



The BREWERIANA COLLECTOR

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

Volume 128

Founded in January 1972

Winter 2004/2005



**Breweries of
Collinsville, IL**

**Brewery Post
Cards**

**Michigan Etched
Glasses**

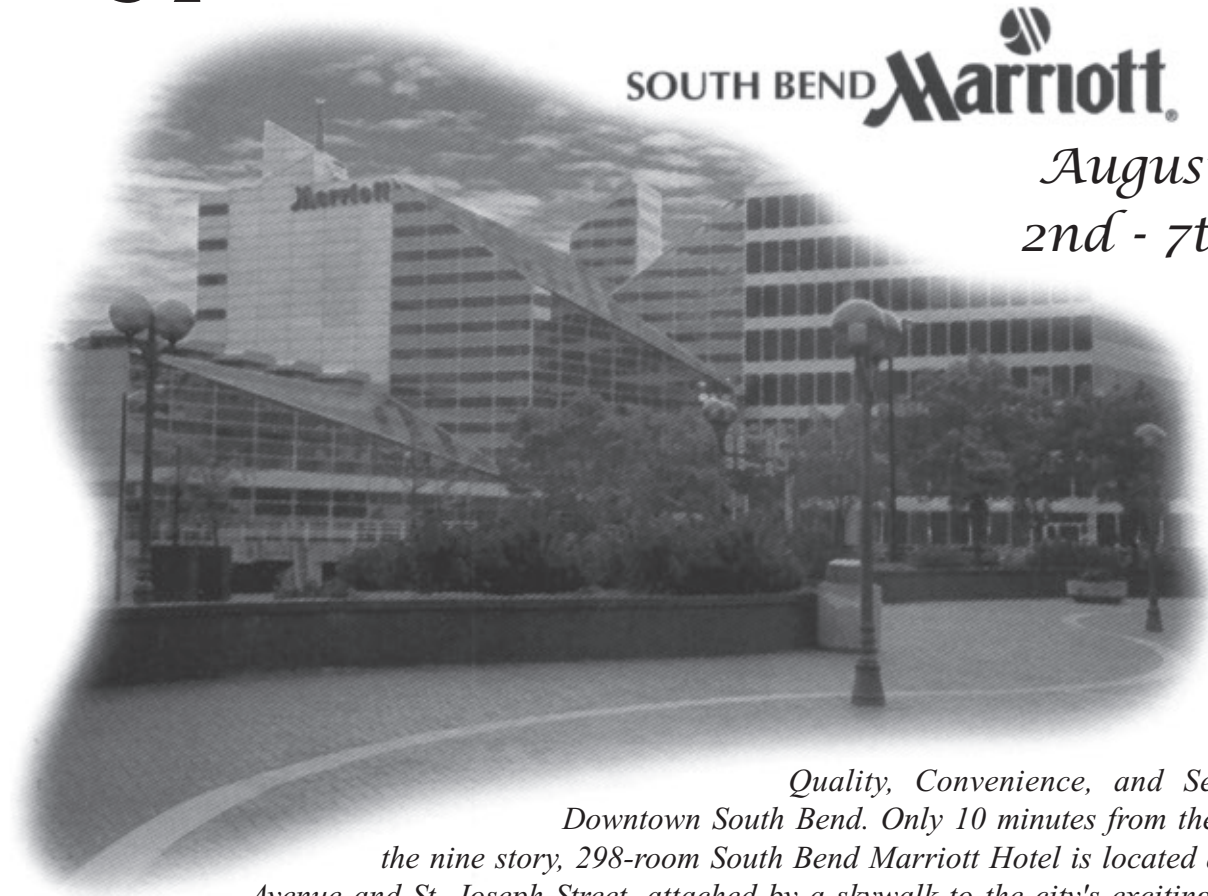
**Convention
Update**

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2nd - 7th



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*The National Association
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P.O. Box 64

Chapel Hill, NC 27514-0064

Email: naba@mindspring.com

919-419-1546 • Fax: 425-795-8874

www.nababrew.org

BREWERIANA COLLECTOR STAFF

George BaleyEditor
The Clintons ..Hunting Beer with Brewster
Dave Gausepohl.....Boiling in the Kettle
Bob HajicekAuction Hysteria
Bob KayLabelology
Rich LaSusaLet's Talk Breweriana
Mary WhiteChapter Doings
Rosi MartinGraphic Design

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Kent Newton
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Reino Ojala
Pat Stambaugh

APPOINTEE OFFICERS

George BaleyEditor
John Stanley Membership Directory Editor
David KapsosAuction Committee Chair

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Send Comments/Questions to:

George Baley
1585 Tiffany Woods Drive
LaPorte, IN 46350
gbaley@comcast.net

The **BREWERIANA COLLECTOR**

WINTER 2004/2005

#128

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PO Box 64
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COVER

The Kamm & Schellinger Brewery (circa 1887-1918) of Mishawaka produce this classic printed paper sign for their Pilsener Private Stock Export. The slogan for the sign is Challenge The World. It is a litho by Gugler of Milwaukee, Wisconsin. and is 22" X 33 1/2". The brewery is still standing and will be part of the nostalgic tour during the South Bend Convention.

PHOTO CREDITS: George Baley, Gary Bauer, Fred & Mary Clinton,
Bob Hajicek, Bill Novak and Mary White

First Timer's Breakfast

"GETTING TO KNOW YOU"

By Mary White

You have seen photos of the 2004 Convention throughout the past issue of the BC, but I would like to share a few photos of the "First Timer's Breakfast" held Thursday morning of the Convention.

The Pres. George Baley welcomed 16 First Timer's, as well as 5 Board members/officers in attendance. It was interesting that a few of the "first-timers" were long standing NABA members attending their first Convention.

The First Timer's Breakfast has become a tradition at Conventions and appears to be growing in size each year. We hope everyone enjoyed it and will be eager to attend future Conventions as "regulars"! If you are attending your first Convention this August in South Bend, please mark the registration form indicating that fact and be sure to come on by on Thursday morning to meet others and have some chow!





President's Message

It is now late December as the Winter 2004-2005 issue of the BC is going to bed and the ground is still bare (except for a short burst before Thanksgiving) and somewhat green! It sure seems like we had a lot more snow when I was a kid....anyone agree?

South Bend Convention: The gears are in motion for the August Convention from the 2nd to the 7th. Registration forms will be in the next issue of the BC, but you can make your hotel reservations now by calling the Marriott Hotel at 1-800-328-7349 and telling them you are with NABA to get the special room rate of \$79 (vs. the regular rate of \$125).

Elections: Just another reminder that the slate of Directors will be in the next issue of the BC. Please let me or any Board member know of your interest in participating by running for one of the four board seats up for vote next year.

Website: Delayed! Jason Myers changed jobs, had a near fatal car

accident and is immersed in a new career, but promises it will be complete soon!

Roster Update: The new Membership Roster is included in this mailing. Please pass on to John Stanley any changes.

Breweriana Museums: Your Board has been addressing the issue of support of the various Breweriana Museums that have been proposed over the past several years. Several of those efforts have asked for various levels of support, both financial and moral. In trying to be objective about the whole issue, the Board has elected to basically take a middle-of-the-road position. In principal, we support the idea that the history of brewing should be recorded and made available to all persons who may be interested. For that reason we strongly support the concept. However, we do not believe it is within our NABA Charter to commit directly, the limited financial resources of NABA, to so many efforts. Instead, we believe it should be left to each member to participate in one, all or none of these efforts and reach a comfort

zone that they can live with. Museums are wonderful places to visit and as we look backward to the great efforts of Oldenburg and Fort Worth (Miller) we realize that there is more to running a museum than just bricks and mortar. Because our membership crosses over into other organizations that are supporting museum projects, your Board asked that a short summary be included in each issue of the BC to highlight the current status of these efforts. In order to make this "summary" accurate and timely, I am asking each and any museum effort, that wishes to keep us up to date, to send the Editor (also me!) a very short report that will be included each issue in a special column. The deadline for receipt of this report is the end of January, April, August and November. We will leave it up to the organizations to alert us as to change. Failure to update the status for an issue will be noted as no change. The first report will be next issue.

George



From the Editor's Desk

Future Articles: As always, we are looking for articles of interest to our membership. If you have written for other local publications (Chapter newsletters, local newspapers, etc.) and think with some "dusting off" a revised version could be developed, please let me know. Reliving a well-written article in the BC (in color if appropriate) would be a nice way to share with NABA members something that may

have been prepared for a different venue.

Column Editor: Still looking for someone to head up a new column on some aspect of the hobby.

Convention Survey Results: At last years' Convention, a survey was passed out at the Auction asking for opinions/comments from the membership about the Breweriana Collector. Here are some of the comments received. One must remember that these are the comments of those who attended the Convention (and par-

ticipated in the survey) and not the full membership. There was consistent interest, in general, by all participants in breweriana articles, both old and new with most respondents indicating they read the BC cover to cover. Thus, updates on Auction activity by Bob Hajicek and Rich LaSusa's, Let's Talk Breweriana are widely read. Bob Kay's Labelology is a favorite, especially by those who also collected bottles. Two newer efforts,

CONTINUED ON PAGE 12



Chapter Doings

By Mary White

Most of our Chapters held a one-day show this fall we were all getting ready for the Holiday season.

Monarch Fall-Fest

The 22nd Annual Monarch Fall-fest was held at the Ramada Inn in Glendale Heights, IL. Oct 22nd & 23rd. The fall NABA Board Meeting was also held at this show, and yes, we thought we'd be rowing in and out of the show with all the rainy downpours that weekend. But the show was a bright spot. So nice to see Adolph Grenke's smiling face since we missed him at NABA along with Don Schultz, below.



Adolph Grenke & Don Schultz



Pat Stambaugh, Gary Bauer
& John Stanley

The Monarch Fall-Fest Show's new location proved to help increase attendance this year. A lot of good quality pieces were available for purchase.

New Brewery Collectibles

The next chapter show was the "New Brewery Collectibles Show". Our Schulz & Dooley Chapter is a part of the show at Suffern, N.Y. Six collector group chapters participated in this show to give it more power and greater attendance. This is a two-day show also with room-to-room trading. Being held in a Holidome Conference center lends itself quite well to breweriana shows as well. Several of our other chapters utilize the Holidome format at hotels for their shows.

Great White North

"The Great White North "16th Annual show was held the 8th and 9th of October in Winnipeg Manitoba.

Hoosier Chapter

The Hoosier Chapter's Annual "Pig Roast" Show was held at the Eagles Lodge. Mishawaka, IN. This chapter is our Host chapter for 2005's NABA Convention.

Queen City

The Queen City Chapter's after Thanksgiving show saw a lot of out of town collectors, getting ready for Christmas (purchasing surprises for loved ones) at the show and getting away from fami-

ly for the day after Thanksgiving. Great crowd, Great Raffle, Great Fun!! The show was held November 28th at the Blue Ash Banquet Center where it has been held for at least 14 years.

Blue Gray Show

The 1st chapter show for the new year 2005 will be the "26th Blue Gray Show February 16-19 in Fredericksburg Va. The next NABA Board Meeting will be held there also on Friday. Great show.

Thanks to all the chapters for their support this past year. We all look forward to an even better year in 2005. If you have a story and/or photos of your chapter's show, and wish to share with the rest of our NABA family, please send them to me.

Do you want to affiliate an existing chapter or breweriana group with NABA? Please contact me or any NABA board member for membership information. It is through Chapters that NABA members can keep alive the exchange of breweriana all year.

Hope to see you at an upcoming Chapter show this winter. Check the Events of Interest column for shows in your area.

Happy Collecting!!

Mary White



David Gausepohl & Scott Bristol



Some members looking at items

Michigan Etched Glasses

By Gary Bauer

In the days before Prohibition, it was quite common for breweries to provide taverns and bars serving their brews etched glasses, often graphic in nature. Collectors throughout the country seek these highly collectible breweriana. Because of their relative rarity and value, it is difficult to find large quantities in most collections.

In the post-Prohibition era of advertising, breweries moved toward more colorful (and less expensive) forms of glasses, with enameled being the most common.

Editors Note: Gary and Barb Bauer have one of the finest Michigan collections around and will be featured on the Tuesday Tours in 2007 when we visit Bay City, MI.



