

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

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*National Association*  
*Breweriana Advertising*  
*"America's Oldest National Breweriana Journal"*

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## *“Point-ed” in the Right Direction:*

*150+ Years of the Stevens  
Point Brewing Company  
Part 3 The Modern Era*

*1983 to 2010*

## *Convention Photos*

*People, Places & Events*

## *Found On The Web:*

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# *The* **BREWERIANA COLLECTOR**

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**#151**

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**COVER:**

Front: Life-sized cardboard cutout of Stevens Point Brewery "spokesperson," Nicholas C. Point, a.k.a. "The Conehead Man" greets visitors on the tour as they reach the second floor landing in the brewing center.

Back: Sampling of people and events seen at the 2010 NABA Convention.



# BAY CITY, MI 2011: Aug. 2 - 7

*Editor's Note: We have reserved this page for the next four issues so the 2011 Convention Committee can post updates, progress reports, and ideas for things to do—both Convention-related and not—in and around Bay City. Start planning your Convention Trip, 2011, today!*

Welcome to the official site for your NABA 2011 Convention news! If you haven't already heard, NABA's Dog-gone Good Chapter will host our club's 40th anniversary get-together and make a return to the beautiful City by the Bay, Bay City, Michigan. To give you every enticement to come (or come back) to our Great Lake State, we (the Convention's organization Committee) will utilize this column to provide info about Convention events and Bay City.

First, mark your calendars! The festivities will begin on Tuesday, August second



and end with our business meeting on Sunday morning, August seventh. We will be returning to the elegant Double Tree Hotel (fresh-baked cookie on arrival!). This is a great setting on the beautiful Saginaw River. As with our 2007 Convention, we will take advantage of this riverine setting and offer an excursion on the Princess Wenonah. This outing was much enjoyed by those who attended in 2007 and we will hope that we will have equally sublime weather for our 2011 trek.



The Convention Committee is busy making preparations, and members promise to make it an event worth attending. Along with the Convention events, Bay City is a great old lumber town with lots of non-convention-related things to do and see. Originally a Native American settlement, the first white residents arrived to the area in 1831. The navigable river drew additional settlers and the City quickly boomed with lumbering, milling, and ship-building. Evidence of these glory days can be seen in the Central Avenue District, which has a number of stately Victorian mansions. The impressive Bay City Hall is not to be missed. There is also a great shopping district along Midland Street, full of wonderful architectural storefronts, and this is less than a mile from the Double Tree.

Being on the river, the City also has a maritime history and tall ships visit the area on a regular basis. (You can actually book rides on some of them!) For the history buff, additional info can be found at [www.tourbaycitymi.org](http://www.tourbaycitymi.org). Additional information can be obtained on your arrival by visiting the wonderfully restored Pere Marquette Depot Welcome Center, at 919 Boutell Place, under a half a mile from the Double Tree. Watch for more on this fourth page in your upcoming issues, and we hope to see you in Bay City!



## President's Message

The Haydocks put on another great Convention in keeping with their history of making such events truly memorable. Thank you Herb and Helen for another great job and thanks too, to all the Haydock nephews and nieces for their generous participation.

I would like to thank Larry Moter as President, and Bob Post as Vice President for their contributions over the past four years, as well as John Stanley for ten years as Executive Secretary. Without their participation and efforts, NABA would not be what it is today.

It seems like just yesterday that I was doing my last message to the membership, as I passed the baton to Larry for this job and to Lee for the Editor position. Those four years went quickly and as I look back to where we have been and where we want to go, I take on this responsibility in the hope that after two more years, I can leave NABA in a stronger position.

Stepping away for those four years allowed me think about the hobby and not be caught up in both steering the NABA ship and conducting the business of the BC. The breweriana collecting hobby has continued to survive, even with the continued pressures of a US economy that at times seems a bit shaky.

Many of you were very supportive of my taking on the challenge for another term. Some might wonder why do it again after four years? Basically, it is belief that there are still some opportunities out there to build and/or to further rebuild NABA into the kind of organization that was first envisioned when Herb Haydock and his colleagues created NABA almost 40 years ago.

The strength of this and any organization is in the people who join and those that help steer it through the good and less good times. In thinking about how NABA might look at some point in the future, I jotted out about a dozen points to consider and presented them to the Board. The twelve were loosely broken down into 5 major categories and included:

- 1. NABA Bylaws, Board Responsibilities, member recognition & financing**
- 2. Annual Convention and Auction**
- 3. The *Breweriana* Collector**
- 4. The Website, promotion and membership**
- 5. A breweriana project**

Over the next year, we will be working on most of these activities and will be seeking the input of our members on which are most possible and which are just good ideas, but beyond our scope.

The focus of each of the topics will bring to you, our members, a more meaningful collecting experience. We want you to feel that the direction of your Board is in keeping with the reason you belong to NABA. Today, members have choices as to how they spend their time and funds. We are not looking to divert you from any other interests whether they are other collecting groups, personal hobbies or family responsibilities. It is our desire that when you belong to NABA, we provide something that will keep your interest and make you want to sustain your membership from year to year.

Not everything we do or will propose doing will be of interest to everyone. We recognize that. People are different and the things and levels at which they collect are different. While NABA was formed at a time when beer-related collecting was mainly directed towards cans, the NABA focus was on older breweriana. That focus still remains in part, but we recognize that for NABA to grow, we must cultivate a new breed of collector.

Our initial efforts will be concentrated on the first four areas in the above list. Because of limited resources of people and funds, we will begin with an area or two in each topic. Over the next year we will be examining the fifth topic, which will require a significant level of participation not only from our members, but those of other col-

Continued Next Pg.

lector groups.

So, in a nutshell here's what to expect: The Convention and Auction will be tweaked to make that experience one you will want to participate in every year; the *Breweriana Collector* will be enhanced through the addition of some great new authors to supplement our existing staff; the website will be further modified to make it more user-friendly and informative; and finally, the By-laws are being re-examined to make them more representative of NABA as it exists today.

We are seeking participation of our members in several areas, including finding a new Chapter Doings columnist and Chapter Liaison as Barb Bauer directs her efforts to other areas. Thank you, Barb, for re-forging the links among NABA chapters. Also, we are looking for an energetic person to shepherd the website. Please let me know if you are interested in either position.

It is October already and the 2011 Convention Committee for Bay City, Michigan is well on their way toward planning another great

week of activities. If you did not get a chance to be in Bay City for the last Convention, you should make the effort to participate and enjoy one of the nicer venues for a summer vacation. The Michigan bunch is planning another Breweriana Display to rival the one they unveiled at their last Convention.

I look forward to working with you and our Board to make NABA a responsive organization to the expectations of our members.

—George Bailey



## Chapter Doings

By Barb Bauer

The Doggone Good Chapter of NABA held their 21st Annual Super Summer Swap at Veteran's Park in Bay City, MI on August 28th. Over 20 dealers were spread out under the pavilion and on the grass, providing a wide variety of breweriana both old and new. During the business meeting the membership voted to approve raising annual dues from \$5.00 to \$10.00 per year. The results of the Officer elections were as follows: President, Barb Bauer; Vice President, Bob Pawlak; Treasurer, Jim Brown and Newsletter Editor, Ken Bow.

The membership was very pleased to learn that members Mark and Cheri Raykovitz of Midland have volunteered to be raffle coordinators for



**The NABA Doggone Good Chapter 2010-2011 Officers.** Back row left to right: Newsletter Editor Ken Bow, President Emeritus Mark Brooks, Vice President Bob Pawlak. Front row left to right: President Emeritus Dan "The Danimal" McShane, President Barb Bauer. Not pictured: Treasurer Jim Brown.

the club. They will solicit donation items for the raffle and manage any excess inventory that accumulates. Past Chapter President Dan McShane was unanimously voted the status of President Emeritus and Life Member of the Chapter for his years of dedicated service and enthusiasm for breweriana

and the hobby. Dan is one of the founding members of the Doggone Good Chapter. Yours truly, Madame President, reminded everyone that the Chapter will not be having the summer show next year because of the return of the NABA National Convention to the Double Tree Hotel in Bay City in 2011. At the



Rick Schmidt, owner of The Finest auction house in Bay City, MI offered this fantastic Detroit Tigers / Stroh's reverse-on-glass crossover piece for sale for \$450.00 at the Doggone Good Chapter's Super Summer Swap.

conclusion of the show, Chapter Officers held a pre-convention planning meeting and finished off the beer donated by Brewer Marty Rapnicki of BARTS in Bay City. Marty's Timberland Light lager was cool and refreshing for the hot August afternoon.

The Mid-Michigan Chapter of the Brewery Collectibles Club of American (BCCA) held their annual breweriana show on July 17th at Heritage Park in Frankenmuth. Celebrating its 25th year at this location, this is the largest breweriana show held in Michigan during the summer. The park provided plenty of space for dealers to spread out along the scenic banks of the Cass River. Admission was \$13.00 for dealers and \$6.00 for dealer guests and the public. The fee covered a continental breakfast, lunch BBQ buffet and refreshments, in addition to admission. Beers on tap included Woody's Golden Ale and Elron's Amber from Black Forest, as well as Bell's 2010 Oberon gallon kegs, which

Dave Horrigan shared with everyone.

The show attracts people from all over Michigan, and the Buckeye Chapter of the BCCA from Toledo sent a contingent of nine eager collectors and beer enthusiasts, led by President John Huff and his wife, Brenda. BCCA President John Fatura was also in attendance, and, along with several fellow officers, took the opportunity to hold a board meeting at the conclusion of the show. The raffle year featured items from the Dave Van Hine collection, generously donated by his widow, Karen. You can find out more about the Mid-Michigan Chapter and its activities at [www.midmichiganchapter.com](http://www.midmichiganchapter.com).

The Overlook Park in Waynesville, OH was once again the site for the annual Miami Valley Chapter of the BCCA/NABA two-day breweriana show, July 10th and 11th. Attendance for both days was excellent, with collectors from as far away as San Jose, CA to the West and Virginia to the East. Buying, selling, and trading was

brisk. A lot of tough cans and breweriana traded hands at this show. There were three raffles each day and BeerDave Gausepohl hosted the annual micro brew tasting.

As is done every year, all kids in attendance were given breweriana goodies. They always look forward to this; some traded their goodies with their peers for other things they wanted. The consignment auction seems to be getting bigger every year: there were some real bargains to be had. The beer wagon was flowing nonstop, and the food was great.

The club would like to give a special thanks to Dave Morris for tirelessly manning the grill year after year in the sweltering July heat and humidity! Art Zerby won the can given away to qualified pre-registrants: A nice on grade Souvenir crowntainer is now residing on Art's shelf. For those who have not attended this show yet, or did not make it this year, make plans to attend this one next year! For more information visit [www.miamivalleybcca.com](http://www.miamivalleybcca.com).

—Barb Bauer

Left: Jeff Putterbaugh shows a couple of nice Old Town items he was donating for the raffle at Miami Valley Chapter's Mini Convention. Right: Art Zerby, the special raffle winner at Miami Valley's Mini Convention, shows off the Souvenir crowntainer he won.



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# “Point-ed” in the Right Direction

Over 150 Years of the Stevens Point Brewery

## Part 3: The Modern Era, 1983 - 2010

By Timothy J. Holian

*The author wishes to thank the following individuals for generously sharing with him their insider knowledge and memories of the Stevens Point Brewery: Ken Shibilski, former president and owner [October 29/November 5/December 4, 2008]; John Zappa, brewmaster [August 4, 2009]; and Art Oksuita, director of operations [March 10, 2010].*



With the 1982 celebration of the company's 125th anniversary behind it, Stevens Point Brewery executives turned their attention to a new era and the need to adapt to an increasingly changing competitive environment. As the firm expanded its distribution network during the 1980s, greater reliance was placed upon advertising and marketing, in an attempt to shore up existing accounts against inroads made by larger regional and national brewers, and to gain (and hold) critical shelf space in new outlets. By the early 1980s Stevens Point had strategically extended its



outreach into other communities through the use of special collector-oriented packaging. During the 70s, they'd followed the trend of explosive growth in beer can col-

lecting by marketing Point Special Beer variously in a 1976 National Bicentennial container; a commemorative Wisconsin-themed can for Wausau (1978); the cen-



ennial of Langlade County (1979); and under the special labels AF Basebrau Beer (in celebration of the Appleton Foxes minor league baseball team) and Old Cars Beer (for the annual Iola Old Car Show).

