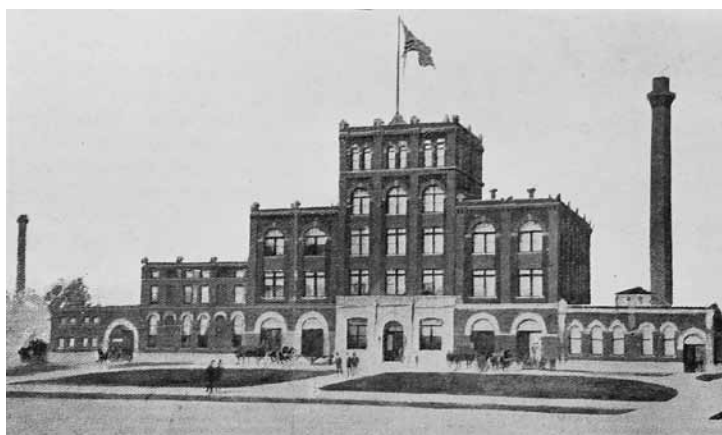
An old lager beer brewery was that built by Leo Kirchner, at Troy, New York, in 1859, the enterprise being the origin of the Quandt Brewing Company, of that city.

Mr. Kirchner operated the plant until 1877, when Andrew and Adam Quandt bought the business and continued it, under the firm name of A & A Quandt, until its incorporation, in 1884, as Quandt Brewing Company. Since that year there has been no change in the name, although Andrew Quandt died in 1890 and Adam retired from the business in 1899. (Expired 1942)

Mohawk Valley Brewing Co., Schenectady, N.Y. (Right)

The Mohawk Valley Brewing Co. is situated at Foster Ave. and Seneca Street, Schenectady, N.Y. The entire Buildings are constructed of steel, stone and brick throughout and fire proof floors of cement and asphalt.

The Brewhouse 100x41 feet, five stories; is equipped with the latest machinery and brewing outfits, electrically driven, with an electric elevator from first to fifth Floor. (Ed. Note: Here, the description goes into



lengthy detail about what equipment is found on which floor.)

The complete Plant was designed and equipped throughout by Louis F. Dey, Engineer and Architect, No. 504 Walnut Street, Philadelphia, Pa., who for many years has been designing and constructing the most modern breweries in the country. (Expired 1916)

NABA Breweriana Detective

Prototype/Mockup Mystery: A question for readers



Brewery Historian, Rich La Susa wonders about where the creators of these items were headed, and for whom — if you have research that might answer these questions, please get in touch. Also, an update from Greg Johnson.

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

Two pieces of colorful early 1940s beer advertising I have in my collection are intriguing but their origin and purpose remain a mystery.

They are not actual beer signs but stiff cardboard mock-ups or artists' renderings. I purchased them from an antiques dealer in Arizona two years ago.

They were among five he had acquired many years back in an auction lot that featured ephemera. He had sold the other three shortly before I purchased mine.

The graphics look familiar, like signs I have seen. I have no idea, however, what actual brands they advertised or were intended to advertise. They could be just never produced conceptions or prototypes for a specific brewery.

One shows a smiling male holding a pilsner glass full of beer. It is 10.5 in. wide x 13 in. high and has a flexible cardboard flap that bends outward to serve as its base. The date 11-12-43 is printed in pencil on the back.

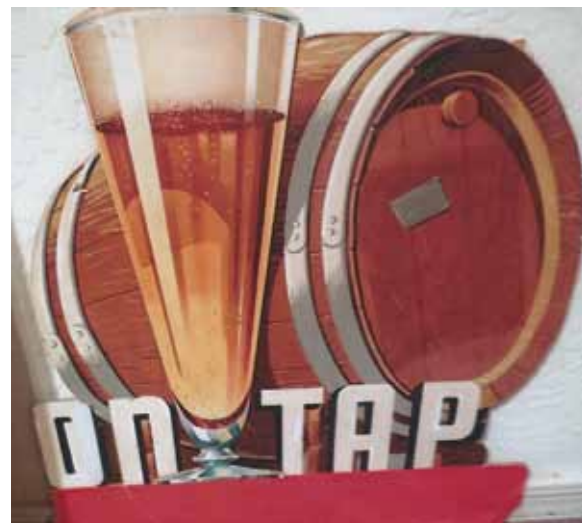
The other piece features a depiction of a large wooden beer barrel, a full pilsner glass (it is a separate piece glued to the main body) and the words *On Tap* in large white letters at the bottom. It is 16.5 in. wide x 18 in. high. There is glue residue on the barrel end that indicates a large rectangular element had been affixed. A few numbers and other notations are printed in pencil on the back, but nothing that indicates when or where it was made.

Do these graphics look familiar?

Do you know of actual beer signs that featured them?

If so, you would help solve a mystery.

If you have information about—or own—other mock-up or prototype beer signs, please share. rlasusa@aol.com



Greg Johnson asked about a trade card in the last issue (Winter 2015) of the BC. Greg says: "I'm happy to report that the *Detective* article was successful in uncovering new information on Joseph Mais and his Brooklyn Brewery.

"Fellow member Robert Martin replied to the article with several resource listings and scans that were very helpful. I was able to use them as a starting point for further research. A big thanks to him!"

Joseph Mais came to New York from Germany ("Bavaria" on the ship's passenger list) on May 2, 1868. He was traveling with his future wife, Catharina Brehm, on the steamer *Germania*. He was 22 years old.

The passenger list describes his profession as "workman." He became a naturalized citizen and married Catherine later that same year.

Goulding's New York City Directory for 1877-78 lists Mais as "brewer." (It's possible that he was an apprentice brewer at this time. A home address - designated by the letter "h" in city directories - is given, but no work address.)

Later city directories (1880-81) list Joseph Mais as "brewer" and "liquors" at 36 Broadway.

Mais died in April 1880 at age 36. He had presumably just purchased the brewery from Louis Schmidt, who was listed as the brewer at 36 Broadway in the 1879 Brooklyn directory. The 1880 census lists the cause of death as pneumonia. Katie Mais is listed as "Widowed."