1932-4%-beer



American-Cream-Top-pebbled



Beck-Alpena



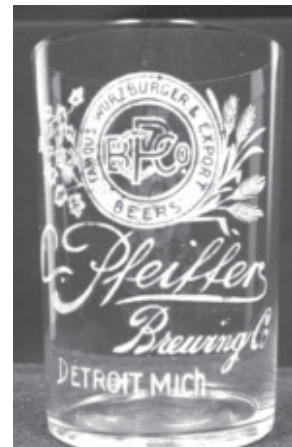
Detroit-Etched-underline



Brandt-Union-Brewery



Biewers-Mt. Clemens-pebbled



C. Pfeiffer



C. Pfeiffer-slant



Detroit - Pebbled



Columbia-Brewing-Pebbled



Conrad-Pfeiffer

Michigan Etched Glasses



Detroit-Etched-no-underline



East Side



Eckhardt & Becker



Eckhardt & Becker - pebbled



Escanaba



Frankenmuth



Grand-Rapids-Barrel Logo



Henze-Tollen



Grand-Rapids-Silver-Foam



Ideal

CONTINUED ON PAGE 12



Boiling in the Brew Kettle

By "Beer Dave" Gausepohl

Last fall when the merger between Coors and Molson was announced a number of hurdles were also in the way. First and foremost were the egos of the two companies. The family spats seem to have past and the merger seems to be near its completion. This combined company will still be smaller than any of their biggest three North American competitors. InBev with its ownership of Labatt's, Rolling Rock and numerous other worldwide brands will remain the largest. Anheuser-Busch with mostly their own brands remains a close second and SABMiller rounds out the third slot with a number of worldwide brands like Pilsner Urquell, MGD, Miller High Life and Peroni from Italy.

It is amazing how 20 years ago these types articles about combined brewers would have involved brands like Schlitz, Heileman, Rainier, Lone Star, Stroh, Falstaff, Old Milwaukee, Lucky, Piels, Goebel, Pabst, and Pearl. Now every last one of those brands is owned by the controlling interest of what used to be the Pabst brewing company. The other amazing realization is that this refrigerator full of brands known as Pabst Brewing Company does not operate a single brewery. Each of these aforementioned brands is brewed in a SABMiller facility or another small regional somewhere in the United States. Also, within the next few years according to the estate of the late Paul Kalmanovitz, the benefactor of this company must sell it off and survive from the proceeds. So an eventual sale of

these brands is destined to happen once again.

Even as the Coors and Molson merger near completion, business seems to be rolling along as if they were not even going to combine forces. Molson has announced that they will build a brand new brewing facility in Moncton New Brunswick. This new facility will feature bottling and kegging lines and will produce more than three million cases annually. It is expected to be completed in January 2007 and will be Molson's sixth brewery in Canada. The provincial laws of Canada favor the brew-



eries that operate within a certain province. So from a taxation, transportation and goodwill savings, Molson has announced their entry into this province. Coors has announced the return of the once popular "Banquet Beer" designation replacing the "Coors Original" theme. The Coors family also suffered a set back when Peter Coors lost his bid for the United States Senate to Colorado's attorney General Ken Salazar.

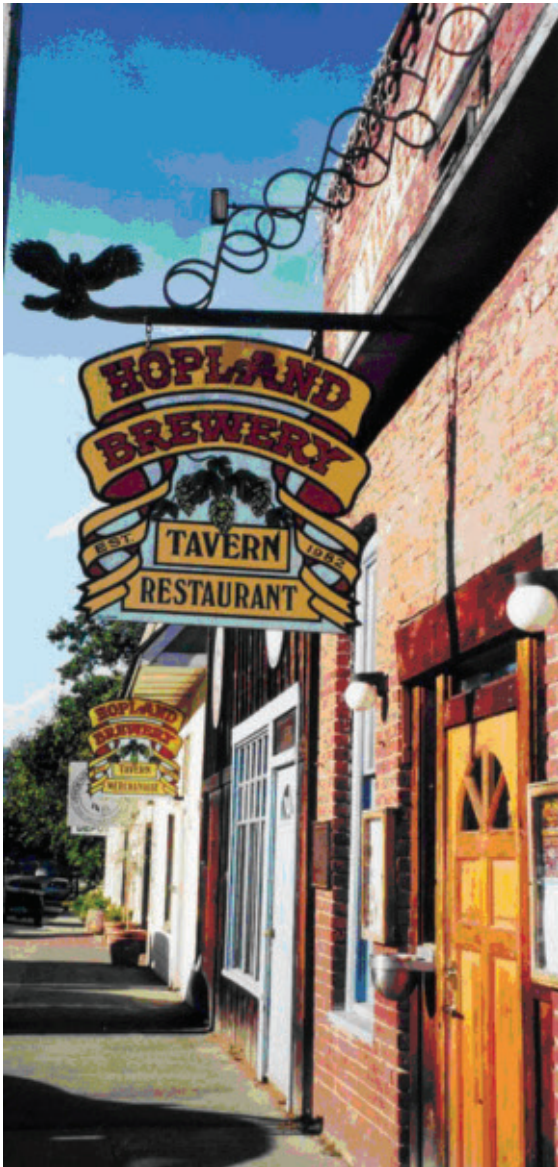
Anheuser-Busch has introduced a new product, which is a 6.6% ABV version of Budweiser infused with caffeine, guarana, and ginseng. B to the E is said to resemble a beer and Red Bull blend and is packaged in slim-line 10-ounce

cans. A-B is test marketing new Bare Knuckles Stout. This product is aimed right at Guinness and will be heavily promoted during Saint Patrick's Day 2005. Anheuser-Busch Cos. Inc has also auctioned off its 20% stake in Chilean brewer Compania Cervecerias Unidas SA for roughly \$300 million. CCU has nearly 90% of the Chilean beer market. Anheuser-Busch had been locked into its minority share with no room to grow. Two local brokerages firms purchased A-B's stake in CCU.

Also, speaking of auctions, check out this ebay story. Angel City Brewing Company owner Michael Bowe has bought a brewery. Bowe had been attempting to buy Southern California Brewing of Torrance, California, which has brewed his beer under contract for seven years. The price quoted was always too high. Then the company showed up on E-Bay and Bowe had the winning bid. He will retain the head brewer will continue to market the Southern California beers as well as the Angel City brands.

In other California micro news, United Breweries, the parent company of Mendocino Brewing Company of Hopland and Ukiah, California and Saratoga Springs, New York has received an influx of cash and influence. Britain's largest brewer Scottish & Newcastle has purchased a 37% stake in this Indian based brewer. United Brewers is best known in Europe for its Kingfisher brand. India has over a billion people and is one of the fastest growing beer markets in the world.

The times they are a changing, the Pennsylvania Wholesalers



Association launched a statewide coalition

Known as MOBL (Modernize Our Beer Laws). Their effort is to change the laws that regulate the sale of beer. Pennsylvania's seventy-year-old law prohibits beer sales on Sunday by distributors and even taverns that do not meet a certain percentage of food sale requirements. Wine and liquor sales are allowed at Pennsylvania LCB stores on Sunday. MOBL feels the same change should now be applied to beer.

Also not since before Prohibition has the sale of

wine and spirits been allowed in Kentucky. That "Blue Law" has been removed as the cities in Northern Kentucky have begun opening and selling all alcoholic beverages. Sunday is the second largest shopping day of the week and some retailers felt they were being regulated out of this selling opportunity.

Beer Dave



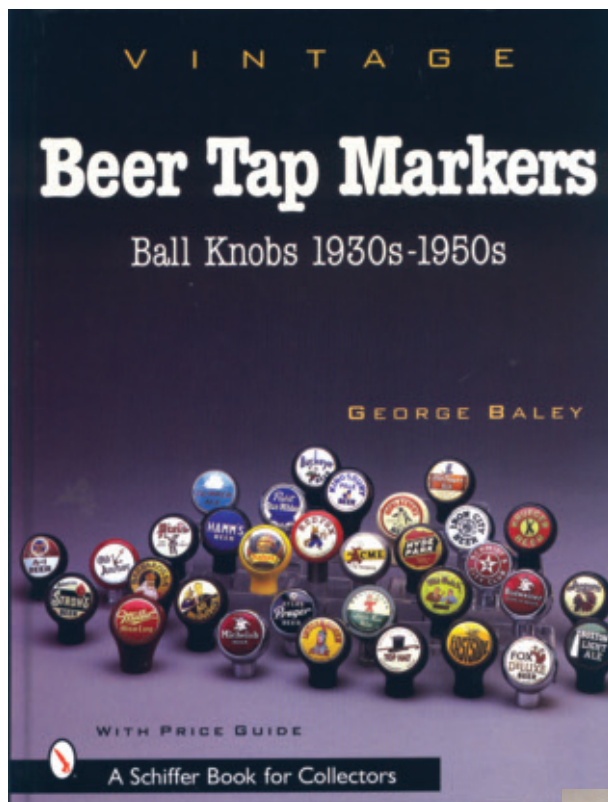
Book Review

By John Harrison

VINTAGE BEER TAP MARKERS

Kudos to George Baley, author of "Back Bar Breweriana", and "Back Bar Figurines", for bringing us another great breweriana book. His most recent project, "Beer Tap Markers", provides a comprehensive look at another fascinating segment of breweriana collecting.

The book focuses on beer tap markers, most commonly referred to as "ball tap knobs" which appeared during the period of the mid 1930's through the mid 1950's. Tap markers or knobs from virtually every brewery of this era have been included in the book. It is



early development of tap markers and the important role they played in the brewing industry. He also provides the very best information that I have seen regarding the manufacturers of tap markers, tap marker design, and insert design and styles.

It was noted that this is only the first step in documenting the full range of ball style knobs and a second edition with more pictures is a possible future project.

Whether you are a novice or experienced collector, I highly recommend that you get a copy for your breweriana library. I am sure you will find it well worth the investment and a valuable reference that will add to your collecting enjoyment.

MR. BREWER
Advertise and Identify
YOUR PRODUCT WITH
"Truename Tap Knobs"

No
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No
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Pat. Pend.
FISHER PRODUCTS, INC.
LARNED BLDG.
SYRACUSE, N. Y.

a must have reference book for all breweriana collectors.

Mr. Baley spent over a year in research and travel photographing tap knob collections throughout the country. The book contains photographs of more than 2000 ball tap knobs that have been conveniently organized by state, then alphabetically by brand name. Foreign knobs also appear in a separate section. Many rare and seldom seen ball tap knobs appear in the book. Nowhere else can a breweriana collector get such an in depth look at ball tap knobs.

In addition, the book is not just comprised of a compilation of photographs. Mr. Baley did an excellent job providing a brief history surrounding the



Michigan Etched Glasses



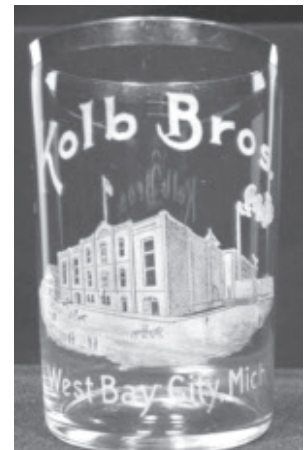
Kolb-goblet-emb



Kern-Detroit



Kern-Port Huron



Kolb-Factory



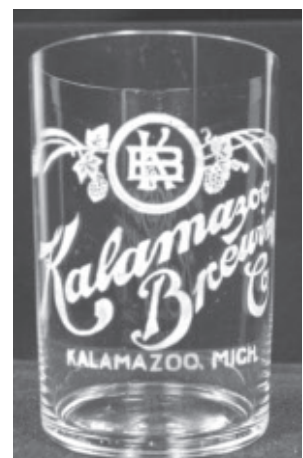
C.H.Daniels



Koppitz-Melchers



Lansing



Kalamazoo

From the Editor's Desk continued...

the Computer Corner and Crossword puzzle were not as highly read as the more traditional stuff. I am not sure if that is an indication of whether these two columns should be maintained or dropped! Your input is welcome. Convention coverage and reports were popular, as expected, since the persons were in attendance in Waukesha! Readers enjoyed Mary White's Chapter Doings and Dave Gausepohl's update on what's happening in the brewing industry as well as the Clinton's travels with their dog Brewster. With respect to areas where members would like to see more articles, the entire gamut of

collecting was noted, except for cans! I assume this means our membership is directed toward other breweriana and leaves cans, for the most part, to the BCCA.

Any member not in attendance at the Convention was offered a chance to participate in the survey by mail. No one asked, but if you would like to do so now, please drop me a line, email or phone call and I will send you a copy of the survey.

George



Convention '05 Report

Tick tock, tick tock...we are getting closer everyday to the 2005 Convention. I received a call the other day from a member asking what there is to do in and about South Bend. The back page of this issue shows a few activities, plus the '05 Convention Report (on page 6) in the last issue touches on a few more.

During the summer time, South Bend observes the same time zone as Chicago, i.e. what is then Central Daylight time. For some reason that portion of Indiana never changes their clocks!

