



The **BREWERIANA** COLLECTOR

*A publication of the
National Association
Breweriana Advertising
"America's Oldest National Breweriana Journal"*

Volume 154

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SUMMER 2011

*Broadway/Stein
Breweries Pt. 2*

*Countdown To
BAY CITY*

*MI Brewing History
(That was Then,
This is Now)*

*Membership Survey:
NABA Convention*



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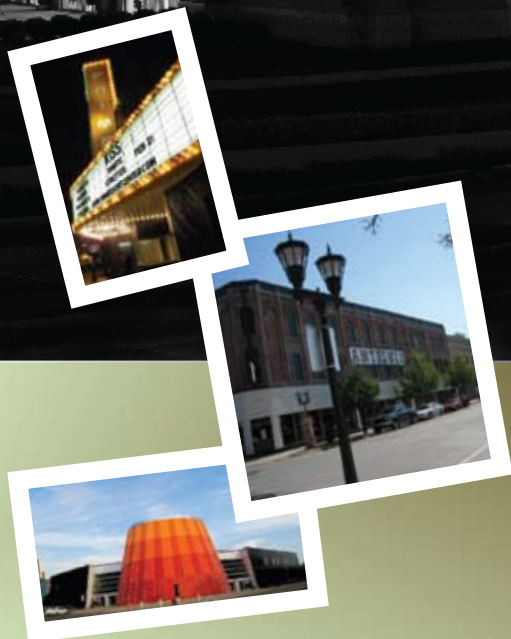
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The **BREWERIANA** **COLLECTOR**

SUMMER 2011

#154

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COVER:

Front: Very rare tray from the collection of James L. Kaiser. It displays two styles, Porter and Augustiner, not commonly seen in Ekhardt & Becker advertising before or after Prohibition. The brewery came into existence in 1891; the bottle depicted has a foil seal.

Back: 1930s Celluoid-Over-Tin-Over-Cardboard sign from Geyer Bros. Brewing in Frankenmuth Michigan. (*special thanks to Mark Brooks for the back cover photo*)

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Greetings to All:

No surprise to anyone....the 40th annual NABA Convention in Bay City, Michigan is just around the corner. If you have not registered yet, a form is in the last issue of the *BC*, or you can get one online at the website. Just visit nababrew.com, go to the Convention tab and click on Registration form. Easy as pie!

The recent Convention Survey was a resounding success. Well over 200 members participated with many providing extra feedback in the comments section. Your involvement will help make future Conventions even better. The results will be shared in this and future *BCs*.

It is now June and our previous membership year has just expired as of May 31st. If you have not renewed, now is the time to do so. Family memberships are now available for only \$5. If you have not renewed by June 15th you will receive a reminder in the mail. Those not renewing by August 15th, however, will be dropped from the mailing list for future *BCs*.

The full membership roster is now available on the website in a phone book style format. We are working on a design that will permit detailed sorting of information. The Username is *access* and the Password is *naba148*. We are looking into unique personal usernames and passwords for the future.

Check out Greg Lenaghan's new Chapter Liaison column, *ChapTaps*, in this issue. We have added a Email Blast for upcoming shows for those with listed email addresses. Speaking of addresses, about 175 total email addresses "bounced" during the recent Convention Survey. A "bounce" means a defunct email. Check this issue (P. 19) to see if your name appears as one of those current members whose emails need revitalization. You can email Kent Newton and he will update your record.

We are still looking for a Webmaster to help bring new ideas to the website. Why not give it a try?

By now, I imagine many members have learned of the passing of Bob Jaeger, our Executive Secretary Emeritus. Bob spent more than 18 years (1983-2000) serving NABA and was often responsible for much of the planning for various Conventions. He also played an important role over the years in the coordination and handling of the quarterly *BC*. He will be missed.

Respectfully,
George Baley
gbaley@comcast.net

ChapTaps

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

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



In this column I plan to use excerpts from NABA Chapter newsletters and chapter contacts to share what's happening in the chapters. So it will be important for you to make sure I'm on your newsletter mailing list. Let's begin by highlighting our At-Large Chapter (Craft Brewery Collectibles).

Greg Lenaghan

Tidbits on Craft Breweries **by Dale Miller, President of the Craft Brewery Collectibles Chapter**

The suspense is over! Since John Harvard's announced the sale of its Brewpub in Manchester, CT, folks in CT have been speculating about and impatiently awaiting the new image of a favorite location. A beer-loving businessman with Irish heritage purchased the business and apparently plans to keep the facility independent. He has retained the key staff and has made some changes in the menu. Frank Fermino (who stays on as brewmaster) plans to continue his practice of changing up the beers, giving the customers their favorite

tastes. The English-style pub "look" will give way to a more tavern-like appearance, and the beer fare will most likely highlight more Irish Stouts and Reds as well as some of the English styles previous-

ly featured. A private dining room will be included in the new look. And *Oh Yes!* For the collector – possibly some mugs and T-shirts as well as logo glasses and growlers. I even heard mention of coasters in the future!

It seems even craft breweries get "big guy" syndrome: recently Gordon Biersch forced Oscar Blues to change the name of Gordon (their red brew named for Gordon Knight) to G!Knight. Really? And then there is Boston Beer Corp. challenging the glass shape used by SanTan Brewing Co. in Chandler, AZ: the small brewpub had a local importer acquire a heavy-base Pilsner glass from Chiana. Samuel Adams says the glass is too similar to their lager glass. The little guy will probably lose and the lawyers will win!



On the same theme, Bell's Brewery of Kalamazoo, MI issued a cease-and-desist to Northern Brewer Home Brew Supply. It seems Bell's feels the name, Three Hearted Ale Extract too closely resembles their Two Hearted Ale brand name.

Chicago beer lovers and craft collectors will be saddened to hear that Anheuser-Busch has taken over controlling interest in Goose Island Brewing Co. Now we have Bud Goose to go with Bud Hook. What's next?

Many of my craft collecting friends write to the breweries and send SASE for their request of coasters or whatnot, and money to compensate the time and effort of the owner, brewer, or helper who responds. There are mixed reactions from the businesses: some are cooperative, some condescending, and some rude. Despite some company's ads on their websites offering collectibles, comments include such tidbits as "Don't waste our time!" I heard from one collector that a brewery representative informed him that envelopes are thrown in the trash without being opened. Let's remember folks, these people are in the busi-

ness of making beer, not collectibles. While some may understand the collecting mentality, many do not. If we approach the game with some understanding of their needs and some appreciation of their products, we stand a better chance of coming away with collectibles and good feelings – not to mention happy taste buds.

Note: anyone wanting to join our At-Large Chapter (\$5 per year) should contact Dale Miller, 72 Lakeside Drive, Plymouth, CT 06782-2506 (coasting72@sbcglobal.net). George Miller (Dale's husband) puts out a great newsletter four times a year.

Packer Chapter – TAT Update from Dan Hable

The 31st Titledown Trade-A-Thon was held in Green Bay, WI on April 15-16. This was the third year it had been held in the KI Convention Center and Hotel Sierra. This venue has worked out so well that it was chosen to host the 2013 NABA Convention. As always the turnout was great, despite the cold April WI rain.

The breweriana available was great, the beer was cold, the hotel rooms were suites, and the hospitality rooms were open late – just as in past years. The 2-day trade floor was filled with collectors as the entire 165 tables sold out quickly; so quickly in fact, that next year there will be even more tables available. Over 130 collectors registered and there were an additional 130+ walk-ins.



Kent Newton (right) with Lowell Peterson

Among those attending were NABA President George Baley and Vice President Kent Newton. BCCA President Pete Cornils, past-President John Fatura, and board member Doug Groth also made the trip.

The show has what many consider to be the best raffle in the hobby. NABA members did well this year taking home the top 2 prizes. Jon Huntington won a week at the Kona Reef Condo Resort in Hawaii; and Rob Smits took the Landmark Resort, Door County WI package. Many others left with a neon sign, beer can, gift certificate, booze basket, or one of the many other prizes.

As is the custom, there was a nice variety of local micro beer (and micro root beer) available both on the trade floor and in the hospitality rooms. The host chapters would like to thank the following for their continued support of the show: Rolands Calumet Brew. Co., Hinterland Brew. Co., Legends Brewery and Eatery, Stone Cellar Brew. Co., Kona Brew. Co., Titledown Brew. Co., Coach's Corner Sports Bar, and the Hotel Sierra.

Note: I've attended this show 4 of the last five years and it is a tremendous show. It offers great breweriana, great people, and the best raffle anywhere.

Queen City Chapter Luck O'the Irish #35 by Beer Dave Gausepohl

Over the St. Patrick's Day weekend 200+ collectors gathered in Northern Kentucky to celebrate the Queen City Chapter's 35th Annual celebration of the hobby. Each year this event is held at the Holiday Inn just off of I-275 in Erlanger, Kentucky. The Luck O'the Irish always brings out a great array of collectibles discovered over the long, cold winter. Spring popped out on March 16th and stayed until the show came to a close Sunday morning.

Not only were 15 states represented, but this year we even had 3 countries represented. The collectors from abroad included Tom Hoffman from Canada, Steen Borup



Walk-ins enjoy the 175 tables at Luck O'the Irish Show Nielson from Denmark, and a surprise visit from Herb & Helen Haydock all the way from Costa Rica. To keep the international theme flowing, a visit Saturday night to The Hofbräuhaus was just what the Brewmaster ordered.

As always, the collecting activity began on Thursday with a flurry of Room-to-Room action. A hospitality room, hosted among the two floors utilized within the hotel, opened Thursday night. Friday the Room-to-Room continued. A side visit this year included a trip to the new Great Crescent Brewery in Aurora, Indiana. Friday night festivities included the Famous Raffle along with snacks and a great selection of regional beers.

Prior to the excitement of the Friday night raffle, the competitive battles in the "Cornhole" tournament began. This glorified game of bean-bag-toss is a great way to witness whose athletic skills improve with a dose of "Liquid Courage." This year was extra special because Rife Denlinger did NOT win!

Another wonderful surprise this year was a rare appearance from Mary White. Many collectors have not seen Mary in a few years. It was a real treat to get to visit with someone who has been such a force to collecting in this region.

As in past years, Saturday morning got rolling early. This year we had over 175 tables reserved. Lots of walk-ins came out of the woodwork, and the room was abuzz with

lots of collecting activity. Many new treasures were added to collections. Each year unique and historic breweriana makes an appearance at this ever-growing show.

See you next year on March 15th – 17th, 2012. Contact Beer Dave Gausepohl beer-dave@fuse.net 859-750-4795 or visit www.queencitychapter.com for more details.

North Star Chapter's Springfest Remains Strong

by Brent Kastler (North Star Chapter)

The North Star Chapter's "Springfest" Show held on March 12 sent a signal to many that there is still a strong interest in collecting breweriana. Despite some rough weather in outstate Minnesota, with blowing snow and such, the event was well-attended. General admission walk-through attendance exceeded 230, much to the delight of those who had purchased tables.

I keep reminding our members that this show is gaining popularity, and apparently quite a few are becoming more aware and getting their table reservations in earlier than in years past. Tables sold out quickly and there was a lengthy waiting list. Reminder: Do not procrastinate next year.

The show was again filled with energy – a lot of deals were made throughout the day. I even noticed some very nice items being brought in for appraisal and sale. Some unique items ended up in a new home as a result.

The successful walk-through attendance tells me that advertising and promotion works. I know that Dave Wendl had been handing out show flyers for this event since last October. We also have an extensive mailing list, including antique shops and local liquor outlets, for them to post our notices. We have to believe these work – in addition to our ads in area papers.

As in past years, the show culminated with a nice raffle of prizes. The club makes an effort to secure quality prizes for this show and Guzzle 'n Twirl – the proceeds help

out with running the club. I did notice that the Heineken neon sign was won by a person who was not a member of the NSC. This is the kind of stuff that keeps people coming back. Maybe they will eventually become members of the club.

We are also very pleased to have such a great arrangement with the Everett McClay VFW staff. It makes it much easier for the club to have a location that is already outfitted with tables and chairs for our show. On top of that, food and beverages are also available for purchase at a reasonable price.

Note: North Star Chapter shows are all very well attended. Their largest show is Guzzle 'N Twirl in October, with 550 – 600 walk ins (see the ad below). So both fall and spring are good times to visit the Twin City area. You know you could send the family to the Mall of America while you are at show (hint, hint).



