



The BREWERIANA COLLECTOR

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

Volume 130

Founded in January 1972

SUMMER 2005



**Brewing and
Prohibition in
Washington D.C.**

**34th Annual
Convention
Calendar of Events**

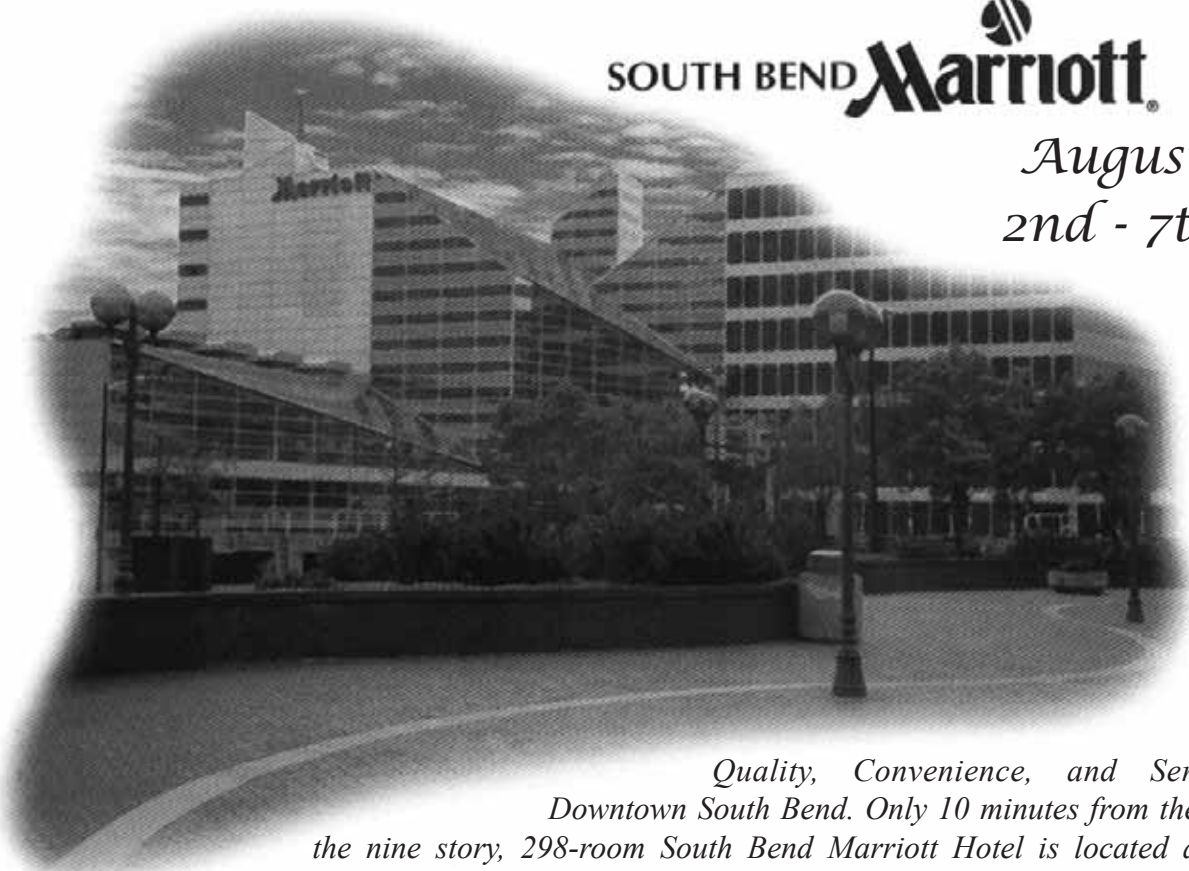
**History of
South Bend
Breweries**

Single Copy Cost \$6.00

2005 34th Annual Convention

SOUTH BEND **Marriott**

August
2nd - 7th



Quality, Convenience, and Service in Downtown South Bend. Only 10 minutes from the airport, the nine story, 298-room South Bend Marriott Hotel is located at Colfax Avenue and St. Joseph Street, attached by a skywalk to the city's exciting Century Center - a convention and civic complex hosting a variety of events since its opening in 1977.

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

Send Comments/Questions to:

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The **BREWERIANA COLLECTOR**

SUMMER 2005

#130

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POSTMASTER:

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COVER

The Indiana Gold Tray on cover is from the Guenther and Zerweck Brewery of LaPorte, Indiana. The is a classic tray of the era.

PHOTO CREDITS: John Bain, George Baley, Bob Hajicek, Bruce Mobley
and John Vetter

Kansas Tax Paid Crowns

By John Vetter

1/1/1947 - 1/1/1948

C.M.B TAX PAID 47/100 CENT



1/1/1948 - 1/1/1965 C.M.B. TAX PAID

6 OZ

7 OZ

8 OZ

11 OZ

24 OZ

25.6 OZ



47/100 ¢

546/1000¢

626/1000¢

86/100¢

1 88/100¢

2 CENTS

12 OZ - 94/100 CENTS



12 OZ

16 OZ - 1 25/100¢

32 OZ - 2 50/100 CENTS

1/1/1948 - 1/1/1965 - A.B.C. TAX PAID



11 OZ 86/100 CENT

12 OZ 94/100 CENT

32 OZ 2 50/100 CENTS

NO FURTHER REQUIREMENT FOR TAX PAID CROWNS



President's Message

It is now less than a month or so until the 34th Annual NABA Convention in South Bend begins. If you have not made your reservations for the Convention or a hotel room, please do so now. You can reach the hotel toll free at 1-800-328-7349 or 574-234-2000. This year's Convention promises to be filled with all sorts of interesting events and some great opportunities to renew old friendships, make some new ones and pickup some new stuff for your collection.

Website: Still looking for someone to redesign the website and another to maintain it. This can be a one-person job or you can share it with another member. Let me know if you are interested.

Convention Value: It was interesting to listen to Sandy Wacunas at the Goebel Gang Trade Show talk about the value one receives

at our Convention. Sandy was telling a new member how for only \$80, you get three meals, beer and snacks everyday and access to some great breweriana both at the Friday Auction and room-to-room every day. She pointed out that our plan offers the best value of any of the collector clubs. The reason we are able to offer so much to our members for a very reasonable price is that the hotels know we will meet certain minimum room commitments and provide for a reasonable number of meals. All this helps us obtain not only a great rate (\$79/night) at a top quality hotel, but also permits no charge for all the activity rooms we use during the week for the auction, seminars, hospitality, displays, etc. If we were to eliminate the meals, we would simply have to increase the registration fees significantly and would likely not be able to command essentially the full run of the hotel.

Membership Information: I know John Stanley is always looking to make sure the information about each member is accurate and up to date. It seems like a large number of members have changed their email addresses over time, but have not alerted John to that change. While for many persons, emails are not of concern; it is one way for NABA to communicate with each of you in a timely and inexpensive manner. For example, this year's Convention registrants will be sent a short acknowledgement about the receipt of their registration. While this activity does not cost NABA any money, it does mean that those members with inaccurate emails will miss out on some timely information. Were you one of those persons?

George



From the Editor's Desk

New articles continue to flow in for future issues of the *Breweriana Collector*. It has been most rewarding, as I enter my third year as editor, to have always had enough "stuff" to fill an issue. This is large part is due to the tremendous response by you our membership to calls for quality

articles. The backlog of articles continues to permit each issue being packed with hopefully the topics you find of interest. Now.... just because we have had success in keeping the issues full is no reason for you not to submit an article for publication. What I have found is that some of the best articles are being written by members who may have never published any-

thing before. We have the ability to do a little "ghost editing", if requested (or required). So give some thought to a subject you have personal knowledge about and jot me a note (or email) or make a phone call and let's talk about it.

Boiling in the Brew Kettle will return next issue.

George

WANTED: NABA WEBMASTER

Put your computer and Internet talents to work!

Contact George Baley at the Convention or 219-325-8811

email: gbaley@comcast.net



Chapter Doings

By Mary White

The first chapter show this quarter was held Saturday April 12 at the Windsor Park Lanes and was sponsored by our Canadian Chapter, the "Great White North". This was a great idea to hold a show, as well as a Bingo Bowl. There were 17 silent auction prizes that gave a good choice to buyers to spread their tickets around for items they hoped to win.

Thanks to several chapter members, as well as Fort Gary Brewing Co., Molson & Labatt for prize donations.

A great time was had by all and we are raring to go again next year. (Wayne Leaf & Dave Craig)

The Gobel Gang Chapter (see pictures below) hosted a show May 7 at Niles, Michigan's American Legion Post 26 Hall. One unique feature of this show is the dealer-only raffle held on the half hour. All enjoyed plenty of food & beer and raffle prizes.

The Patrick Henry Chapters 28th Annual Breweriana Show in Kalamazoo, Michigan was held May 21st at the Bell Brewing Co. The weather was perfect, so a lot of dealers setup outside. It was a great viewing arrangement, to have the items spread out more for persons to view. This show had a wide variety of breweriana items as well as cans and bottles. Plenty of beer and good food

which also featured a beer mustard made right there at the Brewery. Also available was a company store where all the ingredients for home brewing were available along with a variety of brewery gift shop items.

A red Sierra Nevada neon and a Molson three -D neon sign were key raffle prizes. Great show, excellent facilities and very friendly host persons. Looking forward to next year.

The Queen City Chapter has a

show June 5 at the Raffles Hall and the Miami Valley Chapter host the 31st Annual Ohio Mini-Convention July 8 - 9. This is a campout show that draws a lot of campers every year from several states.

If you have a story and/or photos of your chapter's show, and wish to share with the rest of our NABA family, please send them to me. 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 membership information.

Hope to see you at an upcoming Chapter show this year, or the NABA Convention in South Bend, Indiana August 2 - 7. Check the Events of Interest column for other upcoming shows.

Happy Collecting!!

CHAPTER MEETING

We would like to have a Representative Meeting at the Convention

Please identify a Representative

Time and Place to Be Determined

Help make your Chapter grow and be more visible to the Hobby

See Mary White at Registration



Back row: Sandy Wacunas, Dave Gausepohl, Gerald Weishaar. Front row: Tobi and Don Hicks





Convention Report

By George Bailey

Time is short for those who have not sent in their registrations for the South Bend Regalia. There are a few seats open on the bus and we are nearly a full house for the Brewmaster dinner. We may be able to add another table, if necessary. Anyway, time to make your commitment to a great week of the five C's (Collecting, Consignment-via the auction, Camaraderie, Cash gathering-via sales, and Consumption of great beer and food).

I would like to express my thanks to those members who have noted tiny issues when contacting the hotel about rooms. When you call the hotel at either the 800 or 574 numbers, you actually get the Marriott Hotel Reservation center located somewhere in the Midwest, but not in South Bend. Even though they answer like it's South Bend.... it is not. Thus, the special arrangements we made with the South Bend Marriott are not totally known to the Reservation Center. No fear!

Room Rate: First, our rate is \$79/night for up to 4 persons from Sunday July 31 through Sunday August 8.

Parking: Next, the parking is FREE. One member asked about parking costs and was told they were \$8/day. Not true. You will receive a card upon registration at the hotel for free in and out parking all week. If you are not registered at the hotel, there will be a charge to park.

Non-Smoking Rooms: And then there is the smoking room issue. The hotel has about 295 of which ONLY 20 are smoking rooms. The master computer for

the Marriott system does not know how many rooms at a particular hotel are smoking vs. non-smoking. We reserved over half the rooms for Thursday thru Saturday, and there is a block (of cigar smokers, no less) of 100 rooms reserved on Thursday by another group, and 30 for a wedding party. The Marriott computer beeps when 90% of the capacity is booked/reserved and comes back with the message that non-smoking rooms cannot be guaranteed. The cigar group has taken all 20 smoking rooms on Thursday! Thus, you will get a non-smoking room for sure. If you are a smoker, please see me early and I will try to work something out with the hotel, if possible, but there is a good chance you might have to switch rooms around Thursday, if you need a smoking room.

