



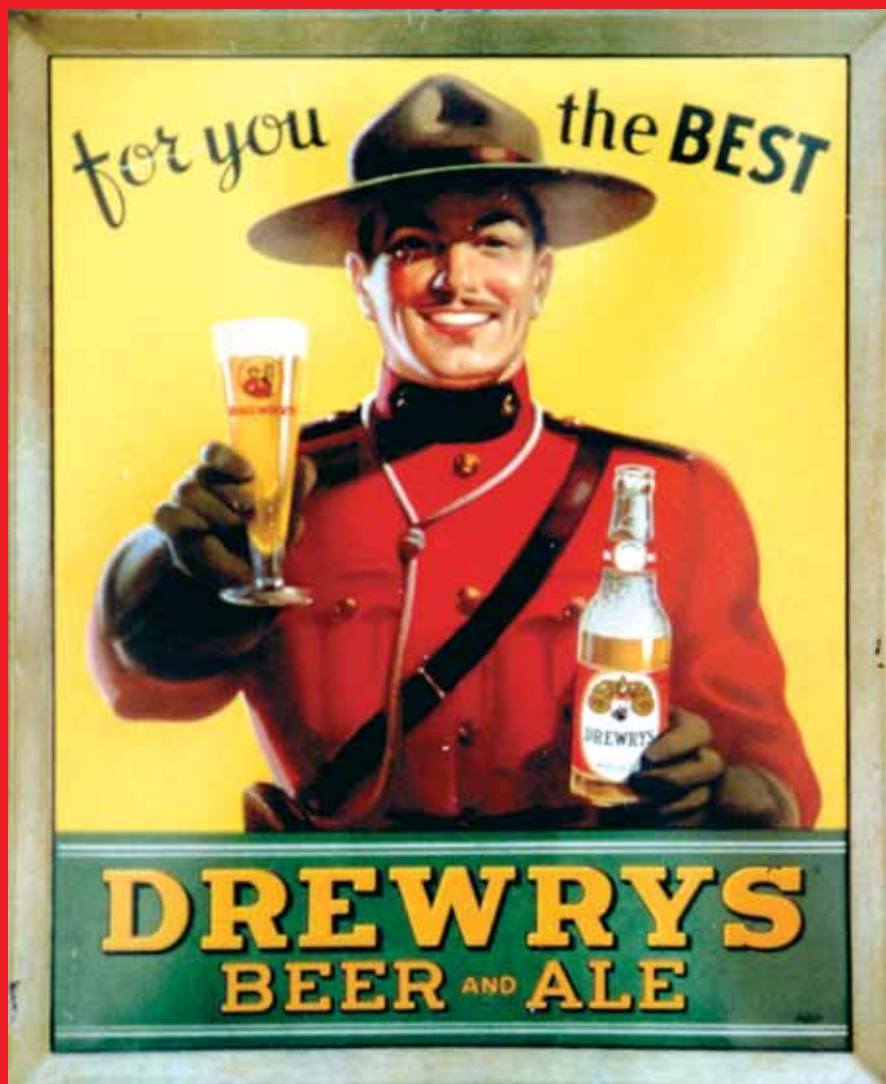
The BREWERIANA COLLECTOR

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

Volume 129

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Spring 2005



Fauerbach
Brewing Company
Madison, Wisconsin

Election Ballot

Illinois Button Signs

Marine, Illinois
Brewery

Michigan City's
Brewing History

VA Tax Paid
Crowns

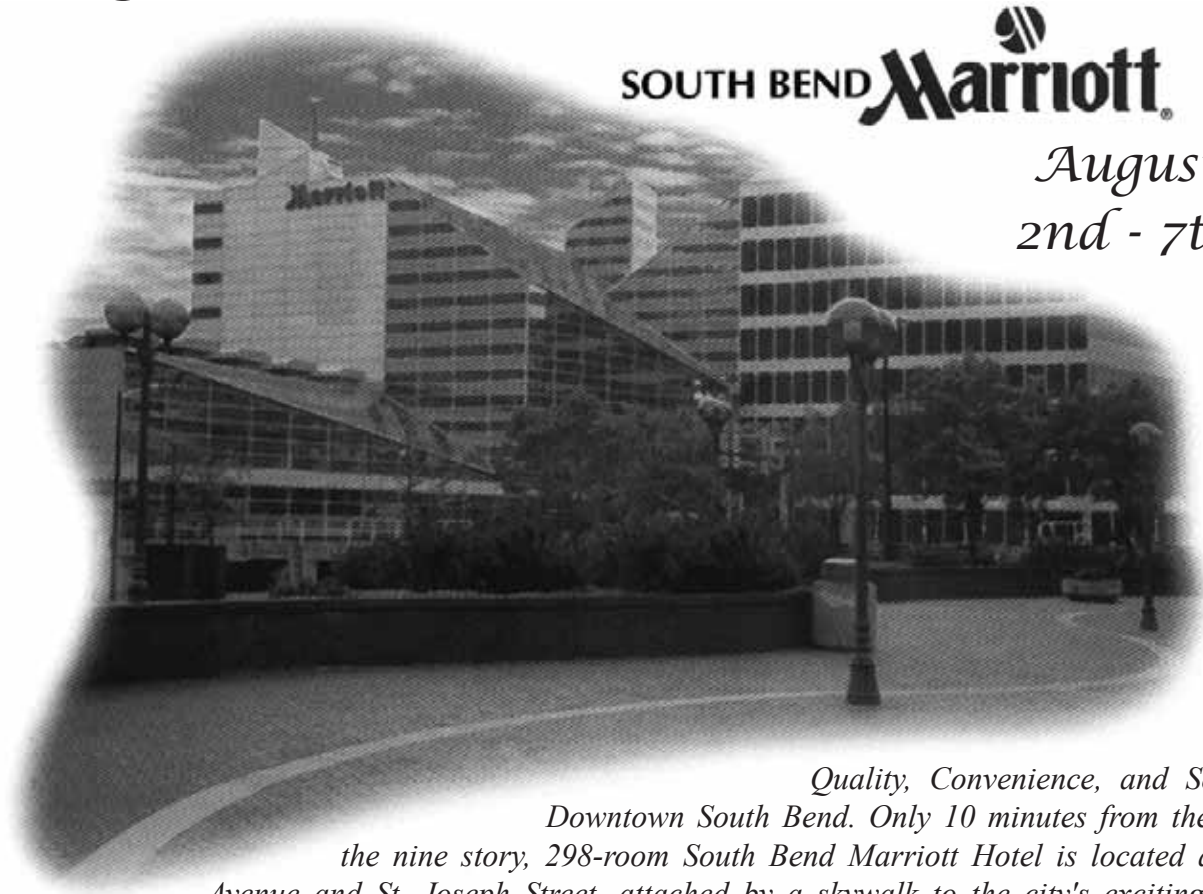
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The BREWERIANA COLLECTOR

SPRING 2005

#129

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COVER

The Drewrys mountie symbolic of South Bend Beer is the mascot for the 2005 NABA Convention. You will find this image throughout your time at the Convention.

PHOTO CREDITS: George Baley, Gary Bauer, Fred & Mary Clinton,
Mike Gisburne, Bob Hajicek, Don Roussin, and John Vetter.

Touring at the National



PHOTO 1

This year's Wednesday bus extravaganza will include visits to four old brewery sites, a micro-brewery, a sports bar for lunch and a chance to see a large back bar beer figurine collection.

Leaving the hotel promptly at 9:00 am, our first stop will be at the Drewrys site just 10 minutes from the hotel. Of course Drewrys and its famous Mountie is the omnipresent theme of this year's Convention. You will be hard pressed not to find that enforcer of Canadian justice on most everything you see and touch at the Marriott. The Drewrys site was abandoned in the early 1970s when G. Heileman bought the once proud label and proceeded to gut the entire building from stem to stern. While the basic structure remains intact, you will be saddened by the gapping holes where various pieces of equipment were removed shortly after closing the brewery. I have received permission for the tour group to access

parts of the site for a short visit and some neat picture taking. We will start a new tradition this year by having a group bus tour photo taken at one of the stops. What better place than the steps of the Drewry building shown in Photo 1.

Another 10-minute ride takes us to South Bend Brewing (Photo 2), home of the famous Hoosier beer. Again the site remains fairly intact and is now the home of a glass company and flea market. Other than a short stop for photos, I have not been able to arrange an inside look.



PHOTO 3

Moving on the LaPorte, our tour group will split into two parts. One group will visit the Back Road Microbrewery (Photo 3) where the Brewmaster Chuck will share his brewing knowledge and provide a sample of their beer. The other group will tour my home to peruse several hundred back bar statues, snack and sip a brew or two. After a flip-flop of the two groups, we will head to Michigan City for lunch at Mike Jones' Buffalo Wild Wings

Sports Bar. Mike as many of you know has been one of our auctioneers for the past quarter century. Mike promises a great lunch selection, plus a glass of beer of your choice from his multiple taps. All included in the price of the tour!

Next, we move 10 minutes up the road to the site



PHOTO 2

of the old Zorn Brewery. The building (Photo 4) was renovated several years ago into an office complex, which has since gone belly up! I am working with a friend who is a realtor in the area to see if we can arrange a quick look inside the building, which has maintained much of the ambiance of the original structure.

Heading back to the hotel, we will stop in Mishawaka at the Kamms & Schellinger Brewing Co. (Photo 5). This old brewery was saved a number of years ago by a local group, which converted much of the site to shops, restaurants and offices. The basic footprint of the building remains as it was in the old days and offers a nice photo opportunity for you shutter bugs.

Then back to the hotel for happy hour and some serious room-to-room trading. The bus is limited to the first 59 persons who sign up and can be had at the bargain price of only \$25, and that includes lunch!



PHOTO 4



PHOTO 5



President's Message

Winter is over and Spring is just around the corner. Now is the time to begin dusting those unwanted breweriana items and start setting things aside for the Convention in August. This year's Convention promises to be another highlight of the Summer and brings the NABA to Indiana for the first time in our 34 year history.

Joint Presidents Meeting: For the second year in a row, a meeting was held at the Blue Gray Show of the four Presidents. From left to right: George Baley (NABA), Mark Zeppenfelt (ECBA), Dave Gausepohl (BCCA) and Len Chylack (ABA). The purpose of the meeting was to share common issues to each organization and to learn whether or not there may be some common ground for joint cooperative efforts in the future. All participants agreed the meeting was valuable

and pledged to continue to meet each year and strive for enhanced interactions between each group.

Elections: Contained in this issue is your ballot for the upcoming election of four Directors to the Board for the years 2005-2007. If you want to run for the Board, but did not get your name in on time, please do a write-in at the bottom.



Even if you are not elected this go around, we will know your interest and will be contacting you to run perhaps next year. Persons elected will be announced at the business meeting on Sunday morning

August 7th. Please note the ballot is printed as part of the issue with a membership renewal form on the back. You may copy the form if you do not wish to "pull" the page from the issue.

Website: Delayed is not the word anymore. Because of work conflicts, Jason Myers has indicated he cannot complete the task of a redesign of the site. We are again out there seeking persons interested in participating in this activity and hope to move forward hopefully before the Convention.

Brewery Museums: A new Brewery Museum Happenings page now appears in each issue of the *Breweriana Collector*. Input on various museum projects comes from persons interested in the respective project and will be included in each issue when something is submitted.

George



From the Editor's Desk

I was pleased this quarter to have received several comments from members concerning things they would like to see in future issues of the BC. One of the more popular choices is the inclusion of more breweriana related articles. I am pleased to announce that John Bain of Bayside, NY has agreed to join the staff of the BC as a Column Editor and write an article around the theme of the Back Bar. For those of you who have attended the past two Blue Gray Shows, it was John who was responsible for putting together the great displays at the shows.

RIP

Interest (or lack of) in the Computer Corner and Crossword Puzzle columns over the past year has resulted in their demise. While a "neutral" rating was received in the Convention questionnaire, I felt the space would be better served to provide more articles along the lines of breweriana and history. Thus, the two columns are dead! A new feature that will be tried is a segment on Beerology. Here you will be able to test your beer knowledge. The first installment is shown on page 33 along with the solution of the last crossword puzzle.

In this Issue...

- Please note the Registration Form for the Convention is printed as an unnumbered page. Simply pull that page from this issue and return with your check to George Baley.
- The Membership Renewal Form likewise is printed in the issue. If you need to renew, please send the form and your check to John Stanly.
- The Board of Directors Ballot is also printed in the center ON THE BACK of the Membership Renewal Form. Even if you do not need to renew, please remove the form, vote and return to John Stanley for tabulation.



Chapter Doings

By Mary White

WELCOME GOBEL GANG!!

The newest chapter of NABA, was voted on at the NABA Board Meeting held February 18th in Fredericksburg, VA. The Gobel Gang is the 12th Chapter of NABA.

The Capitol City Chapter of NABA along with a couple of other chapters sponsored the 26th Annual Blue Gray Show in Fredericksburg, Va. February 16-19. This is a very well attended show and required two overflow hotels to accommodate the many collectors. There was a "BACK BAR" display by NABA member John Bain (who also is our newest BC Column Editor-see page 28). This display featured rare, premium quality, lighted breweriana of Pre-Pro to the early 1950's. Twenty-eight lighted signs, clocks, lamps and neons were selected from the collections of twelve participants from around the country. Also, a custom compilation of original Dixieland, swing and jazz recordings from the big band era of the 1930's and 1940's were playing while the display was running. John is to be commended for all his work in putting this display together. Incidentally some of these items were available to purchase or trade at the show. I believe John Bain will be sharing some of the photos of the display elsewhere in future issues of the BC.

The next Chapter Show was the Super Winter Swap, NABA Dog-Gone-Good Chapter at Mount Pleasant, MI. on February 26th. The show captain Gary Bauer (who provided all the pictures) started the activities at

10:00 AM. Even though it was an unusually brisk February day with temperatures hovering around 9 degrees, but with crystal clear skies, the parking lot was pretty full and 14 dealers were set up in the far end of the dining room. Food and drink were available at the bar. There were a lot of local collectors present in addition to the many dealers. Some quite rare and seldom seen breweriana pieces were available at this show. A major food attraction at this show was the Scotch egg. It was a hard-boiled egg, peeled then wrapped in a pork sausage batter mix, deep-fried and served with beer mustard. It was delicious! There also were nine micro beers on tap - all brewed here.

Ticket sellers Adam McShane, Mary Clinton and Vickie Zynda worked the crowd with MICHELOB DRY three-color neon being the main prize. Dan McShane conducted the raffle and John Coupie was the lucky neon winner. (Thanks Dave VanHines for the report and Gary Bauer for the pictures).

The "Luck O'the Irish" 29th Annual Mini Convention was held March 17-20 at the Best Western in Ft. Mitchell, KY. This show was well attended with collectors from California, Florida, Connecticut and all states in between, as well as Canada. The Super Friday night raffle was just as memorable this year as in previous years. I'll share more on the show next issue, as I need to get this column to press.

If you have a story and/or photos of your chapters show, and wish to share with the rest of our NABA family, please send them to



me. Thanks to those who do send items.

