



The **BREWERIANA** **COLLECTOR**

A publication of the

*National Association
Breweriana Advertising*

"America's Oldest National Breweriana Journal"

Volume 157

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SPRING 2012

*NABA's First
Convention, 1972*

*The Rise & Fall
of the German Bierwagen*

*41st Convention
Schedule
& Registration*

*Hoppy Trails:
2011 Great American
Beer Festival*





WARSAW BREWING CORP.

920 NORTH SIXTH STREET

Warsaw, Illinois

GREETINGS TO ALL:

Final touches are now in place for the 41st NABA Convention in Springfield, Illinois August 1 to 4. Co-chairs Kent Newton and Greg Lenaghan have gathered a top-notch series of events to make this another truly enjoyable week. Check this issue of the *BC* for the Convention schedule page and a copy of the registration form. The Springfield Hilton Hotel is one of the nicest venues ever for a NABA Convention. The hospitality room is perfect to house not only our usual fare, but will also serve as the place to be filled with several additional activities on the docket.

Be sure to get your hotel registration in early. The hotel is one with a giant open atrium making room-to-room searching a breeze. From just outside your door you can quickly view almost all of the rooms that are open. The hotel will permit banners to be hung from the railings (with the proper tape!). You can call the hotel direct at 1-989-891-6000 and use NAB as the special group rate code. The parking garage is attached to the hotel and affords easy access to the second floor for moving your stuff in and out.

The Friday auction promises to be another must-attend event. Check this issue for more details on the auction. And be sure to set aside that something special to include in the auction as many members look forward to picking up a really different "find."

It is with sadness that we learned of the lost of four members of the NABA family. John Murray, one of the co-founders and first President of NABA, was instrumental (along with Herb Haydock) in establishing NABA as the premier club for collecting great breweriana. The others lost recently include Bob Markiewicz, George Virgines, and Gene Kelly (*Ed. note: see In Memoriam, p. 22*).

It is that time again for interested members to consider putting their names up for one of the three Board of Directors openings this year. The term is for two years, with candidates agreeing to make a strong effort attend the three Board meetings held each year. Interested members should contact me or any Board member for more information. The deadline for entering your name for this opportunity is June 1.

The website revision is still undergoing "beta" testing and we hope it will be rolled out later this year, when most changes are complete.

The Board has voted to modify our membership year from the current June 1 to May 31 "year," to a rotating 12 month plan with your "join" date becoming your renewal date. This was necessary in part to reduce the cost to ship past *BC* issues to any members who were 6 months late to renew. Also, this plan spreads the membership clerical work throughout the year. Current membership at the time of a Convention is still required for attendance.

We are still working on Convention sites beyond 2013 (Green Bay) and are always open to suggestions by our members who would like to assist in hosting one.

Hope to see you all in Springfield.

Respectfully,

George Baley
gbaley@comcast.net



*The National Association
Breweriana Advertising*

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

BREWERIANA COLLECTOR STAFF

Lee Chichester Editor
John Bain The Back Bar
Bob Hajicek Auction Hysteria
Bob Kay Labelology
Rich La Susa Let's Talk Breweriana
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Send Comments/Questions to:

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

The BREWERIANA COLLECTOR

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COVER: Front cover image provided by Donald Roussin;
Back cover image provided by Randy Huetsch.

Winter issue cover images - Roy Mayfield did some research on the images for us, and says, "My research indicates the Reisch flyer is from the early 60s; and the Engelking round sign is from about 1935."

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The First Annual Convention of the National Association Breweriana Advertising

*Editor's Note: This article first appeared in
The Brewers Digest, September 1972.*

Reprinted here for educational purposes.

Submitted by Herb & Helen Haydock

On August 4-5 [1972] the first annual convention of the National Association Breweriana Advertising was held at Holiday Inn Central in Milwaukee, WI.

In attendance at the affair were almost 50 people from throughout the country whose hobbies include the collecting of early brewery advertising pieces – collections that can easily run to over five figures in value.

The convention got underway on Friday evening, August 4, with a “Gay 90’s Get-to-Gether” hosted by the Pabst Brewing Co. in the Blue Ribbon Hall of its headquarters in Milwaukee. Interspersed during the affair were amicable beer drinking, the music of a small orchestra, the meeting of new and old friends, an explanation by a Pabst representative of the decor and pictures involved in the room (styled after the famous Guild Hall of Nuremburg, Germany), and an opportunity to view a portion of the brewery’s collection of steins and mugs.

The following morning, Saturday, August 5, the NABA people were guests of the Jos. Schlitz Brewing Co. for a late breakfast in its Brown Bottle hospitality room. Here the guests also could view some of the brewery’s early advertising pieces.

During the luncheon that day at Holiday Inn Central, the convention was addressed by Wilbur Kurtz, archivist for the Coca Cola Co. of Atlanta, GA, whose presentation also included slides of the company’s early advertising.

Following the luncheon, the group’s first business meeting was held. The by-laws were adopted and the following national officers elected: president – John A. Murray,



Rear, left to right: Jack Muzio, secretary; Paul Haudrich, corresponding secretary; Herbert A. Haydock, vice-president; John A. Murray, Jr., president; and Richard Bucht, treasurer. Seated, left to right, are Mrs. Haudrich, Mrs. Haydock, and Mrs. Bucht.

Jr., Hinsdale, IL; vice-president – Herbert A. Haydock, Wisconsin Rapids, WI; recording secretary – Jack Muzio, Santa Rosa, CA; treasurer – Richard Bucht, Milwaukee, WI; and corresponding secretary – Paul L. Haudrich, Bridgeton, MO.

“Trade-Buy-Sell”

From 2:30 PM to 4 PM a “trade-buy-sell” session was held, with participation confined to NABA members. At this time, brewery advertising pieces that had been brought to the convention by the members were put on display in one of the motel’s meeting rooms. These consisted of pieces that duplicated what the exhibiting collector already had, pieces that were no longer in line with his primary collecting interest, or pieces that had been acquired originally specifically for trading purposes.

In the evening, a concluding cocktail party and dinner was held at Kalt’s Restaurant on the north side of Milwaukee.

The owner of this excellent German restaurant, Howard Kalt, is a member of the NABA, and a collector. One of the restaurant's large dining rooms is walled with old beer trays and signs, and from the beams of the ceiling of the room, hang countless old bottles and steins. As the dinner speaker, Jack Muzio, author of the beautifully illustrated, 36-page book, *Collectible Tin Advertising Trays*, showed slides of trays representative of this collection, and offered suggestions as to possible sources of "finds," types of collectible pieces, care and insuring of collections, etc.

Sharing in making the arrangements for the founding convention were Mr. Murray, Mr. and Mrs. Haydock, and Mr. and Mrs. Bucht. The next annual convention of the NABA is scheduled to be held in St. Louis, MO, according to President Murray, although the exact dates and hotel have not yet been determined.

Other Organizations

While there are a few other organized brewery advertising collectors,* the NABA is the first such national organization. Essentially, its purpose is to provide a medium through which people of like interest can share information relative to their hobby, and, through the annual convention, to provide an occasion for meet-

ing nationally to exchange such information personally, to further their friendships and to trade, buy, and sell collectible pieces. Stimulating its actual founding were primarily two events. For the previous three years, Mr. Murray had held open houses at his home in Hinsdale, a southwestern suburb of Chicago, on a Sunday afternoon

dianapolis, IN. Since this show is general in nature, the NABA founders reasoned that there was a sufficient number of people throughout the country whose interest were confined to brewing industry advertising to warrant formally organizing the association – not in competition with the more broadly-based show, but, in function,

as a supplement to this type of show.**

The correctness of their reasoning was well substantiated by the success of this first convention and the St. Louis meeting is expected to attract even more people.

The breweriana collectors have little interest in contemporary beer advertising beyond recognizing, of course, that some of the pieces may become the an-

tiques of tomorrow. Rather, their interest relates to the pre-television and pre-radio days when specialty advertising and institutional identity on a variety of functional items comprised a major portion of the brewer's retail and consumer promotional effort. Quality of materials, quality in reproduction, uniqueness in design and idea, and creativity and ex-



Hosted by the Pabst Brewing Co. for a "Gay 90's Get-to-Gether," the NABA people were able to view some of the Pabst's stein collection.

in August for the purpose of trading. Acquaintances – as many as 35 to 40 each year – gathered there from as far away as California, Kentucky, and New York. The other event was the attendance by many of these same people – particularly Messrs. Murray, Haydock, and Bucht – at the Antique Advertising Show, which is held semi-annually in In-

*Of these, notable is the East Coast Breweriana Association, which has met informally since 1967, and among whose founding members is Will Anderson who, with his wife, Sonja, produced the books *Turn-of-the-Century Brewery Directory*, and *Beers, Breweries, and Breweriana*.

**This same attitude of non-competitiveness is maintained toward other beer oriented groups – the stein collectors, bottle collectors, and can collectors. In fact, many members of the NABA also are members of the other groups and have extensive collections relating to them. The Haydocks, for example, have a collection of over 13,000 bottles in addition to their advertising collection.

pertness in execution were typical of many of the promotional pieces of those days, rendering them now not only of historical interest, but of intrinsic value as well.

While not endeavoring to be totally exhaustive, Mr. Muzio, during his talk at the convention, listed the following as collectible items:

knives	steins & mugs
pocket mirrors	rulers
fold-out paper fans	letter openers
match holders & boxes	measuring tapes
paper weights	pencils
porcelain plates	pens
pin backs (lapel pins)	bottle openers
lamps	ice picks
drivers' caps	skimmers
signs	games
greeting cards	lighters
corporate booklets	canes
playing cards	watch fobs
horse blankets & harnesses	ash trays
clocks	coasters
blotters	chairs
wooden cases	calling cards
cigar cutters	calendars
trays	paintings
thimbles	bottles
draught beer pumps	cans
etched glasses	

Not all of the collectors are necessarily interested in all of these items. Frequently, a collector will confine his attention primarily to only one type of thing or a few types of things, and whatever accumulation of other things might occur is likely to be for trading purposes. Also, a collector might be primarily interested in only a few breweries, or in breweries of only one geographic area, or in breweries of only one era. Such specialized interest occasions specialized knowledge relative to that interest and much research is undertaken by many of the collectors. In this respect, old brewery records – vouchers and invoices, etc. – are eagerly sought as a means of substantiating dates, manufacturers, etc.



Early Jos. Schlitz Brewing Co. advertising pieces were on view for their NABA guests at a brunch in the Brown Bottle Room of the brewery.

Sources of "Finds"

What, in addition to trading, are the sources of their "finds"? Mr. Murray points out that coming to be known as a collector among one's acquaintances and their friends is valuable. Many times, people in possession of a collectible item have no interest (sometimes for sentimental reasons) in selling it to an antique dealer whose interests are commercial, but are happy to pass it on to a dedicated collector. Antique

dealers are a significant source for the collector. But an increasingly major source are the flea markets that are becoming more popular. Occasionally, a collector will run advertisements for breweriana in newspapers in towns where breweries have been located, and many a vacation or weekend is spent in canvassing old taverns or old tavern sites, which now may be corner groceries, for the items.

In any case, the "hunt" itself is a satisfying aspect of collecting. It might be noted, too, that in most cases, collecting is an interest shared in common by husbands and wives – and well it might be, considering the amount of home space frequently necessary for housing the collection, and the care it requires. Frequently, some restoration of a newly acquired item is undertaken by the collector and, in any case, if his collecting is to be at all "professional," numbering and cataloging is in order. The latter might include such things as date acquired, price paid, estimated value, source of "find," some measurement of quality (so as to know if a better preserved piece of the same thing is to be sought as an ultimate replacement), some history of the producing company, and of the brewery that it represented.

Given the increasing popularity of collecting breweriana, it is only natural that a body of literature should also be developing. In addition to the books of Mr. Muzio and the Andersons, which were mentioned previously, other publications include Advertising Trays by Tom

Polansky, a NABA member of Albuquerque, NM; and a fledgling news publication, "The Brewery-Ana Gazette," put out by Howard P. Strohn of San Ardo, CA. Some other more general antique advertising publications are *Collectible Old Advertising* by Jim Cope, a NABA member; *Advertising 'Worth' Collecting* by NABA member W. R. Mortimeyer of Cuba, MO; and *Antique Advertising* by Ray Klug of Akron, OH.

What kinds of people are likely to be collectors of breweriana? Very few have any direct professional interest in the brewing industry, although Douglas Bakken, full-time archivist for Anheuser-Busch, Inc., and Bernie Erf, editor and publisher of *The Brewers Digest*, are members of NABA, and both attended the first annual convention. A few of the members are employed by companies that are suppliers to the breweries or that, in one way or another, relate to the industry. A very few are antique dealers and, interestingly, none of the members are directly involved in the advertising profession.