An increasing understanding of the value of public relations also helped Stevens Point make itself and its products more accessible to existing and potential consumers. They formalized brewery tours to emphasize the tradition and heritage of the firm and the unique experience that a small production facility offered.

Ken Shibilski was a guest speaker at the Convention Dinner, August 6, 2010.



*Ken Shibilski:* I don't remember when we started public tours, but we used to [get] more and more requests from people, after the Mike Royko article, for tours. And I can remember sitting down, between our brewmaster and our engineer and our accountant, we said, "Well, we'll take turns. We'll have them once a week." I think that started sometime in the 1970s. After a while we got more and more requests, and then we made the decision to build our gift shop and expand into it, and at that time we formalized the tours and had a regular schedule of tours, and hired college kids during the sum-



NABA members and their families take the Stevens Point Brewery Tour at the 2010 Convention.



mer to give tours. I always felt that was one area that any other major brewer couldn't have, our location and time, and that's one way we could take advantage of our spot and try to develop our relationship with the customers. (12/4/08)

*Art Oksuuta:* [In the past] it was, if you'd call up and say you wanted a tour, we'd take them one at a time. We had a little window. I think that window was like a three-by-three window, and you'd walk up and buy a t-shirt and request a tour. Now, I've already seen that for this Saturday [March 13, 2010], they're run-

ning tours at 11:00, 12:00, 1:00, and 2:00; and the 1:00 and 2:00 tours are already filled up. That's thirty people in each tour. It's a challenge. As great as they are, ours is a little limited, because there [are] just some areas I can't take you to. [But] I think you can really get up close and see everything here, versus the canned tour of some places where you just see a video or something like that. You walk into a cellar and you get aroma. You walk into a warehouse and you get aroma. You walk into our production line and you see the bottles spinning and [the] can filler turning, and all that stuff.

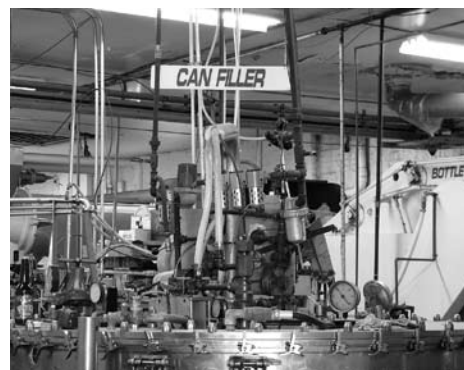
And we end in the hospitality room, where you can actually sample the product in a nice, quiet environment and ask questions. And [the] tour guides, they're trained to give a knowledgeable tour.

With established brewers increasingly adding new, more upscale brews to their product lines, and a blossoming microbrewing movement making its way eastward from its West Coast origins, the long-established business model of the firm—most notably the reliance upon one or two standard American-style lager beers for its entire production—was in need of a substantial overhaul. One significant step toward that end was the introduction of contract brewing, through which Stevens Point manufactured product for private customers by utilizing the facilities and expertise of an established brewery.



The move offered several practical advantages for the company: the generation of additional volume during slack sales periods; experience at brewing beer and ale styles not represented within the existing brewery product line; and increased market visibility. On the other hand, the challenge of working with clients who lacked a background in brewing, marketing, and distribution occasionally created awkward moments in trying to help fulfill a dream that had not been fleshed out to the extent required for reality.

*Ken Shibilski:* I didn't think Point Special would necessarily be the dominant product in our line down the road. And thereafter we got into some other products and services that we offered. I said, "Well, we have to get into contract brewing." And we did with a couple of guys out of Minneapolis/St. Paul. They had this really good beer that they wanted to copy. It took a long time to get them to a point where they were willing to go ahead with it. Of course you've got to line up financing and a lot of other stuff. It was an all malt product [like] Anheuser-Busch had produced, so they thought it was the best beer out there, that would really sell because it was going to be the beer. Of course, after the meeting (laughs), brewmaster John Zappa and [I] just sort of laughed about it, because they think that a beer just for its taste alone would sell. And we knew it took more than that, because it isn't always the taste. It's how to get it out on the marketplace to compete with the



big guys for the shelf space and everything else, because most people can't tell the difference between too many different beers. (10/29/08)

Well aware of the need to expand the brewery product line beyond Point Special and Point Bock beers, Shibilski prioritized the strategic introduction of new brews hoping to give the company greater diversity and a more visible profile in an expanding beer market. The measure, involving line extensions to the Point brand, made it possible for the brewery to reposition itself over time as a specialty and craft beer producer. This was necessary to keep up with what other regional breweries were doing, and to ensure survival where other brewers had failed. But it also was not a move that came lightly or easily to a company not well-versed in the procedure.

*Ken Shibilski:* I can remember lying on the couch, when I first got controlling interest in the brewery, and saying, "Oh, God. I just know it has to be done, and it's going to be so much work." (laughs) Because there were so many things that had to be done. Not only in the plant, but on the marketing end and the product line, and getting [the] right people in. It was the whole ball of wax. So I told people shortly after completing the deal that we had to move out and try different things. (10/29/08)

*John Zappa:* With all these different beers, at first it was, "Gosh, we can't give up. We can't lose focus on Point Special." But the trend is, we have to get into these other beers. And we wanted to. So it changed. And now our outlook is greater than ever.

*Art Oksuita:* Everybody wants to expand their portfolio. You only get limited shelf space, so you've got to see what you can do with it. You want to continue to grow. And we kind of have the craft beer image, because, [we] admit it, we're small. We're a drop in the ocean when it comes to beer. So we have to make sure that, one, we're making the best products possible, and [two], we want to stay abreast of whatever the consumer is looking for. Right now, craft beers are hot. So we do have the means—the mainstay of our Point Special. It's still very popular. But I would be scared to just say the only beer you ever want to make is Point Special. I think eventually, at some point, you'd be out of business.

In 1983 the firm took a first tentative step with Point 125,

a limited-edition commemorative brew made to celebrate the 125th anniversary of the city of Stevens Point. In the spring of 1985 a more ambitious leap of faith was taken with the introduction of Eagle Premium Pilsner, a lighter-bodied brew with an upscale image that harkened back to the pre-Prohibition era and one of the company's earliest labels.



The new beer experienced limited success but ultimately served the important functions of 1) providing information about how to expand into additional market segments, 2) enhancing the pricing structure for brewery products, and 3) opening the door for future labels (most notably Point Special Edition). Point Special Edition was not only the first Stevens Point superpremium product—it was also the one that eventually, under a different name, became the longest-tenured of the new Point specialty beers.

*Ken Shibilski:* Light beer was starting to make its appearance on a stronger basis, and I guess we felt we had to have a diversified product line. And we also felt that we had to lighten up with the product. Point Special had a calorie count of around 155, and the Eagle [Premium Pilsner], I liked it. It had a nice hopped taste to it. I really enjoyed that product. I was disappointed when it didn't go as well as it should have gone, but that had a calorie content of about 120. That was somewhat of an answer without going all the way down as far as some of the real light beers that were in the marketplace at that time ... Some of the old people were moving on, didn't drink as much as they got older or else died off, and so the tastes were changing and the loyalties were changing, and you had to innovate somehow. That's what brought about the Eagle product. (10/29/08)

*John Zappa:* We wanted to come out with something that had a superpremium-type image, a little different than what we had been making. It actually was [a] pretty successful product and brand. It wasn't as bold [a beer] as a lot of people were starting to get into. But Eagle Premium Pilsner allowed us to have an upscale product, with better margins, and it allowed us to bring up the price. We had started to become known as a popular-priced beer, which we were. Many small breweries were popular-priced. We never wanted a cheap beer image. That hurt a lot of breweries. But the popular-priced beer, we wanted to be able to get that up, because that was our biggest volume. And it did allow us to raise that, by coming out with the Ea-

gle Premium, kind of catering to a different clientele than a traditional Point drinker. And then we did try different beers over the years, [like] Special Edition, which ended up turning into our Classic Amber. Classic Amber to this day is our second-largest-selling brand.<sup>1</sup>

*Ken Shibilski:* [Point Special Edition] was an all-malt beer. It was the late 1980s, and I remember the bottle and trying to come up with the right theme for it, and I think the names were important. That was an approach [that] I'd call the "green bottle look," trying to approach those people that felt they had to have a higher image or acquire a top-level sort of snooty image to drinking a beer, and that they really knew what they were drinking. (10/29/08)

The small size of the Stevens Point Brewery, along with the increasingly experimental mindset of company leadership, also gave the firm a creative license to try product ideas that few, if any, other brewers had considered, much less brought to market. The most prominent effort along those lines, Spud Beer, resulted from a collaboration with local agricultural and higher education entities during the late 1980s. With a production total of approximately 2,500 cases in 1988 and 4,400 cases in 1989, Spud brought the company notoriety as the first brewer to make extensive use of potatoes as a fermentable adjunct since the barley malt-strapped World War II era.<sup>2</sup>

John Zappa: That was, again, one of these things that a small brewery tries to do when you dance around the elephants, like Ken [Shibilski] would say, or you stay out of their way. We had a little local event. It was the Spud Bowl. It was a football game, and the proceeds from that football game would go towards the Rural Scholarship Fund. Because [of] the big potato-growing region here, the potato growers and the University [of Wisconsin-Stevens Point] developed this concept ... A committee came to the brewery and said, "What could you do for us?" And Phil Shibilski said, "What are you looking for?" [They said,] "Well, we want to feed everybody and have a little beer," after the game. And [we said], "Okay, let us know what you need, and we'll see what we can do." We never heard back from them. I think the very first year Budweiser donated ten kegs or something like that, which they didn't need that many. But then the next year Miller did something. And then the third year [Ken] said, "Well, what do you want? What do you need?" It was Ken [in charge] by then. We were sitting around here afterward, and [we] said, "Let's make a beer for them." It first started out just as a label. Then we decided, well, if you make a label, we can come up with a beer made out of potatoes, which hadn't been done. This is, again, back before the micros and craft beers started doing all this. And so we used potato as an adjunct, and had Spud Premier Beer. (laughs) It was crazy. We had it at the Great American Beer Fest, just a, "I'll throw it in there with our Point [Special] and our Bock," at the time. And here it won a gold medal in the Experimental Specialty Beer category. It's one of those

little things that happened. It showed that the little Point Brewery is doing something a little innovative.

Sales of the Stevens Point specialty beers, combined with the ongoing popularity of Point Special in the American lager beer segment, led to future expansion opportunities. By the end of 1990 distribution of Point Special took place outside of Wisconsin for the first time in the history of the company.



But a significant change in ownership and management also stood on the horizon: in 1992 Shibilski sold the brewery to Barton Beers, Ltd., a Chicago-based beer importing and distribution company for which the Stevens Point beers represented its only domestic product. The transaction marked the end of almost seventy years of Wisconsin-based ownership by either the Korfmann or Shibilski families. The decision was grounded in large part by the need to find deep-

er pockets if the brewery were to continue to operate well into the future.

*Ken Shibilski:* One of the factors that led to my decision to sell the brewery was that we had just exhausted all our cash. We were looking at a situation where we had to go out and start taking some significant loans. And then of course you knew that it wasn't a type of business that you've got a really big cash flow, where you could really jump the sales. There was such heavy competition from the larger breweries that it was hard to do that. We were in that position where we were modernizing the plant and diversifying the product line and improving the image. But that takes a lot of money. We had a couple of offers within two weeks, [they] just happened to come in, and [I] made the decision at that time, after talking to my kids [about] whether or not they felt they wanted to come into the business, but they felt they were too young. So we made the decision that it probably was a good time to get out, while we still had some value left in the business. That's when we sold it, and it's still going today. They're still carrying on a lot of things that I started in the 1980s, with the diversification of the product line and modernizing the plant and upgrading the image and going through all that effort. (10/29/08)

Barton's extensive financial resources played a critical role in the survival of the firm by funding needed brewery upgrades. The most notable one was the 1994 installation of new aging tanks that in-

### **John Zappa Reflects on the Brewery's Growth**

We were at capacity, and we were not able to continue making some of the specialty ... local brews that people were loyal to. And then we expanded in the 1980s. Our brewhouse had allowed us to get back to making more of our specialty beers, and in the 1990s we went through our cellars and upgraded everything: equipment, filtration and tankage. And then in the 2000s now we've reached the plateau where we installed many, many pieces of equipment for packaging and warehousing, and being able to supply on a regular basis all these specialty beers.

