



The BREWERIANA COLLECTOR

A publication of the

*National Association
Breweriana Advertising*

"America's Oldest National Breweriana Journal"

Volume 167

Founded in January 1972

FALL 2014

**John F. Trommer,
Inc. Breweries**

**2 New Musson
Books in Buckeye
Series**

**Survey: What Do
NABA Members
Really Want?**

**Toledo Convention
Photos**

**Hoppy Trails:
Maine Adventures**

**From Behind the
Bar: Beer Babes**





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The National Association Breweriana Advertising (NABA) publishes for its membership *The Breweriana Collector*. No effort is made by the Officers, Directors, or Editorial Staff to verify the accuracy of content of articles accepted for publication.

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The **BREWERIANA** **COLLECTOR**

FALL 2014

#167

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The Breweriana Collector, the Journal of the National Association Breweriana Advertising, Inc. is published quarterly at 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599. Subscriptions in the United States are \$25 per year to members of the Association and are included as part of the annual dues payment of \$30 per year.

POSTMASTER: Send address changes to *The Breweriana Collector*, 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599.

President's Message

Greetings from your (new) NABA president!

As most know, George Baley has taken off his business suit and is now finally getting a chance to rest after serving on the board, being *BC* editor, and serving two terms as president. I believe our association has grown more secure during the past ten or so years, in large part due to the stability of the NABA board. We need to add more names to our roster so that we remain viable and I ask current members to pass out applications whenever possible and ask those who have interest in our hobby to come aboard!

Our Toledo Convention went over quite well. Thanks go out to the members who traveled to Ohio for the activities. Heck, even Gene DiCicco came from Hawaii for his first NABA Convention. The Buckeye Chapter pitched in to promote the event and did a great deal to relieve some of the duties usually taken on by the national club. If you could not attend this year's gathering, try to make plans for **St. Louis in 2015, Indianapolis in 2016, and Kalama-zoo in 2017**. The Board is always interested in hearing from you, so be sure to share your ideas, comments, or complaints relative to our Conventions. Please remember that these are held for your enjoyment and benefit, so your input is very important.

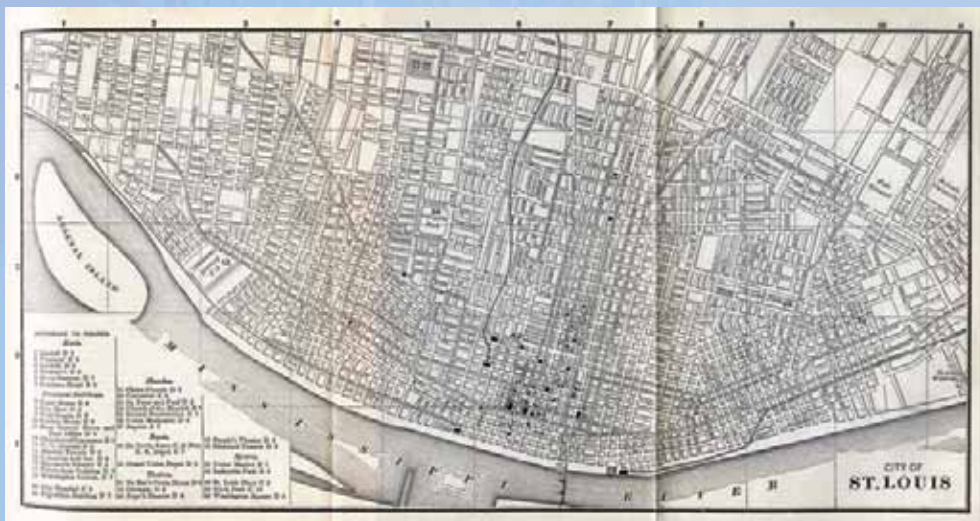
Most have heard about an etched beer glass composite that the board thought might be valuable to the membership. In the next *BC* will be a write up on how to go about downloading images and information on our web-site. We hope those with glasses will find this venture worthwhile, as it will make available pictures of glasses from every state, from common to seldom seen. Please stay tuned.

For those curious about what goes on in our board meetings, please know that you are most welcome to sit in on these affairs. We meet three times a year: once at the Convention, and twice elsewhere. Please contact us if you wish to be informed about where we are next meeting.

Lastly, I would like to thank those involved with our publication, the *BC*. It is, I believe, the finest breweriana magazine currently available to the hobbyist. If any member has an idea for an article, wants to share written or photographic information relevant to the hobby, or just wants to put in a few cents worth of comments, feel free to contact us. Our editor, Lee Chichester, tells me she can always use new story ideas.

Too much said already. Thanks to all who read this, my first president's page.

John Ferguson



1855 St. Louis City Map.



Please join
us in raising a
frosty
beverage
to welcome
our Newest
Members!

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Books & Magazines-History

Wayne Paterson
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North Vancouver, BC V7L 0B4
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Tap handles, neon signs

Jeffrey Preston
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Perry, NY 14530
585-380-2255

Perry Rasmussen
414 Pleasant St
Iowa City, IA 52245
319-325-3460

**Books, magazines, cans,
crowns, history, labels,
signs, trays**

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Scott Smith
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**Beer Cans, Trays, Signs,
Tap Knobs, Coasters,
Labels, Foam Scrapers**

Ken Stidham
12014 Kilbride Dr
Cincinnati, OH 45251-1273
513-383-7560

**Neons-Reverse on
Glass-Signs-Statues-Tap
Knobs; Cincinnati/North-
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Urbana, IL 61802
217-840-1799

It's a Wrap!

by George Baley



Of course we are talking about Convention 43 in Toledo!

Those who made it to Toledo participated in a memorable week. The Buckeye Chapter provided super support to assure things went well. Many thanks go out to John and Brenda Huff, Jeff Buchler, Marc Monroe, The Blooms (Jack Jr. & Sr.), Jerry Mechel, and all the other Buckeyes who stepped up to the plate. Bev Timming, doing a snack run for the hospitality suite, was involved in an auto accident and missed the last few days. I understand she is still recovering from the accident. We all wish her the speediest recovery possible.

Our two beer scouts (Greg Lenaghan and Rayner Johnson) kept the suds flowing and Kent Newton put together another well-run auction that was called by Ricky Schmidt.

After several "Early Bird" tours to member homes on Tuesday, some of the gang went out to the ball game. Even though the "home team" lost, we all enjoyed the Toledo Mud Hens baseball game in downtown Toledo. The Wednesday bus tour saw a full house of 54 participants. Two home collections were included, and the bus tour lunch at Tony



Packo's provided a unique setting with plenty of food and beer for all. Visits and tours to Black Swamp and Maumee Bay Brewing were combined with drive-bys to see three old brewery sites. Thanks to Cam Kinkade for his racing-and-beer themed collection in the house by the river, and to John Huff for his beer light extravaganza and a kegerator of more beer. The Brewmasters Dinner was its usual superb event, and the weather graced participants with a rainbow afterwards.



Thursday saw three seminars on insuring your collection, navigating the new website, and a Belgium style beer tasting and discussion. Friday featured the classic auction and even with a smaller selection this year, still provided some great buying and selling opportunities. Micro night presented a nice selection of beers and the after-dinner presentations by Ken Quaas on the recent Convention survey; and a home brewing discussion.

Saturday's public breweriana show came off well despite the problem Toledo faced with a shutdown of the public water system. The anomaly was

caused by a high level of algae in the system, which essentially buttoned up most everything going on until the following Monday in Toledo and environs. The Grand Plaza did a great job of handling the Saturday buffet dinner by bringing in water in bulk for the event.

If you missed the 2014 Convention, start planning now for the 2015 event, because St. Louis is getting ready to host you with lots to do and much breweriana to see!

**The City of
Toledo
Has issued a
water warning
not to shower
or drink the
water**



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Sale consists of 350+ items with a fine selection of rare signs, calendars & posters, die cuts, trays, tins, ephemera and advertising items relating to Breweriana, Tobacco, Winchester Store, Saloon & General Store, Soda fountain, Western, and more. Bidding via telephone, fax, mail, email, & online. Online Catalog & Bidding available from our Web site approx October 10th. Please call for appointment to preview at our NEW studio at: 6747 Sierra Court, Suite K, Dublin, CA 94568 Great Auction, don't miss it! 15% Buyers Premium

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PRESIDENT



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BREWERIES
BUSHWICK AVE. & CONWAY ST.
BROOKLYN, N. Y.

BIG APPLE BREWERIANA Pt. 4

BY DAVE LAUNT AND GEORGE ARNOLD

In 1897 John Trommer—a long time brewmaster in Maine, Boston, New York City, and Brooklyn—decided to go out on his own. His beers, which used hops and pure malt, became a major player in New York and other Eastern States. A second brewery, in Orange, New Jersey, went to market in 1902.

Trommer used a number of different advertising platforms, but the major ad dollars were spent to emphasize their Malt and White Label beers. They also made an Ale.

After Prohibition Trommer's annual barrelage was expanded to 200,000. After WWII, sales grew to an amazing one million barrels of beer, in part due to the acquisition of the New Jersey Brewery.

Other enhancements from the early post Prohibition era were their Brewery Restaurant

and Beer Garden in Brooklyn. Those venues hosted weddings, anniversaries and other large special events. But they closed October 4, 1942 due to the expansion of the brewery.

Trommer's Restaurant To Close Doors Oct. 4

Trommer's Restaurant, one of Brooklyn's last links to the torchlight era, will close down on Oct. 4 because of the expansion of the Trommer brewery and the need for additional space, George F. Trommer, president of the firm, revealed today.

