



The BREWERIANA COLLECTOR

A publication of the

National Association
Breweriana Advertising

"America's Oldest National Breweriana Journal"

Volume 166

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SUMMER 2014

*Beer Money &
Babe Ruth*

*Bookshelf:
Capital Beer –
The Heady
History of
Brewing in DC*

*The Ballad of
John Barleycorn*

*Detective: The
Rest of the Story:
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*Mini Bottles =
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The **BREWERIANA** **COLLECTOR**

SUMMER 2014

#166

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Front Cover Image from Dr. Rob Musson.

Back Cover Image from Buckeye Chapter Convention Team.

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GREETINGS TO ALL:

To say the least, this has been an action packed quarter! With the Convention just weeks away, final touches are being applied to the week's activities. Registrations are strong and interest from collectors—both NABA members and others—is positive. This bodes well for a great Convention.

We've seen continued online activities on the new website. While access challenges are not as bad as some national health site problems, website tweaks are being made, assuring a great user interface. Today, it is being used to manage over 500 member renewals that occur in the month of May.

A user guide is being prepared to address all the website's special features. Initially we will publish tips and tools for each site feature in successive issues of the *BC*, concentrating on one feature per issue until they're all covered. If you like the site and would like to be more involved in designing specific features, please drop me a note.

Membership renewals are steady and strong. As noted last issue, dues will be increased to \$30 beginning August 1, 2014. Some members paid at the \$30 level early, and after discussions among your Officers, we decided to assign those "overpayments" to Family memberships. If that was not your intent, please get in touch and we'll solve the issue to your satisfaction. One way you can help the bookkeeping is to take advantage of the current 5-year plan. If you already made your 2014 dues payment and wish to extend it to the 5-year plan, simply send \$75 to the Membership address on page 36 and we will extend your expiration date by 4 years at the current membership rate. A pretty good deal!

The Convention Survey feedback is in. At the Convention, on Friday, August 1, Ken Quaas will present a short summary of the results. We received responses from over 200 members. Thanks to all who participated.

One of the areas addressed in the survey was Convention site location. Anyone involved with seeking sites for any large group function knows the complicated task of serving the mainstream of collectors while also taking into account location (region), attributes of the city, hotel features, cost (room rate and getting there) and possibility of member events like bus tours. An active and enthusiastic host group, plus attendance by local collectors, makes for a positive venue. Keeping these requirements in mind, we have moved ahead to complete plans for the next several years.

Everyone knows next year (2015) will be a return to St. Louis, including what will be a unique physical layout: Held at the Sheraton Westport Hotel, all activities (except the Saturday Public Show) will be held in one zone of the hotel. Also, we will have control of two or more floors adjacent to the hospitality room. More to come on St. Louis in the *BC* issues ahead.

In 2016 we will be heading to just outside Indianapolis, Indiana (Carmel) for Convention 45 at the Renaissance Indianapolis North Hotel. A beautiful hotel with easy access to microbreweries, shopping and restaurants, Indy should be a Convention to remember.

We are headed to Kalamazoo, Michigan in 2017. Located off I-94, Kalamazoo (or Kazoo) is right on the main roadway through the heart of the Midwest. As of this writing, Kazoo has 9 microbreweries/brew pubs with more coming.

This is my last President's letter. I want to thank everyone who helped make the 8 years (2 four year stints) as President enjoyable. As the reins are passed to John Ferguson, I feel confident he will make his tenure a time to remember.

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

BEER MONEY AND BABE RUTH: WHY THE YANKEES TRIUMPHED DURING PROHIBITION

BY BEN MARKS

*This article first appeared March 26th, 2014 in **Collectors Weekly** (<http://www.collectorsweekly.com/articles/why-the-yankees-triumphed-during-prohibition/>).*

Used here with permission. Many thanks to member Ken Quaas for not only contributing heavily to the historic content, but also obtaining permission and alerting us to the content.

Baseball season is upon us, so naturally our thoughts turn to beer. Yes beer, the social lubricant that transforms even the most taciturn fans into long-lost brothers and sisters—when it isn't serving as the catalyst for countless post-game brawls in countless parking lots and bars.

We all have our beer-and-baseball stories, whether it's the salving effects of a couple of cold ones after your team was literally beat up during an intramural softball game (only one member of our squad was hospitalized, so it could have been worse) or that suds-soaked junket to Arizona to catch a few games of spring training (what happens in Phoenix stays in Phoenix).

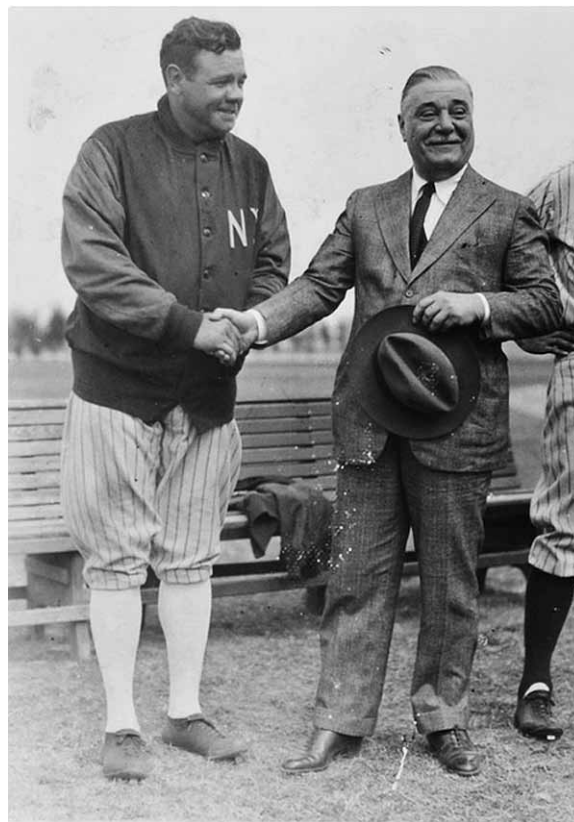
One of the best beer-and-baseball stories, though, comes from the dry years of Prohibition, 1920-1933, when the New York Yankees made it to seven World Series and won four. Their rise began in 1915, when the team was purchased for \$1.25 million. The new owners were Tillinghast Huston—a civil engineer, who served in the Spanish-American War and World War I and left with the rank of Lt. Colonel—and Jacob Ruppert, Jr.—a wealthy New York City brewer, who served a couple of terms in Congress and enjoyed being addressed by his honorary title, also



A tin-over-cardboard sign from the late 1930s.
Photo by Ken Quaas

Colonel. The Yankees had never won a pennant until the Colonels, as they were known, got a hold of them. Their masterstroke was to add a Boston Red Sox pitcher to the roster in 1920. That player's name was Babe Ruth.

By the time Ruth joined the Yankees, the team had never done better than second place. It didn't even have its own ballpark until 1923, when Ruppert put \$2.4 million of his fortune on the line (he had bought out Huston the previous year) to build Yankee Stadium—up to that point, the Yankees had shared the Polo



An Associated Press photo of Babe Ruth and Yankees owner Jacob Ruppert, Jr., 1930.
Photo via Legendary Auctions

Grounds with National League rivals the New York Giants.

Ruppert breweriana collector and former advertising exec, Ken Quaas, has been a Yankees fan since he was a kid, which led to his interest in the team's seminal owner. "I spent the first 35 years of my life living in the New York area," says the current Chicagoan, who worked in advertising on Madison Avenue for 18 years before moving to the Midwest to become a marketing and communications consultant. "So I grew up a Yankees fan. Mickey Mantle was my hero in the 1960s, Bobby Murcer in the '70s, and Don Mattingly in the '80s."

Jacob Ruppert, Jr. became something of a hero, too, because he made the Yankees *The Yankees*. Now in his early 50s, Quaas has strong memories of the old Ruppert Brewery on the Upper East Side of Manhattan. "It was in Yorkville, the historically German section of town," he recalls. "In the mid-1930s, Ruppert expanded his brewery

by buying the old Ehret's Hell Gate Brewery, which was even bigger and virtually around the corner. In the 1990s, after the old brewery buildings were finally torn down in the 1960s, I lived for a while in one of the apartments built on the site."

The Babe Ruth story began in 1919, when the Colonels, as Huston and Ruppert were known, decided to go after the player they thought would turn their team's fortunes around. Before he was a Yankee, Ruth had been one of the league's toughest pitchers, winning 24 games in 1917 with a respectable ERA of just 2.01. That year, Ruth also batted .325, which was the sort of average a team wanted more often at the plate than once every four games, the standard rotation to keep pitchers from throwing out their arms. Ruth wanted more at-bats, too. By 1918, Ruth was dividing his time between the pitcher's mound and the outfield, and in 1919, his transformation from pitcher to fielder was virtually complete—Ruth made 432 trips to the plate in 1919 vs. 123 in 1917, slugging 29 homers vs. just 2.

None of this escaped the attention of Ruppert, who had seen firsthand how much damage Ruth could do as an opposing batter at the Polo Grounds. There, Ruth's powerful, left-sided swing regularly sent balls sailing over the right-field fence, which, at its shortest distance, was just 256 feet from home plate (by comparison, a ball needed to travel 295 feet at the first Yankee Stadium; the distance at the new Yankee Stadium is 314 feet).

"Ruppert could see Ruth was going to be a star," says Quaas. Accordingly, in 1919, he dispatched his manager,

Miller Huggins, to Boston to meet with Red Sox owner, Harry Frazee, a theatrical impresario who had a habit of selling off Boston ballplayers whenever he was low on cash. Ruth would be Frazee's biggest payday yet, earning him almost half a million dollars in cash and loans, albeit with Fenway Park as collateral.

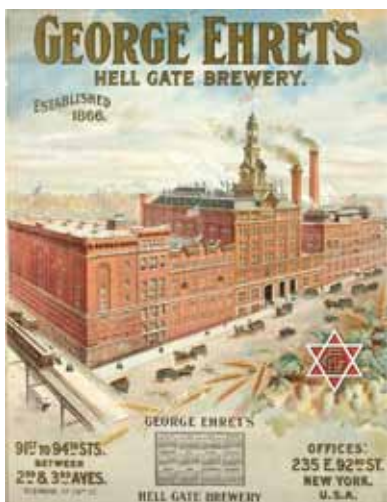


This Ruppert Ale tray is from the late 1930s.

Photo by Ken Quaas

The bet on Ruth paid off big for the Yankees, while the Red Sox would suffer under what became known as the "Curse of the Bambino" for 86 years (after being the dominant team of the 1910s, they would not win another World Series until 2004). In his first year in Yankee pinstripes, Ruth slammed 54 homers, and in 1921, he hit 59, propelling his team to its first American League Pennant. All without a drop of beer.

"The year Babe Ruth became a Yankee, Prohibition went into effect," Quaas says. "Because of that, Ruppert couldn't advertise or sell his beer at either the Polo Grounds or the first Yankee Stadium until the 1934 season. It's kind of ironic." A beer fortune had helped finance the acquisition of Babe Ruth, but with the exception of that last Yankee



In 1935, Jacob Ruppert, Jr. purchased the Hell Gate Brewery in the Yorkville section of the Upper East Side of Manhattan. The building was razed at the end of the 1960s to make way for a residential development.

Photo Via New York Historical Society

season, when fellow Yankee Lou Gehrig won baseball's coveted Triple Crown, Babe Ruth's presence didn't help Ruppert sell much beer.

Still, Ruth reliably put fans in seats, and Yankee Stadium had 58,000 of them, which earned Ruppert yet another fortune. Before the first pitch had been thrown, sportswriter Fred Lieb of the *New York Evening Telegram* named Yankee Stadium "The House That Ruth Built," even though "The House That Beer Built" would have been just as accurate. Ruth responded to the writer's hyperbole by swatting a three-run homer on opening day against his former Boston teammates (the final score was 4-1). More importantly, that fall, the Yankees faced the Giants in the World Series for the third year in a row, but this time they won, aided by three Ruth home runs, although all were hit at the Polo Grounds. Maybe he



Judge Kenesaw Mountain Landis, baseball's first Commissioner, and Jacob Ruppert, Jr., in 1922.

Photo via Library of Congress

was sentimental.

For Quaas, collecting Yankee and Babe Ruth memorabilia from this era would be nice, but the prices are decidedly major league, and have been

for some time. Fortunately, Quaas's fondness for all things Ruppert, a more affordable passion, is just as sincere. His collection includes beer cans of all sorts, plus Ruppert trays, foam scrapers, and signs, all from the post-Prohibition era.