Age – young or old – is no barrier to the pursuit of the interest, and, as has been noted, the women are



Concluding event of the first annual national convention of the NABA was a cocktail party and dinner at Kalt's Restaurant on the north side of Milwaukee. Howard Kalt, owner of the restaurant and member of the NABA, is himself a collector of brewery advertising items as well as bottles.

as much interested as their husbands – as one wife said, "It's nice to have a hobby that we can enjoy together." Among the NABA members will be found a great variety of occupations including an airline pilot, an engineer for a camera and film manufacturing concern, an accountant, and insurance agent, college students, an auto supply salesman, an instrument control engineer, a freelance writer, an Air Force officer, a tavern owner, a restaurateur, a corporate safety director, and the owner of a food storage locker company.

Of the NABA's officers, Mr. Haudrich is an engineer for an aircraft engine manufacturing concern, Mr. Bucht is a tavern owner, Mr. Muzio is a history teacher, and Mr. Haydock is the production superintendent of a paper mill.



ChapTaps

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

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



In this issue I will highlight chapter shows in Plainfield, IL (Monarch Chapter) and Green Bay, WI (Packer Chapter) and also give a little insight into Convention 41 in Springfield, IL (Reisch Brew Crew Chapter) this summer.

Greg Lenaghan

Monarch Chapter by John Feinen

Sunday January 29, 2012 the Monarch Chapter held its first breweriana show at Limestone Brewing in Plainfield, IL. The brewery is in a strip mall on route 59 north of Plainfield's quaint downtown area, but once you're inside you get the rustic feeling of life on the prairie as you're surrounded by rock-and-dark-wood décor.



Throughout the bar and restaurant are black and white photos relating to the area's history of quarries, farming, and brewing. Many of them are reproductions from originals in John Bitterman's collection.

The brewery provided Monarch with the use of a separate dining room off the main dining area. We quickly filled the room with all sorts of breweriana for collectors and the public to view. This was a casual event

as far as shows go with no admission and no raffle. The brewery and collectors were both surprised by the amount of business for an "off day" – no major sporting events, with the Super Bowl scheduled for the following week, and the NHL All-Star game broadcast the night before.

Many guests took time from lunch to wander through and see what was going on. This is great exposure for our hobby. By 1PM tables in the main dining area were in high demand and the manager may have been miffed as I was set-up for lunch and coaster trading just outside the trade



floor. Our waitress thought we were crazy, but we're used to that.

The food was the standard brew pub fare, though I noticed the chef had a thing for cheese; many appetizers and main dishes were accentuated with uncommon varieties of cheeses. The sampler of beer was ample and delicious. I would have to say their stout was the best of the bunch.

I noticed here, too, a uniqueness in the brewing, with their style leaning toward Russian and Baltic flavors as opposed to traditional German or Belgian processes. The stouts and ales were dense in flavor and higher in alcohol than what I normally encounter. (Forgive my lame beer-aficionado-speak). The light beer was light and the wheat was what you expect, but the others were slightly different in a positive way. Hey, that's why we go! It's an adventure.

Hats off to John Bitterman, Alan Bormann, and the rest of the Monarch crew for making the day successful. Thank you to Limestone Brewing for being such a great host.

Note: John Bitterman told me that Limestone Brewing was exceptionally pleased with the business the show brought and was looking forward to hosting another show. Something all chapters should bring up to their local brewpubs.

Packer Chapter Packnic by Dan Hable

On August 21, 2011 the Packer Chapter held its 35th chapter picnic, or "Packnic" as we call it. Packnic is held annually at the Titledown Brewery in Green Bay, WI. The Brewery is located in a refurbished railroad depot and has a great turn-of-the-century look and



Bill Rudahl checks out the raffle prizes at the Packnic.

feel. The festivities are held on what was the passenger platform/dock of the depot, which is mostly covered by a canopy. This year the weather was perfect so the only cover needed was from the sunshine.

The show was attended by 35 members and guests. Most were from the WI, IL, MN area, but two members came quite a distance; John Brahm from Texas and Keith Bennett all the way from Australia!



Keith Bennett from Australia.

As always the beer provided by Titledown Brewing Co. was delicious; as was the chicken booyah. For those who have

never attended; Pete and Claudia Vann annually prepare and provide a huge kettle of chicken booyah – a thick soup – for the show. I'm not sure what-all is in it, but booyah goes very well with a cold, hand-crafted beer on a hot summer day.

Of course, there was buying/selling, and trading of breweriana and a nice raffle after lunch. The chapter would like to thank all those in attendance for making this another great Packnic, especially Pete and Claudia for the booyah and all those who donated raffle prizes. We also want to give a special thanks to our hosts from Titledown Brewing Co. – Brent Weycker and Dave Oldenburg – for their continuing support.

We hope you'll plan to attend the next Packnic as it is always a fun and relaxing show. The date of this year's (2012) Packnic is yet to be determined but will be in mid-



Dan Gallitz and his Big Cans.

late August. We need to work the date around a certain local football team whose games, even preseason(!), take up every hotel room in town. See you there!

The Packer Chapter's next show is Titledown Trade-A-Thon XXXII (32), April 19, 20 & 21, 2012. This show has the best raffle anywhere: A week's stay in Hawaii, a long weekend in Door County, gift certificates at local brewpubs, as well as neons & other great breweriana. All of this occurs at a great hotel, which will be the site of the 2013 NABA Convention.

Join the Reisch Brew Crew Chapter for Convention 41

by Greg Lenaghan

NABA's Reisch Brew Crew Chapter is looking forward to hosting the 41st NABA Convention in Springfield, IL, this summer. We have a number of activities that we think you will enjoy.

On Tuesday, July 31 there will be two open houses in the Decatur/Mt. Zion area. This is a perfect stop on the way to Springfield whether you're coming from the east, north, or south east. Those from other directions only have to drive 30 miles from the hotel to see a couple of outstanding collections. Kent Newton has a tremendous Central Illinois display of breweriana that will be enjoyed by all. Marvin Ridgeway collects breweriana, has a great bitters bottle collection and Coke items. You will not want to miss this stop either.

Wednesday offers three more house tours in Springfield as well as a tour/open house at Rolling Meadows Brewery, Springfield's production brewery that opened this past year. The Mayfields, Berklers, and Lawlesses will open their homes to tours that will showcase more tremendous breweriana. All of the info on the house tours and other activities will be shown on the Chapter's website, www.reischbrewcrew.com or you can direct inquiries to me (217/836-3983) or Kent Newton (217/412-5278). Maps will also be available in the hospitality room. There will also be Chapter members available to help you unload on Wednesday and Thursday, late afternoon and early evening.

On Thursday, there will be time to visit the Lincoln Presidential Museum, Lincoln Home Area, Old State Capital, and Obed & Isaac's Microbrewery & Eatery (just opened on Lin-



coln's birthday). These are all located within three blocks of the hotel! You can take trolleys to see other Springfield sites.

We plan on having a couple of other new events this year. A trivia contest will be held after the auction and before the Friday dinner. You can test your beer knowledge and possibly even win some prizes. We'll also hold a small breweriana exchange where you can buy, sell, or trade coasters, crowns, labels or openers on Thursday morning. Both of these events will be held in the hospitality room.

We look forward to seeing everyone this summer.

SPRINGFIELD, IL: August 2 - 5, 2012

Countdown to NABA's 41st Convention!

Convention-time is right around the corner and I'm ready to offer some more enticing information to help you make your plans to join us this summer. Did that last article about Chilli and Horseshoes make you hungry? If not, I'm about to describe some of the other Springfield food specialties you'll be able to sample in August. If you can eat it you will find it here. We have everything from catfish to donuts.

Speaking of catfish, this is probably a good time to mention that catfish is another great Springfield eating tradition. Here we take a farm-raised whole fish, clean it, dip it in batter, and fry it until it's golden brown on the outside and flaky in the center. If you like fish, you'll love this. We do pretty much the same thing with walleye except we filet those. It's a matter of personal taste, which you choose. Catfish is the more *down on the farm* experience, but if you are really hungry, it's a little easier to put away several filets of walleye.

You can find catfish at many places. I've already mentioned Fritz's Wagon Wheel as a good place for Horseshoes but their catfish and hand-cut steaks won't disappoint you, either. There's also an age-old neighborhood restaurant called Old Luxemburg Inn (we locals call it "Old Lux") where they have nightly specials – each served with salad, potatoes, and vegetables – at incredible prices. Their fish is great. You can also get a french fried lobster tail dinner for \$14.95 or a bacon wrapped 10 ounce filet mignon for \$11.95. Some say they have the best fried chicken in town. East of town is a seafood restaurant called the Chesapeake Seafood House, which features a wide selection of fish dishes, including catfish, and they have early bird specials.

Another place for fresh, tasty catfish and walleye is Popeye's BBQ Restaurant. I need to say several things here. First, this place has been around forever and has nothing to do with the fried

chicken chain restaurant with a similar name. Second, as the name implies, this is real, home-cooked barbeque. It's run by the grandson of the original owner and everything is made by hand. The pulled pork is excellent and I really like the rib tips. Maybe the best deal on the menu is the lunch special, which has pulled pork, rib tips, and brisket with a couple of slices of bread and a side of beans or slaw for about \$7. Don't forget to try the fried green tomatoes.

We are also very picky about our steaks here. If you go to a local restaurant (not a chain) expect it to be big, corn fed, and tender. The Old Lux is a good choice if you are looking for local character and low cost. A few miles south of the Hotel on 6th Street is Gallagher's Steak House with nightly specials and a killer batter-dipped, deep-fried asparagus appetizer. If you want to choose your own steak and maybe even cook it yourself over hot coals, there's Alexander's Steak House. You can hire the staff to cook your

steak for you but standing around the hot coals with the other customers is part of the fun at this place. HG's Steakhouse is about two miles from the Hotel and offers a marinated, bacon wrapped signature sirloin, as well as several other cuts of choice beef. Maldaner's is famous for their Beef Wellington and serves a fresh roasted prime rib every Friday night -it's two blocks from the Hilton. Many consider Maldaner's to be Springfield's finest restaurant and there are always fresh fish specials. On the top floor of the Hilton you'll find Nick & Nino's Steakhouse. Here you'll see the best views of Springfield from thirty stories above, and discover prime steaks. They feature your choice of crusts and sauces for your steak. I like the garlic crust and the mushroom sauce.

Finally, a special mention should be given to Saputo's Twins Corner, which is only one block away from the Hotel at Eighth and Monroe Streets, where you can get an Italian breaded steak. Saputo's is a family owned Italian restaurant and many of the pastas are home made. By this I don't mean the sauces. *All* of the sauces are home made. When I say the pasta is home made, I mean they make the actual noodles right there in the kitchen. They make a spinach linguini with home made green noodles that you aren't likely to find in a city five times this size. They also have some pretty good steaks and I like the Saputo's salad,

which has anchovies in it. One of my Saputo's favorites is the breaded Halibut.

Another walking distance lunch spot is on the south side of the Old State Capitol Square: the Feed Store Restaurant. If you like fresh made sandwiches or home made soup, this is the place you'll want to have lunch. All of the bread is house-made and I've never had a sandwich



there that wasn't made to order and fresh tasting. You may have to wait in line, but don't worry, it moves fast and you won't have to wait for a waitress. Once you get to the front of the line, you will order and they will bring the food to your table.

There is a loose meat sandwich shop a few miles from the Hotel called Maid Rite, which boasts the oldest drive up window in the nation. This is where you go for the Maid Rite Special: two sandwiches featuring an ice cream scoop of seasoned ground beef on a bun

with chopped pickles, onions, and mustard. Cheese is a few cents extra but worth it and don't miss the frosty mugs of root beer and the freshly made crispy fries.

We have two competing local establishments for Irish fare: D'Arcy's Pint and Dublin Pub. Both are very popular. D'Arcy's leans more toward traditional Irish food and is slightly more upscale, while Dublin adds pizza and Chilli. Both serve Horseshoes. If you're looking for a Shepherd's Pie or a pint of Guinness, either one will leave you satisfied.

Finally, no trip to Springfield would be gastronomically complete without trying a Mel O Cream Donut. There are several shops around town, with the closest to the Hotel being on Laurel Street between Second and Third Streets. It's a little too far to walk, but a designated driver could pick up a dozen or two for a hungry crowd. Mel O Cream has been here longer than I have and I'm sure it has been around longer than Krispy Kreme. I like the donut holes by the dozen, but they have just about every kind of donut you can imagine and they are all made right here in Springfield every day.

My next article will tell you a little more about my favorite places to have a frosty mug of beer. In the mean time, if you haven't already, make your reservation now. July is coming sooner than you think.

