



The **BREWERIANA** **COLLECTOR**

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*National Association
Breweriana Advertising*

"America's Oldest National Breweriana Journal"

Volume 162

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SUMMER 2013

***Bell's Brewery:
A Kalamazoo
Success Story***

***The Lost George
Ehret Mansion***

***Hoppy Trails:
Getting Fired Up
About New
Breweries***

***Bottled in the Belle
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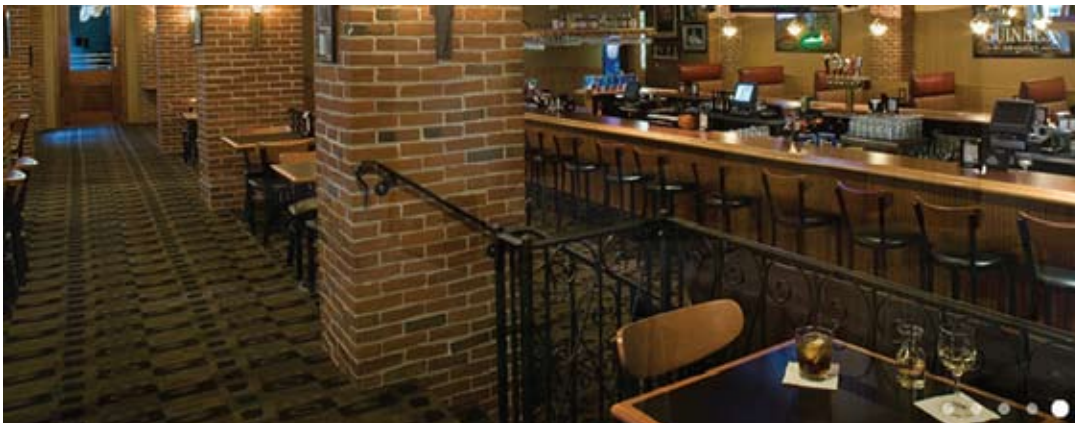
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*The National Association
Breweriana Advertising*

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

BREWERIANA COLLECTOR STAFF

Lee Chichester Editor

Bob Hajicek Auction Hysteria
Bob Kay Labelology
Rich La Susa Let's Talk Breweriana
Larry Moter Collector's Bookshelf

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Send Comments/Questions to:

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

The **BREWERIANA** **COLLECTOR**

SUMMER 2013

#162

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GREETINGS TO ALL:

Milwaukee, Wis.

Wow! By the time you read this, we will be only about 6 weeks from the start of the 42nd Annual NABA Convention in Green Bay. To say the least, this will be another action packed event, with something for everyone.

Last minute tweaks at the Hyatt on Main, our Convention headquarters, are complete and now we only have to get our stuff packed for the week, gas the car, and head North (or whatever direction, depending on where you are coming from). The hospitality suite will be in Rooms 519 and 520, so you only have to go up or down a floor or two to hit the center of activities.

Word from the hotel is that rooms are being booked at a high rate. I get a weekly printout and it looks likely we will exceed our block of 425 room nights. Registrations at the time of this writing are up almost 30% over any of the past 9 Conventions, since we have been tracking room bookings. We have a limited block of rooms at the \$99 rate. Rooms beyond the block will cost \$189/night so get your reservation in now. The Tuesday room night allowance has been increased by 50% in part because of the Haydock event at Minhaus, as well as the projected participation in the bus trip and Brewmaster dinner on Wednesday. If you have not registered, please do so ASAP. If you missed signing up for either the tour or dinner and want to attend, call me (219-325-8811 or gbaley@comcast.net) and I will reserve a space. Both the bus and dinner have limited space available. The beers at this year's Brewmaster will feature the Hinterland Brewery in Green Bay.

For an update on the Tuesday home tour schedule, please see p. 37 of this issue, and be sure to check in at Registration when you arrive to see the final open house schedule and directions so you don't miss anything.

The Wednesday bus tour will feature a second opportunity to see both the Akin's Oshkosh collection & Jon Huntington's Opera house (open Tuesday also) and a "mini" beer related lunch at the Stone Cellar Brewery in Appleton, plus a couple of beer stops. We hope a new microbrewery in Appleton will also open and be on the tour. We moved the bus trip up a bit to 9:00 am to get everyone back to the hotel a little earlier than in the past.

Thursday will provide a series of seminars, smalls BST, great Room-To-Room action, and our first attempt to do a Karaoke Contest for the singers amongst you! We always try to keep Thursday open for those wanting to do RTR stuff.

No need to describe Friday as that is Auction Action Day at the Convention. We will have some dynamite stuff exclusive to this year's action coming from the collection of deceased member Dick Bucht (see p. 8) and perhaps Bob Markiewicz. After the auction, get to your room and grab a six-pack or two for the 3rd Annual Full Micro Beer Bottle Exchange coordinated by Greg Lenaghan.

The Friday evening dinner/business session is preceded by sampling beers from around Wisconsin. The Wisconsin Collector Display will whet your appetite before the "short" annual meeting followed by great food and Bob Lettenberger, of the National Train Museum in Green Bay, who will share the relationship of beer to America's train history as he explores "Rails and Ales."

Saturday is the Public Breweriana Show that is being advertised throughout the area and will be reported on by several newspapers and featured on local Green Bay TV. Dinner on Saturday will be a Green Bay style "Tailgate" party. After dinner retire to the hospitality room for a last hoorah and a chance to begin making plans to be in Toledo in 2014 for NABA 43.

Those of you who have attended prior NABA Conventions know what the week is all about. I invite all who have not participated in the past to make this a must attend event. You will not be sorry. If you cannot for some reason register for the full week, try to stop by for the Public Breweriana Show on Saturday.

Hope to see you all in Green Bay July 31 to August 3.

Respectfully,
George Baley, gbaley@comcast.net

A KALAMAZOO SUCCESS STORY

by DAVE LAUNT

At twenty, Larry Bell got a job at a Kalamazoo bakery. He was to work there for one and a half years. During this time he befriended a fellow worker who was also a home brewer. Baking and brewing use a lot of the same components. The friend invited Larry to his house to see the workings of a home brewery. He let Larry sample some of his efforts. The dream of a local micro brewery was born.

Larry later filed the necessary papers to start a micro-brewery, and in September of 1985, brewing began. Modest at first, the organization produced 35 barrels of beer during its first four months. The next year the brewery produced 136 barrels, and the start-up was on its way.



Larry Bell offers a toast with one of his early brews, "back in the day."

About this time, our local Patrick Henry Chapter discovered Bell's. We asked about having a meeting there, and Larry liked the idea. At the time, the operation was labor intensive, but cost savings

were in place. Larry was selling Huber Beer and Huber Bock by the case for \$5.98. He asked that we return the bottles when emptied. We wondered why, but the easy answer was "because the labels come off easily." So, cost savings on the bottles. Another bottle source was even better: A Paw Paw winery let Larry have the larger bottles they used in their tasting room. Needless to say, free is even better than re-used.



Early one-barrel brewing set-up.

The intervening years have seen many changes. The original brewery is still used for small batch brews, but the Bell's General Store, the Eccentric Café, a nice patio, and an incredible entertainment venue have enabled the beer drinker, the music lover, and the curious to enjoy the growing location.

Now Bell's Brewery produces about 25 brands that are packaged (bottle and/or keg) for distribution, and 52 brands that are only sold on

draft, mostly at the Eccentric Café. These include experimental brews, bourbon barrel aged versions, and other specialties.

Bell's sets another standard by having a "seasonal" as their number one seller. If you plan



Oberon and Two-Hearted Ale are possibly the most widely-known of Bell's current products.

to be in Kalamazoo and hope to buy Oberon, you would want to build your trip around arriving at the Eccentric Café about the time baseball season starts. There is a huge party every year (it was March 25 this year) and I can guarantee that most stores and supermarkets, bars and restaurants will have it in stock. The joy of getting that first pint of Oberon as it is released has achieved cult status.



2-Hearted Ale fermenters.



Left: 200-barrel tanks in the new facility, right.

The second best seller in the Bell's array of fine brews is Two Hearted Ale, an IPA that is tough to beat. Their fastest-growing ale, however, is an amped up double IPA named HopSlam, which grew 20% in sales this past year. Other promising recipes are coming along, with Smitten Golden Rye Ale and Black Note Stout as likely favorites. Considering the health of Michigan's micro and craft breweries, Bell's is doing a great job in marketing and delivering excellent brews.

Bell's goal in terms of growth is generally 20% a year.

The "new brewhouse," about seven miles away in nearby Comstock, Michigan, is a sight to behold. Construction began in 2011 and eleven months later a 200-barrel brewhouse was ready for its first batches. There will be many more upgrades over the next several years, including a waste water



"Teamwork" hand-bottling system used in the 90's; vs. modern bottling system that moves so fast the eye can barely see.

treatment facility, additional fermentation space, and a canning line capable of packaging 500 cans a minute. Oberon will most likely be the first product canned at Bell's, with Two Hearted Ale following after.

Don't think the original brewing location is going to be ignored: Current plans include an expanded kitchen and a sports bar. Larry is an avid Cubs fan and follows other Chicago sports teams as well.

In the sports vein, Bell's is



pursuing getting some of its brands into various stadiums and some are already available in Comerica Park in Detroit. US Cellular Field in Chicago and the Great American Ball Park in Cincinnati also offer Bell's beers.

Larry is a member of the Patrick Henry Chapter, and has been for a long time. He has been most generous to our chapter in allowing our use of the old complex for our annual show. Both parties benefit, as breweriana collectors just happen to like beer. From what we hear, the brewery store and the bar do quite well the day of our show. Collectors get a break on the beer and food prices, which is yet another well received perk for show guests.

Larry collects breweriana, and he may be the only guy we





At left: current grain-handling system;
below: early keg-filling.



Bell family in front of an early brewery sign.
Current banner (below).



1925 Schlitz truck.

know that has a drivable 1925 Schlitz Beer delivery truck in his collection.

Some of us have known Larry since the brewery's inception, and it has been a great ride watching Michigan's largest craft brewer's success. It sure doesn't seem possible that Bell's is nearing its 30th

year. One can only wonder what the growth will be like over the next decade. The numbers of brew pubs and new micros, as well as the growth of other Michigan craft brewers has done nothing to hurt this sector of the hobby. The large brewers, most of whom are no longer American owned, have to be hurting as more Americans discover the joys of well made beers and ales by local or regional brewers.

Bell's beer is available in MI, MO, IL, IA, ND, MN, WI, PA, and east coast Southern States as well as Puerto Rico. Eighteen states in all, including Washington DC & New York will be next.

SPECIAL NABA CONVENTION UPDATE

!CANNOT MISS EVENT!

NABA Auctions always have interesting items for sale, usually consigned by collectors and dealers who have extra items that do not fit in their collections. Among these are usually a few really choice items that create excitement and get most of the focus by the crowd.

The 2013 Auction to be held at the NABA Convention in Green Bay this August (Convention is July 31 - Aug. 3, the Auction is scheduled for August 2) will have all of that, plus a **rare opportunity** to bid on some outstanding and rarely seen Wisconsin signs *fresh to the market from a major collection*.

Dick and Katie Bucht collected great old beer signs for about 40 years focusing on their home state of Wisconsin. They acquired a wonderful collection of early lithos, trays, and tin signs as well as other pre-Pro items. Dick passed away several years ago, and now Katie has decided to part with some of their best signs.

This August we will have the opportunity to acquire the signs shown here. As always, the NABA Auction is open *only to members who are in attendance at the Convention*. There will be no Internet bidding or off site bidding of any kind. So don't forget to register and attend the NABA Convention in Green Bay, WI.

Join us in Green Bay in August to have an opportunity to bid on these fresh to the market signs, consigned by some of the original membes and co-founders of NABA.

