



# *The* BREWERIANA COLLECTOR

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

Volume 127

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Fall 2004



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of Madison  
County**

**Holiday Brewery  
Post Cards**

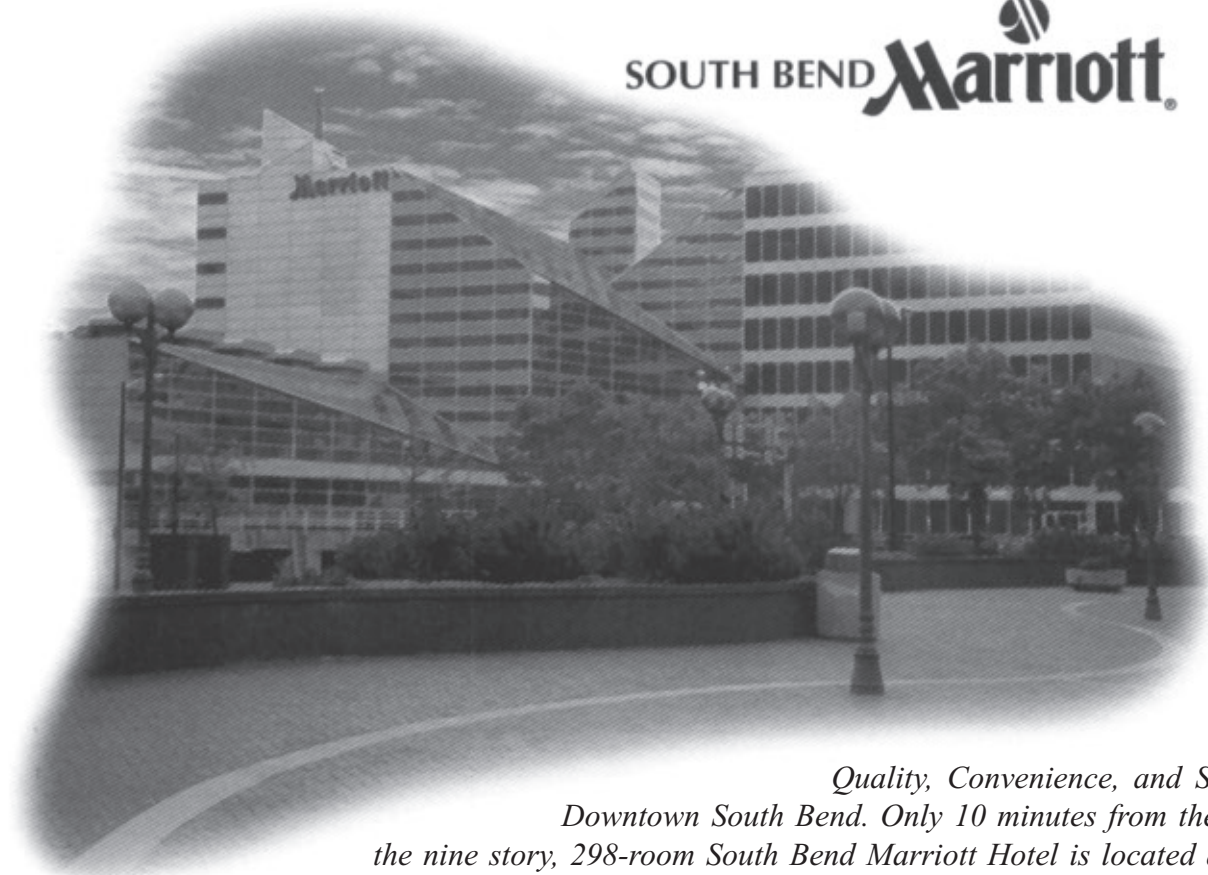
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# 2005 34th Annual Convention

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# *The* **BREWERIANA COLLECTOR**

**FALL 2004**

**#127**

**FEATURES**

- 9 THE LESSER BREWERIES OF MADISON COUNTY IL  
by Kevin Kious and Don Roussin  
22 HOLIDAY BREWERY POST CARDS  
by Mike Bartels  
25 HISTORY OF THE ROOT RIVER BREWERY  
by Lowell M. Peterson  
28 THE BREWERIES OF BREWERYTOWN AND VICINITY - PART II  
by Rich Wagner

**STANDARD BREWS**

- 5 PRESIDENT'S MESSAGE  
5 FROM THE EDITOR'S DESK  
6 CONVENTION '05 REPORT by George Baley  
7 BOILING IN THE BREW KETTLE by Dave Gausepohl  
8 MILWAUKEE CONVENTION REPORT by Bob Flemming  
14 LABELOLOGY by Bob Kay  
18 AUCTION HYSTERIA by Bob Hajicek  
29 LET'S TALK BREWERIANA by Rich LaSusa  
32 COMPUTER CORNER  
36 TRAVELS WITH BREWSTER by The Clinton's

**SHORT DRAWS**

- 4 BREWERY OF JULIAN CALIFORNIA by Herman Ronnenberg  
33 CROSSWORD PUZZLE: Brewery Characters

**END OF THE DRAW**

- 34 EXECUTIVE SECRETARY'S REPORT by John Stanley  
35 NEW MEMBERS  
38 BUY-SELL-TRADE  
39 EVENTS OF INTEREST

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**COVER**

The F.W. Cook Co. of Evansville, Indiana brewed from about 1885 to 1918 and reopened after Prohibition from 1933 to 1955. This classic picture of what appears to be a satisfied customer depicts what beer tasting is all about.

**PHOTO CREDITS:** Sue Chapin, Fred & Mary Clinton, Ed Culbreth, Bob Hajicek, Lowell Peterson, Herman Ronnenberg, and George Baley



# == The Brewery of Julian, California ==

*By Herman W. Ronnenberg*



As Halloween approached in the fall of 2003, Southern California suffered a firestorm of unprecedented ferocity. In eastern San Diego County, about 50 miles from the city, where highways 78 and 79 meet, a massive effort saved the old mining town of Julian and its Julian Pioneer Museum, the former Meyerhofer brewery. In modern times Julian is known for its apple festivals, foothill location, and tourist economy.

The Spanish arrived in the San Diego area in 1769 and sought to make money with cattle hides. Three land grants in the Julian area, Santa Ysabel Rancho, Cuyamaca Rancho and San Felipe Rancho, included good grazing land for this venture. These days were long forgotten when Alfred Coleman found gold in the area at Coleman Creek in 1869. The next year hard rock mines were located in the newly founded town of Julian. Mines were soon worked at near by Banner, California and continued off and on into modern times.

By 1872 Julian had a schoolhouse, 2

restaurants, 4 stores, 3 hotels, about 50 houses, and many young apple trees were getting their start too. An estimated 300 miners worked in the area. In the mid 1870s Peter Meyerhofer built the brewery in Julian, but before long it was converted to a blacksmith shop. None of the standard reference works that lists America's breweries have a listing for Julian, California.

The Treshil family blacksmith shop closed in the 1930's and the building was restored in 1948. The museum opened in 1952. It now has 2120 square feet of exhibits and the finest lace collection in California. Little in the structure reminds one of a mining camp brewery and no breweriana is on display at the museum. In 1988 it was restored for a second time. Its brush with oblivion makes this little-known brewery that much more valuable a part of America's frontier heritage.

The photo of the brewery was taken in late June of 2003.



## President's Message

**Waukesha Convention:** The 33rd Annual Convention is now history, but stands, as a top example of what a NABA Convention is all about. Bob Flemming and his outstanding team of assistants put on a show that will be remembered by all in attendance. The schedule of events had something for everyone. The hotel facility and staff continued to provide a great location and even the weatherperson did her part in making this a most enjoyable week. If you were there, you know what I mean.

**South Bend Convention:** If you missed Waukesha, for whatever reason, I hope you will consider coming to South Bend next year for the 34th edition of the NABA Convention August 2-7. For a more detailed introduction of what to expect next year, see the Convention Chair report later in this issue.

**Elections:** The ballots are in and have been counted for this year's election. Re-elected to the Board are Ed Culbreth, and David (Beer Dave) Gausepohl. New first

time Board members elected are Reino Ojala, Pat Stambaugh and Wes Weaver. Dave Gausepohl's recent election to the President slot of BCCA left his plate so full for the upcoming year that he felt he best resign his newly won position. The Board then reappointed Bob Hajcek to fill Dave's position for the next two years. The remaining Board members include Kent Newton, Bob Post and Mary White.

George Baley, Larry Moter, Jim Kaiser and John Ferguson filled the officer's slate for President, Vice President, Treasurer and Secretary respectively. It is not too early to begin thinking of next years' election and tossing your hat into the ring for one of the four Board openings.

**Website:** The revised NABA website is undergoing last minute tweaks and should be up and running before the first snowfall. Thanks go out to Jason Myers for his Herculean effort in totally redesigning our Internet connection!

**Member Survey:** A two-part survey was made available during the Convention dealing with ques-

tions about the Convention and the BC. A summary of the comments will be included in the winter BC. **Roster Update:** The timing for the annual Membership Directory has always been early Spring each year. In order to make it available sooner, we are moving the publication date up to late December and will be mailing it with the Winter issue of the BC in January. Please check you email address as well as other information in the Membership Directory for accuracy and drop John Stanley a note or email with any additions or corrections. The database for the Directory is maintained as an Excel file. If something is incorrect in this years' Directory, I guarantee it will be incorrect in next unless you let us know about the problem. John Stanley hopes that any changes you may be contemplating can be in his hands by early December so they can be included in the next edition. Because of this accelerated date, any ads you may wish to place in the Roster should be submitted also by early December.

George Baley



## From the Editor's Desk

**Future Articles:** Membership interest in authoring articles for the *Breweriana Collector* continues to be very strong. Please be patient if an article you submitted might be bumped back an issue or so. We really want to accommodate every one, but space limitations exist even with our larger format.

**Internet:** It is amazing the number of email address changes

John Stanley receives (and sometimes doesn't) each year. As some of the shakeouts of Internet providers lessen, hopefully the need to continual change will be minimized.

**Collector Showcase:** If you would like to "show off" your collection to the membership, please send me a set of pictures, either prints or digital and we will work you into a future article.

**Column Editor:** If you would

like to edit a column in the BC, please email me with your ideas and hopefully we can put a plan together. Possible topics could include: unusual *Breweriana* items, My Big Find(s), or perhaps Collecting.... (fill in the blanks), or ?????

Chapter Doings will return in the Winter issue.

George Baley



## Convention '05 Report

By George Baley

The clock is ticking as we move towards the 2005 NABA Convention in South Bend, Indiana from August 2nd through the 7th. Quartered at the Marriott Hotel, our next Convention will be the first ever held in the Hoosier state.

Best known as the home of the Fighting Irish of Notre Dame, South Bend was also the home of Drewrys beer (from 1936 to 1972) long famous for the classic Mountie as its mascot. Besides Drewrys, the area also was the brew site for many smaller firms like Muessel (1852-1918 in various configurations) and South Bend Brewing (1895-1950) best known for their Hoosier beer.

The neighboring city of Mishawaka enjoyed the brews of Kamm & Schelliger in various corporate entities from 1870-1951.

All three tour sites (Drewerys, SB and Kamms) are still standing pretty much in the configurations they displayed when that last batch of brew was produced. All three will be part of our nostalgic tour on Wednesday August 3 along with visits to the site (still standing) of the Zorn Brewing Company (1871-1935) of Michigam City.

The traditional Tuesday home tours will feature the outstanding Drewrys collection of NABA members Bob and Sandy Wacunas. In addition, we are planning open houses at yours truly either on Tuesday, or as part of the Wednesday bus trip when we visit the old sites and imbibe in the tasty microbrews of Back Roads Brewing of LaPorte.

Thursday will feature a series of seminars at the hotel. On the docket is Phil Pospychala who will enlighten us on the influence of the Chicago mob on the

brewing industry. Richard Hager will present a treatment of his favorite topic, lithographed beer trays and hopefully will be introducing his new book at the Convention. In the works are seminars on the history of Hoosier brewing through labels, fakes and reproductions, how to publish a breweriana book, and post-Prohibition advertising.

If that wasn't enough, we will hold on Thursday afternoon, a serious discussion (including audience participation) and critiquing of several microbrew beers. A panel of experts is being gathered to help the novice understand what it is that they are tasting with various microbrews.

And lastly, we are considering a "mini" trade/buy/sell session with a focus on several easy to transport types of breweriana including coasters, labels, napkins, sports schedules and microbrewery items (tap knobs, glasses, etc.) plus a microbrew full bottle exchange. This last event is new for NABA and your input is desired to determine if there is any interest.

Friday's highlight as always will be the Auction coordinated by David Kapsos. Saturday will feature the public show and Sunday the wrap up the week with the annual Business Meeting. Oh yes, there will be a Microbrew tasting event on either Friday or Saturday evening. We will feature a wide variety of beers from several Microbreweries throughout Indiana. This is in addition to the special tasting seminar on Thursday.

South Bend is located just off the Indiana Toll Road and south of Interstate I-94 and is about 90 east of Chicago

What about the facility? The South Bend Marriott is located at

Colfax Avenue and St. Joseph Street. Only 10 minutes from the airport, the nine-story 298-room hotel is connected to the Century Center - a convention and civic complex that hosts a variety of events.

We have total control of the entire floor where Convention activities will be held. Our two dinners and Sunday breakfast will be held in the soaring nine-story atrium and should give these events a different twist from the traditional banquet room.

Free parking (hotel guests will receive a pass) is available in a surface lot and the parking garage located in the lower level of the hotel. The hotel elevators are accessible directly from the garage level. Within the hotel is an indoor pool, health club, whirlpool, and sauna.

We have a special rate of \$79.00 per night for up to 4 persons in a room. The number for the hotel is (574) 234-2000 or a toll free use 1-(800) 328-7349. Be sure to tell them you are with NABA to properly describe our convention. If you say you are attending the National Association Breweriana Advertising Convention, they may not be able to locate in the computer.