Sources:

Immigrantships.net
World Vital Records
Goulding's New York City Directory 1877-78
1879-80 Lain's Direc. Brooklyn
1880 U.S. Census



Sheraton Westport Chalet Hotel

191 West Port Plaza

St. Louis, MO 63146

314-878-1500 (Ask for the *Chalet Hotel*)

www.sheratonwestport.com>Our Hotels>

Sheraton Westport Chalet Hotel



Sheraton Westport Chalet Hotel

The Sheraton Westport Chalet Hotel is part of the Westport Plaza business and entertainment complex. The Chalet is a Certified Green hotel, with 300 guest rooms including 7 suites. They recently completed a multimillion-dollar renovation, and all 300 rooms feature the new Sheraton Sweet Sleeper® Bed and wireless high speed Internet access. The Sheraton Westport also offers parking, room service, a concierge, 24 hour front desk and a cocktail lounge.

Call to make your reservation for the NABA Convention today by dialing the number above, ask for the Chalet, and use the reservation code: **BREWAD**. Or go online and be sure to follow the web "map" above to be sure you're reserving at the Chalet!



This photo shows the Westport Chalet Hotel. NABA has several floors in the 4-story structure to the left of the Chalet reserved for you!



• NABA CONVENTION 44 •

• JULY 28 - AUGUST 1 • ST. LOUIS, Missouri •

Daily Convention Activities – St. Louis 2015

Tuesday, July 28

2:00 pm to?

All Day/Any Time

5:00 pm to 9:00 pm

Registration and Hospitality – open

Room-to-Room - buy, sell or trade

Early Birds Home Collection Tours

Wednesday, July 29

9:00 am to?

9:30 am to 4:30 pm

6:00 pm to 8:00 pm

All Day/Any Time

Registration and Hospitality - open

Brewery Tour, lunch and home collections bus tour (ticket required)

Brewmaster's Dinner (ticket required)

Room-to-Room - buy, sell or trade

Thursday, July 30

9:00 am to?

10:00 am to 12:00 pm

2:00 pm to 4:00 pm

7:30 pm

All Day/Any Time

Registration and Hospitality - open

Seminars (Topics to be announced)

Seminars (Topics to be announced)

First timers greeting

Room-to-Room - buy, sell or trade

Friday, July 31

7:30 am to?

9:00 am to 11:00 am

9:00 am to 11:00 am

11:00 am to 12:00 am

12:00 am to 4:00 pm

4:00 pm to 5:00 pm

3:00 pm to 5:00 pm

5:00 pm to 6:00 pm

5:00 pm to 8:00 pm

6:00 pm to 8:00 pm

8:30 pm to?

All Day/Any Time

Board of Directors Meeting

Registration – open at Auction Area

Auction Item Consignment

View Auction Items

Auction – Registered Members Only

Full Micro Beer Bottle Swap

Registration and Hospitality - open

Taste of Missouri – Micro beer Tasting

Missouri Collector Display - ballroom

Annual Business Meeting, Banquet and Guest Speaker

Registration and Hospitality - open

Room-to-Room - buy, sell or trade

Saturday, August 1

7:00 am to 9:00 am

7:00 am to 2:00 pm

9:00 am to 2:00 pm

3:00 pm to 6:00 pm

6:00 pm to 7:30 pm

8:00 pm to?

Set up for Public Show and Sale

Registration – open at the Public Show Area

Public Breweriana Show and Sale

Hospitality - open

Banquet and Convention Adjournment

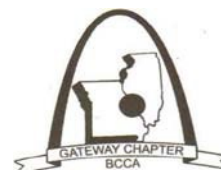
Hospitality - open



Hosted By Gateway Chapter of NABA

NABA 44th CONVENTION REGISTRATION

July 28 to August 1, 2015
Sheraton Westport Chalet Hotel
191 Westport Plaza
St. Louis, MO 63146 • 314-878-1500 (Chalet)



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: \$85 per member \$ _____
 - Spouse/Adult Guest registration fees: \$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 _____
 - Wednesday Breweries & Home Tours Bus Trip, plus Lunch Tickets _____ @ \$35 per person \$ _____
 - Wednesday Brewmaster Dinner (limited seating) Tickets _____ @ \$45 per person \$ _____
 - Saturday Trade Show - Qty _____ @ \$10 per CENTER table Qty _____ @ \$20 per WALL table \$ _____
 - Saturday Trade Tables (CENTER w/o Convention registration) Quantity _____ @ \$25 per table \$ _____
 - NABA Membership Dues \$30 if dues have expired. Check your last BC for expiration date \$ _____
- TOTAL** \$ _____

Enclose check payable to 2015 NABA CONVENTION and mail this pre-registration form and check to:

NABA Convention 44

577 E. Chippewa River Road

Midland, MI 48640-8363

Phone: 989-631-7239 email: dalsgaard@charter.net

Use this code: **BREWAD**

Online direct with the Westport Chalet Hotel is: 314-878-1500 (Ask for *Sheraton Westport Chalet Hotel*)