Submitted by friends of the Bucht family,
Mike and Mary Jo Hajicek



Pabst 1890s "Rip Van Winkle" Factory Scene Paper Litho. An outstanding sign in super condition, one of only a handful known.



Miller High Life Beer Round Tin Charger. A stunning sign with dramatic trademark image of "Girl on the Moon". Condition is excellent with bright bold colors.



Pabst Bock "Beer Keg Goat" Factory Scene Paper Litho. An outrageous image of 1890s stone lithography. Paper litho shows some loss around the edges, however image is very strong. An exceedingly rare early litho, the only one we have ever seen.



Miller Brewing Company "Carmen" Paper Litho. Super image of Victorian Woman with Early Miller 1890s Blob Top Bottles. Condition is excellent on this rarely seen piece.

DON'T FORGET!

For a schedule of NABA CONVENTION events, registration information, and everything you need to know to attend, please refer to the Spring 2013 issue of your *Breweriana Collector*; or contact

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

Registrations sent after July 22 will cost an additional \$10/person.

NABA Breweriana Detective

Beware of Ads Featuring Breweriana



This piece from Joe Olsen is our third installment in our "Breweriana Detective" series. Do you have an idea for a future NABA Breweriana Detective article? Please contact Lee Chichester: falconer@swva.net.

This article is designed to cover a portion of advertising featuring cork-lined and plastic-lined crowns.

Let me first explain that crowns are what the uninformed commonly call "bottle caps." For this article, I've chosen to use Stroh's crowns as examples in our detecting work.

It is always nice for a collector to find crowns featured in either beer or soda advertising. The use of crowns in advertising, however, can lead the beginning collector, or the new collector of crowns, into a host of pitfalls.

Figure 1-left depicts a section from a 1948 newspaper ad.



Figure 1

Notice the great detail in the lion and the shield. Also note the position of the word "Detroit" to the left of the lion, with the word "Beer" under the lion and the shield. This is truly a work of art.

Now look closely at the right image. This is a photograph of an actual cork-lined crown from 1948. The lion and the shield are nowhere near as impressive as the artwork seen

in the advertisement. Also note the position of the word "Detroit" directly under the lion.

At the left of Figure 2 is the crown detail from a 1949 newspaper ad. The lion and shield



Figure 2

are much closer to the original cork-lined crown from that time. The actual crown of the period shows us that the ad's positioning of the word "Detroit" is still out of sync with the actual.

Let's fast-forward 35 years. Figure 3 shows a 1984 promotional brochure from the Stroh Brewery, with a plastic-lined crown from that era. Next to it is an actual crown that is as close as I can find to the one depicted in the brochure. Did the advertising company

"clean up" the actual crown to remove the words "turn or use opener" or is there a 1980s style crown that did not include those directions? If there is a "clean" crown, I have not stumbled upon it.

My point here is that period advertising is sometimes not the best way of dating items, be they cans, labels, or crowns. A collector could drive him- or herself crazy looking for these three advertising-depicted crowns, hoping to add them to a collection, as I expect that they do not exist; rather, they are creations of advertising art departments only.

In my collection, I have 148 different Stroh's crowns and the three in these advertising materials are nowhere to be found.

I have covered only 36 years of brewery advertising here. My advice: beware of using ads to determine your searches for items to add to your collection.

If you happen to have any Stroh's crowns that you think are odd; or if you believe that I am wrong in my assumptions about these ads, please get into touch: jolsen3305@wowway.com.



Figure 3

Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Roll out the barrel glasses

Encountering enigmas—things that sometimes baffle—is not unusual when dealing with brewery collectibles. One such item is the tiny barrel glass.

What is so special about a barrel beer glass?

They can be found in many collections—or accumulations—of breweriana, displayed on shelves, in glass cases, even packed away in boxes, some long-forgotten. Some may even be scarce or rare, coveted by collectors that specialize in this genre of glass. Who would know?

I have eight barrel glasses, unobtrusively displayed in an appropriately small glass-front wooded cabinet in my office, nestled among vintage beer and water glasses that advertise taverns, restaurants, dance halls, and soda pop brands.

Mine advertise Budweiser, Coors (two different), Falstaff, Holiday and Walter's, Grand Prize, and Heidelberg. Nothing exceptional or unusual. I don't even own a Hamm's barrel glass—with or without white trees. I have been told they, like those in my collection, are as common as dandelions in a Midwestern lawn.

"Entry-level" glasses, such as Budweiser and Coors, are easy to acquire. They are frequently found in antiques malls and shops; and for minimal prices, you can purchase them any day of the week in Internet

auctions and from breweriana websites.

My collection also includes other small, 4-ounce glasses that remind me of barrel glasses, but they are not an enigma. I know why they are produced and where they are used—for tasting or sampling beer in hundreds of brewpubs and microbrewery tasting rooms, where they are also sold as souvenirs.

Most are enameled, with colorful and intricate graphics. They may be the equivalent to the mid-century barrel glass, but none have that shape. All have straight sides.

"A few years ago I tried to locate barrels that could be used as a taster for a convention beer event," said Greg Lenaghan, an advanced barrel glass collector. "The only barrels currently being made are in Germany, and are exclusive to one brewery."

Although he won't admit it, Lenaghan is an expert on the subject. (He also is a NABA board member and editor of "ChapTaps" in *The Breweriana Collector*.) Barrel glasses are things of beauty to Lenaghan, not an enigma.

As unusual as they may be to some, barrel glasses have a unique appeal. They are compact and easy to display; graphics usually are bright—even flashy—with lots of red lettering and logos; some have rims and lettering trimmed in bright gold. They capture your attention. My wife says "they're cute." Who's to argue?

It has been my assumption that the ancestry of the modern-day barrel glass can be traced to the pre-Prohibition era, when small, delicate "shell" glasses were in vogue. Most had straight sides and thin walls. Some, however, had a definite barrel shape.



An early 1900s glass issued by the Bunker Hills Breweries, A.G. Van Nostrand, Boston, had a well-defined barrel shape. Without stretching your imagination, you can see barrel staves and hoops.

I own two diminutive pre-Pro Edelweiss Beer barrel-shaped glasses from the P. Schoenhofen Brewing Co., Chicago. They are slightly larger than the “modern” barrel glass and have raised white lettering (common in that era, as were acid-etched designs). “Modern” barrel glasses all have enameled lettering and graphics.

These delicate, thin glasses are so fragile-looking you wonder, if they actually were used in saloons, how they survived in a rough and tumble environment.

No consensus exists among collectors about which post-Prohibition U.S. brewery first used the “modern” barrel glass or when this style debuted. They do agree that its heyday was the late 1940s to the early 1960s, with its popularity reaching a peak in the 1950s.

The standard barrel glass holds 4 ounces of beer, but there also is a 4.5-ounce version. (A large sibling in the barrel glass family holds a whopping 9 ounces, Lenaghan said.)

Why would breweries and taverns in any era serve beer in a 4-ounce glass? There were more logical options, 7- and 8-ounce “shells” and 12-ounce sham and stem pilsners; even husky 16- and 20-ounce mugs and steins.

Were barrel glasses actually used in taverns or were they samplers used by people that visited brewery tasting rooms?

And why would anyone—other than someone that doesn’t like to drink beer in quantity—want only four ounces of brew?

“Some were used in taverns. Factory workers, I have been told, would stop on the way home for a shot (of whiskey) and a short one: a small glass of beer,” Lenaghan explained.



In some places, you could get that shot-and-a-beer combination for 15 cents in the 1940s.

“Others were used in (brewery) tasting rooms,” he said. When people visited breweries, free beer samples were offered before or after tours. Beer may have been served in a 4-ounce glass, but guests often only got two ounces at a time.

Barrel glasses were sold in some brewery gift shops, mostly as drinking vessels, but also as souvenirs. I have seen boxed sets—two to four glasses—of Budweiser and Coors barrels that were marketed by breweries or glass manufacturers.

Although many NABA members and others outside our ranks collect barrel glasses, the fraternity of “serious” collectors is small.

The key statistic is not how many people collect them but how many glasses there are to collect. At least 220 different glasses in this style are known to exist, Lenaghan said. Some believe the total may be as high as 250. New glasses show up occasionally, leading collectors to believe others are out there waiting to be “found.”

Lenaghan’s impressive collection of 174 barrel glasses is attractively and efficiently displayed in white kitchen cabinets in his Springfield, IL, house.

Like many, his breweriana pursuits began with collecting beer cans in the 1970s. He stopped collecting cans in the mid-1980s. When he considered resuming collecting them in 1990, “I found out that my 1970s tab-tops were worth nothing. Because cones and flats were expensive, I decided to concentrate on trays and glasses,” he explained.

He collected small beer glasses, including 7- and 8-ounce “shell” glasses that were popular from the 1930s to the 1960s.

“Then at a show in Collinsville, IL, Dave Ohlendorf bought a collection of enameled barrels and had about 30 for sale. I bought 15 and decided that barrel glasses would be my focus. So, I can either thank or blame Dave for this part of my collecting interest,” he said, with a big smile.

There are rare and scarce pieces in every breweriana category: those difficult to

locate and almost impossible to acquire. Barrel glasses are no exception. Why?

Compared to other styles, Lenaghan said, relatively few barrel glasses were made. It is believed they were used by only 35 breweries; a small number, considering more than 400 U.S. breweries were operating in 1950.

Some were never produced in quantity, hence the uncertainty as to how many different beer brands, or variety of brands, actually exist. A few were only used as salesman's samples, a key reason for their scarcity. Mock-up glasses were made by manufacturers, with the hope that a brewery would place an order for a quantity of them.

"I have a Goetz and a Schmidt that are what many barrel glass collectors feel are salesman's samples...There are only one to three (of each) known at this time," Lenaghan said. "They are rare." They also are his favorites.

The M.K. Goetz Brewing Co. was located in St. Joseph and Kansas City, MO, and Jacob Schmidt Brewing Co., Saint Paul, MN.



Two rare glasses—Goetz and Schmidt—are Lenaghan's favorites.

Chasing rare, one-only-known, pieces is motivation for many collectors; a passion or obsession for others. Lenaghan is zealous, but knows how difficult it is to find them. "I am

always looking for the salesman's samples; they never seem to show up!"

Some production glasses are scarce, but he believes he has a better chance of acquiring those. "Realistically, I would like to find the Griesedieck Bros. barrel with the trademark and two Tivoli glasses that I am missing. I do come across variations of Grand Prize, Coors, and others periodically."

Some scarce barrels are owned by people that specialize in certain breweries or brands, or breweries from certain cities or states—not in barrel glasses per se.

"The Griesedieck barrel is a good example of one that can be found in a Griesedieck Bros. or St. Louis breweriana specialist's collection," he said.

The Griesedieck or other scarce/rare barrel glasses may not be any more important to a general collector than a 12-ounce glass or bottle label that carries the name of his/her favorite brand or brewery, or merely because it's a St. Louis or Illinois item. That can drive barrel glass specialists daffy.

He collects all barrel glasses, but does Lenaghan favor a particular brewery or beer brand?

"I like breweries that had a variety of logos on their glasses: Potosi, Shiner, Jackson, Mitchell, Lone Star, and Pearl," he said. Potosi was in Wisconsin, Jackson (Jax Beer) in Louisiana; the others are Texas breweries.

Although they don't have



Mitchell's, Jax and Shiner glasses show a variety of logos.

a club, newsletter, or website, barrel glass collectors on any level can utilize an excellent reference book in their search, and to keep a record of what they have in their collections: *A Guide to Enameled Beer Barrel Glasses* was written and edited by James Rowley, an expert barrel glass historian and collector. It features color photographs of most known barrel glasses and a corresponding numbered list of glasses, produced by Ohlendorf, a NABA member from Maryville, IL.

