



# *The* BREWERIANA COLLECTOR

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Breweriana Advertising*

*"America's Oldest National Breweriana Journal"*

Volume 161

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SPRING 2013

*NABA 42nd  
Convention  
Events &  
Registration*

*Neon  
Products Signs*

*Hoppy Trails:  
Southern Brewery  
Tour*

*Collector's  
Bookshelf:  
Bitter Brew: The  
Rise & Fall of  
Anheuser Busch*





## GREETINGS TO ALL:

It is that time again when members are making plans for the 42nd Annual NABA Convention, this year in Green Bay, Wisconsin. My first time in Green Bay was a couple of years ago for the Packer Chapter Trade-A-Thon held every April. The hotel will be the same one: the outstanding Hyatt on Main (formerly the Hotel Sierra) in downtown Green Bay. Free parking, free breakfast, and free beer & snacks in the hospitality suite. What more could you ask for? Well, there will be plenty to do and things to see within the hotel and around the town. Check for articles in this and the next issue for more details.

Don't forget to get over to Monroe, Wisconsin for a tour of the Minhaus Brewery and dine with the Haydocks the evening of July 29th. The trip is worth it, and especially easy for members coming up from the south. There will be an open house from 9 until 6 at John Huntington's house on Tuesday for early arrivers. Ron Akin is opening his collection of Oshkosh breweriana for viewing. His collection is among the finest anywhere. We expect to have one or two additional open houses on Tuesday at homes in Green Bay with final announcements of all venues detailed in the next issue of the *BC*.

Indications are that this will be a very well attended Convention what with all the things to do around the area, plus a great hotel. Our new website (under the Convention tab) shows a detailed listing of things to do, plus there is a new tab featuring all the microbreweries in the area.

Be sure to fill out the registration page in this issue and get your room reservations early. Every year the Green Bay Packers hold what is called the *Packer Family Weekend* at the stadium and includes viewing one of the team practice sessions on Friday night. You guessed it! This enormous event is **likely** going to be held the same weekend as our Convention. We knew this was a possibility two years ago when we signed up to be in Green Bay that weekend – but we wanted to stay with the tradition holding our Convention the first weekend in August. Of course everyone will want to be at the Annual Business meeting Friday evening of the Convention, so Packer Family Weekend should not be a problem!! As for getting a spot at the hotel, we should be covered for the expected number of rooms projected, but *I would encourage everyone to make your reservations very, very early*. The cutoff date is July 12th and will only be extended if any rooms remain available. **Take note:** all the hotels in the downtown area may have a *higher than normal occupancy*, so we want everyone to be forewarned to get your reservations in early.

Because of the strong interest in breweriana as well as beer cans, we are encouraging members who have cans to trade or sell to bring them along. The Packer Chapter Trade-A-Thon draws good attendance for their Saturday show – not only of breweriana collectors, but also can guys. We expect a positive attendance of new members from throughout the area, as well as walk-ins for the Saturday Public Breweriana Show.

I would like to welcome our newest Board member: **Jim Massey** of Dubuque, IA. Jim is a familiar face to all and has been a NABA member for many years. We look forward to his experience and knowledge of breweriana history. Speaking of Board members, it is that time again for elections of three Board members. If you are interested in participating in the operation of NABA, please let me or any Board member know and we will put your name on the ballot for voting on Friday evening (August 2) during the Annual Business meeting. If you wish to nominate someone, please be sure he or she is willing to be on the ballot. Deadline for nominations is June 1.

Just when you thought it was safe to go into the water...the gremlins come around to frolic and have some fun! The issue at hand is a delay in implementing *some* of the new website's bells and whistles. While the new site is up and running, some of the planned features are a bit delayed.

In the next issue of the *BC*, we will do an in-depth summary of all the features of the new website and how you can use it as an integral part of your collecting experience.

Respectfully  
George Baley  
gbaley@comcast.net



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**SPRING 2013**

**#161**

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# ChapTaps

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

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## **COASTER-EATING CRITTERS** **by Rich La Susa**

On the whole, 2012 was a good, normal year for me with the craft beer activities, such as visiting breweries, drinking a lot of good brews and collecting micro coasters, business cards, and labels.

Normal, I guess, if you don't find visiting more than 100 breweries in 12 days unusual. Dale and George Miller, and Ron Jones would understand.

The year had its moments, however, including a few encounters with the odd and unusual, perhaps none as weird as one involving hungry little critters and microbreweriana.

A collector friend was the victim of nasty creatures that populate the desert southwest, although they rarely are seen by humans. No, I'm not talking about rattlesnakes, tarantulas, or scorpions, all potentially nasty. I'm talking about termites.

These tiny feeding machines love to chew on cardboard and wood and whatever else whets their appetites, including little round and square pieces of cardboard that many of us collect.

Late last year, they devoured most of the best 1990s craft brewery coasters in his trade stock, all seemingly snug and secure in a box sitting on metal shelving well above a concrete slab in his garage. The coasters-turned-snacks were in one large box among scores of similar boxes.

*For this issue I would like to thank the Craft Brewery Collectibles Chapter (CBCC), the Miami Valley Chapter, the North Star Chapter, and the Dog Gone Good Chapter for their input. Cheers!*

*Greg Lenaghan*



Somehow, the termites found this one box and dined on the coasters within, munching through large blocks of them, leaving hollowed-out shells in their wake.

They obviously had exquisite, discriminating taste because adjacent boxes packed with common micro and

national-brand coasters escaped even tiniest of nibbles. I find it remarkable, amazing even, that termites could tell the difference between the common and the scarce. Not being familiar with the eating habits of termites, I assume that a 20-year-old micro coaster tastes different or better than those of more recent vintage and of lesser importance. I have no explanation, and the termites aren't talking.

Fortunately, I acquired many vintage coasters—including some from the box that was ravaged—from my collector friend during visits to his house in December 2011 and February 2012.

## **One Man's Shrine To Schoenling by Greg Gromosiak photos by Doug Groth**

It's one thing to have a passion for local breweriana, it's another to have that passion and also be the grandson of the brewery that dominates your collection! Welcome to the collection of Lance Bakemeier. Lance is the grandson of Edward Schoenling, founder of the



Schoenling Brewing Company. Lance lives in Cincinnati and was host to the September meeting of the Miami Valley Chapter gathering. This was a great opportunity to see the premier Schoenling collection in the country.

### Schoenling Collection Samples



### FREEZE YOUR CAN

#### 2013 Recap

by Brent Kastler

Freeze Your Can lived up to its name this year with the temperature barely making it to 15 degrees. A light breeze made it feel even colder, but that did not deter a bunch of crazy collectors from participating

in this annual show at the Summit Brewery. Attendance was down on this Super Bowl Sunday, and perhaps the cold air kept some away. A rough count of 30-35 still wanted to catch up on collecting news and make a few deals on breweriana. I believe most everyone found something to take home from the show.

Jody Otto and his family once again were very generous – they grilled brats and mixed Bloody Marys for those in attendance. A hot bratwurst off the grill really hit the spot and the beverages had enough spice to make you forget about the chill in the air – at least for a while. Thanks Jody!

Some nice items were displayed at the show. Tim Gruber was willing to deal on a White Bear flat top. It's not often you see a good, original, unrolled White Bear can with the nasty expression on the bear's face. A clean Menominee porcelain post sign was also present at the show. This was a colorful and unique piece from the Menominee-Marinette brewery of Michigan.



Although it was a brief outing for most, the excitement for future shows like Hamm's and Springfest was evident. Many in attendance were already making plans on what they would bring to these forthcoming shows. So, here we are again, off and running with our 2013 year of shows. Make plans to get to our North Star Chapter events this year. You'll have a lot of fun dealing breweriana and swapping stories.

Chap Taps continued next pg.



## Dog Gone Good Chapter winter show by Dave Alsgaard

NABA's Michigan Dog Gone Good Chapter was founded in 1989 and is one of NABA's first chapters. They held their Winter Swap 2013 show on Saturday February 23, at the Tri City Brewing Co. taproom in Bay City Michigan.

Despite the snowstorm the day before, the roads were cleared enough to draw a decent crowd from around the state to this new location. In addition to the dealers, there was good public walk-in traffic as well as curious folks who had stopped by the taproom for a pint or a growler. And in a chapter first, there was a surprise visit from Charles Brunner, State Representative from Bay City.

The show activities followed a familiar pattern, including election of officers. Jim Brown was re-elected Secretary/ Treasurer, Bob Pawlak was

re-elected VP, and Dave Alsgaard was elected as the new President. The raffle featured a nice neon clock donated by longtime NABA member Frank Zynda, as well as a Tri City Brewery giftpack (filled growler plus 4 pint glasses) donated by the brewery, plus a table full of other beer signs. For lunch, the usual hot dogs and chips were served, but a nice addition on this winter afternoon was an awesome pot of chili donated by Bob Pawlak.

One of the great things about having a show open to the public is that you never know what will show up. Case in point is a nice condition Kolb Brewing schnitzelbank poster with original frame that made its way into the collection of NABA member (and Kolb family member) Dan McShane. Pictured is the new happy owner and son Seth, with their newest acquisition (below).

The chapter would like to thank the great folks at Tri City Brewing for their support and for the use of their taproom for this show. Overall, a dog gone good time was had by all. The chapter is looking forward to its summer show on August 24 at Veterans Park in Bay City. Details in this issue of the BC. (see p. 39)



NABA member, DGGC founder, and longtime president Mark Brooks shows off a nice Frankemuth cardboard sign.



DGGC VP Bob Pawlak (L) and Michigan State Representative Charles Brunner (R) enjoying a Tri-City beer at the breweriana show. What could be better than that?



# NABA Breweriana Detective

## What is the Libbey Edge?



*This piece from James Kaiser is our second installment in our “Breweriana Detective” series. Now it’s your turn. Do you have an idea for a future NABA Breweriana Detective article?*

*It can be a lesson you personally learned in the “College of Hard Knocks;” a sharing of your singular expertise; or, if you have a challenge for us, we can link your question to a Detective who might be able to share his or her understanding of the clues you’re looking for. Please contact Lee Chichester: [falconer@swva.net](mailto:falconer@swva.net).*

The Libbey Edge, or “Safedge” as it was called by Libbey Glass when they introduced their patent in 1924, reduced the risk of rim chips and gave us “a line in the sand” between pre- and post-Prohibition glasses. A “Safedge” glass resulted from burning-off the moil or brunt edge of a blown glass via an automatic process that made a heat-strengthened rim guaranteed against chipping\*.

It is unclear, however, whether etched glasses were produced the “old fashioned way” after Prohibition. The fortunate timing of Libbey’s patent (dated 1924, smack in the middle of Prohibition) allows us to readily identify the glass shown with the “Safedge” in this article as post-Prohibition.

Now, let’s talk about these specific glasses. Christian Kern first operated a brewery in Port Huron Michigan in 1875 and the brewery continued under the C Kern Brew-

\*See: [libbeyhistory.com/LIBBEYGLASS-Since1818](http://libbeyhistory.com/LIBBEYGLASS-Since1818)



Figure 2

ing Co. style until the Koerber Family moved in with Friar’s Ale in 1944.

The etched glass in Figure 1 has the smooth, sharp edge we usually identify with etched glasses from the pre-Prohibition period (for detail, see Figure 2).

The etched glass in Figure 3 is in the same general style as the one shown in Figure 1, except the glass is from what is believed to be a branch in Detroit, MI. This glass also has the sharp rim edge generally identified with pre-Pro etched glasses (in Figure 4, note the rim chip).



Figure 1



Figure 3



Figure 5

The glass in Figure 5, however, while much the same as that in Figure 3, has a Libbey “Safedge,” (Figure 6), indicating production after 1924. What’s more, the glass is painted, not etched. This article does not address the question whether this glass was distributed by the brewery—although it may have been, because the brewery was in business after Prohibition until 1944. It does,



Figure 4



Figure 6

however, point out that there is an easily-identified difference between pre-Pro etched glasses and post-Pro, Libbey “Safedge” glasses.

As an aside, note that the letter preceding *Kern* on each glass looks more like a capital E than a capital C. Is it a stylized C or is it an E, possibly for the brother, *Ernst F. Kern* who was the President of the brewery and founder of Kern’s Department Store in Downtown Detroit? Sorry, but that’s a discussion for another day.