Getting to South Bend is very easy via two major east/west roadways I-94 and the Indiana Toll Road, or from the South take either I-65 or I-69 up to the Indiana Toll Road and then over to South Bend. One of the most centrally located Conventions ever, we think '05 will rank up there with the best. If you wish to travel by air, the South Bend Regional Airport is about 10 minutes away and is serviced by Northwest/KLM, United Express, Continental Connection, and the Delta Connection. Free hotel airport shuttle service is available. A cab costs \$10 one-way. Rental cars from all the majors are available. Parking at the hotel is free for registered guests.

Getting around South Bend proper is extremely easy (and cheap!), if you use the Transpo Trolley. For only 25¢ you can ride the trolley all around the city and hit most of the shopping spots. If you are 65 and older, the cost is only 10¢ during non-peak hours. Two children (under 5) are free with each fare-paying passenger.

For the gamblers in the crowd,

there is the Blue Chip Casino located in Michigan City. This a 40 minute toot and is best reached by car. There may be a bus trip available, if enough members indicate an interest soon.

Michigan City is also the home of the Lighthouse Discount Shopping Center. This was one of the first large discount centers anywhere in the country and still maintains a reputation for a great place to go for shopping. Since Michigan City is right on I-94 and 15 minutes off the toll road, it is easily accessible to those members coming from the west either before the Convention or on the way home. Lake Michigan and it's sandy beaches is but 30-40 minute trip by car and can be tied quite nicely into a trip to Michigan City for shopping or a visit to the Blue Chip Casino.

What about antiques? And of course Breweriana? There are three large antique malls right on US 31 that runs through South Bend and are only about 10-15 minutes from the hotel. Venturing a little farther, there is Michigan City with two malls and LaPorte with three large malls. Breweriana can be found at each with the It's a Wonderful Life mall (plug for the owner) in LaPorte having the most.

For fine dining, my two favorites are the Tippecanoe Place (574-234-9077) and the LaSalle Grille (just a block from the hotel). We will have all sorts of information in your registration packets describing not only the restaurants, but also places to go and other things to do. A number of neat bars serving numerous varieties of beers are located throughout the downtown area. A new oyster bar has just open a block from the hotel.

The local brewpub Mishawaka Brewing is a 10 minute ride and will be featured on Micro night. While in LaPorte you might want to visit Back Roads Brewing. We are planning at having Back Roads on the nostalgia tour on Wednesday.

Keeping with the tradition started last year, we are planning to have an "Indiana" display room at the hotel that will display parts of collections from our Convention team.

All this and of course what promises to be another great Friday auction and Saturday public show and don't forget the room-to-room trading.

George

Call For Auction Pictures

If you are planning to consign an item to the Friday Auction and would like to get some extra exposure, please submit a picture to the BC Editor so that it can be featured in the next issue of the BC.

What better way to get the "juices" flowing in the minds of other collectors than to showoff an item presented for auction. And the best part of it.....the publicity is Free!

Auction Chairman David Kapsos promises that this years auction will again provide some top notch Breweriana items.

Indiana Display Room

If you would like to share some piece of Indiana Breweriana with others at the Convention, please drop me a line or call and I will make provisions for space in our secure display room.

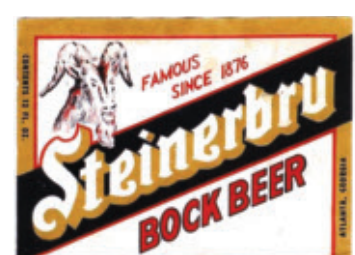
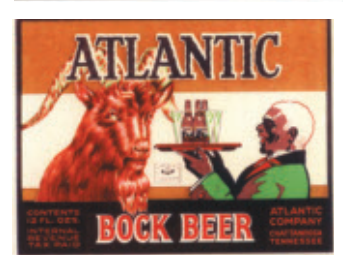
George



Labelology

By Ken Jones & Bob Kay

ATLANTIC COMPANY LABELOLOGY PART II



Unlike any other 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 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. Initially, all breweries used a tall 4 x 3 inch label and many used that now famous - black waiter graphic.. These were featured as Part 1 in the last issue (Volume 127).

Part 2 - The wide labels, 1936-56:

In the 1936-37 period all five breweries adopted a new wider label, still 4 x 3 inches but now wider instead of taller. Atlantic beer, ale and bock's can be found in this modernized shape from all locations. Coloring was changed to a yellow background on the stunning black waiter beer label around 1938. The black waiter was gradually removed from beer labeling by 1942 but he remained on ale and bock labels until the end in 1956. The A in Atlantic ale was changed from a pointed top to a rounded A that underlined the word "Atlantic" in 1942.

Steinerbru Beer, Ale and Bocks were resized for the Atlanta and Chattanooga locations. Signal Beer and Signal Draft Beer made an appearance in the 1940's, apparently as a secondary brand. Signal Pale Dry Beer appeared at the surviving breweries during the 1950's. Each of the five Atlantic locations produced labels unique to their location. Only Chattanooga bottled Atlantic Draft Beer. Only Atlanta

Labelology



bottled Steinerbru Bock Beer. Norfolk introduced "Victory Blend" Atlantic Beer in 1942 to support the war effort. Orlando was the only location to produce Atlantic Ale and Beer in quart sizes. Charlotte had the famous plantation scene label in 1955. Sadly, these colorful brands were not enough to help brewing remain profitable for the Atlantic Company. (Group 2 - 9or10 labels)

Keg labels from these breweries are scarce and the ones that do remain are hard to date as they appear to have omitted the IRTTP statement. (Group 3- 4 labels)

Many breweries flourished in the years following repeal, but wartime priorities and rationing slowed the industry in the early 1940's. Post war growth seemed to favor the bigger national marketers and the local and regional brewers began to fail. The end for this grand old family came during these post war years. First Chattanooga closed (1941), and then Norfolk (1947), Orlando (1954), and Atlanta (1955) followed. Atlantic Company had phased out the coal part of their business, grown the ice division, and developed a new line of convenience stores called EZ Shops which were a more profitable investment. The lone remaining Atlantic brewery, Charlotte, closed in 1956. Not long after Atlantic's demise, the big boys moved in. Carling, Schlitz, Anheuser-Busch, Pabst and Falstaff began building or acquiring breweries in the Southern states and the brewery landscape began an irreversible change. Now it's up to Breweriana collectors and the likes to preserve the memory of Atlantic's history and that neat black waiter graphic.



THE ATLANTIC COMPANY FAMILY OF BREWERIES

CHATTANOOGA, TN

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

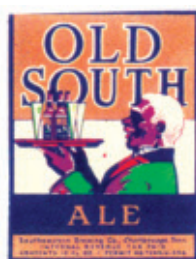
CHARLOTTE, NC

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

ORLANDO, FL

1937-54 - Atlantic Co.

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



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 Wide Labels, circa 1936-56



The Lost Breweries of Collinsville, IL

A PAIR OF 150-YEAR OLD DIARIES HELPS FIND THEM

By Kevin Kious & Donald Roussin



Collinsville, Illinois, is today a town of 25,000 built on the bluffs ten miles from St. Louis, Missouri. Among its several notable landmarks are Fairmount Park thoroughbred racetrack; a giant water tower shaped like a bottle of Brooks Catsup; Cahokia Mounds Historic Site; and horseradish fields that account for much of the U.S. harvest of that pungent root.

The town also had a brief but interesting 19th-century brewing industry. A recent miraculous acquisition of a brewery owner's "farm journal" by the local historical society has helped bring this history to life. It is among the tales to be told in this history of brewing more than a dozen decades ago, in a town of coal miners and farmers.

WET, DRY AND BACK AGAIN

The Collins family for which Collinsville was named ran a distillery in the settlement during the 1820s. But when certain members of the family were converted to the temperance movement, they were so moved as to dismantle the operation!

Family matriarch Elizabeth Collins was among the locals who pledged in the 1830s to never allow alcohol to be sold on their property (except for medicinal purposes). When some of these prohibitionists began subdividing their land and selling the lots, clauses were inserted in the deeds preventing liquor from being sold on the property.

Other early settlers were equally hostile to beer. At a town board meeting held on June 16, 1854, a petition was presented which had been signed by seventy citizens. It

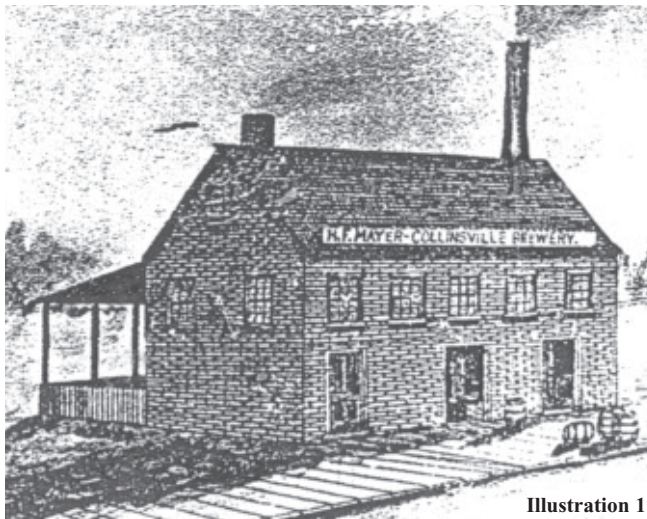


Illustration 1

requested an ordinance prohibiting the sale of alcohol. This petition read as follows:

To the honorable Board of Trustees of the town of Collinsville --- We the citizens of the town of Collinsville would most respectfully ask of your honorable body to pass an ordinance declaring the sale of all spirituous and malt liquors, beer included, a nuisance and prohibit the same by fine.

A meeting of citizens was then held at the Presbyterian Church to consider the subject. Two weeks later a two-man committee was appointed by the town president to draft such an ordinance. Members of the committee were town board secretary Joshua L. Peers and "Maine Law Alliance" secretary F.L. Giddings (such a statute was called a "Maine Law" at the time because that state had recently passed a groundbreaking temperance law). Their ordinance was adopted at the Collinsville town meeting of July 21, 1854, subject to a vote of the citizens on August 1.

The "dry" vote must have prevailed, for when the board of

trustees met on the same day as the election, it ordered that the ordinance relating to "spirituous, vinous, malt, fermented and intoxicating liquors shall go into effect and become a law on and after the 11th day of August, 1854, and that all ordinances with which this conflicts are hereby repealed."

This successful prohibition movement was short-lived, however. Part of the reason was large numbers of European immigrants flowing into Collinsville. They wanted to retain their customs that included using alcohol, and would soon overrule the settlers from the colonial states.

Less than a year after voting dry, the town went back to licensed sale at taverns and grocery stores. Before long, Collinsville would also be home to a brewery.

THE ORIGINAL COLLINSVILLE BREWERY (Illus. 1)

In November, 1856, Louis Abegg purchased Lot 2 in Block 2 of the Bassett and Laurence addition to Collinsville. Thomas Korrington had earlier bought this lot, for \$160, from James Laurence and others. The deed of sale included a 27-year provision that Korrington not "erect nor suffer to be erected on said lot any building or place in which there is manufacture or sell (sic) of intoxicating liquors." If such a thing took place, the seller was allowed to buy the land back for the price paid!

Korrington must have built a house or otherwise improved the property, for Abegg paid him \$2000 for the lot, including \$900 in cash and \$1100 in promissory notes. The same 27-year dry provision went



Illustration 2

with Abegg's mortgage (he must have planned on ignoring it), though such clauses would soon be declared legally unenforceable.

Within two months, Abegg would pay \$175 to Laurence and Company for the adjacent Lot 1 of Block 2, (Illus. 2) and soon construction was started on Collinsville's first brewery. After numerous delays, the first batch of beer was brewed on December 31, 1857.

In the meantime, Louis Abegg had gained a partner in his project in Henry Mayer, a neighbor who had purchased over 70 acres of nearby land in 1855. This is revealed in a deed dated August 2, 1858, in which Louis and Josephine Abegg conveyed to Mayer the following real estate:

Lots 1 and 2 in Bassett and Laurence Addition to Collinsville, being the two lots upon which the Brewery is built...in trust however for the following purpose, whereas the said Louis Abegg and Henry F. Mayer having entered into co-partnership as per agreement dated September 22, 1857, for the purpose of manufacturing beer the said Abegg did agree that as soon as said Mayer advanced or

became responsible for the sum of \$2500 as capital for said business the said Abegg would secure the said Mayer for that sum by deed of trust upon his house and the brewery then being erected, and said Mayer having paid into the business the said sum of \$2500 therefore this deed is to secure said Mayer for said sum to be paid to him on September 22, 1862 (at 10% interest).

Following a somewhat rocky year of business, the Abegg and Mayer partnership ended exactly one year after they made their initial batch of beer. On December 31, 1858, Henry Mayer took sole control of the business, buying his partner out for \$2500.

