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*The 4 Galland
Brothers of Spokane*

*Bookshelf:
American Slogans*

*Toledo Brewing
History, Pt. 1*

*NABA 2013:
The Green Bay
Convention
in Pictures*





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GREETINGS TO ALL:

CINCINNATI, O.

We learned during the recent Convention about the passing of a long time NABA member and friend Jim Shoulter. Jim served as NABA Vice President from 1992-1996 and President from 1996-1998. A remembrance of Jim by Norm Jay is found elsewhere in this issue.

It seems like just yesterday, but two months have passed since we were in Green Bay for the Convention. Man, does time fly! Those who made the trip north were treated to "one of the" or maybe "the" top Friday auctions in memory. Some super items showed up and many happy campers went home with some truly great breweriana. Many thanks to Ricky Schmidt, who outdid his usual classy auction by helping make nearly every offering a sale. Great job Ricky.

Besides the auction, we had great Northern Wisconsin weather and a hotel setting that made for easy buying-selling-trading (cash for stuff?). Total attendance was at 200, which made it one of the largest gatherings in recent years.

Next up is Toledo. Mark July 30 to August 2 on your calendar for next year's Convention. Under the leadership of John Huff, we expect to equal or surpass Green Bay, not only in attendance but also in the public show on Saturday. Those of you who make the Buckeye Chapter show, which is held with John's leadership, know what a great job he does.

The site will be the Best Western Premier Grand Plaza Hotel in Toledo (formerly a Crown Plaza Hotel). NABA members will be getting a rate of \$94 per night with free parking and no charge in and out privileges!

Our location in downtown Toledo allows members to be within walking distance of many of the area's top attractions including Imagination Station, Hollywood Casino, Toledo Museum of Art, and Fifth Third Field (home to the Toledo Mudhens). The Imagination Station is a great place for kids to spend some time when they are not paddling around in the swimming pool.

We are introducing a new twist in Toledo as a way of promoting that age-old activity of Room-To-Room buying/selling/trading. Based on the interaction we had in Green Bay with the hotel management, we will be directly involved with room assignments for all Toledo NABA registrants. What does this mean? If you indicate on the Registration Form that you will have your room open, you will be assigned to a specific floor, where we anticipate the best BST Action will be. In other words, we shall designate a floor of the hotel as the Room-To-Room floor, and will make room assignments based on whether you intend to open your room or not, to help facilitate members' BST goals. This will be an honor system that we expect will be fulfilled: if registrants do not meet the commitment to Room-To-Room activity, they will not be eligible in the future for assignment to these special zones. This is one small step in trying to develop a much more aggressive approach to increase your Convention expectations for BST Action.

The 2015 Convention in St. Louis is taking shape under the guidance of Don Roussin and the Gateway Chapter. A great hotel with close proximity to many activities has been selected. The Convention will include plenty of tours to member homes, micros, and a few surprises.

Looking even further ahead, we are working on 2016 and have three cities under consideration. More on those in the next *BC.* The responses to the survey presented a few years ago are reviewed regularly to ascertain the desires of our membership with regards to Conventions. We are contemplating a short follow-up survey that will address some additional questions and new ideas that have surfaced since the last survey results were tabulated.

Nothing remains constant forever: which means participation by our membership is always opening doors for new faces to appear. After almost 4 years serving as Membership Chairman, Kent Newton is hanging up his spurs soon. If you have an interest in helping in this area, please drop me a note. A short description of the position's duties is found in this issue.

While we are on the subject of help, the Website is still looking for that special individual who would like to try his or her hand at facilitating our site. Again, interested parties should drop me a note. The basic tracks for the site have been laid. Now we need an engineer to run the train.



Respectfully,

George Baley, gbaley@comcast.net

THE FIRST NANO?

Editor's Note: The images of the e-book, Elizabeth, New Jersey: Then and Now are used here with the permission of Robert J. Baptista. Many thanks to the author for sharing.

by LARRY MOTER

On occasion, I Google a variety of search items to see what brewery history I can find on the Internet. Recently, my search was for the "Peter Breidt Brewing Co." located in Elizabeth, New Jersey. Breidt was an interesting pre & post-Pro brewery with six corporate incarnations between 1865 and 1951, when it closed for good.

Not many results were returned. But there was one that inspired a mouse click: a 322 page online book (e-book) by Robert J. Baptista titled *Elizabeth, New Jersey: Then and Now* (<http://www.colorantshistory.org/ElizabethThenNow.html>).

My download (which is huge, by the way – if you decide to hit the "download" button, be prepared for a long process, even if you have high-speed access) revealed a great book with many contrasting historic & modern pictures of the same properties. The contents section listed both "Industry" and "Business and Commerce:" leading to great pictures of Peter Breidt circa 1900, and to pix of breweries, Breidt, and Rising Sun on the pages 24, 25, & 26 shown here. I said to myself, "This is really cool and what a great gift the Internet is to our hobby."

Elizabeth, New Jersey Then and Now



Peter Breidt ca. 1900

German immigrant Peter Breidt worked in several Newark breweries before establishing the Peter Breidt City Brewery on Pearl St. in 1882. Elder & Bayer had built a brewery there in 1864 but Breidt expanded it after the acquisition.



When Prohibition was enacted in 1920, with New Jersey one of the last states to ratify the amendment, the Breidt brewery switched to "near beer". The brand was called "Zest" as seen in this 1920 ad. The brewery was under a \$300,000 bond to guarantee compliance with the law not to exceed 0.5 percent alcohol. In August 1920 Prohibition agents seized 280 barrels (in bottles) at saloons in Coney Island and Brooklyn, claiming the alcohol content was slightly higher than allowed. Brewery officials said this was not intentional and that weather conditions and inefficiency in de-alcoholizing were the reasons.

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Elizabeth, New Jersey Then and Now

Breidt resumed normal beer production when Prohibition was repealed in 1933. The brewery closed in 1953. The Southern Sash and Sales Co. used the building before it was demolished to make way for the construction of the Elizabeth High School in 1977.

Sources: Elizabeth, N.J., 1903 [online Internet Archive]; NY Times, August 22, 1920; J.R. Turner and R.T. Kelen, Elizabeth, NJ First Capital of New Jersey, 2003 [online Google Books].



The Rising Sun Brewery was established in 1887 and was located at the corner of Seventh and Marshall Streets. During Prohibition the brewery introduced "See-De" nonintoxicating beer. This was "near beer", with alcohol content regulated at 0.5 percent maximum. The "See" in "See-De" was derived from

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Elizabeth, New Jersey Then and Now

Secker, the name of one of the original founders of the brewery. The Secker name was used on some brands of the beer over the years.

Prohibition did not deter New York mobster Wm. Gordon from making real beer at Rising Sun, which could be bought in some Elizabeth saloons for 15 cents a glass. The brewery was raided on Sept. 15, 1933, eleven days after a raid on the Breidt Brewery. Federal agent named John Finello was killed at Rising Sun by warring mobsters. In October 1930 agents discovered a 900 ft long secret tunnel at the brewery that was used as an escape route by the killers. It led to a blacksmith's shop on Franklin Street.

August Gelle, a boiler operator at the Rising Sun Brewery, was a witness to the murder of Prohibition agent Finello, who himself was gunned down by the Mob in 1932. He was killed while working at the Christian Friegman ice plant in Newark, despite having police protection.

Subsequent uses of the brewery included a syrup factory and a low supply warehouse. Growing up in Elizabeth in the 1940s-50s, I remember walking past the looming, fortress-like building. On a recent trip back home, I took the above photos of the remnants of the brewery. The photo on the left shows the original boiler house and part of the brick smokestack still standing. The photo on the right shows the building across the street that was used for bottling the beer. These buildings date to the 1880s and are still in use.

Sources: Elizabeth New Jersey Illustrated, 1889 [online Google Books]; Year Book of The Elizabeth Board of Trade, 1907; NY Times Oct. 3, 1930; Time, Nov. 24, 1932; J.R. Turner and R.T. Kelen, Elizabeth, NJ First Capital of New Jersey, 2003 [online Google Books].

Photos by Robert J. Baptista, 2010

Then I turned to page 27 (see next pg.) and was stunned to find the "Alexian Brothers Hospital Brewery" photo, with a brief history in the text. I had never heard of the Alexian Brothers (an order of German monks founded in the mid-1800s to minister to the sick); nor had I heard of the Alexian Brothers Hospital Brewery! I also found *American Breweries II* to be silent regarding its existence.

The article states they "brewed 600 gallons every 3 weeks for consumption by the monks and the patients who were permitted to imbibe beer by their doctors." This truly was a Nano in terms of production size, but as another contact in my research pointed out (Donna Dahl – for more from Donna, see below), to be a Nano – or even a "brewery" – as it is understood today, some sales of their product would have been required, and this was not the case.

Baptista's source list includes both a 1907 *Book of the Elizabeth Board of Trade* as a reference; and <http://beernexus.com>. I could not find the 1907 book but I did review beernexus and found a cool beer/brewery web site with excellent writers, one of whom, Dan Hodge, contributed an article titled "Beer to Your Health," which referenced the Alexian Brothers Hospital Brewery, and led me to Donna Dahl (Director of the Alexian Brothers' Provincial Archives). I emailed Dan, both to compliment him for his article, and to ask for Donna Dahl's contact information, which he generously provided. Dan also said, "From the time I was a kid, I had heard the stories about Alexian Brother's hos-



If a beer lover got sick, the best hospital to be in was Alexian Brothers, shown in this 1907 photo. There was a brewery in the basement that made 600 gallons of beer every three weeks. The German order of monks who ran the hospital produced beer for their own consumption and also for the patients, who, if their doctors gave the OK, were served beer with lunch and dinner. The federal government granted permission to the Brothers to keep brewing all during Prohibition. The brewery would make bock beer in the spring. It had its own water well and also supplied water to the Rising Sun Brewery just blocks away. The Alexian Brothers beer was claimed to taste better than Rising Sun beer. The hospital stopped brewing about 1950.

Source: Year Book of The Elizabeth Board of Trade, 1907; Beer My Way web site at <http://beermynway.com/beermynway37.html>

pital brewing beer for the Brothers and those patients allowed to have it."

I contacted the gracious Donna Dahl and she emailed me the October 1973 Alexian News article (below) titled *Former Alexian brewmaster looks back on 49 years*. The article, in brief, is about WWI German soldier, Karl Feichter, who was rescued by an Alexian Brother, immigrated to the USA, and became a brewer for the Order. Feichter reput-

Page 4

Former Alexian brewmaster looks back on 49 years



Karl Feichter mixing chemicals in the boiler plant.

During World War I in Belgium, a wounded soldier was rescued from the wreckage of a derailed Red Cross train by an Alexian Brother. Little did the young soldier know he would spend most of his life working with the Alexian Brothers in a country then foreign to him—the United States.

Karl Feichter, 75, was that young German soldier, and has begun his forty-ninth year of work as an engineer (and former brewmaster) at the Alexian Brothers Hospital in Elizabeth.

"When I emigrated to the United States in 1923, I came to Elizabeth because I had a sister here," Feichter explained. "I knew I would have to learn a trade to make a life in the United States, so I came here and asked for a job. I was hired that day as a fireman in the hospital's boiler room."

That first day of work at Alexian Brothers opened two careers for Feichter, one as a fireman—and the other as an assistant brewmaster. Under the direction of Brother Meinrad, Feichter learned the art of brewing beer along with power engineering. Brewing is an old custom of the Alexian Brothers, and the beer was served to the patients, with permission from their doctors, with lunches and suppers.

In 1929, when Brother Meinrad died, Feichter became head brewmaster and was responsible for producing 600 gallons of lager every three weeks. "We had three big vats to age the beer in, so our beer was always six weeks old, and every March I made bock beer," Feichter recounted.

"I was told we made the best beer in New Jersey and, believe me, I never had so many friends in my life as when we made beer," he laughed.

The brewing was discontinued at the hospital in 1949, and Feichter's 25-year career as brewmaster was over, but his primary job as chief engineer of the hospital power plant went on.

When the new power plant at the hospital was built in 1972 for its soon to be opened 200-bed patient tower, it was both a happy and sad time for Feichter. "I nursed the old boilers along for 48 years," he said.

Feichter says he would like to work through his fiftieth year at Alexian Brothers.

When asked what he would do when he does retire, Feichter answered without hesitation, "Read. I love to read, especially books about history. I never tire of it."

edly "made the best beer in New Jersey until 1949 when brewing ceased for unknown reasons."

Here's what Donna reported to me, for further insight:

The Alexian Brothers Hospital in Elizabeth, New Jersey opened in 1894 and was the fourth hospital operated by the Alexian Brothers in the United States.

The Alexian Brothers came to America from Germany in 1866, and brewing and drinking beer was customary.

We do not have any records about brewing beer, but I have been told by the older Brothers that all four hospitals brewed their own beer and served it to the Brothers and patients for lunch and supper. Since it was for personal use and was never sold, it was not covered by Prohibition. The beer was not bottled or labeled, but served from two-gallon metal pitchers. We have searched for the recipe to no avail.

I would imagine that the brewing began soon after the hospital opened. In the attached newspaper article [see above], it says that in 1923, Karl Feichter dug a cistern for a "new" brewery. That would imply that the activity was already taking place. Brewing ended in 1949. We do not know why it was discontinued.

The primary purpose for the Alexian Brothers' institutions was to care for patients (particularly the poor), but in the early days they also grew their own vegetables, had milk cows, horses, and sheep. So brewing beer was just another way for them to economize and it would be similar to

any product made in the home for personal consumption. Because of that, I am not sure that you can characterize it as a "brewery," since that implies a dedicated building and that the product was made commercially.

This hospital brewery was apparently not open to the public and its excellent products were only enjoyed by the monks and patients. In the article shown above, Brewmaster Feichter recounted, "We had three big vats to age the beer in, so our beer was always six weeks old, and every March I made bock beer."

In conclusion, I propose that, since Alexians themselves called their production facility a "brewery," it appears this non-commercial hospital brewery might be considered the 1st post-Pro Nano, on the basis of its production levels. Strong consideration could also be given to its possible status as an early Nano during both pre-Pro & Prohibition eras.

