



The BREWERIANA COLLECTOR

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

Volume 132

Founded in January 1972

WINTER 2006

**The
Crescent
Brewery**

**Collinsville
Brewery
Part III**



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P.O. Box 64

Chapel Hill, NC 27514-0064

Email: naba@mindspring.com

919-419-1546 • Fax: 425-795-8874

www.nababrew.org

BREWERIANA COLLECTOR STAFF

George BaleyEditor
John BainThe Back Bar
The ClintonsTravels with Brewster
Dave Gausepohl.....Boiling in the Kettle
Bob HajicekAuction Hysteria
Bob KayLabelology
Rich LaSusaLet's Talk Breweriana
Mary WhiteChapter Doings
Rosi MartinGraphic Design

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

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

Send Comments/Questions to:

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

The BREWERIANA COLLECTOR

WINTER 2006

#132

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POSTMASTER:

Send address changes to:

The Breweriana Collector
PO Box 64
Chapel Hill, NC 27514-0064

COVER:

A classic tray from Frank Fehr's Brewing Company of Louisville, KY. This tray is from the collection of Roger Owen

PHOTO CREDITS: George Baley, Bob Kay, and Roger Owen

Some Brewery Gems from Kentucky





President's Message

Another year has passed us by and hopefully you have found it to have been an enjoyable one. As I look forward to 2006 and what it might bring, I reflect upon the breweriana collecting hobby with the hope that it continues to bring together people in a common interest.

This year's Convention will be held in Louisville, KY, the former home of some great breweries, but also the current home of the makers of some great hard liquor. The plans underway by Roger Owen and Kent Speer promise to make this year's affair every bit as enjoyable as those in the past. Check out their Convention Report later in this issue.

If you have never attended a NABA Convention, why not make this the year to start? A little talk about statistics about NABA is the

high level of participation at our Conventions by our membership. Did you know we have the highest percent membership attendance at our Conventions of any of the National collecting clubs? That speaks very highly of the expectations of our membership in what is delivered to them via the Convention. In addition, we usually have about 10% of those in attendance coming to their first NABA Convention. If you have a chance, come on down to Louisville and join us. If you are a first timer at the Convention, please join us for breakfast on Thursday morning and share your collecting interests with other new attendees and members of the Board. This is a great chance to meet some folks and learn a little more about NABA.

Then of course there is the Friday morning Auction headed by David Kapsos and crew. This

year's auction promises to have some special twists.

Progress is moving slower than hoped for the new website, but you should be seeing it in the next couple of months.

By the time you receive this issue, we will be but a couple of months away from generating the Spring issue of the BC which is the Convention Registration issue and the ballot for officer/Board elections.

With my pending retirement at this year's Convention, the Officers and Board of NABA will undergo some shifting. I can assure you that the organization is in good hands and will continue to help bring to our members the kind of collecting experiences that each of you are looking for. As always, it is time to consider tossing your hat in the ring and helping shape the future of your organization.



From the Editor's Desk

If you go to the inside back cover of this issue, you will see a revised Events of Interest section. As mentioned in the last issue, our focus in this section will be to promote the visibility of our Chapters by providing some "free" space in each issue.

If your Chapter is not listed, or if the space seems a little "blank" for

your show, please drop me an email with the pertinent facts and your Chapter will be updated or added in the next issue. Do not send the info to John Stanley (even though I am sure John is interested) as this delays possible inclusion.

If your "non-chapter" organization wishes to advertise in an issue, please see page 38 for advertising rates. A separate quar-

ter page ad is only \$40!

John Stanley is always interested in getting every copy of the BC to our members as quickly as possible. Each quarter there are about a half dozen or so members who have moved and have not passed on their new addresses. If you are one of those, please let John Stanley know ASAP.

INTERESTED IN BEING ON THE BOARD???

Now is the time to throw your hat in the ring!

Contact George Baley (email: gbaley@comcast.net) or

John Stanley (email: naba@mindspring.com)



Chapter Doings

By Mary White

By the time you receive this issue of the BC, all of our Chapters will have held their final shows for the year 2005.

The Schultz & Dooley Chapter was one of eleven chapters that sponsored the "New " Brewery Collectibles Show, September 30-October 2, at Suffern, New York. This was the 5th show for the group at a Holiday Inn Holidome Conference Center and really drew a crowd from all over the Eastern states as well as a few foreign countries.

The Hoosier Chapter hosted their October 8th show at the American Legion Post (357). This was a new location this year. A Great Big Thanks to this chapter for hosting the 2005 NABA Convention.

The Great White North Brewerianist Chapter hosted its 17th Annual Show October 8th at The Canada Inn, Windsor Park, Winnipeg, Manitoba Canada.

NABA's first chapter held their 23rd Annual Monarch Fall-Fest October 28-29th @ the Ramada Inn - Glendale Heights, Ill.

November 19th was the Gambrinus Chapter Show @ Makoy Center Columbus, Oh

The Queen City Chapter Show was held November 27th @ the Blue Ash Banquet Center.

This show continues to draw a great crowd of Holiday travelers during the Thanksgiving holiday.

Roger Owen and Kent Speer are Convention Co-Chairpersons for the NABA Convention August 1st - 6th in Louisville, KY, and are busy working on the Convention. See their Convention report later in this issue on page 7. They are planning a great Convention that you will really want to attend. First timers come to the Thursday morning breakfast.



Roger Owens, & Kent Speer
Louisville, KY



Kathy & Dan Lunneman
Burlington, Ky



Bob Kates, Gary Zembo
& Ed Wimsatt



Roger Roy & wife Barb

We have all had our family Holiday Celebrations and have welcomed in the New Year 2006. Hopefully you received some special items to add to your collection, as well as tasted a few good brews, to welcome in the New Year. Now's the time to start lining up the shows you plan to attend this coming year.

The 1st Chapter show for the new year will be the 27th Blue Gray Show, February 15th - 18th in Fredericksburg, VA. The next NABA board meeting will be held at this show on Friday. Hopefully the weather will cooperate also. This is a Great Show!

The Dog-Gone Good Chapter Winterswap 17 is February 25 in Webberville, Michigan.

The 30th annual "Luck O' The Irish Minicanvention & Breweriana Show" March 16 - 19 at the Holiday-Inn Erlanger, KY. It is the next exit from the Airport and now at a New location. Another Great Show! Great Raffles!

Hopefully all of the Chapters have listed your upcoming shows in 2006 in the "Events of Interest" column. This is one of the benefits of being a NABA chapter. The last issue of the BC noted changes to show listings and Chapters promotional space. Please contact the Editor to tailor your listing.

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 send items.

Do you want to affiliate an existing breweriana group with NABA? Please contact me or any NABA board member for membership information.

Hope to see you at an upcoming Chapter show and/or the NABA Convention this year.

Happy Collecting!!

Convention '06 Report

By Roger Owen and Kent Speer

To begin, I would like to say that I hope that all NABA members and their families had a wonderful and a fulfilling holiday season. Best wishes to all for the coming New Year.

A New Year which, of course, holds forth the 35th Annual NABA Convention, for which plans are being finalized and arrangements made. The Convention will naturally follow the tried and tested NABA format and much will seem familiar, although there will be a few new twists.

First, the familiar. On Wednesday, August 2nd will be the traditional Microbrewery Tour. Plans include visits to the Bluegrass Brewing Company, Browning Brew Pub, and Cumberland Brews, with the possible addition of the New Albanian Brewing Company of New Albany, Indiana. Lunch has not been finalized, but will be at one of the four.

As so few historic Louisville, brewery buildings are extant, so no historical tour is planned, although we will catch one or two surviving structures on the micro tour, time allowing.

Now, the new. Our state is

known as the home of Kentucky Straight Bourbon Whiskey. American's only native spirit, bourbon whiskey has been manufactured in Kentucky since the late 1700's. Today, 95% to 98% of the world's bourbon is made in a relatively small area of central Kentucky, close by Louisville. As the deep tradition and craft of bourbon making is so closely parallel to that of craft brewing, we have put together a 'bourbon trail' tour for NABA members on Thursday, August 3rd.

The tour will visit three Kentucky distilleries: the small historic Makers Mark Distillery in Loretto, Jim Beam in Clermont, and Heaven Hill in Bardstown where we will enjoy its newly opened Bourbon Heritage Center, complete with a nice educational tasting session for bourbon novices (and experts!) We will lunch at Bardstown's centuries Old Talbott Tavern, the oldest operating tavern/inn in Kentucky. We feel this is a tour that will be enjoyed by all.

In keeping with this 'Kentucky Flavored' Convention, a new twist is being added to Friday's Auction.

For a first, and one time only, the auction will be opened to whiskey advertisements – that's whiskey folks! Not gin, nor scotch, or rum. Each registered member will be allowed to consign one piece of whiskey advertisement, only one. Naturally NABA wishes to keep the emphasis on Breweriana, but as we are in Kentucky, this one time deviation from tradition seems justified and was approved by our Board of Directors. We know a lot of you collect this stuff too!

Lastly, we plan to slightly tweak our Saturday evening Taste of Kentucky Micro Night! It is in keeping with tradition that on Kentucky Derby Day, all ladies and gentlemen, especially ladies, wear hats to the 'Big Race'. Well, Saturday, August 5th is not Derby Day, but we encourage all Convention attendees to wear a hat - any hat of your choosing – to the Beer Tasting. This should add a measure of mirth to what is always a fun evening. Anyway, hats or no, we look forward to seeing you all here in '06.

Roger and Kent

DON YOUR DERBY DUDS!

Attention to all planning to attend beautiful Louisville this summer! In an effort to really soak in some of the local ambience and culture, we thought we would try something new at the micro beer tasting night. Although the Kentucky Derby is run in May, we thought we might adopt the tradition of the Derby hat and therefore are asking all the women (and the men, too, for that matter) to don a derby style hat for the tasting festivities. There will be a prize for the best hat of the evening.

Many of you may already be familiar with the tradition of the Derby hat. For those of you who are not, it is the opportunity to wear a fancy, preferably wide brimmed and brightly colored hat topped with a cornucopia of flowers, ribbons, you name it. The bigger and bolder - the better! You can buy one, or even better, create your own "beer" or "collectible" themed hat. (For inspiration, check out www.hatsandveils.net or www.maggiemae.com/derby.htm) This is no time for subtlety! Bring a hat and join the fun!

The Convention Planners



Boiling in the Brew Kettle

By "Beer Dave" Gausepohl

2005 A Year In Re-Brew

With 2005 now behind us, we can reflect back and remember it as a year of continued consolidation in the brewing industry. A number of breweries across Europe were swallowed by their competition. London brewer Fuller's acquired the George Gale Brewery of Hampshire, England. This deal included 111 pubs operated by Gale's. Another growing British brewer reached north to Scotland for a major acquisition. Greene King Ales purchased the Belhaven Brewery of Dunbar, Scotland. This deal brought Greene King another 300 pubs. In Great Britain the most profitable division is the operation of the pubs. The tied-house system allows the brewers to keep a forced loyalty through the control of their ales all the way to the end user. Most of England's brewers operate hundreds of pubs and hotels throughout the British Isles.

Two large European brewers have also been in the news for their belt tightening. Carlsberg of Denmark and InBev of Belgium have made numerous cuts in employment and have made plans to close a number of breweries across Europe. At the same time these companies have both continued to acquire breweries in the developing countries of Eastern Europe and Asia.

In the United States we have not seen the consolidation that the rest of the world has seen. Instead we were witness to the newly reheated fire between Anheuser-Busch and SABMiller. Since South African Breweries purchased Miller from Phillip Morris a battle has ensued. Just a few short years ago it looked as though A-B was going to rule the brewing world. In 2005 SABMiller has

shown huge strides in taking back lost market share. A-B has also fought back hard and in early 2006 you will see a new advertising campaign for Bud Light. The new tagline will be "It's worth it" and you will see a new character professing the virtues of Bud Light. A daredevil type character known as Ted Ferguson will be the new super supporter of this brew. He will don a helmet and announce daring feats like "I am going to listen to my girlfriend" Watch for Ted to make his debut around Super Bowl XL. On a consolidation note, A-B has also announced that they now operate 14 breweries in China, including the Tsingtao brand found as an import in this country.

In early December, Pittsburgh Brewing Company announced that they have filed for Chapter 11 bankruptcy protection. They have also asked the federal government to take over their pensions. This brewer, which dates back to 1861, employs about 250 workers and has suffered through bankruptcy at least two other times. This battle goes back to a fight with the Pittsburgh Water Company. The brewer does not want to pay full sewage charges on all water used because the majority of the water they use leaves the brewery as finished beer. Technically beer is about 92% water. Now it is a wait and see process between all of the involved parties. The brewery that brought us Olde Frothingshlosh and the Tab-Top beer can has proven to be a survivor in the past.

New Englanders were blessed with the return of the Narragansett brand. In 2005 Mark Hellendrung along with former Narragansett Brew Master Bill Anderson returned the famous "Hi Neighbor" brand to Rhode Island. The beer is

currently being brewed in Rochester by High Falls Brewing Company. It is available throughout New England in twelve ounce long necks and sixteen ounce cans. This Cranston, Rhode Island beer has been away from the area since 1981. Let's hope 25 years is not too long of an absence. This same revitalization of a once storied brand has been somewhat successful with Rheingold in the New York metro area and with Christian Moerlein in the Cincinnati area. Another brand this may happen to is Falstaff. This past summer Pabst announced that due to low demand they were discontinuing the production of Falstaff. Who knows? In a few years we could see a return of the "Choicest Product of the Brews Art".