Hospitality Room: The hospitality Room, Hoosier Display Room, First Timers Breakfast, Auction and Trade Session are all located just off the elevators on the 2nd floor.

Floor Distribution: The 3rd floor is where the hotel club member rooms are. Each of the floors 4-8 has about 50 rooms each. The hotel will begin filling our reservations from the 4th floor up where possible based on rooms open when you check in. Thus, we will occupy most of the 4th to 7th floors, but may spill over to the 8th. The hotel is essentially one long hallway with stairs at each end and elevators in the middle. This makes for easy movement between floors.

Parking: There is a surface lot in back and a lower garage, convenient to the lobby. I would recommend you come in off St. Joseph Street and park in the

lower garage. Look on page 63 of the Membership Roster for a detailed map on South Bend.

Extra Tables: The demand for extra tables has been very good. I have made arrangements to have more than enough tables available. If you marked a desire for an extra table on the Registration form, please be assured that one will be available. Please see Mary White or Helen Haydock upon registering and they will fix you up. Special requests to be near a buddy will be honored. Just let me know who!

Name Badges: As always, name badges will be required for all Convention activities. This year we will use a very special badge that will identify registered members. We ask your participation is preventing non-registered persons (members and non-members) from participating in the room-to-room activities. Remember, it is only fair to those who register and help defray the cost of the hotel, to have first chance at the items available. Non-registering persons are only cheating those who register. A expectation of attendance at our Conventions is to help police the situation.

LAST CHANCE

Time is short. We are looking forward to seeing you in South Bend!

Copy or tear out the form in this or the last issue of the BC and send along with your payment to:

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

**For More Information Call:
219-325-8811**



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 and Jim Brown-Pabst Advertising)
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 Opens: 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, 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 Opens: 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 (\$5 charge)
11:30am - 1:00pm Cash lunch available
10:00am - 2:30pm Indiana Room Opens: Outstanding Indiana Breweriana
6:00pm - 7:00pm Indiana Night Micro Beer Tasting on the Mezzanine outside 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 - Ted Binz, Bob Wacunas 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 are 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 SEE INSIDE FRONT COVER FOR HOTEL REGISTRATION INFORMATION!

Call the Hotel at 1-800-328-7349 or 574-234-2000 for reservations.

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

Brewing History Around South Bend

By Wes Weaver

South Bend has had a long and often fragile history of brewing beer. The following is a brief summary of that history which you can experience yourself on Wednesday when we take a nostalgic tour of the sites of the three breweries.

Muessel Brewing Co. 1852-1936

Christopher Muessel founded the brewery after settling in South Bend from Bavaria. He operated the brewery until his death in 1894. The plant continued on with his sons and grandsons at the helm. The family continued brewing until the decision was made in 1922 to close for the entire length of Prohibition. After Repeal in 1933 Muessel was once again brewing beer. Things were not well with the plants management as the family was not as involved as it once was. Only one official of the company had experience with operating a brewery. This lack of experience proved fatal to Muessel. In May of 1936 the company filed for reorganization. By October a buyer was found for the plant.

Drewrys Ltd. USA 1936-1972

A group of American investors had purchased the rights to Drewrys Ltd. USA, and was in the hunt for a brewery of their own. Muessel seemed to be a great location for them, as it was in the

middle of their current market area. Other Indiana brewers under contract had previously produced Drewrys. The name had popularity and was selling well. A plant of their own was surely the way to go. The deal was done and on October 1, 1936 the plant was officially the home of Drewrys. Under the new owners the brewery flourished. Sales were good and the Drewrys brand continued to gain popularity.

By 1950 Drewrys was running strong, so strong that Carleton Smith, president of the firm, announced a merger with two well known Chicago brewers in 1951. Atlas and Schoenhofen-Edelweiss came on board with Drewrys. This merger gave the three plants a combined capacity of over 1.8 million barrels. By the mid 1950's the company was setting all time sales and earnings highs. Drewrys was poised to be one of the strongest regional breweries running. With the capital they had accrued, more mergers were soon to follow.

In 1961 Drewrys acquired Hampden-Harvard Breweries, of Massachusetts. The plant would continue to run under Drewrys ownership. In 1963 Drewrys acquired the assets of Fitzgerald Bros. of Troy NY. That plant was closed, but the brands as well as machinery were moved to the Hampden-Harvard plant for production. Drewrys was now four plants strong, but apparently could not pass up getting larger.

In September of 1963, Drewrys announced that it would be buying out Piels Bros. of New York. This move gave Drewrys two more plants. One plant was located in Staten Island, and one in

Brooklyn. Shortly after the purchase, Drewrys opted to close one of the Chicago plants. Production from the aging Atlas plant was split between the remaining Chicago plant and South Bend.

Things were still going well, Drewrys was now the 10th largest brewer in the states. In 1965 the South Bend plant was running full speed ahead and improvements to the plant were under way. The 1.5 million dollar upgrade to the plant made it state of the art and the best in the chain. Later in 1965, the announcement was made that Drewrys would produce the brands of Chicago's Atlantic Brewing Co. This announcement would be the last made by Drewrys as an independent brewer.

Later in the year the shareholders of the firm elected to merge the company into the Associated Brewing Company of Detroit. Oddly enough, the head of Associated was the son of the man who headed the investment group that bought Drewrys back in 1936. Was this a small world, or just good planning? The merger of these companies looked very good at the start. Associated already controlled the Pfeiffer plant in Detroit, as well as Sterling in Evansville, and Schmidt in St. Paul. The addition of Drewrys as a whole seemed to make Associated a soon to be super power.

Sadly this was the beginning of the end. Associated closed the Pfeiffer plant in 1966 as production shifted to South Bend. By 1970 sales were slumping and capacity was going unused. The closing of Drewrys last Chicago

plant was announced with production shifting to South Bend. Good for South Bend's plant, but bad as a whole for Associated. Pressure from the big national brewers was getting too intense for Associated to keep up with. Sales continued to lag and capacity was still going unused.

In 1972 Associated began bailing out. The announcement was made that the company was selling its western division to G. Heileman of Lacrosse WI. The plants included in the deal were, South Bend, Evansville, and St. Paul. The addition of these to Heileman gave them a total of six plants. Heileman had made the decision that only five were needed. Who should close? The work

force at South Bend felt that they were safe as their plant was the most modern and best equipped of the three acquired, and the largest the state of Indiana had ever hosted.

In one short month after the sale was complete, the question of who would close was answered. South Bend was getting the axe. The 500 employees and a well equipped plant gone. Production ceased in November 1972. Heileman stripped the plant and moved the equipment to the plants in their system that needed it. Drewrys was still being produced by Heileman, but was among the least popular sellers in South Bend. Apparently it left a bad taste in the mouth of the city's beer drinkers, so to speak.

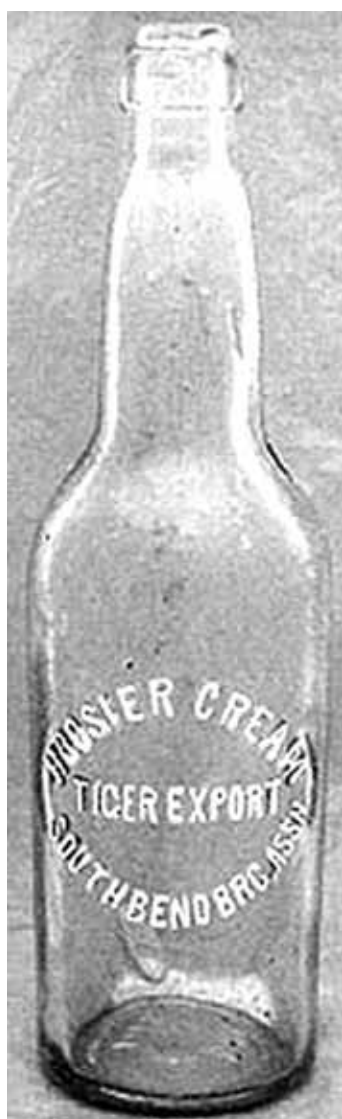
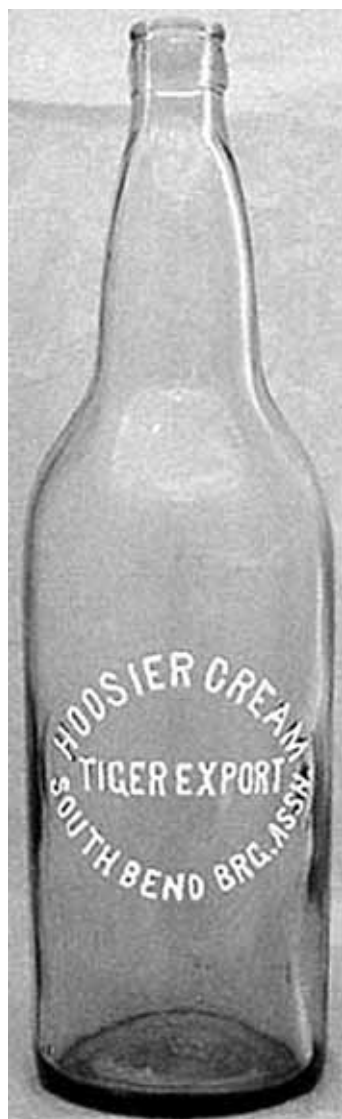
The plant still stands today as a grim reminder of good days past. The brewery is being used by several small businesses and as warehouse space. The Drewrys label is currently under the ownership of the Pittsburgh Brewing Co.

smallest and sadly the least recognized. Much history has been documented about its competitors, Drewrys, and Kamm's. South Bend Brewing Association on the other hand, had the least amount of press coverage.

What is known is that in 1903, a group of saloonkeepers went together to form the South Bend Brewing Association. The brewery located on Michigan Avenue (now Lincoln Way West) was built in 1904. A previous building used for brewing (operated by the South Bend Brewing Co.) may have existed on the same site from 1895-1897, but this cannot be confirmed. The building built by the association was completed and used for brewing around 1905. In the years before Prohibition, the plant produced Hoosier Cream, and Tiger Export beers. They must have sold well as these embossed bottles are seen regularly around town. During the dry years, the plant was known as the South Bend Beverage and Ice Association. The company survived by producing ice cream, candy, cereal, soft drinks, and ice distribution.

When Repeal finally arrived, South Bend was ready. The company name was changed to The South Bend Brewing Co, and the beer was a flowing! The Hoosier beer brand was the flagship brand from the company. Their slogan was "Good 'Old Hoosier Beer".

The beer was produced in both bottles and a very colorful cone top can. The company used a tiger as its mascot until the plants end. The brewery was reported to make 50,000 barrels at its peak. One would guess that this was in the years shortly after Repeal, as the plants output dwindled to around 25,000 barrels near the end. In 1950, sales and production were at all time low.



The South Bend Brewing Co. 1905-1950

The South Bend area was home to three brewers before 1950. The South Bend brewing Co. was the

Management at the time chose to liquidate the brewing end of the firm. The company was then run under the name Polar Ice & Fuel Co. Along with brewing, the company had distributed ice and coal over the years. In South Bend's case, I would tend to believe that local competition was the main factor in the end. Drewrys was the true local super power. They advertised their product like mad in and around South Bend. Kamm's, who also closed just a year later, was taking up the local market as well.

The old westerns had the bad guy saying "this town isn't big enough for the two of us". As far as brewing went, this town was not big enough for the three of them. In Drewrys case they won the battle, but not the war. The end for Kamm's and Hoosier was just the start of the storm that was soon to roll into South Bend. The former home to Hoosier beer caught fire in 1977.