We were part of a big corporation for a while. It was called Barton at the time. And then they were purchased by, at the time, Canandaigua Wine Company, and then they changed the whole company to Constellation Brands. And Barton Company now is called Crown Limited. They were fantastic for the brewery internally, to get things in shape—our tankage, warehousing, everything we needed. And that was a godsend, to get us so we can do things. But they grew so large, and we were just a pimple in their overall portfolio, like they're over a five billion-dollar company, the largest beverage company in the world, or close to it now, as far as wines and beers and distilled spirits.

But then they sold us off, to two independent partners. They're both Wisconsin people. They're great. And one, Joe Martino, the operating partner, he's had a fantastic background in brewing, with Anheuser-Busch, Stroh, Pabst, Miller. He's just done a great job for us, and he's got a passion for the industry.

creased capacity by over forty percent and the construction of a new 15,000-square foot warehouse for finished goods in 1997, a move that allowed Stevens Point to streamline its shipping process. The infusion of additional capital by Barton also helped fuel a sales growth that took the brewery from producing approximately 28,000 barrels

in 1993 (the first full year of ownership), to some 40,000 barrels in 1997.<sup>3</sup>

But after a decade, and with its import beer business interests—especially the rapidly-expanding Corona brand—taking priority over running a small brewery, Barton sold the firm in early 2002. The new owners were a pair of Milwaukee-based real



estate developers, Joe Martino and Jim Wiechmann, who returned the firm to Wisconsin ownership and provided a vital stimulus for additional expansion of both facilities and product line as the new century began to unfold.<sup>4</sup>

One of the first new measures implemented under the Martino-Wiechmann administration was the production of gourmet soda. This was in response to an increasing demand for higher-quality, locally-produced soft drinks—not unlike the trend exhibited for craft beers at the same time. In 2002 Stevens Point introduced Point Premium Root Beer as its first entry into the segment. Following successful sales results the line was extended in 2005 to include three additional sodas: Point Premium Diet Root Beer, Vanilla Cream Soda, and Black Cherry Cream. Orange Cream was eventually added to the stable.<sup>5</sup>



## John Zappa on the Brewery's Soda History

We made sodas up until the early 1950s. That was part of what kept us in business throughout the Depression. Keep in mind we've never been closed, [not] throughout the Depression and even rationing during the wars. When Barton purchased us—and we had kicked it around before Barton, about sodas—the big thing [that] was developing was [that] the brewery had the capacity. We had improved our facilities, and did we have room to make something that would work? We talked about light beers. We tried light beers. We haven't tried no-alcohol beers, because there's only two or three that own ninety-nine percent of the market. You want to keep your products fresh, but we had thought, "Well, we had a history of sodas here." We would want a product to appeal to people that didn't want beer necessarily.

The soda kind of helped us, especially locally. People just loved the concept of the brewery coming out with a root beer. We were ready to do it with Barton, but then they held back on it. And then when Joe [Martino] came in, he said, "Let's go. How soon can you have it ready?" I said, "We're ready, with the concept and everything. We're ready to go with it." So it was a relatively short time, because most of the legwork had been done on flavor profiles. There were some tweaks and adjustments, and then it was a matter of putting in place packaging materials and a marketing approach. Over the first five years we added to the product line. And we're still looking down the road [at] maybe another flavor.

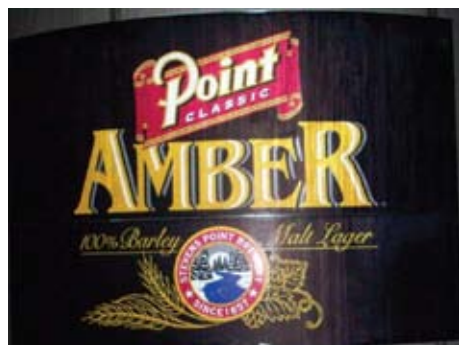
So it's been a great addition. There was always that thing about, we're a university town. Here we have a great couple [of] high schools that are good but there are people [who] are sensitive to having too much beer paraphernalia in that type of situation. But it really has been nice, and it's expanded [to] where the Point Brewery has got great sodas, and we can have those for picnics. We can have them for graduations and whatever. And then a lot of people are going to the taverns and want to be a designated driver, and they want something a little different. Yeah, you can get a can of Coke, but [with] a bottle of really, really good root beer, you [can] sit and socialize with your friends. So it's been a great thing.

Under the new ownership team another early change in philosophy enabled Stevens Point to augment its production capabilities through the acquisition of established labels from existing breweries. In 2003 the firm purchased the rights to the Augsburger label from the Stroh Brewing Company and expanded the superpremium line to include Golden, Dark, and Oktoberfest varieties. In 2005 the assets of the Minneapolis-based James Page Brewing Company were acquired, with production of James Page Iron Range Amber Lager, Burley Brown Brown Ale, Voyageur Extra Pale Ale, and White Ox Wheat Ale continuing in Stevens Point.

The moves were a deviation from a long-held custom of depending solely on its own products. But like contract brewing, it offered an attractive ability to add barrelage to offset brewery fixed costs and more fully utilize capacity while also getting a good price on needed equipment and materials.

*Art Oksuita:* The reason we bought James Page really wasn't so much for the label. It was all the cooperage that came with it. Kegs are at 150 dollars a pop. I don't know how many we got, but it was thousands of kegs, and literally for what we paid for the label, we got the kegs cheap. And it doesn't have to be James Page beer in a keg.

Still more important were additional Point line extensions during the 1990s and 2000s that gave the company a more broad-based portfolio and representation among some of the fastest-growing segments of the craft beer market. In 1994 the erstwhile Point Special Edition formally became Point Amber Classic.



A decade later Point Cascade Pale Ale was introduced for an increasingly large clientele seeking a hoppier, non-lager brew.

By the end of 2009 the Point line had grown to include six year-round beers and ales (Point Special, Amber Classic, Cascade Pale Ale, Horizon Wheat, Belgian White, and Burly Brown American

Brown Ale). In March 2010 a seventh full-time brew was added in the form of 2012 Black Ale, named after the ancient Mayan "Long-Count" round calendar that ends on December 21, 2012—figuratively seen as the end of time or, as brewery publicity noted it, "perhaps a 'new beginning.'"<sup>6</sup>

*Art Oksuita:* It was just a fun [idea]. We just thought it would be kind of cutesy. I can remember the day we all of a sudden decided to do that. It was kind of a [thought], "Hey, that would be kind of neat." We've been thinking about some new products. So we thought, "Well, what the heck? We'll tie it in with that." But I don't know what we're going to do after 2012 if the world survives.

The year-round brews were augmented by four seasonal products, each available on a limited-time basis, including Einbock Maibock Style (spring); Nude Beach Summer Wheat; Oktoberfest Märzen Style (fall); and St.

Benedict's Winter Ale. To capitalize further on the interest of upscale beer drinkers for unique products that challenge the limits of existing styles, and to develop new mar-



ket niches, Stevens Point introduced the higher-alcohol, more flavor-intensive Whole Hog Limited Release Specialty Brews series. As of late 2010, the group included the production of Whole Hog Imperial Pilsner; Six Hop IPA; Pumpkin Ale; Russian Imperial Stout; and Raspberry Saison. Taken together, the extended year-round, seasonal, and Whole Hog brews gave Stevens Point the most expansive and diverse product line of its 150+ year history, with a range of both traditional and non-traditional styles that offered something for virtually every taste.

*John Zappa:* The Nude Beach is a seasonal ... And this is one that hit really well for us last year, and this year it took off really nicely as a seasonal. Then we go into our other three seasonals. The Horizon Wheat is just a nice, what I'd call more of an introductory-type beer ... People are enjoying it that were afraid of an unfiltered wheat beer. Do they overlap a bit? Yes. We've often talked about it. And we also have a Belgian white. So you have three unfiltered wheat beers. That has been the trend in the beers.

*Art Oksuita:* They are distinctly different beers and different packaging, and [with] Nude Beach, it's a great beer, but I think it's the image that sells also. The brand, what I call the package itself, it's just unique. I never really see a dip in the sales for Horizon or for one versus the other. It's just their third or fourth year now into the seasonals, and people look forward to them coming out.

*John Zappa:* We've kind of [taken] a little direction of our own after we got out of the corporate thing and [said], "Hey, we've got to do these things." We did come out with some beers like St. Benedict's that [invite the question], "What is a Belgian abbey style ale?" And we came out with our Whole Hog beers now. We have the capability. And we'll take the time and effort to make these types of products. It's built our whole reputation of being a very good brewing company. Now, are we way off the deep end [with] some really obscure things? Not yet. (laughs) But I'm going to leave it open, you know?

*Art Oksuita:* It's getting more challenging, because at one time we only had Point Special and Bock. I think I'm at about 160, 170 different SKUs now. I have sixteen different liquids in the brewery right now, at this very moment. Keeping track of everything, it's kind of like a choreographed dance here, just to make sure everything flows the way it's supposed to. But that's what makes it so nice and so enjoyable. I like that challenge.

Given the wide range of product ideas that have been tried at Stevens Point in recent years, inevitably a few failed to realize the sales potential imagined for them. Point Maple Wheat, a product of the late 1990s, utilized locally-harvested maple syrup. Ultimately, however, it had only limited success.

*John Zappa:* I think some of the beers we had, we were ahead of our time on. Back in the early 1990s we had a Winter Spice, where we used

some nice combinations of nutmeg and allspice. We had Point Maple Wheat. There were not many wheat beers out there at the time, but there was a trend going to wheat beers. And we thought, in our area with a lot of mapleing that goes on, that it was a good move. Some people still ask about it. I remember some letters and notes we had from people. One of them was a beer writer. He wrote up our Point Winter Spice as being the best product the Stevens Point Brewery ever put out. The Maple Wheat, a lot of people asked about it. So, like I said, the timing [had] a lot to do with it.

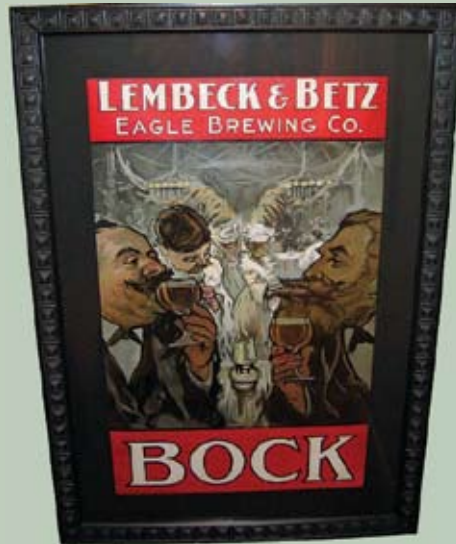
Somewhat more surprising was the inability of Point Light Beer to catch fire with consumers seeking a lower-calorie alternative to standard Point Special. Introduced and ultimately dropped on three successive occasions by the brewery, Point Light had a reputation for quality. Yet it suffered from a relatively late introduction date in the 1980s and the inroads that had been made by national brewers who'd taken over the vast majority of the market segment, to the detriment of many small brewers nationwide.