*James L. Kaiser*

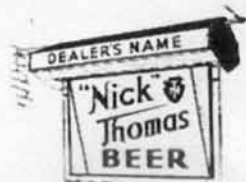
# NEON PRODUCTS SIGNS, LIMA, OH

## (AND A TIP OF THE HAT TO THE TOLEDO GLASS SIGN CO.)

BY DAVE LAUNT

### 69 BREWERS

NOW USE OUR SIGNS  
AND DISPLAYS  
AT THE  
POINT-OF-SALE



NEON CANOPY SIGNS



STORE FRONT SIGNS



NEON LETTER SIGNS



TUBE BORDER DISPLAYS



IMITATION NEON DISPLAYS



NEON ELECTRIC CORNER SIGNS

REPRESENTATIVES IN OTHER PRINCIPAL CITIES

they know—

- - - the value of attractive and permanent dealer identification.
- - - that the dealer who is identified with a sign of tangible value and long life is likely to remain a permanent and loyal dealer.
- - - that attention-compelling displays featuring their beer will bring greater consumer acceptance . . . therefore, more sales and profits.

**YOU** TOO, CAN REDUCE THE CONSTANT CHANGING OF DISTRIBUTORS AND DEALERS . . . TIE THE GOOD SALES OUTLETS CLOSER TO YOU.

**Write Us Today—**

Within our large, modern equipped plant, hundreds of signs are manufactured daily for more than 200 National Advertisers. Every conceivable type of sign . . . interior, window, store front, Neon or lamp illuminated, porcelain enamel or lacquer finish . . . is available to you in large or small quantities. One complete, dependable source of supply and service . . . when you want it and as you want it.

**We Offer to Brewers—**

Our years of experience . . . our complete facilities to create and develop signs, colored sketches or samples . . . WITHOUT ORLIGATION. Send us your label and suggested copy for immediate action.

Are you receiving your monthly copy of NEON DISPLAY REVIEW? If not, send your name at once. It will be added to our permanent list.

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1133 Broadway Telephone, Chelsea 3-1102

CHICAGO SALES OFFICE

1102 Columbia St., W. Telephone, Briarcliff 0066

A number of years ago, in an article I wrote for another publication, the last paragraph was a request to collectors of beer signs to check and see if they had signs from Neon Products of Lima, OH. Two responses were all that came of the request.

One was from John Cartwright of California; and the other was from Don and Helen Johnston, of Lima, OH. The Johnstons went a step further: They went to the Lima library and got some history of the company, including copies of ads placed in brewing-related publications of the time. They even sent a photo of an Old Dutch neon in their own collection, manufactured by Neon Products.



On eBay, back during its formative years, there was an Esslinger sign from Neon Products that must have been very popular. They turn up even today on eBay.

Because the number of responses to my request was disappointing; and because my "Neon Products" information was inadvertently misfiled among my business documents, I forgot about the potential article I'd been considering back then.

Fast forward to 2012. At last motivated to recycle my file cabinet contents after a five-year post-retirement lethargy, I stumbled upon the old



Neon Products file and found it to be more inviting today than it was thirteen years ago. I figured there might be some interest in my findings among other collectors, so I decided the article should finally get written, to share at least the information I had gathered so far.

Neon came to the United States in the 1920s, when the patent protection of its originator, the Claude Neon Company of Paris, France, expired. Lima Artkraft, the original Lima neon producer, was a major manufacturer of neon theater marquees. Two Artkraft employees, Sam Kamin and Jim Howenstein, left Artkraft to start Neon Products.

The young company had a broad base of neon sign customers. From appliance to automotive manufacturers, they hit many industries. And of course, there were many beer companies who wanted signs. Lima was to become the "Mecca" for neon beer signs in the US. Neon beer signs were so popular that at one point, the Lima Brewery (Old Dutch) had an open order

for all the signs Neon Products could produce.

During World War II, Neon Products manufactured bomber wiring harnesses and bomber domes for machine gunners. After WWII, many skilled Neon Products tube benders moved away from Ohio – many started neon shops all over the US.

## Glass Signs Stay Up!



ILLUSTRATED ABOVE:  
Left Column:  
8x18 Full & Glass signs, 30c up.  
Right Column:  
8x14 bulb illuminated, complete, 90c up.  
14x26 two bulb illuminated, complete, \$2.50 up.  
21x42 double face, four bulb illuminated, complete with three guy chains and two brackets, \$15.00 in hundred lots.  
Other sizes and styles proportionately low.

Dealers **keep** Toledo Glass Signs—give them preferred positions. Their brilliance, dignified beauty and inherent permanency, mean that **every penny** you invest in them brings permanent returns at point of purchase.

Breweries throughout the Central West have already been quick to realize this value in Toledo Glass Signs, as these distinguished names, only a few of which can be reproduced here, will testify.

A new process, developed by us, permits making the highest type of glass sign at prices lower than almost any other material except paper. GLASS SIGNS are cheaper than ever before.



Send your label and we will submit sample sketch **WITHOUT OBLIGATION**.

**TOLEDO GLASS SIGN COMPANY**  
381 GENEVA STREET  
TOLEDO, OHIO

### 1900s LIGHTED REVERSE PAINT SCHLITZ BEER SIGN

#### Description

Super early Schlitz lighted sign, in excellent working condition. Measures 15" wide, 11" tall, and 7" deep. Coloring on words in sign are more or less 100% present. Frame is metal, face of sign is glass, with the words painted on the inside it seems. I will try to take a picture of it lighted up and add it to the auction or have it available to email to potential bidders, so send an email if interested in a additional picture. Came out of an local estate with many early items, I am not a expert on brewery items but believe this to be a fairly early piece. Good luck.



A competitor of Neon Products, the Toledo Glass Sign Company, created the signs pictured above, that most collectors would want in their "man caves." The Oldbru sign is from Detroit – because Michigan had a prohibition against lighted beer signs, this Oldbru was most likely meant for Ohio taverns. An ROG exists of that sign as well; for Michigan and possibly, Indiana taverns.

Any of us graybeards remember the huge **Coca-Cola** signs over the neighborhood



But all good things have a life span. Neon Products closed their doors in 1976. They had one heck of a run while they were competitive. Just looking at the signs in the ads shown here will give you an idea of how well they captured their Midwestern marketplace. Yet notice, too – evidenced by a Rainier sign, a Schlitz sign, and a Schaefer sign – their sales force went far beyond

Wouldn't you love to know how many of the signs pictured here still exist today? Those that are in someone's collection somewhere are true representatives of the "golden age of neon." I'd guess that there are any number of signs in "Breweriana Land" that bear the names, Neon Products or Toledo Glass Sign Co. One hopes so. It would be fun to see each company's complete sign portfolio.

# Let's Talk Breweriana



**Too much beer foam? Just scrape it off.**

Just ask Ed Beckmann, a Glendale, AZ, breweriana collector who has a large collection—perhaps the largest—of these pieces of beer history: 575 and counting, Beckmann said. It is certainly the largest collection of scrapers I have ever seen. They occupy a special place in his universe, although his collections—breweriana and others—are diverse and jaw-dropping impressive.

A photograph of a middle-aged man with grey hair, a prominent white mustache, and rectangular glasses. He is wearing a green and white plaid button-down shirt and a thin gold chain necklace. He is standing in front of a dark brown corkboard that is densely packed with numerous beer labels from various brands. The labels are arranged in vertical columns, some overlapping. Visible labels include "Adri Bran", "Rohrbacher Beer", "Artus Ale", "All-Bray", "Gold Label", "Balboa Lager", "Callina Beer", "Ballantine Beer", "Ballantine Ale &amp; Beer", "Bullanting Ale-Beer", "Hedrick", "Henrich", "Iron City", "Kaiser", "Mellow Beer", "Beverwyck", "Burgomaster Beer", "Country Club", "Columbia Pale Beer", "Farrside", "Edelbran", and "Elfenbrau". The man has a neutral expression and is looking directly at the camera.



small quantities and few exist today, he said.

Beckmann's collection received a boost when he purchased two small accumulations. The owners weren't actually foam scraper collectors, he explained, but had them among other collectibles. "They weren't serious collectors," he said. He soon was.

Breweriana shows are vital in his pursuit of scrapers; he has purchased many, or traded for them, at these events. Beckmann also acquired them in Internet auctions and from antiques shops and shows. He is particularly fond of scrapers from one region in the US.

"I collect them all, but I prefer scrapers from New York—Brooklyn in particular," said Beckmann, who was born in the Bushwick/Ridge-wood neighborhood of that borough. "There were a lot of old breweries in my neighborhood."

A preference is one thing. Having the opportunity to acquire the objects of that preference is another matter.

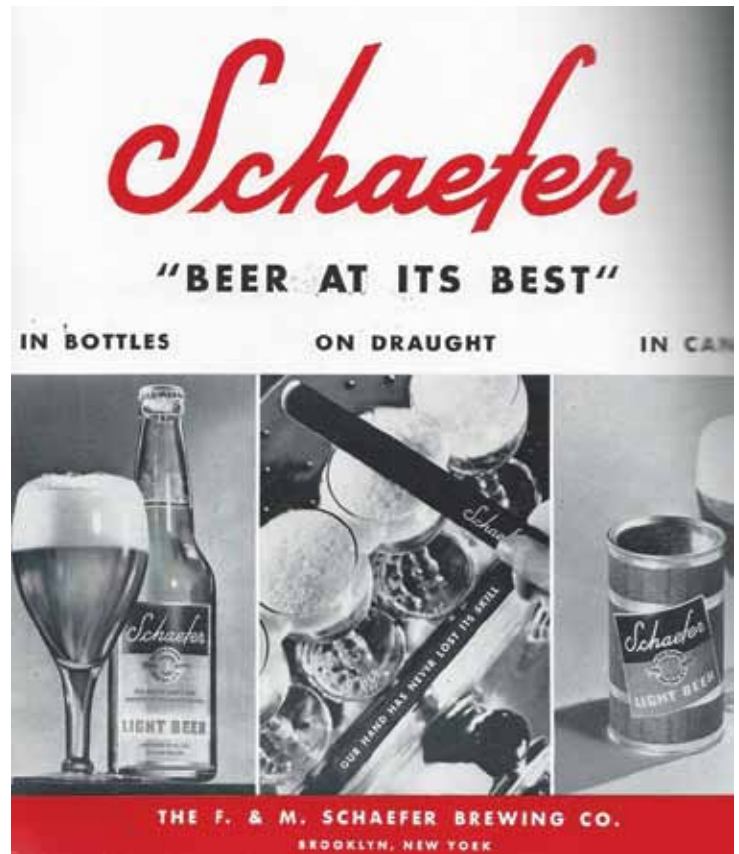
"I would like to own all of the pre-Pro Brooklyn scrapers, but they aren't available and are expensive when they are," said Beckmann, in a distinct Brooklyn accent that he retains, even though he moved to Arizona in 1969. Most known Brooklyn scrapers are in collections, he said.

From the late 1890s into the 1960s, more than 900 US breweries are believed to have used scrapers—also known as scraper combs or beer combs—with their name and brand on them. They were issued to their wholesalers and then to retail customers—saloons, taverns, nightclubs, and restaurants: anywhere beer was dispensed from tappers. Far more would have been in use, if it hadn't been for the Prohibition era (1920-1933).

This tool was used by bartenders to remove, or scrape, excess beer foam (a beer's "head" or "collar") that rose above rims of glasses and mugs. It was removed to prevent it from spilling over the sides and creating a mess of white suds. The scraping usually was done near the spigot or on a drainable metal surface behind the bar, before the bartender handed the vessel of golden brew to a customer.

"I remember as a kid going to a tavern with my father, seeing a scraper and asking him what it was," Beckmann said. The bartender then showed him how it was used.

Most scrapers are a standard size, 8 to 10 inches long x 1 inch wide, and about 1/16<sup>th</sup> inch thick. The most common body style is flat; but they also were made in S-curve (a wavy pattern that looks like an S when viewed from an end), figural (a carved design on one end), and



A scraper in action pictured in a 1936 ad.

paddle (one end is tapered like a handle, which the bartender could grip).

Some S-curves Beckmann owns are Kuebler Beer (Kuebler Brewing Co., Easton, PA, 1933-1953); Muessel's (Muessel Brewing Co., South Bend, IN, 1933-1936); and Valley Brew Gold Medal Beer (El Dorado Brewing Co., Stockton, CA, 1933-1953).