"I got started when I was about 17 years old," Quaas says. "I wasn't even old enough to drink, but there was a store near us that had a lot of different kinds of beer and sold single cans. My dad was good enough to indulge my hobby. It wasn't like he was a big drinker, or anything, but every time he went to the store he would buy a different brand, drink the beer, and then let me have the can."

Shortly after that, around the time of the U.S. bicentennial, Quaas had his first and only taste of Ruppert beer.

He still has that can, which he describes as "kind of ugly, but very patriotic looking—red, white, and blue. It says 'Jacob Ruppert Beer' on it." According to Quaas, the can lists Orange, New Jersey, as the source of the liquid inside. "It was probably brewed at the old Rheingold plant," he says. "They did a lot of contract brewing for smaller brands in the late '70s, usually sold

at bargain prices and poorly packaged. My recollection," he adds, "is it wasn't very good."

Quaas expanded beyond cans when he started going to flea markets and garage



By the early 1940s, the Knickerbocker brand was elbowing the Ruppert name for prominence.

Photo by Ken Quaas

sales. "I bought some signs and trays," he recalls of his early collecting years, "then I met a few collectors, older guys, who were real nice to me. One grandfatherly gentleman invited me over to his house and gave me a good deal on a bunch of his excess stuff. Then I found out about collector's organizations and joined them—that's how I really got into it."

By then, Ruppert beer was on the verge of being forgotten, but there had been a time when Ruppert beer was on just about every New Yorker's lips. Before Prohibition, Ruppert made beer in the German style like his father had at the brewery Ruppert, Jr. inherited in 1915, and like his grandfather had back in Bavaria. Ruppert beers ranged from a standard ale to more specialized brews, such as a seasonal bock and a dark beer called Ruppiner.

The most widely known Ruppert brand was a lager called Knickerbocker, which took its name from a character in an 1809 Washington Irving story about an early Dutch New Yorker named Diedrich Knickerbocker, whose costume (tricorn hat, knickers-length trousers) and nickname

(“Father” Knickerbocker) became the shorthand caricature of an old-timey New Yorker.



In the 1950s, Knickerbocker was the official beer of the New York Giants, as seen on this beer coaster.
Photo via Pinterest

After Jacob Ruppert, Jr., died in 1939, the Ruppert family held onto the Yankees until 1945, when it focused its attention back on Ruppert Brewing. Not surprisingly, perhaps, the Knickerbocker name became even better known. For example, in 1946, the city’s new basketball team adopted Knickerbocker for its name (although it was almost immediately shortened to Knicks). No doubt Ruppert would have smiled at that, but just as certainly, the Colonel probably rolled over in his grave when, in the 1950s, his Knickerbocker lager was the official beer of the New York Giants, who played at the old Polo Grounds until the end of the 1957 season before moving to San Francisco.

As for the Ruppert Brewery, it closed on December 31, 1965 and was torn down in 1969, making way for the apartment building that Quaas briefly occupied. During the 1970s, Rheingold continued to sell beer under the Ruppert and Knickerbocker brands, but by then, the once-beloved Father Knickerbocker was getting a bit

long in the tooth.

“When you look at the Knickerbocker character, he’s an older man, clearly in his 60s, one of those Dutch founding-fathers-of-Manhattan types,” says Quaas. “Not in a million years would something like that appeal to today’s young beer drinker, although the hipsters might have made him popular again, like they did with the Dos Equis ‘most interesting man in the world.’ In general, though, brewers today don’t use old men to sell the image of a youthful, dynamic, and vibrant beer.”



It’s difficult to imagine a character like Father Knickerbocker, seen here in a magazine ad from the 1950s, being used today to sell beer to 21- to 34-year-old men. Photo via Flickr

These days, given Quaas’s vocation and hobby, he spends a fair amount of his time thinking about such things. “I credit my breweriana hobby with fostering my interest in advertising and the way beers were marketed and differentiated, largely through characters like Father Knickerbocker,” he says, pointing with particular pride to the years he managed the Miller Brewing Company ac-

count.

Today, many TV viewers remember with fondness the “tastes great, less filling” ads of the mid-1970s for Miller Lite, which featured famous retired athletes arguing about the virtues of the frosty beverage. Though generally not as old as Father Knickerbocker, these gray-templed former superstars were still a good deal past the highly sought 21- to 34-year-old male demographic their endorsements were designed to lure. Too bad the Babe died in 1948.

“Oh yeah,” Quaas agrees, “had he been around, Babe Ruth would almost certainly have been in those commercials.”

(Author’s Note: Special thanks to Ken Quaas for suggesting this story. Images via Legendary Auctions, New-York Historical Society, Library of Congress, Pinterest, and Flickr.)

Editor’s Post Script: *The New York Times* published a March 26, 2014 article having to do with the old Ruppert brewery building. In his article, David W. Dunlap says, in part: “Like a beer drinker’s Brigadoon, a red-brick vestige of the enormous Jacob Ruppert & Company brewery in Yorkville emerged for a few hours this week before disappearing, this time forever.” Check out http://www.nytimes.com/2014/03/27/nyregion/red-brick-remnant-of-yorkvilles-brewing-past-is-uneearthed-only-to-vanish.html?_r=1 to read more of the discovery of a brick archway, allegedly from the brewery building, uncovered during construction. The historic photos included with the article are stellar.

Thanks again to Ken Quaas for calling our attention to this contemporary piece of Ruppert’s history.



ChapTaps

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

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Buckeye Show

Greg Gromosiak—Miami Valley Chapt.

This is the time of the year that the “great shows” start appearing on the calendar, and the Buckeye Chapter Show is one. For those who complain about small shows with sparse crowds, you need to make the trek to Toledo, to see that this hobby is still very much alive and well. Collectors from all over the Midwest come to this venue – but what may be the most amazing thing about this show is how it attracts walk-ins. The chapter takes full advantage of the local media, and the results are incredible! This year, show organizer John Huff, said that they had about 400+ walk-ins. Got any 70s era stuff you’ve been toting around for years? Bring it here – it will sell. As they say, one man’s trash is another man’s treasure.

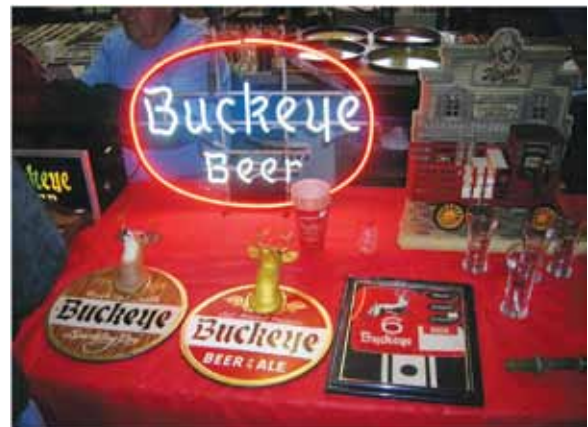
My #2 travel buddy, Patrick Sullivan, drove up to Toledo with me. Patrick had never been to this show, so he was amazed at the size and energy we found. He picked up some nice cans, and scored a nice late 60s/early 70s beer driver shirt. For those who don’t know Patrick, driver shirts are one of his collecting interests.

I picked up a few nice mountain series cans for the shelf. Besides the breweriana, there was beer on tap, and two fantastic raffles. Afterwards, we attended the annual after party at John Huff’s house. Patrick & I stayed about five

I would like to thank the Miami Valley, Schultz and Dooley and Craft Brewery Collectibles Chapters for their input this issue. Greg

hours, and while there, enjoyed playing guitar with my Rusty Bunch brother, Dan Bora. The highlight of the after party (besides good grub & good friends), is always his incredible lighted sign collection.

Note: John and his Buckeye Chapter are helping put on this year’s NABA Convention, so look for a fantastic week as well as a huge attendance at the open to the public show on Saturday. The house tour at John and Brenda Huff’s is a don’t miss!



All Buckeye, All the Time



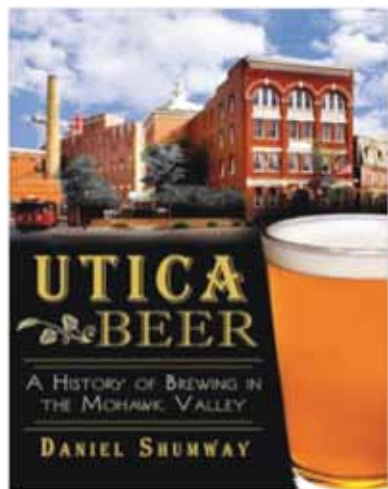
Nice assortment of Breweriana

From the Schultz and Dooley newsletter:

The Officer Suds show at their new location, Maennerchor Hall, Marcy, NY on February 22, 2014 was a huge hit with club members and the public alike. Maennerchor Hall is really easy to get to, has a friendly staff, and serves good food. The sold-out show offered many collectibles. Also available was Officer Suds President Dan Shumway’s new book, *Utica Beer: A History of Brewing in the Mohawk Valley*. This book is

well done containing extensive histories of the region's breweries. It is also filled with photos of rare brewery items. If you would like more information, Dan can be contacted at email: shumwaydb@msn.com

The following article appeared in a segment of WKTV



news on February 25, 2014, about Dan's book (see <http://www.wktv.com/news/top-stories/Utica-Beer-local-man-tells-story-of-citys-brewing-history-247183191.html> for the original story by Anna Meiler):

Utica Beer: local man tells story of city's brewing history

By ANNA MEILER

Story Created: Feb 25, 2014 at 11:36 PM EDT

UTICA, N.Y. (WKTV) -- A book by a West Winfield man exploring the history of the city's brewing was released Tuesday. But, when flipping through the pages of 'Utica Beer,' there's really more than one story.

The one you'll read about begins in 1804, but the back story started when author Daniel Shumway was 18 and he started collecting beer cans.

"I wanted a place to put excess pennies so I collected a beer can for each different one and filled them with pennies. Pretty soon the beer cans I had outnumbered the pennies I

had," said Shumway.

Over the next forty years, Shumway collected over 30,000 cans from around the world. A collection he mostly abandoned to make room for an entire floor in his home dedicated to tokens of beer.

"I like the designs on the labels on the bottles and the tap knobs are beautiful, the canoes and such they have nowadays. And being a collector I've always wanted to get one of everything, which drives my wife nuts, but what are you going to do? Got to collect something," said Shumway.

His collection turned into curiosity, which turned into 20 years of research.

"I started researching West End first and then I found out there was like 40 other breweries in Utica since 1800 so I decided to write a book on it," said Shumway.

FX Matt Brewery was the first in the country to commence brewing after Prohibition ended in 1933. If they hadn't survived, the book may have turned out very differently.

"My great Uncle Frank was down in Washington lobbying, lobbying, lobbying and was there when Prohibition was repealed and got the number one license," said Fred Matt, president of FX Matt Brewery.

They've continued to persevere. Today FX Matt Brewery and Nail Creek are the only breweries left in Utica. The book ends in 2014, but it's a story that will surely continue.

"It's a good story of the brewing industry in Utica. Utica is a great place, the Mohawk Valley is a great place and I think at times people don't see how great it is and I think if people look at how great it was and celebrated how great it was we'd be ahead of where we are today," said Matt.

Shumway plans on releasing another book in the fall that dives into the history of

all breweries within a 50 mile radius of Utica.

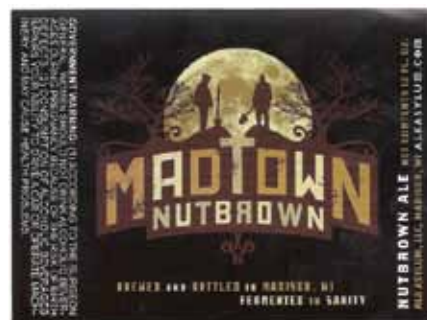
From the Craft Brewery Collectibles Chapter Newsletter George Miller, Editor

BREWING IN MADISON, WISCONSIN, 2014

by Scott Reich

If you have not visited the breweries in Madison, Wisconsin lately, you are in for a surprise. As in much of the nation, there has been an explosion of craft brewery openings in the area. At least seven breweries described below opened within the last five years and more are in the planning stages.

