

# *The* **BREWERIANA** **COLLECTOR**

*A publication of the*

*National Association  
Breweriana Advertising*

*"America's Oldest National Breweriana Journal"*

Volume 158

Founded in January 1972

SUMMER 2012



*Notable Men of  
Illinois & Chicago*

*Postcards of the William J.  
Lemp Brewing Company*

*Hoppy Trails: Washington  
State Tour of Micros*

*Countdown to NABA 41*

*Back Bar Review: Blue &  
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# *The* **BREWERIANA** **COLLECTOR**

SUMMER 2012

#158

**FEATURES**

- 5 Notable Men of IL & Their State +  
Notable Men of Chicago & Their City .....by Larry Moter
- 15 The Back Bar Review  
Featured at Blue & Gray.....by John Bain
- 19 Postcards of the William J. Lemp  
Brewing Company ..... by Sam Marcum
- 31 Hoppy Trails: Superb Beers,  
Many Memories ..... by Rich La Susa & Friends

**STANDARD BREWS**

- 4 President's Letter.....by George Baley
- 9 ChapTaps..... by Greg Lenaghan
- 12 Labelology  
*Prohibition in Kansas City* .....by Bob Kay
- 24 Let's Talk Breweriana: *Photos Speak Louder than*  
*Words About Advertising*..... by Rich La Susa
- 27 Auction Hysteria  
*Includes Micro/Craft Section* ..... by Robert Hajicek

**SHORT DRAWS**

- 11 Countdown to Springfield, IL ..... by Greg Sgro
- 30 April 2012 NABA Board  
of Directors Meeting ..... Leadership Team
- 35 NABA Convention Memories  
1976 & 1977 .....photos submitted by George Baley

**END OF THE DRAW**

- 36 Membership Report ..... by Kent Newton
- 37 New Members..... by Kent Newton
- 38 Buy-Sell-Trade
- 39 Events of Interest

COVERS: Front and back cover images courtesy Tony White.

The Breweriana Collector, the Journal of the National Association Breweriana Advertising, Inc. is published quarterly at 240 E. Ashland Ave., Mt. Zion, IL 62549-1275. Subscriptions in the United States are \$20 per year to members of the Association and are included as part of the annual dues payment of \$25 per year.

**POSTMASTER:** Send address changes to The Breweriana Collector, 240 E. Ashland Ave., Mt. Zion, IL 62549-1275.

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## GREETINGS:

January 3, 1914.

We are now just a couple of months away from heading to Springfield for the Convention. Kent Newton reports attendance is very strong both for registrations and room bookings. It is not too early to get your reservations in for August 1 to 4.

The last Board meeting was held in Green Bay at the Packer Chapter annual Trade-A-Thon. The hotel, now a Hyatt, will be the home of our 2013 Convention. I had a bit of brain freeze in the last President's report citing the great atrium of the Hyatt as being part of this year's Convention hotel. Too much going on!

At the Board meeting, we had submitted and approved four new NABA Chapters. They include Port of Potosi, Gateway (St. Louis area), Just For Openers (JFO), and Buckeye (Toledo). The Potosi Chapter is a strong group supporting the breweriana museum. Gateway, a long-standing BCCA Chapter, will play an important role in, we hope, bringing to St. Louis a NABA Convention. The Just For Openers Chapter is an "at large" type of group headed by our John Stanley. As we look to increase the variety of specialty collectibles, JFO will lend focus to another area for members to collect. And last but not least, we welcome the Buckeye Chapter to NABA. A strong affiliate of BCCA, Buckeye is led by longtime NABA member John Huff.

The Board is also pleased to announce that Toledo has been selected for the site of the 2014 NABA Convention. A great hotel has been contracted for the event and the "straight-from-the-chute" enthusiasm of the Buckeye group has been tremendous.

The Board appointed Don Roussin as the point man to find a site in St. Louis for 2015. Don is looking for support from our membership as well as the new Gateway Chapter to make NABA's return to St. Louis a reality. We believe the strength of collecting around St. Louis will make 2015 a must-attend Convention.

A word is in order, about discussions that occurred over the past year concerning a joint NABA/ECBA Convention. A good deal of work was done by members of ECBA and NABA to see if we could put something together in Pittsburgh or eastern Ohio. Larry Handy, Kent Newton, Greg Lenaghan, and myself had numerous interchanges over the past months. Some on the NABA Board expressed concern about stretching our Convention as far east as Pittsburgh, what with the continuing uncertainty surrounding the cost of travel. Review of three surveys developed by NABA in recent years seemed to say this might not be the best time to venture too far from our strength in the Midwest. Taking many other factors into consideration, it was decided to hold off, but not to eliminate consideration of such an adventure in the future. Thanks to Larry and his ECBA team for all their help.

Board member Larry Bowden asked if NABA would be interested in establishing a NABA display at the Potosi Museum. The Board was positive about the idea. What we need to do is find a member or members who are willing to take on the responsibility. The display would be changed each year and the items presented could be coordinated by Larry, perhaps at the annual NABA Convention. Interested persons should contact Larry or me for details.

Some members have inquired about the status of the 5-year membership (pay for 4 and get 5). Yes, that is still an option open to all members. We do not anticipate a dues increase at this time, so if you want to get 5 for 4, send \$100 to Kent Newton.

Best Regards,  
George Baley  
gbaley@comcast.net

# NOTABLE MEN OF ILLINOIS AND THEIR STATE

PUBLISHED BY THE  
CHICAGO DAILY JOURNAL, 1912

# NOTABLE MEN OF CHICAGO AND THEIR CITY

PUBLISHED BY THE  
CHICAGO DAILY JOURNAL, 1910

BY LARRY MOTER

The summer's great event, the NABA Annual Convention in Springfield, Illinois is fast approaching. I have been anticipating the camaraderie, seeing all the usual suspects plus meeting new folks, and of course, looking for the stuff we all collect!

While patiently awaiting the Convention, I've been looking at current brewery/breweriana books to review for this Summer issue of the *Breweriana Collector*, but alas there were no current Illinois books. I did find some new books to review (*Ed. Note: watch for them in upcoming issues*) but nothing Illinois-specific to support the Convention.

Then the light bulb flashed. Imagine a thought appearing in a cloud above my head: "Why not review something *old*?"

I remembered a book titled *Notable Men of Illinois and Their State* published in 1912 by the Chicago Daily Journal – that I'd purchased at an ECBA show many years ago. The seller was a knowledgeable collector (Will Anderson

– there are not too many people in his knowledge category) and I remembered there were pictures of brewery executives and breweries depicted. So I went to my library and dusted off this old tome to refresh my memory:



REISCH, GEORGE, who gives his name to the firm with which he is directly connected, the Reisch Brewing Company, of Springfield, was born in that city Jan. 3, 1846. He is the son of Franz and Susana (Maurer) Reisch. His early education was received in the public schools of his native city and was continued later by a course at the Illinois State University. He has been in the brewing and malting business all his life and was at one time vice-president of the Illinois National Bank of Springfield. His business life has at various times been broken by traveling and he has taken several trips to Europe as well as extensive tours about the American continent. Mr. Reisch is a democrat. He served as alderman for one term and during the four years preceeding 1896 was a member of the Springfield park board. He is a member of the chamber of commerce and St. Boniface Society; clubs, Sangamo, Mercantile; office, Springfield.



ALLER, MATHIAS, president, Home Brewery, Chicago; b. Eagle River, Wis., Jan. 28, 1869; s. Lambert and Anna (Passmall) Aller; ed. schls. Fort Washington, Wis.; came to Chicago 1887 and engaged in brewery business; one of the promoters of Home Brewery, 1907; appt. chm. bd. of dirs. of House of Correction, July 1911; office, 2654-2670 Elston Ave.

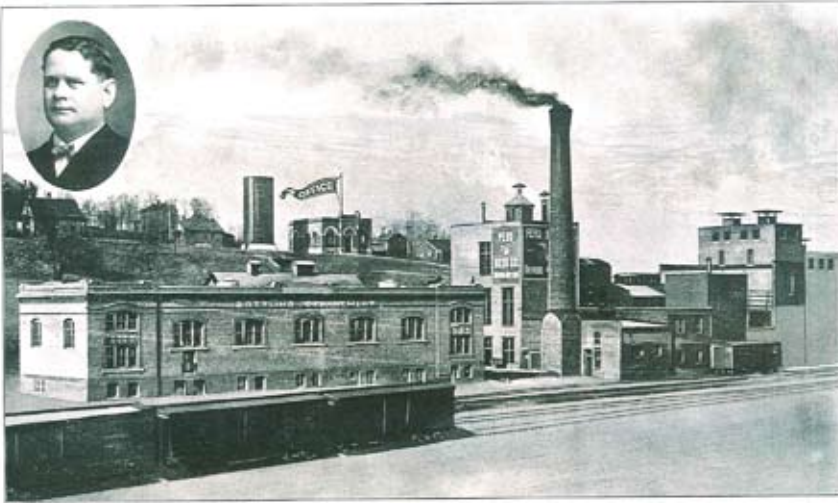
Who were the brewery "movers & shakers" in the Illinois business elite 100 years ago?

First stop: the Introduction, which stated:

*Notable Men of Illinois and Their State*, like *Notable Men of Chicago and Their City*, is intended to be a book of ready utility for the newspaper editor and artist. It is issued as a practical publication to meet the newspaper demand for illustration. *Notable Men of Chicago and Their City* was received with so much enthusiasm and thankfulness by the newspapers and magazines of the United States that encouragement was given the publisher to undertake compilation of this volume.

So. Who *were* the movers and shakers contained within? (Please note – certain duplicate bios from the 1910 Chicago book were omitted.) What breweries were pictured?

The 1st imposing picture that caught my eye was "George Reisch of the Reisch Brewing Company of Spring-



ANDREW HEBEL

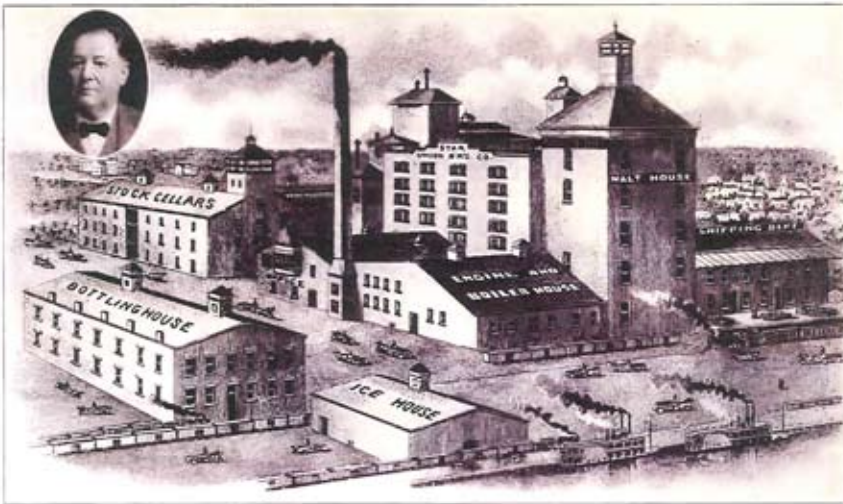
PERU BEER COMPANY, PERU, ILL.

The plant of the Peru Beer Company, a finely equipped modern brewery, is located at Center and Farm streets, Peru, Ill. From a small beginning in 1847, this brewery has risen to the front rank of manufacturing enterprise and possesses one of the best arranged brew houses in the state.

Andrew Hebel, whose picture is shown herewith, is president, general manager and director. Charles Bulfer is secretary and director, and Charles Brunner is director of the company. Louis Burkart is the sales agent. The company has a new four-story brew house, equipped with a copper beer kettle of 300 barrels' capacity. The brewery is supplied with water from an artesian well 1,254 feet deep. Andrew Hebel was born in La Salle in 1865, the son of Andreas Hebel. His family moved to Peru in 1869. Mr. Hebel is a graduate of the Peru public schools, the Bryant & Stratton's business college. He also attended St. Louis university. He was twice elected mayor of La Salle and is a director of the Peru schools, the Peru national bank and other corporations.