Rowley's search for additional known glasses is ongoing. They often pop up unexpectedly and when they do, he wants to know about them. "He has been getting additions to the book since it was published in 2009," Lenaghan said.

I won't be competing with Lenaghan or others for barrel glasses, scarce or common, although I may add a few to my meager collection. An even dozen sounds like a good number, although Lenaghan may not agree, depending on what I find.

What's Brewing Around Green Bay?

by George Baley

When your thirst finds its way to your throat there are three takeout places right in Green Bay to harness that devil. Sure, we will have plenty of microbeers on tap all day in hospitality (Room 519), on the bus tour with lunch at Stone Cellar, at the Brewmaster dinner on Wednesday (featuring Hinterland beer), during Full Bottle Exchange on Friday, and at the Micro Tasting on Friday night. Still, you might need to drift across the river to Titledown for one more, or maybe to Hinterland or Legends to be certain you make it back to the hotel. Of course the micros all have growlers should you wish to go that route. Probably the best selection of microbeers can be found at **Ridgeview Liquors** (2265 True La., 920-499-6166). Pick up a six-pack or two for the Full Bottle Microbeer Exchange. **Woodman's Foodmart** carries a decent selection, slightly lower prices (2400 Dousman St., 920-499-1480). **Gokey's Wine Market** is a bit pricier, but carries some interesting beers (1429 Main St., 920-435-1322).

Things to do Around Green Bay

The Green Bay Visitors Bureau has developed a plethora (lots of stuff) to do in and around the town. Besides a nice array of microbreweries there are activities for every member of the traveling party.

Two in-town microbreweries (Titledown and Hinterland) offer some of the finest micro beers around. Just a short walk over the bridge, each serves a wide variety of food to be tasted with their excellent beer. Brews from both will be featured in our hospitality room, Brewmaster Dinner, and Friday's Taste of Wisconsin.

For football fans, a trip to Green Bay without a visit to Lambeau Field

(home of the Green Bay Packers) is like going to Mecca and watching TV in your room. Whether you go on the full blown, admission-required tour of the museum and stadium, or just stop by the free gift store, the stadium is a must-see. Inside the Green Bay Packers Hall of Fame, visitors can relive the most exciting moments in the Packers' history. This 25,000-square foot museum has 80 exhibits including four Super Bowl trophies, a re-creation of Vince Lombardi's office and a place for the kids to do the "Lambeau Leap." There is a city bus that runs from the hotel to the stadium and costs only \$1.50 each way.

For younger and older generations Green Bay offers the NewZoo,



the Sabamba Alpaca Ranch, Bay Beach Wildlife Sanctuary, the Green Bay Botanical Gardens, and the Bay Beach Amusement Park. For water buffs there's the Waterboard Warriors Ski Show, and up the river on the Foxy Lady II yacht you can get on a sight-seeing or dinner cruise.

For bikers, the 25-mile Fox River State Recreational Trail or Mountain Bay Trail. Heritage Hill State Historical



Park is a 54-acre living museum with 25 historic buildings representing four centuries. Hazelwood Historical House Museum, and Downtown Green Bay's Neville Public Museum beckon museum-lovers, and just across the Bay, the wonderful Children's Museum. For those interested in Native American culture, a stop at the Oneida



Nation Museum is a must as is the Ashwaubenon Historical Museum featuring Adolph Vandertie's Collection of whittled tramp and hobo art.

And don't forget to try a journey on the National Railroad Museum train, which has interior seating and an open-air car, running May through October. See the Union Pacific Big Boy, the world's largest steam locomotive; General Dwight D. Eisenhower's World War II command train; and the Lake Mitchell, a Pullman sleeping car built in 1924. Discounted entry to some museums is available to NABA Conventioneers presenting their badges.

These are just a sampling of what is going on in and around Green Bay this summer. If you've never been to one of our Conventions before please join us for some good wholesome fun around Green Bay. If this is not your first NABA Convention, then we believe you will find Green Bay to be a unique experience with memories to take back with you until we go to Toledo next year for NABA 43.





August Krug



Joseph Schlitz



Anna Krug (later Anna Schlitz)



August Uihlein

The Principles: If we go back to the beginning, there were three family names that proved monumental in Schlitz Brewing history—Krug, then Schlitz, then Uihlein. Here's how it unfolded.

It started with the **Krug** family in 1848 when August Krug immigrated to Milwaukee from his native Germany and established a small restaurant on Chestnut (now Juneau) Street on the west side of the Milwaukee River, in an area then known as Killbourn Town. During 1849 Krug began brewing lager beer in the basement of his restaurant (these days, we'd call it a brewpub), brewing 150 barrels his first year.

This was an opportune period in US brewing history. Following the Revolutions of 1848 in the German states, waves of political refugees fled to America. They became known as the *Forty-Eighters* and they settled in Milwaukee, Cincinnati, St. Louis, Chicago, and New York. It's not a coincidence that these cities all became America's major beer centers. These Germans brought with them a preference and voracious appetite for lager style beer. Lager breweries were more expensive, requiring aging cellars and ice for temperature control. No problem. It soon became commonplace to build new breweries on high ground to accommodate cellars and to harvest ice from waterways during the winter months for temperature control during the summer.

Demand from the 48-ers for Krug's lager beer quickly outpaced the restaurant facility: the need to expand became apparent. Help arrived in 1850 when Krug's father arrived from Germany with money to invest. The first order of business was to purchase property nearby (near 3rd & Walnut) and dig lagering cellars—a critical aspect of the lager brewing operation. With continual additions, the original brewery on Chestnut Street was taking shape and growing impressively in 1856 when August Krug died.

Enter **Schlitz**, the second family name. One of the first employees added to Krug's fast-growing brewery operation in 1850 was a 19-year-old named Joseph Schlitz. When Krug died, Schlitz, then 25, had demonstrated sufficient leadership qualities to take charge of the brewery. Two years later (1858) he married Krug's widow Anna, who was 13 years his elder. In 1861 he changed the company name from the Krug Brewery to the Joseph Schlitz Brewing

Company. In 1870—admittedly with help from the third family in this story—Schlitz proceeded to build an impressive new brick brewery near the corner of 3rd & Walnut.

These were key times for the brewing industry: Big breweries in the US were discovering the growth potential of exporting product utilizing railroads and shipping lines—and Schlitz was a player. Another very important influence, especially for Milwaukee brewers, was the Great Chicago fire of 1871. More than 50% of Chicago's brewing capacity was wiped out. Schlitz, more than any other brewer, capitalized on that setback with quick shipments of water and Schlitz beer to the burned out city. This benevolent act paid huge dividends for Schlitz in future years and was the basis for their slogan, *The Beer that made Milwaukee Famous*.

In 1875 Joseph Schlitz sailed for Europe in what was supposed to be a triumphant visit to his homeland. But fate stepped in. The ship encountered a storm, crashed, and sunk near Land's End, England. Joseph Schlitz perished in the disaster. Thus, in 1875, the Schlitz family name unceremoniously took its leave from the operation of this brewery.

Now let's introduce the third family name—**Uihlein** (pronounced *e-line*). When Krug's father immigrated to Milwaukee in 1850 he also brought along Krug's eight-year-old nephew, August Uihlein. (August U for clarity here). The plan was for Krug to adopt August—as Krug's wife Anna (later Anna Schlitz), never had children. The adoption never materialized. When Krug died in 1858, August U, then 16, was quickly pulled out of school and put to work in the brewery. His free board, however, essentially eliminated any pay. August wanted more and soon left to prove his worth in a real paying job at the Uhrig Brewery in St. Louis. August U's true talent and leadership qualities were recognized—he quickly advanced to be the brewery's General Manager.

During the next few years more of August U's brothers immigrated to America. By 1868 there were four Uihleins working in US breweries—but none in Milwaukee. That ended, however, in 1868 when August U, by then a proven commodity, returned to the Schlitz Brewery to a paying position. By 1871, with brother August's encouragement, the other three Uihlein brothers moved to the Schlitz Brewery.

Jos. Schlitz Brewing Co. – the early years



An 1865 view of Krug's first brewery on Chestnut (now Juneau) Street is pictured next to a circa 1880 rendering of the new Joseph Schlitz Brewing Company, 3rd & Walnut St., and finally a view of the massive complex as it looked in 1975.

Henry and Alfred, the second and third oldest, came to Milwaukee, while Edward, the youngest, headed-up Schlitz's relatively new Chicago Branch.

The Uihlein clan was well received and quickly became an important part of the brewery. Just how important is apparent in Schlitz's will, which he updated before his untimely death in the shipwreck. Operating control of the brewery was left to the four Uihlein brothers. When Schlitz died, the brewery was a well-oiled organization rapidly gaining recognition throughout the world: the Uihleins had become important to the brewery and Schlitz, who had no children of his own, recognized that in his will.

While operation of the brewery was firmly in the hands of the Uihlein family, Anna Schlitz retained ownership of the property and business. Anna saw to it that the brewery name remained unchanged until after her death in 1887. After that the Uihlein family continued the Schlitz company name. Some writers have said that keeping the Schlitz name was a

stipulation in Schlitz's will. Close scrutiny of the will itself, however, does not support that. In the end the Schlitz name had broad recognition and value in the marketplace so why change a winner?

The brewery had incorporated in 1873, two years before Joseph Schlitz perished. The first officers were: Joseph Schlitz, President; August Uihlein, Secretary; and Henry Uihlein, Superintendant. All four of the Uihlein brothers were rewarded sizable chunks of stock. After Schlitz's death in 1875, Henry Uihlein was listed as President with August remaining Secretary. Although August U wasn't President, he had the largest amount of stock and was still recognized as the elder and leader of the brothers. When Anna Schlitz died in 1887, her stock went exclusively to Uihlein family members. After that time, stock in the brewery was tightly held by the Uihlein family until 1961, when sales to the general public began.



Chocolate instead of Beer? The rise and fall of the brewery through the 1900s involved the original six Uihlein brothers (August, Henry, Alfred, Edward, Charles, and William J.) plus a boat-load of descendants; and has been grist for many authors. There's at least one chapter in the history of the Uihleins they would just as soon forget—but the facts are what they are. When the family recognized the finality of Prohibition, they began making plans for a new source of income completely separate from the beer biz. Robert W. Wells explains in the "Insight" section of the *Milwaukee Journal* in a 1972 series titled "The Uihleins of Milwaukee."

....It was Alfred who headed the brewery as the family business found itself high and all too dry on the shoals of Prohibition. It was a time to try a brewer's soul.

Alfred proved equal to his trust. Convinced that the nation would eventually come to its senses, he kept Schlitz's pedigreed yeast cultures inviolate and the equipment in running order.

Meanwhile, as wildcat breweries and basement amateurs

moved to fill the thirsty void, the Uihleins had to find another way to make a living. Portions of the brewery complex produced soft drinks and malt syrup—the syrup was needed by those home brewers—but the family sought other outlets for its energies and its capital.

And so we come to the chapter of the Uihlein saga that deals with Eline Inc., an enterprise founded on the hope that Milwaukee would become the candy capital of the world.

"Here is the ideal location," Joseph Sr., announced. "Wisconsin is the greatest dairy state in the union and good fresh milk is the one requirement for a chocolate manufacturer . . . We have made plans for unlimited expansion."

"My father had the theory that with beer and liquor cut off, people would turn to chocolate," Joseph Jr., said. "Instead of starting in a small way, the family built a tremendous plant. Until then, my father had tasted nothing but success all his life. He hadn't known anything about reverses. He was born before there was an income tax. Before Prohibition, it was no trick to sell beer—you'd buy a corner, put in a good man, and sell it."



Eline Inc.

"As candy kings, the Uihleins were excellent brewers."