*John Zappa:* When they came on [in the 1970s], it was kind of, how long is this going to last? Well, right now light beer is probably fifty-five percent of the beer market. So it's lasted, and it's not going to go away. People do want something a little lighter for whatever reason, and there's many reasons. We tried [it] in the 1980s, and at that time we



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said, "We want a light beer that tastes like beer." And that got to a point where people [were] saying, "I prefer something lighter. It tastes too much like regular beer." We tried lightening it up. And then we tried to have [it] almost as identical as we can to the mainstream light beers out there, [with] very low flavor profiles. And Joe Martino just mentioned, within the last month or so, "You know, I think what it's developed into is that people that want a craft beer don't want it from the big breweries. And people who want a light beer don't necessarily want it from a craft brewery." So we dropped the light beer again. We tried it in the 1980s, 1990s, and 2000s. At this point we've found it to be more successful coming out with lighter craft beers and heavier craft beers. And so far it's working for us.

But ultimately success at the Stevens Point Brewery has been measured by several specific barometers. Beyond the popular ranking in the informal Mike Royko beer tasting of 1973, Point beers have received a number of prizes and awards in refereed competitions during subsequent years (see sidebar,

next page). With distribution reaching an all-time high of eighteen states by the end of 2008, Point beers developed a wide reputation as a good buy for the money relative to comparable imports and large brewery product.

*John Zappa:* We're too big to be small [and] too small to be



big. We've always said that. And we're getting more and more [a] reputation of having what I'd call a very good, true-to-style-type beer portfolio. And we're able to produce these beers for definitely a little less retail price than some of these other ones coming in. Now people are looking at that [and thinking], "Wow, yeah, eight, nine dollars a six-pack. But we can buy this one and it tastes just as good, or it's very similar, for, rather than nine dollars, it's seven or eight." That's helped us.

Even on a personal level, a pervasive sense of camaraderie, combined with a



## POINT AWARDS

**The 2003 Great American Beer Festival awarded Point Special a gold medal; a Best Pale Ale in the Midwest award for Cascade Pale Ale was won at the U.S. Beer Tasting Championships of 2008; and three medals were awarded at the 2010 United States Open Beer Championships (bronze in the American Pale Ale category for Cascade Pale Ale; silver among American Brown Ales for Burly Brown; and a gold in Belgian Witbiers for Belgian White). <sup>7</sup>**

willingness to try new ideas, marked the interaction of brewery workers with each other and management over the decades, such that workplace conditions remained harmonious and inviting, and a sense of shared responsibility developed. The tone was representative of that set by the city and the region, as referenced by Ken Shibilski in a 1984 interview: "It's all part of the whole community of Central Wisconsin. There's a lot of hard-working people, proud of what they do. They don't like taking a back seat and they don't mind working hard at it. There's certain ideals in this area—and we're proud of them."<sup>8</sup>

*Art Oksuita:* No one person comes up with [product ideas]. We usually have a round little discussion here, and we finally end up settling on something. We listen to sales, and we listen to who's out in the market. We do what we can here ourselves. We look at what our capabilities are. It's a combination of everything. Everybody has a little input into everything. No one person [makes] the decision.

*Ken Shibilski:* They had a union there and developed a good working relationship with the union. Of course, with most small companies you know everybody, and you would have a pretty decent working relationship. Actually, when I got controlling interest in the brewery, in 1986, we started having meetings every other week, with all the employees, to develop a real closeness and understanding of what was going on in the

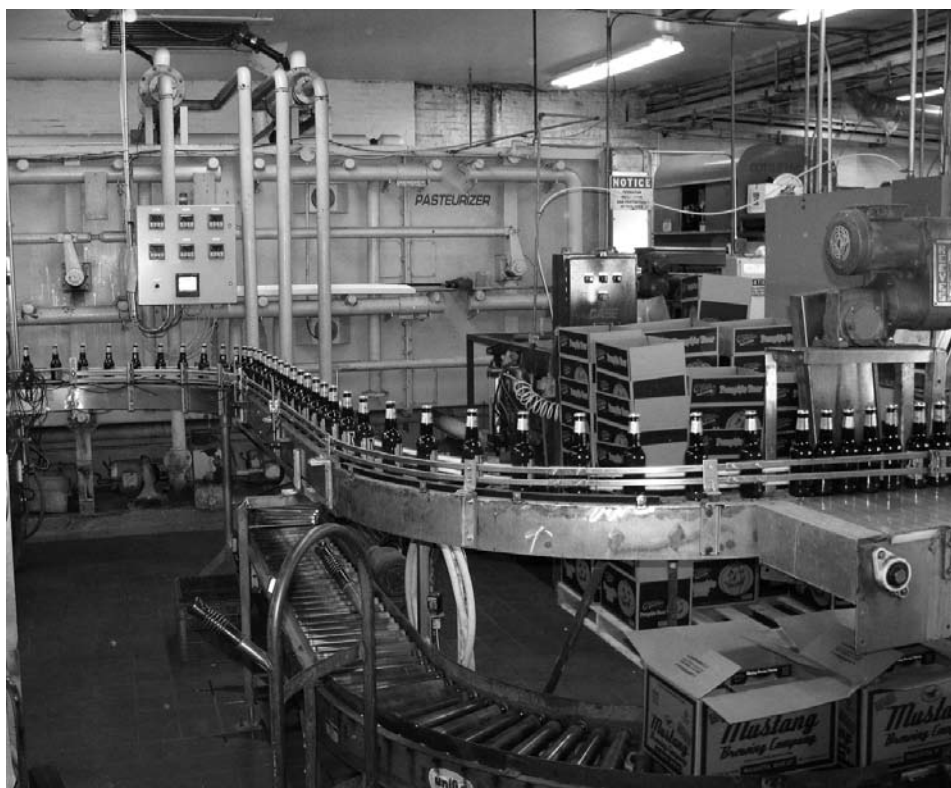


brewery itself. That helped create a closeness, and even though we had union contracts, sometimes people knew what was for the benefit of the whole brewery and understood why we wanted to do certain things. Things weren't always done strictly according to the way the contract read, because they understood the importance of trying to keep the brewery going, through a period of pretty significant changes that needed to be [made]. (10/29/08)

*Art Oksuita:* Not too many people leave the Stevens Point Brewery. I think in all the years I've been here, boy, three or four people have actually left. That would be it. The rest have either retired or passed on. Everybody takes a lot of pride here, and to be honest with you, I don't think I've seen a whole lot of that change.

In 2007 the Stevens Point Brewery commemorated its 150th anniversary in year-long fashion, including the release of bottled Point Spe-





cial with labels which reproduced past designs and a wide range of memorabilia available through the company gift shop. Yet for the most part officials remained focused upon the future, seeing the occasion not only as a celebration of past success but also a stepping stone toward greater accomplishments.

One year earlier ownership had invested two million dollars in new brewing and packaging equipment, augmenting previous modernization efforts which took the plant from being an aging, inefficient facility to state-of-the-art in a number of areas that belied the traditional layout and structure of the brewery buildings.

*Ken Shibilski:* It was an old plant, going back to the 1850s, parts of it. So you had con-

stant problems to deal with, as far as even the structural being of the plant and what was going on. Once we were informed by one of the guys working that there seems to be some cracks developing in the lower cellars of the brewery. We looked at them, and we had a structural engineer [who] came in, and that evolved into having some new supporting columns put in, and when they were doing that one time, I can remember one of the supervisors from the construction company that was there, [he] came in and said, "Look, I was really worried." He said it had dropped a quarter of an inch, and he thought the whole floor was going to go, and it dropped by that much when they were doing some reinforcement (laughs) of some of the cellars there. That's what happens when you have an old plant. So we had to reinforce our whole floor cellars, and the walls around them, to make sure the whole thing stayed up. That was an interesting

experience. And of course all those floors at that time had wooden vats, and three floors of them, so that's a lot of weight. Today I think with the stainless steel processing tanks, I don't think they have as much weight involved on each floor. (11/5/08)

*Art Oksuita:* Structurally, the building itself, even though it's a well-built building, you've got to admit it's a hundred and some years old. How long can a building last? It can't last forever. So there's always a lot of maintenance on an older structure, and then just the way we're physically laid out, if you look at new, modern breweries nowadays, it's going to be single-level, spacious, and you've got small filling lines and all that. Well, my bottle house was built in 1914. That's what I've got to live with. You've just got to cram it in there. And tanks, there's only so much floor space. Once that floor space is gone, I don't know where else I'm going to go for more tanks and continue to build out. But those are challenges that you work around. Everybody's faced them at some time.

As the production capabilities of the company evolved into the twenty-first century, so too did its advertising and public relations outreach. Given its status as a small brewery with a regional sales focus, creativity became a key component of the Stevens Point marketing plan, with an increasing focus on community-minded events and activities that both maximized exposure of its brands and

Continued on pg. 22



# NABA@STEVENS POINT, AUGUST 2010



Many thanks to Perry Gross for helping provide photos of people and events.





made efficient use of a limited promotional budget. In one yearlong stretch, from August 2009 through July 2010, the brewery sponsored the Brews, Brats and Bands competition, the 5K James Page Blubber Run, the Point Pub Crawl in the Fall, the Point Halloween Costume Contest, the Point Karaoke Contest, American Craft Beer Week, and the Point Premium Root Beer International Cycling Classic.<sup>9</sup>

*Art Oksuita:* We're always involved in all kinds of things. We were doing [a] concert series for three or four years. People always looked forward to the concerts. Our Bock Run went from 1,300 runners last year to almost 2,000 this year, and we capped it. This morning there [were] over 200 e-mail contacts about our Bock Run. And they are like ten-to-one as far as positive comments about how great it is for the brewery to do this. We're always doing things for the community. We get donation requests literally every day, and we fill about ninety percent of them. We work with a lot of organizations, with the Boy Scouts, selling products for our Bock Run. They kept one hundred percent of the profits.<sup>10</sup>

Stevens Point also utilized traditional media with greater frequency from the 1980s onward, with a focus placed upon newsprint, radio, and some television advertising to generate additional product awareness and with plans to reach a younger target market than the customary Point

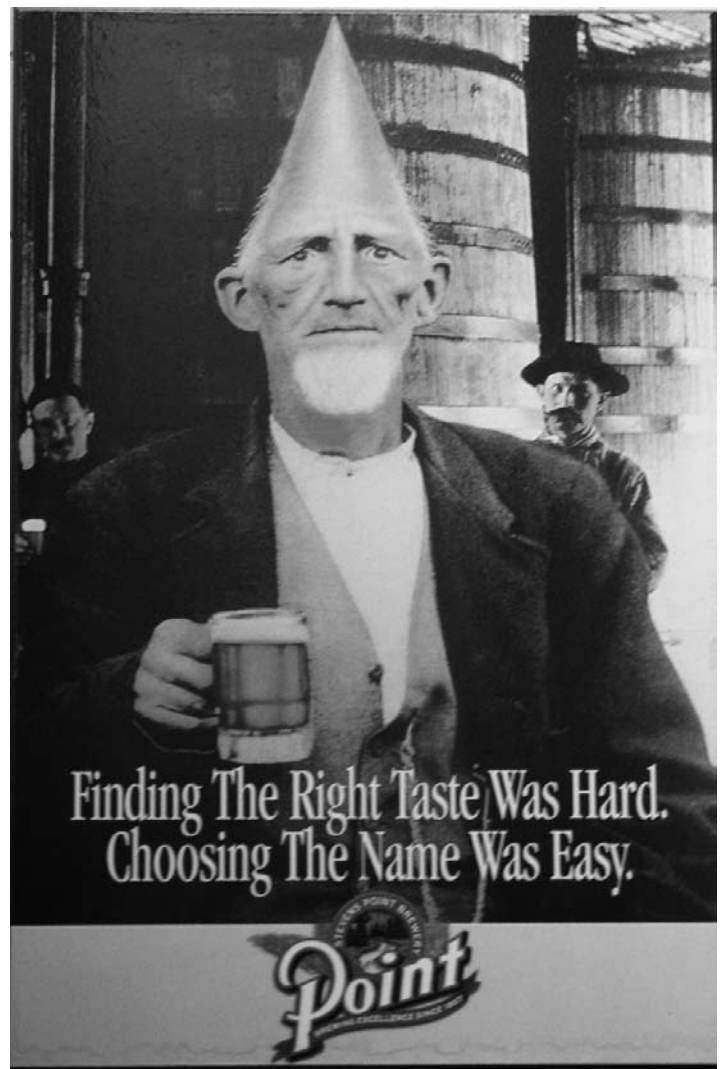
drinker. In 1987 the brewery spent an estimated \$200,000 to launch the "Score a Few Points Tonight" campaign, designed to reposition Point Special as "a little more of a hip beer ... an underdog, small-town beer that doesn't take itself too seriously" according to a Madison-based advertising agency behind the account.