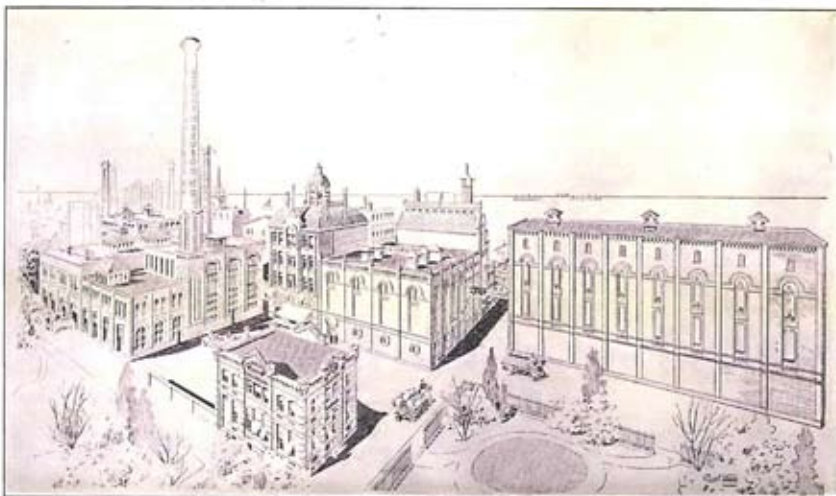
ZWIEFKA, VINCENT S., secretary Eagle Brewing Co., Chicago; b. Chicago, July 23, 1886; s. Albert and Katherine Zwiefka; ed. pub. sch. St. Stanislaus parochial sch. and coll., business coll.; bookkeeper and cashier Eagle Brewing Co., 1904; elected vice-pres. 1909; elected gen. secty. 1910; 1907 organized "Perfect" haberdashery, of which he is president; democrat; candidate for nomination to bd. of Sanitary trustees 1912; 4 yrs. trustee Modern Woodmen of Am.; mem. Polish Nat. Alliance, St. Stanislaus Alumni, 16th ward Young Men's Democratic Club, N.W. Side Commercial Assn., White Eagle Commercial Assn., White Eagle Turners; office, 2608-20 N. Western Ave.



HENRY HOERNER

STAR UNION BREWING CO., LA SALLE, ILL.

THE STAR UNION BREWING COMPANY of La Salle, Ill. traces its history back to 1845, when Fred Kaiser conducted a small, crude brewery on the Rock Island tracks near Peru. From that small beginning, the Union Beer company was developed. Henry Hoerner (whose photograph appears above) bought an interest in the business in December, 1880, and the name was changed to the Union Brewing company, under which it was conducted until July 1, 1893, when the capital stock was raised to \$150,000. Mr. Hoerner owning two-thirds and the Link family the other third. The brewery is now one of the largest in Illinois. Mr. Hoerner was yard-master of the Illinois Central railroad at Peru from 1872 to 1881. He was elected mayor of Peru nine times, the first time in 1887; address, La Salle, Ill.



THE KEELEY BREWING COMPANY'S PLANT in Chicago covers an area extending from Twenty-seventh street to one-half a block south of Twenty-eighth street and from Groveland avenue to the Illinois Central Railroad company's tracks. The company operates its own malt house, bottling and ale departments. All malt used is thoroughly inspected by the company's inspector. The bottling department is equipped with the most modern machinery. The ale department is practically a brewery in itself. Here Keeley's "Ye Old Inn Ale" is brewed. The Keeley Brewing company brews and bottles lager beer, ale and porter, and has branches at Kansas City, Mo., Marquette and Ishpeming, Mich., South Chicago, Ill., Indiana Harbor, Whiting and Fort Wayne, Ind. Thomas F. Keeley is president and Eugene M. Keeley, secretary and treasurer of the company. Address, Twenty-eighth Street and Groveland Avenue, Chicago.



HAHNE, ALBERT HENRY, mgr. North Western Brewery, Chicago; b. Chicago, July 21, 1860; s. William and Augusta (Brenstedt) Hahne; ed. private German sch., bus. coll.; engaged in brick business with father 1875-98; then with United Breweries Co., cashier of present firm until 1907, and mgr. since; re-elected 1897; mem. A.F. & A.M., Medina Temple, A.A.O.N.M.S., Nat. Union; office, 2270 Clybourn Ave.

field, Illinois.” Other brewery execs include Mathias Aller of the Home Brewery, Albert Henry Hahne of the North Western Brewery, and Vincent Zwiefka of the Eagle Brewing Company.

Factory scenes include the Peru Beer Company of Peru, Illinois, the Star Union Brewing Company of La Salle, Illinois, and the Keely Brewing Company’s plant in Chicago.

These intriguing bios and pictures made me wonder about the 1910 book that I did not possess. A quick internet search revealed that this book (as well as the companion 1912 book I’d bought at the ECBA show) were available on line as PDFs from the University of Illinois (Champaign).

I’d begun my search by typing *Charles J. Vopicka*, a “notable” who had been pictured in both books. Mr. Vopicka, though well known in our hobby as founder of the Atlas Brewing Company, was famous as a leader in the Bohemian community. He’d also been tapped by multiple presidents as Ambassador to Romania and Bulgaria, among other assignments.

The 1910 Chicago book features bios of Rudolf Brand of the United States Brewing company, three Birks of the Birk Brewing Company, John A. Cervenka of



VOPICKA, CHARLES J., pres. Atlas Brewing Co., b. Bohemia, Nov. 3, 1857; s. Joseph and Elizabeth Vopicka; came to U.S., 1880; worked as bookkeeper in truck factory, Racine, Wis.; came to Chicago, 1881; employed in dry goods business 1 year in real estate and banking business, 1882-99; Apr., 1891, with Otto Kubin and John Kralovec started Bohemian Brewing Co.; 1896 name changed to Atlas Brewing Co.; dem. mem. west park commission, 1894-7; former mem. board of education and board of local improvements; dem. candidate for congress 5th Ill. dist., 1904; clubs: Iroquois (vice-pres.), Bohemia (pres.), South Shore C.A.A., Illinois; mem. Bohemian Turner Soc., Ill. Brewer's Assn., U.S. Brewers' Assn.; office, 684 Blue Island Ave.



WELBASKY, WILLIAM J., brewer; b. Chicago, May 23, 1857; s. Frank and Jeannette Welbasky; worked for Pinkerton Nat. Detective agency; eighteen years detective on police department, Chicago; now manager G. Heileman Brewing Co.; office 2255 State St.



BRAND, RUDOLPH, pres. and gen. mgr., United States Brewing Co.; office First Nat. Bank Bldg.

the Pilsen Brewing Company, Joseph P. Junk of the Joseph Junk Brewing Company, Joseph Theurer of the Peter Schoenhofen Brewing Company, Charles Henry Wacker of the Wacker & Birk Brewing Company, and brewer William J. Welbasky, manager of the G. Heileman Brewing Company’s office. If Mr. Welbasky brought “Old Style” to Chicago we shall have to raise a toast in his honor at Springfield.

Brewery pictures included in the Chicago book: Atlas Brewing Company, the Brand Brewing Company plant, and the Peter Schoenhofen Brewing Company.



Residence of Mrs. Catherine Seipp, 3300 Michigan Avenue.

Last but not least is a photograph of the luxurious mansion owned by Catherine Seipp, second wife of Conrad Seipp. The Seipp family had sold their brewing operation to an English syndicate that combined multiple breweries into the City of Chicago Consolidated Brewing & Malting Co., Ltd. One wonders if this property is still standing. Does anyone know? Phil Pospychala – you have a homework assignment to report in Springfield!

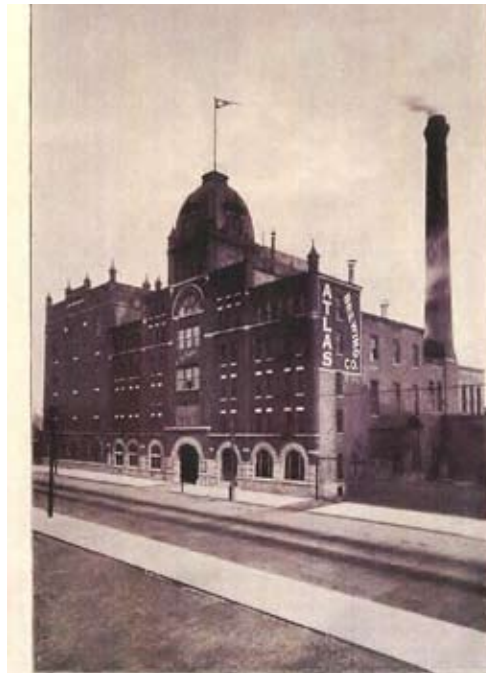
In closing, I did note that many prominent Illinois & Chicago brewers are omitted from these books. One possible explanation I've reflected upon as I take leisurely strolls through another out-of-print book (*A History of the City of Chicago, Its Men and Institutions: Biographical Sketches of Leading Citizens, 1900*) published by a long-defunct newspaper (the "Chicago Inter Ocean") is that they probably only featured those breweries that advertised in their newspapers. I guess it was like paying for product placement in a Hollywood film today.

See you in Springfield!

Larry Moter



WACKER, CHARLES HENRY, real estate; b. Chicago, Aug. 29, 1856; s. Frederick and Catharine Hummel Wacker; ed. Chicago pub. schls. and Lake Forest Acad.; 1873-6, office boy and clerk with board of trade firm; traveled through U.S. and Europe and into Africa, 1876-9; joined father, 1880, establishing malting firm F. Wacker & Son, which later became Wacker & Birk Brewing and Malting Co., of which was pres. from 1884 till 1901; also pres. McAvoy Brewing Co. for a number of years; pres. Chicago Heights Land Assn.; dir. Corn Exchange Nat. Bank, Chicago Title and Trust Co., Western Stone Co., Republic Iron and Steel Co., S. Side Elevated Ry.; was dir. and mem. committee on ways and means, World's Columbian Expn.; is chairman commission on "city beautiful" plans; chairman executive committee Chicago Relief and Aid Soc., pres. Athenaeum; governing mem. Art Inst.; clubs: Chicago, Commercial, Union League, Fellowship, Bankers' Iroquois, Germania, C.A.A., Mid-Day, Chicago Turngemeinde, Schwaben Verein; office, 138 Jackson Blvd.



ATLAS BREWING CO. – The Atlas Brewing Company's plant is one of the most modern in Chicago. It is six stories high, of pressed brick, 250 by 250 feet. The plant has a capacity of 250,000 barrels a year. Its bottling department is one of the most up-to-date in the United States. The brewery was established in 1891 by Charles J. Vopicka, Otto Kubin and J. Kravalec [sic]. The officers are Charles J. Vopicka, president, Otto Kubin, vice-president and treasurer, and James A. Shalek, secretary.



THEURER, JOSEPH, president, Peter Schoenhofen Brewing Co.; office, Canalport Av. and 18th St.



BIRK, WILLIAM A., pres. Birk Bros. Brewing Co.; b. Chicago 1861; s. Jacob Birk.



BIRK, JACOB, retired brewer; b. Trossingen, Wurtemberg, Germany, Sept. 21, 1835; came to U.S. 1853; worked one year Bridgeport, Conn.; arrived Chicago, 1854; 1859 established harness and saddlery business; 1868 purchased Wheeling House on West Lake St.; 1882 with Frederick and Charles H. Wacker, established Wacker & Birk Brewing & Malting Co.; retired 1895.



BIRK, EDWARD J., secty. Birk Bros. Brewing Co.; Chicago 1867; s. Jacob Birk.



# ChapTaps

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

**Greg Lenaghan**  
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*In this issue, we've included an excerpt from the Miami Valley Guzzelette, which explains why beer makes men smarter. One of our newest chapters, Gateway (out of St. Louis), tells us about three "adult beverage" stops that are recommended to be visited on the way to the NABA Convention. Finally, the Reisch Brew Crew promotes the Tuesday Open Houses of Convention week.*

*Greg Lenaghan*

*From the Miami Valley Chapter Guzzelette by Greg Gromosiak*  
**Beer makes men smarter.**

So say researchers at the University of Illinois in Chicago.

They found that men with a couple of beers under their belts were actually better at solving brain-teasers than their sober counterparts.

To reach that surprising conclusion, the researchers devised a bar game in which 40 men were given three words and told to come up with a fourth that fits the pattern.

For example, the word "cheese" could fit with words like "blue," "cottage," or "Swiss."

Half the players were given two pints. The other half got nothing.

The result? Those who imbibed solved 40% more of the problems than their sober counterparts.

Also, the drinkers finished their problems in 12 seconds while it took the non-drinkers 15.5 seconds to furnish solutions.

"We found at 0.07 blood alcohol, people were worse at working memory tasks, but they were better at cre-

ative problem-solving tasks," psychologist Jennifer Wiley reported on the Federation of Associations in Behavioral and Brain Sciences (FABBS) site.

Wiley conceded that her findings run counter to popular belief that alcohol hinders analytical thinking and muddies the mind.

"We have this assumption, that being able to focus on one part of a problem or having a lot of expertise is better for problem solving," says Wiley. "But that's not necessarily true. Innovation may happen when people are not so focused. Sometimes it's good to be distracted."

It may also help explain why raving drunks like Ernest Hemingway, John Cheever or Charles Bukowski were able to write their books.

"Sometimes the really creative stuff comes out when you're having a glass of wine over dinner, or when you're taking a shower," Wiley said.

## **DRINKING IN MODERATION TIP**

Researchers also found that men are more likely to solve a problem when working in groups of three rather than two. "In groups of two, we tend

to be more polite, not to confront or ask questions," Wiley said. "But when you respond to a question in a group of three, you're not confronting, you're speaking up for the whole group."

*From: Gateway Chapter CAN-A-GRAM by Kevin Kious*

## **Crown Valley, Charleville & Weingarten**

### **Brewing in Ste. Genevieve, MO**

This column returns to Ste. Genevieve, where the Sainte Genevieve Brewing and Lighting Association mothballed its brewkettle in 1918. While it took nearly a century, the brewing business there has returned with a vengeance. Today three breweries carry a Ste. Gen. address. None of them are in the town proper, though. In fact, you might say they are all pretty well out in the sticks.