Once you arrive in Madison, head to the northeast side, or



if flying, simply exit the airport. Near the airport entrance, you will find the new digs (since 2012) of **Ale Asylum**. Brewmaster Dean Coffey of Angelic Brewing and partners started Ale Asylum in 2008 and soon reached brewing capacity with their popular beers. Their new brewery approaches 50,000 square feet and has a capacity of 50,000 barrels per year. When that is reached, they can remove a "temporary" wall and double the size of the brewery. There is a large two story tasting room and restaurant with modern decor where you can try four regular beers, up to six rotating seasonals, and even more tap-room-only offerings. Hopalicious, an American pale ale, is their flagship brand and is especially enjoyed on a



sunny day on the patio.

A mile or two east, in the original Ale Asylum building, is **Karben4**. The business was opened in early 2013 by Appleton natives with ties to Madison. Brewmaster Ryan Koga was formerly head brewer at Yellowstone Valley Brewing in Montana. Six regular beers, mostly emphasizing a malty British tradition, are on tap and also available at local watering holes. My favorite is NightCall Smoked Porter, a dark ale with subtle smoked malt character. Eventually, Karben4 plans to bottle the beers. A variety of interesting appetizers and sandwiches are also available.

A few miles south, you will find **House of Brews**, which



opened in 2011 in a light industrial district by former homebrewer Page Buchanon. Page brews English-style ales with an American twist such as Prairie Rye, Full House Pale Ale, and Snug Oatmeal Stout. All are available in his small taproom or on tap in various accounts around Madison and Dane County. A 22 oz. bottling system was recently added and

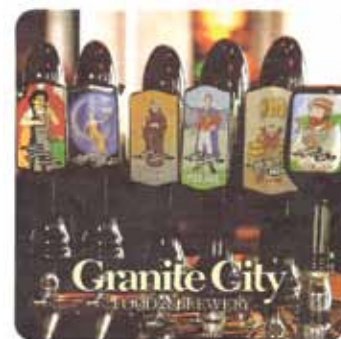
the first bottled offering is Rickhouse Bourbon Barrel Stout. His Community Supported Brewery program works much like community supported agriculture. Patrons pay in advance for a six to twelve month subscription of discounted growlers, 22 oz. bombers or Corny Kegs of ale.

Next, travel all the way out to Madison's western suburb, Middleton. There you will find **Capital Brewery Co.**, which is located in the former Mazomanie Egg Factory. Capital



started brewing in 1986 with two brands, Dark Lager and Pilsner. The two beers have since won 25 medals between them, including gold at the 2013 World Beer Championships. Capital was also named Grand National Champion in the 2013 US Open Beer Championship. Their second brewmaster, Brian Destree, took the brewery in a new direction last year with the introduction of Mutiny IPA and an imperial IPA. Capital reached brewery capacity of 30,000 barrels last year and announced they would construct a new production brewery in Sauk City. Ground has not been broken as of March, 2014. The accompanying coaster (above) was made for an event in 2002 and only two copies are known. *Do you have one in your collection?*

Head south, then east, on the beltline to West Towne Mall and **Granite City Food & Brewery**. The first Granite City opened in 1999 in Min-



nesota. It has since grown into a chain of 30 stores including this one in Wisconsin. As Granite City grew they developed a unique method of production called "fermentus interruptus." All wort is made at a production facility in Iowa. It is then trucked to each restaurant where yeast is pitched and fermentation and aging is completed. There are four regular beers, Broad Axe Stout, Northern Lager, The Duke IPA, and The Bennie Bock, plus a seasonal offering. The restaurant food is plentiful and delicious.



One exit farther east on the beltline is **Vintage Brewing Co.**, housed since 2010 in the former J.T. Whitney's. The full-service restaurant is decorated with a mid-century modern theme, including many brewery advertising items from that era. Brewmaster Scott Manning has up to 15 beers on tap and draws on British, German, Belgian, and even Finnish influences to create his brews. Smoked, barrel-aged or cask-conditioned beers are often available. You cannot go wrong with Scaredy Cat Oatmeal Stout or Better Off Red, a hoppy American red ale. They recently opened a tied house,

Woodshed Ale House, in nearby Sauk City. The Madison location brews all their beers, some of which are unique to the Woodshed location.

A few miles south of Madison is the suburb of Verona, home of **Gray's Tied House**, a cavernous lodge-style brewpub constructed in 2010. In England a "tied house" was a pub owned by a brewery, which sold only beer brewed by that brewery. A "free house" was privately owned and could feature beer from multiple breweries. Gray's serves beer brewed on



site and only available at the Tied House, plus beer brewed by the parent company, Gray Brewing Co., located in Janesville. Try Bully Porter, Wisco Wheat, or Rathskellar Amber while sampling their extensive food menu. Please note that the production brewery in Janesville has no public hours.

MobCraft Beer is currently a contract brewer at House of Brews. Most of their beers will be made only once and "you" get to decide the recipe. Mob-



Craft "crowdsources" beer ideas and recipes on-line, then four recipes are selected for a final voting period. The beer that wins is the beer that is brewed in a single ten-barrel batch. Voting for the winner commits the participant to purchase a four-pack of bomber bottles, which are then shipped door to door. Other customers may purchase the beer locally or have it shipped. They hope to build their own brewing facility sometime soon.



Next head to the traditional east side of Madison to **Next Door Brewing Co.** Madison's newest brewpub is sited in a former restaurant supply store. The food menu here is eclectic and chances are you could be seated at one of the communal tables. Small booths are also available. Brewmaster Keith Symonds creates his beers to match the food. Most of the beers are "sessionable," meaning you can drink them most of the evening and not feel too full or tipsy. Sessionable does not mean flavor-less; the (mostly) British-style beers are delicious. Wilbur! is a cream ale brewed with oats. Sev Ex Stock Ale and WPA (Wisconsin Pale Ale) are the other two regular offerings. You will find up to eight others on tap.

A mile farther east and on the same street is **One Barrel Brewing Co.** Truly a nanobrewery, they brew their beer, you guessed it, one barrel at a time. The pub is small, too. Up to 50



patrons fit in the long, narrow, high-ceilinged room. Commuter Kolsch, Penguin Pale Ale, and #2 Strong Ale are always on tap. A number of other beers may be available depending on current demand. Although not a restaurant, a few snacks and appetizers are available. One Barrel is of interest to collectors due to their series of homemade coasters, which are stamped on recycled, corrugated, cardboard boxes.

Great Dane Pub & Brewing Co. is one block off the Capital Square in the historic Fess Hotel. They opened in 1994 and were followed by brewpubs in new construction in Fitchburg



(2002), Madison's Hilldale Mall (2006), Wausau (2009), and Madison's far-east side (2011). The east side location is the only one that does not brew. Each pub makes a wide variety of ales and lagers. Other than a few mainstays, the beer menu varies at different locations. The restaurant menus feature a wide variety of international offerings. Most locations feature a large billiards room.



Collector's Bookshelf

Reviewed by Larry Moter
accneca@aol.com

CAPITAL BEER

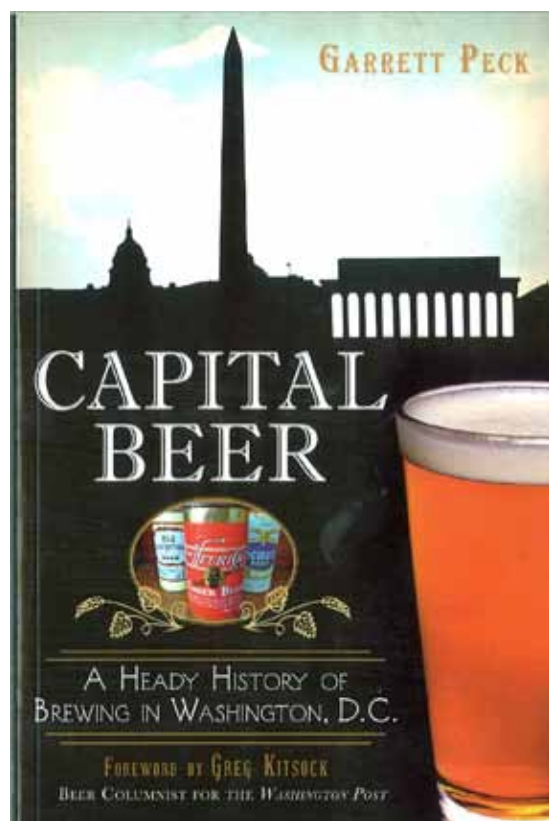
**A Heady History of Brewing in Washington, DC
by Garrett Peck (2014)**

Garrett Peck is a literary journalist, local historian, and author of five books. *Capital Beer* is the latest and is the sequel to *Prohibition in Washington, DC: How Dry We Weren't*.

Well known beer writer (and collector), Greg Kitsock states in the Foreword, "Peck traces the history of brewing in Washington, DC from a cottage industry to a big business dominated by local beer barons. You'll meet Robert Portner of Alexandria, who helped revolutionize brewing with his advances in artificial refrigeration . . . You'll get to know Christian Heurich, who, fortified by his Senate Beer and Ale, lived long enough to marry his first wife's niece and celebrate his own personal centennial in 1942 . . ."

This is the type of great book that is hard to put down until complete. It is well written, well-resourced, and has great pictures. *Capital Beer* tells a chronological story of the Washington, DC area's brewery history: Chapter 1 is titled "Beer Beginnings" and the closing Chapter, the "Craft Revival." The meat of the book "tells the story of the German influence on the brewing

Christian Heurich,
image from a 1936
issue of *Modern
Brewer*. The article
was called "Men
Whom You May
Know."



With Foreword by Greg Kitsock,
Beer Columnist for the *Washington Post*,
Editor of *Mid-Atlantic Brewing News*

industry: Alexandria's famous Robert Portner Brewing Co., Heurich's rise, beer wars, famous beer gardens/saloons, Prohibition, the demise of the local industry after Prohibition, and gravesites of prominent brewers."

Many prominent local collectors contributed outstanding breweriana items pictured in this book, including labels from NABA Board mem-



Rare bar nude: Portner Brewing Co., from L. Moter.

ber, Rayner Johnson. The breweriana contributors list is like a “who’s who” in local collector circles. Also featured is the magnificent “Heurich house mansion (now a museum),” which is a **must** stop for brewery history tourists.

One of the best parts of a great book is its Bibliography. A review reveals that the author spent countless hours researching source material for this book. Of course, the source material is a collectible list in itself!

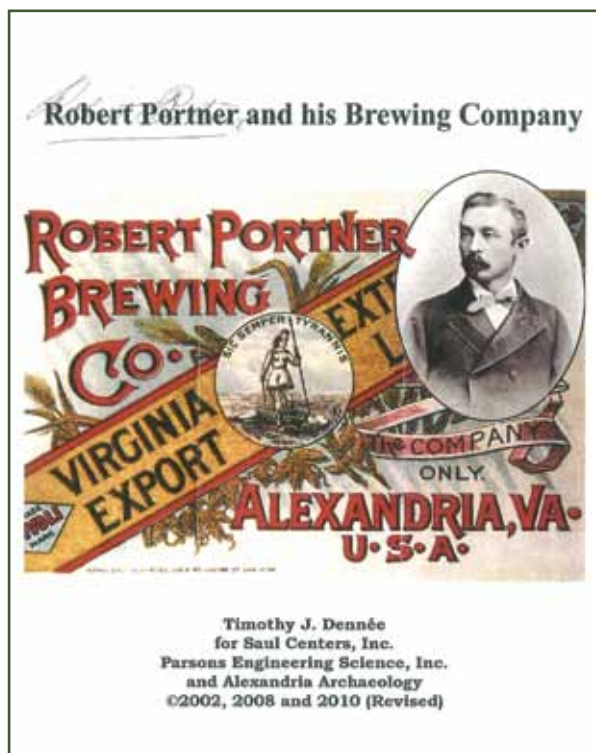
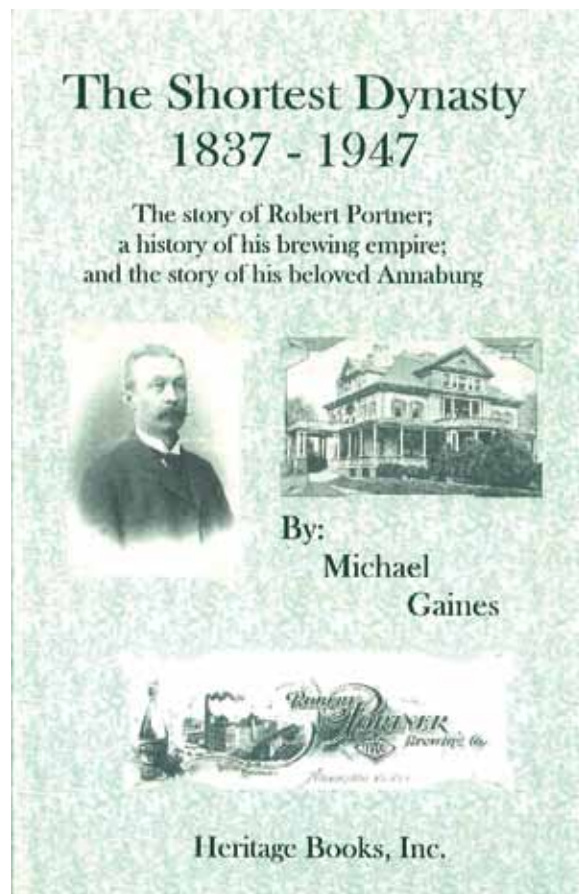
Capital Beer can be easily found on the Internet. It is published by American Palate, A Division of The History Press (historypress.net).