For those interested, the College Football Hall of Fame is directly next door. We are working on putting together a discount package for those interested in either the Hall of Fame or the Studebaker Car Museum and may look at arranging a bus trip if there is enough interest. Other attractions include Notre Dame and Saint Mary's College. The downtown area is sprinkled with numerous pubs and bars for your off site enjoyment. More next time.

Hope to see you there!  
George





# Boiling in the Brew Kettle

By "Beer Dave" Gausepohl

This past summer was another season of consolidation. The biggest news was the merger of Coors and Molson. This marriage allows these two companies to prevent being cherry picked by one of the ever growing large European brewing concerns. Coors current Chairman, Peter Coors is spending his energy running for the retiring Ben Nighthorse Campbell's U.S. Senate seat. A number of the Molson family members are bickering over this deal but in the end the deal will be completed. Coors has strong holdings in Great Britain and Molson has investments in a few South American brewing companies. Combined these two brewers will become the fifth largest brewer in the world. It is also expected that they will have dual headquarters in Golden Colorado and Montreal, Quebec with the Canadian operations being run out of a Toronto office. The two companies will be combined but operate almost as if they were separate entities.

Recently the Interbrew / AmBev merger was completed. The combined operation, known as InBev is now the World's largest brewing concern by volume. Anheuser-Busch remains on the top spot in revenue. Like the Coors Molson deal the combined company will operate offices in Belgium as well as Brazil. With all of these mergers slightly more than 10% of the beer we drink is not brewed by one of the world's

ten largest breweries.

Pittsburgh Brewing Company was recently in the news with the announcement of their new "Aluminum Bottle". This new packaging broke onto the market on August 23rd. of this year. They are lighter than glass and are expect-



ed to appeal more to the consumer than the plastic bottles used by the big three in this country. The package resembles the shape of a bottle including being sealed with a bottle cap. Pittsburgh Brewing Company was the first to use the "Pull Tab" can in 1962 and has been the pioneer of other packaging innovations. They have also revised the infamous Hop-n-Gator brand as an offering in the Malternative category.

SABMiller issued a number of Lite and MGD cans saluting the 50th Anniversary of Rock-n-Roll. This was a joint promotion with Wenner Media, the publisher of Rolling Stone magazine. After the cans were released a number of minority groups protested the fact that no minorities were commemorated on the cans. After a number of calls and a threatened boycott SABMiller and Rolling Stone issued apologies and cancelled the promotion.

A news story that also got a great deal of press was the "Beer Drinking Bear". In Baker Lake, Washington a black bear ripped into a number of coolers in the local campground. This bear apparently was partial to what he drank. One can of Busch beer was punctured and the rest were pushed aside. Thirty six cans of Rainier were devoured by the bear. He was found sleeping off his "Mountain Fresh" reward in a nearby tree. When he returned the next day wildlife officers captured him and moved him to a new location.

Cincinnati will soon have a new Microbrewery on line. The Heritage Brewing Company will produce only kegs in the beginning. They have leased space in the old Central Light building on West Liberty not far from the Samuel Adams Brewery. Melanie Brewing Company is the parent company. They are based in Portage, Indiana and have a number of brands contract brewed at the City Brewery in LaCrosse, Wisconsin. Melanie owns a number of "High Gravity" malt liquor brands like Big Cat, and M/X they also own the Milwaukee Special Reserve brand. This will be their first venture into the Craft beer category. This brewery will also operate as a pilot facility where they can experiment and test out new and different brews.

Beer Dave

# Milwaukee Convention Report



By Bob Flemming

The word successful comes to mind when we look back on the 33rd Annual Convention held at the Country Inn Hotel from August 3rd thru 8th. We registered 201 NABA members along with 85 spouses and around a dozen children to give us a grand total of just under 300.

One of the feature events scheduled was the group of 4 seminars held on Wednesday and Thursday mornings. The first seminar on Wednesday was on Stein Authenticity, presented by well-known authority Andre Ammelounx. The second seminar was on The Milwaukee Tied Houses and was presented by Milwaukee historian Jim Kupferschmidt. Jim presented slides of many of the remaining buildings that were once owned and operated by Milwaukee's major breweries up thru 1911. The third seminar was on Collector Advertising Restoration. Chuck Kovacic presented some exciting tray restorations along with some reprints of originals which have become a very controversial issue among collectors of all types of advertising. The final session was on a topic that very few attendees were aware of prior to this seminar. The subject was on 1800's Wisconsin Farm Breweries. Noted Wisconsin Historian Wayne Kroll has spent the last few years accompanied by Len Jurgensen

and occasionally by Bob Jaeger in searching out and photographing Wisconsin farm sites for history on this little known topic. In total, 224 members and spouses attended all 4 seminars.

For the balance of Wednesday, Len Jurgensen conducted a History tour of Milwaukee Brewery landmarks. Len's tour was fully subscribed 6 weeks before the convention, with a total count of 55. The tour took the members thru the old Schlitz

brewhouse, The Brown Bottle Restaurant (both closed), The Pabst Mansion, and numerous building sites and a large section of beer baron cemetery locations. The Thursday brewpub, Micro and Miller tour was also a great success. We had a total of 80 members and spouses on the tour. The gift shops did a great business as members purchased many collectible that will end up at home and other trade shows.

Speaking of trade shows, Jim Welytok organized a great buy/sell/trade session that was open to the public on Saturday. We originally planned for 121 tables in our committee meeting in February and Jim had 120 trade tables sold by the day of the event. Many members said after the session, that they had sold a considerable number of collectibles. Through our advertising effort we had about 285 from the general public come thru the front door of the trade session. That is almost double of what has been reported in the past.

The hospitality room was always had a bountiful supply of beer donated from 5 local micros, Miller and Pabst. We managed to consume 19 half barrels of beer along with 2 half barrels of root beer and 9 cases of Coke. Also General Mills donated over 18 cases of snacks thru the efforts of NABA member Brian Johnston. NABA members George and Donna Sempowski made and cooked over 30 pounds of Kielbasa for a reception after the Thursday tour.

The committee wishes to thank all of the attendees for a great convention. You showed your enthusiasm for the 33rd annual event by your very nice comments to the committee members during the week, and thru the many letters we received after the convention.

Bob





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# *The Lesser Breweries of Madison County Illinois*

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*By Kevin Kiouss and Donald Roussin*

## **Edwardsville, Brewing in the County Seat**

Madison County, Illinois, straddles the Mississippi River as it winds towards St. Louis. It has been home to over a dozen breweries over the years.

While the brewing industry in the towns of Highland, Alton and Granite City has been fairly well documented, information on the smaller Madison County breweries which operated in the towns of Edwardsville, Marine and Collinsville during the nineteenth century is much more difficult to come by.

Figures from the 1860 census given in the 1866 Madison County Gazetteer show seven manufactories of malt liquors in the county. These seven had \$83,000 of capital invested in them, and used \$29,756 worth of raw materials. They employed 35 hands, resulting in \$10,800 of labor costs. The annual value of beer produced was \$75,330. The breweries described in the following would have contributed to these totals.

### **BREWING IN THE COUNTY SEAT**

Though far from the largest town in Madison County, Edwardsville still has an interesting history, owing at least in part to its being the seat of county government. It was the third town to be incorporated in the state, and claims five Illinois governors from among its former residents.

The brewing industry in the town has not been completely forgotten, though modern accounts wrongly have it that there was only one brewery in town, of which the so-called Klingel house at the edge of the city on North Main Street is a remnant. Records unearthed in the

county recorder's office and local libraries, however, indicate a much different story than that commonly accepted.

### **THE FOUNDING FATHER**

There is no proof that he produced the first local beer, but Michael Creutz (also spelled Cruitz, etc.) must be considered the father of Edwardsville beermaking. Born in Bavaria around 1830, his names first appear in deed records in 1855, when he bought lot 37 in Krafft's addition in Edwardsville for forty dollars.

In June of 1857, Creutz purchased eight surrounding lots from Frederick Krafft for \$400. The historical record does not reveal when (or even if) Creutz started brewing at this location, but the *Intelligencer* newspaper reported on September 22, 1858, that "M. Creitz has now in progress of erection a new brewery 65' X 30', capable of turning out 20 barrels of beer per day". It is unclear if this is a reference to the original site or the one on Main Street discussed below, so it can only be guessed that Creutz first

brewed on lot 37.

The hilly location was an ideal spot for a brewery, located near a creek and mill pond. In an agreement made on January 2, 1858, Creutz mortgaged all the property he owned in this area except lot 37 to George W. Phillips, for a \$1,200 promissory note due in November, 1859. Phillips was proprietor of the nearby steam mill, and Creutz was able to pay him off nearly a year early. He turned a rather quick profit on some of the land as well, selling four of the lots to Margaretha Metzger for \$1,000 in 1859.

The historical record is murky concerning what happened to this brewery next. Whether there was a fire or other disaster, or if Creutz simply abandoned, sold or leased the place is a mystery. We do know that Creutz next paid \$400 to Henry Ritter and William Heinecke for lot 49 in their addition to upper Edwardsville, and evidently construction was begun on a new brewing facility. (Figure 1). The location was at the north end of Main Street not far from Cahokia Creek.



Figure 1. Cruetz/Klingel Brewery in 1964.  
*Photo courtesy of the Madison County Historical Society (IL)*

The construction of this brewery was described by local historian Louise Ahrens in a 1967 historical society address. She attributed the building of the brewery and adjacent house to the locally prominent Ritter brothers --- George, Henry and Phillip. While this ignores the role of Michael

Creutz, it is not inconceivable that the Ritters were involved in the brewery from its outset, although the 1860 census lists Henry as a distiller and Phillip as a millwright.

Ms. Ahrens described the brewery as a three-story brick structure which included two cellars or caves which were lined from top to bottom in brick, extending from the brewery basement to within thirty feet of Cahokia Creek. In the winter, ice was cut from the creek and stored in sawdust insulation inside the caves for cooling the beer during warmer months.

According to this account, the Ritters cut the timbers to build the brewery using trees from the nearby farm of longtime area cooper Martin Dippold. The longest boards ran the length of the forty-foot building.

Shortly after completion of the brewery a house was built nearby. Louis Klingel, who owned a large farm and brickyard in Edwardsville, did the brickwork on the home (Figure 2) in exchange for a first mortgage on the entire property. While such a document does not exist in the county recorder's office, later events prove that Klingel was connected in some way to the brewery, probably as a result of his masonry skills!

Whatever the role of others, surviving documents indicate that Michael Creutz was the controlling force behind this new brewery, though his Edwardsville brewing supremacy was destined to be short-lived.

### A CASH-STRAPPED BREWERY

The 1860 federal census lists two brewers among the residents of Edwardsville. Michael Creutz (spelled Kratz by the enumerator) listed real property worth a whopping \$15,000 and had gained a wife and stepdaughter. Living with them were a distiller named Henke

and his family.

John Armbruster also listed his occupation as brewer. A 41-year old native of Wurtenburg, Germany, he listed only \$800 in real estate, so his operation was either a small one, or he was associated with Creutz. Another possibility is that Armbruster's beermaking was connected with a saloon, as the 1866 Gazetteer shows him as a saloon operator, and the 1873 Illustrated History of Madison County lists him as the proprietor of Shades Saloon on Main Street. Armbruster was still in town in 1880, apparently retired, and boarding with a local butcher.

Mortgage records not only reveal the extent of financial dealings at Creutz's brewery, but also paint a vivid picture of the makeup of a small, struggling Civil War era business.

Creutz was especially active in 1860, mortgaging the brewery to



Figure 2. Louis Klingel Home

Conrad Blume in March to cover a \$2,800 note. This debt was released in November of that year in favor of a \$4,000 note which was to come due to Blume in five years. Within two years, Blume affixed the following note to this deed: "For value received I assign all my right, title and interest in this deed of trust to Joseph Schnaider and Co.". Schnaider was a prominent St. Louis brewer at this time, but his connection to the brewery is unclear. This mortgage was declared satisfied in 1870 after the Edwardsville brewery suspended operations.

Even more capital must have

been needed, for two weeks after the second Blume mortgage, as collateral for a \$2,000, two-year note due to Nicholas Seib, Creutz granted the following articles of personal property: one sorrel horse, one gray horse, one brown horse, one spotted horse, two four-horse wagons, one white and black cow and calf, ten head stock hogs, all the beer hogsheads and barrels, all the tubs, beer pumps and water pumps, engine and boiler and two reservoirs and two beer kettles, malt mill, one cooler and all other loose articles used in a brewery, the hogsheads, barrels and all situated or located in my brewery in the town of Edwardsville.

At least one person owed Creutz money at this time, perhaps for beer, as in consideration of a \$150 note, local tavern owner Casper Peetz conveyed to Creutz the following: one walnut table called 'pigeon hole' with balls and apparatus thereto belonging, one cooking stove, one mahogany cloths press, one center table, one mahogany sofa, the decanters, tumblers and other bar apparatus and furniture belonging to me now in the building known as the 'Rail Road Exchange' in Edwardsville.

Financial difficulties must have continued to hound the brewery, for in November, 1862, Conrad Blume again accepted a mortgage on lot 49 of Ritter and Heinecke's addition, that lot "having a large brick brewery: also a building for residence of the parties of the first part (Michael and Elizabeth Creutz)." This was in exchange for a \$2,021 loan due in three years. Like the 1860 mortgage, this deed was not declared satisfied until 1870, after the brewery closed.

In addition, in April, 1861, Creutz sold some more of the land (Figure 3) he still owned near Phillips' Mill, selling two lots (which included the cellars of the abandoned brewery) for \$135 to local



distiller Balsar Vogler, and for \$100 selling to mill owner Phillips the two lots upon which the old brewery had stood.

Ironically, these transactions would come to have a bigger effect on the Edwardsville beermaking trade than simply raising a moderate amount of cash for the town brewer.

Before 1862 was over, Creutz took out another mortgage on the horses and brewing equipment to cover another \$200 note for Nicholas Seib.