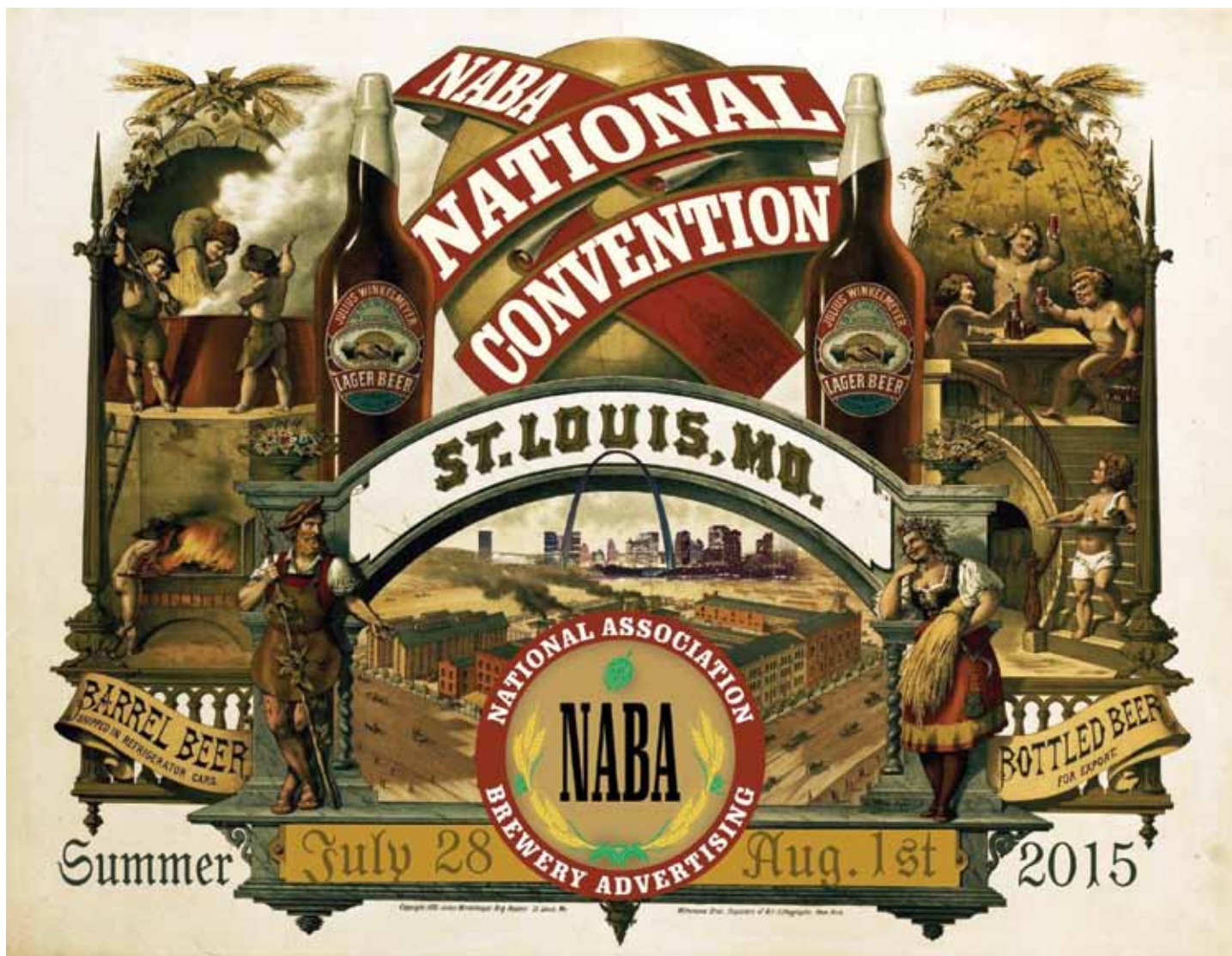
See www.nababrew.com or The *Breweriana Collector* for a summary of Convention Times and Activities.

See www.explorestlouis.com for St. Louis activities.

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

Please Circle: I will stay for the Friday Dinner I will stay for the Saturday Dinner

See you in St. Louis and Indianapolis in 2016



2015 CONVENTION POSTCARDS AVAILABLE!

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

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

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

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

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

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

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

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

TOP QUALITY COLLECTIONS WANTED

CONTACT US WHEN YOU'RE READY TO SELL

WE ARE ACTIVELY SEEKING HIGH QUALITY PIECES LIKE THESE FOR
OUR NEW ENGLAND BREWERIANA COLLECTION.

NOTHING FROM NEW ENGLAND? THAT'S OKAY ... WE'RE
ALSO **ALWAYS** INTERESTED IN ACQUIRING THE FINEST IN
COAST-TO-COAST ITEMS FOR OUR INVENTORY.





Auction Hysteria

by Robert Hajicek

CRAFT/MICRO



Lot of Nine Craft Beer
Cork and Cage Discs
Various Breweries, \$66



Voo Doo American
Stout Tap Handle
Left Coast Brewing
Co., San
Clemente, CA,
\$89



Four Tap Handles
Fairhope Brewing Co., Abita Strawberry,
Leinenkugel's Oktoberfest and Lite, \$108



Three Floyds Tap Handles
Alpha King and Zombie Dust
Three Floyds Brewing Co.,
Munster, IN, \$122



Rogue Dead Guy Ale
Tap Handle
Rogue Ales,
Newport, OR
\$90



Dogfish Head Neon, 32" x 24"
Dogfish Head Brewery, Milton, DE, \$356



Hawaii Beer Bottle Labels (17 different)
Keoki Brewing Co., Lihue, Hawaii, \$103



Left: 3 Floyds Tin
Sign, Embossed
Three Floyds Brew-
ing Co., Munster, IN,
\$137



Schlitz ROG with Metal Frame
13-1/4" wide
Jos. Schlitz Brewing Co., Milwaukee, WI, \$501



Grace Bros. Beer
15" Convex Glass Face of Sign, no Frame.
Grace Bros. Brewing Co., Inc., Santa Rosa, CA, \$2,362



Schmidt's Beer Lighted Bullet Sign
14-1/4" tall
Jac. Schmidt Brewing Co.,
St. Paul, MN, \$1,009



Above and Left (lit and unlit)
Griesedieck Bros. Lighted ROG Sign
8" x 16" x 6" deep
Griesedieck Bros. Brewery Co., St. Louis, MO, \$480



Hert-Rendlen Etched
Glass
Hert-Rendlen Brewing
Co., Hannibal, MO, \$710



Above: Reisch Beer
3" x 2" glass slide: black and white graphics
Reisch Brewing Co., Springfield, IL, \$601

Left: L. Schlather Metal Corner Sign
33-1/2" x 20-1/2"
L. Schlather Brewing Co., Cleveland, OH
\$1,914



Magnolia Brewery Etched
Glass, 3-3/4" tall
Houston Ice & Brewing Co.,
Houston, TX, \$610



Cascade Beer Tray, 12-1/4" x 17-1/4"
Union Brewing & Malting Co., San Francisco, CA, \$2,020



Schlitz Metal Flange Sign
Two Sided, 19-1/2" x 12"
Jos. Schlitz Brewing Co., Milwaukee, WI, \$4,157



Croft Ale Lighted Glass Sign
20" x 15"
Croft Brewing Co.,
Boston, MA, \$473



Hamm's Pre-Prohibition
Single Playing Card,
3-1/2" x 2-1/2"
Theo. Hamm Brewing Co.,
St. Paul, MN, \$65



Consumers' Tray, 12-1/2" diameter
Consumers' Brewing Co. of N.Y. Ltd,
N.Y., NY, \$2,158



Mule Beer Tin-Over-Cardboard Sign, 6" x 13"
McGovern Brewery Co., Marionville, MO, \$1,425

Storz Triumph
Tin Sign
6" x 15"
Storz Brewing
Co., Omaha, NE
\$1,303



Christian Moerlein Mug
Stoneware, 5-3/4" tall
C. Moerlein Brewing Co.,
Cincinnati, OH
\$1,010



Elk Brewing Co. Etched
Glass, 3-1/2" tall
Elk Brewing Co.,
Kittanning, PA, \$492

From Behind the Bar

Fake Stroh's Alert

by George Baley

Cruising through eBay in January, I came upon this listing: 1930s STROH'S BEER BAR BACK ADVERTISING FIGURE DISPLAY STATUE! VINTAGE BREWERY!