TUMULTUOUS EARLY YEARS

The federal census of 1860 lists three Collinsville households headed by brewers. One was 42-year old Henry F. Mayer. This record reveals that he was a native of Maryland, with a whopping \$65,000 worth of real estate. In addition to his wife Fanny and their three children, there were eight other people living in the Mayer home. They included a governess and three of her students.

Living near the Mayers was brewer John Oachley and down the street was brewer Stephen Astor. Only through the unearthing of Henry Mayer's journal can their role in local brewing be fixed.

Following the departure of Louis Abegg, Henry went out and employed John Exle (his spelling of the census' Oachley) to be his head brewer/foreman at a salary of \$500 per year plus 25 cents per barrel sold. Again it was a time of mixed success and failure for the business. In October, 1859, following the spoiling of some of the beer,

which Oachley blamed on the storage cellar getting too warm, Henry wrote "I shall try to get another brewer for John will not stop drinking at the brewery."

Henry discharged John Oachley the next month. It is interesting to note that, seven months later when the census taker came by, he was still in the neighborhood and calling himself a brewer. Since Henry Mayer doesn't mention him again in his diary, could this mean he was making beer in his kitchen?

A man named Chris briefly took over as Mayer's brewer, but again production problems resulted in more bad beer being made. Henry then turned to John Beizer to be brewmaster. While calling him a "first rate brewer", Henry also felt that Beizer drank too much on the job. He likewise felt he was a poor manager of the employees. After a time Henry remarked that his brewer was "the most disagreeable, overbearing man I ever had anything to do with." Mayer fired him in April of 1860.

Next on board was Stephen Astor, who had previously worked at a brewery in nearby Lebanon. His salary was set at \$42 a month, plus free rent on the home next to the brewery where Astor moved in with his wife, stepdaughter and baby.

Mayer seems to have gotten along fairly well with Astor, and was quite happy with the quality of beer the 28-year old German was making. But times were still tough for the brewery. In December 1860, Henry complained that "business of all kinds have dwindled to nothing."

Stephen Astor stayed at the brewery until March, 1861. On the last day of that month, Henry wrote, "Mr. Astor left on Thursday, don't know where he has gone." He may well have gone south to New Athens, Illinois, for it is known that he owned a brewery in that town. Although when Astor's brewery operated is a mystery, history does

CONTINUED ON PAGE 20

Brewery Post Cards

By Mike Bartels



Magnus Beck brewery Buffalo?,
interesting because of black theme

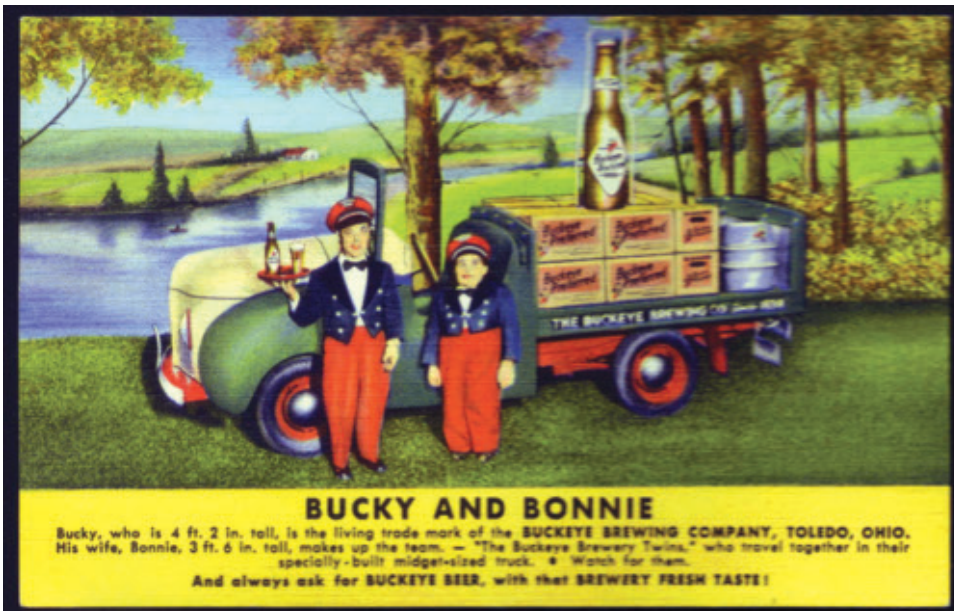


Schlitz, Milwaukee.
It looks like this promotes
serving beer to children
for health.



Krantz
Brewery
Findlay, OH

Great couple.



Three Post Cards advertising Buckeye Beer of Toledo, OH



**Bucky and
Bonnie were
real people
and Bill was
a genuine
goat!**



record that it was destroyed by a fire!

While Collinsville beer was sold through the rest of 1861, no more beer was produced after Astor left. Henry Mayer was unhappy with how things had gone at the brewery, and wanted to get out of the business.

In November, 1861, he thought he had secured renters for the brewery in the persons of George Schneider and Joseph Mottle of St. Louis. They had agreed to lease the facility for \$500 a year, but never showed up to take over. Henry continued trying to rent or sell the plant, to no avail, in 1862.

HOMETOWN COMPETITION

The next historical glimpse at Collinsville brewing comes in early 1863, when ads began appearing continuously in the Edwardsville Intelligencer newspaper (from a town about 10 miles north of Collinsville). These ads touted the availability of "The best of Collinsville Beer" at the depot of Phillip Ritter and Company.

Oddly, this ad (Illus. 3) appears in company with one announcing the

"dissolution of partnership" of one John Beizer. One can only assume that this was the same man who had briefly brewed for Henry Mayer at his brewery. Whether this advertised Collinsville brew came from Mayer's brewery, or from a new brewery at which Beizer toiled is anyone's guess, but since Mayer doesn't mention renting his brewery in his journal, it may well be the latter.

Local competition had indeed come for Mayer's Brewery, as the 1866 Madison County Gazetteer informs that the town, which had grown to a population of 1600, then had two breweries. It lists three men as having the occupation of brewer --- John Beizer (spelled Birzer in this guide), Pantelon Fix and John Turecheck.

The second brewery had sprung up on South Clinton Street. Its founder was local saloon keeper Joseph Berka, who late in 1861 purchased a 150' x 260' lot from Louis Garcien for \$400. Later known as Lot 49 in Reed's Addition, old maps (Illus. 4) clearly show this site on the hilly lot behind Glenwood Cemetery. It is not known exactly when the brewery opened, but it was likely built on the

property shortly after its purchase.

Nor is it known when Joseph Berka started in the tavern business, but he had arrived in Collinsville in 1847 and it was probably soon thereafter. In the 1866 Gazetteer his saloon is referred to as a "beer house", which the then 50-year old native of Bohemia operated on the southwest corner of Clay and Vandalia (not far from Henry Mayer's brewery). A tavern would operate at this location until Prohibition. It was torn down in 1923.

At some point another brewery is supposed to have existed on North Clinton Street, below what would later become the Bunker Hill coal mine. A newspaper account mentions a futile effort to locate the unknown property owner of this site in the 1950s, when a hole opened above the old lagering caves associated with this brewery. It would not be unreasonable to suspect that these cellars did not belong to some unknown brewer, but were actually those of Mayer's Collinsville Brewery, which was just a few blocks to the east (or could they have been attached to John Oachley's speculative "kitchen" brewery mentioned above?).

DANIEL'S SALOON
IS NOW
IN FULL BLAST.

WE KEEP constantly on hand the choicest articles of Wines, Liquors and Cigars. We have also recently received the agency for,
SAND'S PALE CREAM ALE,
the most delicious and wholesome beverage now in use.
nov13 JOHN GAFFNEY, Agt.

DISSOLUTION OF CO-PARTNERSHIP.
THE FIRM OF JOHN BIEZER & Co. IS THIS DAY dissolved by mutual consent. The business of the firm will be settled up by John Bierzer, who alone is authorized to receive all money due the firm, and who will pay all debts owing by the firm.
JOHN BIEZER & CO.

BEER!-BIER!!
The best of Collinsville Beer always on hand, received fresh from the brewery every day, at the Court House Exchange, where orders for the same, by the barrel, may be left.
PHILLIP RITTER & CO.
December 26, 1862.-7-15

Illustration 3



Illustration 4

Similar 20th-century newspaper accounts also claim that brewing took place for a time at the distillery operated by the locally famous Wonderley brothers, which cannot be confirmed. These stories also mention a storage cellar twenty-feet deep at the Collinsville Brewery, and a cave dug into the hillside at Berka's South Clinton brewery.

BACK AT MAYER'S

Recorder's office records show that area farmer Pantali Fix had purchased the town's original brewery in November, 1865, from Henry Mayer, who was then living in Kansas. The sale price was \$6000, including \$1000 cash and three promissory notes. Included in the transaction were the two lots with the brewery and house, plus around an acre adjoining them, parts of which may have been associated with the brewery caves.

Pantali Fix had a short and apparently unsuccessful reign at the Collinsville Brewery, for he was unable to make good on the notes he signed to finance the purchase of the business. The property was put up for auction on February 22, 1869. The winning bidder (for \$1600) was none other than brewery co-founder Henry Mayer. He was back in the area by then, living in St. Louis where he was a partner in the Eagle Woolen Mills.

Mayer didn't hold on to his old plant for long, for in May of 1869 he sold it for \$1900 to Ferdinand Banks (also spelled Benk, Bank or Bunck). In addition to the real estate, the mortgage specified that the sale included "one large copper kettle and one mash tub on said premises."

New owner/brewer Banks must have met with some success at the business, for he was able to pay off his debts on time, the final note for \$1000 in early 1871.

Ferdinand Banks was a native of Hanover, Germany, born in 1837. He was joined as a partner in the brewery by John Giesen, who had

been born four years prior to Banks in Paderborn, Germany. They were Collinsville's only brewers according to the 1870 census. This source also notes that Banks owned \$3000 worth of real estate and \$500 in personal property. Giesen, who was living two doors down from former brewery owner Pantali Fix, listed no real estate but \$1000 in personal property. One can only guess as to whether or not that total included brewing equipment.

Deeds indicate that in 1871 Banks and Giesen had to take out a \$600 mortgage on the brewery property, and they later sold the previously mentioned adjacent acre for \$2300 to Jacob Leu.

Somewhere around this time, the Collinsville Brewery was severely damaged by a fire, not a rare event in those days. This ended beer-making at the site, leaving the town with just the brewery on South Clinton Street. Ferdinand Banks moved to St. Louis, unwilling or unable to rebuild. He continued working as a brewer in Missouri.

Eventually a lawsuit was filed in 1874, by brewery mortgage holders William Case and Frederick Neutzel. Banks and Giesen must not have paid off the old \$600 note, and the premises were once again ordered to be auctioned off. On June 19, 1874, at the county courthouse in Edwardsville, Neutzel was the winning bidder, buying the site of the destroyed brewery for a mere \$869.30.

In 1877, the property was bought by Henry Baierlein, operator of a nearby soda factory. Ironically, part of his purchase was financed through a loan from Theresa Fix, who still lived in the neighborhood and was the widow of a man who had once brewed there. Later houses were built on the lots, which were eventually split up.

THE SOLE SURVIVOR

Meanwhile, brewing continued at the South Clinton facility of Joe Berka. The property appears in an 1877 delinquent tax list, which

shows Berka's brewery as owing \$88.95 (many of Collinsville's leading citizens appear on this list, so perhaps we should not let this be too dark a blot on the brewery's record!).

The 1880 census offers the next glimpse at Collinsville brewing. Only one person in town listed his occupation as brewer --- none other than Ferdinand Banks! The former co-owner of the rival Collinsville brewery had returned to town around 1875, taking over as brewer at Berka's plant on South Clinton. Berka is still listed as a saloon keeper in this record, while out-of-town beer selling competition can be noted by the presence in town of brewery agent Emanuel Aure (who later went into the soda business in Belleville).

Commercial beermaking in Collinsville was soon to end, however. Hard economic times hit the area following a damaging 1879 tornado. This may or may not have contributed to the brewery's demise, but a comprehensive listing of Collinsville businesses compiled in 1882 does not include a brewery.

A mortgage taken out on the brewery property that same year by Joseph Berka mentions a "dwelling situated upon the above described premises", perhaps indicating that the shuttered brewery had been turned into or replaced by a home. While an 1892 map shows the brewery on the site, there is no other evidence it was open past 1880.

POST-BREWING DEVELOPMENTS

In later years the property at 400 South Clinton served as the branch of a local grocery store. Part of the nearby land was also used for a number of years as the site of the Collinsville city garbage dump!

Recent years have seen the house on the site being used as a duplex. It was for sale in the summer of 1998, affording the curious a tour of the structure. Could it possi-

Illustration 5



JOSEPH SCHNAIDER

bly be old enough to have been part of the brewery? Hard telling, but the basement and the rear of the house do have the appearance of former commercial usage. When walking down the hill behind the home, with older nearby structures and a couple of old stone walls present, it is not difficult to imagine that a 19-century brewery was once there.