*Greg Sgro
NABA, BCCA
Reisch Brew Crew*



The Little Sports © 1918

The founding Schoenhofen family, including Joseph Theurer, Peter Schoenhofen's son-in-law, operated the Schoenhofen Brewery in Chicago from its beginning (1864), up to and through the dry years of National Prohibition. With hard work and diligence they grew the brewery to one of the largest and most prominent in Chicago. By 1893 the Schoenhofen Brewery was Chicago's largest, although it ranked second when compared to Conrad Seipp's three separate plants. Their famous slogan – *A Case of Good Judgment* – was familiar to most Chicagoans. It had been a good run, but dark clouds were forming early in the twentieth century for this particular brewery.

The 1914-20 period was dismal for breweries as Prohibition forces were gaining momentum while World War I and the Great Depression were lurking. Breweries nationwide were feeling the pinch. Both the Schoenhofen and Theurer families were very active in German immigrant groups and this led to suspicions regarding their loyalty during World War I. These suspicions were serious enough that the brewery assets were seized under the Trading with the Enemy Act of 1917. A few months later President Wilson ruled that the seizure was unjust and reversed it, but the damage had already been done.

Even their brick and mortar, at 18th and Canalport, was



The Toy Boys © 1920

suspect when it was rumored that the high tower in the massive brewery complex was used to broadcast radio messages to German spies. That's when Theurer said, "Enough is enough." He called on The Little People to help put a happy face on a desperate situation.

Two separate species of Schoenhofen Little People have been documented. The first, the *Little Sports*, appeared as Cinderellas, which are any stamp-like labels that are not valid as postage, often used for advertising. Cinderellas, also known as "poster stamps," became quite popular around the turn of the century (contemporary examples are Christmas and Easter seals). Schoenhofen's Cinderellas included stamps picturing *A Case of Good Judgment* and a variety of little sports figures. The Little Sports were likely a product of Schoenhofen's Ostenrieder Advertising Agency. As such the artist was not mentioned.

These happy figures began to appear on all sorts of brewery correspondence – labels, letterheads, theater play bills, and even advertising fans. A ©1918 booklet – picturing twenty different Little Sports, each with its own poem cleverly arranged to rhyme with Edelweiss – was broadly distributed. The poem for the factory scene in the center-fold was an obvious effort to deflect the blemish on their plant.

Soon, another species of Lit-

tle People appeared. These were called the *Toy Boys*, or the Toy Boy Workers. This time, artist George W. French signed the work. French had a successful career as a free-lance artist in Chicago. His accounts included Pillsbury Flour and Alka-Seltzer, among many others. For a while he was a cartoon editor for a Chicago newspaper. Six full-page illustrations featuring his Toy Boy creations have been found, although without the usual newspaper identification. Each page pictures a number of Toy Boy workers around bottles of Edelweiss, an elaborate jingle, and an invitation to write for the book of Toy Boy Jingles.

Unlike the Little Sports, the Toy Boys are a rare find. These six newspaper-type pages are the only examples I have seen. To my knowledge no book of jingles or other examples have surfaced. I can only wonder if they were too little and too late in Schoenhofen's struggle for survival.

Theurer made a desperate effort to keep the business going during the dry years. To distance the Schoenhofen Company from accusations of disloyalty, he relocated 18 blocks west, to the old National Brewery site, and continued peddling soft drinks and near beer. In the end, the patriot rap was just too much. The brewery fell into receivership. The receiver purchased the remains and entered the Era of Repeal as the Schoenhofen Edelweiss Company. The founding Schoenhofen and Theurer families, and their Little People were left behind.

References: Many thanks to Rich La Susa and Fil Graff who were major contributors to this story; www.bobkaybeerlabels.com; Chicago Histories Link Schoenhofen; Private collections.



Poster Stamps,
a.k.a. Cinderellas

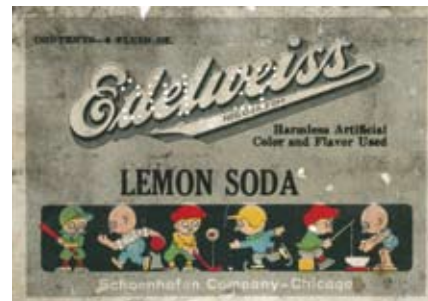
The Little Sports



Above: Poster Stamp
Right: Advertising Fan



From Company Letterhead



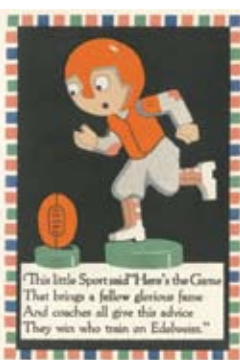
Prohibition Label



Edelweiss Booklet Cover



Booklet Center-fold



This Edelweiss Booklet, featuring the Funny Little Sports, was broadly distributed. It was a clever public relations move aimed at getting away from the negative thoughts that had plagued the brewery. Twenty different little sports, each with its own poem cleverly arranged to rhyme with Edelweiss, were pictured. The center-fold had a Brewery Scene with a special poem obviously aimed at deflecting the blemish on their plant. Two of the Little Sports even tackled the touchy subject of Patriotism.

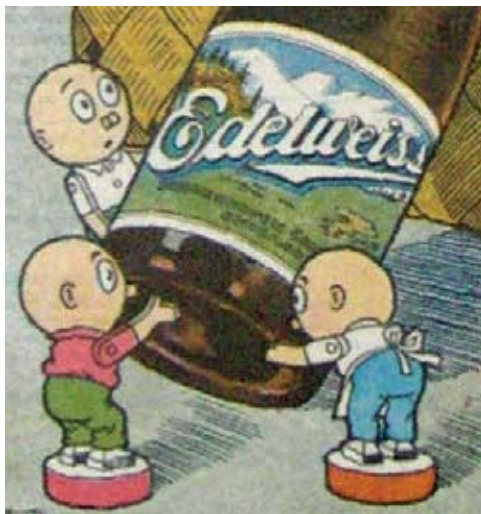


The Toy Boys – A new species?



The Toy Boys, or the Toy Boy Workers, appeared on 12x17¼ inch newspaper stock as full-color comic-like ads. Six different pages have been found. Each page has an elaborate jingle and an invitation to write for the book of

Toy Boy Jingles – sort of a counterpart or companion to the Funny Little Sports booklet. The six pages referenced here are the only examples found for the Toy Boys. Please advise if you can add to our knowledge base.



Each of the six pages were signed by the artist, French, and marked ©1920 Schoenhofen Co. No source, however, such as a newspaper, was listed.



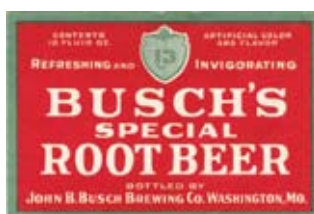
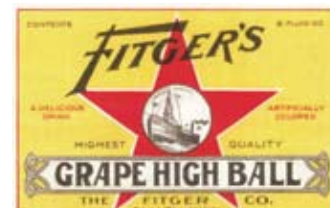
Building the Label Data Base

A few Prohibition era New Finds are pictured.



The data base for early (pre-1950) labels starts with the 25,000+ labels pictured in the set of US Label books. New Finds, reported by collectors, continue to build this data base. All New Finds are pictured on my web site, www.bobkaybeerlabels.com.

Here's a look at some new finds from the Prohibition era. My fascination with this period stems from the numerous changes in labeling that occurred during these dark days of brewing.



Reprinted from NY Book for comparison



Note the absence of the word beer (root beer excepted), from Prohibition labels. Many of the plants that remained open tried various soft drinks. These labels are considered choice additions to most label collections, as long as they mention the brewery.

Many Prohibition era brand names ended with the letter O – a subtle reminder of O or no alcohol. These were dark times for the industry but they generated some really neat labels for us collectors.

THE RISE AND FALL OF THE GERMAN BIERWAGEN

By DAN DRIESSCHE

As long as I can remember, I have had a relationship with beer. To my mother's horror, my grandfather fed me beer from his bottle as a baby. My other grandfather operated a distributorship for Frankenmuth beer in Monroe, MI. I have relatives (of the cloth) who brew beer at the Abdij Sint Sixtus in Westvleteren, Belgium. I have been a homebrewer for almost 25 years. I enjoy the pursuit of beer knowledge and beer drinking. It was only natural that collecting Bierwagens should be a part of my European model railroading experience.

As a part of my pursuit of beer knowledge, my interest in Bierwagens, and my desire to contribute something of interest to the readership of the *EXPRESS*, I decided to look into the impact of the railroad on the German beer industry.

In the beginning, Hopfen und Malz . . .

Without going into great detail, I feel it is necessary to impart an abbreviated chronology of the history of German beer to gain some perspective on the importance of beer in German and World History, Culture and the impact the railroad had on making it so.

Somewhere around 2000 to 1500 BC, Germanic and Celtic tribal brewers start making ale from wheat and barley in Northern Europe. The first archaeological evidence of German beer making appears from circa 800 BC when a German gentleman is discovered buried with crocks of black beer. Around 450 BC, the beer-hating Romans first encounter the beer-loving Germans. In 98 AD, Tacitus, the Roman historian, ridicules German beer and German drinking habits. It takes close to another 500 years, but the Germanic hordes get even with the Romans. They plunder and pillage along the Apennine Peninsula and the decaying Roman Empire collapses. Charlemagne regulates brewing and starts estate breweries circa 780, while monks near Munich cultivate hops and begin monastic breweries. This marks the beginning of professional, large scale brewing in Germany.

Fast-forwarding through history: The Church gets rich on beer; the feudal lords get jealous and try to compete with the brewmonks and fail in the south but succeed in the north; the trading empire of the Hanseatic league creates a lucrative market for North German ales; the Reinheitsgebot (Bavarian beer purity law) is proclaimed; sustained by beer from Einbeck, Luther starts the Reformation; beer brewing in the summer is banned in Bavaria – lager beer is born; the Thirty Years' War destroys the northern German brew industry and allows the Bavarian lager

This article appeared originally in Issue 103, Third Quarter 2004, of the European Train Enthusiasts journal *EXPRESS*. Reprinted here with the publication's and the author's permission.

It was discovered and submitted by **Jim Daenzer**.

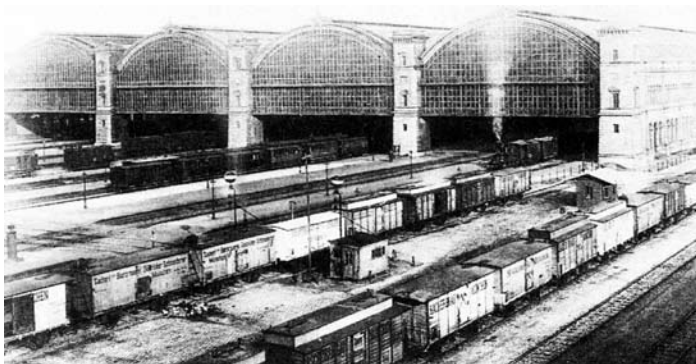


This two-axle beer wagon, built for "Hofbrauhaus Rastatt Aug. Hatz Söhne" in 1907, featured a heated brakeman's cabin with vaulted roof, double door, full-length "running boards," coal and steam heat, and the brewery's name in decorative lettering with coat-of-arms. Photo: Werkfoto Waggonfabrik Rastatt, Wirtschaftsarchiv Baden-Württemberg

industry to lead in quality and innovation; during the Napoleonic occupation beer-selling monopolies are abolished in Bavaria – along with many of the monastic breweries; the hot-air kiln is developed, which makes the production of pale malts and pale beers possible.

Did you get all that? We just zoomed through about 3,835 years of history. So here we are in the early-to-mid 1800s. Napoleon is gone. Sedlmayr and Dreher are about to make big things happen in the Bavarian brewing industry. Gentlemen named Trevithick and Stephenson have been making big things happen with rail-borne steam motive power in England. It's December 7, 1835 and a steam locomotive named "Adler" has made history in Bavaria. It's a very exciting time. But we need to jump ahead just seven more months to July 11, 1863. On that date, the very first freight was shipped via steam engine by rail. That freight, according to the hand-written bill of lading, was 2 kegs of beer to be shipped from the Lederer Brewery in Nürnberg to the station at Fürth. That's right, beer!

If you have visited the Verkehrsmuseum in Nürnberg, you may have had the opportunity to see the reproduction of Germany's first steam locomotive, the Adler. Upon close examination of this reproduction did you notice the two small beer kegs on the tender? These two kegs are there to commemorate the first time freight was shipped on the Nürnberg-Fürth line. Actually if one delves deeper into German Railroad history you will find that the location of these two kegs on the tender of the reproduction is not quite correct. Because the "Ludwigseisenbahn" carried no freight wagons in its consist, the two kegs



Münich's Zentralbahnhof in 1893/94. In the foreground there are two bierwagen trains with wagons of 16 different construction types.

Photo: VM Nürnberg, Slg, Spielhof

were transported (upon payment of the 6 Kreuzern each fare) in the front seat of a third class passenger coach.