Among his paddles are: R & H Staten Island Beer-Ale (Rubsam & Horrmann Brewing Co., Stapleton, NY, 1933-1953); and Jacob Ruppert's (Jacob Ruppert, New York, NY, 1933-1966). A wooden scraper advertises Del-Mar-Va Beer, a brand of that Wilmington, DE, brewery (1937-1945).





Beckmann's favorite is Lackawanna Beer; he beams when asked about it. On a cream-white background are the words, *Compliments of the Lackawanna Brewing Co., Scranton, PA.* It likely is a pre-Prohibition issue. That name was used only in 1896 and 1897, after which it became the Pennsylvania Central Brewing Co. and did business until the start of Prohibition in 1920. When it reopened in 1933, it was called the Lackawanna Beer & Ale Corp., and it brewed until 1943. This scraper doesn't fit the traditional mold. It is whopping 11 inches long x 2 inches wide! "I have never seen another one like it," Beckmann said.



The figural design of Pointer Beer—an image of a pointer dog carved into the right side of the scraper's body—has visual impact. "It's unique," Beckmann said. "It stands out from the others." It was issued by the Pointer Brewing Co., Clinton, IA (1934-1940).

A curved, stylized pre-Pro scraper from the Karsch Brewing Co., College Point, NY (1896-1910) has a slight resemblance to scrimshaw. Delicate blue lettering is etched on a body of bone or ivory. Those materials were used to make the earliest pre-Prohibition scrapers because plastics had not yet been invented.

Virtually all post-Pro scrap-

ers were made of plastic, Lucite, celluloid, cellulose acetate, and Bakelite—a few of wood or aluminum. Brewery and brand names were engraved or embossed on them or embedded into the bodies.

Scrapers came in a variety of solid colors, including blue, brown, gray, green, maroon, orange, red, and yellow. Most prevalent were cream, white, and black. Bright colors and fancy graphics were used to attract the attention of the beer drinkers, Beckmann said.

A few had a marbled motif. A prototype TruBlu scraper I once owned (it is now in a Pennsylvania collection) features a butterscotch swirl. A Sprattler & Mennel Ale scraper

in Beckmann's collection has a swirl of blue and gray. TruBlu Beer was brewed by the Northampton Brewery Corp., Northampton, PA (1933-1950); Sprattler & Mennel by a brewery of that name in Paterson, NJ (1939-1940).

The most common colors for lettering—brand and brewery, sometimes location—are black, blue, gold, silver, and white. Type fonts run from san serif block and fancy script to Old English and a few oddball ones in between.



Scrapers were made by many US companies. Chicago was a major center for their production, led by the Cruver-Chicago Co., Green Duck Co., G. Felsenthal & Sons, Gits Molding Corp., Parisian Novelty Co., and Plasto Manufacturing Co.

The Robbins Company of Attleboro, MA, famous for its beer tap handles—ball knobs and others—was the major producer of foam scrapers in the eastern US. It made them for hundreds of breweries in that region, particularly the Northeast.

Ten companies were listed as foam scraper makers in the 1956 *American Brewer Register Buyer's Guide*. Four were in New York: American Hard Rubber Co. and Austin & Austin, New York City; Bastian Bros. Co., Rochester; and Corning Glass Co., Corning. Bastian, like Robbins, was better known for producing tap handles.

Others listed were American Art Works, Coshocton, Ohio (for decades, one of the leading manufacturers of lithographed brewery advertising); Animated Display Creators, Inc., Minneapolis; Goodman Mfg. Co., Los Angeles; Simmons Sisler Co., St. Louis; and Perlick Brass Co., and Reichel-Korfmann Co., both from Milwaukee.

A few enterprising firms, including the General Products Co. of Providence, RI, produced decorative scraper holders



(some art deco), in a variety of shapes, colors, and materials, including Bakelite, chalk, plastic, and pot metal. The graphics on many of these holders were eye-catching. Most were used by Eastern breweries.

Beckmann's collection is displayed in multiple locations in his amazing breweriana "museum." Most are mounted on thick panels of cork on a large wall behind his bar, affixed with T-pins. Others are on shelves in vintage oak display cases or under glass on wooden tables of different shapes and sizes.

"When I first started collecting, I had them all in alphabetical order on the wall," he said. That didn't last too long. "I soon learned that I couldn't do that anymore because I was getting too many; keeping them in order was too hard. I would have to move the whole collection just to add a few and still keep them in alphabetical order."

Although I consider foam scrapers to be an important part of beer advertising history, I lack Beckmann's passion for them. I am not an avid seeker, but have acquired a few outside of breweriana shows. Most are common issues, Ballantine and Schaefer; nothing exotic.

During a visit to an antiques shop in central Arkansas in 2007, I did find an unusual translucent amber Pabst Blue Ribbon scraper. I later learned it was a 1930s salesman's sample or a prototype. A sales tag identified it as a "book marker," which would be a resourceful, although unorthodox, use of a scraper. It's one of five scrapers I own.

What made this scraper even more interesting is that the manufacturer was identified on it, something not usually seen. Likely, that was because it was a promotional item. Engraved or stamped on the front is *Cruver-Chicago*; on the back, *Cruver sample No. 221*, in tiny lettering that requires a magnifying glass to read.

Like all Cruver-Chicago scrapers, this one is cellulose acetate: a product made from



chemically-treated processed wood pulp. The finished scraper looks like plastic.

The Arkansas shop's owner told me it had been on display for two years and no one had ever asked about it. Before purchasing it, I explained what it actually was. He was amused.

The actual date when foam scrapers ceased being distributed and used by bartenders is debatable. But it is a safe bet the decline began during the 1940s. By the late 1950s, they were going the way of buggy whips, high-button shoes, and skimmer hats—into history.

The start of the decline may be traced to 1942, months after the US became embroiled in World War II. Plastics, metals, and other materials required to produce foam scrapers—and beer cans, bottle crowns, and

advertising pieces—quickly were requisitioned for the war effort, to make parts for military equipment, and were placed on restricted lists for domestic use over the duration of the war, and beyond: although the war ended in 1945, some of these material restrictions lasted until 1947.

The exact reason scrapers fell from favor also is debatable. The decline in the number of US breweries certainly was

a major factor. Fewer breweries meant fewer customers for scraper makers. The number of US breweries (407), in 1950 was the fewest since 1935, when there were 750. The decline would continue at a rapid rate: between 1950 and the end of 1953, 78 breweries closed, leaving 329.

Other factors contributed to the demise of the foam scraper. In some quarters, scraping foam from a glass was viewed as an archaic and time-consuming task. Public health concerns arose, critics believing foam scraper use was unsanitary. And allowing too much foam to build in a pour, some said, resulted in a loss of beer, and profits. Instead of filling glasses above the rim and scraping off the excess, bartenders eventually got accustomed to filling only to the rim, thus eliminating a need for the scraping process.

Through the 1950s, canned and bottled beer sales for off-premise consumption—somewhere other than taverns—grew dramatically, often at the expense of draft beer sales. This trend continued into the 1960s

and 70s.

Uncertainty also exists about when companies ceased producing foam scrapers and what brewery was the last to distribute them. "It is believed that Ballantine was the last brewery to issue foam scrapers, in 1964," Beckmann said. He has one in his collection with that date imprinted on it.

One thing we do know: the reason scrapers were invented (beer foam) didn't disappear.

Scrapers may be making a comeback, albeit a limited one,

in brewpubs and microbrewery tasting rooms. Millions of pints of craft brew are poured annually and bartenders in some venues are using scrapers, although I have not seen one in action. Most new models are made of metal or plastic and, not surprisingly, in China. They don't have the classic look of vintage scrapers.

If you want more information about foam scrapers, or some background from a different perspective, here's a starting point for your research: stories written by three NABA

members, namely New York City beer advertising experts George Arnold and Dave Launt; and Beer Dave Gausepohl, who wrote "Wiping the scrape clean" in *All About Beer* magazine (January, 2003).

I might just acquire a few Chicago foam scrapers at the NABA Convention in Green Bay in August. But building a mega-collection like Ed Beckmann's is not in my plans. It would be immensely difficult to duplicate a work of art that took Beckmann years to carefully and skillfully assemble.



*Labelology*

By Bob Kay  
bobkaybeerlabels.com

## Collecting Beer Labels

This article is intended to be a toolkit for aspiring label collectors—it updates the "Working with Labels" terminal on my website. I hope this will inspire other collectors to submit articles on their breweriana specialty for the updated NABA website and help make it a more valuable resource for the collecting community. I invite others to suggest changes or additions to "Collecting Beer Labels" in the interest of clarity and accuracy—sort of like Wikipedia—the "people's" encyclopedia that grows as anyone adds knowledge to the resource.

### Displaying Labels

Each collector should choose a display method that suits individual circumstances. Here are some options:

**Framing:** For a single brewery or favorite labels, framing an arrangement of labels under glass for wall hanging is a common choice. Some micro breweries show historically relevant labels this way and collectors often feature a family or favorite brewery in this manner.

**Encapsulation:** See-through pockets are a popular choice for storing labels and collectable paper items when display is not a high priority. A wide variety of pocket sizes and types are available from suppliers like Light Impressions, or from stamp collector supply houses. Glassine envelopes are widely used for storing duplicate labels. Archival consultants are available to advise on the pros and cons of the various materials.

**Hinging:** Hinging is an important consideration when arranging labels in a frame or on a notebook page. Stamp hinges were an early

choice of many collectors, but these have fallen out of favor because removal often leaves undesirable tracks and occasional tear damage. 3M™ company's Post-it® Labeling & Cover-up Tape makes excellent hinges. I refer to them as "Post-it® hinges," and they are the current popular choice because they remove easily, do not leave visible tracks, and are reusable. I have used Post-it® hinges for over 30 years and am very satisfied. The only negative I have observed: after time, they leave faint, invisible glue tracks, which are noticeable by rubbing your finger over the surface. I've found that you can rub most of the gum off by hand. Archivists do not favor use of these hinges because of this glue migration problem. One archivist's recommendation to me was rice paper hinges with starch as an adhesive—not at all practical for the hobbyist with a large number of labels. Fresh input from the archival community is welcome here. At this writing I continue to recommend Post-it® hinges.



Look for 3M™ company's Labeling & Cover-up Tape, Part No. 652. This size is 1/3 in. wide and comes in a 700 inch pull-out and tear-off spool. It's available on the internet or at many office supply stores. I use 2 hinges per-label to keep the label squarely positioned on the page.



# Collecting Beer Labels

**Three-Ring Notebooks:** This is a nice choice for a large collection (illustrated below). Mount and hinge labels on plain white copy paper, then slip two back-to-back pages into a sheet protector. Office supply stores or internet shops offer notebooks, punched paper, and sheet protectors (or top loaders for sheets you don't want 3-hole punched). Organize labels according to your personal choice. My preference is by State, then City, then Brewery. Within each brewery I display labels by date, showing the oldest labels first. As a personal touch, I type *American Breweries-II* names and dates at the top of the first page for each brewery. I also co-mingle other small paper collectables with the labels. For example, wherever possible I like to add a post card picture or photo of the brewery. Reusable Post-it® hinges make rearranging a simple matter.



Notebook pages for Milwaukee's  
Cream City Products Company Labels.



Notebook pages for 1990s  
Michelob Light Labels.

**Acid-Free Paper:** There are different schools of thought here. Of course, it's nice to go all the way acid-free; but this option must be measured in a cost-benefit sense. Early labels were made from good quality low-acid paper comparable to the acidity of today's copy paper. We have to remember that no acid transfer occurs between papers of the same acid content. After almost 40 years of displaying labels on plain white paper I cannot observe any trouble signs in my collection.

**Foil-Paper Backing:** The paper backing on foil (tin foil) labels, which were popular in the 1950s, is another matter. The backing paper behind the shiny tinfoil was high acid and I have seen many cases of acid burn from the back side of foil labels. Special care is needed when storing foil paper labels next to paper labels—the high acid back side of the foil label could burn paper it comes in contact with.

**Label Paper Types:** (Historical input, perhaps from paper suppliers, is needed here to enhance the body of research.)

**Photo Album Pages:** The type of photo mounting sheet with a sturdy cardboard backing covered with a gummy adhesive and a sheet protector overlay can cause label collectors disastrous results. After even a short period, the labels can stick firmly to the adhesive and cannot be safely removed. If you use this type of mounting surface, it's important to place backing paper between the adhesive and the label.