Wow! This is a really rare one (#406 in my book), so I linked up to check it out. The item (below) is depicted in images from the ad. Using the eBay enhancement feature, the claim that this was a mint item did not seem to feel right.



The statue dropped off eBay after a few days, but the next week, the same exact one (flaws and paint job) reappeared. Being curious, I emailed the seller to see if the sale had gone bad and he was just relisting the item. He quickly got back to me and said, no he had purchased three of them in a parking lot in Kalamazoo, MI, at a toy show.

Hmmm, the plot thickens. Three in one place when I only knew of three others extant?

My interest was being piqued.

I asked him what the bottom was like and could I get a picture? (The authentic version has a hollow base.)

Quickly he sent a picture of all three statues' bottoms. Yes, they were all flat (see comparison photos next page).

The second one sold a few days later followed by the third one a week after that. At least for #3 he used a different picture than the first two.

Who is this guy? Hope he is not a NABA member. Did he know these were fakes? Your guess is as good as mine.

This kind of fraud has to be identified and stopped.

Generally speaking, the reproduction of beer statues is rare. Other than the well-known Oertel's reproductions of the man next to a bottle; a right hand holding a bottle/can; and the creation of a never-issued ashtray, there have been few serious attempts to rip off breweriana statue collectors. These reproduction Oertel's items still routinely show up on

Since I have one of these little guys, I grabbed mine and looked at the quality of the paint job (photos at right).

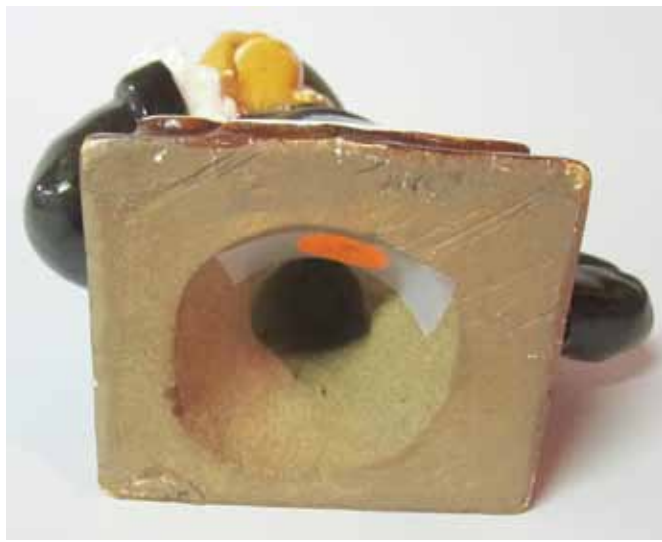
The eBay version showed poor paint strokes and over-painting in several areas, plus it was obvious (in several areas) that the casting was not the quality of my version. You can easily see the difference in the quality of the debossed section of the lower back (with the unpainted Stroh's writing).

At a *Buy It Now* price of \$2,249.99, I decided to take a pass.





Fake



Genuine

eBay with only an occasional buyer getting ripped.

A nice treatment of the fake Oertel's was presented in the *Breweriana Collector* back in 2006 by Roger Owen and Kent Speer (Vol. 133, pp. 19-21).

Are the Stroh's fakes a one-time affair? Or are they the tip of the iceberg?

This situation is particularly

interesting because I lived in Kalamazoo for 30 years and know about the toy show the seller referenced. I wonder why he felt it necessary to mention the parking lot as a source explanation?

And the last tidbit: There is a company located in Kalamazoo that manufacturers

and sells kits used to reproduce figurines! Could it be that someone in Kalamazoo is having these made?

The asking price of \$2250 is about double what the item is worth.

So, if you have anything to add to this story, please let me know. — gbaley@comcast.net

FOR SALE: BREWERY EXECUTIVE'S PERSONAL BEER LABEL COLLECTION



Separate Alpha Index

Index includes:

- State
- Spreadsheet location
- Brewery
- Brand & Label Numbers
- IRTP, U-Permit, PRE & PRO Numbers

Separate Color-Coded Inventory

Lists Includes:

- City & State
- Brewery & Brand
- Container Size
- IRTP, U-Permit, PRE & PRO Numbers
- Quantity & Condition for labels (including Nk)

*INDEX & INVENTORY AVAILABLE ON THUMB DRIVE

For more information, please contact seller at:
geodawg65@verizon.net

THE NABA *VIRTUAL MUSEUM* LIVES



by George Baley &
James Kaiser



It seems like just the other day that we mentioned the proposal to create a Virtual Museum (VM) for the NABA website. In case you do not know, the classic definition of a VM is: *A digital entity that draws on the characteristics of a museum to complement, enhance, or augment the museum experience through personalization, interactivity, and richness of content.*

Since it is unlikely NABA will ever be able to create a real brick and mortar museum, the idea is that our VM can become the place to go to learn about and study the history of breweriana on the internet. The expanded NABA Virtual Museum is a free benefit of your membership. The website permits members full access to the Museum through the use of their email address and password.

James Kaiser and I are inputting the initial data for a dozen or so categories. But we need your help (or your non-member friends' help) to share images of personal collections. We also could use assistance with downloading and sizing images.

We have commitments from members to provide: **a button collection; pre and post Prohibition trays; beer trucks; factory scenes; neons; and glasses.** To help promote craft beers, we will link internet craft brew websites that show labels and cans, and we have a few coasters from craft breweries for you to see in the VM.