In Australia a viscous fight has ensued between the long standing independent Cooper's Brewery and Lion Nathan the brewers of Steinlager, Castlemaine, Toohey's and Swan Lager. This fight has involved both the Australia and New Zealand governments and has received the press of a modern day civil war. Currently this battle is tied up in numerous court rooms.

The news of the brewing industry mostly used to involve a number of US brewers fighting it out. Now that Miller is owned by a London based company, Coors has gotten married to Molson and even Rolling Rock is owned by a Belgian company, we cannot just concern ourselves with the news of the US breweries. Globalization has made huge inroads into the brewing industry. Mass marketing, cost cutting, homogenization, and many other big words are used to

CONTINUED ON PAGE 12



Collinsville Breweries, Part III

Exploring the Journal of Henry Mayer

By Kevin Kious & Donald Roussin



THE BREWING BUSINESS

Originally this was to be the third and final installment of the Collinsville story, but as space ran out, this saga (like Wagon train) will live another quarter.

ED

The ups and downs at the Collinsville Brewery were a frequent subject in Henry's diary. He also covers many interesting aspects of the brewing and selling of beer at his pioneering enterprise.

12/6/1857: The brewery is progressing finely in about ten days will begin to brew (Authors' note: It was actually 25 days until the first brew was made); it will take about 300\$ more to complete the building and works.

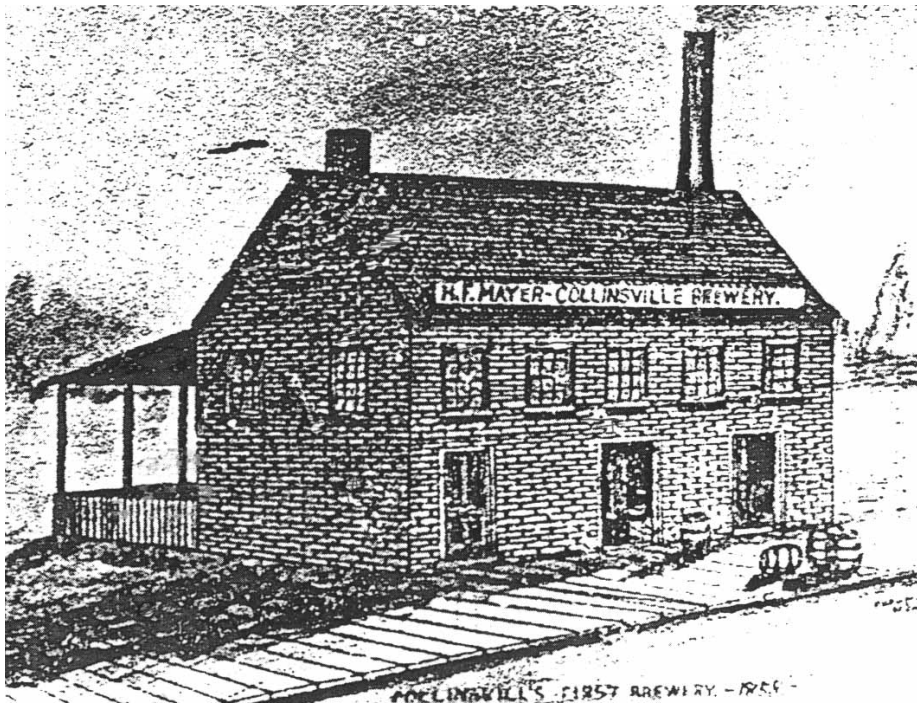
12/16/57: Wrote to insurance company to insure brewery. Tomorrow I will go with Mr. Abegg to see about Barley etc.; also try to raise some money.

12/18/57: Yesterday whilst in St. Louis contracted for a cast iron mill to grind the Barley to make malt & beer to cost 125\$ payable 1st May; also a pump to throw water in the kettle and other parts of the house.

3/6/58: I have not journalized for

many days for the reason I have been bothered about money matters and had to run all over the country to raise it & have not yet succeeded. ...should I not be able to raise money I shall have to try to find some one who will buy out...

9/26/58: Bought a horse today for the Brewery for 100\$, 9 months credit; is a fine horse & well worth the money.



12/4/58: Mr. Beck came last Wednesday, the next day he worked at the brewery since which time he has helped me move the Hen House in the Stable yard and fitted it up as a Cooper Shop.

1/16/59: I have employed John at 500\$ a year & 25 cents per barrel, he has engaged two other men, one came last Monday the 10th the other has not yet come; I have bought about 450 Bushels good Fall barley and on Tuesday will begin to make ale & by working day, night & Sundays I think can

make about 700 barrels. I got Ward's note discounted in the Franklin Savings Institution at 10% through a friend Wolff & Hoppe; now I have money enough to buy all the barley I want for cash. I counted today in the cellar 150 Barrels of Beer, 130 of which were ready for sale. This is a dull season and we sell but little.

1/23/59: On yesterday we made ale for the first time; the day was clear and cold and from all appearances advantageous for brewing. Since the 1st have sold at the rate of 15 barrels a week: from tomorrow we will brew ale every day; I have 13 large casks in the yard and ten barrels of Rosin to pitch them, they will then be placed in the big cellar and remain till next Summer. Have now over 1500 bushels barley in the house.

2/20/59: Yesterday the weather was excessively hot all day, in afternoon about 5 o'clock we had a real Thunderstorm; the ale brewed the day before was still on the coolers and I am fearful it will be spoiled; it is said by Brewers that the jar of thunder will make Ale or Beer worthless whilst on the coolers. John thinks ours will not be injured...

3/6/59: It has been a long time since I journalized; cause business engagements. We have now made nearly 300 bbls. Ale and about 250 of it in the Big Cellar, if the weather

keeps cool so that we can brew 1st April will make 300 Barrels more and that will be doing better than I expected. I sold during January 400\$ and collected 336\$, sold in February 471\$ and collected 435\$ if I sell and collect as much this month will be satisfied. Jack went to Belleville today to get new yeast...

4/17/59: Sales of beer the past week has been awfully dull and collections a mere nothing...the weather has been cold and rainy, the roads as bad as they could be, added to which, the farmers are all busy; these circumstances combined is the cause. I have quit going to Illinoistown on account of bad pay and the expense of making the trip.

5/11/59: By Saturday all the Beer will be sold & we will then begin on ale at 8\$ per barrel. If my customers do not sell a great deal more than they have recently I shall not be able to sell all I have made. From now to the 1st Nov is 20 weeks and I have 600 barrels so that it will be necessary to sell 30 barrels a week.

6/9/59: The Brewery business still drags along very slowly indeed; my sales are about 16 barrels a week; in the dead of winter they were 25 to 30 barrels; money is exceedingly scarce, I cannot make collections and have much to pay.

7/4/59: The Beer business began to go better, last week I sold 34 barrels and on Saturday alone 15 barrels, have sold today 6 barrels. I suppose I have yet in the big cellar about 400 barrels left.

8/2/59: Have had some trouble about our beer the last few days; it appears that which was on the outside of the cave soured and my customers were dissatisfied & have returned a great deal of it. John should have used it first if a little too young.

9/26/59: Since writing the above I have kept selling my Ale at 8\$ it is good and good ale is now scarce; many Brewers have lost by thin ale turning Sour owing to the bad weather last winter. Have had the malt kiln fixed and now they will have no excuse for not making good malt, the extra price was 35\$; Mr. Withers has promised to fix the cellar this week & then all the fixing and repairing of the Brewery will be done.

10/10/59: Finished today about noon cross harrowing the Barley; it is already sprouted & in some places up --- Tomorrow I go to St. Louis after hops and bring out some things my wife has gone for, Commenced to brew Wednesday. Have on hand about 50 brls. Ale yet...

10/29/59: My Ale will hardly hold out; the Beer brewed on the 15th is not yet fit for use and we have only 8 Barrels more in the cellar, it will probably last till Monday when the new will be ready. Sales are now very good, but the cause is, there is no good Ale or Beer any where. If this beer now brewing turns out good I can make a large custom & if it don't, will most likely lose many that I now have...

11/21/59: Today I went to Caseyville for the purpose of satisfying myself about the reports of my Beer being bad & then I learned that it really was not fit to drink; it is true the Beer is muddy and of a disagreeable taste and I acknowledged it not good --- upon my return I discharged John and made Christopher foreman.

11/26/59: I noticed Chris yesterday particularly in brewing, he ran the boiling liquid three times through the Mash before putting in the Hops; he commenced to brew about 3 o'clock in the morning & at 5 p.m. had not let it upon the cooler, the last time he showed it to me, it was clear and looked fit to drink, the color was fine...this morning at

sun rise it was 36° so that it was good for the beer.

12/2/59: The men are all at the Cave today taking out all the big casks and cleaning the cellar thoroughly. Chris appears to be getting along well...he has fixed some of the bad beer so that is now working well & he thinks it will all be right next week.

12/8/59: How things will change and time alter cases. This time last week I thought all would be well and by today I should have plenty of tolerable good Beer: but such is not the case...on Tuesday I discharged Chris and today this new Brewer and myself examined all the Beer in the Cellar which proved worthless; both what Chris made as well as John's. I can now say I have not a gallon of good Beer in the brewery; Peter went to Troy today & bought it all back they did not want such stuff at any price. They now take from Highland & those in Caseyville take from Belleville. I am now completely licked...

12/16/59: Things now go better at the brewery; I have sent off to the Distillery all the bad Beer and that we have in the cellar of Chris's is tolerable good. I sell it for 4\$; Peter took a load to Troy today & sold all to Mrs. Spohen & Wieck. They were satisfied and said they would take again from me.

1/1/60: The weather thus far in the winter has been very cold & fine for Beer making. I now have fine Beer & able to compete with any one: times are excessively dull and I do not sell as much as I did last year...we have brewed every day since Tuesday...I now have the Mash Tub enlarged & a new iron bottom; it suits well, now the juice of the malt is as bright and clear as Wine; am compelled to haul water from Cantine Creek, all three of the wells have run out; we haul the Water in a large 10 Band Cask & empty it by a hose.

1/22/60: I have not known money as scarce as it is now for many years, not since 1841: it is really impossible to collect over 50\$ a week which barely pays the expenses of the Brewery.

1/30/60: To day we put the first Lager Beer in the Big Cellar with the railway fixture it worked very well...I am now kept as busy as possible, have to haul water, Beer, Coal and supply my customers so that two teams are hardly enough to do all the work well: we have had excellent weather for Brewing the past 10 days; fine and pleasant in the day & cold at night; we have brewed five days straight ahead Sunday and all and John intends to brew every cold day he possibly can.

2/6/60: Have brewed every day since the 25th January up to last night...We have now about 50 barrels in the big cellar and over 200 Barrels of ale made; Since John commenced he has brewed 26 times, 14 Ale & 12 Beer...I drew up an agreement with him for the season...the contract is I pay him 50\$ a month & house to live in. He uses his best exertions to make as much as possible & as economically as he can, to remain as long as agreeable to both parties. This is the duller times I have ever had; the collections last week were only 27\$ that is certainly the lowest since the business began. I wish very much to sell out.

2/26/60: Business the last week has been a little better...I have now superior beer as good as any one...Last Monday the 15th I went to St. Louis & advertised the Brewery in the German paper & referred to Papin & Bro. I have heard nothing since from them & suppose they have not had a call, I therefore abandon the idea of sell-

ing. I shall turn my attention to selling property in St. Joseph or raising money on it so as to relieve myself of the burden of debt. This is a beautiful day but I am afraid too warm for Ale they are today brewing; this will make the 37th Brew since John began and the 24th Ale which at 16 brls. to the brew will make 388 Barrels of Ale, 200 of which is in the Cave.

3/1/60: Have had no applicant yet to buy the Brewery; the expense for advertising was 6.50\$ and I expect that will be about all that will be done. Sales the past week have been better; the people are beginning to find that I have good beer.



4/27/60: Mr. Astor finished filling up the big Casks of Lager Beer to day & cleaned the cellar out: now all is ready for our Sales. He thinks there are a little over 600 Barrels of Ale in the Cave. Last year I made 516 Barrels of which we sold 471: By my way of counting I make 578 Barrels all told, that is counting the 19 large casks at 23 barrels each, 4 at 18, 1 at 14, & 5 at 11 Barrels which is the number filled.

7/22/60: It has been a month since I wrote...The Beer trade has dwindled to nothing, and cash is almost out of the question. Last year my weekly collections were about 250\$ this year they will not average 75\$ & my sales are about 16 Barrels to 25 last year. I find it a general complaint both in St. Louis & every where else. The people have not money to spend & it prevails with all classes; the rich as well as the poor are short of money. I have only the foreman & driver since I discharged Peter & find them plenty.

8/19/60: The Brewery business is getting worse and worse.

8/30/60: My sales of Lager have increased the past two weeks. Will sell this month 96 Brls. Which is an increase over last month of 20 Brls., that is owing to new customers we have made at Lebanon & O'Fallon places we now supply...

9/14/60: On Tuesday 11th I hired Peter again for the third time to drive the Beer Wagon; I give him 50 cents per barrel & he pays all expenses.

9/23/60: I discharged my Man Philip yesterday and hired Bill Field again. I found he was lazy and too fond of going to the Brewery & taking beer without the Foreman knowing of it: Last week was one of the duller for selling Beer we have had for a month only sold 14 Barrels: I take Newstead with me to St. Louis tomorrow for the purpose of seeing a Man that will probably rent the Brewery; I shall use my best endeavor to succeed: & then will turn my attention to the cultivation of my Farm & make it a perfect garden.

10/1/60: The Man to rent the Brewery hasn't yet come, he is to be here on Tuesday.

