



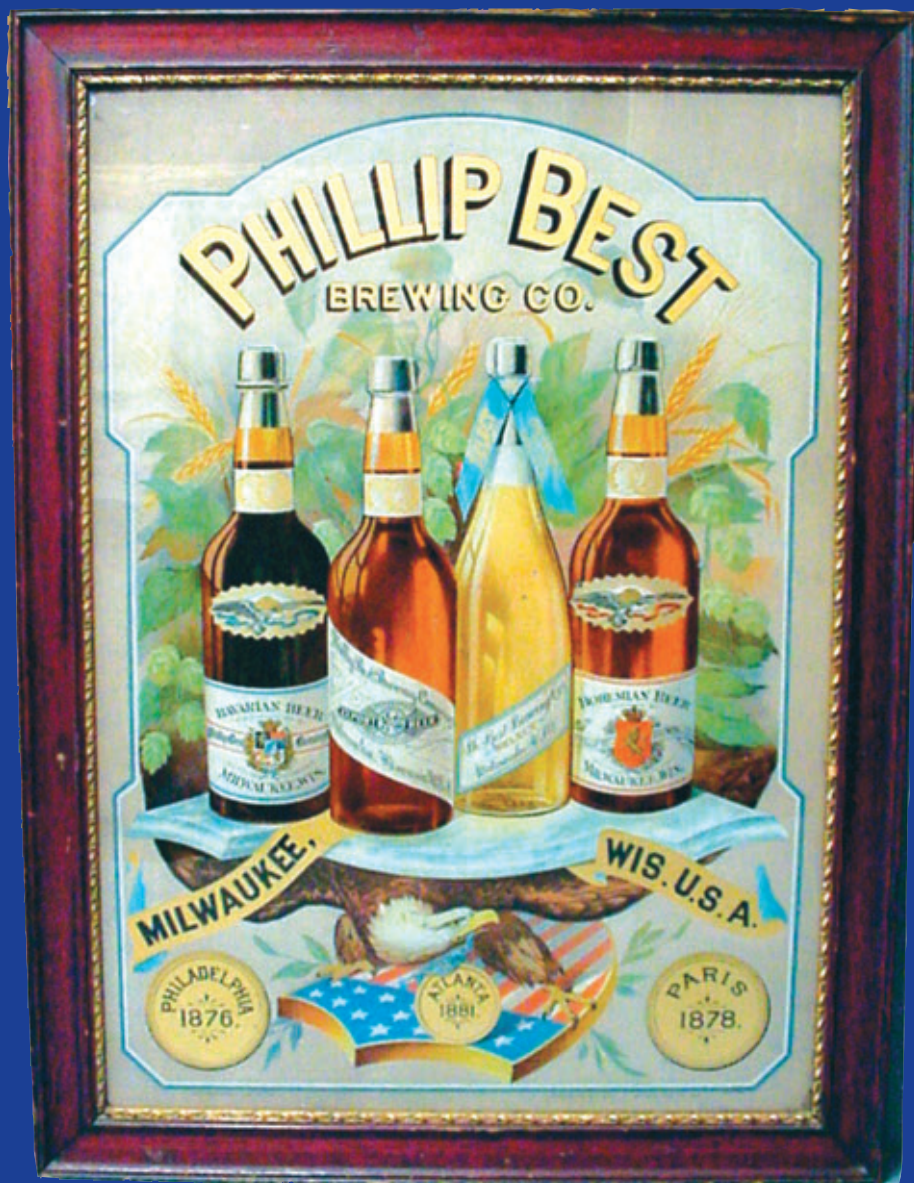
The BREWERIANA COLLECTOR

*A publication of the
National Association
Breweriana Advertising
"America's Oldest National Breweriana Journal"*

Volume 126

Founded in January 1972

Summer 2004



**Breweries of
Brewerytown
Part I**

**Hantke's
Brewer's School**

**Standard
Brewing of
New Orleans
Part II**

**LAST CHANCE!!
Convention
Information**

Single Copy Cost \$6.00



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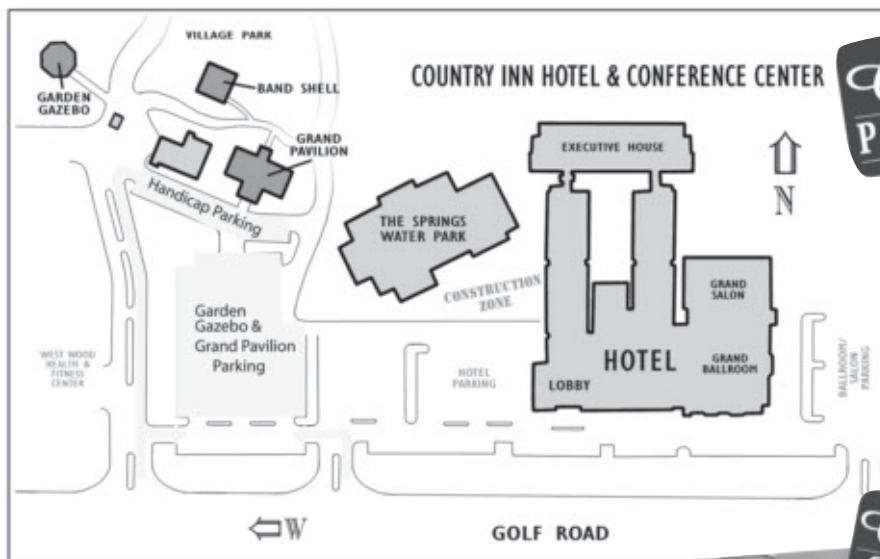
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Call 1-800-247-6640 before the cut off date of 7/11/04.

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The BREWERIANA COLLECTOR

SUMMER 2004

#126

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COVER

This reverse painted glass sign measures 20" x 28" (glass size) and is in it's original frame. Dating from 1881, it was manufactured for the Phillip Best Brewing Company of Milwaukee, Wisconsin by The F.Tuchfarber Company of Cincinnati, Ohio. It was originally commissioned and designed in 1879, and updated to accommodate the additional awards won at the 1881 international Cotton Exposition in Atlanta, Georgia.

PHOTO CREDITS:

George Bailey, Steve Peters, Rich Wagner



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

The Editor has the right to edit submissions and ads, and may defer publication of a submission for reasons of space or layout. Deadlines for submissions are the same as for classified ads shown on the Buy-Sell-Trade page.

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The Breweriana Collector

Auction Preview Items

LEINENKUGEL



JUNG BALL KNOB



SCHLITZ SIGN



Wanted



**Brewery
Items**

Signs, bottles, labels, advertising,
and all related items

David Kapsos

608-838-8041

foxhead@charter.net

I'll see you at the convention.



President's Message

Waukesha Convention: In just a few weeks, the 33rd Annual Convention will begin in Waukesha at the Country Inn. If you have not yet made your reservations, time is very short. Bob Flemming reports that hotel bookings are nearing a full house, so call the hotel @ 1-800-247-6640 and tell them you are part of the NABA Convention group to get the best rate (and a room). This years' auction promises to be one of the best ever. Bob and Dave Kapsos have solicited some never seen items that will make their way into lucky collections on Friday, August 6th. A few of the items can be previewed on page 4. In chatting with Dave Kapsos, Auction Chair, he informs me that there will be an increase in the number of total items permitted by each member in this years' auction. This should make for a longer and more interesting Friday afternoon. So check those storage areas and grab some stuff you would like to turn into hard cash that can be used to gather new stuff for your collection.

Member Survey: Our Association has been in existence

now for more than 30 years and has succeeded because of the participation of you, our fellow members. If you are planning to attend the convention in Waukesha, we will be soliciting your comments via a short survey to be handed out at the Auction on Friday. Because many persons who normally attend the convention may not attend this year for one reason or another, their input on the issues raised would be missed. Therefore, if anyone wishes to participate in the survey and knows they cannot make the convention, I will be happy to email or snail mail them a copy for inclusion in the survey. If you have never, or no longer attend conventions, we would be interested in your input also. Again, this is your Association and only by learning what it is you like and don't like can we try to make it the best organization possible.

Board Elections: This years' election will welcome several new faces to your Board. It will also mark the leaving of Bob Hajicek, as his term of office is complete. Bob has been on the Board for the past 6 years having served three terms. Bob along with Kent Newton were responsible for putting together the comprehensive

index of past Breweriana Collectors. Work is underway to update that index through the current issue and should be available on our website at nababrew.org sometime this fall. Bob also served as Chairman of the 32nd Convention in Minneapolis last year. Thanks Bob for all your service to NABA. Hope to see you back on the Board in a few years.

Website: Speaking of Websites... ours is undergoing a total face-lift thanks to new NABA member Jason Myers of Mishawaka, Indiana. The current website was a major effort a few years back by Fil Graf who took on the project. Thanks Fil for your pioneer effort on behalf of NABA. Jason and I have been working on a redo to make the site not only brighter, but easier to move about. Stop by and check it out sometime this summer or early fall.

South Bend Convention 2005: I would be remiss if I did not get in a plug for next years convention in South Bend, Indiana. As show Chair, I will be now wearing three sets of hats for the next year so. Your patience and understanding when something might slip through the cracks now and then is appreciated.

George Baley



From the Editor's Desk

Future Articles: Member participation continues strong with regards to authoring articles on hometown breweries. If you have a story to tell, drop me a line. If you feel uncomfortable about your literary prowess, we will help 'ghost write' and tweak your information. Give it a try.

Next Issue: We will have another feature article by Don Roussin and Kevin Kious on the

Breweries of Madison County and Part II of Larry Moter's painted label trilogy. Herman Ronneberg will have a couple of short articles in the next issue on breweries of the west. Also, we will begin a series of articles on the breweries of Indiana.

This Issue: A mini follow up on the Standard Brewing Company of New Orleans via pictures completes the story. Last issue was so jam packed with Wisconsin stuff, plus a digital picture transfer problem that the pictures from this arti-

cle had to be delayed one issue. Thanks to Kip Sharpe and his fellow contributors for their patience.

Where's the Beef? What do you get for your buck in each issue? At a recent trade show several attendees were debating the nuances of the BC in comparison to other breweriana journals. After the show, I took the last issues of several other clubs and measured the quantity (number and length) of articles vs. advertisements. I

CONTINUED ON PAGE 7



Chapter Doings

By Mary White, Chapter Coordinator

We are all busy attending our summer shows and getting ready for the 33rd Annual NABA Convention Aug 3-8 in Waukesha, WI. Several chapters had shows in the April - May - June time frame. Several of the chapters have adapted Micro Beer Tasting at their local Mini Convention shows which adds to the enhancement of the shows. Most of Mini Convention shows are over night, so they don't have to worry about drinking and driving. Members swap some of their favorite Micro Brews with other members. I would like to share some excerpts from one of the chapter newsletters. That the author presented about his collection, of 900 Foreign cards and 700 American cards. "Great White North Brewerianists," Paw Prints. "Collecting Brewery Business Cards" by Dave Craig. Thanks, Dave.

In this age just about every company that has employees meeting customers would have a Business card. The business card is an evolution from the visiting card. This card was usually about four by two and a half inches. As the name suggests they were handed to butlers and generally left in a plate for the master of the house. These were an indispensable part of etiquette. Your rank, land owned and the number of horses were all a mark of distinction.

As they changed over the years, cards have settled at the general size of three and a half by two inches. The first business cards were functional giving the

persons name, company and his rank. Usually printed with black ink on white card stock they changed little till the early 1970's. Embossing, logos, multi-colours and different shapes are now more common.

The first business cards are credited to Germany dating back to about 1785, The French also claim that they used them as early as the 1600's. I started accumulating them so I would have a reference and an address so I could write to breweries for labels. As they began to get cluttered, I put them in special pages and a three ring binder. Before I knew it I was collecting the darn things!

Breweries close, move and the style of cards change. Some had pictures of breweries, or owners, or salesman of the company on them. Sometimes a business card is the only item to survive a short-lived plant.

The "Miami Valley plus 5 neighboring chapters sponsor the 30th Annual Ohio Mini-Convention & Breweriana Show at Overland Park on July 9-10th. A good camping weekend of fun, plus good items to add to your collection.

Patrick Henry Show

May 22nd was the date of the 27th annual Patrick Henry Breweriana Show in Kalamazoo. Held at the home of Bell's Brew Pub, owned by NABA member Larry Bell, this was one of the



The Trader Floor



Bob Wacunas makes a deal



Gary and Barb Bauer

largest shows in recent memory. The location was superior to any of the past shows and featured the opportunity to taste a multitude of beer on tap. Larry has offered to continue to host the show and in the future may need to move it out into his beer garden.

Mary White



Boiling in the Brew Kettle

By "Beer Dave" Gausepohl

The last few months in the brewing industry have sure been entertaining to follow. Anheuser-Busch and SABMiller have pulled off the kid gloves and laid into each other. When the first quarter sales results were announced and Bud Light saw declines with Miller Lite seeing an increase the fighting became fast and furious. Miller Lite has attacked the higher amounts of Carbohydrates in Bud Light. This almost overnight equaled double digit sales. A-B fired back with their now famous "King of Beers vs. "The Queen of Carbs" campaign.

Quickly both parties hauled each other into court. A-B was fighting for the right to refer to SABMiller as South African Breweries. SABMiller fought for the right to stop this attack. SABMiller argued that they are a global company based in London with vast holdings the world over. A-B wanted the right to be adver-

tised as a "True American" beer. These lawsuits were settled the Friday before Memorial Day. The result basically finished in a tie. Some of the ruling favored A-B and some favored SABMiller.

A-B is now advertising their Natural Light brand as having the same level of carbs as Miller Lite, but for less the price. A number of Micros have come at this fight from a different angle. They are advertising to the consumer looking for a fuller flavored beer. One stating that if you are counting carbs and drinking less then make sure the few beers you are drinking count. I look for one of these little guys to come out with a big rich double back and call it the "Carburetor". It is predicted that low calorie beers will surpass regular beers in 2005. Doctor Atkins sure has left his mark on the consumable goods in this country.

SABMiller and A-B also fought an expensive battle in China. Both of these breweries launched hostile bids for the Harbin Brewery of

China. This country of over 1 billion people is quickly becoming a battle ground. A-B already owns a percentage of the Tsingtao Brewery. When the bidding war was over A-B was victorious with the purchase of the Harbin Brewery.