What remains is the Brew house and the bottling house across College Street. The brew house is now home to Indiana Glass and a consignment shop. The bottle house is home to a local uniform business.

Kamm's Schellinger Brewing Co. 1870-1951

Adolph Kamm arrived in Mishawaka and bought a brewery built by John Wagner in 1853 and founded the Kamm's Brewing Co. in 1870. Adolph had previously worked in a brewery in Delphos Ohio, most likely the C.A. Eysenbach brewery. While the brewery was operated under Adolph it prospered. In 1873 a dam was built to harness water-power from the St. Joseph River to power the brewery. In addition to brewing beer, ice was made and used in preserving the beer. The brewery carried on with the latest machinery and plant improvements to produce a superior quality of beer.

In 1880 Adolph Kamm's brother-in-law Nicholas Schellinger, joined the company, which then became the Kamm and Schellinger Brewing Co. The years following the new merger saw more improvements and additions to the plant. The brewery workers did most of the work themselves. The workers lived in the plant and were fed their meals

at the Kamm's house by Mrs. Kamm herself. The brewery had become one of the area's largest commercial enterprises by the time Prohibition struck. During the dry years, the brewery survived by producing soft drinks, distilled water, and ice. In 1927 the Schellinger family withdrew from the company leaving the Kamm family to continue on. Kamm's was the first brewer to get its beer flowing in Indiana after the repeal of Prohibition. The firm continued to prosper for the better part of the next two decades.

In 1950 a fire caused major damage to the plant. Due to the damage and cost to rebuild the remainder of the family that ran the plant made the decision to close in 1951. The brewery buildings that were left were used for various industries and warehousing until the mid 1970's. After that a local group bought the property and converted it into a useful shopping and dining complex for all of the public to enjoy to this day. The only thing missing in the complex is a brewpub. Hopefully someday!!

*Bottle photos courtesy of NABA member Bruce Mobley
www.one-mans-junk.com.*

Coming Sooner Than You Think!

JUST A YEAR PLUS AWAY.....LOUISVILLE, KY

**It is not too early to begin marking your calendar for the 35th annual
Convention in Louisville from August 1st to 6th**

**Contact Roger Owen at 502-425-5643 or Kent Speer at 502-895-6014 (email:
gkspeer@aol.com)**

Hope to see you there!



Labelology

By Bob Kay

Drewrys Labelology

St. Paul, MN, c1860-1912 Ed Drewry Settled in St. Paul in 1859 and opened a brewery there in

1860 which continued under family control until closing in 1912. His son Ed Jr. left St. Paul and moved

to Winnipeg, Canada in 1872 and managed a brewery there eventually taking it over in 1877.



circa 1884-1888

Evansville, IN, c1933-36 Drewrys in Canada, featuring the Canadian mountie on the label, became quite popular and expansion into the bigger US market was quite attractive. The time seemed right when US prohibition ended and a new Marketing Company was set up in Chicago to sell Drewrys. Initial production was by the Sterling Brewers, Inc. of Evansville, IN. Brands included Ale,



circa 1888-1895



circa 1895-1912

October Ale and Half & Half (ale & Porter). Labels prominently featured the Canadian Mountie holding a glass in one hand and a bottle in the other! Label text included: *First Brewed in Canada, 1877. Now Brewed in the USA. Drewrys Ale, manufactured by it's American affiliate Sterling Brewers, Inc., Evansville, Indiana operating under the direction of Drewrys Ltd Canada. This Drewrys*

Ale is very high in alcohol content. Higher even than the same type Drewrys Ale as made in Canada but so mellowed in process as to make the taste mild and bland.... In keeping with tradition Drewrys October Ale is higher in alcohol content than Drewrys Strong Ale! These labels were fairly short lived lasting from 1933 to 1936-37.



circa 1933-1936, Evansville IN; Mountie with Beer

South Bend, IN, c1936-66 In 1936 Drewrys purchased the Muessel Brewing Co. in Sound Bend, Indiana and renamed it Drewrys Ltd, USA, Inc. The stable of brands was expanded to include beer and bock beer in addition to their traditional ales. The new location prompted a significant change in labeling. South Bend labels now show a mountie holding beer and standing in front of

his horse!!

At first three types of ale were made; Pale Ale, Old Stock Ale, and October Ale, a seasonal. By 1938 the mix was simplified to just Old Stock Ale. The first beer, circa 1936, was called Drewrys Lager Beer. Around 1938 it became Drewrys Extra Dry Beer and in 1960 just Drewrys Beer as the Big D slogan picked up steam. Bock beer was also produced as a

seasonal.

Early South Bend labels said - Canada's Pride since 1877. However, this cordial relationship with Canada began to sour. It's said that the wholesome image of the Royal Canadian Mountie was tarnished by showing him drinking beer. It almost seems like a border war of sorts erupted. Suddenly, in 1950, the Drewrys Mountie lost his beer, and at

Labelology

the same time - as if tit for tat, all mention of Canada was removed from the labels. Instead of Canada's Pride, new wording said A Famous Name since 1877. This was the beginning of the end of the Mountie. During 1951-54 he lost his horses ass, and then, by 1956 the whole horse was no longer pictured. When Associated Brewing took over Drewrys in 1966, the Mountie no longer was pictured

on Drewrys labels.

Meanwhile Drewrys began making quite an impact as a US brewer. In 1951 two additional breweries (Schoenhofen Edelweiss and Atlas, both in Chicago) were added along with many non Drewrys brands. The Chicago breweries weren't equipped for ale production so all Drewrys Ale came from the South Bend. In 1961 Hampden-Harvard Breweries of

Williamansett, MA was acquired and in 1962 Piel Bros., a New York brewer with plants in Brooklyn and Staten Island, was acquired. The Drewrys brands weren't popular in the Eastern States and weren't introduced in these last two breweries. These additions placed Drewrys in the 'top ten' brewers in the US. In addition they also operated a number of soft drink plants.



c1936-38 Mountie with Beer & Horse



c1938-50 Mountie with Beer & Horse
Extra Dry Beer & New Design's

c1950-51 Mountie with Horse
No More Beer & No More Canada



c1951-54
Mountie w 1/2 Horse

c1954-55 New Style Design
Mountie w 1/2 Horse

c1956-60
Mountie w/o Horse

c1960-66
Modernized Design

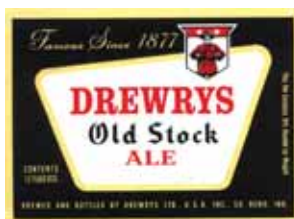
Labelology



c1950-51 Mountie with Horse No Beer & No Canada



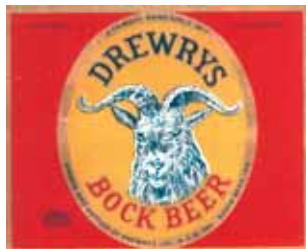
c1956-60 Mountie w/o Horse



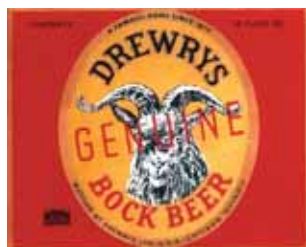
c1960-66 New Design



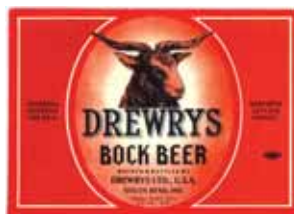
c1936-38



c1951-54



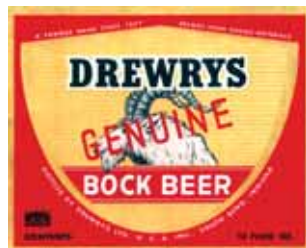
c1951-54



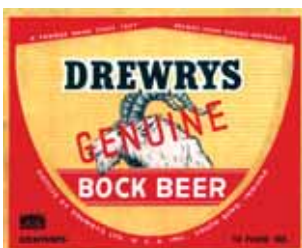
c1936-46



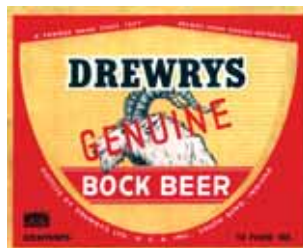
c1946-51



c1954-66



c1954-66



c1954-66



c1966-72

Associated Brewing Co., c1966-72

The Associated Brewing Co. merged with Drewrys Limited USA in 1966. Associated was the surviving Company although the South Bend and Chicago Breweries kept their Drewrys name. After closing the Pfeifer Brewery in Detroit in 1966, Associated operated six plants: St. Paul, MN, Brooklyn, NY, Willimansett, MA, Evansville, IN, South

Bend, IN and Chicago, IL. c1966-72

Drewrys Beer and Draft Beer were added to Associated's menu of brands, however, the new labels did not show a mountie. Separate labels for the South Bend and Chicago plants were made listing Drewrys Limited USA as the brewery. Multi-city labels were also made listing Associated Brewing Co., Evansville, St. Paul and South Bend.



G. Heileman Brewing Co. c1972-88

Heileman's purchased Associated's St. Paul, Evansville, Chicago and South Bend plants in 1972 and promptly closed the Chicago facility.

Heileman redesigned the

labels and tried marketing in many different locations. As a result many city variations of these labels can be found.

Evansville Brewing Co. c1988-97

In 1988 Heileman, fighting bankruptcy, sold their Evansville brewery along with rights to the several brands (Sterling, Wiedemanns, Cooks, Falls City, Drewrys,

Drummond Bros., and Champagne Velvet). The Evansville brewery then reopened under the new owners as the Evansville Brewing Co. Voila!! After quite a run in the US the Drewrys label was suddenly right back where it started 55 years



c1988-97

Labelology

earlier- in Evansville, IN. Unfortunately, at this time the brand didn't quite have the luster it had back

in 1933. The Evansville Brewery closed in 1997 and sold their brands to the Pittsburgh Brewing Co. It's not

clear at this time if Drewrys will be reissued by Pittsburgh Brewing.

Mountiology

Early South Bend labels said - Canada's Pride since 1877. However, this cordial relationship with Canada began to sour. It's said that the wholesome image of the Royal Canadian Mountie was tarnished by showing him drinking beer. It almost seems like

a border war of sorts erupted. Suddenly, in 1950, the Drewrys Mountie lost his beer, and at the same time - as if tit for tat, all mention of Canada was removed from the labels. Instead of Canada's Pride, new wording said A Famous Name since 1877. This was the beginning of the end of the Mountie. During 1951-54 he lost

his horses ass, and then, by 1956 the whole horse was no longer pictured. When Associated Brewing took over Drewrys in 1966, the Mountie no longer was pictured on Drewrys labels. If you look close, the 1988 label did bring back the Mountie, but perhaps, too little and too late!



c1933-36
Evansville



c1936-38
South Bend



c1938-50
South Bend



c1950-51
No Beer, No Canada



c1951-54
w/o Horses Ass



c1956-60
w/o Horse

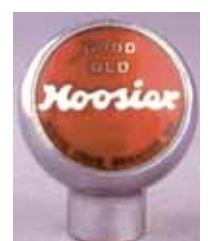
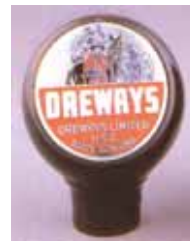


c1960-66
New Design, South Bend



c1988-97
Evansville

Ball Knobs from the South Bend Area



Brewing and Prohibition in Washington D.C.