Young blades in turtle-neck sweaters would proudly bring their girls to the Trommer beer garden in the nineties and drink beer and whisper sentimental nothings under the maple trees. Strauss' music got into the blood.

The politicians flocked there both to discuss the latest backroom gossip and also to thunder oratory during the political campaigns. Torchlight parades swept up Bushwick Ave., coming to a halt before the great Trommer hall. The hall, the beer garden and the restaurant proper once seated a crowd of 6,000.

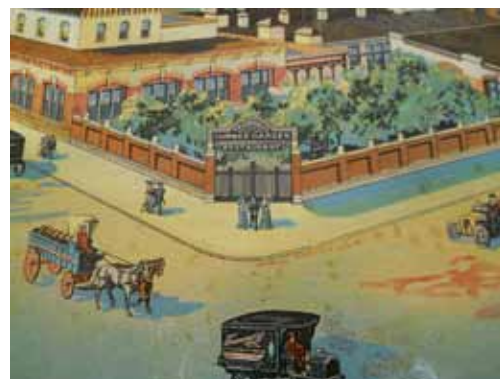
Bushwick Ave. was a great promenade then. Damsels strolled along the avenue with their parasols, and young gallants brought the evening to a triumphant—and sentimental—finale by visiting Trommer's.

Hansoms and broughams rolled up to the door, but less prosperous patrons rode to Trommer's on their bicycles and parked them outside. Mayor Hylan lived a few blocks away.

Modern beer guzzling proved too much for the old rendezvous, opened in 1895. Two years ago, the growing brewery absorbed the hall. Last year, the maple trees were removed and the romantic beer garden vanished. The restaurant was literally gulped out of existence.

Daily Eagle article, September 25, 1942

Trommer's advertising budget must have been amazing. The signs of multiple varieties such as lighted, tin over cardboard, wood, reverse on glass, etc. were plentiful and attractive; and then there were calendars, ball knobs, trays, foam scrapers, cans, bottles, ads for new containers (such as the one way bottle or "Stubby") keg



Article Text:

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lined cans, etc. were displayed in many magazines, post cards, stores, and bars.



A pair of likely pre-Pro signs, as the sign company was not a player after Prohibition.

As their growth continued (parallel to many other contemporary New York brewers) the future looked very promising. But a major storm cloud was on the horizon: The 1949 beer truck drivers' strike. They

initiated the strike because the union wanted 2 people on each truck, which was not acceptable to the brewers. The strike hurt all of the brewers, but Trommer's took the worst hit, primarily because of a situation caused by their yeast.

During the strike, management stayed behind the fences of the brewery and nurtured their famous yeast. They stood firm for some time, but eventually, the people inside the brewery wanted to see their families. Some snuck out one night.



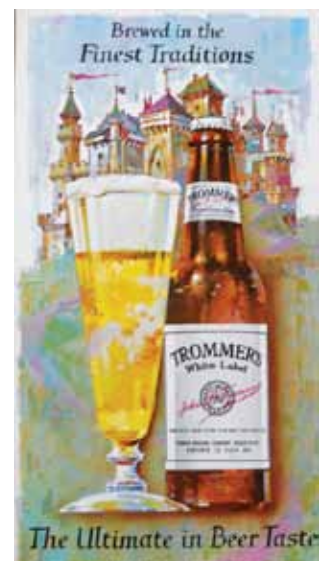
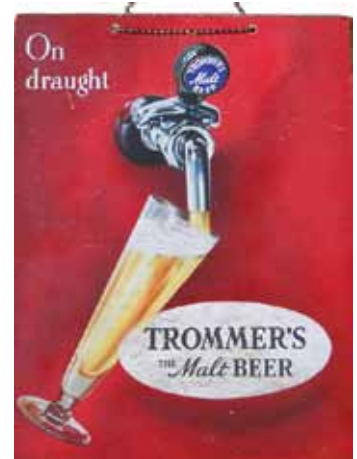
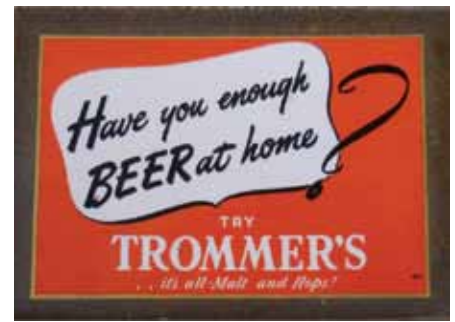
Unfortunately, they were unable to return to the brewery, as pickets lined the streets around it. The yeast culture did not survive without care, and after the strike, Trommer's was unable to duplicate the strain that made their beer so good.

The bad news was just starting. They sold their Orange, New Jersey plant to Rheingold in 1950, and the Brooklyn plant was sold to Piel's in 1951. Piel's was unable to emulate the yeast of pre-strike days, and the White Label brand limped along for a while, but it just wasn't the same as in earlier days.

George F. Trommer, who was the man who ran the brewery for 50+ years, passed away in 1956.

The sheer numbers of advertising pieces that have survived from the Trommer heyday is amazing. Here you will get an idea of the marketing that famous brewery used.

One can only wish that we could sample his legendary White Label and Malt Beers.



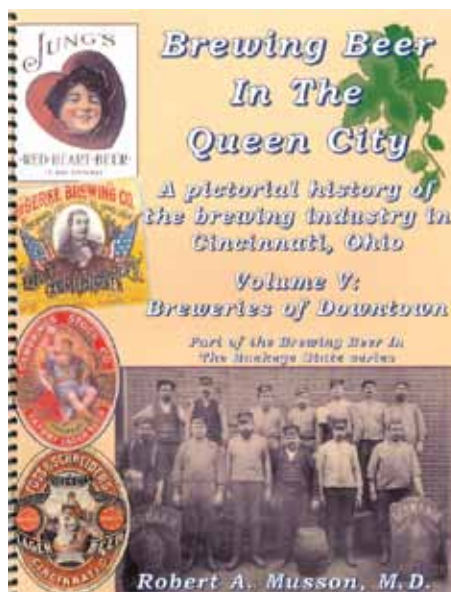
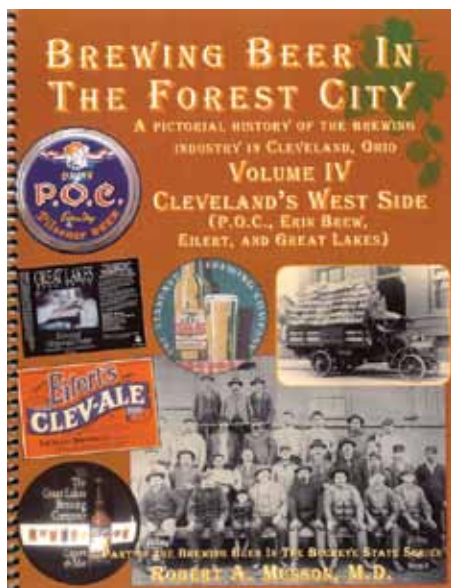
BREWING BEER IN THE BUCKEYE STATE SERIES

Collector's Bookshelf

Reviewed by Larry Moter
accneca@aol.com



**Two New Robert A. Musson, M.D. Books
Add Insight to the
Buckeye State Brewing Archive!**



Bookslinger Robert A. Musson, M.D., has been hard at work adding two new and exciting books to the Brewing Beer in the Buckeye State series.

Both books continue their predecessors' tradition: a well-researched historical story that just "flows" as all great reads do. The individual brewery stories are chronological, starting with the origin/inception of each to, alas, its untimely demise. Every page boasts outstanding pictures of breweriana, running the whole gamut: signs of all types, lithos, cans, coasters, openers, paper ads, labels, etceteras. There are also numerous pictures that reveal the depth of methodical research added to the archive. Sources include local libraries, local newspapers, various brewer's journals/magazines, Sanborn insurance maps, and more. A lot of well known collectors contributed items that round out the historic record.

The Cincinnati book's cover features four well known pre-Pro breweries: Jung's, The Gerke Brewing Co., Gambrinus Stock Co., and Foss-Schneider Brewing Company. Additionally, there are numerous pre-Pro breweries listed inside. Only two of the brewery companies covered in this volume re-opened after Prohibition (Foss-

Schneider [closed 1937] and the Vienna Brewing Co. [which operated in the former Gambrinus Stock Co. and closed in 1940]).

The Cleveland book features three companies that started in the pre-Pro era: The Pilsener Brewing Co. (brewer of POC), Excelsior Brewing Company (post-Pro, known as Eilert Brewing Co.), and The Standard Brewing Co. (brewer of Erin Brew or Ehren Brau in its earlier incarnation). The fourth company featured, Great Lakes Brewing Co., is the well-renowned and respected brewpub/microbrewery founded in 1988, "as the state's first and longest-lasting craft brewery."

One of the items that struck me while reading the Cleveland book was the story of the brands from both Standard and POC as they fought to survive in a changing national beer market. In particular, the story of POC's brand "Toby Ale" was very interesting.