Last time we looked into the Interbrew organization. Recently FEMSA the Mexican brewer has severed all ties with Interbrew and their Labatt USA subsidiary. FEMSA has bought back the 30% which Interbrew owned. The brands of Tecate, Carta Blanca, Bohemia, Sol and Dos Equis brands will now be imported through Wisdom Imports a new division of FEMSA. This new importer has attracted the attention of a number of larger competitors. Heineken, Coors and Scottish & Newcastle have made the rumor list.

One thing is for sure. Something is always brewing.

Beer Dave

From the Editor's Desk CONTINUED FROM PAGE 5

think if you do the same, you will find similar results. Not only is the BC "America's Oldest National Breweriana Journal", but yours has the least space tied up with advertising and the highest percent of articles by volume (and weight). Like the lady said in the old Wendy's hamburger ad...."Where's the beef".

Internet: The Internet continues to be a key communications oppor-

tunity for groups such as NABA to reach its members in a quick and effective manner. About 40% of current NABA members have an email address. If you have one and have not listed it with your personal information, please email John Stanley at naba@mindspring.com and join the group. A new column appears in this issue on page 32 that deals with the Internet and all the things that one runs into when

trying to work online or offline. Hope you enjoy it. If you have a particular question about some aspect of computers, please drop me a line and I will pass it on to our computer guru.

Rich LaSusa column will return next issue after his move to Arizona.

George Baley

DEADLINE AND PUBLICATION DATE CHANGES

Effective with the Fall issue of the BC, the closing and expected publication dates for each issue will change by one month. The new deadlines are shown in the table to the right. The Spring issue will remain the Convention issue and will permit the Summer issue to bring one last exposure of each years' convention.

Issue	Ad/Article Deadline	Est. Publication Date
Spring	January 15	March 15
Summer	April 15	June 15
Fall	August 15	September 15
Winter	October 15	December 15



Milwaukee Convention Report

By Bob Flemming

By the time you read this we will be about one month away from the 33rd NABA Convention. Our first order of business is to insure that you have made hotel reservations. We have two major events in the area that same week. One is a Harley convention and the other is The Wisconsin State Fair. There is a very large waiting list that will close in on the registration desk when our block of rooms expire on JULY 14th. I have already had numerous members call me during the past two weeks, and mention that the hotel is already full. The problem they are having is that they forget to say that they are a NABA member when calling, and that NABA has a block of room reserved. That is the key to success for getting a room. As of June 8th, we had over 425 room nights booked with almost 200 members and spouses registered. This past week, I decided to call and or email about 8 members that I did not see on the convention roster, and sure enough they were planning on coming, but had not yet registered at the hotel. PLEASE DO NOT WAIT UNTIL THE LAST MINUTE. ALL HOTELS IN THE AREA WILL BE FULL AS WELL!!

The History bus tour is over-subscribed as of this writing. However, if we get an additional 23 people we might be able to put on a second bus. As mentioned in the previous Collector, the price includes a tour of the Pabst mansion and lunch at The Water Street Brewery. The logistics for adding a second bus are; timing to each of the locations and providing another tour guide that can replicate Len Jurgensen who has the detailed knowledge on this venue. If not we will return any money for those that registered after we met the maximum.

Also, the Thursday Micro/Brewpub tour is filling up quickly, but we still have room for another 30, since we established this very popular tour as a two bus venue.

As a reminder for Wednesday and Thursday mornings, we have 2 great seminars each day, prior to the bus trips. The Seminars are on the subjects of; (1) Stein collecting, knowing what you are buying and understanding the manufacturing markings and dating. (2) Milwaukee Tied House History (the brewery ownership history of bars before and after Prohibition). (3) Restoration techniques for paper, porcelain, metal, cardboard, and wood for collectors and dealers. (4) Wisconsin's Early Frontier Farm Breweries. These are all great topics of interest to a broad base of the NABA membership. We have provided presentation rooms that hold 75 people, given the advanced interest in these seminars. You may signup for the free seminars at the time you arrive at the hotel registration. For those not taking the tours the presenters have agreed to stay and answer questions after the seminar and in some cases the rooms of the stein collector and the restoration presenter will be open later in the day for individual questions on specific collector items. The one word of guidance is that we ask that members not request that individual appraisals be made.

The Friday night banquet is expected to draw in excess of 250 NABA members, spouses and family members. The Country Inn is famous for its quality banquet menu and presentation. We will have a few surprises at the Friday night venue and expect that it will be an evening to remember.

The Micro and Brewpub tasting has a great lineup for your pallet. We have at least 6 breweries with about 12 different styles of

beer. These have been selected from a group of Micro's and Brewpubs in Southern Wisconsin and for the most part we will be dispensing draft beer. We know you will really enjoy the tasting session on Saturday night, as a number of suppliers have been awarded medals in both regional and national judging events.

The HOSPITALITY ROOM will be opened daily and stocked with soda, a great Wisconsin beer selection, and a superb array of snacks. The room will be open until about 12:30 am every day or earlier, if the crowd dwindles and retires to rest up for the next days events.

This year we will try a new system for room to room buying and selling that will afford everyone an opportunity to visit each and every room while allowing every member an opportunity to show their items for sale no matter where they are located in the hotel. The Country Inn layout also provides a convenient path without having to go up many floors on an elevator to reach the room in the far corner. We look forward to your response to this method for giving all members and spouses the opportunity to both buy and sell in an equalized fashion. We will describe the method with a handout in your convention packet at registration.

The Saturday night Tailgate party will be held in the newly constructed Grand Pavilion, which was opened for the first time at the end of May. The Pavilion is adjacent to the main hotel and along with the new Gazebo overlooks the countryside to the north.

We know that this will be one of the best attended Conventions and look forward to seeing you all in Wisconsin in early August.

Please contact me anytime at 262-965-5344 or email @rfacps@wi.rr.com

Bob

NABA CONVENTION 2004 SCHEDULE OF EVENTS

Tuesday August 3

9:00 am	Registration begins (Meadowbrook east- main floor) Pick up registration package & map before the Home Tour!
10:00 am - 2 pm	Home Tour (Len & Dianne Jergensen) Home Tour (Jim Welytok - tentative)
7:00 pm	Hospitality Room Opens - will be open every day at various times (Meadowbrook east-main floor)
All Day	Room to room activities - everyday

Wednesday August 4

8:15 am - 9:45 am	Stein authenticity and source seminar, and Milwaukee Tied House slide presentation (consecutive seminars in Woodfield & Meadowbrook West rooms)
10 am to 4:30 pm	Historic Tour of Milwaukee Brewery Landmarks(extra fee includes lunch & Pabst Mansion incl.) GREAT PHOTO-OP
Afternoon/evening	Wisconsin collector room open (Meadowbrook East)
All day	Registration & Room to Room (Hospitality - afternoon/evening)

Thursday August 5

8:00 am - 9:00 am	First Time Convention Goers Breakfast
9:00 am - 12 Noon	Late Registration for Thursday arrivals
9:00 am - 10:45 am	Collector Restoration, and 1800's Farm Brewery (consecutive seminars in Woodfield & Meadow brook west rooms)
11:00 am - 5:30 pm	Bus Tour of Micro's/brewpubs (extra fee & limited to 92) Delafield Brewhaus, Lake Front, Sprecher, Miller Brewery Inn (prePro displays & gift shop) (Lunch at Delafield Brewhaus)
11:00 am till?	Delafield & Johnson Creek shopping for those not on tour (on your own -maps supplied)
Afternoon/evening	Wisconsin Collector room open (Meadowbrook East)
Afternoon/evening	Hospitality & Room to Room afternoon/eve

Friday August 6

7:30 am	Officers & Directors meeting
8:00 am - 9:00 am	Special Deluxe Hotel Continental Breakfast in Grand Salon (included in Guest room rate)
9:00 am - 11 am	Auction Consignment (Grand Ballroom)
11:00 am - Noon	Auction Preview
Noon - 4 pm	NABA live auction (NABA members only) (Sandwich buffet & beverage 12:30 - 2:00 pm in Ballroom lobby-cash)
6:00 - 7:00 pm	Cash bar in Main Ballroom Lobby
7:00 pm	Banquet dinner Main Ballroom
Afternoon/evening	Hospitality, Wisconsin Collector room, & Room to Room

Saturday August 7

7:00 am - 9:00 am	Buy-Sell-Trade - Registered member table setup
9:00 am - 2:00 pm	Buy-Sell-Trade Show - open to public (Sandwich buffet & beverage in ballroom lobby-cash; 11:30 am - 1:00 pm)
6:00 pm - 7:00 pm	Micro and Brewpub Beer Tasting
7:00 pm - 9:00 pm	'Ole Fashioned Beer and Brat Tailgate party in the Village Hall & Picnic Shelter Grounds
Evening	Hospitality & Room to Room

Sunday August 8

8:00 am - 9:30 am	Buffet Breakfast & Annual Business meeting
-------------------	--

Welcome to Milwaukee

THIS IS YOUR REGISTRATION FORM

33rd

NABA CONVENTION 2004

AUGUST 3 - 8, 2004



MEMBER NAME _____ SPOUSE _____

ADDRESS _____ CITY _____

STATE _____ ZIP _____ E-MAIL ADDRESS _____

NUMBER OF CHILDREN _____ NAMES _____

If this is your first convention, you are invited to a complimentary breakfast on Thursday morning to meet your officers of NABA. Please accept our invitation. How many will attend? _____

Membership Registration includes hospitality room beverages and snacks throughout the convention, admission to the Friday auction, room to room trading, morning seminars, Deluxe continental breakfast everyday, Friday banquet, Saturday Tail Gate buffet and Micro/brewpub tasting, and Sunday bountiful breakfast buffet.

Please select your choice for Friday dinner below; (1)-Chicken Marsala , (2)-Orange Roughy , (3)-Roasted Pork Tenderloin

MEMBER ADULT REGISTRATION \$ 80 \$ _____
Please indicate your meal choice for Friday _____

SPOUSE FAMILY ADULT REGISTRATION \$70 \$ _____
Please indicate your meal choice for Friday _____

CHILDREN BETWEEN THE AGES OF 12 AND 18 \$60 x _____ = \$ _____
Please indicate your meal choice for Friday _____

CHILDREN UNDER THE AGE of 12; Sunday buffet only \$5 x _____ = \$ _____

SCHEDULED OPTIONAL ACTIVITIES

WEDNESDAY – Historic Tour of Milwaukee Brewery landmarks (limited to 45)
Number attending _____ @ \$25.00ea.(incl. lunch & Pabst Mansion) \$ _____

THURSDAY – Microbrewery, MILLER & Brewpub Collectors Bus Tour
Number attending _____ @ \$15.00 ea. \$ _____

SATURDAY – The Great Buy - Sell Trade Show
Number of wall tables _____ @ \$15.00 (30 avail.) \$ _____
Number of center or lobby tables _____ @ \$10.00 ea. \$ _____

Total amount made out to NABA 2004 Convention and mailed to; \$ _____

Robert Flemming

W355 S2795 Manor House Rd. (Registration Deadline)

Oconomowoc, WI 53066 (262) 965-5344 July 14, 2004



The Breweries of Brewerytown and Vicinity - Part I

By Rich Wagner

Imagine an industrial neighborhood, a nine block section with breweries on every corner. Bergner & Engel dominates the scene, but Poth, Mueller, Baltz, Arnholt & Schaefer, Flach, Rothacker, Eble & Herter, Burg & Pfaender together produce half the city's beer. Stroll through the beer gardens, admire the ornate hop trellises and enjoy the sounds of the maennerchor. Look in the window of the butcher shop, hung with every imaginable sausage known to man. Listen to the guttural sound of German speech as you pass each doorway. Hear the wagons, laden with full wooden beer barrels, creaking as their teams of huge Percherons clop down the cobblestoned streets. And, as one newspaperman proclaimed, "the air is like vaporized bread." Such are the sights and sounds of Brewerytown a century ago. How many brewery saloons do you suppose a person could visit in a



Aerial View

day?

There were eleven breweries, a keg factory and a bottling machine manufacturing plant among those squares. And beyond

that, the larger Brewerytown neighborhood comprising

Philadelphia's Twentieth Ward. Go across Girard Avenue to twenty-ninth and Parrish and take in a view of Louis Bergdoll's magnificent City Park Brewery. Look at the huge grain elevator right next to the tracks. Notice the rows of company dwellings. You're only a stone's throw from the Commonwealth Brewing Company at twenty-eighth and Cambridge Streets. Walk two more blocks and see Jacob Conrad's Keystone State Brewery at twenty-seventh and Parrish Streets. Go down twenty-fifth to Poplar and you'll find the brewery of Peter Schemm and Son. And that's not all. Come back up Girard Avenue - be sure to marvel at the magnificent "Brewers Bank" on your left. Cross the Schuylkill River and you'll land on the doorstep of Robert Smith's India Pale Ale



Bergdoll's Sales Force

Brewery at thirty-eighth and Girard. I defy anyone to find a neighborhood more loaded with breweries, at any time, anywhere!

And while the origins of Brewerytown are somewhat murky, the emergence of this industrial neighborhood during the last quarter of the nineteenth century is a complex story involving business, industry, technology, politics, public works, immigration and the law. Did I leave out BEER?

One of the greatest technolog-



Pennsylvania Historical Commission City Marker commemorating the first lager beer brewed in America.



Bergner's brewery circa 1857.

ical achievements of the brewing industry has been the ability to produce a pure yeast culture. And one of the biggest impacts on the brewing industry around the world was the development of a bottom-fermenting "lager beer yeast." And so our story begins in 1840 with John Wagner, a brewmaster in Bavaria, emigrating to the United States with a sample of this coveted lager beer yeast. He brewed America's first batch of lager beer in a small brewery behind his home on Street John Street (now American), near Poplar in the Northern Liberties suburb of Philadelphia. Today there is a Pennsylvania Historical Commission marker there commemorating the event.

Charles Wolf, a sugar refiner in

the neighborhood, had an employee named George Manger, who was a brewer by trade. Manger obtained some of the yeast and began making larger batches in a brewery on New Street near Second. Around the same time, Charles Engel, also a brewer, emigrated and found work in Wolf's refinery. In 1844 Engel and Wolf brewed their first batch of lager beer in the sugar pan and stored it in sugar hogsheads to be shared with their friends.

The same year, the refinery was destroyed by fire and Mr. Wolf went into the brewing and distilling business at 354 Dillwyn Street. Engel & Wolf's brewery became a popular resort of the Germans of Philadelphia who were known to "drink the brewery dry." Since lager yeast requires colder fermenting conditions than ale yeast, ice houses became more important than ever. Vaults were dug in 1845, and with the increasing number of German immigrants, Mr. Wolf expanded the brewery. In 1849 he purchased a property on the Schuylkill River known as Fountain Green where lager beer vaults extending over 200 feet



Engel & Wolf's brewery at Fountain Green.