Two related book covers, both originally published in 2002, are included here, because I highly recommend that you research the famous **Robert Portner Brewing Co.** of Alexandria, Virginia. Portner was an investor in Washington, DC breweries, including the National Capitol Brewing Co.

First is Michael Gaines’s *The Shortest Dynasty 1837-1947: The Story of Robert Portner; a history of his brewing empire and the story of his beloved Annaburg*. I believe this book is out of print and must be found on eBay/Amazon.

The second book is Timothy J. Dennee’s *Robert Portner and his Brewing Company*, researched for Saul Centers, Inc., Parsons Engineering, Inc., and Alexandria Archaeology. It is a 402 page printout available on the Internet at: www.alexandriava.gov/uploadedFiles/historic/info/archaeology/ARSiteReportHistoryPortnerBrewingCoAX196.pdf.

Please note, members of the Portner family are planning to revive the family name/brewery with a much anticipated brew pub planned to open soon. Please review: <http://portnerbrew-house.com/>



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7 a.m. Table Holders 9 a.m. General Public

Guzzle 'n Twirl begins Friday afternoon at the Holiday Inn - Maplewood. \$8.00 registration fee at the hotel includes room to room trading, snacks, beverage and prepaid admission to the show. The show starts Saturday morning at Aldrich Arena with 250+ tables of beer collectibles.

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John Barleycorn (Must Die)



John Barleycorn is a British folksong that, in fact, has nothing to do with murder, nor is it a tragic tale of the death of the main character (as is the case with so many folksongs). The character of John Barleycorn is actually a personification of the important cereal crop barley; and of the alcoholic beverages made from it: beer and whisky.

In the song, John Barleycorn suffers attacks and indignities that actually correspond to the various stages of barley cultivation, such as reaping and malting.

*They've hired men with their
scythes so sharp to cut him off
at the knee*

*They've rolled him and tied him
by the way, serving him most
barbarously*

"John Barleycorn (Must Die)" lyrics provided for educational purposes and personal use only.

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Researchers are unsure of the song's exact origin, but agree that it is old, with printed versions dating to the sixteenth century.

Countless versions of this song exist. A Scottish poem with a similar theme is included in the *Bannatyne Manuscript* of 1568. English broadside versions from the 17th century are common.

Robert Burns published his own version in 1782, and modern versions abound, including the song lyrics from the 1970s rock band, Traffic, quoted earlier (full version included on the next page). The song gave their famous 1970 album its name, *John Barleycorn Must Die*.

Burns's version — which added mystery and hints toward a more sinister tale — became the model for most subsequent interpretations of the ballad. Burns's version begins:

*There was three kings into
the east,
Three kings both great
and high,
And they hae sworn a
solemn oath
John Barleycorn should die.*

For comparison, an early English version starts:

*There was three men come out
o' the west their fortunes
for to try,
And these three men made a
solemn vow, John Barleycorn
must die,
They ploughed, they sowed,
they harrowed him in, throwed
clods upon his head,
And these three men made a
solemn vow, John Barleycorn
was dead.*

In an early seventeenth century version, the mysterious "kings" were in fact ordinary men laid low by drink, who sought their revenge on John Barleycorn for that offence:

*Sir John Barley-Corn fought
in a Bowl,
who won the Victory,*



<https://www.youtube.com/watch?v=t8878chOvfl>

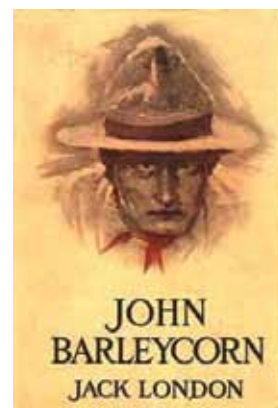
From the YouTube video
Published on Mar 23, 2012
Steve Winwood performs a solo acoustic
version of Traffic's
John Barleycorn (Must Die).
www.stevewinwood.com
www.facebook.com/stevewinwood

*Which made them all to chafe
and swear,
that Barley-Corn must dye.*

Another early version features John Barleycorn's revenge on the miller:

*Mault gave the Miller such
a blow,
That from [h]is horse he
fell full low,
He taught him his master Mault
for to know
you neuer saw the like sir.*

Jack London gave the title *John Barleycorn* to his 1913 autobiographical novel about his struggle with alcoholism.



First Edition
cover of Jack
London's
autobiographical
novel. Used here
for educational
purposes only.

There was also a 1973 horror film *The Wicker Man*, in which a Scottish Policeman (played by Edward Woodward) searches for a missing child on the west Scottish island of Summerisle. The island is populated by modern-day pagans who engage in various Celtic rituals, one of which

is the baking of barley bread into the figure of a man known as John Barleycorn, who is referred to by the baker as "The life of the fields." (Source: Wikipedia - http://en.wikipedia.org/wiki/John_Barleycorn). With special thanks to Jeff Liverman.



LISTEN to the song:

<https://www.youtube.com/watch?v=t8878chOvfl>

From the YouTube video

Published on Mar 23, 2012

Steve Winwood performs a solo acoustic version of Traffic's

John Barleycorn (Must Die).

www.stevewinwood.com

www.facebook.com/stevewinwood

"John Barleycorn (Must Die)"

Traffic version

Writer(s): Bruce Kenneth Rowland, Phil Cunningham, Simon Nicol, Steve Winwood, David Eric Swarbrick, Ian Anderson, David Pegg

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There were three men came out of the west, their fortunes for to try
And these three men made a solemn vow
John Barleycorn must die
They've plowed, they've sown, they've harrowed him in
Threw clods upon his head
And these three men made a solemn vow
John Barleycorn was dead

They've let him lie for a very long time, 'til the rains from heaven did fall
And little Sir John sprung up his head and so amazed them all
They've let him stand 'til Midsummer's Day 'til he looked both pale and wan
And little Sir John's grown a long long beard and so become a man
They've hired men with their scythes so sharp to cut him off at the knee
They've rolled him and tied him by the way, serving him most barbarously
They've hired men with their sharp pitchforks who've pricked him to the heart
And the loader he has served him worse than that
For he's bound him to the cart

They've wheeled him around and around a field 'til they came onto a pond
And there they made a solemn oath on poor John Barleycorn
They've hired men with their crabtree sticks to cut him skin from bone
And the miller he has served him worse than that
For he's ground him between two stones

And little Sir John and the nut brown bowl and his brandy in the glass
And little Sir John and the nut brown bowl proved the strongest man at last
The huntsman he can't hunt the fox nor so loudly to blow his horn
And the tinker he can't mend kettle or pots without a little barleycorn

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<http://www.azlyrics.com/lyrics/stevewinwood/johnbarleycornmustdie.html>

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Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Mini bottles a maxi headache for Manhattan

Author's note: *Rarely does the public get a glimpse of the inner workings of how a brewery's brands are developed and marketed. My ownership of thousands of Manhattan Brewing Co. documents offers that unique perspective. Most of these documents form the basis of a book manuscript I have written about that brewery. I decided it was necessary to use a "name of convenience" for the Manhattan employee I quoted in this story below. Although he played a central role in the promotion of Manhattan brands in the 1930s and 1940s, he was not a brewery officer nor public figure. Using the pseudonym Thomas Smith does not diminish the purpose of this story: to inform, educate, and entertain.*

There is no sure thing when a brewery or any other business embarks on a marketing campaign. Some promotions work, others don't.

Case in point: the misadventures of the Manhattan Brewing Co., (a Chicago brewery known for unusual occurrences), and its souvenir "give-away," designed to engender goodwill for its owners. Sadly, it was a fiasco.

The item was small (4.25 inches high), the design simple (salt and pepper shakers in the shape of miniature beer bottles; replicas of 12-ounce bottles, complete with labels that advertised Manhattan Pale Dry bottled beer). At the time, Manhattan Premium was the brewery's best-selling canned brand.

Manhattan mini bottles may bring pleasure to collectors, but they weren't a pleasant experience for the brewery's management, the company that produced the minis, a radio station's executives, nor hundreds of the radio station's sometimes befuddled and befuddling listeners. Production and distribution of these bottles were rife with problems and controversy during the brewery's three-month promotional campaign in 1939.

Manhattan executives had been seeking new ways to promote their bottled beer. Some believed that a novelty give-away they could promote on the popular music-oriented "Night



Watch" radio program the brewery sponsored on WIND, Chicago/Gary, IN, would be just the thing.

"Night Watch" was the most popular program for its midnight to 4 a.m. time slot, according to a 1938 survey taken for the McCann-Erickson advertising agency. From mid-1938 to February, 1940, the brewery was the lone sponsor of the 2 to 3 a.m. segment, called "Manhattan Night Watch." Scripts gave the impression that Manhattan Beer was an integral part of the show and not merely the commercial sponsor. The survey takers said interviews were confined to 709 "sober people going to or from work, in restaurants or waiting for street cars..."

Manhattan officials had considered producing a fish stringer imprinted with the brewery's name and logo as a "give-away." But they dismissed it as being unsatisfactory for the image they were trying to project. So they contacted Edward A. Muth & Son, Inc., a small specialty goods/novelty company in Buffalo, NY, and the largest maker of miniature beer bottles. It had previously solicited Manhattan's business.

At the time, more than 30 US breweries—of 683—were using or had used mini bottles. Most were made by Muth & Son. Bills Novelty and Premium Co., Milwaukee, WI, was Muth & Son's major competitor.

Muth had been selling custom-made, logo bottle openers to breweries before they added

salt and pepper shakers to their line-up in 1934. Five years later, the mini bottles represented 75% of its business, according to a Dun & Bradstreet report (October 24, 1939). Mathie-Ruder Brewing Co., Wausau, WI, may have been its first mini customer.

If you want the complete story about mini bottles, read Bob Kay's impressive reference guide *Miniature Beer Bottles & Go-Withs* (K & K Publishers, Batavia, IL, 1980). It is the authoritative source on this subject. An update was published in 1989.

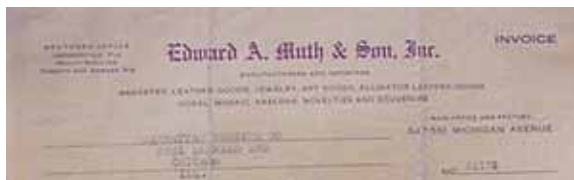
A **timeline** for the development and promotion—actually it was the other way around—of the Manhattan Pale Dry mini bottles, guides us through a convoluted process.

May 3, 1939: DeForest E. Muth, 41, the company's owner and son of Edward (the founder who had retired to run an alligator farm in Florida), urged Manhattan's Thomas Smith to seek advice from two of his best customers: Cleveland-Sandusky Brewing Corp., Cleveland, OH; and Fessenmeier Brewing Co., Huntington, WV.

May 9: H.H. Klein, Cleveland-Sandusky's vice-president, told Smith he used radio commercials to promote his miniature bottles, primarily during broadcasts of Cleveland Indians' baseball games. One promotion engaged listeners in quizzes about baseball rules, scoring, and trivia.

"For the first 20 or 25 correct answers received by the [radio station] daily, they send as a prize one set of salt and pepper shakers," Klein said. "This program received a lot of publicity and we felt it very much worthwhile."

J.F. Fessenmeier, president of his brewery, told Smith that "for about three years we had a radio program in which we gave away salt and pepper shakers



to anybody sending in postage, which was five cents." He said the promotion was successful, to a point.

"We had a great amount of people writing in for these sets and it seemed to get a wide distribution. But we always questioned...if they went into the right hands..."