Even more intriguing were the business stories of both Standard and POC. Standard was bought in 1961 by Schaefer; and then Schmidt's of Philadelphia bought the company from Schaefer in 1964. Schmidt's closed the Standard plant and bought the larger Carling

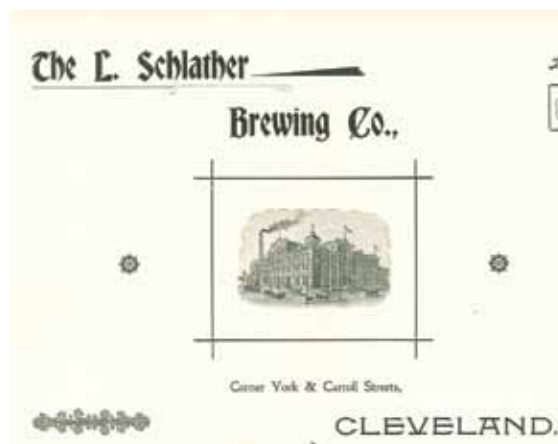
plant in 1971/72, which was closed in 1984. As for POC: in 1935 it was purchased by City Ice and Fuel Co. in a diversification strategy. Along its corporate timeline, it “purchased Franklin Brewing Co. of Columbus, Ohio, the American Brewing Co. plants in Miami & New Orleans, plus the Wagner Brewing Co. of Granite City, Illinois.” Alas, POC succumbed to national consolidation trends, as indicated by its “purchase/closure in 1963 by Duquesne Brewing Co. of Pittsburgh.”

Tragically, all Cleveland brewing ceased in 1984 when the old Carling Plant operated by Schmidt’s of Philadelphia finally closed. Good fortune intervened for Clevelanders, however, with birth of one of the USA’s finest brewpubs in 1988, the aforementioned Great Lakes Brewing Company. Musson concludes his latest edition of *Brewing Beer in the Forest City* with the success story of the Great Lakes Brewing Co.

Of course, Great Lakes was a *must stop* on my way to NABA Toledo, and I would highly recommend a “brewery run” to Cleveland. In partic-

ular, you need to head down to the Market/25th Street area, with its newer brewpub/breweries, including Market Garden, Nano Brew, and Platform (not instead of, but *in addition* to the perennial fave Great Lakes Brewing Co.). There is a remarkable restaurant/bar scene in this area, which merited *The Wall Street Journal* giving it front page coverage several years ago, calling it “a very hip area.” One can purchase a Cleveland delicacy at the nearby famous West Side Market (on 25th): **Slovenian sausages**, which I’m certain accompanied many glasses of Cleveland beers over the decades.

Finally, I’ve included a few pictures of tough Cleveland (1898 & 1912) and Cincinnati (1905) Braumeister Assn. convention souvenirs. A picture of the Schlather Brewery from the 1898 book is particularly relevant: The Schlather bottling house/stables now house part of the Great Lakes microbrewery. The fact that both Cleveland & Cincinnati hosted National Brewmaster Association conventions indicates that both were major brewing centers in their heyday.



What do NABA members really want?

We conducted a survey to find out

By Ken Quaas

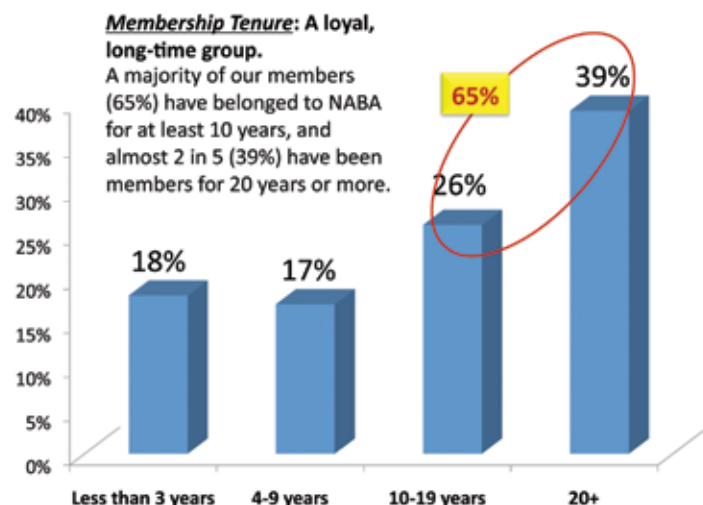
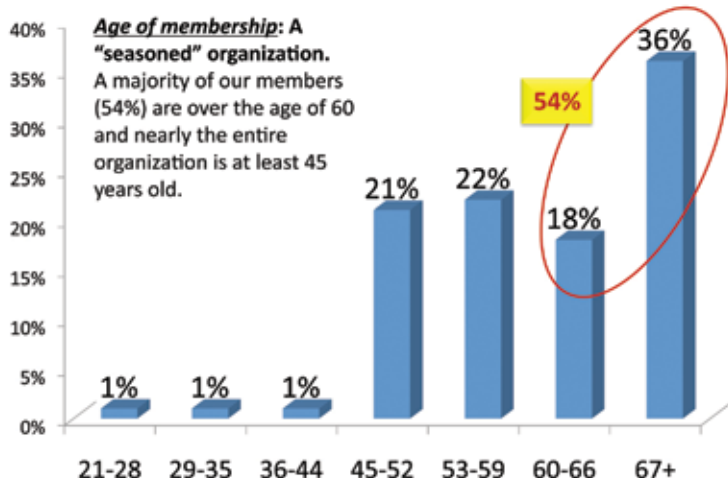
Sometime last year I was having a conversation with NABA past president George Baley and he asked me about the name of my company, "Consumer Truth". I told him we are a marketing research and consulting company and after a pause, he asked, "Do you do surveys?" That's how I volunteered to help George with creating a survey to better understand the interests, desires and habits of our membership. Assessing and acting on these is important to the long-term vitality of NABA.

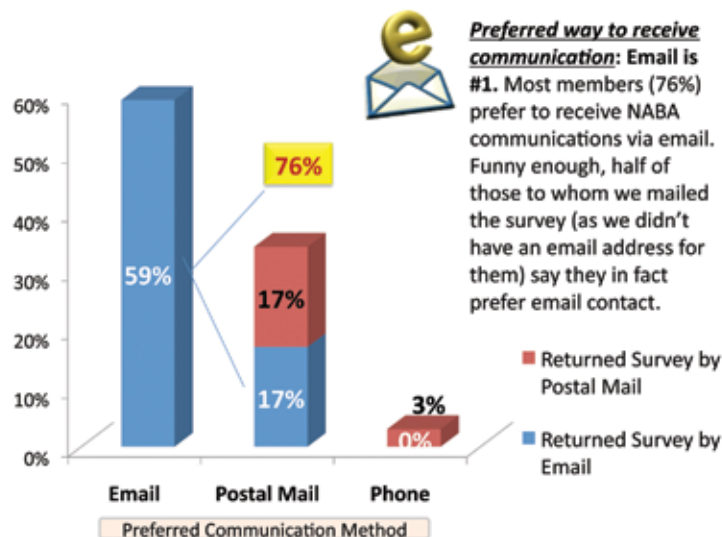
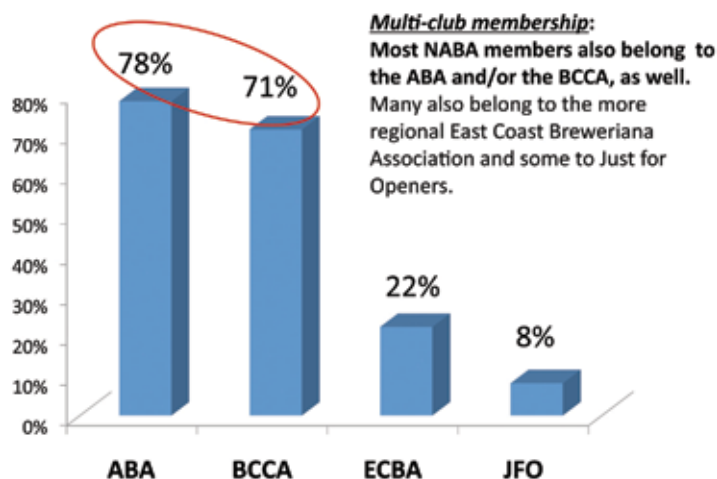
And so, we created a survey and sent it to our nearly 700 members in the hope that they would share their opinions and in turn, the NABA leadership can make better decisions that reflect the desires of its membership. Here is a summary of what we learned.

What we did...

- Survey conducted April-May, 2014
- Sent by email and if no email address, postal mail
- Sent multiple reminders to complete the survey
- Designed to be completed in about 10 minutes
- **284** total completed surveys = a statistically significant sample size and about **40%** of total membership
 - 218 returned via email – **77%**
 - 66 returned via postal mail - **23%**

Please note: Some of the following charts show a 1-5 scale, indicating questions where survey respondents were asked either to rank something in terms of importance, interest or likelihood of doing. The 5-point scale has 1 as "highest" and 5 as "lowest". Thus, any number rating from 1-2 is "high" and 4-5 is "low".



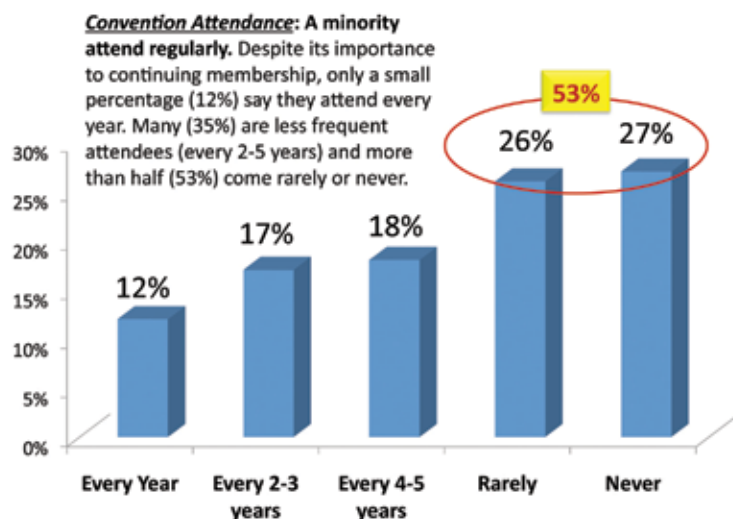


Rank By Importance to Continuing Membership	Average Rating, 1-5
Quarterly Breweriana Collector Magazine	1.2
News of Breweriana Events in Your Area	1.7
Club Provides Learning Resources	1.8
Meet & Socialize with Fellow Collectors	1.9
Directory of Members/What they Collect	2.0
Annual Convention	2.1
Website that is Comprehensive of Activities	2.3
Local Chapters	2.5

The Value in Belonging to NABA: The Breweriana Collector Magazine is very highly valued: Members say this publication and other ways of learning about the hobby and related events are the most important elements of their decision to continue their NABA membership.