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Great British Beer Festival 2003: The Best Beers in Britain

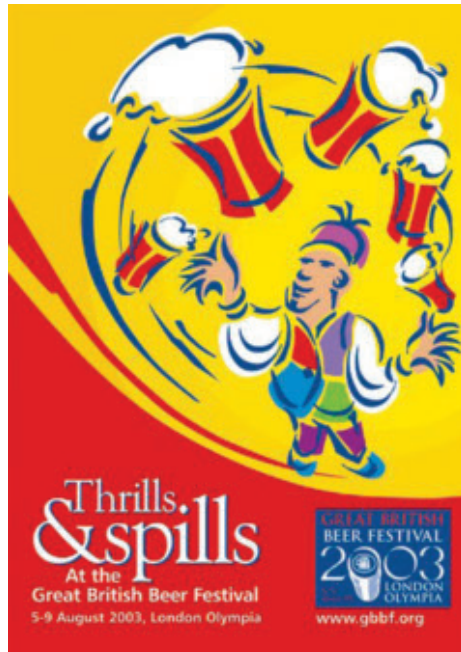
By Giles Light

For the 12th consecutive year, the Great British Beer Festival (GBBF) 2003 was held at the Olympia convention hall in London, England from the 5th to the 9th of August. With nearly 400 beers featured, this year's winner of the best beer in Britain, the supreme champion, was Harviestoun "Bitter and Twisted." The runner ups were Crouch Vale "Brewer's Gold" and Lidstones "Rowley Mild." The selections were made by a panel of brewers, beer writers, and journalists.

This is the second year in a row that a beer from Scotland received the top award. Bitter and Twisted is 3.8 percent alcohol and is described as "a refreshingly hoppy beer with aggressive hops and fruit throughout. A bitter-sweet taste with a long, dry, bitter finish. A golden session beer." Brewer, Harviestoun, of Dollar is located in Clackmannanshire, Scotland.

The silver award this year went to "Brewer's Gold" from Crouch Vale Brewery in Chelmsford, Essex. "Brewer's Gold" has an alcohol content of 4 percent and is described as a "pale refreshing and hoppy beer with aromas of tropical fruits. The bronze award went to "Rowley Mild" from Lidstones Brewery in Wickhambrook, Suffolk. "Rowley Mild" has an alcohol content of 3.2 percent and is described as "chocolate and toffee aromas lead into what for its strength is an impressively rich and flavorful ale."

The beers and ales at this year's GBBF were located at 14 different bars throughout the facility. Nine of the beers were from geographical areas in England: Wales and West; Midlands West; South East; Scotland; North East;



CAMRA poster

Midlands East; Central Southern; North West; and East Coast. Four of the bars were brewery bars representing 18 brewers who offered 67 different beers. A Bar Nouveau offered 32 different beers from 24 brewers. A small section of the hall was also devoted to cider and perries.



Inside Olympia Convention Center

While nearly all of the beers were available on tap, 74 different bottled beers were available from 36 brewers. These bottled beers ranged in alcohol content from 3.8 percent up to Harvey's Imperial Extra Double Stout at 9 percent.

British beers offered at this

year's beer festival ranged in alcohol content from 2.7 percent to 10 percent. More than half of the beers had an alcohol content of 3.9 to 5 percent. In spite of record temperatures in London this past summer, brewers attempted to serve their products at the traditional British room temperature.

During the five-day event, one day was devoted to judging the American beers at this year's festival. The winner was "Shoals Pale Ale" brewed by Smuttynose Brewing Company of Portsmouth, NH. Runners up were "Shakespeare Stout" from Rogue Ales in Newport, OR and "Hopdevil" from Victory Brewing Company in Downingtown, PA.

More than 45,000 people attended this year's GBBF. Travel to and from the Olympia was relatively simple with a London Tube stop just minutes away. Beer glasses in the convention hall were available to purchase or could be returned at the end of the day.

The Great British Beer Festival has been called one of "The Big Three" - the two others being the Great American Beer Festival and Oktoberfest.. It is hosted by the Campaign for Real Ale (CAMRA). CAMRA is described as Europe's most successful consumer organization which numbered 67, 000 members. The organization's mission is "to act as champion of the consumer in relation to the UK and European beer and drinks industry."

Note: The author attended this year's GBBF in London and sampled several selections from among the more than 400 beers, ales, and parries available. Three favorites were Fuller's Chiswick Bitter, Vale Black Swan Dark Mild, and Marston's Old Empire IPA.



Labelology

By Bob Kay

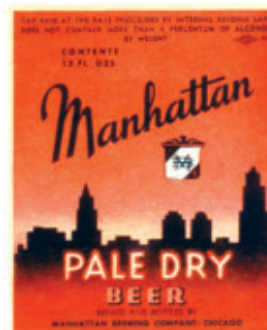
CHICAGO'S MANHATTAN - CANADIAN ACE BREWERY THE CAPONE BREWERY

Whenever you think of Chicago Breweries, the Manhattan/Canadian Ace Brewery comes to mind. Undoubtedly, the most notorious of the gangster controlled breweries, it was often called the Capone Brewery although, it's unlikely that Al Capone was ever on the premises more than a half dozen times. Part of the fun of collecting breweriana is relating the collectables we cherish to the historical facts of the period. Beer labels provide the perfect vehicle for this! With that in mind let's take a look at some

Manhattan/Canadian Ace labels. But first a little background:

The original Manhattan Brewing Co. began in 1893 at 39th and Emerald streets. Initial products were lager beer and ice. Charles Schaffner was president and John Eisenbeiss was the brewmaster. Bottling was considered in 1902, but apparently could not be justified. By 1915 with the threat of Prohibition becoming stronger and stronger, many breweries were unable to commit needed capital to remain viable. We can only guess at the scenario, but somewhere along the

way Manhattan fell into the hands of Chicago bootleggers. The brewery, under gangster control, was reorganized in November 1925 as the Fort Dearborn Products Company. They were also known as The Malt Maid Products Co. Whoa! A brewery reorganized in 1925? But that was during Prohibition? Remember we are talking about Chicago here! During Prohibition, shares in the brewery were owned by a group of bootleggers which included the Torrio-Capone gang as well as others. Alex Greenburg of the Torrio-Capone gang emerged from the Prohibition wars as the principal stockholder, as many of the other stockholders 'bought-it' during the beer wars. Upon Repeal, the name was changed back to the Manhattan Brewing Co. While this company had the same name and address as the original Manhattan Brewing Co., no other relationship is apparent. Efforts to make legal



Labelology

beer began in May of 1933 and the first beer was sold on July 15th. However, making a profit with legal beer proved much tougher than during Prohibition, and by February 1934 the brewery was heavily in debt. As a survival tactic, they began under-selling competition with low cost or 'price' beer. The market was ripe for a 'price' beer and they were out of their financial difficulties within a year. However, the market place still proved very competitive. While sales in 1934 consisted of mostly keg beer, two bottling lines were already in operation. Old Manhattan Lager Beer was their first house brand label.

Attempts were made to sell a premium or full-price beer as early as 1934. Old Manhattan Special Brew, Manhattan Special Brew, and Manhattan Premium labels were tried, but they didn't fit well with Manhattans 'price' beer strategy and were largely unsuccessful. Of course, at Manhattan, a premium beer was reflected more in the label than in the brew. While only a few examples are pictured, there were numerous versions of these labels. Typically, the taller labels had a companion neck label and went on 'long necks', while the wider labels went on steinie's. Bock and draught varieties were also made. As beer packaged in bottles and cans for home consumption gained in popularity, Manhattan jumped into this arena with both feet. In 1935-36 the steinie 12 oz bottle and the 12 oz can were introduced. The half gallon bottle was introduced in 1936-37 and the quart bottle in 1938. To accommodate these, numerous new can and bottling lines were added. These new packages brought with them a host of new brands and labels.

Consistent with handling primarily a 'price' beer, the brewery did little or no advertising, however, competitive pressures finally prompted them to begin providing a few signs to retail outlets starting in 1937. As a result of their well known reluctance to provide substantial promotional material, Manhattan collectables are considered quite choice.

In an effort to break away from the Manhattan image, the brewery decided to promote a new premium beer, first called Canadian Beer, in the fall of 1939. Use of

the word Canadian in the brand name kicked off a running battle with the fed's because of the inference that it was made in Canada. This lasted well into the 1950's and generated some very interesting label varieties for the collector.

The first variety, from October 1939, is quite rare! It actually says Canadian Type Beer, not Canadian Ace, however Type was in lighter ink and much smaller than the other wording. There is no doubt that they wanted it to look like an import because, the city of origin, Chicago, Ill, was so small you needed a magnifying glass to read it. Obviously, this didn't cut it with the fed's, as approval was denied or quickly withdrawn.

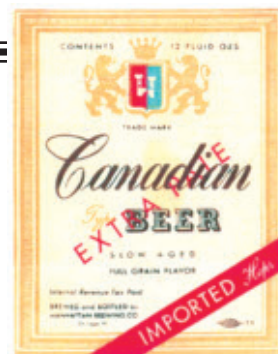
In November 1939, the name was changed to the more familiar Canadian Ace Brand Beer and the wording Made in the USA was added. However, the Certificate of Approval for this label was withdrawn after only two weeks due to continued objections. It seems that Made in the USA still wasn't prominent enough on the label. Pictures of this label on 1940 ads suggests that they were allowed to use up their inventory of labels.

The third example with Made in the USA in the red ribbon across the bottom of the label probably hit the market in mid 1940. It appeared as both Beer and Ale varieties. Note that these first three examples all had the same trademark one which portrays the feeling of an import beer.

The forth example reflects a change to their more familiar trade mark with the initials 'M B Co'. I'm not sure if this change was forced or voluntary. It appears to have taken place around 1941.

Sales of Canadian Ace were very small in 1939, 10% of sales in 1940, 14% in 1941 and 27% in 1942. By 1943, when wartime malt rationing began, sales of Canadian Ace had reached 60% of their volume. At long last they had made it into the marketplace with a premium (fully priced) brand. This coupled with wartime shortages marked the end of their 'price' beer marketing strategy.

There's an interesting by-line to the beer and ale bit. It seems that during a routine inspection of the brewery during February of 1945, the fed's discovered that both beer and ale were filled from the



Labelology



same kettle. A follow-up letter from the Treasury Department during April of 1945 states among other things the malt beverages referred to above are considered misbranded and constitute a violation of the Federal Alcohol Administration Act.... in view of your previous (bad) record with respect to violations of this section of the Act and the widespread consumer deception involved in the instant case, favorable consideration cannot be given to an offer (to settle) of less than \$2000.... Of course, Manhattan fought back pointing out that while you can't call a beer an ale, there is nothing in the regulations that says an ale cannot also be called a beer. Got that? They also pointed out that this had been their practice for quite some time and that it had never before been questioned. It seems the brewery may have won that round as the beer and ale labels continued and presumably still were filled from the same kettle.

In 1947, the name of the Brewery was changed to the Canadian Ace Brewing Co. Alex Greenburg explained to the Kefauver Committee investigating criminal activities in Chicago, that the name was changed because Manhattan Brewing Co. had such a bad reputation. Greenburg had survived the prohibition gang wars as the CEO and principal stock holder of the syndicate brewery. However,



in December of 1955 he too 'bought-it' Chicago style. He was gunned down in the parking lot of a restaurant just a few blocks from the brewery.

Of course, when the name changed to Canadian Ace Brewing Co. new labels were printed. The first shows the trade mark with 'C A B Co' initials. Later the winged ace replaced the initials. At least three versions of the winged ace are found on labels. One says, 'The Ace of Beers'. Many Canadian Ace labels show an Albany, NY distributor. Canadian Ace was marketed widely in New York especially Manhattan. Consequently, many of the elusive Canadian Ace collectibles are found in the east.

In the 1937-40 era, perhaps just before the Canadian Ace label was developed, a variety of new Manhattan labels were also developed. These included a Summer, a Winter and a Premium Ale, a Pale Dry Beer similar to the can label, a Premium Porter, and a Half & Half Premium Stout. However, Canadian Ace's quick success and wartime shortages led to the

demise of these Manhattan brands. By 1943 they had disappeared. This, of course, resulted in some rare and highly sought after cans and labels.

The Manhattan can labels and the oval bottle labels carried the word premium.

These labels seem to document Manhattans desperate attempts to break into the premium beer market.

By no means is this represented as a complete set of labels. Manhattan was notorious for issuing short run one-shot labels for both bottles and cans. Of course, that is why they are so collectable! Tentacles from this infamous brewery reached out and built quite an empire before finally closing in 1968. They were notorious for picking up labels from failed breweries and for selling bottles and cans with pseudo brewery names. At least 33 different brewery names were used by Canadian Ace. It appears justice was served as the Eastern Beverage Corporation of Hammonton, NJ also issued Canadian Ace labels persuadably after Canadian Ace folded in 1968. This article was drawn from a 1993 article by Bob Kay in the BCCA publication.

Bob Kay

The Hantke's Brewer's School and Laboratories of Milwaukee

By John Steiner



Hantke's Brewer's School as it appeared in 1915

"Wissen ist Konnen" "Knowledge is Capability"

Often, when researching brewery history and reading about the families that operated them, reference is found to the brewing academies that members attended. Some well known names are the Anton Schwarz Brewer's Academy and the Wallerstein Laboratories in New York, the Siebel Institute and Wahl-Henius American Brewing Academy in Chicago, and Hantke's Brewers' School in Milwaukee. A few years ago, I obtained a watch fob from Hantke's and decided to see what I could find out about this Milwaukee brewers school.