10/24/60: Have to haul water now from Clark's pond, all the Wells & the Canteen Creek are dry. Still have on hand about 80 Brls. Ale.

10/31/60: We have been selling New Beer for two days. The people like it; I have 60 Brls. Ale left & offer it for 5\$ to my customers or 6\$ for new beer.

11/11/60: Mr. Astor has made beer 11 times, the first brew on 2nd October had to be thrown away on account of the warm weather. What we have now is very good, it is clear & of a good taste. My sales are getting better: I shall have to throw away some 80 Brls. Ale still in the Cave. It is getting very bitter...

11/18/60: My sales are now very good & the Beer first rate: the coal mines have gone into operation at Caseyville & my sales have more than doubled the past few days. Sales last week 25 Brls.

11/22/60: Peter went to O'Fallon today with Beer as he did not start out before 9 o'clock I do not expect him back before 9 tonight. (Authors' note: This was a rather sobering observation to one of us, who complains when the traffic is so bad on the way to an O'Fallon tavern he occasionally patronizes that it takes 20 minutes to get there from Collinsville instead of 15! To make things even worse for Peter's trip, see the next entry.)

11/23/60: It stopped snowing last night about 7 o'clock, fall about 6

inches on an average...Brewed today this is the 16th time, have now a large quantity of good beer in the cellar.

12/2/60: Last month we sold 82 ½ Brls. which are 8 more than last year.

12/9/60: Times appear to be worse and worse...owing to the unsettled state of our country & the great probability of dissolution, I am not disposed to buy Barley & extend my business.

12/25/60: Last week my sales were only tolerable, considering the Christmas times they should have been double. I am now out of Barley & don't know whether I will buy anymore or not; the times are too precarious to run in debt & I do not receive sufficient money to pay current expenses; the whole of last week rec'd. only about 55\$ when my sales were 132\$ and he should have collected from old debts double that amount. The fact is business of all kinds have dwindled to nothing; all the large manufactories in St. Louis to the large Cities are stopped...This is a dark gloomy cold day, a fair emblem of our troubled times.

1/7/61: I have determined not to buy any more Barley & shall make into Beer all the Malt I now have & then stop brewing.

1/13/61: My beer business has dwindled down again to mere nothing; my beer is as good as anybody's but owing to the state of the

times nothing sells, for nobody has money to pay for it.

1/25/61: On last Saturday I discharged the two Brewers & shall settle up the brewing business as speedily as possible; the trouble now is to get rid of Astor without loss. I have invariably found trouble with the foremen after they knew they will not have a place long. I have about 45 Brls. Ale in the cellar & I think making about 45 more so as to have enough for Joe Breka & Kalina next summer. (Authors' note: These last two named gentlemen were the operators of the two taverns listed as "beer houses" in an 1866 directory. Breka [actually Berka] would soon be associated with the rival crosstown brewery. He and Joe Kalina would both stay in the tavern business for many years.)

2/6/61: Brewed today; Bill and Peter worked at the Brewery. There will be about 2 more brews then I am done with the business, I hope forever. I shall try to sell or rent.

3/22/61: Yesterday the casks (30) in the big cellar were filled up with Ale & Mr. Withers bricked up the second door & Made a brick wall 2 ½ ft. high in the front door to prevent water from running in the cave in case of an overflow.

STAY TUNED FOR THE FINAL CHAPTER IN THE COLLINSVILLE STORY!

CONTINUED FROM PAGE 8 BOILING IN THE BREW KETTLE

explain this phenomenon. As long as people want to travel to Munich and have McDonald's or to Singapore and have Starbucks this trend will not slow down.

Beer always prevails. The craft beer category in this country saw huge increases in 2005. Boston Beer completed a multi-million dollar expansion of its Samuel Adams brewery in Cincinnati, Ohio. The entire micro category was the benefactor of another year of double digit growth. The top ten brewers in the US now include some who barely were a blip on the radar

screen 20 years ago. Boston Beer, Sierra Nevada, New Belgium, and "America's Oldest Brewery" Yuengling saw larger increases than any of their larger counterparts. Local brands continue to return and Budweiser is the largest selling beer in Ireland. As few as ten years ago, no one would have believed that statement. Today it is fact and no longer fiction.



Point-of-Purchase Advertising

THE KENTUCKY CONNECTION

By George Baley

In the Post-Prohibition era, breweries around the country were searching for new means of promoting their brews. While signs have been a traditional method of advertising, a form of what is called Point-Of-Purchase (POP) advertising came into being.

The Point-Of-Purchase Advertising Institute (POPAI), which is a Washington, DC based trade group, has created specific names to describe advertising displays. Names like Pole Topper, Dangler, Dump-Bin, Pre-Pack, Riser Card, Shelf Talkers, Shelf

which came from the W.J.Smith Company between the late 1930s to the early 1960s. Because Smith was located close to the pottery trade in Louisville, they had a natural connection with the production of beer statues which were made of the same chalk like material as traditional vases and lamps.

Many breweries used animals as a theme for their beer. This permitted the patron to enjoy a cold one while thinking about whatever the animal theme might suggest.

Banks, usually in the form of barrels were popular themes for statues. The statue manufacture could simply change the lettering on the barrel and thus quickly provide a statue for even the smallest brewery. These barrels were likely placed on the bar, near the cash register so that patrons had a convenient place to tip the bartender.

The hot air balloon bank from Falls City was made by the Mattel



Company of Louisville, likely a successor to W.J.Smith.

In the next issue of the *Breweriana Collector*, we will look into some of the fake statues for the Oertels brand of beer. It is too bad that counterfeits had made their way into this collecting venue.

For a more complete treatment of the subject of beer figurines, you may wish to refer to my book *Back Bar Beer Figurines* which describes over six hundred statue related figures and more information on the history of these great collectibles. The numbers by each statue correspond to those in the book.



Misers, Dissolve, and Wobbler are a few.

Smaller "cousins" the Shelf Talkers and Shelf Misers join the traditional beer "statues". Only two chalk Kentucky Shelf Talkers (from Fehr's and Bavarians) are known to me and are shown later in this story. Most of the Shelf Talkers were manufactured by the Kolograph Company of Los Angeles and bring a tidy price whenever they surface.

The Plasto Manufacturing Company of Chicago and the W.J.Smith Company of Louisville made the majority of the larger statues.

This story pictures the "Kentucky Connection" many of





BAVARIAN'S (#437)



FEHR'S (#137)



FEHR'S (#138)



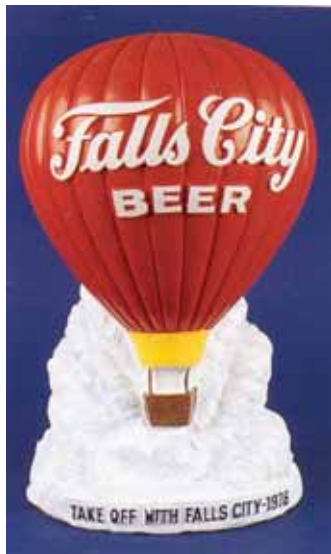
BAVARIAN'S (#589)



FEHR'S (#462)



FEHR'S (#559)



FALLS CITY (#120)



FALLS CITY (#121)



FEHR'S (#136)



FALLS CITY (#117)



FALLS CITY (#122)



FALLS CITY (#123)



OERTELS (#261)



FALLS CITY (#119)



FALLS CITY (#118)



OERTELS (#572)



OERTELS (#264)



OERTELS (#265)



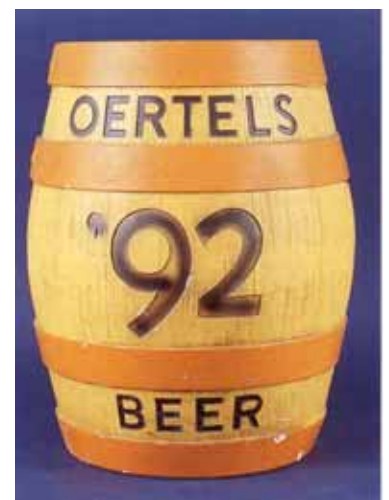
OERTELS (#263)



OERTELS (#262)



OERTELS (#571)



OERTELS (#622)

Crescent Brewing Company

By Annie Laurie Bird

The recently Incorporated Nampa Chamber of Commerce was very busy during the latter part of 1905 in advertising that town to the world. Thousands of pamphlets about the "Junction City" were distributed at the

P o r t l a n d Exposition in an effort to interest home seekers, business and industry in the locality. When a query was received in November, 1905, concerning what the Chamber of Commerce would do toward the establishment of a brewery to cost between \$60,000 and

\$100,000, a special meeting of the organization was held and the decision reached to furnish a desirable site. The offering of the site was, evidently, sufficient incentive to secure the brewery's location in Nampa, so the Duffes property on Ninth Avenue North, just across the railroad tracks, was selected and the dwelling house on it moved across the street.

Mr. and Mrs. Jacob Lockman arrived in Nampa late in January 1906; registered at the Dewey Palace which was their home until the Lockman residence was completed; and Mr. Lockman started the project by contracting for the digging of a deep well of some 185 feet in order to obtain the same soft water as that of the Dewey Palace.

When foundation work started, the NAMPA LEABER HERALD termed the structure "mammoth",

since the main building was 179 x 137 feet, the bottling works, 40 x 80 feet and 1,000,000 bricks, which were made-to-order to secure the extra-hard quality desired, were required in construction. The height varied since

was in fine working order.

On January 15, 1907, Mr. Lockman, both president and manager of the brewing company, announced that the company was offering a prize of \$50 for the best name submitted. According to

news accounts, the contest was most successful. "Within a week after the announcement, replies began arriving by the score; the post office force worked overtime; and the mail pouches were congested." By the closing date, February 3, "hundreds of communications" had been received, mostly



The Lockman house was built in 1906 along with the Crescent Brewing Co. for its owner, Jacob Lockman. Wynette Lockman, the last descendant of the family, occupied it until she died in the mid-1990s.

some portions were four stories, others, one, two or three stories. The floors were of concrete except in the cellar and icehouse where cork was used. The cost of the building was estimated at \$130,000; that of the machinery, \$50,000 and "generous wages" were paid the 20-man labor force that was to be increased to 75 the following week. Charles P. Stanley was the budding contractor.

Although brickwork on "the best constructed building in Idaho" was completed during September, the plant did not start brewing operations until the second week in January 1907. Not so the whistle's operations

The whistle on the Crescent Brewing Company's fine new building helped to usher in the New Year by participating in the noise. All Nampa citizens were convinced before it stopped that it

from Idaho, but from Canada and many from the states from Maine to Wahi9ngton. "Syringa" had been suggested by 21, with "Crescent" sent in by 18, "Golden West" by 8 and *Mountain Gem" by 5. Finally the comities narrowed the selection down to three: one from Seattle, one from Salt lake and one from Nampa. Then the Seattle and the Salt Lake entries were eliminated and Fred G. Mock who had suggested the name "Overland" was declared winner, as his offer to write a beautiful story relating to the Overland Trail was "too tempting for the committee to resist."

Whether Mr. Mock also wrote the imaginative description of the building that was published several days later is not known. Here are some of the more fanciful terms that were used included a Rhinish stronghold, its tower lofty,

surmounted by battlemented walls, high, imposing, massive, constructed with idea of stability; a feudal castle over all, surmounting the central staff, on the tower, a gilded star and crescent glittered in the morning light as tall chimneys discharged black smoke'.

The formal opening occurred May 15, 1907. The Columbian Band from Boise played as crowds came and departed. Bountiful tables in the yard were laden with good things to eat and the "Overland" brew. The ladies were entertained in the "beautifully decorated rooms" of the handsome house by Mrs. Lockman. A floral piece is the hall in the shape of a horseshoe with the company's emblem; the hundreds who called admired the crescent and star, in the center.

Such a propitious launching of the brewing industry in Nampa predicted, apparently, a profitable, untroubled history, but such was not the case. The first cloud foretelling the approaching storm appeared on February 20, 1909, when the state legislature passed, and Governor James H. Brady approved, a local option law. Proponents for prohibition in Canyon County acted immediately and secured the scheduling of a referendum for the following August. Here are excerpts about that election from an article in the NAMPA LEADER HERALD of August 27, 1909, headlined:

DRY! DRYER! DRYEST! Canyon County Votes County Prohibition By More than Two To One! Conceding Defeat, The Wet Forces Make No Fight Anywhere Except In Nampa And That Is Not Strong.

The local option election in Canyon County Wednesday drew out a fairly good vote, but the fact that it was well known beforehand

that it would go dry, reduced interest in the matter. The only surprise was the size of the majority.

Something of a fight was put up here, both sides having automobiles and livery rigs to bring out the voters. Those who favored the dry side were more active and energetic than the wets. They scented victory while their opponents realized that they were masking a hopeless campaign...

The election means that the sale of liquor of any kind as a beverage will cease in 90 days, except in two cases where licenses were taken out before the law was passed.

The wets polled 1,308 votes; the dries, 3,162, giving the latter a majority of 1,854. In Nampa, the

For the purpose of making a test case of the local option law concerning the selling of near-beer, Mr. Lockman sold two bottles of near-beer to Deputy Sheriff Paynter so that information could be filed charging Mr. Lockman with the violation of the local option law. The case was brought before the Supreme Court of Idaho as soon as possible which decided in August 1910, according to the NAMPA LEADER HERALD that

The court holds that it is not necessary to show that the beverage is intoxicating. The law mentions malt liquors, among others, as being prohibited and is freely admitted that Near Beer is a malt liquor, although chemical analysis showed that it contains but 1.28

per cent alcohol and is therefore non-intoxicating.

The reporter showed he disagreed with the decision by calling it "sweeping" and that it appeared that "about everything but pure water may be prohibited."