Finally, in January 1863, the brewery was sold for \$4,000 to local businessmen Fred Krafft and Fred Springer. Creutz must have continued running the plant, however, for on the same day as the sale he entered into a chattel mortgage with Krafft and Springer to cover a pair of notes totaling \$1,075, granting them the following articles should the notes not be paid within a year: one grey horse, about seven years old; one roan horse, about seven years old; one sorrel horse about nine years old; three two-horse wagons, one spring wagon, 50 beer hogsheads, 5 beer tubs, one steam engine and boiler, one beer kettle, two pumps, one malt mill, one beer cooler, 50 half barrels, 200 beer kegs, 4 brass faucets and six head of stock hogs.

This agreement marks Michael Creutz's final appearance in county land records, and he must have departed the local brewing scene not long after. One of the sponsors of this map was none other than

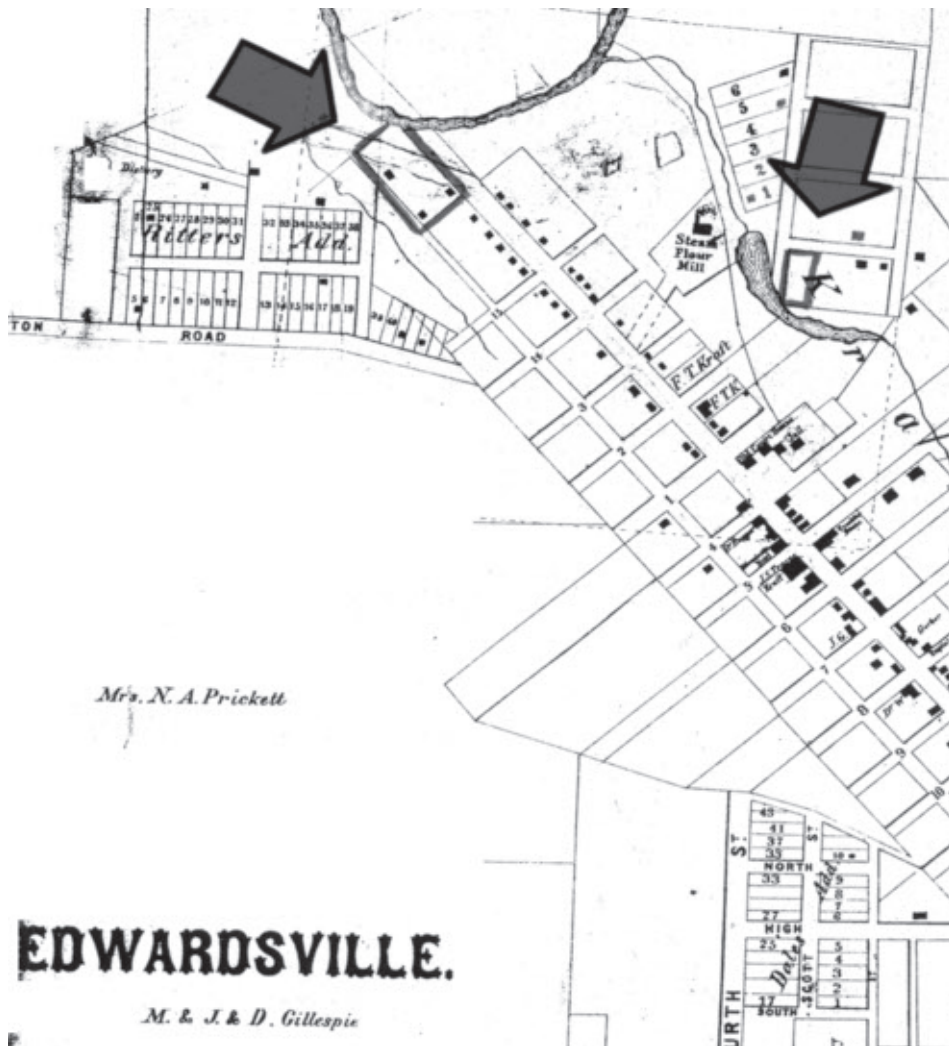


Figure 3. Land location (from 1861 Holmes/Arnold Map)

Michael Cruetz of the Edwardsville Brewery.

### NEW COMPETITION, OLD LOCATION

The beer business in Edwardsville was soon to change, as a new brewery was established at the site of the town's original plant. An ad in the local newspaper (figure 4) announced in November, 1863, the purchase of the Edwardsville Brewery by Conrad Blume. We must assume this refers to the original brewery site and not the second location, although Blume had also held a mortgage on the latter.

Whether a new

plant was built or if Blume moved into whatever was left of the place, he did not last there for long. In December, 1864, a fire broke out at the brewery. According to the Intelligencer, it "burned to the ground, with a loss of \$20,000".

Thirsty locals must have been alarmed by this, as the next week a "meeting" was held at the county court house, where \$1,121 was subscribed to help Blume rebuild. The brewery must have been quickly rebuilt, although Conrad Blume was to soon exit the scene.

Now aptly named the Phoenix Brewery, by the next year the plant was being run by two new owners. John Koeing, who had run a mill in Highland, Illinois, and purchased Phillips' Mill near the old brewery in 1862, had decided to enter the beer business with Jacob Meeder. They are first mentioned as beer-makers in 1865, when a mortgage

**BEER--BARLEY.**

**THE UNDERSIGNED HAVING PURCHASED**  
the Edwardsville Brewery, has now on hand

**2,000 Kegs No. 1 Beer.**

Having secured the services of an excellent Brewer,  
I will be able to supply the best Beer to customers.

I want a quantity of  
**BARLEY,**  
for which I will pay the St. Louis Market prices.  
Bring it on.  
Edwardsville, Oct. 5. 1863

**CONRAD BLUME.**

Figure 4. Newspaper ad



was taken out to cover an \$894.55, sixty-day note due a St. Louis beer-maker named Adolphus Busch.

Whenever the Phoenix Brewery opened, Jacob Meeder's association with it was short, for on October 9, 1865, Koenig bought out his partner for \$2,000. As the deed put it, he was getting title to lots 36 and 37 of Krafft's addition, "the lots above conveyed are the same on which the brewery now stands known as the Phoenix Brewery usually known as belonging to Meeder and Company". While Meeder was exiting the local brewing business, he continued to ply his trade, moving to St. Louis where he worked at the Pittsburgh Brewery, which owners August Leussler and Felix Coste had recently moved to 2506 Carondelet Avenue, not far from the plant of the aforementioned Adolphus Busch.

Meanwhile, significant changes were occurring at Edwardsville's other brewery as well, when brick-maker Louis Klingel, who was likely still owed money for helping construct the buildings, was able to acquire them from Fred Krafft and the widow Springer for only \$800. Klingel must have engaged Phillip Ritter to run the brewery, and perhaps had entered a partnership with the Ritter brothers, as the 1866 Gazetteer lists Phillip Ritter as the only brewer in Edwardsville. This guide further informs that the town had a population of 2,000, half of whom were of German extract, and two breweries.

### OWNERSHIP SHUFFLING AT PHOENIX

The Phoenix Brewery was sold in August, 1866. Henry Phillip Sueszendorf of St. Louis paid John Koenig \$7,000 for the real estate, "including the brewery and machinery, the casks, tubs, barrels, vats and all implements, etc." Koenig reserved the right to keep all the cooperage containing beer until it could be sold, after which he would deliver the emptied containers to the new owner. It is interesting to

note that within a few years Sueszendorf would go into the saloon business in St. Louis, where during the 1870s he would operate a drinking establishment at 2521 Carondelet, making him a neighbor to previous brewery owner Meeder as well as Adolphus Busch!

This was but the second of many rapid changes in ownership the Phoenix Brewery would undergo. On July 5, 1867, less than a year after purchasing it, Sueszendorf sold the business to George Mack for \$9,850. The transaction included the following: the brewery and machinery, the casks, tubs, barrels vats and all implements and things belonging or in anywise appertaining thereto and used for carrying on the business of brewing and also all buildings and improvements situated on said lands, also the beer cellar ... also one two-horse wagon, one spring wagon and three sets of harness, also the ice-house and the ice contained therein ... also right and privilege of beer cellar as he may desire so long as he does not interfere with the surface of the ground (reserving however the beer now on hand) also hereby conveying to said Ernstine three horses now being used in carrying on the said brewery.

Mack also bought a fraction of the land on lot 35 adjacent to the brewery for \$100, which must have been associated with the ice house and possibly the storage cellars.

George Mack, however, was another figure only fleetingly connected with Edwardsville brewing. Just fourteen months after buying it, he sold the brewery back to Henry Sueszendorf for \$6,600. Mack soon moved north to Havana, Illinois, where he conducted the brewery in that Illinois River town for a number of years.

The Phoenix Brewery briefly passed back into the hands of mill

ESTABLISHED 1864.  
**LINZE & SCHMIDT MALTING CO.**  
RUDOLPH SCHMIDT, Manager.  
OFFICE AND MALT HOUSE:  
**Nos. 1542, 1544 & 1546 SOUTH SEVENTH STREET,**  
**AND 1122-1128 LAVEILLE (S. TWELFTH) ST., ST. LOUIS, MO.**

owner Koenig, who in 1868 sold it to Charles G. Metzger for \$3,250. Metzger was a 27-year old native of Wurtenburg, Germany. He would be joined in the business by Robert and Otto Metzger, who presumably were his younger brothers.

### AND THEN THERE WAS ONE

Metzger's Phoenix Brewery was soon to be the only one in town. Phillip Ritter declared bankruptcy in 1868, leaving the Main Street Brewery to mortgage-holder Louis Klingel, who decided to move his family into the house on the brewery grounds and have a go at making beer. He was assisted by sons Herman, Adolph and Louis, Jr. The family, it is said, produced about 100 barrels of beer per month.

When Louis Klingel died at the age of 58 in 1870, though, his sons decided to abandon operations at the brewery. The Edwardsville Intelligencer newspaper eulogized him thusly: "Mr. Klingel, for a number of years, has carried on the brewing business, but on account of so much competition, he did not meet with success more than enough to defray the expenses of carrying on the business ... his funeral was one of the largest that has ever taken place in Edwardsville. He was a good citizen and was beloved and respected by all."

Despite its sudden status as the town's only brewery, all was not well at the Phoenix Brewery. The Metzgers had become heavily indebted to the Linze and Schmidt Company, a St. Louis malting concern. By the summer of 1871 they were unable to satisfy their creditors, so on July 1 the brewery was

auctioned off at the nearby county courthouse. For \$1,500, Linze and Schmidt assumed control of the business.

William Linze and Rudolph Schmidt (figure 5) had formed their company in 1865 to manufacture and sell malt products. Linze had briefly been a partner in the Bruning and Linze Brewery, which in 1864 was operating in St. Louis at 25th and Morgan Streets. The next year Linze joined with Henry Anthony in a malt house at 265 N. Main in St. Louis. Rudolph Schmidt soon bought out Anthony (who later went on to the well-known brewery of Anthony & Kuhn), and would continue in the business for many years. The company moved to 1122 South 12th Street in St. Louis in 1871, and two years later built what was then the biggest malt house in that brewery-rich town.

A few months after acquiring the Edwardsville Brewery, Linze and Schmidt sold it to Alfred Reiss, a young St. Louis physician, for \$3,000. How Reiss decided to enter the beer business is unknown, we can only guess that he must have been either a speculative investor or else the relative of somebody involved with the business. By December 1873, though, with the \$2,000 in notes taken out by Reiss to finance the purchase in default, Linze & Schmidt once more acquired the brewery via a trustee's sale, this time for \$1,650.

### EDWARDSVILLE'S LAST BREWER

Henry Mick had moved from St. Louis to become master brewer at the Phoenix Brewery (figure 6) in 1872. He had spent the three previous years operating his own brewery in St. Louis at 1627 S. Carondelet Avenue, at a plant that had been started in 1865 by Joseph Halm. Prior to that Mick had worked briefly at the Union Brewery in St. Louis.

In addition to brewing, Mick must have also become a partner with Albert Reiss in the Phoenix Brewery, for in July 1873 he had

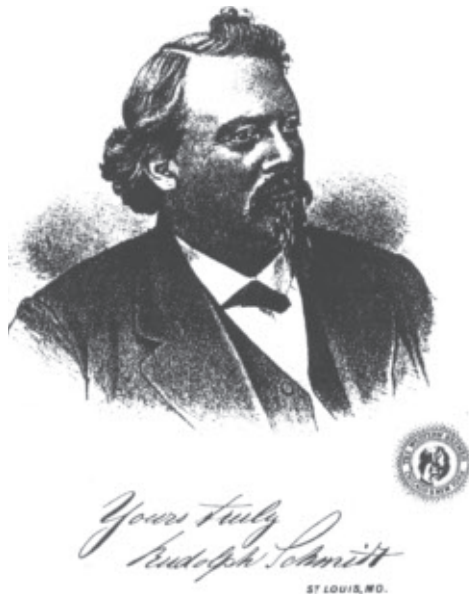


Figure 5. Rudolph Schmidt

taken out a chattel mortgage to his brother Charles, who still lived in St. Louis. Charles Mick had worked at various jobs before partnering with August Best at a saloon at 100 N. 5th Street, which by 1873 he was running by himself. In exchange for a \$1,000 loan, Henry Mick had granted brother Charles the following as security: two bay horses about each five years old and each have a white star on the forehead, two two-horse wagons, two harness and bridles, three hundred barrels of beer, four hundred bushels malt and 100 quarter beer kegs.

About this time the local newspaper paid a complement to the town's brewery, commenting that, "Henry Mick, the gentlemanly proprietor of the Phoenix Brewery in this city, is supplying his customers with an article of beer which is equal, if not superior, in quality to the celebrated St. Louis beer".

H e n r y

Mick continued to manage the brewery, and with the help of his brother was able to purchase it from Linze & Schmidt for \$2,200 in July of 1875.

Again in 1877 the Edwardsville Intelligencer trumpeted the quality of the locally produced beer, stating that "Mick's Beer of this city is gaining as wide a reputation abroad as the celebrated 'Anheuser's' of St. Louis. In fact judges of the article prefer it to the latter. A liberal patronage and encouragement is what will build up home manufactures."