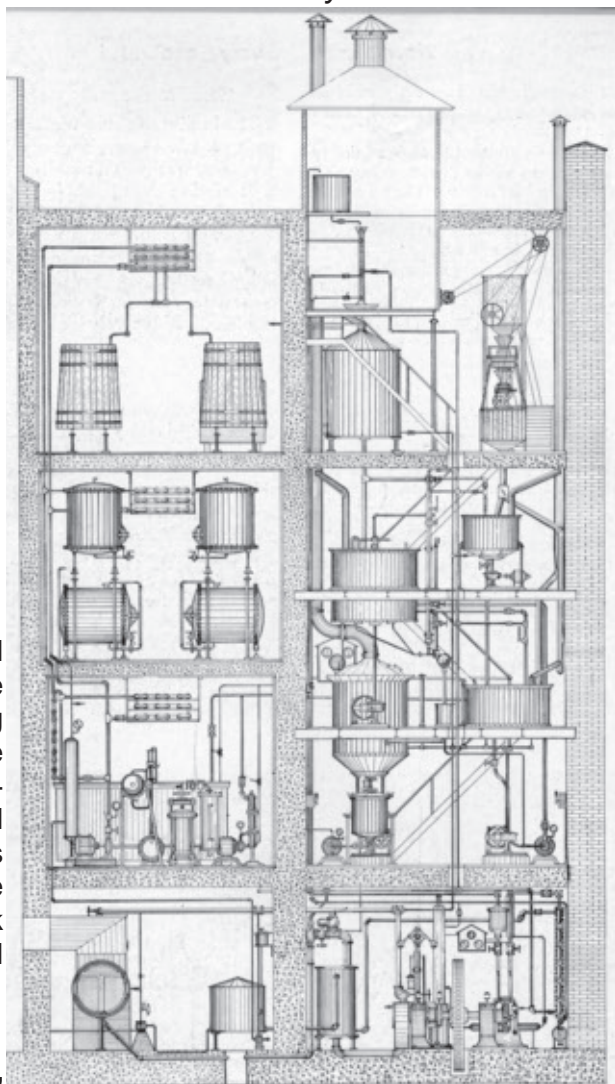
By the mid 1890s, a practical brewer found himself facing the necessity for technical study to widen his knowledge of the scientific principles of brewing. Serving just an apprenticeship at a brewery was no longer enough to compete in the incredibly competitive and fast-changing brewing environment. Knowledge had to be gained in the new fields of pure yeast culture, the chemistry of fermentation,

Pasteur's theories, and beer bottling, to name just a few topics facing the modern brewer as he approached the 20th century. Many second and third generation members of brewing families were sent to do course work and attend formal schools.

HISTORY

The Hantke's Brewers' School and Laboratories was founded in 1898 by Dr. Ernest Hantke. Hantke had previously been a chemist working for the Blatz Brewing Company, also of Milwaukee, and had written the "Flier den Amerikanischers Brauer und Maelzer (Handbook for the American Brewer and Maltster), published in 1897. By 1898, he was actively engaged in operating a laboratory for the analysis of brewing materials and products. His original place of business was at #644-646 Broadway (within sight of the Blatz brewery), in a 4 family flat where Hantke himself lived. Later,

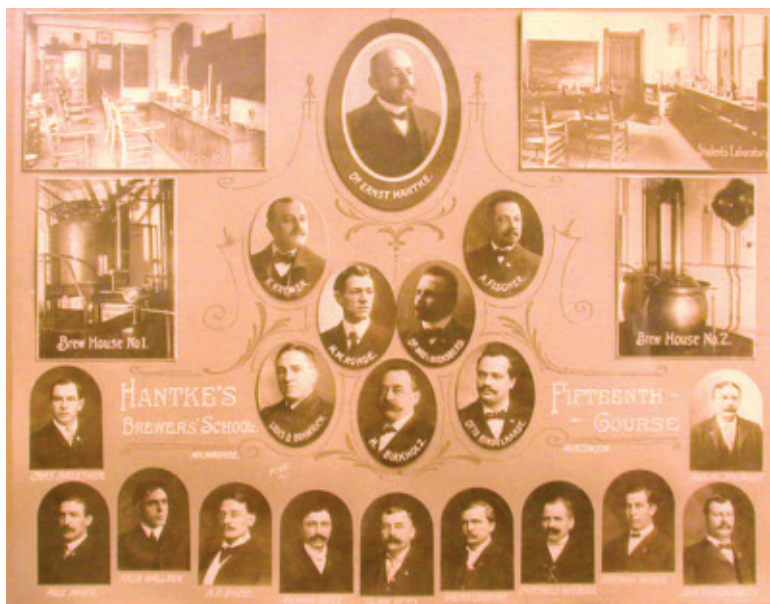
Model Brewery circa 1913



**SECTIONAL VIEW OF OUR NEW MODEL BREWERY
OF THIRTEEN BARRELS CAPACITY**

the business took up all four units of the building. Hantke died in 1903 at the age of forty, and his business was taken over by his former partners Alfred Fischer, the school bookkeeper and accountant, and Frank Kremer, the school laboratory superintendent and a chemist. In 1911, the business was moved to a new building at the corner of Pleasant and Van Buren Streets on Milwaukee's near east-side.

Hantke's Brewers School was the first school to include in its curriculum a complete course in the science of malting and brewing, a



Hantke's Grad Class of 1912

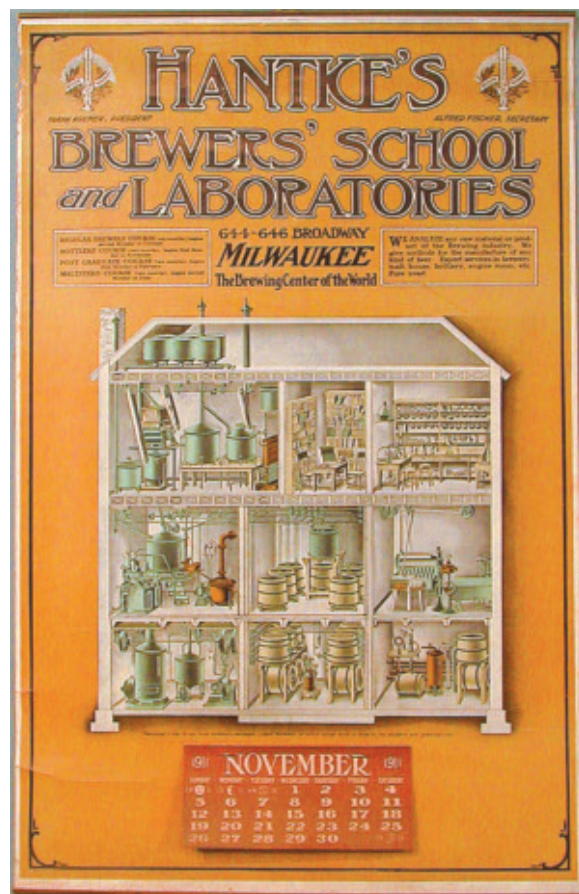
thorough study of brewery engineering, pure yeast culture, beer bottling, and practical experience in all departments of a malthouse, brewery, and bottling house.

Just some of the well known brewing family students that attended coursework there include: Henry Stork (Schleisingsville, WI), T.C. Brodesser (Fox Lake, WI), Henry Kurth (Columbus, WI), Rudolph Binzel (Beaver Dam, WI), John Geyer (Frankenmuth, MI), Charles Muehleback (Kansas City, MO), William Buob (Janesville, WI), Emil

Hussa (Bangor, WI), Rueben Heger (Jefferson, WI), Joseph Kiewel (Little Falls, MN), William Knapstein (New London, WI), Gustav Blatz (Milwaukee), Henry J. Steger (Mayville, WI), John Walter (Menasha, WI), George Blessing (Port Washington and Grafton, WI), William Jung (Random Lake, WI), John G. Breunig (Rice Lake, WI), J.F. Hausmann (Madison, WI), and Louis Schoen (Wausau, WI). Foreign students also attended,

many from Canada. By 1915, over 400 students had been graduated from the institute, spreading the influence of Hantke's throughout the Americas.

By 1918, with the shadow of Prohibition looming, the brewers school ceased coursework but the company continued with its other core work as an analytical laboratory, the Industrial Chemical Institute of Milwaukee. This



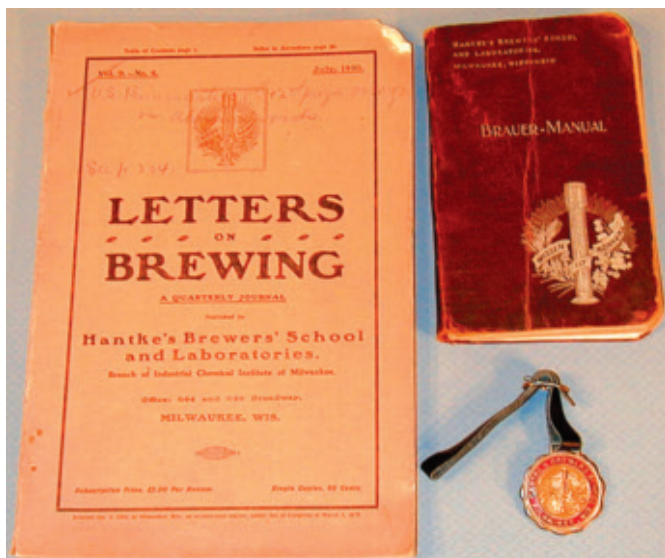
Hantke promotional calendar of 1911

company existed into the 1940s. The school building was razed in the late 1950s and a church built in 1961 is now on the site.

THE BREWING SCHOOL

The courses of study offered by the school in 1915 were: the Brewers' and Maltsters' Course, six months; Bottler's Course, two months; Postgraduates' Course, two months; Maltsters' Course, two months; and the Engineering Course, three months.

The Regular Brewers' and Maltsters' Course comprised a curriculum of all courses combined. Students were taught how to produce beers of various types, including temperance and non-alcoholic beers, how to judge and select brewing materials, and how to operate a brewery in order to obtain the highest efficiency combined with the greatest economy. The production of wholesome and durable bottled beers, and of palat-



Hantke Watch Fob, Brewers Manual, Quarterly, July 1910

able temperance and non-alcoholic beers was demonstrated in the model brewery of thirteen barrels capacity, where the students brewed and finished beers of all types. A few interesting areas of study included construction of malt houses, breweries and bottle houses, brewery book-keeping, sanitary horse stabling, botany, and experimental brewing. Students were taken on local "Excursions" to various operations including the Pabst, Schlitz, Blatz, Jung, Cream City, Gettleman, Graf, Milwaukee, Milwaukee Independent, and Hustings breweries, the American, Milwaukee, Milwaukee Western, Froedtert, Borchert, and Kurth maltsters, and vendors such as Vilter (steam engines), Toepfer & Sons (malt kilns), Northern Glass Works, Stoper Cooperage, and Dunck Tank Works. (Now THAT would make a great time-machine tour candidate for a NABA Convention tour!)

The Bottler's Course instructed students in the theory and practice of beer bottling, with a thorough instruction in mechanics and machinery, using the model bottling department of the institute which was the most modern and complete operation in the country. The Maltsters' Course was a complete scientific explanation of modern malting practices, and was the only school in the country to offer this course on a regular basis. The Post Graduates' Course was designed for graduates of other brewers' schools, and concentrated on the bottling of beer, engineering, practical experience in the laboratory,



School Brew Weiss Beer label, circa 1910

and experimental brewing.

The Engineers' Course partially consisted of coursework in physics, chemistry, steam, boilers and engines, pumps, refrigeration and power plants. Many breweries of this era were almost self-contained operations, the plant engineer had to have a large amount of general knowledge to keep all the utility functions working smoothly.

EQUIPMENT

The model brewery was the heart of receiving practical experience at the school. The brewhouse equipment was manufactured by the Goetz Company of Chicago and consisted of a mill room of the 4th floor with iron storage bins, a malt elevator, a malt grader and separator, and Avery Automatic scale, and a non-explosive malt mill. On the 3rd floor was a rice cooker while the 2nd floor contained the 13 barrel brewkettle and mash tub. The 1st floor contained the electric motors, hop strainer and Whitman centrifugal wort pumps.

The fermenting cellars on the upper floor contained open and closed wooden fermenters, an Ebon concrete rectangular fermenter imported from Switzerland, and an aluminum fermenter. The

storage and chip cellar was located directly beneath and contained 16 Pfaundler steel enameled tanks, 2 of which were reserved as government tanks. Beneath this floor the carbonating and racking rooms were located, with one each Schiagen, Torchiani, and Golden Gate racks.

The power plant consisted of a 7 ton Vilter

Corliss Engine. Capacity for making 500 pounds of ice per day was available.

The bottling department in the basement was connected via copper pipes to the cellars.

A Barry-Wehmiller soaker delivered bottles to the Eick Automatic Washer. A Zahm Beer Sterilizer was in line on the way to the Henes & Keller 10 spout rotary filler or a Bishop-Babcock & Becker rotary filler. A Crown Cork & Seal crowner capped the bottles before they went to the Loew New Era Pasteurizer and finally the labeler.

ARTIFACTS

I have been able to accumulate a few artifacts from Hantke's during my search for information. Letterheads and course study guides have survived. Watch fobs and graduation photographs were given to alumni who faithfully carried their Hantke pocket brewers' manual for reference. The school also published the Letter on Brewing, a quarterly journal. I found a few photographs, a production Weiss Beer label survived from the students' bottling trials, and a 14" x 22" calendar from 1911 which advertises the school.



The Standard Brewing Company of New Orleans Part II

by Kip Sharpe



"The Wester Brewer", Oct. 15, 1898, p. 1788, Vol. 23



Peter Blaise, New Orleans

Last issue we enjoyed a treatment of the Standard Brewing Company of New Orleans. The large number of pictures provided to tell the story were held over until this issue to do the story justice. Also, a technological image transfer snafu did not help.



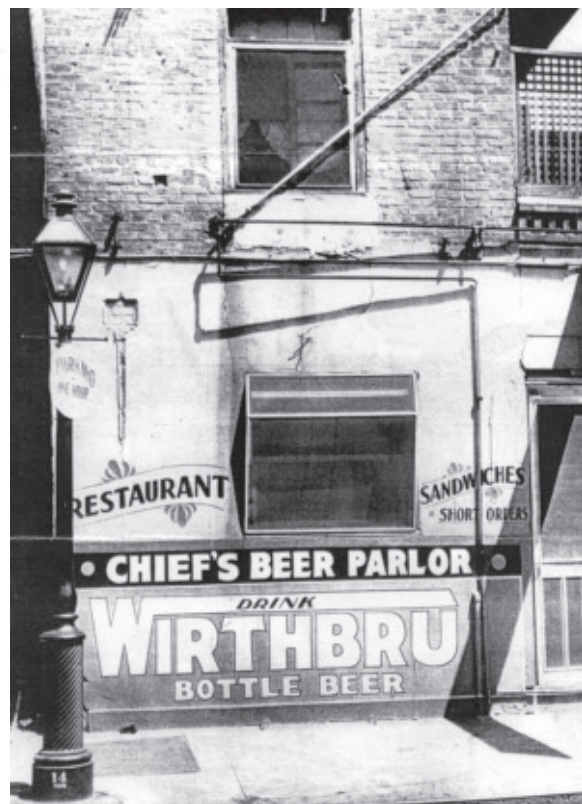
Charles & Elizabeth Wirth, 1923
50th Wedding Anniversary



1910 Letterhead



1945 stock certificate



Undated pre-pro street photo



1940 City Directory Ad



Circa 1948/49 photo of Henry Stropelo (Bob Murrett's father-in-law) Note: the "PEL" bottle capper



"Ask for Pel Beer"
9-1/2 by 12"
clear plastic sign



Pre-pro wood thermometer
21" x 6"



Post-Pro poster 30" x 20"



"Solid Union"
Contains less than 4% alcohol



"EXPORT" (to where?). Center logo matches 1901 letterhead - - note "Trade Mark". Brand mentioned in 1912 newspaper article.