If you have a website and would like to share (with credit of course) your images, please contact us. This is a project in support of a hobby many have come to love.

It's your museum. Why not stop by and 'kick a brick.' We hope you'll like it.

To get into the VM, log on at **nababrew.com**. In the upper right corner, enter your email address followed by your password. *If this is the first time you've used the website and you do not have a password, don't worry.* You **do** have an email registered in the system. Select "Change Password" and you will be directed to a page where you follow the directions and create your own password. Remember to write that password down somewhere safe. But if you forget your password, no worries: The same procedure is used if you want to log in but have forgotten your password. In addition, the system allows you to change your password at any time.

Please note: the website administrator *does not know* your password. If you forget it, want to change it, or get one for the first time, you must do this yourself. If you have never given us an email address (with your membership form or in creating your personal page), please email us at **nabamemberhip@comcast.net** and we will enter one for you. Pretty simple system!

After you log on you will see 7 tabs across the top of the home page. Most tabs have additional drop downs with other options.



The NABA Virtual Museum

The Sample View of the Museum

On the right are samples of the various items in albums presented in the full museum.

More than 100 different albums containing thousands of pictures are included. In the full version, you will be able to find items by searching the type of breweriana, brand or brewery name, city and state.

If you are not a current member of NABA you can join for only \$30/year by going to the Membership Tab at the top left or simply clicking on the button below.

[How to Join](#)



If you are currently a member of NABA you can see the entire Museum by clicking the button below and you will be taken to the full *NABAVirtual Museum*.

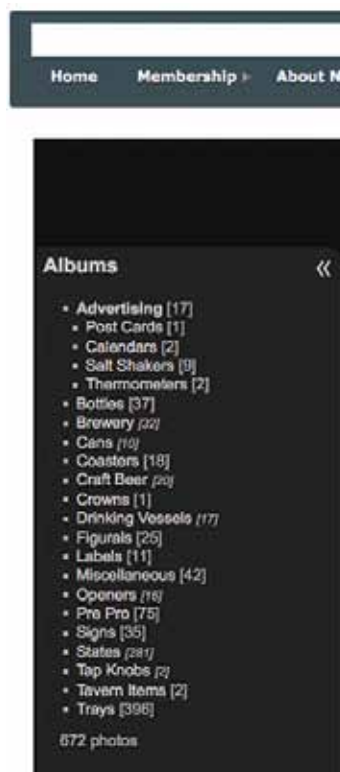
[Click Here for The Virtual Museum](#)

In future issues of the *Collector*, additional features of the NABA website will be highlighted. For now, however, just click on the tab “NABA Virtual Museum” and you’ll see something similar to the photo on the previous page. Scroll down a bit and you’ll see the above picture.

At this point in your visit, both members and non-members can enjoy a preview tour of the VM via a rotation of images. Here visitors can get a taste of some of the things to be seen inside—but only with a paid membership. If you have friends who are not members, they can invest \$30 and join the fun by clicking the “Join Now” button.

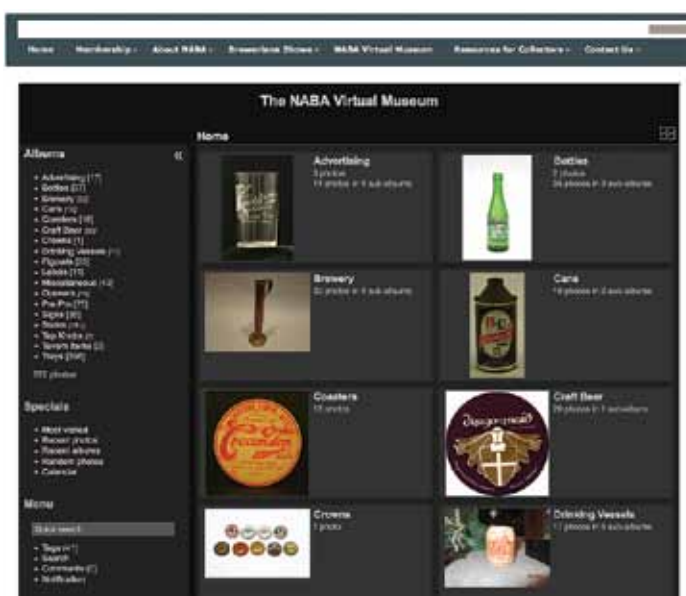
If you are a dues paying member of NABA, however, you will click on the button “Click Here for the Virtual Museum.”

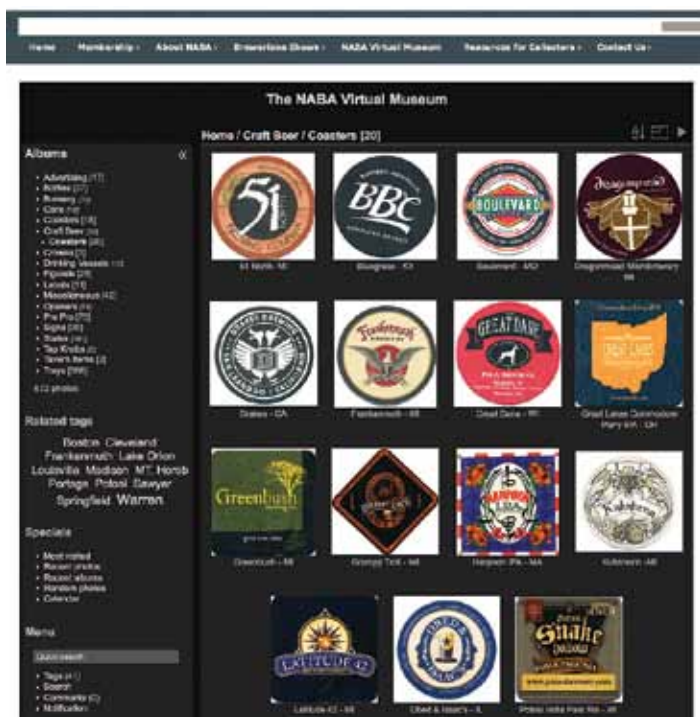
Upon entering the VM, you are greeted by two sections (see photo right). On the left is a list of “Albums” that we like to think of as being rooms in the museum. Each room has drop-downs with more sub-categories of breweriana (photo top right). As of this writing, we have 18 albums, each with sub-categories of items you can use to navigate through the VM. There are dozens of rooms with empty walls, awaiting curators like yourself to showcase your items. Aren’t you interested in helping?