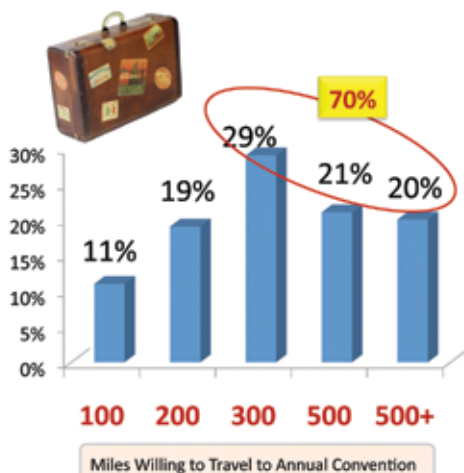
Note: Each of these elements were rated on a scale of 1-5, with 1 being highest. Anything scoring between a 1.0 -2.5 can be considered "above average" in importance.

Interestingly, the Annual Convention was rated above average, even though more than half of the survey respondents said they rarely or never attend!



Distance Willing to Travel to Convention: Members will go the extra mile: Most say they are willing to travel significant distances to the Annual Convention – including those who rarely/never attend! A significant majority (70%) will travel at least 300 miles.

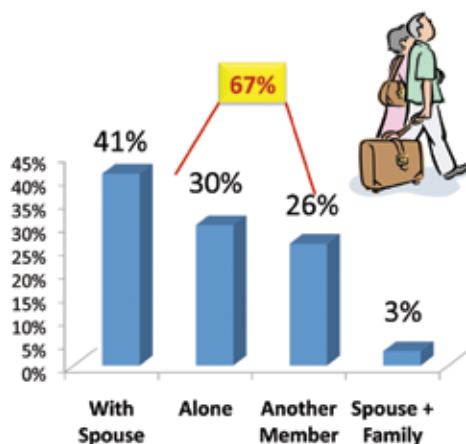
So, it seems that the high percentage of members who infrequently attend the Convention are not deterred by distance - but other factors.



Rank By Importance Activities of Annual Convention	Average Rating, 1-5
Room-to-Room Trading, Buying Selling	1.5
Saturday Show	1.5
Friday Auction	2.1
Members' Displays of Local Breweriana	2.1
Seminars or Brewery-related Topics	2.3
Home Tours of Collections	2.4
Microbrewery/Historical Bus Tours	2.5
Microbeer Tasting Before Friday Dinner Meeting	2.7
Brewmaster Dinner	2.7

Most Important Convention Activities: Buying, selling and trading are the favorites. Room trades and the Saturday Show are very important features of the Annual Convention. Friday Auction, Member Displays, Seminars and Home Tours are rated above average in importance.

Again this includes the preferences of the 53% of survey respondents who rarely/never attend.



With Whom Do You Attend the Annual Convention?

Attending the Convention: Most come in pairs. When they attend the Annual Convention, most (67%) come with someone else, typically their spouse (41%) or another member (26%). Nearly 1/3 come alone and only a few bring families. The age of the membership (most are 45+) suggests that their children might tend to be older and less inclined to attend a breweriana meeting with their parents.

Most Important Hotel Features	Average Rating, 1-5
Good Show Space	1.5
Close in & Free Parking	1.6
Plenty of Elevators	1.8
Free Internet	2.2
Availability of Rooms w/ Two Double Beds	2.2
Good Quality Restaurant	2.4
Availability of King + Pullout Bed	3.0
Exercise Facilities	3.4
Pool	3.5

Hotel amenities most desired relate directly to bringing in/ selling breweriana.

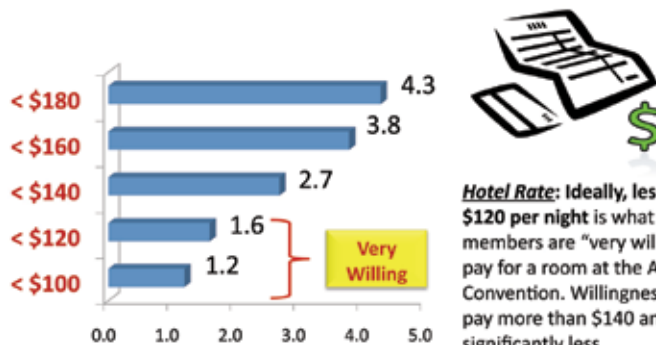
"Very important": Features related to ease of bringing in items from vehicle to the room and then to the show are deemed critical to hotel selection.

"Important": Amenities related to room sharing with fellow members (two beds), free Internet and convenience of good dining are also rated above average in importance.



Most Important Hotel Location Attributes	Average Rating, 1-5
Close to Pleasant Sit-down Restaurants	2.3
Close to Microbreweries or Brewpubs	2.5
Close to a Major City	2.5
Close to Shopping & Other Activities	3.1

Local Amenities: Good restaurants, local craft beer and proximity to a big city are the attributes deemed most important in a hotel location for the Annual Convention. However, none of these attributes was "very important" (a score between a 1-2 on the 5-point scale), indicating these attributes are desirable, but not essential.



Hotel Rate: Ideally, less than \$120 per night is what members are "very willing" to pay for a room at the Annual Convention. Willingness to pay more than \$140 and up is significantly less.



Location Interest	Average Rating, 1-5
Toledo, 2014	1.7
St. Louis, 2015	1.3
Indianapolis, 2016	1.7



Convention Location: High interest in currently selected cities. The location of this year's event in Toledo as well as upcoming ones in St. Louis and Indianapolis all were considered "very interesting" among the survey respondents – which includes those 53% who rarely/never attend conventions. Hopefully, NABA members will attend, given the strong appeal of these cities!

Implications for NABA



The future of membership: How to leverage the veteran membership to bring in new members? What is interest in the hobby among those under 40?



NABA within the hobby: How do we meaningfully differentiate NABA from the other breweriana clubs to which most members also belong? What does NABA stand for vis-à-vis ABA and BCCA? How do we capitalize on possible synergies between clubs, e.g. combined events, communication, etc.?



Capitalize on email communication preference: This represents a low-cost way to maintain contact and provide information to members. What strategies can be employed to add value to the NABA membership via email communication?



Quarterly Magazine: The *Breweriana Collector* magazine is the single most valued aspect of the NABA membership. How do we grow interest and readership and leverage this even better as a membership tool?



Convention Attendance: Despite importance of convention to membership, few attend regularly in spite of appealing location, hotel prices and amenities. What are strategies to make this an even bigger draw?

About the author: Ken Quaas joined NABA as an 18-year-old in 1978 after a teenage beer can collection evolved into an obsession with breweriana. He focuses on Ruppert and any pre-1960 brewery advertising with people and characters on them, like the Handsome Waiter, etc.

Ken credits his youthful breweriana interest with fostering his career in advertising and marketing. He worked on Madison Avenue for 18 years, including a four-year stint in the 1990's managing the Miller Brewing Company's ad business.

For the past 12 years, Ken has been co-president of Consumer Truth, Ltd., a Chicago-based consumer research and marketing consulting company that serves a wide array of Fortune 500 companies.



Auction Hysteria

by ROBERT HAJICEK

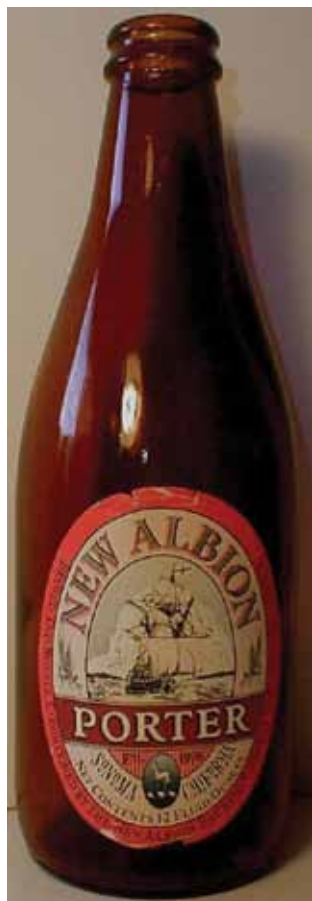


Above: Blue Point Neon Sign, 20" x 12"
Blue Point Brewing Co., Patchogue, Long Island, NY - \$130

Far Left: India Pale Ale, 12oz Can, Empty
21st Amendment Brewing Co., San Francisco, CA - \$51

Left: Watermelon Wheat, 12oz Can, Empty
21st Amendment Brewing Co., San Francisco, CA - \$51

Below: 12 Different Bottle Crowns
Hop Back, Silver City, Portland, Fort Collins,
Bear Republic, Krebs and others - \$48



Above Left: New Albion Ale - 12oz Empty Bottle
New Albion Brewing Co., Sonoma, CA - \$46
Above Right: New Albion Porter - 12oz Empty Bottle
New Albion Brewing Co., Sonoma, CA - \$41
Right: Single Chair Ale Tap Knob, 17" tall
Magic Hat Brewing Co., South Burlington, VT - \$43



CRAFT/MICRO

Hoster (3 bottle openers)
Drink Gold Top – That's The Beer
 Hoster Brewing Co., Columbus, OH - \$457
 (detail below)