The next year (on June 26, 1878, to be precise) the paper once more mentioned the Phoenix Brewery:

BEER. - If there are any of our people who want to know how beer is made, we would advise them to visit Mick's brewery, in lower town. There they can see the whole modus operandi. Externally, Mick's Brewery is a very small affair but when you inspect the premises and go through all the different cellars and underground chambers, cut out under the hills, you would be somewhat astonished at the magnitude of the establishment. The malt room, the ice room, the cellars are all hid from view. At a casual glance you only see the smoke stack and a crude building resembling an ordinary factory. The huge casks and their contents are buried under the earth. To those who are not familiar with the business, we



Figure 6. 1873 atlas

CONTINUED ON PAGE 16





# Labelology

By Ken Jones & Bob Kay

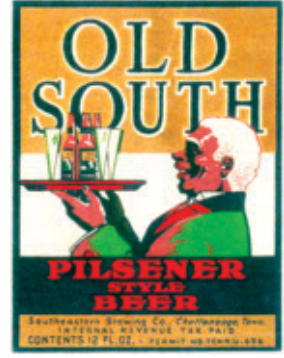
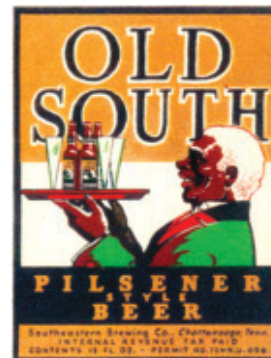
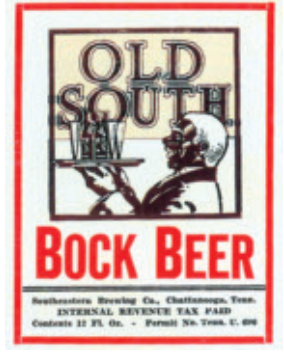
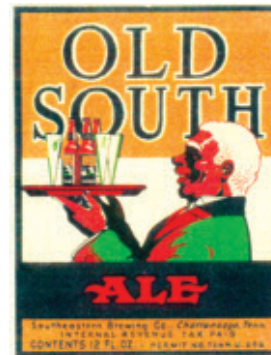
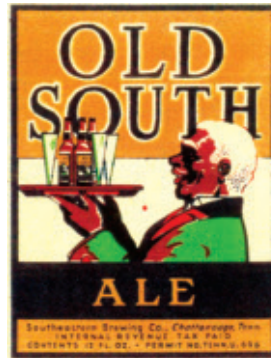
## ATLANTIC COMPANY LABELOLOGY

Unlike any other early brewery across the south, the Atlantic Company expanded into a regional brewery that, at its peak in the late 1930's, was brewing and bottling beer in five southeastern breweries. Now, collecting Atlantic Co. breweriana has turned out to be extremely popular. This is due in part to their handsome graphic's featuring a black waiter serving a tray of beer, along with their early success in blanketing the Southern States. It all started in Chattanooga where Atlantic Ice and Coal Co., operated the Southeastern Brewing Co. Next, in 1935, an existing brewery in Atlanta was purchased. Then during 1936-37 three new breweries were built in Charlotte, Norfolk and Orlando. Atlantic enjoyed a great 20-year run, but the end came all too soon, in the mid 1950's, for many of the usual reasons -primarily dollars and cents. Perhaps the climate for picturing black waiters was changing? Not long after Atlantic's demise, Schlitz, Anheuser-Busch, Pabst and Falstaff began building or acquiring breweries in the Southern states and the brewery landscape began an irreversible change. I know the political correctness of picturing black waiters must be accounted for, but I still miss that stunning graphic!

A review of their labeling is a great way to track the rise and fall of this important piece of southern brewing history.

### Part I, The Tall Labels, 1933-37

The earliest labels used a unique tall 4 x 3 inch shape. Old South was their first brand and the source of the popular black waiter graphics. The brand originated in Chattanooga in late 1933 and was used briefly in their second brewery in Atlanta in 1935. At first, beer and ale labels used the same graphics. Then in 1935, a unique ale graphic, with the black waiter in a circle inset, was adopted.

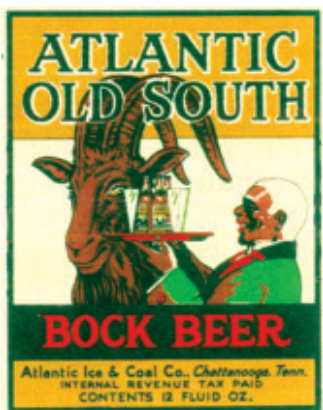


Their second brand, Steinerbru, was inherited with the acquisition of the Atlanta brewery in 1935. Of the early tall labels, beer, ale and bock varieties are known from Atlanta, some with the Atlantic Ice & Coal Co. name and some with the latter Atlantic Co. name.

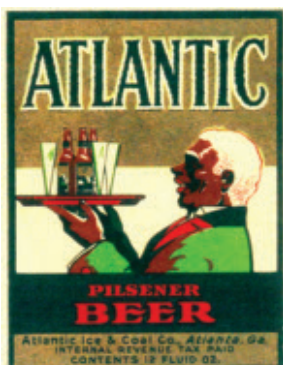




# Labelology



Along with plans to name the expanding family of breweries the Atlantic Co., it was decided to use Atlantic as the flagship brand name. The elusive Atlantic Old South brands were a short run transition in 1935 to acquaint the public to the upcoming Atlantic brand names. An ale from Atlanta and a bock from Chattanooga are all that are known.



The new Atlantic brands were introduced in 1935-36, still in the early upright shape. Examples can be found from all breweries except Orlando. During these early years, the Atlanta Brewery also contract brewed for Beverage Distributors, Inc. of Augusta GA. Two beautiful and elusive Belle of Georgia labels with Atlantic's U-500 permit number have surfaced.

Coming soon: Part II The wide labels from 1936-56.

## THE ATLANTIC COMPANY FAMILY OF BREWERIES

### CHATTANOOGA, TN

1933-34 - Southeastern Brewing Co.  
1935-37 - Atlantic Ice & Coal Co.  
1938-41 - Atlantic Co.

### CHARLOTTE, NC

1936-37 - Atlantic Ice & Coal Co.  
1937-56 - Atlantic Co.

### ORLANDO, FL

1937-54 - Atlantic Co.

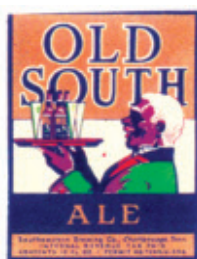
### ATLANTA, GA

1933-35 - Atlantic Ice & Bottling Co.  
1935-37 - Atlantic Ice & Coal Co.  
aka Southeastern Brewing  
1937-55 - Atlantic Co.

### NORFOLK, VA

1936-37 - Atlantic Ice & Coal Co.  
1937-49 - Atlantic Co.

Example of the early *Tall* Labels, circa 1933-37



Example of the Wide Labels, circa 1936-56



Figure 7. Phoenix & Klingel Brewery

would say, visit Mick's brewery. Mr. Mick is always there, superintending the business, and will cheerfully escort visitors through his establishment. Mr. Mick is the only man who has ever made the brewing business self-sustaining in Edwardsville. His beer is good and wholesome, and compares favorably with any beer brewed in this part of the country.

It is not clear how much longer Henry Mick continued operating the Phoenix Brewery. In the 1880 census his occupation is listed as saloon keeper. At that time the native of Baden, Germany, was 48-years old, with a household including wife Lena, a stepson, son, two daughters and a jeweler and tinner as boarders. The 1882 county history likewise lists Mick as a saloon keeper, but the brewery register shows

him as operating the brewery in Edwardsville until around 1885 with production of 1,000 barrels per year. Henry Mick died in the 1890s. His widow and son continued living in town at 215 2nd Street. Later his daughter would move into this home, where she stayed until the early 1950s.

## HISTORICAL ACCOUNTS

Strangely, the Phoenix Brewery (figures 7 & 8) is never acknowledged in the more recent historical accounts. While the town's other brewery is nearly forgotten, it has received some notice.

The 1912 County Centennial Edition of the Intelligencer reminisced about the old Klingel Brewery, stating that it was near Dippold's old branch cooper shop then operating in the 1600 block of North Main

almost at the extreme end of Main Street. A little farther on is Cahokia Creek, and on the banks of the creek, a short distance from Main Street, is the ancient Klingel home-stand. The famous old brewery, built and for a number of years operated by the elder Klingel --- father of sons who are now old men themselves --- is still standing.

It was formerly a three-story structure, with a flat roof. Some time ago, Adolph Klingel, who lives with his family in the old home-stand, removed the third story.

It has been a great many years --- forty or more --- since the brewery was operated. 'I lost twenty

thousand dollars in one year by depreciation of that property,' declared Mr. Klingel. 'The railroads came along and brought in the products of the great breweries in the big cities, and there was no chance for the small fellows any more.'

There are two large caves in the hills nearby, where the beer was naturally cooled in the days before artificial refrigeration.

These aging caves were at least partially demolished in 1936, when road construction began for Illinois Route 159. The road crews used dynamite to blast these cellars into oblivion. Historian Louise Ahrens recounted that, "at the time, Mr. Kesl the road contractor commented what an unfortunate thing it was that so strong and enduring an underground passage had to be demolished."

Many years later, as guests of Miss Helen Klingel, the last living member of her family, members of the Land O' Goshen Historical Society were given a tour of the old brewery building, which had served as a storage area after beermaking ceased. According to the newspaper account of this tour, the brewery used hops from St. Louis and grain from surrounding farms to make the beer. Customers came for kegs from long distances because small nearby towns did not have St. Louis or other beer shipped to them. Local patrons were frequent buyers of 1/8 barrels, and rush hour at the brewery was 5:00 p.m., when wagons and wheelbarrows waited in line to purchase, "for a nominal price, the mash that was unsurpassed feed for cows."

At the conclusion of the tour, "combining hospitality with history, Miss Klingel served appropriate refreshment."

## THE BREWERIES TODAY

The old Klingel Brewery building continued to serve as a warehouse until being torn down in May of 1966. The his-

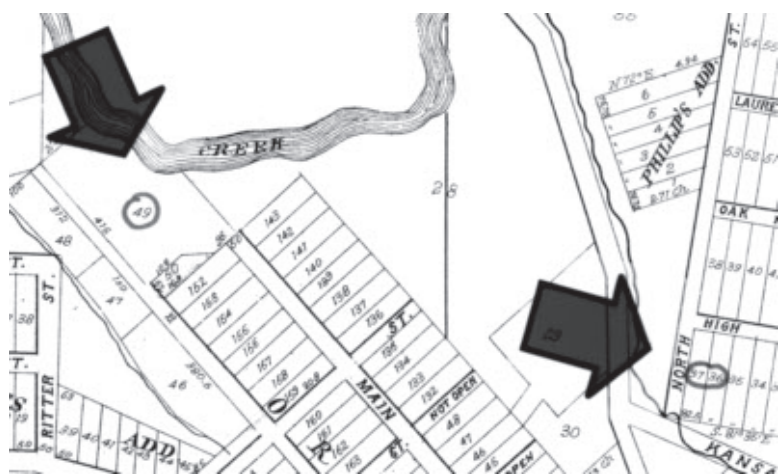


Figure 8. Phoenix & Klingel Brewery





Figure 9. Klingel Home

toric home at 1801 North Main continued serving as a residence, then later had a brief life as a tea room. It was remodeled with hopes of being turned into a bed and breakfast, but never opened as such, and was put back up for sale in 1998.

To the rescue rode partners Laverne Primas, Zo Primas and Rebecca Mauch, who gave the place a thorough makeover and opened their Klingel House Tea Room and Restaurant, which continues successfully to this day.

A recent visit shows the old house (figure 9) to be in fine condition and lovingly preserved. Of particular note is the first story, with its interior and exterior walls of solid brick, and the basement, which it is believed was once connected to the underground cellars and also boasts extensive brickwork, including the floor.

At the Klingel House guests can enjoy a salad, soup or a sandwich in the pleasant surroundings

and, if so inclined, contemplate the careers of some long-forgotten brewers and bricklayers such as Michael Creutz and Adolph Klingel.

As for the Phoenix/Mick Brewery, on the far end of north Kansas Street, houses now sit on and below the tall hill above the creek. A local rumor has it that

the Louis Obert Brewery in St. Louis bought the brewery from Henry Mick after he had closed, and used it as a depot for a number of years. The Obert Brewery's agent, Ben Staben, lived near the former brewery so it is not unreasonable to assume beer may have been stored there.

Other circumstantial evidence supporting this is an existing Obert letterhead marked "Edwardsville Depot" and a collection of circa 1900 Edwardsville Street scene photos showing Obert Beer corner signs hanging on about half the town's taverns!

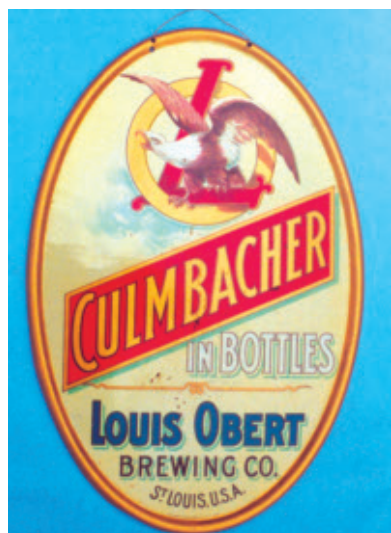
A conversation with a gentleman living in the house on the old brewery property revealed the

exciting news that remnants of the brewery caves still exist, which continue being used as a storage place. Bottles have been found in the vicinity, and local lore had it that the caves were used by bootleggers during Prohibition, with nary a mention of a brewery.

With the recent discovery of a possible entrance to the Klingel Brewery caves, it appears the story of Edwardsville brewing has mostly gone underground. The authors hope that this article has shed some light on what happened above the surface!