Knowing our New Jersey collectors and brew pub/micro-brewery tourists, I am certain that at least two of them (both former "beer drinkers of the year") and probably others, would have feigned illness for a hospital stay with these honorable Alexians. They might even have fraudulently produced a Doctor's prescription directing them to drink massive quantities of the monk's beer, as being essential to their health. Of course, these "known offenders" who shall remain nameless (but many folks undoubtedly know of whom I speak) would have had multiple stays because I know these guys would not have missed Bock season!

THE GIESSE STORY CONTINUES

BY DAVE LAUNT

In the Winter 2012 issue of the *BC* there was an article about Giesse Sign Company of Brooklyn, NY. In the article we mentioned signs known to be Giesse, signs thought to be Giesse, and some of the contemporary brewers that proudly displayed Giesse signs at their breweries, as well as other establishments that had the signs displayed. Brewers mentioned were from New York City, New Jersey, and Connecticut. Also identified was a Ruppert sign from a Giesse competitor, (New York) Schmitt Sign Company.

It had taken me a number of years to gather the information about not only the signs that were in my collection, but also to identify others that were known to exist.

As luck would have it, in the last ten or twelve months, one I had sent out for restoration was completed (Welz and Zerweck Sparkling Ale), and two turned up on eBay: one from an estate sale in Hornell, NY (Schaefer), and the other with

an interesting history.

The Ruppert Knickerbocker sign was found 14 years ago, at the top of a garbage can full of the debris resulting from the renovation of a NYC bar.

The fellow that found it took it home, and finally decided to put it on eBay this fall.

Both of the eBay-acquired signs needed some TLC. But the damages have been well repaired, and the signs all became part of my "Wall of Giesse." You will note the Schaefer sign has a small piece missing on the right side, most likely the result of someone tightening down the mounting screw too tightly to the base.

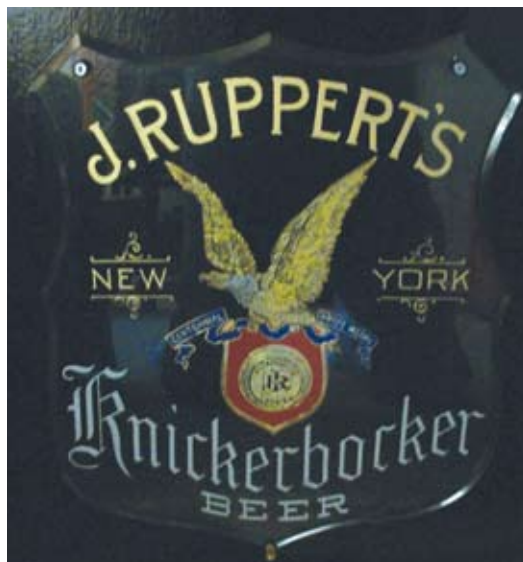
If you have a Giesse sign, *please let me know*. If you *think* it is a Giesse sign, please let me know (nybrews@aol.com). A further article is possible *with*



your help. There have to be other signs out there from NYC, Jersey, CT, and Upstate NY. If you send pictures, they will be included in future articles about Giesse. I'm interested in Schmitt signs as well.

One observation about these signs: the Schaefer sign is slightly smaller than the other shield-type signs; about 2 inches shorter, and an inch and a quarter narrower. Does this mean another sign company produced this sign? Or, were there two distinct size options?

Together, we can discover more about Giesse in all of its business interests and service reach.



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NABA Breweriana Detective

Piel's Sign: Artistic License or Actual Knob?



This piece from George Arnold is our fourth installment in our "Breweriana Detective" series. Here, he builds on the column by Joe Olsen that appeared in the last issue, relating an advertisement discrepancy. Or is it?

Do you have an idea for a future NABA Breweriana Detective article? Please contact Lee Chichester: falconer@swva.net.

The Summer 2013 issue of *The Breweriana Collector* had an article by Joe Olsen warning us not to believe the graphics in some ads. Dave Launt and I had the following in our files for possible use in a future *Big Apple* article but thought it might be better to share it now.

Piel Brothers of Brooklyn used several variations of a cube-shaped yellow Bakelite tap knob. The earlier ones had **Piel's** in blue lettering. In the late 1950s or early 1960s they changed both the font and color of the lettering. At the same time they dropped the apostrophe.

This masonite sign (top, right) shows a knob with **Piel's Beer** on it. We've been trying to find this knob for well over 30 years with no luck. The actual knobs that are known to exist are the seven pictured here. All have just **Piel's** or **Piels** on them. A prototype knob of red Bakelite with white lettering also does not have the word **Beer**.

If anyone can prove the existence of the knob pictured on the sign please let us know (George Arnold, ElwoodBrews@aol.com).



HOPPY TRAILS

The Northwest

by Jim Wolf

I first visited the Pacific Northwest during the summer of 1969—long before micro-breweries and brewpubs—just before I was of legal drinking age. It is an area that has long been on my list of places to revisit. When Robert Fondren arranged to schedule a BCCA board meeting in Portland in conjunction with a local breweriana show, a number of us (including fellow NABA members Greg Lenaghan, Ray Johnson, and Robert) decided to take at least a week and go explore. And explore we did.

I flew out from Baltimore on Wednesday, May 8. Oh, the wonders of airline scheduling; the only “reasonable” flight I could get to Portland took me through Albuquerque. Go figure. The crew of Johnson, Lenaghan, and Fondren had arrived in Portland the day before, and were brewpubbing somewhere in the city, so at the airport, I met two other collectors: Al Aprea and Scott Manga. With Scott driving, we immediately headed across the Columbia River to Vancouver, Washington to visit the Salmon Creek Brewery and Pub. This small brewpub was in the process of revamping their operation. Nevertheless, they still had their Salmon Creek Main Street Ale on tap, in addition to several guest taps.

So, I had my first beer of this Hoppy Trails tour in

the State of Washington. We walked into the adjoining beer store, and there in the cooler were 24-ounce cans of Old German Beer from Latrobe, PA—the brand that originated in my hometown of Cumberland, MD. I thought that very strange, but we saw the brand and its advertising in several places around the Portland area. It’s apparently somewhat of a fad beer out there.

After Salmon Creek, we crossed back over the river to Base Camp Brewing Company in Portland, for my first beer in Oregon: a Northwest Fest Beer. There, we linked up with the Fondren, Johnson, and Lenaghan crew, and moved on to Green Dragon Pub/Buckman Brewery. This brewery produced some unusual organic beers, and we tried Buckman Ginger, and Charmellow. As to the organics, I am not a fan.

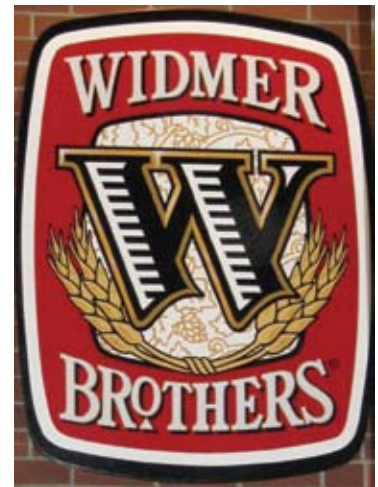
Our next stop was the Lucky Labrador location on Hawthorne. The Black Lab Stout was quite good, in my opinion as a stout and porter guy. I also tasted their Cascadian Dark Ale, a style we saw a number of places around the region that tastes like a black IPA. We finished the day at Coalition Brewing Company, where I had a Bumps Bitter ESB, which was quite good.

Day One tally: five breweries.

The plan for Thursday was for Ray, Greg, Robert, and

me to tour as many Portland area breweries as possible. We started the morning at Upright Brewing Co., a small production brewery located in the depths of a renovated commercial building. With a 10 barrel system, they are producing Belgian style ales. We next stopped at Harvester Brewing Co., a producer of organic beers. They were bottling at the time, but showed us around for a few minutes, and encouraged us to come back later for a tasting. We did.

Next stop was the Commons Brewery. This 1.5 year-old brewery produces on a 7 barrel system. We tasted their Urban Farmhouse Ale. Like Commons, they encouraged us to return later for a full tasting, which we did.



Our main event for the day was a private tour at Widmer Brewing Company. This craft brewer has grown into a large regional brewer. Our guide showed us the 250 barrel system installed in 1996, the fermenting cellars with huge 1650 and 1800 barrel ferment-

ers, and the bottling line capable of running 600 bottles per minute. Widmer produced 425,000 barrels last year—larger production than many of the local and regional breweries of the past. They have a tasting area set up in the fermentation building, and we sampled four products. This was an excellent tour.

After Widmer, we visited Gigantic Brewery; they had a good porter. Next was the “HUB,” the Hopworks Urban Brewery. We split a sampler of 10 beers. Next, we did the same thing at Hair of the Dog Brewery and Tasting Room. That was it for the day, **seven breweries on Day Two** added to the tally for a running total of 12.

On Friday, our first stop was the Alameda Brewing Company’s production facility. We got a quick tour and some bottles to sample. Our next stop had a decidedly east coast feel. Philadelphia Steaks and Hoagies is owned by Steve Moore, a former Philly resident, who added a 3 barrel brewing system to his hoagie shop. We sat in the bar area, decorated with Philadelphia sports memorabilia, and sampled most of the beers. Steve showed us around the newly expanded facility, which will have seating overlooking the production area. The brewery portion of the business will be renamed “13 Virtues” after the writings of Ben Franklin. Franklin, by the way, tried to practice some of the virtues on a daily basis; just not all at once...he definitely knew how to enjoy life. Steve also pointed out that they were the 14th brewery in Oregon, and by coincidence, this was my 14th brewery of the trip.

Breakside Brewery, a production brewery near Milwaukie, was our next stop. This one-year-old brewery has a 30

barrel system. We got a quick tour, including their barrel aging room, which smelled great. We did return on Saturday for a tasting.

One of the local collectors had arranged for us to tour the Boring Brewing Company that afternoon. This tiny production brewery is located in a garage in the town of Boring, Oregon. There was nothing boring about their beer, and we sampled the Blonde, RyePA, Oatmeal Pale Ale (OPA), and the Brown Ale. They have a great tee shirt that a number of us purchased.



After Boring, we had four more breweries to visit: Raccoon Lodge/Cascade Brewing Co. in Raleigh Hills, Old Market Pub and Brewery in Portland, Max’s Fanno Creek Brew Pub in Tigard, and Two Kilts Brewing Co., where the day ended with a great Irish Stout on nitro. **Day Three tally: 8 breweries; Trip Total: 20 so far.**

Saturday was mostly occupied with the show and board meeting. I picked up a few northwest cans that had eluded me prior to this, and a number of craft beer coasters. After the meeting, we visited Portland U Brew and Pub. This BOP had a number of their beers on tap, including a Cas-

cadian Dark Ale. Home visits to view local collections and a few more beers concluded the day, adding one new brewery to the running tally for 21.

There’s nothing better on a road trip than, well, a road trip. With Ray and Greg heading in a different direction, Robert, Al, and I left the Portland area Sunday morning and headed southeast toward Bend, Oregon. In the shadow of Mt. Hood, we stopped at Mt. Hood Brewing Co. in Government Camp. They had a good stout. Also on tap was Broken Auger IPA, a recipe that happened by accident: When a production problem (a broken grain auger) resulted in an unplanned mix of malts, they brewed it anyway. It turned out OK.

After Mt. Hood, we continued to the southeast, getting out of the mountains and into the high desert. The terrain and vegetation changed considerably. We arrived in Bend in the early afternoon. Bend has been rated one of the top-ten beer towns in the US. It deserves the rating. Our first stop was Deschutes Brewery production facility. We went in to have samples, and found that we could get in on the next tour, so we did. The brewery was built in 1993, and has constantly expanded since then, adding a



Deschutes Brewery Production Facility

new brewhouse and additional packaging space. They are the #5 independent craft brewer. Samples included some nice malty stuff, Black Butte Porter and Obsidian Stout.

The next brewery after Deschutes was as opposite as could be. Boneyard Brewing, a three year old operation, operates in a ramshackle old building with a beat up old Willys pickup parked out front. It's a strange funky place with good beer. I had samples of the Shotgun Session Ale and Diablo Rojo Red American Ale.

We split samplers at our next two stops, Good Life Brewing Co. and Worthy Brewing Co. Then we stopped at the tasting room for 10 Barrel Brewing. Production is offsite, but we enjoyed the open air tasting facility: it's a rather wild place. Silver Moon Brewing had a beer called Snake Bite Porter that got my attention. Deschutes Brewery and Public House is the company's brewpub/restaurant location in Bend, so that was our dinner stop.

We then headed out on foot to Crux Brewing Co., which turned out to be a lot farther away than we (meaning Robert) thought. Anyway, we found it, and thoroughly enjoyed the products of this new brewery (opened only 10 months previously with an 8.6 barrel system). They had a rather strong porter (6.2% alcohol, 50 IBUs). We tried several beers, and then wisely called a taxi, as we had visited **nine establishments on Day Five**, for a Trip Total of 30 so far.

We left Bend early Monday morning and headed west to Corvallis. This is a town I have wanted to visit, as my father had spent time there during World War II and had often spoken about it. Flat Tail Brewing Company was our first

stop. They had a beer called Pre-Prohibition Pilsener, made with six-row barley, local corn, and lagered for eight weeks. It is an interesting brew with unusual flavor notes; I enjoyed it. We next visited Block 15 Restaurant & Brewery and split a sampler.

Leaving Corvallis, our next stop was Calapooia Brewing Co. in Albany, then we headed up to the state capital, Salem. Both breweries in Salem are noteworthy. Gilgamesh Brewing was brewing some unusual beers, including Shiitake Bock made with shiitake mushrooms, and Filbert Lager, made with hand-chopped roasted local Filberts. It had a nutty flavor, of course.

Next was Santiam Brewing Company, a new operation that opened in July of 2012. With a 3 barrel system and a lot of work done by hand, they turn out some nice English style ales. I tried the Burton Strong (an English premium bitter), and had a taste of the Pirate Stout; a 7% rum barrel aged coconut stout. We also took time in Salem to visit the state capitol building, something that Robert and I frequently do in our travels.