The gallant effort to show the Hersheys how to make chocolate bars began (in 1919) with construction of the Eline plant on N. Port Washington Rd. Its lobby was paved with Italian Travertine marble. Every office had a fireplace. The garage was modeled on the orangery at Aphorpe Hall in England. The entrance pillars were duplicates of those designed for Harvard University by Stanford White. Joseph Sr. was president of the new company. August's other two sons, Robert Sr. and Erwin, were vice presidents, as was Alfred's son, William B., and Ralph A., (son of another of the six brothers, William J.), was superintendent. It is fair to say that no expense was spared. Experts in the chocolate business were hired. Elaborate arrangements for marketing the product were made.

But the truth was soon apparent: As candy kings, the Uihleins were excellent brewers.

As early as 1924, there were rumors that the plant was on the market. But the Uihleins persevered. Two years later another \$1 million worth of machinery was installed, 400 more salesmen were hired and the plant began to produce hard candies as well as chocolate.

Then, in 1928, production stopped for good. The family had finally decided not to throw more good money after

bad. Joseph Jr. said recently that the chocolate plant lost \$17 million. "And those were hard dollars, not like the present variety," he added. He said that the venture had run into a variety of problems, including the use of a fish oil preparation on the candy wrappers, which spoiled the taste. Almond bars would show up in the stores without almonds. Sometimes the gumdrops were so hard they would shatter if dropped to the floor.

Portions of the Eline buildings were rented to various concerns until early in World War II, when the candy plant's 85 acres became part of the Milwaukee Ordinance Plant. After the war, the brewery bought it back. The disastrous venture in chocolate making ended only a year before the 1929 stock market crash, which touched off history's worst depression. No Uihleins were seen selling apples on Milwaukee street corners, but the situation was serious even for them.....

When it was all over the Uihleins had lost 17 million of their 40 million dollar investment in chocolate. That was truly an obscene amount in 1920 dollars. Needless to say they were glad to get back to their core business when repeal came in 1933.

Bottling & Labels: Now let's review Schlitz Bottling and look at some of their very early labels. During the 1870s the big Milwaukee Brewers were exploring their bottling options and several successful bottle shops became identified with specific breweries. For example, Voechting & Shape bottled

for Schlitz; Stamm & Meyer for Philip Best; and Torchiani & Kramer for Blatz. Schlitz's connection to Voechting & Shape began in 1877 when they started bottling. In 1882 the bottle shop name was formalized to the Joseph Schlitz Bottling Works, Ltd. and finally, in 1887, it was absorbed into the brewery.



These very early labels do not list a bottler, but we can assume they were bottled by Voechting & Shape, later the Schlitz Bottling Works. The eagle design was first, then a transition to the world with a belt.

The "Made Milwaukee Famous" Slogan was added to later designs.

This is still an evolving area for historical research. Look for more clarification in the future.



Jos. Schlitz Brewing Co.

Pre-Pro Labeling



Milwaukee Beer Bottling Co.,
Eau Claire, WI*



RW Simms, Jacksonville, FL



G. Grempezyński, Galveston, TX



American Bott. Co., Chicago



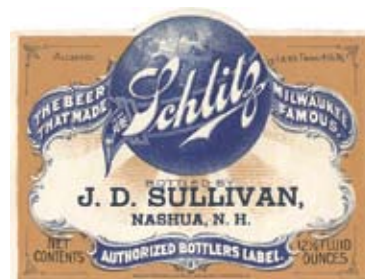
PM Ohmeis & Co., NY



Omaha Branch



John Schlitz, Cleveland, OH*



JD Sullivan, Nashua NH

An aggressive export business was key to Schlitz's early growth and many of their early labels list external bottlers or agents. John Schlitz was a distant relative of Joseph Schlitz. There are over 25 early Schlitz labels for bottlers, agents or branches pictured in the Wisconsin Beer Label Book. *= Address not shown on label.



Some of Schlitz's first near beers, circa 1917-1919, were based on their "Made Milwaukee Famous" slogan. Brands included Famo, Schlitz Famo, and Dry Schlitz. Chances are these were check fermentation products that did not spike with grain alcohol. Near beers made with this process quickly failed in the marketplace. Much of the Uihlein's energy in this period was re-directed to the chocolate and confectionary biz.



Later, to keep active in the beverage arena, they tried new soft drinks like these, however none met the market's demand for drinks with a kick. Many more Schlitz soft beverage labels are pictured in the Wisconsin Label Book (see p. 29 for more info about the book's re-release). Schlitz also sold malt syrups, which were used to make home brew. These proved much more profitable than soft drinks.

References: Len Jurgensen—recognized in the Milwaukee area as the ultimate authority on Schlitz Brewery history; The Jurgensen Collection; *The Milwaukee Journal*, 1972; John Steiner; *Wisconsin Beer Label Book*.

Found on the Web

<http://daytoninmanhattan.blogspot.com/2011/12/lost-george-ehret-mansion-no-1197-park.html>

Daytonian In Manhattan: [blogspot.com](http://daytoninmanhattan.blogspot.com)

Stories behind the buildings, statues, and other points of interest that make Manhattan fascinating.
By Tom Miller

Reprinted here with permission

Posted: Monday, December 26, 2011 **The Lost George Ehret Mansion:** **No. 1197 Park Avenue**

Often glossed over in history classes is the treatment of German-American citizens by the government and Americans in general during the World Wars. One wealthy immigrant, George Ehret, endured the intolerable with grace and dignity.

The twenty-two year old George Ehret sailed to America in 1857, five years after his father, Anselm Ehret, had already immigrated. The young German had thoroughly learned the art of beer brewing at home and was hired in the New York brewery of Anton Hupfel. Within three years he had achieved the rank of master brewer. Nine years later, with the assistance of his former employer, Ehret opened his own business in 1866, the Hell Gate Brewery; named after the Hell Gate strait of the East River that it overlooked.

At the time the area was rural, with unbroken views as far as Long Island. The only other structure in the vicinity was the Fanshaw mansion, one of the country estates of the wealthy.

Ehret introduced lager brewing to Manhattan[*] and by the 1870s the brewery was steadily expanding. As the Hell Gate Brewery prospered,

*** Editor's Note:** *Some historians believe it was Schaefer that first introduced lager style beer to Manhattan in 1842. In fact, Schaefer's corporate tagline reads: America's Oldest Lager Beer. The Schaefer beer website, under their history section, says:*

F. & M. stands for Frederick and Maximilian, the brothers who founded Schaefer. Frederick Schaefer, a native of Wetzlar, Prussia, Germany, emigrated to the U.S. in 1838. His younger brother, Maximilian, decided to make the arduous trip across the Atlantic in 1839 and brought with him a formula for lager, a type of beer popular in Germany but unheard of in the United States. The brothers dreamed, and planned, and saved—and in the late summer of 1842 they were able to buy a small brewery ... New York beer drinkers immediately took a liking to "the different beer" the brothers brewed.



The Ehret Mansion in 1928, just prior to demolition
—photo NYPL Collection

so did George Ehret. Within only a decade of opening his business he had amassed a fortune.

Ehret had an imposing brownstone mansion erected in 1878 in the then sparsely-developed area of Park Avenue and 94th Street on land he had purchased four years earlier. The dignified Italianate structure was as strait-laced as its owner's Teutonic background. Three tall stories high over a very deep English basement, it was graced with classical pediments over the windows, a bowed parlor window to the front, and a sweeping stone entrance staircase that spilled to the sidewalk.

The stone banister of the stairs melded into matching fencing above a stone wall, wrapping the 94th Street side of the property. Here, the most striking feature of the residence was a three-sided bay that rose to a roof-top room with 360-degree views; acting as a sort of widow's watch.

The expansive house was none too large for Ehret's family, which included his wife (the former Anna Hasslocher), six daughters, and three sons.

As improved techniques and brewing equipment were introduced, Ehret was quick to utilize them. To supply his huge brewery with fresh, pure water he had an artesian well drilled through 700 feet of solid bedrock and built a pumping station at the East River that supplied one million gallons of salt water daily for condensing purposes. In the two decades between 1871 and 1890 production of the beer industry in general increased by 400 percent in the United States. The output of Ehret's brewery, on the other hand, increased by over 1,200 percent.

It seemed that things just could not get better for George Ehret.

As the children grew, the fashionable house on upper Park Avenue became the scene of weddings and social events. On March 21, 1892 the drawing room was "beautifully decorated with a profusion of palms and ferns and thousands of roses in banks and bouquets," said *The Times*, as daughter Frances Julia married Ernest Stangen of Berlin. The following year in January Josephine Frances Ehret was married to Edward Martin Burghard here "under a canopy of evergreen, studded with roses."

George Ehret gave his daughter and new son-in-law a fully-furnished home at 14 East 93rd Street, just off Fifth Avenue.

On January 30, 1897, the *New York Tribune* praised George Ehret, reflective of the public sentiment towards the brewer. "George Ehret is a typical representative of that large German-American element in the population of New-York who, while preserving and reverencing the traditions of their native land, are yet thoroughly in sympathy with the republican institutions of the land of their adoption. They are loyal to their citizenship, and in all their municipal relationships are entirely devoted to the good of the Commonwealth."



The brewer in 1905, on his 70th birthday—photo *New York Tribune* (copyright expired)

Within only a few years those words would have a sadly ironic ring to them.

Ehret was a member of several leading German societies. On his 70th birthday in 1905, he was serenaded at the house by the Ehret Band, the Aschenbrodel Band (which had also played at the brewery that day), the *Badische Boltsfest Verein*, the *Braumeister Verein*, the *Bereinigten Deutschen Gesellschaften*, the Yorkville M. C. A. and the Arion singing society. On reporting of the celebration, the *New York Tribune* remarked that "One of his most celebrated virtues is a modesty almost bordering on shyness."

Family life within the walls of No. 1197 Park Avenue was not always merry-making and celebration. In April 1906 son George, Jr., visited San Francisco. Every day, without fail, George would send a telegram to his father with an update. On April 18 there was no telegram.

With the arriving news of the devastating San Francisco earthquake, the family plunged into despair and worry. Finally, four days later, word was received that George had made it out of the destroyed city on a refugee train to Salt Lake City.

A year later on March 28, 1907, 47-year old Frank Ehret, the eldest of the three sons, died in the house of a long-lasting illness.

In January 1909 the last of the Ehret daughter weddings took place in the Park Avenue mansion when Madeline Louise married William Ottman. By now the aging George Ehret was in failing health. He began an annual pilgrimage to Germany to "take the cure" at the baths there. Normally accompanied by one of his daughters, he would sail in May and return in November.

What had been an innocent pilgrimage turned horribly wrong in 1914.

Ehret sailed to Germany in May, leaving his family and his business doing well and having no reason to suspect this trip would be any different from the others. But in August the Great War broke out. Ehret attempted to evacuate Germany with the American Ambassador, James W. Gerard; however, because of Ehret's frail health, the ambassador refused to accept the responsibility of the long voyage.

The Berlin government eventually refused to allow Ehret or his daughter, Anna von Zedlitz, to leave, fearing they would disclose military movements they may have been witness to. The

brewer later explained that the German officials considered him and his daughter “enemy aliens” and were forced to report to the police once a month.

George Ehret’s six-month trip to improve his health became a four-year nightmare.

In the meantime, things at home did not look very good for George Ehret. To the American government, a German expatriate who suddenly left the United States for Germany just prior to the outbreak of war and did not return seemed more than suspicious. Ehret’s entire estate, valued at around \$40 million, was seized by the Alien Property Custodian. Rumors circulated that he was purchasing “heavily of German bonds” and subsidized German propaganda newspapers in the U.S.