Noel Boelter hopes that Bob Jackson will find an old paper artifact he can't live without.

In Memoriam

Robert "Bob" Earl Jaeger

died March 26, 2011. Along with being a major player in the early days of NABA,

Bob was a photo lithographer in the graphic arts industry. In addition to serving as executive secretary of NABA,

Bob was also one of the founders of the Milwaukee Antique Bottle Club, and a member of the Museum of Beer and Brewing. He was also involved with the Boy Scouts for 25+ years. "He was a friend to me, to NABA, to Breweriana collectors everywhere," said Jim Kaiser.

"He nurtured the *Breweriana Collector* from its early years, and was the Chairman of many successful Annual Conventions for the association." Bob and his wife, Marion, have lived in Oconomowoc, WI for many years.

"We thank you for your friendship and your contribution of time and talent," said Kaiser. "God bless you."

GUZZLE 'N TWIRL 38



**The LARGEST SHOW in the upper midwest
hosted by the North Star Chapter**

**Sat., October 8th
9 a.m. to 3 p.m.**

**Aldrich Arena
1850 White Bear Ave.
Maplewood, Minnesota**



Admission:

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

\$4.00 Admission Fee

Guzzle 'n Twirl begins Friday afternoon at the Holiday Inn - Maplewood. \$6.00 registration fee at the motel includes room to room trading, snacks, beverage and prepaid admission to the show. The show starts Saturday morning at Aldrich Arena with 300+ tables of beer collectibles.

Reserve Your Lodging NOW!

Call the Holiday Inn - Maplewood at 1-651-731-2220 ext. 0 and mention the show to receive the \$79 rate for a double queen or single king. Call BEFORE OCTOBER 1st to guarantee rates and availability!

**For information or table reservations, call Dave Wendl at 651-731-9573
or email Brent Kastler at brent@kastlerart.com**

BAY CITY, MI 2011: Aug. 2 - 7

Countdown to NABA's 40th Convention!

In just a few short weeks, NABA will begin its 40th Annual Convention with a return trip to Bay City, Michigan. The Michigan crew has been hard at work putting the finishing touches on the Convention agenda and is hoping that you will find the time and the gas money to make the trip to Michigan's own City by the Bay. In the last couple of issues, we have used this space to entice you to make the trip. So this time, we'll just give you a quick recap of what you can expect to see and do if you make the trip.

First, if you plan an early arrival and can be there on Tuesday, you will be able to take advantage of the home tours. Although the list of possible sites is not fixed as of this writing, the Kolb collection at the home of Dan and Becky McShane is a certainty. If you didn't get to see this at the last convention in Bay City, be sure to take advantage of this great collection with a family twist – Becky is a descendant of the Kolb family that started the brewery.



On Wednesday, you will have the opportunity to have the beer doubleheader: the microbrewery tour followed by the Brewmaster's dinner. The bus tour will make stops at Bay City's Tri-City Brewing, Mountain Station in Mount Pleasant (located in a dandy old train depot) and a new enterprise in Midland, the Midland Brewing Company. The Brewmaster's dinner, which has become quite a hit since being introduced half a dozen years ago, should be extraordinary again this year.

On Thursday, you will get a one-of-a-kind NABA treat with a chance to take a

tour down the Saginaw River aboard the Princess Wenonah. There will be some seminars you can attend after the boat ride, and if the air is a little warm that day, you'll be able to cool off with the ice cream social in the hospitality room. And speaking of the hospitality rooms, this is one of the nicest we've ever seen, with a great view of the waterfront.

Friday is full of options, starting of course with the auction, which always generates a little excitement. For those inclined to pass, there will be a tour of Bay City and its grand old buildings, both commercial and residential. A Micro-focused full-bottle-swap will precede the Taste of Michigan microbeer tasting. More Michigan collections will also be on view that night.

Of course, during the whole event, you will have chances for room-to-room trading, with the wheeling, dealing, and general chatter about who found what where. The Hospitality Room will be open for plenty of opportunities to have a beer and talk with your fellow members and friends. Saturday will close with the public show and the final banquet.

So come and help NABA celebrate 40 years breweriana collecting. We think you will be happy you did!

Editor's Note: Full Convention schedule and registration forms were included with the Spring issue of the *Breweriana Collector*, and can be downloaded from the NABA website: nababrew.com

Going to Bay City? We are US-10 across Lake Michigan...



1-800-841-4243

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Cross Lake Michigan between Manitowoc WI & Ludington MI aboard an authentic steamship!

Further questions: contact NABA member and SS Badger Chief Engineer **BILL KULKA**: wmkulka@yahoo.com

Broadway/Stein Breweries, 1852 - 1958 - Pt. 2

Buffalo, NY

by John P. Eiss

Author's note: This article would be less accurate and less complete without the generous assistance of Dave Mik, Greater Buffalo's unofficial brewery historian.

Editor's note: This is the second in a two-part overview of the Broadway Brewing Company, then named George F. Stein Brewery, Inc. Check out the first installment in the Spring issue of the BC.

Broadway Brewing and Malting Company aka: Broadway Brewing Co. 1887-1920

Ed.: We finished up the last installment discussing Julius Binz's acquisition and operation of Albert Albrecht's brewery business located on the block of Broadway between Shumway and Smith Streets. Our story now continues:

Julius Binz organized a stock company called the Broadway Brewing and Malting Co. in 1887 with a capitalization of \$200,000 (1). At this time, the brewery had a capacity of 15,000 barrels of beer and sold 13,250 in 1887-1888. Binz retained sole ownership of the malting business, which had a reputation as one of the finest malt houses in the city. The annual output reached three hundred thousand bushels by the 1890s.

Natural gas was discovered on the property in 1890 and was subsequently used for

Looking at a cross section of history can open a window into the past as a whole



heating and lighting the facilities. The brewery also boasted its own stables with 20 teams of horses.

By 1897 refrigeration and ice making machines provided by the Case Refrigeration Machine Co. in Buffalo, NY offered a total capacity of 100 tons. The brewery officers were Julius Binz, president, Peter Vogt, vice-president, and Joseph Schattner, secretary. George Baldus and Charles W. Belzer (2) made up the board of directors.

By 1903 the brewing capacity was 60,000 barrels. Among the brands brewed were Imperial Beer, Porter, Export Beer, and Standard Lager Beer. In 1907 a two-story building was added at the west end of the property. The front of the building was an office with a bottling works in the rear. At this point, the brewery occupied the entire length of block from 797 to 815 Broadway. For a few years beginning in 1898, a small trolley line ran past the brewery on the Smith street side.

Broadway Brewing was one of the first brewers in the country to use micro filter-



Brewery Building, 1897

ing instead of pasteurization of their beer; only the empty beer bottles were sterilized. By 1913 the malting operation was discontinued and a bottling operation was added in the back of the office building.

**Mohawk Products
Company, a.k.a.
Broad-Smith Co. Inc.
1920-1933**

In 1920 the brewery closed with the advent of Prohibition. The property was then purchased in 1920 by Francis X. Schwab and William J. Weigle, former president of the Iroquois Beverage Company. Schwab then merged the Broadway Brewery and the Cooperative Brewing Company into the Mohawk Products Company to make near-beer. It was rumored by nearby residents that the brewery also produced bootleg beer.

In 1922, Schwab was elected Mayor of Buffalo and resigned from his position with Mohawk Products. During his two terms as Mayor he was strongly opposed to Prohibition. It is well known that Buffalo was one of the more wide-open cities for alcohol consumption during his two mayoral terms.

One of the more famous bootlegging cases in the area involved Francis X. Schwab being accused of producing alcohol in violation of the Volstead Act. Schwab was prosecuted and convicted by Wm. J. Donovan, United

States Attorney for the Western District of New York. Donovan would later be appointed head of the O.S.S. during World War II (predecessor of the C.I.A.). Schwab was fined in the case but never paid it.

In the mid-twenties a portion of the brewery was donated to the city to improve access to Smith Street.

**Broadway Blending
Company 1928-1933**

George F. Stein purchased the brewery property in 1928. He began operation as the Broadway Blending Company that same year, producing concentrated and liquid malt products for bakeries. Stein was from Medina, NY and operated a brewery in Medina from 1904 until 1919.

Just prior to New Year's Day, 1930, a federal raid on the Stein's Hotel in Orchard Park, NY netted an unknown quantity of liquor. Many believed George F. Stein was involved, but in reality he had no connection to the Stein's hotel.

**Broadway Brewing
Company 1933-1934**

With the end of Prohibition in 1933 Stein reopened the Broadway Brewing Company and began brewing beer in July. \$750,000 was invested to update the plant and equipment. After Prohibition ended, the Federal Government required all brewers to operate with a federal permit at a cost of

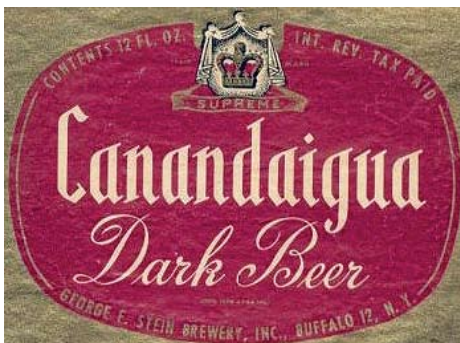
\$1000, and they placed a \$5.00 tax on every barrel of beer produced. Before Prohibition, a permit was not required, and each barrel of beer was taxed at \$1.00. George F. Stein's Breweries Internal Revenue license was D-41 and the New York State tax permit number was NY-U-249.



**George F. Stein Brewery,
Inc. 1934-1958**

In 1934 Stein changed the brewery name to the George F. Stein Brewery, Inc. The License and permit numbers remained the same. In 1936 the brewery had 32 union employees including eleven brewers, eight bottlers, seven drivers, four engineers, and two maintenance workers. The workers were all members of the Brewery Workers Union, Local 4. The Brewmaster was I.F. Wismer. There was also an additional staff of office workers and salesmen. George F. Stein died in 1938 and was succeeded by his son Joseph Stein.

Some of their brands were Canadian Brand Cream Ale, Stein's Light Ale, Stein's Pilsner Beer, Canandaigua Extra Dry Beer, and Canandaigua Light Ale. The Canandaigua brand was taken over



from the defunct Cataract Brewery in Rochester NY. The brewery also brewed McCoy Beer under contract for a short time.

Stein's had a large and loyal local following. Many steel workers of German and Polish decent, who lived in the area would have a "boilermaker" – a shot of whisky with a Stein's beer – after work. The Brewery employed two shifts during the 1950s. Annual beer production reached a high of 122,000 barrels during this time. In 1956 a laborer at the brewery was making \$2.15 an hour.

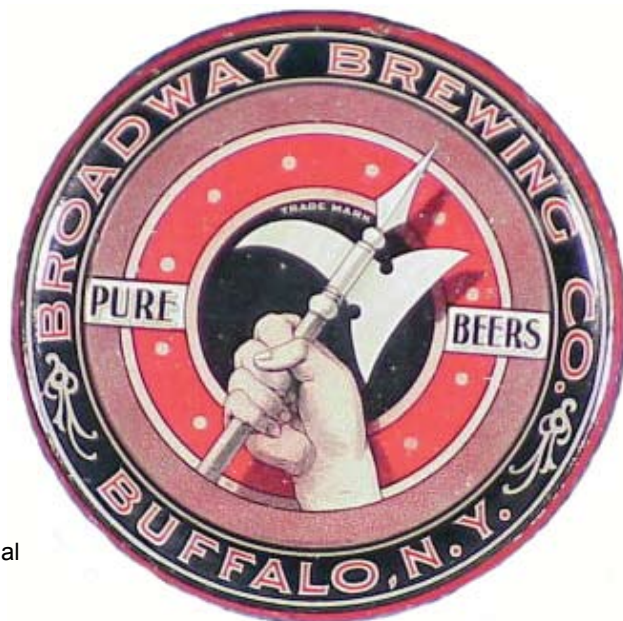
The George F. Stein Brewing business was sold to the Leisy Brewing Company of Cleveland, Ohio in 1958. At that time all brewing operations were moved to Cleveland. The brewery employed

70 workers at the time of its closing.