It was then time to return to Portland, so we checked into a hotel near the airport, and took the train downtown to visit Pints, Deschutes, and the Tug Boat. Deschutes Pub is across the street from the site of Blitz Weinhard, so we had the chance to view the few remaining brewery structures. Dinner at Deschutes was topped off by a goblet of "The Abyss," an 11% heavy dark brew that is rated in the top 5 beers in the US by *BeerAdvocate*. Now, that's dessert.

Day Six tally: 8 breweries;
Trip Total: 38.

Tuesday was to be my last day, so we made the most of it. Ray and Greg rejoined us, and we got an early start by heading east out of Portland to our first stop at McMenamins Edgefield in Troutdale. Located on the grounds of an old "poor farm," the old institutional buildings have been repurposed into a resort, and include a 25 barrel brew house. After sampling at the bar, we were shown the brewery and had a quick tour.

We then continued up the Columbia Valley, and stopped to view Multnomah Falls, one of the most beautiful scenic spots I have ever seen; the Falls had remained strong in my memory from my 1969 trip. Robert and I made the walk up to the bridge. Absolutely breathtaking!





Our target for the day was the town of Hood River. Situated on the Columbia, this river town has several breweries, including Full Sail, our first stop. We split a sampler there, then walked up the hill to Big Horse Brew Pub. We sat outside on a deck overlooking the town, and split another sampler. By then, it was time for a lunch stop at Double Mountain Brewery and Tap Room. All of the beers we tried were top notch. Before heading out of town, we made a quick stop at Pfriem Family Brewers, a new production brewery. Dan, the owner, showed us around the current brewhouse and the space next door he was in the process of adding to his facility.

We then crossed the Columbia into Washington and visited Everybody's Brewing, up on top of the hill in White Salmon. We decided on a flight of everything they made. We then crossed back into Oregon and headed south toward Mt. Hood. Out in the country with a fantastic view of Mt. Hood, we found Logsdon Farmhouse Ales. Dave Logsdon showed us around this farm brewery that produces

Belgian style ales in an old copper 15 barrel system from a John Harvard's location. Dave cracked open a bottle of Kili Wit for sampling. He tries to use as many local ingredients as possible, and for beer styles, he "only makes what he likes." Labels all are based on original artwork. This was also the second Oregon brewery we encountered with an old Willys pickup truck parked out front. Although I am not a big fan of Belgian styles, this place stands out as a memorable stop.

We then headed to Parkdale to visit Solera Brewery, and split a sampler. Heading around the south side of Mt. Hood, we came out in Government Camp, so made a repeat visit to Mt. Hood Brewing Co. As we re-entered the Portland area, we visited two breweries in Gresham, 4th Street Brewery and McMenamins Highland. Dinner that evening was at Stickmen Brewery and Skewery in Lake Oswego.

Sasquatch Brewing in Portland became the last stop of the day, and for me, last of the trip. The **Day Seven Total: 12 new breweries**, plus the revisit to Mt. Hood Brewing. This was one incredible day to cap off an incredible trip.

Wednesday morning, it was time to return to reality, so, I was on plane and back to Baltimore, and like Bugs Bunny, I had to make that left turn in Albuquerque for a layover. What an incredible trip. The amount of good beer in the Northwest US is astonishing. We discussed this fact over many a beer, and reached the conclusion that in that market, if you're not good, you're not going to be in business for long. And after a final **Trip Total of 50 breweries visited**, I definitely want to go back.





Voechting, Shape & Co. Bottle Shop



Examples of early Schlitz labeled bottles

Here are two more names to add to the Schlitz Brewing family—Voechting & Shape! Please excuse if these are not familiar names. We are going really early here—sort of Adam & Eve stuff!

Both Voechting and Shape emigrated from Germany to America in the 1850s and eventually found jobs with Milwaukee's Phillip Best Brewery, which became the Pabst Brewery in 1889. While with Best they held front office jobs, serving as bookkeepers and the like. After leaving Best they formed a partnership and founded a bottling shop in 1877 known as Voechting, Shape & Co. **The shop was located adjacent to the Schlitz Brewery and they bottled exclusively for Schlitz.** Although still an independent shop, this was the precursor of in-house bottling for Schlitz. In 1882 the partnership was dissolved as Shape pursued other interests, while Voechting joined Schlitz and became an important part of their management team—even serving as President in 1885. When the partnership was dissolved the brewery purchased the shop and renamed it the Joseph Schlitz Bottling Works Ltd. Five years later, in 1887, bottling was absorbed into the Brewery operation.

In the 1870s the big breweries began to consider bottles...The first priority for a brewery had always been a good brew; a responsibility that started with the brewmaster. But times were changing. The hint of Prohibition was looming as “dries” were focusing on the ills of the tavern—the primary outlet for a brewery's product. Thus, big breweries began to consider bottles for the home and export market in addition to their kegs for the tavern trade. This idea of packaging in bottles as well as kegs quickly spread through the brewing community. The step-up to bottling, however, was not easy for a brewery. While bottling beer and ale was not new, bottling a pressurized brew such as sparkling lager presented new problems. In Milwaukee the Phillip Best Brewery tried

bottling lager beer in 1875 but ran into so many problems they quickly farmed it out to independent bottlers. It was another six years before they moved bottling in-house. This was about the same time Voechting and Shape built their bottle shop next to the Schlitz brewery and began bottling for them.

Early Schlitz bottles were not embossed. Knowledgeable bottle collectors have estimated that less than 5 percent of the early (circa 1880s) beer bottles were embossed and the preponderance of these were from smaller shops hoping to get their bottles returned. Labels often took the place of embossing—good news for us, because labels sometimes allow sharper date estimates.

Our fascination with a brewery's first bottling has an ulterior motive: The labels we savor began on these bottles. For example, some of Len's bottles actually identify either Voechting & Shape or the Schlitz Bottling Works on the label—and Len's detailed research provides sharp dates for these. These are exciting new finds unknown to present day collectors. One of the labels was actually pictured on one of Len's letterheads; we roll-scanned the others to provide complete label views. These jewels (see close-up pictures on the next page), are the very beginning of Schlitz's private labeling. Their first labels were variations of a basic brand called **Milwaukee Lager Beer (MLB)**. We took a stab at lining them up in chronological order, although they are from a very narrow time frame. Schlitz MLB at first featured an eagle. We assumed the non trademarked eagle preceded the trademarked examples. Then the eagle transitioned to the belted globe, which was trademarked in 1886; followed by the Brewery's own Bottling statement in 1887. The belted globe was intended to symbolize Schlitz's expanding worldwide presence, and it became a very popular identity symbol to be continued throughout the brewery's existence.

Jos. Schlitz Brewing Co.—Early Bottling & Labels

Evolution of Schlitz's *Milwaukee Lager Beer (MLB)* Labels, late 1870s to 1890s



"First Quality, Celebrated Export"
Early Eagle
Bottler not shown



"Celebrated XXX Export"
Trademarked Eagle
Bottler not shown



"Celebrated"
Trademarked Eagle
Voechting, Shape & Co., Bottler



"Export Pilsener"
Trademarked Eagle
Voechting, Shape & Co., Bottler



"Export Pilsener"
Trademarked Eagle
Jos. Schlitz Bottling Works, Ltd.



"Celebrated Export"
Milwaukee Beer
Pre-Belted—2 sides of globe
Bottler not shown



"Celebrated XXX Export"
Eagle transition to Belted Globe
Bottler not shown



"Export Pilsener"
Belted Globe
The Brewery's own Bottling

Schlitz's New Identity

As production from a few of the nation's large ship-
ping breweries began to explode, a new problem
emerged. Popular brands were being copied by
smaller brewers envious of the big boys' success.
Lemp and Anheuser-Busch, in St. Louis, countered
with unique die-cut shapes, which were too costly for
the copy cats. Schlitz answered with a new-identity
label having four key elements: 1- brown toned
rhomboid shape; 2- "Schlitz" in large script; 3 - a

large belted globe; 4 - the "... Made Milwaukee Fa-
mous" slogan. One glance at the label and it shouted
Schlitz! The new label quickly captured their identity
and was recognized world-wide. The new shape was
continued until 1939 when a desire for higher label-
ing speeds prompted the change to a rectangular
label—but the rectangular label still pictured that
brown rhomboid shape.



Schlitz's new identity—a brown-toned rhomboid shape was introduced about 1895 to help combat copies.
By 1900 their labels included all four elements—rhomboid shape, large Schlitz script, belted globe and slogan!
Note the brand name changes listed below the labels.

Jos. Schlitz Brewing Co.—Early Bottling & Labels

The Beer that made Milwaukee Famous—negative vibes from competitors!



Schroeder, Perham, MN
The Beer that makes Milwaukee Jealous



Congress, Brooklyn, NY
The Beer that made Brooklyn Famous



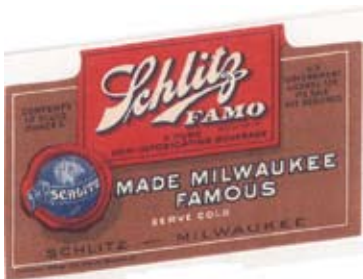
Stevens Point, WI
The Beer that makes Milwaukee Furious

"The Beer That Made Milwaukee Famous" slogan proved very successful for Schlitz. But it really seemed to get under the skin of their competitors. The labels pictured above capture some of their sentiments.

The slogan is believed to have arisen from the brewery's timely response to the Great Chicago Fire of 1871—they shipped water and Schlitz beer to victims of the burned out city. The slogan was later popularized and first used in print in 1893. It soon became an integral part of Schlitz advertising.

Prohibition—the unthinkable—really happened although it's hard to put a sharp date on the start. Suffice to say that by 1917 twenty five states were already dry and National Prohibition lasted from 1920 to 1933. For historians and collectors the changes in labeling that resulted during this period are really fun to study. The hammer came down so hard, even seemingly harmless slogans couldn't use that dreaded word—BEER! Here's a look at how Schlitz dealt with the new restrictions.

Prohibition Forces Change—even slogans can't use that four-letter word (Beer). But Schlitz fires back with "Famo," "The Drink," & "The Brew"!



circa 1917, Schlitz Famo
Made Milwaukee Famous



circa 1917, Famo
Made Milwaukee Famous



circa 1924, The Drink that made
Milwaukee Famous



circa 1930, The Brew that made
Milwaukee Famous (L-permit)



During Prohibition the brewery offered a wide selection of soft drinks.

Jos. Schlitz Brewing Co.—The End Game!

Repeal! Real Beer is Back—but times are changing!



circa 1933-1939

1939



1950s



1960-70s



1995—Brand owned by Stroh



2008—Brand owned by Pabst

Here's a look at Schlitz labeling during the repeal years. This peek is with a very wide lens. It covers the good years when, with an expansion mind-set, they bought or built new breweries in ten different US cities, then the end-game with sale or closing of the branches; and the finality of the sale of the business to Stroh in 1982. The Schlitz brand outlived the founding brewery, passing to Stroh in 1982 then to Pabst in 1999.

Now, a few Schlitz notes from Wikipedia:

- The company flourished through much of the 1900s, starting in 1902 when the production of one million barrels of beer surpassed Pabst's claim as the largest brewery in the world.
- After Prohibition ended, Schlitz again became the world's top-selling brewery in 1934.
- In 1953 Milwaukee brewery workers went on a 76-day strike. The strike greatly impacted Schlitz's production and allowed Anheuser-Busch to surpass Schlitz in the American beer market. The popularity of Schlitz's namesake beer, along with the introduction of value-priced Old Milwaukee, allowed Schlitz to regain the number one position. Schlitz and Anheuser-Busch would continue to compete for the top spot in the brewery industry in America for years. Schlitz remained the No. 2 brewery in America as late as 1976.

- Faced with a desire to meet large volume demands while also cutting the cost of production, the brewing process for Schlitz's flagship Schlitz beer was changed in the early 1970s. The primary change involved using high-temperature fermentation instead of the traditional method, and substituting less-expensive extracts rather than traditional ingredients.
- The ultimate blow to the company was another crippling strike at the Milwaukee plant in 1981. About 700 production workers went on strike on June 1, 1981. Eventually, the company was acquired by Stroh Brewery Company of Detroit, Michigan.
- Pabst Brewing Company, now of Los Angeles, continues to produce Schlitz beer, Old Milwaukee, and four Schlitz malt liquors.

References: Len Jurgensen—recognized in the Milwaukee area as the ultimate authority on Schlitz Brewery history, The Jurgensen collection, John Steiner, *Wisconsin Beer Label Book*, Bob Kay Beer Labels, Wikipedia.

THE FOUR GALLAND BROTHERS OF SPOKANE: FROM DRY GOODS STORES TO BREWERY

BY HERMAN WILEY RONNENBERG

Similar versions of this article have recently been published in the Bunchgrass Historian of the Whitman County Historical Society (Washington State) and Nostalgia Magazine out of Spokane.

Solomon Galland was a Prussian Jew endowed with a desire to see the world and prosper financially.¹ In his early youth, he left his homeland for Australia. Just after the great California gold rush of 1849, he left the great southern continent for San Francisco to operate a store and take advantage of the huge influx of people to California. When news of the Australian gold rush reached America, Solomon reversed course to briefly return in pursuit of that business opportunity. By the late 1850s, he was back in America and heading to Oregon with his wife, Adelaide Goodman Galland. There, during the 1860s, they were blessed with four sons. While Solomon rose in Masonic lodge circles, his family added sons Julius in 1860, Theodore in 1863, Adolph in 1865 and Samuel in 1869. Solomon endowed them with his own desire for success. These four brothers were destined to become titans of business in eastern Washington.

THE YEARS ON THE PALOUSE

By 1883, Julius had earned admission to the Bar, studying law under Senator Joseph N. Dolph. He prepared especially for railroad and corporate legal work, and was ready when the



family moved to the Palouse country of eastern Washington that year. In 1883, Solomon, his wife, and their four sons came to Farmington, Whitman County, to engage in general merchandizing.