Meanwhile, at the northeast corner of Madison and Vandalia Streets, where the town's first brewery once operated, exists a pair of nice homes. A Catholic church and school are nearby, as well as the numerous stately houses still lining Vandalia Street, which is now busy Route 159. It is rather hard to imagine that this flat tract of land ever contained a brewery, although somewhere nearby the brewery caves must still exist.

As for Ferdinand Banks, Collinsville's final brewer, who had the additional distinction of making beer at both of the town's breweries, he became a clerk for the Hydraulic Press Brick Company following his beer career. His oldest son John, who later served as a longtime city alderman, likewise worked at the brick company, prior to operating a local cigar store. (In another touch of irony, Hydraulic Brick had been founded by William Field, who in 1860 was a young man boarding with then-brewer

Henry Mayer, and as well as helping Henry on the farm pitched in at the brewery when needed!). Ferdinand Banks passed away in 1910, and is buried in a local cemetery (no, not the one near the old Clinton Street Brewery).

IMPORTED BEER

Left without a brewery of its own, Collinsville would become a battleground for the beermakers of St. Louis, southwestern Illinois and elsewhere. An 1899 business listing shows the town hosted depots for the Star Brewery of Belleville and the Joseph Schnaider (Illus. 5) Brewing Company of St. Louis (in a building that still exists - Illus. 6). Numerous Pabst outdoor signs appear in period tavern photographs as well.



Illustration 6

Still Standing Schnaider Beer Depot

The 1916 city directory lists local agents for seven breweries --- Star and Western of Belleville; American and Obert of St. Louis; Heim and Central of East St. Louis; and the Highland Brewing Company, located fifteen miles east of Collinsville and which a number of local men would later help reopen after national prohibition.

After repeal, the Banks family would once more have a hand in the town's beer business, as Ferdinand's grandson James, who would eventually become the president of the Collinsville Building and Loan Association, operated a distributorship for many years.

Today Collinsville has a bustling motel and restaurant district, taking advantage of its proximity to St. Louis and nearby interstate highways. Yet nobody has seen fit to take a chance on opening a brew-

pub, so for well over a century the only beer made in the town has been the product of home brewers.

A few years ago, one of them bottled some of his beer, using labels that featured an artist's rendition of downtown Collinsville, complete with the restored Brooks Catsup bottle water tower, plus information pertinent to the Downtown Development Commission. This "Downtown Brown Ale" (Illus. 7) was also a fitting tribute to the town's long-for-

Illustration 7



Homebrewer Don Leone made his ale about 100 years after the weiss beer bottle beneath it was filled.

gotten breweries, both of which operated just a couple blocks from the historic downtown district.

The Miracle of Henry Mayer's Journal

The Miracle of Henry Mayer's Journal Typically when researching obscure small-town breweries, once researchers have exploited the usual sources (census and land records, newspapers, area history books), they pretty much run into an historical dead end. But Collinsville proved to be an excep-

tion to this rule. First came a bit of serendipity (see The Abegg Family Connection), next came something akin to a miracle!

A phone call out of the blue to one of the authors, from Doris Bauer of the Friends of the Collinsville Historical Museum, revealed that the museum had acquired a "farm journal" (Illus. 8) written by brewery co-founder Henry F. Mayer. Luckily Ms. Bauer had run across articles placed by the authors in the county historical library, and knew we'd be interested in seeing this journal, which she would later transcribe. While this sounded intriguing, it was only after inspecting the journal that we realized just what a special document it is.

Henry Mayer's journal opens in Collinsville in 1856 and continues through 1863, at which time he was heading out to Ft. Riley, Kansas. It picks up again in July, 1870, when Mayer was farming in Bunker Hill, Illinois (about 30 miles north of Collinsville). It ends there in 1873, only to begin again in Oregon in 1886, concluding three years later.

The journey of this journal back to Collinsville is indeed a remarkable one! Somehow it ended up in an abandoned farmhouse in Tuscarora, Nevada, where it was found by the friend of a book collector from Sacramento, California.

Years later Dorothy Stavig, the widow of this collector, was disposing of her husband's collection. She decided to contact the Collinsville Historical Society about the volume rather than sell it. Needless to say, they were excited to hear from her, and grateful that she was gracious enough to donate it to their collection. Thus do we brewery buffs have many folks to thank for enabling this journal to survive the last 140+ years!

Not many early breweries have their histories as well documented as this one. Henry Mayer even describes the brewing of the first batch of beer at the Collinsville Brewery in a journal entry dated



The cover of Henry Mayer's journal.

Illustration 8

Friday, January 1, 1858:

"This is New Year & a very pretty day it promises to be. Yesterday we made the first attempt to brew beer; everything being new & not in good working order we had considerable trouble getting started; the malt was cracked and tasted very sweet and nice; I am in hope the enterprise will prove profitable, the only drawback that I can see is the want of capital but by borrowing I think we can work along for the first year, after that I shall have plenty of funds...Mr. Abegg has just sent me a pot of newly brewed beer, it is sweet & not pleasant to the taste..."

Three weeks later, Collinsville beer was sold for the first time, according to an entry made on Monday, January 25, 1858: "I hauled for the Brewery 120 bushels coal; Peter then cut stalks to prepare the ground for barley which I shall put in as soon as the ground is fit. On Saturday we sold the first beer, Mr. Abegg took around the village some 25\$ worth in half barrels & Kegs to the different groceries and the next time he will collect for this trip."

Henry Mayer's journal offers unique insight into the operations of a pioneer brewery, as well as fascinating glimpses into everyday life in the middle of the 19th-century. We will take a closer look at this historical treasure in an upcoming issue of *The Breweriana Collector*.

The Abegg Family Connection

A lucky glance at the classified section of a local newspaper led to some priceless information on the founder of Collinsville's first brewery. An ad had been placed by Harold Graf of Williamsburg, Missouri, asking for information on his ancestor Louis Abegg, who the ad mentioned had operated a soda factory in Belleville, Illinois.

Fortunately one of the authors saw this ad and recognized the Abegg name as that of one of Collinsville's pioneer brewers, and sent along what bits of information he could offer. Soon a return letter arrived from Mr. Graf, who said that the information on the brewery was all news to him. He then proceeded to stun us with some of the facts he provided --- such as that prior to migrating to the U.S., Louis Abegg and his brother had co-owned a brewery in Switzerland!

Born in 1815 in what was then Alsace-Lorraine, Louis Abegg (also spelled Ab'egg or AbEgg) sold his share in the family's brewery to his brother and in 1850 departed for America. While crossing the Atlantic on the French sailing ship *Pyramid*, three of his eight children died from cholera, while his wife gave birth to another! (Three more children would be born after the family settled down).

What remained of the family left New Orleans for St. Louis on the steamboat *Amazonia*, arriving less than two weeks later. While all the Abeggs arrived safely, one-third of the 300 people who started up the Mississippi died of cholera along the way.

Louis had intended to go to Mascoutah, Illinois, but in the meantime his brother-in-law had gone to Hannibal, Missouri, so Louis went there for a while to recover from his own bout with cholera. He then came to Belleville, Illinois. At some point Louis opened a soda factory in Belleville; family lore places the date as 1854 (incidentally, the soda factory was located at the east side of S. 2nd

St., between Spring & Richland, next to a couple of Belleville's early breweries).

It is not known if Abegg sold or leased the soda factory during his time in Collinsville. Following his stint brewing beer with Henry Mayer, he returned to live in Belleville. Louis continued in the soda business for many years, selling out to August Koob shortly before his death in 1879.

With his brewing background, Louis Abegg was almost certainly the man who came up with the idea of opening a brewery in Collinsville. It is hard telling how he ended up partnering with Henry Mayer, perhaps he just needed the additional money that Mayer could inject into the business. The pair did not end up getting along very well, though, so Abegg's time at the Collinsville Brewery was brief.

Louis has left his descendants some interesting heirlooms. One is a copper kettle that was so special to him that he brought it from Switzerland to America on the boat. While too small to brew much beer in (the Collinsville Brewery used a much larger brew kettle - Illus. 9), family legend has it that Louis used the vessel to make absinthe.

Is it too wild for us beer folks to speculate that Louis may have used the kettle to brew test batches? Regardless, today his family still uses the old kettle, for making apple butter!



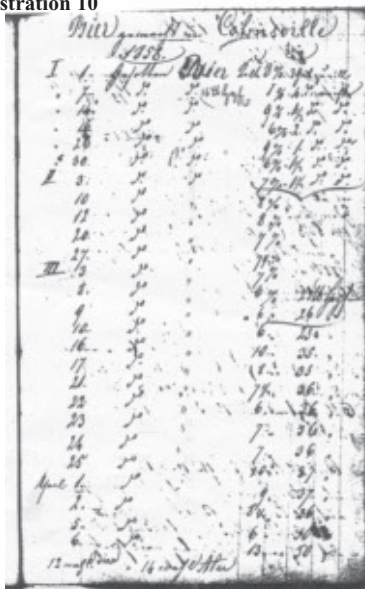
Illustration 9

Like his partner Henry Mayer, Louis also kept a journal. And just as remarkably, it has also survived to this day. Unlike Mayer, English was not Abegg's language of choice, rendering the 2 ½ pages that mention the Collinsville Brewery a little less accessible.

But a visit to a local professor of German (as well as a former homebrewer) helped render most of the document understandable.

The first page lists (Illus. 10)

Illustration 10



each brewing made in early 1858, with what appear to be measures of alcohol content (which, incidentally, are all over the board) and the amount of hops used. The next page is similar, and mentions two different sizes of kettles.

Alas, what appeared to be a possible beer recipe on the final page turned out upon translation to be various notes about the brewings. They do mention a 23-barrel brew kettle and a 33-barrel mash kettle, plus measures of malt, hops and water (the yeast, at least in Abegg's



Illustration 11

mind, must have been a given).

Another notable aspect of this diary is the picture glued to its inside cover --- a drawing of the Abegg Brewery in Switzerland, apparently taken from some sort of letterhead or calling card (Illus. 11)! When Abegg's great granddaughter Emma Hemmer visited Semen, Switzerland in the 1970s, she found the brewery building still standing, being used as part of a ski resort.

BISCHOFF BOTTLING WORKS BREWED?

In 2003, direct evidence was found showing that another Collinsville concern must have brewed. While attending the Collinsville Beer Can and Breweriana Show, which is held in conjunction with a bottle show, at the latter the authors ran across a weiss beer-type bottle embossed "Bischoff Bottling Works, Collinsville". (Illus. 12, next page)

Although aware that this company had produced soft drinks, this bottle came as a total surprise. In fact, we were so stunned that before either one of us had time to react, the bottle was snapped up by another collector! Fortunately the local historical museum acquired another example of this bottle, affording a closer examination and a photograph.

Weiss beer was a popular drink in various parts of the country from the final decades of the 19th centu-



Illustration 12

ry up until Prohibition. Light in color (hence the name "weiss", which means "white" in German) and low in alcohol, it was typically placed in unique brown bottles with ceramic stoppers. (Illus. 13)

Originally brewed in the Old



Illustration 13

World using only wheat malt, other malts came to be used for making weiss beer as well. Berlin weiss was perhaps the most celebrated, which generally used 2/3 wheat malt and 1/3 barley malt. Corn was often used in parts of the United States. Weiss beer was unusual in that it was bottled while still fermenting, thus continuing to do so in the bottle.

The original Bischoff Bottling
The Breweriana Collector

Works in Collinsville was started prior to 1860 by a gentleman named Bassett. Located near Henry Mayer's Brewery, it closed a few years later and was then used as a school for a number of years. Later, Bernhard Bischoff, who had been working as a soda delivery man in nearby O'Fallon, rented the building and returned it back to a soda works.

It appears Bischoff moved his business to 155 North Seminary Street around the turn of the century. The new site even featured a swimming pool and Turkish bath! In 1908 Bernhard turned the business over to his son Henry, who later sold the factory to his son-in-law John Van Arsdale, who affixed his own name to the operation.

It is unclear just when the weiss beer was bottled, or if it was produced at one or both sites. A more recent newspaper account, by a

man who worked at Bischoff as a youth, mentions the production of weiss beer, although this telling states the weiss beer was non-intoxicating. This fellow also recalled the production of sarsaparilla, lemon and strawberry flavored soda, and a concoction Bischoff called "Syn-Par", which was sold in dark 6-ounce bottles (a clear Syn-Par bottle was also spotted at a recent local auction).

Since the bottle pictured here (Illus. 14) looks just like those used by the numerous weiss beer brewers in nearby St. Louis and East St. Louis, complete with a porcelain stopper, we must deduce that it is a beer bottle instead of a "Syn-Par" bottle, and that Bischoff Bottling Works did indeed brew!