**Dating Beer Labels:** It's nice to be able to estimate the date of your labels and, beyond that, labels provide important clues for dating a wide variety of other brewery collectables. See [www.bobkaybeerlabels.com](http://www.bobkaybeerlabels.com)—Terminal 5—for a guide to dating labels.

Other topics in my *Working With Labels* terminal include  
Soaking and the Roll Scan.

# Collecting Beer Labels

Using reusable hinges to organize labels on notebook pages gives you unlimited possibilities to customize your display and focus on your priorities. It's a chance to add your personality to your collection with typed notes. Here are a few examples:

## Schoenling

OH-86  
Schoenling Brg & Mltg Co. 1934-1934  
Schoenling Brg & Ice Co. 1934-1937  
Schoenling Brewing Co. 1937-1987  
Hudepolh-Schoenling Co. 1987-1997  
Samuel Adams Brewery 1997-



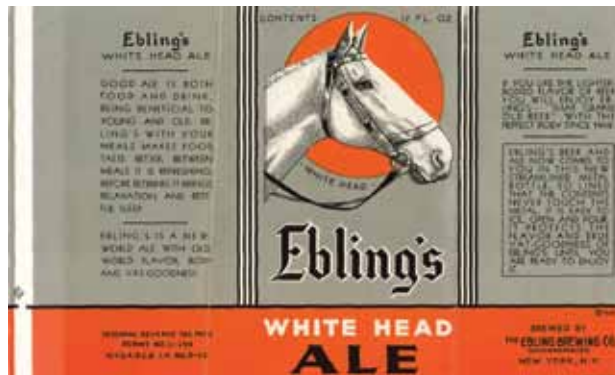
Oops! Pasteurized was misspelled on Schoenling's early half-gallon labels.



A wartime shortage of tin plate, used for crowns, forced brewers to emphasize larger **Economy Size** 32 oz. bottles, and temporarily spelled the end for many 7 and 8 oz. sizes. (Blatz neck label)



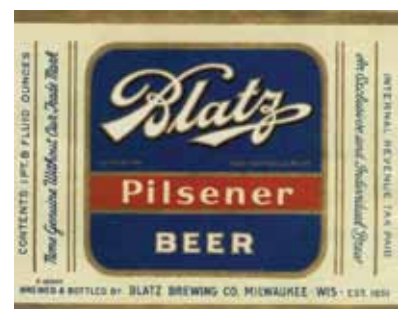
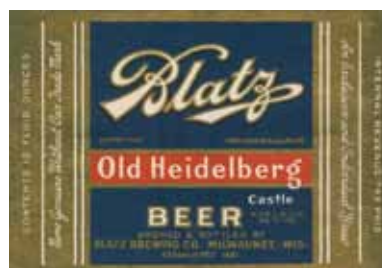
Pennsylvania Swankey was a temperance beverage flavored with anise (licorice) that was popular in PA in the 1890-1920s era. The name is believed to be a corruption of the German word, *Schwenke* (presumably, a surname). A really neat label but not my choice for added flavor!



This is a paper label for a cone top beer can. It wraps completely around the can. The can in good condition is worth mega bucks but it needs a good label!



This label depicts frontier history during the French and Indian War in 1755 when British General Braddock attempted to take Fort Duquesne from the French. Seneca Chief Guyasuta played a major role in the defeat of the Brits.



World War II essentially spelled the end for one of Blatz's leading brands. **Old Heidelberg** sounded too German and the name was changed to a harmless **Pilsener**. Efforts to resurrect the brand name after the war fizzled.



# Beer Label News

www.bobkaybeerlabels.com



Figure 1  
New Find  
Trenton Bry, Trenton, IL



Figure 2  
Imperial Bry,  
Upper Sandusky, OH



Figure 3  
New Find  
Graphically enhanced



Figure 4  
More common  
Trenton Brand Name

The Imperial Pilsner label from Trenton, IL (Figure 1) is a new find for our data base. I thought it looked a little too much like an Upper Sandusky, OH, Imperial Brewing Co. label (Figure 2) and I was getting ready to brand one of them a copy cat. Then I discovered a family connection—in 1947, Trenton Brewing's president was *Edward Koppelman*, while at the same time, Imperial Brewing's president was *Harry Koppelman*. Thanks to Kent Knowles for the new find, and to a *1947 Brewery Directory* for establishing the family connection.

Trenton Brewing's **Imperial Pilsner** version was renamed **Trenton Pilsner**—only one example of *Imperial Pilsner* from Trenton Brewing Co. is known and it's the picture showing the label still on a bottle (Figure 1). I used a little "pixy dust" to illustrate the same label in a flat position (Figure 3). Figure 4 illustrates the more common *Trenton Pilsner* brand name.

Here's an email I received from Arizona collector Ed Sipos:

*I had an exciting new find this weekend. It's a new variant to the Arizona Brewing Company Extra Pale Prescott, AZ label. This bottle was purchased by a local bottle collector a number of years ago from another bottle collector. It was originally found inside a carriage house in Prescott and it is still full! I wish the label was in better condition but I cannot complain. I have known about this bottle for a number of years, but until recently it was not for sale. I never saw it in person until I was able to acquire it at our local bottle show. I was surprised to see that it was an unknown variant. I hope you enjoy adding it to your list!*



The New Find is an obvious variant of the only other example of the Extra Pale label of which I'm aware. Of course we always want good condition labels, but when we're talking one-ers you go with what you got. Nice add to the data base Ed!

Here's a request for help from West Coast collector and historian Gary Flynn:

*The California Bottling Co. was the San Francisco bottler and distributor for the Henry Weinhard Brewery until 1907, at which time Weinhard bought out the bottling plant [and renamed it Weinhard Bottling Co.]. In a 1909 letter the manager . . . stated: "For San Francisco bottling purposes, a special beer is brewed, named Gold Seal."*

No examples of this Gold Seal label are presently known. Can anyone help?

# About the Convention Hotel

Since it's always nice to know more rather than less, we thought some details about our chosen Convention hotel would be nice for everyone to have – details beyond what you can glean from the advertisement at the right.

The Hyatt on Main is located in downtown Green Bay and is adjacent to the KI Center where the public show will be held on Saturday of the Convention. Formerly the Hotel Sierra, they are now a part of the Hyatt chain. This is the same hotel that the Packer Chapter uses for their Trade-A-Thon in April each year.

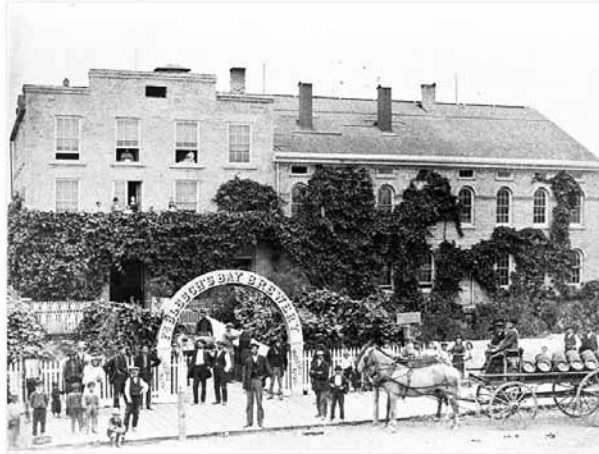
**Reservations:** You can make reservations on line by going to:

<https://resweb.passkey.com/go/nationalassnbreweriana> (see the registration note in the ad to the right) or by phone at 1-920-432-4555. You will hear two options by phone. One is to choose the hotel operator, who can transfer you to local reservations; or the second is to hit “3,” which takes you to the national Hyatt system. We recommend going through the local reservation system. Check in is 3:00 pm. **The hotel is totally smoke free. You will be personally assessed a fine, if it is determined that you are smoking within the hotel!**

**Parking:** Free parking is in an open lot. RVs are welcome.

**Hotel Layout:** The hotel has 8 floors with 34 rooms per floor. Being an atrium style hotel, most rooms can be viewed from any point on the balcony for ease of seeing who is open and who is not during Room-to-Room.

**Room Plans:** There are 4 room rate plans. For \$99 for two adults you can choose either a Double Queen Suite or a King Suite (one king bed) or a King Studio. For \$139 for two adults you can get an Executive Suite. The best way to choose is to go online and see the details on each plan. Using the above computer link will



Blesch's Bay Brewery

Brewery employees stand in front of the brewery, ca. 1870.

This was one of many established in Green Bay during the middle 19th century. While Hochgreve, Rahr, Hagemeister, and Van Dycke all began breweries, Francis Blesch was the first to brew in 1851, after he settled in the town of Ft. Howard the year before. For several years, it was the only brewery in the area, and demand for its product allowed a larger building to be constructed in 1856. The Brewery continued to prosper until it closed in 1879, around the time of Francis' death.

Photo from Neville Public Museum, Brown County  
<http://www.nevillepublicmuseum.org>

get you there. The number of Executive Suites available is very limited. More than two adults in a room is \$20 per day, per person. Children under 18 are free.

Each room has two flat screen TVs, mini refrigerator, microwave, coffee maker, and living area separate from the bedroom. There will be plenty of space to spread out all the stuff you want to bring.

There are 4 elevators serving the hotel. Pool, sauna, and a workout rooms are provided at no charge. A nice long bar area is off the lobby to meet and greet old friends.

Breakfast Buffet for 2 Adults and children under 18 are free. If more than two adults share a room, the fee for breakfast is \$10.00 per extra person per day.

**Signage:** The traditional NABA door signs will be provided. **Only “blue tape,”** which we will provide, can be used to tape the sign to the door. Any other method of fastening anything to any place may result in damage charges to you personally. Signs may be hung on the wrought iron railings outside your room, but again only with “blue tape” or string.

**Convention Registration & Hospitality Room:** The NABA Registration and Hospitality room will be on one of the floors in a corner where we will have an Executive Suite and attached room for these functions.

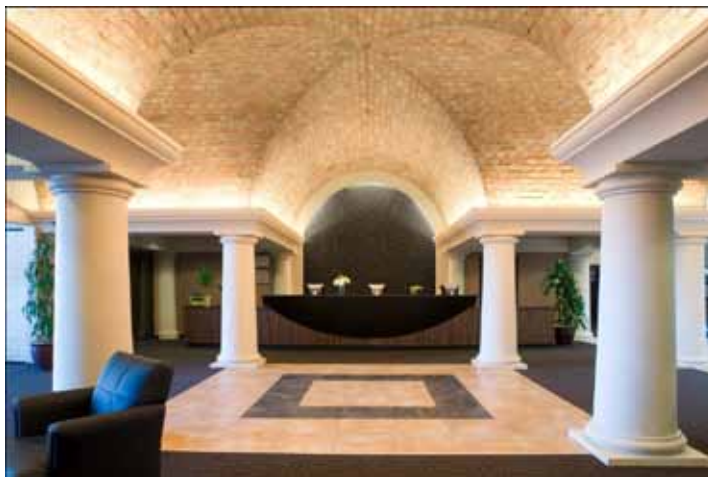
**Other Activities:** The buffet breakfast is on the main floor. Seminars, micro beer bottle swap, small item exchange, seminars, etc. will be in the KI center, which is just off the breakfast buffet area.

**Internet:** All rooms have free wireless internet. There is a small “business center” area off the lobby where you can use their computer equipment and printers.





# HYATT<sup>®</sup> ON MAIN GREEN BAY



## HOTEL OVERVIEW

Of all hotels in the area, Hyatt on Main, Green Bay is the only one to claim the KI Convention Center as its adjoining neighbor. Experience comfortable luxury and Midwest hospitality in Wisconsin's oldest city, home of the Packers' history-rich Lambeau Field.

A Suite, Restful Retreat for the Long Haul Traveler. We get the balancing act required for taxing travel and that's why we strive to inspire real life routine while treating you to unexpected touches of luxury. It's this and our unrivaled service that set us apart in a hundred little ways to allow you to live your best life while on the road. Hyatt on Main, Green Bay helps tackle the modern mix of chaos and never-ending expectations on the road via intuitive, value-add amenities, intelligent design and no-is-never-an-answer service.

Hyatt on Main, Green Bay is an all suite hotel and features a new Stay Fit Health Club, 24 Hour Business Center, Indoor Pool + Whirlpool, Sauna + Steam Room, 24-Hour Market and newly renovated Restaurant.

### NABA Convention Registration

NABA members can use a special online registration system by going to:

**<https://resweb.passkey.com/go/Nationalassnbreweriana>**

Our Special NABA rate is \$99/room/night for two persons. Buffet breakfast is included.