The "right hands" were beer drinkers. Many of Fessenmeier's mini bottles and thousands sold by other breweries were purchased by people more interested in them for another reason—they were salt and pepper shaker collectors!

Correspondence found in the Muth file indicates that hundreds of women ordered them to use in their kitchen or for their collections. Some said they had no interest in drinking the beer being promoted.

F.E. Bowman of Kent, IL, explained in a November 11 letter to WIND. "As we have a hobby for collection of this nature, would very much like to have [them] to add to our collection." Mini bottles are often found in such collections.

June 16: Manhattan signed a contract with Muth, agreeing to pay \$150 "to cover the manufacture of 10,000 pairs of body and neck decalcomania labels...and in filling the radio requirements" for distribution. That would be the brewery's total obligation for this promotion! If more labels were needed, Muth would pay for them. Manhattan could purchase bottles in quantity for its own use for 6 cents a pair.

Commercials promoting the mini bottles would air on WIND, offered for 10 cents per pair, including shipping. Orders were to be sent to the WIND—not Manhattan—which

would forward them to Muth, who would ship them. The agreement set in motion the most chaotic and angst-filled advertising campaign in Manhattan's history.

June 24: Smith informed Wyatt MacGaffey of the Marmac Products Co., a manufacturer of kitchenware and novelties in Lake Geneva, WI, that Manhattan wasn't interested in purchasing the fish stringer it had offered. Smith had started a discussion with Marmac on May 13, ten days after beginning its dealings with Muth.

"I regret very much to say we are not going to use it, simply because a specialty house that makes salt and pepper shakers out of miniature beer bottles came in and made us a deal to supply us these bottles with decalcomania labels," Smith said.

The bottles were functional. The metal caps could be removed to allow salt and pepper to be poured into them.

"How [Muth] can afford to operate this way, I don't know but the moment the [Manhattan] administration knew of this deal—that it involved no outlay and included an item of unusual advantage and so pertinent to our business—it could not help but succumb."

The radio campaign would not start until mid-July, he said, because of delays in making the bottles. Little did Smith know those initial delays were harbingers.

(Author's Note: Did Marmac Products make fish stringers for other breweries? The gadget sounds intriguing: a six-in-one, some parts brass or steel, that included the stringer with six feet of cord, fish scaler, hook extractor, measuring rule, bottle opener and screw driver.)

July 21: Smith received Muth's draft of a commercial based on the spiel other breweries were using: "The program

has obtained a limited amount of the cutest miniature beer bottle salt and pepper shakers you have ever seen...Think of having these cute little miniatures on your next basket picnic or to display at your next luncheon...Write today, before the supply is exhausted..." (Copy for five other commercials was in the files.) He said work on Manhattan's label would be completed by July 26.

July 29: Smith told Muth that he had told WIND to "get going on the broadcasts, starting on July 31." At the time, Manhattan's minis didn't exist!

Smith requested "...a few samples of these shakers to see how they look, so we can then determine what stock order we want for our requirements." Muth sent Cleveland-Sandusky's Gold Bond and Fessenmeier's West Virginia Special Export.

August 2: Manhattan overlooked one detail before agreeing to the Muth deal. It had neglected to get the necessary approval for the bottles from the Illinois Liquor Control Commission, which had authority over advertising promotions involving alcohol. WIND's Arthur Linick reminded Smith of this.

August 3: Smith submitted a label he believed would be used by Muth, and Commission approval was granted on August 7.

August 4: Muth told Smith the decalcomania company it had hired to make Manhattan's mini labels reported they wouldn't be ready in mid-August "due to the difficulty on the colors in your label. Privately, we believe they spoiled the job and therefore, we decided to make the decals...and will have the job completed on August 10."

August 12: Labels were made and Muth sounded pleased. A letter with proofs sent to Smith said, "We believe we have produced a very nice

set of plates...and are now running the labels with a little more yellow in the brown, so that they will match in color with your sample . . ."

August 14: Smith sounded anything but pleased in his reply. In fact, he was downright testy: "Frankly, the labels you made on these bottles are about as lousy as they could possibly be...it would be detrimental to put them out. You must know this. I don't think you saw these when you had them sent. I am afraid you are just too busy to give our account proper attention. If that is the case, please refund [our] \$150 and call it a day, otherwise make up the labels in accordance with the sample enclosed." The usually affable Smith attempted to mitigate his anger, but didn't succeed. "I don't want you to think I am a tough hombre...but you must realize how impossible these labels are, how sickly looking they would be on a table. They would spoil one's appetite."

August 15: Muth replied with more composure than one could have reasonably expected. "...you will note that we stated that these were sent to you as a plate proof and not for color...In the next few days, we will have a run of your labels off the press and will send you the finished product." The plate proof, he said, was sent to show "just how far we had gotten along."

August 19: Smith was contrite. "I did not understand [the process] and apologize for being so stupid." He then told Muth that commercials for the bottles had commenced—even though they still were not in production—and that Muth should be receiving orders from customers that week. He asked Muth to send him a list of people that

ordered the bottles so he could "track the effectiveness of the campaign."

August 22: Muth mailed samples of the bottles to Smith and commented, "We both will agree it is quite an improvement in color." He already was receiving orders for them, "...110 letters calling for 145 pairs of shakers. While [this] does not appear to be very many, you will find after we begin to make the mailings, that the volume will steadily increase."

August 25: The samples arrived, and Smith told Muth to make the bottles.

August 26-September 2: Hundreds of orders were pouring into Muth, attesting to the popularity of "Night Watch."

. . . you must realize how impossible these labels are, how sickly looking they would be on a table. They would spoil one's appetite.

Muth continued to grumble, telling Smith the program's time slot was a detriment to sale of its mini bottles. "The results that you are getting are about 50% of the ordinary 1-station broadcast. However... there is some increase since the start and it will steadily do so as the bottles get around and are seen. Many people will send in that have never heard the program."

September 7-October 21: Problems that hampered distribution peaked during this period. Some bottles were never delivered—or so the people ordering them claimed. Muth shipped many to the wrong addresses (often return addresses were illegible or incomplete) and others arrived broken or with labels sloppily affixed. Many orders were sent directly to the brewery, sometimes just addressed to Manhattan Brew-

ery, Chicago (or Manhattan Beer Co., Gary, Ind.) and they were delivered! Some didn't include payment.

September 22: Smith sent a telegram to Muth: "Received dozens complaints...people not receiving salt shakers ordered weeks ago...please wire answer what trouble is so that we can answer them accordingly." The Muth file was stuffed with hundreds of complaints from listeners. Although acrimony between Smith and Muth had reached a crescendo, Smith told WIND to emphasize the requirements for purchasing bottles.

September 23: Smith chastised Muth for the delivery problems. "Instead of building good will, we are creating the reverse condition." Muth steadfastly denied that delivery problems were his fault and blamed people that ordered bottles. He claimed that some were too quick to complain that they hadn't received their bottles. "Their complaint letters are sent within...seven days, approximately the length of time consumed in making the deliveries."

Smith then offered a theory as to why some orders hadn't been filled: Someone at Muth's "is pilfering the dimes." Muth denied that happened.

October 2: Muth reported, as of October 1, his company had shipped 3,000 pairs of shakers. "This past week, the number...was approximately 700 pairs. Weekly, they vary between 700 and 1,200 pairs, with the exception of the first week, which was 400." Muth again used the "Night Watch" time slot as a reason for low sales. "Our only regret [is] that



you do not have a broadcast during the day, as we do believe that if you had a five-minute spot early in the evening or late afternoon, the results would be ten-fold and more. You, of course, realize that the people you are now reaching are night watchmen, gas station attendants, all-night lunchroom employees..."

October 17: Muth, perhaps realizing he was in hot water with Smith and his bosses, attempted to placate them by offering a new give-away: a bottle opener. It would be "made up to match your salt and pepper shakers," with a decal representing Manhattan's bottle label. The set of three would cost 10 cents. "We do not have any openers with your label...so we are sending one to you with another label (as an example)."

October 21: Manhattan's mini bottles promotion was halted. "We have taken the salt and pepper shaker idea off the air until you have a chance to catch up, as we are receiving too many complaints from people not receiving them," Smith told Muth. He suggested that the promotion could resume later in the year or early 1940, but it never did. Smith

explained that while he believed the campaign was sound, "if it works against us, then there is no point to it."

Manhattan had purchased many sets from Muth. Responding to complaints and filling back orders was Smith's new priority. The file contains scores of letters of apology he wrote to people who ordered bottles and didn't get them.

October 30: Smith told Muth: "We may start up with you again on these salt and pepper shakers, also the bottle opener, but we must have some assurance that these delays would not ensue." I have never seen such a Manhattan bottle opener and there is no record that the brewery ever purchased them from Muth.

November 8: Manhattan ordered 1,500 pairs of mini bottles. By December 4, it was still waiting for that order to be filled. Smith demanded to know, "What is causing the delay in forwarding our order...?" They arrived a week later, with no explanation. The brief and contentious "marriage" between Manhattan and Muth had come to an abrupt end.

Manhattan would continue to fill back orders for mini bottles well into April, 1940.

In 1948, now using the name Canadian Ace Brewing Co., the brewery resumed use of mini bottles to promote Canadian Ace beer. Most were given away at the brewery or through distributors and retailers, but they were not promoted on radio.

Muth may have been relieved to learn that Bills Novelty and Premium Co. (Milwaukee) and Owens-Illinois had been hired to make them.

THE H. JIM PAUL COLLECTION



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AUCTIONEER'S NOTE The personal collection of the late Jim Paul, with additions. Numerous other items will be added to this sale so please visit www.paulauction.com for full photos and updates.

BEER SIGNS SCARCE and good 1870/1880 Gutsch Sheboygan paint on tin outside corner sign; John Walter Eau Claire Pre Pro oilette of a country club night scene; Impressive Miller High Life 32"x44" Pre Pro RPOG sign; Pabst 1892 "Munch'ner Kind'l" paper sign; Walter's Menasha Bock beer poster of girl w/goat in early bi-plane, very nice; 45" Miller Girl in moon tin sign, mint; Nice West Bend Lithia porc & neon sign; Walter Bros. Menasha Pre Pro Island Brewery print; 1940's Ever-Lite 26" neon Kingsbury Beer clock; Pabst Sheboygan Ginger Ale self framed tin sign; Pre Pro Walter's Menasha Gold Label beer "The Secret" paper sign; Pabst 1930's chip edge RPOG sign; 1930's Pabst TOC; Miller "Duck Hunter" self framed tin sign; Etc.

BEER TRAYS Trays include: Pre Pro Raddant Shawano, Port Washington Pre Pro Creole "Carnation", Calumet Chilton, Star Lomira, Old Time Wurzer Oshkosh, Miller oval girl in moon, Storck's Slinger, Jung Milw, Gettelman Hand, Plymouth, Kingsbury, Braumeister & others.

GLASSES Etched beer glasses include: J. Steger Mayville, Port Washington Premo, 4 different Walter Bros. Menasha brewery scenes; Waukesha Old Ale, Gettelman w/Greetings, Val Blatz, Pabst, Fred Miller, Shamrock Milw, etc; Etched shot glasses include: Zien Bros. Milw, Night Cap Whiskey, Eye opener, Kentucky Belle, Atlas Whiskey Milw, Wiener Milw, etc; WI beer glasses.

BOTTLES Clay beer bottles include: (2) Gunther & Berns qt Sheboygan, Liebscher & Berg, Schwalbach, Werrbach, Grisbaum & Kehren, etc; Bottles include: Niedermair Neosho, Goering Silver Creek, Schinz Milw, etc.

SODA Nice 1921 Coca Cola calendar, complete; 1921 Coke tray; 60" A&W porc full neon sign; 1930's Coca Cola wood case clock by Selecto Devises; Graf's soda lighted clock; Etc.

OTHER ADVERTISING NOS BF Goodrich dbl sided bracket sign in box; Unique "Ph. Best Brewing Co" carved meerschaum pipe with King Gambrinus; John Thielen, Oshkosh Whiskey Tin Sign; Humbolt Whiskey, St Paul MN lg. tin litho; Early 1900s Schmidt & Stork Wagon, West Bend, paper sign; Railway Exp porcelain sign; Early chip edge RPOG novelty store sign; Old Shay back bar statue; Repeal The 18th Amendment cast iron license plate topper; Eagle Lye, Milw tin litho grocery reminder, match holder and crumb set; Shell oil can merchandiser; Oak Grove enamel Whiskey bottle; Miller girl in moon pin back button w/figural celluloid hanger; Blatz ball tap knob; PBR ball tap knob; Leiney beer comb; Pabst mug; Coffee tins; Adv. church keys; Etc.