Both Kevin Kious and Donald Roussin are members of the National Association *Breweriana* Advertising, and items from both of their collections were used in preparing this article. Sources included: *Collinsville, A Pictorial History*; the 1866 *Madison County Gazetteer*; various U.S. census records, city directories, land records and city board minutes; *The Edwardsville Intelligencer*; *The Collinsville Herald*; the diaries of Louis Abegg and Henry F. Mayer; Holmes and Arnold's 1861 *Atlas of Madison County*; and Rinker, Hagnauer and Dickson's 1892 *Atlas of Madison County*.

The authors would like to thank the following individuals for help in the preparation of this article: Doris Bauer, Harold Graf, Floyd Sperino, the staff at the *Madison County Historical Society Library*, and Dr. Doug Simms of the *SIUE German Department*.



Illustration 14

Editor's Note: Ken & Don are working on additional histories of obscure and little known breweries of Illinois. Look for their next story in the Spring 2005 issue of *Breweriana Collector*.



Auction Hysteria

By Robert Hajicek

This time we have small breweriana like bottle caps to big exotic specially make automobiles for the collector who thought he has everything.

1. Miller High Life Porcelain Sign, 33" x 48" Miller Brewing Co., Milwaukee, WI\$420.
(reserve not met)

1.



2. Dubuque Star Etched Glass Dubuque Star Brewing Co., Dubuque, IA.....\$345.

2.



4.



3. Gopher Club Brew Opener Engesser Brewing Co., St. Peter, MN\$80.

3.



4. Falstaff Postcard with Calendar Wm. J. Lemp Brewing Co., St. Louis, MO\$130.

4.



5. Auto City Stock Certificate Auto City Brewing Co., Detroit, MI.....\$140.

5.



6. Kiewel White Seal Beer Knife Kiewel Brewing Co., Crookston, MN\$381.

6.



7. Esslinger Little Man Ale Bottle Caps, lot of 27 Esslinger's Inc., Philadelphia, PA.....\$266.

7.



8. Jordan Wood Keg Schutz & Hilgers Jordan Brewery, Inc., Jordan, MN\$309.

8.



9. Old Monterey Bock Bottle Cap
Monterey Brewing Co., Salinas,
CA\$92.

9.



10.



10. Princeton Pale Tap knob
Princeton Brewing Co., Princeton,
WI\$685.

11. Cremo Ale & Lager Tin-over-
cardboard sign, 9" x 6" Cremo
Brewing Co., New Britain, Ct
.....\$329.

11.



12.



12. Hamm's Plastic Bear Pole
Topper, 29" tall Theo. Hamm
Brewing Co., St. Paul, MN
.....\$787.

13. Rainier Tray, 13" diameter
Seattle Brewing & Malting Co.,
Seattle, WA\$202.

13.



14.



14. Extra Dry Paper Label
Falk, Jung & Borchert Brewing
Co., Milwaukee, WI\$380.

15. Champagne Ale Bottle Cap
Brewery unknown\$76.

15.



16.



16. Pearl Foam Tin-over-card-
board, 13" x 9" Mt. Clemens
Brewing Co., Mount Clemens, MI
.....\$367.

17. Ph. Zang/C. A. Lammers
Bottling Co. Tray, 13" diameter Ph.
Zang Brewing Co., Denver, CO
\$346.

17.



18.



18. 1930 Cadillac Bevo 11.
Boat-mobile by Anheuser
Busch, Anheuser Busch Brewing
Co., St. Louis, MO\$90,000.
(reserve not met)

18.



The color photo is the boat-mobile for sale and the black and white photo is vintage 1930-31. The eBay description had a lot of information on Bevo and mentioned that eight of these boat-mobiles were commissioned by Anheuser Busch for promotions and this is the only surviving one.



Computer Corner

The response to the first couple of columns on Computers was mixed. Those who use computers routinely found them interesting. Those who work with quills found them worthless!! How about you? This issue tries to answer a question tossed our way at the Convention.

Q I have noticed recently a change in my computer that involves a bunch of little red Xs when I am looking at websites. What are those little white boxes with the red Xs in the center? They look like you should click them to go somewhere important!

X marks the box

A Dear X. Join the crowd. Several things could be going on. If you are seeing the white boxes and red Xs in Internet Explorer, this is a clue that something that was supposed to appear on that Web page was lost.

When you go to a Web site, files from that page are downloaded to your computer. In most cases you will see a main page, graphics files, picture files and probably some ads.

The empty frames are likely pictures that failed to download. This is probably not a problem with your computer, but with an Internet server. You might have Internet Explorer set up to block pictures. Determine that by clicking Tools>>Internet Options. On the Advanced tab, under Multimedia, be sure to select Show Pictures.

The possibility exists that the graphic is in a form that Internet Explorer cannot read. IE can read files ending in extensions of avi, .mpg, .gif, .jpg, .mpeg, art, .wmf, .emf, .png, .mov, .xbm, and .bmp.

To see if you are missing the file's extension, right-click the red X and select Properties. Look at the location address under Image Properties. The address will end with the file's extension.

In order to make sure that Internet Explorer has the capability of reading ActiveX controls, Java programs and cookies, click Tools>>Internet Options and choose the Security tab. Hit the Default button if it is enabled, then repeat with the Privacy tab.

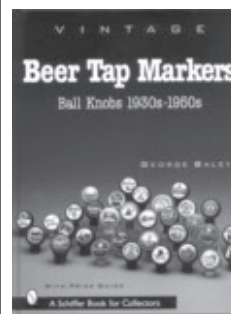
Also missing may be a Java interpreter, called the virtual machine. Invented by Sun Microsystems, Java

is one of many computer languages. This interpreter converts Java into a form of code that Windows can read.

Sun Microsystems has a site (<http://www.java.com/en/index.jsp>) where you can download the interpreter. The Java programs may be integral parts of the site you're viewing. Or they could be ads.

Some Norton products may also be configured to block ActiveX controls, scripts, Java programs and ads. Symantec, the maker of Norton products, has information on changing that at their website: <http://service1.symantec.com/SUPPORT/nip.nsf/docid/2001021911022836>

Hope that helps.



Vintage Beer Tap Markers Ball Knobs, 1930s-1950s

Following the end of Prohibition on April 7, 1933, through the mid-1950's, a style of tap marker nicknamed the "ball" knob was widely used. More than 2000 colorful ball knobs are presented in this comprehensive and unique book representing 1000 brands of beer manufactured by over 550 breweries. The history of ball knobs, dates of use, grading, and pricing are included. 8 1/2 x 11, 192 pages, hard cover. Retail price is \$39.95.

**NOW AVAILABLE! \$39.00 PPD
For your copies contact:**

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

**Email: gbaley@comcast.net
219-325-8811**



Let's Talk Breweriana

By Rich LaSusa

Inspiration is a commodity writers would like to have in warehouse quantity. (A warehouse full of breweriana also would be a nice thing.)

But those who practice this avocation called brewery and breweriana historian know that inspiration is only one small part of the equation.

Work-digging for the facts, the truth, and the "real" story-is the constant in that equation. Work can sometimes be fun; but mostly it's tedious, monotonous and frustrating. It actually can help the most obtuse of us overcome a deficit of knowledge about a subject.

Diligent work can help solve some of the knotty problems and perplexing "mysteries" that have created some healthy, and sometimes heated, debates among brewery historians. With long and hard work, we sometimes can put together the pieces of a breweriana history puzzle. We can connect dots that seem too independent or unrelated to reveal a clear picture about a brewery, person, beer sign, label or any other item relevant to a brewery. It's amazing how much clarity there often is after you work on a problem long enough. And then you hope others-particularly those on the other side of an issue-are able see the solution as clearly as you can and accept the results.

I admire and respect those who do their research work thoroughly and with precision. The stories that result usually flow effortlessly and inform and entertain. The dots are connected and puzzle pieces are in the correct order. We learn why and when a label was created or for whom or why a sign for an obscure beer brand was made and

where it was distributed.

NABA and other organizations within the breweriana-collecting community are fortunate to have many historian/writers who work at the highest level.

Information, even if it published many times over the years with the appearance of authenticity, is not necessarily fact. Erroneous information can take on an aura of authenticity because it has been published frequently and becomes accepted as fact.

Even if the information provided by, let's say, an invoice or a piece of correspondence is not always iron-clad conclusive evidence, it still can be used to help extrapolate-about the origins, history or even the existence of beer cans, brands, pieces of breweriana or an event-in a more honest and objective manner. We can better deduce and draw logical conclusions, from this information.

All writers make mistakes, sometimes draw incorrect conclusions or make flawed assumptions. Most make an honest effort to "get it right." We sometimes interpret information incorrectly, but we do our best to correct "errors" when presented with certifiable, provable facts.

It was Thomas Edison (of course, it could have been my father or my high school math teacher) who once said "There is no substitute for hard work." Another of Edison's more memorable aphorisms is "Genius is one per cent inspiration and ninety-nine percent perspiration." I don't know about the genius part, but sometimes we have to sweat profusely in our attempts to develop meaningful and accurate columns and feature stories and to solve problems that seem insoluble. Some-ideas and writers-are

brighter than others (a little Edison humor), but we personally do our best to fill this space in each issue of *The Breweriana Collector*.

A re-reading of the excellent "So you want to do a little Brewery Research?" article written by Kevin Kious and Donald Roussin in the Fall, 2003, issue of *The Breweriana Collector* gave me the inspiration to dig into my archives and review one of my favorite sources of information-company documents. They are a vital part of the ephemera genre Kious and Roussin wrote about in their article.

I equate company documents and records-bills of sale, order forms, internal memos, correspondence, salesmen's log books, bills of lading, financial records and related documents-to what I believe trial lawyers call "best evidence," the best available proof. This material carries far more weight than speculation, conjecture, assumptions and supposition-or the concocted, contrived "facts" that have been creeping into brewery history stories-and certainly into descriptions of breweriana in eBay auctions-with disturbing frequency of late.

Routine pieces of business paper, unless they are colorful letterheads with standout graphics, are some of the least-glamorous ephemera available to brewery historians. But they're some of the best for gathering facts.

Ephemera is defined as a limited-use item, a piece of paper, for instance, that is not supposed to last for a long time. I define it as priceless! Ephemera is an odd-sounding word and sometimes a little tricky to spell. Obtaining these useful documents can be even trickier. When one has the opportunity to acquire such materials, in

DE TAP MARKERS 135



YOUR BEER
DESERVES *GREEN DUCK*
ROUND TAP MARKERS

(Besides, States are requiring them.)

R O U N D !

Green Duck Round Tap markers fit the hand—are preferred by the man behind the bar. Brewers everywhere are adopting them, even brewers who had already ordered others. Green Duck also makes Etched and Litho Drainboard Markers.

GREEN DUCK'S ROUND TAP MARKERS DO DOUBLE DUTY: PERMANENTLY IDENTIFY YOUR BEER AT THE POINT OF SALE AND PROTECT THE DEMAND YOUR OTHER ADVERTISING CREATES!

Deep-etched on the curved METAL disc, your brand name is carried well up on the high-polish bakelite ball. Rich baked enamel colors fill design or background. No change of equipment necessary. Adapters for attaching to tap handle are included free, and height extensions at slight additional cost—with all markers. Green Duck Tap Markers are Union made, and can bear the Union label if wanted.

Send Us Your Label

WITH COUPON BELOW FOR FREE SKETCH SERVICE AND PRICE QUOTATIONS. Green Duck Co., Mastercrafters in metal since 1906. Advertising Buttons, Emblems, Metal Signs, Etched Beer Foam Scrapers, Keg Tax Stamp Nails.

GREEN DUCK COMPANY,
1725-1741 W. North Ave., Chicago.

Without obligation, we are enclosing beer brand label of which you are to prepare artist's colored sketch showing it on:

Round Tap Marker } in _____ colors
or
Drainboard Marker }

About _____ is the quantity I have in mind.

Name _____

Brewery _____

Address _____

quantity, as this writer did on a few fortuitous occasions, one must take advantage.

(Of course, this writer will avoid going into detail about how he did not take advantage of an opportunity to acquire just about every scrap of paper saved for more than 60 years by a well-known brewery industry magazine, selecting only

what appeared to be "important" documents at the time. So much for genius! So much lost forever to a landfill!).

A bill of sale, one example of ephemera, may be useful to record a business transaction and to satisfy the needs of company accountants and bookkeepers. Other than that, it's a scrap of paper that has no lasting value. Unless you're a historian.

A file full of seemingly worthless old business forms has provided a wealth of knowledge about ball knobs and inserts created for the Manhattan Brewing Co. by the Green Duck Co. of Chicago during the early 1940s. They were part of what Kious and Roussin call "treasure troves of file cabinets." In the Green Duck files were invoices for more than 3,000 ball knobs and inserts!