Mr. Galland Sr. died a few weeks after the move, and his four sons carried on the business. Samuel was only a youngster of 15 but as ready as his brothers. On the Washington Territorial Census of 1885 for Whitman County, Mother Adeline (sic) 44, and sons Julius, 25, A. (sic) 19, and Samuel, 17 all lived together. Under the business name of Galland Brothers, the family operated a store in Farmington from 1881 to 1887. In the fall of 1888, they opened a store in Palouse and in the spring of 1889 added another at Wallace, Idaho.² The business in Farmington

was probably purchased from H. F. Stratton.³ While in Farmington, the Gallands struck up a friendship with John F. Kelly who in his later years acquired a great deal of Spokane real estate. Their Spokane bank was later named to administer Kelly's estate.⁴

One of the Galland newspaper ads for their Farmington store read:

Fall Announcement!

Best Quality, Latest Styles Lowest Prices

These are three features that has (sic) from year to year increased our business until we stand peerless above all competition

Mr. Julius Galland while in the east buying goods for the

Palouse Store will not neglect anything required for trade here

The new styles are ready
High Class Goods

The Strong Inducement of Low Prices

In which we shall demonstrate the cheapest and choicest stock is that of Galland Bros.

—Farmington, Wash. Terr.⁵



The Galland Brothers Store (1883-1891) in Farmington is shown in this photograph shortly after it was sold to E.E. Paddock, who is the man on the right side of the doorway.

Julius Galland and four other Farmington businessmen incorporated as the Washington & Idaho Railroad on 12 July 1886 with the expressed purpose of building a railroad and telegraph line from Farmington to Spokane Falls, with a branch to Wardner, Idaho.⁶ This was three days before the Coeur d'Alene Railroad and Navigation Company was formed. By October, Julius' company had surveyed to the old Coeur d'Alene Mission.⁷

Farmington also needed a bank. Julius Galland, John Burke, who would be soon involved with another Galland business venture, and eight other businessmen, incorporated the Bank of Farmington on 14 January 1887.⁸ The bank had \$50,000 in capital from selling stock with a par value of \$100.

In September of 1888, the Palouse newspaper noted that Julius Galland had returned from a trip to Chicago, and he reported that protection vs. free trade seemed to be the only political issue of interest.⁹ Julius was soon one of the directors of the Security State Bank of Palouse.¹⁰ A minor gold rush to the Palouse River and the Hoodoo Mountains led brother Adolph Galland to claim mining land on the north fork of the Palouse River.¹¹ Little information was found regarding his success or lack of it in mining.

The Galland family remembered their Palouse sojourn by giving scholarships to Washington State College at Pullman many years later.¹²

The marketing area of the Galland businesses included

Moscow, Idaho, as evidenced by a suit in Idaho District Court. Northwestern and Pacific Hypotheek Bank (Northwestern and Pacific Mortgage Company) successfully sued Julia F. Gayle, J. R. Gayle, and The Galland Trading Company for \$762.25 on 13 May 1896.¹³ The court ordered land in Latah County, Idaho, to be sold to cover the judgment rendered for the plaintiff.

The brothers began to believe that Spokane with its railroad and closeness to the mines of the Silver Valley would be the commercial hub of the region, and they made plans to relocate there. The family had formerly been involved with beer brewing in Europe and that industry appealed to them.

Farmington historian, Marshall Shore, believed the Gallands were like many Farmington folks who moved elsewhere and then enjoyed great success.¹⁴

The articles of incorporation were filed on 13 July 1891 with capitalization of \$100,000. W. S. Norman, Julius Galland, John Burke, George Truax, and Theodore Galland were the principal stockholders. Of the 1,000 shares, two Galland Brothers owned 799 when first incorporated.¹⁶

A curious letter in the Galland-Burke Company Letter Book, dated 8 September 1892, from Adolph Galland to E. O'Neil, esq, Lewiston, Idaho, read: "Enclosed is an order from Mr. Keenan for the delivery of his diamonds to me. Forward them to the old National Bank in this city sight draft attached. Your prompt attention to this matter will oblige."¹⁷ Perhaps this pertained to the investment in the new business.

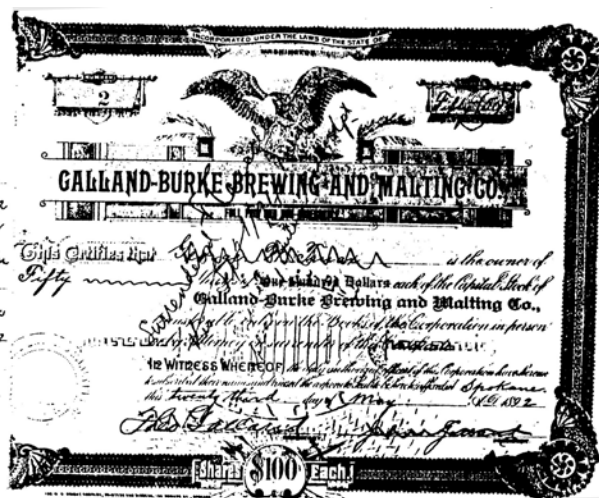
By June of 1892, the brewery was functional. On the Spokane City Directories Julius was president in 1892 and 1893; Theodore was secretary in 1892 and secretary-treasurer in 1893. John Burke was vice president both years, and Samuel Galland was manager in 1893. The location listed in 1892 was Broadway corner Lincoln. The plant was at 01213 Monroe in 1893.

Soon Samuel and Adolph Galland began to buy into the company and by February, 1895 the four brothers wholly owned the company.

If early sales are any indication, Galland-Burke Brewing and Malting Company opened for business with the intention of competing on at least even terms with the already estab-

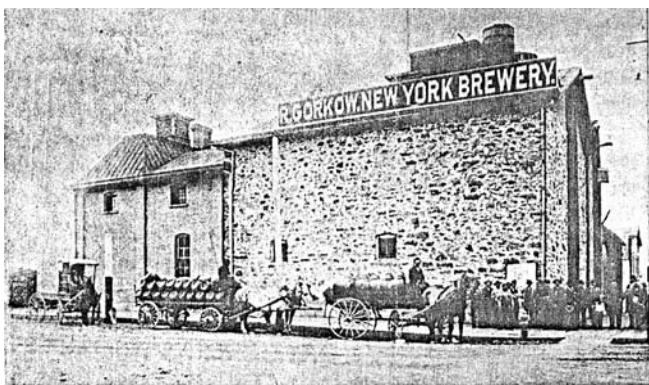
of \$100.00
To whom issued
George W. Burd
and 23rd May 1892
From whom transferred
original subscription
in full of \$100.00
to 23rd May 1892
Geo. W. Burd

1892 Stock
Certificate



GALLAND-BURKE BREWING

In the fall of 1891, the brothers sold their Wallace store and began construction of the Galland-Burke brewery in Spokane.¹⁵ The immense structure was located on Broadway Avenue, between Post and Lincoln Streets, overlooking the namesake falls of the city.



The R. Gorkow New York Brewery stood at the NW corner of Front and Washington Streets about 1889

lished New York Brewery.¹⁸ At the end of the first year, June 1893, it had sold the same amount as New York Brewery. In the first year, Galland-Burke was selling to at least 60 Spokane saloons and many saloons in other towns.

"Probably the only friendly competition between the two breweries from 1892 to 1902 when they finally consolidated, was a tug-of-war between the employees of the breweries in Turckenham Park one month before Galland-Burke Brewing had its grand opening. Not long after Galland-Burke Brewing and Malting Company began operations, a letter from Rudolph Gorkow to a saloon owner revealed that the new company had taken away much of New York Brewery's trade. Furthermore, Galland-Burke had tried to procure the services of the brewmaster of the New York Brewery by offering him a larger salary."¹⁹

In order to have an immediately receptive public, Galland-Burke began an extensive advertising campaign in the spring of 1892. On July 15, Julius Galland told an agent in Sandpoint that he could not afford to advertise there at that time because of the cost of his advertising in Spokane.²⁰

Spokane beer sales from both New York and Galland-Burke breweries suffered temporary declines between 1893 and 1896 due to the national depression. Between July 1896, and July 1900, as the national business climate improved, the sales

of both breweries increased to a combined rate of around 4,000 barrels.²¹

A news report in 1899 said the Galland Brewery and the New York Brewery were taking water out of the Spokane River below the new sewer that Gonzaga College had installed.²²

A news report out of Lewiston, Idaho said: "Theo Galland of the Galland-Burke Brewery at Spokane is in the city [Lewiston]."²³ This is an example of the company searching out business opportunities in area where new railroad connections made the import of Spokane beer feasible. Another example of business

practices comes from Ritzville, just west of Spokane. Harry Mueller opened "Harry's Place" in Ritzville in December 1901. He leased the building from Sam Galland of the Galland/Burke Brewing & Malting Company of Spokane, who had just built it.²⁴

Brewers often had the capital to build saloons,

buy them, or at least obtain the required and highly expensive licenses for the saloonists.

SPokane BREWING & MALTING CO.

On May 1 1902, the Spokane Brewing and Malting Company reincorporated for one million dollars and purchased the Galland Burke brewery. Theodore, Adolph and Samuel Galland were among the principal stockholders.²⁵

Julius Galland was the vice president and financial manager. "In 1902 they [Galland/Burke] sold to Spokane Brewing and Malting Company."²⁶ In Boise, Idaho, the merger was described as the end of the beer war, which had gone on for two years, and prices had gone up from \$1 to \$2 per barrel.²⁷ In fact, it was a reorganization, not a true sale to an outside party. The Spokane Brewing and Malting Company was founded in a merger/purchase of the Henco Brewery, the New York Brewery (both established in 1886), and the Galland-Burke Brewery.²⁸ All



Henco Brewery building in 1938, pictured for the newspaper announcement of its imminent demise



three breweries were operated, at least initially, as branch breweries.

In 1902 brother Theodore left Spokane to take over the management of the Gambrinus Brewing Company of Portland but because of failing health was required to give up that position and return to Spokane about 1907.²⁹ The Galland family had a financial interest in this west-side brewery, which made it possible and desirable for a family member to be on site to oversee operations.

Julius and Samuel Galland bought a site on the west side of Washington Street between Trent and the river for the new Spokane Brewing and Malting Company site.³⁰

By January 1903, Olympia Brewing Company was selling beer to saloons in Spokane from their new local storage facility. At that time it was able to enter the Spokane market because some of the saloon owners were in revolt against the control of Spokane Brewing and Malting Company, but Olympia tried to get lower freight rates so that it could become a permanent competitor in the Spokane market. Julius Galland, writing to his brother Theodore, who was the manager of Gambrinus Brewery in

Portland, told him to inform the railroad officials in Portland, that lowering freight rates for Olympia would not bring them any more rail business because Spokane Brewing and Malting Company would lower the price of its beer in retaliation. Although Julius believed it could be driven out of the market, Olympia continued to sell successfully in the Eastern part of the state.³¹

In 1906, the company closed the old New York Brewery. In 1908, they bought the Schnoor Cooperage Company, as a strike ended there with an agreement to pay union wages.³² A brewery needed a source for a large number of barrels.



LAST CALL

**We Have Enough Beer
to Supply Our Friends
and No More**

Order "GILT TOP" Bottled Beer

Before It Is Too Late

Case containing 2 dozen large bottles	\$3.00
Case containing 2 dozen small bottles	\$2.00
Case containing 6 dozen large bottles	\$8.50
Case containing 10 dozen small bottles	\$9.50
Case containing 16 dozen up bottles	\$11.50
No refund for empty bottles	

Spokane Brewing & Malting Company

FAMILY TRADE SUPPLIED BY:

Durkin Liquor Company. Phone Main 731.
Langer Wine Company. Phone Main 8125.
Greenough's. Phone Main 5412.
Spokane Table Supply Company. Phone Main 5466
Family Wine & Liquor Company. Phone Riv. 370.

A local Lind, Washington newspaper, the *Lind Leader*, on 27 October 1911 had an article about Spokane breweries. Led by Julius Galland, the Spokane Brewing and Malting company was heading off action by the city council to end brewery control of saloons, they reported. Julius was heading up opposition to this Hayden resolution.³³ Mr. Schwabe there in Lind had the "Spokane" saloon featuring Gilt Top Beer from the Galland Company. Julius Galland admitted that they held leases on 50 or 60 saloons that required the saloons to sell only Spokane Brewing and Malting Co. beer.³⁴ As part of their advertising, Galland gave away openers with Gilt Top advertising, the square hole was to adjust early carbide headlights, it was called a "Prestolite Wrench."³⁵

In June of 1913, the old Henco Brewery, which was part of the Spokane Brewing and Malting Company conglomerate that the company used as an office, burned with an estimated loss of \$100,000.³⁶ They company carried on. Soon



a more difficult problem arose. Washington State voted in favor of Prohibition. Samuel Galland explained that the company was not moving and had 16 months to decide a course of action before the law went into effect.³⁷ In 1915, the Henco plant was closed. All operations were then in the main brewery. The plant remained producing near-beer during the 17 years Prohibition was in effect in Washington State. A few saloons stayed open serving such legal beverages, but the brewery was not profitable with this small output.

NON-BREWING BUSINESS VENTURES

In 1906, the brothers organized the Northwest Loan and Trust company, which engaged in general banking in the Granite Building in Spokane. Samuel Galland was secretary; Theodore was president; Julius vice-president and manager. Julius' legal training was of great help in setting up the corporation.

In 1914, the business was consolidated with the Spokane & Eastern Trust Company, and Julius joined the staff of the latter corporation as vice-president.

In 1921, the Galland Brothers Corporation was formed to oversee all their diverse interests. Most of their money went

into real estate and business buildings. "Always unfaltering believers in the future of Spokane," the Galland brothers kept putting money into business property and the erection of business buildings.³⁸ "The Spokane Realty Company, which they control, is the owner of perhaps the largest group of central property in the city, headed by the Realty building on Riverside Avenue, near Bernard Street."³⁹

Julius, and Adolph and his wife all lived in the Davenport Hotel in downtown Spokane in the 1920s. In 1926 Julius died, leaving Adolph as the only Galland brother remaining. Samuel's son, Theodore, took over much of the work of the family businesses.