If you want to affiliate an existing chapter or breweriana group with NABA, please contact me or any NABA board member for more information?

Hope to see you at an upcoming Chapter show this year, or at the NABA Convention in South Bend, IN Aug. 2 - 7.

Check the Events of interest column, for upcoming shows.

Happy Collecting!!

Chapter Doings

*More Pictures from the Super Winter Swap
Thanks Gary for the pictures!*



*Send pictures of your show to
Mary for inclusion in the BC.*



Boiling in the Brew Kettle

By "Beer Dave" Gausepohl

The official close to the Coors Molson merger has arrived. The new name of the combined companies will officially be Molson Coors. This was decided over the fact that Molson was North America's oldest brewery. They will mostly be based in Denver, Colorado but will maintain a presence in Montreal. This combined brewer will now be recognized as the world's fifth largest brewing concern.

The ink on the close to this deal was barley dry when it was announced that the Memphis, Tennessee brewery will close in 2007. This decision came as it was also announced that the packaging facility they operate in Elkton, Virginia would be upgraded to a full-fledged brewery. This facility was built in 1987 and has mostly been a final packaging facility for the Coors' East Coast markets. Concentrated Coors products were shipped in patented totes by rail to Elkton and then cut with carbonated water and packaged into bottles cans and kegs. This process will end as a brew-house is added over the next year. Schlitz built the Memphis brewery in 1971. They operated the brewery until they sold to Stroh in 1982. In 1989 Stroh sold this facility to Coors. In 1990 after extensive remodeling Coors opened the brewery as their second facility outside of Colorado. This brewery has mostly been used for production of Keystone, Zima, Blue Moon, and beer for export. The hospitality room of this facility is a remarkably rewarding center. It is modeled after a late 1800's riverboat with a mural of the bluffs of the Mississippi River around the

Memphis area. Schlitz dubbed it the Memphis Belle when they opened the brewery. If you get a chance to visit this facility before the brewery closes I strongly recommend it.

Molson will unveil a caffienated beer to be called Molson Kick. Labatt will also release one known as Shok. This is a move to get on the bandwagon with Anheuser Busch who introduced B to the E this winter. McKenzie River the owner of Steel Reserve and St. Ides malt liquors created this market when they released their Sparks brand of caffinated malt liquor. Molson will unveil this product in the fast growing aluminum bottle package. The most exciting package to come along in the beer business has been the aluminum bottle. A-B has just released Michelob Lager and Light and also the Anheuser Busch World Select and also Budweiser. These four brands will help to move this package into the mainstream. This package is not cheap due to the fact that it uses more than twice the aluminum to make a 12-ounce. Can. This package has also helped to revive the sales of Iron City and move Pittsburgh Brewing Company into a year marked with a strong increase in sales. The Canadian firm CCL Industries makes the 12-ounce bottle, used for Iron City. Exal USA of Youngstown, Ohio produces the 16-ounce version being used by A-B.

On the European front Heineken has announced that they will begin selling Heineken Premium Light. After years of offering Amstel Light as low calorie Heineken they are ready to put their flagship brand on a low calo-

rie offering. The Dutch Brewer has also recently hired Brad Pitt and John Travolta to promote Heineken in a new ad campaign. InBev the world's largest brewer had a phenomenal year with a 54% growth in profits from their mergers and growth in emerging markets. They will also begin to sell their Brahma brand across the world. This brand which calls Brazil home is expected to compete with Corona and Tecate in North America.

Last year was a banner year for the non-national brands in the US beer market. Craft beer sales jumped 7% for 2004. This is the fastest growing segment of the industry. The over 1,400 small brewers continue to make this industry exciting and interesting. A success story, which follows this news, is the decision for Boston Beer the parent company of Samuel Adams beers to expand the former Hudepohl-Schoenling brewery in Cincinnati. This will free the grip some of the contract brewers have on Boston Beer. This 6.5 million expansion will allow this facility to operate 24 7 and produce over 800,00 barrels annually.

On a sad note the Barrelhouse brewery in Cincinnati closed on February 28th, 2005. The brew-house and brands have been sold to the Melanie Brewing Company. They will open a production brewery with plans to eventually bottle the Barrelhouse brands. This new facility will be known as the Heritage Brewing Company and Barrelhouse's former brewmaster Rick DeBoer will be their brewmaster.

Beer Dave



Labelology

By Bob Kay

THE EARLY COLLECTORS

I'm often asked where I get such old labels that have never been on a bottle. To help answer, let's take a look at some of the early collectors and how they built and dispersed their collections.

J. K. Schmidt from Cleveland, OH, collected both cans and labels. He began writing letters to breweries in the late 1930's and is considered the most persuasive and persistent of the letter writers. He was known to write breweries and request a complete and thorough search of their files for old labels. Then he would write back and chastise them for not answering the letter. Usually he didn't get replies, but occasionally he would really strike gold. He kept track of the number of different labels that he had from each brewery using his special numbering system based on U-Permit numbers; for example U905-38 penciled on the label backside was the 38th different label in his collection from Fischbach of St. Charles, MO. Schmidt sold his collection in 1960 to Paul Daniels (cans) and Ernie Oest (labels). Here's an example of one of his tamer letters to Fischbach in St. Charles MO written in March 1953:

That frisky Ol' Billy Bock is bouncing around again. I hope he doesn't keep you TOO busy.

Might I presume upon your kind nature to ask for a nice roundup of your current barrel and bottle labels and "necks"?

While I have a colorful gallery of

38 different FISCHBACH OF ST. CHARLES labels, what I have are mostly old, old old-timers that you have not used in many a moon. So I feel sure I would get some surprises, if you sent me your present assortment in the various printings.

Do you have a new Bock Design this year? Have you ever had a can line? I have more than 1000 different cans and would surely not want to miss yours....

Paul Daniels from Millville NJ collected all breweriana, especially cans and labels. He traveled widely to visit breweries and Lithographers requesting any available breweriana. He was quite active in the 1950's and early 60's, a key period as many breweries were failing. He, along with Ernie Oest, is responsible for many of the labels found in current day collections, as they usually asked for and received prepackaged bundles of 1000 labels. Standard operating procedure was to divide the bundles into packs for trading with collecting buddies including Ernie Oest, Joe Allis, Joe Velshelky, Paul Miller, Walter Kuespert, J.K. Schmidt, Walt Rhonda, Ed Scott and many others. The Daniels collection was sold to Joe Allis (labels) and Ernie Oest (cans) circa 1967. Paul corresponded actively with Ernie Oest and the following excerpts from his letters serve to chronicle their collecting methods.

January 1959: went to Union City to see what we might get at William Peter's brewery. ...The

windows are all boarded up so we could not sneak in. Next Peter Doelger at Harrison. Total loss, the building is on the ground. Third was Hensler. This really hurt. It looks like there is plenty in the building, but we could not get in. Three strike outs this day.

Philly Trip -- Stopped by POS -- bricked up and being used by a trucking company. Cross off Hornung - tearing the building down. Two more strikeouts.

Two day Trip -- First stop Gibbons-- Got one pack of everything current. But had already thrown out labels they just quit using. Second stop-- Stegmaier. Got part packs of everything current. Nothing old. Third stop Kaier's. Very cordial assistant brewmaster named Lieberman--Allentown clan. Is a label collector. Let me go thru his dup's and I got about twenty. Gave me a pack of everything current but no old ones. Also gave me 5 trays. F&S--Got there too late to get the bottling supt. but the office girl gave me 2-3 of each as usual. Have promise from assistant brewmaster for one pack of each. Have no trays. Claim the old Eagle Brewery was on site of present building. Sunbury-- no one around at 7:15am didn't look promising so left. Mt. Carmel-- Brewery almost on the ground, but office is intact and being used by a construction firm. They promised me anything they find when they tear down the office. Seems cordial, so

Labelology

maybe. Hazelton-- one thing sure, nothing here. It's on the ground.

April 1959: Was over to Hammonton yesterday and picked up the enclosed labels. Give Joe a set of these. They still haven't loaded any 279, but probably will load the Milwaukee this week. Was able to talk them out of five cans of Holland loaded in 1947. Seems they get a refund of the tax money if emptied in front of the tax man.... Earlier stopped at Hornell and got labels and down town bought their cans.... Stopped in St. Mary's at Straubs and got labels. They do not can. When I got to DuBois they were closed.

Ernie Oest, Long Island, NY; Ernie is viewed as the father of contemporary label collecting as he bridged the gap between the early US collectors in the 1930's and the beginning of the Age of Micro's in the 1980-90's. He bought, sold, traded labels and corresponded with hundreds of label collectors worldwide and amassed a truly outstanding collection of US labels as well as a tremendous stockpile of obsolete labels from closed breweries. While Ernie dabbled in writing to breweries, his real passion was in visiting breweries where he frequently established contacts for a continuing supply of labels. The following letter to Ernie from one of his trading partners, while far from typical, is especially humorous:

Jan 1979, I'm sending the labels you wanted in quantities of 100; from your group I want We almost got caught going thru the brewery a couple of weeks ago. It

was a Sunday and the guard was in the office. We got all the labels we wanted from the bottling building. Then we snuck into the canning line. Well we made to much noise and the guard started coming. We ran upstairs to the barroom and he didn't follow so we thought we were okay. Then ten minutes later we heard a cop pull in so we hid in the rafters in this big room. The cop and the guard came into the room but they didn't find us and a half hour later we took off. Oh Well!!!! Don Fink

Ernie had a policy of photographing the breweries he visited. His earliest photos, circa 1939-60's, span the US from coast to coast and are a valuable source of brewery history. Ernie was widely known as a label collector and received many requests for obsolete labels. To respond he adopted the practice of printing facsimiles of older labels on coarser than normal label paper. These facsimiles always used only one color of ink, sometimes on colored paper. His stated intention was to provide copies of otherwise unavailable labels, however, misunderstandings between genuine and facsimile labels arose and led to hard feelings by some.

Ernie originally collected all sorts of breweriana and at one time had a bar with a museum type-display of his can collection. However he gradually zeroed in on labels as his real passion. He sold his collection of coasters to Don Sarver and US cans to Dave Stark. In the mid 1990's I acquired his collection of US labels while most of his non-US labels went to Frank Mrazik.

Phil Miller, Greater Milwaukee, WI; Phil amassed an impressive collection of labels (worldwide), cans, glasses and mugs in the 1940-60's. He corresponded and traded with Ernie Oest, Paul Daniels and most other collectors of the period. His collection took an important step forward when he acquired Herb Page's first collection of Wisconsin Labels. He also scouted out Wisconsin breweries that were still standing for Ernie O's insatiable appetite to photograph breweries. Phil's visits to the Milwaukee Lithographers yielded some prepro dividends for his label collection which passed to John Thimios, to Herb Haydock, to the Oldenberg Museum, to the Miller Brewing Company and finally to sale and auction.

This peek into the past of US label collecting is far from complete as it zeroed in on just a few of the more visible collectors of the period. However, the emergence of Micro Breweries and Brew Pubs, which began in the 1980's, has led to an important new group of label collectors. While their numbers are too large to count, notables include George Akin, Jim Patterson, John Phillips, Adrain Angleton and many many more. John Phillips has a web site which illustrates known US Micro labels, (you can find it from the NABA Web Page) and Adrain Angleton is an active dealer in labels and usually has an impressive array of Micro Labels in stock. With the advent of the Micro's, the process and struggles of developing a new brewery seems to be repeating itself. Already, labels in the hands of collectors are just about all that remains for Micro Breweries that have closed their doors.

Michigan City's History Awash with Suds

By Henry Lange

Michigan City, it is said, once had the longest main street in Indiana, and with good reason.

The late Mayor Martin T. Krueger may have explained it best: "The law says you can't put saloons on the second floor."

No doubt more than one entrepreneur tried, and if one couldn't manage to locate the bar upstairs, there were other alternatives for use of the property.

Some old-timers might recall one saloon at the northwest corner of Fourth and Franklin streets with a church upstairs.

"Heaven above and hell below," was the popular description, some seniors might remember.

Apparently nobody ever died of thirst in Michigan City, because there was a watering hole on every street corner, around every street corner and apparently on every side street too.

One could imbibe his way towards the lakefront where sailors could walk in one door, stagger out the other and turn right into the next location for a quick nightcap and a pretzel.

Where a night on the town today might mean stopping at a couple of bars with twanging guitars, it could have meant a week on the planks in Michigan City near the turn of the last century with...get ready for this....92 saloons operating at one time; and that, brother is a lot of free lunch.

While a large part of the city's history floats along Trail Creek Harbor, there is another chunk that rises on a sea of suds over a mug of golden ambrosia.



Michigan City has to be one of the best beer-drinking towns in the Midwest from its early days, with residents still maintaining the historical legacy of a saloon every 50 feet - at least if you count the number of pitchers ordered during the happy hour around 5 o'clock.

Not only was name brand beer such as Pabst Blue Ribbon and other Milwaukee-based beer bottled here along with a variety of soft drinks, but a fine local brew based on German tradition once poured forth from wooden kegs across the city - the malt and hops carefully blended according to an old-world recipe.

Some reminder of those bygone days of beer brewing began showing up when the Water Department excavated the area of Eight Street and Michigan Boulevard....beer bottles bearing the name of Zorn's Brewery surfaced with the big dig.

The former brewery location is still a local landmark and a bottling

plant filled containers in buildings just across the boulevard at the former Hays Corp. site.

With all of those suds being capped or corked, it's no mystery how the bottles got there.

Some of them probably survived through seven levels of paving as the streets changed depth and angle over the past century.

Phillip Zorn, born in Watzburg, Germany, in 1837, brought his German Agricultural College knowledge with him to New York and then on to a brewery in Blue Island, Illinois. Gladys Nicewarner writes in her history of Michigan City.

In 1871, he began brewing beer in Michigan City, with production reaching 15,000 barrels a year by 1894.

His beer was everywhere, and just stopping in to visit the brewery might win a free case for table sipping at home - even if you didn't order a wagonload.

It's said that getting into the tavern business in those days wasn't all that difficult with the product so close at hand, and Zorn was always eager to help a would-be businessman.

Shirley Robinson wrote in a 1970 New-Dispatch article that Zorn's wagons, pulled by mules, fanned out to Porter and Chesterton with their kegs of refreshment.

The brewery block contained the big brewhouse itself, a malt house, and across Ninth Street, south of the main buildings, a stable and a cave in the side of a hill where barrels were washed.

Seniors who remember open-



ing a bottle of cold Zorn's Beer, which bore the brewer's abbreviated first name (Ph.) on the label, described it as "a pretty good brew".

The Zorn family included sons Robert and Charles helped to operate the business, out selling beer and collecting accounts... day and night.

Bob was described as the gregarious member of the family and wouldn't hesitate to buy a round for the boys while on his sales calls.

Selling beer in the boonies obviously wasn't an easy chore.

Salesmen used burning oil-soaked rags tied to the rear of their buggy to keep the wolves away when traveling in rural areas, and a pistol was kept on the seat in case of road agents.

Zorn the senior was described as pretty straight-laced - strictly business, always had his eye open for the dollar and became the first vice president of the Lumberman's Bank of Michigan city, a predecessor of today's Citizens Bank.