In 1912 the Crescent Brewing Company was involved in another court case that was again carried on to the Supreme Court of Idaho. The Oregon Short Line had refused, on April 18, 1912, to accept ten barrels of beer for shipment to McCall where there was no local option. On May 20, 1913 the newspaper summarized the Supreme Court's decision as "where the railroad terminus is in dry territory, shipment of beer to wet territory cannot be accepted," the entire bench concurred in this decision which meant there was no longer a market for Overland Beer.

When the state legislature, in 1915, passed a state prohibition act to go into effect on January 1, 1916, and a constitutional amendment to make prohibition a part of



only place in the county to go wet? the vote was wets, 537; dries 517; and the wet majority was only 20 votes,

When the two licenses involved expired, the newspaper announced "Big Drought Here, Expected Dry Spell Commenced last Night At 12:00." Then the article stated that the saloons did a good business on the final day, that there were no disturbances and that public sentiment was divided as to whether closing would result in great good from both the moral and business standpoint or whether those desiring liquor would go to Boise for it or patronize bootlegger.

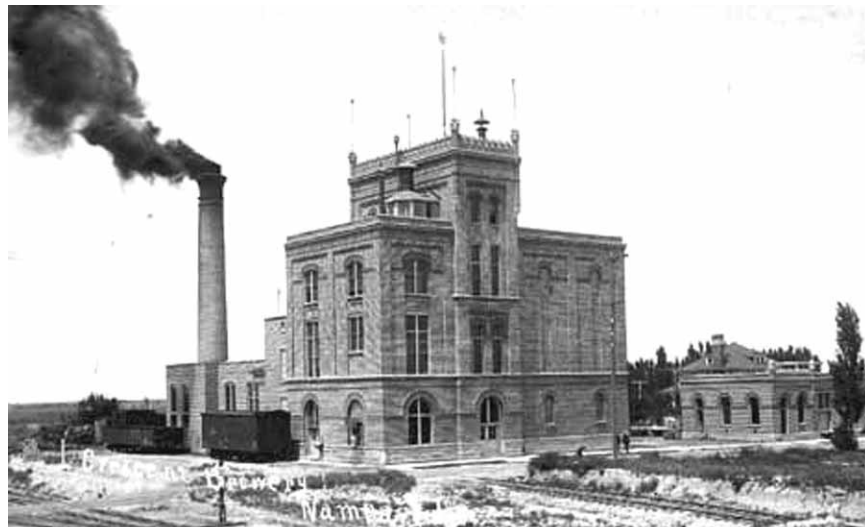
the organic law of the state if the voters so approved in November, the future fate of the brewery seemed determined, especially since the referendum carried in every county and the totals were 90,576 for prohibition to 35,456 against it. The Crescent Brewery Company, anticipating the time "when Idaho climbs on the water wagon," made plans to convert its plant into a factory for the manufacture of soft drinks, cider and grape juice. By the first of July 1915, machinery for the conversion was already on its way and a car of small bottles for ginger ale, root beer and fruit beverages had already arrived. As soon as the Prohibition law went into affect, the firm was to be known as "The Overland Beverage Company." Mr. Lockman was to continue to head the business and all employees were to be retained.

A large grinding mill and press was expected to fill between 3,000 and 4,000 barrels with pure apple cider. Storage space was available for 15,000 boxes of apples and by January 1, 1916, would be increased to hold 50,000 boxes. When the question arose as to whether grape juice was vinous liquor, Assistant General T. C. Coffin said the making of grape juice was not prohibited as such. The well was cleaned and extended to a depth of 366 feet, 8 inches to supply all water needed for washing the

The apple with other fruits used. Since small, even misshapen apples could be used, the factory was a boon to orchards, which received \$6 per ton for them. During the first season 3,000 gallons of cider were manufactured then pasteurized to keep

it fresh.

When the local apple crop was destroyed by late frost in 1916, Oregon and Washington growers supplied the 50 carloads needed to make the desired 125,000 gallons. The conversion of the plant had proved to be a success and its operation as a soft drink factory continued for nearly two decades. Then the business outlook for the Overland Beverage Company changed because the "Lame Duck" Congress in 1933. proposed an amendment to repeal national prohibition and authorized its submission to the various states for ratification.



Crescent Brewing Company

Idaho voters, at a special election on September 19, 1933, chose a wet slate of delegates to the Constitution on October 17, 1933, where the Twenty-First to the Constitution of the United States was ratified unanimously. When on December 4, 1933, Utah became the thirty-sixth state to approve the new amendment; ratification of the measure had been achieved. In Idaho, at the general election held November 8, 1934, the electorate approved Joint Senate resolution Number 5 which provided that "the Legislature shall have full power to regulate liquor traffic" by a vote of 85,469 to 53,788 and all vestiges of prohibition had vanished. .

Mr. Lockman anticipated this

turn of events the following information gleaned from a detailed article in the DAILY NAMPA LEADER HERALD of December 27, 1933, shows. The costly machinery imported for brewing had arrived from, Germany and was being installed, the technical phases of installation was under the supervision of the master brewer, Charles Indweseis; the malted barley was enroute from Manitowoa, Wisconsin, the hops from Yakima, Washington; and actual brewing was scheduled for the first week in January. Beer would not be available until sometime between March 15 and April

1, since it must be stored some three months before it was ready for consumption. Fifteen men would carry on operation, which would make an output of between 10,000 and 12,000 barrels annually. However, this amount could be increased to meet a larger demand.

On April 17, 1934 - just 27 years after the brewery

first began operations - the Overland Beverage Company celebrated the return of its beer to market by a Dutch Lunch with Overland Beer on the Lockman lawn from 2:30 to 7:00 pm. Thousands of people, hundreds of whom were from out-of-town-quaffed 1,000 gallons of beer and were served hundreds of pounds of sandwiches and undisclosed amounts of cheese, pretzels and potato chips by girls dressed in European peasant costumes. The officers elected the next year were Jacob Lockman, president; John Nagel, vice-president; Freda Lockman, secretary-treasurer and the two other directors were J, C, White and Amrose Adams.

The brewery continued opera-

tions until B shortly after World War II when members of the corporation decided to liquidate the company." The Charles S. Jacobwitz Company of Buffalo, New York, handled the sale of the machinery that was sent mostly to Bogotá, Columbia, South America. According to Charles E. Volk who, with Sam Greenburg, had been sent to dismantle the Nampa plant, small brewing companies were no longer able to compete with the large companies, 450 had closed between 1939 and 1953, and this was the 34th he had helped dismantle. He was both a Brewmaster and a

brewing engineer. Enough lumber to build an entire house was used in crating the equipment from the Nampa plant.

To permit a crane to remove the mammoth 14,000-pound copper kettle, handmade and some 12 feet in diameter, from the building to the waiting railroad flat car, a gaping 14-foot hole was knocked out of the side of the building. The crane then loaded on other flat cars the 10 huge crates holding other equipment and the five bundles of steel work for their journey to Portland where they would be reloaded to ships of the Grace line to complete the

journey to Columbia. A five-ton washer had already been sent to the Dixie Brewery at New Orleans and the barrels, boxes and freezing equipment had been sold locally.

From 1953 to 1966, the building stood there, aging, desolate, and empty except when used for storage. Then, in January 1966, Julius Kleiner, who had become its owner, ordered it razed and by pictures the newspaper kept the public informed as to the progress in demolition. Now this once "finest industrial building in Idaho" is only a memory.

Dick's Digest

With the coming of World War II there began a series of 16 small booklets that chronicled the war, day by day. Published by Dick Brothers Brewing Company of Quincy, Illinois each contains a wealth of information about both the European and Pacific battles of our troops.

Breweriana collectors probably pass these by at shows without taking a moment to flip through them and see what they contain.

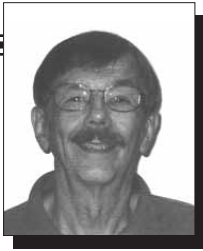
Copies were provided at no cost by Dick, Dick's Distributors or by contacting Radio Station WTAD. WTAD apparently did what they called

"Up to the Minute News" on their station.

Each volume and the dates covered are shown below. These can be found on eBay and at beer shows for between \$5 and \$15 each.

Volume one---Number one
Volume one---Number two
Volume one---Number three
Volume one---Number four
Volume two---Number one
Volume two---Number two
Volume two---Number three
Volume two---Number four
Volume three---Number one
Volume three---Number two
Volume three---Number three
Volume three---Number four
Volume four---Number one
Volume four---Number two
Volume four---Number three
Volume four---Number four

December 7, 1941 through March 31, 1942 (?)
April 1, 1942 through June 30, 1942 (Orange)
July 1, 1942 through September 30, 1942 (Yellow)
October 1, 1942 through December 31, 1942 (Gray)
January 1, 1943 through March 31, 1943 (Cream)
April 1, 1943 through June 30, 1943 (Green)
July 1, 1943 through September 30, 1943 (Red)
October 2, 1943 through December 30, 1943 (Blue)
January 1, 1944 through March 31, 1944 (Tan)
April 1, 1944 through June 30, 1944 (Light Blue)
July 1, 1944 through September 30, 1944 (Orange)
October 2, 1944 through December 30, 1944 (Tan)
January 1, 1945 through March 31, 1945 (Peach)
April 2, 1945 through June 30, 1945 (White)
July 2, 1945 through September 29, 1945 (Gray)
October 1, 1945 through December 7, 1945 (Tan)



Labelology

By Bob Kay

LABELS FROM LOUISVILLE

It's time to start thinking about the next NABA Convention scheduled for Louisville in August of 2006. Of course, the first thing that comes to mind when thinking about Louisville sud's are the early and well known breweries such as Feh's, Falls City and Oertels.

Speaking of Fehr's, did you know they were the anchor brewery in the 1901 syndication of five Louisville breweries to form the Central Consumers Company. The five which joined forces were the

Frank Fehr's, Nadorff's, Phoenix, Schaefer-Meyer and Senn & Ackerman. The usual reason for syndications of this sort was to improve operating efficiency, clout and buying power and to better counter offers to sell out to British investors. The game plan is typically to close the marginal breweries in order to maintain efficiency and the Nardorff Brewery was closed fairly quickly, in 1903. The remaining four family breweries continued until the clouds of National Prohibition began to grow

ominous. Fehr's & Schaefer-Meyer, the last to give in, lasted until 1918. This consolidation isn't widely recognized because the breweries continued to use their original names. The holding company name, Central Consumers, vanished during prohibition and Fehr's was the only one of the group to reopen with repeal. In the post-pro years, Fehr's with their signature brand FFXL (Frank Fehr's Excellent Lager), proved to be a major force in Louisville, lasting until 1964.

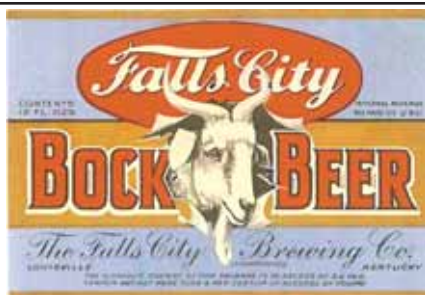
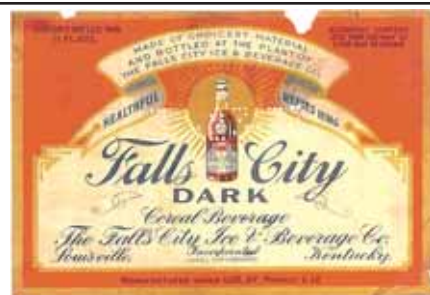


The Falls City Brewing Company was based in Louisville, KY and operated from 1905-1978. The company was organized by local tavern and grocery store owners and the name taken from the original name of Louisville, because it is on the site of the only large waterfall on the Ohio River south of Pittsburgh. This company was a bit different than most breweries in the USA as it was not family owned. It was organized to

break a local monopoly on beer production by the Central Consumers Company. Central Consumers also owned the taverns (or tied houses) located in neighborhoods where they could be operated profitably. The brewer, acting as landlord and supplier at the same time, caused the tavern operator to be at their mercy. This practice, while common in the UK, was later outlawed in the US. (This paragraph stolen from the

excellent Falstaff web site, <http://www.falstaffbrewing.com/falls.htm>)





The labels that follow salute the above three breweries as well as some lesser known's such as the Lexington Street Brewery (1898-18), the Kentucky Brewing Company (1934-39) and it's successor the Frankenmuth-Kentucky Brewing Company (1939-42), and the Alex Steger Brewing Company (1938-40). While these labels honor Louisville's brewing forefathers, of course another scenario, or rebirth if you will, is well under-way with micro brewing.





Let's Talk Breweriana

By Rich LaSusa

BIG-TIME BREWERIANA ISN'T ALWAYS REALLY BIG

While we're talking breweriana, let's talk BIG.

Big isn't always better. And sometimes an object isn't big in the true sense of the word.

I love those old colorful light-up beer sign "spectaculars" that were popular in big cities from the late 1920s to the late 1960s.

Some of my favorite signs are the Budweiser Malt and Pabst Blue Ribbon displays in Chicago and other cities, the Budweiser moving "Flying Eagle," Ruppert and Schaefer biggies that added brightness to an already glowing advertising light show in Times Square in New York City, the Dawson's Ale beauty in Boston and the creative Hanley Ale bull dog in Cranston, R. I.

I also admire the big, stylized lighted billboards of the late 1930s and early 40s, including a Storz with a giant bottle and 10-foot-high clock in Omaha, Art Deco Jax in Mobile, Ala., stylish Detroit Premium/Oldbru in Detroit and even the more traditional Rainier Beer and Ale paper board with a smiling woman holding a tray in Seattle.