A year later (1959) the buildings were demolished to make room for a gasoline filling station. The demolition was attempted with a steel ball swinging from a crane. The original brewery building was 40-inch-thick red brick, with a cork layer in the middle for insulation. The steel ball would swing into the walls and bounce off with little or no damage. Later a crane and bulldozer were brought on site and the building was slowly demolished (3).

During demolition Joseph Stein remarked, *In the brewing industry, as in the manufacture of automobiles, it has turned out that the big operator has advantages over the small business.*





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NOTES

- (1) Three different sources state the capitalization as three different amounts: \$100.00, \$200.00, and \$300.00.
- (2) Charles W. Belzer later purchased and operated the Frontier Brewing Co. in Tonawanda, NY from 1939 until 1948.
- (3) From the author's observations in 1959.





Labelology

By Bob Kay
bobbkaybeerlabels.com

Stroh Labels

Author's Note: Collector Joe Olsen and John Stroh III helped fine-tune dates for the Lion Brewing Co. and added The Stroh Beverage Co. in the very early parts of Prohibition, c1917-1919, as reported in the Fall 2006 issue. I really miss Peter Blum (1924 – 2002) – however, his book, *Brewed in Detroit*, serves as a valuable reference.

With the NABA Convention slated for Bay City this fall, I find myself thinking Michigan, and fantasizing about the great label finds I hope to come across. To be prepared it's a good idea to brush-up on early Michigan breweries so let's start with Stroh's. If you didn't already

know, collecting Stroh items is serious business in Michigan. In addition to BCCA's Stroh Chapter there are many Stroh specialists and new finds call for serious chest thumping. Just being up-to-date on the dates of their name changes is a nice start (see chart).

Finding anything from Stroh's Lion Brewery or Lion Brewing Co. is a real long shot – but that's part of the fun of pre-Convention fantasizing.

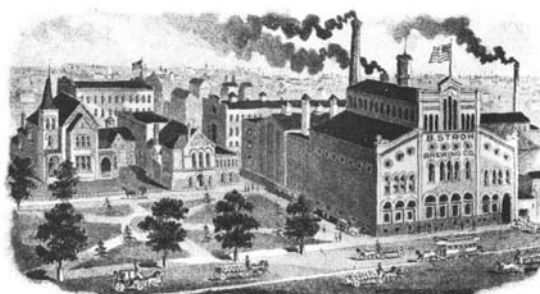
First, a little history.

Bernhard Stroh, Lion Brewery	1850-1875	The Stroh Brewery Co.	1902-1919
Lion Brewing Co.	1875-1885	dba The Stroh Beverage Co.	1917-1919
B. Stroh Brewing Co.	1885-1902	The Stroh Products Co.	1919-1933
		The Stroh Brewery Co.	1933-1999

The Stroh Brewery Co. – A Great 150 Years



Bernhard Stroh



The Stroh Brewery Co. circa 1880s



The Stroh Brewery Co. circa 1960s

The Stroh Brewery was founded by Bernhard Stroh, a German immigrant, in 1850. The business grew steadily and became known as the Lion Brewing Co. in 1875, the B. Stroh Brewing Co. in 1885, and The Stroh Brewery Co. in 1902. In-house bottling was used as early as 1877 and upgraded as needed. Artificial refrigeration was installed in 1887.

The Company continued operating through the Prohibition years, producing such products as ice cream, soft drinks, ice, and malt extract. After repeal the brewery continued to prosper and grow – soon reaching top ten status among US Brewers.

The 1960-90s saw the start of acquisitions for Stroh's: the Goebel brewery and brands in 1964, Schaefer's Lehigh Valley brewery and brands in 1979-81, then Schlitz's five breweries and their brands in 1982. This vaulted Stroh's to number three among US brewers, a position maintained until Coors passed them in 1991.

Their Detroit brewery proved too old to operate efficiently and in 1985 it was closed and demolished. The Stroh Brewery Co. Corporate Offices, however, remained in Detroit. In 1996 when Heileman was purchased, Stroh remained the number four US brewer behind A-B, Miller, and Coors. The expected synergies of the Heileman takeover didn't materialize, and declining sales forced Stroh to throw in the towel in 1999.

Stroh sold its Lehigh Valley brewery and all brands except Henry Weinhard and Mickey's to Pabst. The Henry Weinhard and Mickey's brands were sold to Miller. The terms of the complicated 3-way agreement called for the Stroh Breweries to continue operations during 1999, until production could be shifted to a Pabst or Miller brewery. As soon as the brand transfers were complete the five remaining breweries were closed and offered for sale.

Stroh Branch Breweries

Number	Brewery	Location	Stroh Branch	Disposition
MI-71	Goebel	Detroit	1964-64	Closed
PA-9	F&M Schaefer Brewing Co.	Allentown, PA	1980-99	Pabst
Jos. Schlitz Brewing Co. Purchased 1982				
TN-16	Schlitz new in 1971	Memphis, TN	1982-91	Coors
NC-8	Schlitz new in 1970	Winston-Salem, NC	1982-99	Closed
TX-55	Schlitz new in 1966	Longview, TX	1982-99	Closed
FL-15	Schlitz new in 1959	Tampa, FL	1982-83	Traded to Pabst
CA-436	Schlitz new in 1954	Los Angeles, CA	1982-90	Closed
From Pabst Brewing Co., 1983 & 1988				
MN-168	Pabst-Olympia Brewery	St. Paul, MN	1983-97	Closed
FL-15	Pabst 1983-88	Tampa, FL	1988-99	Closed
G. Heileman Brewing Co. Purchased 1996				
WI-215	Heileman Brewery	La Crosse, WI	1996-99	Closed
MD-29	Carling Brewery	Baltimore, MD	1996-96	Closed
WA-71	Rainier Brewery	Seattle, WA	1996-99	Closed
TX-76	Lone Star Brewery	San Antonio, TX	1996-96	Closed
GA-10	Heileman-Pabst Brewery	Perry, GA	1996-96	Making Tea
OR-82	Blitz-Weinhard Brewery	Portland, OR	1996-99	Closed

Our review of Stroh Labelology starts in the 1880s with B. Stroh Brewing Co. labels and continues through Prohibition, the IRTP period, and up to 1989, the beginning of the mandatory Government Warning statement on labels. Here are a few 'Rules of the Road' for Convention

hunting: Items from The Stroh Beverage Company or with Temperance in the brand name are super rare, as are Stroh sodas; items with the Stroh Products Co. name key them to the Prohibition era, roughly 80-90 years ago.

Pre-Prohibition Labels



c1880s-1887
B. Stroh Brewing Co.
wo medals



1887-1902
B. Stroh Brewing Co.
With 1887 & 1889 medals



1902-1906
The Stroh Brewery Co.
New Brewery Name



1902-1906
The Stroh Brewery Co.
Bohemian Export



1899-1908
Strohs'; Cleveland
1st white oval



1899-1908
Strohs'; Special Bottling
Detroit white oval



c1908-1919
The Stroh Brewery Co.
America's Favorite



c1911-1919
The Stroh Brewery Co.
Wurzburger



1902-1919
The Stroh Brewery Co.
Brown Stout

The first two labels pictured show the very early B. Stroh Brewing Co. name. All others are marked either Strohs' or The Stroh Brewery Co. The two pictured on the bottle – the first B. Stroh and the Wurzburger – represent the only known survivors.

Realistically, your odds of finding any of these at our Convention are rare, but there are still plenty of highly desirable Prohibition and post-Pro Stroh items that might just make an appearance.

Prohibition Labels



1917-1919
The Stroh Beverage Co.
Temperance Beer



1919-1928
The Stroh Products Co.
Temperance Beer



1919-1928
The Stroh Products Co.
wo L-Permit No.



1928-1933
The Stroh Products Co.
w L-10 Permit No.



1919-1933
The Stroh Products Co.
Sodas are rare

These Prohibition-era labels show either the Beverage Co. or Products Co. name. All are rare – especially those marked Temperance.

Post-Pro Labels



c1933, Irtp+U-permit
America's Favorite
The Stroh Products Co.



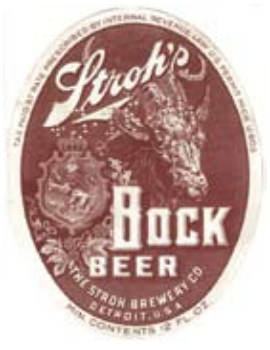
c1934-36, Irtp+U-permit
Full Pre-War Strength
The Stroh Brewery Co.



c1936-39, Irtp
...Quality counts
The Stroh Brewery Co.



c1939-50, Irtp
...Quality counts, Yellow
The Stroh Brewery Co.



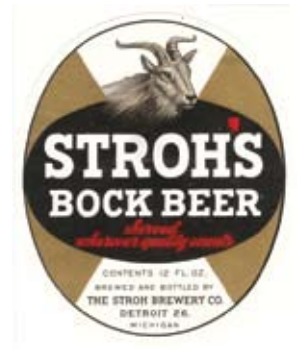
c1933-1936
Irtp w U-permit no.



c1936-1945
Irtp



c1945-1950
Irtp



Only 1951
Rare

These labels span the transition back to the earlier Stroh Brewery Co. name. They include U-permit and Irtp periods, 1933-1950. Three variations of the white ovals, which have become quite desirable in collector circles, are shown. The America's Favorite, which still carries the Stroh Products Co. name, is the most desirable, and the Full Pre-War Strength example is next in line. Stroh Bock was an occasional seasonal offering; this 1951 example, the newest, is by-far the rarest as it was used only one season.

Stroh Labels 1950 - 1989 (after IRTP & before Government Warning)



1950-1971
...Quality Counts
Yellow oval, no Irtp



1970-1971
...Quality counts
Rectangle shape
for stubbies



1971-1979
...Fire Brewed
oval



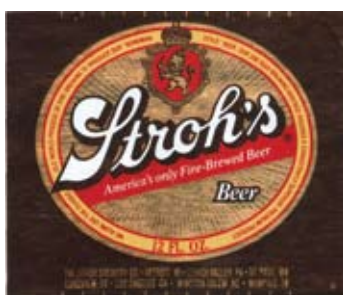
1971-1979
...Fire Brewed
barrel Design #1



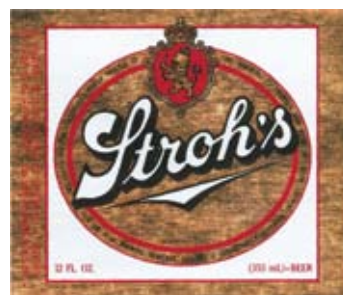
1971-1981
...Fire Brewed
barrel Design #2
w & wo foil paper



1981-1982
...Fire Brewed
2nd foil design



1982-1985
...Fire Brewed
3rd foil design



1985-1989
On white



1989
On blue before &
after Gov. Warning

These labels span the period after Irtp but before the mandatory Government Warning statement was required on labels – roughly 1950 to 1990. During the 1950s and '60s Stroh used mostly yellow oval labels with the Quality Counts wording in the main message bar under the brand description.

A restyled design emphasizing the “fire brewed” theme began in 1971. Higher bottle-line speeds required two straight edges on a label so the oval was reshaped into a barrel. The first barrel shape had straight edges on the top, however, this was quickly changed to a barrel with the straight edges on the sides. By 1980 the barrel shape gave way to a complete rectangular shape.

Three designs on foil paper were used from 1979 to 1985, then another type of paper with better wet strength took over. Major design changes were implemented in 1982, 1985, and 1989. While close inspection shows many differences, the basic styles are easiest to identify by color keys, such as White from 1985-89, and Blue beginning in 1989.

This review has concentrated on Stroh's flagship brand. Even that came in many different sizes and shapes to accommodate different packages, including squat stubbie bottles, long necks, quarts, half-gallons, and so on. Stroh acquisitions of Goebel, Schaefer, Schlitz, and Heileman, plus industry-wide excursions into brand variations (draft, light, dry, ice, red, and so on), created so many options it was a logistics nightmare for the brewery – or a bonanza for label collectors, depending on where you stand.