In 1884, he also was vice president of the Merchants Mutual Telephone Company.

The brewery was sold in 1913, and when World War I started, it was converted to a cold storage plant for frozen meat to feed the military. Later it was a warehouse for farm products.

In 1970, architect Ken Fryar developed the site for a complex known as The Brewery, a location for his own office, other businesses and shops.

The old stable across

Ninth Street saw pretty good use, too.... it's what a lot of good beer drinkers know as Weidner's Tavern.

Beer remains the mainstay of the neighborhood tavern today in Michigan City. Brewing probably has lost a little of the romance it had in Phil Zorn's day, and the Brewmaster is probably a few pound lighter.

Still, beer is about the oldest beverage around next to fermented grape juice and milk - brewed as early as 4000 B.C. That's what you'd call lazy aging.

Next issue we will feature the breweries of the City of LaPorte and trace their history through the present day to Back Road Brewing, the local micro-brewery that is part of the nostalgic bus tour on Wednesday.

Museum Updates

Kalamazoo: Reports from Kalamazoo indicate Larry Bell is exploring a small museum in downtown Kalamazoo. A building has been purchased and plans are underway to develop the overall scope of the project. For more information please contact: Larry Bell 269-382-2338 or email: larrybell@bellsbeer.com.

Potosi Brewery Foundation (Potosi, WI): Progress continues on restoration of the building. The exterior has been essentially closed in and progress on the roof continues. For more information please contact: Len Chylack 888-692-2015 or email: lenchylack@aol.com.

Museum of Beer and Brewing (Milwaukee): The demise of the venture in Milwaukee may have been premature. Efforts to secure an alternate site and funding are underway and hopefully there will be some progress to report by this summer. Jeff Platt has been elected President of the museum effort. For more information please contact: Jeff at 414-265-2337

Boston Beer Museum (Jamaica Plain, MA) located at 30 Germania St. call 617-522-9080 for tour information.

Brewery Museum Foundation (St. Louis): No change in the status of the St. Louis museum effort. For more information please contact: Alan Paschedag 973-228-3783 or email: beachboy@msn.com.

Question to All Members: In your travels, have you come upon a bar, brewpub or tavern that had an outstand ambiance or display of breweriana? If so, please let me (gbaley@comcast.net) know where that place is and we will start an index of great places to visit on our website.



Fauerbach Brewing Company Madison, Wisconsin

"THE FAVORITE SINCE 1848"

By Peter Fauerbach



Fauerbach Beer Returns after 40 years!

Peter Fauerbach 5th generation family brewer and cousins Neil and David Fauerbach, plan to contract with a local Wisconsin brewery to produce Fauerbach Beer

this spring. The Fauerbach Brewery ended production of pilsner beer in 1966. Over the years, Peter has kept the Brewery story alive with an historical website www.fauerbachbrewery.com and stories for local newsreaders and trade journals. Now Peter, Neil, and David plan to re-introduce Madison's longest running and famous Fauerbach Beer. The three Fauerbach cousins were born and raised in Madison, but were too young to be involved in the last run of the brewery after prohibition, 1933 - 1966. We like to think the Brewery will have another long run with our team and the current legislative and consumer environment. We have received a lot of

positive interest and encouragement from everyone in the business.

Our planning process has been a team effort. We know the financial realities of a contracting for brewing, and distribution, so we have been very thorough with our business planning, interviewing brewing industry insiders, brewers, distributors, and retail outlet managers. And we have limited our initial market area to Southwestern Wisconsin and Northern Illinois. We are on a fast track now to get our tap lines in place before June 1, 2005. For us this will be more than just a fun project. For our fans it should be fun and exciting to be able to order Wisconsin's Famous



Fauerbach Beer again.

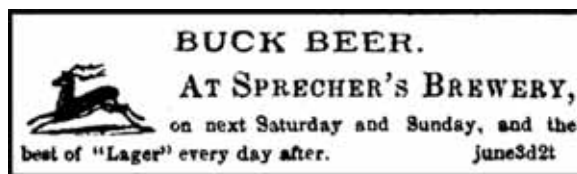
History

The Fauerbach name has been in existence in Bavaria since 1365. This area is known for beer and wine. Founder Peter Fauerbach, our great-great-grandfather, was born in 1830 in Bavaria and arrived in New York in 1850. During the next seven years, he worked at breweries in New York, including relative Charles Bierbauer's brewery in Utica, NY. In Germany, Peter married Marie Haertel the daughter of Karl Haertel, who opened a brewery in 1853 in Portage. Peter

came to Wisconsin in 1857 to work at Haertel's brewery but soon found himself in New Lisbon where he was in a brewery partnership with brother-in-law Henry Bierbauer. In 1868 when the Sprecher Brewery became available, Peter moved his family to Madison. Adam Sprecher started his brewery on Lake Monona in 1848. He and Peter Fauerbach were related by marriage, too. What a significant brewing family circle! Anheuser, Bierbauer, Hausmann, Haertel, Jacob Best, Fauerbach, and

Sprecher were all connected through marriages of sons and daughters and came from the same area of Bavaria.

When Fauerbach took over the Sprecher Brewery he worked hard to establish the Fauerbach name in the local community. Throughout the 1870s and 1880s the brewery remained small. As Madison's population grew from 2000 to 13000



the Brewery focused on serving the Madison and local communities like Prairie Du Chien on the Mississippi River. Rail lines could deliver keg beer in 3 hours over 100 miles to

Prairie du Chien by 1863. Fauerbach and 6 sons built the business with home delivery of beer. His most popular products would have been somewhat darker,

unfiltered beers with a strong reliance on all barley malt that would have provided more full bodied beers than the mass marketed pilsners of today.



Among the beer descriptions, Fauerbach made a lighter beer, Mensapale, a darker Salvator brew, and an Export with body and higher alcohol that helped keep this beer and make it better for transport.

When Peter Fauerbach died in 1886, his wife Maria was listed as he owner of the brewery, and his sons, Louis, Henry and Philip ran the day-to-day operations. The sons expanded the brewery operations rapidly in the 1890s, and by

the turn of the century it was eight times the size of their father's brewery with two, 150 horsepower boilers. It also became one of Madison largest employers with nearly 100 workers, and was the only union brewery in the city.



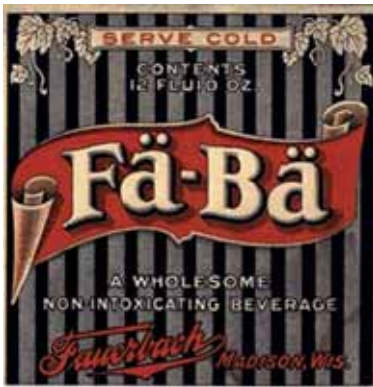
At this time the Brewery had a World Champion Ice Yacht, the Princess, (Picture) which ran against the likes of yachts owned by Frederick Pabst, and the Kellogg's of Battle Creek, Michigan.

The early 1900s were difficult for local brewers. From 1901 to 1919 Madison would vote 10 times on anti-alcohol referendums. When

Prohibition finally occurred the Fauerbach Brewery produced

cereal beverages including: Fa-Ba, and Nectarine, sodas, and cheeses. The brewery which owned 65 properties by prohibition, was forced to sell off one at a time to make ends meet during the 13 years of probation. Henry Fauerbach the brew master prior to Prohibition, became involved in the Madison hotel industry. The once large wooden Avenue Hotel was a Fauerbach property.





After Prohibition, Fauerbach re-established brewing operations. The 1930s and 1940s were profitable years for Fauerbach and it established household recognition of beers like CB - Centennial Brew,

Fauerbach FBC and Fauerbach Pilsner.

However by the 1960s times were turning for small local community breweries. At it's peak, Fauerbach produced about 75

thousand barrels per year. But national beer giants like Schlitz and Pabst cut into market share with mass produced beers sold at cost or less. The Fauerbach Brewery ended operation in 1966. Karl



P.Fauerbach, fourth generation of the Fauerbach brewers had the difficult task to shut down the brewery and the company's Pepsi Franchise.

Peter was 14 years old at the time his family's brewery closed, "I remember the ornate furnishings of

the brewery with its 10-foot by 16-foot ceiling mural of The Seven Lively Arts, the Italian marble base and beautiful white oak bar made by Brunswick Corporation, stained-glass windows, and beautiful lithographs. Peter's wife Maggie is producing the artwork and images for

the team.

In the near future, you'll be able to check our website for distributors and outlets. For now, plan to take an hour to read the history of the Brewery at www.fauerbachbrewery.com.





Collector's Showcase

A Trip to Drewrys Bob Place

In my early collecting days back in Kalamazoo, Michigan I had a fondness for Drewrys breweriana. It probably goes back to the days growing up in Chicago when we had Drewrys beer as the brew of choice at my parent's home. Well you have seen nothing until you visit the home of Bob and Sandy Wacunas on Tuesday August 2 (or Sunday August 7 for a mind boggling experience! This issue's Collector's Showcase features Bob's outstanding collection of Drewrys, plus other Indiana beers and Goebels. Bob has one of the finest collection of Indiana beer cans around, so you will not be disappointed to visit their home.

For the non-drinkers, you will enjoy Sandy's collection of 7-up "stuff". She has one of the finest collections around and although not as massive as Bob's, you will find it most enjoyable.



Collector's Showcase





Convention '05 Report

By George Bailey

Now less than 100 days to go before Convention 34 in South Bend! Your Convention team has been very busy pulling together the last minute details of this year's event. This year we will maintain many of the traditions that have been presented in the past and are developing a whole new cadre of ideas. Here is a short summary of what to expect this year in at the National.

Upon Arrival

Parking is available in both the upper lot off Colfax Avenue or the underground garage off St. Joseph St. Page 63 of the Membership Roster has a detailed map of the downtown South Bend area. Parking for hotel registered guests with in and out privileges is free.. You may obtain a parking card when you register at the hotel. Non-registered guests will be charged \$5 a day for parking. The hotel main desk is off the St. Joseph St. side of the Marriott. Registration for the Convention will be in the Notre Dame Room on the second floor of the hotel, just off the elevators. A packet with Convention info, including a map to the Open Houses on Tuesday will be available at 8:00 am through Mary White and Helen Haydock.

Eastern Standard Time

When traveling to Indiana this summer for the Convention, please note that the South Bend area is on Eastern Standard Time which is the same time as Chicago (or Central Daylight Time). We do not want you to miss one hour of the activities planned for the week.

Home Tours

You will want to get over to Bob and Sandy Wacunas' house sometime on Tuesday to see Bob's fantastic Drewrys and Sandy's outstanding 7-Up collections. By far these are among the

premier collections to be seen anywhere in the hobby and are most tastefully presented. As you know, much of the theme of the Convention will revolve around Drewrys, so this is a must. Bob's collection is featured in this issue of the BC on page 16 and 17.

Jim Brown's Pabst Collection will be on the Tuesday tour. Jim lives in Niles, Michigan which is a short drive north of South Bend and passes by several large antique malls. Jim's collection and the malls are well worth the trip!

Ted Binsz has a very large general advertising and car collection. He has offered to open his home on Sunday for those who may wish to stop on their way home. He lives in Three Oaks, Michigan which is on the pathway west.

Please pick up a map and more information at the Registration Desk. Also, check the next issue of the BC due out in early July for last minute changes or additions.

Bus Tour (Optional Event)

The traditional nostalgic bus tour is covered elsewhere in this issue and presents a number of post-Prohibition breweries that for the most part have been left unchanged, for a good many years.

Brewmaster Dinner (Optional Event)

Our first annual Brewmaster Dinner will be held on Wednesday evening at the hotel. It will feature a 4 course meal with an appropriate beer to go with each course. If you have ever been to one of these dinners, you know what fun they can be. If you have never attended one, then please consider joining us for what hopefully will become a truly unique event at future NABA Conventions. Because of the special nature of these dinners, we will limit the number of participants to 40 persons (4 tables of 10). The cost per person for this gourmet extravaganza is only \$35 which includes a

full glass of 5 or 6 microbrewery beers, the meal and all taxes and tips. This is a real bargain and something you will hopefully enjoy if you have never been to one before.

First Timers Breakfast

What started a few years ago as a small group has now become a looked forward to event at the Convention. Only persons attending their first NABA Convention are invited. You will be joined by several members of the NABA Board and will have a chance to hear a little about NABA, meet other first timers and learn a little about what is in store for you the rest of the week.

Seminars

A morning of creative seminars on a variety of brewery topics awaits you on Thursday. We have gathered a team of experts on selected segments of the hobby and hope you enjoy listening to some of the great contributors to the hobby.

Indiana Room

The Indiana Room (also named the Indiana Room at the Hotel) will present some really great breweriana from collections throughout the State. This event is becoming a regular feature at NABA Conventions and promises to be an event to drool over! The room will be open during selected hours each day. We ask that all persons observe and respect the items and avoid any handling, as these are some really fine and valuable breweriana collectibles.

Specialty Trade Session

Several "Mini-Trade Sessions" will be featured this year. We are looking for member input as to whether or not these events should become a part of every Convention. These are basically focused on easy-to-carry items like micro labels and coasters, crowns, napkins, sport schedules and openers.

Convention '05 Report (Continued)

Microbrew Full Bottle Exchange

The Microbrew Chapter of NABA is sponsoring the first-ever micro beer bottle exchange. The way the event works is that you bring one to four six packs of a micro-brewery beer (hopefully fresh!) from your neck of the woods. The bottles are placed on a table. Each person receives a number and a drawing is held to determine where in the number sequence the choosing begins. Participants circle the table and pick a bottle, then move around and when it is their turn, they choose another until such time as each person has retrieved the same number of bottles that they brought. Word of caution. Bringing a full case of bad beer could mean all that's left at the end, is your beer, that you will then have to take home and drink! This can be a fun event and affords everyone a chance to try something from outside their normal area.

Microbrew Beer Academy

We have commissioned a panel of "experts" to conduct a taste panel of 5 or 6 different types of micro-brewery beer at our first "Beer Academy". These "experts" are all from at least 25 miles from South Bend, thus making them "expert" if on nothing else but the art of drinking. This event is in addition to the Saturday evening Micro beer tasting (guzzling?) which is a traditional event at all NABA Conventions. You as a registered member will be able to join in the tasting (not guzzling) of each beer and learn what the "experts" are sensing as they critique each brew. And the best part of the whole event is that it is FREE!!

Friday Auction

One of the favorites of every NABA member is the Friday Auction. Dave Kapsos and his team will coordinate an auction unmatched by any organization in the hobby. Our two auctioneers Mike Jones and Ricky Schmidt will again be calling out the items and

taking you bids. This is a registered member only event, not open to the public or NABA members who are not registered. There is always beer on tap to help you bid a little more freely. Lunch (at your expense) will be served by the hotel.

Friday Dinner

An overwhelming request by members to have a buffet dinner each night has been heard and will be acted upon this year.