They're big and beautiful and some even have impressive motion, including the Arrow Beer pouring-bottle sign in Baltimore and a similar Falstaff design in St. Louis.

But you can't put a one of those behemoths in your breweriana collection. At least I don't think you can. I've settled for photos and stories about them, instead.

But the BIG I'm talking about has more to do with quality, a piece with a place in breweriana history and not actual size. It's big as in really important, really

impressive and, sometimes, really rare.

I saw a piece of 1930s breweriana during a visit last summer to the home of esteemed collector Adolph Grenke. Among his magnificent collection of Chicago and other breweriana is perhaps a one-of-a-kind, painted reverse-on-glass clock that was used to advertise Hoerber Beer by the Hoerber Brewing Co. of Chicago (1882-1941). It's a BIG piece that made a really BIG impression on me.

The wooden-frame sign measures 30½" high by 24½" wide by 6 ½" deep. The painted glass is primarily dark brown, with gold and light-brown trim. It is magnificent! Breathtaking! Oh, the sign is large, but that isn't the point.

"It was made by the Crystal Mfg. Co. of Chicago," said Adolf. "I have seen a similar style clock for Burger Beer of Cincinnati, but it was slightly smaller."

Exquisite signs like this most likely were displayed in the Hoerber offices and given only to major preferred distributors of its beers. This may be the only in existence. Many years ago I interviewed members of the Hoerber family and saw some brewery-related photos. But this clock sign was never mentioned or seen in the photos.

During a recent visit to Tucson, Arizona, for a can and breweriana show I saw another attractive big piece of vintage breweriana, in size and importance, and in an antiques mall, of all places! It's not in the same class as Adolf's Hoerber sign, but it's an eye-catcher and a thing of beauty to a Maryland breweriana collector.

This near-mint 1940s round metal wall sign is 42" in diameter and advertises Old Export Beer from the Cumberland Brewing Co., Cumberland, Md. (1933-1970).

It is bright yellow, with green trim and red lettering. The mandatory on the bottom is in green letters. It has a slogan "Mountain Water Makes the Difference" in block letters.

The asking price was \$595. At the time, I had no way of knowing if that price was "reasonable" or if it was "overpriced" because a quantity of these were recently found and are relatively common. New old-stock signs occasionally appear on the market. (Or new "old" reproduced signs. But that's a story for another time.)

The shop's owner gave me assurances the sign was authentic. He said it was found in a warehouse, but did not elaborate where or when.

When I returned home, I contacted friend and N.A.B.A. member Jim Wolf of Easton, Maryland, a Cumberland brewery expert and specialist. He provided plenty of information to me-and to you. And that's one of the great benefits of being a N.A.B.A. member. The organization is populated with collectors who are experts on just about every brewery or piece of breweriana known to exist. Many are willing to share information with us and are respected for doing so.

Jim explained: "There are actually two variations of the round Old Export sign...a common version with the Mountain Water slogan in block letters (like the one I saw). It is dated 11-53. The other version has the slogan in script. I've only

seen one, and didn't get it due to a very steep price, given its condition, which was off-grade."

Of course, there is always a good story behind the story and Jim tells this about the Old Export signs in his collection:

"My story goes back to around 1980. A number of these new in-the-box (round) signs turned up in a building that was once an Old Export distributor in St. Clairsville, Ohio, near Wheeling, W. V. I found out about them and contacted the guy (who owned them).

"One weekend when we were in western Maryland, we drove to Ohio and bought four of them for \$40 each. I sold a couple for around \$100 each, probably less, and gave one to my brother-in-law for his basement bar. Made his Christmas that year!

"So, in my estimation, \$595 is quite a (high) price. I haven't heard of any turning up lately, but there were more in that St. Clairsville find. I could only afford the ones I bought. I've seen a couple surface over the last 10-20 years, but not many.

"My round sign has a rectangular roommate. It's a few years older, same yellow, but the letters are styled differently."

Thanks, Jim, for your interesting and informative story. I'm sure prices have advanced on this sign since the 80s, but not by \$500.

It's the end of the year and my notebook is cluttered with... well...notes that are about many kinds of beer advertising and collectibles, from the sublime of the Hoerber clock and Old Export sign to the ridiculous of over-priced common mini bottles and trays.

Following is what I saw during visits to antiques shops and malls in 2005. It all comes under the heading "silly stuff at goofy prices." Some had prices usually found on more valuable and desirable beer advertising.

Mini bottles: Most of these are as common as rocks and cacti in a

Southwestern yard-or as weeds in your front lawn in other regions of the country. Here are a few. (Asking prices are listed, and book prices are in brackets. The book being used is Bob Kay's excellent "Miniature Beer Bottles & Go-Withs" and its update. If you don't own a copy, you should. The numbers in brackets are from this indispensable reference book):

*Blatz, with a paper label: \$40 [WI-12, \$5-10].

*Fort Pitt salt and pepper shakers: \$34 [PA-29, \$5-10 each]. Just a week later, I saw the same pair for \$65! They are common, even in top condition. Many mint pairs in their original boxes have surfaced in recent years.

*Piel's salt and pepper shakers in an unmarked box: \$45.50 [NY-27, \$5-10 each].

*Grain Belt salt and pepper shakers: \$35 [MN-15, \$-10].

The list could include Budweiser, Falstaff and Pabst bottles, but you get the point.

Beer trays: You can find many beer trays in shops and malls, but most are common and way overpriced. One often seen in the Southwest is a Corona/Victoria beer tray from Mexico. I saw three of these attractive trays during my Tucson visit.

First, some background: While I was in a store that specializes in Mexican pottery and other imports in the mountain foothills north of Phoenix last summer, I spotted a stack of metal beer trays on the floor, Corona/Victoria trays, 10 of them, all new for \$10 each.

It's a nice decorative piece for this region, but not a particularly important breweriana item. I could have purchased all and maybe made a few dollars in resale. The owner was willing to give me a discount if I did. But I bought only one and placed it in a display of Southwestern objects in my home office.

Now back to Tucson. I saw an older version of the tray in a shop

that specializes in vintage furniture and furnishings. Nice, and expensive! On a table was one of these trays. Not nice, but expensive! The asking price: \$125! Thanks, but...

It had some rusting, chips and dents. It obviously was an older version. The metal was a thicker gauge and the lithographed colors were more vibrant than the newer ones. I have no idea how old this tray is. My guess would be 1950s or 60s, but maybe newer.

The new version, I have been told, is a brewery-authorized reproduction currently in use. There actually are two of these that have been issued by the Grupo Modelo, S.A., brewery of Mexico, one of the largest in Latin America. Both have smiling women as part of their colorful motif, including one wearing a fancy dress and turban.

During visits to two traditional antiques malls, I saw the new version, with a smiling woman, sans turban, for \$22 and \$35. Both were overpriced.

I suggest that if you want to purchase quality, vintage beer trays do so at breweriana shows, such as the excellent Monarch Chapter Fall-Fest held annually in late October in Glendale Heights, Illinois. I can assure you that you will not see beat-up common Corona trays for \$125.

You also can shop for trays on eBay, and I know some of you do. But that can't top a show, where you can see trays in person. You're at the mercy of a seller's judgment and integrity when you buy trays or any other breweriana on eBay. Looking at a grainy photo on my computer is one thing, holding an item for close examination is another.

If I want to buy an expensive pre-prohibition tray, I prefer doing it in person. I am not a tray expert, so I often have to ask about the age of a tray, the brewery and even its value relative to similar trays. I even asked "why are you

selling this tray for \$125 while the guy at the table over there is asking \$95 or \$195?"

Sometimes eBay or other long-distance transactions are unavoidable if you really want an item. And, in most instances, you can return a piece if it wasn't in the condition that was advertised. But that can be a hassle. And there really is no guarantee-unless you get it in writing in advance from the seller-that your money will be returned if the tray or other item you purchased did not meet your expectations.

Those of us who have shopped in antiques shops and malls have seen the most common 1950s and 60s trays-sometimes in the ratty condition-with prices far above what they should command in mint condition.

I visit many shops on the route between my Arizona home and my former Chicago-area stomping grounds. The same shops have the same trays on sale every time I visit. The only difference is sometimes the prices change. Sometimes, they're higher!

What are these dealers thinking? If common trays, with scratches and dents-or even in excellent condition-don't sell for \$25, why would they believe they would at \$35?

Where are these sellers getting their information? From general antiques guide books and prices realized in local auctions, I suspect. If a dealer overpays at a local auction, he or she has to recoup the cost on the sale side. I have checked eBay sales and can't recall seeing common \$10-15 Falstaff, Schlitz, Pabst and Blatz trays selling for much higher prices. Sometimes dealers just make up prices because they think an item is rare and should be expensive. I guess they can't be expected to have the level of knowledge of an experienced collector of beer trays and other breweriana.

Some dealers have admitted to me that they "overpaid" for an item, spent "stupid money" on something they didn't know much



about, particularly at local auctions. Emotions can run high at auctions, local or Internet. There are few of us who have not gotten caught up in the "heat of battle" and paid too much for an item. Even worse, we bought something we really didn't need or could make a profit with in a resale.

And you hardly ever see a quality tray in an antiques mall, unless you are absolutely fortunate, and a bit lucky. Tell me if you have seen a scarce pre-pro or 1930s tray in a shop recently. I know some collectors who have "lucked out" and have found scarce trays for their collections in shops in California. But the prices paid for them are commensurate with their "actual" market value, some upwards of \$1,500 for superb trays in good condition, prices that leave little or no room for a profit in resale.

Many dealers are savvy enough to check eBay's prices realized before offering their choice breweriana for sale in their shops or mall booths. Or at least they should. But most don't offer high-value

items locally. They bypass that outlet and sell them on eBay. But remember, for a number of reasons, eBay is a double-edged sword, and a very sharp one.

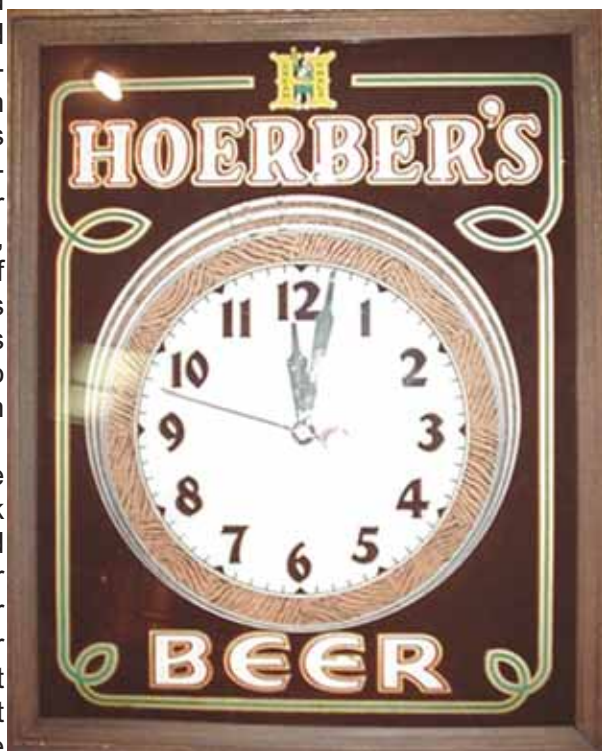
This type of commerce is all part of the fabric of the American free enterprise system. But sometimes the fabric is a bit tattered.

Back to one of my earlier points: When you're shopping for quality breweriana, give serious consideration to doing so at a local or regional show or the 35th annual N.A.B.A. national convention August 1-6 in Louisville, Ky. It will be worth your effort.

Excellent regional shows for 2006 include the 27th annual Blue and Gray, February 15-18 in Fredericksburg, Va., and the Queen City Chapter's 30th annual Luck O' the Irish March 16-19 in Fort Mitchell, Ky., and Guzzle 'N Twirl in mid-October in Minnesota.

There are many good reasons why these shows have existed for many decades. Check the Events of Interest page in this issue for details about some of these and others.

Rich





All About Being An Author

By George Baley

This is a two part series on the title subject. I have been asked from time to time about doing collector books and what is involved. This treatment is based in part on a joint presentation with Kenn Flemmons at the BCCA Convention in 2005. Hopefully budding authors will find some useful tips to help them along the way. Please feel free to contact me directly for specific questions concerning the topic.

In thinking about the subject of becoming an author of brewery related subjects, I thought about the reason someone might take the challenge of doing such a project. It seemed like there were perhaps three major reasons for doing it.

1. To make a profit
2. To satisfy an ego need
3. Because the hobby needs it

The first reason may result in various levels of disappointment. Unless there is a topic that is on an overwhelming need, profit (at least break even) is the best one can hope for. More on why that is later.

Satisfying an ego probably is an OK reason and is a sort of stepchild of the third one....the hobby needs it. I am not sure how one plays the second, but it can be a real driving force when deadlines approach.

Where Do You Start?

Here the question is about whether or not there is a need to be filled about the subject at hand. Back in the late 1980's the sum total of breweriana books centered on beer cans and trays. The arena was vacant of most other topics. So when you think about subject matter, you have to be careful about choosing a topic that interests you and very few others.

Pick that topic carefully.

1. Are the items cheap or expensive?
2. Do they lend themselves to a picture book?
3. Are there enough items to do a book?
4. What is your market?
5. Have similar topics been covered?

Price Guide or Not?

Collectors and publishers love price guides. Most publishers who will handle your book will insist on a price guide. Many collector friends want the book, but will say they do not like price guidebooks, unless of course they are selling a collection. Those seeking new items want no part of a price guide that will set the price for their future purchases.