Lone Star Lighted Sign, 5-1/4" x 27" x 4"
 Lone Star Brewing Co., San Antonio, TX - \$2,355

Right: Green Seal Bottled Beer
 Glass Front Sign – Cracked Glass
 16-1/2" diameter, 4-3/4" deep
 The Buckeye Brewing Co., Toledo, OH - \$610



Gluek ROG Lighted Sign
 7" x 12" with paint peeling and missing
 Gluek Brewing Co., Minneapolis, MN - \$330



Val. Blatz Token, 1" diameter
 opposite side says:
 "Good for 1 Glass beer, employees Only"
 with employees mis-spelled.
 Val. Blatz Brewing Co., Milwaukee, WI - \$303



Buckeye Lighted Bullet Sign
 14" x 7-1/2" x 4"
 The Buckeye Brewing Co., Toledo, OH - \$1,325



Left: August Schell's Humpen
 Etched Glass,
 5-3/4" tall
 August Schell
 Brewing Co.,
 New Ulm, MN
 \$736

Below: Schlitz
 ROG Lighted
 Sign, 9" x 13"
 Jos. Schlitz
 Brewing Co.,
 Milwaukee, WI
 \$900





Rainier Lighted Motion Sign
11-1/2" x 26-1/2" x 4"
Sick's Seattle Brewing and Malting Co., Inc.,
Seattle, WA - \$1,125

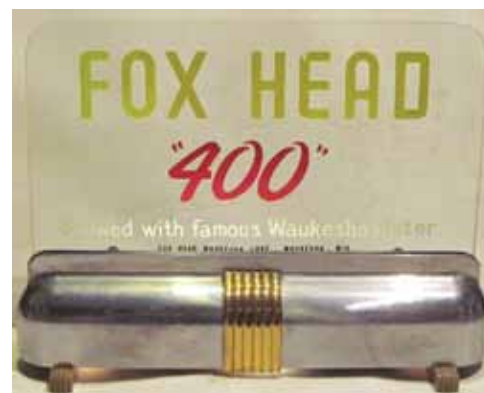


Above: Falstaff Self-Framed Tin Sign
27-1/2" x 17-1/2"
Wm. J. Lemp Brewing Co., St. Louis, MO
\$3,069

Below: Heil's Extra Bottle Opener
Casper Heil Brewing Co., Burlington, IA
\$340



Anheuser-Busch
Stoneware Stein
5-1/2" tall
Anheuser-Busch Inc.,
St. Louis, MO - \$1,000



Above: Fox Head "400" Lighted Sign
9-3/4" x 13" x 3-1/2"
Fox Head Waukesha Corp., Waukesha, WI - \$899

Left: Dixie Pale Etched Glass
3-1/2" tall by 2-1/4" diameter
American Brewing Association, Houston, TX - \$566



Hi-Top Beer-Ale
Bottle Opener
JFO Style C-13-247
North Pole Brewing
Co., Fairmount, WV
\$295

TOLLEDO
NABA
STYLE







Albany Once Our Largest Brewing Center

In my article *Early Days of American Brewing* (terminal 7 of my web site) I identified New York City, Philadelphia, Chicago, Milwaukee, Cincinnati, and St. Louis as the early US brewing cities or hubs. Now I realize that I overlooked the great granddaddy of them all—Albany, New York.

Exporting product beyond regional boundaries was the secret ingredient for any brewer wishing to grow and gain wider prominence. I had assumed exporting started with the railroads—mostly after the Civil War era. A recently found label, however, has opened my eyes to an earlier period of exporting, using natural waterways instead of railroads. With this discovery has come some really exciting US brewery history. For the early US colonies, these water highways included not only rivers wide and deep enough for river commerce (such as the Connecticut, Hudson, and East Rivers); but also the ocean shoreline and, after 1825, the Erie Canal.

According to *American Breweries II* this brewery used the name Uri Burt from 1819 to 1836 and continued with minor name changes—Uri Burt & Son or Burt & Son—until 1865. The Uri Burt & Co. name likely encompasses the later timeframe (1836 to 1865), which is much more believable for this label. In addition, I have a receipt using the *U. Burt & Co.* name, dated 1857 (shown below).



Here's the Albany, NY label that prompted this article.

Uri Burt & Co. 1836-1865

The top line of text on the label, *Uri Burt* is not centered. The barely-visible pencil notations that follow say & Co.

What really blew my mind were the depots listed for this brewery on both the label and the 1857 receipt. They both note that Uri Burt & Co. had four depots: two in NY (NYC & Brooklyn); plus two in MA (Springfield & Boston).

I immediately tried to visualize early water highways from Albany to these depots. A one-day trip down the Hudson River takes care of the NYC and Brooklyn depots. An ocean shore voyage from the New York shipping hub to Boston could service the Boston depot.

But how did they serve Springfield? Blogger Craig Gravina came up with a likely route. He guessed they would have left New York harbor via the East River and tacked north of Long Island through Long Island Sound, then into the Connecticut River and north to Springfield.

I noticed some address differences in the depots listed on the label as compared to the receipt. The Railroad Avenue address for the Springfield Depot in 1857 is an early clue of major changes in the offing. We now know that Albany, NY was the epicenter of the water highways used by the colonists (as well as being a major brewing center) until railroad expansion and western migration passed the city by.



Early Albany Collectibles



John Taylor & Sons 1844-1863



John Taylor's Sons 1863-1873



Taylor & Son 1873-1887



Taylor Brewing & Malting Co. 1887-1905
Postmarked 1895



Uri Burt & Co. receipt dated 1857

Brewery collectibles from the early years, when Albany was king, are a tough find. Here are a few From Albany's John Taylor and Uri Burt breweries. Notice that the items pictured (including the label on previous page) each detail the breweries' depots. No wonder—depots were a big deal at this early stage of brewing and key to their successful growth.

The date range for the Uri Burt & Co. label (shown on previous page) is fairly broad, and it's not a certainty that it's a bottle label at all. If it is, it should take honors as **the earliest known US bottle label**.

The following article, *The History of Albany Ale* (found on the web) covers the rise and fall of Albany as a major brewing center in more detail and addresses current efforts to resurrect the once popular Albany Ale Brand.

History of Albany Ale

<http://albanyaleproject.com/history/index.html>

HISTORY OF ALBANY ALE: The Hudson Valley's history of brewing is a story of ale. From the mid-17th century to the first two decades of the twentieth century, it was ale that was being brewed by an industry that spanned the length of the Hudson River—from Poughkeepsie in the south, to Troy in the North. Albany however, was the epicenter.

For much of its history, Albany has thrived as a center of the North American beer industry. First as part of New Netherlands, then as the New York Colony under English rule, and continuing after Independence. By the 19th century the emergence of "Albany Ale" earned the city's breweries international recognition and a reputation that would extend into the 20th century. Although Albany Ale no longer exists, research being done by the Albany Ale Project is increasing interest in the oft-forgotten history of Albany's brewing past, and the Ale that accompanied it.

THE BEGINNING: Brewing in the Hudson Valley has a long and rich history, dating back to the first Dutch settlers of 17th century Beverwijck—now present-day Albany. Brewing was a major trade in Dutch New York. Because brewery equipment was expensive, many brewers were wealthy and were appointed to positions of authority, becoming the city's founding fathers. Many of the original Dutch brewer's families continued beer making in and around Albany well into the 18th century. The Gansevoorts, Van Schaicks, and Visshers—well known names in the Capital region today—all operated breweries; by the 1660s there were at least eight operating in the area.

While the Dutch would lose control of New York to the English in the 1660s, their brewing traditions continued. Historians believe that much of the beer made by these early Dutch brewers was wheat-based. Although other grains were used (barley, oats, and spelt) wheat was plentiful; made a fine, strong brew; and (unlike barley) was well suited to New York's climate. In 1679, New Netherlands visitor, Jasper Dankaerts, wrote in his diary, "...they brew the heaviest beer we have tasted in all New Netherland, and from wheat alone because it is so abundant."

As settlements began expanding west from the Hudson River in the early 1700s, a new form of local brewing emerged. While most of the larger breweries were found in New York City or Albany, under British law tavern owners could brew their own beer. Small, beer-making inns and taverns began appearing in the Mohawk and Schoharie Valleys, and the need for locally grown raw materials helped establish grain-growing farms in the area.

By the mid-18th century, New York's ability to grow wheat became fully realized, as it was often shipped to the British colonies of the Caribbean in

exchange for sugar. By the American Revolution, Central New York was known as the "bread-basket of the colonies"—during the war, the British Army burned fields and raided farms in the area to deplete the Continental Army's supplies. The recovery from the war was a slow process made more difficult by an infestation of the Hessian fly, which devastated New York's wheat crop, forcing a move to barley as the primary grain used in brewing.

THE RISE: By the first decade of the 19th century, however, things began to improve. Matthew Vassar—the founder of Vassar College—was operating a successful brewery in Poughkeepsie, while the Benjamin Faulklin brewery had been running in Hudson since the 1780s. Faulklin would eventually become the famed Evans Brewery. James Boyd opened his brewery—considered to be the first modern brewery in the city—in Albany in 1796. Between 1800 and 1825, twelve new breweries were operating in the city.

It was around this time that the first advertisements for "Albany Ale" began to appear. Early use simply meant the best beer of any kind brewed in Albany. The completion of the Erie Canal in 1825 and an Albany brewer named John Taylor catapulted the "brand" to a new level.