The Crown Valley Brewing & Distilling Company actually considers itself to be in "historic Coffman." Good luck finding that on a map, but it's about 15 miles southwest of Ste. Gen. The brewery is a part of "Crown Country," which includes the giant Crown Valley Winery, restaurants, lodging, a golf course, and even a tiger sanctuary.

Crown Valley started brewing in 2008. Its six-packs have become a common sight in the gateway region – in fact the product is being shipped to ten states with hopes of more.

Owners Joe and Loreth Scott hired Carl Wiersma to be brewmaster. The Wisconsin

native brought an impressive resume to Crown Valley. It includes time spent at Kurth Malting Company, and eight years at A-B's pilot brewery in St. Louis.

The brewery utilizes a 15-bbl. system and Crown Valley's Plowboy Porter recently took best of show at a highly competitive beer festival in Savannah, GA. And at a time when some St. Louis breweries are closed on Sundays, they not only open their doors, but also sell growlers for \$5 on Sundays.

Not far south of Crown Valley is the Charleville Winery. Don't let the name fool you – they've been brewing beer since 2004. Their 22-oz. bombers have become a familiar sight at St. Louis area liquor stores. Six-packs of 12-oz. bottles have recently been added, and not long ago I had the pleasure of sipping a draft Charleville Hoptimistic IPA at Johnny's Sidebar in beautiful downtown Collinsville, IL. (Patty is a fan of their Half-Wit Wheat – go figure!)

Charleville's tasting room and patio overlook a scenic landscape above the Saline Creek valley. Owners Jack and Joal Russell have added to the rustic setting by moving an 1860s log cabin onto the grounds. It's amazing how Charleville has grown since my previous visit there a number of years ago.

The farthest north of these breweries, and the closest to Ste. Genevieve proper, is the Weingarten Vineyard. This 20,000 square-foot facility includes the Weingarten Brewhaus.

Weingarten is the incarnation of a dream by owners Randy and Connie Hamann, who bought the property in

2003 and planted grapes the next year. Ground was broken for the building in October, 2009, and the business opened in May, 2011. Brewer Chris Mangold had his New World Wheat Ale ready on opening day. It was the only brew offered last year, but in January Weingarten announced plans to begin having at least four beers on tap at all times. They also hope to combine brewing and winemaking in unusual ways, such as using grapes in beer and aging some beers in wine barrels.

It has been exactly 140 years since a fire destroyed a brewery in Weingarten that was operated first by the Seitz brothers and then by Valentine Rottler. Since the Weingarten Brewhaus is on Rottler Lane, what better reason for a visit than to drink a toast to both the past and future of brewing in Sainte Genevieve County.

Visiting these three breweries sounds ideal for a day trip or weekend getaway. If you go, take some pictures! Also, don't trust MapQuest when planning your route; visit their websites: [crownvalleybrewing.com](http://crownvalleybrewing.com), [charlevillevineyard.com](http://charlevillevineyard.com), and [weingartenvineyard.com](http://weingartenvineyard.com).

### **NABA Convention: Tuesday House Tours**

*By Kent Newton,  
Reisch Brew Crew*

This year's Convention features house tours on **BOTH** Tuesday and Wednesday. If you are planning to come **Tuesday**, you need to be aware that Tuesday's tours are in the Decatur, IL area – about 38 miles east of Springfield. Anyone coming from points north, east, or south will find it more convenient to visit the open houses before going to Springfield.

First up on Tuesday: Marvin and Carol Ridgeway. They have a fantastic collection of bottles, (mostly bitters), that they have acquired over the past 40-50 years. Many of their bottles are at least 100 years old and all look like new! They also have an impressive collection of beer and Coca Cola items displayed in their basement. Marvin can give you the story on where and how he acquired these items as if it was yesterday.

**The Ridgeways live at  
3316 N. Oakland Ave., Decatur.  
Their phone number is  
217-876-7029.**

The second home on the Tuesday schedule is Kent and Teresa Newton's. We live with our daughter Amanda at **340 Ashland Ave., Mt. Zion.** **You can call us at  
217-412-5278.**

This collection focuses on Illinois breweries from I-80 and south – but you will find items from all over since I quite frankly, sometimes can't pass up a "good deal."

Teresa collects Frankoma pottery as well as other pottery and glass. She probably has more Frankoma pieces than the Franks themselves. I also tend to stray into non-beer advertising, and as I often characterize it, other "oddball stuff." In fact, rumor has it that a personal relief vessel museum and hop research plot may be part of the tour.

Both houses will be open **Tuesday from 1 PM – 5 PM.** If you're driving schedule puts you there earlier, just give a call. Everyone will be glad to accommodate – but you might have to help with the last second dusting. GPS should get you to both locations. If you have trouble, we're all just a call away.

# SPRINGFIELD, IL: August 1 - 4, 2012

## Countdown to NABA's 41st Convention!

This is the last installment of your Springfield Convention travel guide. I hope you have been enticed by some of our historic places, and great food & drink. Of course, there are a lot of things to do other than see Lincoln sites, eat and drink.

Among other things, we have some really nice **parks**. You can learn more about our parks at [www.Springfieldparks.org](http://www.Springfieldparks.org). Some highlights include Carpenter Park, which is the largest downstate Forest Preserve and a great place for a long hike. You'll see views of the Sangamon River and three-hundred-year-old oak trees. Washington Park has a Botanical Garden and a Carillon (bell tower). There are also public tennis courts there, as well as some a little closer to the Hotel, at Iles Park. There is a Frisbee golf course at Douglas Park, and several very good park-district-operated public golf courses, as well as a couple of privately operated courses. Bunn Park is a tighter course, at about 100 years old, so the trees are very well developed. It's only a few miles South of the Hotel on 11th Street. Lincoln Greens is on Lake Springfield. The Rail Golf Club is privately owned but open to public play – used to host an LPGA tournament and so, is a little more expensive.

Speaking of the **Lake**, there are several parks there, and you can rent a boat or Wave Runner at the Lake Springfield Marina. The "Party Barge" is big enough for a crowd but bring your own coolers and beer. You can see all the different boats

available at [lakespringfieldmarina.com](http://lakespringfieldmarina.com) – click on the "rentals" tab. There is also a very nice zoo at the Lake. You'll be surprised at the quality of our zoo, consistently mentioned as one of the top zoos in the Midwest.

We have a good selection of hike and bike **trails**. None directly adjoin Downtown but there are parking spots near most and they stay busy year-round. A particular favorite of mine is the Lost Bridge Trail, which runs from the East edge of Springfield to Rochester. You'll be almost certain to encounter a deer or some other wildlife along that trail.

We have several miniature golf courses and bowling alleys. There is a **recreation** park with Go Karts, a driving range, batting cages, a water park, and more. It is called Knight's Action Park and is just south of town on Interstate 72. Be forewarned: Knight's is a place to take kids.

Just on the other side of the Highway is a Scheel's Sporting Goods store. It's far more than a store and has a Ferris wheel, NASCAR simulator, restaurant, and everything sports you can imagine, all under one roof.

There is also a regional **shopping** Mall surrounded by dozens of chain restaurants and national stores. Just a block from the Hotel is a used record store, Recycled Records, with more vinyl than a '78 Corboda. The proprietors frequently turn up other vintage memorabilia including (oddly enough) beer signs. Downtown also features several dozen eclectic little shops featuring everything

from unique clothing, to art, to greeting cards. It is very easy to while away a few hours poking in and out of interesting shops. Along the way you can stop off at Dell's Popcorn Shop for fresh, hot caramel corn, or Pease's Candy for a huge selection of chocolate made on site. Of course there are all of those places I mentioned before for a beer or a snack. In other words, if you're looking for something to do other than Breweriana, you won't have to go far.

One very recent addition to the Downtown scene has opened since our last publication and it should be of interest to some members. It is **The Tin Can Pub** and it's just a few blocks west of the Hotel on Monroe. They specialize in canned beer – more than 80 kinds. The juke box at the Pub specializes in 70s and 80s rock, Johnny Cash, and the Ramones.

We sure do hope you'll make it to Springfield. By "we" I mean the whole town. We are a very friendly city and we love tourists. If someone is rude to you they are probably from somewhere else. We're also a very affordable city, where bars still serve dollar drafts and lunch shouldn't cost \$10. Lastly, there will be more NABA members here than anywhere since last Convention and you'll make it one more.

Come join the party in Springfield on July 31, 2012.

*Greg Sgro*  
NABA  
BCCA

Reisch Brew Crew



Prohibition was like a funeral march for most of the nation's breweries. Many chose to close rather than resort to the near-beer game. Of those that remained open, many stepped-down to distributor status by selling near-beer, and other stop-gap products purchased from others. In the greater KC area only two breweries, Muehlebach, which

had been a stalwart in the KC market, and Goetz (from nearby St. Joseph, MO), chose to give the Prohibition near-beer playground a try. One succeeded beyond reasonable expectations and one failed. This article takes a look at the products that produced this outcome – of course with special emphasis on labels.

**References:** *Breweriana Collector* Vol. 144, Bob Nash, Jerry Porter, *US Beer Label* books by Kay, *Hometown Beer, A History of KC Breweries* by Maxwell

### Muehlebach vs. Goetz

**Muehlebach Brewing Co:** Began in 1869 when George and John Muehlebach, Swiss immigrants, purchased an existing brewery at 18th and Main (now the site of the TWA Building) and began brewing lager beer. John died in 1880 and George assumed full control of the business. That same year he razed the original brewery and built a new brick and stone structure on the same site. The new brewery was dubbed the "Beer Castle" because of its unique Romanesque style with a mansard-roofed tower. The Beer Castle served the greater KC market up to and into the Prohibition years. George died in 1905 and his son George E. Muehlebach took over. When national Prohibition hit, rather than close, George E. decided to continue with a near-beer called Mulo accompanied with a family of soft drinks. For unknown reasons, Mulo quickly disappeared from the scene (it probably wouldn't spike) and was replaced with brands called Muehlebach Pilsener, New Brew, and G&C. These products had only limited success and in the end couldn't support the large brewery infrastructure. They closed in 1929, some four years before the return of legal beer production. When Repeal came, the Muehlebach family wasn't able to muster the backing to restart immediately. Finally, in 1938, they built a new brewery at 4th and Oak Streets and began the process of re-establishing Muehlebach Beer in the KC marketplace. This new enterprise enjoyed success until the big Nationals put on the squeeze and prompted sale to Schlitz in 1966. That's when Muehlebach brews became history. Schlitz eventually closed their KC branch in 1973.

**Goetz Brewing Co:** M.K. Goetz founded his brewery at 6th and Albemarle Sts. in St. Joseph, MO in 1859. The brewery was well received and local success prompted numerous expansions to accommodate an ever-growing market area, which soon included nearby Kansas City. The family-owned brewery continued in business right through the tumultuous dry years of national Prohibition and into the post-Pro period. This brewery also felt the squeeze from the Nationals and succumbed to purchase by the Pearl Brewery of San Antonio, Texas in 1961 – Pearl eventually closed their KC branch in 1976. The success of the Goetz Brewery during Prohibition was legendary. (See *Breweriana Collector* volume 144 column titled "Prohibition Winners"). During the dry years when most breweries closed, Goetz prospered to the extent they had to expand. Their near-beer was their secret of success – it used a new process and new equipment not common in brewing circles. Key was its flavor that almost resembled real beer. But even more important was the fact that it could be spiked with grain alcohol to resemble real beer's kick without turning cloudy. The flavor and spike-ability made Goetz's near-beer a winner among a sea of losers from other breweries. While Goetz couldn't advertise spike-ability, they didn't have to. The news quickly spread throughout the US by word of mouth. They had entered the dry period as a small regional brewery, and ended up a prosperous nation-wide marketer. During the same time, Anheuser-Busch's widely touted Bevo product (which wouldn't spike) flopped and was finally withdrawn from the market in 1929. Unfortunately, Goetz lost a lot of their edge when Prohibition was repealed and it was back to real beer.

# Muehlebach Prohibition Products



Muehlebach applied for a trademark for Mulo, a non-alcoholic, maltless cereal beverage in 1917. Although many 10 ounce green glass steinie bottles embossed Mulo can be found at flea markets and in greater KC Antique Malls, no examples with Mulo labels are known to me. Instead these bottles contain Muehlebach (or Goetz) soda or near-beer labels. Just what happened to the Mulo brand in the 1917-1925 period has yet to be explained. It probably wouldn't spike. The slogan on the letterhead – "The Drink Without A Kick" surely didn't help back in the rip-roaring twenties.



c1926-1929, 1/2% L-2  
Muehlebach Pilsener, their pre-Pro flagship brand, and a seldom-seen New Brew label were used on 12 oz. amber longneck bottles.



Prohibition Sodas, c1920-1929  
Muehlebach Soda labels on 10 oz. Green-glass Mulo bottles are a common sight in Greater KC Flea Markets and Antique Malls. These 10 oz. Mulo bottles are also found with many Goetz Prohibition era sodas and cereal beverage labels. It's possible Goetz purchased a large quantity of these bottles from Muehlebach.