POST-PRO BREWING

In July 1933, Theodore Galland announced the brewing company would issue 7%, 10-year bonds to raise \$150,000 to put an addition on the brewery.⁴⁰ Legal beer had returned. The 80 X 30 brick structure would house a machine shop, compressor and other equipment. Also, they would recondition the malting area.

"Spokane Brewing and Malting Company was forced by law to disassociate itself from the Spokane Realty Company in 1933, thus eliminating any chance of brewery—saloons being introduced again into society," according to George Vinal Smith.⁴¹ Also that year, the directors of the Sunset Brewery in Wallace, Idaho voted to spend \$35,000 for repair and re-outfitting of the brewery.⁴² Theodore Galland and his relative, Joseph Ruebens, were on that board of directors. The family kept their interests diversified. Theodore Galland

explained in the press that he favored 3.2% beer returning—anything stronger was just for intoxication.⁴³ A few months later, Theodore said they would buy 500,000 bushels of barley per year, Washington State brewers in total would buy 600,000, and Idaho brewers would buy 75,000.⁴⁴ In these depression years, this was much needed agricultural support.

The brewery got back in production, and, despite some early trouble with organized labor, was soon in full produc-



1936 Ad

tion.⁴⁵ While the Gallands were resuming the beer business, famous brewer of Canada and America, Emil Sick, joined forces with an old friend, Harry Goetz—son of Spokane legend Dutch Jake Goetz—and reopened the old Henco Brewery in Spokane. The Goetz Brewery was in business only a few years.⁴⁶ Demand soon exceeded the plants capacity and in December of 1936 the Goetz Brewery bought the old Galland-Burke Brewery building

from the Spokane Brewing and Malting Company, establishing Spokane Breweries, Inc. Adolph Galland, last of the four brothers, had died on 3 September 1935. The Galland family heirs and other stockholders were through with the brewing business in Spokane.

In April of 1941, the introduction of the production of Rainier Beer in Spokane was celebrated in conjunction with the 50-year anniversary of the original Galland Burke Brewery building.⁴⁷ Sick produced Rainier in Spokane until he closed the plant in 1962.

In 1964, the old Rainier Brewery building at Broadway and Lincoln burned.⁴⁸ The physical evidence of an era was gone.

FAMILY & PHILANTHROPY

Adolph Galland was married June 8, 1898, to Miss Maude Reubens, a daughter of Louis Reubens, Spokane businessman and Jewish community leader.⁴⁹ Theodore Galland was married in June 1907, to Miss Edith Hexter, of Portland, Oregon, a daughter of Levi Hexter, then deceased, who had been in the wholesale hardware business as a member of the firm of Hexter, May & Company. Unto Samuel Galland and his wife were born two children, Samuel, Jr. and Theodore.

In 1908 the first of the brothers, Theodore, passed away:

After a protracted illness of about one year, Theodore Galland, one of Spokane's best known citizens, succumbed at 2:15 o'clock this morning following an attack of stomach trouble followed by paralysis, in his apartment in the West Minster corner, Pacific Avenue and Spruce street.

Mr. Galland was 45 years of age and single. Born in Oregon, he came here in 1891 and assumed the offices of secretary and treasurer of the Galland Burke Brewing and Malting company. In 1902 he left Spokane to take over the management of the Gambrianus Brewing company of Portland but because of failing health was required to give up that position

and return to Spokane about a year ago. He became president of the northwest Loan and Trust company. He is survived by his mother and 3 brothers. Funeral from the Jewish Temple Emanu El at 2 o'clock Thursday. Rev. David Levine will officiate and internment in a vault at Fairmount Cemetery.⁵⁰



Samuel Galland.

DEATH SUMMONS SAMUEL GALLAND END COMES SUDDENLY TO SPOKANE BANKER IN SAN DIEGO CAME HERE IN 1891 WAS CITY BUILDER AND ACTIVE IN WAR WORK—HARD STRUGGLE AS YOUTH

Samuel Galland, vice-president of the Spokane and Eastern Trust company, died suddenly yesterday afternoon [26 October 1921] at San Diego, Cal., when on a fishing trip. A blood vessel burst as he was stepping out of his automobile, causing death before aid could arrive. His brother Adolph was with him. He had been in poor health for a year. Early last summer, when his general health became bad, his physicians insisted that he take a long vacation and in January he went to San Diego. A few weeks later Mrs. Galland and their two sons, Samuel and Theodore, age 13 and 11, moved to California to join him. The family residence here at W2315 First Avenue was sold.

The change temporarily seemed to do him good and Mr. Galland took an office in San Diego, where he paid some attention to investments and business affairs. Lately his condition became alarming and his brother Adolph Galland with Mrs. Adolph Galland, left here to be with the family. They reached San Diego May 31.

It is expected that the body will be brought here and placed in the Galland Mausoleum in Fairmont cemetery beside his mother, Mrs. Adelaide Galland, and another brother, Theodore Galland.

The brothers contributed to Washington Children's Society and the Shriner's Hospital for Crippled children. They also set up a scholarship for a worthy Spokane student to attend Washington State at Pullman.⁵¹ The brothers were all members of the Masonic Lodge, and at least Julius was very active as a Republican.

Julius Galland died 26 October 1926, at age 66, and left \$400,000 for "religious, education and charitable pur-

poses." The gift was for Jews and Gentiles alike.⁵² Julius was a member of the Elks Lodge #228, a Shriner and a member of B'Nai B'rith.

The Jewish yearbook listed: "Julius Galland, Spokane Washington bequeathed \$97,500 to Temple Emanu El, \$37,790 to Keneseth Israel Temple, \$275 to two Temple charities, and \$96,463 to non-Jewish charities, October 25, 1930."⁵³ In 1935, Adolph, last of the four brothers died.

Old friends in Farmington often followed the lives of the Galland family through their years in Spokane. From their early business start in Whitman County, the four Galland

brothers, and then, in turn, their children, built a legacy of business success and philanthropy. The unwritten rules they seem to believe in were simple. Keep management and

ownership in the family whenever possible; diversify your financial interests, that is, hedge your bets; advertise; and give something back to those who made your success possible.

Footnotes

- ¹ Solomon's biography relies heavily on *History of the City of Spokane and Spokane County, Washington*, vol. II, Chicago: S. J. Clarke Publishing Co., 1912, pp. 197-8.
- ² Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 58.
- ³ *The Washington State Centennial Edition: Celebrating Families of Whitman County*, Vol. I, Pullman, Washington, Whitman County Genealogical Society, 1988. p. 492.
- ⁴ Alpha Study Club, *Oakesdale Memories*, 1976, p. 55.
- ⁵ Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 161.
- ⁶ Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 122.
- ⁷ Larry Hailey, "Trail of the Coeur d'Alenes," http://friendsofcdatrails.org/CdA_Trail/Larry_CdA.pdf. Accessed, 15 Oct, 2011.
- ⁸ Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 125.
- ⁹ *The Boomerang*, Palouse, Washington, 28 September 1888, p. 3, c. 2.
- ¹⁰ J.B. West, *Growing Up in the Palouse*, Rosalia, WA, 1980, p. 26.
- ¹¹ Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 141.
- ¹² Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 92.
- ¹³ Latah County Judgment Book # 2, p. 346-8. Numerous minor court cases involving the brothers can be found in the on-line records of Whitman County.
- ¹⁴ Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 59.
- ¹⁵ The business records of the brewery and the Spokane Brewing and Malting Company, which absorbed it, are at Washington State University. It is one of the largest collection of brewery records in the region. The family acquired some interests in Wallace mines these years which might explain their on-going attachment to the area. In 1894 a suit of G.W. Truax and Julius Galland vs. Oscar B. Wallace was argued. The plaintiffs owned two-thirds of the mine and the defendant one-third, but they claimed he had taken ore out without accounting for it. See *Idaho Daily Statesman*, 23 June, 1894, p. 3, c. 1.
- ¹⁶ George Vinal Smith, "Spokane Brewing and Malting Company," Washington State University thesis, 1967, p.40-41.
- ¹⁷ Letter Book, Galland-Burke Brewing Company, Spokane, Cage 13, Archives and Special Collections, Holland Library, Washington State University.
- ¹⁸ George Vinal Smith, "Spokane Brewing and Malting Company," WSU thesis, 1967, p. 44.
- ¹⁹ George Vinal Smith, "Spokane Brewing and Malting Company," WSU thesis, 1967, p.45.
- ²⁰ George Vinal Smith, "Spokane Brewing and Malting Company," WSU thesis, 1967, p. 46.
- ²¹ George Vinal Smith, "Spokane Brewing and Malting Company," WSU thesis, 1967, p.44.
- ²² *Spokane Daily Chronicle*, 28 Dec. 1959, p. 4, c. 6 (60 years ago column).
- ²³ *Lewiston Morning Tribune*, 20 August 1898, p. 4, c. 4.
- ²⁴ Eastwood, Harland, *Wild West Saloons (of Adams County) 1885-1915*. Ritzville, WA.: Harland Eastwood, 2005, p. 25.
- ²⁵ George Vinal Smith, "Spokane Brewing and Malting Company," WSU thesis, 1967, p. 72.
- ²⁶ Meier and Meier, *Brewed in the Pacific Northwest*, Seattle: Fjord Press, 1991, p. 107.
- ²⁷ *Idaho Daily Statesman*, 2 May 1902, p. 3, c. 2.
- ²⁸ In April, 1894 in a letter to the Brooklyn Malting Company the owner of the New York Brewery said profits were \$2 per barrel and sales were 15,000 barrels. See New York Brewery, Washington State University, Special Collections, Cage 7, Box 2, Letter book 2.
- ²⁹ *The Daily Chronicle*, Spokane, WA, 12 May 1908, p. 1, c. 4-6.
- ³⁰ Orville Clyde Pratt, "The Story of Spokane," 1948 Typescript, Spokane Public Library, p. 98.
- ³¹ George Vinal Smith, "Spokane Brewing and Malting Company," WSU thesis, 1967, p. 79.
- ³² *The Evening Chronicle*, Spokane, Washington, 16 May 1908, p. 12, c. 3.
- ³³ Harland Eastwood, *Wild West Saloons (of Adams County) 1885-1915*. Ritzville, WA.: Harland Eastwood, 2005, p. 94.
- ³⁴ *Spokane Daily Chronicle*, 26 Oct. 1911, p. 10, c. 1-2.
- ³⁵ Harland Eastwood, *Wild West Saloons (of Adams County) 1885-1915*. Ritzville, WA.: Harland Eastwood, 2005, p. 119.
- ³⁶ *Spokesman Review*, 20 June 1913, p. 1, c. 5.
- ³⁷ *Spokane Daily Chronicle*, 9 Nov. 1914, p. 6, c. 4.
- ³⁸ *Spokesman Review*, 10 June 1921.
- ³⁹ Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 59.
- ⁴⁰ *Spokesman Review*, 25 July 1933, p.6, c. 4.
- ⁴¹ George Vinal Smith, "Spokane Brewing and Malting Company," WSU thesis, 1967, p. 131.
- ⁴² *The Spokane Daily Chronicle*, 30 August 1933, p. 1, c. 3.
- ⁴³ *The Spokane Daily Chronicle*, 19 December 1933.
- ⁴⁴ *The Spokesman Review*, 9 March 1934, p. 7, c. 1.
- ⁴⁵ The Spokane newspapers of January 1935 mentioned several problems with unions stopping trucks and going on strikes.
- ⁴⁶ Spokane Brewery vertical file, Spokane City Library, 1941 newspaper clipping.
- ⁴⁷ *Spokesman Review*, 3 April 1941.
- ⁴⁸ Vertical file, Spokane City Library, January 10, 1964, clipping.
- ⁴⁹ *History of the City of Spokane and Spokane County, Washington*, vol. II, Chicago: S.J. Clarke Publishing Co., 1912, pp. 197-8.
- ⁵⁰ *The Daily Chronicle*, Spokane, WA, 12 May 1908, p. 1, c. 4-6.
- ⁵¹ Marshall Belshaw Shore, *Farmington Remembered: A History of a Small Palouse Town*, Spokane: Tornado Creek Publications, n.d. p. 59.
- ⁵² *The Spokane Daily Chronicle*, 3 September 1934, p. 3, c. 1.
- ⁵³ *American Jewish Yearbook, Review of the Year 5691*, p. 13, Internet, <http://64.233.169.101/>

DGG Chapter Summer Show

by Dave Alsgaard

The Dog Gone Good Chapter of NABA held its recent summer show on August 24 at Veterans Park by the river in Bay City, Michigan. Sunny skies and nice weather greeted all in attendance. Over a dozen tables were occupied by vendors selling all sorts of breweriana – local and otherwise. Decent walk-in traffic was seen throughout the show. The traditional DGGC lunch of brats and hot dogs was served, along with beer to wash it all down, provided courtesy of nearby Tri-City Brewing Co., and also Arcadia Brewing in Battle Creek. Many thanks to them



Bob Rosa showing off the full bottle from Eagle Brewery (ca. 1895) that he brought for tasting!

for their continued generosity toward the club. As has been the custom, a breweriana raffle was held after lunch, with a vintage Stroh's neon as the 'grand prize'.

A special highlight of the show was provided courtesy of member Bob Rosa. Bob brought an unopened, still partly full bottle of beer from the Eagle Brewery in Saginaw (West Side) owned by his great-



Some of the crowd gathered at the Veterans Park Pavilion for the Dog Gone Good Club's 2013 summer show.

grandfather. Eagle Brewery items are scarce enough, but to have a chance to taste some of the 120 year old beer inside was pretty special. The beer was drinkable, but obviously past prime! Thanks to Bob for sharing!

The Dog Gone Good Chapter will be holding its next show on February 22, 2014 at the Tri-City Brewing Company in Bay City. Contact Dave Alsgaard for more details at 989-631-7239, or dalsgaard@charter.net

In Memory of Jim Shoulter

2/17/35 – 6/8/13

by Norm Jay

In September 1972 the Jays transferred from Nashville, TN to suburban Chicago. At the time, I had just started collecting breweriana and one of the people already in that hobby whom I encountered was Jim, who made his living selling corrugated steel for Wheeling Pittsburg. Jim was also a regular dealer at the Kane County Flea Market in St. Charles, IL. At that time, this venue was huge and probably the best source of quality advertising in the whole Chicago area.