For now, there’s no need to worry about the extreme lower left corner (see below). This area is intended for persons who have administrative permission to load and edit new breweriana—it is not related to your regular member sign in.

When you click on an album or a sub-album at the left, your choice shows up on the right. If you click on a picture, you will see more detail.





Jump around and test things out. See what can be discovered — and what you might want to contribute. We will include a more detailed set of instructions accessible in the website itself, later.

So that is a very brief tour of the VM. Come back often. Comments and or questions are welcome. Email us at nabamembership@comcast.net

BEER COLLECTIBLES SHOW

SATURDAY MAY 9, 2015 – 8AM until 2PM

BUY*SELL*TRADE*ADMIRE



AT BELLS BREW PUB
355 E. Kalamazoo
DOWNTOWN Kalamazoo MI
PUBLIC WELCOME

\$1.00 Admission

(100% Donated to the Boys and Girls Club of Kalamazoo)

CANS*MAN CAVE ART*NEONS*BOTTLES*STEINS*TAP HANDLES*GLASSES

COME JOIN US FOR A DAY FULL OF BREWERY MEMORABILIA FROM PAST TO PRESENT. ADD SOME PIECES TO YOUR COLLECTION OR JUST SHARE SOME GREAT STORIES WITH FELLOW COLLECTORS.

Why not make a weekend out of it and visit the Area's 10 Craft-Breweries.

Aradia Brewing, 701 E. Michigan Ave	Latitude 42, 7842 Portage St
Bells Brewery, 355 E. Kalamazoo Ave	Olde Peninsula Brew Pub, 300 E. Michigan Ave
Bostyard Brewing, 432 E. Peterson St	Rupert's Brew House, 773 W Michigan Ave
Gonzo's Big Dog Brewing, 140 S. Westnedge	Tibbs Brewing, 402 S Burdick St
One Well Brewing, 4213 Portage St	Little Eyes Brewing, 1156 S. Burdick St (open soon)

TABLES ARE ONLY \$10 EACH. CONTACT:

Larry Klinkers linkersl@att.net – 269-321-3054

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

SETUP TIME is Saturday at 7:30 AM



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 “expired” date is nearing it’s time to consider renewal!

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

Don’t Forget! Renew Today!

The Back Bar
featured at
The Blue & Gray Show 2015





Review of the 15th Annual Back Bar Display

by John Bain

If you missed the Blue & Gray Show this past February in Fredericksburg, Virginia, you missed a spectacular Back Bar Display and Best of Show Contest. This year's display highlighted yet another beautiful assortment of lighted breweriana contributed by twenty-one participants from across the country.

Rich and Lisa Allen scored Best of Show for their animated, 1940s sign for Kingsbury Pale Beer. Their sign displays the Kingsbury logo on an aqua-colored glass background. When illuminated, the background shimmers, evoking (at least, for me) a feeling of gazing into rippling water in a pool tiled with a black and white mosaic. It was quite fascinating to watch in person.

Will Hartlep's 1930s sign for Carnegie Beer won the coin toss in a tie for 1st Runner-up. Will's sign emits a soft, pleasing glow. It conjures a nighttime image of an inviting tavern window tucked away on a narrow, quiet cross street somewhere in Pittsburgh.

Mark Young was awarded 2nd Runner-up for his charming, 1930s bubbler sign for Lucky Lager Beer. Mark's sign features individual glass letters filled with amber liquid – sorry, not beer – which, when heated by the light bulb in the sign, bubble rhythmically in an eye-catching dance, promoting the Lucky Lager brand.

Each winner received a prize ribbon and a 12-pack of delicious, premium beer, all paid for by the Blue & Gray Show. In addition, the Best of Show winners received a 1950s flat top can

for Senate Beer, generously donated by Charlie Smith of Carlisle, PA.

Congratulations to the winners, and many thanks to all of the participants. Special thanks go to Ray Johnson, the Blue & Gray Show staff, Delores Sales, and the Howard Johnson's staff for providing their invaluable support and the ideal venue for this wonderful event.

If you'd like to participate in next year's Back Bar Display and Best of Show Contest at the Blue & Gray Show 2016, just hop onto your computer and drop me a line at the-back-bar@earthlink.net.

Cheers!

Winners of the Best of Show Contest



Will Hartlep
Pittsburgh, PA

Rich & Lisa Allen
Bristow, VA

Mark Young
Los Angeles, CA

Participants of the 15th Annual Back Bar Display



(L to R) **Top:** Jim Campbell, Chuck Johnson, Dave Doxie, John Vetter, Kevin Crowl, Chip Zeiler, Robert Keasey, John Bain, Steve Campbell, Mark Young, Lisa Allen, Rich Allen. **Bottom:** Will Hartlep, Keith Belcher, Dave Donovan, Jim Cartin, Chris Amideo, Tori Berzins. **Absent:** Larry Handy, David Suffredini, Jack Blush.

Best of Show



Best of Show
Reverse-painted glass ad panel, metal cabinet;
Ohio Advertising Display Co.;
Rich and Lisa Allen, VA

1st Runner Up



1st Runner Up
Reverse-etched/painted glass ad panel, metal frame; Gill
Glass and Fixture Co. (Gillco);
Will Hartlep, PA

2nd Runner Up



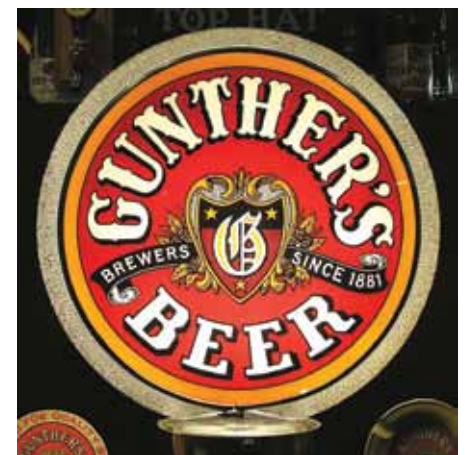
2nd Runner Up
Liquid-filled glass tubes, reverse-painted glass ad panel, metal cabinet; Biolite, Inc.;
Mark Young, CA