"The Noble Experiment in the Capital: Brewing and Prohibition in Washington, D.C.: 1865-1956"

**A Joint Exhibition by the Woodrow Wilson House and the Brewmaster's Castle
October 27, 2005-February 20, 2006.**

By Mark Benbow

In October 2005 a joint exhibit will open in Washington, D.C. of interest to breweriana collectors and historians of brewing and the temperance movement. "The Noble Experiment in the Capital: Brewing and Prohibition in Washington, D.C.: 1865-1956" will be jointly hosted by the Brewmaster's Castle, i.e. the Christian Heurich mansion, and the Woodrow Wilson House, where the 28th President retired in 1921 after leaving office. The exhibit will run from October 27, 2005 until February 20, 2006. After March 2006 much of the

exhibit will remain as part of a permanent display at the Brewmaster's Castle. The displays will feature items from some of the largest breweriana collections in the Washington area, including items belonging to Gary Heurich and several local breweriana collectors.

Washington D.C. had a long history of brewers and breweries ready and willing to satisfy the thirst of both the lawmakers in the

nation's capital, as well as that of the permanent residents of the city. The first brewery, Conningham & Company, opened in 1796. The decade after the Civil War, however, saw the greatest increase in Washington breweries, with 13 new breweries opening to supplement the three that were already operation. When Prohibition started in Washington in 1917 there were four brewers still in business. Perhaps the most notable of these four was Christian Heurich. Founded in 1872, his brewery would be the most prominent in the city and in 1956 was the last to close, having survived two World Wars and Prohibition.

There were other breweries of note in addi-



A Christian Heurich ad for a non-alcoholic malt drink, 1914.

tion to Christian Heurich's. The Abner-Drury Brewery began life as John Albert's brewery in 1879 and lasted until 1937. The Washington Brewery existed under different names from about 1850 until 1917. The National Capital Brewing Company did business in southeast Washington from 1890 until 1917. Of course, across the river from D.C. in Alexandria, Robert Portner's Brewing Company was one of the largest in the South and its lager and ales quenched the thirst of Virginians and residents of Washington from 1862 until prohibition began in Virginia in late 1916. Moreover, several of the growing national companies such as Anheuser-Busch and Christian Moerlein also had agents in the



In 1930 a temperance group called the Crusaders published this map, showing the locations of over 900 raids made by police and prohibition agents between September 1929 and August 1930.

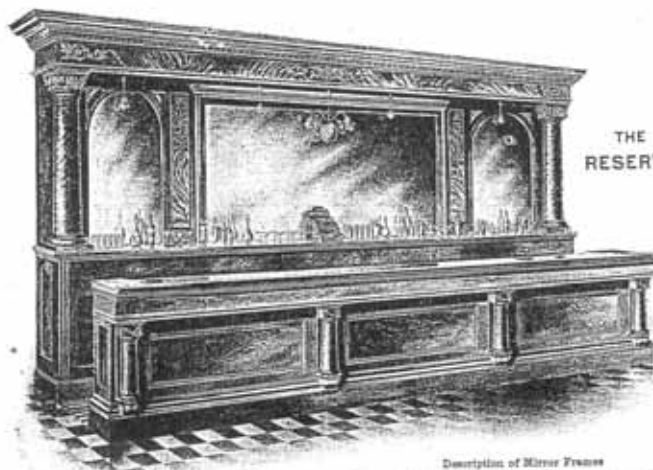
**CONTINUED ON
PAGE 27**



Collector's Showcase

By George Baley

Those of you who will taking part in the Nostalgic Bus Tour on Wednesday will have a first hand opportunity to peruse this collection. Featuring over 300 chalk pieces and other breweriana, the collection includes a restored 1903 Brunswick-Balke-Collender Co. bar (The Reserve) from the Pantland Hotel (now the Amway Grand) in Grand Rapids, MI. and a 1908 pool table from the same manufacturer. The back bar was retrieved from a home outside Chicago destined for demolition and dates from circa 1941. The Baley Collection will also be open on Sunday from 10 am to 2 pm for those unable to attend via the bus.



Golden Oak and Inlaid Mahogany.
Mahogany Counter Top.
Shack sizes, 14, 16, 18 and 20 feet lengths.

Length of Back Bar	Length of Mirror Frame and Back Bar - 25 Centres	Length of Mirror Frame and Back Bar - 30 Centres	Size of Mirror	Size of Back Mirror
14 ft.	8 ft. 1 in.	10 ft.	21 in. x 30 in.	14 in. x 20 in.
16 ft.	9 ft. 1 in.	11 ft.	24 in. x 32 in.	16 in. x 22 in.
18 ft.	10 ft. 1 in.	12 ft.	27 in. x 34 in.	18 in. x 24 in.
20 ft.	11 ft. 1 in.	13 ft.	30 in. x 36 in.	20 in. x 26 in.







The Birth and Demise and Rebirth of Brewing in LaPorte

By George Baley

The Early Brewers

The history of brewing in LaPorte is first noted in 1831, north of the courthouse, in an area called "Ten Mile Strip". The town streets were not formally laid out until 1833. Later beer was made by Mathias Kreidler on the north shore of Clear Lake in 1854. Next Nicholas Bader (1856-1884) brewed on the north side of Lake Street between Chicago and Tyler Streets. This is very close to the area of the sites of Crystal Spring and others. About the same time August Zahn brewed on the west side of Lake St., and north of Furnace. A fire destroyed the building in 1874.

In 1866 Urban Gaeckle had a brewery and beer garden in the area. Then in 1874, B. Kreidler opened the Green Island Gardens on the east side of Madison and north of the city limits.

A company called Noll bottled Schlitz beer around the turn of the century. Similary Lindstrom bottled Blatz beer about the same time.

A brewery by Frank Dick Sr. (c1877-1884) later became Dick & Dick (Sr and Jr) (1884-1888). They sold to John B. Puissant & Clemens Dick (1884-1887) who formed the Pisant Brewery and in 1887 the brewery ownership was passed to John W. Russert (1887-



1896). The capacity was about 10,000 barrels although the market took only 4,000 per year.

Crystal Spring Brewery (1887-1896)

Russert formed the Crystal Spring Brewery (see Photo below) and continued the operation until May 30, 1896 when two brothers purchased the assets of the brewery and continued to brew their very popular Excelsior Beer.

Guenther Bros. Brewery (1896-1911)

The brothers were John J. Guenther of Massillon, Ohio and Fritz C. Guenther of Sacramento, California. John arrived first to LaPorte to oversee the operation with his brother arriving two weeks later. The new owner officially took possession on June 1, 1896. Mr. Russert agreed to stay on as Manager for a period of two

months at which time he planned to move to Chicago where he intended to purchase another business.

Guenther and Zerweck Brewery (1911-1918)

On August 22, 1911, Fritz C. Guenther sold his half interest in Guenther Bros. To Herman Zerweck of Albany, NY. Mr. Guenther retired September 1st. While the original intent was to keep the name as Guenther Bros., it was not long before the name changed to Guenther and Zerweck.

Zerweck, a noted Brewmaster, was born in Wuerttemberg, Germany where he learned the art of making beer in his early youth. After working four years in different breweries, he went to Munich to expand his knowledge. Coming to America, following his valuable experience in Munich, Mr. Zerweck worked in New York City breweries for a period of four years, acquiring during this time the American ideas of beer making and following his work in Gotham with three years experience with the Blatz Brewing Co., later graduating with high honors from the Milwaukee Brewers Academy.

Mr. Zerweck had been connected with one of the large breweries in Albany, NY coming from that city to LaPorte to become a factor in its business life, and continued with Guenther, the high standard of LaPorte beer. Mr. Zerweck's father, whom the Guenther's knew in Germany, was a noted maker of beer, and the son was born in his knowledge of brewing.





F.C. and J.J. Guenther were associated together in LaPorte for fifteen years. When the Guenthers came to LaPorte to purchase the brewery of Mr. Russert, the former had been employed as Brewmaster in Sacramento, California while the latter was engaged in this same capacity in Massillon, Ohio. Broadminded, progressive men they were potent influences in the building of LaPorte, contributing to

worthy public movements, building homes, acquiring possession of property, proving themselves to be substantial citizens, with LaPorte's prosperity the keynote of their success.

Atlasta Brewing Co. (Circa 1922)

The Atlasta Brewing is a bit of an odd duck in the brewing history of LaPorte. A short story on their demise is included in this issue. Because they operated during Prohibition as a "fringe" brewery, they are included for interest sake.

Back Roads Brewery (1996 to present)

For almost 80 years, brewing ceased in the city of LaPorte until it was reborn through the efforts of Chuck Krcilek who serves as

Brewmaster.

Originally named the Brick Road Brewery, a dispute with Miller forced a name change. Located across the street from the old Crystal Springs/Guenther Bros./Guenther and Zerweck Breweries, Back Road has become one of truly fine micros around. Currently with numerous brews under label, they will have their beers featured in the hospitality room at the Convention. And remember, they are on the Wednesday tour.

If you are ever in the area on a Saturday afternoon, stop by when they open their taps for tasting from 1 to 4 pm.

Bottle pictures courtesy of Bruce Mobley.

Book Review

Miller Time A History of Miller Brewing Company 1855-2005

Miller Brewing Company's rich 150-year history has been captured in a new book by Milwaukeean author and historian John Gurda. The book tells the story of the nation's oldest major brewer rising to meet numerous challenges throughout its 150 years.

In the book, Gurda chronicles Miller's past, beginning in 1855 when German immigrant Frederick Miller purchased a small brewery in Milwaukee called the The Plank Road Brewery. Since its humble beginnings, Miller survived, thrived, challenged and re-defined brewing in America. The book deals with pivotal challenges in the company's history from Prohibition to the Great Depression, to modern marketing and consolidation in the brewing industry.

His story begins in Germany

with interesting stories about life across the ocean and chronicles his passage to America in 1854. Arriving in New York, he quickly



vowed his desire to become a citizen by denouncing allegiance to the king of Wurttemberg.

Sailing from New York to New Orleans, he then took a steamboat trip up the Mississippi traveling

past Memphis, St. Louis and finally arriving in Prairie du Chien, Wisconsin. From there he traveled across the state to Milwaukee where the rest is history.

I leave the rest to you to learn more about.

The slightly oversized 10" X 12" hardbound book contains voluminous pages many in color of rare and quite collectible items. This is one of the best and very entertaining books written on the subject of brewing history and should be on every collectors shelf.

Copies of this limited edition book for purchase are available at www.millerbrewing.com or at the Girl in the Moon Gift Shop at the Miller Tour Center, located at 4251 W. State Street in Milwaukee. You may contact the tour center by phone at 414-931-2337.



The Back Bar

By John Bain

Hello again! For this BC issue I selected photos of the Back Bar display that was featured at The Blue Gray Show, 2005. The items pictured here are very tough to find, especially in extraordinary condition like this. I am organizing another set of photos for the fall issue. Many thanks to the participants for their support and contributions.

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.

Cheers! John Bain

1. Hudepohl Pure Lager Beer - Blue Ribbon Displays bullet light from Robert Kates of OH

2. Dawson's Pale Ale & Lager - Crystal Manufacturing Company glass back bar clock, Keith Belcher, VA

3. Harvard Ale & Beer - Neon Products outdoor hanging neon, Ron Shattuck, MA

4. Krueger's Beer - Neon Products back bar neon, Dee Lander, CT

5. Utica Club Old English Ale - Price Brothers band shell halo light, Dennis Heffner of NY

6. West Virginia Special Beer window neon, Jim Romine, NC

7. Hull's - reverse on glass window neon, Jeff Browning, CT

8. Storck's Slinger Beer - Union back bar neon, John Bain, NY

9. National Bohemian Beer - heat motion sign, Rayner Johnson, VA

10. Horlacher's Beer & Ale - Biolite back bar bubbler, Larry Handy, PA

11. 20 Grand Ale - Lackner back bar neon, Dan Sullivan, OH

12. M-1 opener collection, Gary Deachman, NH

13. Horlacher's Perfection Beer - Price Brothers band shell halo light, Larry Handy, PA

14. Drewrys Ale - Price Brothers halo light, John Bain, NY

15. The crowd goes wild!

3.