A relationship developed whereby I was taught, influenced, and eventually, competed with Jim. He gave me my NABA application shortly after the organization was founded.

For about 40 years, we wheeled and dealt, and kept in close touch, as he was transferred to Louisville in 1982; Wheeling, WV in 1992; and eventually Rainbow City, AL; where he retired in 1999. Jim was president of NABA from 1996-98. He collected quality pre-Pro mugs, steins, signs, trays, and lithos; and owned a dynamite collection. The hobby was an important part of his life. Probably the only void in his retirement was the lack of availability of both collectors and breweriana in Alabama.

He leaves his lovely bride of 22 years, Jerry, who will continue to be our close friend. He will be missed by all of us old timers.

—Norm Jay



Auction Hysteria

by Robert Hajicek

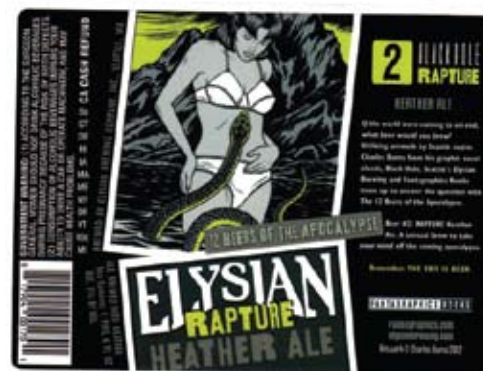
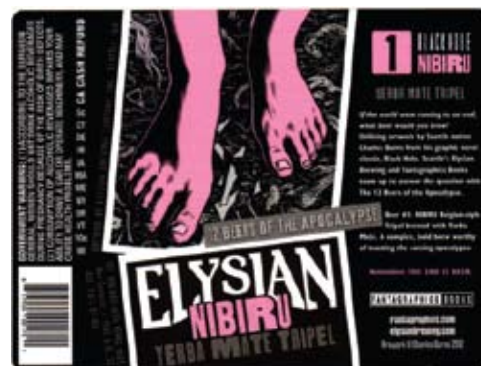
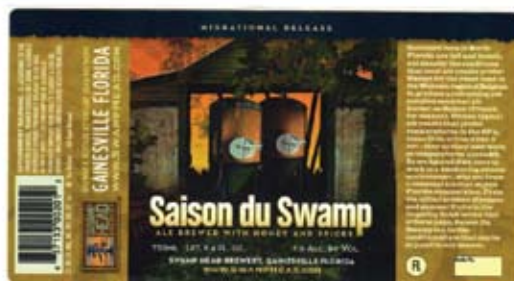
CRAFT/MICRO

Right: Lot of 425 Business Cards from micro breweries/brewpubs, \$57

Below: Alaskan Amber Tapknob 13" tall with battery powered light Alaskan Brewing Co., Juneau, AK, \$70



At right, top & bottom: 12 Labels from three breweries (only six shown here) Depot Street Brewing Co., Jonesborough, TN Port Huron Brewing Co., Wisconsin Dells, WI Swamp Head Brewing Co., Gainesville, FL \$46



Above: Elysian Beer Labels "12 Beers of the Apocalypse" set (only two shown here), Elysian Brewing Co., Seattle, WA, \$49

Below: Beer Labels, 18 different Troegs Brewing Co., Harrisburg, PA, \$405



Black Star Neon Sign, 28" dia. The Great Northern Brewing Co., Whitefish, MT, \$645



24" x 14" Union Beer Porcelain Sign
Union Brewing Co., St. Louis, MO
Otto F. Stifel, Prest., \$5,700



Anheuser-Busch Glass
3-1/2" tall
Anheuser-Busch Inc., St.
Louis, MO, \$550



Adel Brau Tapknob
Wausau Brewing Co., Wausau, WI, \$221

Below:
Lone Star
Bullet
Lighted Sign,
14" tall
Lone Star
Brewing Co.,
San Antonio,
TX, \$2,445



Hamm's Porcelain Sign
One sided with neon holes, no neon tube
54" x 36", Theo. Hamm Brewing Co.,
St. Paul, MN, \$2,565



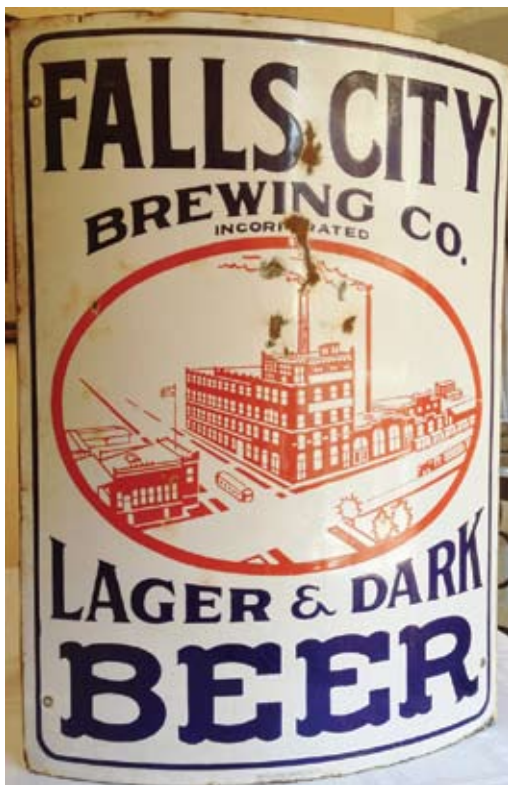
Prost Tip Tray
4-1/8" diameter by H.D. Beach Co.,
Coshocton, OH, Ph. Kling Brewing Co.,
Detroit, MI, \$173



E. Porter Enamel Glasses (three)
4-1/8" tall
E. Porter Brewing Co.,
Joliet, IL, \$600



London Tavern Ale Lighted Cab Sign
13" x 7-3/4" x 5-1/2"
El Dorado Brewing Co., Stockton, CA, \$2,200



Falls City Porcelain Sign, 24" x 17"
Falls City Brewing Co., Louisville, KY,
Asking \$3,000,
best offer accepted
(actual selling price not listed).



Koppitz WW2 Labels, three different
Koppitz-Melchers, Inc., Detroit, MI, \$300



Above: Utica Club Lighted Cab Sign
West End Brewing Co., Utica, NY, \$2,476



Right: Blitz Weinhard Tapknob
Blitz Weinhard Co., Portland, OR, \$393



Above Left: Silver Star Reverse-on-Glass Lithograph
19" x 14-7/8" to outside of frame
Dubuque Star Brewing Co., Dubuque, IA, \$1,500



Above Right: Green Seal Beer Tray
Buckeye Bottling Works Co.,
Toledo, OH, \$1,350



Right: Ballantine Glass Tapknob
1-3/8" across flat top
P. Ballantine & Sons, Newark, NJ, \$665



4" tall Crescent Etched Glass
Crescent Brewing Co.,
Nampa, ID, \$611

WANTED: Membership Chairperson

Any NABA member who is interested in working with the Board to implement our membership strategies in the coming years is welcome to apply for the position.

The candidate must have a basic working knowledge of Microsoft Excel (not a full blown expertise) as this is the basic member tracking software package currently being employed. The position requires a quarterly summary of membership activities, plus a New Member (for the quarter) List in each issue of the *Breweriana Collector* (see page 36 & 37). BC materials must be provided to our Editor, Lee Chichester. Notices to non-renewing members are sent out to alert and encourage them to maintain their memberships. We have established a pre-printed post card system that requires affixing a label addressed to those in arrears.

Membership dues are received, documented, and deposited to the NABA account, with a notice sent to Treasurer, James Kaiser. The new website will be the vehicle used for members-on-

ly access to member contact info and collecting preferences. If a person joins who is not a current member, a new member packet is sent to them, along with a membership card.

Once each quarter, the Chair sends to the BC publisher an Excel file of all members scheduled to receive the next issue of the BC. Should a member not receive an issue or if the issue arrives damaged, a replacement BC issue is manually mailed.

Excess copies of the BC published each quarter are sent to the Membership Chair. An inventory of back issues must be provided should members wish to purchase them.

Communication with the Board is normally handled through the President. Attendance at Board meetings, while not required, is of benefit to facilitate good communication with the Board.

Expenses associated with the position are reimbursed.

For more details, please contact either Kent Newton (217-412-5278) or George Baley (219-325-8811).



ABSOLUTE AUCTION

Kewaskum, WI

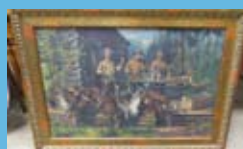
SUNDAY, JANUARY 12, 9:00AM

Inspection Saturday Noon-3:00PM & Sunday 8:00AM



LOCATION: Hwy 45 or 28 to Kewaskum, East on Hwy 28 to Cty "S", then north 1.5 miles to hall. About 40 miles NNW of Milwaukee.

ITEMS OF NOTE: At press time we have a Scheidt Brwg. Norristown PA 1895 calendar; Walter Eau Claire corner Vitrolite sign; Pre Pro tin Schlitz corner sign; Old Style lager edge lit hanging sign w/scarce red lettering; Storck's Slinger WI porcelain ice cream sign; Die cut West Bend, WI Old Timers paperboard sign; Schmidt Brwg. St. Paul MN Big Game pre pro framed oilette; Schlitz RPOG pre pro hanging sign; Rahr Brwg Green Bay clock; Fancy brew kettle fire box door. Additionally we have numerous automotive & petroliana porcelain and metal signs; 1946/7 Wurlitzer 1015 jukebox, 78 RPM excellent condition; Mustang Model 2, 1948 professionally restored, red motorcycle scooter, winner of National 1st prize AACA auto judging, high compression head option, Mustang speedo, titled; 1948/49 Jack & Heintz twin motorbike on Schwinn Excelsior, black & white stock frame, professionally restored; 1947 Whizzer on MW Hawthorne bike frame, model H motor, NOS Hawthorne speedo, professionally restored and many other quality antiques and collectibles.



REGISTERED WISCONSIN
AUCTIONEER Mike Paul No 28

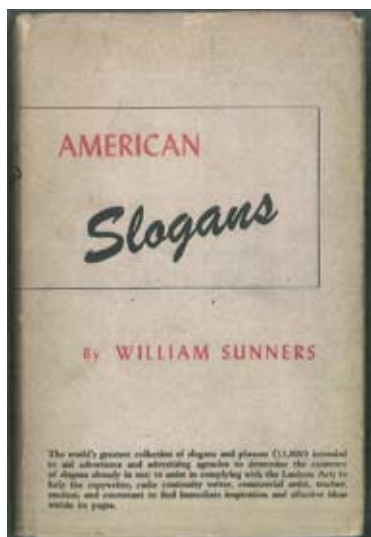
Charbroiled Brats,
Hamburgers &
Refreshments

AUCTIONEER'S NOTE: The lifetime collection of Jack & Carita Hoffman and others. Visit us at www.paulauction.com for full ad & photos. This is a partial listing only. Full ad will be available online after January 1.

TERMS: Cash or checks. Non residents, 2 forms of ID. D/L required for bid number. No buyers penalty, no phone bids, no credit cards. Absentees accepted.

PAUL AUCTION COMPANY, INC.

Kewaskum, WI 53040 1-262-338-3030



American Slogans

By
William
Sunners

One day, I could not get a TV jingle out of mind: “I don’t want one of those national brands, I want me a Wiedemann.” This slogan kept popping up in my mind. It brought with it fond memories of Wiedemann beer, manufactured in Newport, Kentucky. We used to buy it in high school because we bought beer based on taste and, admittedly, on price. Everyone agreed that Wiedemann was a much better beer than Budweiser and other national brands at a much better price.

Finally, the jingle drove me to get online to search beer slogans, and I found reference to William Sunners’s *American Slogans* book. Sunners was an interesting person from New York City who had a varied career as a writer “on the cachet phrase of philately, composer of crossword puzzles, and difficult puzzles.” Apparently he was a professional (and very successful) contestant to the point that he was consulted by “industry and ad agencies.” Apparently he was a “lifelong collector of slogans, which was the main source for his contest writings and contest winnings.”

The cover of this 1949 book states, “The world’s greatest collection of slogans and phrases (13,000) intending to aid advertisers and advertising agencies to determine the existence of slogans already in use . . . and to help the copywriter, radio continuity writer, commercial



Collector’s Bookshelf

Reviewed by Larry Moter
accneca@aol.com

artist, teacher, student, and contestant to find immediate inspiration and effective ideas within its pages.”

The book contains many chapters, comprehensively including about every topic under the sun. Many famous brand slogans were contained within, including the obvious (to a certain generation) decades old cigarette slogan: “I’d walk a mile for a Camel” and the cereal slogan “Had your Wheaties today?”

But of course, the Beverages (Soft drinks, etc.) and Brews (Beer and Ale) slogans are what attract breweriana collectors. We all remember the radio and television (a new media at its birth when Sunners wrote his book) ads of our youth. We all search for breweriana with slogans for our collections whether they are printed on coasters, die cut cardboard signs, TOCs, etceteras. Often a prized collectible piece is one with a slogan or symbol of a short lived advertising campaign that did not generate the expected market share, sales, and profits.

The slogans in the Brews Chapter are reproduced here. There are many that I had never heard of and some that are well known to the typical hobbyist, such as “Beer That Wins Awards” (Jacob Hornung Brewing Co. of Philadelphia) and “Fit for a king” (King’s Brewery, Brooklyn, NYC). I would note, however, that Sunners’s slogans are heavily weighted to east coast marketing, with a few national & west coast efforts. There are errors, such as the inclusion of sodas and/or mixers/mineral waters in the category, including “Tom Tucker;” and other obvious irregularities such as, “Young [Yorgs], St. Paul” and my favorite, “William Gratz [Gretz] of Philadelphia.” But all-in-all the below slogans are “as American as apple pie!”

One unknown (to me) slogan that inspired further inquiry was about Krueger: “It’s one of the three great beers.” Does anyone know what the other two were?