A highlight of the radio commercials was the appearance of "The Shibilski Boys," Wendell and Harold, who poked fun at "big breweries [that] think they can get you to buy their beer because then you'll own the night." They embraced the smallness of the company: "Do they have to water down their beer to make that much? At Stevens Point Brewery ... they barely make enough beer to fill two refrigerators, let alone two million."<sup>11</sup>

Two years later the brewery updated "Score a Few Points Tonight" with television

spots specifically geared toward young male drinkers, utilizing images of women, party scenes, and zany people set to 1950s-style rock 'n' roll music and featuring phrases such as "Turn It Up" and "Party Pointers" before ending with the appearance of a blonde woman.<sup>12</sup>

More memorable still was the introduction by the early 1990s of the mythical Nicholas C. Point—also known as Conehead Man—who, as an elderly male in traditional central Wisconsin apparel, appealed both to the older,



more entrenched Point drinker and a younger audience that found irreverent humor in the appearance of the pointy-headed icon. In subsequent years the figure would feature prominently in a host of advertisements and memorabilia items based around not only the Point beers, but also the various Point sodas in production. But inevitably such campaigns were limited in scope and focus, based on sheer economic considerations. The much larger brewers had the ability to outspend Stevens Point on an ongoing basis; consequently, the brewery needed to turn to alternative forms of promotion that were more cost-effective.

*Art Oksuita:* We can never match the Buds and the Millers of the world. We do what we can, whether it's a billboard here or there, or table tents, what we can afford, basically. You could literally run yourself broke trying to do all the big breweries' advertising. So we do a karaoke contest. We do giveaways. Somebody will buy beer and they get a ticket for a snowmobile, 4x4, various things like that. We do whatever we can.

The reasons why the Stevens Point Brewery has survived and continued to prosper, while so many other small Wisconsin brewers failed to do so, boil down to several key factors:

- A sustained local and regional loyalty to the brewery and its products has ensured a ready sales

base, enabling the company to embark upon strategic expansion over time.

- A good business model, tested and proven by strong ownership over many decades and adaptable to changing circumstances, has kept the firm operational within its means and helped the brewery to weather periodic storms.
- Lean and effective use of existing resources has allowed the firm to maximize sales and marketing gains with a minimum of inefficiency and loss.
- Most importantly, a willingness to try new ideas and embrace change has opened a door to significant growth and allowed the company to upsize its product line to reflect growth trends—most notably craft brews and gourmet sodas—and capitalize on new opportunities in a timely manner.

*Art Oksuita:* I'll tell you what. There has been so many changes in the last five, ten, fifteen years, it just makes my head spin, whether it's ownership or operations or product. So if you look at the past, that's a good indication to the future. And I think we're going to continue making products. We might go to different markets. We will gingerly do whatever we have to do to survive. We're all going to find something.

Continued on pg. 31

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**The  
Officers,  
Board &  
Membership  
of NABA wish  
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grateful  
thanks to the  
wonderful  
folks at**

**STEVENS  
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generosity,  
& willingness  
to share their  
products,  
time, and  
expertise  
with those  
who attended  
the 2010  
Convention.**

**We are deeply  
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you are.**

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# Auction Hysteria

by Robert Hajicek



Yuengling's Cardboard Sign, 11" x 20"  
D. G. Yuengling & Son, Inc. Pottsville, PA  
\$1,325



Jax Bock Label, Permit U-500, IRTP,  
12 oz, Jackson Brewing Co., New  
Orleans, LA, \$78

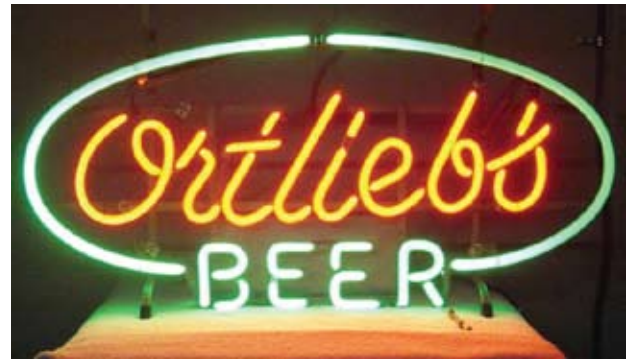


Fitger Bock Picnic Label  
1/2 Gallon, IRTP, Fitger Brewing Co.,  
Duluth, MN, \$75

Right: Duquesne Beer  
Neon, 23" x 13"  
Duquesne Brewing  
Co., Pittsburgh, PA  
\$250



Far Right: Ortlieb's  
Beer Neon  
25-1/2" x 12"  
Henry F. Ortlieb  
Brewing Co.,  
Philadelphia, PA, \$265



Right: Michelob Tin-Over-  
Cardboard Sign  
5" x 14" approximate  
Anheuser-Busch Inc.,  
St. Louis, MO, \$306



Far Right: Gluek  
Transparency Window Sign  
With Adhesive Strips,  
12" x 14", Gluek Brewing Co.,  
Minneapolis, MN, \$76



Right: Pabst Motion  
Train Lighted Sign  
16" x 16" x 10"  
Pabst Brewing Co.,  
Milwaukee, WI, \$501



Far Right:  
Wiedemann Motion-  
Lighted Sign  
12-1/2" x 13" x 3"  
Geo. Wiedemann  
Brewing Co.,  
Newport, KY, \$442





Above, Left: Kessler Porcelain Sign, Double Sided, 35" x 28", Kessler Brewing Co., Helena, MT, \$1,738  
 Above, Right: Iron City Metal Sign, 53-1/2" x 35" x 3" convex, Pittsburgh Brewing Co., Pittsburgh, PA, \$563



Above, Far Left: Budweiser Clydesdale Quartz Clock  
 6" x 4" x 3" (has original price tag of \$53.50)  
 Mfg. by Fenton, \$125

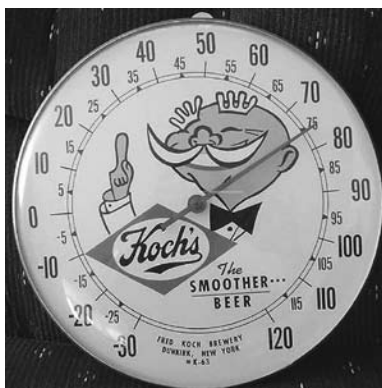
Above, Center: Harvard ROG in new wood frame  
 6-3/4" x 11-3/4" approximate,  
 Harvard Brewing Co., Lowell, MA, \$125

Above, Right: Jos. Herb Mini Mug  
 1-3/4" x 2.25" high  
 Joseph Herb Brewing Co., Milan, OH, \$305

Far Left: Gambrinus Foreign Beer Label  
 Bosio and Caratsch, Torino, Italy, \$362

Left: Koch's Thermometer, 10" diameter  
 Fred Koch Brewery, Dunkirk, NY, \$202

Left, Bottom: Red Top Tin-Over-Cardboard Sign  
 7" x 15", Red Top Brewing Co., Cincinnati, OH, \$399







# Labelology

By Bob Kay

## Prohibition Era Private Labels

A Private Label refers to a brand name owned by a distributor rather than a brewery. In an ideal situation each private brand has a unique recipe. In the real world of beer marketing, however, there are many instances when the label is the only unique thing, as many different brand-names come from a common kettle. Many private labels belong to grocery, drug, or liquor stores. In some instances the distributor is also a bottler or possibly connected to a particular brewery, as these are tempting connections. The label rights, however, are always the property of the owner/distributor—not necessarily the brewery.

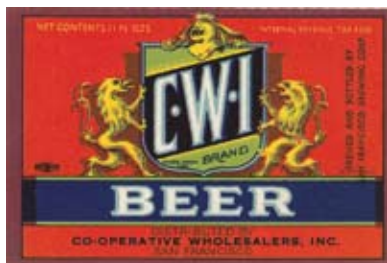
For this article, we will focus on the

uniqueness of private label graphics rather than the uniqueness of the brew. Our chosen time period is Prohibition and the early repeal years. If the product contained alcohol, mandatory labeling required that the distributor be identified. Except for the L and U permit periods (1928-1936), however, the producer did not need to be mentioned.

The money-making success of bootleggers during Prohibition was especially visible in big cities like Chicago, New York, and San Francisco. These areas served as magnets attracting distributors. Here's a look at some early distributors and their labels. I have added the distributors' addresses, phone numbers, and the supplying brewery when this info could be gleaned from labels.

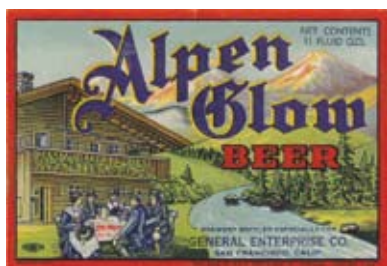


**Bon-Ton Beverages, Inc. (Chicago)** (phone Monroe 4988) distributed a line of near beers and soft drinks in the 1920-30s. They also had a branch location in the Bethesda Park section of Waukesha, WI. Their near beers carried an L-39 permit number, which identified the United States Brewing Co. as the supplier. Very few of these Prohibition labels survived; they are highly sought-after by label collectors.



CWI stands for **Co-operative Wholesalers, Inc. (San Francisco & Oakland)** and their label design can be found both on beer and soft drinks from the 1930-40s. The beer label pictured says *brewed and bottled by San Francisco Brewing Corporation*, and it's possible the ginger ale was also bottled there.





**General Enterprise Company (San Francisco)** issued both beer and soft drink labels using Alpen Glen and Alpen Glow brand names during the 1930s. The beer pictured says *Brewery Bottled especially for ...* while the Lime Rickey says *Bottled for ...* The beer and possibly the soft drink bottler is assumed to be the San Francisco Brewing Corp.



circa 1920-33

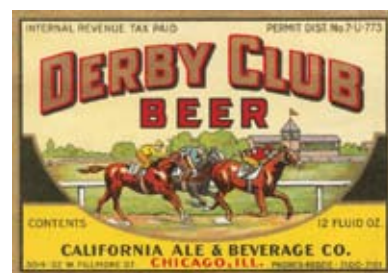


circa 1928-33



circa 1936-40

**Chicago Beverage Co.** (3423-31 W 13th Place, phone Rockwell 5010) bottled and distributed drinks during the 1920-30s. This type of brand mix—near beer, real beer and soft drinks—was not uncommon for independent bottler/distributors operating during this period. The examples pictured are elusive and make welcome additions to label collections. The DeLuxe Brew Prohibition label has United States Brewing Co's L-39 permit number.



**California Ale & Beverage Co. (Chicago)** (1137-41 So. California Ave., Phone Kedzie 7100-7101) was quite active in the 1933-40 period distributing Knight Club and Derby Club branded beers and California Club, Montreal Pale and Empire brand soft drinks.



**California Ale & Beverage Co., Chicago**  
(more next pg.)

Brewed and Bottled by  
Prima-Bismarck

Left: Brewed by Manhattan Brewing Co.  
Bottled by Whitewater Brewing Co., Chicago



A shortened name, **California Beverage Co. (Chicago)** (aka All American Beverage Co.), and a new address, 3012-30 W. Fillmore St., suggest a reorganization and move in the 1940-50 period. The new Fillmore St. address is approximately the same as for the Gambrianus/Patrick Henry Brewery, which closed in 1939. Possibly California Beverage Co. took over parts of the closed brewery. Knight Club and Derby Club brands were continued; but identification of the supplying brewery got

a little fuzzy after Chicago's infamous Manhattan Brewery got into the act. By that time Manhattan had taken over the Bismarck Brewery and renamed it Prima-Bismarck. They had also taken over Whitewater's Chicago Bottling operation but didn't bother to rename that. Soft drink brands from this distributor included California/California Club, Montreal/Montreal Pale, All American, Real Cola, Talk Up (a Lithiated Lemon Soda), and Rocky River (a Sparking Water).