Prices in the Guide?

To be successful, your book must be a price guide. Setting the price is something of an art. I say art because you have to balance the prices between those who are providing info as holders or sellers of the items and those who may wish to purchase the item. Using eBay as a marker helps, but is not a sure fire measure of an item's worth.

You will need to establish a panel of "experts" to help with the price guide. Do not do the pricing yourself! A range of values works better than a set \$ for an item. Usually 1 to 1.5 is a good number, e.g. \$100-150; \$30-45, etc.

Who is the Publisher?

Are you going to self publish or you using a publisher? Self-publishing means you do all the work, have the book printed, own the inventory, do the marketing, shipping, handle returns, complaints,

and more!

Getting a publisher means you do all the work and little else other than cash the royalty checks (however small) if and when they come in.

In a nutshell, self-publishing means much higher profits (see Reason #1 above), but also an outlay of significant amounts of cash. You own the inventory! You only have to stop by any Barnes and Noble or Borders Book stores to see endless tables of discounted books at upwards of 90% off. These are probably the Reason 2 authors.

Getting a Publisher to handle your book is most cost effective and least profitable. The Publisher is going to want to only do a book on a subject on which he can quickly regain his investment. He could care less about Reasons 1-2. So hopefully Reason 3 works for both sides.

There are a number of publishers doing what is called "Print on demand" books. They only print a book when requested by the author. These work better for books of a text nature, in black and white, and soft cover. They are expensive to generate, but may find application for topics of a limited interest.

Soft Cover or Hardbound?

Everyone loves a hardbound book....except the publisher who must get an extra \$10 a copy. Unless you self-publish, you can expect that the publisher will want your first entry as a soft cover book. Add about \$4 to the basic cost to do a hard cover book.



Auction Hysteria

By Robert Hajicek

Some of the items in this article are from the eBay Live Auctions and the auction closing price has been adjusted to include the buyer's premium. The buyer's premium was listed in the eBay item description and was 18 and 20% for the two auctions I reviewed. I've been a serious collector for about 19 years so when a new discovery happens it is quite a thrill. Since the early 1970's beer cans have played a big roll in the breweriana hobby and with few exceptions are the most published items of breweriana. The standard reference book is United States Beer Cans, The Standard Reference of Flat Tops and Cone Tops, copyright 2001 by Beer Can Collectors of America. A group of dedicated collectors went around the country to photograph all the known versions of flat top and cone top beer cans, and I'm happy to say a few of my Grain Belt cans are photographed in the book.

My grandfather and father were Grain Belt distributors from 1934 through 1975. My father served in the military during World War II and was stationed at Midland Airforce Base in Texas. So if Grain Belt had any olive drab cone tops, you would guess he might know about them. No Grain Belt olive drab cone tops are in the Standard Reference book, nor are in any collection and no dumpers have ever been found. I also have a near complete set of Friendly Faucet and Diamond magazines published by Minneapolis Brewing Company which describe brewery news and no olive drab cans are mentioned. So we know, as a matter of fact, that none were ever made. That makes sense. In late September of 2005, my friend Craig emailed a message that a Grain Belt olive drab cone top was on eBay. I told him they were never made, and it must be a fake, or just rusty. Right? Wrong!

So here is the story of how

Grain Belt olive drab cone tops were discovered. "I have only four of these Grain Belt OD cans. My understanding is that they are unknown until now." "I found the cans in the basement of my Grandfather's house in northern Greece in 1974. I thought they were interesting, so I boxed them up in a stout cardboard pasta box, packed them with wood shavings from the neighborhood carpenter, and sent them back to the States. My family tells me that soldiers lived in the basement and garden of the house during the war. The cans have been wrapped up in that same pasta box until a few months ago, when I opened it up to see what I had sent back to myself 30 years earlier."

Thank you Peter of Dallas Texas, for saving those cans so many years ago. It seems that Peter and I have something in common, and we, you and I and all NABA members and collectors have something in common.



Fitger Mini-Mug/Match Holder/Strike - 2-3/8" high by 1-3/4" diameter; A. Fitger & Co., Duluth, MN \$449.



Frank Ibert 0.4L, 7" high Stoneware; Frank Ibert Model Brewery, Brooklyn, N.Y.....\$2125.



Schmidt Motion Sign, 18" x 13" x 3"; J. Schmidt Brewing Co., St. Paul, MN....\$555.



Bruck's Bandshell ROG, 16" x 9" The Bruckmann Co., Cincinnati, OH \$1883.



Besley's Tin Sign, 6-1/2" x 14"; Sign mfg C. W. Shonk Chicago; Waukegan Brewing Co., Waukegan, IL.....\$713.



Cook's Goldblume 20" Tall Display Bottle; F.W. Cook Co., Evansville, IN \$227.



Grain Belt
Olivedrab Cone
Top No. 1
Minneapolis
Brewing Co.,
Minneapolis,
MN
\$6350.



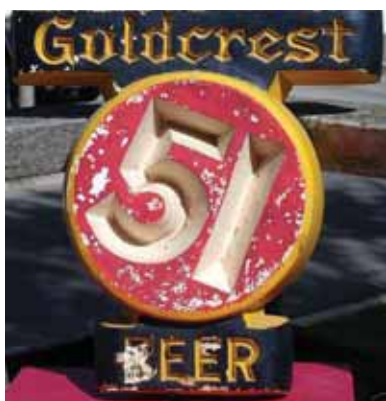
Grain Belt
Olivedrab Cone
Top No. 2
Minneapolis
Brewing Co.,
Minneapolis,
MN
\$3850.



Grain Belt Olivedrab Cone Top
No. 3; Minneapolis Brewing Co.,
Minneapolis, MN.....\$4550.



Hamm's Paper Lithograph, 25" x
19" image area ; Hamm's Brewing
Co., St. Paul, MN.....\$14,160.



Goldcrest 51 Backbar Statue,
12" x 10" x 2"; Tennessee
Brewing Co., Memphis,
TN.....\$333.



Pacific Tin Sign, 28-
1/2" x 20" by Meek &
Beach; Pacific
Brewing & Malting
Co., Tacoma, WA
\$566.



Columbia Tin Sign, 20" x
16"; Columbia Brewing Co.,
St. Louis, MO....\$3052



Wieland's Extra Pale
Tray, 13-1/2" x 16-
1/2"; John Wieland
Brewery,
San Francisco, CA
\$1560.



Cerva Tin-Over-Cardboard,
6-3/4" x 4-3/4"; Lemp Co., St.
Louis, MO.....\$200.



National Tray, 12-1/2" x
16"; National Brewing
Co., San Francisco, CA
\$4200.



Gilt Top Tray, 12-1/2" x
16"; Spokane Brewing
& Malting Co.,
Spokane, WA \$540.



National 4-1/2 Dia Tip
Tray; National Brewing
Co., San Francisco,
CA...\$660.



Highlander Tin-
Over-Cardboard,
17" x 7"; Missoula
Brewing Co.,
Missoula, MT
\$563

Chronology of a Bar Owners Life

Photos Provided by Dave Johnson

Many thanks to NABA member Dave Johnson for providing the great Pre-Pro pictures of some old Chicago beer scenes. The primary person throughout the photos is Joe Hucha.

These pictures cover a period in the Pre-Pro days of Chicago and follow the life of one person from running a tobacco store to eventually getting into the beer tavern business before Prohibition.

The series begins (Photo 1) with Joe Hucha and his wife standing outside their tobacco and notions store, next to a cigar store Indian. In Photo 2, Joe and his wife (in doorway) proudly stand before a "temporary" building while his new bar shown is being constructed. The two boys shown drinking pop (hopefully not beer!) are cousins Charlie and Victor and can be seen as adults behind the bar in Photo 4.

Photo 3 pictures the new tavern being built, as Joe is again seen in his white apron, standing to the left of the door. He poses with what appears to be the entire construction crew with nary a beer in site. The new bar was at 26th and Springfield in Chicago. Does anyone know if the building is still standing? On my next trip into Chitown, I will check out the location to see if there is an update.

Photo 4 shows the inside of the new tavern. It is interesting to view the dress "standards" in these early pictures. Everyone is in a suit, a far cry from what we usually see people wear today when enjoying some beer!

The last picture (Photo 5) of a horse and wagon is that of a relative of Joe Hucha by the name of Jos. Prusa. Prusa is standing in the doorway behind the horse. This scene is take on Blue Island

Avenue in Chicago.

Since the pictures show the name Garden City Brewing, it confirms they were what were called a "tied-house" and were taken in the Pre-Prohibition era.

It was common for the breweries in large cities to either build, operate, or indebt local bars that were then "tied" to the brewery. It could involve "no-money down" sales of beer or perhaps providing a back bar in exchange for dispensing only the brewery's beer. In either case, with the ending of Prohibition, the "tying" of breweries to taverns ended in America. The demise of tying probably in part helped decrease the Post Prohibition come back of many breweries who had to compete with the "big guys" in smaller towns.

If you have any interesting pictures to share, contact the Editor.



Photo 1

Chronology of a Bar Owners Life



Photo 2



Photo 3

Chronology of a Bar Owners Life

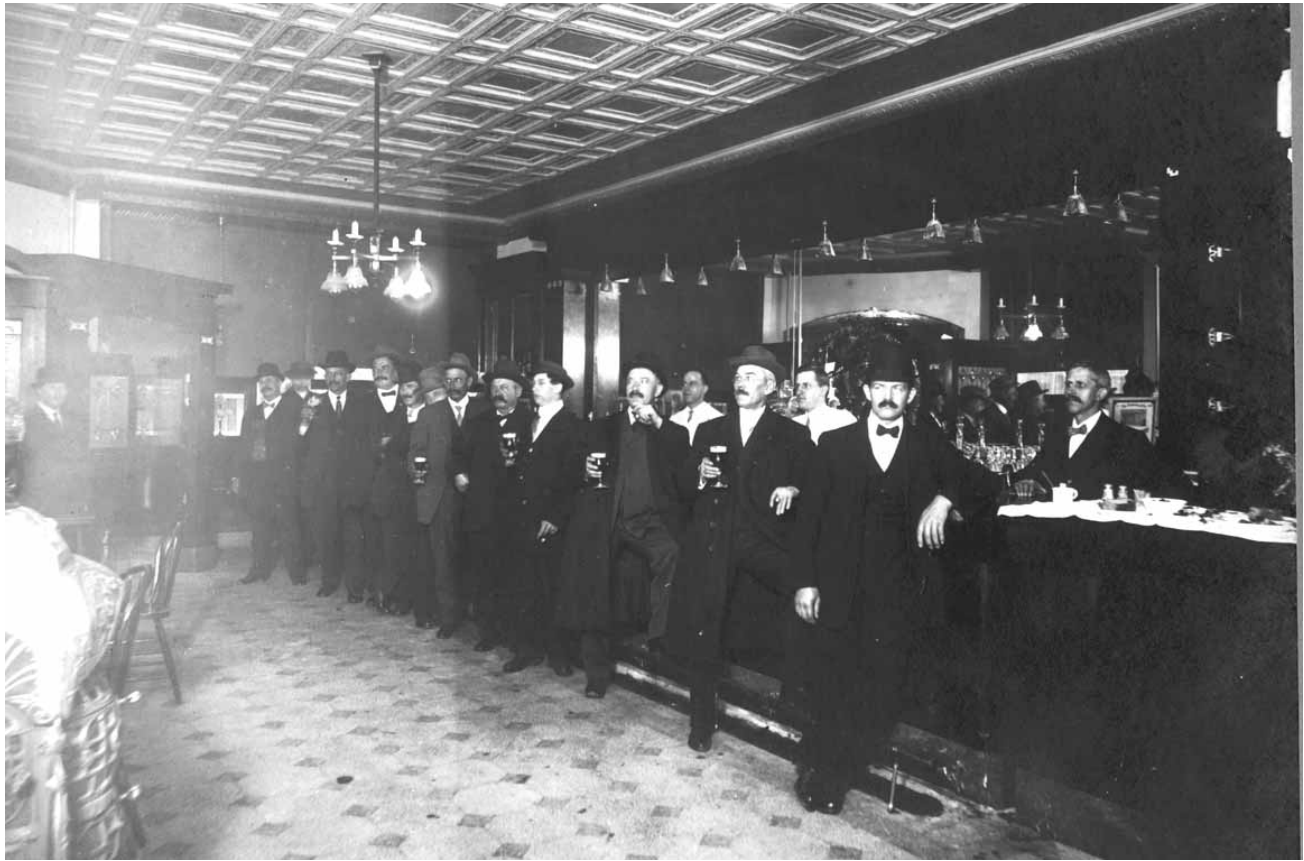


Photo 4



Photo 5



The Back Bar

By John Bain

DOING CAN BE EASIER THAN COMPLAINING

I prepared a lengthy column with many illustrations for this volume, but before I submit it to the editor, I want to be sure that it can be printed the way I laid it out. Therefore, I will save it for the next volume, skip my usual theme, and address an issue that was raised at a recent convention meeting.

At the meeting, one of the key speakers solicited the audience for suggestions on how to increase membership and attendance at local shows and conventions. A member in the audience promptly stood, offered no suggestions, but voiced several complaints about how internet auctions are "killing" the shows and membership, "These shows are never going to be like they used to. We might as well face it, the glory days are over and gone for good." Then the member sat down and took a drink from the half-full (or from their perspective, half-empty) glass in front of them.

While it is true that internet auctions have affected show attendance and membership, they do offer a powerful avenue for building it up again (I'll explain how in a moment). Unfortunately many of us (I am no exception) have overlooked or ignored this opportunity, and if we continue to do so, we will not be able to blame the internet auctions alone for shrinking numbers.