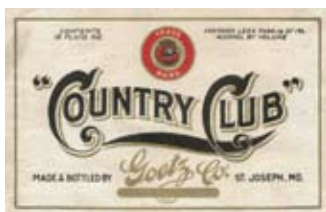


At right: This c1920 Concord Grape is less common than the sodas pictured above.

c1926-1929, 1/2% L-2  
G&C, a near-beer brand named for George E & Carl Muehlebach, can be found on 10 oz. green-glass steinie bottles embossed Mulo.

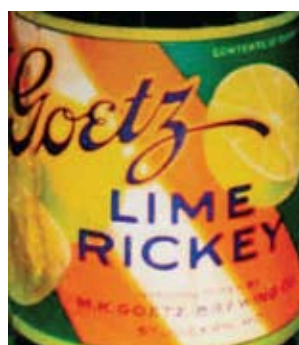
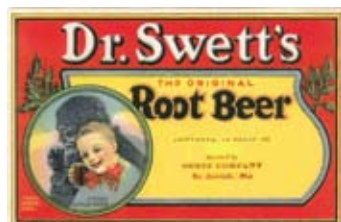
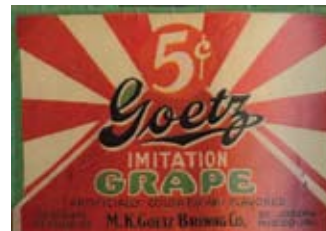
# Goetz Prohibition Products

This 1925 letterhead for the Goetz Sales Co. lists three cereal beverage products – Country Club, G & C Dark Brew, and Country Club Special – and seven sweet beverages: Grape, Strawberry, Orange, Cherry, Root Beer, Ginger Ale, and White Lemon. The mention of G&C Dark is surprising in that it was a Muehlebach product. We can only guess as to what was going on. It certainly looks like Goetz was in the driver's seat!



## c1917-1933 1/2% Cereal Beverages

Goetz became very active during this period. Many examples of their early near-beers can be found. The labels pictured on the top row are very early and quite rare. Row two shows later variants of their popular and spike-able Country Club brand – the brew that propelled them into national recognition during the latter part of the Prohibition years.



## Prohibition Sodas, c1920-1933

These soft drink labels are fun to collect. Goetz Orange, White Lemon, and Imitation Grape specimens pop up fairly often, however the others pictured are especially rare. I've never seen a Goetz Ginger Ale label. At least for the Orange, Lemon, and Grape there are several variations to be found.

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# *The Back Bar*

featured at

## *The Blue and Gray Show*

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# *The Back Bar*

By John Bain

## *Review of the 13th annual Back Bar Display*

**G**reetings all! February 2012 marked the 13<sup>th</sup> annual Back Bar Display and Best of Show Contest at the Blue and Gray Show in Fredericksburg, VA.

Bud Hundenski won first prize in the contest for his mesmerizing, 1930s, embossed glass animated sign for Duquesne Pilsner. Still photos can't do the sign justice because they don't capture the animation effect. Behind the glass are transparent, colored rods suspended from a conveyer chain that continuously moves from left to right. Light shining through the rods creates a dazzling, visual display of color and light within the clear typeface against the red background.

Dave Doxie won second prize for his lively, 1930s, reverse-fired glass cab light for Pabst Old Tankard Ale. Of all the cab lights designed by Gillco, this is, perhaps, one of the most handsome with its striking graphics, varied typeface and detailed, cast-metal footed base.

Dave Donovan won third prize for his very charming, 1950s, animated heat lamp sign for American All Grain Beer. Hidden behind the landscape and the young woman in Native American dress, is a spinning cylindrical shade that creates a convincing illusion of clouds drifting lazily over the horizon, and tall grain swaying gently in a summer breeze.

Each winner received a colorful Back Bar ribbon

and a 12-pack of premium bottled beer, all paid for by the Blue and Gray Show.

Congratulations to the winners, and many thanks to the participants, Ray Johnson, the Blue and Gray Show staff, and the Ramada Inn staff for providing their support and the perfect venue for this event.

If you'd like to participate in the next Back Bar Display and Best of Show Contest, simply contact me at [the-back-bar@earthlink.net](mailto:the-back-bar@earthlink.net), or write to me at P.O. Box 610253, Bayside, NY 11361.

Cheers!

### **Winners of the Best of Show Contest**



Dave Doxie      Bud Hundenski      Dave Donovan  
Wernersville, PA      Coraopolis, PA      Perry Hall, MD

### **Participants of the 13<sup>th</sup> Annual Back Bar Display**



**(L to R) Top:** Ray Johnson, Chris Amideo, Bud Hundenski, Kevin Crowl, Jim Cartin, Steve Campbell, John Bain, Dennis Heffner, Keith Belcher, Dave Doxie, Dave Donovan, Steve Gordon, John Hamel, Wes Ponder, Ray Barber. **Bottom:** Jim Gscheidle, Chip Zeiler, Bob Post, Larry Handy, Jim Campbell. **Absent:** Jack Blush

## Best of Show



Animated, reverse-painted, glass ad panel in painted metal cabinet; Brunhoff; Bud Hundenski, PA

## 1st Runner Up



Reverse-fired glass ad lens, painted glass back on cast-metal base; Gillco; Dave Doxie, PA

## 2nd Runner Up



Animated heat sign; L.A. Goodman Mfg. Co.; Dave Donovan, MD



Reverse-painted glass ad panels, metal cabinet with chrome-plated accents; Ray-Flex Corp.; Bob Post, SD



Reverse-etched and painted glass ad panels, glass tubes, metal cabinets, wood bases with chrome-plated accents; Lackner; John Bain, NY



Reverse-painted glass ad panel, metal cabinet, wood frame; Crystal Mfg. Co.; Jim Cartin, PA



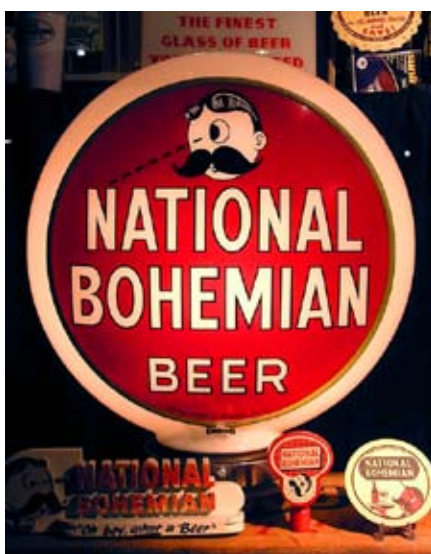
Reverse-fired glass ad lens, metal base; Lackner; Keith Belcher, VA



Powder-coated glass tubes, reverse-painted glass ad panel, painted metal cabinet; Lumin-Art Display Corp.; Wes Ponder, MD



Glass tubes, reverse-painted glass ad panel, painted metal cabinet; Lumin-Art Display; Chris Amideo, NY



Reverse-fired glass ad lenses, cast-glass body with metal fitter on wood base; Gillco; Chip Zeiler, MD



Reverse-fired glass ad lens, metal cabinet, painted wood base; Cincinnati Advertising Products; Steve Campbell, MD



Reverse-fired glass ad panel,  
metal cabinet, painted wood base;  
Gillco; Ray Barber, PA



Reverse-painted glass ad panel,  
painted metal cabinet, painted  
cast-metal base; Price Bros.;  
Dennis Heffner, NY



Reverse-painted glass ad panel,  
cardboard cabinet; American  
Sign Co.; Ray Johnson, VA



Reverse-fired glass ad lens,  
silvered and textured back glass,  
cast-metal base; Gillco;  
John Bain, NY



Reverse -painted crystal, die-cut  
painted metal dial, metal cabinet;  
Larry Handy, PA



Reverse-fired glass ad panel,  
metal cabinet, painted wood base;  
Cincinnati Advertising Products;  
Jim Gscheidle, MD



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



Reverse-etched and painted  
plastic ad panel on plastic foot;  
Steve Gordon, MD



Reverse-painted glass ad panel,  
cardboard cabinet; American  
Sign Co.; Jack Blush, VA



Reverse-fired glass ad lenses;  
glass body with metal fitter;  
Gillco; Jim Campbell, MD



Reverse-painted glass panels,  
metal cabinet, cast-metal base;  
Price Bros.; John Hamel, CA

# Postcards of the William J. Lemp Brewing Company

By Sam Marcum



Postcards are one of many advertising mediums used by breweries to promote themselves and their products. One of the breweries using many different, colorful postcards was the William J. Lemp Brewing Company of St. Louis, Missouri. Lemp postcards were produced from the early 1900s through the late 1910s. Lemp closed in 1919, primarily a victim of the Eighteenth Amendment to the U.S. Constitution (Prohibition).

Like many businesses, Lemp developed a unique advertising logo, mascot, and flagship brand. According to *St. Louis Brews, 200 Years of*

*Brewing in St. Louis, 1809 - 2009*, Lemp began using their shield-shaped logo in 1896. In 1899 they introduced the Falstaff brand, the Shakespearean character Sir John Falstaff as a mascot, and the slogan, *The Choicest Product of the Brewer's Art*. Almost all Lemp postcards advertise the Falstaff brand, but some advertise a few of their other brands, Extra Pale, Lemp Lager, and Tally. Most of the Lemp postcards are real photo postcards, and contain women dressed and posed in distinctive ways.

Following (next pg.) is a listing of 124 known Lemp postcards. I did my best to organize

the postcards into groups having similar characters, designs, or themes. I collect the Lemp postcards as well as other pre-Prohibition breweriana from St. Louis, as well as from central and eastern Missouri. If anyone has any of these postcards that they are willing to sell or trade, please let me know at [brewshop2000@yahoo.com](mailto:brewshop2000@yahoo.com)

**Note:** I did not include non-picture mailing cards in the listing.

Acknowledgement: Many thanks to Fred Longshaw, postcard collector extraordinaire, for his information and efforts with a previous listing.



For identification "key," please see the list on the next few pages. Title Image: FS-7; Above Left: W-AF-8; Center; W-EP-1; Right: W-FA-2: The "FA" series indicates cards labeled on the front by artist Valentine Sandberg.

## POSTCARDS OF THE WILLIAM J. LEMP BREWING COMPANY, ST. LOUIS, MISSOURI, USA

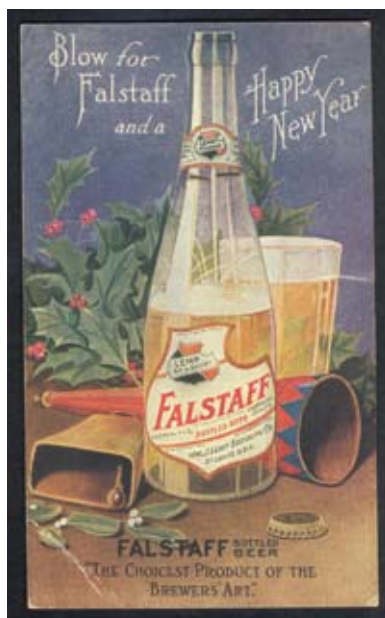
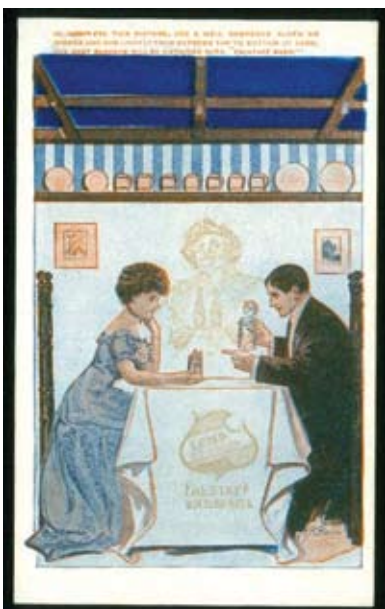
ID	NO.	GROUP	DESCRIPTION	POSTCARD DISCRIPTION
AI	1	Actual Image		Factory scene with shield and "Wm. J. Lemp Brg. Co., St. Louis, MO, USA" at bottom middle.
AI	2	Actual Image		"View from Lemp Ave."
AI	3	Actual Image		"Bottling Dept." - exterior view of building at bottom.
AI	4	Actual Image		"Interior View of Bottling Dept."
AI	5	Actual Image		"Bottling Dept.", "Filling, Corking, Capping & Wiring Machines", and "Labeling Machines".
AI	6	Actual Image		"A Million Kegs" and "Keg Washing Machine".
AI	7	Actual Image		"Steam Generating Plant" and "Refrigerating Machines".
AI	8	Actual Image		"Stable & Coliseum", "Interior of Stable", and "Six-in-Hand Prize Winners at St. Louis Horse Show".
AI	9	Actual Image		"Bottle Beer Pipe Lines & Cellar".
AI	10	Actual Image		"Natural Cave" and "Stemewirth".
AI	11	Actual Image		"Lemp's Park", "Entrance to Lemp's Park", and "Lemp's Park Hall".
CH	1	Charger		"Drink Falstaff Bottled Beer" in middle - Sir John Falstaff sits with three women (same as metal charger).
CH	2	Charger		"Drink Falstaff Bottled Beer" in middle - Sir John Falstaff and a man on horses (same as metal charger).
CH	3	Charger		"Drink Falstaff Bottled Beer" in middle - Sir John Falstaff stands with a man, woman, and boy (same as metal charger).
CH	4	Charger		"Established over 66 years" at top - Sir John Falstaff sits with three women, and a man plays guitar (same as metal charger).
CH	5	Charger		"Established over 66 years" at top - Sir John Falstaff sits with two men and women, and a boy (same as metal charger).
DL	1	Delivery		Loading wooden Lemp case onto aeroplane with railcars behind "Loading the Beer at Brewery-Railroad Yards".
DL	2	Delivery		Loading wooden Lemp case onto hydro-aeroplane "Aviator Jannus... from St. Louis to New Orleans".
DL	3	Delivery		Unloading wooden Lemp case from aeroplane "Delivering the Beer at the St. Louis Fair Grounds".
DL	4	Delivery		Aeroplane flying by brewery smoke stock "Circling the Lemp Smoke Stack".
DL	5	Delivery		Aeroplane flying by brewery smoke stock "Harry N. Atwood...prior to his departure for New York ...".
DL	6	Delivery		Horse and wagon train "One Order, One Shipment, 100,000 Bottles of Falstaff".