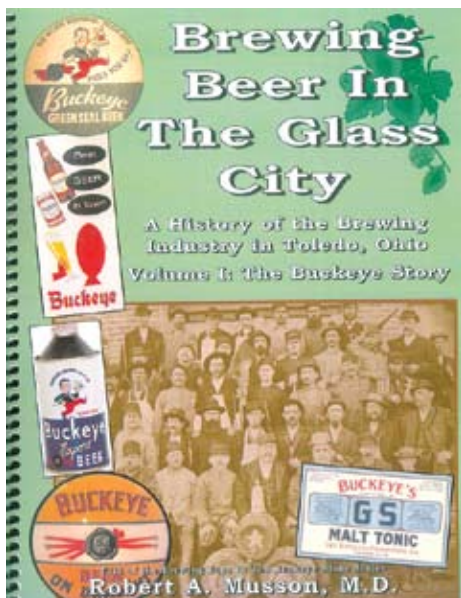
Initially, brewery names were not changed on the labels from the Schlitz acquisition. By 1985, however, the Stroh Brewing Co. name, along with various combinations of branch breweries, began appearing on Schlitz labels.

Starting in 1989 the government warning statement was required on all beer labels. This was when Stroh began listing only Detroit, MI – the location of the Corporate Office – on most labels.

Some less common brand names found on contemporary labels that list Stroh as the brewer include Primo, Augsburger, Red Bull, Silver Bull, Black Bull, Gold Bull, and Bull Ice or Bull Max, to name just a few teasers.

Imperial Pilsener (circa 1933-38) and Muenchner (circa 1933-70s) were pre-Pro brands that were produced only in kegs after Prohibition.

Yes, Convention excitement is brewing! Happy hunting.



Collector's Bookshelf

Reviewed by Larry Moter
accneca@aol.com

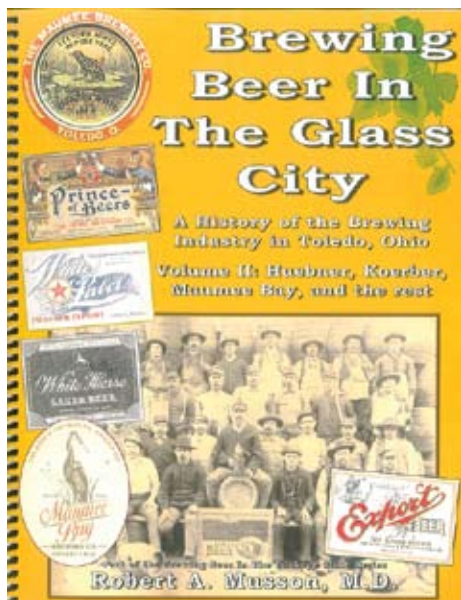
Holy Cow! I hit the Trifecta. I'm not talking about wagers on a horserace. I'm talking procuring three (3) new brewery history books by the hottest writer in the *Brewery History Book Biz*: **Robert A. Musson, M. D.**

Rob has written many books focusing on Ohio brewing history – as well as a recent book on Yuengling breweriana. These new ones echo his winning style. My Trifecta books:

paper items, coasters, tins & TOCs, ROG, trays, labels, billheads, factory scenes & photos. Every page is a revelation.

Glass City V. 1, is all Buckeye, all the time. From its inception as the Julius Kohler brewery to its end as the Meister Brau brewery in 1972 (when the main brands were sold to Miller brewing), it's Buckeye heaven.

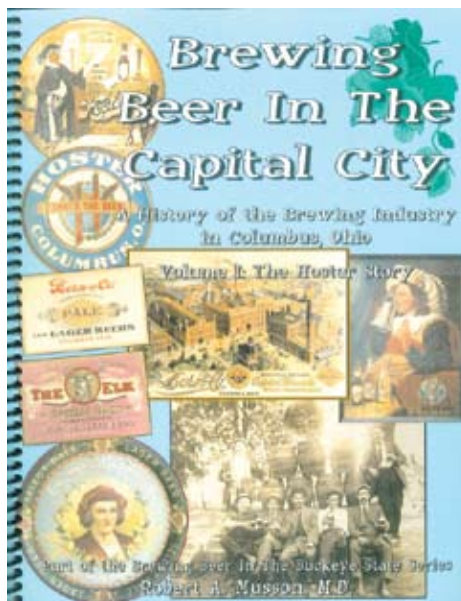
Glass City V. 2, has the other Toledo brewers includ-



Brewing in the Glass City Volume I – A history of the Brewing Industry in Toledo, Ohio: The Buckeye Story (56 pages)

Brewing in the Glass City Volume II – A history of the Brewing Industry in Toledo, Ohio: Huebner, Koerber, Maumee Bay, and the rest (66 pages)

Brewing Beer In The Capital City Volume I – A History of the Brewing Industry in Columbus, Ohio: The Hoster Story (60 pages)



All three books are soft covers loaded with well-written text and loads of color pictures. There are pieces of breweriana in these three books that I've never seen before. Everything under the sun: lithos, neons, light-ups,

ing Huebner. I remember seeing the remnants of the Huebner plant while exploring Toledo some years ago. For some reason, pre-Pro Huebner & Grasser/Brand bottles are fairly common in Virginia so my conclusion

was that these two breweries shipped a lot of product to my home state. This book also has a portion devoted to micros and brewpubs in Toledo, plus those branch offices of the major shipping breweries like Pabst & Schlitz that are located there, too.

The Columbus book, which promises to be the first of a series, primarily focuses on the renowned Hoster Brewing Company, along with the companies that were rolled into the Hoster-Columbus Associated Breweries Company. This conglomerate is described as being "a union of the Born, Hoster, Schlee, and Columbus breweries." The reader will also find some related history of breweries in and near the German Village area.

All three books are welcome additions to your library – either for historical knowledge of these cities' brewing heritage, or for the breweriana pictures bequeathed to the reading public.

Rob gives acknowledgement to many well-known collectors who contributed pictures of their collections. I thank them all for their generosity in sharing. We look forward to Rob's planned future books on Columbus, Cincinnati, and (I earnestly hope) other geographic areas.

Books can be ordered at : www.ZeppPublications.com

On the List?

The recent Convention Survey indicated that 97 members with listed email addresses "bounced" when sent the survey.

A bounce means their email address was invalid for some reason. If you are listed below, please send an email to Kent Newton at nababrew@comcast.net. You don't have to write anything. Just send him the email and he will know your new/correct address.

Akin	George	Loy	Greg
Anheuser Busch		Maier	Joseph K
Co Inc	Corporate Library	Maule	Tom
Ashworth	Jim	May	Sam A
Bachmann	Kurt	Merwin	Roy
Bayer	Peter H	Meyer	Bob
Becci	Richard L	Michon	Mark
Bicsko	Jack	Miller	Dale
Boden	Bob	Mills	Steve
Bow	Kenneth E	Moehn	Dave
Branning	Gene A	Moes	Jim
Brown	James P	Moore	Larry
Buchli	Arlyn G	Muldoon	Bryan
Butchko	Michael	Mullen	Mike
Carlisle	William	Nagelschmidt	Ronald
Caughey	Dick	Nash	Jack
Cibulka	Bob	Niemiec	Tony
Coe	Jerry	Norton	Bill
Crowl	Kevin	Owen	Roger A
Damkoehler	Lee G	Pataska	Rollie
Davis	Ray	Pecinovsky	Gerald
DeLongchamp	Dave	Petersen	Norville
Desmond		Peterson	Lowell M
Dewey	Harvey W	Porter	Harry
Droege	William A	Rauh Sr	Richard
Evenson	Kelly L	Regenfuss	David A
Fritsch	John G	Renner	Mehl B
Fritz	David	Roy	Roger D
Geyer	Ray	Sadoff	Richard A
Gibson	Tom	Schlessner	Roger A
Gottschalk	Bob	Schmidt	Ricky
Harszy	Ronald	Schwarz	Herb
Hawk	Gary W	Seiders	Alan
Hefnider	Bill A	Sepulveda Jr	Ruben L
Huffman	Myron R	Smith	David F
Husnik	John J	Smith	David G
Johnson	Cam	Smith	William H
Johnson	Earle	Stawarz	Henry
Johnson	Greg P	Tanata	Dennis
Jurena	Lou	Turner	Bill
Kaler	Curt	Ungar	Fred
Kalso	David C	Valeski	Stephen J
Kehoss	Tom	Waller	Bob
King	Charles A	Walsh	Brian P
Kuebelier	Glenn C	Waxman	Harold
Levin	Craig	Wendl	Dave
Lindstrom	Eric	Wolanski	John T
Link	Glen R	Zimmerman	Brent J
Lowe	Tom	Zimmerman	Greg



Auction Hysteria

by Robert Hajicek



National Bohemian Lighted ROG
10-3/8" diameter by Brunhoff Mfg Co.,
Cincinnati, OH, National Brewing Co.,
Baltimore, MD - \$1,150



Grain Belt Chalk Bottle Topper
3-3/4" x 4" x 2-1/2"
Minneapolis Brewing Co.,
Minneapolis, MN - \$408



Gilt Edge Ale Lighted ROG
13" x 8" x 5-1/2"
Buffalo Brewing Co., Sacramento, CA - \$2,184



Burr & Waters
Celebrated Ale
Embossed Bottle,
7" x 2-3/4" dia.
Burr & Waters,
Buffalo, NY
(not listed in
American
Breweries II)
\$204



Blatz Wood Display Truck
24-1/2" long by Buddy L
Blatz Brewing Co., Milwaukee, WI - \$179



Export Beer Label
Fred Effinger City Brewer, Baraboo, WI - \$350



Above: Bartels Domed Porcelain Sign
18" diameter, Bartels Brewing Co.,
Edwardsville, PA - \$1,355

Left: Topper Lighted Sign
Plastic faces, double sided
12-1/8" x 18-1/4" x 5-1/4"
Standard-Rochester Brewing Co.,
Rochester, NY - \$134



Lemp's St. Louis Lager Label
Bottled by Knop Brothers,
169 North Clear St., Chicago, IL, W. J. Lemp
Western Brewery, St. Louis, MO - \$760



Schaefer Back Bar Plaster, pre-Pro
4-3/4" x 4-1/2" x 3-3/4"
70th Anniversary 1842-1912, F. & M. Schaefer
Brewing Co., New York, NY - \$434



Blatz Tap-A-Keg Lighted Motion Sign
18" x 21" (about 3" to 4" deep)
Pabst Brewing Co., Milwaukee, WI - \$420



The Breweriana Collector



Left: Schmidt's City
Club ROG Lighted
Sign, 17" x 9"
J. Schmidt Brewing
Co., St. Paul, MN
\$4,770



Above: Felsenbrau Neon-Glass Sign, 16" x 6" x 4-1/2"
(who brewed Felsenbrau?) - \$860



Above: Chr. Heurich Tray, 12-3/4" dia.
by Kaufmann & Strauss & Co., N.Y. Chr.
Heurich Brewing Co.,
Washington, D.C. - \$499

Left: Trommer's ROG Lighted Sign
13" x 8" John F. Trommer, Inc.,
Orange, NJ - \$563



Above: Congress
Beer Foam
Skimmer,
Celluloid,
8-1/2" x 1-1/8",
beveled both
sides, Haberle
Congress
Brewing Co.,
Syracuse, NY -
\$138

Left: Brazil
Porcelain
Curved Sign,
19-3/4" x 11-1/4"
Brazil Brewing
Co., Brazil, IN
\$2,371



Craft And Micro



Above: Goose Island Bourbon County Stout; Goose Island Bourbon County Brand Coffee Stout; Goose Island Bourbon County Brand Vanilla Stout – One bottle of each with box. Goose Island Brewing Co., Chicago, IL - \$217

Right: Kate the Great Russian Imperial Stout One bottle from 2011 Portsmouth Brewing Co., Portsmouth, NH \$152



Firestone 10 Bottle with box. Firestone Walker Brewing Co., Paso Robles, CA - \$127



Above: Three Floyds Dark Lord 2011 Brandy Barrel Aged with Vanilla Beans; Three Floyds Brewing Co., Munster, IN - \$295
Center, Left: Stone Vertical Epic Ale 02-02-02 Stone Brewing Co., San Marcos, CA (May 12, 2011 sale date) - \$582
Left: Surly Darkness 2008 750ml bottle Surly Brewing Co., Brooklyn Center, MN - \$102



Above: Three Floyds Dark Lord 2011 Pappy Van Winkle Bourbon Barrel Aged, Bottle #219 of 484 Three Floyds Brewing Co., Munster, IN - \$375

NABA Member leads Band to National Award

Certainly, collecting, preserving, trading, and valuing breweriana is what NABA members are all about. But those are not the membership's only talents. We are very pleased to announce that NABA member and Coraopolis, PA resident, Bud Hundenski and his group, The Corsairs, have won a prestigious national award.