Painted plastic ad panel, metal cabinet, glass crystal;
Ohio Advertising Display Co.;
Robert Keasey, NC



Reverse-etched/painted glass ad panel, metal cabinet, uranium glass tube; The Lackner Co.;
John Bain, NY



Reverse-fired glass ad panels, ripple-glass body, metal fitter;
Gillco; Steve Campbell, MD



Reverse-fired glass ad panel; painted wood frame, painted metal cabinet; Gillco;
Chris Amideo, NY



Reverse-fired glass ad panels, plastic body, metal fitter; Gillco;
David Donovan, MD



Painted plastic ad panel, metal cabinet;
Cincinnati Adv. Display Co.;
Jim Campbell, MD



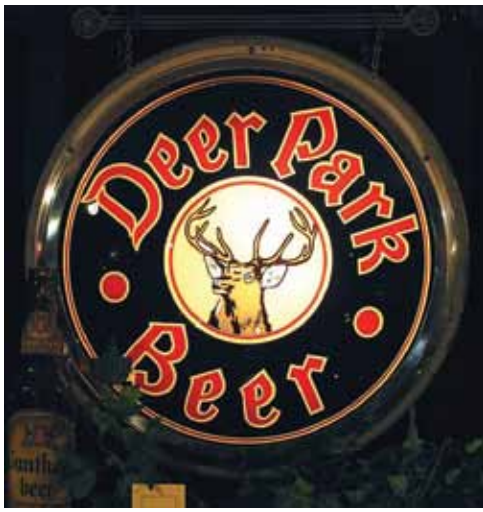
Glass tubes, painted metal cabinet; unsigned;
Larry Handy, PA



Reverse-painted glass ad panel, metal frame and cabinet; unsigned;
Tori Berzins, OH



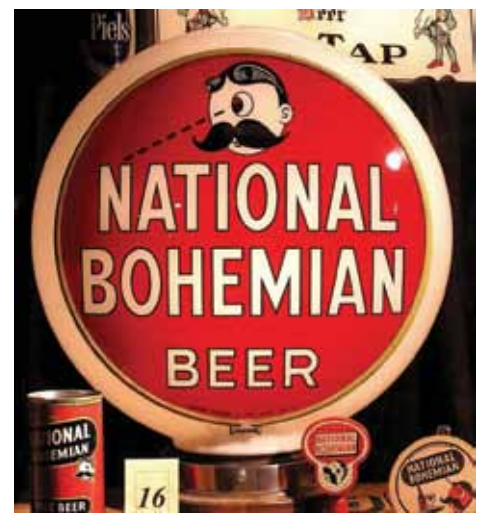
Reverse-painted glass ad panel, painted metal cabinet; unsigned;
Chris Amideo, NY



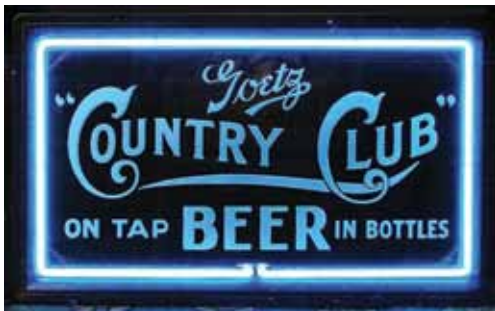
Reverse-fired glass ad panel
painted metal cabinet; Gillco;
Keith Belcher, VA



Reverse-etched glass ad panel,
metal frame and base;
Zenith Advertising Associates;
Chuck Johnson, VA



Reverse-fired glass ad panels,
cast milk glass body,
metal fitter; Gillco;
Chip Zeiler, MD



Reverse-etched and painted glass ad panel,
Painted metal cabinet; unsigned;
Kevin Crowl, MD



Reverse-painted glass ad panel, painted metal
cabinet; internal
metal animator and glass tube;
The Lackner Co.;
David Suffredini, MA



Reverse-painted glass ad panel,
metal cabinet; unsigned;
John Vetter, VA



Reverse-fired glass ad panel, cast glass body,
metal back; Phoenix Glass Co.,
Dave Doxie, PA



Reverse-painted ribbed glass
ad panel, painted metal cabinet;
Ohio Advertising Display Co.;
Jack Blush, VA



To be eligible for participation in The Back Bar Display and competition in the Best of Show Contest, the candidate (sign, neon, clock, lamp, etc.) must be lighted (may be animated as well); must be Pre-Pro to 1950s vintage; be in very good condition or better (grade 8 and up); be in clean, safe operating condition; and must not be substantially or completely restored nor be an unauthorized reproduction or "fantasy" piece.

BREWERIANA COLLECTOR

DEADLINE CHANGE

**THE FALL 2015 ISSUE (ONLY) OF THE BC WILL BE
DELAYED BY TWO WEEKS**

**PLAN NOW FOR YOUR ADVERTISING TO APPEAR
IN THE SUMMER ISSUE IF YOUR EVENT WILL BE
AFFECTED BY THIS DELAY**



**FALL 2015 ISSUE (ONLY)
DEADLINE = SEPT. 15
MAILING DATE = OCT. 1**

*See you in St. Louie
July 28 - Aug. 1 2015!*

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.*

♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦Buy♦Sell♦

FOR SALE: Set of 3 Bosch chalk back bar pieces. All in very good condition. Sold as a set only. Will not ship but might deliver. Make offer. Call Fred Clinton 231-348-0948 or crosspawfarm@gmail.com.

V169

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

V169

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

V169

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

V169

WANTED: All Fox Head breweriana from Waukesha, WI. David Kapsos, 608-838-8041 or foxhead@charter.net

V172

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

V170

WANTED: Latrobe, PA breweriana. Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10easyst@comcast.net.

V172

RHODE ISLAND breweriana wanted from Narragansett, Hanely, Providence, Roger Williams, Eagle, Molter's, Consumers, Hand, Rhode Island, Kent, etc. Paying top dollar for pre-Pro lithos and ROG signs and/or unique pieces. Contact Ed Theberge at One Pine Lane, Warren, RI 02885 or ejtheberge@cox.net or 401-245-5037.