Ozapfist

The earliest record of beer being shipped by horse-drawn rail car appears in 1829. The rail line being constructed for salt transport between Donau and Moldau had a work crew that varied between 500 and 6,000 workers. Each of those workers received a daily ratio of "zwei Maß Bier" (two measures of beer). The "measure" at that time was 1.4 liters! It was no secret that a very wonderful beer was brewed in Budweis, so the beer was transported by ship and over the horse-drawn rail system from Budweis to (now defunct) Leopoldsschlag.

The untold element in the Budweis to Leopoldsschlag story is that the beer had to make quite a journey. Freight on the Gmunden-Linz Line took 1.5 days and between Linz and Budweis 3.5 days. There are two conditions that can severely alter that quality of beer after it has been kegged or bottled. Those two conditions are exposure to wide fluctuations in temperature and exposure to light. In the 1800s beer was kegged in wooden barrels so light was not an issue. The condition that had to be overcome was exposure to heat (and cold, as breweries would later discover). In 1865, the first "Bierwagen" (Beer car) was developed in Bavaria and called an "Eiswagen" (Ice car).

Vienna brewer Anton Dreher and Munich brewer Gabriel Sedlmayr introduced the Vienna or Märzen lager in 1841 and a year later, an immigrant brewer from Bavaria created the first Pilsner Urquell in Bohemia. In 1843 Balling invented the hydrometer, which allowed brewers to measure extract strength and produce a more consistent product. The blond/amber lager revolution had begun and was ready to explode.

For the 1867 World's Fair in Paris, the Vienna-based Dreher Brewery ordered 12 covered goods wagons to be refitted for the transport of beer kegs. These beer cars were to be used during the World's Fair and for years afterward, in regular service between Vienna and Paris. The wagons were loaded with 54 hectoliters (425 gal.) of beer and 30 Ctr. (3,300 lbs.) of ice. The trip from Vienna to Paris took five days to complete. Upon arrival in Paris, the ambient temperature inside the wagons was +4°R (The Reameur temperature scale is now little used except in the brewing and wine industries ~ Managing Edi-

tor). (5°C; 41°F). The trip was a huge success and the Dreher-prototypes became the specification for the first beer wagons. Beer had been shipped regionally by rail through the 1840s and 50s. The Dreher trip was important because it meant that now beer could be safely shipped over great distances. More importantly, the Dreher trip opened up new potential markets for brewers and food producers willing to invest in the "new technology."

The Dreher "four-wheeled" (two-axle) covered goods wagons were specified with double-walled side walls, floor, and top. The 78 mm (3 in.) space between the double wall was to be filled with chaff and straw for insulation from the outside heat. The storage area inside the double-walled box was specified to have a stagnant air environment protected from warm drafts (no pun intended). The doors on both sides must be fully sealing and allow for the easy loading and unloading of kegs. The top of the storage area was the bottom face of the 2 mm (0.078 in.) thick sheet-metal ice reservoirs. The reservoirs were filled from the roof through hermetically sealable doors and drained through pipes leading through the side walls and wagon floor. The drainpipes were also fitted with fixtures to inhibit the flow of warm air into the reservoir and storage area. Further development of this type of wagon, enabled the meat industry to move away from shipment of livestock (which had its own set of problems) to the shipment of meat.

Bier her, Bier her

1873 brought the invention of refrigeration. Gabriel Sedlmayr of the Spaten Brewery in Munich was the first to embrace this new technology. It meant lager beer could be produced year-round. Lager beer virtually swept Europe (OK, except for the Rhineland, Holland, Belgium, and Great Britain). In 1894, Spaten produced the first clear blond golden Bavarian lager, a forerunner of the "Helles" that ended the dominance of traditional Bavarian brown lagers. The Bavarian brewers now had the technology to mass-produce their coveted beer year-round and the means by which to ship their product virtually anywhere. Back in the 1850s, an official at the Spaten Brewery made the statement that the available market would triple with the development of the railroad. That was an understatement. By 1900, Germany became an international beer power. Every fourth glass of beer consumed in the world was made in Germany. What would the ancient Romans have to say about that, I wonder?

Breweries in Bavaria and elsewhere in Germany continued to develop the Beer Wagon. It was discovered that extreme cold is bad for beer as well as heat. Soon beer wagons were fitted with coal heaters. Later as the technology improved, gas heaters replaced the old coal heaters and steam replaced gas. Different ice reservoir designs were developed. As demand for beer grew, so did the weight requirement for the Beer Wagon. As the safety regulations and specifications of the German Railroad progressed through the eras, so did the Beer Wagon. As demand for German beer grew in distant lands, so did the development of the Beer Wagon. Special long distance wagons were developed with an extra reservoir area built onto the top of the wagon for service to Spain and Greece. Wagons with exchangeable

wheelsets to accommodate the various track gauges along the route were developed. From no brakes to “Freisitzbremse” to brakeman’s cab to brakeman’s platform, the 1920s and 30s saw a great mix of equipment as the wagon builders produced new rolling stock for the breweries and the national railroad, and older equipment was rebuilt and refurbished.

Ohnmacht Krieg(n)

As one might expect, shipment of beer by rail was drastically reduced during World War II. Instead, these cars were utilized in the “theatre of war” and as a result, by war’s end, many of them were lost. Naturally, the breweries did not place orders for new wagons during the war, and for a long time after the war, there was a ban on new construction. Breweries were allowed to repair and refurbish damaged wagons only. These conditions made it very expensive for the breweries to repair wagons and difficult for them to ship their beer. The Lkw (truck) was looming on the horizon, but not yet ready to pick up the slack left by the wagon shortage.

During this period, some of the Bavarian brewers discovered the so-called “Ukraine-Kühlwagen,” which was a temperature controlled car built in 1942 for the transport of fish (Seefischwagen). With a few variations the wagon could be utilized as a Beer Wagon. At the end of the war, there were 400 of these wagons in existence. Many temperature-controlled wagons were converted to beer wagons.

Gute Nacht

In the 1960s, the hoppy, north German Pils took over almost 60% of the German beer market. The DB (Federal German Railroad) flooded the wagon market with “used” temperature controlled wagons. Former “Fish” cars, meat cars, and universal refrigerated cars were transformed into beer wagons. All the while, the presence of the motor truck and the convenience of the highway system became more and more prominent and attractive. Distribution changes, advancement in technology, market demands, economic pressures, and changing attitudes were closing the door on the era of the beer wagon.

With the sale of all of its “used” refrigerated cars, the DB was able to issue its first newly developed beer wagon, the Tehs 50. In spite of the fact that its loading area was considered small and that it was not yet a proven design it was used by some of the Bavarian brewers. Unfortunately for the DB, dumping the used refrigerated cars into the market gave them the revenue to develop the new beer wagon, but at the same time, saturated the market with “cheap” used wagons. Wagon builder Rathgeber introduced the new Glmms 61 in 1964/65. It was a new 14-meter design and offered other improvements in overall design and performance. Unfortunately, the demand for new Beer Wagons was dead. Rathgeber delivered two or three to Löwenbräu and two to Spaten. With the Glmms 61 ends the history of the “proper” German Bierwagen.

Today, the great majority of beer is transported over the road by truck.

A note on models

Mr. Lothar Spielhof, in his excellent book, *Geschichte der Eisenbahn-Bierwagen*, has a few words of caution regarding today’s beer wagon models:

When you compare the prototype with the models from the model railroad manufacturers, it quickly becomes obvious that the wagon construction and the detailing don’t match. The model manufacturer makes it easy so that it can draw from its stock of “normal” products. For example, take a G10, paint it white, and imprint it with one of your favorite brewery names. The fact that the wagon has sliding doors is not important to the manufacturer. In addition, there are also other detail shortcomings. The same holds true for the G20 wagon-type, the thermoor-Seefischwagen, with a brewery emblem used as a beer wagon without the visible signs of its necessary (beer wagon) modification. Furthermore, another producer combines a Verbandsbauart-brakeman’s cab with a supplemental cooling roof (although the roof is correct). On the other hand, another producer offers good models that are true in construction and detail.

For a very detailed account of what to look for if you are interested in prototypically correct Bierwagens, I recommend reading his book with a cold beer. If you just enjoy having fun with your brewery-imprinted rolling stock, I recommend the cold beer. Either way, have fun! Prost!

Note: Quote by Mr. Spielhof translated by the author.



This beer wagon was unique. Built in 1914 at Gotha, this “Umsetzwagen” (convertible wagon) was designed to run on the SBB, PLM, Orléans-D, and the rail networks of southern France and northern Spain. The wheelsets were exchangeable to accommodate the wider Spanish track gauge (1,676 mm). Its construction-style was unmistakable since it measured 4,500 mm axle-to-axle and the typical Bavarian wagon of the era measured only 4,000 mm. Note the raised structure on the roof. This was a common addition for “long-distance” beer wagons. It offered additional ice reservoir capacity for the larger amount of ice that was required. Only two of these long-distance “Umsetzwagens” were ever constructed. Photo: VM Nürnberg

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NABA 41 ~ July 31 - Aug. 4, 2012

SPRINGFIELD IL

Daily Convention Activities – Springfield, IL 2012

Tuesday, July 31

1:00 pm – 5:00 pm

4:00 pm – ?

All Day/Any Time

Early Bird Home Collection Tours

Registration and Hospitality

Room-to-Room – buy, sell or trade

Wednesday, August 1

9:00 am – ?

11:00 am – 1:00 pm

1:00 pm – 4:00 pm

3:00 pm – 5:00 pm

6:00 pm – 8:00 pm

All Day/Any Time

Registration and Hospitality

Home Collection Tours

Rolling Meadows Brewery Tour (Open House)

Home Collection Tours

Brewmasters Dinner (optional)

Room-to-Room – buy, sell or trade

Thursday, August 2

8:00 am

9:00 am – ?

9:00 am – 11:00 am

9:00 am – 5:00 pm

11:00 am – Noon

1:30 pm – 4:00 pm

6:00 pm – 7:00 pm

All Day/Any Time

First Timers Breakfast

Registration and Hospitality

Seminars

Lincoln Sites (on your own)

Small Item Swap (coasters, labels, openers, glasses, etc.)

Tour of Obed & Isaac's Microbrewery & Eatery

NABA Author's Book Signing

Room-to-Room – buy, sell or trade

Friday, August 3

7:30 am – 11:00 am

9:00 am – 11:00 am

9:00 am – 11:00 am

11:00 am – Noon

Noon – 3:00 pm

3:00 pm – 5:00 pm

4:00 pm – 5:00 pm

6:00 pm – 8:00 pm

8:00 pm – ?

All Day/Any Time

Board Meeting

Registration

Auction Item Consignment

Auction Viewing

Auction

Registration and Hospitality

Trivia Contest

Dinner and Annual Business Meeting

Registration and Hospitality

Room-to-Room – buy, sell or trade

Saturday, August 4

7:00 am – 9:00 am

9:00 am – 2:00 pm

3:00 pm – 5:00 pm

4:00 pm

5:00 pm – 6:00 pm

5:00 pm – 8:00 pm

6:00 pm – 8:00 pm

8:00 pm – ?

Set up for Public Show and Sale

Public Breweriana Show and Sale

Hospitality

Full Micro Bottle/Can Swap

Micro Beer Tasting

Illinois Collector Displays

Banquet and Convention Adjournment

Hospitality



NABA 41st CONVENTION REGISTRATION



Hilton Hotel
Springfield, Illinois
August 1-4, 2012

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 complimentary breakfast on Thursday morning 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 PRE-REGISTRATION

- Member pre-registration fees: Before July 15 - \$85 per member \$ _____
- Spouse/Adult Guest pre-registration fees: Before July 15 - \$70 per guest \$ _____
Spouse/Adult Guest Full Name _____
- Children pre-registration fee: Under 12 free. Before July 15 - \$35 per child age 12-18. \$ _____
Children's names _____
- Wednesday Brewmasters Dinner (limited seating) Tickets _____ @ \$45 per person \$ _____
- Saturday Trade Show Table* - Qty _____ @ \$10 per table w/power _____ @ \$15 per table \$ _____
*All tables first come first served.
- Saturday Trade Tables (w/o Convention registration**) Quantity _____ @ \$30 per table \$ _____
- NABA Membership Dues for this year \$25 (only if dues have expired) \$ _____
** NABA membership required. Priority is given to Convention registrants. **TOTAL** \$ _____

Enclose check payable to 2012 NABA CONVENTION and mail this pre-registration form and check to:

Robert Malawy 630 Hackberry Chatham, IL 62629
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No refunds after August 1st

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NOTE: LATE REGISTRATION FEE (after July 15) IS \$10 ADDITIONAL PER PERSON

Please make hotel reservations with the Hilton Hotel at 1-800-445-8667. Use NABA Group Rate Code: NAB

See www.nababrew.com or www.reischbrewcrew.com or the latest *Breweriana Collector* for a summary of
Convention Times and Activities. See www.visit-springfieldillinois.com for other Springfield activities.