The Green Duck Co., located at 1800 W. Roscoe St. on Chicago's North Side, made thousands of tap knobs with insert markers for Manhattan and other breweries. It was established in 1906 and touted itself as the "Mastercrafters in Metal." Its corporate logo was a circle with what appears to be a mallard duck floating on water. The logo was called "The Mark of Quality."

Green Duck manufactured advertising novelties (including ball knobs and inserts and foam scrapers), badges, buttons (pin backs, including official buttons for The Beatles in the 1960s), emblems, metal litho point-of-sale signs (including some for breweries), beer trays, etched nameplates and outdoor advertising signs.

The invoices and production forms in my possession provide written descriptions only and are not accompanied by drawings or photographs of insert markers or ball knobs.

Among the more intriguing invoices and production forms are those for tap markers for Cream Top, Badger, Old Wisconsin and All

Star beers. Cream Top and Badger were the two major brands of the Whitewater Brewing Co., Whitewater, Wisconsin., of which Manhattan had a propriety interest, including distributing beer for that small, struggling southern Wisconsin brewery in the Chicago area during the late 1930s and early 40s.

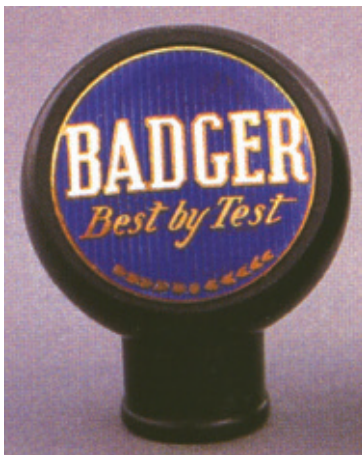
On January 26, 1942, Green Duck billed Manhattan for the manufacture of 100 Cream Top ball knob inserts. The charge to the brewery was 35 cents each! Yes, your math is as good as mine. That's \$35 for 100 Cream Top tap knobs! I'll take them all! What do you think a mint Cream Top ball knob would bring on eBay or in a NABA breweriana auction today? An earlier order, from Sept. 6, 1941, 100 Cream Top knobs cost the boys at Manhattan 36.5 cents each.

CREAM TOP (Knob 1): As described in the Green Duck invoice, the Cream Top insert had a "gilding" (gold color) finish and a face of baked enamel. The letters Cream Top (the colors are not described) are centered and the letters spelling Whitewater Brewing Co. in the lower portion of the marker's circle are in black on a white background.

What really caught my attention was the shipping destination for these inserts—Ann Arbor Brewing Co., Ann Arbor, Mich. I know why Cream Top knobs that carried a Whitewater Brewing Co. mandatory were billed to Manhattan. But I can only make an educated guess why they were shipped to Ann Arbor. I fully understand Manhattan's relationship with Whitewater and have the docu-



Knob 1



Knob 2



Knob 3



Knob 4



Knob 5

mentation for it, but the Ann Arbor picture is not in clear focus. Based on fragments of information in my files, it appears that Ann Arbor distributed Cream Top for Manhattan (and Whitewater) in eastern Michigan for a short time prior to World War II. I've been told that Ann Arbor was struggling to fill its capacity and took on the Cream Top brand to help boost its sales. Ann Arbor also brewed and marketed Cream Top under its own name later in the 1940s.

Ann Arbor was a small brewery that opened in 1933 as A. A. Brewing Co. and changed its name to Ann Arbor in 1937. It closed its doors in 1949. During prohibition, from 1920 to 1933, Ann Arbor did business as the C. A. Connor Ice Cream Co. Records show the brewery had at least eight other names during the pre-prohibition

era. I'm sure Michigan breweriana collectors know more about this business than me. Your stories are welcome.

BADGER (Knob 2): Manhattan was shipped 250 of these knobs on July 10, 1941 and was billed. \$158.75. At 63.5 cents each, this is the most expensive ball knob in my Green Duck order forms. The Badger markers had buffed bronze highlights, with a background of blue transparent fired enamel and vertical lines. Badger was in white outlined letters; the words Best by Test in raised letters. In the lower portion of the circle was a raised wreath design. The inserts were mounted on black flat-enamel knobs. OLD WISCONSIN (Knob 3): On February 26, 1941, Green Duck shipped to Manhattan 150 of this fired-enamel insert of black/cream/red on a cream-color

background. At the top is a barley design. In the center is a red circle and "character" in black and "gilding." In outlined letters are the words Old Wisconsin, with the letters O and W in red enamel and the balance of letters in black. Lager is in raised letters. In the lower part of the circle is Manhattan Brewing Co. in black. The inserts were mounted on black flat-enamel knobs. They cost the brewery \$59.25, or 39.5 cents per knob! What a bargain! A smaller order of 100 on November 20, 1941, cost Manhattan \$52, or 52 cents each.

ALL STAR (Knob 4): The invoice provides no description of this insert or knob. But 155 of these were shipped to Manhattan on March 8, 1941, and the brewery was billed \$659, or 42.5 cents each.

MANHATTAN ALE (No Picture): There were only a few orders in 1941 and 1942 for this knob. It has red and white-fired enamel face, with a red background and a lacquered "gilding" finish. At the top of the marker is a shield with the familiar MB CO. monogram. Across the center is the word Manhattan in white enameled letters; the word Ale is in raised letters. In the lower circle were the red sunken letters Manhattan Brewing Co. The inserts were mounted on red flat-enamel "Daka-Ware" knobs. A note on the invoice cautions: "Word Ale instead of Beer."

MANHATTAN BEER (Knob 5): This and the Canadian Ace Beer were the most "common" of the ball knobs made for Manhattan. They were identical to the Ale insert, except for the word Beer. Manhattan Brewing Co. is in small



Knob 6



Knob 7

background. At the top is a barley design. In the center is a red circle and "character" in black and "gilding." In outlined letters are the words Old Wisconsin, with the letters O and W in red enamel and the balance of letters

black letters. This insert also was mounted on a red flat-enamel knob. Both the Ale and Beer cost the brewery 42 cents each. I believe I bought the Beer knob from a collector for \$350 in 2002- and was happy I did.

CANADIAN ACE ALE AND BEER (Knobs 6 and 7): These are the same, except for the words Ale and Beer. They have a buffed "gilding" finish and a fired enamel face of red/blue/white/black. At the top is the Canadian Ace shield flanked by two lions. The shield's left half is red with a white design and the right half blue with a white design. In black raised letters is Canadian Ale (or Beer). In the lower circle are the black raised letters Manhattan Brewing Co. They were mounted on black fired-enamel knobs. One invoice was for 350 Beer for \$147 (42 cents each) and another for 100 Ale for \$58.50 (58.5 cents each). The word Brand is not mentioned in the descriptions, but that word is on the face of the Canadian Ace Beer tap markers from this era in my collection.

Most of these knobs were shipped with brass bushings, but no adapters. Those were billed separately and cost about eight cents each. In a billing statement from Dec. 31, 1941, Manhattan received 766 ball knobs and 50 threaded adapters for \$372.83. Now that really was a good deal!

This is just a small sample of the amount and quality of information that can be garnered from "throw-away" brewery documents.

I have file folders filled with all types of documents-reams of ephemera-that cover a wide range of breweriana and brewery history subjects. These include product development, the creation of point of sale pieces and marketing practices. Some tell stories about Manhattan relationships with other breweries and some provide detailed information about Manhattan and its national network of distributors.

This trove includes folders filled with correspondence between Manhattan and The Edward A. Muth & Son, Inc. of Buffalo, N.Y. It tells us how, from the ground floor up, the Manhattan mini bottle salt and peppershakers were created by Muth and how and where Manhattan marketed them during the late 1930s and early 1940s.

Other files contain documents that describe how most of Manhattan's coveted opening instruction and other IRTP beer cans came into being and when and where they were distributed and by whom. Still others provide information about bottle label design, production and distribution. These order forms are dated, which helps to pinpoint when a label or other product was being used. You can't get much more conclusive than that.

The Manhattan materials, and research done subsequent to their acquisition-including more than 100 hours of interviews with men and women who worked for Manhattan and other Chicago breweries-will form the core of a book I am writing about Manhattan and, more narrowly, the Chicago brewing industry in the post-prohibition era.

The book will reveal information not readily available in the public domain or not available at all beyond what is in my possession or interviews. Collectors and brewery historians will have the opportunity to share much of this information. I have been the keeper of this trove for nearly a quarter of a century. The burden of stewardship has become too heavy to bear alone.

The book hopefully will tell a more complete and accurate story of Manhattan and its relationships with other breweries, such as Whitewater, and the development and marketing of Manhattan's famous products. It will include information about the brewery's more exotic beer can brands and elusive breweriana, some of which

may not even be in collections today. The story will be based on facts gleaned from tens of thousands of documents, on the "best evidence" taken from materials prepared by executives and employees of Manhattan Brewing Co. and used by them in their daily work. It is ephemera of immeasurable significance.

Some good stories about Manhattan have been published-as have some not-so-good- stories that have been replete with error and falsehoods and reeking of a misunderstanding or an ignorance of well-documented history. We'll do our best to improve on the good stories and will attempt to solve some of the mysteries that have helped to create the enigma that is Manhattan. We also will refute the shoddy work, the ridiculous claims about Manhattan and Alphonse Capone that are treated as fact among some collectors.

Some say publication of this book is long overdue, and that I acknowledge. My delay in writing it, which has drawn the ire of friend and foe alike, is directly related to the enormous task of reading just about every scrap of paper that filled more than 32 file drawers, "stuff" that should have been pitched by some janitor 60 years ago and, thankfully, wasn't. It has been a daunting, sometimes overwhelming and certainly time-consuming task.

It has taken years to connect dots and fit together pieces of a puzzle for which I had little or no design. The information I have will add to an already solid body of brewery history knowledge. It will be a story one hopes historians and breweriana collectors will find enlightening, entertaining and useful.

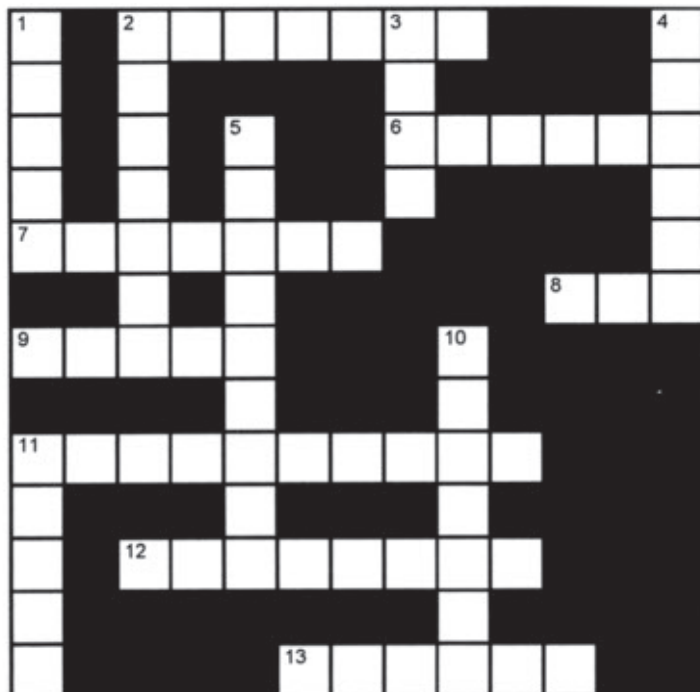
I can assure you there will be some surprises.

Rich

CROSSWORD PUZZLE

Beers with Animal Names

This issues crossword puzzle is based on beers associated with animals. In some cases the animal name is in two words. For those instances, the clues have a (2) at the end indicating two words were joined.



ACROSS

2. Roamed the plains
6. Don't be Stubborn
7. Blushing feline (2)
8. Crafty as a . .
9. Can you soar?
11. Pale mount (2)
12. A St. Louis favorite
13. Naggy spouse

DOWN

1. He never changes his stripes
2. Mut that won't give in (2)
3. King of the jungle
4. Cagey but blushing (2)
5. Not brown, not black (2)
10. Wild horse
11. Looking for the girls

SOLUTION FROM LAST ISSUE - 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
13. Lady in a bonnet

DOWN

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



Executive Secretary's Report

By John Stanley, Executive Secretary

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

Your Executive Secretary would like to wish everyone a Happy New Year. May 2005 bring much camaraderie and many new additions to your collection. Make plans now to attend the NABA Convention in South Bend, IN. In the near future, I hope many of you will also attend the Blue-Gray Breweriana show in February. It is always a great show with the Spring NABA board meeting being held there on Friday.