Finally, despite his ill health and the warnings of doctors that a voyage would kill him, Ehret had had enough. In April 1918, due to his age and medical condition, he was allowed to travel to Switzerland. From there he booked passage to New York and was carried on board on a stretcher. “The excitement of not being able to start for this country for over four years became so intense that I decided to take the risk of dying on the steamship and being buried at sea rather than remain to die in Germany,” Ehret said when the ship docked in New York.

He told the *New York Tribune*, “First of all, I wish it to be distinctly understood that I have not returned to America to get my estate of \$40,000,000 back from the Government or start a legal fight over it in any way. I am perfectly satisfied that Uncle Sam only took over the properties to take care of them, and that they will be returned to me in due course. This is wartime, and the Government must not be hurried over affairs of that kind, and I am not going to hurry it.”

George Ehret, Jr., told the press that while his father had been absent, \$2 million of his estate had been invested in Liberty bonds, \$120,000 had been given to the American Red Cross and \$21,000 to the Knights of Columbus fund.

By the end of the year the war was over. Eventually George Ehret regained his property and fortune, but another hurdle was in store. On June 30, 1919 the Wartime Prohibition Act took effect, followed on October 28 by the Volstead Act which ushered in the Prohibition Era.

Production at the Hellgate Brewery came to an abrupt stop.

Luckily, George Ehret had invested heavily in New York real estate as his fortune accumulated; many of the plots had been purchased for the liquor business. He held 181 parcels of Manhattan realty including many valuable corner lots.

On April 6, 1925 one of the last great celebrations was held in the Ehret house on Park Avenue. The mansion was filled with “sons, daughters, grandchildren, and great-grandchildren, some of whom came from Germany” for George Ehret’s 90th birthday party, reported the *New York Times*.

The rumors and suspicions of only a few years earlier had been forgotten and George Ehret and his family were again accepted by New York. Two years later, on January 20, 1927, George Ehret died in his home at No. 1197 Park Avenue. A requiem mass was said in St. Patrick’s Cathedral two days later. He left an estate that was still valued at approximately \$40 million.



The neighborhood was changing. In 1926 the brownstones across the avenue are replaced by No. 1192 Park Avenue—photo NYPL Collection.

As George Ehret lay dying, the brownstone mansions that lined Park Avenue were being demolished to be replaced with modern Art Deco apartment buildings. A year later the Ehret mansion would join them.

On April 28, 1928 the *New York Times* reported that the “George Ehret mansion, the first

fine residence on upper Park Avenue,” was sold for \$3 million to be replaced with “what is expected to be the largest housekeeping apartment building in New York.”

In what had become a tradition in New York City, the neighborhood of elegant homes—the oldest of which had stood only 50 years—was leveled and redeveloped. The brownstone mansion that had seen so much joy and so much trouble, like the German brewer who built it, has long been forgotten.

Editor’s note: Tom Miller’s blog has other interesting references to Manhattan Breweries in his posts about the history of different neighborhoods, buildings, and monuments. Go to his blog address and search for ‘breweries’ and/or ‘brewers’ to find more, including a post about the 1903 Bernheimer & Schwartz Brewery.



AUCTION HYSTERIA

by ROBERT HAJICEK

CRAFT/MICRO



Great White Tapknob
12" tall, Lost Coast Brewery,
Eureka, CA \$80



Above: Micro and Brewpub coasters, 12 different
from Florida \$134

Below: Micro and Brewpub coasters, 12 different
from Virginia \$149



Lot of 38 Tapknobs
Various micro and some major breweries \$386



Great Lakes Neon Sign
25" x 22"
Great Lakes Brewing Co.,
Cleveland, OH \$500



Micro and Brewpub coasters, 14 different
from Alabama \$138



Deschutes Lighted Sign, 20" diameter
Deschutes Brewery, Bend, OR \$257



Blatz Lighted ROG Sign
13" x 9-1/4"
Blatz Brewing Co., Milwaukee, WI \$789



Centlivre Nickel Plate
12 oz bottle and cap
Centlivre Brewing Co.,
Fort Wayne, IN \$400



Ace Plastic Lighted Sign, 16" x 3-3/4" deep
Sioux City Brewing Co., , Sioux City, IA \$2,835



Northwestern Brewery
Etched Glass, 4-1/4" tall
W. R. Towgood,
Northwestern Brewery,
Alexandria, MN \$669



Lang Stoneware Mug
5" tall
Gerhard Lang Brewery,
Buffalo, NY \$621



Pabst ROG with Gesso Frame
Glass 19-1/2" diameter, frame 28-1/2" diameter
Pabst Brewing Co., Milwaukee, WI \$1,575



Budweiser Outdoor Tin Sign
70" x 34" with wood frame on back
Anheuser-Busch, St. Louis, MO \$960



Fitger's Nordlager
ROG Sign
Fitger Brewing Co.,
Duluth, MN \$472



Left: C. L. Centlivre Etched Glass
C. L. Centlivre Brewing Co., Fort Wayne, IN \$810
Above: Ruppert Neon Sign 24" x 10" x 6" deep
Jacob Ruppert, Inc., New York, NY \$1,725
Right: Chattanooga Etched Glass
3-3/4" tall x 2-1/2" diameter at rim
Chattanooga Brewing Co., Chattanooga, TN \$836



Lemp's Special Brew Stein
Embossed pewter lid, 7-1/2" tall
Wm. J. Lemp Brewing Co.,
St. Louis, MO \$560

Budweiser ROG Lighted Sign
15" diameter
Anheuser-Busch, St. Louis, MO \$2,999

Gibbons Ale-Beer Porcelain-Neon
Two panels, no neon tubing
29-3/4" x 18-3/4"
Gibbons Brewing Co.,
Wilkes-Barre, PA \$1,026



Walter's ROG Clock
Walter Brewing Co.,
Eau Claire, WI \$1,914

Stegmaier's Beer Porcelain-Neon Panel
Single side, no neon tube, 30" x 16"
Stegmaier Brewing Co.,
Wilkes-Barre, PA \$720

Clipper Celluloid Button Sign
9" diameter
Renner Brewing Co.,
Youngstown, OH \$788

HOPPY TRAILS

Getting Fired Up about New Breweries

by Rich La Susa

Writers always look for a hook—a focal point, a theme, something on which to hang a story. Hooks are one thing; a hook and ladder is far different. And so are coincidences, for those that believe in them. I'll explain.

My imagined hook for this story began far from what you see here. It was to be about my first-time visits to new (and some old) breweries—something I hadn't done much this year. Because I had committed to writing a column on the subject, your humble scribe had to scramble to come up with a story idea that would inform and entertain.

I could have written about a 39-brewery tour I took with Ron Jones and Bob Campbell in San Diego, Orange, and Riverside counties in California last October. But to me, it is a story as stale as a glass of day-old beer.

I could have told you about an Arizona/ Nevada mini-tour the three of us took in mid-April on our way to the Western States breweriana show in Las Vegas. Of the 12 breweries we visited, however, I had previously consumed beer in all but three (College Street and the Mudshark production brewery in Lake Havasu City, AZ; and Pints Brewery & Sports Bar in the Colorado Belle casino in Laughlin, NV—called the Boiler Room Brewpub the last time I visited a few years ago).

My ultimate objective (to tell about an extensive brewery tour, similar to the Washington state tour I wrote about in the Summer 2012 BC issue) was defeated by my not being able to participate in a tour to breweries in Oregon led by friends Dale and George Miller.

But what did materialize was the product of circumstance, happenstance, and a bit of dumb luck. Writers don't usually shun good fortune when faced with a hard deadline for producing a story.

It all began on April 20, with little fanfare, during the Arizona Craft Brewers Guild's inaugural Springfest at Rillito Downs, an iconic horse racing track in Tucson.

Among dozens of participating breweries, I came upon a booth with a colorful banner that proclaimed the birth of the Sentinel Peak Brewing Co. in Tucson. Although it is a "brewing company" in name only—another brewery there produces its beers—the brewhouse is under construction and an August 15 opening has been set.

The owners, including brewer Jeremy Hildebrand and Matt Gordon, are working firefighters, employed by the Tucson Fire Department. I was

curious: Why Sentinel Peak instead of a name related to their occupation? "We wanted something Tucson residents could identify with," Hildebrand explained. Sentinel Peak is a Tucson landmark (better known as *A Mountain*). The University of Arizona is nearby. Firefighting paraphernalia may be incorporated into the tasting room's motif, they said.

Although they have ambitious plans for their brewery, "we plan to keep our day jobs," Gordon said, while offering me a brew.

It was interesting information, but not enough to merit a feature story. Touring booths at a beer festival fell far short of visiting breweries, new or old.



The next day, while gathering information for an Internet breweries list update, I read about a new brewery in Windsor, CA, that has an interesting name: St. Florian's. It rang a bell, but not loudly. Its website told me that St. Florian is the patron saint of...firefighters. A coincidence? Perhaps! Maybe I was on to something.

Owners Aron and Amy Levine aren't firefighters but they pay tribute to them with the St. Florian's name and donations to firefighting-related charities. I recalled that a Saint Florian's IPA was brewed and bottled by the Silver City Brewery in Bremerton, WA, which I visited last year.

Hummm; a hook was taking shape. I decided it was time to delve into my files and see what I had previously gathered about firefighting and craft breweries. I found a few interesting tidbits, but still insufficient material for a full-length feature.

The following day (April 22), my wife Judy and I decided to visit an unusual new

NANO brewery west of the Arizona State University campus in Tempe. **Cartel Coffee Lab Brewery** is also a coffee house and coffee-making supply business, but my focus was on beer. A cold brew on a 98-degree day would relieve my parched palate.

Cartel wasn't easy to find, even using a GPS. It's tucked in the back of an old strip mall, obscured by another building. My GPS instructed me to turn left into a street that would place me next to the brewery. My attempt to do so was thwarted by three large trucks that were blocking the road: you know, the red ones with flashing lights and long hoses extending from them; and operated by *firefighters*!

I went around the block and entered Cartel's parking lot from a different direction, parked my vehicle in the mall lot and walked the rest of the way.

A plate-glass window with a large Cartel logo soon loomed, partially obscured by an object, and people, that should not have been there—a long ladder and firefighters climbing on it to gain access to the brewery's roof. The firefighters were looking up; my chances for drinking a cold beer were not.



I learned that Cartel's building was involved in a minor electrical fire on the roof. There was no visible damage to the building or any sign of employees or customers, just firefighters. I peeked into the small brewhouse and took photos. Nothing seemed amiss. Detectible was the wonderful fragrance of beer brewing.

We decided to head home to enjoy an IPA (me) and a Porter (Judy). I didn't drink a beer at Cartel, but I had a story theme—firefighters and craft breweries. It's a bit thinly sliced, but one I could hang on a hook.

Putting Out Fires with Beer?

Brewpubs with firefighting-related names are not unique, and I have visited many. Some are, or were, in former firehouses, including the Firehouse Brewing Co. in Rapid City, S D; Il Vicino (now Amicus Pizza), in Salida, CO; and two in Washington state, Engine House No. 9 in Tacoma—filled with vintage firefighting equipment—and Parker's Steakhouse & Micro Brewery, Longview, that retained a classic old fire pole.

Others are defunct, including Brewing Co. No. 9 in Chicago and the Firehouse Brewpub in Merced, CA, home of the city's central fire station from

1953 to 1997. There are more, but I never visited them.

Other than signage and logos, I saw nothing that would indicate the Firehouse Grill & Brewery in Sunnyvale, CA, and two breweries of the same name (Firehouse Brewing Co., in Morris, IL, and San Diego), had been firehouses.

Other breweries have firefighter themes that pay tribute to these men and women, including the Issaquah Brewhouse/Rogue in Issaquah, WA, which displays firefighting memorabilia, and the Pump-house Brewery, Longmont, CO, which has tap handles shaped like red fire hydrants and firefighter gear. I haven't visited Engine 15 Brewing Co. in Jacksonville, FL, but assume from its logo it is firefighter related.