Cont. next pg.



Above: DL-3

Right: IP-2  
Most Invisible Print  
cards state:  
to complete the  
picture on other side  
of card use a well  
dampened cloth  
or sponge and rub  
lightly from extreme  
top to bottom of card.  
The best results will  
be obtained with  
Falstaff beer.  
National Invisible  
Print Company,  
St. Louis, MO.  
Morse Patent,  
Oct. 20, 1908.



Clockwise from  
upper left:  
HL-1: Heidengeich &  
Company Manufacturing,  
Chicago, IL,  
August 4, 1914;  
HL-8;  
W-AF-8

ID	NO.	GROUP DESCRIPTION	POSTCARD DISCRIPTION
FI	6	Flanged Image	Bust of Sir John Falstaff holding a Lemp mug with "Falstaff bottled beer ..." (same as metal charger).
FI	7	Flanged Image	Bust of Sir John Falstaff holding a Lemp mug without "Falstaff bottled beer ..." (same as metal charger).
FI	8	Flanged Image	Bust of woman holding a Lemp glass "Extra Pale bottled beer ...".
FS	1	Factory Scene	Power plant with smokestack with "New Power Plant ...".
FS	2	Factory Scene	Malt storage elevator with "Fire Proof Malt Storage Elevator".
FS	3	Factory Scene	Malt storage elevator with "FIRE PROOF MALT STORAGE ELEVATOR".
FS	4	Factory Scene	Factory scene with image of brewery in 1840 at top left.
FS	5	Factory Scene	Factory scene at left and persons sitting at a table at right with a Lemp shield at top left.
FS	6	Factory Scene	Factory scene at left and persons sitting at a table at right with "Willkommen!" at top center - regular back.
FS	6	Factory Scene	Factory scene at left and persons sitting at a table at right with "Willkommen!" at top center - D.A.B.N. image on back.
FS	7	Factory Scene	Factory scene in color with "The Home of Falstaff".
FS	8	Factory Scene	Multiple actual images within the letters LEMP.
HL	1	Holiday	New Year - Blue background at top and a Falstaff bottle (mechanical - tab attached to back to blow as a horn).
HL	2	Holiday	New Year - Clock at midnight and a Falstaff bottle.
HL	3	Holiday	Easter - Rabbit looking at an egg (mechanical - egg material changes color with the weather).
HL	4	Holiday	Easter - Rabbit holding a carrot.
HL	5	Holiday	Fourth of July - Fireworks (mechanical - spinning wheel with advertising).
HL	6	Holiday	Fourth of July - Fireworks and a Falstaff bottle.
HL	7	Holiday	Thanksgiving - Axman chasing a turkey (mechanical - Falstaff bottle pops up when card is opened).
HL	8	Holiday	Christmas - Santa Claus on a roof with a Falstaff bottle (mechanical - spinning wheel with 1911-31 calendars).
HL	9	Holiday	Christmas - Santa Claus sitting on a chimney (mechanical - wooden Lemp case pops out when card is opened).
HL	10	Holiday	Christmas - Santa Claus standing by a Christmas tree and Falstaff bottle.
IP	1	Invisible Print	Crowd looking up to sky (with invisible Falstaff Bottled Beer phrase in sky).
IP	2	Invisible Print	Man and woman sitting at a table (with invisible Sir John Falstaff above and Lemp shield on table cloth).
IP	3	Invisible Print	Bust of a woman (with invisible toasting mugs surrounding her).
IP	4	Invisible Print	Woman standing (with invisible Sir John Falstaff standing beside her).
IP	5	Invisible Print	Sir John Falstaff toasting (with invisible man wearing a head cover labeled St. Louis).
IP	6	Invisible Print	The Brewery of Lemp in 1840 (with invisible factory scene of today).
IP	7	Invisible Print	Man sitting in a chair while smoking (with invisible woman face in a Falstaff shield above).
IP	8	Invisible Print	Sir John Falstaff with a dog sled (with invisible Falstaff bottle as an iceberg).
IP	9	Invisible Print	Bust of Sir John Falstaff (with invisible mug).
OA	1	Other Advertising	Man with an automobile offers a Falstaff to a farmer with an overturned wagon (same as metal sign "The Peacemaker").
OA	2	Other Advertising	Sir John Falstaff sitting and holding a Falstaff bottle and stein with brewery behind (same as metal sign "The Home of Falstaff").
OA	3	Other Advertising	Man and woman sitting at a table with a tennis racket at lower left (same as metal sign "Falstaff and Happiness").
OA	4	Other Advertising	Half-image - Woman sitting on Sir John Falstaff's lap beside a wooden Lemp case (same as paper sign "The Home of Falstaff").
OA	5	Other Advertising	Woman drinking from a Lemp glass, with a Falstaff bottle and Sir. John Falstaff picture on a table (same as untitled metal sign).

Cont. next pg.



Left to Right: OA-2; OA-3; W-HC-2; W-HD-4.

ID	NO.	GROUP DESCRIPTION	POSTCARD DISCRIPTION
SV	1	Swiss Village	Swill Village, Jamestown Exposition, Norfolk, VA with "Fritz Mueller & Sons, Props."
SV	2	Swiss Village	Swill Village, Jamestown Exposition, Norfolk, VA without "Fritz Mueller & Sons, Props." (no color).
SV	3	Swiss Village	Swill Village, Jamestown Exposition, Norfolk, VA without "Fritz Mueller & Sons, Props." (multi-color).
W-AF	1	Art Fantasy Woman	Man and woman sitting at a table with Falstaff bottles with Falstaff written in the waves - woman on left.
W-AF	2	Art Fantasy Woman	Man and woman sitting at a table with Falstaff bottles with Falstaff written in the waves - woman on right.
W-AF	3	Art Fantasy Woman	Woman sitting on an aeroplane wing beside a Falstaff bottle.
W-AF	4	Art Fantasy Woman	Woman pouring a Falstaff bottle into a glass while coming out of a target.
W-AF	5	Art Fantasy Woman	Woman with her arms crossed standing inside of a Falstaff bottle.
W-AF	6	Art Fantasy Woman	Woman sitting on a swing made of Falstaff bottles.
W-AF	7	Art Fantasy Woman	Woman floating in a basket hanging from a balloon in the shape of a wooden Lemp keg.
W-AF	8	Art Fantasy Woman	Woman floating in a wooden Lemp case hanging from a balloon in the shape of a Falstaff bottle.
W-AF	9	Art Fantasy Woman	Woman using a Falstaff bottle as a floatation in front of a windmill with Falstaff bottles for blades "A Life Preserver".
W-AF	10	Art Fantasy Woman	Woman in the middle of a clock face holding a glass beside a Falstaff bottle "Best Any Hour of the Day".
W-AF	11	Art Fantasy Woman	Women faces inside a Falstaff bottle and glass "Pleasant Reflections".
W-AF	12	Art Fantasy Woman	Man and woman canoeing after a wooden Lemp case "Worth Going After".
W-EP	1	Extra Pale Woman	Woman in a dark hat facing her right while holding a Lemp glass and an Extra Pale bottle (same as paper sign).
W-EP	2	Extra Pale Woman	Woman in a dark and white hat facing her right while holding a Lemp glass (same as paper sign).
W-EP	3	Extra Pale Woman	Woman facing forward while holding a Lemp glass and an Extra Pale bottle (same as paper sign).
W-EP	4	Extra Pale Woman	Woman facing her left while holding a Lemp glass (same as paper sign).
W-FA	1	Fade Away Woman	Woman with an aeroplane "A bottle of Falstaff as a bracer before the flight".
W-FA	2	Fade Away Woman	Woman sitting on the Moon playing a guitar "The Falstaff serenade".
W-FA	3	Fade Away Woman	Woman sitting at a table "Aboard the yacht or at the club, Falstaff is refreshing".
W-FA	4	Fade Away Woman	Woman standing on a chair above a mouse "Don't let a little thing interfere with your pleasure - continue drinking Falstaff".
W-FS	1	Four Seasons Woman	Winter - Woman standing in a long hooded dark fur coat while pouring a Falstaff bottle into a glass.
W-FS	2	Four Seasons Woman	Spring - Woman standing by a wooden Lemp case while wearing a long white dress and hat while holding a Falstaff bottle.
W-FS	3	Four Seasons Woman	Summer - Woman kneeling by a Falstaff bottle while pointing to Falstaff written in the sand.
W-FS	4	Four Seasons Woman	Fall - Woman standing above a basket while wearing a long white jacket and hat while pouring a Falstaff bottle into a glass.
W-HC	1	Heart Clown Woman	Clown woman sitting at a table and holding a glass and Falstaff bottle.
W-HC	2	Heart Clown Woman	Clown woman sitting cross-legged while holding a glass and Falstaff bottle.
W-HC	3	Heart Clown Woman	Clown woman looking through a curtain while holding a Falstaff bottle.
W-HD	1	Home Domestic Woman	Woman looking down while making fondue with a Falstaff bottle beside.
W-HD	2	Home Domestic Woman	Woman looking forward pouring a Falstaff bottle into fondue.

Cont. next pg.



Left to Right: W-PT-2; W-NA-1; W-OS-2

ID	NO.	GROUP DESCRIPTION	POSTCARD DISCRIPTION
W-HD	3	Home Domestic Woman	Woman holding a Falstaff bottle above a purse.
W-HD	4	Home Domestic Woman	Woman holding a glass above a typewriter, Falstaff bottle, and tray.
W-HD	5	Home Domestic Woman	Woman sitting on a bench beside a Falstaff bottle while holding a glass up.
W-NA	1	Native American Woman	Native American woman standing and looking at a Falstaff bottle, two glasses, wooden Lemp case, and Lemp tray.
W-NA	2	Native American Woman	Native American woman sitting and drinking from a glass while holding a Falstaff bottle.
W-NA	3	Native American Woman	Native American woman sitting and blowing foam from a glass she is holding with a Falstaff bottle at her feet.
W-NT	1	Nationality Woman	Four Nationality women at a table with a Falstaff bottle (French, Spanish, German, and American).
W-NT	2	Nationality Woman	French - Woman in a white dress and hat with lacing holding a glass while standing beside a Falstaff bottle on a table.
W-NT	3	Nationality Woman	Spanish - Half image - Woman in a dark dress and veil holding a glass while sitting beside a Falstaff bottle on a table.
W-NT	4	Nationality Woman	German - Woman in a German outfit with wooden shoes holding a Falstaff stein while she sits on a table.
W-NT	5	Nationality Woman	American - Woman in a cowgirl outfit with boots pouring a Falstaff bottle into a glass while she sits on a table.
W-OO	1	Other Odd Woman	Woman bust drinking from a Lemp stein with big Falstaff at top and Lemp at bottom.
W-OO	2	Other Odd Woman	Woman drinking from a glass and holding a Lemp Lager bottle.
W-OO	3	Other Odd Woman	Woman kissing a Tally bottle.
W-OS	1	Outdoor Sport Woman	Three women and a man on a picnic with Falstaff bottles all around and a car in the background.
W-OS	2	Outdoor Sport Woman	Woman coming out of a tent with a wooden Lemp case and Falstaff bottle.
W-OS	3	Outdoor Sport Woman	Woman carrying a rifle over her shoulder while pouring a Falstaff bottle into a glass.
W-OS	4	Outdoor Sport Woman	Woman carrying golf clubs over her shoulder while pouring a Falstaff bottle into a glass.
W-OS	5	Outdoor Sport Woman	Woman fishing with a Falstaff bottle as a lure.
W-PC	1	Playing Card Woman	Club - Woman in a club image while drinking from a glass and holding a Falstaff bottle.
W-PC	2	Playing Card Woman	Diamond - Woman in a diamond image while holding up a Falstaff stein.
W-PC	3	Playing Card Woman	Heart - Woman in a heart image while holding up a Falstaff stein.
W-PC	4	Playing Card Woman	Spade - Woman in a spade image while pouring a Falstaff bottle into a glass.
W-PT	1	Pigtail Woman	Pigtail woman holding a wooden Lemp case.
W-PT	2	Pigtail Woman	Pigtail woman standing in a Falstaff stein while holding a Falstaff bottle and glasses on a tray.
W-PT	3	Pigtail Woman	Pigtail woman holding a glass while hugging a big Falstaff bottle.
W-PT	4	Pigtail Woman	Pigtail woman holding a Falstaff stein up while standing in a split open wooden keg.
W-PT	5	Pigtail Woman	Pigtail woman holding a Falstaff stein while sitting on two wooden Lemp cases.
W-PT	6	Pigtail Woman	Pigtail woman carrying two Falstaff bottles and glasses on a tray.
W-PT	7	Pigtail Woman	"Drink Falstaff Bottled Beer" in middle - Pigtail woman holding two big Falstaff bottles against her chest.
W-PT	8	Pigtail Woman	"Drink Falstaff Bottled Beer" in middle - Pigtail woman holding a tray with a Falstaff bottle while coming out a wooden keg.
W-SH	1	Short Hair Woman	Short hair woman in a striped jacket holding a tennis racket and a Falstaff bottle "A Good Serve".
W-SH	2	Short Hair Woman	Short hair woman by a table with a Falstaff bottle while holding a glass "Two is Company When One is Falstaff".
W-SH	3	Short Hair Woman	Short hair woman talking on a telephone with a Falstaff bottle, glass, and tray "Just Us Three, Falstaff, You, and I".