Room-to-Room Trading

One of the highlights of every Convention is the opportunity to go from room-to-room to see what other members may have brought to sell or trade. Every year we encourage all members to come early and open their rooms up at least a few hours each day. I know this is often an issue with members who comment that not enough rooms are open. Perhaps a response to that might be....what about your room? If everyone has their room open, then who is doing the buying? If everyone is out scouting for items, then whose room is open? This is the classic Catch 22! Every year we try (with Ed Culbreth being the Grand champion) to figure out a way to make everyone happy. Thus far we have not succeeded. Perhaps the answer is for each of us to remember what made the hobby what it is and to take a few hours out of the week to open your room, greet your friends, share a brew and help make this a great Convention for everyone.

Saturday Buy-Sell-Trade Session

Another favorite event is the Saturday Show. Open to the public, this is a chance to move those items you no longer want in your collection or your storage space. Set up begins at 8:00 am. We will allow Early Buyers (\$10 fee) to enter the room at 9:00 am. Because of the layout of the hotel trade space, we should be able to maintain security until the 9 o'clock hour to give you a chance to set up

and also see some of the stuff other members may not have had on display in their rooms. At 10:00 am, the show will be open to the general public (\$5 fee) and run until about 2:30 pm. There will be a random drawing for a \$50 prize for members who continue to be set up until 2:00 pm. NABA members who do not register for the Convention must pay the entry fee (\$10 early or \$ regular) if they wish to attend the show.

Microbrew Tasting

Unlike the microbrew tasting panel event on Thursday, this Saturday evening tradition will allow you to become better lubricated with a variety of great micro beers.

Saturday Dinner

South Bend is steeped with the traditions of Poland. The dinner theme that evening will feature some great polish sausage and chicken along with other traditional side dishes.

Business Meeting

What would Sunday morning be like without the Annual Business meeting, a requirement of our Charter. Starting at 8:00 am, this buffet style breakfast will get everyone off on their way home by no later than 9:00 am. This is the last chance to say your goodbyes to old and new friends as you will have to wait another year until Louisville for the next NABA Convention.

Home Tours - A Second Chance

Bob Wacunas and myself (George Baley) will reopen our homes from 10:00 am to 2:00 pm for those who missed us on Tuesday or Wednesday. Please stop by if you are heading west. Bob's house is 20 minutes from the hotel and I am 25 minutes farther west on the way to Chicago. My house is less than a mile from the Indiana Toll Road Exit 49. Maps will be available at the Business meeting.

Tax Paid Crowns

By John Vetter

Part 1-Virginia

In the post-Prohibition era, many states required a declaration that the appropriate state tax was paid on each bottle of beer. This issue starts a series that covers all of the 16 states that required tax stamps. Those states include: AL, FL, GA, KS, MD, MI, MS, NC, OH, OK, PA, SC, UT, VA and WV.

THE HISTORY OF VIRGINIA TAX PAID CROWNS 1936-1972

8/1/36



7/1/40



BEER SELLING FOR > 10¢/12 OZ

7/1/48



7/1/62



7/1/64



7/1/72

NO FURTHER REQUIREMENT FOR TAX PAID CROWNS



The City of South Bend, Indiana toasts you.....

**The 34th Annual Convention
National Association Breweriana Advertising
August 2-7**

**South Bend Marriott Hotel
123 North St. Joseph St.
South Bend, Indiana**

**Come join us at the Marriott!
Complimentary airport transportation
Restaurant - Lounge - Gift Shop
Indoor Pool - Whirlpool and sauna
In-room coffee maker, hair dryer, iron and ironing board
Convenient to many downtown shops and stores
Free parking for registered guests**

**Hotel Rooms: \$79 (up to 4 persons)
5-day hospitality room
Nostalgic Bus Tour
Seminars - room-to-room activities
Brewmaster Dinner
Large public show on Saturday
Fantastic Friday Auction**



NABA CONVENTION 2005

South Bend, Indiana

CALENDAR OF EVENTS



Tuesday August 2

8:00am Registration in Notre Dame Room. Pick up package and map before the Home Tours!
10:00am - 3:00pm Home Tours (Bob Wacunas-Drewrys /Indiana and Jim Brown-Pabst breweriana)
4:00pm Hospitality Room (Notre Dame and St. Mary's) opens, and will be open every night through Saturday and various times during the day.
All day Room-to-room activities

Wednesday August 3

9:00am - 5:00pm Bus tour to Drewrys and South Bend Brewing (South Bend), Kamm's (Mishawaka), Zorn (Michigan City), and Back Road Microbrewery and Baley Collection (LaPorte)-(Optional activity at extra cost) Lunch at Buffalo Wild Wings in Michigan City (Gratis Beer!)
7:00pm - ? Brewmaster Dinner (Optional activity at extra cost-Limited space available)
All day Room-to-room activities
Hospitality and Registration are on going in the Notre Dame and St. Mary's Rooms

Thursday, August 4

8:00am - 9:00am First Time Convention Goers Breakfast in the Bethel Room
9:15am - 12:30pm Seminars (Salon C)
Fakes, Counterfeits and Never Weres (Rich LaSusa)
Lithography and Pre-Pro Trays-Richard Hager
Influence of Mob on Brewing-Phil Pospychala
Labelology-A Different View (tentative)
12:00pm - 1:00pm Lunch (on your own)
6:00pm - 10:00pm Indiana Room Open: Outstanding Indiana Breweriana
1:00pm - 3:00pm Microbrew Tasting Panel (membership participation including tasting!) in Salon C
3:00pm - 3:30pm Microbeer Exchange in Salon C
3:30pm - 5:00pm Specialty Trade session: Coasters, crowns, openers, labels, sport calendars, and napkins in Salon B
All day Room-to-room activities
Hospitality and Registration are on going in St. Mary's and Notre Dame Rooms

Friday, August 5

7:30am Officers and Directors meeting in the Bethel Room
9:00am - 11:00am Auction consignment outside Salon B
11:00am - Noon Auction Preview
11:30am - 1:00pm Cash lunch available
Noon - 3:00pm Live Auction
End of Auction - 5pm Indiana Room Open: Outstanding Indiana Breweriana
6:00pm - 7:00pm Cocktails - Cash Bar in the Atrium
7:00pm Buffet Dinner (Beef and Chicken) in the Atrium
Hospitality open again and room-to-room activities
Registration closes. Left over packages can be picked up at Public show on Saturday

Saturday, August 6

8:00am - 9:00am Buy-Sell-Trade dealer table set up. No early buyers permitted until 9am
9:00am - 10:00am Early buyer entry (\$10)
10:00am - 2:30pm Buy-Sell-Trade Show open to the public and non-registered NABA members (\$5 charge)
11:30am - 1:00pm Cash lunch available
10:00am - 2:30pm Indiana Room Open: Outstanding Indiana Breweriana
6:00pm - 7:00pm Indiana Night Micro Beer Tasting on the Mezzanine outside the Bethel Room
7:00pm Buffet Dinner (Polish/Chicken) in the Atrium
Hospitality room open for last time and room-to-room activities go on

Sunday, August 7

8:00am - 9:00am Buffet Breakfast and Annual Business Meeting in the Atrium
10:30am - 3:00pm Home Tour from 10:00am to 2pm (Bob Wacunas, Ted Binsz and George Baley)



WELCOME TO SOUTH BEND!

This is your Registration Form

NABA CONVENTION 2005 • August 2-7



MEMBER NAME: _____ SPOUSE NAME: _____

ADDRESS: _____ PHONE: _____

NAMES OF CHILDREN ATTENDING: _____

Is this your first NABA Convention? _____ YES

If YES, you and your family are invited to a FREE continental Breakfast on Thursday morning!

Please accept our invitation. How many will attend? _____

MEMBER REGISTRATION: includes hospitality room, home tours, Friday Auction, convention glass, room-to-room activities, Friday and Saturday Buffet/Beer Tasting and Sunday Breakfast Buffet. This year we will have buffets on both Friday and Saturday evening. Friday is beef and chicken and Saturday is a Polish Buffet \$80 \$ _____

SPOUSE: Includes all activities of Member Registration listed above \$70 \$ _____

CHILD: between the ages of 12 - 18 yr (meals included): Quantity: _____ x \$60 = \$ _____

CHILD: under 12, includes name badge for hospitality room and Sunday Breakfast: Quantity: _____ x \$5 = \$ _____

OPTIONAL ACTIVITIES

WEDNESDAY - Bus tour to Drewrys, Kamm's, South Bend, Zorn, Back Road and Baley Collection on a first come first served basis - lunch at Buffalo Wings (with a beer) is included. Quantity: _____ x \$25 = \$ _____

WEDNESDAY - A special Brewmaster dinner at the hotel. This first time event for NABA will feature a multi course German style meal with each course preceded by a specially chosen beer. Price includes the meal, tax, tip and of course the beer! This new activity will be available to the FIRST FORTY (40) persons who sign up. Quantity: _____ x \$35 = \$ _____

SATURDAY - Public Buy-Sell-Trade Show

8 ft. table (30") - limited quantity, first come first serve basis One 8 ft table at \$10 = \$ _____

OR

6 ft. table (30") - limited quantity, first come first serve One 6 ft. table at \$8 = \$ _____

A second table (6 ft or 8 ft) may be available.

Check here _____ and you will be notified at the Convention if any extras tables become available.

DO NOT include the cost of the extra table with this form.

Do you need electricity? Check here _____ (limited quantity, first come first served) Electricity \$5 = \$ _____

If you wish to have your table next to another member, please indicate that person below:

I wish to be next to _____

GRAND TOTAL = \$ _____

Make check payable to: NABA CONVENTION 2005
Please complete this Registration Form and mail with check to:
GEORGE BALEY
1585 Tiffany Woods Drive
LaPorte, IN 46350

A \$10 late fee applies for registrations not postmarked by July 15, 2005

Please help us plan by sending your form and check in early!

PLEASE READ HOTEL REGISTRATION INFORMATION TOO! Call the Hotel for reservations.

My home phone number is 219-325-8811 and my email is gbaley@comcast.net.

Please complete this Registration Form
and mail with check to:

GEORGE BALEY

1585 Tiffany Woods Drive
LaPorte, IN 46350



Membership Renewal Form



Fill Out, Detach (or copy) and mail to:

N.A.B.A
PO Box 64
Chapel Hill, NC 27514-0064

- It is that time of year again to renew your membership in NABA unless of course you are one of the persons who signed up for a 5-year membership.
- Membership is only US \$25, 5 years for \$100, Canada \$30(US), 5 years for \$120, and overseas \$40(US), 5 years for \$160, The next year ends next May 31, 2006.
- For only \$100 US members will receive a five year membership worth \$125.
- This 5-year term membership saves you time each year, to remember to renew and helps NABA in our long term planning.
- Check your mailing label on this issue to see if it is time to renew!
- Remember.....current membership is required to attend the South Bend Convention

☐

Nothing has changed about what is listed in the Membership Roster! Keep it the same.
You only need to list your name and sent \$.

Name: _____ Amount Enclosed \$: _____

Everything below will stay the same as in the 2005 Directory.

Spouse: _____

Address: _____

City: _____ State _____ Zip plus 4 _____

Phone (with correct area code): _____

Email Address: _____

Note: If there are changes to be made in your collecting preferences, please note them in this section: _____

2005 ELECTION BALLOT

BOARD OF DIRECTOR POSITIONS

PLEASE RETURN BALLOTS BY JULY 15TH

TO: NABA VOTE, PO BOX 64, CHAPEL HILL NC 27514

VOTE

BOARD OF DIRECTORS (Vote for 4 - two year terms)

☐

Board Member (2 year term) - Phil Pospychala

Phil has been collecting Breweriana since 1969 and is a long time member of NABA since the early 1970s. He served on the Board of the Museum of Beer and Brewing in Milwaukee for 5 years and has been a member of a dozen different chapters of NABA, BCCA and ABA. He believes that the hobby is supposed to be fun and when that's forgotten, members lose interest. Phil will present a seminar at the National Convention in South Bend this summer.

☐

Board Member (2 year term) - Mary White

Collector since 1970 - Member of NABA since 1984. Member of NABA Board for the past 8 years. Presently Chapter Liaison person and Chapter Doings Editor. Worked at several NABA conventions in the Registration Room.

One of the founders of the Queen City Chapter of NABA, and actively on their board for the past 31 years in various positions, presently Treasurer. Home is Cincinnati, Ohio. Specializing in collectibles of the local breweries. I would like to continue to serve on the board for the next two years.

☐

Board Member (2 year term) - Bob Post

Can collector in the 60s, became a breweriana collector in 1973 upon finding a nest of serving trays. Aided by frequent trips in the 70s to the Indy Ad Shows and the NABA Hospitality Room. The collection has blossomed into all areas of the hobby. Current interest is encouraging and monitoring those who champion the establishment of a Museum of Beer and Brewing which will showcase, on a national level, the fruits of our efforts.

☐

Board Member (2 year term) - Gary Bauer

I was a collector of beer cans in the 1970's. My collection languished in my parent's basement through the 1980's & early 1990's. In 1995 I rediscovered breweriana when I found a bunch of embossed blob-top bottles at a flea market and took off collecting again from there. I am computer professional who has been on the Internet since 1992, and started using eBay when it was still AuctionWeb back in 1995. In 1997 I helped eBay define the original categories used to split the Breweriana category. In 1999 I started developing Michigan Breweriana On-Line (www.mibrew.com) which was one of the first major brewery history sites on the web. I joined NABA in 1999 and attended my first convention in 2000 and have attended every one since. I designed the website and pint glass for the 2001 convention in Ann Arbor. I am a member of 4 NABA chapters (Dog Gone Good, Patrick Henry, Monarch & Queen City) and am the vice president of the Dog Gone Good Chapter. I have put on two breweriana shows for the Dog Gone Good chapter over the past two years. I collect all breweriana and brewing history of Michigan. With your vote, I look forward to bringing a new and perhaps different perspective to the board of NABA.