Brewing @ Elevation

A week after my Cartel adventure, the theme changed from firefighters to mountains. I visited breweries in two mountain towns northeast of Phoenix—**THAT Brewery** in tiny Pine and the **Mountain Top Brewing Co.** in Payson—with craft-beer aficionados Jones, Campbell, Marcia Butterbaugh, and Eric and Kathy Linden. Good beers were enjoyed at both, as were friendly, enthusiastic servers. Mountain

Top was a first-time visit for me.

THAT is a brewpub noted not only for its unusual name and woodsy setting, but also for the eight different riddle coasters it uses. They are a collector's delight, but you have to get them at the brewery. As for the name, the owners couldn't decide on one, so THAT was chosen. They added a small brewhouse to their well-established Rimside Restaurant, which features a rustic taproom and in warm-weather months, a large patio nestled in the tall Ponderosa pines at 5,500 feet above sea level (more than a mile high).

Mountain Top is a new stand-alone building (at 5,000 feet) with a large taproom. Beer is the reason you go there; it does not serve food, other than popcorn. Its interior walls are lined with reproduced photos of vintage U.S. beer trucks.

We shelved plans to sample brews at a third mountain-town site, **Pinetop Brewing Co.** in Pinetop, at 7,200 feet in the White Mountains. We did not have time for an 86-mile drive from Payson that would have taken us farther from home—about 200 miles from Phoenix. Passing up a first-time brewery visit was not an easy, but rather a prudent, decision.

Instead we headed to the Valley of the Sun and its two newest breweries, **North Mountain Brewing Co.** in Phoenix—near a mountain, but not on one—which has a solid beer lineup and an upscale food menu; and the **Fate Brewing Co.** in Scottsdale, which features big beers and tasty pizzas. (A nearby bar-b-que restaurant has an old fire truck

in its parking lot that is painted with the company's logos!)

The mountain brewery theme carried over to the following week, but in a different state. During a four-day visit to southern California, Judy and I made the trek up to 4,200 feet to the **Julian Brewing Co.**, a small brewery attached to The Bailey BBQ in touristy Julian, a former mining town gone trendy.

I made other first-time brewery visits to **Acoustic Ale**, **Intergalactic** and **Thorn Street** in San Diego; **Rip Current** (San Marcos); **Manzanita** and **Butcher's** (Santee); and **Culture** (Solana Beach). If you enjoy hoppy West Coast-style IPAs, brewed with an abundance of Cascade, Centennial, Chinook, and Columbus hops—even Amarillo and Citra—and crave a lupulin rush, you will find superb versions at almost all of San Diego County's 72 breweries (I have visited 70!).

We also made return visits to **Ballast Point**, **Mission**, **Pizza Port/Ocean Beach** and **Societe** (all in San Diego); **Indian Joe** (Vista); **Stone** (Escondido); and **Pizza Port** (Carlsbad) for beers and to purchase microbreweriana.

Indian Joe is the only U.S. brewery owned by a Native American (Max Moran), a top-notch, innovative brewer. He usually has 21 or more house-brewed beers on tap, including four IPAs. Judy enjoyed two different stouts and a Hazelnut Porter.

And then there is the **Barnstar Brewing Co.**, located five scenic but challenging miles down a dirt road from Skull Valley, a wide spot in the road in a rugged area 4,265 feet high in north-central Arizona.

I visited Barnstar with Judy and Marcia Butterbaugh on May 8. Pleasant surprises often come in small packages, and



From left: Marcia Butterbaugh, Dave Bigelow and Judy La Susa

this tiny (half-barrel) NANO brewery is one of them. It is the brainchild of owner/brewer Dave Bigelow, a former road builder and homebrewer who fled the hustle and bustle of southern California for serene rangeland.

I had called the day before to make sure we could taste the beers, because Barnstar doesn't have regular visiting hours. "If I'm here brewing or working in the brewhouse, you are welcome to join me," said the affable Bigelow, who made our visit pleasant beyond expectations. He offers delicious session beers and wonderful hospitality in a Western set-



ting. It is promoted as “the little brewery with the BIG taste.”

Barnstar is in a bright-blue metal outbuilding and while it isn't as fancy as some tasting rooms I visited in California, it is comfortable—a good place to kick back and enjoy the moment. Sofas are arranged in front of a colorful, whimsical full-wall mural that features an old Western swinging-doors saloon. His promotional material carries that theme farther, adding images of Buster (Bigelow's friendly Jack Russell Terrier) and his wife's miniature horse. The real Buster seemed to watch every sip of beer we took with longing.

We sampled four beers, including a session-style American IPA (subtle taste; not a palate-searing West Coast style), a lip-smacking Chocolate Porter, Outlaw Stout, and Bigelow's signature Saloon Girl Red Ale, a smooth, hopped-flavor amber. Bigelow self distributes his beers in the region, including Prescott (at 5,500 feet).

Following our enjoyable Barnstar experience, we traveled 26 miles on back roads to downtown Prescott, where we visited the **Prescott Brewing Co.** brewpub for a meal and beers and nearby **Granite**

Mountain Brewing Co., which has a tasting room with a large bar and an array of sofas, and a leisurely atmosphere. On our return to Phoenix, we stopped at Prescott Brewing's production and packaging facility, north of the city near the municipal airport. It is not open to the public, just by invite.

During our drive to the Western States breweriana show in Las Vegas in mid-April, Jones, Campbell and I visited 13 breweries. I had previously consumed beer in all but three (**College Street** and the **Mudshark** production brewery in Lake Havasu City, AZ, and **Pints Brewery & Sports Bar** in the Colorado Belle casino in Laughlin, NV; called the Boiler

Room Brewpub the last time I visited a few years ago).

The lake called Havasu is a wide spot on the Colorado River; the city is home to not only the London Bridge but two other fine brewpubs: **Mudshark** and **Barley Brothers**. I enjoyed lip-smacking IPAs in each and a meal and beer in College Street.

Over the next two days, we visited **Big Dog's**, **Chicago Brewing**, **Ellis Island**, **Gordon Biersch**, **Tenaya Creek** and **Triple Seven** in Las Vegas; and **Barley's** in Henderson; and on our return to Phoenix, **Boulder Dam Brewing Co.** in Boulder City, NV.

I don't know about you, but writing about breweries and beer is making me thirsty. Have yourself a great trip along your own Hoppy Trail!

**NORTH STAR CHAPTER'S
GUZZLE 'N TWIRL**

THE
BIG
40



40TH ANNIVERSARY
North Star Chapter's
**GUZZLE 'N
TWIRL**
2013
40TH ANNIVERSARY



NORTH STAR CHAPTER
ASA BOCCA MEET

Sat., October 12th
9 a.m. to 3 p.m.

Aldrich Arena, 1850 White Bear Ave., Maplewood, MN

Admission: \$5

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

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



ChapTaps

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

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



Albany's brewing history inspires hops event

by Steve Barnes

An amazing fact: For decades during the mid-19th century, Albany was second only to London among cities with the largest capacity for beer production.

Also true and amazing: A signature style produced by many of the dozens of Albany breweries was so widely distributed that researchers have found mention of "Albany Ale" throughout the U.S., from New Orleans to San Francisco; and abroad, from Nova Scotia to Buenos Aires and Germany.

From what local beer blogger **Craig Gravina** has been able to determine, Albany Ale was a double-strength beer of about 8.5 or 9 percent alcohol, fairly sweet, and heavily hopped. Gravina and Alan McLeod, a Canadian blogger and fellow student of the history of Albany brewing, maintain separate blogs (drinkdrank1.blogspot.com and beerblog.genx40.com respectively), as well as a joint Facebook page titled The Albany Ale Project. They use all three outlets to document their findings, including details about more than 40 breweries that operated in Albany from 1650 to 1875.

Gravina [was] one of the speakers Saturday, April 20, 2013, at Hudson Valley Hops, a fundraiser at the Albany Institute of History & Art that will focus on the city's brewing history and offer samples of beer from a half-dozen regional breweries and brew pubs.

Beer has had strong roots in America since before it was a country. As part of the pre-Revolutionary War anti-taxation movement, Colonial leaders included British beer among the items colonists were discouraged from consuming. (Another was rum, a favorite Colonial drink, which was made from molasses from the British-dominated Caribbean.) Because civilians and soldiers alike were not about to do without

Here we're reprinting a great, informative article on brewing in Albany. Thanks to the Schultz & Dooley Chapter Newsletter, Foaming At The Mouth.

Greg Lenaghan

fermented, carbonated alcoholic beverages, beer enthusiast and future president George Washington pushed for an expansion of American brewing capacity. (Given that the Continental Army promised every man a quart of spruce beer or cider daily, the stuff had to come from somewhere.)

In Colonial Albany, beer-brewing dates to the city's earliest years. According to documents found in the collections of the Albany Institute, Killiaen van Rensselaer, the Dutch merchant and patron who founded the settlement that would become Albany, wrote in a 1632 letter to a colleague, "(A)s soon as there is a steady supply of grain on hand, I intend to erect a brewery to provide all of New Netherland with beer."

In its Dutch years and through American independence, Albany's breweries were making mostly wheat beer from imported and some domestic hops, Gravina says. The distinctive Albany ale, made with American Cluster hops, gained popularity starting in the late 1820s, largely as a result of the 1825 opening of the Erie Canal.

"Albany basically got a monopoly on brewing beer, because (the canal) provided a way to get the goods here to make it and a way to get it distributed," Gravina says. Barges could bring in hops and send finished beer west to Buffalo, through the Great Lakes into the Midwest, and south down the Hudson River to New York City and beyond.

By the 1850s, when there were about 20 breweries (in a city of only 50,000 people), Albany's largest maker, John Taylor and Sons, was brewing 200,000 barrels, or 6.2 million gallons, annually. It was, says Gravina, America's largest brewery.

John Taylor's commercial success led him

to politics, including a term as mayor. So did Michael Nolan, who, as Albany's first Irish Catholic mayor, served from 1878 to 1883. Remarkably, during the latter two years in office, he also served in Congress.

Earlier, in the 1840s, Jim Quinn, a relative of Nolan's by marriage, had founded a brewery that later became Quinn & Nolan, a brewing concern that lasted for half a century. By the mid 1880s, Quinn & Nolan was producing about 15 percent of the 360,000 barrels of beer being made annually in Albany. Around that time, Quinn's son (and Nolan's brother-in-law), Terence John Quinn, also served as a member of the U.S. House of Representatives.

Later, part of the family bought a silver mine in Arizona.

"But I don't want to give away too much of the story," said Kathy Quinn, Jim Quinn's great-great-granddaughter, speaking on the phone from her home near Cheyenne, WY. "If you want to hear the rest, you'll have to come to my talk."

[Quinn was] another of the speakers at Hudson Valley Hops. As many as 10 Quinn family members [were] expected at the event.

Starting around 1880s, the ale-producing Quinn & Nolan was associated with a newer brewery, Beverwyck Brewing, which made lagers, a style that was growing in popularity. As railroad access throughout the country expanded in the final decades of the 19th century and lagers became a preferred style, Albany and its ale lost primacy. Only three breweries survived Prohibition—J.F. Hendrick, Beverwyck and John Dobler—and by the 1970s they were all gone, too, unable to compete with midwestern giants like Anheuser-Busch and the emerging Coors.

Today, there is one beer manufacturer in the city of Albany: the Albany Pump Station/C.H. Evans Brewing. Open since 1999, the Pump Station is a revitalization of a family brewing tradition that operated in Hudson from 1786 until Prohibition. Gravina is hoping to convince the Pump Station to use an Albany Ale recipe he's been tweaking.