V176

BACK ISSUES of the BC for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147 - current. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to 1585 Tiffany Woods Dr, LaPorte, IN 46350-7599 NABA

••Survey••

Your leadership would like to hear from you!

If you have attended the most recent (Toledo) Convention, or AT LEAST 2 of the past 5 Conventions, You will be receiving an email invitation to get your feedback.

Only members meeting this criteria will be surveyed. Our hope is to get a "tight" pool of respondents considering questions focusing on Convention attendance.

Please respond when you receive this survey. Thank you very much!

In Memoriam: Will Anderson

NABA is saddened to report the passing of legendary breweriana collector, historian, author and friend, Will Anderson, of Bath, ME, who died at age 75 on March 7, 2015. Few have done more to document and celebrate brewery history and its advertising than Will – he literally coined the term “breweriana” and was a founder of ECBA, the oldest breweriana collector’s organization.

Will’s interest in breweriana started with a love of beer and beer cans. He became fascinated with cans while in college in Upstate NY in the early 1960s. He wrote, “I became hooked on all the good stuff those breweries had put out through the years in the way of packaging and advertising.” Will published his first breweriana book, *Turn of the Century Brewery Directory* in 1968, followed by the seminal *Beers, Breweries and Breweriana* in ‘69. His 1973 best-seller, *The Beer Book*, was a catalyst to the recognition and growth of breweriana collecting as a hobby. Over the next 40 years, Will produced many more books on beer, breweries and breweriana. Will Anderson will be appreciated from beer to eternity and now, sorely missed. His widow, Catherine, can be contacted at catherine.buotte@yahoo.com.

Officially Recognized NABA Chapters

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

Buckeye (NW OH, SE MI)

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

Capital City Chapter

(Washington DC, MD, No. VA)

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

Chicagoland Breweriana Society

(Chicagoland)

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

Craft Brewery Collectibles Chapter

(At Large)

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

Gambrinus Chapter (Columbus, OH)

Contact: Doug Blegan;
dblegan@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

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

Goebel Gang (South Bend, IN)

Contact: Sandy Wacunas;
sandy7up@sbcglobal.net

Great White North Brewerianists (Canada)

Contact: Phil Mandzuk,
philman@mts.net

Hoosier Chapter (IN)

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

IBC Chapter (Indiana)

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

Just For Openers (Earth)

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

Miami Valley Chapter (Dayton, OH)

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

Michigan's Dog-Gone Good Chapter

(Frankenmuth, MI & Detroit area)

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

Monarch Chapter (Chicagoland, Northern IL)

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

North Star Chapter (MN, WI, Midwest)

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

Packer Chapter

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

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

Patrick Henry Chapter (Kalamazoo, MI)

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

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

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

Queen City Chapter

(Cincinnati, So. OH, No. KY)

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

Reisch Brew Crew (Central IL)

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

Schultz & Dooley Chapter (New York State)

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



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

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

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 ad-
vertisers 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 mem-
bers of NABA. The Officers, Directors,
and Editorial Staff make no effort to in-
vestigate 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 pub-
lications, as well as any liability for any
transactions to which it is not a party.

Events of Interest

NABA Chapter Events

April 24-25, 2015

Packer Chapt.
Titletown Trade-A-Thon

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

Patrick Henry Chapter

***BEER COLLECTIBLES
SHOW***

**MAY 9, 9A - 2P
Bells Brew Pub
Kalamazoo, MI**

• Larry Klinkers • gnlklinkers@att.net •
• 574-276-2466 •
• Dave Launt • nybrews@aol.com •
• 269-251-0174

Please add your events to
the new NABA Website
Calendar
nababrew.com> Events

If your event should be
included here in the BC, be
sure to give us 4-6 months
advance notification
if possible.

Send to:
dharman@4harman.com

***Gambrinus Chapter
King's Spring
Fling***

April 26, 2015

Makoy Center
Hilliard, OH

• Doug Blegen •
• 614-890-0835 •
• dblegen@columbus.rr.com •

**North Star
Chapter
Annual Summit
Brewery Show
May 16**

Summit Brewing Co.
Parking Lot
9A - 3P

Dave Wendt
651-731-9573

Other Events:

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

April 26, 9 - 2: Schell's Border Batch, "A Day at
August Schell" New Ulm, MN: Tom Terwilliger
schellsguy@borderbatch.com.

Ap. 30 - May 2: Columbine Ch. 20th Ann. Rush/
Rockies, Loveland, CO: Jim McCoy, jimrealone@gmail.com

May 2, 9 - 2: Old Style Ch. Annual Show -
LaCrosse, WI: Tye Schwalbe, 608-519-0451

**NABA - 2015 Convention
#44**

**July 28 - Aug. 1
St. Louis, MO**

Sheraton Westport Hotel Plaza
Don Roussin • nababrew@comcast.net
314-434-6426

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

John Stanley • jfo@mindspring.com

**ABA - 34th Annual
Meeting**

**June 9 - 13, 2015
Phoenix, AZ**

Phoenix Marriott Mesa
www.americanbreweriana.org

BCCA CANvention

**Sept. 3 - 5, 2015
Milwaukee, WI**

Hilton Milwaukee City Center
636-343-6486
bcca@bcca.com

**ECBA - 43rd Annual
Convention**

**July 22 - 25, 2015
Concord, NH**

Marriott Courtyard/Grappone
Conference Ctr.
Larry Handy
ohhugo1@aol.com
215-412-2344

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



www.nababrew.com

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

PRST STD
U.S. POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 3480

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.

PRIVATE COLLECTOR
& PART-TIME DEALER
★ **WILL PAY** ★

TOP
Dollar

**FOR YOUR TOP
BREWERIANA**
& OTHER GREAT
ADVERTISING

★ **SCOTT ROSENMAN** ★

443-756-3222 CELL
VISIONS@VISIONSM.COM
1300 YORK ROAD
SUITE 320, BUILDING A
LUTHERVILLE, MD 21093

PLEASE CALL OR SEND PHOTOS

SIGNS



SERVING
& TIP TRAYS



TIN OVER CARDBOARD



LITHOS & CALENDARS



BULLET LIGHTS



CAB LIGHTS