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TERMS Cash or checks. Out of state,
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Prohibition Labels - Revisited

Prohibition really happened: It's difficult to put a tight time-frame around Prohibition. Many states had intervals in their histories where alcoholic beverages were prohibited, some as early as the mid-1800s. In the early 1900s, under the leadership of Wayne Wheeler, the movement to prohibit the sale of alcoholic beverages gained serious momentum. Alabama, Georgia, and Mississippi voted to go dry by 1909, and by 1917 twenty-five states were dry. Several states began requiring alcohol content statements on labels as early as 1912, and 1% and 2% temperance beverages were being tried in some dry states.

By 1915-16 the alcohol content for "cereal beverages" as they were officially known, had shrunk to one-half of 1 percent by volume. In 1917, the final death blows were dealt to nation-wide sales of alcohol in what was soon to be known as National Prohibition.

The declaration of war with Germany and the final push for Prohibition came almost simultaneously. One of President Wilson's 1917 wartime measures was a food control bill; and the forces behind the dry movement were fighting vigorously to have the US bill include outlawing alcoholic beverages. The wets and dries had their own war over this provision. Due to the pressures of the real war, a compromise was quickly struck: to kill hard liquor but save beer and wine. The actual wording outlawed the hard stuff,

while beer and wine production was left to the discretion of the President.

This bill passed in September 1917. The dries, however, continued to campaign for total National Prohibition, and the president gave ground that December, when, as a wartime food conservation move, the alcoholic content of beer was limited to 2.75%w.

The Anti-Saloon League, however, was not about to settle for 2.75%w. They could smell victory. In December, 1917, the 18th Amendment outlawing the manufacture, sale, or transportation of all intoxicating liquor passed.

Ratification was completed in just over one year, and brewers were given one final year to use up existing inventories and shut down production.

By January 16, 1920 the fat lady sang!

The Volstead Act, which provided the enforcement measures to assure National Prohibition nailed down the maximum alcohol content of cereal beverages: one-half of 1 percent by volume.

During the early 1920s many avenues were tried to legalize higher alcohol beverages: health or medicinal tonics, etc. But the Anti-Saloon League clearly had the upper hand and methodically countered each attempt. **Reprinted from Bob's US Beer Labels books.**

Brand names are an important part of marketing strategy.

Ideally they help sell the product. In some cases, though, brand names echo the mood of the producer. Never has this been more clearly illustrated than branding at the onset of Prohibition.

How would you feel if, after spending years of carefully building a reputation for brewing good beer, some Carrie-Nation-type succeeded in legislating all brews to be no more than one-half of one percent alcohol?

Think about it: that's almost zero or "O" alcohol!

Understandably, brewers were not in a positive frame of mind: perhaps peeved like **Pevo**?

That general mood clearly explains the large number of near-beer brand names that referenced their alcohol content by including "O" at the end. With National Prohibition looming in 1917-18, and the industry scrambling to establish near-beer products, about one in every four new brand names ended in "O." Anheuser-Busch coined Bevo, Pabst Pablo, Schlitz Famo, Muehlebach Mulo and on and on.



It didn't take John Q. Public long to figure out how to adjust the alcohol content of their favorite beverages. Spiking near-beer with grain alcohol during the Roaring Twenties became

common practice. How about **Spike** for a suggestive label? I guess the gal in the bushes wants to party?

Prohibition Labels - Revisited

Other brand names reflecting the somber times were: Bone Dry (Houston Ice & Brewing Association); Te-To (Willow Springs Brewing Company); and NO-AL-KO (Fitzgers Brewing Company). Some brewers were even less restrained. How about **Dry-Cure** for a brand name reflective of the brewer's supposed general outlook! Walter Bros. of Menasha, WI came up with that beauty.



Occasionally brewers went out-of-bounce in an effort to hide the real alcohol content with names like **4%**, or even **4 1/2%**. But, of course, the fine print told the unpleasant truth – less than 1/2 %!



Not all brands reflected the industry's downtrodden mood. Some tried to project happy times – **Snappy** (Neef Brothers) and **Jiffy** (East St. Louis-New Athens Brewing Company) – but cereal beverage brand names projecting a happy face were few and far between.



Others choose to hit the temperance movement head-on with "sign of the times" names: **Temp Brew** (Leisy); **Tempo** (Schuster); **Tempura** (M. K. Goetz Brewing Co.); **Sobriety** (Duluth Brewing Co.); **Puritan** (KC Breweries Co.); **Pilgrim** (Highland Brewing Co.); **Quaker** (from the Temperance Beverage Company, no less); and so on.



This article can be found in Terminal 7 of Bob's web site.

Prohibition Labels - Revisited

Here's a mix of labels from Prohibition



Cataloging Early Labels

Government printing records and the Scott catalogs are a valuable resource for stamp historians and collectors. Unfortunately, comparable information is not as easy to come by for breweriana collectors. We are forced to rely on collections, articles, and collector books for historical information. That's why I stress the importance of cataloging new label finds.

Sometimes we have to settle for fragments of a label found on an early bottle. Of course everyone would prefer more complete examples. But for some labels this is the best we have at this time – and it's better than nothing. Thanks

to Michigan collector Ron Vantol for these additions to our database.

The labels pictured are still glued to bottles and a close-up photo of the labels would have sufficed for documenting these new finds. But Ron had access to a flatbed scanner and went one step farther to submit roll scans of the labels. The roll scan approximated the look of these labels in a flat position, offering a surer view of the information to be found on the edges.

Roll scanning is explained in Terminal 5 of my website. In practice it's a lot easier than it sounds.



Adrian, MI
Springbrook BC



Detroit, MI
C. Pfeiffer



Jackson, MI
C. Haehnle BC
Haehnle Bott. Co.



Wyandotte, MI
Marx BC



Chicago, IL
Garden City BC
1/2G: Fields Beverage Co.



Here's a nifty 1/2G Bohemian Castle private label by the Garden City Brewery bottled for Fields Beverage Company. Many thanks to Ray Capek for submitting this neat Chicago new find. While Ray didn't have a flatbed scanner he made sure we got the critical information on the edges by submitting three separate close-up photos of the label. This label must have been a short run as, so far, it's the only known survivor.

NABA Breweriana Detective

Beer Noisemakers: Some questions answered; some background known.



Once again, we have *The Rest of the Story* from Rich La Susa, but we'll let him tell you the tale. Do you have an idea for a future NABA Breweriana Detective article? Please contact Lee Chichester: falconer@suva.net.

Beer noisemakers: The ink was hardly dry on the Winter issue of your *Breweriana Collector* when I received information from readers about the Canadian Ace and Krueger noisemakers. We are thankful for their contributions. If I was handing out detective badges, Mark Benbow and Ken Ostrow would earn them.

First and foremost, I learned what the N.T.G. lettering on the pieces signified. Mark Benbow,

an historian and breweriana collector from Falls Church, VA, sent biographical information about the man directly connected to those initials, as well as a newspaper advertisement displaying their use.

He said N.T.G. stood for **Nils Theodore Granlund**, an impresario for nearly 35 years, starting in the 1920s. Granlund was so successful that he almost always was referred to by his initials. He produced

shows for radio, theaters (including the big Loewe's chain), and Broadway night spots such as the Frivolity Club and Silver Slipper, as well as lesser night clubs in other cities.

There were so many of these productions—some involving the same entertainers in many different venues—that one writer said that N.T.G. also stood for “National Traveling Group.”

The entertainment Granlund offered was described by one writer as “scantily-clad chorus girls, comedians, and

Breweriana Wanted

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



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To review: these Krueger “paddles” were among the noisemakers discussed in the Winter issue Detective column.

singers.” In his correspondence, Benbow included a copy of a 1936 Lima, Ohio, newspaper ad that said N.T.G. was the “King of Broadway night life” and “Broadway’s most colorful personality.” Grandlund’s name was not used, but it promoted his radio cabaret girl revue—*Broadway After Dark*—that was advertised on one of the Krueger pieces (above). Hailed as “the most amazing combination of beautiful girls and insane antics ever staged,” this not-to-be-missed show could be viewed at Lima’s Ohio Theater. I hope the show attracted big crowds: Why waste good hyperbole!

Granlund also had a connection to a legendary character—Texas Guinan—who, it turns out, was involved with a fourth beer-related noisemaker. The item is owned by collector Ken Ostrow of Newton, MA, and he showed it to me at the Blue/Gray show in Fredericksburg, VA this past February.

This version advertises

Schlitz beer and is a souvenir of the 1933 Chicago World’s Fair Exposition, also called, although inaccurately, the “Century of Progress.”

Ostrow’s noisemaker is the same size as the Canadian Ace and Krueger versions, but has different construction (and does not show a manufacturer). Instead of wood balls attached to the ends of

two thin strips of metal use to strike the wood body and make noise, it is a three-piece clapper, wood pieces held together by a rubber band.

The motif and type of entertainment being promoted on the Schlitz piece is similar to that of the N.T.G. promotions on the others. The front says “Schlitz in Brown Bottles” and “The Beer That Made Milwaukee Famous.” The reverse has black lettering on a red background that promotes *Texas Guinan and Her Gang*, a group of 40 showgirls who appeared aboard the Pirate Ship (formerly the Dance Ship) on the World’s Fair’s Midway. They were hired to compete with Sally Rand of controversial fan-dance fame, who performed her risqué gyrations before large audiences in the nearby “Streets of Paris” entertainment venue. To many, Rand was the highlight of the fair.

Mary Cecilia Guinan was an early 1900s Silent Film era actress, primarily known for

her “Wild West” interpretations of American characters. She adopted the moniker Texas and established her reputation during the Prohibition/Jazz Age.

According to his biographers, Granlund introduced Guinan (the infamous owner of six Prohibition-era speakeasies in New York in the 1920s) to mobster, Larry Fay. When one of Guinan’s speakeasies was closed by the feds or local police, she soon opened another. Among her establishments were the 300 Club and the wildly popular El Fey Club, that she opened with Fay in 1924. It was called “The Granddaddy of All Speakeasies.” Some might remember, from film representations of the 300 Club, that “Hello Sucker!” was Guinan’s familiar call to well-healed patrons.

The World’s Fair gig may have been her last major performance. She died a few months later, on November 5, 1933, thirty days before Prohibition was repealed.

Although the Fair was supposed to commemorate Chicago’s 100th birthday, the celebration was premature. The city was incorporated in 1837! Calling it the “Almost a Century of Progress” would have been awkward, though. The city had been hit hard by the Great Depression; an economic boost was needed. Chicago politicians and other sharpies gambled that a World’s Fair would add millions in the public coffers. It did. Millions also went into the pockets of powerful mobsters



Ken Ostrow’s Schlitz noisemaker, front at left, back at right.

that sold bootleg beer during Prohibition.

The pols, civic leaders and the mob guys also anticipated that, ahead of National Repeal, beer sales would be legal in Illinois. They were right: the Fair opened on May 27, and beer sales had been allowed in Illinois since April 7, when the federal ban, which had been in place since Jan. 16, 1920, was

eliminated by federal law. There was money to be made by everyone involved with beer.

Thousands of barrels of Schlitz were served in its fancy pavilion and at entertainment venues on the Midway. Other beer sponsors—most notably Pabst and Blatz—sold beer in their own pavilions, the Pabst Blue Ribbon Casino being one of the most elaborate. The

Manhattan brewery had a beer garden in the Oriental Village.

Although it was originally scheduled to run only from May to November of 1933, the Fair was so successful that it reopened in May, 1934. It was still three years shy of one hundred, but nobody in Chicago was counting!

Toledo Convention News/Updates

We have an exciting Convention shaping up for everyone, and we hope that you'll be able to come. Below are some of the items we know at this time are going to be a part of the Auction (Friday, August 1); and the bus tour (Wednesday, July 30) will take in some superlative private collections, and include a stop at the Famous Tony Packo's for lunch. Check out the ChapTaps column for a report on

how successful the Buckeye Chapter events are (especially walk-ins at their trade shows), and make your plans to come today!