I was introduced to breweriana collecting in the 1960s; long before internet auctions were even a twinkle in Pierre Omidyar's eye (Founder and Chairman of eBay). At that time, most breweriana collecting was centered on bottle caps and cans; NABA, ECBA,

BCCA, and ABA did not exist; and my dad was Assistant Controller at Liebmann Breweries, Inc., Brooklyn, New York. During my dad's tenure at Rheingold, he acquired some breweriana that eventually passed to me, in the early '80s, and formed the beginning of my collection. It was neon signs for the most part.

Before internet auctions came along, my collection grew at a snail's pace, because it came mostly by way of shopping antique stores, yard sales and flea markets, and by attending live auctions. When internet auctions arrived in the mid-90s, that snail donned a rocket pack and - BLAST OFF! I was thrilled by all the great breweriana from the past that was available just by pushing a few buttons and opening a wallet. (No, it was not a push-button wallet.)

However, it was not just winning internet auctions that fueled my collection. After a few weeks of bidding on several auctions by the same seller, it occurred to me to ask him how he was able to keep coming up with so much great stuff, and where could I find other sources for breweriana besides the internet. He told me about the local and major organizations and the shows and conventions that they sponsor. My first show, in fact, would be the "Blue and Gray" which was only a couple of months away at that time. Mere words can't begin to describe how anxious I was to find out what it would be like to go to a show that had nothing to offer but lots of great breweriana, many new friends, free cold beer, and a

couple of hundred hot, tasty pizzas. (Stay put! Your refrigerator will still be there by the time you finish reading this column.)

That first breweriana show exceeded my greatest expectations, and that's when my collecting accelerated to warp speed. Soon after Blue and Gray, I joined all of the major organizations and began attending as many local shows as possible that were within three hours of my home. In addition, I went to each of the major conventions as they came up. I made new friends and acquired many pieces from their collections. Despite the competition from internet auctions, I found that there was (and still is) a lot of great breweriana available through shows and the friendships developed by going to them.

The point that I hope I've made is this: I discovered our shows and organizations through an internet auction contact, but I had to ask. There are thousands of potential members out there who can be reached the same way, but we can't wait for them to ask: we have to inform them. Here are some simple, quick, ways to do this, and they do not cost any money.

If you sell breweriana through internet auctions, add a sentence to the bottom of each of your listings that instructs viewers to visit your information page (for those of you who do eBay, it would be your "About Me" page) On your information page, include a few paragraphs about your hobby and the local and major organizations to which you belong; include web site

CONTINUED ON PAGE 32

Book Review

THE MILLER BEER BARONS

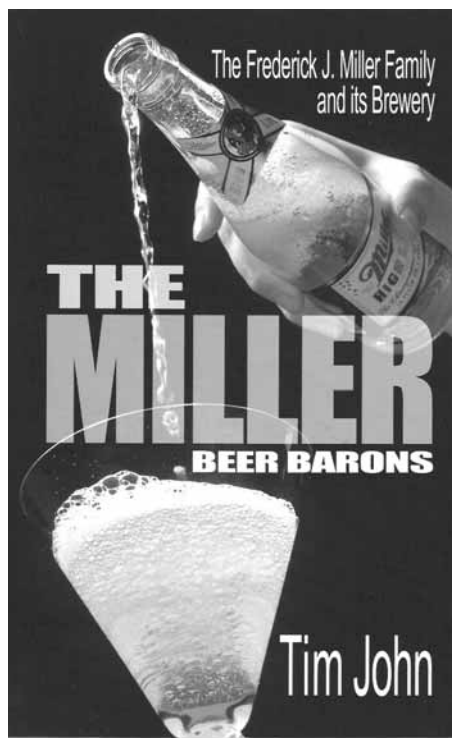
Another great treatment of the brewing industry with a focus on the Miller Family and its Brewery. Written by Tim John, this 450 plus page softbound book takes you from the very beginning in southern Germany to the final chapter in 2003, when South African Breweries purchased Miller from Philip Morris.

For three generations, the Miller family controlled the Miller Brewing Company; from Frederick and Josephine Miller's purchase of the Plank Road Brewery in 1855 to Harry G. John Jr.'s sale of his single share to Philip Morris in 1970.

Due to talent, hard work, self-control, and luck, the Millers succeeded where thousands of other brewery families failed.

The Miller family brought grace to Milwaukee. This book will lead you along a long and glorious pathway and bring some insight to the often not known goings on in the brewing industry.

It was not only the male Millers that made history. Three women



including Elise John, the author's grandmother and one of Ernest, Fritz and Emil's sisters, led the brewery. When she retired in 1946 that was the last time a woman headed a major brewery.

The author is the son of Harry G. John, Jr. who served as President of Miller from 1946 to 1947. His father's short time as President touched Tim's interest in the history of the Miller Brewing Company. In the book Tim takes us through a journey of ambition, of persistence and determination, of intrigue, of happiness and sadness, and of history as we follow the Millers from Fred J. to Fred C. and beyond over 100 years of traditional brewing.

Tim describes how the brewery survived Prohibition through good planning, cash reserves and diversification. All of the events are not only well-researched and supported with documentation, but the author, in describing the history at the time, has also put them into context. The book features black-and-white photos of some of the Miller clan. He also includes detailed accounts of the how-tos of brewing beer, the business and financial components of the brewery as well his colorful family.

THE BACK BAR CONTINUED FROM PAGE 31

addresses to make it easier for the readers to find the organizations' home pages and show schedules. When you ship items to winning bidders, include show flyers and membership applications for the organizations to which you belong (sometimes you can earn free renewals to your membership if they join). In this way, everyone who reads your auction listing or wins one of your auctions will have an opportunity to learn more about our hobby and become a member. It will work faster than you might

think. Many collectors and potential collectors out there embrace their pursuit with passion -- just look at the auction prices. These folks will leap at the chance to go to our shows and join our clubs in order to enhance their pursuit and cultivate their collections.

So, sometimes it is easier to do something about an issue rather than just complain about it. We have every reason to do something about this one; we have no excuse not to.

Now you can go get that beer and pizza.

Editor's Note: John will again be doing his Back Bar at the Blue-Gray this February. Please stop by and enjoy!

Have you read a good book?
Would you like to submit a book review? Or maybe you would like to submit an article? If so, contact George Baley at gbaley@com-cast.net

Museum of Beer & Brewing

Concluding a most successful year of outstanding events presented by and for the Museum of Beer & Brewing, their final function was a fundraiser at the recently opened Libiamo Neighborhood Restaurant, Tavern, & Hall, 221 W. Galena St., Milwaukee, WI 53212 (Corner of 3rd & Cherry in Schlitz Park). This is the former Schlitz Brown Bottle Pub, located in the Schlitz Brewery Complex.

A new face in a familiar place, Libiamo welcomes back the historic Schlitz Brewery.

Contemporary Italian cuisine and fantastic wines in a relaxed setting. Closed since last year, the old Brown Bottle Pub reopened in June with new owners, a new menu and a new name-Libiamo. Located in the former Schlitz Brewery with its wooden-beamed ceilings and bottle-glass windows, the former Schlitz hospitality cen-

ter has never lacked for charm, and this is retained as its rebirth. If you attended the Convention a couple of years ago, we all had a chance to tour the facility which at the time was closed.

The proprietors are Dean and Mary Cannestra (Dean also is a co-owner of Nessun Dorma, a popular Riverwest eatery and was co-owner of Palermo Villa on Murray on the Eastside of Milwaukee.). Nessun Dorma and Libiamo are named after songs in Puccini operas, so it's hardly surprising that the new menu focuses on Italian food and wine.

A presentation "A Passing" - Pictorial history of Jos. Schlitz Brewing Company in Milwaukee by Tom Wolf was a feature of the evening. Tom has held Research & Development, Technical Services and Sensory Analyst positions for over 30 years in the

brewing industry. He was employed by Jos. Schlitz Brewing from 1970 til 1983. He was with Pabst Brewing Company from 1983 to 1985 and Miller Brewing from 1988 until his retirement in 2002.

His avocations include photography and slide show productions, as evidenced by his topic for this MBB fundraiser. Currently he operates a matting & framing/photography business and performs sensory consulting services for the brewing industry.

Tom's presentation was a slide show of pictures, letters, lithographs and advertisements, accompanied by era-appropriate music, which chronicled the life of the Jos. Schlitz Brewing Company in Milwaukee.

Potosí Brewery Museum Progress

By Herb Page

Last September the Potosi Brewery Foundation held a successful fundraising event/dinner that provided additional operating funds for the coming year. The lively local participation in this event proves that the surrounding community is fully behind this endeavor and wants to see that this project is completed.

At this time much work has already been done on the structure in that the roof is on the major part of the stabilized and tuck pointed walls. The next phase of restoration activity is already funded and will resume in spring 06. This will involve completion of the exterior and the significant task of completing the basic elements of

the interior and mechanical systems. The plan is to have the combined; brewpub, museum and interpretive center ready for occupancy by the fall of 2007 and additional funding initiatives are already in place to assure that the remaining construction phases will move forward as planned.

An important development is the formation of ABA's Port of Potosi Chapter that is now up and running with well over 100 members. This enthusiastic group under the dynamic leadership of ABA member Mike Kress is providing an important resource for the promotion and support for the restoration of the building and the National Brewery Museum. Also

at this time ABA members Steve Zuidema and Steve Kieckhafer have stepped forward to provide their significant input on the layout of the micro brewery and overall project planning which are their respective areas of expertise.

We at ABA emphasize that this undertaking of restoration of the Potosi Brewery and the establishment of the National Brewery Museum will be the embodiment of ultimate breweriana. And this should be of great interest to all adherents of our fascinating hobby. We therefore would encourage any individuals within NABA membership to lend their support and involvement.



Executive Secretary's Report

By John Stanley, Executive Secretary

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

Your Executive Secretary would like to wish members a Joyous Holiday season and a Happy New Year for 2006. Make plans now to attend the NABA Convention in Louisville, KY in August. In February the Blue-Gray Breweriana Show will be held in Fredricksburg, VA. It has been one of the leading national shows for several years and the Spring NABA board meeting will be held there. Make plans to attend (details in the NABA Events of Interest and on the NABA web site)

It is time to enter nominations for NABA Officers and NABA Board Members. Three NABA

board positions and four officer positions (President, Vice-President, Treasurer and Recording Secretary) are open for this year's election as well as four Board spots. Any NABA member can nominate themselves or you can nominate another member. If you nominate someone else, make sure they know you are doing so. Board members are required to attend the National Convention and two other meetings (one in the Spring and one in the Fall).

Enclosed with your Winter BC issue is the 2006 NABA Directory. If you have any corrections, please let me know. Renewal slips and Convention information will be sent

with the Spring BC issue.

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

I would like to welcome the new members shown 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 Leroy Art (1), George Baley (1), eBay Auction (1), and the NABA Web Site (6) for recruiting these new members.

John Stanley
Executive Secretary

APPLICATION FOR MEMBERSHIP

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

I wish to join NABA, and payment is enclosed. Annual Membership dues are: US \$25, 5 years for \$100, Canada \$30(US), and overseas \$40(US). Dues expire May 31; dues paid after Jan 1. are valid until May 31 of the following year.

Please make your check or Money Order payable to NABA. (Please type or print legibly!)

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

E-Mail address: _____ Sponsor: _____

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

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

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

Specific breweries, brands, cities _____

Be sure to fill out ALL the requested information. This is used for the Membership Directory.

If you skip an item, you've limited the usefulness of your listing!

New Members

CLARK, RICHARD

9830 Cainsville Rd
Lebanon TN 37090-7744
615-876-2896 C615-429-4590
*Clocks-Glasses-Mirrors-Signs;
Budweiser Clydesdale Horses*

DAL PORTO, MIKE (JOAN)

1719 Linton Ave
Eureka CA 95501-1527
707-443-5176
dalp@cox.net
*All Breweriana-Neons-Reverse
on Glass-Signs-Tip Trays-Trays;
All*

HARMAN, DOUG

PO Box 9146
Winnetka IL 60093-9146
312-364-9490
dharman@h-i-a.com
All Breweriana

JORDAN, LARRY (GILDA)

2404 Boardwalk Dr
Mesquite TX 75181-2540
972-222-6297
lgandmms@comcast.net
*All Breweriana-Bottles-Labels-
Paper Items-Trays; Mexican*

KIECKHAFFER, STEVEN

(KATHY)
6826 Frank Lloyd Wright Ave
Middletown WI 53562-1724
608-831-0320
stevekieckhafer@charter.net
*Cans-Glasses-History-Mugs &
Steins-Openers-Trays*

LANGIN, MIKE (REBECCA)

2104 Alabama Ave
Fort Wayne IN 46805-4406
260-471-5348
brewtitan@aol.com
*All Breweriana; Fort Wayne IN
esp Berghoff, Centlivre, Hoff-
Brau, Old Crown, Falstaff*

LEAK, JOSEPH

315 N Meridian St
Lebanon IN 46052-2240
765-485-0715
*All Breweriana(All Prohibition
"Homebrew" Items)-History-
Paper Items-Post Cards;
Cincinnati, Indiana*

LENAGHAN, GREG

2507 Huntington Rd
Springfield IL 62703-5013
217-836-3983 W217-785-3983
*Glasses-Medals-Tap Knobs-
Tokens-Tip Trays-Trays*

MORLOCK, SHARON (ROD)

634 County Road 106 SE
Stewartville MN 55976-8027
507-533-6691
smorl94923@aol.com
*Glasses-Mugs & Steins-
Patches-Signs-Tip Trays; Grain
Belt & Falstaff*

**WATT, CHRISTOPHER
(HEATHER)**

566 Mower Rd
Chambersburg PA 17201-8152
717-263-6622
indianbeer@earthlink.net
*All Breweriana-Calendars-
Lithos-Signs-Tap Knobs;
Yuengling & Reading PA esp
Old Reading & Sunshine*

WANTED NEW MEMBERS

If you know of a fellow collector that loves old brewing stuff, please send John Stanley their name and he will send them a free issue of the BC. The strength of any organization is built on continuing to increase the membership with new fellowships. Earn a year's free membership by getting 5 new members to join.