☐

Board Member _____
(2 year candidate)

Board Member _____
(2 year candidate)

Oktoberfest in August Brewmaster Dinner

Wednesday, August 3rd at 7:00 pm
\$35 per person

Welcome Beer
Beer #1

First Course (Appetizer)
Tiny Potato Pancakes with Smoked Salmon and Camembert Cheese
Beer #2

Second Course (Soup)
Fennel Soup with Smoked Bacon
Beer #3

Third Course (Entrée)
Northern German Style Veal Shanks with Rosemary Potatoes
Beer #4

Fourth Course (Dessert)
Black Forest Cherry Torte
Beer #5

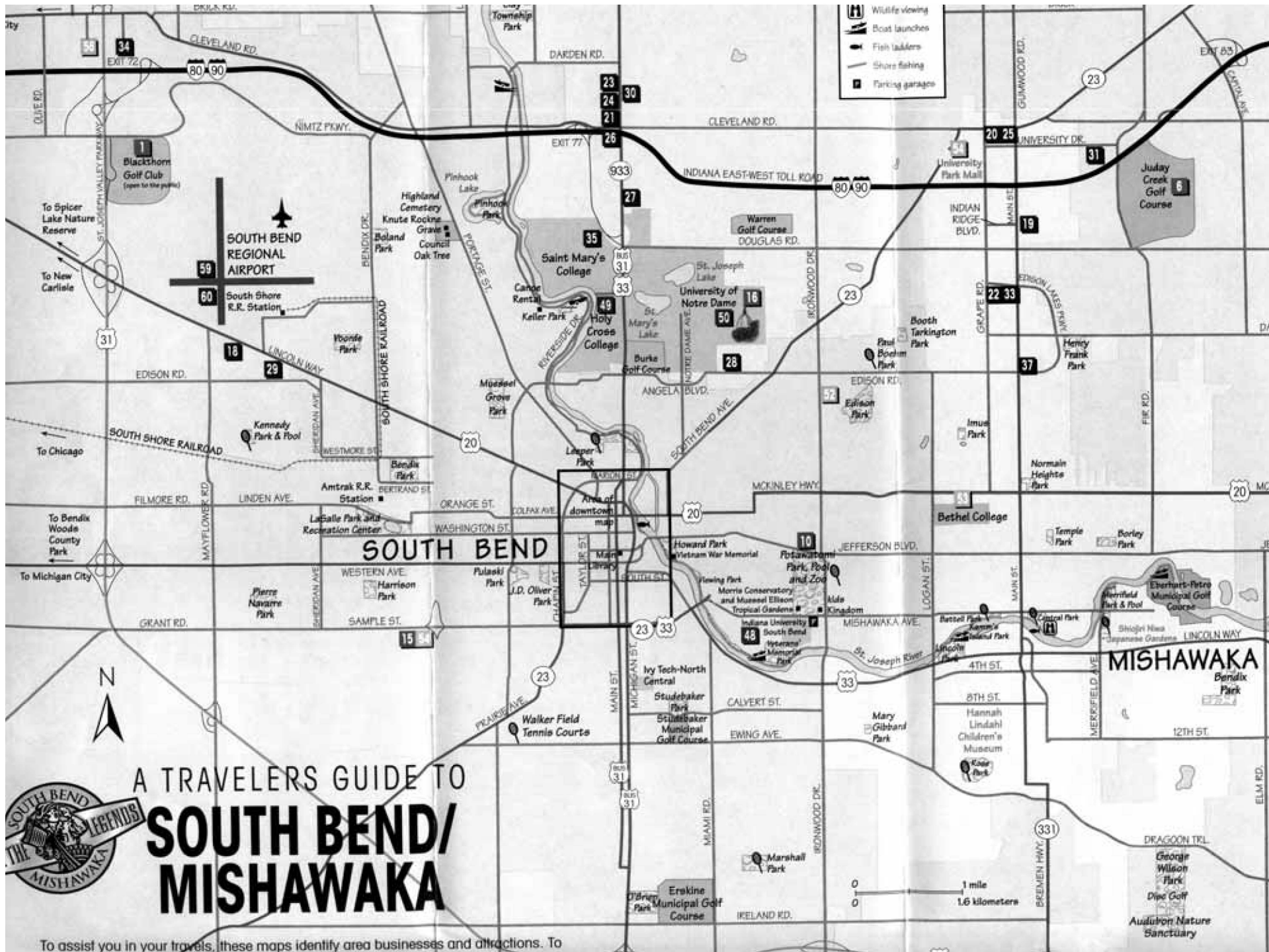
Fifth Course (Cheese)
Variety of Cheeses
Beer #6

This gourmet's delight will feature six different beers brewed by microbreweries throughout the State of Indiana. Hopefully this will become a tradition at NABA as we gather to enjoy fine food and friendships along with some great beer!

Attendance is limited to the first forty (40) persons who sign up.

The cost is not included in the regular registration.

\$35.00 (includes food, tax, and service charge)





Marine, Illinois A True Small-Town Brewery

By Kevin Kiouss & Donald Roussin



The village of Marine, Illinois, so named because a number of its early settlers were former sea captains, is one of the smaller towns in Madison County, and seemingly an unlikely spot to have ever had a brewery. But the town had grown to several hundred residents in the decade of the Civil War and after, and was able to support a surprising number of industries, including a brewery operated by Rudolph Nicolay.

In his wonderful historical booklet "A Walk Through Marine", the late local historian Ronald Loos said, "there is no way I can prove that there was some type of brewery operating at or close to Marine in the 1850s. But I get small bits and pieces of information indicating that it was probably true."

There was indeed a brewery, and it was located in the heart of town, as can be found from census records and the old land records preserved in the bulky bound volumes kept in the county recorder's office.

THE VILLAGE BREWER

On July 18, 1856, Rudolph Nicolay, a resident of St. Louis County, Missouri, purchased four lots of land in Marine. For \$1050, he received from Adam Weber title



to lots 5,6,11 and 12 in Block 4 of the village. The selling price would indicate that there were already

haps a house if not a brewery.

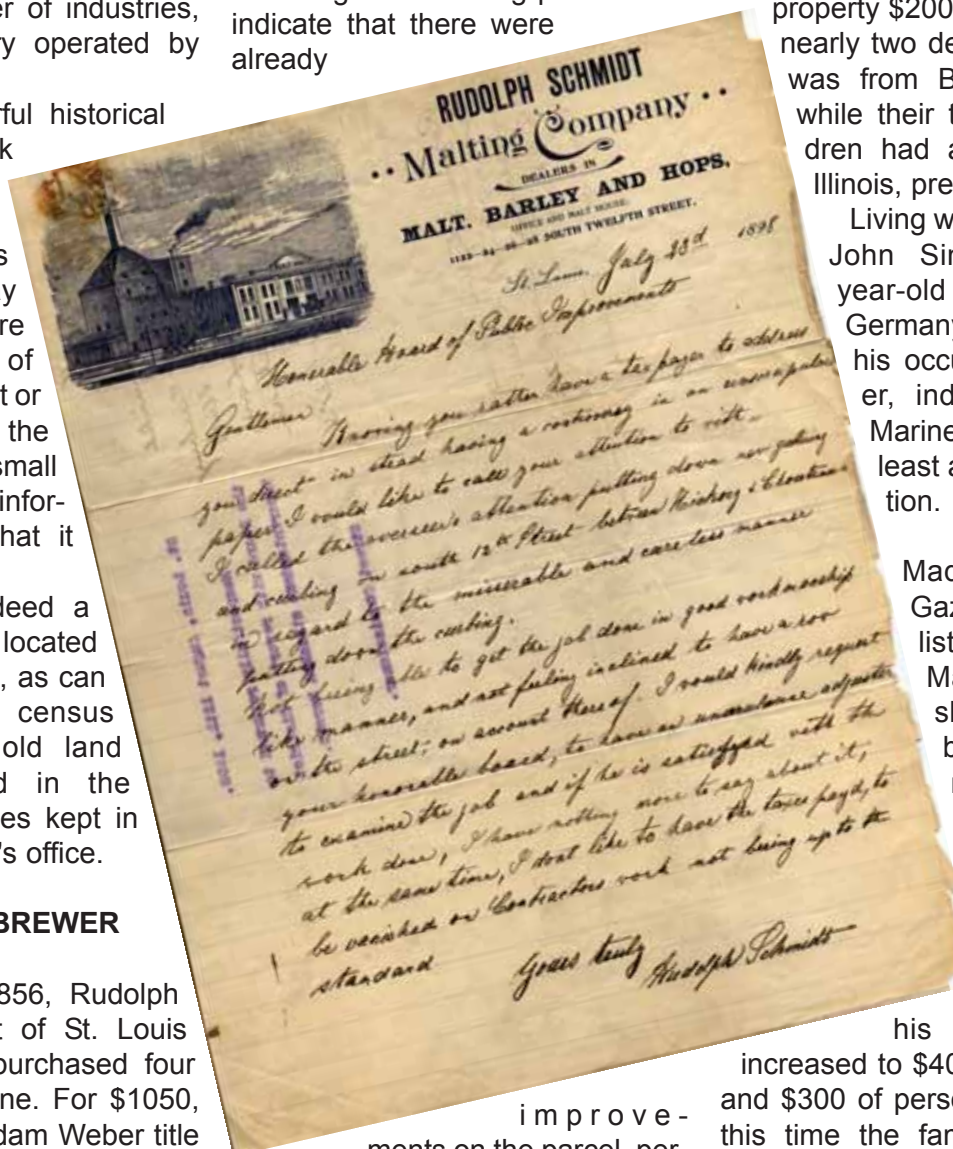
Within the next few years Nicolay must have constructed or improved a brewery on the site, for the 1860 census for "Marinetown" lists him as a brewer, forty years old, and a native of Hesse, Germany. His real estate was listed as being worth \$2000, his personal property \$200. His wife Louisa, nearly two decades his junior, was from Baden, Germany, while their three young children had all been born in Illinois, presumably Marine.

Living with the family was John Sinthimer, a 22-year-old from Frankfurt, Germany. He also listed his occupation as brewer, indicating that the Marine brewery was at least a two-man operation.

In the 1866 Madison County Gazetteer, Nicolay is listed as the sole Marine brewer, showing that the business was still making a go of it.

The 1870 census indicates that Nicolay was still at the helm of his brewery, and

his holdings had increased to \$4000 of real estate and \$300 of personal property. By this time the family's brood had



improvements on the parcel, per-



increased to six children, ages 1 through 14. Next door lived saloon keeper Jacob Wentz, who was no doubt selling beer made by his neighbor.

Financial troubles were to hit the brewery early in the 1870s,

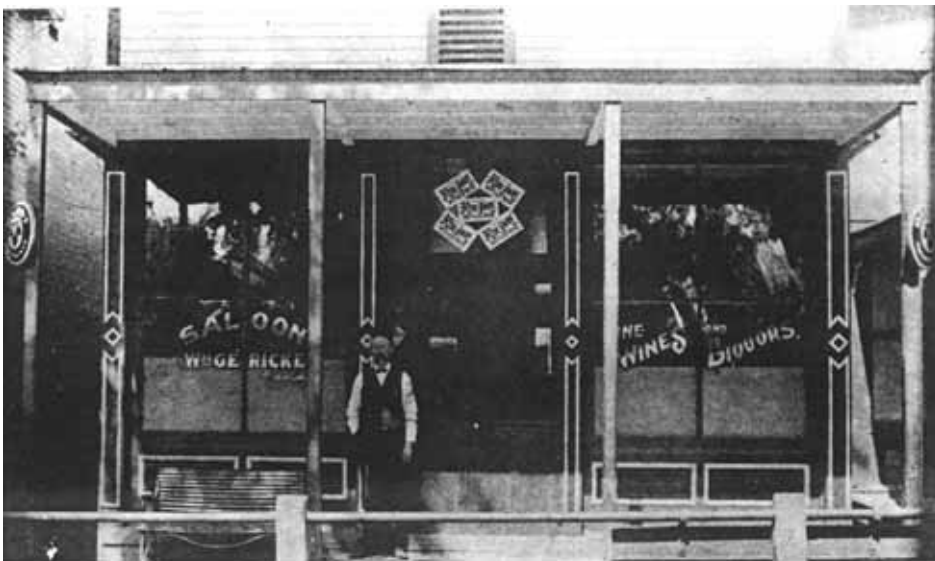
though. In February of 1870, Nicolay had to mortgage the property in exchange for a \$600 promissory note, payable in one year to the St. Louis malting firm of Linze and Schmidt. It is interesting to note that in the next year the same company would come to own the brewery in nearby Edwardsville after it was unable to pay a mortgage owed the Missourians.

This was not to be the fate of Nicolay's brewery, as there is no indication he defaulted on that loan. But he soon became indebted to various local men who had loaned him money. He borrowed \$400 from Jacob Kolb in October, 1870, then \$500 more from the duo of Knitzberg and Gehrs in September, 1871, in order to pay a debt owed Stortzenberg and Gehrke. At the same time he borrowed \$500 more from a gentleman named Fruitiger in order to pay off an old note from 1868.

The writing was clearly on the wall for the future of the brewery in Marine. Nicolay was unable to pay the October, 1870 note when it came due, and he was declared in default. So on New Year's Day, 1872, the brewery was put up for auction. Standing in front of the Marine post office, just down the street, prominent local businessman John Neudecker made the winning bid of \$2400.

SUBSEQUENT YEARS

If Neudecker, Nicolay, or anyone else continued making beer at the site, it is not recorded. Any brewing that did continue was undoubtedly of short duration. Rudolph Nicolay soon left the town where he had brewed for many years and moved to St. Louis. There he worked briefly as a laborer and then returned to the brewing industry as a watchman at the Southern Brewery of Klausmann and Company. By 1876 he and his fam-



William Gericke's Saloon located at 204 N. Duncan.



Wentz Saloon at 424 N. Duncan st., early 1900's.

ily



were running a south-St. Louis cigar and tobacco shop in the same neighborhood.

No brewers are listed in Marine in the 1880 census. According to historian Loos, John Neudecker, the new owner of the brewery grounds, had settled in Marine in 1853, then purchased a saw mill which he converted to a steam flouring mill. He ran the mill for over a decade and was able to amass considerable wealth. According to the 1866 Gazetteer, he was by then a Justice of the Peace.

Neudecker died on September 6, 1883. The four lots that he had acquired from Rudolph Nicolay were advertised for sale, and subsequently purchased at auction by Henry Eikman for just \$852.

After Eikman's death in 1890, the property was sold to

Fred Schreiber for just \$400. Schreiber and his family operated a saloon just up the street, in a two-story brick building that was later converted to a shoe factory and then into a garment factory. This building still stands, but the site of the old brewery is now occupied by a newer home and a large garage or shed. Any remnants of the brewery building are either gone or hidden.

Beer drinkers in Marine have had to content themselves with beer made elsewhere for well over a century now. Turn

of the 20th-century photos taken of a local tavern show advertising for both the Pabst and Hyde Park brands. A picture of the above mentioned Wentz saloon shows a sign advertising Paragon beer out of East St. Louis. The Highland Brewing Company, located about ten miles away, established a large depot in Marine just a couple blocks from the old brewery,

of which old photographs also still exist.

The town still boasts a couple of taverns. Judging by their signage, the products of Anheuser-Busch are the most popular. It is likely that if anybody entered these saloons and mentioned that a brewery used to operate up the street, he or she would be greeted with utter disbelief. But like many other small southern Illinois towns, Marine has an all but forgotten brewing heritage.

Both Kevin Kious and Donald Roussin are members of NABA, and items from both of their collections were utilized in this article.

Sources for this article included: The 1866 Madison County Gazetteer; the 1860 and 1870 U.S. Census; Deeds and other land records; Holmes and Arnold's 1861 Atlas of Madison County; Marine, Illinois, An Historical Review by Earl Shepard, DDS; A Walk Through Marine by Ronald Loos; St. Louis & Carondelet, 1873; and the 1874-77 St. Louis City Directories.



West End Tavern's float in 1934. Wilbur Loos on wagon. Picture taken on farm.



Auction Hysteria

By Robert Hajicek

Grab a Duff beer made famous by Homer Simpson and relax to more breweriana results from eBay, if you can afford it! Doh! Included are some fine coasters that you will not want to spill your beer on. The sale prices have been rounded to the nearest dollar for simplicity.