Or call **1-920-432-4555** for more information. Be sure to say you're with NABA!

Problems? Contact George Baley: [gbaley@comcast.net](mailto:gbaley@comcast.net) or 219-325-8811



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## Daily Convention Activities, Green Bay, WI 2013

### Monday, July 29

**Pre-Convention Tour at Minhaus Craft Brewery, Monroe, WI**

*Please note separate registration for this event, P. 22 of this issue!*

### Tuesday, July 30

11:00 am to 2:00 pm

**Delafield Brewhaus Special for NABA Convention Attendees**

11:00 am to 5:00 pm

**Early Birds Home Collection Tours** - See Summer Issue of the *BC*

4:00 pm to 10:00 pm

**Registration and Hospitality** - open

All Day/Any Time

**Room-to-Room** - buy, sell or trade

### Wednesday, July 31

9:00 am to 10:00 pm

**Registration and Hospitality** - open

9:30 am to 4:30 pm

**Microbrewery tour** (ticket required)

6:00 pm to 8:00 pm

**Brewmaster's Dinner** (ticket required)

All Day/Any Time

**Room-to-Room** - buy, sell or trade

### Thursday, August 1

8:00 am

**First Timers' Information Breakfast** (family members welcome)

9:00 am to 10:00 pm

**Registration and Hospitality** - open

10:00 am to 2:00 pm

**Local Tour** (free: info in next *BC* issue)

2:00 pm to 5:00 pm

**Seminars and Smalls BST Session** (Topics/Times to be announced)

7:30 pm to 9:00 pm

**Activity in Convention Center** (details at the Convention)

All Day/Any Time

**Room-to-Room** - buy, sell or trade

### Friday, August 2

7:30 am to 11:00 am

**Board of Directors Meeting**

9:00 am to 11:00 am

**Registration and Hospitality** - open

9:00 am to 11:00 am

**Auction Item Consignment**

11:00 am to 12:00 am

**View Auction Items**

12:00 am to 4:00 pm

**Auction – Registered Members Only**

4:00 pm to 5:00 pm

**Full Micro Beer Bottle Swap**

3:00 pm to 5:00 pm

**Registration and Hospitality** - open

5:00 pm to 6:00 pm

**Taste of Wisconsin** – Micro beer Tasting

5:00 pm to 8:00 pm

**Wisconsin Collector Display** - ballroom

6:00 pm to 8:00 pm

**Annual Business Meeting, Banquet and Guest Speaker**

8:30 pm to 10:00 pm

**Registration and Hospitality** - open

All Day/Any Time

**Room-to-Room** - buy, sell or trade

### Saturday, August 3

7:00 am to 9:00 am

**Set up for Public Show and Sale**

9:00 am to 2:00 pm

**Public Breweriana Show and Sale**

3:00 pm to 6:00 pm

**Hospitality** - open

6:00 pm to 7:30 pm

**Banquet and Convention Adjournment**

8:00 pm to?

**Hospitality** - open





## NABA 42nd CONVENTION REGISTRATION

Hyatt on Main  
Green Bay, Wisconsin  
July 31-August 3, 2013



Member Name \_\_\_\_\_ Spouse (if attending) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ e-mail address \_\_\_\_\_ Phone \_\_\_\_\_

Is this your first NABA Convention? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, you and your family are invited to a special 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 - \$65 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 Stone Cellar, Micro beer Tour & Lunch Tickets \_\_\_\_\_ @ \$35 per person \$ \_\_\_\_\_
  - Wednesday Brewmaster Dinner (limited seating) Tickets \_\_\_\_\_ @ \$45 per person \$ \_\_\_\_\_
  - Saturday Trade Show Table\* - Qty \_\_\_\_\_ @ \$10 per table w/power \_\_\_\_\_ @ \$15 per table \$ \_\_\_\_\_  
\*All tables first come first served. I would like my table next to: \_\_\_\_\_
  - Saturday Trade Tables (w/o Convention registration\*\*) Quantity \_\_\_\_\_ @ \$30 per table \$ \_\_\_\_\_
  - NABA Membership Dues for this year \$25 (only if dues have expired. Check your last BC for date) \$ \_\_\_\_\_
- \*\* NABA membership required. Priority is given to Convention registrants. **TOTAL** \$ \_\_\_\_\_

Enclose check payable to 2013 NABA CONVENTION and mail this pre-registration form and check to:

George Baley 1585 W. Tiffany Woods Drive LaPorte, IN 46350-7599  
Phone 219-325-8811 email: gbaley@comcast.net

**No refunds after July 29th**

NOTE: LATE REGISTRATION FEE (after July 22) IS \$10 ADDITIONAL PER PERSON

Please make hotel reservations with the Hyatt on Main at 1-920-432-1234 or

Online direct with Hyatt <https://resweb.passkey.com/go/nationalassnbreweriana>

Deadline for Hotel Reservations is July 12th

See [www.nababrew.com](http://www.nababrew.com) or *The Breweriana Collector* for a summary of Convention Times and Activities.

See [www.greenbay.com](http://www.greenbay.com) for other Green Bay activities.

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

See you in Green Bay! And don't forget we will be in Toledo in 2014



**NABA Pre-Convention Visit to  
Herb & Helen Haydock's  
World of Beer Memorabilia Museum**

**Monday, JULY 29, 2013**

**Includes Tours & Hospitality at Minhas Craft  
Brewery and buffet dinner Mon. evening at  
Ratskeller Restaurant in Monroe's famous  
Turner Hall**

**RESERVE TODAY!**

Fill out this form & mail w/check (made out to  
NABA Pre-Convention) for **\$35/person** to:

**The Haydocks, 1660 Second Ave. S.**

**Wisconsin Rapids, WI 54495**

Please return your reservation **by July 15** to help facilitate  
planning for this special event.

**NABA Member Name:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Guest(s) Name(s):** \_\_\_\_\_



The **Minhas Craft Brewery** is now home to an  
amazing collection of artifacts with the **"World of  
Beer Memorabilia"** exhibit courtesy of **Herb and  
Helen Haydock**. The museum includes hundreds of  
brewery advertising artifacts including lithographs  
from the mid-1800s up to the 1960s. Also in the col-  
lection are hundreds of toy cars, trucks and trains,  
and a collection of growlers from all over the world.  
While you are here, be sure to allow time to view all  
three rooms of the museum. This truly is a "must  
see" for any history enthusiast, beer lover and, of  
course, the collector of brewery memorabilia.

**Ratskeller Restaurant in  
Turner Hall**

Authentic Old World charm in an  
historic landmark facility.  
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# AUCTION HYSTERIA

by ROBERT HAJICEK

## Grenke Auction

This is the **second** issue covering some results of the **Adolf Grenke Breweriana Collection** auction conducted by Morphy Auctions of Denver Pennsylvania on September 21 and 22, 2012. The prices listed include the buyers premium. For full auction results and more photographs, visit the Morphy website and search for past auctions.



Hornung's Bock Instructional Can  
USBC Vol 1, 084-01 (OI-425)  
Jacob Hornung Brewing Co.,  
Philadelphia, PA \$12,000



Phillip Best Paper Lithograph  
"The Bock Beer Maid"  
Frame size: 42-3/4" x 29-3/4"  
Phillip Best Brewing Co.,  
Milwaukee, WI \$6,000



Kamm & Schellinger Die-Cut Lithograph  
1903 Calendar, 17-3/4" x 11-3/4"  
actual green and red feathers in headdress  
Kamm & Schellinger Brewing Co.,  
Mishawaka, IN \$5,700



Budweiser Lighted Sign  
9-1/2" x 16"  
Anheuser-Busch Inc.,  
St. Louis, MO \$4,200



Ebling's White Horse Ale Lighted Sign  
Gillco, 13-3/4" diameter  
The Ebling Brewing Co., Inc.,  
New York, NY \$1,920



Chief Oshkosh Lighted Sign  
11" diameter  
Oshkosh Brewing Co.,  
Oshkosh, WI \$4,200



Valley Forge Lighted Sign  
Gillco, 9-1/2" x 14-1/2"  
Adam Scheidt Brewing Co.,  
Norristown, PA \$6,600





F. & M. Schaefer Paper Lithograph  
Frame size 44" x 33-1/4"  
F. & M. Schaefer Brewing Co.,  
New York, NY \$7,800



West Bend Lithia Lighted Sign  
with Motion, 13" x 10-1/2"  
West Bend Lithia Co.,  
West Bend, WI \$3,900



Chicago Black Dallas  
Instructional Can  
USBC Vol 1, 037-15 (OI-114)  
Manhattan Brewing Co.,  
Chicago, IL \$9,600



**Above:**  
Old Times  
Aluminum Sign, 10" dia.  
Monarch Brewing Co.,  
Chicago, IL \$1,440



Iroquois Porcelain Corner Sign  
24" x 15-3/4"  
Iroquois Brewery, Buffalo, NY \$31,200



Lone Star Bullet Lighted  
Sign, 13-1/2" tall  
Lone Star Brewing Co.,  
San Antonio, TX \$2,700



**Right:**  
Trommer's Bock Can  
USBC Vol 1, 139-36  
John F. Trommer, Inc.,  
Orange, NJ \$6,600



Pabst Old Tankard Ale Lighted Sign  
Gillco, 8-1/2" x 15"  
Premier-Pabst Brewing Co.,  
Milwaukee, WI \$3,900



Bohemian Club Bullet  
Lighted Sign 13-1/4" tall  
Bohemian Breweries, Inc.,  
Spokane, WA \$2,400





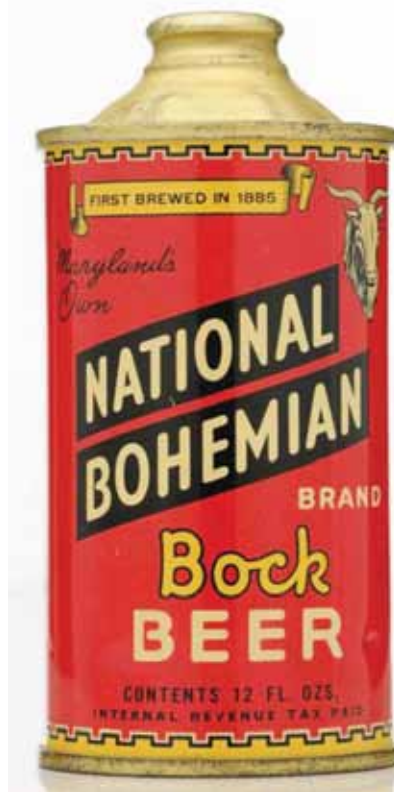
Wm. J. Lemp Lithograph  
Copyright 1886 by A. Lambrecht & Company  
Frame size 42-1/2" x 31"  
Wm. J. Lemp Brewing Co.,  
St. Louis, MO \$21,600



Old Town Lighted Sign  
ROG, 9-1/2" x 14-1/2"  
Denmark Brewing Co.,  
Denmark, WI \$6,000



Jolly Scot Ale  
Quart Conetop  
Robert H. Graupner, Inc.,  
Harrisburg, PA \$9,000



National Bohemian Bock Conetop  
USBC Vol 1, 175-09  
The National Brewing Company,  
Baltimore, MD \$28,800



Meister Brau Olive Drab Can  
USBC Vol 1, 095-06  
Peter Hand Brewery Co.,  
Chicago, IL \$21,600



Rheingold Reverse-on-Glass Lighted Sign  
United States Brewing Co.,  
Chicago, IL \$2,700



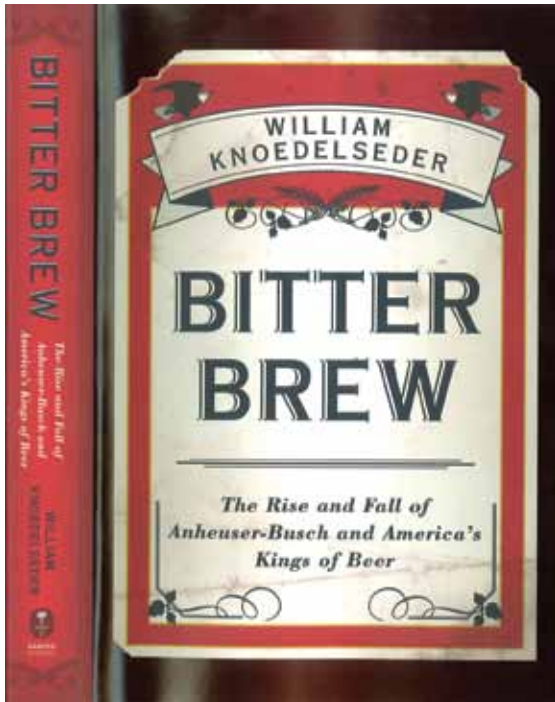
Ritz Celluloid Button Sign  
9" diameter  
Brewery unknown to me.  
\$1,560



Trommer's Malt Beer Lighted Sign  
Gillco, 10-1/2" x 15", John F. Trommer, Inc.,  
Orange, NJ \$3,900

# Bitter Brew The Rise & Fall of Anheuser-Busch & America's King of Beer

by William Knoedelseder (2012)



## Collector's Bookshelf

Reviewed by Larry Moler  
accneca@aol.com

The inner sleeve of the dust cover states: "The engrossing, often scandalous saga of one of the wealthiest, longest-lasting, and most colorful family dynasties in the history of American commerce – a cautionary tale about prosperity, profligacy, hubris, and the blessings and dark consequences of success."