**Carl H. Schultz Corp. (Brooklyn, NY)** was one of several bottlers or distributors peddling private brands in the greater New York area in the early 1930s. The U-214 permit number on the labels pictured identified R&H as the supplier and nailed down the time frame as 1933-36. These labels only say *Distributed by* so its likely they were brewed and bottled by R&H.



Both **Berlin and Monarch Bottling Companies (New York)** worked the Big Apple market during Prohibition with their own private brands. The L-40 permit number on these labels identified R&H as their supplier and set the time frame to 1928-1933.

The distributors featured here barely scratch the surface of a huge population of independent bottler/distributor labels that started well before breweries began in-house bottling. Now collectors are quick to distinguish between brewery and distributor labels and have developed a new appreciation for the non-brewery brands that were a product of this era.

# Fresno Brewing Company (1907)

**100 M Street**

**Eugene Mathewson. Architect**  
**Streetcar Industrial Brick**  
**by Patrick Supple**

*Editor's Note: Abridged from the National Register of Historic Places nomination. Mr. Supple's original article successfully won the Fresno Brewing Company building's inclusion in the NRHP registry.*

## **Historical significance**

The Fresno Brewing Company offices and warehouse, located at M and Heaton Streets in downtown Fresno, remains one of the oldest examples of industrial architecture in Fresno. The design appears to be the work of Eugene Mathewson based on the architectural style, materials, and elevator contract records. It is one of the few remaining turn-of-the-century buildings in Fresno built entirely of brick, which was once a common construction material. The building is all that remains of the brewery, one of the first large industries in the city.

The Fresno Brewing Company was part of the major growth of Fresno at the turn of the twentieth century. It provided jobs for over one thousand people at its peak of production. The brewery also was the first and largest brewery in Fresno, supplying beer from Merced to Bakersfield. The six-story brewery was described as a "sky scraper" because it was one of the largest buildings in Fresno at the time.

Founded in 1900 by Ernst Eilert, the brewery remained in operation until 1919, when Prohibition went into effect. Under the new name, Eilert Products, the plant bottled soft drinks and other beverages. Production of beer resumed in 1933 and continued until the brewery was sold to Grace Bros. of Santa Rosa in 1942.

Ernst Eilert and his son, William J. Eilert, moved to Fresno in 1899 from Humbird, Wis-

**Website: A Guide to Historic Architecture in  
Fresno, California**  
<http://historicfresno.org/nrhp/fresbrew.htm>



Photo by Kevin Enns-Rempel (historicfresno.org)

consin, where Ernst owned and operated another brewery. Trained in European brewing techniques in Germany, Ernst Eilert began producing beer in the same manner soon after arriving in Fresno. After his father's death in 1902, William Eilert and Fred Huntzicker continued production.

The brewery was demolished in 1955 after a series of ownership changes. All that remains of the original brewery complex is the brick office and warehouse building, an attached storage shed, and an adjacent wood shed.

## **Architectural Significance**

The remaining Fresno Brewing Company office and warehouse is Romanesque in style and constructed entirely of brick. Built in 1907, the rectangular building measures 42 ft. x 173 ft. and contains a two-story office, single-story warehouse, and a full basement. The Fresno Brewing Company office and warehouse is original and unaltered in its form and appearance.

A concrete office porch is raised 4 ft. 5 in. above ground level and inset with three granite stairs. The porch joins a concrete loading platform that parallels the south side and the north portion of the warehouse. Black fluted cast-iron columns support a corrugated tin awning above the front porch. The



awning also covers the loading platforms on the north and south sides. Common red brick unites the building both aesthetically and structurally. The facade and foundation are laid up in an English bond pattern that rises up to a crenelated parapet wall. Reinforced arches add support above ground floor and basement windows.

Semi-circular arches accentuate the double-hung windows recessed into the facade. Above each pair of second-story windows is a classic relieving arch recessed into a second arch. All upstairs windows consist of eight lights. Windows and doors are set in symmetrical proportions to the facade. Two full-length single-pane sidelights flank a solid redwood glass paneled

door. A single light clerestory window completes the entry.

Exterior decoration is restrained and limited to the masonry details. Most prominent is a beltcourse below a double stringcourse, under the second-story window sills. A single stringcourse wraps the second-story facade above the windows and a triple stringcourse is repeated at the roofline. The corporal capitals at the top of the facade add a finishing touch.

The elaborate interiors of the Fresno Brewing Company office are original and intact. Inside the doorway is a cashier's window screened by thin vertical bars. A heavy wood enclosure separates the small entry area from the central office. The view in the central office area is of ornate

pressed tin wall and ceiling treatments. A floor covering of hard black and white rubber tiles, cut in an interlocking jigsaw pattern, is used throughout the offices. The most prominent furnishing is an oak ledger table, attached to the south and east walls.

The east wall is the most striking part of the office interior. Directly in line with entry is an original Mosler walk-in safe. It retains the original gold and silver paint. The safe is framed by pilasters with a broken pediment above. A lion's head decorates the cornice.

Two smaller rooms on the north wall adjoin the central office. Both are symmetrical in shape and measure 12 ft.

Continued on Pg. 32

## **Eugene Mathewson, Architect** **by John Edward Powell**

Eugene Mathewson was born in Webster, Massachusetts, on November 6, 1867. He trained in the construction business in Massachusetts before becoming a licensed architect, and practiced there before moving to California in the early 1890s. Settling in San Francisco, Mathewson associated with prominent architect Frederick H. Meyer. By 1900 Meyer had sent Mathewson permanently to Fresno as his local agent. Mathewson's first project in the Valley was a residence for Frank Wilson in Dinuba. The 33-year-old architect bicycled to Dinuba once a week to monitor construction of the home. Among the Fresno projects he supervised during his early tenure in the Central Valley were the O. J. Woodward Home (1901), the United Presbyterian Church (1901), and the Fresno Republican Building (1902-03).

In early 1903, Mathewson opened his own office, having secured commissions for a country mansion for Fred Dow, the Porteous Building, and the \$50,000 First National Bank. A string of high-profile projects followed, notably the F. W. Osborn Residence (1904), the Graff Residence (1904), and the Prescott Mansion (1905). Of the three residences, the Osborn home, built as a fire-proof dwelling for a prominent local road builder, was the most advanced and sophisticated in its construction and the most ambitious in its raw bulk and idiosyncratic architectural ornamentation. It established Mathewson as a force to be reckoned with as the community embraced a passion to discover its architectural identity.

For Mathewson, major early success came when he secured the contract in 1905 to design the new Fresno City Hall.

With this commission his career was assured. His knowledge of period styles and his increasingly professional notoriety

earned him a large clientele. His high-profile works displayed a thorough grasp of Beaux-arts design traditions and the goals of the City Beautiful Movement at the turn of the century. Yet he was equally comfortable working in the more humble Craftsman styles that were growing in popularity at that time.

Eugene Mathewson was also a colorful personality. Known for his eccentricities and public bravado, he cut a dashing figure, speeding about town from construction site to construction site in his 50-horsepower National roadster, accompanied by his prize-winning Boston bull terrier, Thunder.

For the next two decades, Mathewson was at the center of building activity in the Central San Joaquin Valley. His mastery of building types ranged from his 1910 Craftsman bungalow for B.J. Stoner near Centerville to his 1917 reinforced concrete Mason Building, one of the first structures to alter dramatically Fresno's skyline. When commissioned to design the Mattei Building in 1920 and the Brix Office Building in 1922, Mathewson traveled to New York to consult with architect Robert Von Ezzdorf. Von Ezzdorf, a chief designer for the prestigious firm of Cross & Cross and a specialist in high-rise office buildings, joint-ventured these projects with Mathewson, bringing the latest in East Coast architectural technology and design theory to Fresno. Mathewson thus became a vocal proponent of high-rise structures in Fresno during the mature years of his career, challenging those Fresno residents who fought to keep the city from growing skyward.

Eugene Mathewson, a sportsman all his life, gave up the practice of architecture in 1928 to live in Arcata, California, and spent his retirement years fishing. He died on January 20, 1959.

## “Pointed” in the Right Direction Part 3 End Notes

<sup>1</sup> Point Special Edition/Classic Amber was noteworthy not only as an early craft-style beer in the company product line, but also for its use in popular Johnsonville Beer Brats sausages. According to Ken Shibilski, “That goes into their Johnsonville Beer Brats, even today. I don’t remember exactly how it went, but Huber was making it for them at one time, and it seems to me we heard about it, someplace or another, that they weren’t too happy about the conditions of the brewery. So we contacted them and they said, “Well, we’d consider you.” And they came up and we gave them a tour of our brewery. And then they said, “Well, this is a type of beer that we would like to use in our product. Can you make it?” So we set about developing the beer that they wanted and came up with it. And after we got it developed, they said, “Boy, this is really good,” [that] we should market it under some name. And they wanted it confidential as to where the beer was being made at that time. So we could market the beer under our own name and also make it [so] they could use it in their sausage.” (4 Dec. 2008)

<sup>2</sup> See “New Potato Beer Released; Has ‘Little Different Taste,’” Associated Press, 24 Aug. 1989; and “Wisconsin,” *USA Today* 27 Aug. 1990.

<sup>3</sup> Beer Marketer’s Insights, “Small, Specialty Brewer and Brewpub Shipments, 1993-1997,” 1998 Beer Industry Update [Nanuet, NY, 1998] 249.

<sup>4</sup> Associated Press, “Real Estate Investor Buying Stevens Point Brewery,” 8 Mar. 2002.

<sup>5</sup> Release dates for the Stevens Point gourmet sodas are gleaned from the company’s history timeline, on the Stevens Point Brewery’s official webpage:

<http://www.pointbeer.com/>

[point/index.php?option=com\\_content&view=article&id=1&Itemid=42](http://www.pointbeer.com/index.php?option=com_content&view=article&id=1&Itemid=42).

<sup>6</sup> For more information on 2012 Black Ale, its ingredients, and the rationale for its release, see “Point 2012 Black Ale,” on the official brewery webpage:

<http://www.pointbeer.com/>

[point/index.php?option=com\\_content&view=article&id=113&Itemid=75](http://www.pointbeer.com/index.php?option=com_content&view=article&id=113&Itemid=75).

<sup>7</sup> Details on awards won by Stevens Point beers are taken from the Stevens Point Brewery history timeline, on the company’s official webpage:

<http://www.pointbeer.com/>

[point/index.php?option=com\\_content&view=article&id=1&Itemid=42](http://www.pointbeer.com/index.php?option=com_content&view=article&id=1&Itemid=42).

<sup>8</sup> cited in Mark O’Keefe, “Wisconsin’s Tiny Point Brewery Is Survivor of Beer Baron Wars; “When You’re Out of Point You’re Out of Town,” UPI Newswire, 19 Mar. 1984.

<sup>9</sup> Information on Stevens Point 2009 and 2010 promotional activities is taken from the company’s blog page, on its official website:

<http://pointbeer.com/point/>

[index.php?option=com\\_content&view=section&layout=blog&id=4&Itemid=39](http://pointbeer.com/index.php?option=com_content&view=section&layout=blog&id=4&Itemid=39).

<sup>10</sup> Stevens Point Brewery efforts to combine community involvement and historical preservation took an unusual turn in 2007, when the brewery sought to donate two wooden beer vats—built in Milwaukee around 1910 and each capable of holding 100 barrels of beer, or about 3,100 gallons—last used in 1995 to the Wisconsin Historical Society, as possible exhibits on the brewing traditions of the state of Wisconsin. While gladly accepting the items, WHS noted that it would be difficult to find storage space for the nine-foot-by-eight-foot vats, under the premise that “even though the historical society has facilities all around the state, somewhere where we can spare 7,500 cubic feet twice, even in a barn, is hard to find.” Storage space eventually was found at the Wade House site in Greenbush, with the vats slated to be displayed at the Historical Society in Madison in an exhibition on beer-making. See “Donated beer vats pose quandary for Wis. Historical Society,” Associated Press State & Local Wire, via Milwaukee Journal Sentinel, 29 Jun. 2007.