Home Tours Scheduled:

Early Birds (Tuesday, 2 - 5 PM)

Jerry LaPlante
4272 Ann Rose Ct
Toledo, Ohio
419-729-4830

Wednesday Bus Tour:

Cam Kinkade
3215 River Rd.
Toledo, Ohio 43614
419-466-0283
camillusathome@aol.com

John Huff
7300 Crabb Rd
Temperance, MI 48182
734-847-3379
419-367-9713 (text)
Cadiac500@aol.com

AUCTION GEMS



Here's a brief sampling of items that will be presented at the 2014 NABA Convention in Toledo. Don't miss it!





Auction Hysteria

by ROBERT HAJICEK

Buyer beware again! The Acme lighted glass-neon sign in the last issue of Auction Hysteria, BC vol 165, is most likely a fake. For more information on some very good detective work, search the Rusty Bunch (Chapter of BCCA) website for comments by numerous collectors on how the sign could have been made using a real design from a tin sign.

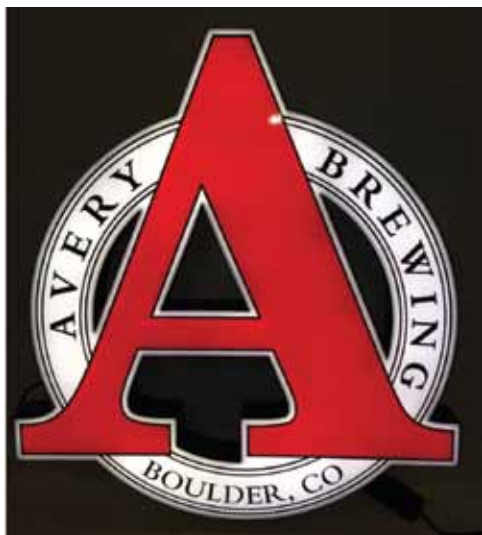
CRAFT/MICRO



13 Different Micro Coasters from various California Breweries/Brewpubs
Thirsty Bear Brewing Co., San Francisco, CA
Third Street Aleworks, Santa Rosa, CA - \$137



11 Different Micro Coasters from various California Breweries/Brewpubs - \$106



Above: Avery Lighted Sign, 18" tall
Avery Brewing Co., Boulder, CO - \$76



Above Center: 5 Micro Tap Handles Starr Hill Brewery, Charlottesville, VA - \$66

Above Right: Two Tap Handles from Devils Backbone Brewing Co., Roseland, VA - \$51

Right: Dark Lord Day T-Shirt, Large Size
Three Floyds Brewery, Munster, IN - \$35



Left: Long Trail Double Bag Tap Handle, Long Trail Brewing Co., Bridgewater Corners, VT - \$77



Above: Patrick Henry Mini-Bottle, 5" tall
Sole Proprietors, Peter Barth Co.,
Milwaukee, WI - \$326



Milwaukee-Budweiser Labels, pre-Pro
Fred Miller Brewing Co.,
Milwaukee, WI - \$620



Right: Hamm's Porcelain Sign
No neon tube, single sided, 48" x 36"
Theo. Hamm Brewing Co., St. Paul, MN -
\$3,600



Playmate Malt Liquor Zip-top Can
Sunshine Brewing Co.,
Reading, PA - \$1,068



Above: Ruff's Noxall Label, pre-Pro.
Ruff Brewing Co., Quincy, IL - \$511



Manz Neon-ROG
Lighted Sign
20" x 9" x 5-1/2"
Philadelphia Brewing Co.,
Philadelphia, PA - \$620



Right: Crest Pale Label: Bottled Exclusively for
John Holzweg, Venice, IL, By Springfield Brewing
Co., Springfield, IL - \$356



Carling's
Black Label
Tap Knob, Brewing Corp. of America,
Cleveland, OH - \$345



Faust Flat-top Can
Anheuser-Busch Inc.,
St. Louis, MO - \$4,000



Black Forest Cone-top Can
The Cleveland Home Brewing
Co., Cleveland, OH - \$999



Dawson's Diamond Ale
Porcelain Tray, 12" diameter
Dawson & Son, New Bedford, MA - \$676



Blatz Porcelain Sign
No neon tube, single sided, 48" x 26"
Blatz Brewing Co., Milwaukee, WI - \$1,925



Budweiser-Fort Worth Lager Label, pre-Pro,
Texas Brewing Co., Fort Worth, TX - \$430



Left: Hamm's Salt Shaker, Old Style – Miller's
Marnach Beverage Co., Caledonia, MN - \$231



Above: Leisy's Beer ROG, 12" x 6"
The Leisy Brewing Co., Cleveland, OH - \$255



Right: Red Top Porcelain Sign, Two sided, 47" x 70"
Red Top Brewing Co., Cincinnati, OH - \$1,713

HOPPY TRAILS

California Dreamin' Becomes a Reality

by Rich La Susa

The easiest part of a craft-brewery tour is drinking beer. The most difficult, but absolutely essential (if it is to be successful) is planning.

The logistics for this tour was daunting, because it covered parts of five large southern California counties, including Los Angeles and its 12 million residents. Tours are supposed to be fun, not torture. Minimizing unnecessary driving is important.

Los Angeles may own the title of movie and glamour capital of the world, but its fledgling craft-brewing community lacks the magnetic appeal of other areas of the state, (most notably San Diego, the Central Coast, and Bay Area). LA has yet to establish a solid craft-brewing tradition and lacks breweries with national stature, along the lines of Stone, Ballast Point, and Green Flash to the south; and Sierra Nevada and Lagunitas to the north. LA brewers believe, however, that their day is on the sunny horizon.

I had been avoiding the LA area's 35 breweries, primarily, because of its huge population and heavy traffic. On March 26, however, I headed west with long-time traveling companions Ron Jones and Bob Campbell. In five days we visited 55 breweries, mostly in Los Angeles, Riverside, and San Bernardino counties. We hit only three in Orange County and one in northern San Diego County, deciding that San Diego alone would have required an extra week!

Forty five visits were first-timers for me—our tour logged more firsts for Ron and Bob. Twelve were brewpubs, 33 were breweries with tasting rooms. Many of the latter are closed on Mondays and Tuesdays; some don't open until 3 or 4 PM, but have earlier weekend hours. Few breweries we visited emphasized the high-hopped, palate-scorching San Diego IPA style.

Brew Rebellion (Yucaipa), a small brewery/tasting room, was our first stop, though we knew it wouldn't be open on Wednesdays (we sometimes risk a stop on the chance that someone will be there). The brewer we found, however, was busy brewing and he chased us out. So we began our trek toward LA, stopping at breweries along the way.

Many production breweries with tasting rooms have an industrial feel, and for good reason—they are repurposed factories or warehouses. Selling beer, not ambiance or food, is their primary objective. The Los Angeles area has many of these.

Two of the largest and most popular are Angel City Brewing Co., in a renovated Arts District factory that once produced steel cable used for building bridges, including that for the Golden Gate in San Francisco. Golden Road Brewing Co. is in a wildly colorful block-long warehouse. Both brew fine beers and were packed with customers.

It helps when breweries are bunched: There are seven in

Temecula (southwestern Riverside County) and five in Torrance (South Bay area—southern LA County); four others are nearby, in the Long Beach/Lakewood area. These are the growing centers of craft brewing in the region, and weekend crowds attest to their popularity.

During our return trip on Sunday, we visited breweries that had been closed on Wednesday: La Quinta Brewing Co. (Palm Desert), Coachella Valley Brewing Co. (Thousand Palms), Ritual Brewing Co. and Wild Donkey (both in Redlands), and Brew Rebellion again—this time we were graciously welcomed, and given free 22-ounce bombers of beer to take home. The brewery scene in Riverside and San Bernardino counties is improving.

There isn't sufficient space for a brewery-by-brewery, beer-by-beer accounting, so I'll hit the highlights.



Church pews are part of the décor at the Absolution Brewing Co. in Torrance, CA

Mixing beer and theology:

Theological themes seem to be the latest craze in SoCal. Pews, faux stained glass windows, and other religious accoutrement are part of the décor in Absolution Brewing Co. (Torrance), Congregation Ale House (Azusa), Sanctum Brewing Co. (Pomona), and Monkish Brewing Co. (Torrance). Monkish is owned by a husband and wife that once studied to be ministers.

Absolution's motto is "Pure Pleasure No Guilt" and its "Heavenly Nectars on Tap" include Sinner Stout, Cardinal Sin Crimson IPA, Purgatory Hefeweizen, and my favorite: Fallen Angel IPA. According to the brewery's webpage, Absolution "means freedom" and the nail, piercing that word in its graphics, "represents unity and hard work."

Although monks have done it for centuries, mixing religion and beer may be considered controversial by some. But co-owner Steve Ferguson said he hasn't received any negative feedback. He suggested that I talk to a guy working at the mash tun. I did, and learned that he was an Episcopalian priest on a sabbatical. He said theology related names and imagery didn't offend him.

Patriotism and beer:

Sons of Liberty Ale House (Norco) and Legacy Brewing Co. (Oceanside) feature military/patriotic themes. Sons of Liberty's employees are former military; Legacy is located near the huge Camp Pendleton Marine base. While enjoying their excellent brews, I received a brief lesson in the Navajo language by a member of that Native American community. He deemed my pronunciations acceptable, a testimony either to his teaching skills or the Rye IPA we were drinking. Kinetic Brewing Co. (Lancaster, near Edwards Air Force Base) dis-

plays replicas of art that decorated the noses of US planes during World War II.

A personal milestone:

A guy sitting near my impromptu linguistics class at Sons overheard me talking—in English, not Navajo—about an elusive brewery. He called me to his table, said he was a former employee of that brewery and told me how to get in. Bayhawk Ales (Irvine) is nearly impossible to find and has no public hours. Visits are by invite only.

His advice worked; my mission was accomplished. The visit was even more memorable because *Bayhawk was the 1,400th different brewery I have visited*. A big thanks to Brewer Jeremy Mayo for his generous hospitality and fine beers!



La Susa celebrates the 1,400th brewery he had visited with the Brewmaster, Jeremy Mayo

No tour review would be complete without listing some favorites, with tidbits.

Tasting Rooms

1. Timeless Pints Brewing Co. (Lakewood): The selection of ales is excellent—especially The Expeditious Guest IPA and The Bear Reader Oatmeal Stout. Merri Sparacio,

who owns the brewery with her husband Chris, wins our "Nicest, Most Friendly Brewery Proprietor" award. To signal last call, Merri pulls a long rope which rings a large bell mounted high on a wall behind the bar.

2. Pacific Plate Brewing Co. (Monrovia): It has a one-barrel system, making it the smallest brewery in southern California. Co-owner Jonathan Parada's Widowmaker IPA and Horchata Stout were superb, as was the story about his family's brewery in Latin America. The passion Parada and his two partners have for the craft is amazing.
3. Black Market Brewing Co. (Temecula): Great beers across the board. Good service!
4. La Verne Brewing Co. (La Verne): This auto racing-oriented brewery gets high marks for hospitality, as well as its Lordsburg Double IPA and Old Flathead Stout.
5. I & I Brewing Co. (Chino): Co-owner/brewer Chuck Foster let us in, even though it was nearing closing time. He graciously served us beer and entertaining stories.

Brewpubs

• Wick's Brewing Co. (Riverside): a large restaurant in a new business park, had the best combination of beer, food, and hospitality. And Jimi Sepulveda was a great host!

• Kinetic was well worth the long drive to north Los Angeles County.

• Red Car Brewery & Restaurant (Torrance) has it all.



Merri Sparacio, co-owner of the Timeless Pints Brewing Co. in Lakewood, CA, gets ready to ring a bell signaling last call

Oddities and Observations



The tables and bar in the Ritual Brewing Co., Redlands, CA, are made from lanes from a bowling alley

- The really long tables and bar in the Ritual Brewing Co. tasting room once were lanes in a bowling alley in Omaha, NE. We declared a beer frame and drank Hop-O-Matic IPA and Imperial Oatmeal Stout. Used barrel staves were repurposed as taster-glass holders.
- We rarely have an opportunity to attend a brewery debut. King Harbor Brewing Co. (Redondo Beach) was holding its grand opening when we visited on March 29.
- Twelve vintage wooden beer barrels with spigots, branded with brewery names, form a backdrop behind a bar in the Sundowner Brewery (Westlake Village).
- Smog City Brewing Co. (Torrance) has a whopping 14 beers on tap, all house brewed. The Hoptonic and Amarillo Gorilla IPAs, and Chip Shot Porter were excellent.
- El Segundo Brewing Co. (El Segundo) has six beers on tap; four are IPAs!
- Belgian-style ales are gaining popularity in the US, and SoCal is no exception. The best were brewed at Refuge Brewing Co. (Temecula), Monkish, and Coachella Valley. Drinking Belgian and other high-alcohol ales requires some discipline, and so does following a brewery tour plan.