Sometimes truth is stranger than fiction. Could anyone have fictionalized the Anna Nicole Smith story? Once one reads this book's often lurid and scandalous tales of various members of the Busch family, one can make the same point and realize they lived "large" lives like Anna Nicole. The Busch dynasty's wealth allowed excesses and privileges beyond the average person's imagination.

William Knoedelseder has a background as a financial/business reporter in the *Los Angeles Times* specializing in the recording industry. He currently does television projects and has written several highly acclaimed books. This book is a brewing industry business classic. It ranks as one of my top two brewing industry business books. The first on my list is the 1948 classic, *The PABST Brewing Company: The History of an American Business* by Professor Thomas C. Cochran of New York University. His book is part of the University's "Business History Series."

*Bitter Brew* starts with a prologue showing August IV too "buzzed" (apparently due to illicit substances) to give a coherent speech at an annual meeting of AB's distributors. This event demoralized a key core component of the AB sales empire; and gave credence to the rumor that a member of a "rotten generation" of AB wealth inheritors had assumed the role of CEO, and was incapable of leading the company in a changing world market.

The first chapter is titled "Beer Is Back" and kicks off the book with the end of Prohibition (a little backstory about the creation of the company and the Prohibition era is tossed in for good measure). The bulk of the book carries the reader chronologically from the end of Prohibition to the takeover by In-Bev, and the sordid scandals of August IV, who was a classic example of wealth, privilege, and power (i.e. – *the laws/rules do not apply to me*). The book tells the story of the Busch personalities that ran the company, plus related family members and others. It documents business challenges such as the fight with Schlitz to be number #1, advertising campaigns (Spuds & the Frogs), and financial



challenges. There are tales of corporate intrigue, especially when August III (nicknamed 3 Sticks) overthrew his father, August Jr. (Gussie) in a classic boardroom coup d'état. He even had doctors present in the contingency his father had a stroke – think of the emotion and tension generated in this meeting and the estrangement that affected the family for years (the coup split the family into 3 Sticks and Gussie camps).

The book has three main themes: beer, baseball, and business. Obviously the St. Louis Cardinals and Gussie Busch's relationship with the team is detailed. Curt Flood's revolt against the Baseball Bwana's plantations is briefly described. Budweiser was a brand that the Busch dynasty carefully protected as the core of their business. Their desire to be Number 1 in the brewing industry was an obsession and the author details how their CEO-driven business strategy (including modern plant expansion as opposed to procuring obsolete existing plants) and marketing strategy made them #1.

The author's anecdotes are many and as engrossing as the inner sleeve states. Among my favorites: during WWI, Adolphus's wife, Lilly was trapped by the war in Germany at the Busch palatial estate with her 2 daughters. Upon their return to America, Lilly and her daughters (each married to German officers and openly supportive of the fatherland during WWI) were reviled by the American public, as they were at the top of the list of German sympathizers. Upon her arrival in the US at Key West, Lilly (age 75) was subjected by customs to the "ultimate customs indignity" (alas, the fickle finger of fate).

Another story surrounds the legendary tasting skills of August III. Apparently he could tell what plant the Budweiser was from and how old it was in days. He was a "stickler" for quality control and freshness.

A great anecdote started with the firing of Gussie's friend, famous baseball broadcaster, Harry Caray (they drank & womanized together frequently). In a press conference, shortly after his firing, Harry Caray appeared before the press and cameras with a prominently positioned tall boy can of Schlitz as a symbol of the ultimate insult he could offer the *The Breweriana Collector*

Buschs. Throughout, protection of their core brand was paramount.

Another famous story is about August Junior's favorite pigmy elephant, Tessie. Many of the exotic animals boarded at Grant's farm were sold during Prohibition to help keep the company afloat during difficult times. Tessie was August Jr.'s favorite but had to be sold to Ringling Brothers. Years later, Tessie came back to St. Louis with the circus, and she led the elephants into the bigtop when August Jr. was in the seats. The story goes: "[August] called out her name – and Tessie, at the sound of his voice, raised her head and broke ranks to stand before him, where he stood in the third row, reduced to tears." After seeing the recent Clydesdale Super Bowl ad, one wonders if this Tessie story was the foundation for the modern ad.

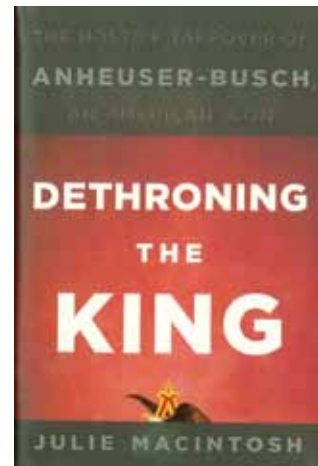
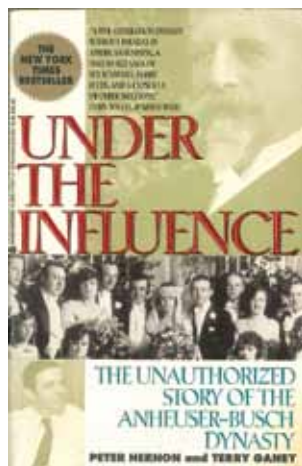
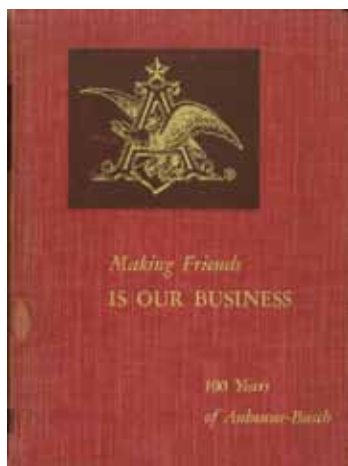
The book concludes with the demise of the company because of August III's two mistakes – the first being the failure to realize the market was international (it should have been important not only being #1 in the USA, but also abroad), and the second being the decision to promote an incompetent family member to the position of CEO: his son, August IV. As with so many dynasties, it is finally hubris, alas, that brings the castle crashing down.

*Bitter Brew* has my highest recommendation as the best modern brewery business history book I have – available from major book sellers.

Other notable AB books worth studying to understand everything AB:

*Making Friends is our Business – 100 years of Anheuser Busch* (1953) – AB published  
*Under the Influence – The Unauthorized Story of the Anheuser Busch Dynasty*  
by Hernon & Ganey (1991)

*Dethroning the King – The Hostile Takeover of Anheuser Busch, An American Icon*  
by Julie Macintosh (2011)



# HOPPY TRAILS

## Southern Brewery Trip

by Robert Fondren

As President of the BCCA this year, I want to go to as many breweriana collectibles shows across the country as I can. In December I looked at the calendar and saw a show on January 12 in Birmingham, AL and on January 19 in Orlando, FL. So, I planned a southern trip to visit breweries and go to the two shows. Besides, January in the deep south is far warmer than January in Virginia.

So, on Thursday January 10, I left for Atlanta, GA to visit my nephew and go to breweries. On the trip down a friend from home called. He knew I was going on a trip but didn't know where, so I told him that I was going to Georgia, Alabama, and Florida to visit breweries. His comment? "There aren't any." Boy, would I prove him wrong.

After the 8 hour drive to Atlanta, I was ready for some beverages. The plan for the evening was to visit breweries in Atlanta for dinner and beers. We started at the **Red Brick Brewery** where, for \$10, you could get a pint glass and 4 "samples," which turned out to be at least a half-pint of beer per sample. Since we were going to other places, we only got two samples and moved on. When we arrived at **Sweetwater Brewing**, there were at least two hundred people there,

mostly students from nearby Georgia Tech. They had a deal similar to Red Brick's, but for your \$10 you got a pint glass and 6 "samples." Again we had only two – but one of mine was their excellent Happy Ending Imperial Stout, at 9% alcohol. Our next stop was **Five Seasons Brewery** for dinner and more beverages. I ordered the sampler and they were all good. Our last stop of the evening was at the new **Wrecking Bar Brewpub** in the trendy area of Little Five Points. We really liked the beers and the food looked excellent. My nephew said that he wanted to come back soon for dinner with his girlfriend.

The next morning I headed to Alabama. On the way I stopped at Total Wine and found the brand new Gangway IPA cans from **Red Hare Brewing** in Marietta, GA.

On the way to Alabama, I drove through the mountains of northwest Georgia. I had never been there before, and the views were fantastic. My first stop in Alabama was at **Straight to Ale Brewing** in Huntsville, which sold samples at \$1 each. I tried their IPA and Milk Stout. Breweries in

Alabama can't sell their packaged beer to go, but they told me where I could find their new cans of Milk Stout, and I did.

My next brewery stop was at **Blue Pants Brewery** in Madison, AL, near Huntsville. I sampled their Rye IPA and Black IPA before heading to Birmingham to meet Perry and Kathy Paxton. We visited two breweries that night in Birmingham:



**Cahaba and Avondale.** Cahaba had only been open a few months, and their beers were excellent for a new brewery. Avondale is in a trendy area of Birmingham, and it seemed to be the place to go for young people in the city. We found a seat at the bar (next to an older couple, so we weren't the only people over 30 in the place) and ordered their sampler of 8 different beers. They ranged from a Kolsch to a Double IPA, and included a Mocha Stout and a sour Flanders Brown Ale.





The next day, the first show that “justified” my trip was held at the **Good People Brewery** in downtown Birmingham, and



opened at 9 AM. The brewery had heavily advertised the show and I was very impressed with the number of people that came. Many of them were there just to sample the brewery's products, but I saw a lot of young people looking at the tables and buying glasses, coasters, openers, and other brewery items. By sampling their beers, I discovered Good People Brewery's Double IPA and Russian Imperial Stout were especially good.

After the show I was invited to stay with Perry and Kathy at their house near Montgomery for two nights. We went to the **Railyard Brewery** in Montgomery for dinner both nights, and it was very convenient since we were able to watch NFL playoff football while enjoying their beer.

The next day I headed to Florida to visit friends in St. Augustine. On the way I stopped at **Momo's Pizza and Brewery** and sampled their Big Papa Porter. After meeting my friends in St. Augustine and walking on the beach, we went to **A1A Brewing** for dinner. I had shrimp tacos along with their beer sampler.

The next day I went to the World Golf Hall of Fame and then visited breweries in Jacksonville. I had lunch at **Engine 15 Brewing** in Jacksonville Beach, and then went to **Intuition Brewing**. Florida's beer laws allow breweries to sell their beer in 32 oz. and gallon growlers (but not half-gallon growlers like most states). Greg Lenaghan had asked me to get a gallon growler for a display showing sizes of beer packages at the National Brewery Museum in Potosi, WI, so I got him one at Intuition. I told the bartenders why I was buying an empty growler and they told me they wanted to see some pictures of the display, so I will make sure I send the pictures to the brewery. On the way back to my friend's house I stopped at the **Mile Marker Brewery** in St. Augustine.

My next stop was Tampa to visit breweries there. I wanted to visit the **Yuengling Brewery** since I had never been. I arrived in time for the 1 PM tour, which was very interesting since the brewery is the location of the former Schlitz brewery (opened in 1958) and they are still using the original brew kettles. The tour guide talked about the expansion scheduled to be complete later this year and opening with new brew kettles. I also enjoyed a very fresh Yuengling Porter.