In Rememberance...

Alton (Al) Moore

We were sad to hear of the passing of Al Moore who passed away after a battle with Lou Gehrig's Disease. A long time NABA member, Al was a collector of breweriana and steins. He is survived by his wife Naomi.

HELP!!

If you have moved, changed your phone or email address, please let John Stanley know as soon as possible. Each issue has 10-15 copies returned to John because of address changes.

Please do not contact the BC Editor to inform us of any information changes. John Stanley is the keeper of the address book and is the only one who should be alerted to such changes.



Travels with Brewster

By Fred & Mary Clinton

This past summer we treated ourselves to a new car. After admiring them from the distance, sitting in them in car shows and in general just wanting one, we bought a Mini Cooper. Not just any Mini Cooper, though. The color is "Purple Haze" with the white top emblazoned with the racing checkered flag. As our very young friends would say, it is "way cool". In order to give it a proper breaking in, we decided to finally take a trip we had talked about for a long time, namely the circumnavigation of Lake Superior. On the way, the plan was to hit the various brewpubs along the way.

We started out by taking the "long way" around the lake. (Class, please refer to your map for the details to follow.) That is, we actually left our home in south central Michigan, drove east and entered Ontario at Sarnia and then drove along the east shore of Lake Huron. After a brief stop on Manitoulin Island, we headed back toward Sault Ste. Marie (aka "the Soo"), Canada, and the start of our great circle tour of the lake they called Gitchigumi.

The first stop was in the Canadian Soo where we planned to make a stop at a brewpub we had been to many years before. The Cellar Tap was not particularly memorable on our first stop, but we thought we would give it a second look. When we arrived mid week early afternoon, there were no customers. As we approached the bar, we saw no indication of any taps other than the big guys. We asked a fellow working the bar if this was in fact a brewpub. He said not any longer, as they now had pizza instead (?), as though the two were somehow mutually exclusive. We didn't stay to try the pizza.

Leaving the Soo we headed north along the east side of Lake Superior. This is wild and lonely country, a stretch of mostly undeveloped land along the rocky fringes of the Canadian Shield.

(Class, please now refer to the geology section of your text for information on this rocky feature of the Great Lakes and Canada.) We spent the night in Wawa, home of the large Canada Goose statue and not much else, although we had a surprisingly tasty dinner at Kinnawabi Pines restaurant. The talented chef served up both an excellent curry and a nice rouladen. Who would have thunk.

From here, we made the big left turn to head west along the north shore of the lake. There is some terrific scenery, but not much by way of beer. We finally hit pay dirt (or so we thought) when we got to Thunder Bay. There, we planned to have dinner at a place whose name we no longer remember and which is no longer listed in Pubcrawler.com. Although there was every indication of the place being a Brewpub, it was not and according to staff had not been for at least two years. (Does anyone remember that Monty Python routine about a cheese shop?) Well, we are now 0 for two and things are looking grim. This place couldn't even make a decent martini.

In defense of Thunder Bay, we did visit TBAG, the Thunder Bay Art Gallery. This is a nice museum with a special emphasis on native artwork. When we visited they had on display an incredible collection of Northwest Native ceremonial masks. We also were able to visit the workshop and gallery of the late Ojibway artist Roy Thomas where we had a truly pleasant visit with his widow and got to view a photo journal of most of his work. We even bagged a print for our collection. (Yes, we do collect things other than breweriana.)

We headed back into the States where we finally got decent beer in Grand Marais, MN. Here we at least were able to find a decent pub with some microbrewed beers, including brews from the Viking Brewery in Wisconsin. The real mother lode was achieved,

however, in Duluth, which, by the way, is a terrific city. They have really revitalized their waterfront with a bustling area of hotels, shops and restaurants and an exceptionally long boardwalk along the lake.

Our first beer stop in Duluth was at Fitger's Brewhouse which is located in the old Fitger's building (now the elegant Fitger's Hotel). The pub was packed, and we didn't get much of a chance to get specifics on the place. We did find out that they brew 31 different seasonal beers, two of which were available for us to try along with their six standard brews. The beers were Farmhouse Ale, El Niño IPA, Witchtree ESB, Apricot Wheat, Lighthouse Golden Ale, Castle Danger Pale and the Big Boat Oatmeal Stout, regular and cask.

The Farmhouse was, as advertised, a Belgian style ale with distinct candy sugar overtones. A very nice beer if you like the style. The IPA was very hoppy with a puckery finish. We would have liked to see more balance in the beer, that is, a little more malt. A true hophead will love it as is, though. The ESB was a nice example of the style with lush coppery red color and a dry but not parching finish.

The Apricot Wheat was very refreshing. It was not overly sweet and had good mouthfeel. The Lighthouse Golden was a very light starter beer that would offend no one. The Pale was a bit of a disappointment. It had less hop flavor than the ESB and M detected a slight off flavor at the finish. The Oatmeal stout on draft didn't have much roast flavor, but had a nice dry stout finish. This same beer on cask, however, was a completely different animal. The roast flavor came through, albeit mildly, but it was smooth and creamy. It was our four paw **** pick of the night.

As we mentioned before, we didn't get much info on the brew system, etc. We did see, however, that they did have at least T-

shirts available for the collector.

Our next stop in Duluth was at the Lake Superior Brewing Company. There we had a chance to talk to Jack of All Trades Don Brewington (yes, that really was his name) and Dale Kleinschmidt, the brewer, essentially since inception in 1995. This is a brewery, with no real tasting room or pub, but will accommodate visitors. They were able to let us have some samples, however, so we could report. We sampled a Corona style clone and their Mesabi Red.

The Corona style was made for a local Mexican restaurant and was a very nice lager style beer. It had good body and a dry finish. The Mesabi was a good American Red. It too, had good body and a dry finish. It almost approached an ESB in taste. They also gave us a bottle each of Sir Duluth Oatmeal Stout and Old Man Winter Warmer to sample once we got home. We found the stout to be very drinkable with a mild roast flavor and a good dry finish. The Winter Warmer is a barley wine style ale with considerable alcohol content. This would be considered an American style barley wine in that it had a strong hop flavor but was well balanced with a lot of mouth feel, an excellent beer.

The brewery used to be in the Fitger's building for 10 years, but is now located further out of downtown. They also started as a draft only operation, but are bottling now as well. They operate with a 1,500-barrel Specific system and are distributed in the Duluth area, northern Wisconsin and northern Minnesota. They have a limited selection of T-shirts, glasses and patches available.

Our next stop was up Michigan's Keweenaw Peninsula and Houghton where we hit two spots: The Library and the relatively new Keweenaw Brewing Company. We started at The Library where we also had a tasty lunch and sampled nine beers. The selections were as follows: Whiteout Wheat, Keweenaw Gold,



Rock Harbor Lite, Portage Lager, Rabbit Bay Brown, Belgian Trippel, Copper Town Ale, Shafthouse Dry Stout and Miners IPA.

The Wheat was in the German style and was quite tasty. M found the Gold to be a little off; Fred found it an acceptable starter beer. The Lite was very. The Lager was also fairly light but had a pleasing dry finish. The Brown was very good, bigger than most and had a great finish. The Belgian could not be recommended as it had no candy sugar flavor and was slightly medicinal. The Copper Town Ale, on the other hand, was very nice with good color, body and finish. It was red in color but tasted more like a pale. The stout was

definitely dry and had a big roast flavor. We would have like to have a little more body. The IPA would be a disappointment for the hop-head, as it was in the English style. It was not as hoppy as many American Pales.

The Library is a nice stop with an open, airy feel. This is a college town, so as you might expect, there are both T-shirts and glasses available. The beers were drinkable but not over the top, with the exception of the Brown which we made our 4 paw **** pick of the group.

Our last beer stop of the trip was the Keweenaw Brewing Company which opened in 2003. It's in a great building right in the heart of Houghton. When we visited, they were adding on a new pub room with a beautiful copper bar - very nice.

There were five beers available when we sampled. These included the PickAxe Blonde, Red Jacket Amber Ale, Hilde's Brown, Magnum Pale Ale and their Kraken. The PickAxe is a good tasting beer with substantial mouthfeel. Although this was their starter beer, we found it to be more robust than most in this category. The Kraken was quite similar in taste to the PickAxe, but had even more body.

The Amber was below expectations and had a diacetyl taste to it. The Brown on the other hand was a mild type and was very true to style: a very acceptable beer. The Magnum was very hoppy with good balance. We found it a very nice example of the American style with lots of Cascade hops.

Of interest to the collector is that Keweenaw has a decent selection of T-shirts and glasses and is one of the few operations we know of that is actually canning its beer. The PickAxe is available in cans now and they intend to can additional beers in the near future.

Well, that's the end of the tour. Hope you enjoyed it. Until next time, Cheers!

Mary & Fred Clinton



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
Fall	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; 111-132 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

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

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

V135

BREWERIANA IDEAS WANTED for future issues of the BC. If you have some old pictures you would like to share with the members, please contact me: George Baley at gbaley@comcast.net and let's see what we can come up with to put those things to good use.

Get Your NABA Shirt



The new NABA shirts are in. If you ordered one, it should be in the mail to you any day. Orders are being taken now. These are high quality knitted shirts with the NABA logo embossed on the left side. You can get your shirt(s) now for only \$25 ppd. So your check in now. Please be certain to state the size(s) shirt(s) and send your payment to:
 NABA, PO Box 64, Chapel Hill, NC 27514-0064

ABA - XXV

June 13-17, 2006 ~ Pittsburgh, PA
 Radisson Hotel Pittsburgh Green Tree
 Contact: Jeanne Tiegs at tiegs@newnorth.net

ECBA 34th Annual Convention

July 12-15, 2006 ~ Cumberland, MD
 Holliday Inn-Downtown
 Contact: Bob Gornall at beerbaronbob@atlanticbb.net

Canadian Brewerianist Annual Convention

August 9-12 ~ Toronto, ON Canada
 Crowne Plaza Don Valley
 Contact Larry Sherk 416-465-3386

BCCA CANvention 36

September 6 - 9, 2007 ~ Kansas City, MO
 Hyatt Regency Crown
 Contact: BCCA Headquarters at 636-343-6486

Events of Interest

27th BLUE GRAY SHOW

Capital City-Richbrau-Rusty Bunch
February 15-18
Fredericksburg, VA
Contact Rayner Johnson
703-971-3549
raynerj@erols.com

NABA Board Meeting
February 17th 1:00 pm

PATRICK HENRY 29th Annual Show

May 20 9 am
Bells Brewpub
355 E. Kalamazoo Ave.
Kalamazoo, MI
Contact Joe Wilson
616-662-0704

MIAMI VALLEY

July 7 & 8
8:00 am - ???

Waynesville, OH
Woodland Park
5970 Middletown Road

The best beer can and breweriana show in the Midwest! Great raffle with flats, cones, old signs, etc. Real live auction of consigned items. Something for Everyone!
<http://canvention.acornfinancial.com>
Directions on our website.

Contact Dave Reed
513-248-4464
or
Rick Ordeman
513-460-8633

DOG-GONE-GOOD

Winter Swap 17

February 25 8 am-2 pm
Michigan Brewing Co.
Webberville, MI

Contact Fred Clinton
517-623-6073
mclinton@msn.com

or
Dan McShane
989-667-9445

kolbbros@chartermi.net

GAMBRINUS

April 30th
THE MAKEY CENTER
5462 CENTER STREET
Columbus, OH
Contact Doug Blegen
dblegen@columbus.rr.com
or 614-890-0835

35th Annual NABA Convention

August 1-6
Holiday Inn Hurstbourne
East Louisville, KY
Contact Roger Owen
502-425-5643
or Kent Speer
gkspeer@aol.com
502-895-6014

HOOSIER

OCTOBER 9 AM

AMERICAN LEGION POST #357
5414 W. Sample St.
South Bend, IN

Contact Wes Weaver
574-273-6020

QUEEN CITY 30TH Annual Luck O' the Irish Mini- Convention & Breweriana Show

March 16-19
Holiday Inn Cincinnati Airport
1717 Airport Exchange Blvd
www.queencitychapter.com

Contact Debbie Dowers
513-851-8986

Email: pintsandpooh@fuse.net

36th Annual NABA

Bay City, Michigan
Dan McShane
989-667-9445

QUEEN CITY

June 4 9 am-1 pm
August 13 9 am-1 pm
November 26 9 am-1 pm

Blue Ash, OH
Raffle's Banquet Center
www.queencitychapter.com
Contact Debbie Dowers
Email:
pintsandpooh@fuse.net

GOEBEL GANG SHOW

May 6 9 am
American Legion Post #357
5414 West Sample St.
South Bend, Indiana

Contact Sandy Wacunas
574-287-4948
sandy7up@comcast.net

MICROBREW

At the Annual Convention
Place and time to be announced
Contact George Baley
gbaley@comcast.net
Bring your micros to exchange

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- Meeting and Banquet Facilities to 500
- Winner's Circle Restaurant & Lounge
- Indoor Pool & Fitness Center
- Complimentary 24-Hour Business Center
- Complimentary Airport Shuttle

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