Above: W-NT-1  
Left: W-SH-3

# Let's Talk Breweriana

By Rich La Susa, Brewery Historian



## Photos Speak Louder than Words About Advertising

It is a given that words are the most important ingredient I use when talking about breweriana, on these pages and elsewhere. Describing beer advertising often requires many words; they are essential because they provide context and texture, something a photo may not be able to do.

That said, while a picture may or may not be worth a thousand words, it is an important element in bringing life to the subject of any story. I take two cameras with me when I visit the homes of collectors so I can take photos of their collections, which they graciously allow me to do. And for nearly 40 years, I have been collecting vintage, original photographs of beer-related scenes—from breweries and brewery workers to beer trucks—and, of course, of brewery advertising. Collectors often send me photos when seeking information about breweriana. They are excellent starting points in any search for facts, and later, are often used to illustrate what I describe.

For example, photos of a vintage Chicago beer sign accompanied a letter I recently received from John Ferguson of Indianapolis, a long-time NABA member and officer. He asked if I had information about the item. I didn't, but the photos provide impetus for a short story.

John's photos show a late 19th century Sands Cream & Stock Ale sign he had acquired, and it was obvious he was elated.



"I ran across this (sign) on the Internet a few years ago and was able to [obtain] it for a song. It's probably the oldest non-bottle piece of breweriana that I have picked up in ages," John said. "I may snicker at the thought of grabbing such an early piece for a mere farthing, but that is what brings satisfaction to the hunt."

The fragile paper piece features white lettering on a bright blue background, and is 21-7/8 in. high x 27-1/2 in. wide. It was produced by the Ed Mendelson Co., La Salle & Lake Street, Chicago.

"It is printed on a thick paper stock, rather than sheet paper, giving it a bit of heft," he said. "Vibrant colors! Vibrant creasing and cracks, too! I have not framed or restored it, yet."

It may be modest in appearance and literally rough around the edges, but only a few Sands advertising pieces are known to exist, which makes this a significant find. "I know of just one other Sands sign, a beauty that Norm (Jay) owns," John said.

The J.J. Sands, Columbia Brewery was founded in 1855 at Pearson and Pine streets in

Chicago. In 1863, its name was changed to Sands Ale Brewing Co., Columbia Brewery. It did business until October 7, 1871, when it was one of 17 breweries destroyed by the Great Chicago Fire. It never reopened. It was the third largest, at least in value (\$335,000), among Chicago breweries at the time.

When I was writing this column, a collector from Norfolk, VA, called me, seeking answers about a large outdoor Atlas Prager sign he acquired in the early 1970s, well before he began his long career in the US Navy. The sign is in storage in the Chicago area, where he lived as a young man; he hasn't seen it in years.

He was somewhat vague when describing it, couldn't recall exactly what the graphics looked like or what the text said. Finally he said, "Maybe it would be a good idea if I could have my brother take photos of the sign and I'll send them to you." It would, indeed! I eagerly await them.

Vintage photos also can provide clues when I am attempting to determine when and where a certain brewery advertising piece was used, to establish provenance. Some can lead to head-scratching moments.

One such photo in my collection, taken on November 11, 1959, shows the impressive Atlas/Edelweiss brewery on 21st Street and Blue Island Avenue in Chicago. In the foreground, on a street corner next to the brewery, is a tavern; hanging above its front door is a large

beer sign. One could easily assume it would advertise the brewery's primary brands at the time, Atlas Prager ("Got It? Get It!") or Edelweiss ("The Cheery-Beery Beer").

Not so. It advertises Ballantine Beer and Ale, a one-time major East Coast brand that was brewed in distant Newark, NJ. So much for the "support your local brewery" concept!

This double-sided (identical plastic faces in a metal frame) light-up has a large pilsner glass as part of its graphics.

I have a plausible explanation for why a Ballantine's sign would be in Chicago, but none for why it would be displayed on a tavern next to the Atlas brewery. Starting in 1947 P. Ballantine & Sons made a major push to sell its beers in Chicago and soon after opened a large distributorship there. It remained open until 1961.

Remnants of that business—1940s and 1950s Ballantine advertising—were found (and purchased) by collector Don Hardy and myself in 1991, when we attended an estate sale. The house in which the sale was held was in Elmwood Park, IL, and had been owned by the late manager of the distributorship.

Among the items acquired were two mint six-foot porcelain signs, still in their original paper wrappers; and two large self-framed cardboard signs that featured two of the beautiful women who were selected annually to represent Ballantine. (A far more famous beauty queen contest—Miss Rheingold—was sponsored by the rival Liebmann Breweries in Brooklyn.)

Another photo of the same tavern, taken on January 20, 1957, adds a bit more intrigue.

No Ballantine sign is visible above the front door, but a sign advertising another non-Chicago brand, Prior Beer, is. Prior was the primary brand of the Adam Scheidt Brewing Co. of Norristown, PA, which made a brief splash in Chicago in the 1950s and 1960s. This photo also shows that the tavern had sold Atlas Prager. A large metal outdoor Atlas hanger sign is affixed to a side wall of the building, many feet from the Prior sign.

Scheidt had attempted to capture market share in Chicago, particularly in South Side neighborhoods, promoting Prior as a premium beer. Most Prior sold was on tap, but canned beer was being sold in the Chicago area as late as 1973.

Many Prior signs remained on buildings long after distribution ceased. During the 1970s, I took photos of large round, green/red/white Prior Beer porcelain wall signs and even a few window and outdoor neon signs that remained well beyond their usefulness. (By the late 1950s, the Atlas brewery, which had been purchased along with Edelweiss earlier in the decade by Drewrys of South Bend, IN, was in decline. It was closed in 1961 and all production was

moved to Drewrys' Edelweiss plant at 1926 W. 18th St. That brewery closed in 1971.)

Another non-Chicago beer brand, not widely known to have been sold in the city, was at the scene of one of the most newsworthy crime stories in American history. A photo in my collection proves it (below).

The photo shows the site where infamous gangster John Dillinger—Public Enemy #1, one of the nation's most notorious bank robbers and killers—was slain by gunfire on July 22, 1934. It was taken the following day. You can clearly see an outdoor hanger sign that advertises Country Club Beer, the primary brand of the M.K. Goetz Brewing Co. of St. Joseph, MO.

It was a revelation that Country Club was sold in Chicago in the 1930s. St. Joseph is nearly 600 miles from Chicago, so one wonders why this brand, instead of local ones such as Manhattan or Rheingold (or a major national brand), wasn't being advertised. The Country Club sign is a two-sided porcelain with neon tubing. It is attached to the façade of a tavern at 2431 N. Lincoln Ave., a short distance from the alley where Dillinger died, gunned down by federal agents led by Melvin Purvis.

The tavern adjoins the famous Biograph Theater, at 2433 N. Lincoln Ave., where, minutes before he was slain, Dillinger had viewed the movie "Manhattan Melodrama" (starring Clark Gable, William Powell, and Myrna Loy, but not involving Manhat-



tan Beer). He saw the film with two women, including the mysterious “Lady in Red,” who earlier had tipped off the feds about Dillinger’s whereabouts. There is no word if Dillinger’s right-hand-man, Homer Van Meter, was in the tavern drinking a cold Country Club at the time of his boss’s death. The Biograph, with its classic marquee, and the building that once housed the tavern, both still stand. But the Country Club sign and M.K. Goetz are long gone.

Vintage photographs of breweriana often are found in magazines & newspapers, and on websites, including that of the Library of Congress and other archives. Most are black and white, so establishing a sign’s color scheme is not possible.

While perusing the Summer 2007 issue of *Route 66 Magazine*, I did a double-take when I saw a photo on page 37 that showed two couples sitting at a booth in a tavern, posing for the camera. Just below a rectangular sign that says “Rooms for nite-week ask at bar” is a rare, late 1930s, simulated wood-grain, “log” sign advertising Manhattan Beer. The glare from the flash obscures portions of the 3-foot wide sign, but there is no doubt what it is. The caption said the photo was taken in an “all night Juke Joint, somewhere along Route 66.” Not too specific; the highway ran between Chicago and Los Angeles!

A mid-1930s photo published in the September/October 2010 issue of *Highroads*, the AAA Motor Club of Arizona magazine, shows a Budweiser Clydesdale horse team in front of Gust’s Chili Parlor near downtown Phoenix. Owner Constantinos “Gust” Metsopolos stands in front of the horse and wagon rig with a gent wearing western garb.

If Gust served Budweiser in his restaurant, it wasn’t obvious. What is, however, is a Country Club sign, like the one on the tavern next to the Biograph Theater, hanging high on the front wall of Gust’s. Beneath is

a sign that advertises Apache Beer, the primary brand of the Arizona Brewing Co. at the time. Any Apache advertising is scarce. From the photo, it’s hard to tell if a Budweiser sign also may be present; if so, it is obscured by the ample backside of a Clydesdale.

Another photo involves Country Club Beer. It shows a man standing in front of a 1930s flat-back truck that belonged to “Hess Mercantile, wholesale distributors, phone 153.” It doesn’t say in which city Hess did business. But a tall die-cut cardboard Country Club sign with graphics that feature a woman holding a glass of beer can be seen on top of cardboard bottle cases. One can reasonably assume that this unusual piece was an indoor window sign—and that it was colorful.

Of course, most collectors, like John Ferguson, would rather own an actual beer sign rather than a photograph of one. Nevertheless, photos are valuable assets for anyone that wants to learn more about an advertising piece and doesn’t have access to the actual item. Photos often do speak louder than words.



# HEY MAN!

# GUZZLE 'N TWIRL 39

550 walk-thrus  
last year!

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

Sat., October 6th

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

\$5.00 Admission Fee

Guzzle 'n Twirl begins Friday afternoon at the Holiday Inn - Maplewood. \$8.00 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** and mention the show to receive the **\$79** rate for a double queen or single king.

Call BEFORE SEPTEMBER 21st to guarantee rates and availability!

For information or table reservations, call Dave Wendl at 651-731-9573 or email Brent Kastler at [brent@illumineassociates.com](mailto:brent@illumineassociates.com)



# AUCTION Hysteria

by ROBERT HAJICEK



Burger 14 oz.  
Ring Pull Can  
From 1960's  
Burger Brewing Co.,  
Cincinnati, OH \$380



**Above:** Hauenstein ROG Lighted Sign, 9" x 7" x 7"  
J. Hauenstein Co., New Ulm, MN \$1,076

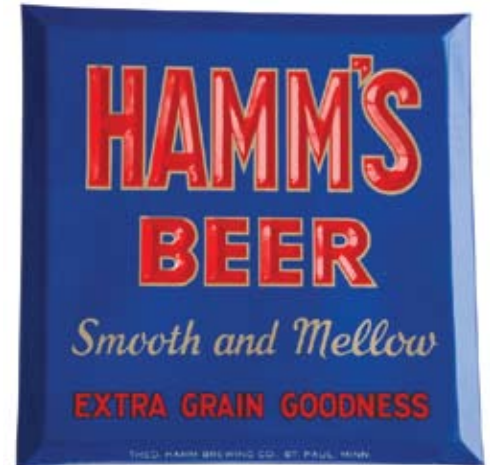
**Below:** Bohemian Club Color-Motion Sign 24" x 7" x 6-1/2"  
Bohemian Breweries, Inc., Spokane, WA \$499



Old Topper Bock Crowntainer  
Rochester Brewing Co., Inc.,  
Rochester, NY \$1,725



Buckeye Tin Die-cut Sign 15-3/8" x 3-1/4" x 10"  
The Buckeye Brewing Co., Toledo, OH \$935



Hamm's Tin-Over-Cardboard  
7-3/4" square  
Theo. Hamm Brewing Co.,  
St. Paul, MN \$669



**Above:** Yuengling's Tin-Over-Cardboard  
6-1/2" x 12"  
D. G. Yuengling & Son, Inc., Pottsville, PA \$500

**Left:** Fairmont-Hi Top ROG, 12" x 10"  
The North Pole Brewing Co.,  
Fairmont, WV \$888

More Next Page!