Authors' note - Sources for this article included: Edwardsville, An Illustrated History; the Edwardsville Intelligencer; the Madison County Intelligencer; St. Louis and Edwardsville city directories; The Brewery Register; United States Breweries; Western Brewer; various land deeds and U. S. Censuses; 1866 Madison County Gazetteer; 1873 Illustrated Encyclopedia and Atlas; and, 1881 History of Madison County.

Both Kevin Kious and Donald Roussin are members of NABA, and items from both of their collections were utilized in this article. The authors would like to thank the following for assistance in preparing this article: Kent Patterson; Laverne Primas; Carol Frisse; Suzanne Dietrick and the helpful staff of the Madison County Historical Museum and Library.







# Auction Hysteria

By Robert Hajicek

A lively auction as usual was held on Friday in Waukesha. Many very nice items changed hands as shown in the following pictures. Next issue back to the Internet stuff.



5



6



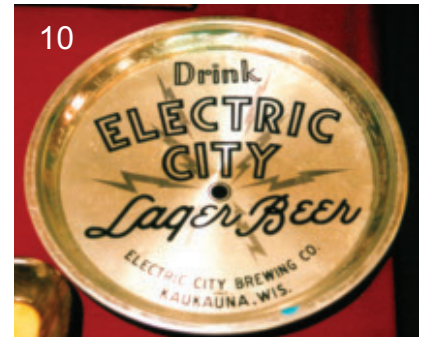
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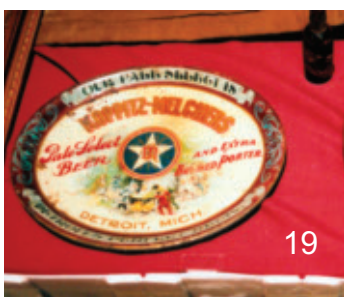
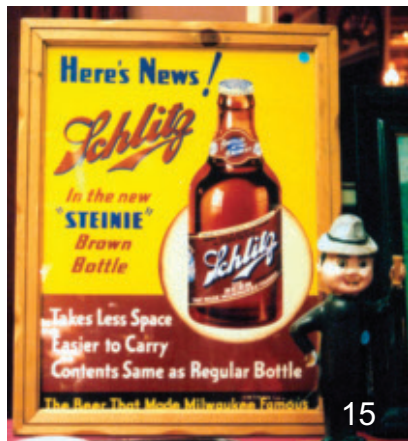
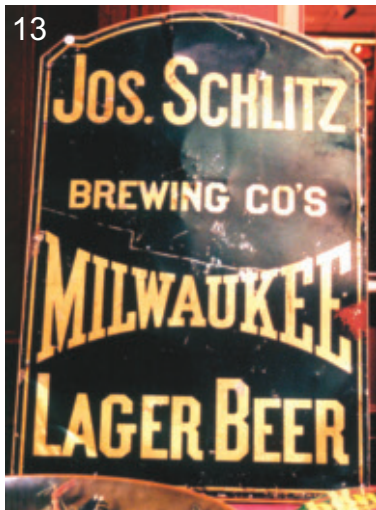
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10

1. American Brewing Co. - Rochester, NY 1898-1899 .....\$1000
2. Braumeister Pilsener .....\$50
3. Bevo Tin Sign .....\$180
4. Cream City, Milwaukee Chair .....\$205
5. Kingsbury Pale Beer Tin .....\$125
6. Potosi Lager Reverse-Paint-On-Glass .....\$500
7. Casanova Tray, Hudson, WI .....\$850
8. Oshkosh Chalk .....\$350
9. Strohs Tray .....\$475
10. Electric City Tray .....\$120





- 11. Gund Peerless Self-Framed Tin .....\$700
- 12. Hochgreve Porcelain sign .....\$550
- 13. Schlitz Tin Sign ....\$550
- 14. Budweiser Litho..\$1600
- 15. Schlitz Steinie Cardboard Framed ....\$120
- 16. Old Milwaukee Brew Tin Sign .....\$375
- 17. Gund Embossed Cardboard Sign .....\$250
- 18. Potosi Brew .....\$90
- 19. Koppitz.Rainer.....
- 20. Manhattan Neon ..\$600
- 21.Chief Oshkosh Tap Knob .....\$140



# Convention Pictures









# Holiday Brewery Post Cards

By Mike Bartels

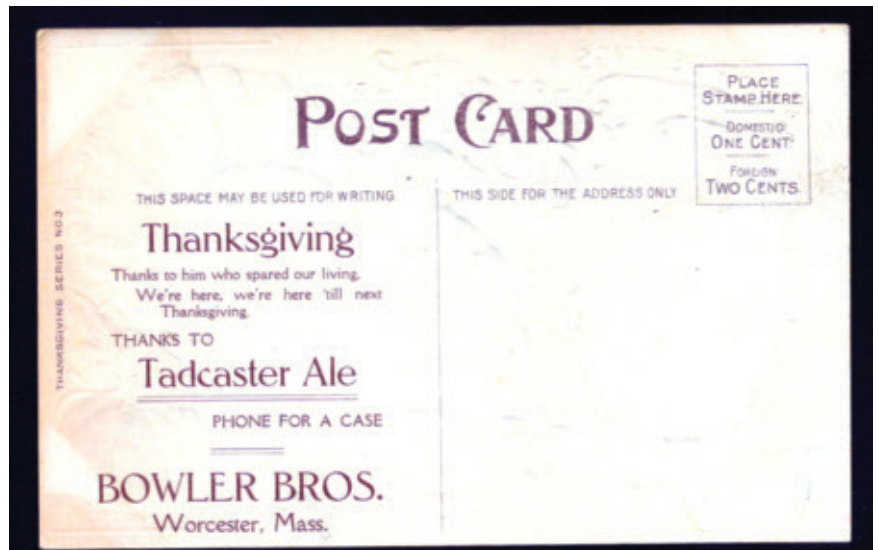
Breweriana collectors who love beautiful trays and signs might wish to consider collecting holiday and special event post cards. This selection of cards are but a few of the many used by breweries to promote their brew.

It is interesting to note the wide range of holidays that were candidates for these promotions. These would make great go-withs where there was a companion litho or other related breweriana.

This is the first in a series of post cards depicting various holiday themes.

## Thanksgiving

**Bowler Bros  
Worcester, MA**



## Christmas

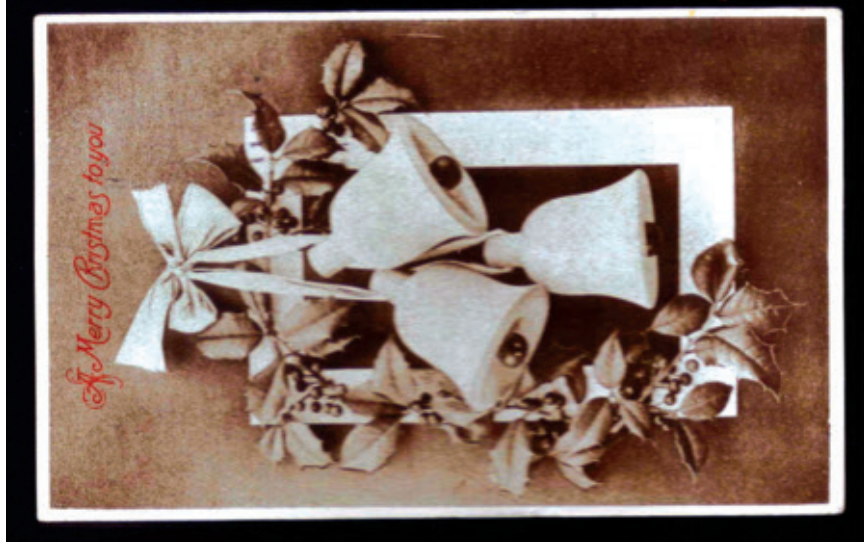
**POC  
Cleveland, OH**





Christmas

Excelsior  
Brewing Co.  
Cleveland, OH



New Years

Blatz  
Milwaukee, WI  
German printing





New Years

Poth's Beer  
Poth, PA



Christmas

Bartholomay  
Brewery  
Rochester, NY.

Cute little girl



CONTINUED ON PAGE 27



# History of the Root River Brewery

By Lowell M. Peterson

The Root River Brewery was first located on Section 29 of Hokah Township, Houston County, Minnesota, and was first erected in 1858 by Joseph Pfeffer, Jr., at a cost of about \$10,000, on what today would be characterized as a contract for deed. It had a capacity of approximately 30 gallons a day. In 1867, the stone building was erected on Section 28, with rock taken from the hillside to form the walls of the structure.

Joseph Pfeffer built the brewery from logs and directly beneath it there was a 72-foot long arched beer cellar. The cellar was eight or ten feet below the ground and was lined in stone. An entrance at one end had double doors and a ramp leading into the cellar proper. This was possible because the cellar was dug into the hill. There were two 2 x 3 stone shafts leading from the top to the inside of the cellar for ventilation. One shaft was located on each side of the building to create a draft. When the temperature dropped below zero the doors and the shafts were opened and the cellar got very cold. It was then sealed until Summer. It was here that the brewers stored their beer, old style lager being a specialty at this time. Anyone entering always wore a cap and overcoat, no matter what time of the year. It was so cold that there were icicles hanging on the beer barrels.

The main cellar (photo on next page) is still on the home farm in Pfeffer Valley. Even after the cave was no longer used for beer it was still used by the family, and an arch was constructed at the front entrance. The date of 1921 is engraved there.

This cave, or aging cellar on the home farm had a clay base, unlike the soil adjacent to the brewery itself, where the cave or aging cellar was sand and the temperature would not stay cold enough to keep the beer. The cave entrance at the brewery site can still be seen today, as you drive past it on Highway # 16 between La Crescent and Hokah, as well the back wall of the brewery itself which is all that's left of the building that housed the brewery.

In 1954 it was decided that the building (pictured above) which was made of heavy brick and stone and mortar over the logs was not safe any longer and posed a threat to traffic on highway # 16 which had been moved very close to the brewery building and property. Dynamite was used to destroy the building with an end loader-grader on each side to clean up the

debris. Tom Langen remembers being there, because he was not yet in school, and was able to observe what took place.

The building that housed the brewery can be seen in the photograph, and the building adjacent was used as a livery. The brewery building was three stories, and the top story was used as living quarters for the family and for travelers, and the second story for meals and drink and relaxation and the brewing was conducted in the lower portion of the building.

This was a regular stop on the stagecoach route because travelers had to stop where there for accommodations for the horses. So a stop between Caledonia and La Crosse was a natural place for this activity.

The third story of the building was reached by a path up the side of the hill to a level with an entrance. Then a plank

from the end of the path to the door was the last link in this rather devious approach. It formed a sort of a fortress that was something comfortable to have in the early days.

One of the interesting aspects of the family living in the brewery was that the Pfeffer's daughters... "Aunt Mary and Aunt Edna," were born in the brewery, not at home or at the hospital.

It appears that although most of the beer was draught there was some beer that was bottled. Some bottles survived, but they did not have labels. The branding iron for the barrels is now owned by the Houston County Historical Society, and is at the Museum in Caledonia. There is at least one remnant of a barrel that has a brand in it, as shown on the next page. A cooper in Hokah made barrels, a man by the name of George Meier, who was born in Alsace Lorraine, and who was an expert in making barrels and who made the barrels used by Root River Brewery. He came to Hokah in 1854 and later made a novelty barrel for Joseph Pfeffer. It was perfectly rounded in the middle and oval on both sides, one side being horizontal and the other side being perpendicular. No one knows why this barrel was not continued, or what happened to it.

The distribution area for Root River beer was very limited, mainly because the transportation from the brewery was by the Root River to Hokah and Houston, but it also found its way to Caledonia. It does not appear that La Crosse was a main site for Root River



Root River Brewery

beer, mainly because so many breweries were operating in LaCrosse at that time. However, it's interesting that the words "old style lager" appear in some of the writings. I'm not sure whether it was a lager of the old style of brewing, or whether it was a predecessor to the brand of beer brewing in LaCrosse.

The actual name of the beer was "Root River Beer," and that appears to be the only brand brewed, however there was a Bock Beer that was produced which was prized by the family and the local consumers. It appears this was the only beer that was bottled.

The ownership of the brewery at the time it was started in 1858 was Pfeffer, and Von Langen (later shortened to Langen) and Burkhardt. This was because of a series of marriages and relationships of uncles, brothers, and marriages. In 1877 it was in the hands of Mr. John Striegel and it appears that he operated Root River for approximately ten years. The brewery discontinued operation well before Prohibition, but the exact year is unknown.

Other people used the property after brewing stopped. One use it was put to, by the men of the community, was ninepin bowling. The balls were made of burr oak and had no finger holes. The balls were rolled across an eight-foot plank and then over the hard ground to strike the pins. Langen recalled that his father used to tell him that many of the balls rolled into the Root River and were never found again.

The cause for the end of the brewery was transportation. Beer just simply couldn't be hauled long distances at that time. Boats were used in the summer and in the winter horses were utilized.

Joseph Pfeffer, being a well known businessman in the area, was also a devote Catholic, but the nearest church was St. Mary's in La Crosse. A ferry took passengers across the river, but there were frequent disagreements over fees. Pfeffer, being the wealthy brewer, bought a boat that would hold 15 to 20 people to allow his family and others to attend Sunday Mass. The boat was rowed down the Root River, and then up



Barrel Brand

the Mississippi, and it provided a great opportunity for the settlers to become acquainted with each other, and it solidified Catholicism in the Hokah area.

There were a couple of small breweries in the area also, but they seem to have been almost home brewing operations. One was known as the Brownsville Bluff Brewery, started in 1871 by V & J Fetzner. All that can be found is a note in the history of Houston County that "...it now does a good business." Also in the 1850s there is a note of "The Old Brewery," where a gentleman by the name of Knoblock was in business, but unable to supply the demand.