1st row - seated (L to R): Terry Narvey, Drums (DuBois, PA); Eddie Biegaj, vocalist (Belvidere, NJ); Bud Hundenski, Accordion/leader (Coraopolis, PA); Gene Turtzer, Bass (Charleroi, PA); top row - standing (L to R): Skip McAuliffe, Trumpet (Tarentum, PA); Rick "Mo" Mansfield, saxophone (Pittsburgh, PA); Dave Pietrzak, clarinet (Cleveland, OH); Larry Davis, trumpet (Zelienople, PA)

The PACE (Polka America Corporation Excellence) Award for "2010 Polka Album of the Year" in the Polish Category has been bestowed upon their CD, *Resurgence*. Award recipients are determined by a process whereby the PACE selection board receives and audits recordings released during the year. The board selects 10 finalists from all those submitted by the record companies.

The final selection is accomplished by the Ameri-

can public, with participating individuals casting their votes online (each participant votes only once). Votes are tabulated, with winners announced in the Slovenian, Variety, and Polish categories.

"We are both honored and humbled to be recipients of this award," said Hundenski. "It is especially gratifying knowing that our album was the top selection of the American public. Sound engineers of Peppermint Records are to be commended for their tireless efforts, as well as vocalist Eddie Biegaj and the band's dedicated musicians – all of whom performed admirably under challenging circumstances."

The group, officially called Bud Hundenski & the Corsairs, is an 8-piece recording band that has been in existence for over 4 decades. The majority of the group's professional musicians have been with the band since its inception, and when not appearing with the Corsairs, play with many major acts. The band's latest addition, vocalist Eddie Biegaj, compliments the traditional big-band Polka sound with fine

vocals, sung in both Polish and English. *Resurgence* is their 9th LP release.

Bud & the Corsairs have traveled extensively over the years, performing for audiences at festivals, concerts, public dances, and private affairs, in both the eastern half of the United States and in Canada. February marked the return of the group from a successful Winter Florida Tour.

For details of the award go to polkaamericacorporation.org. Copies of this award-winning CD and/or bookings may be obtained through Swingtime Music, PO Box 716, Coraopolis, PA, 15108; or swingtimemusic@gmail.com.

"This recording would not have been possible," said Hundenski, "without the sponsorship of the Jones Brewery, makers of Stoney's Beer. This is the first time ever that a CD recording in the Polka segment of the business has been underwritten by a brewery! We salute everyone at Jones's as well as those of you who were involved in the voting process – be it by casting your vote or encouraging others to do so. For your contribution, we wholeheartedly thank you and appreciate your involvement in keeping our music at the forefront!"

Michigan's Brewing History (That Was Then, This Is Now)

by Dave Launt

To get a handle on Michigan's Brewing History, in terms of Breweriana and significance, you only need to peruse *American Breweries II*, by Dale Van Wieren. This book will give you a solid, working idea of the brewing industry through the centuries. Nearly all cities of any size had a brewery or breweries. Many small towns did as well, but the brevity of the lives of many of these breweries was the only characteristic that was notable, in most cases.

This abbreviated article will look at pre- and post-Prohibition Western Michigan and Upper Peninsula brewers and their Breweriana.

Then: As opposed to their Eastern competitors, these

breweries were significantly smaller than the Detroit concerns, with the lone multi-location, Peter Fox Brewing Co. a big player. Other Grand Rapids brewers were Valley Brewing Co. and the Michigan Brewing Company.

Ionia had Grand Valley Brewing Co., Battle Creek had Food City and Honers, Muskegon had the Muskegon Brewing Co. (later Grand Rapids Brewing Co.), as well as Goebel. The Upper Peninsula's major players were Menominee-Marinette (Silver Foam, Old Craft, Big Mac, and Menominee), Bosch (Bosch and Gilt Edge), and Haas (Haas and Copper Club).

Items pictured include items from Western Michigan collections. *Thanks to the Michons, the Legerets,*

Joe Wilson, Bill Norton, Greg LaVean, and Mark Deitrich for their help.

As with most businesses, the brewing industry has had its ups and downs. Michigan is no exception. The growth of the larger breweries was almost exponential, with Stroh's, Goebel, and Pfeiffer all big players in both the pre-Pro and post-Pro eras. A large number of smaller breweries sprouted dramatically after Prohibition, but Eastern Michigan Brewers will be covered in a later article. The demises of brewing companies (especially Pfeiffer and Goebel), were nearly as dramatic.

Now: The good news is that today, Michigan ranks fifth nationally in Craft Brewer barrelage. We are

PRE-PRO MICHIGAN ITEMS



Framed "box" featuring Kalamazoo Brewing Co. bottles, tip tray, opener, label, etc.



Silver Foam Litho from Grand Rapids Brewing Co.

Right: Grand Rapids Products Silver Foam sign

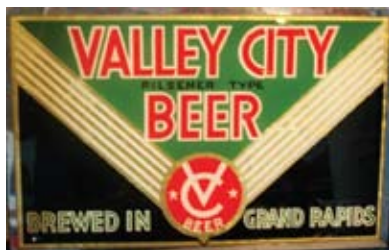


Muskegon Brewing Co. glass



Battle Creek Brewing Co. tip tray

POST-PRO MICHIGAN ITEMS



Valley City Brewing Co. of Grand Rapids brewed a beer of the same name from 1934-39



Above:
Old Michigan
banner from
Michigan
Brewing Co.



Fox Deluxe Breweries, Grand Rapids: ale and cash register signs



At left: Bosch from Houghton



Muskegon Brewing Co.'s Hi-Brau wooden sign (Muskegon later became Grand Rapids Brewing Co.)



Friars Ale sign, from Ionia Brewing



Below: Old Battle Creek, from Food City Brewing Co.



Food City Beer, and Plymouth from Food City in Battle Creek



growing quickly. While the amount of Michigan Craft Beers consumed by Michiganders is a modest 2%, the top 10 brewers in MI are all over 4000 barrels. Bell's, the largest, brewed 153,000 barrels last year, followed by Founders, New Holland, Michigan, Arcadia, Dark Horse, Keewenaw, Atwater Block, and Arbor/Corner. Clearly the Eastern part of the state is lagging behind in Craft and Micro barrelage.

It seems even small towns are getting in the act, with

Paw Paw, Baroda, Saugatuck, and others getting busy in the arena. This growth mirrors a time, a century or a century-and-a-half ago, in terms of start-up breweries. Enjoy several stops while you are here for NABA's Bay City Convention this August. So many beers, so little time....

PS – those readers who collect micro stuff should check out this website:

www.michiganbeerguide.com
it is definitely worth the visit

Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Beer Signs, Hot Dogs – Even a Gnome!

The heat of summer in the desert southwest is upon us, but that doesn't deter me from going out and about in search of brewery advertising to purchase, admire, shun, or write about. Some pursuits take me to other parts of the region and country.

Opportunities—some planned, others by chance—to view interesting advertising came during a visit to the Chicago area in March, and at a breweriana collectibles show in Belleville, IL, in early April. Advertising was found in conventional locations—the home of NABA members and antiques malls—and the unconventional, both of which I have written about previously.

Let's talk about the unconventional first. As you may know, I usually am not pleased to see choice breweriana in public places such as restaurants, where most patrons neither grasp the importance of this advertising nor care a whit about it. To most, it is just old stuff used as decorations to carry out a theme. I doubt seriously that, while standing in line to order their hot dogs or beef sandwiches, many exclaim, "Wow, look at that great old beer sign!" Except, possibly, me.

While I enjoy the menu at a particular chain of Italian beef and hot dog restaurants in the Chicago area, I get a bit testy when I see scarce, even rare, beer advertising on the walls, along with mundane non-beer items and reprints of old photos. It seems that in each of these restaurants I find breweriana I have not previously seen. The supplier of advertising obviously is skilled and proficient, with an eye for the unusual.

On the way to my table to enjoy my

lunch during a first-time visit to the chain's store in Willowbrook, IL, I gazed high on a brick wall and saw two attractive Prohibition-era, cardboard, near-beer signs that had been used by the United States Brewing Co. in the late 1920s and early 1930s to promote Savoy Special and Chicago Club.



Both are rectangular, approximately 36 in. wide x 18 in. high, with colorful graphics.

The Savoy primarily is black and yellow, with a green and red checkered border, a wide yellow band at the bottom, and large lettering that urges us to "Drink Savoy Special." A labeled bottle of the brew sits to the left of the message.

The Chicago Club is similar; primarily red, with a black and yellow checkered border, and a large yellow band at the bottom. A bottle is to the left of Chicago Club (in black script letters) and a message that hails it as "The New Beverage Sensation."

A large 1930s framed, metal, blue/red/

cream Blatz Old Heidelberg sign separated the two cardboard signs.

At least I had the good sense to finish my tasty meal before making notes about these signs, taking photos, and searching the room for other breweriana. It didn't take long for me to locate more, including a late 1930s cardboard sign that the Schoenhofen-Edelweiss Company of Chicago used to promote its new quart Edelweiss can in the late 1930s. I have seen and owned a lot of Edelweiss advertising but not this piece.

In a corner opposite the Edelweiss sign was a 1930s die-cut cardboard beauty in the shape of a large bottle that advertised Pilsener Beer, a product of the Cream City Brewing Co., Milwaukee, WI. I have seen Cream City advertising—including an exceptional collection about which I will write in the future—but not this item: a large-scale (about four-feet high) reproduction of an actual labeled bottle. Its graphics feature an elderly man with glasses reading a newspaper, with a bottle and glass full of beer on a table in front of him.

In its favor, the restaurant chain does treat its breweriana with respect, protecting all from damage. The cardboard pieces are tastefully framed and behind glass.

Some have suggested that it would be “better” if reproduced breweriana was used in restaurants instead of authentic, vintage pieces. I disagree. My disdain for fake and reproduced brewery advertising that is sold, bought,

or used for any purpose is well documented.

Great breweriana does belong in some other businesses, such as antiques malls and shops. It is a rare day indeed, however, when you find quality advertising in those locales. It was a rare day, then, when I encountered such a piece in an antiques mall in the Phoenix area: one that usually offers little more than over-priced, mundane beer collectibles. My experience of this mall is that the same bland breweriana is found on the same shelves in the same booths, carrying the same—or sometimes higher—prices visit after visit.

It is little wonder that I was stunned to see a magnificent reverse-etched/painted glass Ziegler Beer sign displayed, in all its glory, on a wall in a booth during a recent visit. The sign was a long way from home—and far from my expectations!

This gorgeous red/white/blue, one-sided, hanger light-up from the 1930s/1940s was used by the Ziegler Brewing Co. in Beaver Dam, WI. The glass was flawless; the black

painted-metal frame in excellent condition.

Nothing else in the booth came close; in quality, interest or price, which was north of \$1,000 but well worth it. The owner, a resident of a small Arizona town, wouldn't reveal where he had acquired it and was not willing to bargain.

Certainly, I get the opportunity to view breweriana and gather leads on scarce or unusual artifacts from sources other than restaurants and antiques emporiums. Many leads come from NABA members, often avid readers of *The Breweriana Collector* who take the time to visit this column. This scrivener is grateful when you share your knowledge of interesting breweriana or permit me to view your collections.

Probst Beer statue: One such lead came from NABA member Barry Travis of St. Paul, MN. He sent me a photo of an unusual statue and asked if I knew anything about it. I didn't, so I forwarded his query to Kevin Kious and Donald Roussin, brewery historians who



have a wealth of knowledge about 19th and 20th century southern Illinois breweries, which they have shared with us in numerous feature stories.

The item is a metal statue—actually a pair of them—of a gnome, a legendary mythical creature of European ancestry. I am not a big fan of gnomes—or leprechauns or mimes or clowns, for that matter—although there is no apparent relationship between or among any of them.

A few years ago I quickly acquiesced to the requests of my three offspring when they asked to take possession (on a rotating basis) of a University of Illinois gnome statue I had received as a Christmas gift from an in-law. Despite being a big fan of my alma mater, a gnome statue dressed in its orange and blue colors had no appeal. Would I have thought the same if it had advertised beer? I digress.