1. Bosch Back Bar Statue
10" x 9-1/2" x 4", Bosch Brewing
Co., Houghton, MI\$788



2. Burger 1/16 barrel can
Burger Brewing Co., Cincinnati,
OH\$11,000



3. Duff Beer 24 cans and case
Razorback Beverages, South
Australia\$1,275
*The story goes that in 1996 Duff
was produced without permission
and legal action caused Razorback
Beverages to stop production.*



4. Eastside tin-over-cardboard
sign, Los Angeles Brewing Co.,
Los Angeles, CA??\$230
(reserve not met)
*Sometimes the seller does not list
the brewing company so I take a
guess at it, if I'm wrong I apologize.*



5. Golden Glow tin sign, 27" x 9"
Golden West Brewing Co.,
Oakland, CA\$282.



6. Golden West Brewing Co. tray
Golden West Brewing Co.,
Oakland, CA\$300.
*with "buy it now", looks like some-
one got a good deal.*



7. Hamm's glass ashtray, 4" x 4"
Theo. Hamm Brewing Co., St.
Paul, MN\$38



8. Jordan case and 12 bottles
Schutz & Hilgers Jordan Brewery,
Inc., Jordan, MN\$516



9. Jung saloon photo, 4" x 6"
Jung Brewing Co., Milwaukee, WI
.....\$75
(photo is of a saloon in St. Paul, MN)



10. Old Cherry Circle tapknob
Schonbrunn Brewing Co.,
Sturgeon Bay, WI\$605



11. Potosi aluminum sign, 10" x 7"
Potosi Brewing Co., Potosi, WI
.....\$127



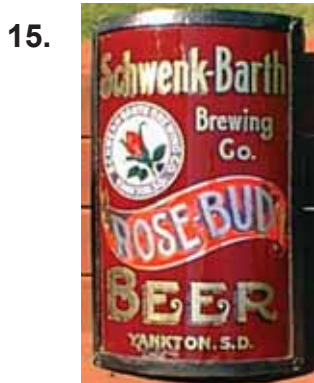
12. Pearl Beer salesman sample case. Pearl Brewing Co., San Antonio, TX\$113

13. Rainier glass ashtray 3" x 3" Sicks' Rainier Brewing Co., Seattle, WA\$45



14. Schutz & Kaiser diecut, 11-1/2" tall, paper card stock, Schutz & Kaiser, Jordan, MN.....\$1,325

15. Schwenk-Barth corner sign-reverse on glass., Schwenk-Barth Brewing Co., Yankton, SD.. \$3,080



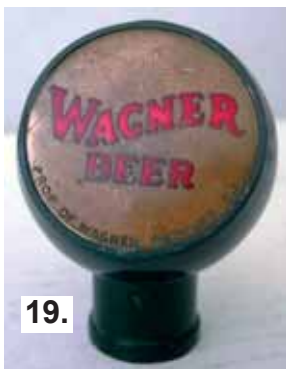
16. Stanton tin-over-cardboard, 15" x 9", Stanton Brewery, Inc., Troy, NY.....\$200

17. Tivoli tin-over-cardboard, 13-1/2" x 7", Tivoli-Union Company, Denver, CO\$327



18. Velvet Beer (on wood?) 12" x 6", Terre Haute Brewing Co., Terre Haute, IN (right?).....\$249

19. Wagner tapknob, Wagner Brewing Co., Granite City, IL
.....\$431



20. Jetter's coaster, 3-3/4" square Jetter Brewing Co., South Omaha, NE
.....\$200

21. Signal coaster, 4" Atlantic Company, Atlanta, GA
.....\$273



22. Goettertrank coaster, Old Fashioned German Brew, 4-1/2" diameter, Hubach's Brewery, Tiffin, OH
.....\$295

23. Fitger's coaster, 4" diameter. Fitger Brewing Co., Duluth, MN
.....\$535



Illinois Button Signs

By Mike Gisburne

Button signs are a breweriana collectible that seem to make their way onto many collectors walls. These highly collectible signs are made of celluloid, aluminum or tin. Generally they measure about 9" in diam-

eter but often are found as large as 11-12". This article was only possible through the cooperation a many Chicagoland collectors who permitted me to photograph their items.

In a coming issue of the

Brewriana Collector, we will be featuring a large collection of more than 100 Illinois Foam Scrapers.

Materials: A = Aluminum

C = Celluloid

T = Tin



Brewery: Bismarck
City: Chicago
Size: 9" Material: A



Brewery: Monarch
City: Chicago
Size: 9" Material: A



Brewery: White Eagle
City: Chicago
Size: 9" Material: C



Brewery: White Eagle
City: Chicago
Size: 9" Material: C



Brewery: White Eagle
City: Chicago
Size: 9" Material: C



Brewery: Dick's
City: Quincy
Size: 9" Material: C



Brewery: Dick's
City: Quincy
Size: 9" Material: C



Brewery: Dick's
City: Quincy
Size: 9" Material: C



Brewery: Schoenhofen
City: Chicago
Size: 9" Material: C



Brewery: Best
City: Chicago
Size: 9" Material: C & T



Brewery: Springfield
City: Springfield
Size: 9" Material: A



Brewery: Fecker
City: Danville
Size: 9" Material: A

Illinois Buttons



Brewery: Fortune Bros
City: Chicago
Size: 9" Material: C



Brewery: Fortune Bros
City: Chicago
Size: 9" Material: C



Brewery: Peter Fox
City: Chicago
Size: 9" Material: C



Brewery: Peter Fox
City: Chicago
Size: 9" Material: C



Brewery: Fritz
City: Freeport
Size: 9" Material: A



Brewery: Gipps
City: Peoria
Size: 9" Material: C



Brewery: McHenry
City: McHenry
Size: 9" Material: A



Brewery: Peter Hand
City: Chicago
Size: 9" Material: C



Brewery: Ambrosia
City: Chicago
Size: 9" Material: C



Brewery: Ambrosia
City: Chicago
Size: 9" Material: C



Brewery: Ambrosia
City: Chicago
Size: 9" Material: C



Brewery: Ambrosia
City: Chicago
Size: 9" Material: C



Brewery: Monarch
City: Chicago
Size: 9" Material: A



Brewery: Star-Peerless
City: Belleville
Size: 9" Material: C



Brewery: Prima
City: Chicago
Size: 12" Material: A



Brewery: Prima
City: Chicago
Size: 12" Material: A

Illinois Buttons



Brewery: Schoenhofen-Edelweiss
City: Chicago
Size: 9" Material: C



Brewery: Rock Island
City: Rock Island
Size: 12" Material: T



Brewery: Peter Fox
City: Chicago
Size: 9" Material: C



Brewery: Star Union
City: Peru
Size: 9" Material: A



Brewery: Star Union
City: Peru
Size: 9" Material: A



Brewery: Atlantic
City: Chicago
Size: 9" Material: C

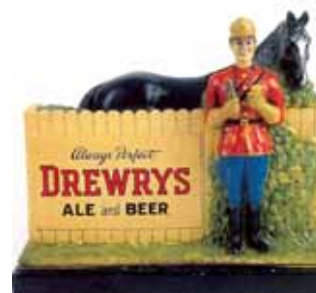


Brewery: Koller
City: Chicago
Size: 9" Material: C



Brewery: Pilsen
City: Chicago
Size: 9" Material: C

Indiana Chalks





Let's Talk Breweriana

By Rich LaSusa

Get real! Adventures of an eBay auction

"Is the sign real?"

That, folks, was the question of the day recently. And one that remains firmly in the minds of collectors of advertising signs and related items for beer and non-beer products.

"Is it real?" It's asked far too frequently today about beer signs, bottle labels, bottle openers, ashtrays, pin-backs, watch fobs and any other beer-related item that can be reproduced from authentic originals. Or items that can be created from scratch in fertile, but devious, minds and fraudulently dumped on unsuspecting collectors. Those who asked me wanted an answer to a very tough question. And it's because they are concerned.

A solid example of the corrosive influence reproductions and so-called "fantasy" pieces have had on our hobby came into sharp focus during an eBay auction last December.

The seller said the item "she" was offering in an auction was a 1938 metal Manhattan Pale Dry Beer bottle-shaped metal wall sign. It was described in the eBay promotion blurb as being made of metal and approximately 30 inches high and 18 inches wide.

That certainly fit part of the description in Manhattan literature I acquired in the late 1970s. These were order forms and documents written by Manhattan employees in charge of marketing and promotion. And they were responsible for providing advertising materials, including metal wall signs, to the brewery's distributors.

The design and colors shown in photos the seller provided appeared to be accurate. However, I had only read descriptions of the sign in those documents and had never actually seen one personally or had seen a picture of one.

It was difficult to unequivocally determine by viewing those digital images that it was an authentic and vintage sign.

The sign is rare. Period. It had been on my top-five want list for years. I know of none in any collection. I have never seen one for sale. The very fact it was for sale in an auction, that photos had been provided by the seller, that this sign really may exist, created tremendous excitement in me and within the Chicago breweriana collecting community. Just looking at those images stirred emotions and jacked my heartbeat up a notch or two.

Many collectors contacted me by phone and E-mail to ask if I was going to bid on the sign. Some, I'm sure, hoped I wouldn't.

But they asked a more significant question, one that proved to be troubling to many collectors, including me. "Is the sign real?" Many suspected it was a fake.

That question alone attests to the negative influence of those who have flooded our hobby with fake, reproduced and fantasy advertising pieces. Doubt is a destructive corrosive that eats away at the confidence of even the most experienced breweriana collector and creates an atmosphere of uncertainty. A healthy level of skepticism

is a good thing-particularly when you're buying an item sight unseen on eBay. But when distrust and cynicism replace honest skepticism, something really is wrong with the system.

All of a sudden, at a time when we should be excited about the appearance of a rare breweriana piece, and the possibility of acquiring it, we had strong doubts about its authenticity.

Why? Because it is the type of sign-fairly thin tin, with only a few colors and fairly simple graphics-that can be reproduced by using relatively inexpensive materials and a computer-generated silk-screening process. It can be made using an actual Manhattan Pale Dry label as a model. Such labels-on or off a bottle-are available.

But where did the seller acquire the sign, if it was real? To take cynicism to an even higher level, where did the seller find a photo or drawing of the original from which to make a copy, if it was a copy? Crazy thoughts in uncertain times!

This is evidence of the doubt, the uncertainty, and the mental paralysis created by reproductions and fakes.

"Is it real?"

I'm supposed to be an expert on Manhattan breweriana and possess more information about the subject than most collectors or brewery historians combined. But I could not honestly answer that question without getting more facts. And the only person who could provide them was the seller, and she could have chosen not to divulge any additional information.

Let's Talk Breweriana

Caveat emptor-let the purchaser beware-is still the rule of the day.

Adding to the dilemma was an uncertainty about the seller. She had just recently registered as a seller on eBay, and this was her first sale! A rare Manhattan beer sign being offered by a first-time seller was a suspicious circumstance. It raised more red flags than a 1950s parade in Moscow. The combination of new seller/rare sign was more than enough to challenge the credulity of even an entry-level collector.

This is not to imply anything involving this sale was illegal, unethical or even a bit shady. But most police detectives will tell you that what appears to be coincidence often is something far different. Few believe in coincidence.

Fortunately the seller's husband, who I later learned was the actual owner of the sign, eventually provided details and was extremely cooperative and persuasive in doing so. Getting this information wasn't easy. After two days of trying to contact the seller (for some reason, my efforts, and those of others, to reach her through the normal link provided by eBay were unsuccessful), I finally was able to send a message through an intermediary. It was the husband/owner who called me on the telephone. We had a long, friendly and productive chat. Some of my concerns were allayed, but not all.

I asked him many questions about the sign I had prepared prior to a hoped-for conversation. And like a good lawyer, I knew the answers before I asked the questions.

I asked about the gauge of the sign's metal, the color on the back, the color scheme of the graphics, whether the graphics appeared to be silk screened or lithographed, if

it had a series of pre-punched small holes for mounting along its edges and others. The answers I had were gleaned from the documents in my files.

Before answering my questions, he had some things on his mind for me.

He was a bit miffed and asked me: "Didn't you look at the photos I provided on the eBay site? Don't you trust what we've described?" I explained that the photos were useful but far from conclusive evidence the sign was authentic and vintage.

He had more questions. Why, he asked, was a quality old sign receiving such little attention from collectors? Why had it received only a few bids in more than five days?

The owner said he was a long-time collector of old, rare and expensive fishing lures and related advertising materials and had considerable experience with antiquity. He said he could be trusted. Trust, unfortunately, is something that can be easily breached.

He then provided me with answers-and they were correct!. He gave me sufficient assurances the sign was authentic, although he didn't entirely satisfy my curiosity about how he knew it was from the late 1930s. Did he make a good guess? Did someone tell him? Had he read about the sign somewhere or had seen another like in a collection? He chose not to answer those questions or the one about in which state he acquired the sign. Perhaps he saw an actual bottle label that matched the sign, and the information provided about the label listed a date.

He told me it was one of the more unique advertising signs he had ever seen on eBay or elsewhere, and many of those had

sold for large sums. He had "high expectations," he said, because "his instincts" told him the sign was not common.

Although he said he had little experience buying or selling beer signs, his concern about the lack of "action" on this one was warranted. The high bid at the time we talked, nearly six days into a seven-day auction, was a meager \$39.

"Is the sign real?" remained a haunting refrain for the next day or so. Many collectors were exited that a rare item had "shown up" and about the prospect of actually owning it. The owning part appeared to be within tantalizingly easy reach, with a price lingering at a bargain-basement level.

To those who asked me if I thought the sign was real or a fake, I gave you the best answer I could at the time. I wasn't attempting to bluff you or to be disingenuous. I honestly didn't get a positive feeling about its authenticity until long after I spoke with its owner and analyzed what he had revealed. I told most of you what I had learned from him.

I very much wanted the sign and really wanted to believe it was real. I was prepared to compete vigorously for it. I waited until the last two hours of the auction to place my first bid. I had the high official bid (a mile or so below my reserve) until 27 minutes remained and someone ordered the horses to gallop. We were off on a merry and breathtaking ride that took the bidding to dizzying heights. The competition was intense, but I remained every bit committed to winning. In retrospect, it was a commitment to win at all costs.

While the Manhattan sign wasn't the most expensive item I've ever purchased in an auction, it was the

Let's Talk Breweriana

most heated auction in which I was a participant.

One of the two unknown bidders competing against me raised the ante often during the final minutes, from \$30 to \$100 a bid per minute. The other just blew right in, utilizing a sniper mega-bid, with seconds remaining. I don't own sniping software or subscribe to a sniping service. I wasn't clobbered by this often-used and debatable tactic, but shock waves from its impact were too close for comfort.

Fortunately, I was home for the auction's finale, "glued" to my computer keyboard. During the waning minutes, when I was rapidly increasing my maximum as bids skyrocketed, I felt like a guy running down a railroad track, staying just inches ahead of a roaring locomotive. Adrenaline was pumping through my system; my heart was pounding.

The sniper bidder, I was told later, isn't even a breweriana collector. He's a high roller who buys vintage metal advertising signs for any product. You just don't know from where the competition will come. But it will come! It's not a game for the timid or those who are easily intimidated.