A follow-up tour: During the two weeks following our California tour, I did a mini-tour of the newest breweries in Arizona—mostly in the Phoenix and Tucson areas—with my wife, Judy, and Marcia Butterbaugh. Then we hit all the breweries in the Las Vegas area. The only new one (for me) in Las Vegas was Banger Brewing Co., a brewery/tasting room on Fremont Street downtown. It brews wonderful beers, including Hop Bang Boom IPA, my favorite. It also has a super-friendly staff. Joining us was a cast of craft-beer-appreciative characters: Beer Dave Gausepohl, Greg Lenaghan, Jim Wolf, Al Aprea, Marcia Butterbaugh, Dan and Linda Forbes, and Steen Borap-Nielsen. No other details will be provided: What happens in Vegas...

Members-Only Breweriana Collector Collector's Special Set of 50 Issues

Only 2 sets available:
Bundle of 50 select past issues of
NABA's *Breweriana Collector*

\$75 ppd

gbaley@comcast.net

Includes:

1996 #93: *Breweries of Kenosha*
1998 #102: *Beer keg revenue stamps*
2001 #114: *Fesenbeier of WV*
2004 #125: *Schlitz Horse Drawn Wagon*
And 46 more, up to 2010 #152 inclusive
(*Gierow & Hock Brewery*)

Membership Payment Due?

Remember, you can attend the full
Toledo Convention only as a
paid-in-full member!

Check the back cover label of this issue
to see when YOUR
membership expires.

If yours says:

EXPIRES MAY 2014

you need to renew to get the full
benefits of membership with NABA
Go to: nababrew.com for fast and easy renewal

More on Golden Novelty Company Clocks

by Dave Launt

Why is it that one can look and look for these clocks for 15-20 years, and find only one person who had even *SEEN* a Golden Novelty Company (Chicago) clock; then have a smidgen of an article published in the NABA *Breweriana Collector*, and discover several more all in one whack?

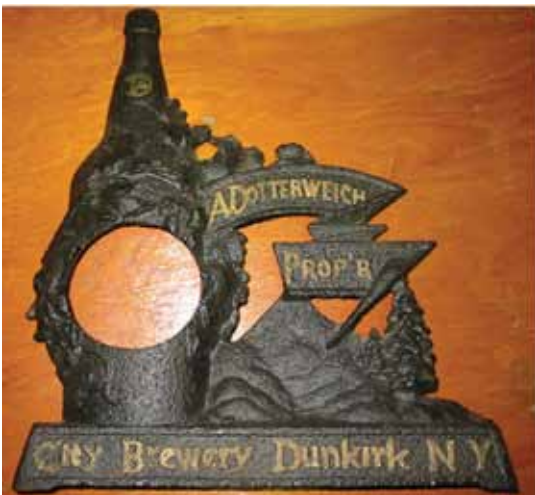
Well, that is what has happened, and here is one enlightening response to the mini-article published in *BC V. 165*, Spring 2014 (p. 29) in which I stated: "My hope is that other collectors will come forward

and show us a glimpse of other statues (clocks) from Golden Novelty."

Up steps Joe Gula, who included photos of three additional Golden Novelty Co. clocks advertising breweries. His own piece, the A. Dotterweich City Brewery Clock (Dunkirk, NY), he described as a "dug piece" that he restored. Part of that restoration process was to purchase a different Golden Novelty clock from a grocery store, to take out and use the clock mechanism itself.

The additional two clock

images were sent to Joe from a Michigan collector and NABA member from whom he received advice on the restoration of his Dotterweich City clock. Ain't NABA grand?



Above: Golden Novelty Co. clock advertising Foerster Brewing Co.

Below: Golden Novelty Co. clock advertising Jefferson Brewing & Malting Co.



Clock ad says CADWK (?) & SONS above, and Philadelphia below.



article, the body of the Milne/Muskegon Brewing Co. clock includes elements of both the Jefferson clock body at right, and that of the non-brewery clock pictured front & back here.

Above: Joe Gula's Dotterweich City clock, before and after restoration. Left: The Golden Novelty non-brewery advertising clock from which Joe got the clockworks for his Dotterweich. For comparison, check out the Jefferson Brewing & Malting Co. clock (Right) submitted by Joe's collector friend from Michigan. In Dave's Spring issue



Let's ALL Have Another Round . . . of Tavern Tales!

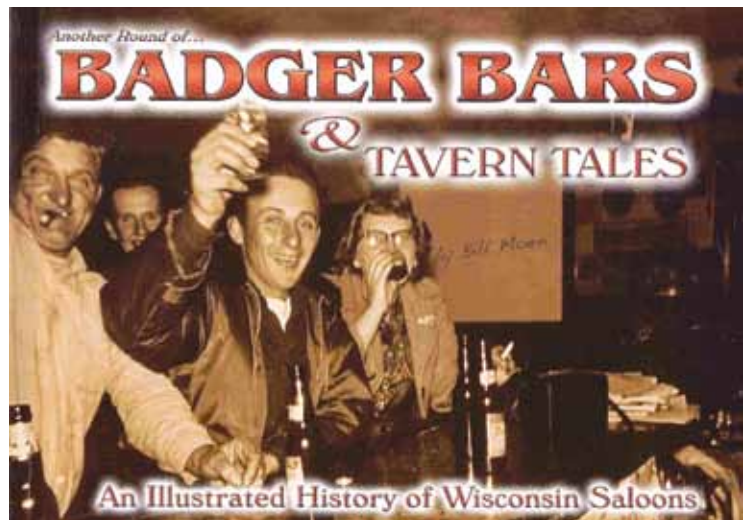
Another Round of....Badger Bars & Tavern Tales (An Illustrated History of WI Saloons) By Bill Moen

Reviewed by George Baley

Ok, if you happened to miss NABA member Bill Moen's first book back in 2003, *Badger Bars & Tavern Tales*, you will **not** want to overlook this one for great reading. The cover image, frankly, says it all. But crack the cover and so much more is revealed.

The introduction to the book says "One of the perfect pleasures of life is stopping at a quiet place for a glass of beer. One of the few things better is stopping for two beers." This is the way I felt reading Bill's second book. The first was nice and the second: even better.

What I found particularly interesting about the book is the abundance of great pictures of bar scenes around Wisconsin. Text-wise, it's what might be called 'easy reading.' By that I mean you can pick it up, visit a topic or two and come back to it later to read on and never miss a beat.



The tales include both personal stories gleaned from Wisconsin friends, as well as other tales harvested from various newspapers throughout Wisconsin. Owning an early 1900s Brunswick bar myself, I was particularly interested in searching for pictures that referenced mine.

One must wonder if, with the decrease in old time taverns around the country, microbreweries and brew

APPLICATION FOR MEMBERSHIP

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

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

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

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

email address _____ Sponsor _____

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

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

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

Specific breweries, brands, cities _____

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

pubs will become the focus of future books about gatherings, storytelling, and camaraderie once found in the bars and taverns of yore.

Great bar scenes interspersed with beer advertising are never boring. These and the tales told make this a must-have in your library. This B&W 174 page soft bound book is priced at \$20.86 (an odd price) and can be ordered from NABA author Bill Moen.

New Members

Raymond Barber (Jane)
1614 Townhall Road West
Erie, PA 16509
814-868-3942
rbarber@velocity.net
Erie, PA Breweriana

James L Brooks (Judy)
562 Linderman Ave Ext
Kingston, NY 12401-8602
845-338-0114
haroldlinderman@yahoo.com
Foam Scrapers-Glasses-Miscellaneous (Hotel Ad Glass Drink Stirrers)
-Tokens-Tip Trays-Trays

Paul Faber (Christine)
501 N Gilmore Rd
Mt Pleasant, MI 48858
989-644-302
pfaber2@yahoo.com

Donald Hardy (Celeste)
140 Washington Court
Westmont, IL 60559
630-963-0096
d.hardy@comcast.net
Meister Brau / Peter Hand / Chicago

Dave Horrigan
1913 Houseman Ave NE
Grand Rapids, MI 49505
616-550-2886
Budweiser

Paul Smoke (Kathy)
5423 Sutton Road
Britton, MI 49229
pjsmoke@mac.com

Members

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

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

May 2014

your membership has expired.

You will not be eligible to register for the upcoming Convention without a current, paid-in-full membership.

Don't miss out on any of the benefits of membership in NABA!

To renew, visit our website or see p. 36 for contact info (membership form).

♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦

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

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

ROUND BUTTON SIGNS

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

WANTED: LATROBE, PA Breweriana. Serious collector seeking items from Loy-alhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Call Jim Mckinak, 724-539-7944, or email at 10ea-syst@comcast.net. V166

WANTED: FACTORY SCENE LITHOS & TRAYS. Will buy or trade for better quality factory scenes. Looking for great graphics and top condition. Call Keith Belcher at 703-625-5837 or email kbelcher@cox.net. Premium prices for the right piece! V169

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

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

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

WANTED: GILLCO CAB LIGHTS. Will buy or trade for cab lights and other Gillco lighted signs. Call Keith Belcher at 703-625-5837 or email kbelcher@cox.net. Premium prices for the right piece! V169

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

Officially Recognized NABA Chapters

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

Buckeye (NW OH, SE MI)

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

Capital City Chapter

(Washington DC, MD, No. VA)

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

Chicagoland Breweriana Society

(Chicagoland)

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

Craft Brewery Collectibles Chapter

(At Large)

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

Gambrinus Chapter (Columbus, OH)

Contact: Doug Blegan;
dblegan@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

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

Goebel Gang (South Bend, IN)

Contact: Sandy Wacunas;
sandy7up@sbcglobal.net

Great White North Brewerianists (Canada)

Contact: Phil Mandzuk,
philman@mts.net

Hoosier Chapter (IN)

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

Just For Openers (Earth)

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

Miami Valley Chapter (Dayton, OH)

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

Michigan's Dog-Gone Good Chapter

(Frankenmuth, MI & Detroit area)

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

Monarch Chapter (Chicagoland, Northern IL)

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

North Star Chapter (MN, WI, Midwest)

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

Packer Chapter

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

Contact: Daniel Hable; 1311 Bedford Ln,
Appleton, WI 54915; dwhable@yahoo.com.

Patrick Henry Chapter (Kalamazoo, MI)

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

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

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

Queen City Chapter

(Cincinnati, So. OH, No. KY)

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

Reisch Brew Crew (Central IL)

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

Schultz & Dooley Chapter (New York State)

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



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

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

Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

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

PAYMENT

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

DEADLINES

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

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

Events of Interest

NABA Chapter Events

Cloquet Northeast

Saloon Show

July 11 - 12

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

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

Des Moines MEGA SHOW

July 27

North Star Chapt.
Prairie Meadows Racetrack

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

August 9 North Star Chapt. **A Day At Leinie's**

Leinenkugel Brewing
Chippewa Falls, MN

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

Miami Valley Chapter

40th OH Mini- CANvention July 11 - 12

Dayton, OH
Rick Ordeman
rdordeman@gmail.com
937-558-6993

Aug. 1-2 Osage Beach ExtravaCANza

Gateway Chapt.
Inn at Grand Glaize
Osage Beach, MO

Kevin Kious • 618-346-2634
whoisthealeman@aol.com

Monarch Chapter Breweriana Show Sept. 21

Location: TBA

abormann6735@wowway.com
Alan Borman

NABA - 2014 Convention #43

July 29 - Aug. 2

Toledo, OH

Grand Plaza Hotel

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

ABA - 2014 XXXIII Convention

June 10 - 15

Dubuque, IA

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

Nov. 30 Queen City Breweriana Show

Christian Moerlein
Brewery
Cincinnati, OH
Dave Gausepohl
beerdave@fuse.net
859-750-4795

ECBA - 2014 42nd Convention

July 16 - 19

Sheraton Four-Points Hotel
Mars, PA

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

BCCA - 2014 CANVention 44 Aug. 28 - 30

Dallas-Ft. Worth Airport Hyatt

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

Please add your events to the new NABA Website Calendar

nababrew.com> Events

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

Send to:
dharman@4harman.com

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



www.nababrew.com

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

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



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

BEER & BREWERY COLLECTIBLES

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

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