The beer advertised by this particular cutesy gnome in the photo Travis sent is Probst Supreme, a product of the Mounds City Brewing Co., a small but prolific brewery (at least with the number of labels it produced) that did business in New Athens, IL, from 1933 to 1951. The colorful statue is 16 in. tall and in very good condition.

“WOW! That’s a new one on me,” said Kiou, after viewing photographs of the Probst gnome I had sent him. “You’ll have to tell us the story. Probst Supreme was pretty much a 1930s brand, so I betcha it’s that old.”

Roussin’s response was equally enthusiastic.

“It’s not a piece I have ever seen. I don’t believe (the late St. Louis collector) Roy Legendre, ‘Mr. Mound City,’ had one in his collection... so must be rare.” Roussin explained there are “a number of label, bottle case, tin sign variations of the Probst brand, however.”

If you have any information, or a gnome statue that advertises Probst or any other beer brand, let us know. My source, Barry Travis, doesn’t own the statues but knows who does and has communicated with her. She told him of its interesting background.

“My mom says that these gnomes used to sit in front of a general store that my father’s uncle owned. This

was in either Decatur or Bement, Illinois,” said the woman who owns the statues. She does not want to be identified but provided the information so Travis could “have some provenance to go along with our little gnome friends.”

Then she said what any avid collector dreads to hear; she does not want to sell them. The strong pull of family sentimentality prevents her from doing so, even though she does not collect breweriana. Her explanation was simple.

“To be quite honest, they have more sentimental value to me now that my dad is gone. I think the sentimental value is worth more than the money right now. They’re a little part of my dad and I just don’t want to part with them... We are remodeling our den into a bar/entertainment area and I’d like to have one for display...” Ah yes, but what about the second statue?

She admits that beyond the family connection, she has no knowledge about these unique statues. “I can find no information on them, so I don’t really know what they are worth...”

Although her reasoning could be faulty, she believes there were many gnome-genre beer statues. “The only thing I know about beer gnomes in general,” she said, “is that there were so many different brands of beer back in those days and consequently, so many of these advertisement gnomes made that no one really kept track of them.”

That supposition, I suspect, is far from reality, but



it is difficult to challenge without having more facts—the kind our readers and diligent research can provide. Although I know some breweries used little mythical creatures such as elves in their advertising—including Manhattan, Frederick's, Old Reading, and Piel Bros.—I couldn't recall seeing beer advertising that used gnomes similar to the Probst pieces.

A careful search was in order: I started with the pre-eminent reference source on beer statuary, *Back Bar Breweriana: A Guide to Advertising Beer Statues and Beer Shelf Signs* (L-W Book Sales, 1992), written by NABA President George Bailey.

His superb book has photos of many statues depicting beer-touting animals, including bears, penguins, dogs, horses & mules, lions & tigers, bulls, camels, birds, goats, squirrels, even armadillos and whales. There are images of men (Indians, monarchs, presidents, bartenders, fifiers, fox hunters, and such) and women dressed in wide variety of fancy garb that promoted beer brands. Gnomes are few and far between.

When I reached pages 35 and 36, I found three images of statues depicting gnomes holding bottles of Guinness Stout, which were used by the Guinness brewery in London, England, in 1950. Gnomes seem to fit like a fine pair gloves with an English beer. How about gnomes and US beer?

A rare prototype Old Reading (Reading, PA) chalk statue features a gnome

holding a miniature beer barrel; a gnome (or gnomes) shilled for Lucky Lager Beer (San Francisco) on three statues made of colorfully painted chalk. That's it!

The imagery on three Old Imperial (Green Bay, WI) chalk statues appears to be gnomes, but they may be elves, as may the character hugging a barrel on a Ruppert (New York) chalk piece. I doubt if any self-respecting elf would want to be called a gnome.

Of course, there may have been more pieces similar to the Probst gnome, ones that were larger and heavier than the average back bar chalk statue.

What was the intended use of the Probst statue? As a back-bar piece or perhaps a door stop? One can only wonder.

We also can hope that the owner someday will relent and part with at least one of the statues. To Travis and other collectors, sentimental-ity goes only so far.

Kalt's follow-up: When I wrote about the Kalt's breweriana collection in the spring issue I anticipated responses to my request for more information. I haven't been disappointed. NABA member Hamp Miller sent me a delightful letter that was filled with humorous and enlightening tidbits of information about his long-time friend Howie Kalt, a person I would have enjoyed meeting.

"Howie Kalt and his wife Genevieve were close personal friends for many years of collecting back in the 1970s and 1980s," Miller said. "Howie was a florid-

facéd German gentleman with a substantial beer belly, a continuous twinkle in his eye, and the most ludicrous slacks-and-shirt combinations I have ever seen. His trademark flaming pink slacks, topped by orange or other off-color pastel shirts that clashed to the extreme, made permanent impressions on all who knew him," he wrote, with obvious delight. He said that every time they saw Kalt, he and his friends would "roar out, 'Howie you're beautiful!'"

Miller said Mr. Kalt "was hard of hearing and near-sighted but he loved NABA auctions." At annual NABA conventions in the 1970s and 1980s, he explained, "the auctions were a really big event, usually starting at noon and running until at least 4 or 5 p.m., (run by) Dave and Donna Mathews from Indiana/Arizona, Mike and Rhondi Jones from Indiana, Bob Flemming, and myself, plus several other dedicated regulars who served as pickers and displayers."

The auction was the highlight of Mr. Kalt's convention experience. "Howie was a regular...and always sat in the middle of the first row, where he could get a good look at the items and still hear the auctioneer's patter," Miller said. "He was notorious for upping his own bid when he was really chasing something he wanted. I can't tell you how many times Mathews had to tell him to sit down and quit upping his own bids."

Many who saw Mr. Kalt's collection knew of favored items they would like to add to their collections. Miller

was no exception, and he explained what and why.

"When I attended the University of Wisconsin, the Fauerbach Brewing Company was still in business in Madison, WI. It had a small tasting room at one end of the brewery and over the door was a Vitrolite Fauerbach corner sign. Somehow Howie was able to acquire the sign and it hung over the men's room entrance door (in his restaurant) for many years," he said.

"Every year, I would try and get Howie to sell it to me but he always professed ignorance about why I would want something like that. Usually, about a week before a NABA Convention, Howie would ask Flemming to come into the restaurant and pick out a few items to take to the auction just to help the club get some revenue."

The Fauerbach sign remained elusive, until the NABA Convention in Williamsburg, VA, in 1987. "Howie asked me to come up to his room and there it was . . . my highly-sought-after Fauerbach corner sign," Miller said.

While displayed in Mr. Kalt's restaurant it had seen some hard living and re-

quired minor restoration. "At some time in its life, somebody had painted the ceiling at Kalt's and the sign had a myriad of small white paint flecks all over it."

But all ended well; Miller would own the sign. "I sat in Howie's room for two hours scraping off the paint spots and ended up with a mint corner sign...which we took home to New Jersey and subsequently brought with us to California when we retired here 14 years ago. It still occupies a prime spot in our collection display," Miller said proudly.

The Fauerbach piece wasn't the only breweriana he purchased from Mr. Kalt. He also acquired a mint pre-Prohibition Ruhland's oval tray from Baraboo, WI, that Mr. Kalt displayed in the main tap room.

Kalt's was a gathering place for NABA members "in the day," as they say in the current idiom. It was an unusual eatery. "The place had meat cleavers embedded in oak doors for door handles," Miller said. "We had a NABA dinner at the restaurant one year that filled both rooms... Our members went nuts over the choice (breweriana) that Howie had acquired."

Some may say that I shouldn't be giddy about Mr. Kalt displaying breweriana in a restaurant. There is an enormous difference, however, between his establishment and the fast-food chain. He was a breweriana collector; his collection attracted other collectors, not just for the food and libations, but for the beer advertising he prominently displayed, and for his camaraderie.

Miller told of the demise of the restaurant. "Howie finally turned the business over to his children as his health declined; unfortunately they did not have the necessary skills and dedication to keep it going. Eventually, tax problems forced the business to close after several diversification attempts floundered. The collection was liquidated...to provide some form of security for Howie and Gen."

They and the restaurant are gone but not forgotten.

"Howie was one of the most memorable men I have ever met, as I've been involved in the hobby since 1973," Miller said. "May he and Gen rest in peace. They don't make them like him any more."

Although I never had the pleasure of meeting Mr. Kalt and his wife or visiting their unique restaurant, I share this sentiment. We all have come across rare breweriana. But encountering individuals like Mr. Kalt is the exception. Thank you, Mr. Miller, for sharing your recollections of a good friend, a truly rare person.

NABA BOARD ELECTIONS

On the Friday of the upcoming NABA Convention (Aug. 5), members will have the opportunity to vote on new Directors to serve the club.

Candidates willing to serve are:

**Dave Alsgaard
Donald Roussin**

Be prepared to consider the future of your club by attending and voting for your leaders. See you there!

2011 Membership Survey: NABA Convention

Background: In preparing the participant list for the Convention Survey, the NABA Board started with current members who list an email as part of their member profile. Added to that list were persons with emails whose membership had expired in the past three years. A total of 705 surveys were emailed out. The Constant Contact survey program identified 175 “bounced” emails that were defunct, invalid, or blocked – not unusual, especially with the constant changes going on via internet providers. Of the 127 bounced emails, 97 are attributed to current members. This issue of the *BC* has a list of those 97 persons on page 19. We hope you will send an email to Kent Newton at nababrew@comcast.net so he can update your profile.

Of the 578 valid emails, 369 members (63.8%) “opened” the survey and viewed its contents. A total of 210 (73.2%) members completed the survey. According to Constant Contact staff, these are excellent levels of participation for any survey! Thanks to all participants for your outstanding level of interest in NABA Convention improvement. The majority (over 95%) of participants completed the survey within 5 days. A follow-up survey was sent to those who did not complete the first effort.

In the last issue of the *BC*, members without email addresses were offered the opportunity to receive a paper version of the survey. To date, no one has requested to participate by mail.

This was our first attempt at designing an e-survey. Based on some responses, we could have structured some questions differently, for clarity. In fact, we now have two volunteers whose professional lives involve surveys, that will help with future survey design.

Most questions permitted participants to add comments. About 15 percent of participating members took the time to include comments. We have gathered a great deal of insight via the comments section. Unfortunately, the space required to include all comments in this summary would exceed the 40 pages of this issue. What we plan

to do is to extract key areas for consideration by the Board for future Convention planning and offer more one-on-one input at the Convention for those interested. We also plan to conduct a follow-up survey at the Convention to cover members who did not participate in the e-survey, and this will help quantify input from members in attendance.

Survey Overview: The typical NABA Convention attendee is a seasoned collector living in the Midwest (MN, WI, IL, MI, IN and OH), who has made Conventions a summer activity, often combined with a vacation. Many spouses attend, but children appear to be few, probably due to the general age of participants. We noticed that the addition of spouse activities to the program is an area of great interest.

Member participation in Convention activities varies across the board. About half respondents set up in their rooms, the same number that set up for the Saturday public show. Only about 20% offered to assist in putting on a Convention, yet a large number enjoy participating in the week’s activities.

While location is important because of cost or distance, members overall are not averse to returning to the same location if they enjoyed themselves at previous Conventions. An important factor noted for any location is the opportunity to increase items in the member’s collecting interest, or if a dealer, to sell merchandise. The overall respondent consensus was the “stuff” we collect is still a critical factor in how they view the Convention.

The cost of registration normally varies between \$75 and \$85 and is not a deterrent to most respondents. Most recognize that the format of two dinners is, in part, a requirement for NABA to acquire reasonable room rates and all facilities (hospitality, trade floor, auction room, etc.) at no cost. Hotel rates up to about \$100 appear acceptable. Any questions about the current two-meal plan have more to do with having a choice or option vs. the cost.

Continued next pg.