Advertising Slogans found in American Slogans: Brews Chapter

Actually aged longer (Leisy Brewing Co.).
Aged by Father Time himself (Hyde Pk. Brewers Assn.).
Aged extra long for extra flavor (Breidt Brewing Co.).
Aged in natural rock caves (Ebling).
All-American ale, The (Cleveland-Sandusky Brewing Corp.).
All-American beer, The (Cleveland-Sandusky).
All year 'round soft drink, The (Anheuser-Busch).
Always in good company (Standard Brewing Co.).
America has gone Budweiser (Anheuser-Busch).
America's beverage of moderation (U.S. Brewers Assn.).
America's largest-selling ale (Ballantine). America's oldest lager beer (F&M Schaefer).
Any time is STANDARD time (Standard Brewing Co.).
As good as it looks (Barvarian Brewing Co.).
Ask your doctor (All-American Premium Beer).
As of yore (Harvard Brewing Co.).
As tonic as sunshine itself (Aetna Brewing Co.).
As you like it (Rubsam & Horrmann).

Backed by a century of brewing experience (Gerhard Lang Brewers).
Be ale-wise (Old Colony Brewing Co.).
Beer at its best (F&M Schaefer).
Beer belongs, enjoy it (U.S. Brewers Foundation).
Beer flavor at its peak (John F. Trommer).
Beer for good cheer, The (Potosi Brewing Co.).
Beer is as old as history (Budweiser).
Beer is no better than its ingredients, A (Hammerschlag Refining Co.).
Beer of friendship, The (Jax Brewing Co.).
Beer that grows its own flavor (Edelbrew).
Beer that made Milwaukee famous (Schlitz).
Beer that made the nineties gay, The (Potosi).
Beer that made the old days good, The (Jacob Ruppert).
Beer that makes friends, The (Lubeck Brewing Co.).
Beer that's brewed the natural way, aged the natural way, The (Breidt).
Beer that's extra-aged, the (Hyde Park Breweries Assn.).
Beer that's time-ripened, time-tempered, The (Breidt).
Beer that wins awards, The (Jacob Hornung Brewing Co.).
Beer with millions of friends, The (Hyde Park).
Beer with the flavor as different as day from night, The (Breidt).
Beer with the 4th ingredient, The (Breidt).
Best beer by far at home, club, or bar, The (Jacob Hornung).
Best of all, Edelbrew costs you no more. Best tonic, The (Pabst Corp.).
Better because brewed solely of malt and hops (Trommer).
Beverage of moderation for the nation, A (United Brewers Ind. Foundation).
Born in Canada, now going great in 48 states (Carling's Ale).
Bottled beer with the draught beer flavor, The (Globe Brewing Co.).
Breidt's for TIME, the part of beer you taste but never see.
Brewed in the British manner (Conn. Valley Brewing Co.).
Brewed on the same site since 1840.
Brewed solely of malt and hops (Trommer).
Brewer of better beer (Blatz).
Brewery goodness sealed right in (Pabst).
Brew for me in '43, The (William Gratz).
Brewing better beer for the 96th year (Blatz).
Brew of quality, The (Pabst Blue Ribbon Brew).
Brews that satisfy, The (Ruppert).
Brew that brings back memories, The (Pabst).
Brew with a head of its own (Krueger).
Brew with small bubble carbonation, The (Heurich Brewing Co.).
Brew that holds its head high in any company (Senate Beer), Heurich.
Bubbles of health (Queen City Bottling Co.).
But the greatest reason of all is that Guinness is good for you.
Buy the Big Boy (Trommer).
By the glass, by the bottle, by the case, Buy Hyde Park.

Case of Aetna is a case of health, A (dinner ale).
Choice of all who know one beer from another, The (Forest City Brewing).
Choicest Product of the brewer's art, The (Falstaff).
Christmas time is Guinness time.
Cleveland's favorite brew since 1862 (Leisy).

Delicious, deLIGHTful, demand it (Piel's).
Don't say beer, say Falstaff. Drink of friendship, The (Jax Brewing Co.).
Drink that made Milwaukee famous, The (Schlitz).
Drink you'll always ask for, The (General Beverage Co.).

Every taste a treat (Pittsburgh Brewing Co.).
Experts pronounce it best (Krueger).

Famous for five generations (Oil City Brewing Co.).
Famous for its perfect head (Guinness).
Favorite of the older generation, and going strong with the new (F. Jones).

Finer than the finest (Pittsburgh Brewing Co.).
Finest beer we've ever brewed (Schaefer).
First for flavor (Pittsburgh Brewing Co.).
Fit for a king (Kings Brewery).
Foaming with flavor (Eichler).
For health's sake, ask your doctor (Brackenridge Brewing Co.).
For keener refreshment (Pabst).
Friendly beer for friendly people, The (Ruppert).
Friendship beers, The (Jax).
Full of good cheer (The Atlantic Co.).

G-B means Great Beer (Grace Bros.).
Get that golden glow with Rheingold (Liebmann Breweries).
Give me another Central Royal Beer (Central Breweries).
Glass of Guinness is a cheerful sight, A.
Good as ever (Falstaff).
Good food tastes better with Star Ale.
Good measure (Hampden Brewing Co.).
Good old Munich and it's good for you (Buckeye Producing Co.).
Good taste for 100 years (Pabst).
Good taste suggests it (Peter Fox Brewing Co.).
Grand tastin' grand prize (Gulf Brewing Co.).
Guinness a day is good for you, A.
Guinness and oysters are good for you.
Guinness at one is good for you, A.
Guinness at two is good for you, A.
Guinness for appetite.
Guinness is good for you.

Have a glass of Guinness when you're tired.
Have you tasted Feigenspan P.O.N. beer and ale?
Head of the class, The (Brewing Corp. of America).
Hey! Give me a tall one (Tall-One Co.).
Hoffman draught beer in bottles is really draught beer.

It lives with good taste everywhere (Budweiser).
It's a real glass of beer (Flanagan Nay Brewery).
It's beer as beer should taste (Rheingold).
It's better, not bitter (Carling's Ale).
It's better than it used to be, and it used to be the best (Horton Pilsener).
It's blended, it's splendid (Pabst Blue Ribbon).
It's flavoripe (Glove Brewing Co.).
It's good to get home to a Guinness.
It's jubilating (Bruckmann Co.).
It's one of the three great beers (Krueger).
It's smooth sailing with Brackenridge Brewing Company Beers.
It's smooth sailing with Old Anchor Beer.
It stands on top (Flock Brewing Co.).
It's the brew for me in '43 (William Gratz).
It's TIME that turns the tide in Breidt's.
It's time you tasted Breidt's.
It's time you tasted Breidt's, the beer with the 4th ingredient.
It's Tom Tucker time.
It's two ways light (Trommer).
It strikes one; it's Guinness time.

John L., the best bet for every round (J. Clark Distilling Corp.).
Just right, not sweet, not bitter (Central).
Just the kiss of the hops (Schlitz).
Keeps a head (General Brewing Corp.).
Keg in sight means beer just right, The (Kooler Kegs) Novadel-Agene.
King of bottled beer, The (Anheuser-Busch).

Let your taste tell.
Life of any party, The (Central).
Light after you drink it (Trommer).
Light as you drink it (Trommer).
Light beer of Broadway fame (Trommer's).
Lives with good taste (Budweiser).
Lunch time is Guinness time (Guinness).
Luxury Beer, The (Barbey's Inc.), Reading, Pa.

Made like, tastes like fine imported beer (Trommer).
Made the old-fashioned way...slowly...naturally (Wm. Gratz Brewing Co.).
Make mine Ruppert.
Maker's name proclaims its quality, The (Pabst Corp.).
Makes every bite a banquet (Iron City Beer), Pittsburgh Brewing Co.
Makes you glad you're thirsty (Budwine Co.), Athens, Ga.
Makes thirst a joy (Triple XXXII Co.), Galveston, Tex.
Maryland's Masterpiece (National Premium Beer).
Millions remember Doelger, a glass will tell you why.
Milwaukee's choice (Braumeister Beer).
Milwaukee's first bottled beer (Blatz).
Milwaukee's most exquisite beer (Blatz).
Most popular beer in history, The (Budweiser).
Most popular beer the world has ever known, The (Budweiser).

Nationally famous for good taste (Goebel Brewing Co.), Detroit.
Nation's premium beer, The (Peter Fox Brewing Co.), Chicago.
Nation's premium Beer, The (Fox De Luxe Brewing Co.), Grand Rapids, Mich.
Naturally better (Ale), Dawson's Brewery, New Bedford, Mass.
Naturally smooth (Magnus Beck Brewing Co.), Buffalo, N.Y.
Nature's Health Water (Navaho Mineral Water Co.), Los Angeles.
New big name in beer, The (Brewer's Best).
New York's finest (John Eichler Brewing Co.).
Next one tastes as good as the first, The (Central Breweries, Inc.).
Nickel drink worth a dime (Pepsi-Cola).
Nothing takes the place of Guinness.

Ohio's favorite brew since 1862 (Leisy Brewing Co.), Cleveland.
Old friends are best (Rubsam & Horrmann), Stapleton, N.Y.
One luxury all can enjoy (Piel Bros.), New York.
One of America's fastest-growing quality brands (Peter Breidt), Newark, N.J.
Our hand has never lost its skill (F&M Schaefer Brewing Co.), Brooklyn, N.Y.

Peak of beer flavor, The (Trommer's).
Peer of beers, The (Rubsam & Horrmann).
Perfect glass, The (Ballantine).
Preferred...for mellow moments (Hamm's Beer).
Prince of Ales, The (Busch Pale Dry), Anheuser-Busch, St. Louis.
Prince of pales, The (Anheuser-Busch).
Properly aged always (Standard Brewing Co.), Rochester, N.Y.

Quality at its best (Ebling).
Quality clear through (Stroh Brewery Co.), Detroit.
Quality has no substitute (Majestic Beverage Co.), Chicago.

Remember the name, you'll never forget the taste. (Rubsam & Horrmann).
Retains all the esters (Buckeye Producing Co.), Toledo, Ohio.
Right from the cypress casks of Goebel.

Seldom equalled, never excelled (Hyde Park Breweries Assn.), St. Louis.
Slow aged for finer flavor (Ruppert).
Smooth sailing with Old Anchor Beer (Brockenridge Brewing Co.), Brokenridge, Pa.
Some things can't be hurried (Ruppert).
Staten Island beer (Rubsam & Horrmann).
Stay on the Breidt side (Peter Breidt).
Stay on the right side, the Breidt side (Peter Breidt).
Strength...in a glass by itself (Guinness).

Tang of good old ale, The (Haffenreffer & Co.), Boston.
Taste and compare (Trommer).
Taste how rootie it is (Krueger Beverage Co.), Newark, N.J.
Taste of the nation, The (Brewery Corp. of America), Cleveland.
Taste sells a case, A (Pacific Brewing & Malting Co.), San Francisco.
Tastes like fine imported beer (Trommer).
Tastes like more (R.A. Johnson Co.), Milwaukee.
Taste tells the tale (SparkLin Ale Co.), Martin's Ferry, Ohio.
Taste the difference (Rubsam & Horrmann).
Taste without waist (Black Label Beer), Brewing Corp. of America.
Tasting is believing (Cold Spring Brewing Co.).
Ten to one...it's Guinness time.
That old-time ale with the old-fashioned flavor (Aetna Brewing Co.), Hartford.
THE premium beer (Barabosa).
There is as much satisfaction in the brewing of a good beer as in the drinking of it (Blatz).
Thirst come, thirst served (Erlanger Brewery), Philadelphia.
33 fine brews blended into one great beer (Pabst).
Those who really know, drink Falstaff (St. Louis).
Timed to perfection (Gunther Brewing Co.), Baltimore, Md.
Timed to perfection (Time Brewing, Inc.), Dallas, Tex.
Toast of the coast, The (Aztec Brewing Co.), Los Angeles.
Too good to forget (Tech Beer), Pittsburgh Brewing Co.
Trommer's the malt beer.
Tru brew, The (Young Brewing Co.), St. Paul.

We'll rest our case on a case (Liebman Breweries), Brooklyn, N.Y.
Who can resist a Guinness?
Wieland's extra pale is always extra good (Pacific Brewing & Malting).
Winter brew for brew drinkers, The (Hoffman Beverage Co.), Newark, N.J.

You'll feel you've had something worth drinking when you've had a Guinness.
You get more out of Hampden (Hampden Brewing Co.), Williamsett, Mass.
Your first taste tells you and sells you (Pacific Brewing & Malting Co.).



The Maumee Brewery Co.

TOLEDO — OHIO



BREWERY: 32 to 40 South Superior Street
OFFICE and BOTTLING WORKS: 25 to 29 South Huron Street

OUR BRANDS:

CLOISTER BEER — ST. GEORGE ALE
EXTRA PORTER
CREAM ALE — BOTT'S MALT STOUT

Used with permission of the Buckeye Chapter, Toledo, OH. Taken from their website:

<http://buckeyechapter.com>

Part 2 will begin with the history of "The Mob" influence on Toledo brewing, and cover much more.

The 168-year history of Toledo, Ohio mirrors that of many Midwest U.S. cities: agricultural beginnings, growth pushed by westward migration of European immigrants, and the rise of manufacturing and industry. Modern Toledo, affectionately called the "Glass City," is home to many well-known companies and products: Libby Glass, Corningware, Jeep automobiles, and Tony Packo's hot dogs.

What is not as well known is that in its early days, Toledo was a nationally esteemed producer of beer and brewery products, and at one time breweries were the city's largest employer. The history of brewing in Toledo is a fascinating story of ethnic influence, mob ties, and wealthy brewing

TOLEDO BREWING HISTORY

Part 1 of a series

families. The rise and fall of its brewing icons starts humbly with the German settlers in the 1830s, parallels the growth of the city into a dominant turn-of-the-century industry, and ends with the consolidation and demise of its last large commercial brewery in 1972.