Would you be interested in a Convention shirt? Please circle if interested: polo tee shirt

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

See you in Springfield!

NABA Auction Guidelines

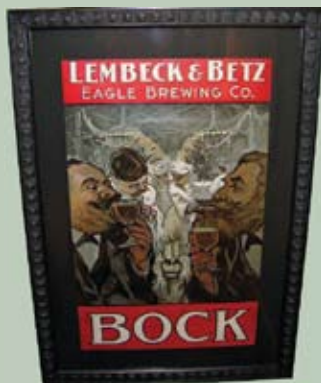
The Convention's Friday Auction is only for NABA members (Convention Badge required) and family registered for the full Convention. Each member may offer a maximum of 5 consignments. The Auction Committee may permit additional items at their discretion.

Only brewery related items are permitted in the auction. The "judges" will be the sole authorities on permitting closely related items to be auctioned.

- Bidder Auction numbers will be assigned by order of registration.
- The estimated value of an item or group of items should be at least \$50.
- There will be NO MINIMUM OPENING BID.
- Seller premium is 10% based on the final sales price of up to \$999. Example: Item sells for \$600. Commission is \$60.
- Items selling for \$1000 and up will have a premium of 10% (\$100) PLUS 5% on the amount over \$1000. Example: Item sells for \$1200. Commission is \$100 + \$10 = \$110.
- Buy back fee for unsold item with or without a Reserve Price up to \$200 is \$10.
- Buy back fee for unsold item with reserve above \$200 is 5% of the Reserve Price.
- NO BUY BACK FEE ON THE FIRST ITEM presented regardless of initial price (with or without a Reserve).
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IN MEMORIAM

GENE KELLEY

In the summer of 1979 my wife, Ellen, and I went to an antique show at the Electricians Hall in St. Louis, MO. I had been introduced to the bottle collecting hobby 1 week earlier. When I met dealer Gene Kelley, Oh what a wealth of knowledge about bottles and advertising he had!

His table was filled with pre-1900 bottles of all kinds. Gene took us under his wing and guided us through the do's & don'ts of the hobby. He informed us about what to buy and what not to buy. He introduced us to the great collectibles of brewery advertising. He was one of the most knowledgeable honest dealers I've ever known.

Gene started digging bottles in St. Louis in the 1960s while working for the St. Louis Police Department's Equestrian Division. He would ride his horse to construction sites where he noticed many old bottles being unearthed. Gene would pay the workers \$10.00 for every blob soda, beer, and bitters bottle. Contractors soon allowed him to dig in their sites at night as long as the holes were filled in by the time the workers arrived the next morning. By the time I met him it seemed that there wasn't a St. Louis bottle he had not seen.

Gene had a wealth of knowledge of advertising signs in general, but especially brewery signs. Gene developed a knack for restoration and soon became the #1 restorer in the St. Louis area. Whenever I would come across an item I wasn't familiar with, I'd call Gene. More often than not he was able to give me some information about that item.

I received a phone call on the afternoon of Halloween 2011 from a local friend and collector Randy Huetsch. He told me that Gene had died that morning, at his home, of a heart attack. The hobby lost so many stories, integrity, and knowledge with his passing. We lost a fine friend and a truly great man. He was a Marine Corps veteran and retired St. Louis Police officer. He left behind his wife Alberta, son Pat, and daughter Joann. He also left his mother and granddaughter. Gene was 72 years old.

~ Curt Faulkenberry

JOHN MURRAY

In early 1972, John Murray, along with Herb Haydock and Dick Bucht felt there was a need for a national club for collectors of trays, steins, mugs, signs, glasses, match safes, knives, tap knobs, foam scrapers, books, mirrors, and other assorted brewery give-aways. There were already clubs for beer bottles and beer can collectors. A rather austere meeting (convention) was held August 1972 in Milwaukee. NABA newsletter #1 was a two page typed summary of a meeting in Indianapolis in November 1972 where bylaws were established and plans made for convention #2 to be held in St. Louis. By the time of that meeting, August 3-5 of 1973, the goal was to reach 100 members. Thus NABA was established. John Murray served as president from 1972-1974.

Frankly, in those days, John had the Chicago collecting market cornered. When I moved to the Chicago area from Nashville in 1972 I got tired of hearing his name over and over. He never married and had plenty of money to spend on his collection. His interests were pre-Pro steins, mugs, signs (mainly litho and self framed tin), trays, and postcards. His home was like a museum. On several occasions he held auctions that drew national audiences.

Tied to his hobby was the fact that he owned the largest independent party store in the Chicago area and could throw lavish parties. His busy season was Halloween and his favorite time was Mardi Gras. He was a member of the Krewe of Mid City (a year round club that paraded 50 floats over a four hour route). He made 27 Mardi Gras trips to New Orleans and was the only non-resident to be named King in 1990. His annual party was immediately after Mardi Gras.

John received a Masters degree from the University of Denver and spent 12 years recruiting for his alma mater. His recruits included many members of the major brewery families during those years. He spent the rest of his time working and growing his store.

He retired in 2007 and subsequently liquidated his collection

with the exception of his post-cards. By this time he had lost an eye, a kidney, and had severe diabetes. On Sunday January 22, 2012, my wife and I visited him in the hospital for about 75 minutes and left feeling he was on the upswing and would be moved to a rehabilitation facility the next morning. Instead he died of a heart attack on Monday at age 77 in LaGrange, Illinois.

For those of us in the hobby, and especially those of us in NABA, we salute one of our most influential pioneers.

~ Norm Jay
NABA President, 1998-2002

BOB MARKIEWICZ

It is with great sadness that I report that Bob Markiewicz of Mequon, Wisconsin, died unexpectedly on January 6, 2012.

Bob was a long time member of NABA and attended many of the Conventions. He was a founding member of the Milwaukee Bottle Club, and told me that he was attending meetings in the early 1970s, before he could drive. Bob was a member of the Wisconsin Antique Dealer's Association (WADA) and attended those shows twice a year. He also regularly attended the Indy Advertising Shows. I always awaited his arrival at the Milwaukee Antique Bottle and Advertising show and the Milwaukee Brew City shows hoping that there would be something buried in his van for me.

Bob's interests in advertising were diverse. I remember him telling me that his favorite breweries were Falk and Schlitz breweries (of Milwaukee). But he enjoyed items from other Wisconsin Breweries, especially pre-Prohibition items, and had many great example pieces. Bob also enjoyed good lithog-

raphy; not only brewery-related pieces, but also whiskey, tobacco, and other advertising lithos. He also collected bottles, pottery, pre-Pro mugs, general Wisconsin advertising, and folk art.

Bob was the owner of Bob's Antiques in Mequon, which specializes in advertising, primitive furniture, bottles, stoneware, trade signs, fine advertising lithography, and other quality antiques. In Wisconsin, Bob was a legend as well as a leader in the hobby; but he was also well known throughout the country.

Bob hosted weekly Sheepshead card games that took place on a table in his barn. I was told that these card games had been a weekly event for over 30 years. He enjoyed his annual trip to "Deer Camp," a cabin in northern Wisconsin where he and friends would gather.

I will always remember the Cedarburg Flea Markets; it seemed that Bob knew everyone there. Afterwards, Bob would hold informal social gatherings at his house. There were always two large coolers of refreshments located under a large tree by the front door, with a picnic table nearby. I fondly recall several of us piling into Bob's van and heading for the Chinese buffets at the NABA Conventions. Every year, two weeks following the NABA Convention, Bob and Debbie hosted the Milwaukee Bottle Club Picnic at their home (which I referred to as the "Markiewicz Ranch at Pine Tree Place"). The picnic was famous for its roasted corn, storytelling, socializing, trading stuff out of car trunks, searching through Bob's barns for treasures, planning bottle digs, and then feasting on the huge amount of delicious food made by Debbie. The evening was capped with a roaring bonfire, and the event formally closed the summer in Wisconsin.

I will personally miss Bob's friendship, honesty, and willingness to share his knowledge and advice. Bob will be greatly missed by all. Our deepest sympathies go out to his wife Debbie, and children Paul, Erin, and Katie.

~ David Kapsos



Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Secrets of Merritt Co. revealed by owner's son

Many of us like mysteries: good old-fashioned “who-done-it” thrillers. And we enjoy solving them by deductive reasoning, and good guesswork, based on the author's revelations.

Labeling the Clark C. Merritt Co. as “mysterious” may be a bit too strong. A more accurate description would be “little-known,” even “obscure,” despite the fact that the company manufactured beer tap handles for more than 30 years in the mid-20th Century.

“Obscure” that is, until now!

I recently availed myself of the keen memory and wealth of knowledge of the octogenarian son of the company's founder to help solve mysteries surrounding the name, Clark C. Merritt Co.

During a three-hour interview in front of a warm, crackling fireplace in the Merritt Lodge on the Mogollon Rim in Arizona, Albert (Al) Merritt provided in minute detail – in a strong, measured, authoritative voice – information about his father's small New Jersey company, which defied all odds in a highly competitive field.

Author's Note: *The industries that made and used these devices called them tap markers, regardless of style. For convenience, I refer to them as tap handles or handles, unless they are specifically ball-style knobs. Also the person I quote throughout this story is Al Merritt. To simplify, when I use direct quotes, I will only use his last name.*

With Al Merritt's generous assistance I was able to significantly add to and clarify what I had written in the Winter issue

of *The Breweriana Collector* (“Wooden tap handle maker merits a closer look”). First-hand, eye-witness observations trump anything that had been written about Clark C. Merritt and his business activities. Other than what I wrote in that column, and that which I write now, the full story of Merritt's company has never been published.

Ball knobs and tap handles produced by Merritt are in the collections of many NABA members, although they may not know it, nor anything about the company or its dynamic, innovative founder and owner. Clark C. was a timber “cruiser” in the North Woods of Minnesota; a WWI Army pilot; an engineer aboard boats; a Wall Street stock broker. He also flew mail for Pathe News in the 1920s, owned and operated a diner and a sand/gravel/concrete company in the South. And, his son said, he even tested the first parachute!

Clark Merritt struggled; he failed; he always bounced back with vigor to succeed. Al Merritt said his father was enthusiastic, determined, driven, creative, a risk-taker, and a tireless promoter of the products of his creative genius. His story may seem improbable, but Clark Merritt was real: his life fascinating.

He was born in Duluth, MN, in 1896, the son of Alfred Merritt (my interviewee is his grandfather's namesake), one of the enterprising Seven Iron Men (five Merritt brothers and two cousins) that discovered enormous, rich reserves of iron ore in northern Minnesota

in 1890 – deposits that later gained fame as the Mesabi Range. In five years, these pioneers mined huge quantities of ore. They reportedly made millions of dollars and lost it all.

Clark was educated as an engineer in Minnesota. After his flying days in the military (primarily training new pilots at Kelly Field in TX) and as a mail carrier, he returned to Minnesota and worked as an ore boat engineer. While there, he married Ruth, Al Merritt's mother. In the 1920s, they moved to the southern U.S. and he took a job as an engineer on a cousin's dredge, then operated the diner and sand/concrete company.

Soon after their first child (daughter, Jean), was born in 1927, the Merritts moved to Passaic, NJ: through a cousin, Clark became a stock broker on Wall Street. “He was doing all right, until October 29, 1929, when the stock market crashed,” said Merritt, who had been born two months prior. 33 year-old Clark found himself unemployed, like millions of Americans.

“Late in 1929, he got a job as a salesman with the (C.M.) Robbins Co.,” Merritt said. Robbins, which in the 1930s became one of the largest manufacturers of ball knobs, was located in Attleboro, MA, a region where dozens of companies manufactured jewelry and related specialty items. Keep in mind that this was during Prohibition, and ball knobs and other tap markers were concepts or dreams.

“Clark acquired a partner and they opened a small office/workshop in New York City,

where they both repped for Robbins,” Merritt said. They sold jewelry, medallions, and products made of gold, silver, and other precious metals.

By late 1932, “Clark became aware that Prohibition was going to end and that being involved with a brewery-related business could be profitable,” Merritt said. Soon after beer became legal in most states (April, 1933), a movement was afoot to require breweries to identify themselves and their products on dispensing taps in taverns, restaurants, and pubs. The days of bartenders pulling plain tap handles were ending.

New York is credited with being the first state to require all tap handles to be clearly identified with a brewery’s brand name. Pennsylvania followed. Clark seized the opportunity to capitalize on these new laws.

“As soon as it became law, Clark and his partner started selling beer knobs – as Robbins reps – and making their own,” Merritt said. By 1937, “the partners had split; Clark’s friend stayed with Robbins.” Clark created his “factory” in the basement of the two-story, two-family house in which he, Ruth, Jean, and Al lived (268 High St. in Passaic). It was truly a cottage industry: the birth of what would become the Clark C. Merritt Co., although, according to New Jersey records, it wasn’t officially incorporated in the state under that name until 1941.