And you have to wonder, just a little bit, if some of the bidding, particularly the person who joined the hunt in earnest during the final 17 minutes, wasn't in the game only to drive up a price that had been seriously lagging the entire week.

Last-minute bidding salvos occur with regularity in eBay auctions. But I usually don't participate in the fun. I usually make my best bid early and move on to more interesting things. If I bid is the highest, great. If it isn't, there will be other opportunities.

I have experienced some craziness during live auctions; have

watched people bid against me who didn't really want the item but were determined to make darn sure I didn't get it. You have to be prepared to deal with whatever motivates people, be it honest competition, greed or spite. Apparently, all is fair in love, war and auctions.

Oh yes, the sign arrived in January. I had mixed emotions as I prepared to open the package—a homemade wooden box with a lid solidly secured with screws.

I should have been jubilant when the package arrived. The sign was here, finally here! But I removed the screws with trepidation and anxiety. What if it was a fake? The owner had given me reasonable assurance it was authentic and had offered a money-back guarantee if I wasn't satisfied it was.

My hands were shaking when I finally opened the top. Thoughts raced through my mind as I removed the carefully placed protective materials. I thought "Am I going to see a sparkling gem or a hunk of polished glass?"

In case you're wondering, the sign, in my still-cautious and humble opinion, is real. If it isn't, it's the best fake I, or other collectors who have inspected it, have ever seen.

Was it worth the price I had to pay in money, time and emotion? An emphatic yes! Will I bid with such spirit for the remaining items in my top-five want list? I most certainly will.

I now own a rare beer sign. We've never even had a hint that one was in a collection—or anywhere, for that matter. I had discussed the sign with collectors who share a common interest only a few times in the nearly 30 years that I had become aware it used by Manhattan to promote its beer. Some had never even heard of it,

yet know of one.

But that doesn't mean there isn't another one of these-or more-out there. If you have one in your collection, or know of someone who does, let us hear from you.

But there remains lingering doubt, the remote possibility—even the fear—that this sign, or others like it, will some day show up on eBay or in other venues as a reproduction.

Anything is possible. That is why it is vital that you continue to be skeptical, to ask tough questions of sellers, to become educated, not only about breweriana, but about the tactics used by unscrupulous people who reproduce signage, or sell it, to cheat innocent or inexperienced collectors.

Negative experiences can dampen our enthusiasm for buying breweriana and for our great hobby. But skepticism and wariness have to be part of our thought process. You work hard for your money and there are people who may be working just a little bit harder to take it from you.

Fortunately, many reproductions are obvious to even a cursory inspection. Unfortunately, when we buy breweriana on eBay we are unable to inspect it before bidding and must rely on the honesty and integrity of the seller. Risk always will be an element in sight-unseen transactions. Enjoy those special moments when you engage in spirited bidding and later display that long-sought beer sign or other breweriana in your collection. But keep your guard up.





The Back Bar

By John Bain

Problem 1: What do you do when you have a nice collection of lighted breweriana of Pre-pro to early 50s vintage, but you don't have enough room in your home to display it adequately, or enough time to entertain fellow collectors as often as you would like?

Solution1: Take part of your collection to a breweriana show and create a display with it, especially since that would be a lot cheaper than buying a bigger home.

Problem 2: How do you find other breweriana collectors who share the same area of interest as you?

Solution2: Post ads and invite other collectors to select some lighted pieces from their collections and participate with you in the display.

Problem 3: How do you help to encourage more people to attend breweriana shows and join the national organizations?

Solution3: See solutions 1 and 2.

That was the situation for me three years ago when I conceived "The Back Bar" -- a 192-cubic-foot, quarter-ton, portable display that would feature early lighted breweriana and small 'go-withs' from various collections across the country -- nothing that couldn't be produced from numerous days of sketching and careful planning on the computer, buying and modifying all kinds of material, assembling and fitting everything into place, and a lot of constructive support from my wife, Beryl.

Actually, the only frustrating experience was getting the self-check-out machine at Home Depot to stop protesting and accept my credit card.

With the display foundation and framework finished, I began choosing pieces from my collection and seeking other collectors who would be willing to bring some of their finest (and usually very fragile) lighted breweriana on a bumpy road trip. What an insane request, right? The final challenge was figuring out just how to squeeze all of the display material, my breweriana, two human bodies (live, of course) and their overnight and psychological baggage into a '96 Chevy Caprice for a show several hours away. Although everything eventually fit, I don't need a clairvoyant to know that the purchase of a second-hand panel van is somewhere in my future.

In the fall of 2003, the Back Bar made a successful debut in New York to a crowd of several hundred collectors and walk-ins. Since then, it has evolved into a multi-participant, semi-annual event that runs each year at the "New Brewery Collectibles Show" in Suffern, NY and "The Blue Gray Show" in Fredericksburg, VA. With an audio background of original swing, jazz, blues and Dixieland hits from the 30s and 40s big band era, The Back Bar has become a virtual time machine, inspiring many happy trips down memory lane according to senior collectors who have experienced it.

The recent participants at Blue Gray 2005 did a great job helping me put together a superb display, one that will be tough to beat next year. Participating with me were Dee Lander and Jeff Browning of

Connecticut, Gary Deachman of New Hampshire, Dennis Heffner of New York, Robert Kates and Dan Sullivan of Ohio, Keith Belcher and Rayner Johnson of Virginia, Larry Handy of Pennsylvania, Jim Romine of North Carolina, and Ron Shattuck of Massachusetts. Ron also made some attractive wood stands with chrome faucets for displaying tap knobs that he and other participants brought to the display. Many thanks, guys!

Preliminary plans to expand The Back Bar are in progress so more collectors can participate in future displays. Down the road, there will even be contests with awards for best-in-show. The next display will be in Suffern, NY on 9/30/05 and 10/1/05. BC readers who want to learn more about display criteria and how to participate can write to me at P.O. Box 610253, Bayside, New York 11361-0253 or email me at the-back-bar@earthlink.net.

Finally, at Blue Gray 2005, George Baley kindly invited me to join The BC staff and write a quarterly column about The Back Bar. I am very pleased to accept George's invitation. In addition to providing stories and pictures about past displays and information about future displays, I intend, when possible, to provide dates and technical details about some popular lighted breweriana from the period. It is my hope that this column will have a positive impact on The BC and NABA membership as we go forward together in this fascinating hobby.

Cheers and Happy Hunting!
John Bain

Test your Beerology

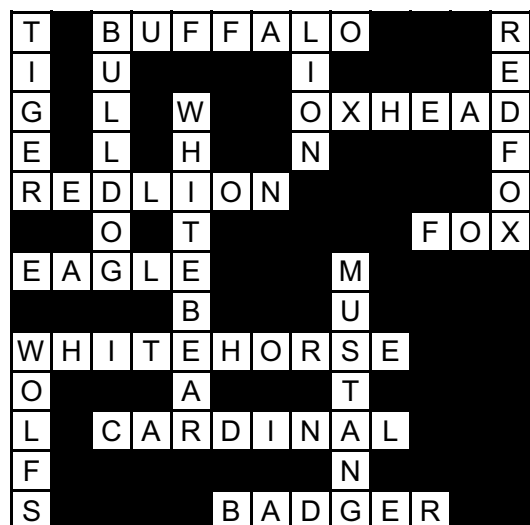
Because there was little response to the questions about who like the Crossword Puzzle page in the past several issues, the effort has met a merciful death. The final solution to last issues puzzle is found below. Next, we will begin a new direction each quarter to offer up a quiz page to test your knowledge of the brewing of beer. Give it a try!

- What is the proper serving temperature for lagers?
a) 39-41 degrees F b) 42-48 degrees F
c) 49-52 degrees F
- Malt and barley are the same thing?
a) True b) False
- The highest alcohol level for beer is?
a) 11 % b) 14%
c) 17%
- Lagers are fermented with top fermenting yeasts while ales use bottom fermenting yeasts?
a) True b) False
- How many different styles of beer are believed to exist?
a) 30 b) 50
c) 70
- The Federal Act that resulted in Prohibition was?
a) The Volstead Act b) The Volsted Act
c) The Volstad Act
- Prohibition started and ended in?
a) 1918 and 1932 b) 1919 and 1933
c) 1918 and 1933

- What is the oldest operating Beer Brand by name still operating in North America?
a) Molson b) Yuengling
c) Strohs
- A quarter barrel (7.75 gallons) contains how many 8-ounce servings?
a) 115 b) 124
c) 132
- The maximum alcohol content that may be printed on a US beer label is?
a) 5.5% b) 7.9%
c) 8.5% d) none
- A Growler contains how many ounces of beer?
a) 62 b) 64
c) 66 d) 68
- The specific gravity of most beers is?
a) 0.95 to 1.05 b) 1.032 to 1.044
c) 1.044 to 1.060
- A microbrewery is generally defined as barrels per year not exceeding?
a) 10,000 b) 15,000
c) 20,000

Answers:

1. b; 2. b- barley must first be converted to malt; 3. c- 17%; 4. b- False, just the opposite; 5. 70; 6. a; 7. c 8. Molson; 17869; b; 10. d, no alcohol content may be printed on a label; 11. c; 12. b;



SOLUTION FROM LAST ISSUE

BEERS WITH ANIMAL NAMES

ACROSS

- Roamed the plains
- Don't be Stubborn
- Blushing feline (2)
- Crafty as a . . .
- Can you soar?
- Pale mount (2)
- A St. Louis favorite
- Naggy spouse

DOWN

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



Executive Secretary's Report

By John Stanley, Executive Secretary

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

Convention registration, ballots for board slots, and renewal slips for members (please pay only if the expiration date of your mailing envelope is May 31, 2005) are provided as tear-out pages in the middle of the *Breweriana Collector*.

NABA dues can be paid using PayPal. Just send the amount you are paying to:

naba@mindspring.com

Note: Foreign Members can use this option, but please pay in US funds. Also note that a "No Change Needed" box has been

added to the renewal form, if you want to keep your Directory listing the same for next year. You do not have to send in a renewal slip, if you are using PayPal (unless you are making major changes to your directory listing). Minor changes to the directory listing can be made in the PayPal message area.

If any of your directory (esp. address or email) information has changed, please send any corrections to the address above. I would like to welcome our new members listed on page 35. Take the time to correspond with new

members who have similar collecting interests as yours. Sharing information and collections is what NABA is all about. Special thanks to George Baley (2), Ed Culbreth (3), Brian Harto (1), Jim Kent (1), John Stanley (3), eBay Auction (3) and the NABA Web Site (5) for recruiting these new members.

John Stanley
Executive Secretary

Remember current membership is required to attend the Convention in South Bend.

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

Arth, Ean G

24 Whittier Ave
Springfield IL 62704-4652
217-523-5114
newlocation@yahoo.com
All Breweriana-Cans

Bachmann, Kurt (Debbie)

197 Fraser St
Rochester MI 48307-2633
248-652-0366
bachusa@earthlink.net
*All Breweriana-Bottles-Business
Cards-Coasters-Crowns-Glasses-
Labels-Matches-Napkins-Openers*

Belknap, David (Diane)

326 Hawthorne Ave
Palo Alto CA 94301-1123
650-322-3191
dwb@angstrom.net
Openers

Bicsko, Jack

60 Chestnut St
Milltown NJ 08850-1140
732-672-8519
jbicsko1@aol.com
*Lamps-Neons-Reverse on Glass-
Signs-Tap Knobs; 1960s or Older*

Custer, Jeffrey (Dee)

528 Battle Ave
Winchester VA 22601-5627
540-662-5569
*All Breweriana-Bottles-Calendars-
History-Openers-Signs-Tap Knobs;
Pabst*

Golding, Dan (Sue)

118 Ripplewood Dr
Rochester NY 14616-1504
585-663-8302
dgolding@juno.com

Hable, Daniel (Mary)

1311 Bedford Ln
Appleton WI 54915-4664
920-731-9369
danhable@sbcglobal.net
*All Breweriana(Blatz)-
Cans(Wisconsin)*

Harr, David

65 Pierce Rd
West Brookfield MA 01585-3038
508-867-6603
steinsetc@charter.net
Mugs & Steins

Hill, Charles

PO Box 120
State University AR 72467-0120
charles72467@aol.com

Kent, James M (Joyce)

801 Stoneybrook Dr
Wapakoneta OH 45895-9454
419-738-7948
419-738-7894 Fax
jimkent@bright.net
*Coasters-History; esp Pre-Pro
Western Ohio (Miami, Toledo,
Cincinnati)*

Kent, Jesse R (Julianne)

1204 Casabella Dr
Bradenton FL 34209-3324
941-794-5636
mozmozz@hotmail.com
*All Breweriana; Western Ohio (esp
Miami, Toledo, Cincinnati)*

Krcilek, Chuck

Back Road Brewery
310 Perry St.
LaPorte, IN 46350
219-363-7623
chuck@csinet.net

Mayes, Larry (Karen)

11271 County Road 2456
Terrell TX 75160-8618
214-460-3003
972-524-8159 Fax
mayes-vim-msr@msn.com
*All Breweriana-Lithos-Mugs &
Steins*

McGrath, Kevin (Gina)

PO Box 95
521 McGrath Lane
Hannastown, PA 15635
724-838-0734
kevin521@comcast.net
*Ashtrays; clocks; tap knobs; tip
trays; Western PA*

Reed, Scott (Laura Leckrone)

952 Hale Ave
Edwardsville IL 62025-2312
618-659-0462
mmerlot2003@yahoo.com
*All Breweriana; Greater St Louis
Area esp Lemp, Collinsville IL,
Edwardsville IL, Dick Bros & Ruff
Reidel of Quincy*

Rudoff, Andy

PO Box 111
Oceanport NJ 07757-0111
arudoff@resource-realty.com

Shaw, George

11729 Chilcoate Ln
Beltsville MD 20705-1554
301-937-3061
george@beercansrus.com
*Cans-Coasters-Dealer-Paper
Items-Patches-Tap Knobs;
Maryland, Washington DC,
Pennsylvania*

Struebing, Jeffrey

14225 S 30th Ave
Bellevue NE 68123-2694
402-291-2661
strbng3@cox.net
*Bottles-Cans-Labels-Reverse on
Glass-Signs-Trays; Wisconsin*

Whaley, George (Amanda)

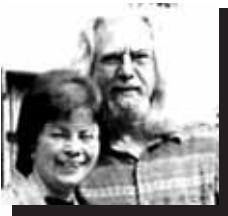
835 8th Ave
La Grange IL 60525-2950
708-579-0866
georgewhaley@sbcglobal.net
Clocks-Lamps-Pitchers-Signs

Williams, Dave (Teresa)

4606 E. Hupp Rd
LaPorte, IN 46350
219-369-1811
theandbawilliams@comcast.net
*Cans; Lithographs; Mirrors; Neon
signs; Reverse on glass; Indiana
Breweriana; Drewrys; Kamms;
Hoosier*

**EARN YOUR FREE
MEMBERSHIP**

**Get 5 new members to join
NABA and you will earn a
years free membership.**



Travels with Brewster

By Fred & Mary Clinton

Well, as promised in the last issue, we're going global with the column this round. Back in October, we had the opportunity to travel to Belgium (aka "beer Mecca") with fellow NABA members Dave Alsgaard and Kelly Busse and Frank and Vickie Zynda. We are here to tell you that this is a trip not to be missed for either the beer or history lover. It was terrific.