4.



5.



6.



2.



7.



12.



14.



8.



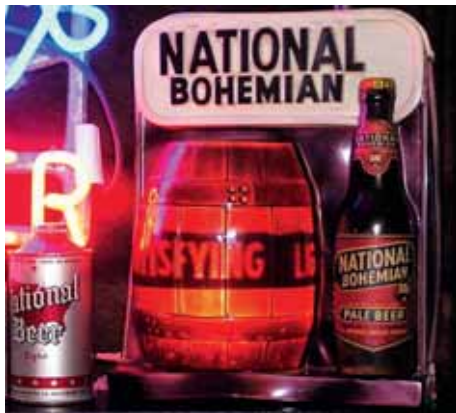
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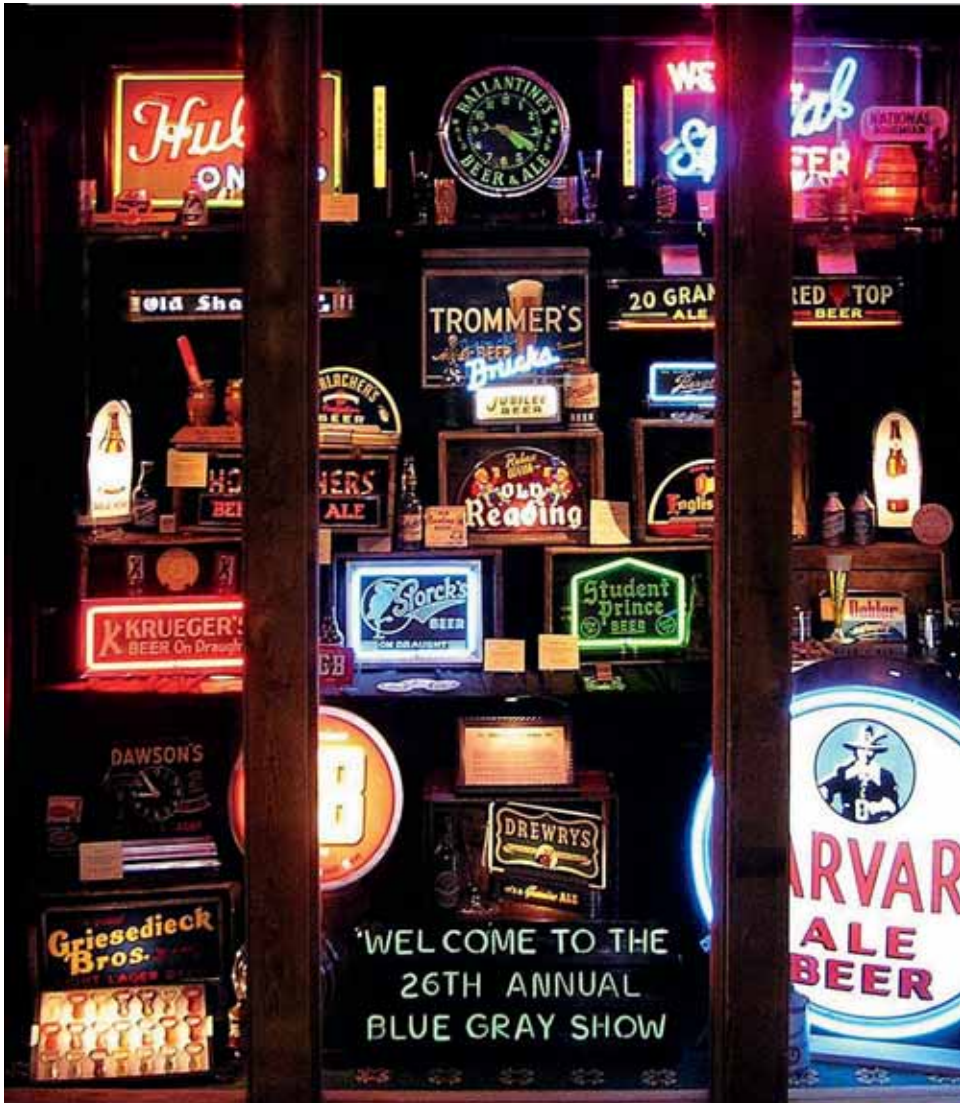
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10.



11.



Fall of the Atlasta Brewery

In a local newspaper of the day it was reported that.... It was early in the morning of September 22, 1922 when five enforcement officers under the direction of Field Director W.O. Holman raided the Atlasta Brewing Companies Plant and arrested Brewmaster Carl Leiter and Clerk Frank Cusack on the charge of unlawful manufacture of liquor. The two men were arraigned in the city court and entered pleas of not guilty to the charge. Bonds were fixed at \$500 each and the two men were released until September 29 when the hearing was held.

The agents arrived in LaPorte early that morning and went immediately to the brewery, working independent of any aid from either the local police department or Prosecutor Earl Rowley. Apparently these two law enforcement agencies were turning a blind eye to the events at Atlasta!

Taking samples of the "near beer" being produced, they spent the day testing (tasting?) the samples for alcohol content.

When interviewed at the brewery, the next day, an official of the company refused to throw any light upon the raid, declaring that the men had been there and after sampling the sediment in the vats had arrested the Brewmaster and the clerk, and left instructions that nothing should be move.

The official stated that he did not know what the authorities intended to do, but denied that the plant had been placed under a federal seal, as officers had informed Prosecutor Rowley they intended to do.

No liquor was confiscated aside from that taken for tests and no evidence was introduced at the preliminary hearing. An employee of the brewery stated that he

understood the arrests were made because the company was manufacturing near beer with a federal permit.

The raid was the second made on the local brewery since the Atlasta Co purchased plant. On February 4, 1922, federal officers under Holman raided the plant and confiscated several hundred gallons of beer. At that time, Manager Louis Keator and two truck drivers were arrested and later convicted of violation of the liquor law. It was then reported that the brewery had been sealed, but this was denied at the time and the recent raid indicates that operations have not ceased.

Both Leiter and Cusack left the city of LaPorte, pending their hearing.

To make matters worst, on November 14, 1922, armed with a federal court order issued by Judge A.B. Anderson of Indianapolis, Marshall L.P. Meridith and two deputies arrived in LaPorte and destroyed more than \$15,000 worth of equipment and beverages. The plant had been closed since the raid in September.

As soon as the federal men arrived, they called upon Chief of Police Alfred Norris and secured his assistance in the destructive work that they came to carry out. Marshal Meridith had with him an order from Federal Judge Anderson that was issued following the trial of Sullivan and two of his employees in Indianapolis.

The order called for the destruction of 196 barrels of beer "more or less" and the breaking of machinery valued at thousands of dollars. The officers in company with Chief Norris went to the fire station where they armed themselves with axes, going from there

to the brewery.

Holes bored in the bottoms of the 13 wooden vats in which the beer was stored let the liquor run out onto the floor from where it drained through the tile to a ravine north of the plant. For more than an hour after this damage had been wrought the fluid stood four feet deep in the ravine.

Hundreds of bottles containing beer were thrown against a cement wall in the rear of the plant and broken. The liquor formed a small river running north. Kegs and cases followed the unfortunate bottles.

Approximately 196 barrels of beer stored in vats, kegs and bottles were destroyed in addition to machinery and equipment valued at more than \$10,000. Included in the fixtures, which fell before the axes of the federal men, were a \$4,000 bottler and capper, purchased recently by Edward Sullivan, former owner of the brewery who is not serving a sentence in the Marion County jail for violation of the prohibition laws.

Thirteen wooden vats, each containing 100 gallons of beer were emptied and the containers destroyed by boring holes in the bottom and spreading carbolic acid through them. A huge copper cooling vat of approximately 150 gallon capacity was gouged full of holes and Marshal Meridith declared that it would be torn from its mooring and consigned to the junk heap.

A small number of spectators watched the destruction and it was generally agreed that while the loss of the beer was to be expected, it seemed a crime to destroy the valuable machinery.

**CONTINUED ON
PAGE 30**



Auction Hysteria

By Robert Hajicek

This issue has a variety of trays from across America and a mix of other breweriana.

1. DuBois Tray, 13 1/4" x 10 1/2", DuBois Brewing Co., DuBois, PA.....\$271



1.

2. Ruhstaller Tray, 16 1/2" x 13 1/2". Ruhstaller Brewery, Sacramento, CA.....\$335



2.

3. Gretz Tray, 13" diameter W. Gretz Brewing Co., Philadelphia, PA.....\$289



3.

4. Columbia Tray, 9 3/4" diameter, Columbia Brewing Co., Tacoma, WA.....\$382



4.

5. Golden West Tray, 13" diameter, Golden West Brewing Co., Oakland, CA\$750
Compare this tray with the other Golden West tray in BC vol 129.



5.

6. E. Robinson's Sons Tray, 13 1/4" diameter, E. Robinson's Sons, Scranton, PA.....\$1225



6.

7. Kolb Bro's Tray, 16 1/2" x 13 1/2", Kolb Bro's Brewery, West Bay City, MI.....\$2250



7.

8. Hastings Brewing Co. Tray, 13 1/4" diameter, Hastings Brewing Co., G. Kuenzel Prop., Hastings, MN.....\$2025



8.

9. Deppen Queen Quality Reverse Paint on Glass 13 1/4" x 25 1/4" x 5", Deppen Brewing Co., Reading, PA\$1500



9.

10. Kato Reverse Paint on Glass, 18" diameter, Mankato Brewing Co., Mankato, MN\$1515



10.



10.

11. Golden Drops on one side, Bobbie Ale on the other side, 4" diameter coaster, Two Rivers Beverage Co., Two Rivers, WI\$126



11.

12. Tannenbaum Coaster, 4" x 4" , Marathon City Brewing Co., Marathon City, WI....\$515



12.

13. Schlitz Bottle Cap, Schlitz Brewing Co., Milwaukee, WI\$66



13.



14. Pabst Flange Sign, Pabst Brewing Co., Milwaukee, WI\$1182



14.

15. Schuster Letterhead, Schuster Brewing Co., Rochester, MN\$202



15.

16. Old Reading 12 oz J-spout Old Reading Brewing Co., Reading, PA\$1525



16.

17. Old Reading Quart Conetop, Old Reading Brewing Co., Reading, PA\$815



17.

18. Goebel's curved porcelain corner sign, Goebel Brewing Co., Detroit, MI\$811



18.

19. Hamm Beer Token, 1-1/8" diameter, Becker & Gleinke, Okabena, MN\$222



19.

20. Miller Special Brew tin-over-cardboard, 13-1/2" x 9-1/2", Miller High Life Co., Milwaukee, WI\$1281



**CONTINUED FROM
PAGE 17**

capital city who were bottling and selling their products.

These breweries were feeding hundreds of saloons by the beginning of the 20th century. According to local legend, Washingtonians could walk from the Capitol Building down Pennsylvania Avenue to the White House and never go a block without passing a saloon. One of the most famous districts in the downtown was "Rum Row", a one block area between the Warner Theater and Fourteenth Street that contained ten saloons and a gambling house. The saloons ranged from low end dives to more exclusive businesses catering to local officials, congressmen, etc.

Temperance organizations had a history in Washington almost equally as long as did the brewers. The Temperance Society of Washington was founded in 1828 and met in City Hall. In 1837 the US Senate banned the sale of "spirituous liquors" in the capitol or

on its grounds. The House finally agreed in 1844, but the measure was never really enforced. Other dry organizations came and went over the next few decades. Founded in Ohio in 1874, the Woman's Christian temperance Union (WCTU) opened a chapter in Washington and in 1900 held their national convention there. In 1905 the Illinois Congressional delegation had a statue of long-time WCTU president Frances E. Willard placed in



A Christian Heurich sign, circa 1940.