“Clark was president, Chairman of the Board, CEO, the primary workman, and salesman,” Merritt said. “He designed the markers and did the buying and selling.”

Ruth was the company’s secretary/treasurer. She was Clark’s marital and entrepreneurial partner. “Ruth did all of the correspondence with

breweries and vendors,” Merritt said.

Another mystery solved: the R.B. Merritt signature I wrote about in the Winter issue, found on the letter involving the William Gretz Brewing Co., was Ruth’s.

Clark’s aggressive, extroverted salesmanship soon garnered him many customer breweries, mostly in the New York City/New Jersey area. He later made handles for breweries in Pennsylvania, Ohio, Minnesota (for Fitger Brewing Co. in his hometown, Duluth), Illinois, Indiana, Maryland, Wisconsin; possibly others.

Among his top accounts in



the late 1930s were “Schaffer, Krueger, Feigenspan, Piels and Ruppert,” Merritt said. “He then began to move into Pennsylvania. He called on many breweries in Philadelphia and got quite a few customers,” he said. “The Neuweilers were wonderful customers!” (the Louis F. Neuweiler’s Sons brewery was in Allentown).

Clark Merritt then moved into western Pennsylvania, wooing the Pittsburgh Brewing Co. (Iron City Beer) and the Jones Brewing Co. in Smithton, for which he produced tap handles for its Stoney’s and Esquire brands.

“Dad and Stoney Jones were buddies,” Merritt said. “Dad would stay in [the Jones] home when he was in Smithton.” It was there that Clark met Stoney’s daughter, Shirley Jones, who would go on to star in movies and television.

Clark “worked well with the local breweries,” Merritt said. “He was a terrific sales person but was a good listener. He had his ideas [for tap handle designs] but was flexible.

He gave the customers what they wanted. He would ask a brewer ‘What is it *you* want?’”

Some major tap handle manufacturers weren’t flexible and owners of many small brewers resented this, Merritt said. “My Dad did something nobody else was doing. When I grew up, I realized he was going up against some big guys.”

Clark made the tap knob/handle bodies from Bakelite and plastic. “He made molded plastic, not castings,” Merritt said. “Clark designed the inserts but had an independent guy do the artwork. Sometimes the artist refused Clark’s concepts.” Clark accepted the verdict and moved on.

The acetate, celluloid, and hard-fired, enameled or screened metal inserts were made under contract by specialty companies. Most of Merritt’s early ball knobs came in basic black (“Like Henry Ford’s Model Ts,” Merritt said with a chuckle) and were made of Bakelite or plastics derived from phenolic resins. These materials were “purchased from the Catalin Company in one of the Amboys (Perth or South),” Merritt explained.

The Bakelite and Catalin companies were fierce competitors. Bakelite was a brittle form of plastic made of formaldehyde and phenol. It was inadvertently invented in 1907 by Belgian Leo Baekeland, who formed his



Clark C. Merritt on the road with a handle display set and his 1948 Hudson automobile.

Bakelite Corp. in 1922. Catalin made a product of the same name that was used for radio cases and ball knobs.

Clark enjoyed experimenting with plastic of various colors and shapes, Merritt said. That explains why unusual models were produced, in colorful greens, yellows, reds, and blues – a significant departure from the traditional basic black.

The business, and Clark's family, remained at 268 High St. in Passaic until 1940, when he made a "big" move – to 278 High St., in another two-story house. Again, he constructed a handle-making workshop in the basement. It was at this address that young Al began working with his father, "on a drill press...routing out the neck hole. I ran all of the machines."

Perhaps the most interesting project undertaken at 278 High St. did not involve a brewery: the Schenley Distillers Corp. was using a special cap for some of its bottles and wanted to add an element for a limited promotion. That element was a rabbit's foot – little keychain and all. "The whole family – Mom, Dad, my sister, and grandmother – glued a real rabbit's foot to each large Bake-

lite cap! The project lasted six months."

The basement company rolled along with gusto until the most cataclysmic event of the century hit – World War II. The United States got into the war, ongoing in Europe since 1939, when the Japanese attacked Pearl Harbor, December 7, 1941.

The impact was immediate for U.S. industries, large and small. Raw materials used to make many consumer products

were needed to make plastic and metal parts for planes, tanks, and other military items. They soon were restricted to war-effort-only use. Tap handles and thousands of other domestic products were deemed unessential.

"Almost immediately plastics became difficult to procure," Merritt said. Both Catalin and Bakelite began dropping consumer products. The war provided Clark with his biggest challenge, and the greatest opportunity to display his ingenuity. He had to quickly adapt or risk going out of business. Without materials to make tap handles, however, he had a business in name only.

"Lord, love him! He didn't give up," Merritt exclaimed. "He could have just quit. He started exploring alternate sources [in South America] to procure lots of Cocobolo," a hardwood from Panama, Merritt said. "There were no government restrictions on this material." It was plentiful and relatively inexpensive. He made a swift and almost seamless transition from plastics to wood.

Business flourished. The basement at 278 High St. was too small for his production demands. In 1942, he moved

family and business from Passaic to Middletown Township, across the Navesink River from Red Bank, which he used as the company's mailing address. "This house had a bigger basement and garage, and a yard," Merritt said. He set up to make wooden knobs for the duration of the war.

"He installed a cut-off saw to make the bodies; the necks were sent to an off-site shop," Merritt said, where they also were threaded. "We had a drill press to make [and] groove the knob faces.

"We heated the wood to expand it. The [rounded] insert was placed in the grooved face and the wood contracted, holding the insert in place." No glues or other adhesives were used to hold the inserts. Some flat, thin acetate inserts were secured with small brass nails driven through to a flat wooden face. "We had to hand-screw the necks into the bodies."

Cocobolo has a reputation for being durable and having excellent machining characteristics. Its oils give the wood a good polish (but make it unsuitable for gluing.) Experts say *Lignum vitae*, a hardwood also used by the company, is dense and durable, and stands up well to water and repeated handling. Both held their rich reddish-brown colors; they were ideal for making knobs.

Merritt made their hand-crafted wooden knobs for only five years. They were never mass produced. Al Merritt couldn't recall how many wooden tap handles his father made, but it likely was dozens of each, not hundreds or thousands. Total production of Merritt tap handles – wooden and plastic – was relatively small compared to Robbins, Bastian Bros., American Emblem, and Green Duck.

Wholesale prices, he said, were similar to the others: well below one dollar per unit; some less. Some of those rare Merritt

handles cost pennies to make. Merritt did not know if competing tap handle makers also used wood during the war, and I have not been able to verify if they did or didn't. It is possible that because of the wartime materials' restrictions, the major companies ceased producing ball knobs altogether, just as can manufacturers did not produce beer cans for domestic use from May, 1942 to January, 1947. Perhaps an expert in the audience can provide enlightenment.

Wooden handles – much larger and significantly different in shape than Clark Merritt's WWII knobs – came into use, but not until the late 1950s and early 1960s. Merritt said his father did not produce this style.

Although Robbins was making its distinctive chrome ball knobs as late as 1949, ball-style knobs started to fall out of favor after the war. They were replaced by larger (to make the brand name easier to read), flashier, more colorful plastic handles in various styles. Merritt produced many of these, including those made of transparent and opaque acrylic resins (the Lucite brand is one of them) in which small, stiff-cardboard inserts with a beer brand were imbedded during the molding process.

Evidence of Clark Merritt's imagination includes a number of thin, colorful acrylic handle samples in a collection owned by Clark and sold by Al Merritt in 2011. It contained Knickerbocker, Utica Club, Tech, and Esquire pieces, in bright blue or green clear plastic that had not been drilled or threaded. They have the appearance of paperweights.

The company also made molded cubes, ovals, and other stylized handles in solid plastic and in many colors. Some have plastic bodies with metal stems or frames. He even made a Cooler-Keg-style, which has a distinctive long, angled metal

stem, with an opening that fits a unique style of tap apparatus. "If breweries used this style, Merritt made [handles] for them," Merritt said.

Not only did Clark Merritt's company survive the war, it prospered. He even added a foreman to his "production staff" (himself and Al). Ruth continued to handle the business end. The company moved in early 1947 to 202 Liberty St. in Long Branch, a small town in Monmouth County, on the New Jersey coast southeast of New York City. "The shop was in an old greenhouse," Merritt said. "...he did pretty well in the post-war era. The little guys [small breweries] were expanding. Business was good."

Production in Long Branch, however, was short-lived, although the company's business headquarters remained there. Business was so good that Clark purchased property in Little Silver, northwest of Long Branch, and moved in 1948. The one-story, 1,200-square-foot cement-block building Clark constructed was his first "real" factory. At its peak in Little Silver, Merritt employed 15 people, including Clark, Al, and a foreman.

"Dad was constantly involved in the design, development, and sale of his tap handles," Merritt said. While his employees worked Monday through Friday, "Clark worked all the jobs on weekends, when he was the only employee in the shop," Merritt said with a smile. His father obviously was a driven, tireless worker.

Like father, like son? Not so. Clark was 53 years old in 1949; Al Merritt speculates that "he recognized the need for succession [in management]," although he had no plans to retire. But Al Merritt did not believe he had the talent to assume leadership of the business from his father. He had been his father's clerk in his late teens and did field work as



a salesman for a brief time (a painful, humbling experience) but running the business? "I was incapable of succeeding my father," Merritt said. "I didn't have his artistic capability, and was an introvert. I recognized that [the company] was his baby, 100 percent, and that he was the extrovert, the super-salesman. When I went to Easton, Pennsylvania [to call on Kuebler Brewing Co.], I went in with rocks in my mouth," he said with a grimace. "When I asked the receptionist if Mr. Kline was in and she said he wasn't, I was relieved and couldn't wait to get out of there."

He also realized that Clark was not going to give him control. "[The business] was his passion; he would do things his way. It led me to recognize that I was not involved in decision making."

Al Merritt left his father's business in 1949 and never returned. He attended Rutgers University in New Brunswick, NJ, and graduated in 1953. He served two years in the Army and attended Columbia University, where he earned an MBA.

His first full-time, post-college job was in a beer-related industry. He joined the Continental Can Co. in Baltimore as a trainee, working in all departments. "Those were fun times," he said. For the first time he

worked outside his father's dynamic shadow.

Al's life is a fascinating story in its own right, but will await telling for another time.

Back in Little Silver during the 1950s, Clark Merritt continued to make handles for breweries that had been his long-time customers. "Unfortunately, he didn't expand his sales [to other breweries]," Merritt said.

Times were changing. The brewing industry was shrinking fast. Outmoded plants, aging brewery owners, and stiff competition from major national breweries took a heavy toll. In 1953, thirty-three breweries closed. The downward spiral was irreversible.

"The closing of breweries really started to affect Clark," Merritt said. "He hung in there with Stony Jones and mid-majors like Ortlieb's, Stegmaier, and Krueger." During the 1960s, "Clark was floating along with his business, with no desire to conquer the world."

At the peak of his success, no company tried to purchase Clark's business. "He was not interested in selling his knowledge" to competitors or partnering with them. Despite speculation, the Clark C. Merritt Co. did not have a business association with Selimore or any other tap handle manufacturer, Merritt said unequivocally. And it did not make foam scrapers (beer combs) or any other beer-related products, despite what the Merritt company letterhead claimed. "The letterhead may have been somewhat ambitious and hopeful," Merritt said. "...to the best of my knowledge, [he] never manufactured" items other than tap handles and knobs. He speculated that some items found in collections may have been samples Clark used as sales tools.

By 1970, Clark had only two employees and his client list

had shrunk significantly from nearly 700 in 1937 to 157 in 1970. Clark would not live to see the demise of the traditional small brewery or the emergence of the craft-beer industry. He had been in declining health for three years prior to his death of a heart attack in 1970. With him went the spunky little company that Clark built.

Al Merritt may not have had his father's gregarious personality, super-salesman abilities, or creative genius. But with his own talents, and those of his wife Betty, he has achieved success by any standard. The Merritts are warm, caring individuals who have dedicated their lives to helping others, especially those in need. They own and manage The Merritt Center in Payson, AZ, a non-profit "dedicated to education in renewal and empowerment...



Al Merritt, 2012

in an atmosphere conducive to personal growth." One of their offerings is the Basic Training for Life Veterans Program that features retreats for returning combat veterans.

Individualism doesn't always have to be rugged. I have a feeling Clark C. Merritt would have approved.