**Above:** Old Milwaukee Hanging-Rotating Lighted Clock, 15" x 21" x 5", from 1965  
J. Schlitz Brewing Co., Milwaukee, WI \$885



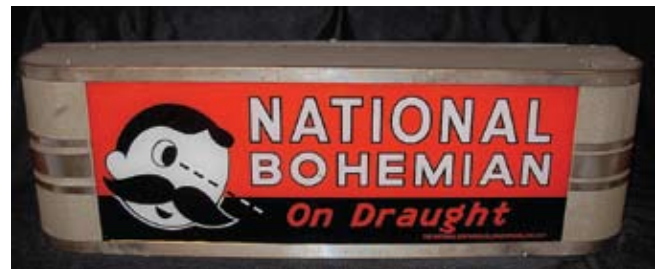
**Right:** Hamm's Bock Beer Lithograph on Paper, 24-1/2" x 38"  
Theo. Hamm Brewing Co., St. Paul, MN \$1,302



**Above Left:** Hauck's Golden Eagle Globe Lighted Sign, Approx. 10-3/4" x 10" x 4"  
J. Hauck Brewing Co., Cincinnati, OH \$1,460



**Above Right:** Fred Miller Tray, 12" diameter  
Fred Miller Brewing Co., Milwaukee, WI \$710



National Bohemian ROG Lighted Sign, 20-1/2" x 4" x 6"  
National Brewing Co., Baltimore, MD \$1,635



National Bohemian Lighted Sign  
In original box  
National Brewing Co.,  
Baltimore, MD \$1,827



Grain Belt Reverse-On-Glass,  
9" diameter  
Minneapolis Brewing Co.,  
Minneapolis, MN \$540.



Hamm's Snowdrift Heat Lamp Sign, In original box  
Theo. Hamm Brewing Co., San Francisco, CA \$1,775

# Craft & Micro



Set of 33  
Christmas Labels  
from Anchor

1976 through 2009  
Anchor Brewing Co.,  
San Francisco, CA  
\$335

**Below:** Dogfish Head  
Tapknob, 15" tall  
Dogfish Head Craft  
Brewery, Milton, DE  
\$250



**Above:** Southern Tier Neon, 24" x 15"  
Southern Tier Brewing Co., Lakewood, NY \$112

**Left:** Deschutes Mirror Pond Lighted Sign  
24" x 27-1/2"  
Deschutes Brewery, Bend, OR \$143



More Next Page!



Dogfish Head Neon, 24" x 10"  
Dogfish Head Craft Brewery, Milton, DE \$276

Longboard Lager Wooden Sign, 60" x 12"  
Kona Brewing Co., Kailua-Kona, HI \$136

## April 2012 NABA Board of Directors Meeting



Your Board of Directors and Officers met at April's Packer Chapter Show this year. Pictured above, clockwise from left: George Baley, President; Don Roussin; James Kaiser, Treasurer; John Ferguson, Recording Secretary; Kent Newton, Vice President; Greg Lenaghan; and Larry Bowden.



Everyone in Wisconsin is a "Cheese Head," as indicated by hobby presidents (l to r) Larry Bowden (ABA); George Baley (NABA); and Bill Boyles (BCCA). The presidents gathered at the Packer Chapter Show in April.

# HOPPY TRAILS

## Superb Beers Many Memories

by Rich La Susa and Friends

A two-week tour of breweries in Washington, and a few in Oregon, that consumed the second half of April for me and three companions could easily be rendered as a book-length treatment. That won't be the case here. A brewery-by-brewery, drink-by-drink narrative, this is not.

What I offer instead is a sampling. Call it "snack-food journalism."

The top breweries and brewpubs in a variety of categories have been arbitrarily selected by a panel of one (with assistance from my astute tour companions, George and Dale Miller from Plymouth, CN; and Ron Jones, from Peoria, AZ).

The official count of breweries visited is 107, although we set foot on at least 125 active brewery sites. Only those breweries in which beer was consumed (102), or that were open at the time of our visit, made the official count. Unfortunately, a few brewery owners and staffers welcomed us but, for various reasons, did not offer tastings. Other breweries were closed for the day when we visited. Breweries that no longer brewed, were permanently closed, under construction, or unverified were not counted. There were many in the unverified group, particularly those located in residences or on farms.

Of course, in addition to tasting brews, collecting microbreweriana was high on our to-do list. "The trip was really productive from a collecting point of view and great fun," George said.

George masterfully used a computer mapping program to chart segments of our tour very efficiently. Dale's magic tablet utilized the addresses, and pointed us in the right direction, so we actually wound up in the correct town and brewery. This immensely pleased Ron, who was our driver. "If it's late Friday, Day 11, it must be Rogue," Dale said, after many mind-numbing hours of navigating.

Now for the snippets of information gleaned from our most interesting adventure.



The Tour Team (from left): George and Dale Miller, Ron Jones, Rich La Susa (kneeling) with Sharon and Steve Acord, co-owners of the Dirty Bucket Brewing Co., Woodinville.

### Best beers overall (includes all styles)

There are ties for positions in this and other categories. Indecisiveness? Perhaps! After all, we aren't selecting the president of the United States, and the fog of visiting so many breweries in such a short time still pervades – handwritten notes notwithstanding.

1. Georgetown Brewing Co., Seattle
2. Pike Pub & Brewery, Seattle
3. Harmon Tap Room, Tacoma
4. Kulshan Brewing Co., Bellingham
- T5. American Brewing Co., Edmonds
- T5. North Sound Brewing Co., Mt. Vernon
- T5. Laurelwood Brewery, Battle Ground

### Best IPA

George, a fellow IPA aficionado, contributed his wealth of hopped-up tastebuds to this ranking.

1. Hop Chops, North Sound Brewing Co., Mt. Vernon
2. Ink Heart CDA (black IPA), Laurelwood Brewery, Battle Ground
3. Vern, Yakima Craft Brewery, Yakima
4. Black Tartan, Harmon Brewing Co., Tacoma
5. Good Will, Everybody's Brewing Co., White Salmon

### Best ESB

The Extra Special Bitter (ESB) style of ale is one of Dale Miller's favorites, and she tasted at least 19 – that she can recall. ("Hard to remember," she admitted. "Seems only the 'Not so Good' stand out from the crowd!")

Her favorites are:

1. Bro Brah, Everybody's Brewing Co., White Salmon
2. Reign Man, 7 Seas Brewing Co., Gig Harbor
3. Bit O' Beaver, Foggy Noggin, Bothell
4. Brown's Point, Harmon Tap Room, Tacoma
5. Ski to Sea, Boundary Bay Brewery, Bellingham

### Best food

Food in most of the brewpubs we encountered was average, at best. Notable exceptions included Elliott Bay in Burien, the brewpub closest to SeaTac airport. For obvious reasons, this was our first stop on April 17 and our final brewery visit, on April 30. The food and beers were excellent each time, as they were at others selected.

1. Parker's Steakhouse & Microbrewery, Longview
2. Elliott Bay Brewhouse & Pub., Burien
3. Elliott Bay Brewery Pub, Seattle
4. Pyramid Alehouse, Seattle
5. Diamond Knot Brewery Alehouse, Mukilteo



Dale, George and Ron enjoy brews at the iconic Big Time Brewing Co. in Seattle.

### Best Stouts, Porters and Browns

These were the styles favored by Ron Jones. He said American's Caboose "was the best oatmeal stout I've had since Mickey Finn's." In the 1990s, that Libertyville, IL, brewery's Five Springs Oatmeal Stout was an award winner.

1. Caboose Oatmeal Stout, American Brewing Co., Edmonds
2. Georgetown Porter, Georgetown Brewing Co., Seattle
3. Judge Porter, BarHop Brewing Co., Port Angeles
4. Brown Porter, Kulshan Brewing Co., Bellingham
5. Goosetown Brown, North Sound Brewing Co., Mt. Vernon

### Most potent (but drinkable) brews

Big-hop IPAs, some in the 90 to 120 IBU\* range, are the rage in Washington. Despite the high IBU count, some were surprisingly tasty. Others...well...who likes mouth-puckering gimmicks?

1. FnA IPA, BarHop Brewing Co., Port Angeles (120 IBUs)
2. Vern, Yakima Craft Brewery, Yakima (115.8 IBUs)
3. Yakima, Yakima Craft Brewery, Yakima (102.9 IBUs)
4. Sky Hag IPA, Airways Brewing Co., Kent (99 IBUs)
5. Ursus Spelaesus Imperial Stout, Sound Brewery, Poulsbo

*\*IBU is an abbreviation for International Bitterness Units, a scale used in the US to measure the perceived bitterness of a beer.*

### **Best atmosphere (brewpub)**

1. Pike Pub & Brewery, Seattle
2. Hales Ales Brewery & Pub, Seattle
3. Maritime Pacific Brewing Co., Seattle
4. Harmon Tap Room, Tacoma
5. North Fork Brewers, Deming

### **Best atmosphere (brewing company/tasting room)**

Fremont's neighborhood, family-friendly atmosphere is commendable.

1. Georgetown Brewing Co., Seattle
2. Fremont Brewing Co., Seattle
3. American Brewing Co., Seattle
4. Schooner Exact Brewing Co., Seattle
5. Iron Horse Brewery, Ellensburg

### **Favorite breweries (They have it all!)**

Following are the over-all favorites, among brewpubs and breweries, based on beer quality, atmosphere and staff friendliness, and efficiency. Georgetown is a large, sparkling production brewery in an industrial district. Its spacious tasting room is impressive, as is the cordiality and beer knowledge of its employees. The latter two attributes were evident among all breweries selected.

1. Georgetown Brewing Co., Seattle
2. Fremont Brewing Co., Seattle
3. American Brewing Co., Edmonds
4. Pike Pub & Brewery, Seattle
5. Harmon Tap Room, Tacoma

### **Friendliest owners/brewers/staff**

Making decisions in this category were difficult because we encountered many genuinely congenial folks who were generous with their time. Many more could have made the list. By limiting this to five, we do injustice to those who served us so well. Some opened their tasting rooms early or invited us in when they were working on a "day off" to satisfy our thirsts and whims.

When Dave Shillington, the host at BarHop Brewing Co./Harbinger Winery in Port Townsend, learned we had visited more than 1,100 breweries each, he went around the bar and hit a large – and loud – gong in celebration.

1. Vicki Savage, co-owner, North Fork Brewers, Deming
2. Steve Accord, owner/brewer, Dirty Bucket Brewing Co., Woodinville
3. Dave Shillington, host, BarHop Brewing Co./Harbinger Winery, Port Townsend
4. Laura Hutzler, bartender, Peaks Brew Pub, Port Townsend
5. Gary Vegar, owner/brewer, Horse Heaven Hills Brewery, Prosser

### **Most eclectic**

7 Seas is in a small building, with a nearby beer garden, tucked in back of a large resort; North Fork is a combination brewpub, beer museum, and wedding chapel; Foggy Noggin is a tasting room in a large garage tucked into a wooded residential neighborhood; Slippery Pig is on a farm in Poulsbo (pronounced Paul's bow); Skye Book and Brew is a combination brewpub, library, and coffee shop. Laht Neppur (located in a farming community) is the owner's name, Ruppenthal, spelled backward. Supposedly, it's Gaelic for "Drink to Life."

1. 7 Seas Brewing Co., Gig Harbor
2. North Fork Brewers, Deming
3. Foggy Noggin Brewing Co., Bothell
4. Slippery Pig Brewery, Poulsbo
- T5. Skye Book and Brew, Dayton
- T5. Laht Neppur Brewing Co., Waitsburg

### Best breweriana collection

Pike has the largest and most impressive collection, including an array of ball knobs and beer signs, including pre-Prohibition advertising. North Fork's collection is smaller, but features quality beer advertising and vintage bottles. I have previously written about Big Time's large vintage sign collection. Twelve different clean Rainier Jubilee cans were on display in the Lazy Boy tasting room, and dozens of metal trays were showcased on the octagon-shaped walls at Birdsvew.

1. Pike Pub & Brewery, Seattle
2. North Fork Brewers, Deming
3. Big Time Brewing Co., Seattle
5. Lazy Boy Brewing Co., Everett
4. Birdsvew Brewing Co., Concrete

### Observations and Oddities

1. First has to be seeing portions of brewing legend Bert Grant's first brewhouse still being used by the Yakima Craft Brewery. We also ate pickled eggs here, a common offering in taverns in bygone years.

2. George's favorite slogan was "Live Long in Prosser" (Horse Heaven Hills Brewery, Prosser). His favorite comment came from Steve Acord, co-founder (with his wife) and brewer at Dirty Bucket, who referred to us as "Beer Geo-Catchers."