Taylor opened his first brewery in the early 1820s, followed by a second larger one in 1831. A savvy businessman, Taylor saw the opportunity to exploit New York's water highway. He saw that Albany's access to the Hudson River and position at the terminus of the Erie Canal afforded it a monopoly on the distribution of beer: raw materials could be brought east to Albany via the Canal; and Taylor could export his beer south, down the Hudson River to the port of New York. From there the beer could be shipped anywhere in the world.

By the 1850s Taylor's Albany brewery was the largest in the country, capable of producing 200,000 barrels of beer a year. Taylor began advertising a double X (XX) ale, which would become his flagship beer, dubbed "Imperial Albany XX Ale." As the demand for this double-strength ale grew, so did the number of breweries in the city: seventeen by the mid-1860s, and almost all of them producing some kind of XX strength Albany Ale.

Breweries like Taylor & Sons, Amsdell Brothers, The Albany Brewing Company, and Quinn & Nolan thrived in Albany, all taking advantage of the ease of distribution allowed by the Erie Canal and Hudson River. While they all produced a variety of ales (IPA, Burton and Stock Ale), the XX strength Albany Ale remained most popular.

Although hops grow wild in New York, this essential brewing ingredient had also been brought by the Dutch to the area. So the indigenous varieties had been inter-bred with imported Dutch and

History of Albany Ale

<http://albanyaleproject.com/history/index.html>

English plants by early brewers. The first commercial hop farm was opened in Madison County by James Coolidge in 1808.

As demand for beer grew, the hops industry in New York boomed. By the 1830s, eleven counties in central New York were actively growing hops. By the end of the 19th-century—in an area extending from the Finger Lakes to as far east as Western Albany County—New York was producing, at its peak, 80 percent of the hops in the United States, and exporting much of that overseas.

THE WANE: Things would change in the years following the Civil War. The development of the railroad during and after the war resulted in the decline of demand for Albany Ale. Access to rail lines all but eliminated Albany's monopoly on beer distribution; and while ale in general was still being produced in large quantities in Albany, Albany Ale was becoming less and less common as 1870 transitioned into 1880-90.

Nevertheless, brewing was still going strong in the city, and expanding into other towns. The boomtowns born of the Erie Canal—West Troy, Utica, Syracuse, Rochester, and Buffalo—offered many opportunities to the massive influx of German immigrants into New York in the 1890s. With them they brought a taste for a new kind of brew.

Lager had been in the US since the 1840s, but requires cold-fermentation and chilling for a number of months. It was never a viable endeavor until commercial refrigeration became widely available in the 1880s. Although Ale was still king in Albany, lager-brewing specialists like Quandt's in Troy, West End Brewing Co. in Utica, and Rau & Reisky in Rochester began opening with increasing frequency.

In New York City, the Bushwick section of Brooklyn became the center of brewing. It was known for its "Bushwick Pilsner"—a relatively bitter, light colored lager that used both barley and corn. By the turn of the century, lager had become the dominant beer, not only in New York but across the country. In the first decade of the 20th century, Amsdell Brewing and Malting Company was the only brewery still making Albany Ale.

THE TWENTIETH CENTURY: The American Temperance Movement and Prohibition signaled the death knell for Albany Ale. Though opponents of alcohol had been active for decades, on January 17, 1920 National Prohibition went into effect—banning the sale, production, and transportation of alcohol. By the time Prohibition was repealed in 1933, only three of the eleven breweries operating in Albany—Hedrick, Dobler, and Beverwyck—reopened.

Those three breweries, along with Fitzgerald's,

Quandt's, and Stanton in Troy, continued into the 1940s and 50s, becoming beloved regional breweries (albeit having a far smaller distribution area than Albany Ale enjoyed). Hedrick and Dobler both closed during the 1960s, while Fitzgerald burned in 1961. The F&M Schaefer Brewery purchased Beverwyck in 1950. Schaefer was a Bushwick brewery that had exceeded capacity at its New York City operation and purchased Beverwyck to expand production. Schaefer, in the 1950s and 60s, was one of the best selling beer brands in the nation. Unfortunately, it too succumbed to the Midwestern, mega-breweries in the early 1970s.

William Newman opened a tiny brewery on Thacher Street in Albany during the early 1980s. While Newman's brewery wasn't very large, it was—arguably—the first craft brewery on the east coast. Despite being popular with college kids and connoisseurs, Newman's—the last commercial brewery in the city of Albany—closed in the late 1980s. It did spur the emergence of several brewpubs, and was at the forefront of the modern craft beer movement.

As brewpubs became fashionable in small and large cities across the US, Albany enjoyed the trend. Albany's Big House Brewing Company and C.H. Evans Brewing Company at the Albany Pump Station began brewing and food service, while Malt River Brewing Company and Brown and Moran's opened in Latham and Troy, respectively. These, unfortunately, found a fate similar to that of their predecessors. Today, C.H. Evans Brewing Company at the Albany Pump Station is the only establishment producing beer within the city limits of Albany.

THE LEGACY: Nearly 400 years have passed since the Dutch breweries first began mashing wheat malt and picking the hops that grew wild in the hills around Beverwijck. The beer industry in Albany helped build the Capital City. Its need for grain grew New York into an agricultural giant. Brewery owners gained wealth and power; influenced policy; and advanced industrial technology—all in the name of beer. The hops and grain brought east on the Erie Canal to the Hudson River's shores catapulted the city's breweries from small operations to some of the largest and most productive in the entire US. Even after the fall of Albany Ale and the rise of Prohibition, the beer kept coming. From the beloved local brands of the 1940s, 50s, and 60s, to its lone brewpub today: Albany is Albany because of beer.

Note: The original article, available on the web at <http://albanyaleproject.com/history/index.html> lists numerous references. Used here with permission.

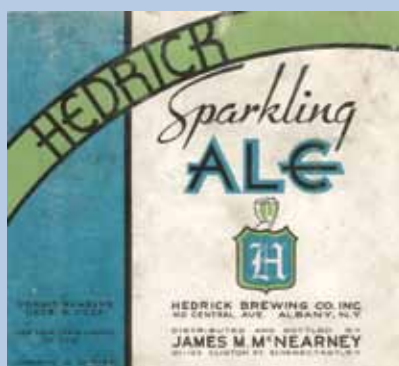
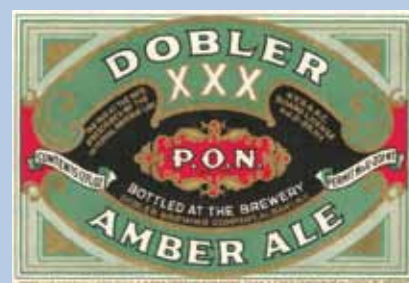
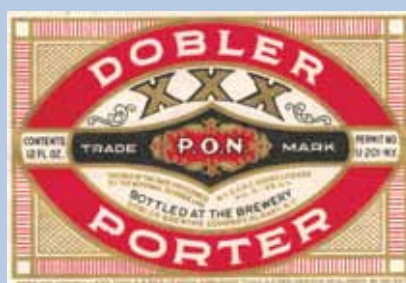
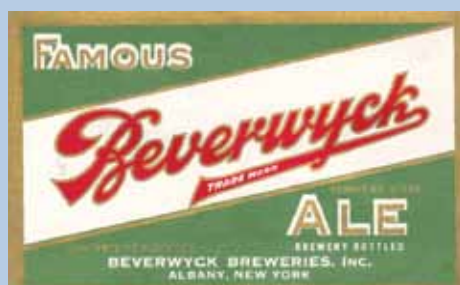
Albany Brewing Post-Pro (but Pre-Micro)

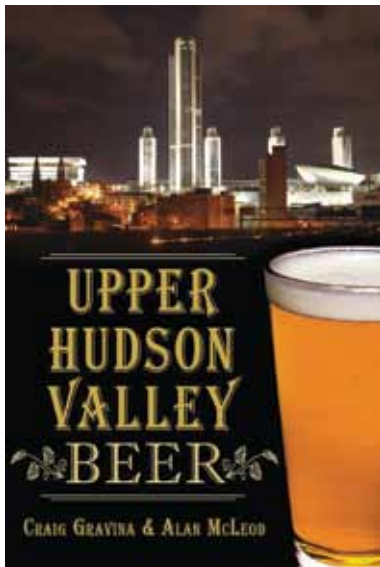
After the dust settled from the turmoil of national Prohibition, Albany found itself with only three breweries—Beverwyck, Dobler, and Hedrick. In 1933, the national taste preference had clearly settled on lager style beer. Thus, all three Albany breweries were obligated to offer lager—but, remaining true to their heritage, all three also offered top fermented ale styles.

All enjoyed some good years, but it wasn't long

until the national giants put on the squeeze. Beverwyck saw the handwriting on the wall and sold to F&M Schaefer in 1950; the Dobler Brewery reorganized in 1943 then closed in 1959; when Hedrick threw in the towel in 1965 and Schaefer closed their Albany branch in 1972, Albany was without any brewery until the coming of the micros in the 1980s.

The following labels show brands offered by Albany's big three during their post-Pro years.





Beer scholars Craig Gravina and Alan McLeod are publishing a book, *Upper Hudson Valley Beer*, which builds on the fascinating subject of Albany Brewing History (see prior article). It is expected to be available late in 2014. The paperback can be preordered from www.amazon.com or www.barnesandnoble.com for \$15.59.

EASTSIDE SPECTACULAR #8

BREWERY COLLECTIBLES AND
ANTIQUE BOTTLES & JARS

SAT. NOV. 8, 2014
9 A TO 3 P

BELLECLAIR FAIRGROUNDS
BELLEVILLE, IL
(15 MINUTES FROM ST. LOUIS)

- 250 TABLES • FREE PARKING •
- ENORMOUS RAFFLE •
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618-346-2634 • whoisthealeman@aol.com

Breweriana Wanted

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



Keith Belcher
kbelcher@cox.net
703-625-5837



HOPPY TRAILS

Maine Adventures



Monhegan Brewing Co. Harbor

by Dale and George Miller

We don't need an excuse to go to Maine, and we don't need an excuse to visit brew pubs/breweries. The state of Maine offered at least three brew fests on the Summer Solstice, and there was a lengthy list of new brewpubs freshly opened since our last adventure to that state.