George Baley and I decided to mail the directory with the Winter BC issue and you should find the 2005 NABA Directory enclosed. The timing and work involved was

the main reason for the directory being issued now, instead of with the Spring issue. Renewal slips and Convention information will be sent with the Spring BC issue.

It is time to enter nominations for NABA Board positions. Four NABA Board positions are open for this year's election. Any NABA member can nominate themselves or you can nominate another member. If you nominate someone else, make sure they know you are doing so. Board members are expected to attend the National Convention and two other meetings (one in the Spring and one in the Fall).

If by chance, any of your

address information has changed, please send any corrections to the address above. I would like to welcome the new members listed on page 35. Take the time to correspond with new members, especially those who have similar collecting interests as yours. Sharing information and collections is what NABA is all about. Special thanks to George Baley (2), Larry Beauchamp (1), Bob Jaeger (1), Patrick Henry Chapter (1), eBay Auction (6) and the NABA Web Site (2) for recruiting these new members. Remember: get 5 new members and you get a year free.

John Stanley
Executive Secretary

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

Amundson, Erik

760 Mohawk Dr
Boulder CO 80303-2658
303-554-0061
erik@taverntrove.com
All Breweriana; Western US

Carlson, Craig L

4814 W Howard Ave
Milwaukee WI 53220-2113
414-321-9173
clcl63@netzero.com
All Breweriana; Wisconsin

Clemens, Richard

1514 Oak Haven Dr
Howell MI 48843-9140
517-546-5419

Dickey Sr, Col Samuel M

(Shirley)
7379 Highway 63 S
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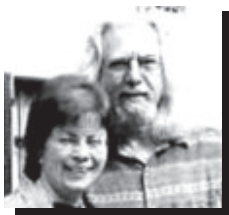
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Travels with Brewster

By Fred & Mary Clinton

You may recall that in the last issue we decided not to rush to judgment on the beers we sampled while in Wisconsin for the NABA show. Instead, we thought we would allow some perspective to develop on them. We also decided to emphasize those that were not covered on the bus tour, as many of you had a chance to taste the tour beers on your own. And so, without further ado, here is our report of our beer travels in Wisconsin.

Our first stop was at Randy's Funhunters Brewery in White-water. This is a small college town in the heartland and we had been told not to expect too much from the place. It was quiet on the mid afternoon we arrived, but we were treated quite well by our knowledgeable bartender, Jenn. She informed us that the business had been a restaurant since 1972 and that they had been brewing since 1994. "Randy" had just retired and had sold the business to his daughter and son-in-law.

On our visit, there were five beers on draft, and Jenn advised that they try to keep five or six on all the time. The selections were as follows: Warhawk Wheat, Tye the Knot Rye, Amber Lager, Pale Ale and an Oatmeal Stout.

The wheat was very citrus-y and was definitely in the American style with very little banana or clove flavor. In fact, even Fred could drink it because it was so un-wheatable. The Rye was crisp and light, a very nice hot weather beer. You could taste just the hint of rye flavor, which was pleasant. The amber lager was a decent example of the style, although not as hoppy as many in this category.

The Pale Ale was also very full of citrus flavors, and was hoppy as well with a decent Cascade finish. The stout had a decent flavor, but we would have liked to see more body on this one. It was a little thin for our tastes. All in all, we did not find any

of the beers deserving of the Four Paw Pick. However, they were all good, palatable beers.

We should also point out that this was a good stop for the collector, as they did have a nice selection of pints and tasting glasses as well as an array of shirts.

Back in Milwaukee (which, by the way, appears to have no "l" sound when pronounced by natives - more a Mi-waukee sound, but we digress) we tried two spots that were not covered on the bus tour, just so we could give you a flavor of all the variety that's available in this part of the Badger state. One of our stops was



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the Milwaukee (Mi-waukee?) Ale House. They had six beers the day we were there. They included the Downtown Lites Honey Ale, Solomon Juneau Ale, Louie's Demise Ale, Pull

Chain Pail Ale and a Sheepshead Stout; after sampling these, we discovered the Maker's Demise, but more on that later. They had recently had a Session Ale available as well, but it was out and a guest beer (Capitol Weiss) had replaced it.

Of interest to the collector, many of these brews are depicted on a two-sided coaster. On one side is a sepia tone ink sketch of a historical scene or person; the backside features a brief history or story, such as the explanation of who Louie was and the circumstances of his demise.

The Downtown Lites, as it's name suggested, was the entry-level beer and it was clean and clear. The Solomon Juneau was an ale made with Saaz hops, and was very much like a pilsner, although a little fruitier than a true lager pils. It was very drinkable, though, with good balance and a distinct Saaz finish. The Louie's Demise was an American style pale with a robust Cascade finish: a good brew to which Fred gave the thumbs up. The Pull Chain Pail Ale was advertised as Scotch Ale, and we found it a little on the hoppy side for the style: Fred liked it, although Mary would have liked a little more predominance of malt.

The Sheepshead Stout was of the oatmeal variety and was very creamy and had good roast flavor. There was nice balance and body and it finished with a pleasant dryness. Only after sampling all the beers to this point did we discover that there was a beer on cask as well. This was the Maker's Demise and it was an English Style Bitter. This is Mary's preferred brew and it was a tasty one indeed. It was easy drinking, with the low carbonation one gets out of the cask, and slightly dry. Perhaps not a session beer at 6.1%, but an excellent beer overall. It received our Four Paw Pick ****.

As an aside, our sampling partners that day, Frank and Vickie Zynda, also gave us input on these beers. Vickie is the wheat expert,

and she indicated that the guest beer, the Capitol Weiss, was quite tasty as well.

The Milwaukee Ale House is lodged in a great old warehouse structure with lots of wood and open space. All of their beers are housed in a large circular tower - quite a sight. Finally, they had a very nice selection of T-shirts and glasses for sale, too

Our next Milwaukee stop was Lakefront Brewery. As its name indicates, this is not a brewpub, but a brewery, although the crowd on hand in the giant tasting area on the day we arrived belied this fact. It appears that Lakefront has found an ingenious way to act like a brewpub without being one. They conduct tours (tour optional) at the price of \$5 for which you will receive at least four 8-ounce pours.

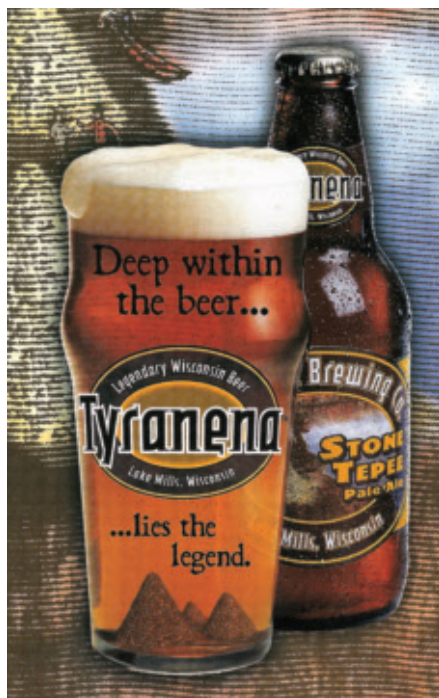
We sampled five beers on our visit, the Zynda's again providing input on the brews. The Cattail Ale was their beginner beer. It was clean and clear, with no hop flavor. It was easy drinking, and easily fit into the category we call "lawnmower beer". The Riverwest Stein was a lager was a very acceptable beer with nice balance between malt and the dry hop finish. By the way, the brewery does have a nice location along the river, hence the name we suppose.

The Cream City Pale Ale (many of the older buildings in the city were made of cream colored bricks) was a mild ale with some hop finish. It was not nearly as hoppy, however, as many in the American style of this beer. The Eastside Dark was another lager, but a dark, Bavarian style. It was very dark in color with a beautiful brownish red hue. It was also rich and malty in flavor. The last selection was the Klisch Pilsener which had no hop flavor at all, too much caramel and hints of diacetyl. We didn't care for it at all.

The Lakefront is a neat spot to visit, and they have lots of T-shirts and glasses in a well-maintained gift shop. Remember, however, that as this is a brewery and there is no food to be had, other than a few salty snacks.

Our last beer stop of the trip was

definitely the best, and we would like to thank NABA member Kevin Knitt for giving us the tip on Tyranena Brewing Company in Lake Mills. This is a small town just off Interstate 94 between Milwaukee and Madison. It, too, is a microbrewery rather than a brewpub, but it has one of the classiest little tasting rooms we have



ever seen, with a nice beer garden as well. This is a new operation, but it appears that the owners have spared no expense and everything seems to be top drawer.

We were lucky enough to get to sample eight different beers while we were there. They were as follows: Yah Der Hey Honey Wheat, Headless Man Amber Alt, Stone Tepee Pale Ale, Bitter Woman IPA, Rocky's Revenge Bourbon Barrel Brown Ale, Chief Blackhawk Porter, Bourbon Barrel Porter and Spank Me Baby Barley wine. Whew!

The Honey Wheat was in the American style, with minimal banana and clove undertones. It was not particularly wheat-y and finished well. The Amber Alt was a delicious beer with great malt/hop balance. We thought it was an excellent sample of the Altbier style. The Pale Ale was also well balanced and had great body and mouthfeel. It also had a nice, dry hop finish.

The Bitter Woman IPA (don't you just love that name!) was another excellent beer with good body. It was a clean beer with great hop flavor at the end. The bourbon flavor clearly predominated in the Brown Ale, and for those who like that sort of taste (Fred does), it was a dandy brew. The Porter was as advertised, both robust and dry with a strong roast flavor. This was not a porter for pansies!

The Bourbon Barrel Porter was over the top with bourbon flavor and had almost a vinous quality to it. The sweet essence of alcohol also came through. A little bit of this one would go a long way! The Barleywine weighed in at a respectable 9% and was delightfully sweet without being cloying. It was stuffed with malt flavor and was very warming on the finish. We would have liked to have one of these to savor in a Michigan winter.

Well, if it hasn't been clear to this point, we thought that all of Tyranena's beers, top to bottom, were excellent. Each one was clean and crisp and a very commendable representative of the style. In many instances, you will notice that we do not make a Four Paw Pick ****. In this case, it was very difficult to narrow it down to just one. (Oh, if only we had more time and hadn't had to drive!) After considerable negotiating, the Chief Black Hawk Porter very narrowly beat out the Spank Me Baby Barleywine, but you will certainly get an excellent beer in either.

By the way, each of the Tyranena beers has an interesting little story that goes with it as well. They also have an excellent variety of glasses and T-shirts available, too, although we passed on the Bitter Woman thong. All in all, a great stop, and one you should be sure to include on your next trip.

Well, that's all for now. Be sure to read next time, when we report on what happens when six NABA members head to beer Mecca - Belgium. Until then, CHEERS!

Brewster



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All advertising should be directed to:

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Ramada Inn; North on US Route 1 at I-95; Exit 126 (Massaponex Exit); Ray Johnson (703) 971-3549 or email morthbay1@comcast.net.
Note: The **NABA Board Meeting** will be held on Friday.

March 6 - Madison, WI

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Roadway Inn, Hwg 12-18 (Exit 142A) 4916 E. Broadway, Sun 9 am to 3 pm; Early buyers Sat eve 6 pm to 9 pm & Sun 7 to 9 am; Bill Mitchell (715) 341-6860.

March 17 - 19 - Ft. Mitchell, KY

29th ANNUAL LUCK O'THE IRISH-MINI CONVENTION & BREWERIANA SHOW

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July 8 - 9 - Waynesville, OH

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Rick Ordeman, (513) 460-8633 or email: rordeman@hullinc.com.

July 13 - 16 - Wilkes-Barre, PA

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August 2 - 7 - South Bend, IN

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August 31 - September 3 - Charlotte, NC

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September 17 - 18 -Somerset, PA

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October 8 - Mishawaka, IN

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November 27 - Blue Ash, OH

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August 1 - 6 - Louisville, KY

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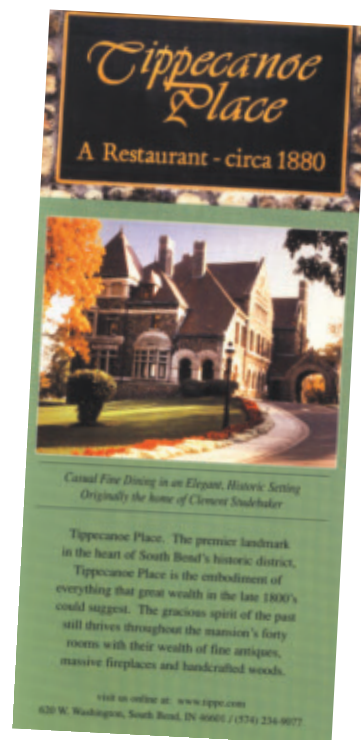
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