3. Merrily Lewis, a bartender at the Roslyn Brewing Co., in Roslyn, was a regular extra in the 1990s TV series Northern Exposure, filmed at the nearby Brick tavern. Roslyn was called Cicily, Alaska, in the program, and the Brick featured lots of beer advertising.

4. The new Churchkey flat-top beer can actually is filled in a back room at Two Beers Brewing Co., Seattle, which also brews the beer.

5. The latest trend in Washington are NANO breweries that brew (some really well) less than three barrels of beer at a time and are set up in garages and outbuildings in residential neighborhoods and business parks. One brewer told us he plies his neighbors in a quiet residential community with brews to placate them.

6. The Emerald City Brewery is in the former Rainier Brewing Co. in Seattle.

7. Big Al's, Seattle, has a huge collection soccer team scarves.

### Best brewery dogs

Many friendly dogs offered their ears for a nice scratch in or near brewery tasting rooms, or hanging out with their owners. But these were not official "brewery dogs," such as the three on this list.

Max's shtick was eating peanuts.

1. Tilly (Bulldog), Georgetown Brewing Co., Seattle
2. Gavin (West Highland White), West Highland Brewing Co., Tacoma
3. Max (Schnauzer), Sound Brewery, Poulsbo



Rich enjoys a hefty Vern IPA (115 IBUs) and a pickled egg at the Yakima Craft Brewery in Yakima. Yummy!

8. Sound Brewery's 22 oz. labels look like they should be on wine bottles.

9. Although far from the best beer tasted during the tour, the Spruce Tip Ale, made with Alaskan spruce tree tips by the Peaks Brew Pub, was the most unusual. It was even drinkable, if only in small quantities.

10. Most Washington breweries offer 12-ounce glasses of beer they call schooners, an alternative to 16-ounce pints. We availed ourselves of many.

Of course, some brewers, owners, and barkeeps did not receive high marks from us. While we won't single them out here, it continues to amaze that people who work in a customer-friendly industry could be grumpy, indifferent, or rude. This reality was as hard to swallow as some of the beers they served.



1976  
NABA CONVENTION

## Convention Memories

# National Association Breweriana Advertising Conventions 1976 & 77

Photos submitted by George Baley.  
All pictures below are from the 1977 Convention.

1977  
NABA Convention



Howard Kalt  
Chairman

John Murray  
NABA Director



Registration Table . . . Room 414

Howard Kalt, left; Bob Jaeger, center.



"Howard's Angels" . . . . .



Howard Presented with a new "Go Dumping" Shovel  
Howard Kalt left; Herb Haydock, right.



Members studying Kalt's Great Collection

Bob Kay is pictured above, left.



Auctioneer/President Dave Mathews in action



. . . they came from Texas, Missouri . . everywhere.



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

# Membership Report

Thanks to all of you who sent in your dues for next year. Unfortunately there is a big handful who didn't get them in on time to be noted with this issue. Put your thumb in this page so you don't lose your place, turn the magazine over to the outside back cover and look at the renewal due date. If your copy says anything past 5/31/2012 give yourself a pat on the back. Don't use the hand with your thumb inside the magazine or you will lose your place!

If yours says May 31, 2012 please replace your thumb with a piece of paper and take a

couple minutes to get a check in the mail.

The board officially extended the 5 year membership plan. You can get a 5 year membership or renewal for \$100, which amounts to 5 years for the price of 4. This means, if you wish, you can reinsert the piece of paper, write out a new check for \$100 and switch it for the \$25 check you just wrote and get a super discount, if you get it in the mail right away.

Now that we have everyone's dues up to date you are all eligible to attend the annual Convention this summer in Springfield, IL. Greg Lenaghan

and the Reisch Brew Crew NABA Chapter are planning a great time for everyone. Registration information is in the Spring issue; this issue, Summer 2012, includes updates concerning attending the early bird house tours on Tuesday. My good friends, Marvin and Carol Ridgeway's home; and my own house, will be open for your visit. Marvin and Carol, along with Teresa, Amanda and I, look forward to having you stop by.

*Kent Newton*

## APPLICATION FOR MEMBERSHIP

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

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

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip plus 4 \_\_\_\_\_

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

email address \_\_\_\_\_ Sponsor \_\_\_\_\_

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

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

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

Specific breweries, brands, cities \_\_\_\_\_

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

# New Members

**Chet Bartlett** (Jennifer)  
4632 Barrington Dr  
Springfield, IL 62711  
217-299-0727  
reischcollector@comcast.net  
**Reisch Brewing, Springfield, IL**

**Clayton Lee Emery**  
Spouse: Debra  
3900 N Sealey Rd  
Manton, MI 49663  
231-824-6013  
cell 231-920-6013  
email: thatsus02@hotmail.com  
**Bottles, cans, crowns, photos,  
post cards and sports**

**Robin Fuchs**  
108 Astoria Rd  
Springfield, IL 62704  
217-726-9517  
cell 217-306-6358  
robinlfuchs@aol.com  
**Clocks, History, Yuengling Brg.  
Brewery Tours**

**Vince Hink**  
212 Hansell Rd  
Newtown Square, PA 19073  
610-325-5227  
vhink@comcast.net  
**Ash Trays, Glasses, History  
Mirrors, Signs, Tip Trays/Trays  
Philadelphia breweries**

**Tom Hoffman**  
106 Golfwood Drive  
Amherstburg  
Ontario N9V3T4  
519-736-9352  
email: Tom@beercans.org  
**Cans, crowns, lithos, matches,  
ROG, signs; Canadian and  
foreign**

**Don Kaiser**  
1725 Donald St.  
South Bend, IN 46613  
574-289-6842  
email: kzekanz@comcast.net  
**Cans**

**Patrick Kelley** (Cathy)  
2133 England Town  
St. Louis, MO 63129  
314-650-8954  
pkelley228@yahoo.com  
**All Breweriana; Glasses,  
Bottles; Lithos, Tip Trays/Trays**

**Ken Kositzke** (Carole)  
1623 N Linwood Ave  
Appleton, WI 54914  
920-734-7970  
ken.kositzke@att.net  
**Coasters, Matches-Wisconsin  
only**

**Mark Krull** (Jackie)  
2133 Palmer Ct  
Green Bay, WI 54311  
920-469-0452  
krull@packerchapter.com  
**Cans, Hamm's**

**Gerald LaPlante** (Judy)  
4272 Ann Rose Ct  
Toledo, OH 43611  
419-729-4830  
laplante39@msn.com  
**All Breweriana; Toledo, Ohio  
Breweries**

**Jeff Lebo**  
350 Roxberry Road  
York Haven, PA 17370  
717-938-4332  
jefflebo@aol.com  
**Bottles, cans, reverse on glass,  
statues, tray, show promoter  
Harrisburg, PA, Finks,  
Graupners and Foreign Cans**  
Sponsor: George Baley

**Tom Legeret** (Mary)  
6296 N 37th St  
Richland, MI 49083  
269-731-2692  
cell 269-598-7866  
mpltpl@comcast.net  
**All Breweriana; Michigan**

**Rusty Long** (Darla)  
336 Lindenwood Blvd  
Alton, IL 62002  
618-946-0256  
firefamily959@gmail.com  
**All Breweriana; Grain Belt,  
Bluff City, Schmidts**

**Carl Miller**  
PO Box 771012  
Lakewood, OH 44107  
216-255-9750  
carlmiller33@cox.net  
**All Breweriana; History**

**Dan Morphy**  
2000 N Reading Rd  
Denver, PA 17517  
717-335-4569  
dan@morphyauctions.com  
**All Breweriana; Glasses, Paper  
items, Leaded Windows, Cans,  
Clocks, Signs, Tap Knobs, Tip  
Trays/Trays**

**Don Powell**  
2220 Cedar Brooke Dr  
Jefferson City, MO 65109  
573-619-3656  
crownh20@embarqmail.com  
**All Breweriana; Glasses, Bottles  
Lithos, Signs, Tip Trays/Trays**

**Robert Proctor** (Chris)  
420 Winding River Dr  
Williamston, MI 48895  
517-655-2484 Robert  
517-803-9718 Chris  
rlproctorp@cablespeed.com  
**All Breweriana; Glasses,  
Mirrors, Signs, Tap Knobs**

**Tony Rathsack** (Kathy)  
2741-35th St  
Two Rivers, WI 54241  
920-794-7112  
trathsack@charter.net  
**Cans, Glasses, Mini beers**

**Christopher (Kip) Rodier**  
17218 2nd St  
Chillicothe, IL 61523  
309-251-5590  
kiprodier@hotmail.com  
**All Breweriana; Gimme Gippis,  
Gippis Brewing, Peoria, IL**

**AJ Runkel**  
2 Park Ave  
Gladstone, MI 49837  
906-280-2303  
beercannut@charter.net  
**Books & Magazines, Cans,  
Openers, Upper Michigan  
Brewery**

**Ronald Seehafer**  
1562 Carole Lane  
Green Bay, WI 54313  
920-494-5597  
rmseehafer@sbeglobal.net  
**Glasses, Tap Knobs-Wisconsin  
Breweries**

**Jim Shotliff**  
150 Hononegah  
Rockton, IL 61072  
815-624-2211  
shotliff@peoplepc.com  
**Cans**

**Rob Smits** (Mina)  
2933 Blue Spruce  
Green Bay, WI 54311  
920-469-1466  
stuffball1993@yahoo.com  
**Cans**

**Gary Zimmerman** (Kathryn)  
131 Willow Rd  
Rochester, IL 62563  
217-498-7446  
cell 217-741-5358  
tyzac24@aol.com  
**Cans, Reisch Brg, Springfield, IL  
Griesedieck Bros. Brewing**

## Web Access

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

LOGIN = access  
PASSWORD = naba148

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

# Buy ♦ Sell ♦ Trade

## ROUND BUTTON SIGNS

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

V168

## WANTED: Older advertising beer

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

V160

## WANTED: Lithographs. Looking

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

V160

## FOR SALE: US Beer Labels

www.bobkaybeerlabels.com or email: beerlabel@comcast.net

V164

## BACK ISSUES of the BC for sale:

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

NABA

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



## Officially Recognized NABA Chapters

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

## Advertising Guidelines

### CLASSIFIED ADVERTISING

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

### DISPLAY ADVERTISING

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

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

### PAYMENT

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

### DEADLINES

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

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

**Buckeye** (NW OH, SE MI)

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

**Capital City Chapter** (Washington DC, MD, No. VA)

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

**Chicagoland Breweriana Society** (Chicagoland)

**Contact:** Ray Capek, 3051 Ridgeland Ave, Lisle, IL 60532; rbcapex@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.

**Gateway** (MO/IL St. Louis Metro Area)

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

**Goebel Gang** (South Bend, IN)

**Contact:** Sandy Wacunas, 56200 Riviera Blvd, So. Bend, IN 46619; drewerysbob@sbcglobal.net.

**Great White North Brewerianists** (Canada)

**Contact:** Phil Mandzuk, philman@mts.net

**Hoosier Chapter** (IN)

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

**Just For Openers** (Earth)

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

**Miami Valley Chapter** (Dayton, OH)

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

**Michigan's Dog-Gone Good Chapter**

(Frankenmuth, MI & Detroit area)

**Contact:** 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.

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

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

**Queen City Chapter** (Cincinnati, So. OH, No. KY)

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

**Reisch Brew Crew** (Central IL)

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

**Schultz & Dooley Chapter** (New York State)

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

## NABA Chapter Events

**Fri.-Sat. July 6-7**

### **Nordlagers & North Star Chapter**

Cloquet, MN  
Dave Wendl  
651-731-9573  
brent@kastleart.com

July  
13-14

Miami Valley Chapter  
38th Mini-CANvention  
Dayton, OH

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

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

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

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

**August 19**

**Packer Chapter's Packnic 2012**

**Green Bay, WI**

Ken Trembl • 920-432-2542  
barbiken@netzero.net

## Other Events

**JULY 11** - ECBA 40th Annual Convention:  
Utica, NY. Contact: Larry Handy,  
ohhugo1@aol.com

**AUGUST 25** - 4th Annual Brewfest: Potosi, WI.  
Contact: Jared, 608-763-4002 x 106 or  
jared@potosibrewery.com

**AUGUST 30 - SEPTEMBER 1** -  
BCCA CANvention: Springfield, MA.  
www.bcca.com for more info.

## **NABA 41st Convention**

**Aug. 1 - 4, 2012**

**Springfield, IL**

**Greg Lenaghan**

**g.lenaghan@comcast.net**

**September 23**

*Monarch Chapter  
Beer Can & Breweriana Show*

*Carol Stream, IL*

Alan Bormann • 630-305-8618  
abormann6735@wowway.com

**AUGUST 11**

**A DAY AT LEINES  
(NORTH STAR CHAPTER)**

Chippewa Falls, WI  
DAVE WENDL • 651-731-9573  
BRENT@KASTLEART.COM

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

### **Note to Advertisers**

The space at the top of the  
previous page is  
reserved for NABA  
members' classified ads.

This page (39) is for event  
announcements and will be used  
in the following priority:

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

The editor reserves the right to  
select  
all advertising.



www.nababrew.com

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

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