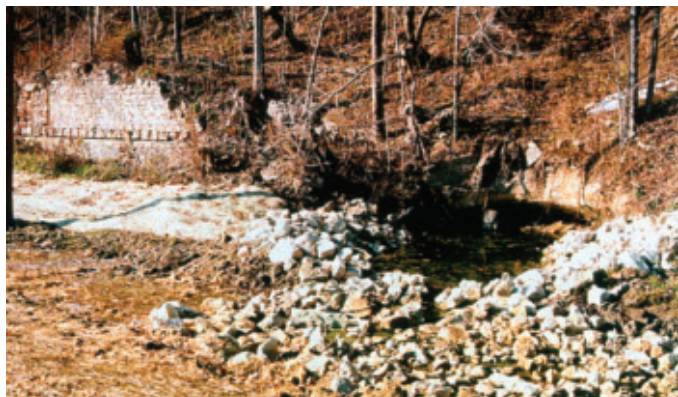
This business was in the hands of Adolph Schwartzhoff and Frederick Gluck, which later burned down. There is no mention of it ever resuming brewing.

Little if any breweriana has survived, partly due to the era in which it operated...with no labels or markings, except for the barrels. Some bottles remain in the Langen family, but a fire approximately five years ago destroyed what little there was. The deed for the property is dated 12/15/1870, and the Warranty Deed and Mortgage dated 7/31/1887 to Striegel show that the brewery owned 40 acres, and that documentation does still exist. There are also receipts for sales, and passports for the owners coming to this country, as well as the application for citizenship for Joseph Pfeffer in 1857.

The recipe for the beer still exists but the person owning it does not want to be named. The family is in contact with him.

Pfeffer was a native of Germany, born in 1810, and left Germany in 1855. Oxen trips from Milwaukee to Hokah took 18 days. William Langen, Sr., was also born in Germany in 1934, and came to Wisconsin in 1860, and to Minnesota the following year. In 1869 he went into business with Julius Burkhardt, running the Root River Brewery. Burkhardt came to Hokah in 1865. He had been a furrier by trade. He ran the brewery from 1869 to 1872...at which time Burkhardt started a saloon in Hokah, and as a sideline he made fur caps and mittens. At one time, he made buffalo robes, lining them with flannel. In 1874 Langen bought out Burkhardt and ran the brewery alone. In 1979 he sold it to John Striegel and stopped brewing approximately ten years later. As was previously noted, the building was used for other purposes for some years, and then stood empty until it was torn down in 1954.

Credits and thanks to: The Langen Family: Larry, Tom, Al, and Kay (Langen) Oehmigen, and the Houston County Historical Society.



Lagering Cellar





**New Years**

**Blatz  
Milwaukee, WI**

**New Years**

**Lemp  
St. Louis, MO  
This one has a  
whistle on the  
back.**





# The Breweries of Brewerytown and Vicinity - Part II

By Rich Wagner

Prohibition devastated the brewing industry in Philadelphia. It was such an unpopular law, that for some time, things just went on as they had before. Most of the city's brewers were law-abiding German Americans. They could not fathom a world without a foamy seidel of beer. Not only that, they would have to become criminals in order to make beer, their "staff of life." Legally, they brewed "near beer," and made soda. They made malt extract for the malt shop as well as for the home brewer, and sold yeast and ice. The Poth brewery became home to the Cereal Beverage Company, the local distributor of Anheuser-Busch's Bevo. Due to demand and profitability,

however, many continued to produce "high-octane" beer, even after being raided several times, sometimes while they were involved in litigation.

The government targeted the biggest guy on the block and made an example of B & E. After being raided, B & E continued to make beer. It was a case of the public and business community defying a terribly unpopular law and the government responded with a vengeance. And while B & E had lots of legal tricks up its sleeve, in the end the government prevailed and shut them down. Breweries throughout the city were padlocked. In Brewerytown it was the end of a way of life.

In 1933 prohibition was repealed, but there wasn't much left of Brewerytown but idle, hulking industrial carcasses with broken windows. The Poth brewery was the only one to reopen in Brewerytown from 1933 until 1936. The company reorganized and moved into the Class & Nachod brewery in North Philadelphia where it remained in business until 1941. Gus Bergner was a principal along with members of the Poth family. The flagship brand became Black Eagle beer, harkening back to the old B & E logo.

Today there are plans to raze the few remaining buildings of Brewerytown and convert the property into condominiums.

## Brewerytown Breweries, Pre-Prohibition Beer Brands

| ABill  | Company                     | Brands   |
|--------|-----------------------------|--|
| PA 453 | American B.C. (Flach)       | Peerless, Majestic and Hercules Brau, Flach's Lager, Porter.   |
| PA 409 | Arnholt & Schaefer B.C.     | A & S Braun Beer, Ale, Porter, Stout, Weiss Beer Lager Beer, Tonic, Wiener Export, Ye Olde Brew, GERMALT Beer.   |
| PA 365 | Baltz J. & P. B.C.;         | Baltz Beer, Czar Beer.   |
| PA 375 | Bergner & Engel B.C.        | Tannhauser, Culmbacher, Lager, Porter, Export Lager, X, XX, XXX Ale, India Pale Ale.   |
| PA 373 | Bergdoll B.C.               | Protowiner, Old Style Lager.   |
| PA 404 | Eble & Herter B.C.          | Celebrated Lager Beer.   |
| PA 471 | Keller, Geo. B.C.           | Troubadour Beer.   |
| PA 371 | Poth, F.A. B.C.             | Tivoli Export, Poth's Extra, Special Pilsner.  |
| PA 563 | Rothacker B.C.;             | Extra Brand, Asmanshaeuser, Pure Malt Beer.  |
| PA 452 | Schemm, Peter & Son         | Standard Lager Beer (Light and Dark).  |
| PA 532 | Smith, Robert IPA B.C.      | XXX, Robert Smith's Cream Ale and Porter, Tiger Head India Pale Ale, IPA, English Pale Ale, Imperial Burton Ale, Brown Stout, Robert Smith's Musty Ale, Smith's Ale. |
| PA 605 | Weger Brothers B.C. (Theis) | Bavarian Beer, Erlanger (Light), Hohenschwangau Export (Dark).   |

## Brewerytown Breweries, Prohibition Cereal Beverage Brands

| ABill  | Company                 | Brands   |
|--------|-------------------------|--|
| PA 409 | Arnholt & Schaefer B.C. | Arnholt & Schaefer, Preferred Stock, S & S, Sansco |

## Brewerytown Breweries, Post Prohibition Beer Brands

| ABill  | Company  | Brands  |
|--------|--|---|
| PA 373 | Bergdoll B.C.  | Bergdoll Beer.  |
| PA 371 | Poth B.C.  | Poth's; Beer, Ale, Bock; Salvator Beer.   |
| PA 390 | Poth B.C. (Class & Nachod brewery, 10 <sup>th</sup> & Montgomery Sts.) | Old German Beer (from Betz B.C.), Poth Beer, Poth's; Beer, Ale, Bock; Class Beer (from C & N), Black Eagle (from C & N), Salvator Beer. |





# Let's Talk Breweriana

By Rich LaSusa

Most collectors have spent too much time and hard-earned money to do anything less than treat their collectibles with utmost care. Preserving and protecting your breweriana is not so difficult when it's displayed in storage cases or on well-constructed shelves in your home. Mishaps can and do happen, of course, but real perils lurk as you and your valuables move to a new house, condo or apartment. Across town or across country, any move involves risk.

Many N.A.B.A. members have retired and are considering moving to other regions of the country, and many others are approaching retirement and possible relocation. Difficult decisions have to be made, one of which is what to do with your precious breweriana collection. Take it with you, of course!

Most of us have used the mails or parcel services to ship breweriana and know the precautions we've taken to protect items during transit. We also wish some of those who have shipped to us, or the shipping companies, would have been as careful and caring.

One day a few years ago an item I had purchased in an Internet auction—a 70-year-old Canadian Ace harmonica in its original decorative box—arrived in a small bubble-pack envelope. Box, harmonica and envelope were smooshed. Like a bug on a sidewalk.

When I contacted the seller he was neither sympathetic nor apologetic. He said he didn't care if the items arrived damaged—and he refused to refund my money. He steadfastly believed that there was no better way to package them—such as in a cardboard box—and that if I was so concerned about better protecting the items, I should have insured them. I've yet to make any sense of that convoluted "reasoning." One solution for my dealing with this inexpert and insensitive seller would have landed me a long stretch in some state penitentiary. Instead of battling with the guy, I had the harmonica restored to a fairly displayable condition. The box still shows the scars in improper packing.

I did neglect to insure the items and had no recourse to recover my loss. It was a hard lesson learned. I really wanted the harmonica and box in excellent condition more than I wanted my money back. The seller's negligence contributed significantly to the damage. The U.S. Postal Service elephant that sat on the package did the rest.

Packing breweriana for a move by truck or car is similar to packing to ship via the mails or parcel services. It's just a lot more extensive and complicated.

Shipping collectibles or moving them from one

side of a room to the other, or from room to room in the same house, can be hazardous. Moving them nearly 2,000 miles is quite another thing. As they say in the West, it's a horse of a very different color.

My breweriana collection and I recently experienced such a long-distance move. After living in the same house for more than 27 years—during which most of the breweriana in my collection was acquired—I have moved twice in 32 months.

No serious problems were experienced in my 165-mile instate move from Carol Stream, Illinois, to Champaign in 2001 and the cross-country move from Champaign to Mesa, Arizona, and then to nearby Gold Canyon a month later. But the potential for problems—large and small—was present at the outset and every mile along the way.

A professional moving company was hired to transport household goods, furniture and most personal belongings in the instate move. I chose not to entrust my collectibles with strangers in either move. If my Canadian Ace neon sign or Sieben's reverse-on-glass were going to wind up in tiny shards, it would be my doing and not as the result of the carelessness of some moving company's hired (and unsteady) hands. And try to collect money from a moving company if one of its employees damages or destroys a valuable collectible. If you start holding your breath now and do so until the company compensates you for a loss, you may be holding it into very old age—or even into eternity.

With the assistance of friends and colleagues within the breweriana-collecting community in 2001, I moved my collection in a large, clean truck. Renting a well-maintained truck, and from a reputable company, is essential. Spending a little extra on better equipment will give you some peace of mind and help keep your favorite beer sign in one piece. But only if the items were packed properly. Careful planning and packing are vital, and the planning should start well in advance of your move. You may have to search and scrounge for odd-shaped boxes for that over-sized 1930s light-up sign and the big window neon. Finding the right box or boxes for your rare pre-pro porcelain corner sign or fragile painted windowpane will not be easy.

You wouldn't think of intentionally buying uncomfortable shoes or clothing that didn't fit properly. Give the same consideration to your breweriana. The boxes, barrels, crates and plastic containers should be larger than the items to be packed in them, to prevent the items from touching the sides of the container and

to allow for the insertion of packing materials such as plastic "peanuts," packing paper or bubble wrap.

Packing items individually in smaller cartons and then putting these in larger, sturdy containers is a sound strategy, and one that I have used successfully. Buy packing delicate-and expensive-glassware, mugs and steins can be a major challenge. But it isn't as daunting a task as it may seem. Again, using the proper carton and following some simple procedures can ensure that your glasses and mugs will arrive safe and sound at your destination. Doing so can't guarantee that you won't be involved in some mishap, such as going over a cliff on a winding mountain road, a possibility that entered my mind more than once as I took the scenic "short-cut" route through the Arizona with a van packed to capacity during my latest move. Proper packing-sometimes going beyond what may be considered adequate-will greatly improve the chances that your collection will make it to the shelves or display cases in your new abode.

Don't hesitate to ask for advice from collector friends, those who may be more expert than you about packing, shipping and moving breweriana. I received a big boost of confidence and a ton of solid information from long-time N.A.B.A. member and beer glassware expert Bruce Marks of Chicago. Bruce has been on the receiving end of thousands of shipments of glassware, most done expertly, others far less so.

I was in a major dither while attempting to pack my glassware prior to my first move. I was convinced the glasses would not survive the move (even though I can't recall breaking beer glasses when hauling them to years of shows). I decided to ask Bruce for advice. It was one of the best calls I've ever made.

Bruce not only provided sound information but also gave me a variety of boxes in which to pack the glassware. I'm thankful that he came to my house at a critical time. Bruce showed me how to pack-small glasses in small-compartmentalized boxes, Tall-stemmed glasses packed rim down and base up (something about some simple law of physics), all with no packing material or a minimal amount.

"You must have the correct boxes and follow some simple common-sense rules," Bruce told me at the time. I was a happy beneficiary of his expertise. Bruce keeps boxes that were used to ship glasses he has purchased from microbreweries or other sources. Sturdy wine- and liquor-bottle boxes, with cardboard dividers also can be procured from a local merchant. Or boxes can be purchased from moving and storage companies. I even found some odd-size cartons in the Dumpsters of department stores and golf supply shops. The exigencies of the moment may require unusual measures.

You can have a "professional" service pack your collectibles, if you're the trusting sort. I even know a collector with carpentry skills who build his own wood-

en crates for shipping or storing neons and other large signs.

And I have a copy of an elaborate six-page article that shows how to build crates and ship them. It appeared in the August, 1941, issue of the advertising sign-industry magazine *Signs of the Times*. "Packing Luminous-Tube Signs" (pp. 26-31) features three pages of photos of vintage signs and boxes and a full-page graphic showing how to build a crate for a large mounted neon sign. The article provides more information than most of us need, but it was informative. This trade magazine is a bountiful source of information about beer signs and sign history. However, finding copies of 1930s/40s issues can be difficult.

By following Bruce's advice and methods, my glasses survived both moves. The Arizona trek was done in three separate stages-using 16- and 24-foot trucks for some breweriana and other collectibles and things essential to living in a house in two of them and my van to haul my best breweriana.

The most expert carton-packing job in the world will go for naught if you don't pack your truck, van or car properly. Few of us live on islands, so I'll let you figure out how to properly pack a boat.