My next stop was **Cigar City**. I had been looking forward to my first visit there, since I knew their beers were excellent. They did not disappoint me at all. Everything I



sampled was truly extraordinary.

My next stop was the **Cold Storage Brewery** in downtown Tampa. Larry Moter had told me to ask for his friend, who is one of the owners. Unfortunately, he was not there that day. I sampled their beers and then went to the **Tampa Bay Brewing Company** in Ybor City, where I had gumbo and sampled their excellent beers.

That night I found a hotel in downtown Dunedin and was able to walk to two breweries. I had dinner and a sampler at the **Dunedin Brewery**, and then went to the **Seventh Sun Brewery**, which has only been



open about a year and they are making fantastic beers. They specialize in hoppy IPAs and Belgian-style beers, which are probably my favorite styles – so I enjoyed that stop very much.

The next day I planned on visiting the **Saint Somewhere Brewery** in Tarpon Springs. My friend in St. Augustine is a good friend of Bob Sylvester, the owner and brewer, so she had set up a time for me to stop by. On the way I grabbed lunch at the **Lagerhaus**, a German-style brewpub, and visited the new **Big Storm Brewery**.

I really enjoyed the visit at Saint Somewhere. It was bottling day, and Bob invited some local beer connoisseurs to help him bottle, and of course, to sample beers after bottling. In addition to meeting Bob I met several beer people from the Tampa Bay area, one of whom is the lead tour guide at Cigar City, so I learned some of the "inside scoop." After sampling Bob's excellent beers, he also treated me to a sample of a whiskey that had been distilled from one of his beers. I had plans to visit three more breweries that evening, so I decided to go back to the hotel to rest and recuperate.

After a short rest, my next stop was the new **Rapp** nano-brewery. Since their brewing system is small they are able to make a large range of styles. Even though they are most noted for their OMG Strong Ale (up to 20% alcohol), I didn't sample it since I was going to other breweries that evening. Instead I tried their Berliner Weisse and Lichtenhainer, another tart German-style that I had never tried before. I also had a taste of their Bacon Porter before heading to dinner at Peg's Cantina, home of **Cycle Brewing**. The brewer was formerly at Cigar City, so I knew the beers would be very good. I had an excellent IPA that

paired very well with my dinner of fish tacos. My last stop of the evening was at the **Barley Mow Brewery** where I tried their Irish Stout.

The next morning I headed to Orlando. I went for lunch at



the **Shipyard Brewpub** in Winter Park. They feature Shipyard Beers from Maine but they also have a half-barrel brewing system. I tried their own rye beer and then had a Shipyard Monkey Fist IPA. I then went to the new **Hourglass Brewery** where I tried their 5:30 IPA – very

hoppy at 5.3% alcohol – and then sampled their excellent Feral Flower sour ale. I then stopped at the **Orlando Brewing Company** in downtown Orlando where I had their IPA sampler before heading to the collectibles show.

I stayed Friday night at the hotel hosting the show, then headed north toward home. Saturday, I decided to stop in Savannah and go to the downtown **Moon River Brewpub** for dinner. Downtown Savannah is a great destination on a Saturday night. The brewpub was very crowded but I was lucky, and got a seat at the bar. I had their Saison and Swamp Fox IPA with dinner. The next day I completed my drive home.

The total number of breweries I visited on the trip was 31: five in Georgia, six in Alabama, and twenty in Florida. I definitely proved my friend wrong with the excellent beers I sampled on the trip.

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# Oops! We Goofed!

## And Our Crossmark Crew Caught the Error

We really botched the spelling of a brand name in the last issue (Winter 2013), not only one time, but repeatedly. Your *BC* “staff” tries very hard to assure accuracy, but all of our proof readers missed this goof.

When the issue went to our professional printer, Crossmark Graphics, Inc., we thought it was in great shape. But one of the pressmen there caught the misspelling and quickly alerted us to the mistake. Unfortunately, we’d printed too much already to call everything back, so we had to let the error stand. Did you find it?

Not that we want to compound the error, but here’s a hint: There are two N’s in “Leinenkugel.” And the pictures we used in the article clearly show this; yet nowhere in the accompanying text was this key spelling correct. Imagine our red faces!

We’re telling you this because we are all so impressed with the quality of service and professionalism of our reps at Crossmark Graphics in New Berlin, WI. When they told us their pressman had caught the misspelling, they said, “He really loves Leinie’s!”

So we thought we’d pull back the curtain a little and show you the real stars behind the quality of your *Breweriana Collector* magazine. We are pleased to introduce you to Rick Hansen, Crossmark Graphics pressman extraordinaire (and drinker of Leinenkugel beer <http://leinie.com>, Chippewa Falls, WI).

### **BC - What does it mean that you’re a pressman at a digital printer?**

**RH** - These days, being a pressman for a digital press means that you are operating a press not in the conventional process (i.e. more mechanical in nature), but running the press and its functions via a computer and a server. Along with being able to manipulate the electronic files received, a pressman on a digital press sometimes needs to be a good troubleshooter, have good computer knowledge and mathematics skills, and have decent mechanical capabilities. On top of all that, we have to have a background in electro-photography, because much of the printing process is laser induced and based on voltage. Not traditional mechanical printing at all.

In the digital field, traditional printing experience is also called upon as far as usage of the correct substrates to print on, the correct line screens utilized with the artwork, as well as ink density and dot gain for correct color levels in the final product. Of course, any digital press operator is responsible for maintaining the press in good running order, keeping electronic print files organized correctly, keeping press components calibrated correctly, changing consumables on the press when required and correctly running jobs.

### **BC - Do you work in a shop with a lot of other Crossmark staff or are you mostly solo on the floor?**

**RH** - On a sheet-fed digital press one normally works alone rather than with a crew like traditional presses; although at times there are questions that may arise, in which case you need to converse with a Customer Service Representative or a salesperson. This is the case at our company. So, if any errors are caught by a press individual that would be the end of the line or “last eyes” to see it before it gets off the press.



Other types of jobs that we get at Crossmark Graphics, Inc., and I normally work on, are brochures, business cards, invites, replies, posters, calendars, booklets, and variable data jobs, as well as jobs like postcards & mailings, sell-sheets, and flyers.

**BC – What do you look forward to the most about your job?**

**RH** - The best part of the job is knowing you worked it to completion to the best of your ability, especially when complications may arise. This happens much more frequently than one would suspect.

**BC – Kristin, our Customer Service rep, said you're a Leinie's fan. Do you have a family connection to the brewery or is there a story you can tell us about how you were introduced to Leinenkugel?**

**RH** - Yes, personally I do enjoy a Leinenkugel beer on occasion. But the only family connection that I can truly relate is that my grandfather is the one who introduced me to the beer to begin with! There was one occasion when we both went to the Jacob Leinenkugel Brewing Company in Chippewa Falls, WI, for a tour. We both enjoyed it very much and learned a bit of the process of the creation of their product as well as having a few samplings.

**BC – What hobbies do you enjoy – things you like to do when you're not at work?**

**RH** – Outside of work I enjoy my time doing things around the house, and spending time with my wife and my 2 Labradors. Other hobbies and things that I like to do are: travel abroad to new places; work out at the gym; read historic books; play strategic & tactical war-games (board games or computer-based MMO games), and keep up with current events.

## Found on the Web

<http://www.ci.green-bay.wi.us/history/1860s.html>

### A Snapshot of Green Bay History

**Editor's note:** *Every reasonable attempt has been made to trace the owners of copyright material in this work, and to obtain permission for reprint. We would be glad to receive information leading to more complete acknowledgements, and give full credit to the **City of Green Bay** in the hope that educating our readership will enhance their visit to Green Bay this summer for NABA's 42nd Convention. Meanwhile, we extend our apologies for any omissions.*

In 1862 the Chicago & North-western Railroad linked the area to other parts of the state, greatly enhancing business opportunities. The depot was on the west side, in the borough of Fort Howard, with the western side of Lake Winnebago and the Fox River Valley the route. The next year the City of Green Bay funded a bridge across the Fox River at Walnut Street. The bridge ran to what was then called Main Street (today's West Walnut), in the borough of Fort Howard. Prior to this free bridge, people relied on a ferry service to transport goods and individuals

between the east and west sides.

Brewing beer, catching and selling fish, newspaper businesses, and the building of retail space; this and more is part of the history of Green Bay. Residents started businesses in hopes of becoming rich or at least making a living by providing goods and services needed.

Rahr Brewery, located at 1317-1331 Main Street was the first brewery to locate within the city limits. Henry Rahr began the business in 1866 and it became the longest running brewery in Green Bay, operating until 1966



Chicago & NW RR Depot



Johnson Fish

(it closed briefly during Prohibition and reopened afterwards). The one hundred year old business's red label with a white crest was well known throughout this part of





Rahr Brewery



Blesch Brewery



Hagemeister Brewery

Wisconsin.

On August 3, 1887, one of the worst industrial accidents in the city's history occurred at Rahr's. There was an explosion and six workers were killed.

Blesch Brewery was started by Francis Blesch in 1850 after he immigrated from Germany in 1849. Blesch had been trained in brewing and cooperage (making of barrels) in his native country. The brewery ran until shortly after his death in 1875. The building was razed in 1998 and at that time was the oldest known industrial building in the city. At the time of operation it was located outside the city limits.

Hagemeister Brewery was started in

1866 by Franz H. Hagemeister, Whitney, Mertz, and Klaus. The brewery was located on Main Street just outside the city limits in the Town of Preble. It never reopened after Prohibition ended.

### 1870s

Vast marshes along the bay consisting of huge beds of wild rice and wild celery drew waterfowl to these areas. From the 1870s to the early 1900s men known as market hunters paddled their way through the marshes and flats of Green Bay hunting the birds. During their era, large numbers of birds were taken. They were sold to local meat markets and later shipped to Milwaukee and Chicago.

In the 1870s and 80s, there were five iron furnace companies along the Fox River: one in Green Bay and four in De Pere. These furnaces were supplied with ore from north-

ern Michigan.

The Green Bay Iron Furnace Company was formed in 1870 by John C. Neville, Philip Earle, Anton Klaus, Max Resch, and others. It was located along the north side of the East River between Quincy and Van Buren Streets. The site was later taken over by the John Hoberg Paper Company, which eventually became the East River mill of Proctor and Gamble.

The Green Bay & Western Railroad started to put down track in 1871. The first



Commercial Fishing, 1870s



track ran from Fort Howard to New London. The small line ran through the center of the state with a terminus in Winona, Minnesota. It connected the small, rural communities with Fort Howard and Green Bay leading to communities beyond through connections made in Green Bay. The Chicago, Milwaukee, St. Paul & Pacific Railroad made its way to Green Bay in 1873.

With three railroads converging in Green Bay and three sets of workers to support the need to keep the wheels turning, Green Bay and Fort Howard were certainly railroad towns. Extending into the 20th century, Green Bay continued

to have many men involved in railroads as a job. The 1930 census shows the largest employers were the railroads.

### Rivalry and Merger

There was always fierce competition between Green Bay and Fort Howard. In 1873, the Borough of Fort Howard became a city. The rivalry between the two cities mounted.

By 1893 streetcars came to Fort Howard, then to Green Bay in 1894. When the streetcar service began, that first convoy of four trolleys was greeted with fireworks display, and well wishers lined the streets.

A referendum on the union of the two cities was held on April 2, 1895 with the following results:

For union\* –

City of Green Bay: 1631

City of Fort Howard: 930

Against union –

City of Green Bay: 60

City of Fort Howard: 154

Majority in favor: 2344

\*This is slightly less than a 12 to 1 margin.

Even though there was a regular election the day of the referendum on the union, officials agreed to count the referendum first. The ordinance does not state *merger*, but rather *annexation*. And so the City of Fort Howard became part of the City of Green Bay.

A few minutes after 7:30 PM, it became clear the merger was approved. According to long-time residents, the party that followed was unlike anything seen by either Green Bay or Fort Howard. A cannon at the foot of Pine Street roared a farewell to the old and a greeting to the new, and in an instant such a din and uproar followed that was never before heard.

From one end of the consolidated city to the other whistles bellowed and screeched, bells jingled and clanged, gun and cannon shots echoed, and above all arose the squawk of the kazoo, hundreds of which were in the hands of men and women and boys and girls that lined the streets. Every steam whistle in town sounded and a siren whistle that had been placed on the electric railway powerhouse added its earsplitting screech to the din.