**SATURDAY
MAY 19
2012**



**9 AM
'TIL
2 PM**

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brewery memorabilia,
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your collection, or share
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Dealer Set-up starts @ 8A
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AUCTION Hysteria

by ROBERT HAJICEK

Craft & Micro



Bruery Partridge in a Pear Tree
Belgian Style Abbey Ale
one 750 ml full bottle from 2009.
The Bruery, Placentia, CA \$511



Budweiser * Aluminum Bottle
Texas Rangers
2011 World Series Champions
(the St. Louis Cardinals won the
series in 2011)
* Included here because it is new
Anheuser-Busch,
St. Louis, MO \$448



Bourbon County Brand Bramble Rye Stout
Seven full bottles with box. Goose Island Brewing Co.,
Chicago, IL \$420



Dogfish Head 120 Minute IPA
24 full bottles with case
Dogfish Head Craft Brewery, Milton, DE \$395



Bruery Black Tuesday
2009, 2010, 2011, one 750 ml full bottle of each.
The Bruery, Placentia, CA \$375



Wooden Hell Bottle (full, from 2009)
and one coaster (below).
Flossmoor Station Restaurant and Brewery,
Flossmoor, IL \$351



Lost Abbey Cable Car
One full bottle from 2007. Port Brewing Co.,
San Marcos, CA \$450

Budweiser Beveled
Edge ROG
(detail at right)
24" x 8"
Anheuser-Busch
Brewing Association,
St. Louis, MO
\$787



Tap Knob Inserts, 14 different, including Shawano Club, Old Bohemian Lager (two types), Milan Old Bohemian, Chesterton, All Star Beer, Lubeck, All Star Brew, IBC, Sandlerbrau Kulmbach, Old Fashion, Old Style, Golden Glow, Old Imperial \$2,788



Golden Age Neon
24" x 10" x 6"
Golden Age Breweries, Inc., Spokane, WA
\$1,000



Gettelman Chipped Edge ROG
15" x 10"
A. Gettelman Brewing Co., Milwaukee, WI
Reserve not met



Lucky Lager Tin Sign
43-1/2" x 17-1/2", embossed.
Lucky Lager Brewing Co., San Francisco, Los Angeles, Vancouver WA \$276



Breidt's Skimmer Holder
Bakelite Base and Ruby Glass Cup
Peter Breidt Brewing Co., Elizabeth, NJ \$470



Falstaff Motion Spinner Neon
Broken tube, about 12" across and 5" deep
Falstaff Brewing Corp, St. Louis, MO \$620



American Pilsener
Exquisite Glass
6" tall, 2-1/4" top diameter
Anheuser-Busch Brewing Association, St. Louis, MO \$455



Miller Lighted Sign
14-1/2" x 7-1/2" x 5"
Miller Brewing Co., Milwaukee, WI \$787



Pabst Porcelain Sign Face
45-1/2" x 30" single sided
Pabst Brewing Co., Milwaukee, WI \$1,125



Ruhstaller Curved Porcelain Sign
20" x 14"
Ruhstaller Brewery,
Sacramento, CA \$900



Velvet Tin Charger
24" diameter, C. Shonk Co., Coshocton, OH
Terre Haute Brewing Co., Terra Haute, IN \$675



Royal Beer Glass
3-1/2" tall
The Royal Brewing Co., Kansas
City, USA (Weston, MO) \$511



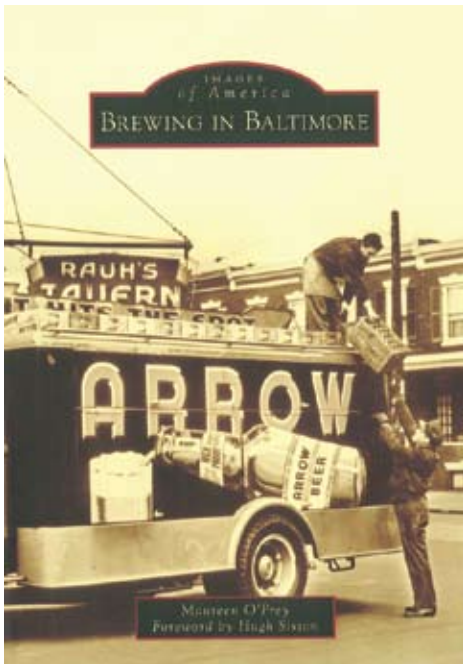
Above: Wehle Lighted ROG Neon; 26" x 10" x 5-5/8" deep;
Wehle Brewing Co., West Haven, CT \$1,802
Right: Old Manhattan Glass-Neon, 20" x 11"
Manhattan Brewing Co., Chicago, IL \$1,552



Left: Old Crown ROG with
wood/metal base
9-1/4" wide
Centlivre Brewing Corp.,
Fort Wayne, IN \$406

Right: Pabst ROG in Metal
Frame; 14-1/2" x 9"
Pabst Brewing Co.,
Milwaukee, WI \$371





Images of America Brewing in Baltimore

By Maureen O'Prey

An Arcadia book
www.arcadia publishing.com

One of the joys of internet searches is to discover newly published brewery history books that one has no idea were under development. This excellent Arcadia book is one of my latest discoveries. It was published in December, 2011 so when I ordered it in January, I knew it was "hot off the press."

Baltimore was a major brewing town with a rich brewing history dating back to the mid-1700s. Professor O'Prey (a Professor at Essex Community College) did an outstanding job writing this book. Arcadia books are loaded with pictures and this book is no exception. It includes photos of brewer-



Collector's Bookshelf

Reviewed by Larry Moter
accneca@aol.com

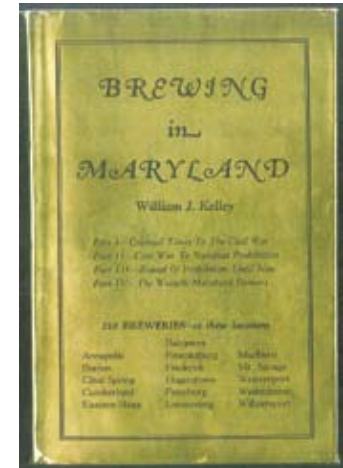
ies many collectors have never seen published before. In the acknowledgements, one can see an impressive number of sources for the images, including the Library of Congress, libraries, museums, the Maryland Historical Trust, and a Souvenir of the 27th Convention (1887) of the United States Brewer's Association, to briefly describe that which is a thorough list of acknowledgements.

The forward was written by prominent craft brewer, Hugh Sisson. My first NABA Convention was Baltimore, 1990, and I cherish fond memories camping out at Sisson's with newfound NABA friends, and sampling the excellent brews of this former (alas it closed) brew pub.

There are six (6) chapters:

- 1 – The First Breweries Emerge in Baltimore Town
- 2 – Breweries on the Rise in the 19th Century
- 3 – Monopolies Develop at the Start of the Century
- 4 – The Dry Years of Prohibition and Its Aftermath
- 5 – Baltimore Breweries and the Changing Tastes of America
- 6 – The Return of Craft Brews to Baltimore

Another joy in discovering a new book is reading the bibliography to see what the author researched to compile his or her material. I expected to find the ultra-rare 1965 book by William J. Kelley, titled *Brewing in Maryland*. William Kelley was by profession a specialist in "Industrial Baltimore." He first



started composing his brewery book in 1952. This 700+ page book is one of the must-have brewery history books to own, in my humble opinion. If one can locate one, be prepared to undertake a significant expenditure.

But back to the O'Prey: her bibliography listed many of the usual suspects for sources. What I did not expect to find was the 1887 Souvenir listed as "Baltimore Past and Present: 1887 United States Brewer's Convention." This was a publication I have long suspected existed, but have never known any collector who possessed a copy. I had inquired of many prominent Baltimore collectors about their knowledge of printed material from the 1887 Convention. Unanimously, they informed me "no."

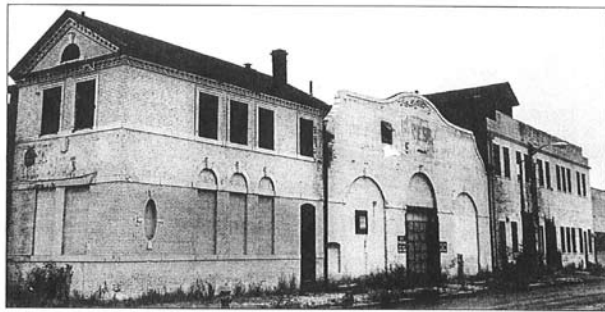
Until now. I'm delighted to report that I am now the proud possessor of a color photocopy (see cover pic next pg)!

In closing, I will leave readers with a challenge: The picture (below) of the Christian Moerlein Brewing Company indicates this was a brewery. I must admit the photo (courtesy of the Maryland Historical Trust) is intriguing because the building looks bigger than a bottling house. As a regular attendee of the Baltimore bottle show most every March (pos-

sibly the largest bottle show in the country), I know there are many “branch bottles” of out-of-town brewers. Some are easily found and some are very rare. Branch bottles include: Anheuser-Busch, Schlitz, Pabst, Adam Scheidt, Ruppert, Iroquois, Bartholomay, Abner-Drury, Great Western Star (Illinois), Hoster, and of course the Christian Moerlein Brewing

Company. The Moerlein bottles clearly say “branch.” Neither William Kelley’s book nor American Breweries list Moerlein as a brewery. Bob Kay’s label book does not have a Moerlein label for Baltimore. I emailed the author about

Moerlein as a brewery/bottler and she informed me the Maryland Historical Trust records indicated Moerlein brewed and that was her source. So this call goes out to brewery sleuths in Cincinnati and Baltimore: Can anybody set the record straight?



The Moerlein Brewery was a bit unusual for Baltimore in the late 19th century, as it is an expansion of the Christian Moerlein Brewing Company of Cincinnati, Ohio, founded in 1861. The Baltimore brewery dates to 1896. It was located at 1101 South Howard Street. Unusually decorative, it was a sign that other breweries were seeing national success and trespassing on local brewery profits. (MHT.)



HOPPY TRAILS

2011 Great American Beer Festival Trip

by Robert Fondren



Hoppy Trails Co-hosts: (l to r) Allan Aprea, Rayner Johnson, and Robert Fondren, as they relax at Golden City Brewery

On Tuesday, September 27, 2011, I boarded a plane in Baltimore and headed to Denver’s Great American Beer Festival. Rayner Johnson and Allan Aprea were on different flights with a planned rendezvous at the Denver Airport. Since the festival didn’t start until Thursday, we were heading to Colorado Springs for two nights. Our first stop was Dad & Dude’s in Aurora, for pizza and our first Colorado beer of the trip. En route south to Colorado Springs, we also stopped at Elk Mountain and Dry Dock, plus a couple of beer stores to acquire new canned beers for our collections.

Next came Monument’s Pikes Peak Brewery. Although the brewery was closed that day, owner Dan York welcomed us with open arms. He wouldn’t even let us pay for our samples.

We then went to Bristol, Phantom Canyon for dinner, and Judge Baldwin's.

The next morning we drove to Pueblo's Shamrock Brewery in an old bar downtown. We arrived early, so we searched for remnants of the Walter Brewing Company, but were unable to find anything. After lunch, we headed back toward Pikes Peak to go to BierWorks in Woodland Park. We arrived early – they had just changed to their winter hours – but again the door was open and we peeked in, explaining that we were from the East. They invited us in and poured their fine German style beers. Some other people arrived after us, and they invited them to stay too.

Back to Colorado Springs and the Trinity Brewing Company; we'd heard a lot about their beers, since they specialize in Belgian styles and sours, and I enjoy both. Their product was excellent, and they also had a guest tap with an excellent sour from AC Golden (an arm of Coors). From there we went to Rock Bottom, Rocky Mountain (where they had a peanut butter & jelly beer and an apple pie beer), to Kevin Baity's (a new nanobrewery in a warehouse near downtown), and then to Colorado Mountain for dinner.

The next morning (Thursday) we had an appointment at the Ball Corporation headquarters in Golden, to present plaques from the BCCA Convention. While there, we toured their canning plant. Since the festival was that evening, we only went to one brewpub, Golden City, before heading into downtown Denver. I had a Brewer's Pass from Battlefield Brewing in Fredericksburg, VA, that allowed me to enter the festival early. This was great: I was able to acquire coasters

from brewer's tables before the crowd entered. I poured a few beers at Battlefield and sampled quite a few from other breweries.

On Friday, Jeff Browning (Connecticut) had organized a brewery tour to Fort Collins. We met up with Greg Lenaghan, Kent Newton, and others to board the bus at 8AM for a two-hour ride to our first stop, the Fort Collins Brewery. Jim Patterson met us and helped guide the tour around Fort Collins. The next stop was Odell's, which we really enjoyed – as we walked in, the kind folks be-



Greg Lenaghan at Odell's

hind the bar said, "The people with the tour can sample all of our beers." They had some fantastic ones including a very hoppy double IPA called the wHOPper, a bourbon barrel stout, and an excellent sour.

Next was Funkwerks (old Fort Collins Brewery building) who make some excellent saisons. Our next stop was New Belgium where they greeted us with canned beers and led us on a VIP tour of the brewery. Our tour guide was the brewery Operations Manager, and he impressed us when he pointed out the four miles of stainless

steel pipes. We were invited to the VIP room for snacks and some of their specialty beers.