<sup>11</sup> “Brewer Wants to Score More Points in Wisconsin,” *Adweek* [Midwest edition] 15 Jun. 1987.

<sup>12</sup> Mary Ann Ferencevich, “Wisconsin Beer Makes Point in Uptempo Spots,” *Adweek* [Midwest edition] 4 Sep. 1989. The racy content of the “Score a Few Points” campaign generated some measure of controversy in a city and region not accustomed to such overtones. According to one local bartender, “A lot of people don’t feel that what [the ads] are portraying is Stevens Point. They keep saying they want to meet a woman who dresses like that and drinks Point.” Similarly, a restaurant manager in nearby Wausau noted that “people like the idea of a national-looking commercial. ... The only thing negative I heard is that [the commercials] are too liberal for this conservative of an area.” On behalf of the brewery, Ken Shibilski defended the ads as being spicy but not sexist, noting that “today, more sizzle is sold than steak. People are drinking more of the image than the product.” Similarly, a senior partner for the advertising agency handling the account noted that the “overall strategy for Point is to try to develop some fun around the product.” See Maryann Mrowca, “Small Brewery Aims To ‘Score A Few Points’ With Racy Ad Campaign,” *AP Wire Service*, 18 Jun. 1989.

## About the Author

**Timothy J. Holian** is a NABA member and the author of the two-volume work *Over the Barrel: The Brewing History and Beer Culture of Cincinnati* ([www.sudhauspress.com](http://www.sudhauspress.com)). He currently is researching and writing toward an oral history book on the traditional small- to medium-sized local and regional breweries in the post-Prohibition era and their contributions to the American brewing industry (anticipated publication date 2012). Brewery executives and brewmasters interviewed thus far for the project and their brewery affiliations include Bob Pohl (Hudepohl - Cincinnati, OH); Mike Healy (Hibernia - Eau Claire, WI); Ken Shibilski (Point - Stevens Point, WI); Joe Ortlieb (Ortlieb- Philadelphia, PA); Bill Smulowitz (The

Lion - Wilkes-Barre, PA); Ted Marti (Schell - New Ulm, MN); Fritz Maytag (Anchor - San Francisco, CA); Dick Yuengling, Jr. (Yuengling - Pottsville, PA); Jake Leinenkugel (Leinenkugel - Chippewa Falls, WI); Nick Matt (F.X. Matt - Utica, NY); Ken Lichtendahl (Schoenling - Cincinnati, OH); Dan Straub (Straub - St. Marys, PA); Billy Pflaumer (C. Schmidt - Philadelphia, PA); Roger Sieben (Sieben/Meister Brau/Peter Hand - Chicago, IL); John C. Lieberman (Kaier - Mahanoy City, PA); Joe Pickett (Pickett - Dubuque, IA); Bill Moeller (Ortlieb/C. Schmidt - Philadelphia, PA); and John Zappa (Point - Stevens Point, WI), as well as actress Shirley Jones (Jones - Smithton, PA).

x 14 ft. The front office wall treatment is of oak wainscoting with pressed tin walls and ceiling. An elaborate gold chandelier with lamps decorated by cut metal leaves hangs from the ceiling. Adjoining the central office is a combination bathroom and cloak room. The treatment of the wood partitions and wall treatment in this room exhibits exemplary craftsmanship.

The warehouse includes a full basement and measures over 10,800 square feet. Flooring is of granite sheets laid without any binding mortar. Windows pierce each of the fourteen bays in the

warehouse combined with a clerestory. On the northwest corner of the warehouse is an original Otis elevator. Parallel to the elevator is a black cast-iron spiral staircase.

Second-story offices complete the building's interior. The main entry walls and floors are of plain, unfinished wood. There is no ceiling treatment. The rafters are left exposed. Walls, floors and ceiling in the smaller rooms are also plain, covered simply with gypsum wallboard.

Attached to the rear of the building is a triangular corrugated metal building. It was added in approximately 1925, and does not contrib-

ute to the significance of the building.

The offices and warehouse of the Fresno Brewing Company were part of a twenty-acre brewery complex. The brewery itself was built in 1900 and was located directly south of the company offices. The building was six stories in height with the brewing facility located on the northwest corner. The four-story cellar for fermentation adjoined the brewery on the east. A one-story keg room with basement adjoined the cellar. The brewery complex was demolished in 1955.

*This article reprinted by permission from [historicfresno.org](http://historicfresno.org)*

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## Travels with Barley

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*By Fred & Mary Clinton*

**Editor's Note:** *I was lucky enough to be able to go on the Convention's Microbrewery Tour and have included here some photos taken during the event, at two of the breweries discussed by the Clintons.*

This issue does not have us covering much new ground, especially for those of you who were able to take in the mighty fine NABA Convention in Stevens Point this past August. As we weren't able to arrive in time to take part in the brewery tour, we did one of our own, duplicating part of the convention route and then adding a spot of our own. For those of you who did take the tour, this will be a chance to

see how your tastes and (dis)likes compare to our own.

The first stop we intended to make was the Central Waters Brewery a few miles outside Stevens Point in Amherst, Wisconsin. Unfortunately, the planning portion of this enterprise was a little lacking and upon arrival we discovered that their tasting hours were limited and we weren't there in that auspicious window of time.

We were given a tip on a local restaurant where the beer could be had, and as it



was lunchtime, we headed to Ambrosia. The bar had only one of the beers on tap, but six other varieties were available by the bottle. Consequently, we were able to sample the draft Shine On, and in bottles, Honey Blonde Ale, Ouisconsin Red Ale, Hoppy Heron Pale Ale, the seasonal, which





was an Oktoberfest, Muddy Puppy Porter and Sahn Solstice Imperial Stout.

For our tasting, we were accompanied by our frequent assistants, Frank and Vicky Zynda. We should start out by saying that the food at the restaurant was more than plentiful and darn tasty as well. But back to the beer. The Honey Blonde, as you can imagine, was the light beer of the group and was quite tasty, although Mary was the only one who appreciated any honey flavor in the beer. The Shine On was difficult to peg in terms of style and was very fruity with almost a caramel quality to it. The group as a whole was not fond of it. The Ouisconsin Red, on the other hand, was deemed good by all and had good color, medium body, and a pleasant dry finish.

The group found the Oktoberfest a little sour for the style. The Mud Puppy Porter, however, was a very drinkable brew with distinct chocolate and coffee overtones. It was of medium body and had a nice dry finish. The Happy Heron Pale was very hoppy, even for an American Pale. Most hopheads will like this one, although we thought that the high level of hoppiness merited a little more body. The Imperial Stout was lighter in color than most, but that was where "light" ended. It had the characteristic taste of alcohol typical for the style and was deemed an excellent beer.

It was difficult to make a Four Paw\*\*\*\* Pick out of the selections as Frank voted for the Red, Mary the Porter, and Vicky & Fred the Stout. After further discussion and tasting, the Stout got the nod. By the way, the Brewery location did have t-shirts and the like for the collector.

Our next stop was O'so Brewing Company in Plover, a suburb of Stevens Point.



This is small brewery with a tasting area attached to a retail area that sells supplies for making beer and wine. In the small tasting area, as is usual for us, we went for the sampler. That day there were six beers to taste: the Big O Farmhouse, BO Hefeweizen, Hopdinger Pale Ale, Rusty Red, Night Train Porter, Picnic Ants, and Bourbon Barrel Porter(?). The note taker was a little lax, and we can't be clear on this last one.

We started with the Farmhouse, and one of us thought

a little diacetyl could be detected in it; the rest of us just didn't care for it. Things improved dramatically though with the BO Hefeweizen, which was full of clove and coriander as this German style wheat beer should be. The Rusty Red we thought was a little too butterscotchy for the style but was still a drinkable beer. Picnic Ants was another Belgian farmhouse type beer and did have the new-mown hay quality typical of the style. It was tart and really quite on point.

The Night Train Porter had tons of roast and black patent flavors. We didn't really detect any of the chocolate qualities you expect in the style. It was of medium body and quality. The Hopdinger Pale was a hophead's dream. Your humulus experience began at the nose and continued right through to an exquisite dry end. It was very well balanced with body appropriate to the hop. This one ultimately received the Four Paw\*\*\*\* Pick. We closed out the tasting with the Bourbon Barrel which was a mighty fine beer with good mouthfeel and flavor.

O'so had some nice old bottles and cases on display from the old O'so soda pop

Continued on Pg. 36





## Executive Secretary & Membership Reports



**John says:** My last column as Executive Secretary will be a big thank you to all of the NABA members who have supported me the last ten years in this position. It has been a pleasure to serve you and please continue your support of Kent Newton, the new Executive Secretary. Please note the NABA mailing address changes to NABA, 340 E Ashland Ave, Mt Zion IL 62549-1275.

Many thanks to Herb and Helen Haydock and to their "extended family" for a fabulous convention at Stevens Point. The hotel, general activities, room-to-room, NABA Auction and Saturday Show were all great events. Even though I missed the trip to the Haydock's

Museum in Monroe, WI, word was it was a tremendous facility. Next year's NABA Convention in Bay City, Michigan should be as good or better than the grand time we had in 2007 at the same location, the Doubletree Hotel.

With Directory Ads free on the web at this time, the new board will be making a decision about whether to charge or allow free ads. The Directory's logon is "access" and the password is "naba148".

If address information has changed please mail or email any corrections to the address at right. I would like to welcome the following new members listed on the next page. Special thanks to George Bailey (1), Greg Lenaghan (1), Rich Yahr (1), Rejoins (1), NABA Convention (1), and the NABA Web Site (7) for recruiting these new mem-

bers and rejoins. To win a free year's membership, recruit five (5) new members for the year (the year starts and ends with the Convention). Congratulations to Kent Newton for winning a free one-year membership extension for the year just ended.

Respectfully yours,  
John Stanley  
Former Executive Secretary

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

### 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, 5 years for \$100; Canada \$30 (US); and overseas \$40 (US). Dues expire May 31; dues paid after Jan. 1 are valid until May 31 of the following year. Please make your check or money order payable to NABA (please type or print legibly!).

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

Address \_\_\_\_\_

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

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

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

**Upon receipt of Application, we will send the current Membership Directory, a Membership Certificate, and two recent issues of *The Breweriana Collector*.**

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

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

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

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

**Kent says:** I am looking forward to serving NABA as the new membership chairman. John Stanley has handled the duties for the last 10 years or so under his Executive Secretary position. Keeping our members involved as well as finding new members to share the NABA experience is an ongoing effort for all of us. Give me a call (217 412 5278) or email me at nababrew@comcast.net with your suggestions on how to increase our membership.

Does NABA have your email address? We will be using the internet more in the future to keep members up to date with what is happening with the club and the hobby. If we don't have your email address, or if it is incorrect in the roster, please send the correct one to me.

Looking forward to hearing your ideas and suggestions!