4" pre-prohibition Tip Tray.
Note "Save The Caps--Good for Premiums". "Equal If Not Superior To Any Beer On The Market" "Savage MFG. Co. Bkly, N.Y."



The "Wirthbrau" name (serial#79,013) has been used since April 1, 1914



"Wirthbru (serial # 385,230 trademark was filed on November 6, 1936.



2" mini-mug with red letters



The Rex ("King") and the logo signify Mardi Gras. The 1978 version of *Who's Who in Brew* lists Rex Ale as brewed between 1935-40. I have never seen an 'ale' label.



"Wirthbru Weigel Style" wood case for bottles. Circa late 1930's.



"Special Brew", also "Less Than 4%"

THE VIENNA ART PLATES

The reverse of each of these stock image plates has printed: "IF YOU WANT ONE OF THESE PLATES TELEPHONE STANDARD BREWING CO. NEW ORLEANS TELEPHONE MAIN NO. 1044" (This telephone number was used from 1903-1916); "Royal Saxony Art Plate" written within the crest; and "Chas. W. Shonk Co. Chicago, USA" There is no advertising on the front. Circa 1907. 10-1/8 inch diameter. It is unknown how many designs Standard Brewing used. (According to Hazelcorn's Price Guide To Tin Vienna Art Plates, 1987, the series contains two more plates: "No 106 Phantasie" and No 107 Odalisque"



"No 101 - Auf Capri"



"No 102 - Una Gitana"



"No 103- In Gedanken"



"No 104 - Poesie"



"No 105 - Irene"



Pre-prohibition 19-1/2 inch concave porcelain sign.



Stock pre-prohibition 23" x 17" bock lithograph. The upper left logo appears to match logos on other breweriana shown herein.

"Walle & Co., Ltd. N.O.L.A."

The Breweriana Collector



Early hinged wood case with top

MICRO/BREW PUB TOUR

Thursday August 5th

A must midday tour through the greater Milwaukee area, will highlight three of the many local brewery establishments that have made a great name for themselves, followed by a visit to The Miller Brewery, Inn, and gift shop.. The first stop late morning will be just up the road at The Delafield Brewhaus. Known for its many award winning beers (7 medals in the past 3 ½ years), Brewmaster, John Harrison and GM Eric Knutson will treat you to some special brew and an overview of the brewing facility located right in the center of the restaurant. John is brewing a very special "Venetian" style beer to commemorate the 33rd NABA Convention.

The second stop will be at Sprecher Brewing Company which was established in 1985 and has a

strong regional presence in the Midwest. The brewery kegs and bottled beers of old world recipes and tradition that provide distinctive flavors and aromas. The brewery has an extensive gift shop full of great advertising items not found elsewhere in the country.

Stop number 3 is the Lakefront Brewery which moved into expended headquarters about three years ago, along the Milwaukee River. This brewery supplies product to many of the local pubs and restaurants in SE Wisconsin. They have some of the hardest to find Micro labels.

The final stop will be at the Miller Brewing Company, which is enjoying a wonderful revival in sales over the past 8 months, with its flagship beer Miller Lite. You will visit the Tour Center, The Miller

Caves (original aging caves from the late 1800's), The Miller Inn (to view some items from the Haydock collection), and finally the gift shop that has literally hundreds of advertising items from, Lite to Mickeys, Fosters, Leinenkugel, High Life, Red Dog, Genuine Draft, etc.

This will be a fun trip and allow you to sample and purchase some of the local product in the comfort of some very nice air conditioned coaches. Tour director and cochairman Gary Hawk, assisted by Hamp Miller will lead you thru the day and deliver you back to the Country Inn late Thursday afternoon in time for dinner on your own, room to room trading, or just meeting with friends in the hospitality room.

RESTORATION OF ANTIQUE ADVERTISING

**TRAYS, LABELS, PAPER, TINS,
CARDBOARD, METAL, PORCELAIN**

*I look forward to meeting you
at this year's NABA convention...*

CHUCK KOVACIC

(818) 891-4069 *cfkovacic@aol.com*

WANTED OLD FACTORY OVAL TRAYS



*Sometimes serious collector wants
factory scenes on tin trays.
Don't need to be beer related.*

Contact: Bruce Burditt
3215 E. 190th Street, Prior Lake, MN 55372
(952) 447-5515



Auction Hysteria

By Robert Hajicek

I received a nice e-mail from Joel Gandt of St. Louis and he mentioned another way to protect yourself on large E-bay purchases through the use of E-bay's E-escrow service. Basically, after the auction closes, the buyer will send payment to the E-bay escrow service, then the escrow service contacts the seller to ship the item to the buyer for inspection and

acceptance. If the item is acceptable to the buyer, the escrow service releases payment to the seller. If the item is not as described, the buyer sends the item back to the seller and escrow service returns payment funds to the buyer.

Now for more breweriana! The sale prices have been rounded down to the nearest dollar for simplicity.



Budweiser Bock
flat top can
Anheuser Busch,
St. Louis, MO
\$4,326.



Capitol Beer Tapknob
Capitol Brewing Co of
Milwaukee, Inc.,
Milwaukee, WI
\$128



Grain Belt Plaster Trout
Minneapolis Brewing Co., Minneapolis, MN
\$240.



Fortune Ruby Tapknob
Fortune Bros. Brewing
Co., Chicago, IL
\$134



Peter Doelger pre-pro tip tray, 4-
1/8" x 6-1/8"
Peter Doelger, New York Brewery,
New York, NY
\$281.



Minnehaha Beverages ink blotter, 6" x 3.5"
Golden Grain Juice Co. Minneapolis, MN
(Minneapolis Brewing Co. used the name
Golden Grain Juice in prohibition)
\$102.



Louis Obert Etched
Glass
Louis Obert Brewing
Co., St. Louis, MO
\$236



Leidiger Brewing Co.
Tiptray
Leidiger Brewing Co.,
Merrill, WI
\$492



Internal Revenue Beer Tax
Stamp
\$317

Auction Hysteria



Kingsbury Curved Porcelain Sign, 17" x 18"
Kingsbury Breweries, Co.,
Sheboygan, WI
\$698. (reserve not met)



Akron Decalcomania on Wood,
36" x 24"
Akron Brewing Co., Akron, OH
\$422



Phillip Best Embossed Glasses,
Set of 4
Ph. Best Brewing Co.,
Milwaukee, WI
\$810.



Eagle Brewery glass paper weight
Hack & Simon, Eagle Brewery,
Vincennes, IN
\$350



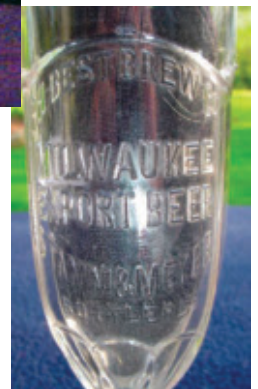
Hock-Hocking Brew Label
Hocking Valley Brewing Co.,
Nelsonville, OH
\$228



Old
Bohemian
Tapknob
Star Brewing
Co., Lomira,
WI
\$424



Phoenix
Embossed
Glass
The Phoenix
Brewing Co.,
Louisville, KY
\$233



Phillip Best
Embossed
Glass, single
Ph. Best
Brewing Co.,
Milwaukee, WI
\$180.



Chas. L. Kiewert Co. Copper Stein
Kiewert Brewery Supplies, Milwaukee, WI
\$150



Sioux Falls Pottery Mug
Sioux Falls Brewing Co.,
Sioux Falls, SD
\$307 (reserve not met)



Mellow Brew Tapknob
Electric City Brewing Co.,
Kaukauna, WI
\$262

Collector Showcase

Dick Milne's "Boy's Club"



Remember the old Our Gang movies and the "boy's club"? A trip to Kalamazoo and the home of Dick and Sarah Milne might leave you with the impression that this place is anything but a boy's club. For many years Dick owned and ran The Corner Bar in Kalamazoo, a place known for a great variety of microbrewery beer, the best barbeque ribs around and walls and walls of

Breweriana. A few years back Dick elected to establish a stand-alone building for much of his collection that features a love for females promoting beer.

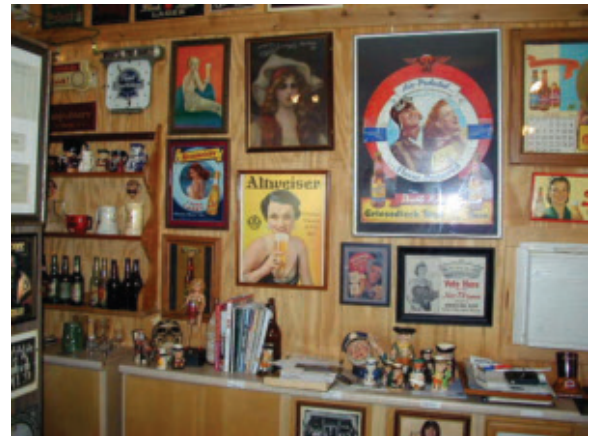
As you glance through the pictures in this issue's Collector Showcase, you will be struck with the notion that most every-



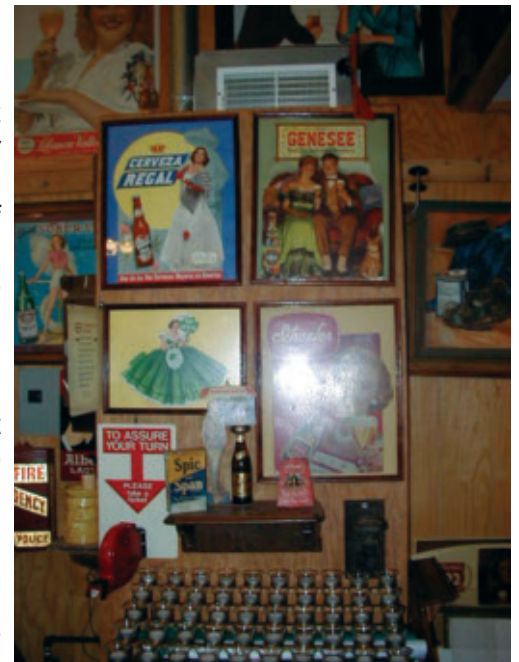
thing on the walls has a girly theme. After the last Patrick Henry Show in May, a number of collectors gathered at Dick's and listened for hours as he discussed the role of women in beer advertising. With the advent of WW II and most men off to war, the breweries saw this as an opportunity/need to market their product to the fairer sex. One interesting aspect of this era of advertising according to Dick was the reluctance to show women actually holding the bottle or glass of beer. It seemed a bit unseemly for the fairer sex to do so. So you will rarely find a women holding and certainly not drinking from a glass (or bot-



The "Boss"

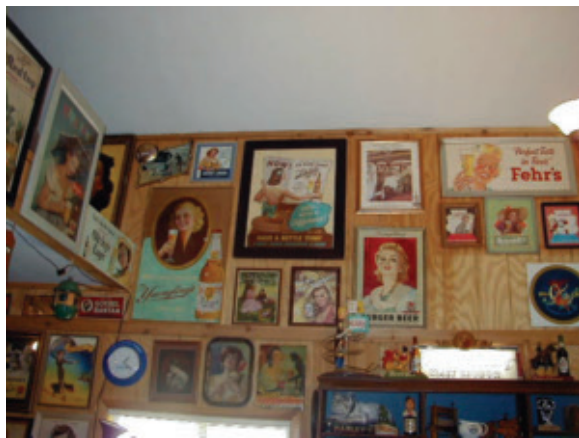


With



tle).

Now that Dick has sold the Corner Bar, he can be found in his next avocation that of operating a specialty cigar shop and lunch time restaurant in Kalamazoo. If you love cigars, Dick's new venture is a must. Dick, I really miss those ribs!



If you would like to showcase your collection please send pictures and a brief write-up to:

**George Baley, Editor
The Breweriana Collector
1585 Tiffany Wood Drive
LaPorte, IN 46350
Phone: 219-325-8811
Email: gbaley@comcast.net**

CONTINUED FROM PAGE 12

were dug. For several years wort was hauled by ox teams from Northern Liberties to the vaults at Fountain Green, a distance of about three miles. Over the next few years a new brewery was erected on the site, modern and complete in every way. It was the first large scale lager brewery in the United States.

Fountain Green was an ideal location. It was out in the country where there was plenty of room. There were springs on the property. Wolf's farm was just up the road. The banks of the river are composed of Wissahickon Schist, which is fairly soft and easy to dig. In winter, being right on the river was an advantage when harvesting ice for refrigeration. The Philadelphia & Reading Railroad even served the brewery with an "Engel Side" spur.

Philadelphia developed along both of its rivers, but along the more navigable Delaware, ship building, shad fishing and commerce were most abundant. The "river wards" of Northern Liberties, Kensington, and Frankford were literally teeming with breweries. When lager beer began to catch on, many brewers rented beer vaults along the Schuylkill, particularly the area of Brewerytown.

Engel & Wolf enjoyed success, but in 1870 the property was acquired by the Fairmount Park Association. The city had just built the Fairmount Water Works, the most technologically sophisticated, state of the art municipal water pumping facility in the nation, and to ensure water quality, removed all industry from the Schuylkill River for a distance of five miles upstream. At this time Mr. Wolf retired and his partner joined Gustavus Bergner to create the Bergner and Engel Brewing Company.



Bergner & Engel's Brewery

Gustavus' father Charles started a brewery on North Seventh Street in the Northern Liberties in 1852 and Gustavus took over upon his father's death. In 1857, Gustavus erected a brewery at 32nd & Thompson Streets, an address that would become the heart of Brewerytown. Interestingly enough, Brewerytown was essentially up and over the river bank from the old Engel and Wolf brewery.