When packing a vehicle, make certain the boxes sit properly on an even surface and that they are stacked tightly so they will not topple. I packed my boxes, cartons and those ever-so-important rubberized containers snugly in my van. Even three hours of hairpin turns, multiple curves, a few jarring bumps and up and down roads did not affect my packing job or my collectibles during the journey through the Arizona mountains from Holbrook to Mesa. The affect on my stomach and nerves was another matter. Why did I take potentially hazardous route, you ask. Because it was there and I wanted to experience it. And I was confident that my collectibles would survive because I had taken the time to do it right. That I made the right decision on my travel route is open to debate.

A sign seen at points along my travel route eased the tension. It read "Don't Drive and Drink." There was little time for drinking when I was driving and praying. Once at your destination, unloading containers is another challenge. My move to Arizona included more handling than I would have preferred. I had to deposit my collectibles in two storage units, where they resided until my house in Gold Canyon was ready for occupancy a month later. One unit was "climate controlled," and that was a good thing for some items. Full 1930s beer bottles and 110-degree heat in a non-air conditioned storage unit is a dangerous combination. Later, my cartons and containers had to be loaded on another truck and in my van for an 11-mile drive to our new house. A lot of loading, driving and unloading was involved. But when you do it with care, the chances of having a successful move are excellent.

Downsizing my collection about 30 per cent



between moves one and two also made the job a lot easier. However, downsizing isn't essential. For many, just the thought of parting with a piece of breweriana-forget a major downsizing-adds another element of trauma to the mix. Moving to a new house far from home provides enough angst, thank you.

After the move is completed, the next step is to display your collectibles. (Hard to believe, but some of us own breweriana and don't display it!) I took my time and evaluated my available space before I started the tedious displaying process. "Downsizing" to a 3,100-square-foot, one-level house made decisions easier than if I had a more restricted amount of space with which to work. But I've voluntarily limited myself to one fair-sized room, a portion of a large office and two walls of my three-car garage for my breweriana (and part of a guest room for my vintage sports collectibles).

The garage is suitable for large porcelain signs, sturdy light-up signs and neons because in Arizona's climate, this "room" is warm and dry year-round. I could attempt to display large signs on the interior of the six-foot-tall block privacy walls that surround our mountain foothills/desert site, but that would be pressing my luck.

For now, the two other spare bedrooms, the great room and various hallways (except the one leading to my breweriana room) will remain free of beer signs and related collectibles-but not free of my wife's pottery and western collectibles.

Setting up displays can be a daunting task, one that takes time and patience. You should restrain your eagerness to do it "all at one time." I had to deal with a room size and configuration that was much different than those in my previous house, and this required careful planning. I have 11-foot-high ceilings in my new breweriana room and wall displays required a more dramatic vertical format than in the past. Less space does not have to mean less breweriana.

You can make your unpacking and re-displaying jobs easier if you mark the contents on each box or container.

Large stick-on tags that can be purchased by the roll or sheet worked nicely for me. Of course, the two or three small items that I stuffed into a box at the last minute will be "missing" for months. I'll probably find them-a ball knob, bottle opener and a beer jacket patch-in the last box I open.

When you're facing the uncertainties of packing, moving, unpacking and re-displaying, remember The Bard's famous line: "All's is well that ends well..." And 16th century poet John Heywood's aphorism: "Of a good beginning cometh a good end." (Both provide sage advice, but neither guy probably ever tried to pack and move an ornate English pub sign halfway across country.)

Now that most of my work has been completed-and it has been worth all of the planning and effort that went into it-I now have to find new items for my collection. It may be easier to locate the mythical (we think!) "Lost Dutchman" gold mine in the nearby Superstition Mountains than to find Chicago breweriana in the Valley of the Sun.

I may have to broaden my interests. I've heard that pre-prohibition and pre-World War II Western breweries issued interesting breweriana that people out here actually collect. I'll have to look into that. Like the move itself, it's just another challenge that may have to be met.

In the meantime, I'm going to enjoy my new house-and my breweriana collection. If you have questions or comments about breweriana or this column, contact Rich La Susa, 4639 S. Primrose Drive, Gold Canyon, AZ, 85218 or at [rlasusa@aol.com](mailto:rlasusa@aol.com).

Rich



The  is proud to present their 31st ANNUAL

*"Guzzle" starts Friday afternoon at the hotel with room-to-room trading. The show starts Saturday morning with 300+ tables filled with new and old beer stuff.*



**ADMISSION**  
7 AM TABLE HOLDERS  
9 AM NSC MEMBERS  
10 AM GENERAL PUBLIC

A block of rooms is reserved at  
HOLIDAY INN  
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651-731-2220  
\$61 double queens  
or single king  
Reservations deadline Oct 1.

**Saturday October 16th**  
10 AM - 3 PM at Aldrich Arena  
1850 White Bear Ave., Maplewood, MN  
Last year over 1000 people made "Guzzle" the LARGEST SHOW in the Midwest.  
For more info or table reservations: Call Dave Wendl 651-731-9573



## Computer Corner

questions tossed our way at the Convention.

*The response to the first column on Computers was mixed. Those who use computers routinely found it interesting. Those who work with quills found it worthless!! How about you? This issue tries to answer a few*

**Q** I have a problem moving things from my notebook computer that I take on business trips to my desktop when I get home. My new notebook does not have a floppy drive and I am lost with trying to hook up a bunch of cables. Any ideas?

Stuck in the Mud

**A** Dear Stuck: I know the feeling as I too have just acquired one of those great new notebooks without a floppy drive. The easiest solution would be to pick up one of the new fangled gadgets called thumb drives. They slide into a USB port (I assume you have a USB port on your desktop!) and allow you to save data on your notebook and easily transfer it to the desktop. These mini drives are smaller than a Bic cigarette lighter but can hold 512K and more. The cost has dropped dramatically to under a \$100 and with Christmas sales coming up, the smaller sizes can be had for a fraction of that amount.

**Q** I have a gripe with rebates!! Sometimes you can get great deals on computer software, for a good price and sometimes even free! My problem is that the rebate offers are so convoluted and fraught with paperwork that the slightest delay in returning the rebate can cost you everything you were saving. Plus, it usually takes what seems forever to receive the check. What can I do other than become more diligent with my record keeping?

**A** I have been there and done that myself. There is a site called RebatesHQ (rebatehq.com) that helps walk you through the process of receiving a rebate. It allows you to apply for that rebate online. You still have to mail in the necessary paperwork, but this speeds up the process greatly. Remember to always make a copy of whatever forms and bar codes you send in, just in case they are lost in the mail.

**Q** I use a lot of color cartridges in my Canon printer. They seem to go out just when I have something neat to print. I have seen ads for these do-it-yourself refills. What do you think?

Color Me Empty

**A** Dear Empty: I have tried a couple different systems for refilling ink jet and laser jet cartridges over the years and quite frankly have had very little success. I am not sure if it is me or them, but I personally have decided what with the cost of all this equipment that I will just bite the bullet and buy only "ready to go" refills. I have had very good luck buying such items on eBay and usually can shop and save enough to pay for the postage, plus save a few bucks.

### Membership Directory Deadline

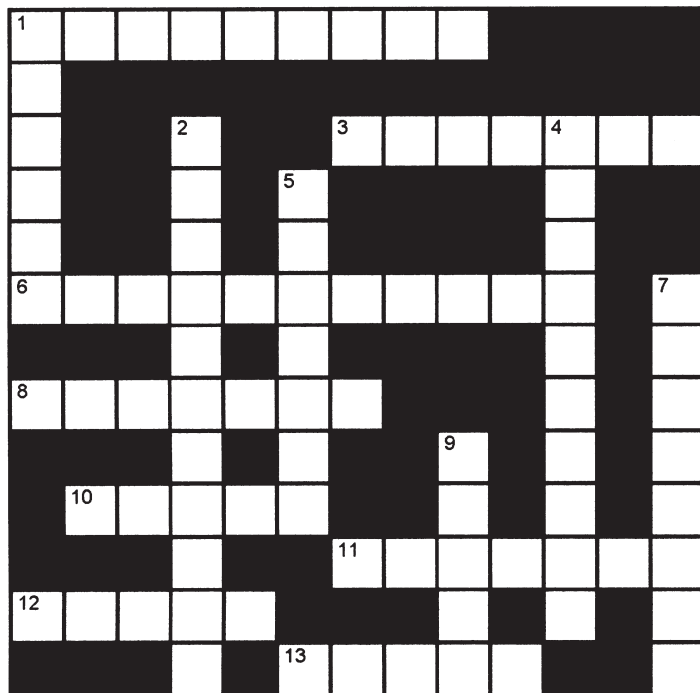
**The 2005 edition of the Membership Directory is going to print earlier than ever before. If you would like to have included any ads, or changes in your collecting habits, please submit the necessary info to John Stanley no later than December 15, 2004. Publish and mailing will take place in mid January 2005.**

***Don't be left out!  
Get your ad in today.***



# CROSSWORD PUZZLE

## *Brands of Beer Associated with Brewery Characters*



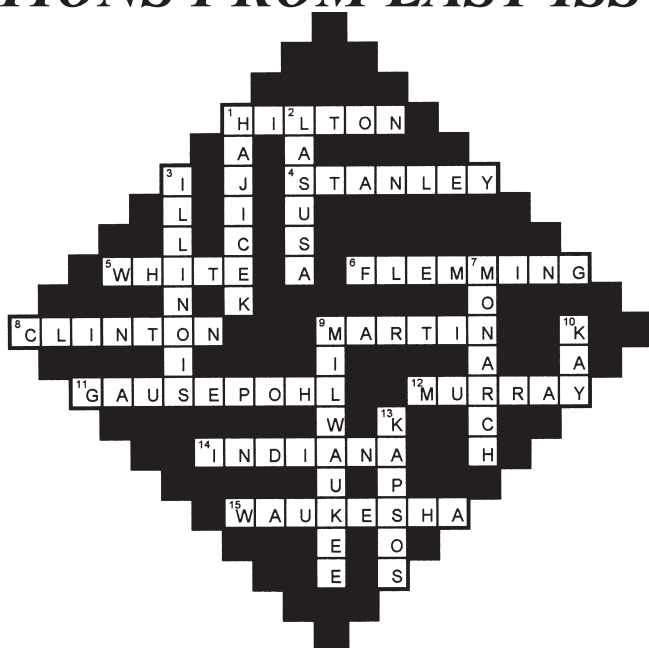
### ACROSS

1. Fritzie
3. "Howdy Doody" man
6. An Indian Princess
8. A different bell hop
10. The happy bear
11. Home of the Mountie
12. Dancing beer maiden with mugs
13. Lady in a bonnet

### DOWN

1. Brewsters choice
2. Man in a top hat
4. The little bell hop named King Pin
5. A lying bulldog
7. A standing Prince
9. Bert and Harry's favorite

## *SOLUTIONS FROM LAST ISSUE*



### 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

Congratulations to Bob Flemming and everyone who helped him for another great NABA Convention. Our membership stands at 966 but 131 need to renew to stay active. If you know anyone who is undecided upon renewing please encourage him or her to do it now. Please note that you can pay your dues through PayPal and the NABA Account to pay to: naba@mindspring.com.

Start planning your membership Directory Ads for the 2005 NABA Membership Directory. The

2005 Directory is being sent out with the next issue of the Breweriana Collector. Rates are inside front cover \$125, inside back cover \$125, outside back cover \$300 ( we will provide any 4 color separation necessary), full page \$80, half page \$50, quarter page \$25 and business card size for \$15. Deadline is December 15th. Please email me if you have any questions.

If by chance any of your address information has changed, please send any corrections to the address above. I would like to

welcome the following new members. Special thanks to George Baley (3), Bob Flemming (1), Herb and Helen Haydock (3), Bob Jaeger (1), Mary White (3), eBay Auction (1) and the NABA Web Site (6) for recruiting these new members. Starting with the 2004-2005 Membership year, to be eligible for a free year's membership you need to recruit five (5) new members for the year (our year ends with the Convention).

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

**Bitterman, Stuart** (Cassandra)  
PO Box 410227  
Kansas City MO 64141-0227  
816-531-3107  
stuart@bittermancandy.com  
All Breweriana; Kansas City (Pre-Pro)

**David, Denis W** (Madonna)  
10601 180th St SE  
Snohomish WA 98296-5012  
425-883-1978  
denis@cedarking.com  
Cans-Clocks-Glasses-Openers-Signs-Tokens; Potosi (Potosi WI) & Cassville (Cassville WI)

**Doerman, Al** (Pat)  
5082 Bateson Beach Dr  
Thornville OH 43076-9663  
C614-975-8638  
adoerman@columbus.rr.com  
Cans-Mini Beers-Tap Knobs-Trays; Cincinnati

**Douglas, Phil**  
2120 W 44th St  
Indianapolis IN 46228-3216  
317-974-1753  
ajaxbeer@sbcglobal.net  
Leaded Windows-Lithos-Neons-Porcelain-Reverse on Glass-Signs

**Durley, Dan**  
136 East St  
Potosi WI 53820-9609  
608-763-2316  
dandurley@excite.com  
All Breweriana; Potosi

**Ellingson, Steve**  
8505 W Burleigh St Apt 4  
Milwaukee WI 53222-3750  
414-526-5176

**Gammill, Bob**  
7414 S Washington Cir  
Centennial CO 80122-1405  
303-794-1106  
rw22gammill@msn.com

**Herrewig, David E**  
9713 W Debbie Ln  
Milwaukee WI 53224-4619  
kganddh@execpc.com  
All Breweriana; Miller

**Holtman, Pete** (Robin)  
W249 N7708 Hillside Rd  
Sussex WI 53089-1916  
262-820-0787  
p.holtman@earthlink.net  
All Breweriana-Clocks-Glasses-Tap Knobs-Tip Trays-Trays; Milwaukee WI (esp Schlitz)

**Hoverson, Doug**  
5612 11th Ave S  
Minneapolis MN 55417-2515  
612-824-2729  
dhoverson@cadets.com  
AllBreweriana-History-Menu Sheets; Minnesota & Ontario