The exhibit will feature a lot more breweriana than pictured here, this is just a very small taste. These few items are from the collection of Dr. Mark Benbow, the Wilson House historian (and member of the NABA). The photo was taken in Woodrow Wilson's library in his home on S Street.

the US Capitol building's statuary hall where it remains, having endured far longer than did the 18th Amendment.

In 1917 Congress passed the Sheppard Act, named after Senator Morris Sheppard of Texas, making the District of Columbia "dry" and closing the city's remaining 350 saloons. Taking advantage of restrictions on food and grain, as well as on anti-German feelings which could be turned against brewers such as Heurich, prohibition started in Washington at least in part as a war time measure. It spread nationwide in 1920 with the ratification of the 18th Amendment and the passage of the Volstead Act which defined "intoxicating"

as any drink with more than 1/2 of 1 percent alcohol. President Woodrow Wilson vetoed the Volstead Act in October 1919, but his veto was easily overridden.

Instead of full prohibition, Wilson supported "local option," allowing individual communities to choose their own alcohol restrictions. He favored allowing light beers and wine to remain legal, a position held by many brewers and vintners.

Never more than an occasional light social drinker, Wilson's post-presidential home on S Street in Washington came with a wine cellar, which is still stocked with some of the Wilsons bottles of wine.

Prohibition was as much as failure in Washington as it was in nearly every other large city in the US. While Virginia made an honest attempt to enforce prohibition, Maryland made little such effort and the Chesapeake Bay's proximity to Washington made smuggling alcohol relatively easy. Speakeasies and other illegal bar-rooms began to open immediately. In 1930 a temperance group called the Crusaders issued a map locating over 900 locations that had been raided the previous year. Home brewing also flourished. Alice Roosevelt Longworth, Teddy Roosevelt's daughter and wife of the Speaker of the House, later



The Largest still in captivity. Lt. O.T. Davis, Seft. J.D. McQuade, George Fowler of Internal Revenue Service and H.G. Bauer with the largest still ever taken in the national capitol and bottles of liquor."

Library of Congress
Prints & Photographs Division
LC-USZ62-95475
11 Nov 1922
National Photo Company Collection
The Breweriana Collector

An anti-alcohol postcard from about 1910.

Temperance campaigns often promoted prohibition as a pro-family measure.



noted that she made wine, "really good beer" and even distilled gin from oranges in her Washington home during the 1920s.

Prohibition ended in Washington in March 1934, while 3.2% beer was sold legally starting on April 7, 1933. Only two of Washington's breweries restarted after Prohibition ended, Heurich and Abner Drury. The latter failed

after only a few years, apparently due to selling "green beer" in a rush to capitalize on thirsty customers in 1933. In contrast, Heurich Brewing restarted their brewing carefully and did not sell their first beer until August. Christian Heurich was 90 years old in 1933 when he restarted brewing, and he continued working until days before his death in 1945 at the age of 102. The company carried on under his son, Christian Heurich, Jr., until the beginning of 1956. The company's directors, facing falling sales, decided to close the brewery before they started losing money.

The breweries of DC left behind some nice breweriana, mostly from Robert Portner and Christian Heurich. Only the latter canned his beer, so there are only a few cans from Washington for collectors. However, the cans such as the blue Senate flat tops and the Old Georgetown cans are popular with

collectors, and some, such as the Senate Bock cans, are quite rare. Bottle collectors have more to hunt both pre and post prohibition. There are also a few trays, plus signs, door pushes, matchbooks, etc.

Many local collectors are donating material to be displayed and the exhibit will contain the largest gathering of Washington breweriana in over 25 years and collectors will be able to see many rare pieces. The exhibit in the Brewmaster's Castle will focus on the pre-prohibition period, while the Wilson House display will concentrate on the temperance movement, Prohibition, and repeal. The exhibit will also be part of the 2006 Blue-Gray breweriana show's bus tour.

For more information on the Brewmaster's Castle or the Wilson House please visit their websites at www.heurichhouse.org and www.woodrowwilsonhouse.org.

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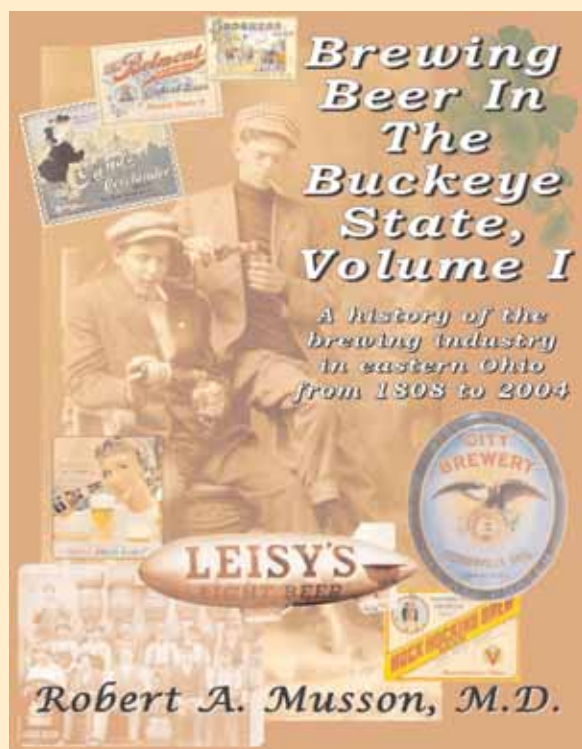
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Advertising to the Beer Industry: A Kooler-keG Promotional Book

By Doug Hoverson

Most collections of brewery advertising focus on items produced to sell the brewery's product. But there is another sub-field to be considered-items produced to sell products TO breweries (and distributors and bars). While many of these products are purely industrial and do not have brewery names or logos on them, some do, and these aid both in dating breweriana and in understanding small details of how the beer industry functioned.

Paging through issues of *Western Brewer*, *Brewer's Digest*, *Modern Brewery Age* or other trade publications displays the incredible range of issues breweries needed to deal with on a regular basis. While some of these ads (such as for industrial cleaning products) are of minimal interest to the collector, they often have excellent interior pictures of breweries that were demolished



ads tout a supplier's product by showing it in use by a brewery, which provide the collector with photos of brewery trucks, new labels, innovations in packaging and other clues that can help us date items or even discover new variations.

In some cases, the businesses that supported the brewing industry created advertising products to promote themselves in the brewing industry. Test cans and similar products are typically quite rare and highly sought after. But sometimes brewery-related advertising is disguised and discovered only by accident.

Such was the case with the spiral-bound booklet pictured in this article. John Grier (editor of *American Breweriana*, who graciously gave permission for this article to appear in *Breweriana Collector*) was browsing items at a sale in Pennsylvania and was attracted by the striking cover picturing an airplane that announced "Lost!" Instead of being about naval aviation (another of John's interests), the first page revealed that the urgent loss was actually

lost beer, about one barrel out of every seven served. There is no denying the effectiveness of the advertising "hook." This was most likely published in 1937, and the twin-engine airplane on the cover is clearly intended to evoke thoughts of Amelia Earhart, who disappeared with navigator Fred Noonan in July of that year. (The latest of the testimonial letters reproduced in the back of the booklet is dated from December of 1936. If the booklet came out before Earhart was lost, it would be a rather spooky bit of prophecy.)

The booklet with twenty-three 11"x14" pages turns out to be a promotional piece put out by the



decades ago. Others are more helpful to collectors, such as the ads from the Vaughn Co. and the Penrith-Akers Co., which show the styles of openers produced (and sometimes announce when a new style is introduced). Finally, many



Novodel-Agene Corporation of Belleville, New Jersey, to advertise their Kooler-keG system. The first several pages demonstrate how standard draft systems waste beer, the next section demonstrates the advantages and ease of use of the Kooler-keG system, and the final part emphasizes the technical support and provides testimony from restaurants and bars already using the system.

Of particular interest to collec-



tors is the page showing tap knobs of breweries already using the system. With a few exceptions, these knobs add the Cooler-keG signature to the brewery logo. On the Breidt's knob the Cooler-keG name is almost as big as the brewer's; the Trommer's White Label knob has the most subtle appearance of the Cooler-keG addition. (A similar version exists for Trommer's Malt Beer.) Another item to note is the Heineken's knob in the upper right of the picture. Not only does it have the possessive form of Heineken's, but the square hole which identifies the Cooler-keG tap knobs can be just seen in the original.

The Cooler-keG system seems

to have been limited to the Northeast. The vast majority of Cooler-keG knobs are from breweries in that region, and the few that aren't were mostly breweries that shipped into the region such as Schoenling of Cincinnati {perhaps you could add a few more here, George, or add some western ones that I don't have. I think I've seen a Hamm's version.}.

As the beer market became more and more national in the years after World War II, competition became tougher and packag-



ing efficiency became one of the most important areas for a brewery to save money. Any non-stand-



dard package was more expensive for a brewery to handle and was not a cost a brewery would find it beneficial to accept. In addition, because of ever-increasing improvements in brewing chemistry (and some would also include the ever-increasing homogenization of beer flavors) any taste or pouring advantage that the Cooler-keG system offered would have diminished over time. The Cooler-keG ads disappeared from Brewer's Digest at the beginning of 1952, but this promotional piece remains to provide a glimpse of an interesting side-track in the beer business and calls our attention to this subset of the ball tap knob field.

Fall of the Atlasta Brewery

CONTINUED FROM PAGE 24

The bottling and capping machine represented an investment of thousands, but it did not escape and was destroyed by the deputy marshals late that afternoon.

That portion of the equipment, which could not be totally destroyed, was so damaged as to preclude any possibility of its future use.

It was freely predicted by officials that the destruction of the

company's equipment and machinery would result in the abandonment of any further attempt to manufacture soft drinks the LaPorte plant. Confronted with the loss of many thousands of dollars as a result of a technical violation of the law, it is not believed that Mr. Sullivan will care to re-invest in such an uncertain venture.

The raid on the plant in September resulted in the arrest of the bookkeeper and Brewmaster and the ultimate arraignment of Mr. Sullivan. All these men are

now in the Marion County jail serving sentences meted down by Judge Anderson.

Then in September of 1932 the brewery on Lake Street itself was torn down to make room for storage by the county highway department.

Editor note: The site of the Atlasta Brewery was the building originally operating under several other entities including Guenther Bros., Crystal Spring, and Guenther and Zerwick (see tray on cover of this issue)



Let's Talk Breweriana

By Rich LaSusa

Capone and Manhattan: The Myth Persists

The Capone/Manhattan theorists are on the attack. I feel like what's-his-name defending the bridge or gate or some medieval rampart.

Make one little mention or two of my well-documented comments about Al Capone and Manhattan Brewing Co. in the post-prohibition era and the conspiracy theorists come out of the moldy woodwork. And they're all in a tizzy.

Some rail against me. Others just urge me not to poke holes in their fanciful and popular stories. You know, the ones about the exotic Manhattan beer can brands and beer signs and the marketing of that brewery's beers during the 1930s; activities attributed to the creative genius of Al Capone.

Fiction is often stronger and more persuasive than fact. It stubbornly adheres, like the stuff you pick up on the bottom of your boots while gambling through a barnyard. The "proof" offered by Capone/Manhattan theorists reeks of the odor that stuff emits. And it, and they, just won't go away.

Some "historians" and collectors don't want facts to get in the way of the fiction-or the Capone legend, to be more charitable-they have promoted for decades. Some respected writers have the gotten the story-or most of it-right and don't attempt to bamboozle readers with myths, as tempting as it may be to do to "sizzle-up" a story.