The earliest picture of Brewerytown that I have been able to uncover is based on four Hexamer Surveys that were made in 1868. They show: thirteen breweries, one of which had a distillery, three "lager beer vaults," including one owned by Peter Schemm, a row of dwellinghouses with beer vaults beneath them, and at least three or four brewery saloons.

Ice-making and artificial refrigeration technology radically altered the equation. It made proximity to river ice of little importance. Huge fermenting and storage houses could be constructed anywhere and they could maintain cold temperatures year round.

Where brewers had been bound to brew only during the colder months, it was now possible to brew year round. With the exponential increase in popularity of lager beer, artificial refrigeration was the answer to a dream.

Brewers who had rented vaults in or near Brewerytown built breweries there. According to the list of projects executed by brewery architect Otto Wolf, the breweries were continually being altered and enlarged to accommodate the trade. The trend was for the brewers to go west to Brewerytown from the river wards, but some left Brewerytown and went into business in Kensington.

The Bergner & Engel B.C. was one of the largest brewers in the country. B & E won the Grand Prize at the Centennial Exposition held in Philadelphia in 1876 and the Grand Prize in Paris in 1878. Their beer was shipped across the country, and around the world. Gustavus Bergner was very active in the United States Brewers Association, the Philadelphia Lager Beer Brewers Association, and the Philadelphia Brewmasters

Association. B & E was the largest brewer in Philadelphia, and eventually absorbed three other Brewerytown breweries: Henry Mueller, Eble & Herter, and Rothacker.

When prohibition loomed on the horizon, Mr. Bergner had significant political clout and did everything humanly possible to

prevent severe trauma to the brewing industry, not only in Philadelphia, but in the entire country. At first, the brewers thought they would not be affected. They didn't even believe beer was intoxicating. Then they thought if they reduced the alcohol to 2.75% they could still sell their product. Through further legal

wrangling, Congress attempted to make beer available by physicians' prescription only. But in the end the Federal Government established that the only thing brewers could sell legally were cereal beverages containing no more than on half of one percent alcohol by volume.

Analyzing Breweries in Kensington

GEOGRAPHIC CLUSTERS

- On or near Germantown Ave (16 brewery licenses)
- West of Germantown below Oxford St (10 brewery licenses)
- East of Germantown Ave. between Oxford and Berks Sts (12 brewery licenses)
- Lower Frankford Road (now Ave.) (10 brewery licenses)
- Between Frankford and Kensington & between Norris & Somerset (10 brewery licenses)
- Richmond St. along the river. (4 brewery licenses)

PRODUCTION

Kensington had clusters of small breweries. The earliest on the list opened in 1843. When I added production figures to the list I quickly saw that Kensington was no "Brewerytown," a large concentration of large breweries within a ten block area. Here are some statistics to give a perspective:

In 1876 The value of malt liquor produced in the U.S.A. stood at just over \$9 million with PA having a value of just over \$1 million. In 1877 there were 2700 breweries in the U.S.A. and 340 in PA.

There is another useful volume called *Beer, It's History and Economic Value* (Salem, 1880) listed production for the nation's breweries for the years 1878 and 1879. It's the earliest such survey I have been able to find and is quite comprehensive and even lists obscure brewers who were making less than 100 barrels a year. A barrel measures 31 gallons.

In 1878 Kensington had 21 breweries, the 1879, 24 are listed. Schmidt's was the largest and produced just under 14,000 bbl. in 1878 while the total production of all Kensington's breweries was just over 30,000. This constituted about 4% of the near 650,000 bbl. for the entire city. Pennsylvania breweries produced just over a million bbl. that year, which means Philadelphia produced just over 60% of that amount. The breakdown in Kensington was thus: 7 breweries produced less than 100 bbl.

7 produced more than 100 bbl but less than 1,000 bbl.

7 produced over 1,000 bbl.

1 only Schmidt's produced more than 10,000 bbl.

Two years later, the United States produced just under 13,000,000 bbl. with a population of 50 million, making the per capita consumption of beer nearly 8 gallons. At this time Philadelphia accounted for 5% of the national production, and Pennsylvania was about 10%. This ranking is pretty constant throughout the nineteenth century.

In 1885 Philadelphia produced 1.3 million bbl. while St. Louis and Milwaukee each produced just over 1 million bbl.

In 1902 there were 9 breweries in Kensington. These breweries produced 412,000 bbl. of beer. (Compared with 21 breweries producing 30,000 bbl. in 1878). In 1896 the city produced around 2 million. This means Kensington accounted for about 20% of the city's production.

And in 1941 there were 4 breweries in Kensington that produced just under 745,000 bbl.; Schmidt's, Gretz, John Gruenwald & Co., or Esslinger Plant #2, and L. Otterbach in the old Vollmer brewery.

LONGEVITY

17 lasted only 1 year

4 lasted 2 years

21 lasted between 10 and 20 years

11 lasted between 20 and 60 years

1 lasted 86 years

1 (Schmidt's) lasted 128 years and was the last to close in 1986

About the author: Rich Hawkins is a noted author and historian on the brewing industry with particular attention to the Philadelphia area. His fresh approach to digging up stuff on old breweries makes for interesting reading.

BREWERIES OF BREWERYTOWN AND VICINITY - PRODUCTION

ABIII	Company	1878	1879	1902	1913	1914	1915
PA 453	American B.C. (Flach) 1400 N. 31st & Master Sts.	12741	10000	52374	43130	59925	46476
PA 409	Arnholt & Schaefer B.C. 1301 N. 31st & Thompson Sts.		329	40947	61780	59085	45384
PA 365	Baltz, J. & P. Thompson bet. 31st & 32nd Sts.	23619	23915	127006	181965	181490	164855
PA 371	Bentz & Reyle w.s. 31st bet. Master & Jefferson Sts. (Poth)						
PA 381	Bergdoll, Emma C. (Burg & Pfaender) 33rd Street bel. Master			20000	3823	4990	2845
PA 373	Bergdoll, Louis B.C. 29th & Parrish Sts.	47514	46410	142381	192511	*200000	*200000
PA 375	Bergner & Engel B.C. 32nd bet. Master & Jefferson Sts.	120187	124860	234702	261859	*250000	*250000
PA 607.1	Born, August NE c. 31st & Thompson Sts. (Arnholt & Schaefer)						
PA 471	Bower, John E Street 33d n. Master Street (Geo. Keller)		4617				
PA 382	Commonwealth B.C. 919 N. 28th & Cambridge Sts.			9980	17963	18010	24996
PA 393	Conrad, Jacob 27th & Parrish Sts.	3714	4709				
PA 404	Eble & Herter (Henry C. Walter) 33rd, bet. Thompson & Pennsylvania Ave.	12280	9990				
PA 408	Eisele, Franz (A & S) 1301 N. 31st & Thompson Sts.		329				
PA 423	Finkenauer, Theo. 31st & Master Sts. (Flach)	1278	1624				
PA 404	Harper, Henry C. NE c. 33rd Street & Pennsylvania Ave. (Eble & Herter)						
PA 471	Keller, George B.C. SE c. 33rd & Master Sts.	5866	1624	17566			
PA 470.1	Lang, Xavier NW c. 31st & Master Sts. (B & E Old Ale Brewery)						
PA 509	Mueller, Henry NE, SE c. 31st & Jefferson Sts.	15225	18040				
PA 453	Nentzel, Fred. NW c. 32nd Street & Pennsylvania Ave. (Flach)						
PA 520	Orth, Francis NW c. 33rd & Master Sts. (Burg & Pfaender)						
PA 371	Poth, F.A. B.C. NW, SW c. 31st & Jefferson Sts.	23049	34178	196957	223396	231365	203438
PA 540.1	Rentschler, Christian NW c. 31st & Master Sts.						
PA 563	Rothacker, G.F. 31st bel. Master St.	6872	6755	30102	25545		
PA 452	Schemm, Peter & Son 25th & Poplar Sts.	11135	9697	39694	48432	49476	*50000
PA 534	Smith, Robt. Ale Co. 38th & Girard	15000	14711	53521	57231	58111	52465
PA 612	Straubmueller, Jos. 33rd & Thompson Sts. (Walter, Eble & Herter)	8904	8086				
PA 602	Talmon, Lewis w.s. 31st Street bel. Master Street Brewery and Distillery (Rothacker)						
PA 608	Vollmer (Rheinhold) & Born (Aug.) NE c. 31st & Thompson Sts. (A & S)						
PA 612	Walter, H.J. Thompson Street & Penna. Ave. bet. 32-33 Sts. (Eble & Herter)		8086				
PA 505	Weger Bros. (Theis) NW c. 32nd & Thompson Sts.	14716	7372	24832	25537	26888	24586
	Total Brewerytown Production	322,100	335,332	953,209	1,143,172	1,139,340	1,065,047
	Number of Brewerytown Breweries	15	19	13	12	11	11
	Average Brewerytown Brewery Production	21,475	17,650	73,325	95,265	103,575	96,825
	Production in Kensington	30,000	36,305	412,000	471,008		
	Number of Kensington Breweries		29	9	8		
	Average Kensington Brewery Production		1,250	45,800	59,000		
	Production in Philadelphia	650,000		2,000,000	2,412,795		
	Production in Pennsylvania	1,000,000					
	Production in U.S.A.	13,000,000					



Computer Corner

A new feature of the BC will be a quarterly treatment of computer related issues of interest to the Breweriana collector. It will not be a know it all attempt to solve complex (or even sometimes simple) computer problems, but will try, through a question and answer approach to provide some helpful hints to our Breweriana brethren.

Q I have this problem dealing with all the digital pictures, saved all over my computer, of my collection and various shots taken at trade shows and the like. What can I do to clean up this mess? It seems like I know the pictures are there, but can't find them.

Lost in Cyber Space

A Dear LICS: I know the feeling you are going through. It seems like whenever I have acquired a new computer or system, I firmly resolved to "never let it happen to me again" which lasts for about a week. And then boom, back to the old ways. There is a program available which might help you get out of a jam. It is called Picasa. You can get a 15-day free trial copy by going to www.picasa.net and try it out before you buy.

What is neat about the program is that after you load or download it, it searches every nook and cranny of your computer for digital pictures and pulls them onto one screen. Then you can do all sorts of magic like move them to one place, delete duplicates, print, email and more. The files still remain wherever you first put them, but you can see them all as thumbnails with ease. Picasa automatically resizes your pictures for fast transfer and attaches them to an email. This is a great tool for authors wishing to submit articles to the BC!

You can download it from the Internet for about \$30 or can buy a CD version for under \$25 from www.buy.com. It is a difficult one to find at most computer stores, so the Internet is your best bet. If you are like me and want to hold the program in your hands buying a version is the best way to go. This also is important if you later upgrade or run into a computer crash where you have to reload everything.

CC

Q My insurance agent said that I need a record of everything in my collection should a disaster hit my home and with it the lost of my collection. For years I have had my collection tabulated on 3 x 5 index cards, but would like to do something more in the 21st century. Any ideas?

Sailing on the Titanic

A Dear SOTT: It seems like your problem is two-fold. You need those records describing the cost, condition and current value of each item, plus some form of visual record. With today's digital camera costs being so low this may be your best bet. Either a digital camera or camcorder would work great. If you use a digital camera, then you can store hundred or even thousands of images on a single disk or burn them onto a CD or DVD. Be sure to store that disk somewhere off site so it is not lost should you have a fire at the house! Your question about replacing 3 x 5 cards fits nicely with numerous database programs. You could start with something as simple as using the table feature in Microsoft Word to a more sophisticated system such as Microsoft Excel or Access. If you have the Microsoft Office program on your machine, the Excel program will be there. I prefer Excel because of the power it possesses to do all kinds of things like sort massive amounts of information in various ways.

For those on a budget, something called Shareware is out there in cyber land and may suit your needs just fine. Just go to a website like www.google.com and type in "database free program". You will be blasted with all sorts of options to choose from at no cost.

CC

Q I like to use email to communicate with my friends and family. It has been particularly helpful in exchanging information between collectors. I do a lot on eBay and it seems that contacting people via the Internet is the only way to go! How come so many NABA members do not list their email addresses?

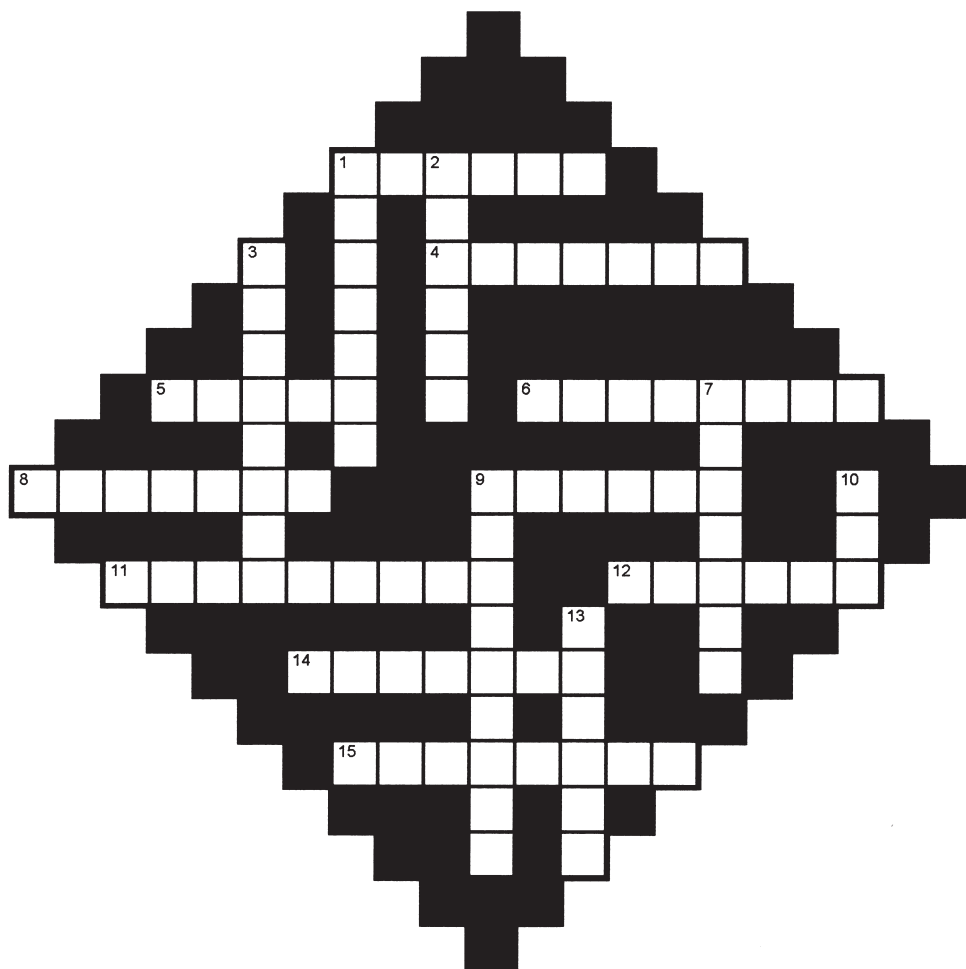
Seeking a Link

A Dear SAL: Good question! No sure why. Perhaps not everyone has a computer or if they do they don't use email. Could be a privacy thing with some members. If any of you out there have an email address that is not in the Roster, please email John Stanley @ naba@mindspring.org and we will include it in an upcoming issue of the BC.