While a bonfire of tar burned on a raft anchored in the river, a torch-lit parade moved up Washington Street to Main Street in Green Bay, across the river where it picked up more people on Broadway, then returned to the east side via Walnut Street; two-thirds of the citizens of Fort Howard joined the parade. The crowds on Washington Street between

Main and Walnut numbered between 12,000 – 15,000 and included people of all walks of life and all ages.

Along with the hundreds of kazoos, dozens of men with instruments formed spontaneous marching bands. The marching and horn blowing was kept up by two or three hundred of the more enthusiastic until the morning was breaking. In all the hurrah and excitement, not an ugly word was spoken and not a quarrel occurred.

The proposition of a union was not without opposition. *The Green Bay Advocate* reported on a group of six, meeting in secret in a Fort Howard office with the blinds pulled down. Fort Howard residents viewed Green Bay residents as a rowdy bunch; as part of the union, they demanded that bars would not be allowed west of the west side of Broadway, a law that *remained until 2005* when Green Bay voted to allow alcohol to be served west of Broadway in restaurants and hotels. The proposal to overturn this 1890s liquor ban had been brought up many times and always overturned.

On the day of the referendum, union opponents in Fort Howard flooded the city with flyers explaining



why the two cities should remain as two. Obviously, the effort had little effect.

Thus began the new City of Green Bay.

The following appeared in *The Advocate* on Thursday, March 28, 1895 – days before the vote.

*“Written for The Advocate”*

### The Wedding Proposal

Green Bay, one day, came over our way,  
And asked Fort Howard to marry



Poor old Fort Howard, ancient and gray,  
Thinks it is better to tarry.

Fort Howard, if you intend to wed,  
You'd better hurry your thinking,  
Or soon you will be entirely dead,  
To insignificant sinking.

Now Fort Howard, you know you are old,  
Most surely you don't want to die!  
Is it because Green Bay is so bold,  
Does his bold wooing make you shy?

Take good advice – get married this spring,  
And do not tarry still longer,  
Don't be so shy – just accept the ring,  
In – union – you will be stronger.

Note: While still a Borough, Fort Howard twice voted on whether to annex to Green Bay, finally deciding in 1873 to become a city.

#### April 9, 1895

The existence of Fort Howard as a city legally terminated on April 9, 1895 when the Fort Howard city council met for the last time, canvassed the referendum vote and declared itself dissolved.



## Past Convention Memories



1977 Convention Committee, Left to right: Dick Krah, John Lindsay, Bill Lawton, Bob Jaeger, Howie Kalt, Mike Nettesheim, Bob Chapin, Bob Flemming, Dick Dallman, Greg Markovic



NABA officers, directors, staff, 1978, Standing, Left to Right: Herbert Haydock, Bob Chapin, John Murray, Jim Cumby, John Pyrek, Joe Fury, Loren Karacki, Mike Bartels. Seated, Left to Right: Bob Gottschalk, David Mathews, Gordon Dean, Paul Haudrich, Ken Hauck



Far Left: 1979 Board members, Bob Kay (left) & Herb Haydock (right)

Left: Don & Bonnie Bull from Trumbull, CT, 1979



Far Left: NABA President Dave Mathews (1979 Convention)

Left: Reino (Rei) Ojala (left) & son, Bryan, from Minneapolis, 1979 Convention



Hamp & Sue Miller (Flemington, NJ) & Bob Flemming (right, Waukesha, WI), 1979

Below: 1980 Convention Group Photo





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

# Membership Report

Spring is here and the buy/sell/trade shows are in full swing. Time to resume the hunt for those breweriana treasures we just MUST have. OK, so it isn't really that we *must* have them, we just tell our spouses that, and hope they agree. Whatever your take on it is – I wish you good luck in your quest.

While you are out there searching for breweriana treasures, be on the look out for new NABA members as well. The guy you meet and introduce to NABA could be the guy who finds and offers you the

next gem for your collection. He could also be the one you can sell some of your stuff to so you have cash to buy at the next show. NABA still offers a free year of membership to anyone who recruits 5 new members. So be sure you have your new recruit put your name on the sponsor line of the application or that he/she mentions it if joining through the website.

It is almost renewal time for most of our membership! Look at the date on the back page/ mailing portion of this issue. If it says, "May, 2013" (or earlier), you **will not receive** the

next issue of the *Breweriana Collector* unless you send us your renewal check. Yearly dues are still only \$25 –best bargain around except for the *5-years-for-the-price-of-4* deal (\$100). You can also turn your individual membership into a family membership for only \$5 more (\$20 on the 5-year special price).

Quite a few of you have been taking advantage of the 5-year plan with your recent renewals. I appreciate your help in reducing my work load!

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

**David Akin**

1155 Red Wing Trail  
De Pere, WI 54115  
715-587-6157  
djakin@mindspring.com

**Jack Bloom Jr (Wendy)**

10787 Jackman Rd  
Temperence, MI 48182  
734-856-3546  
Cel 1419-902-0939  
jbbuck00@gmail.com

**Cases, Lithographs, Signs, Tip Trays/  
Trays; Prohibition items**

**Bob Campbell (Sheri)**

5652 State Road 4  
Mill Creek, IN 46365  
Collects Budweiser  
Sponsor-George Baley

**Mike/Nick Halikos (Maria) Family**

22004 Martin Rd  
Saint Clair, MI 48081-1241  
nickhalikos@yahoo.com

**All Breweriana: Cans, Neons, Signs,  
Statues, Tip Trays/Trays**

**Steve Ketcham (Chris)**

Box 24114  
Edina, MN 55424  
952-221-0915  
steve@antiquebottledpot.com  
**Glasses, Paper items, Bottles, Signs,  
Mugs & Steins, Tip Trays/Trays**

**Dennis Martin (Kim)**

442 Eastern Trail  
Mukwonago, WI 53149  
262-363-3941  
dennisandkim@yahoo.com  
**All Breweriana; Wisconsin**

**David Nelson**

Box 64  
Hanska, MN 56041  
507-621-2947

**Fred Schwartz**

10134 331st Ln  
Hull, IL 62343  
217-432-5796  
**All Breweriana**

**Bob Shamel**

PO Box 615  
Bridgeton, MO 63044  
314-393-0309  
stlbeer@yahoo.com  
**All Breweriana**

**Peter Stark**

7824 Cty Y PO Box 165  
Oconto, WI 54153  
920-835-5733  
dcrl@halltitle.com  
**Bottles, Cans, Cases, Coasters,  
Crowns, Lithographs, Mirrors, Signs,  
Tip Trays/Trays**

**Stephen Reames (DJ)**

18237 SW Florendo Ln  
Beaverton, OR 97007  
503-642-7200  
pokey\_reames@msn.com  
**Glasses, Labels, Bottles, Cans, Reverse  
on Glass, Cases, Clocks, Signs, Tap  
Knobs, Foam Scrapers, Tip Trays/Trays**

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

## Is the EVENTS OF INTEREST Page Of Interest To YOU?

If so, we seek a volunteer to  
manage the info your  
*Breweriana Collector* publishes on the  
Events of Interest page.  
Managing = researching/collecting  
accurate date and contact  
information, judging NABA  
member interest, and prioritizing  
events. Ability to email good info by  
deadlines required.

Contact: George Baley  
gbaley@comcast.net or  
Kent Newton  
nababrew@comcast.net  
for more information.

## 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.**

**WANTED TO BUY:** Salesman sample (stock) beer LABELS – labels without the brewery name and location. Usually these are Bock, Christmas/Xmas/Holiday, Easter and so on. **ALSO WANTED TO BUY:** Salesman sample (stock) beer TRAYS - trays without brewery name. Please send jpeg photos and prices. Edward Carberry, 700 South First Street, Marshall, MN 56258; email [carberry@mgls.com](mailto:carberry@mgls.com); phone 507-532-3553.

V161

## 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 Leye Aluminum. Fair prices paid. Send photo & prices to: Barry Hunsberger, 7057 Queenscourt La., Macungie, PA 18062; 610-391-1920; BarryMGD@aol.com**

V168

**GOTTFRIED BREWING** - Collector looking for any and all items from this Chicago brewer. Call Mike Gottfried, 262-512-0472. Email: [mlq10472@yahoo.com](mailto:mlq10472@yahoo.com).

V164

**WANTED: Hussa Brewing Co.,**  
Bangor, Wisconsin (1858-1920) items  
for family collection. Please contact  
Betsy (Hussa) Hessel at home phone:  
608-231-2158 or at email: [bets4all@](mailto:bets4all@charter.net)  
[charter.net](mailto:bets4all@charter.net).

V164

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

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



## Advertising Guidelines

## CLASSIFIED ADVERTISING

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

## DISPLAY ADVERTISING

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

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

## PAYMENT

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

## DEADLINES

Issue	Materials Receipt	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.*

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

**Capital City Chapter** (Washington DC, MD, No. VA) **Contact:** Jim Wolf, 9205 Fox Meadow La, Easton, MD 21601: [iwolf@goeaston.net](mailto:iwolf@goeaston.net).

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

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

**Gambrinus Chapter** (Columbus, OH)  
**Contact:** Doug Blegen, 985 Maebelle Way,  
 Westerville, OH 43081; [dblegen@columbus.rr.com](mailto:dblegen@columbus.rr.com).

**Gateway** (MO/IL St. Louis Metro Area)  
**Contact:** Patty Kiou, 908 Daniel Drive,  
Collinsville, IL 62234: bccalady@aol.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](mailto:intocans@att.net).

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

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

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

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

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

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

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

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

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



**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 - cur-  
rent. Issues are \$3 each and ten for  
\$25. Shipping is \$2.50 for one issue  
and free for 3 or more. Make check  
payable to NABA and send to 340 E.  
Ashland Ave., Mt. Zion, IL 62549-1275  
NABA

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

## Events of Interest

### NABA Chapter Events

#### **Aug. 24, 2013 DogGone Good Chapter Summer Swap**

Bay City, MI  
Veterans Park Pavilion  
9a - 2p (rain or shine)

Free public admission  
Vendor tables \$8

Dave Alsgaard  
989-631-7239  
dalsgaard@charter.net

#### **North Star Chapter 2013 Events**

May 4: Annual Show  
(with Old Style)  
9-2, Moose Club  
LaCrosse, WI

Contact  
Tye Schwalbe 608-519-0451 or  
Willy Novack 630-291-7943  
oldstylewilly@att.net

May 18: Summit  
Brewery Show @ Summit  
Brewing Co., 9-3  
St. Paul, MN  
Contact  
Dave Wendt, 651-731-9573

May 31 - June 1  
Hawkeye & N Star  
Tri-States Show  
Riverfront Pavilion  
Dubuque, IA, 9-3  
Contact  
Mike England 515-360-3586  
mike.england@bccca.com

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

**ABA - 2013  
XXXII Convention  
June 11 - 15  
Sheraton Westport, St. Louis, MO  
americanbreweriana.org**

**ECBA - 2013  
41st Convention  
July 10 - 13  
Clarion "The Belle," New Castle, DE  
Larry Handy  
ohhugo1@aol.com**

**BCCA - 2013  
CanVention 43  
August 29 - 31  
Ft. Wayne, IL  
bccca.com**

#### **Fall Issue Deadline Change**

Due to a one-time vacation  
schedule conflict, the  
**FALL issue** of your  
*Breweriana Collector* will be  
delayed by about 2 weeks.

**Deadline** for materials for the  
Fall 2013 issue  
(includes advertising)  
will be **September 23, 2013.**

Distribution will be in **Late Oc-  
tober & November.** Plan your  
event notices & advertising  
accordingly.

Questions? Contact BC Editor  
Lee Chichester, 540-593-2011 or  
falconer@swva.net



www.nababrew.com

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

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

Please note: the "EXPIRES" date in the panel above indicates the time at which your membership is due for renewal.  
Keep this up to date and you won't miss any *BC* issues.

**OUR NATIONAL CONVENTION**

**NABA**

42nd annual

**GREEN BAY, WISCONSIN**

**July 31st-Aug. 3rd, 2013**  
**at the Hyatt on Main**

A celebration of brewery advertising and the people that value it. Join us in downtown Green Bay this year for our show, tours, the auction and so much more! You won't want to miss this.

**Fajerbach Madison** **Master Brewers** **Fox Head Old Waukesha Ale**

For more information, log onto [www.nababrew.com](http://www.nababrew.com) or email [gbaley@comcast.net](mailto:gbaley@comcast.net) for information