Beer Label News

www.bobkaybeerlabels.com

An exciting Star of India **New Find** was reported by Peter Dickinson, a British collector who closely follows US labels. Only one label of this design was previously known and it was from New York's Fidelio Brewery, which closed in 1940. Later, Fidelio's brands became pieces of the Hertzberg Brewery Empire, which consisted of several NY Breweries—including Greater NY—and their brands. Both of these labels are tough finds.

At first glance finding this New York brew bottled in Egypt seemed surprising. The Hertzbergs, however, demonstrated global thinking when they dismantled NY's Old Dutch Brewery and moved it to South Africa. They also moved NY's Metropolis Brewery to Israel. Compared to that, hooking up with the Ghamra Bottling Co. in Egypt seems like a piece of cake! This should alert us, then, to the possibility of new finds from unexpected places.



Known example
In data base, NY 47-8
By Fidelio Brewery Inc.



New Find
by Greater NY Brewery Inc.
Bottled in Egypt!!

The Wisconsin Label book has been out of print for approximately one year. It has now been reprinted with a redesigned cover. Between the covers it's exactly the same as the original printing. See www.bobkaybeerlabels.com for more details.



Racine, Wisconsin Brewing Excerpts from *Bottled in the Belle City* Racine 1848-1920

by Gerald L. Karwowski

Editor's Note: I was poking around the Internet one day when I found a website chock full of information about Racine's rich brewing history (<http://www.racinehistory.com/bottledbellecitey.htm>). I wrote an inquiry about permission and discovered Jerry Karwowski, who was kind enough to speak to me on the phone. He mentioned his booklet, featured prominently on the website, and generously offered to send me one of his last hardcopies (it was published in 1979). The book is full of photos and reproductions of period advertising, and is a delight in its informal accessibility. Too long (unfortunately) to present in its full glory here, I have selected image-rich pieces from the booklet to present here; Jerry himself selected different aspects of the booklet for inclusion in his review of brewing in Racine found at the web address above.



Belle City Brewing Company

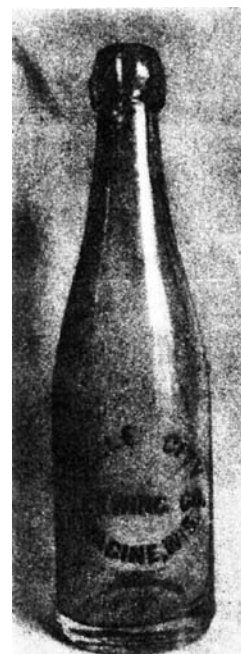
Hans C. Olsen was born in Denmark near the city of Naskov on March 31, 1848. In the spring of 1868 Hans came to Racine. Being a skilled mechanic, he found his first job with the Fish Bros. Wagon Works. In 1876 he became one of the founders of the *Folkets Avis* (The Danish Peoples Paper). By 1883 Hans became the wholesale agent and bottler for the Milwaukee-based Jacob Obermann Brewing Company. Then in 1895 he formed a partnership with Fred A. Brown and opened the Belle City Brewing Co.

The brewery was located at 1210 and 1506 State St. The



Hans C. Olsen

firm manufactured Crown Malt Tonic, a pleasant and healthful strictly non-intoxicating and pure. Made from the best malt and hops, it was equally beneficial to both sick and healthy. All crown malt beers and tonics



were guaranteed whole-some and were shipped to all parts of the country.

In 1910 Andrew Feddersen joined the firm and it was renamed the Racine Malt Company. Two years later Andrew became the sole owner of the company.

The business was moved to a new location at 1502-04 May St., where it continued to operate until closing in early 1920.



H. C. OLSEN, Proprietor.
CURE THAT TIRED FEELING Without Drugs or Intoxicants
by Drinking the Delicious . .
Crown Malt Tonic.

A Pleasant and Healthful Beverage.
STRICTLY NON-INTOXICATING AND PURE.
Made from the Best Malt and Hops.
Equally Beneficial to both Sick and Healthy.

Manufactured by **The Belle City Brewing Co.,**
Write for Particulars. 1210 State Street, RACINE, WIS.

Klinkert Brewery

Ernst C. Klinkert was born in Frankfort, Germany November 11, 1844 and came to this country in 1862. He lived in St. Louis for six years and in 1868 moved to Milwaukee where he was employed by the Valentine Blatz Brewery. He gained added

experience with the Frederick Heck brewery of Racine in the early 1870s. Then in 1878 Klinkert entered into a partnership with Phillip E. Schelling and operated the Schelling & Klinkert City Brewery at 8th St. and Washington Ave. By 1879 Klinkert bought out Schelling and became the sole owner of the firm.



A 1917 picture of a Klinkert Brewing Co. delivery truck. Worker Fred Reschke is at the wheel; the other person in the cab is unknown.



Ernst C. Klinkert



The E. Klinkert Brewery, 800 Washington Ave., was the largest of several Racine breweries in existence at various periods in the city's history. The business was incorporated in 1904 with a capital investment of \$500,000. From 20 to 30 people were employed at the brewery at various times, manufacturing and bottling their golden brews.

Klinkert, to meet the competition of the larger Milwaukee breweries, purchased a number of tavern buildings in Racine. He then leased the taverns to persons who would sell his brews exclusively.

E. KLINKERT BREWING CO.

Bottled Beer

An Excellent Tonic

Citizens Telephones 193 and 139

Wis. Telephone 385

The Brewery Facility

On the first floor of the Klinkert Brewery building there was a one-hundred barrel copper mixing vat. This vat was accompanied by a one-hundred barrel copper and brass kettle, which extended up through the second floor. The brew was

finished in the kettle, cooled, then pumped to large tanks almost a half a block away. In the upper floors, hops, malts, and sixty-thousand bushels of barley were stored.

Another building housed twenty-eight beer tanks. They towered to the ceiling in long rows, each having a one-hundred barrel capacity. The beer was fermented in these tanks and then pumped to even larger wooden tanks on the floor above. In these last tanks the beer was stored until bottled or run into kegs.

In the bottling department, large copper pasteurizers and four glass-lined copper tanks held the beer between the time it was pumped from the storage tanks until its final bottling. During bottling, large and expensive cleaning and corking devices were used. Klinkert's



Klinkert Brewery: Racine's largest brewing firm. This building was considered a landmark for almost 50 years. Courtesy of the Racine Co. Historical Museum



This tavern & hotel located at 2810 Wisconsin Ave. in Sturtevant, WI, was built by E. Klinkert Brewing Co. in 1910.

finished products were advertised as being “healthful and invigorating.”

The firm operated until January of 1920 when Prohibition caused the shut down. For a short time during Prohibition, Klinkert’s manufactured “near beer.” But soon thereafter, the business closed leaving the buildings abandoned.

In 1931 Klinkert was forced to raze the old brewery buildings, which had become a financial burden to the once thriving company. By razing the structures, the company realized an estimated \$1,000 per year savings. The only building that was spared was the bottling department which still stands today at 8th St. and Washington Ave. *(Ed. Note: I was unsure if this might still be the case, given that this excerpt was written in 1979. I have a great friend who lives in Racine, and asked if he was aware of the building, and if it was still standing in the current era, 2013. He was kind enough to take a photo of the Klinkert name on one of the five Klinkert-built buildings that still stand in the Racine area. Shown here is one of the warehouses. “I’ve thought many times that, if I were to win the Lottery, I’d open up a brewery in this building and call it ‘Klinkert’s,” he said. You just never know; it might happen yet. Thanks, Jody!)*

When Prohibition ended, attempts were made to reopen the brewery. The company planned to build a new brewery at the same location. This would have had a brewing capacity of 100,000 barrels—twice the amount produced



in the old one. But due to a lack of financial support, the reopening attempts were in vain.

Lake Shore Brewery

In the early 1870s, Robert Grant operated the Lake Shore Brewery at 78 N. Michigan St. (1501 Michigan Blvd.). In 1874 Edmond Dotton purchased the firm. He operated the plant for four years, then sold it to W.H. Weber.

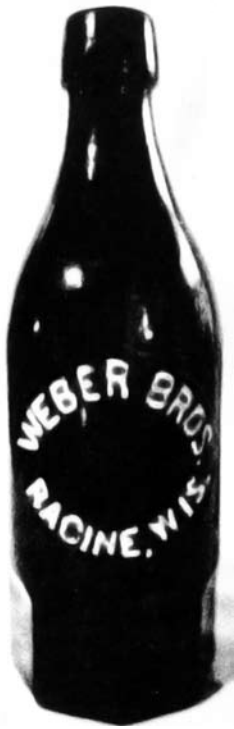
William H. Weber purchased the Lake Shore Brewery in May of 1878. By 1879 the firm was manufacturing about 300 barrels of weiss beer per year. Weiss beer, from the word “weissbier” was an effervescent, light-colored beer usually made from wheat. The second stage of fermentation was allowed to take place after bottling, so strong bottles and closures were necessary.



WEBER BROS.

Weiss Beer Brewers
and Manufacturers of
Carbonated Waters

1501-1507 North Michigan Street
Racine, Wis.



Ernest Weber

Pottery bottles were used for weiss beer for a time. An exclusive bottle, however, was developed especially for weiss beer: This unique bottle had either a hexagonal or octagonal base and it was slightly shorter than the average beer bottles. These are very much in demand by present-day collectors.

In 1902 William died of a stomach ailment. After his death, Charles and Ernest Weber took over the company and by 1904 had renamed it Weber Bros. Brewery. The firm continued to manufacture weiss beer until 1912 when the buildings were totally destroyed by fire.

After the fire, the Weber brothers decided against rebuilding the brewery and sought new employment. Charles became a Racine police officer, while Ernest moved to Milwaukee and opened a small grocery business.

The Bottling Business

(Ed. Note: the second half of the book deals with bottling companies and agents that specialized in the brewing industry.)

Belle City Bottling Works

In 1890-91 the Belle City Bottling Works was located at 228-232 Wisconsin Street (Wisconsin Ave.). George Veth and Anthony Hayek were the proprietors. The firm was listed as a beer bottler



W.H. Weber Lake Shore Brewery on the present site of the bandstand on Michigan Blvd. Hops for brewing were grown on adjacent hillsides.
Courtesy Racine Co. Historical Museum

WEISS BEER WEBER BROS., Manufacturers

Ch. Phone 463 W. 1501-07 N. Michigan St., Racine

and soda water manufacturer. In 1900 Peter J. Kohlman operated the Belle City Bottling Works at 1001 Villa St. This firm was also listed as a beer bottler, although I found no evidence that these firms actually bottled beer.

Simon F. Gates

Simon F. Gates was born in Wurtemberg, Germany June 27, 1831. At the age of twenty he emigrated to Racine. Gates was a poor man, but he had good health and ambition. He began at the bottom of the ladder as a laboring man and brewer. His salary was just \$20/month. He later became a transfer agent for the Chicago & Northwestern Railroad, a position he held for twenty years.



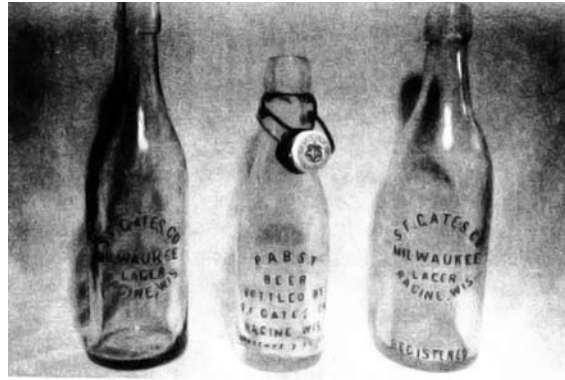
Simon F. Gates

In 1876 Gates became the transfer agent for the Chicago, Milwaukee & St. Paul Railroad. He also opened a bottling business, bottling beer for a number of the larger Milwaukee breweries. In 1876 Gates became the agent for the Phillip Best Brewing Company and the Powell Ale Brewing Company of Milwaukee. By 1879 Gates had become the brewer's agent for Valentin Blatz Brewery of Milwaukee and later, for Besley's Waukegan Brewing Co. (Waukegan, IL).