CC

CROSSWORD PUZZLE

NABA Conventions, Chapters and BC Staff



ACROSS

- 1 Longest running BC editor (6)
- 4 Could be a steamer, but he's not. (7)
- 5 It's not black, it's (5)
- 6 Your convention chair (8)
- 8 The other Bill and Hillary (7)
- 9 Your graphic design specialist (6)
- 11 A watched pot doesn't boil (9)
- 12 The first president (6)
- 14 State of next years' convention (7)
- 15 Will you be there this year? (8)

DOWN

- 1 Don't be hysterical (7)
- 2 Chit chat and more (6)
- 3 Home state of NABA (8)
- 7 The first chapter (7)
- 9 Our first convention city (9)
- 10 The King of labels(3)
- 13 Auction action leader (6)



Executive Secretary's Report

By John Stanley, Executive Secretary

NABA • P.O. Box 64 • Chapel Hill, NC 27514 • naba@mindspring.com

First my apologies for not including a re-newal slip with the last issue. Hopefully in the future each issue of the BC will have a membership/renewal application located somewhere in the issue. If your expiration date is May 31, 2004 you need to renew your dues. Please note you can now use PayPal to pay for your dues. The account to use is naba@mindspring.com.

Your expiration date is printed above your address. As I write this column we still have about

430 members who need to renew for 2005 (out of 930 current members). Please use the renewal slip below to pay your dues (or use PayPal). Final notices will go out mid-August. Remember your dues must be current if your are attending the convention. Thank you to all members who sent in ballots for the board and officer elections.

I would like to welcome the new members on the next page. Take the time to correspond with new members who have similar collecting interests as yours.

Sharing information and collections is what NABA is all about. Special thanks to eBay Auctions (2), George Baley (3), Bob Hajicek (1), Bob Kay (1), Website (2) and the 2004 NABA Convention (1) for recruiting these new members. I hope everyone can be in Waukesha the first week in August.

John Stanley
Executive Secretary
naba@mindspring.com

APPLICATION FOR MEMBERSHIP

FILL OUT, DETACH AND MAIL TO: N.A.B.A. P.O.Box 64, Chapel Hill, NC 27514-0064

I wish to join NABA, and payment is enclosed. Annual Membership dues are: US \$25, 5 years for \$100, Canada \$30(US), and overseas \$40(US). Dues expire May 31; dues paid after Jan 1. are valid until May 31 of the following year. Please make your check or Money Order payable to NABA. (Please type or print legibly!)

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

Phone (with correct area code) _____ Amount Enclosed \$ _____

E-Mail address: _____ Sponsor: _____

Upon receipt of Application, you will receive the current Membership Directory, a Membership certificate, and two recent issues of *The Breweriana Collector*.

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

- | | | | | | |
|--|--|--|---|---|---------------------------------------|
| <input type="checkbox"/> All Breweriana | <input type="checkbox"/> Medals | <input type="checkbox"/> Chairs | <input type="checkbox"/> Photos | <input type="checkbox"/> Knives | <input type="checkbox"/> Statues |
| <input type="checkbox"/> Ash trays | <input type="checkbox"/> Menus/menu sheets | <input type="checkbox"/> Clocks | <input type="checkbox"/> Pinbacks | <input type="checkbox"/> Labels | <input type="checkbox"/> Tap knobs |
| <input type="checkbox"/> Barrels | <input type="checkbox"/> Mini beers | <input type="checkbox"/> Coasters | <input type="checkbox"/> Pitchers | <input type="checkbox"/> Lamps | <input type="checkbox"/> Thermometers |
| <input type="checkbox"/> Books & magazines | <input type="checkbox"/> Mirrors | <input type="checkbox"/> Corkscrews | <input type="checkbox"/> Playing cards | <input type="checkbox"/> Leaded windows | <input type="checkbox"/> Tokens |
| <input type="checkbox"/> Bottles | <input type="checkbox"/> Mugs & Steins | <input type="checkbox"/> Crowns | <input type="checkbox"/> Post cards | <input type="checkbox"/> Lithographs | <input type="checkbox"/> Tip trays |
| <input type="checkbox"/> Brewery equipment | <input type="checkbox"/> Neon signs | <input type="checkbox"/> Dealer | <input type="checkbox"/> Reverse on Glass | <input type="checkbox"/> Matches | <input type="checkbox"/> Trays |
| <input type="checkbox"/> Calendars | <input type="checkbox"/> Openers | <input type="checkbox"/> Foam scrapers | <input type="checkbox"/> Salt shakers | <input type="checkbox"/> Match safes | <input type="checkbox"/> Watch fobs |
| <input type="checkbox"/> Cans | <input type="checkbox"/> Paper items | <input type="checkbox"/> Glasses | <input type="checkbox"/> Show promoter | | |
| <input type="checkbox"/> Cases | <input type="checkbox"/> Patches | <input type="checkbox"/> History | <input type="checkbox"/> Signs | | |

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

Bell, Larry

1556 Long Road
Kalamazoo, MI 49008
269-382-2338
larrybell@bellsbeer.com
Kalamazoo brewing history

Bucht, William

27 Cour Masson
Palos Hills, IL 60465-2411
708-466-1630
All Breweriana history

Campbell, Clarence (Suzanne)

2617 Jackson St
Eau Claire, WI 54703-1770
715-832-8878
oldfatful@aol.com
Bottles-Cans-Cases-Paper
Items-Salt Shakers-Trays

Franson, Ken

PO Box 14557
Fremont CA 94539-1057
franson0591@sbcglobal.net

Horrigan, David

2450 Ranchland
Byroncenter, MI 49315
616-534-6747
hippie@thinkextreme.net

Kay, Forrest (Barby)

6N040 Woodland Road
St. Charles, IL 60175-8301
630-377-3837
630-306-3837 W
630-377-9612
All Breweriana (Bock)-Coasters-
Labels-Neons-Signs

Michon, Mark (Judy)

202 Easthill Drive
Battle Creek, MI 49014-7814
616-968-6294
Cans, Michigan Breweriana

Natter, Rick

915 W Chestnut Cir
Louisville CO 80027-9568
303-661-0829
colokraut@earthlink.net
Cans(OI Flats)-Crowns

Olson, Dave

10160 S McGraw Dr
Oak Creek MI 53154-5806
lcstech@wi.rr.com
All Breweriana; Wisconsin;
Website: www.wisconsinbreweriana.com

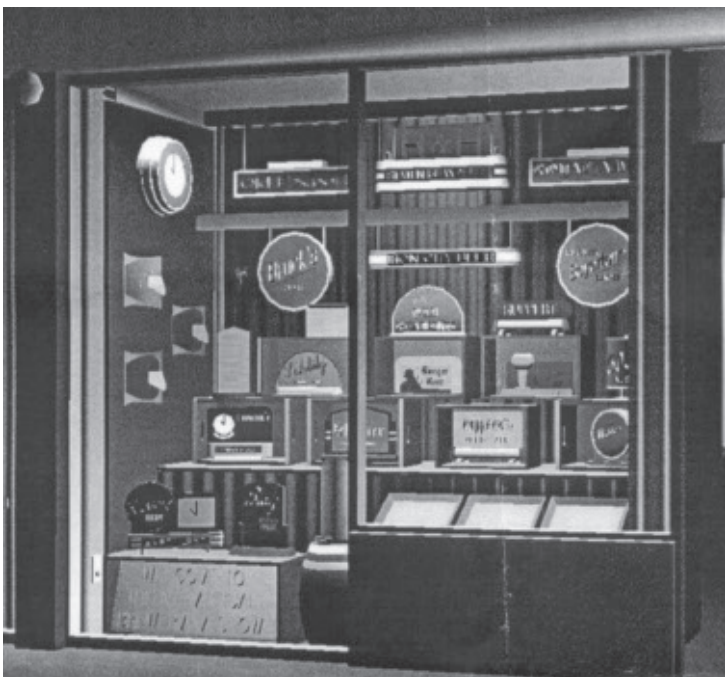
Piche, Tim (Linda)

6020 S. 26th Street
Milwaukee, WI 53221-4831
414-282-5023
All Breweriana - Signs - Tokens
Wisconsin

Wick, Gary (Kathy)

24412 Sandy Point Drive
Wind Lake, WI 53185-2210
262-895-3141
gwick@wi.rr.com
ROG-Statues-Thermometers-
Blatz of Milwaukee & Hamms of
Minneapolis

THE BACK BAR



**A special breweriana
exhibit featured at:**

**The 25th Annual
BLUE/GRAY SHOW
Fredericksburg, VA,
February 12-15, 2004**

The Back Bar was an exhibit where collectors displayed premium quality, animated and/or lighted breweriana that dated from Pre-Prohibition to the 1950's. The exhibit accommodated approximately thirty signs, plus accessories.



Travels with Brewster

By Fred & Mary Clinton

Well, for those of you actually paying attention, you may recall that in our last issue we recounted the first half of the breweries we sampled on our California trip in November of 2003. As promised, here is the second installment of our journey out west.

A few of the breweries we visited were planned destinations that had been carefully researched. (Well, we knew about them.) Some however, such as the Eel River Brewing Company were simply serendipity. We were driving toward our evening's destination and spotted a sign for the Eel River Brewing Company in Fortuna. It was around 5 and the weather was less than stellar - it was monochrome dark gray and drizzly. So we decided in the name of research, we would check out the place.

In spite of the weather (or maybe because of it) and the unusual location of being in a warehouse area, the place was really hopping both at the bar and at the restaurant. They had seven beers on draft, and so we ordered up the sampler. The first was a Hefeweizen which was full of clove and banana; a good representative of the style. This was followed by the California Blonde which was a good starter beer with nice body and a muted hop finish. We then sampled the Organic Extra Pale Ale which was of medium body and was nicely crisp and clean.

The Organic Amber had a lovely color, medium mouthfeel and had some decent hop flavor as well. The Organic IPA was a nice melding of big hop flavor, crisp hop finish and body. The Organic Porter (a lot of organics here) was a tremendous beer with a wonderfully robust roast flavor. This was the undisputed Four Paw Pick of the Night! The final beer was the only one we found lacking, and that was the Raven's Eye Imperial

Stout. This was really a very nice stout, but we didn't think it has the qualities of a true Imperial. Nonetheless, a very decent beer as a dry stout.

Our next stop was the Humboldt Brewing Company in Arcata. While there we sampled 8 different beers. We were served by a very friendly bartender (Jen) who provided lots of helpful information. Of note was the fact that none of the beers were actually made on the premises. Some were being brewed at the Six Rivers Brewing Company down the road. The balance were being brewed at the San Luis Obispo Brewery.

In any event, we sampled eight beers in all. The first was called Red Nectar, and, as you may have guessed was - a red. We thought it was excellent for the style. The Hemp Ale (made with hemp) was similar in taste to a rye ale and was quite good. The pale ale selection was a very fine example of the American style, full of hop flavor and body. The Victoria Double Belgian was a sweet surprise. It had been brewed to be a tripel, but with only 6.9% alcohol had missed the mark for the style. Hence, it became a double, and a tasty one it was. It was both sweet and full of body.

The Muddy Mocha Porter was a smoky brew with lots of mocha and coffee flavors. We both found it quite delightful. The Gold IPA was also nicely done. It did have good mouthfeel and a nice hop finish although some intense hopheads may have found it lacking in a real hop bite. We gave it a thumbs up. The last brew we sampled was the undisputed Four Paw Pick of the Night. At 10.4%, the Cheshire Cat Barleywine simply merited a very large "WOW" in my handwritten notes. Given the high alcohol, this is neither a session beer nor a beer for everyone. For those who enjoy the style, howev-

er, we thought this was one of the better ones we had ever tasted.

We also checked out the Six Rivers Brewing Company in McKinleyville. We didn't have a lot of time, so we quickly sampled a few of their beers. The Golden Ale was their intro beer but had nice hop flavor for an entry level beer. The Wildcat Amber was a nice, clean example of the style. The Pigskin Pumpkin Ale had a nice pumpkin pie spice flavor without being overwhelming.

The Grand Cru had very little coriander flavor and was faintly medicinal, but not a bad beer. The Autumn ESB was very nice with a mild hop finish. The IPA finished with a good hop flavor, but we both detected a little butterscotch at the start. The Moonstone Porter was the best brew of the sample, with a wonderful nose and full of chocolate and roast flavors. The Blarney Stone Stout we thought was rather bland. They also served a chili beer. Now this may be to someone's taste, but not ours. It clearly had a hot, chili taste, but we simply wondered, why?

We also visited the Lost Coast Brewery in Eureka. The night we were there they had 11 beers to sample. Ya gotta love it when they have 11 beers to sample. What could be better, 12? The Lost Coast Wheat was typical of the American style, although perhaps slightly sweeter than the standard. The Lost Coast Apricot Wheat was quite nice. It was full of apricot flavor without the cloying sweetness that is often the case in fruit beers. The Alleycat Amber Ale was quaffable but without any real distinguishing features. Nonetheless, this was still very nice if you were looking for a session beer.

The Downtown Brown was good for the style, although Mary would have liked a little more chocolate flavor to come through. The raspberry Brown was a tasty selection. Again, there was very

nice raspberry flavor without excessive sweetness. The Pale Ale would disappoint those looking for the American version of this style. It was considerably more like its English cousin with little hop flavor. The White Ale was in the American style but had very little spice to it. We found it a little bland. (Living in the backyard of where Celis White is now brewed, it's easy to be critical of this style.)

On the other hand, the Eight Ball Stout was a beer without fault. This was very roasty, very dry and very nice. It was without a doubt the Four Paw Pick of the Night. The IPA was also a good brew with nice hop and malt balance. The last beer we sampled was the Caribbean Kölsch. This was sweeter on the palate than one would expect and with an alcohol level at 7.25%, we thought it tasted more like a maibock. It was quite fruity as well. Upon writing this, the thought occurs that this particular beer is well named since it is not unusual to find beers higher in alcohol and sweeter in the Caribbean than the style would be in the States. Guinness is a good example, being a couple of percentage points higher in the Islands than in the U.S.