**Huebner, Don** (Lorna May)  
3321 Levton Ln  
Madison WI 53713-3406  
608-271-0826

**Kretlow, Tom**  
2445 W Applewood Ln  
Glendale WI 53209-2111  
414-352-5667  
thekretlows@aol.com  
Trays; Wisconsin

**Mahnke, Richard**  
601 Ogden Ave  
Albany WI 53502-9309  
608-862-2300  
testa\_di\_formaggio@yahoo.com  
All Breweriana; Fauerbach of Madison WI

**Manuel, Richard**  
2320 Indian Trl  
Brookfield WI 53045-4192  
262-789-1963

**Mullen, Mike** (Dee)  
4 Sales Dr  
LaGrange OH 44050-9635  
440-355-5764  
mullenmikendee@aol.com  
Bottles-Cans-Crates-Crowns-Labels-Signs; Canada & Ohio (esp Consumers of Newark, Cleveland)

**Nicol, Kevin**  
100 Johntown Crt  
Harrison PA 15636-1501  
724-744-7539  
All Breweriana-Clocks-Mirrors-Signs-Tap Knobs-Tip Trays; Iron City of Pittsburgh PA, Victor of Jeannette PA, Tube City of Glassport PA

**Semposki, Donna** (George R)  
1876 Solon Rd  
Cedar Springs MI 49319-8480  
616-696-3912

**Spezziale, Joe**  
670 Jackson St  
Irwin PA 15642-1589  
724-864-4703  
W724-309-8425  
jrs2001bmw@aol.com  
Cans-Clocks-Neons-Openers-Tap Knobs-Tip Trays-Trays; Pittsburgh PA esp Iron City, Fort Pitt, Victory, Crescent (Irwin PA)

**Ward, James**  
901 Pennsylvania Ave # 371  
Irwin PA 15642-3735  
724-863-0938 F724-787-7567  
jimtiques@msn.com  
All Breweriana-Clocks-Signs-Tap Knobs-Tap Knobs-Trays; All esp Crescent of Irwin PA

**Wutz, William**  
3274 Baker Rd  
Orchard Park NY 14127-1435  
716-662-1336  
inter18@adelpia.net  
Books & Magazines-Coasters-History-Mugs & Steins-Neons-Openers-Statues-Rap Knobs-Tip Trays-Trays; Utica NY (West End, Utica Club, Fort Schuyler, Matt, Eagle, Oneida)

**Zarembski, Mike** (Suzanne)  
258 Linden  
Glen Ellyn IL 60137-4010  
630-545-2921  
mikez@presstrade.com  
All Breweriana; Best Brewing Co of Chicago

**Zimmerman, Charles E**  
49 Coachlight Ct  
Springfield IL 62703-4860  
217-585-8275  
All Breweriana; Reisch of Springfield IL and Ziegler of Beaver Dam WI

**Get 5 (five) friends to join NABA and become eligible for a year's membership.**



# Travels with Brewster

*By Fred & Mary Clinton*

Well, we trust everyone who attended the NABA convention has made it home safely. We certainly enjoyed the well-attended affair and there were certainly lots of exquisite pieces to tempt the wallet and ruin the budget.

We did have the chance to taste the products of many local brewpubs and breweries. Rather than address those here, we have decided to hold them for a later issue. We remember the comedian Wally Cox once said he never read a newspaper until it was several weeks old. In this way, he got a perspective on the news. In the same way, we will let the memories of our Wisconsin samplings linger on the palate a while before we charge off to press with our comments.

One last matter before addressing the subject of this month's rambling: as this is a "travel" column, we thought we would mention the actual travel portion of our trip to Wisconsin. Those of you outside Michigan may or may not be aware that there are now two different ferry services which provide transportation across Lake Michigan. The longer running of the two is the Badger which crosses back and forth from Ludington, Michigan and Manitowoc, Wisconsin. It's a huge ship with the capacity to carry 170 cars and over 600 passengers. By the way, NABA's own Addie Zwick is the HR person for the company and we are assured that she runs a very tight ship! If Toby was in charge they might get tight a little too often.

Just this summer, a second service called Lake Express started running from Muskegon, Michigan to Milwaukee. Apologies

to Addie, we took the trip on our way over to Wisconsin. It was fast and smooth, the travel time coming in right at the predicted two and one half hours. This is certainly a faster crossing than the Badger, but more costly, too. Also, as a caveat, we note that the Lake Express as a much smaller ship (a catamaran with the capacity of only 46 cars) can be tossed by the fickle lake. This was demonstrated to member Dave Alsgaard who made the crossing later the same day we did. His transport time was double. Needless to say, a number of the passengers were not feeling so well.

Anyway, either boat is a great way to bypass the traffic in Chicago, save some time and relax. We recommend both.

Well, enough of that. On to the beer! This article might be called the North and South, as we intend to cover two breweries very near the borders of the U.S. The first is the Vierling Restaurant and Marquette Harbor Brewery in Marquette, Michigan. The second is Rikenjaks in Lake Charles, Louisiana.

We happened to stop by the Vierling in December of 2003 when we were on our way to Minnesota for Christmas. We spent some time with friends who live in Marquette and decided to eat at the Vierling and sample the brews. The Vierling is a little bit of an institution in Marquette, having been a restaurant for many years before starting to brew their own beer. (See their web page, [www.thevierling.com](http://www.thevierling.com) for more details.) They are known for their many presentations of White fish, and we can attest that they are excellent. When they started brewing, they added to their

name, and hence, the Marquette Harbor Brewery.

As for the beer, they brew at least 12 different varieties, although not all will be on tap. The night we were there, we had eight to sample, which included Blonde, Blueberry Wheat, Honey Wheat, Peach Wheat, Porter, Red Ale, Stout and a Wit. The Blonde was the starter beer and it was quite respectable. It was slightly malty sweet at the start but finished with a pleasant dryness. Although not generally fond of wheat beers, we found the Blueberry to be very tasty. This was probably due at least in part to the fact that it was made with wild blueberries. It had distinct blueberry flavor without the sweet, cloying flavor that often comes with fruit beers. It also was nice and dry.

The Honey wheat was standard for the type. Nothing to object to, as it was neither too sweet nor wheaty. The Peach was also very full of peach flavor and had a dry finish as well. It was not as smooth as the blueberry, though. The Red Ale was a fine representative of the style with good color and a clear malty flavor. The Wit on the other hand we simply deemed as "not so great".

The Four Paw Pick of the night was a clear winner - the Porter. This was an excellent beer that was full of flavor, clean on the palate and overall a very good beer. It may have been helped somewhat in the judging by the fact that it was also a warming brew, and Marquette in December is just the place for such a beverage! The Vierling/Marquette Harbor has pint glasses and T-shirts.

We recognize that Marquette is not really on the way to any-



where and is not likely to be a stop on many itineraries unless you are looking for brewpubs. For those who want to see a little of what's left of the wild and woolly north, the U.P. is the place to go, and Marquette and the Vierling are an oasis of civility, good food and beer for the traveler. We highly recommend it!

Now shifting our attention south of Mason-Dixon line, we take you to Lake Charles, Louisiana. We were there in April of 2004 on a Cajun culture and bird-watching trip. If you have never been to this area of the country, you're missing a real treat. It's not a place of luxury resorts and five star hotels, but it is absolutely the real deal. Without any difficulty, you can find a great restaurant serving the finest in Cajun food, including fresh seafood (shrimp and oysters) as well as spicy and piquant food like boudin. It's as just as easy to find a place where you can hear real Cajun music, often in French. And the people are as friendly as you will find anywhere.

Having said all this, we have to report with regret that for the most part, this is not beer country. Abita has made a name for itself, but as a friend of ours who lives in New Orleans points out, it's difficult to get people to drink heavy beers in a climate where the air itself can be an oppressive weight on the body. Nonetheless, we sought out the one brewpub that would be in the area of our travels.

The actual focus of the trip on the day in question was a large loop drive, beginning in the quaint Cajun town of Abbeville, traveling south and west along the coast, then north to Lake Charles and finally returning to Abbeville that night. (The B & B we stayed at there provided fodder for a full article in and of itself, but another time, perhaps.) On the way, we

took in two National Wildlife Refuges and had the chance to add to our life bird list.

As for adding to our beer list,



we headed to Rikenjaks in Lake Charles. When we arrived, it appeared that the place might be closed, but a bar attached to the brewpub was opened and so we entered and found the Rickenjaks logo prominently displayed. As it turned out, the brewery was in fact closed on a temporary basis due to d-i-v-o-r-c-e. The husband-brewer was in the process of moving the brewery to another location in Lake Charles. The wife, it appeared, had gotten the bar and was still serving the beer.

The bar we visited is just that. They served no food other than popcorn and were open from 4 P.M. to 7 A.M. This was somehow explained on the basis of the ship and oilrig workers who populate the area and seem to have irregular working hours. The bar also has music on Wednesday through Saturday nights.

When we were there, four beers were available for sampling. This

included the Lafite, a light beer, an ESB (an extra special beer), an Amber and a Stout. The Lafite was a Gold and was a good starter

beer. A nice brew for the languid summer weather of southern Louisiana. The Contraband Amber was quite citrusy and refreshing. Also a nice beer for a hot climate. We found it quite acceptable for the style.

The ESB was best described as a light amber. We think it was called a "beer" rather than a bitter to better appeal to a southern preference. In any event, it was actually very good as a true ESB with a nice dry finish. The Hardhead Stout was a decent dry stout.

Although the beers were all decent, none really impressed us, and consequently no Four Paw Pick was in order. It was good to see that this place has survived for 11 years and we certainly hope that it will survive its current reorganization. Unfortunately for the collector, they offer nothing at this time by way of t-shirts or glasses, which is really quite a shame as the logo is a beautiful pileated woodpecker. In hindsight, it seemed quite fitting for us to finish our day of birding by quaffing in the presence of this magnificent bird.

Well, until next time, Cheers!





## 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](mailto: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               | November 15 | December 15       |
| Membership Directory | December 15 | January 1         |

Want ads are accepted only from members of NABA. The Officers, Directors, and Editorial Staff make no effort to investigate the value or authenticity of any 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](mailto:gbaley@comcast.net) V127

**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. V127

**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. V127

**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](mailto:gbaley@comcast.net). V127

**STROH'S** - Wanted to Buy...Anything and Everything Stroh's. Mirrors: Especially the one marked "We Proudly Serve Stroh's to our Virginia Friends"; Also, License tags: "Stroh's Welcome to....." Contact Richard Flora; 1206 Masons Lane; Vinton, VA 24179-6207. (540) 890-6098 or email: [rzffloz@aol.com](mailto:rzffloz@aol.com). V131

**GOETZ LICENSE HOLDER WANTED** -I would like to contact the person who had the Goetz Liquor License holder the Waukesha NABA Convention. After getting home, I realized I don't have it. Also looking for other members with Goetz Breweriana for sale. Art Goetz; 356 E. Pine Lake Circle, Vernon Hills, IL 60061. (847) 970-2025 or email: [canman3737@aol.com](mailto:canman3737@aol.com). V127

**COLT 45 MALT LIQUOR** memorabilia wanted. Anything and everything related to above. Price and describe in first letter please. George Virgines, Box 13761, Albuquerque, NM 87192. V130

## 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. Run same ad 3 times and the 4th is FREE! Send your text with payment to:

**George Baley**  
**1585 Tiffany Woods Drive**  
**LaPorte, IN 46350**



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# Events of Interest

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## 2004

### 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.

### October 22-23 - Glendale Heights, IL

**MONARCH FALL FEST,** Ramada Inn, 780 E. North Ave. Alan Bormann 630-305-8618. email: abormann6735@wowway.com. **NABA Board meeting on Saturday at 1:00 pm**

### October 23 - San Antonio, TX

**BREWERY COLLECTIBLES SHOW;** Bluebonnet Place, 16847 IH 35 North; Charlie Strats, (830)608-1886 or email: lonepearl@the-cia.net.

### 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.

### November 5-6 - Asheville, NC

**6th ANNUAL MOUNTAIN FALL FLING COALITION;** Atlantic, Rusty Bunch, Goldcrest 61, Bama Cannas & Gator Traders; Best Western Atrium Hotel & Resort; Warren Terry (828) 667-0834 or email: wterry1683@aol.com.

### November 7 - Collinsville, IL

**COLLINSVILLE BEER CAN AND BREWERIANA SHOW;** Gateway Chapter (BCCA); Gateway Convention Center in Collinsville, IL (10 miles from St. Louis off I55/70) Kevin Kiouss; (618) 346-2534 or email: whoisthealeman@aol.com

### November 7 - Madison, WI

**ANTIQUA ADVERTISING & BOTTLE SHOW;** Quality Inn South; Hwy 12-18 (Exit 142A); 4916 Broadway; Bill Mitchell; (715) 341-6860.

### November 21 - Berwyn, IL

**THANKSGIVING TRADE;** VFW Hall; 1529 S. Harlem Ave; 9 am - 2 pm; Ed Harker (773) 244-2734

## 2005

### February 16-19 - Fredericksburg, VA

**26TH BLUE GRAY;** Ramada Inn; North on US Route 1 at I-95; Exit 126 (Massaponex Exit); Ray Johnson (703) 971-3549 or email morthbay1@comcast.net. NABA Board Meeting on Saturday.

### August 2-7 - South Bend, IN

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

### August 31-September 3 - Charlotte, NC

**BCCA Convention 35;** The Westin Hotel.

## 2006

### August 1-6 - Louisville, KY

#### **35TH ANNUAL NABA CONVENTION**

For information contact Roger Owen, (502) 425-5643, or Kent Speer, (502) 895-6014 or email: gkspeer@aol.com.

## 2007

### July 31 - August 5 - Bay City, MI

#### **36TH ANNUAL NABA CONVENTION**

For information contact Ricky Schmidt (989) 686-1636 or Rebecca McShane (989) 667-9445.

## 2008

### August - ?????? USA

#### **37th ANNUAL NABA CONVENTION**

**Would your group like to host the convention?**

**Contact any Board Member or Officer.**

**Some interest has been expressed to hold a convention in the Tri-City area.**

2004  
Convention  
Waukesha, WI