The Gates Bottling Works was located at 915 Milwaukee Ave. In 1889 the Phillip Best Brewing Company changed its name and became the Pabst Brewing company of Milwaukee. When



Caroline W. Gates



Gates died in September of 1891, his wife, Caroline, took over the well-established bottling firm. In 1893 Caroline, as company president, incorporated the S.F. Gates Bottling Company with a capital of \$10,000. The newly-formed company built a new Pabst Tavern and bottling plant at 567-569 State St.

The firm employed ten men in the late 1890s and made deliveries throughout the city of Racine and Racine County. The S.F. Gates Company also owned a number of tavern buildings, which they leased to proprietors who would only sell Pabst beers.



In 1923 the S.F. Gates Company closed after 47 years of outstanding business, falling victim to Prohibition.

Mrs. P. Zirbes

In 1894 Mrs. Peter Zirbes, a young widow of thirty, opened a small bottling business in the basement of her home, located at 813 Grand Ave. With the help of a close friend, Caroline Gates (president of S.F. Gates & Company), Mrs. Zirbes became a south side bottler of Milwaukee Lager (Pabst beer).

Mrs. Zirbes and her brother, John Schweitzer, bottled the products while the oldest of six Zirbes children washed and steamed the returned bottles. The soda waters were delivered by the Zirbes children, who were often seen on Racine's south side carrying bushel baskets of their bottled goods.



Pabst Block built in the 1890s. This three-story building had all the beauty and ornateness of late Victorian architecture. Torn down in the 1950s, it was located on State and Ontario Sts.

In 1900, after six years of successful business, Mrs. Zirbes closed her bottling establishment and married Joseph Welf of Racine. The Welfs resided at 1125 College Ave.

Besides Mrs. Zirbes' business ventures, she became an active member of the St. Mary's Hospital Aid Society and was the group's president for nineteen consecutive years. She also was the founder of the German Ladies Aid Society in 1895.



Petronella Zirbes

NABA NEWS

Wisconsin Breweriana Showcase

If you're coming to the Green Bay Convention and happen to have some wonderful Wisconsin Breweriana items, WE NEED YOUR HELP!

Friday evening's opportunity for NABA members to drool over and view great items of breweriana from the host state has grown into a treasured tradition. This year the honor goes to Wisconsin and all the super breweriana created over the past 100 years.



If you are in attendance, and would like to share some of your prized possessions, please bring them to the Convention for display on Friday night. This exhibition corresponds with the Micro Beer Tasting—another tradition of NABA that is enormously popular with the membership—and the Friday evening group dinner. Your items will be widely shared and appreciated.

We will have tables set up in the same room as the tasting and the dinner so what you bring will be in close proximity to you and all your fellow members.

Bring as little or as much as you want. This is a great chance to show off some of your rarely-seen acquisitions and to tell the stories of how you found them!

See Kent Newton at the Convention for more information.

Website Update

Getting close! Not there yet..... Seems like the best intention of mice and man still prevails. My duties getting ready for the Convention, scribing stuff for the BC—as well as acting as President—seem to fill my day(s) so the enhancement of the Website is behind schedule.

You can access what we have by going to www.nababrew.com. At the site, you can check out the Convention activities, fill out a membership form—new or renewal—look at our Chapter info, touch base with the Virtual Museum, BUT YOU WILL NOT BE ABLE TO ACCESS THE MEMBERSHIP INFO. In changing from one web provider to another, the entire style of the membership database had to be revised.

The new membership section will be quite user-friendly when up and running. Members will be able to manage everything about their profiles, including collecting interests to which you will be able to place pictures of most anything you want: you, your collection, your dog, your rarest or funniest collectable—whatever. The new database will allow for infinite sort capabilities about most anything.

From the time that we began this enormous undertaking, we have been looking for members to help facilitate parts of the site. To be honest, we have not had much success in gaining the member-support required to fully implement all the features of the new website. So, we will continue to add new stuff as time permits.

There still is a need for a person or a team of folks to step forward and offer to become our Webmaster. I have been involved with the web design part of the project, but we really need an energetic person/team to take the reins and make things happen. If you are that person (or know that person) or can put together a coalition of members to help, please drop me an email at gbaley@comcast.net, give me a call (219-325-8811), or stop by at the Convention and let's talk.

George Baley

In Memoriam

We're sorry to report the death of longtime member, Wayne A. Faist, who passed away on April 20, 2013. Sorry not to have additional details for you here, but Wayne will be missed by many in the collecting fraternity.



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

Membership Report

May is the renewal date for the majority of our membership. If you are one of those who have not sent in your check be sure you do so soon so you are assured of not missing an issue of the *Collector*. Look at the mailing information on the back of this issue and be sure you are good for at least another year!

There is currently a glitch in our PayPal account that is not letting anything except a \$25 registration or renewal amount be charged through PayPal. If you are wanting to renew for a family membership (\$30) or

take advantage of the 5 year deal for \$100 (\$120 for family) you will have to send it in by check until the problem is corrected.

I have been getting one or two requests for a replacement copy of the *BC* from the last 2 or 3 mailings. The USPS automatic sorting equipment is chewing up the mail in some parts of the country. It has not been a serious problem so far. I am making that judgment, however, based only on the number of requests for replacement that I have received. Please let me know if you are

getting a damaged magazine. Don't assume there is nothing that can be done about it. We print extra copies and can send you a replacement upon request. If the problem escalates we may consider returning to the envelope mailing.

We all hope that will not have to be done, as we are able to save considerable expense using the current method. But it is only a savings if it is working for you, our membership.

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

Jay Beaton (Carrie)
17558 George Moran Dr
Eden Prairie, MN 55347-2153
952-934-3947

**Cans, Reverse on Glass-
Minnesota**

Sponsors-Jim & Ruth Beaton

John Brahm (Sonya)
6415 Red Jacket Dr
San Antonio, TX 78238
516-286-7290
Fax 210-468-3523
johnbrahm@live.com
Sponsor-George Baley

Dennis Cook (Barbara)
731 Paramount Dr
Chilton, WI 53014
920-439-1665
**All Breweriana: Bottles, Cases,
Glasses, Signs, Trays, Pabst,
Adler Brau**

Eric Diamond
1203 Avondale Rd
South Bend, IN 46614

Jim Dunlap
1400 N. Baird 104
Green Bay, WI 54302
920-438-7320
Sponsor-George Baley

Donald Famous
913 W Lockwood
Glendale, MO 63122

John Fritsch
324 Lopas
Menasha, WI 54952
920-722-1844

Tom Glowienke
100 Peach Tree Ln
Westmont, IL 60559
a60sburnout@sbcglobal.net
**Bottles, Cases, Coasters,
Glasses, Matches, Menus,
Mirrors, Openers,
Paper items, Reverse on Glass,
Signs, Tap Knobs,
Thermometers, Trays;
Chicago and Wisconsin
breweries**

Mark Gulmire
2526 Woodale Ave #3
Green Bay, WI 54313
920-530-9315
marksgulmire@aol.com
All Breweriana-Wisconsin

Mark Kaufman
10-25A Whitestone Expwy
Whitestone, NY 11357

Tom Matuszeski (Beth)
N7055 Hwy 26
Juneau, WI 53039
920-386-4744
tbskidooz@charter.net
**All Breweriana; Bottles, Labels,
Signs, Lithographs, Tap Knobs;
Point, Ziegler, Kurth, Potosi &
Leinenkugels Breweries**
Sponsors Tom & Karen Gibson

Bill Moen (Sandy)
2008 Bartelmy Ln
Maplewood, MN 55109
651-779-9975
billmoen@icloud.com
**Books and Magazines, Paper
items, Photos, Postcards,
Wisconsin 1860-1960, Author,
Badger Bars & Tavern
Tales, vols. 1 & 2**
Sponsor-George Baley

David Rank
1101 Monroe St, Apt 13
Two Rivers, WI 54241
abcdefamily@aol.com

Mary Harris Russell (Wayne)
842 W Chalmers Pl
Chicago, IL 60614
773-525-7698
marway842@aol.com
**All Breweriana-Chamoagne
Velvet; Calenders, Mirrors,
Neon signs, Paper items, Tip
Trays/Trays, Terre Haute
Brewing Company**

Pete Vann (Claudia)
1632 Orchid Ln
Green Bay, WI 54313
920-499-6061
Cans, Tap Knobs
Sponsor-George Baley

Jim Wells (Maggie Ivy)
3127 NW Ivy Ln
Camas, WA 98607-9339
360-834-7539
camaswells@gmail.com
Statues
Sponsor-George Baley

Doug Wilson
310 N. 16th St
Escanaba, MI 49829
906-241-3533
Blatz
Sponsor-George Baley

*Please double-check to see if emails,
phone numbers, and collecting
information for your listing are
accurate. We encourage
all members
to send your collecting preferences
so your membership info can be as
current, accurate, and
helpful to your fellow members as
possible.*

*Please send Kent Newton any
missing or corrected information at
nababrew@comcast.net. Thanks!*

Happy Collecting!

Convention Home Tours Update

Tuesday, July 30 Home Tours are scheduled for
Early Birds seeking "sneak peeks" at collectors'
private breweriana. The Wednesday bus tour will also
hit some private homes, so opportunities to visit NABA
members in their "native environments" abound.

Tuesday, July 30

1 PM - 8 PM

Brian Zenefski

(please call before stopping by—No Smoking)

927 Sherry St.

Neenah, WI 54956-2336

920-720-9380

12 PM - 3 PM

Ron Akin

2451 Newport Ct.

Oshkosh, WI 54904-7317

920-233-0815

(call for time and directions)

Jon Huntington

229 E. Main

Mishicot, WI 54228-9549

920-755-4820

Be sure to check at Registration for additional details
and house tour opportunities!

Also check the nababrew.com website or call/email

George Baley

gbaley@comcast.net or 219-325-8811
for more.

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

V164

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

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

July 27-28: Antique Bottleer's Club
Collectibles Mega Show; Des Moines, IA;
Meadows Events Center. Contact: Mike
England 515-360-3586 or mikeengland@
bccacom

Oct. 6: Westmont Strohs OktoBIERfest Show;
Elk Grove Village, IL. Contact Ray Capek
630-778-1482, rbcapek@sbcglobal.net

Events of Interest

NABA Chapter Events

July 12-13

North Star &
Nordlanger's
Annual Show
Northeastern Saloon & Hotel
Cloquet, MN

Bert Whittington
218-393-0657

Aug. 24, 2013

**DogGone Good
Chapter
Summer Swap**

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

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

**Guzzle 'N
Twirl
North Star Chpt.
Sat. Oct. 12, 2013**

Maplewood, MN
Aldrich Arena
Dave Wendl
651-731d-9573 or
Brent Kastler
brent@illumineassociates.com

**Nov. 10
Chicagoland
Breweriana Soc.**

VFW Post
Elk Grove Villiage, IL

Contact
Ray Capek
630-778-1482
rbcapek@sbcglobal.net

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

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

**ABA - 2013
XXXII Convention
June 11 - 15**

Sheraton Westport, St. Louis, MO
americanbreweriana.org

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

Fall Issue Deadline Change

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

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

Distribution will be in **Late
October & November.** Plan
your event notices & advertising
accordingly.

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



www.nababrew.com

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

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

OUR NATIONAL CONVENTION

NABA

42nd annual

GREEN BAY, WISCONSIN

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

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

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

For more information, log onto www.nababrew.com or email gbaley@comcast.net for information