Kent

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## New Members

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**Casperson, Darrel J**

407 Evergreen Ave  
Marshfield WI 54449-3214  
715-384-2802

**Barrels-Glasses-Pitchers-Reverse  
on Glass-Trays; Wisconsin**

**Crihfield, John** (Trish)

10812 Stoney Creek Ct  
San Tee CA 92071-9999  
619-843-4671  
jrc611@cox.net

**Bottles-Cans-Crowns-Signs-Tap  
Knobs-Tip Trays-Trays; San Di-  
ego CA (Altes, Aztec, Balboa,  
Mission, San Diego)**

**Dahl, Bruce** (Linda)

39257 Taray Rd  
Pine River MN 56474-1801  
218-831-8188  
montanasmith5@yahoo.com  
**Cans-Neons-Signs**

**Dunkel, Drew** (Rachel)

PO Box 66  
New Vienna IA 52065-0066  
C319-480-1862  
drew.dunkel@gmail.com  
**All Breweriana; Iowa**

**Hawk, Gary W** (Janet)

N8 W28721 Shepherds Way  
Waukesha WI 53188-9494  
262-542-0060 C414-702-4599  
F262-542-3063  
ghak@wi.rr.com

**Glasses-Mirrors-Mugs & Steins-  
Reverse on Glass-Signs**

**Huetsch, Randy**

208 Crescent Knolls Ct  
Valley Park MO 63088-1116  
mhuetsch@htc.net

**Ludwig, Roger**

3742 Leonard Point Rd  
Oshkosh WI 54904-9999  
920-428-3765  
C920-233-0349  
rogfuzz@charter.net

**All Breweriana; Peoples, Chief  
Oshkosh, Rahrs, Oshkosh WI**

**Mills, Steve**

506 Lake Forest  
Bonner Springs KS 66012-9545  
steve.mills@ksjcatfans.com  
**Bottles-Cans-Glasses-Openers-  
Signs-Trays**

**Mullally, Michael**

639 Sunset Ln  
Mendota Heights MN 55118-1935  
nsoilco@comcast.net

**Paul, Mike** (Karen)

PO Box 457  
Kewaskum WI 53040-0457  
262-338-3030  
mike@paulauction.com

**All Breweriana(West Bend  
Lithia)-Dealer(Paul Auction Co)**

**Salvatore, John** (Amy)

2987 Grandwoods Cir  
Dublin OH 43017-1788  
614-798-8930  
john@huntingtonbeer.com

**All Breweriana-Cans; Fesenmeier  
& Little Switzerland  
(Huntington WV)**

**Schultz, David**

24 S Pine Ct  
Appleton WI 54914-8840  
920-735-1223  
bigcitydave@new.rr.com

**Smith, William H** (Melissa)

234 E Washington St  
Villa Park IL 60181-3013  
630-359-5948  
C630-251-5725  
wsmith6173@hotmail.com  
**All Breweriana-Bottles-Cans-  
Glasses-Lamps-Signs; Old Style**

**Van Kampen, John** (Darlene)

6342 Woodhall Ct  
Hudsonville MI 49426-8904  
616-566-2502  
kampenj@sbcglobal.net  
**Cans-Clocks-Signs**





Left: Oso Brewery tour; Right: Historic soda bottle.

days. They also had a selection of t-shirts and the like for the collector as well.

After O'so, we took a break and continued our tasting another day when we separated from the NABA tour itinerary and set out on our own. We drove north and west of Stevens Point to Marshfield where your authors were able to meet up with a couple of nephews and their families. Again joining us were the Zyn-das and der Kaiser as well.

After a minor miscue on location, we finally made it to the brewpub, which is located in a neat old building that had housed a maker of ice cream (Parkin was the name). As it was again (fortuitously) lunchtime, we ate there as well and enjoyed some really good food while we went through the sampler. The day we were there, Blue Heron had ten different beers on tap. These included Witz End Wheat, Parkin's

Pils, Honey Blonde, Tiger's Eye, Tapper's Trippel, Mind Block, The Rookery, Panther Porter, Scotch Ale, and Rock Star IPA.

Starting as we always do with light and working our way up the hop and body scale, our first sample was of the Witz End Wheat. This was in the American style and was a very nice, clean, tasty beer. The Parkin's Pils was also a very clean tasting beer with a crisp, dry finish. The Honey Blond was in the starter beer category and was also very tasty and clean for the style. The Tiger's Eye was cast as an English Mild and this is not a style you see much in this country, although it had become a favorite of one of your authors when traveling abroad. True to its British roots, it was a very malty, easy drinking, low alcohol session beer with minimal carbonation. Topping off the first half of the samples was

the Tapper's Trippel. This was very good with medium body and prominent candy sugar sweetness that is *de rigueur* for the style

Getting in to the "bigger" beers, we started with the Mind Block, a bock-style beer. With medium body and malt flavors, we found this to be very true to style. Next was The Rookery, described as a 75 shilling Scottish ale. In Scotland, beers were (and still can be) described by the shilling attribution, and the higher the number, the more robust the beer (the number referred to the tax rate assessed to the beer, and bigger beers paid more tax). In our travels, we have seen some listed as low as 60 and others as high 90 or even 100. Well, enough for the lesson. The beer itself was malty with some alcohol overtones. It was also very smooth, and although perhaps a little light, was nonetheless deemed an excellent beer. The Panther Porter was another very smooth, well balanced beer.

Rounding out the list was the Scotch Ale, which was similar to the 75 shilling, but a little bigger with more body and malt – a 90 shilling perhaps? Finally, we tried the Rock Star IPA that was very hoppy (maybe a little too much for the malt) and drinkable.

With the expanded group of tasters, there was an animated discussion as to which



Convention-goers sample wares at Central Waters.

could be the Four Paw\*\*\* Pick. Your authors were leaning to the British styles: the Mild and the Scotch Ale. Everyone else had their own favorites. After deliberating further over a pint of one's favorite, we ultimately broke the deadlock by declaring this the Four Paw\*\*\* Pick brewery of our tour. Each beer was tasty and true to style and we're sure with their selection you will find one you like. And, by the way, they had t-shirts, etc. as well.

As a closing note, we would like to give you a sneak preview of our next couple of installments. As you know,

NABA returns to Bay City for its annual convention in 2011. We want to make sure that those of you who come (and we hope you will!) have a route that will take you by some of the many breweries and brewpubs that Michigan has to offer. We will therefore provide, if you will, several proposed tour routes: one for those coming from the north and west through the UP; another for those arriving from

the southwest; and a third for those coming from the southeast. There will be some repeats of places we've been to in the past, but little in this business is static and we will try to provide more on the latest that the Great Lakes State has to offer.

Thanks again to the folks who made Stevens Point possible and we look forward to seeing you in Bay City!



Supervisors at Oso Brewery oversee the micro-brewing area.



Day's End—the NABA 2010 Convention Micro-brewery Tour was a good day for socializing and sampling.



## Advertising

### Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

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

#### 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

Color increases above prices by 50%. Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply camera-ready copy. Materials that are oversized or undersized will be changed to correctly fit your paid space.

#### PAYMENT

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

#### DEADLINES

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

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

## Buy ♦ Sell ♦ Trade

**MOVING and collection cannot move with us:** About 300 items. Some pre-Pro, most pre-1960. Collection features Drewerys, Goebel's and Carling Black Label/Red Cap. A smattering of other brands. TOC, ROG, paper, cardboard, wood, composite, trays, back bar statues, lighted signs, neons, cases, barrels. Most items are in good to very good condition. Fred Clinton, 517-623-6073 (Michigan). V151

**NEW JERSEY BALL KNOBS:** Absolute highest price paid for extremely rare NJ tap knobs I need. Maybe even a trade if possible. Paul E. Brady, 601 Mercer Ave., Spring Lake Hts., NJ 07762; or beer80@verizon.net. V154

**MUST SELL BOTTLE COLLECTION:** About 2000 total. 170 embossed (mostly pre-Pro); 500 paper label, many IRTTP and earlier; about 100 quarts and picnics; 75 shortys; 550+ micros (many out of business); about 50 bombers; 200+ foreign. And many more not inventoried. Make offer. Will not ship. Fred Clinton, 517-623-6073 (Michigan). V151

**ROUND BUTTON SIGNS WANTED:** Serious collector of 9" - 9.5" round button signs wants to buy your signs, either one or a whole collection. May be TOC, just tin, or Leyse Aluminum. Fair prices paid. Send photo & prices to: Barry Hunsberger, 2300 Meadow Lane Dr., Easton, PA 18040. 610-253-2477; BarryMGD@aol.com V158

**BACK ISSUES** of the *BC* for sale: Issues 87; 91- 94; 97 & 98; 100 - 102; 104 - 109; 111 - 132; 134 - current. Issue 110 is \$10. Others are \$6 each and five for \$25. Shipping is \$1 for one issue and free for 2 or more. Make check payable to NABA and send to 340 E. Ashland Ave., Mt. Zion, IL 62549-1275. NABA

## From the Editor's Notebook

I received the following inquiry via email and wonder if there's a member who might have some information to offer:

I found a 12x11.6x14.6 inch tall wooden beer case which is painted blue w/white lettering. If it had a top, it is missing. Inside are dividers for four picnic jugs and two metal catches, I'm guessing. Below the blue paint though, is Pabst Brewing in raised letters, in about a 5-inch circle. The case has 2 metal bands around it and 2 hand grip holes near the top. I forgot to mention that it says Bloomer Brewing on the 2 sides where the Pabst insignia (B in center) are not. I was wondering if this was a common practice and wish to have a guesstimate of its value.

NABA Member, Bill & Jeannette Joosse - wijjoosse@gmail.com

Watch for photos & notes about the spectacular  
Pre-Convention Tour in  
Monroe, WI, at the  
Haydock's World of Beer  
Memorabilia Museum  
in the next issue of the *BC* for!



## Events of Interest

### 3rd Annual EASTSIDE COLLECTOR'S SPECTACULAR

**Belleclair Fairgrounds  
Belleville, IL  
November 12 & 13, 2010**  
Curt • 636-797-5220  
Kevin • 618-346-2634

QUEEN CITY CHAPTER  
SHOW

**NOVEMBER 28**

Blue Ash Banquet Hall  
Blue Ash, OH  
DAVE GAUSEPOHL • 606-371-4415  
JEFF DOWERS • 513-851-8986  
BEERDAVE@FUSE.NET

DECEMBER 4, 2010

**Columbine (ABA) Chapt.  
Buy/Sell/Trade**

Grizzley Rose, DENVER, CO  
Bill Besfer, 303-527-3565  
ABAMRBILL@AOL.COM

**KING'S FALL FLING  
GAMBRINUS CHAPT.**

**NOVEMBER 14**

**MAKOY CENTER  
HILLARD  
(COLUMBUS) OH**

DOUG BLEGEN • 614-890-0835  
dblegen@columbus.rr.com

**January 15, 2011**

**Mid-Michigan Winterfest**

Dom Polski Hall  
Flint, MI  
John Fatura • 248-486-1579  
davevanh@aol.com

*Brew City Advertising  
& Rec Room Decor  
Show*

*December 12, 2010*

*American Serb Hall  
Milwaukee, WI*

*Jim Welytok • 262-246-7171  
unievents@aol.com*

Nov. 14, 2010  
Chicagoland Breweriana  
Society Buy/Sell/Trade

VFW Pst #9284  
Elk Grove Villiage, IL

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

**January 22-23  
Collectors Carnival  
Antiques & Collectibles**

**Vanderbergh Co. 4-H Ctr.  
Evansville, IN**

Brent Pace • 812-471-9419  
bpace@evansville.net

**28th Annual Mid-Missouri  
Mini-Meet**

**Jan. 21 & 22, 2011**

Inn at Grand Glaize • Osage Beach, MO  
Rob Hoover • 913-498-9726  
robhoover@juno.com

**November 19  
12th Ann. Fall Fling**

**Biltmore Best Western  
Asheville, NC**  
Warren Terry or Bill Jacobs  
828-667-0834 or 727-360-8493  
wterry1683@aol.com

**February 16  
Blue & Gray  
Show 2011**

**Ramada Inn, Fredericksburg, VA**

Ray Johnson • 703-971-3549  
northbay1@comcast.net

**February 13, 2011  
Milwaukee Antique Bottle  
& Advertising Show & Sale**

**Country Springs Hotel, Waukesha, WI**

David Kapsos • 608-838-8041  
foxhead@charter.net

**Nov. 27 2010  
36th Ann. Turkey Trot**  
FOP Lodge  
Ft. Wayne, IN

Leroy Art or Doug Farmer  
219-432-6839 or 219-672-1186  
ftwynbrew@aol.com

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EVENTS OF INTEREST, SEE  
NABABREW.COM>EVENTS  
BE SURE TO CHECK WITH THE  
CONTACT PEOPLE TO ASSURE  
SCHEDULE ACCURACY**

**Cabin Fever  
Reliever  
(NABA & BCCA)  
Feb. 25 & 26**

**Quality Inn  
South Bend, IN**  
Dave Cichoracki  
547-532-1381  
mikewalbert@lycos.com