"Capone and the Mob were irrevocably connected and so were Capone and Manhattan Brewing Co. (in the 1930s)," insists one wag. And he said that with a straight face. Like some habits, old theories die hard. The

Capone/post-prohibition Manhattan myth should have been declared DOA years ago and given a proper burial. Let's start shoveling.

Attaching Alphonse Capone's name to Manhattan has been done out of convenience by some, who honestly believe he was involved with the brewery's operations after 1932. It seems like an easy thing to do. But once you strip away a layer or two of cheap veneer and analyze what's beneath the surface, you also will gain a better understanding, one would hope, of what events did and did not occur.

If you read my "Let's Talk Breweriana Column" in the Winter 2004/2005 issue of *The Breweriana Collector* you know I'm writing a book that will focus on the post-pro history of the Manhattan Brewing Co.

It is a major project and one that cannot be completed to its fullest measure without the assistance of collectors who have an interest in Manhattan, Chicago brewing history or brewery history in general. Those who wish add to this mosaic-even those who don't agree with my premise about Capone-will be welcomed with enthusiasm and duly credited for their participation.

For instance, it would be helpful for those who claim there was a connection-even direct involvement-between Al Capone and Manhattan in the post-pro era to come forth with their evidence. Show us what documentation you have to support your claims.

And I mean hard evidence-documents, photos and such. No conjecture. No wild speculation. And

certainly none of the "Well, everyone knows Manhattan was Capone's brewery" twaddle that some use to excuse away a lack of knowledge of the history of the man at the center of this controversy.

This issue has become a point of contention within the collecting and brewery history community and it's time to resolve it. Equal opportunity will be given to those whose beliefs rest on both sides of the issue. Mine are strongly on the side that says Capone had no direct involvement with the brewery's operations after 1932.

Manhattan, if you recall, was a brewery that did business as Malt Maid Products and Fort Dearborn Products from 1923 to 1933. It was not legally renamed Manhattan Brewing Co. until March, 1933, and didn't reopen for business until the following month.

Capone's association with Manhattan, which for practical reasons was called Manhattan in newspaper accounts throughout the prohibition era, although it really was doing business as Malt Maid or Fort Dearborn, is not being disputed here. What is being vigorously challenged are the assertions that Capone was directly involved with that brewery in the post-prohibition era.

Manhattan is often called "Capone's Brewery," as if it was the only one with which he was associated during the prohibition era. As the Chicago "Outfit's" leader, he had many breweries under his control during the 1920s and early 30s. Manhattan emerged as the brewery most identified with the Capone mob,

but was only the largest and, in my opinion, most interesting of the Chicago breweries associated with organized crime.

Al Capone was the biggest of the big-name gangsters in the America of his time. His legend has cast a huge shadow over Chicago's history.

It certainly shouldn't come as a surprise that one or more big-name Boys, and not Capone, really did place well-tailored fannies in the executive offices at Manhattan after repeal. More than one gave the impression it was he who actually "owned" the brewery. No names at this time, Charlie. For now, you'll have to guess along with the others.

The year 1933 is significant beyond it being when prohibition was repealed and legal beer flowed again in the United States. May 4, 1933, marked the first anniversary of Capone's incarceration as federal prisoner No. 40886 in the Atlanta Penitentiary. He was imprisoned after being convicted of cheating the federal government of its share of his monetary gains from illicit enterprises during the roaring and raucous 1920s-including breweries and bootlegging. The business on Chicago's South Side, at 3901 S. Emerald Ave.-commonly known as Manhattan-was one of those many breweries.

For the next six-plus years, until his release from the Terminal Island prison on Nov. 16, 1939-a period in which most of the exotic Manhattan canned brands and sought-after breweriana were developed and marketed-Capone languished in prison cells in Atlanta and Alcatraz. Capone lived in a fog of deteriorating mental health caused by advanced syphilis. He suffered a complete mental breakdown in early 1937, a time during which many of Manhattan's exotic canned beer

brands such as Rosalie, Tiger, Autocrat and Schepps, the so-called "Capone cans," were developed. These are well-documented facts that only the most strong-headed and uninformed can dispute or ignore.

However, there always is a chance that beer cans and breweriana attributed to "Capone's Manhattan brewery" were made by Big Al in prison machine shops on his "better days" or while he was wasting away as mental cripple in the Alcatraz "bug cage." You know, as rehabilitation arts and crafts projects. But his can-making or can-developing skills can't be proven, can they? The burden of proof is with those who routinely attempt to connect dots so disparate that doing so defies fact and logic.

A photo of Al Capone hoisting a cold can of Manhattan Bock or Rosalie Pilsner would be strong corroborative evidence of his involvement with Manhattan cans. But I doubt if either brand was available in the Alcatraz commissary in the late 1930s. It would have been a delight to see the twinkle in the eyes of old Scarface as he swigged Manhattan beer. But his eyes-and brain-during that time, if medical and other published historical documentation can be believed, were as dull as a handful of old lead pennies.

Alas, no such photos can be offered because this scenario never occurred. I am merely engaging in fantasy, as most Capone/Manhattan theorists do, and far too much sarcasm to retain any modicum of dignity.

I urge you to construct a simple timeline of Capone's whereabouts from 1932 to late 1939. I can assure you that the miasma of misconception and the stubborn belief that Capone was directly involved with Manhattan during that time will quickly evaporate.

I, and many others within our collecting community, would be appreciative if documentation of Capone's active participation in post-pro Manhattan can be provided by those who claim it to be fact. That is, involvement beyond secondary or tertiary financial remuneration paid to members of Capone's family as tribute or to his syndicate associates, "The Boys" who oversaw Capone's pre-conviction business interests-from gambling and loan sharking to brothels and breweries-while Big Al was in the slammer. Capone, at least in the early 30s, technically was still "owner" of just about every legal or illegal venture in which the Chicago mob was involved.

We can reasonably assume such transactions occurred because they are well within the realm of possibility and probability-consistent with the Outfit's business practices and the accepted cultural customs in Capone's ethnic community. Being of the same ethnic antecedents and having interviewed members of the Italian-American community who were familiar with the era, I can attest to that.

I interviewed former Manhattan and Canadian Ace employees. Some I had known through family and friends prior to my acquisition of the Manhattan records. Others were identified and located using of those materials. Their contributions were significant.

Former brewery employees-and some who worked for a major Canadian Ace distributor-told me of their experiences with the brewery, to the best of their recollections. Many were elderly when I interviewed them. Oral histories, like their written counterparts, have shortcomings. Information provided had to be verified against facts already documented. Accounts and information that

could not be independently verified was weighed against its value to the story as a whole. Like good plumbing, most of their recollections held water.

The majority of those interviewed were "little people" with mundane, routine brewery jobs. They painted a picture on a canvas much smaller than would be used by those who actually owned and operated Manhattan or the power brokers who used their "influence" to "promote" its brands in Chicago and many other locations in the U.S.

Capone's siblings, primarily his brother Ralph, most certainly looked after his business interests while Big Al was behind bars two thousand miles away from 1934 to 1939-Manhattan's "Golden Era"-lacking the mental capability to provide even basic daily care for himself, and certainly incapable of involving himself in "The Capone Brewery's" business.

There is no evidence that Capone played a role in Manhattan after his release from prison in 1939 until he died in 1947. He lived out his feeble-minded life mainly within the confines of his Miami Beach estate. One of his biographers wrote that Capone spent most of his life after 1934 "broken in mind, body and spirit." That unflattering description is hardly one of a man who could be involved with beer brands and beer cans.

Perhaps Capone was a good actor and feigned mental incompetence. It's food for the conspiracy theorists among us. Pro-Capone fanatics, start chomping.

I have heard on good authority that Capone did have cases of Canadian Ace shipped to him at his estate. Given his mental state during his waning years, he may not have known what he was drinking. He may have thought he was drinking Budweiser. And that

would be a real hoot. Capone/Manhattan theorists should get a big kick out of that one, particularly those who tell the story about how Capone and Manhattan put its beer into Budweiser bottles in the 30s. That's a plausible story-if you leave Capone out of it. Early in his incarceration, when his mind was still reasonably lucid, he may have been able to "reach" from his prison cell and exert some influence over his Boys back in Chicago. Putting Big Al in the story would be a dangerous leap into fantasy that could cause you to fall hard on your backside.

Good friend and fellow brewery historian Fil Graf really gets a kick out of my passion for setting the Capone record straight. He knows how hide-bound some pro-Capone protagonists are and how difficult it is to shake them of notions steeped in their ideology.

Fil has tried many times to persuade me that the Capone/Manhattan theory is harmless and that fiction usually is far more interesting than fact, that it adds spice to bland stories.

"Whatever you do, you'll be fighting an urban legend...In the popular mind, Capone was the mob," Fil said with his usual flair in a recent conversation.

That is a fact I am not attempting to dispute and I certainly am aware that punching holes in legends and myths is not a popular activity.

Roy Rogers, Robin Hood, the Lone Ranger and Rocky (I to V) also are legends, woven from 100 per cent fantasy.

Capone enthusiasts-and there apparently are millions worldwide-will always believe the Chicago Mob, or Outfit, and Al Capone were, are and always will be, inseparable. Unfortunately, some collectors and "historians," who should know better, have gotten caught up in the Capone-myth

frenzy and have added post-pro Manhattan to the mix.

"(Some) will likely never be satisfied with the conclusion that beer was a great cash flow and profit generating business during Prohibition, and continued to be so Post-Pro for mob groups all over the U. S.," says Fil. "The brewery was a quasi-legitimate business, just as trash removal is for them today. Somehow, there is no romance in 'cash flow.'"

Fil, you may be right. It would be better if I embraced the romanticized version of the Capone/Manhattan story instead of defending my position with those boring and silly old things called facts. But, alas, sometimes facts win out over fiction.

Yes, individuals with known big-time mob connections had a hand in the affairs of Manhattan/Canadian Ace in the post-pro era. Al Capone didn't happen to be one of them.

After combing through thousands of files, including those for the Green Duck tap knobs described in my N.A.B.A. column, Muth mini-bottles and beer can and bottle label order forms-subjects considered important to breweriana historians and collectors-I have yet to find Capone's signature or name on any document. In fact, I have only found a few minor references to his name in any of these materials. Early in my research of the brewery I wondered why if Big Al exerted so much influence on Manhattan's business dealings during the 1930s, like many claim, his name didn't appear more prominently in the brewery's official documents as did the names of men nearly as nefarious.

Some say one day we'll know the answer.

I believe we already do.



Executive Secretary's Report

By John Stanley, Executive Secretary

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

The renewal notice was a tear out page in the center of the Spring issue and is a separate page in the current issue. You only need to renew if your expiration date is May 31, 2005 (the expiration date is printed above your name on the mailing envelope for the BC). As a secondary option, you can always use the new membership application page that is in each issue of the BC on this page.

Please note that PayPal is a fast way to pay your dues. The email account to send payment to

is **naba@mindspring.com**.

As this column goes to press we still have about 465 members who need to renew for 2006 (out of 925 current members). Please use the renewal slip inside this issue to pay your dues (or use PayPal). Final notices will go out the end of August. Your dues must be current if you are attending the Convention. Thank you to all members who sent in ballots for the Board member elections (please note ballots were on the back of the tear away renewal page in the Spring issue).

Please welcome the 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 Jim Beaton (1), Larry Handy (1), Phyllis Mazzoleni (1), Dale Williams (1), George Baley Spring BC Mailing (2), Bob Wacunas (1), eBay Auctions (1), and NABA WWW (3) for recruiting these new members. I hope everyone can be in South Bend the first week in August.

John Stanley

Executive Secretary

APPLICATION FOR MEMBERSHIP

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

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

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

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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!