Reboarding the bus, we went to the three breweries in downtown Fort Collins: Patero's Creek; lunch at Coopersmith's; and Equinox, where I sampled the hottest beer I've ever tasted, a Habanero Chili beer. Our last stop was Grimm Brothers, and we arrived back in Denver at about 7PM, to the festival for a few hours, and then to Pint's Pub, an English-style brewpub that features 700 different single malt Scotches. After a late dinner with a pint of ale, we sampled a single malt as our nightcap.

The first Saturday session at the festival is where the medal winners are announced, so all of the brewers attend that session. Al and I poured quite a bit that afternoon so the brewers from Battlefield could see the awards presented. After the first session we went to Wynkoop for an early dinner and then back to the evening session, which is pretty wild – unfortunately lots of young people try to see how much they can drink, and many of them succeed in drinking a lot. After the session, Al and I indulged in burgers and a bomber bottle of stout.

The next day it was back to Denver, and first to Bull & Bush, which is a brewpub/sports bar. Since it was Sunday, people were there rooting for every NFL team. Next was Copper Kettle, where we met John Smoller at his local. They had won a medal for their Mexican Chocolate Stout. We had to wait to sample it because the only remaining kegs had been taken to the festival.

Our next stop was the Old Mill in Littleton for lunch, football watching, and some more beer. We then went back into

downtown to the new Denver Beer Company, and had some excellent beers including a Graham Cracker Porter. Next came the Caution Brewing Company (another small brewery in a warehouse east of downtown) to their special open house for festival week. We discovered that Great Divide has excellent beers; and Renegade (another new brewery downtown), offers a Poblano Chili Amber (among others). Finally, we ended the evening at Yak & Yeti, a Nepalese restaurant that features a small brewery. I tried their Cinnamon Wheat that has red-hot candies added to the brew and is bright red in color.

Central City's Dostal Alley Casino and Brewpub started our Monday. We mentioned to the bartender that we knew Lew Cady (long-time BCCA member and editor of the local paper). Ray noticed a board with names on it, and one of them was Lew. The bartender told us that the names were people for whom beers had been bought, so Ray bought one for Lew. The bartender gave us his last copies of Lew's 40th anniversary newspaper, which was a tribute to its editor.

Our next stop was Wild Mountain in Nederland where we had pork bar-becue sliders along with their excellent beers. We then went to: Oskar Blues in Lyons (their original facility where the first craft beer cans were filled in 2002); Loveland's Big Beaver (very interesting logos for their beers); and to Boulder to check into our hotel. Chatting with the desk clerk, we discovered that her dad was a member of the BCCA, and I was shocked when she said her dad was Dee Lander, an old friend who now lives on Martha's Vineyard. Our day finished at Asher, Avery, and Twisted Pine; then dinner at Southern Sun.

With some Denver breweries still to be visited, we started Tuesday at Breckenridge where they let us taste their Barrel Aged Vanilla Porter. We tried to find the Del Norte Brewery (even though their web site said they were not open on Tuesday), and had no luck at the address listed. But down at the



Ray in front of the beer donation board at Dostal Alley

end of a line of warehouses we found a partially-open garage door and a Del Norte sign. Ray peeked in and, although skeptical at first, they welcomed us when they discovered we were from the East and were touring breweries. Del Norte makes Mexican-style lagers, and they were very good.

We drove back to Boulder to go to Upslope (they had not been open on Monday). We sampled their beers and asked about the Top Rope can. While not for sale at the brewery, it was available at the Centro Mexican restaurant in downtown Boulder. Worth a trip.

Al had his churchkey in his pocket, so he bottom-opened the cans at the restaurant bar so we could save them for our collections. We then went to the new Oskar Blues facility in Longmont, and though we'd missed the scheduled tour, the bartender said she could take us on a quick look. It was great since we wanted to see the canning line but did not need to hear how beer is made.

Since we were flying home the next morning, we headed toward our hotel near the airport. On the way, we stopped by Floodstage Ale Works (Brighton), but their equipment was not working and they didn't



Distal Alley in Central City

Hoppy Trails Continued on P. 37



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

Membership Report

Winter here in Illinois has been great! I haven't had to shovel any snow to date. By the time you read this we will be well into March and I hope I will still be making that claim.

Almost everyone's membership renewal date is May 31st so this is likely the last issue you will receive unless you send in your renewal soon. The exceptions are those of you who have taken advantage of the multiyear payment plan or those who have joined after the recent change to a "rolling" year for membership. SO now is the

time to put your thumb on this page to hold your place and look at the back cover where your name and address are printed. Above that you will see the date that your membership expires. If it says May 31, 2012 be sure to mail your renewal to me soon. You don't want to miss an issue of the best breweriana journal around. It is also the best value in the hobby at just \$25 per year!

Here's hoping you have been able to attend at least one or two local trade shows already this year. Check out the

advertised shows in this issue and hit the road to find some new items to brag about. While you are at the shows, be on the lookout for new (or old) collectors that might be encouraged to join NABA. Remember to put your name on the sponsor line to receive credit toward a free membership for yourself!

Hope to see you all in Springfield this summer at Convention 41!

Kent Newton

APPLICATION FOR MEMBERSHIP

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

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$25, Canada \$30 (US); and overseas \$40 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!). Alternatively, visit nababrew.com and hit the "Join" button and pay your dues using the secure PayPal system.

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

email address _____ Sponsor _____

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

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

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

Specific breweries, brands, cities _____

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

New Members

Ron (RC) Adams
3448 Moore Rd
Springfield, IL 62707
217-899-5728
adamsrc321@gmail.com
All Breweriana
Sponsor-Greg Lenaghan

Ean G. Arth
2224 Whittier Ave
Springfield, IL 62704
217-523-5114
C 217-971-0839
nonlocation@yahoo.com
All Breweriana
Sponsor-Daryl Ponder

Jed Conroy
110 Echo LN
Bethalto, IL 62010
jwconroy@charter.net

Craig Gockel
25160 W 63rd ST
Shawnee, KS 66226
cgoeckel@kc.rr.com

Doug Groth
PO Box 70
Franklin, OH 45005
truckwashdoug@aol.com

Kinney Hounshell
Family Membership
544 Cromwell Way
Lexington, KY 40503
859-321-1708
khounshell@aol.com
**All Breweriana; Clocks, Cans,
Crowns, Mugs & Steins, Signs;
Burger, Hudepohl, Schoenling**
Sponsor-James Roche

Steven Kawalec
PO Box 4281
Clifton, NJ 07012
973-868-9258
owlprowler@aol.com
**Tokens, Medals, Pinbacks,
Bottles, Cans, Labels**
Sponsor-Website

Mike Michaelsen (Deva)
1417 Hilgard Ave
Simi Valley, CA 93065
805-526-6225
BuschOne1@juno.com
All Pre-Pro Anheuser Busch

David Nixon
3537 E Hooker
Springfield, IL 62703
217-414-3511
davidnixon215@comcast.net
All Breweriana

Gary L Panzer
7201 S 33 St
Bellevue, NE 68147-1345
402-731-4614
garylpanzertakn@gmail.com
**Bottles, Mugs & Steins,
Openers; Maluas, Fred Krug,
Fred Boye, Jetter, William J
Lemps, Willow Springs**
Sponsor-George Baley

Michael B Pell (Kay Lynn)
2100 S. Eifert RD
Mason, MI 48854
517-628-2753
517-712-2198
michaelbsparty@yahoo.com
**All Breweriana; Strohs, Pabst,
Blatz, Hamms**
Sponsor-Toby Zwick

Martin Ruthrasky
43081 Bond CT
Sterling Hts, MI 48313
586-939-1286
msruthrasky@yahoo.com
**All Breweriana; Coasters, La-
bels, Mugs& Steins, Salt Shak-
ers, Signs, Tap Knobs; A-B,
Miller, Leinenkugel, Corona**
Sponsor-George Baley

Stu Sheard (Jane)
31960 Krebs RD
Avon Lake, OH 44012
440-933-7743
C 440-289-2621
F 440-933-5110
ssheard@senco.com
Signs, Statues
Sponsor-George Baley

Darrell Smith (Pennylynn)
221 N. Story Pkwy
Milwaukee, WI 53208-3619
414-774-6652
dsmith8944@wi.rr.com
**All Breweriana; Brewery
equipment, History**

Fred Viglione
207 Kennedy Dr
Ruseto, PA 18103
Sponsor-Kent Newton

Hoppy Trails Continued from P. 35



Al bottom-opens Top Rope cans at
Centro Mexican restaurant in Boulder

have any of their own beers. So, we went to the hotel and enjoyed some of the canned beer purchased earlier in the week to lighten our checked baggage.

The total number of breweries for the week: Robert – 45 with 26 of them new to me; Ray – 48 with 20 new; Al – 46. What a great trip with great company and great beer!

**Web Access
For Members-Only Areas
On NABA Website
Go to: Nababrew.com**

**LOGIN = access
PASSWORD = naba148**

**The system is
case-sensitive, so be sure to type
exactly what you see above.**



Advertising

Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

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

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

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

PAYMENT

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

DEADLINES

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

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

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.*

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 Blegen, 985 Maebelle Way, Westerville, OH 43081; dblegen@columbus.rr.com.

Goebel Gang (South Bend, IN) **Contact:** Sandy Wacunas, 56200 Riviera Blvd, So. Bend, IN 46619; drewerysbob@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.

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:** Barb Bauer, 3533 W. Milbrook Rd, Mt. Pleasant, MI 48858; barb.e.bauer@gmail.com.

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

North Star Chapter (MN, WI, Midwest) **Contact:** Dave Wendl, 1060 McKnight Rd S, Maplewood, MN 55119; wjumpy1@aol.com.

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

Patrick Henry Chapter (Kalamazoo, MI) **Contact:** Joe Wilson, 3645 30th St, Hamilton, MI; upbeers@sbcglobal.net.

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.

Buy ♦ Sell ♦ Trade

ROUND BUTTON SIGNS

WANTED: Serious collector of 9" - 9.5" round button signs wants to buy your signs, either one or a whole collection. May be TOC, just tin, or Leyse Aluminum. Fair prices paid. Send photo & prices to: Barry Hunsberger, 2300 Meadow Lane Dr., Easton, PA 18040. 610-253-2477; BarryMGD@aol.com V158

WANTED: Older advertising beer glasses; esp. Philly breweries & less common thumbprint schooner goblets. Call Vince Hink, 610-325-5227 or email w/pic if possible: vhink@comcast.net V160

WANTED: Lithographs. Looking for high-quality lithographs with great graphics in top condition. No particular brewery, just outstanding graphics. Call Keith Belcher at 703-625-5837 or email kbelcher@cox.net V160

FOR SALE: US Beer Labels www.bobkaybeerlabels.com or email: beerlabel@comcast.net V164

BACK ISSUES of the BC for sale: Issues 87; 91 - 94; 97 & 98; 100 - 102; 104 - 109; 111 - 132; 134 - current. Issue 110 is \$10. Others are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to 340 E. Ashland Ave., Mt. Zion, IL 62549-1275

NABA

NABA Chapter Events

**April 19 to 21
2012**
PACKER & BADGER BUNCH
TRADE-A-THON
XXXII
GREEN BAY, WI
Rob SMITS • 920-469-1466
stuffball1993@yahoo.com

**BE SURE TO CHECK WITH THE
CONTACT PEOPLE
TO ASSURE SCHEDULE
ACCURACY**

Note to Advertisers

The space at left
(previous page) is
reserved for NABA
members' classified ads.
This page is for event
announcements and will be
used in the
following priority:

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

The editor reserves the
right to select
all advertising.

NORTH STAR CHAPTER

Sat. May 12
Annual Show
Old Style & North Star Chapter
La Crosse, WI • Moose Club
9 am to 2 pm
Tye Schwalbe 608-519-0451 or
Willy Novak 630-291-7943
oldstylewilly@att.net

Sat. May 19
Annual Summit Brewery Show
9 am to 3 pm
St. Paul, MN, Summit Brewing Co.
Dave Wendl 651-731-9573

Fri.-Sat. June 1-2
Hawkeye & North Star Chapter
Annual Tri-States
Beer Can & Breweriana Show
Friday evening hospitality
Saturday show 9 am to 3 pm
Dubuque, IA – Riverfront Pavilion at Eagle Point Park
Mike England 515-360-3586 • mike.england@bccca.com

Fri.-Sat. July 6-7
Nordlagers & North Star Chapter
Cloquet, MN – Northeastern Saloon & Hotel
Bert Whittington 218-393-0657

NABA
41st Convention
Aug. 1 - 4, 2012
Springfield, IL
Greg Lenaghan
g.lenaghan@comcast.
net

May 19
Patrick Henry Chapter
Beer Collectibles Show
9 - 2
Bell's Brewpub
Kalamazoo, MI
nybrews@aol.com
gnklinkers@att.net



www.nababrew.com

Breweriana Collector

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

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