As a general comment, we found all of the beers had a slightly sharp edge which suggested a little too much carbonation. Nonetheless, there were clearly some nice brews on the menu. We should also point out that this place had some of the wildest T-shirts we had seen. Look for Fred's purple IPA selection at the next NABA in Waukesha!

Well, in the last issue, we said we would tell you what we thought was the best brewpub we visited on the trip. Well here it is. It is the only one we visited twice, traveling two times on the winding and wild coast road to get there (the second time at night). But we thought it was worth the journey. The destination? The North Coast Brewing in Fort Bragg.

We should point out that our return visit to Fort Bragg was

prompted by at least two other considerations as well. First, a strong and abiding desire to avoid the freeway, and in doing so, see one last time the unspoiled stretches of mountainous Northern California. The second was an equally strong desire to stay again at the great bed and breakfast inn we stumbled upon on our first visit. The B & B is called the Grey Whale and is housed in what had been Fort Bragg's first hospital. As a consequence, the doors and hallways are quite wide. On our first stay, we were in the very large delivery room. On our return, we had the even more spacious operating room. The hosts were very friend-



ly and fed us by far the best breakfast of the trip. If you make it that way, be sure to check this out.

Well, enough about the room. (One last thing though - the B & B is a short walk to the brewpub!) At this point we would ordinarily launch into a lengthy discussion of all the beers we sampled. Unfortunately, somewhere between California and here, the detailed notes of the actual beers we sampled went missing. Not all is lost. You have to remember that we thought enough about this place to return for a second visit. If you have ever been on the coast road, you will understand that this is no small feat for a flatlander. Secondly, we had the presence of mind to actually buy a couple of

bottles of the stuff while we were there.

Although all the beers we tried were very good, the two that we ultimately purchased to bring home were the Old Stock Ale (a Scotch Ale) and the Russian Imperial Stout. Fred, being of 100% Scottish extraction, rightfully considers himself to have some expertise in the style, it often being one of the brews he makes himself. Suffice it to say that this robust brew met his high standards of maltiness and flavor.

As for the Imperial, many of you may be familiar with this due to its distinctive name -Old Rasputin. And there is no disputing that this is one of the very best Imperial Stouts you will ever savor. It is positively silky and yet at the same time wickedly robust. It is a beer by which the style can be measured. It was very difficult to select the Four Paw Pick at this brewery, clearly both the Old Stock Ale and the Rasputin Russian Imperial Stout were deserving of the award but so were at least two other beers so we decided to give North Coast Brewing a new award, Four Paw Pick of the Trip.

We should also point out that this is a great spot for the collector. They have a dandy little area where they sell a variety of shirts, beer and glassware, some of the latter being of very fine quality. (An Old Stock Ale glass also made the trip home). Finally, we would be remiss if we didn't point out the help at North Coast. They were all very friendly and helpful, and went out of there way to track down a manager with a key so we could be sure to buy in the gift shop which had closed before we arrived. Although we couldn't give you the blow - by - blow account on this one, we hope we told you enough to pique your interest, because while it is off the beaten track from the usual California trip, we definitely put it at the top of our list. And while you're there, check out the Redwoods, too! They are magnificent.



Advertising

Classified Ad Guidelines

All advertising should be directed to:

George Baley, Editor
The Breweriana Collector
1585 Tiffany Wood Drive
LaPorte, IN 46350
Phone: 219-325-8811
Email: gbaley@comcast.net

CLASSIFIED ADVERTISING

NABA members may advertise up to 6 lines (about 50 words) in the Buy-Sell-Trade area for \$5.00 per issue. Because of the low cost of advertising, we are unable to provide proof copies or "tear sheets".

DISPLAY ADVERTISING

Full page.....	\$150.00
Half page	80.00
Quarter page.....	40.00
Eighth page.....	20.00
Business card (3-1/2 x 2")	15.00

Color adds an additional 50% to the above prices. Place any classified or display ad for 4 consecutive issues and pay only for three. We recommend that display advertisers supply camera-ready copy. Copy that is oversized or undersized will be changed to correct size to fit your ad space.

PAYMENT

U.S. funds must accompany ad order. Make check payable to NABA and send to the editor.

DEADLINES

Issue	Ad Deadline	Est. Publish Date
Spring	January 15	March 15
Summer	April 15	June 15
Fall	August 15	September 15
Winter	October 15	December 15

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

== Buy ~ Sell ~ Trade ==

CHICAGOLAND BREWERIANA BOOK shooting is delayed! The book will feature breweriana through the late 1940's. If you have significant items to contribute to the book, please contact George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. Phone 219-325-8811 or email at gbaley@comcast.net V126

BACK ISSUES of the BC For Sale: Issues 86 - 87; 91 - 98; 100-102; 104 - 126 before issue 82 some here and there and folks can inquire. \$6 each and 5 for \$25. Shipping is \$1 per issue and \$4 for each set of 5. Just make check payable to **NABA** and send to **PO Box 64, Chapel Hill NC 27514** NABA-free

BACK BAR BEER FIGURINES - The definitive book on collecting back bar beer statues and shelf signs. Available from the author for \$29 ppd by Priority Mail. Will endorse if desired. George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. V126

VINTAGE BEER TAP MARKERS BALL KNOBS - Features more than 2000 knobs in this brand new full color publication. Years 1930-1950's. Available from the autor for \$39 ppd by Priorty Mail. Will endorse if desired. George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. V126

BEER RELATED BOOKS WANTED - Looking for old issues of Brewery News, Brewery Age, Kopper Kettle, Red Books and any other brewery trade journals from the 1930s to the 1950s. George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. Email:gbaley@comcast.net. V126

FLECKENSTEIN OR FLECKS BEER ITEMS. Always looking for Fleckenstein Brewing items (Fleck's Beer) from Faribault, MN. John Weatherhead, (678) 393-8505 or email me at wxxhead@msn.com. V126

WANTED: FACTORY OVAL TRAYS. Sometimes serious collector wants factory scenes on tin trays. Do not necessarily have to be beer related. Bruce Burditt, 3215 E. 190th St. Prior Lake, MN 55372 (952) 447-5515. V126

NATIONAL/FALSTAFF OF NEW ORLEANS. Seeking photos (and info) of breweriana (not cans/labels) for a story. Falstaff items need to list New Orleans as first city or otherwise identify with city. Kip Sharpe. Email kip3249@aol.com V126

ADVERTISING SPECIAL

RUN AN AD THREE TIMES AND THE FORTH IS FREE!

Do you have something to SELL?
Do you have something to SWAP?
Are you looking to add a piece to your collection?

You can purchase a want ad for only \$5.00 per issue. Send your text with payment to:

George Baley
1585 Tiffany Woods Drive
LaPorte, IN 46350

Events of Interest

2004

July 9-10 - Waynesville, OH

OHIO MINI-CANVENTION & BREWERIANA SHOW
Miami Valley Chapter (NABA), 8:00 am each day, Overland Park, David Reed (513) 248-4464. email: wolfe1985@fuse.net

July 15-17 - Stamford, CT

EAST COAST BREWERIANA ASSOCIATION (ECBA) 32ND BREWERIANA CONVENTION, Holiday Inn Select Hotel, Saturday 10:00 am - 2:00 pm; Larry Handy (610) 439-8245 or email: ohhugo@aol.com; www.eastcoastbrew.com

August 3-8 - Waukesha, WI

33RD ANNUAL NABA CONVENTION (Members Only) Country Inn Hotel, I-94 (Either exit 291 or 293), Room-To-Room Trading Wednesday-Thursday Breweriana Auction Friday. Public show on Saturday. Bob Flemming (262) 965-5017

August 13-15 - Memphis, TN

EXPO 2004 ANTIQUE BOTTLE & ADVERTISING SHOW, Memphis Cook Convention Center, Saturday 9:00 am - 4:00 pm; Sunday 9:00 am - 3:00 pm. Gene Bradberry (901) 372-8428 or Dick Caughey (901) 876-3117.

August 15 - Blue Ash, OH

BEER CANS AND BREWERIANA SHOW, Queen City (NABA), Blue Ash Banquet Center, 9:00 am - 1:00 pm, Dave Gausepohl (859) 371-4415 or email: beerdave@fuse.net or Jeff Dowers (513) 851-8986, email: pints and pooh@fuse.net

September 1-4 - Dearborn, MI

BCCA CONVENTION 34 (members only), Hyatt Regency, BCCA Headquarters (636) 343-6486

September 16 - Somerset, PA

6th ECBA Fall Fest, Ramada Inn, Fri trade floor & hospital-ity 2 pm-10 pm; Sat show 9 am - 2 pm. Ron Kita (814) 749-7183

September 23-25 - Council Bluffs, IA

22nd ANNUAL MIDWEST BREWERIANA CONVENTION at Mid-American Center. Bill Baburek (402) 346-5147

October 1-2 - Springfield, IL

8th ANNUAL SPRINGFIELD BREWERIANA BONANZA at the Signature Inn, 3090 Stevenson Dr. Gary Zimmerman (217) 498-7446 or email: tyzac24@aol.com

October 1-3 - Suffern, NY

The "NEW BREWERY COLLECTIBLES SHOW" held by Schultz & Dooley (NABA), Red Fox Garden State, Jersey Shore, Pickwick and Rusty Bunch; Holiday Inn "Holidome" Conference Center; Fri room-to-room; Sat 9 am - 3 pm. Dee

Lander (860) 658-7721 or email: deelandr@aol.com

October 8-9 - Winnipeg, Manitoba

16th ANNUAL BREWERIANA TRADESHOW. 10:00 am - 3:00 pm Canada Inns, 1034 Elizabeth Rd; Rob Horwood (204) 253-7851 horwoodr@shaw.ca

October 9 - Mishawaka, IN

HOOSIER (NABA) SHOW & HOG ROAST, Eagles Lodge #2083, 9 am to ?; Wes Weaver (574) 273-6020 or email: beerguy@csinet.net or Dave Cichoracki (574) 674-2779.

October 15-16 - St. Paul, MN

GUZZLE & TWIRL 10:00 am - 3:00 pm, Aldrich Dream, St. Paul, MN, Dave Wendl (651) 731-9573. NABA Board Meeting Friday @ 3:00 pm.

October 22-23 - Glendale Heights, IL

MONARCH FALL FEST, Ramada Inn, 780 E. North Ave. Alan Bormann 630-305-8618. email: abormann6735@wowway.com

October 28 - Blue Ash, OH

BEER CANS AND BREWERIANA SHOW, Queen City (NABA), Blue Ash Banquet Center, 9:00 am - 1:00 pm, Dave Gausepohl (859) 371-4415 or email: beerdave@fuse.net

2005

August 2-7 - South Bend, IN

34TH ANNUAL NABA CONVENTION. Marriott Hotel, George Baley (219) 325-8811 or email: gbaley@comcast.net

2006

August 1-6 - Louisville, KY

35TH ANNUAL NABA CONVENTION

For information contact Roger Ownes, or Kent Speer

2007

July 31 - August 5 - Bay City, MI

36TH ANNUAL NABA CONVENTION

For information contact Ricky Schmidt or Rebecca McShane.

2008

August - ?????? USA

37th ANNUAL NABA CONVENTION

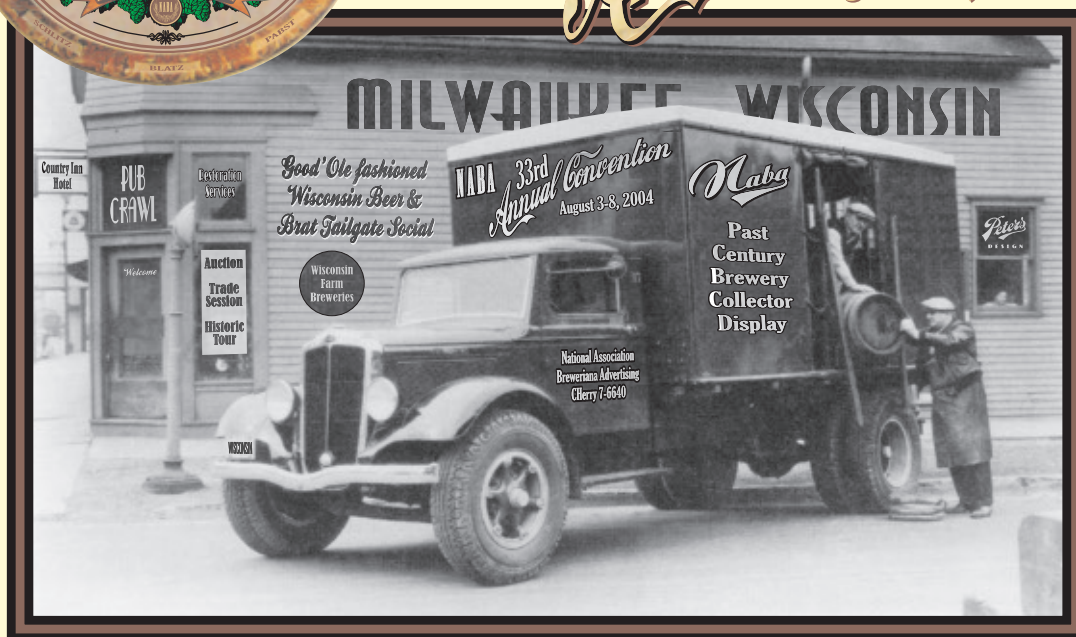
Would your group like to host the convention?

See any Board Member or Officer at the Convention.



33rd Annual Convention

August 3-8, 2004



NABA convention volunteers unload beer kegs for the event outside convention headquarters in Milwaukee Wisconsin from a 1935 White truck.

The truck as well as the headquarters structure tout many of the conventions exciting and memorable events including a newly Remodeled Hotel, Home Collection Tours, Huge Trade Session, Micro/Pub Bus Tour, Tour of Milwaukee Brewery Landmarks, Restoration Services and Techniques Seminar, Slide Presentation of Wisconsin Farm Breweries, Slide Overview of Remaining Milwaukee Brewery Buildings, Room To Room Trading, Micro Brewery Tasting, as well as the usual catching up with fellow members and the telling of those interesting "perfect find" stories. Be sure to pencil in your calendar the week of August 3rd to the 8th, 2004 to be in Milwaukee!