Before we go into detail, however, we want to give due and proper credit to Dave and Kelly who masterminded the trip and made nearly all of the arrangements for rooms, sightseeing ideas and, most important, the beer stops. Dave and Kelly developed their expertise on Belgium when they were assigned the horrible hardship of being transferred to the Netherlands for work for a period of 14 months or so. They lived in a town that was just a few scant miles from the Belgian border, and they made great advantage of this geographic proximity. Their tedious research (yeah, right) into all the great beer pubs in Belgium was our gain.

The following day, we got our van and it was off to Terneuzen, where Dave and Kelly had lived. There we received a warm welcome from the publican at their "local", De Vriendschap (Friendship). Reclining in soft chairs and sofas, we quaffed a couple of tasty selections before heading into Belgium and Ghent (which, when pronounced by the native Flemish, sounds as though the speaker is in a paroxysm).

Here it may be good to point out to those of you who do not already know that Belgium is not a homogeneous culture. To the north and west is the area known as Flanders. The natives (Flemish) speak a language for all practical purposes the same as Dutch. In the central and south of the country, the culture and lan-

guage is predominated by the French. In the far east, there is a pocket of German speakers. Thus, maps of Belgium may show a city with two names. For example, Tournai to the French speaker is Doornick to the Flemish. Confused yet?

Anyway, back to the beer. We should point out that fairly early



into this trip, each of the travelers developed a sort of beer niche. Vickie, who is none too fond of most beers, found the Belgian fruit lambics very much to her liking. Her particular favorites were the pêche (peach), the framboise (raspberry) and the mirabel (a sort of plum). Kelly, a finance manager by day, had her spread sheet of all the beers she had sampled and ones she had not, and was always in search of more beers to add to her life list. Dave was the historian of the group, always seeming to find the truly unusual brew, such as rare and dying types like the Flemish red. Mary developed a strong interest in gueuze, the tart, puckery style that creates, in some circles, what is known as the "Vickie" face. Frank was always up for suggestions, including skillfully mastering the boot glass. Fred was always on the lookout for the Trappistes, particularly the elusive Westvleteren.

Our first stop in Belgium proper was, as I mentioned some time ago, the beautiful city of Ghent. This is really a medieval and baroque masterpiece, with eye-popping buildings at every turn. The Kathedraal is perhaps one of

the most ornate I have ever seen, loaded with paintings and sculpture by VanEyck, Rubens et.al. It was also a terrific place for beer and Belgian food. (The City, that is, not the Kathedraal.) We had some wonderful traditional food at the Hopduvel including waterzooi, a chicken stew/soup and stoverij, a hearty, deep brown beef stew made with (you guessed it) Belgian beer. The Hopduvel also had a wonderful beer menu and many were sampled. Fortunately, we were able to walk there from our hotel.

We also stopped in at Dulle Griete, which when literally translated means something like mad old woman. It is, however, also the name of a cannon which protected the City and, now, a bar as well. It was here that Frank mastered the boot, or round bottom beer glass which is served in a wooden holder. The glasses are quite collectible, and as a consequence, anyone ordering that beer must deliver up one of their shoes. The shoe is placed in a bucket which is then hoisted above the bar, and held hostage waiting the safe return of the glass!

On leaving Ghent, we headed just outside Brussels to Eizeringen and De Verzekering Tegen de Grote Dorst. A mouthful in Flemish, it translates to Insurance Against the Big Thirst. This was a pretty pub, run by two brothers with day jobs. The really neat feature is that the pub, which sits opposite the church in this small village square, is only open Sundays during and after church services and during funerals.

It was here that Fred and I thought we hit a real high point on our Belgian beer quest. Lambics are made quite often in Belgium, and nearly exclusively with fruit. Here, however, we were able to taste ON DRAFT a pure, old style Lambic. It was fantastic. (Vickie

CONTINUED ON PAGE 38



Advertising

Classified Ad Guidelines

All advertising should be directed to:

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

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

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

PAYMENT

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

DEADLINES

Issue	Ad Deadline	Est. Publish Date
Spring	March 1	April 1
Summer	June 1	July 1
Fall	September 1	October 1
Winter	December 1	January 1
Membership Directory	December 15	January 1

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

== Buy ~ Sell ~ Trade ==

BACK ISSUES of the BC For Sale: Issues 87; 91 - 98; 100-102; 104 - 109; 111-127 before issue 82 some here and there and folks can inquire. Issue 110 is \$10. \$6 each and 5 for \$25. Shipping is \$1 per issue and \$4 for each set of 5. Just make check payable to NABA and send to **PO Box 64, Chapel Hill NC 27514** NABA-free

BACK BAR BEER FIGURINES - The definitive book on collecting back bar beer statues and shelf signs. Available from the author for \$29 ppd by Priority Mail. Will endorse if desired. George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. V129

VINTAGE BEER TAP MARKERS BALL KNOBS - Features more than 2000 knobs in this brand new full color publication. Years 1930-1950's. Available from the author for \$39 ppd by Priority Mail. Will endorse if desired. George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. V129

STROH'S - Wanted to Buy...Anything and Everything Stroh's. Mirrors: Especially the one marked "We Proudly Serve Stroh's to our Virginia Friends"; Also, License tags: "Stroh's Welcome to....." Contact Richard Flora; 1206 Masons Lane; Vinton, VA 24179-6207. (540) 890-6098 or email: rzfflo2@aol.com. V132

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

WANTED - Loyalhanna Brewing Co., Monastery Beer, Latrobe, PA items. Also rolling Rock beer items. Contact Jim Mickinak @ 724-539-7941 or email @ 10easyst@adelphia.net V132

JULY 8TH & 9TH • 2005

Ohio Mini CAN-vention

31st Annual

...and Breweriana Show

PRE-REGISTER FOR A CHANCE TO WIN THIS CAN!

Generously Donated by the Rogalski Brothers!

For additional information or to register on-line, visit our web page
<http://canvention.acornfinancial.com>

begs to differ!) This was just one of the many examples of Dave and Kelly leading us to a real unique setting and beer.

We then made for Bruges/Brugge (another city with two names) which is a world heritage center, and rightfully so. This nearly perfectly preserved medieval city (wall and all) allows the visitor to really step back in time. Rumor has it that it was spared bombing during WWII as the German hierarchy all planned to move there. In any event, this place is so full of beer history that we hired Regnier de Muynck to give us a walking beer tour of the old town. This also included a tour of the Straffe Hendrik brewery as well as lunch with stoverij and Belgian beer.

During our stay in Bruges we bunked at the Erasmus hotel, run by a beer savvy gentleman named Tom. The food was very tasty and he keeps a wonderful selection of unusual beers on hand, many of them on tap ("van't vat"). It was very close to the old City center and walking distance to everything to see and do. And there is a lot in Bruges - from the 400+ step belfry tower, the Groeninge Museum, Kathedraal, City Hall etc. Just be warned, it is a huge tourist attraction, and going off-season is highly recommended.

On leaving Bruges, we headed to French speaking Belgium. A word of caution to the English-speaking traveler: English is widely spoken in Flemish speaking Belgium. The same is not true in the French areas. We ended up in Rochefort, home of one of the Trappiste breweries, St. Remy. Mary's high school French was sufficient to obtain rooms and food (and beer, of course). We then took a day trip to one of the most beautiful Trappiste breweries, Orval, which is tucked in the hills of the Ardennes Forest, just three or four miles from France. On the way, we stopped at Bouillon and toured the old fortress castle and were treated to a falconry display. See, we did do stuff other than just drink beer!

As for Orval, legend has it that a wealthy widowed countess in medieval times lost her wedding ring in a spring nearby the present day abbey. She promised to

endow the abbey if the ring were somehow returned to her. A fish sprang from the pond with the ring on his nose. The rest is history, and the fish with the wedding band is the logo for the abbey. The original structures were destroyed during the French Revolution, but were restored after WWI with the gift of another benefactress. Most of the abbeys are off limits to visitors, but here you are allowed to tour the old grounds and peer through the gates to the abbey within. Oh yeah, and the beer is really good, too.

From Rochefort, we headed to Antwerp and had a great room overlooking the Kathdraal square.



It was also just around the corner from the Brabo fountain that depicts the hero Silvius Brabo holding the severed hand of the giant Antigoinus who had terrorized and exacted heavy tolls from the boaters who traveled the river to the town (and severing the hands of those who did not pay). The feat gives the city its name, which means something like "hand-thrown". Here we were treated to the Vogel Markt, a huge outdoor market with food, clothes, antiques, live animals - you name it. (Ask Vickie about the mind-boggling variety of olives. And everyone in Antwerp appeared to be there on the Saturday morning we strolled through.

In fact, this raises two points

about the European culture we found really attractive. First, they have not been "malled" to death as we have, and as a result, the shopping offers a huge variety of goods rather than the homogenization you seem to get in the big box stores. Also, the Europeans will go outside in any weather. When we were there in late October, and in a climate really no different than ours at that time of year, there were literally dozens of places where you could still eat outside, and hundreds and hundreds of people taking advantage of it.

We had only a brief time in Antwerp, but as you can see, we made use of it. In fact, one of the great beer stops of the trip was here, out of the main city center. The beer café Kulminator offered no food other than cheese/sausage snacks, but had a beer list that must have been 30 or 40 pages long. Truly impressive. We also took advantage here (as we had done everywhere else in Belgium) of the incredible variety and number of chocolate shops. And we're not talking Hershey's and M & M's. We're talking about the stuff that will make you moan. Rumor has it that as of this writing, Vickie is still hoarding a few precious pieces from her stash.

On our way from Antwerp to Amsterdam we also had the chance to visit a beer museum in the town of Breda which is also a pub which is also the owner's house. The Bier Reclamemuseum (Beer Advertising Museum) was tucked in a quiet residential area; this was truly a breweriana shrine. There was not a square inch of wall space in any room (including the back garden) that was not festooned with beautiful, old beer advertising. Dave, a collector of Belgian breweriana, was truly impressed. The rest of us were simply awestruck.

After that, it was one last night in Amsterdam. We went to two wonderful bars that evening: 't Arend's Nest and Golle. After a mad dash to De Bier Koning beer store to get some last minute "souvenirs", we made the journey home, with fond memories and hopes for a quick return.

Fred & Mary

Events of Interest

2005

April 13 - 16 - Omaha, NE

27th ANNUAL JFO (JUST FOR OPENERS) CONVENTION

Double Tree Guest Suites, John Mlady (402) 345-7909.

April 24 - Hilliard, OH **KING'S SPRING FLING**

The Makoy Center; 5462 Center St. Sun 8am - 1pm Doug Blegen (614) 890-0835 or email: dblegen@columbus.rr.com.

May 21 - Kalamazoo, MI **29th ANNUAL CHAPTER SHOW**

Bell's Brewery 8 am to 2 pm; Joe Wilson, (616) 896-1051 or email: upbeers@earthlink.net

June 4 - Lincoln Park, MI **STROH'S FIRE-BREWED CHAPTER'S 33RD ANNUAL BREWERIANA & BEER CAN SHOW**

Kennedy Memorial Building, 9:00 am - 2:00 pm. John Oberhausen (313) 388-5298 or Terry Warrick (313) 928-0551.

June 5 - Blue Ash, OH **QCC BEER CANS & BREWERIANA SHOW**

Blue Ash Banquet Center, 9 am to 1 pm,
Dave Gausepohl (859) 371-4415 or
email:beerdave@fuse.net.

June 14-18 - Rochester, MN **ABA-XXIV ANNUAL MEETING**

The Kahler Grand Hotel. Jeanne Tiegs at
tiegs@newsworth.net

July 8 - 9 - Waynesville, OH **31ST ANNUAL OHIO MINI-CANVENTION**

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

July 13 - 16 - Wilkes-Barre, PA **33rd ANNUAL ECBA CONVENTION**

Ramada on the Square; Larry Handy (610) 439-8245 or
email: ohhugo@aol.com.

August 2 - 7 - South Bend, IN **34TH ANNUAL NABA CONVENTION**

Marriott Hotel, George Baley (219) 325-8811
or email: gbaley@comcast.net.

August 14 - Blue Ash, OH **QCC BEER CANS & BREWERIANA SHOW**

Blue Ash Banquet Center, 9:00 am to 1:00 pm
Dave Gausepohl (859) 371-4415 or
email: beerdave@fuse.net.

August 31 - September 3 - Charlotte, NC

BCCA CANvention 35

The Westin Hotel.

September 17 - 18 -Somerset, PA

ECBA FALL FEST,

Ramada Inn; Ron Kikta; (814) 749-7183.

September 22-23 - Somerset, PA

7TH ANNUAL EAST COAST BREWERIANA ASSOCIATION FALL FEST

Ramada Inn, Ron Kikta (814) 749 7183

October 8 - South Bend, IN

HOOSIER (NABA/BCCA) SHOW

American Legion Post; 5414 Sample St.;
Wes Weaver (574) 273-6020 or
email @ hoosierbeer@sbcglobal.net

October 13-15 - Maplewood, MN

32nd ANNUAL GUZZLE 'N TWIRL

Dave Wendl (651) 731-9573

October 29 - Glendale Heights, IL

24th ANNUAL MONARCH FALL-FEST.

Ramada Inn, Rte 64 near I-355. 9 am to 2 pm. Alan Bormann
(636) 305-8618 or email: nilabormann@aol.com.

November 6 - Madison, WI

ANTIQUÉ BOTTLE & ADVERTISING SHOW

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 am to 9 am; Bill Mitchell (715) 341-6860.

November 27 - Blue Ash, OH

QCC BEER CANS & BREWERIANA SHOW

Blue Ash Banquet Center. 9 am to 1 pm
Dave Gausepohl (859)371-4415 or
email: beerdave @fuse.net.

2006

August 1 - 6 - Louisville, KY

35TH ANNUAL NABA CONVENTION

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

2007

July 31 - August 5 - Bay City, MI

36TH ANNUAL NABA CONVENTION

For information contact Ricky Schmidt (989) 686-1636 or
email rsa19@chartermi.net or Dan McShane (989) 667-9445
or email: kolbbros@chartermi.net.

National Association Breweriana Advertising

34TH ANNUAL CONVENTION **South Bend Marriott • August 2-7**



***NABA welcomes you to
South Bend, Indiana.....***

<u>Tuesday:</u>	Home Tours
<u>Wednesday:</u>	Nostalgic Brewery Bus Tour
<u>Thursday:</u>	Seminars, Brewmaster Dinner and more
<u>Friday:</u>	Spectacular Auction
<u>Saturday:</u>	Large public show with 150 plus tables
<u>Sunday:</u>	Annual business meeting and home tours
<u>Every day:</u>	Hospitality Suite and Room-to-Room

Show Registration Contact:
George Baley
1585 Tiffany Woods Drive
LaPorte, IN 46350

Phone: 219-325-8811 or email: gbaley@comcast.net
Visit website at www.nababrew.org