The Solstice landed on a Saturday this year, which worked perfectly for an extended weekend tour. We chose the inaugural "Great Falls Brewfest" sponsored by Baxter Brewing, bought our tickets, and booked a room in Portland as our base of operations. Armed with our list of food places and breweries, maps, and our electronic gizmos, we hit the road on Wednesday with stops planned in Massachusetts and New Hampshire.



Newburyport Brewing Co. in Newburyport, MA was not open for visitors on a Wednesday morning, but they were willing to chat about beer, canning, and their 20 bbl system. We were offered some tastes of their fine brew and left with a couple of six packs of canned product, and two glasses. This boded well for a successful trip.

The new Smuttynose facility in Hampton, NH is state of the art and large! No samples were available without taking the tour, so we took the tour (of course). It is an impressive facility that will be a great destination brewery once they get the restaurant and planned games up and going.

One of the intriguing new micros on our list was the Monhegan Brewing Co. located on Monhegan Island: a small, rocky isle ten miles from the Maine



coast and approximately a square mile in area. It's accessible only by ferry (approx. 1-hour cruise) from three ports on the mainland, or by private boat. It makes for a nice day trip. There are no cars, bicycles, or paved roads on the island, although trucks deliver supplies brought in to the wharf.

Its economy is ruled by those who make their living from the sea: fishing and lobstering. A few restaurants, a store, artist galleries, and some inns join the island's private homes and residences. Most of the real estate is owned by a trust and there are walking trails all over the island. The year-round population is around 65.



Monhegan's Matt Weber

Monhegan Brewing Company opened in 2013 and is open seasonally. It is a short (less than .5 mile) walk from the ferry terminal. It offers a small tasting and sales area. The building materials and all brewing equipment for the 3.5 barrel brewery were brought to the island by boat. Owners Matt Weber and his wife Mary are assisted by brewer Danny McGovern (Mary's father) and the rest of the family.

When we visited they had 3 beers and 2 soft drinks on tap and a few available in bottles. We thought they all were excellent. Shirts, glasses, growlers, hats, and stickers are also available. Monhegan Brewing Company is located at 1 Boody Lane: Telephone 207-975-3958.

Several new brewpub visits, lobster meals, and the inevitable jaunt to LL Bean brought us to our home base of operations and the new brewfest for which we'd purchased tickets. On the Saturday of our trip, in Lewiston, ME, Baxter Brewing Company organized the inaugural Great Falls Brewfest. It was held outdoors, under tents in a city park along the bank of the Androscoggin River. On a perfect Summer Solstice the park was full of people, food, and of course, beer.

Twenty-nine brewers, most of them from Maine, poured 100+ beers, while a half dozen or so food trucks supplied a variety of chow. Mead, cider, and kombucha were also available for tasting. In theory, a VIP ticket got you into the fest an hour early and allowed access to special "VIP only" beers. In reality, however, everyone

who showed up early was let in the gates and each brewery decided if you could get a "VIP" beer or not depending upon what color your wristband was.

It was a laid back and loosely run festival: no limits, no tickets, no hassles. Coasters, stickers, labels, openers, crowns, pins, and business cards were free for the taking at well over half the tables.

A third tent housed various vendors peddling pottery, perfume, jewelry, wood items, farm market goods, and other assorted craft items. Outside the tents one could test one's skill on a climbing wall or participate in the Corn Hole tournament. Bottled water was free and two great folk/Irish bands were on hand for our listening pleasure. Promoters estimated that over 1000 folks attended but still, the lines for a beer were always short and quick. Planning for next year's event has begun.

Sunday morning we followed US Rt. 1 south, picking up a couple more "new ones" and enjoying a brew at Federal Jacks Brew Pub in Kennebunk, ME. This picturesque location is the birthplace of Shipyard Brewing Company. It is well worth the stop, even if it is a "repeat" on your brewery list, too!

I can't think of a better way to kick off the summer than a belly full of lobster, beer, and great memories – in addition to adding 12 "new ones" to the list!



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- SINGLES
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- COLLECTIONS



21 STURBRIDGE ROAD
BRIMFIELD, MASS. 01010



DANM@BREWERIANA.COM
617-448-2300

From Behind the Bar

Editor's Note: Collecting breweriana (as opposed to beer cans) was the founding concept for NABA back in 1972 when several people gathered in Milwaukee to form the National Association Breweriana Advertising. Each quarter, we will feature a kind of breweriana that often was found Behind the Bar in taverns. Member input on ideas for future issues is welcome, including the opportunity for guest writers on select topics.

As many are aware, among my personal favorites are what are usually called beer statues or "chalks." And what could be more enticing to an average bar patron than enjoying a cold one while checking out a pretty lady? Let's kick off the column with women and beer "babes."

The Blatz girls (circa 1936-37) represent two of the must-haves in any serious collection. The figure is basically the same for both statues, but the two bases show a different color and the backs are dated 1936 and 1937. While these stand 18.5 inches tall, another variation (not shown) is a third, 20-inch girl made of plastic.

We also show a very rare "Fehr's Girl" statue at right (likely a prototype, as no others are known to me). I suspect it may have been Fehr's answer to the Sterling "tinker bell" (also shown here for comparison – more on Sterling's Tinker Bell below). The Fehr's is dated in the early 1950s. Standing 12 inches high, she is a true beauty.

One of the sexiest statues must be the Golden Glow from Golden West Brewing (lower right). A 1940s vintage beauty makes you want to have a cold one as you spend a day at the beach. This pair stand about 12 inches high.

Beer "Babes"

by George Baley





“Goldie,” the Hudepohl girl is not a particularly hot number — and in fact looks a little menacing. Standing 12.5 inches high, Goldie exhibits some of the same facial structure as the Fehr’s girl above. Perhaps it represents her evil twin?

The Miller girls came in both small (6 inches) and tall (14.75 inches) versions and were used by Miller for many years to promote their beer. The taller ladies came in both chalk and plastic, while the shorter ones were only plastic. The blue dress girl in the center was a prototype — tabled in favor of the red version.



One of the rarest statues is from Southern Select. A fair Southern maiden statue would certainly make one’s mouth water for a Southern Select! She stands 18 inches tall and dates from about 1935.



The Sterling “tinker bell” girl was a strong promoter of Sterling beer in the 1960s. We have three examples here.

A rare fourth Sterling girl was recently located (see pg. 31, shown as a comparison with the Fehr’s girl). Standing 12.5 inches tall, it may have been a prototype that never made it into distribution.

Finally, there are “Old Dutch”/Krantz statues, which feature a representative of what was once, likely, a hot “babe.” I couldn’t find the strength to add these old-timers as part of this article, because they are so obviously out dated. Maybe they will find their place in a future segment on “oldies” pumping up beer advertising.

Your ideas for future columns are solicited and appreciated. Maybe you would like to be a guest contributor? Please get in touch with either Lee Chichester (falconer@swva.net) or me at gbaley@comcast.net.



First, the Tinker Bell girl stands on a mug, which has a music box inside.

Second is a (literal) bell: a tall girl holding a sign with the base she’s standing on acting as the clapper and bell. This statue was placed on the bar so patrons could ring for another round, or to get the bar tender’s attention. These tall statues are almost never found with the girl still holding the sign.

Finally, the third example is the bottle-holder statue with the Tinker Bell character included.

ChapTaps

Packer Chapter Packnic

by Ken Trembl

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



Sunday, August 17, Titletown Brewing Co. enjoyed the largest attendance in many years for a PACKNIC show. The 40-plus participants at the 38th Annual Packer Chapter Picnic & Trade Session included a good number of first-timers as well as a few “prodigal sons.” All managed

to survive some of the coolest temperatures of the summer on the Brewery’s canopy-covered dock.

Everyone of age received a complimentary “beer ticket” good for a Titletown brew or soft drink. Each collector also received a “bucket” of Bud Light World Cup memorabilia

(courtesy of our local Budweiser distributor).

As usual, Chef Pete Vann’s chicken booyah was much in demand, but it tasted extra special this time, what with the cool temps. All in attendance had the opportunity to enjoy a bowl or two of the great booyah, and a number of lucky people

were able to take a small bucketful home with them.

Before, during, and after the booyah, the beer can and breweriana trading was hot. Along with the large turnout of collectors came a lot of new craft brewery cans, some fine older cans, and some very interesting breweriana.

Following the booyah break, there was a short chapter business meeting, which featured an election of directors and an informative presentation by Pat Porter on next year's CANven-

tion in Milwaukee.

Among the great prizes raffled was the top prize, a Miller Genuine Draft Guitar neon won by Dan Gallitz. Hundreds of other items in the raffle included bottles of fine whiskey, rum, and vodka; beer mirrors, mugs, glassware, and lighted signs; and a seven-foot tall Miller Lite goal post.

It was great to see so many people show up at PACKNIC this year.

IN MEMORIAM

Longtime NABA Member, **George W. Hilton**, a retired college professor, author and transportation economist whose works on railroads and shipping included the seminal history of Maryland's Ma & Pa Railroad, died Aug. 4 of heart failure at Lorien Health Park in Columbia. He was 89. He retired from the faculty of the University of California, LA, where he taught economics and transportation regulation until 1992.