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Markiewicz, John (Becky)

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Mazzoleni, Janet (Kevin Spear)

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Mazzoleni, Phyllis

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First Timers Breakfast

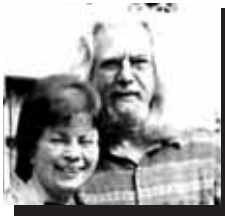
Coming to your first Convention? You and your family are invited to partake in our first times breakfast on Thursday August 4th at 8:00 am in the Bethel Room on the 2nd floor of the hotel. Come meet other first timers and officers of the club. This is a great chance to learn a little more about what NABA is all about and what's more it is Free!

The First NABA Shirt

Guess what? At this years' Convention we will be introducing for the first time an NABA shirt to our membership. This high quality cream colored shirt will be available at the registration desk.

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

This time around for your perusing pleasure we offer something a little different. As those of you who have read this column with any regularity know, in the issue that comes out immediately after the convention we often provide a post-mortem on the brewpubs in and around the host city. This time (with the urging of our president) we thought we would instead provide a sneak preview of the sampling to be had in the Hoosier state. We chose not to hit those that are in the South Bend backyard, but selected three that you might be able to get to either going or coming to NABA this year.

As an aside, we point out that we did not include any of the Indianapolis locations. We had covered the one in Greengburg fairly recently and had been to Broad Ripple in the past as well. Instead, we thought we would hit some locations we had not been to before. So, without further ado, here they are.

Our first two brewpubs were both in the college town of Bloomington, home of Indiana University. Bloomington is an appealing town, and the campus buildings are quite attractive, being primarily of limestone. Our first stop was at the Bloomington Brewing Company (BBC) aka Lennie's Restaurant. It's important to note the restaurant name, as that is all that is prominently posted. It's located in a strip mall directly across from campus and clearly is a college kid hangout.

On our visit in late April there were seven beers to sample. These were the Freestone Blonde, Ruby Bloom Amber, Vision Weiss, Quarryman Pale Ale, Big Stone Stout, Java Porter and a Belgian

Tripel. The Blonde was a crisp beginner/summer beer with a dry finish. It was a good example of the starter beer category. The Amber was also a very nice example of the style and was a good midrange beer. The Weiss was of the American style with distinctive banana flavor. In this regard, we noted that the written descriptions that BBC provided for their beers were very accurate.

The Pale Ale was billed as an English style, and it was, with less hop flavor than its American cousin, but an eminently drinkable beer. The Stout was bursting with roast flavor (perhaps a little too much) and we would have liked more body, but it was still a decent beer. The Porter was good, but a little too dry. It was still a drinkable beer, however. The Belgian was a little hard to peg. It was creamy at the start, but a little harsh on the finish. It was not exactly to style, but again, we found it to be of decent quality.

One thing to note is that the Stout and the Belgian were available on the hand pull, and this improved the flavor of the Stout tremendously. We also had lunch there and the food was very tasty and the menu imaginative. For the collector, there was a nice selection of shirts, pints and hats available. By the way, we didn't find a beer meriting the Four Paw pick, but we did deem the Amber and the Pale to be your best bets.

Perhaps only a mile or so away from our first stop was the second Bloomington brewpub, Upland. This was a much quieter place and seemed to us to be more dedicated to the serious beer drinker, and the quality of the beers reflected that. Of note too is the fact that when we ordered our sampler, the bartender immediately brought

glasses of water. When we complimented her on her attentiveness she simply responded that of course we would want water if we were sampling. We liked that.

Six beers were available for sampling the day we were there. These included a Wheat, a Weizen, a Pale, a Porter, an IPA and a Stout. The last of these was available on either CO2 or nitro. The Wheat was actually a Belgian style Wit. It was a nice hot weather beer, but not nearly as spicy as what we consider the gold standard in this style, Celis White. Nonetheless, a good beer. The Weizen was very nice, right on style and quite tasty.

The Pale was malty, chewy, full bodied and, at 6.1% A.B.V. not real typical of the American style. A very drinkable beer, just don't overindulge on this one. The Porter was a much better balanced beer than BBC's version. There was nice roast flavor without it being overpowering. It also had good body. The Stout on CO2 was very smooth and also had a rather high alcohol level at 6.8% A.B.V. Fred detected a bourbon quality in it as well. (Maybe because we were on our way to drive and taste the Bourbon Trail in Kentucky.) On nitro, the bourbon flavor was less pronounced and the chocolate tones came through more clearly.

This was a nice spot with a comfortable bar and several tables for the restaurant part. We were sorry that our schedule did not allow for more time to linger. For the collector, there was a large variety of shirts and glasses and as they bottle, there was product for take-away as well.

Our final stop of the trip was, in our opinion, the best of the batch. The good news is that it is also the

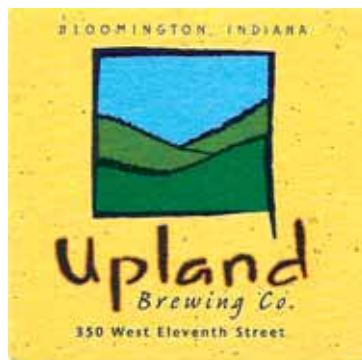
closest to South Bend. We're talking about Mad Anthony Brewing Company in Fort Wayne. This was just a wonderful stop, as it demonstrated everything that can go right in a brewpub. The décor was a little funky, but accented with some nice old breweriana, the help was over the top friendly, the food was excellent and the owner we met (there are three) was a great ambassador for his brewpub and the industry. And, maybe best of all, we were able to sample ten (count 'em - ten) different beers!

Mad Anthony has been open since 1998 and added the restaurant in 1999. They currently have two brewhouses. The smaller of the two is inside the brewpub itself and provides the beer for that part of the business. The larger brewhouse provides product for the beer which is bottled, and when we were there they were bottling five (although they were going to drop the Raspberry).

On the day we visited there were nine beers on tap to sample. (The tenth was the IPA in the bottle.) These included Blonde, Export, Auburn Porter, Pale Ale, Gold Rush Lager, American Red, Ruby Raspberry Wheat and Stout. The Blonde was a great starter beer. It had a pleasant dry finish, but was not too hoppy for the new initiate into craft beers. The Export was malty and well balanced, with good body. Fred deemed it "nice". The Auburn Lager was also quite malty, but perhaps a little less sweet than the Export. It also had a nice dry finish.

The Pale Ale was in the American style and had a distinct citrusy flavor. It was dry and adequately hopped, but certainly not over the top as some in this category. The Gold Rush was an excellent lager, very much in the pilsener style. It was delightfully balanced between malt

and hop and had a good dry finish. The American Red was quite a surprise: this was no Killian clone! It was quite robust and was also a very well balanced beer. It had both malty body and a dry finish. It would ultimately receive our Four



Paw **** pick of the group.

The Raspberry Wheat was no girlie beer. This had a big raspberry flavor, but was not sweet at all;



in fact, it was quite tart. The Stout was dry and very much in the style of Guinness, although we thought

sweet than most in this style, but still a nice beer.

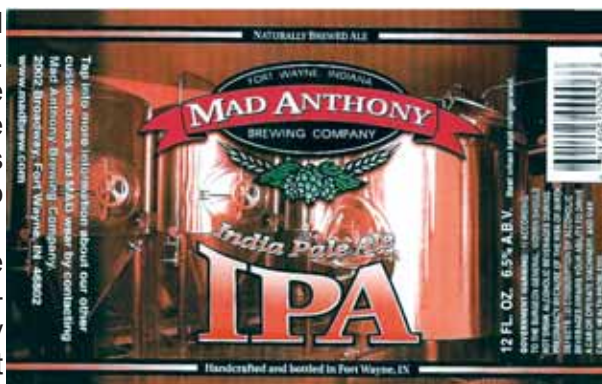
Our final sample was the IPA which was not available on tap that day, but we were able to sample it in the bottle, thanks to the brewer who observed us taking notes. This was a nice representative of the style with good body and hop bite.

We think one of the reasons we really enjoyed this place (apart from the excellent beers) is that we had an opportunity to interact with a lot of the folks working there that day. We had a very friendly bartender/waitress and also had a chance to talk to the assistant brewer as well as one of the owners, Blaine Stuckey. All were not only friendly but clearly enthusiastic about the place and their product, and that is an infectious quality that rubs off on the customer.

We point this out because this has been a pet peeve of ours in the past. We realize not everyone may be as "geeky" about beer as we are. However, many people who enjoy the craft brewed beer also enjoy talking about it, and it can be mind boggling to enter a brewpub and have your server not even know what the seasonal specialty beer is. Mad Anthony demonstrated that they were as concerned about providing excellent service as much as they were committed to brewing excellent beer, and we appreciated that. By the way, they also had a nice selection of logo stuff including glasses and shirts, and the bottled beer was available for take away as well.

According to Mr. Stuckey, Mad Anthony beers will be available at the NABA convention. Yesssss!!

We hope that this has motivated you to head to South Bend for the convention this year and to be sure to "wander" a little on your way there or back. Until next time, Cheers! Brewster



it just a little thin for our tastes. The Maibock was a very easy drinking beer with delicious malt flavors. It was perhaps a little less



Advertising

Classified Ad Guidelines

All advertising should be directed to:

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

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

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

PAYMENT

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

DEADLINES

Issue	Ad Deadline	Est. Publish Date
Spring	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; 111-129 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

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

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

The NABA is proud to present their 32nd ANNUAL

BUY SELL TRADE TALK LAUGH

GUZZLE-n-TWIRL VINTAGE BEER SHOW

Saturday Oct 15th
10 AM - 3 PM at Aldrich Arena
1850 White Bear Ave. Maplewood Mn.

ADMISSION
 7AM-Table holders
 9AM-NSC members
 10AM-general public
\$3.00 ADMISSION

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

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Aldrich Arena
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36
694

Last year over 1000 people made Guzzle the LARGEST SHOW in the Midwest

Events of Interest

2005

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.

July 17 - Melrose Park, IL **CHICAGOLAND BREWERIANA SOCIETY**

Wolff's Flea Market; 8 am to 4 pm
Ray Capek (630) 778-1482 or email rbcapex@sbcglobal.net

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

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

August 6 -Louisville, CO **COLUMBINE CHAPTER SUMMER SHOW**

Louisville Elks Club, 525 Main St., 11:00 am - 3:00 pm
Buy, sell, trade and raffle. Contact: Jim McCoy,
Phone: 303 771-4102 E-mail: jmrealone@aol.com

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**

Aldrich Arena; 1850 White Bear Ave.
Dave Wendl (651) 731-9573 or Jody Otto (651) 455-9261

**THE FALL NABA BOARD MEETING WILL BE
HELD ON FRIDAY AT 1:00 PM.**

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 13 - Elk Grove Village, IL **CBS CHAPTER (ABA) BREWERIANA SHOW**

VFW Post #9284, 400 E Devon Av. 10-4pm. Cold beer
available, raffle & door prizes. Members: \$5 table at 9am
admit. Non-members: \$10 table at 10am admit. More info:
847/996-0246

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.

**IF YOU WOULD LIKE TO HAVE YOUR
EVENT LISTED IN FUTURE ISSUES OF THE
BC, SEND INFORMATION TO:
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GBALEY@COMCAST.NET OR
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34TH ANNUAL CONVENTION **South Bend Marriott • August 2-7**



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South Bend, Indiana.....***

- Tuesday:** Home Tours
Wednesday: Nostalgic Brewery Bus Tour and Brewmaster Dinner
Thursday: Seminars, Speciality Trades and Microbrew Exchange
Friday: Spectacular Auction
Saturday: Large public show with 150 plus tables
Sunday: Annual business meeting and home tours
Every day: Hospitality Suite and Room-to-Room

**Show Registration Contact:
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Visit website at www.nababrew.org**