The Great Black Swamp

Settlers who came to Northwest Ohio in the early 1800s discovered what many Native Americans had known for centuries – large parts of the region were uninhabitable marshlands and deep swamps. The entire region, aptly named The Great Black Swamp, stretched from the eastern end of Lake Erie to the central portions of the Indiana territory and encompassed areas that eventually became the cities of Bowling Green, Defiance, Toledo, and Fort Wayne. Besides the terrain itself, The Great Black Swamp posed many challenges for the early settlers including large snakes, cholera outbreaks, mosquito-propagated diseases, and hostile Indians. The mostly German-born immigrants had fled the riots and uprisings in their homeland only to be faced with the difficult challenge of establishing a way of life in a very harsh environment.

In spite of its ominous beginnings, Toledo was founded in 1837 by the merger of two neighboring villages situated about one mile upstream from the mouth of the Maumee River. Residents worked hard to build necessary streets, businesses and homes, while at the same time building a canal system for shipping and

transportation. A decades-long process of draining the mighty swamp was also undertaken in an effort to create farmland and make the region livable. It was both a poor water supply and a large beer drinking German population that drove the need for breweries in the city's earliest days. Brewing and malting was one of the first industries to be established in Toledo.

While a couple of Toledo's early brewers migrated from Ireland, most brewers were native to Germany. These Germans learned their trade in cities such as Wurtemberg, Wuerzburg, and other parts of "the Fatherland." The founders and descendants of the historic Toledo breweries make up an intricate fraternity of owners, officers, brewmasters, and benefactors that worked for and competed against each other. It is sometimes hard to follow the flow of the business partners and family members as they went from one brewing company to another. The history of Toledo brewing becomes more intriguing because of conflicting or even non-existent historical information regarding known breweries.

Early Brewers

By 1836 John J. Vogelsang had established the first known brewery in Toledo. Located on Michigan Street near Cherry Street, documentation suggests this early brewery was a primitive structure and was supplied by the first Artesian well bored in the area. This clean water source contributed to the building of other breweries and helped Toledo beers gain a

reputation for superior quality. It was fortunate that Vogelsang drilled the well, as the surrounding swamp and river water was not deemed suitable for making beer. Vogelsang took on several note-worthy brewing partners through the years including Joseph Grasser and Fred Lang. Brewing continued on that site until 1903.

In 1838, another German immigrant named Julius Kohler started a small brewery in his home near the present day Tony Packo's on Toledo's East Side (on the bank of the Maumee River). Back then, the east side of the river was considered the Black Swamp. It is likely Kohler drew water from the river for brewing his beer. After moving into a commercial building in 1849, Kohler moved his expanding brewery to the west side of the river, to Bush Street at the canal, in 1854. This huge four story brick building was to be renamed the Buckeye Brewing Company in 1886 and survived until it was demolished in 1980. *[Editor's note: There is much more information on this brewery in the Buckeye Brewing Company section of this article, to be published in a later edition of the BC.]*

By 1840, Toledo's population had grown to 1,222. It was then that Edward Klinge and Lyman Wheeler built the second commercial brewery in Toledo located on Monroe Street. Not much else is known about these early Toledo breweries except when and where they existed, as record keeping in the then-small town was not always complete or accurate. And, because many early 19th century brewers served only local areas, there was no need for marketing and promotional items or other artifacts that would have survived after the breweries ceased.

The population had more than tripled by 1850, when German immigrants Rudolph Brand and Peter Lenk arrived together in Toledo, having befriended each other while they traveled together from Germany to New York. Brand and Lenk started a liquor business together, expanding into a grocery business as well. But eventually both their family names would be associated with the beer business. In 1856, Peter Lenk switched from distiller to brewer, selling his share of Brand & Lenk to his nephew.

At that time, Toledo-brewed beer had become so popular and had received such acclaim that it was considered to be the best in America. Its purity and excellence were unsurpassed by that of any other city. It wasn't until much later that cities such as St. Louis and Milwaukee gained prominence.

Toledo Brewing and Malting/Huebner-Toledo Breweries

County records state that in 1853 the German immigrant Andreas Stephan established a small brewery near Superior Street on the famous Swan Creek, which still winds its way through present-day downtown Toledo. The small brewery was successful and expansion of the buildings and cellars was necessary. In 1856, Stephan associated with Peter Lenk. Two years later, Stephan sold to Lenk, who then renamed the company Lenk & Co. This brewery burned and was immediately re-built in 1865-1866 at a nearby location on Hamilton Street upstream on Swan Creek. It was expanded, and in 1876 became the Toledo Brewing Company. In 1882 the brewery was incorporated and re-named Toledo Brewing & Malting Company. By 1888,

brewing capacity was 75,000 barrels with much of the production being shipped to New York City.

Following Peter Lenk's death in 1893, the large brewing facility was taken over by the son of a German immigrant, the brewmaster John Huebner, and a company officer named Dennis Pilliod. Together, they renamed this brewery the Huebner Brewing Company in 1896. Between 1902-1905, the brewery made a serious attempt to compete with Buckeye, with the goal of putting the larger brewery out of business. Several local breweries, including Maumee, Eagle / Schmitt, Grasser & Brand, and Finlay Brewing, merged with Huebner to form the Huebner-Toledo Breweries Company. This new conglomerate's brewing capacity was stated to be one-half million barrels annually, far exceeding the capacity of the Buckeye brewery at that time. The brewery was successful into Prohibition. As a result of Prohibition in Ohio taking effect in 1919, the brewery changed its name to the Huebner-Toledo Company and began producing "non-intoxicating" beverages, as did many other breweries of the day. But the Huebner-Toledo Breweries Company ceased operations in 1923. Upon the repeal of Prohibition in 1933, Huebner was prepared to re-open for business. The building was readied, including repainting the brewery name on the side of the building. It is rumored, however, the mob boss Licivoli walked into the plant before they opened and shut them down. Several large brick buildings along Swan creek still stand today and you can still read the name Toledo Huebner Breweries Company on the South side. These buildings are currently either vacant or are used for non-brewing purposes.



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

Membership Report

This year's Convention attracted several new members and a few past members who joined again to be a part of the Green Bay event. If you weren't there you missed a great time. We continue to receive a lot of 5 year renewals, and even a couple of new members took advantage of the offer. They obviously have faith that their membership is a great value.

You may have already seen in the President's letter that the search is on for my replacement

as membership chairman. The duties of the job are simple and not very time consuming (If they were I wouldn't have signed on since I am allergic to hard work). Feel free to call or email me if you would like more information on the job.

We have all heard it said that one of the best places for single men to meet single women is at the grocery store. It only makes sense that one of the best places to meet a potential new NABA member is in the

craft beer section of your favorite beer store. Be sure and ask the fellow standing next to you, contemplating the micro offerings, if he collects breweriana – while you are discussing what the good beers are, of course.

Have you made your room reservation for Toledo yet? It's going to be a great Convention 2014. Don't forget!

Kent Newton

APPLICATION FOR MEMBERSHIP

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

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

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

email address _____ Sponsor _____

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

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

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

Specific breweries, brands, cities _____

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

New Members

Daniel Akin

11855 Brookview Ct
Marshfield, WI 54449
715-389-2328
akinjd@gmail.com

Jim Gubash (Joanne)

2410 McCarrell
McKeesport, PA 15132
412-673-2072
C-412-952-9953
j.gubash@comcast.net

**Ash Trays, Clocks, Coasters, Foam
Scrapers, Glasses, Labels, Menus, Neons,
Reverse on Glass, Tap Knobs, Tip Trays**
Sponsor-George Baley

Ed Heise

305 Heatherwood
Valparaiso, IN 46383
219-465-5723
edward46383@yahoo.com

Paul Ligenza

22052 Maldon
Farmington Hills, MI 48336
248-893-7482
C-248-808-1762
stompys@yahoo.com
cans, photos, signs, statues
Sponsors-Herb / Helen Haydock

Rick Natter

6102 Jacqueline Dr
Lancaster, WI 53813
608-723-6652
wiscokraut@tds.net

Mark Partlow

S 445 County Road Vv
Mondovi, WI 54755
partlowamericadoor@frontier.com

Ken Quaas

802 Bittersweet Ln
Hinsdale, IL 60521
630-204-5270

Mark Raymer (Deborah)

N398 Brush Rd
Merrill, WI 54452
715-539-9406
psycho_buzz@yahoo.com
**All Breweriana; Bottles, Cans,
Mirrors, Tap Knobs, Tip Trays**

Lee Reiherzer (Denise Lanthier)

647 Evans St
Oshkosh, WI 54901
920-410-7284
leer99@gmail.com

Bob Rose

1932 McCausland
St. Louis, MO 63117-1906
All Breweriana; Anheuser Busch
Sponsor-Kent Newton

Matt Scherzinger

15010 Chestnut Glen
Cypress, TX 77429
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mscherzinger@hotmail.com
Sponsor-George Baley

Todd Solberg (Nancy Dehority)

N8989 Otto's Ln
Wisconsin Dells, WI 53965
608-513-6196
C-608-253-6862
tsolb78@gmail.com
**All Breweriana; Mirrors, Neons, Signs,
Heileman--Wisconsin &
Minnesota Breweries**
Sponsor-Gary Schultz

Paul Stookey

24724 Brightwater Ct
Leesburg, FL 34748
352-787-1045
C-352-435-6169
rmowry@centurylink.net

Carl Viner (Diane)

2418 S 13th St
LaCrosse, WI 608-788-1749

Jim Wasielewski

12970 W North Lane
New Berlin, WI 53151
262-821-1029
C-262-271-1029

Paul Winter

PO Box 435
Butte des Morts, WI 54927

Dennis Yost

8332 Heather Ln
Fredonia, WI 53021
yost59@aol.com

Jim Zillian

PO Box 3509
McLean, VA 22103
703-717-2383

So, You Missed Green Bay?

If you missed coming to Green Bay for the Convention, you can still enjoy a memento of the event. We have a limited number of pint glasses especially made to commemorate the event available for sale. The picture on the glass is a label from the Rahr Green Bay Brewing Corp. honoring the 1936 Green Bay Packers squad. A pretty cool glass.

One can be yours for only \$10.00 ppd by Standard Mail. Need a 4 pack? Get a set of 4 for only \$25.00 ppd.

You can pay via PayPal at
nabamembership@comcast.net
or send a check to:
NABA Packer Glass
1585 W. Tiffany Woods Drive
LaPorte, IN 46350



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

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

Happy Collecting!

WILL PAY top dollar for any old color prints or lithographs of the Anheuser Busch Brewery or any lithographs on tin. Fred Schwartz, 10134 331st Lane, Hull, IL 62343, 217-432-5502. V163

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

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

Other Events

Nov. 16: Richbrau's 20th Ann. Richmond Show; Richmond, VA; Chris Eib, moquarts18@aol.com, 804-360-5744

Nov. 16: Turkey Pluckoff & Swap - Cascade Ch; Portland, OR; Michael Boardman, bsstudio@comcast.net, 503-222-3495

Nov. 24: Windy City Pre-Thksgivg; Park Ridge, IL; Ed Harker, balprkhark@sbcglobal.net, 312-927-9329

Dec. 7: Columbine's Ann. Christmas Show; Aurora, CO; Jim McCoy, jimrealone@gmail.com, 303-771-4102

Dec. 8: Babitzke Ann. Collectibles Show; Phoenix, AZ; Todd Barnes, arizonatrader@cox.net, 623-931-6721

Dec. 14: Bluebonnet Chapt. Christmas Show; Ft. Worth, TX; Mike Lombardo, mmltexas@verizon.net, 972-317-4745

2014

Jan. 26: Garden St. Kickoff Classic; Clark, NJ; Scott Manga, manutd1@optonline.net, 845-634-2626

Mar. 9: Cornhusker Chapt. Ann. Spring Show; Omaha, NE; John Mlady, 402-345-7909

May 3: 6th Ann. 12 Horse Chapt. Flower City Trade; Rochester, NY; Brian Coughlin, 12.horse-chapter@rochester.rr.com, 585-671-7992

June 1: Tri-Chapter Show (Coal Cracker, Horlacher, Delaware Valley); Leesport, PA; Jerry Matonis, jmat973447@aol.com, 570-690-3287

Editor's Note: Please join me in welcoming **Doug Harman** to our Events of Interest Page. Doug has volunteered to help keep us up to date on events, contact info and other essentials of interest to our membership. Next time you see Doug, please thank him for his help, which I consider beyond measure. Thank-you, Doug.

Events of Interest

NABA Chapter Events

Gateway Chapt.
Nov. 9
Eastside Spectacular #7

Belleclair Fairgrounds,
Belleville, IL

Kevin Kious • 618-346-2634
whoisthealeman@aol.com

Nov. 10
Chicagoland
Breweriana Soc.

VFW Post
Elk Grove Villiage, IL

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

CBCC
Chapt.

Nov. 22 & 23
FALLFEST

Vernon, CT
Dale Miller
coasting72@
sbcglobal.net

Port of Potosi
1) Cave Man/Woman
Party: Feb. 15, 2014

Potosi Brewery,
Potosi, WI

2) 9th Ann. PoP
Collectibles Show:
March 15, 2014

St. Andrew/Thomas
School, Potosi, WI
Mike Kress • 608-642-0321
portofpotosi@gmail.com

DogGone
Good Chapt.
Winter Show
Feb. 22

Tri-City Brewing
Dave Alsgaard
989-631-7239
dalsgaard@
charter.net

JFO

Just for Openers
36th Ann.

Convention

April 9 - 13, 2013

Hampton Inn & Suites

Chapel Hill, NC

John Stanley

919-824-3046

jfo@mindspring.com

NABA - 2014

Convention #43

July 30 - Aug. 2

Toledo, OH - Best Western

Grand Plaza Hotel

John Huff • cadiac500@aol.com

734-847-3379

ABA - 2014

XXXIII Convention

June 10 - 15

Dubuque, IA

John Weatherhead • 678-427-9512

wxxhead@msn.com

ECBA - 2014

42nd Convention

July 16 - 19

Mars, PA

Larry Handy • ohhugo1@aol.com

BCCA - 2014

CANvention 44

Aug. 28 - 30

Dallas-Ft. Worth Airport Hyatt

Mike England • 515-360-3586

mikeengland@bccca.com



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