As many of you know, George was *BC* Editor from 1978 to 1989. He was also the author of 15 books—mainly on transportation—and numerous articles. His first book, *Cable Railways of Chicago*, was published in 1954. It was followed by *The Truck System*, (written with John F. Due) and *The Electric Interurban Railways of America*, both in 1960.

In 1962, his book *The Great Lakes Car Ferries* was published, and *The Ma & Pa: A History of the Maryland & Pennsylvania Railroad* followed the next year. The Ma & Pa was a single-track railroad that shambled 77.2 miles across Maryland, and whose trains chugged 20 mph between Baltimore and York, PA. It stopped operating in 1958. NABA President, John Ferguson said: "George was a great author: I have 3 or 4 of his books and they are all splendid reads. He will be missed by those who knew him."

Elaine Kellogg, of Kalamazoo, MI was an active collector of Krueger cans and breweriana. She served on the BCCA board

of directors in 1985-86 and as the club's first lady when her husband, Jack was president in 1993. Elaine and Jack were married for 51 years prior to his death in 2007. Elaine died due to complications from diabetes on June 20. She had moved from Sun City, AZ last year to be with her family.

Brian Retchless, from Olathe, KS passed away at his home on June 18 from a rare form of cancer. He was a member of the KC's Best chapter. Survivors include his wife Kerry, his father Clem, his brother Craig Retchless and Craig's wife Marcia Butterbaugh. A private memorial service will be held in southern Missouri.

Lillian F. Mitchell (nee Richarz), wife of longtime member Bill Mitchell, Oakville, MO, died July 24, 2014 at the age of 91. Herself a member of NABA, Lillian is survived by an assortment of nieces and nephews, and was great-aunt to numerous members of the family.

Buckeye Chapter member, **Joe V. Marconi** of Rockford died on July 31 at the age of 80. Joe was a voracious reader of both fiction and nonfiction, and wrote a reference book: *Indexed Periodicals*. A life-long collector, he amassed an impressive collection of breweriana over more than 40 years, and was an enthusiastic member of several beer can collector groups.



Incoming NABA president, John Ferguson, gives Founder's Award winner, George Baley, the plaque at the Friday night Membership Dinner, to a standing ovation.

NABA Founder's Award

2014 Founder's Award recipient, George Baley, began collecting cans in the early 1970s but switched to other beer-related items with an emphasis on beer figurines and Michigan Breweriana. He began his club activities with BCCA in 1975, NABA in 1986, and ABA in 1991.

Joining the NABA Board from 1996 to 2002, he served as President from 2002 to 2006 and again 2010 to 2014. During the period 2002 to 2006 he also was Editor of the *Breweriana Collector* and from 2010 to present, has served as Webmaster for the NABA website.

Serving as Convention Chairman for South Bend (2004) & Green Bay (2013); and as co-chair for Toledo (2014), George has also helped in site selection for future Conventions.

Publishing three books on beer related items including *Back Bar Breweriana*, *Back Bar Beer Figurines* and *Vintage Beer Tap Markers*, his time in "retirement" will focus on updates to these publications.

George continues his writing through a new column in the *BC* called "Behind the Bar," as well as maintaining the NABA website.

Morning after NABA Bus Tour, Semi Crashes into Packo's

Included in the 2014 Convention activities was a stop for lunch at the original Tony Packo's, a Toledo landmark. Decorated with hot dog buns signed by everyone from movie stars and politicians to Santa Claus, Packo's is famous for a number of things, not the least of which are their famous Hungarian hot dogs.

Early on Thursday, July 31, a truck driver evidently had a major health episode at the wheel of his rig and crashed through the front door of the restaurant located at the corner of Consaul and Front streets in East Toledo. Luckily, no one was in Packo's at that early hour, and most of the damage was contained in the bar area. The health episode that caused the crash unfortunately took the driver's life. *(Ed. Note: most of the following info has been excerpted from the August 1 article in the Blade newspaper, by Dave Zapotosky).*

Once emergency crews were on the scene after the accident, it took about 20 minutes to extricate the driver from the vehicle. The structural damage to the building was extensive and required caution so no additional lives would be lost.

Removing the truck itself from the impact site was a more lengthy endeavor. That took 8 hours to accomplish — a long wait for the Packo's employees and owner to get to work at cleanup.

The building has been the home of Packo's for more than 80 years. Tony Packo opened a sandwich and ice cream shop at Consul and Genesee streets in the early 1930s, but soon created a sausage-on-a-roll sandwich with a secret meat sauce: the birth of his famous Hungarian hot dogs.

Packo moved his business into the Birmingham site at Consaul and Front streets in 1936. Immediately after the accident, employees were directing patrons to their downtown restaurant location, Packo's at the Park, for their lunch.

At the time of this writing, the fate of the signed bun displays is unknown.



One of many signed bun displays at Tony Packo's Restaurant.



Lively debate during lunch at Packo's during the NABA Convention in Toledo.

See you in
St. Louie
July 29 -
Aug. 1 2015!



Three of the presidents from the national clubs were at NABA's Toledo Convention on the final day of the Public Trade Show. From left to right: Larry Bowden (ABA); Doug Groth (BCCA); and George Baley, outgoing NABA President.



Once upon a time, there were many, many breweries in Toledo. Maumee Bay Brewing Co. displays this city map with the locations of the historic breweries in their tasting room. This photo doesn't do the framed map justice. It is a notable "must-see" for travelers to the city who are also interested in brewing history.

APPLICATION FOR MEMBERSHIP

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

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

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

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

email address _____ Sponsor _____

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

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

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

Specific breweries, brands, cities _____

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

♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦♦Buy♦Sell♦Trade♦Buy♦Sell♦

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

ROUND BUTTON SIGNS

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

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

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

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

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

Members-Only SALE *Breweriana Collector*

Collector's Special Set 50 Issues

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

\$75 ppd
gbaley@comcast.net

Includes:

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

Members

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

NOTE the "EXPIRES" date printed on your label.

If your "expired" date is nearing it's time to consider renewal!

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

**To renew, visit our website
nababrew.com**

or see p. 36 for contact info and a membership form.

Don't Forget! Renew Today!

Officially Recognized NABA Chapters

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

Buckeye (NW OH, SE MI)

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

Capital City Chapter

(Washington DC, MD, No. VA)

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

Chicagoland Breweriana Society

(Chicagoland)

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

Craft Brewery Collectibles Chapter

(At Large)

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

Gambrinus Chapter (Columbus, OH)

Contact: Doug Blegan;
dblegan@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

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

Goebel Gang (South Bend, IN)

Contact: Sandy Wacunas;
sandy7up@sbcglobal.net

Great White North Brewerianists (Canada)

Contact: Phil Mandzuk,
philman@mts.net

Hoosier Chapter (IN)

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

IBC Chapter (Indiana)

Contact: Mike Pope, 1144 Tuckaway Ridge
Ln, Nashville, IN 47448; huber1960@sbc-
global.net

Just For Openers (Earth)

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

Miami Valley Chapter (Dayton, OH)

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

Michigan's Dog-Gone Good Chapter

(Frankenmuth, MI & Detroit area)

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

Monarch Chapter (Chicagoland, Northern IL)

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

North Star Chapter (MN, WI, Midwest)

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

Packer Chapter

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

Contact: Dan Hable, 237 White Oak Ln. #55,
Wisconsin Dells, WI 53965; 608-254-4151

Patrick Henry Chapter (Kalamazoo, MI)

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

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

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

Queen City Chapter

(Cincinnati, So. OH, No. KY)

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

Reisch Brew Crew (Central IL)

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

Schultz & Dooley Chapter (New York State)

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



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

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

Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

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

PAYMENT

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

DEADLINES

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

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

Events of Interest

NABA Chapter Events

41st Annual

Guzzle 'n Twirl
Oct. 10 - 11, 2014

North Star Chapter
Aldrich Arena
Maplewood, MN

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

Port of Potosi **6TH FALL CLASSIC FLEA MARKET**

OCTOBER 19
9 to 3
POTOSI, WI

- Mike Kress • 608-763-2042 •
- Sam Emler • 608-763-2392

November 8
Gateway Chapter
Eastside
Spectacular #8

Belleclair Fairgrounds
Belleville, IL
Kevin Kious
whoisthealeman@aol.com
618-346-2634

Chicagoland Fall Show

November 9
9-3

Elk Grove Village
VFA Hall
Elk Grove, IL
Ray Capek
rbcapek@sbcglobal.net
630-778-1482

Indy Brewery Collectibles Show **October 23-25**

Location: Wyrndham
Indianapolis West
Rooms: 317-248-2481

Register online:
www.ibccchapter.com
Todd Morton
show@ibccchapter.com
317-502-8835

March 21, 2015
Port of Potosi
Collectibles Show

St. Andrew/Thomas School
Gym
Potosi, WI

- Mike Kress • 608-763-2042 •

Sunday After Thanksgiving Show

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

Other Events

October 18: Hawkeye Chapt. Newton Show. Mike England, mikeengland@bcca.com, 515-360-3586

**Please add your events
to the new NABA Website**

Calendar
nababrew.com> Events

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

Send to:
dharman@4harman.com

NABA - 2015

Convention #44
July 29 - Aug. 1

St. Louis, MO
Sheraton Westport Hotel Plaza
Don Roussin • nababrew@comcast.net
314-434-6426

JFO

37th Annual Convention
April 22-26, 2015
Phoenix, AZ

John Stanley
jfo@mindspring.com

April 24-25, 2015 **Titletown Trade-A-Thon**

Packer Chapt.
KI Convention Center
Green Bay, WI
Contact: Rob Smits
www.packerchapter.com

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



www.nababrew.com

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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.