Brief Specifics:

1. Are you planning to attend the Bay City Convention? About 20% responded "yes" and another 30% "uncertain at this time."
2. The half who indicated they would not attend were asked why. The responses were fairly evenly distributed between location, cost of travel, and personal conflict at this time.
3. How far would you travel to attend? About 50% said 251 to 500 miles and another 25% said 501 to 1000 miles.
4. How many Conventions have you attended? About 18% never, 44% between 1 and 5, 16% between 6 and 10 and 20% more than 11.
5. What factors enter your decision to attend? Location was noted by 80% and 28% wanted to combine the Convention with a vacation. About 44% wanted to add items to their collections and only 15% noted the cost of registration. The absence of beer cans was noted by 4%.
6. The range of maximum acceptable registration fees were recorded as follows: 7% wanted less than \$50, 9% favored \$65, 38% picked \$75, and 28% thought \$95 was acceptable. All ranges were based on our two dinners, well stocked hospitality room, and pleasant hotels.
7. With whom do you attend? 37% usually come alone, 31% with a spouse, 5% with family, and 18% with another member to share expenses.
8. What range of room rates are acceptable? Less than \$79 = 8%; \$80 to 89 = 21%; \$90 to 99 = 29%; \$100 to 109 = 21%; \$110 to 119 = 9%; \$120 to 129 = 7%.
9. What value do you place on room rates that include a free breakfast? About 21% said none, 36% said \$5, 35% said \$10, and 4% said \$15/day.
10. Asked about interest in helping with future Conventions, 6% indicated they would host or chair a Convention; 20% said they would help; while 77% indicated they enjoyed attending, but were too busy to help.
11. When asked about participation in Convention activities responses were as follows: pre-Convention home tours 45%; microbrew tours 39%; Brewmaster's Dinner 28%; seminars 33%; full bottle exchange 26%; local non-beer tours 16%; Microbrew Night beer tasting 46%; and viewing Local Collector displays at the Convention 66%.
12. How do you participate in Room-To-Room activities? 43% only as buyers, 5% only as sellers, and 48% as both. 8% never open their rooms and another 8% attend Conventions without any interest in adding to their collections.
13. Friday's Auction: 3% participate only as sellers, 46% as buyers, and 24% as both.
14. The Saturday Public show finds 37% will set up and 49% won't.
15. Members were asked their impressions of the past 10 NABA Conventions. All 10 were ranked almost dead even.
16. How long have you been a NABA member? 3% less than a year, 17% 1 to 5 yrs; 14% 6 to 10 yrs; 27% 11 to 20 yrs; 23% 21 to 30 yrs; 10% 31-40 yrs.
17. Are you a member of another club? ABA-77%; BCCA-60%; ECBA-20%; JFO-7%; SCI-2%.
18. What hotel features are important in your decision to attend? Room rate 80%; Layout 27%; local restaurants 48%; walking distance to local attractions 43%; convenient parking 53%; hotel features like elevators, swimming pool, free internet 11-22%.
19. What Convention events do you participate in or enjoy most? Top choice was Room-To-Room followed closely by the Saturday Public Show and the Friday auction. Next was a grouping including home, brewery, and historic tours. Seminars were rated OK, and slightly lower on the list were full bottle swaps and micro-beer tasting.
20. When asked about the future Conventions [Springfield (2012), Green Bay (2013), St. Louis (2014)] respondents indicated a 50% probability of attending.
21. What activities would you like to see added to Conventions? Top choice was activities for spouses (65%), for children (8%), and "other" (5%).
22. Would members like to see a Convention t-shirt each year? The vote was 50/50.
23. Site selection suggestions for future Conventions: Milwaukee/Waukesha (2.4), Chicago (2.3), Cincinnati/Indianapolis (2.2), Stevens Point (2.1), Kalama-zoo/Minneapolis/Pittsburgh (2.0), Toledo (1.9), and Detroit (1.8).
24. When asked about this survey and future participation 90% thought the survey was a good idea, 52% would like to take part in future surveys, and less than 1% (only 2 persons) asked to opt out in the future.

Travels with Barley

By Fred & Mary Clinton

Hello again. This is the last installment that will guide our intrepid readers brewery by brewery to NABA Convention 40 in Bay City, Michigan. This time, we will be bringing you temptations for those coming in from the south and southwest. This research was conducted in early April with our trusted assistants, Frank and Vickie Zynda.

Our first stop was the Dark Horse Brewing Co. in Marshall, MI, a must-see both because of the excellent beers and because it is very near the intersection of I 69 and I 94. There were ten

that finished dry. The Fore Smoked Stout had hints of chocolate, roasted barley, and coffee, and was very smooth. Big beers abounded here – the Plead the Fifth Imperial Stout was no exception at 14%. It was full bodied with lots of roasted malt, very smooth, and an exceptional beer. They say that every ingredient except water is doubled with the Double Crooked Tree IPA and it sure tasted like it. Zounds! A big 13% beer that was creamier and more bitter than the regular IPA.

Beer seven was So In Oats – a Belgian ale that was creamy and sugar candy sweet. Next was a West Michigan Ale, a brown IPA blended with a rye IPA for a malty beer with a rye flavor and dry finish. Next came Dark Corner IPA, a collaborative effort with the Corner Brewery in Ypsilanti, which we wrote about last issue. It was very creamy, flavorful, and tasty! Last but hardly least (at 16%)

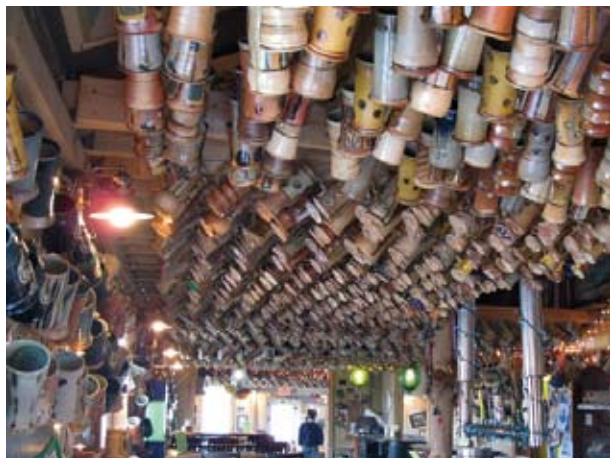
was the raspberry and black Bier. WOW! Like chocolate and raspberries in beer. What a concept. Our Four**** Paw Pick was the Dark Corner but this likely won't be available when you are there, so don't miss the Crooked Tree IPA. Mugs are available and the brewery store sells lots of shirts and other breweriana. Oh, and the food was excellent.

Our next stop heading west and south was the Arcadia Brewery in Battle Creek.

Here they also had 10 beers on tap – what a day! Our first beer here was the Anglers Ale, an English style pale ale that was true to type, with moderate hops and easy drinking. Next up: the Whitsun, which was a wheat beer with honey. It had good body and was a refreshing American style wheat. Beer three was Brigids Irish Red: good mouthfeel and body with a dry finish. Sky High Rye was brewed with 30% rye and it was like a very citrusy American Pale Ale (and tasty). Next up: London Porter – a robust style, smooth, chocolaty, and with a wee touch of peat. Loch Down was next and was very malty with chocolate and caramel tones, a very nice beer. We then tried the Starboard Stout, which we found smooth but a little thin for our tastes.

Moving into the bigger beers, we tried the Russian Imperial Stout and found lots of flavor, a complex amalgam of chocolate, licorice, and coffee. The IPA was quite citrusy and yummy, and the Hop Mouth Double IPA was similar but more bitter with more body, and creamier. We were awarded with a bonus round! Their B Craft was on hand pump: a black double IPA with pepper. Good but not for everyone. We then tried the Sky High Rye on cask with blood oranges. This gave the beer even more flavor than the original. We felt the beers were all good with three vying for the Four**** Paw Pick: two votes for the Irish Red and one each for the stout and porter. Shirts and glasses are available. We didn't eat here but in the past food has been top drawer.

Continued on pg. 35



The "garage sale that threw up", or how the interior of Dark Horse has been described.

beers on tap – not a bad start to the day. Their flagship beer, Crooked Tree IPA, was an excellent IPA with a citrus start in a very well balanced malt/hop beer. (For the record, this was not the order in which we sampled the wares.) The Reserve Special Black Bier Ale, which had a pleasant black patent/licorice quality, was very nice, and a strong one at 8.5%. Beer three was the Sapient Trip Ale, a Belgian style trippel that was creamy with a mild sweetness



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Membership Report

Happy New Year! June 1st is the start of the NABA year. That means it's dues time. If you have not yet paid your 2011-2012 dues, get them in so you continue to receive your *Breweriana Collector*. Lots of you have already renewed following the recent email reminders. Quite a few members used the Paypal option and I understand that it has been made even easier to designate your payment as a renewal or a new membership.

I have received emails from a couple of members asking for the login and

password for the website. To login just type the word **access** and for the password type **naba148**. If your memory is as bad as mine you might want to write this down and tape it to your computer!

I would like to send out a big thank you to Ron Leese, Hanover Park, PA. Ron responded when I asked for help in getting membership applications into the hands of prospective members. He sells on eBay and offered to include one in each shipment he sends out. You probably noticed our presi-

dent, George Baley, listed as a sponsor for several new members. He has been doing the same with his own transactions: Proof positive that offering the applications will help recruit new members – and earn yourself a free membership. Just be sure to put your name on the sponsor line before you send it. When five new applications come back with your name on them, you qualify!

I'm looking forward to attending some of the many NABA shows this summer as well as the Big One—Bay City, Michigan! Hope to see you there.

Kent Newton

APPLICATION FOR MEMBERSHIP

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

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$25, Canada \$30 (US); and overseas \$40 (US); Family +\$5. Dues expire May 31. 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 a Membership Card and 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.*

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Crestwood, KY 40014
502-241-7399
shoelessmikeantiques@msn.com
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and New Albany, IN
Lithos, Trays, Reverse on
Glass, Signs, Calendars,
Glasses**

Richard Clark
6035 Marrowbone Lake Rd
Joelton, TN 37080-8804
615-876-2896
**Clocks, Glasses, Mirrors,
Signs, Budweiser
Clydesdale Horses**

Howard Diefenbach
(Karen)
912 N Water
Bay City, MI 48708
989-891-8721
argogang@sbcglobal.net
All breweriana

Edward Johnson (Darlene)
1300 Poquonock Ave
Windsor, CT 06095-1811
860-688-0749
johnsoned1977@hotmail.com
**Bottles, coasters,
openers, signs, trays,
Connecticut**

Peter Jordano
550 S Patterson Ave
Santa Barbara, CA 93111

Wayne Kroll (Carol)
W3016 Green Isle Dr
Fort Atkinson, WI
53538-9094
262-593-2338
kroll@centurytel.net
**1940s to 1970s beer
goblets**

Alan Luchene
6626 W Eaglelake Rd
Peotone, IL 60468
708-259-2291
aluchene@sbcglobal.net
**All Breweriana - Mullen
Brewing, Chicago
Sponsor: George Baley**

Gary Pelletier
13141 Finch Way
Apple Valley, MN
55124-8056
952-432-3905
**All Breweriana - Hamms,
Grain Belt**

David Sears, Sr (Lori)
8807 Sequoia Rd
Woodbury, MN 55125
651-739-2969
dlsears23@comcast.net
**Clocks, neons, openers,
signs, thermometers**

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PO Box 595767
Fort Gratiot, MI 48059-5767
810-385-7101
jseelow@americanbreweriana.org
All Breweriana

George Virgines (Loraine)
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St Francis, WI 53235-5954
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518-719-0322
C845-399-5740
GeorgeWilliamsSurveying@
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tap knobs, trays, NY,
Beverwyck, Pabst,
Genesee, Schaefer
Sponsor: George Baley**

Fred Youngs
1804 Ward
Essexville, MI 48732
989-892-0443
*Worked at 3 Bay City MI
breweries*
Sponsor: Dan McShane

Travels with Barley cont. from p. 33

We then moved on to Old Hat Brewery in Lawton, west of Kalamazoo. Because we have limited space and because the group left a lot of beer in the sample glasses (not normal for this group) we won't describe every beer here. Eight were on tap and the first four were quite similar, being starter-type lights with a bit of sourness to them. The Schwartz beer had a nice dry finish and a hint of smokiness; very drinkable. The Stubbing Oatmeal Stout would have been a very good brown ale, but as a stout not so much. The best beer of the bunch was a peanut butter stout: like a Reese's peanut butter cup in a glass. Probably a half pint would be enough. Shirts and glasses were available.

We then returned to Kalamazoo for the evening heading for dinner to Bravo Restaurant and Brewery. Note that this is a restaurant first and foremost. They had three beers on tap, including an amber, which was malty, had good mouth feel, and was quite drinkable. Their Irish Red was a drier, better version of the amber; and their stout had no roast flavor, and was very similar to the first two beers. One neat twist was the use of mini pilsner glasses for the samples. While the beers were

all drinkable, it's about the food here and that was very good.

Saturday morning found us on our way to Baroda, home of the Round Barn Brewery, Winery, and Distillery. Baroda is in very small print on most maps, and while the Round



The Round Barn at Baroda



The beer barn at Baroda

Barn isn't in Baroda proper, it can be found. Seven beers were available for sampling so we got right to work. First was the Summer Wheat, an American style that wasn't as sweet as most, but a good beer. Next was the Kölsch with a good cereal flavor in an under-represented style. This was a very good beer. In fact it received the Four**** Paw Pick.

The third beer was an Amber Ale with nice malt flavor, somewhat caramely, and a slightly dry finish. Fourth was the West Highland Wee Heavy. It was a bit peatier than most and not as big a beer as would be expected for a wee heavy but still tasty. Bob's Your Uncle was an ESB (Extra Special Bitter), an English style not found frequently. It was true to the English standard and easy to drink but not as dry as some. We moved on to the Cocoa Stout: both bittersweet chocolate and chocolate liqueur had been added. This was a very creamy stout and one could easily drink more of it. The final beer at this stop was Oak Aged IPA. The oak definitely came through as well as the citrus hop flavor. This scored quite high on the Zynda scale.

The Round Barn is a wonderful stop in the middle of

some of Michigan's wine country. It's a rural setting, and lots of samples can be had – not just their beer, but their wine and spirits as well. They also have a selection of shirts.

From Baroda we continued on to Benton Harbor, home of the Livery Brewery with 12 beers on tap. Although we tried all of them we are not going to describe each; instead we'll discuss the ones we thought were not infected or otherwise "off."

Their pilsner was creamy with a nice hop finish and would make a good session beer. A hoppy brown? That's what the Telewhacker was billed as, and it was indeed a tasty beer. Dixie O'Flynn's Stout had a huge roast quality and a very dry finish – comparable to a Guinness. The Lantern Rouge was a Belgian style IPA and had good body and a well balanced malt-to-hop ratio. Two of us thought the McGiligan's IPA was a decent example of the style; but two of us deemed it awful. So you be the judge when you taste it. There was no quibbling about the Double Paw IPA; all thought it a better balanced IPA with a nice dry finish. Another beer we agreed on was the Mt. Baldy California Common, a style not often seen. Anchor Steam Beer is an example of the style. This one was very hoppy and citrusy and a big beer as well. We deemed it a tasty refreshing beer. The rest of the beer we can't recommend, and we suspect the lines needed cleaning.

Next, we headed back east-

ward to Paw Paw and the newly opened Paw Paw Brewing Co. This is a micro, and food is not available. But the beers are worth the stop. They had six on tap and we started with the Paw Paw Wheat: in the American style and crisp with a dry finish, a great summer beer. Our second taste was the St. James English Ale in the not-very-common mild style. This one had good flavor and was just an excellent beer. The Gus Meister Amber Ale had a beautiful ruby color, medium mouthfeel, and was a good example of the style. Next was the Laughing Paw Pale Ale: unlike most American style pales, this one was not citrusy – but it pushed the IPA envelope with lots of English hops. Their stout was the Black River Oatmeal Stout, with very good mouthfeel and a nice dry finish. Last was the 2 Paws IPA with big grapefruit flavor and parching dry finish. This scored high on the Zynda scale. These last two beers tied for the Four**** Paw Pick. Shirts and glasses are available.

We then returned to Kalamazoo to sample brews at the granddaddy of Michigan breweries: Bell's. This is no longer a micro by definition but it is still a craft brewery in every sense of the word. When we got there the "Travels Women" announced they were "beered out" and they were off to a fabric shop. Oh no!! Frank and Fred must carry on alone, but a job is a job. Fears of soloing were sucked up, and we proceeded.

So entering the Eccentric Café at Bell's pub we discovered 18 beers on tap. Because we had been to three breweries already, and had one more to go after Bell's, we selected six representative beers to sample, and then went for pints. We started with the Consecrator Doppelbock, an 8% rich, malty brew that was very caramely-



The Bar at the Eccentric Cafe at Bell's

ly and good. Next came Third Coast Beer at the lighter end of Bell's spectrum, a very clean pale ale and not real hoppy. Then we tried the Kalamazoo Stout – full bodied and full of roast flavor, another nice beer. Beer four was the Earthy Pale, a subtle pale without being citrusy. It comes by the earthy name honestly. Next was the Red Nose ESB, described as a mild bitter but at 6.3% it was big for a mild, and more malty than bitter; a very easy drinking brew. Our sixth sample was a beer known by many beer aficionados across the U.S., Two Hearted IPA. It's a beer about which one can say, "What's not to like?" A well balanced IPA that was malty up front and dry on the finish. Of course, a lot of breweriana is available, too.

Our final stop for this trip was the Olde Peninsula Brewpub in Kalamazoo, where we had nine beers to sample and dinner to eat. The Rockin Raspberry Wheat had subtle fruit flavor that was a drinkable summer refresher. The Downtown Brown Ale had good mouthfeel and good chocolate taste, too. Another style we don't see much was the Haymarket Cream Ale, which had

a pleasant malty sweetness: terrific for the style. The Sunset Red was nice with a good malt/hop balance: not too much of either. Beer five was a blend of the Raspberry Wheat and the stout: a slightly sweeter stout. Next was the Midnight Stout, a very nice dry stout with good roast flavor. Stout Chocula on nitro (pressurized

by nitrogen rather than CO2 makes for a creamier head) was chocolate for sure. It was very smooth, delicious and somewhat bittersweet. It was the Four**** Paw Pick of the group. In the hops we come to OP IPA, which had wonderful citrus flavor and was well balanced. The last beer of the trip (except for the one we had at the hotel) was the Anniversary Ale, an imperial IPA. Mr. Zynda declared it superb and that's really all you need to know.

Well folks, it has been fun writing about something we enjoy and we sincerely hope you have enjoyed reading our thoughts about the beers we have sampled. Followers of our column know we have always tried to convey our thoughts about whether the beer was good or not – as opposed to whether it had essences of goat scrotum or burdock or some other equally esoteric description. It was just our way of describing beers. But we have been doing this for 11 years and it's time for a new look/approach. We know that a lot of you are beer lovers, so we would like to read your take on beer. We will continue to travel and to sample beer, we just

won't write about it any more. And with apologies to Robert Frost –

Two roads diverged in a
yellow wood,
And sorry we could not
travel both,
We took the one that went
to the brewpub!

See you in Bay City!!



Gorgeous stained glass at Bell's

Editor's Note:

We will no longer be hearing of the Clintons' travels to review micro brews and brewplaces.

BC is looking for a pair or series of intrepid tasters who might visit and review microbreweries for our readers. While the Clintons' *Travels* columns will be a challenging act to follow, all you need to succeed is the desire to try out different brews and a willingness to stick to the BC deadlines to deliver quarterly materials. Editing is my job and I'm good at it.

Get in touch if you, or someone you know, might be interested.
falconer@swva.net



Advertising

Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

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

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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.

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PAYMENT

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

DEADLINES

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

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

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

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

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

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

Goebel Gang (South Bend, IN) **Contact:** Jim Mahler, 16590 Huron Dr, Buchanan, MI 49107; dumper5@sbcglobal.net.

Great White North Brewerianists (Canada) **Contact:** Heinz Janssen, heinzgra@mb.sympatico.ca.

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

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

Michigan's Dog-Gone Good Chapter (Frankenmuth, MI & Detroit area) **Contact:** Barb Bauer, 3533 W. Milbrook Rd, Mt. Pleasant, MI 48858; barb.e.bauer@gmail.com.

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

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

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

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

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

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

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

Buy ♦ Sell ♦ Trade

LATROBE, PA BREWERIANA:

Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Call Jim Mickinak at 724-539-7941 or email 10easyst@comcast.net

V155

NEW JERSEY BALL KNOBS:

Absolute highest price paid for extremely rare NJ tap knobs I need. Maybe even a trade if possible. Paul E. Brady, 601 Mercer Ave., Spring Lake Hts., NJ 07762; or beer80@verizon.net.

V154

ROUND BUTTON SIGNS

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

V158

WANTED: Gottfried Brewing,

William Saladin Brewing and Peter Schoenhofen Brewing. Interested in things associated with and from these Chicago breweries. Call Mike Gottfried at 262-512-0472 or email mlg10472@yahoo.com.

V156

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NABA

Events of Interest

NABA Chapter Events

AUGUST 13
A DAY @ LEINIES
NORTH STAR CHAPTER
CHIPPEWA FALLS, WI
DAVE WENDL
651-731-9573

Oct. 7 & 8
Guzzle N'Twirl
North Star Chapter
St. Paul, MN (see our ad on pg. 8)
Dave Wendl • 651-731-9573
brent@kastlerart.com

November 13
King's Fall Fling
(Gambrinus Chapt.)
Nr. Columbus OH
Doug Blegen
614-890-0835
dblegen@columbus.rr.com

AUGUST 21
35TH ANNUAL PACKNIC
PACKER CHAPTER SUMMER SHOW
GREEN BAY, WI
KENT TREML 989-326-2876
barbiken@NETZERO.NET

Sept. 25
Monarch Fall Fest
American Legion Post 76
Carol Stream, IL
Alan Bormann • 630-305-8618
abormann6735@wowway.com

Nov. 13
Chicagoland
Breweriana Society
Elk Grove Village, IL
Ray Capek 630-778-1482
rbcapek@sbcglobal.net

Sept 30 - Oct. 1
Great White North
23rd Annual Show
Winnipeg, MB
Dave Craig 204-257-2355
beerybear@hotmail.com

NOV. 27 - 29
Queen City Chapter
Breweriana in Blue Ash
Blue Ash, OH
Dave Gausepohl 859-750-4795 or
Jeff Dowers 513-851-8986
beerdave@fuse.net

Major Clubs

NABA: 40th Convention
Aug. 3 - 6, 2011 Bay City, MI
Dan McShane 989-667-9445
kolbbros@chartermi.net

ECBA: 39th Convention
July 13 - 16, 2011
New Cumberland, PA
Larry Handy 215-412-2344
OhHugo1@aol.com

BCCA: 2011 Convention
Sept. 1 - 3, 2011
Covington, KY
Contact: beerdave@fuse.net or
636-343-6436

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EVENTS OF INTEREST,
SEE NABABREW.COM>EVENTS

BE SURE TO CHECK WITH THE
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TO ASSURE SCHEDULE
ACCURACY

September 22 - 24: 29th Annual
Midwest Breweriana Convention
(Cornhusker Chapt., BCCA);
Council Bluffs, IA
Contact: Sharon Krivanek
402-543-2413 or
mrsckbud@yahoo.com

October 2: Buy/Sell/Trade Show
Westmont Stroh's Chapt. BCCA
Location: TBA
Contact: Ray Capek 630-778-1482
or Rbt. Brown 847-223-3419
rbcapek@sbcglobal.net

October 21 & 22: Coalcracker
Octoberfest; Wilkes-Barre, PA
Contact: Jerry Matonis 570-693-
3612 or jmat973447@aol.com

October 23: Brew City Show;
Milwaukee, WI
Contact: Jim Welytok
262-246-7171

Other Events

August 3 - 7: Canadian Breweri-
anist Convention 32;
Location: Victoria, BC,
Harbor Towers Hotel
Contact: Jim McIndoe
403-978-6415

August 13: 35th Horlacher Week-
ender; Macungie, PA
Contact: Larry Handy 215-412-
2344 or OhHugo1@aol.com

August 13 & 14 AND
October 29-30: Collectors Carni-
val Antiques & Collectibles Show;
Evansville, IN
Contact: Brent Pace 812-471-9419
bpace@evansville.net

September 16 & 17: Fall Fest
Beer Collectibles Show;
St. Mary's, PA
Contact: Larry Handy 215-412-
2344 or OhHugo1@aol.com



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