



# *The* BREWERIANA COLLECTOR

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

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SPRING 2006

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and the Oertel's  
Brewery**

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**SPRING 2006**

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**COVER**

A great sign from Frank Fehr Brewing depicting a women and a bock goat. Thanks to Roger Owen for providing the picture.

**PHOTO CREDITS:** John Bain, George Baley, Dan Lunnemann, Roger Owen and Rich LaSusa



# A Tale of Two Trays

By Roger Owen

To celebrate 70 years of brewing, the Falls City Brewing Company released a commemorative tray in 1975. The likeness used was a reproduction of a circa 1910 tray advertising their "Life Saver" brand lager beer. The pre-Pro tray pictured is the tray that was used for this reproduction. It came from the Falls City Archives and is presently in the collection of a Louisville collector. The flaws evident in the repro exist in the original.



To say that the illustration takes artistic license with reality is an understatement. To wit: the Brewery was located at 30th and Broadway, more than a mile and a half from the Ohio River Bank.

Furthermore, as per the image, the Brewery is either located in Indiana or in Kentucky and the Ohio River is flowing the wrong way. Oh well!





## President's Message

**Convention Briefing:** Just a dozen or so weeks are remaining before the annual Convention in Louisville. This issue of the BC contains the registration packet. Make your plans now and call in a reservation at the Holiday Inn to assure space. As you know, we have a limited number of rooms reserved at the lower Convention rate. Once we hit the cutoff date, the hotel may sell the unused balance of our rooms and cannot guarantee space (at any price) should they fill up. Because this is the same weekend as a large street rod show, there may be an issue with rooms for those who wait too long!

**Ballot:** This also is the issue that contains the ballot for voting on Officers and Board members. We will be electing a new

President, Vice President along with a returning Treasurer and Secretary. Also running are persons for four Board seats. Check out the ballot and cast your vote. You may also do a write in for someone not listed, if that person has agreed to run.

I would like to thank Bob Hajicek whose term on the Board expires at the end of this years Convention for all his participation. Bob has served several terms on the Board and will continue to write his *Auction Hysteria* column in the BC. Thanks Bob.

Also, Reino Ojala is stepping aside as a Board member. His long time knowledge and input about the hobby will be missed.

**Membership Renewal:** Lastly, you will find in the packet a renewal form. Only persons whose membership expires on May 31, 2006 need this. Check the date on the envelope that this issue

came in and you will know how much longer you have a paid membership. There is also a renewal form on the page with John Stanley's column to pass on to a new perspective member.

**Website Update:** Great news!!! The revised website is in Beta mode as we speak. Mike Walbert has done a tremendous job of doing the NABA website. I know we have been talking for a long time about the new site, but now thanks to Mike, it is a reality. Parts are still undergoing tweaking and building. For those who would like a "sneak preview," go to the following site to see what is developing.

<http://www.walbert.com/naba2>

**Futue Conventions:** It is that time of year again to think about hosting a future Convention. Jim Kaiser has prepared a great NABA Convention Planners Guide to help run one. See Jim for a copy.



## From the Editor's Desk

As some of you may be aware, this is my last issue to serve as the Editor of the BC. After four great years, I will be passing the baton to Lee Chichester, who will present her inaugural issue this summer with Volume 134. If you flip to page 33 this issue, I have jotted out a short vita for Lee. Please welcome her. I understand she plans to attend the Convention in Louisville.

The transition was made easier because Larry Moter knows Lee, her professional capabilities and is confident that she will continue the tradition of providing to our mem-

bers, a quality publication.

These four years have been a true learning experience. I sincerely appreciate all the cooperation of you our members and the kind comments received about the BC.

I would like to also thank all the members (and non-members) who have participated in the generation of *America's Oldest National Breweriana Journal*. The BC has grown over the years from essentially a black and white publication to the current 40-page size. In those years, we have been successful in bringing on board a continuous group of Editors and can proudly state that we have never

missed publishing an issue of the BC.

And last, but not least, thanks to Rosi Martin, our Graphic Designer. Her creative ability has helped make my job a lot easier.

Giving up the Editor position will allow me to pursue some of my other breweriana interests and get on with the development of several additional books on breweriana collecting. I know many of the guys around Chicagoland have patiently awaited the Chicagoland book, originally planned in 2004, but delayed because of the heavy time commitment to not only the BC, last year's Convention and 4 years as President.





## Chapter Doings

By Mary White

We'll bring you up to date on the 1st quarter happenings of the chapters of NABA.

The Blue/Gray show sponsored by the Capital City-Richbrau-Rusty Bunch Chapters was held February 15-18, at the Ramada Inn in Fredericksburg, VA. The NABA Board Meeting was held at this show. The hotel was filled with collectors and the Howard Johnson (Not owned by Ray Johnson, the BG organizer) motel across the street was the overflow hotel. Room-to-room is the word here. Many collectors found more stuff and different things than at even some of the national shows.

There wasn't a brewery tour this year. The Back Bar display was phenomenal as per the great work of John Bain of New York. I'm sure this will be featured sometime in a future issue. We were fortunate this year that the weather cooperated while we were there.

The Dog-Gone Good Chapter held its Winter Swap 17 at the Michigan Brewing Co., February 25, in Webberville, MI.

The Queen City Chapter's 30th Annual Luck O' the Irish Mini-Convention & Breweriana Show

was held March 16-19, at the Holiday Inn, Cincinnati Airport. It was at a new location this year and was met with rave reviews, as well as the hotel and its hospitality. The show was very well attended, with a great raffle on Friday evening as well as a different raffles on Saturday.

On Friday morning there was a tour of the Barrelhouse Brewery in Cincinnati and the Hofbrauhaus Brewery in Newport, Kentucky.

Micro Beer tasting was a feature of the Thursday evening hospitality room.

The Cornhole Tournament Friday during the Hospitality room/raffle was a great hit. Just ask Bob Post! A great time was had by all and a lot of collectors took great pieces home for their collections.

The Gambrinus Chapter show will be held April 30th at the Makey Center in Columbus, Ohio.

The Gobel Gang Show is May the 6th at the American Legion Post in South Bend, IN.

The 29th Annual Patrick Henry show is May 20 at Bells Brewpub in Kalamazoo, MI.

I need to make a correction in the picture captions in the last BC.

The second picture was Roger Roy and his wife Barbara. The fourth picture was Kathy and Dan Lunneman of Burlington, KY. Some how the captions were reversed.

I apologize there are no pictures for this issue, but hopefully next issue. Thanks for your understanding. I do wish to thank all who sent e-mails, cards etc. while I was recovering from my most recent accident.

Hopefully all of the Chapters have listed their upcoming shows in 2006, so NABA Members may start to plan for their summer trips.

If you have a story and/or photos of your Chapters show, and wish to share with the rest of our NABA family, please send them to me. Thanks to those who do send items.

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

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

Happy Collecting!!

THE CINCINNATI JOURNAL, CINCINNATI, WEDNESDAY MORNING, APRIL 9, 1902

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# 2006 Convention Report

By Roger Owen and Kent Spear



N.A.B.A.s  
35th Annual  
Convention rapidly  
approaches!

We will be in Louisville, Kentucky August 1-6. Plans have been made, details adjusted, and now all we need is you!

Within this issue of the *Breweriana Collector* is the convention registration form. Please return this form with a check made out to NABA Convention 2006, to Roger Owen, 3315 Mt. Rainier Drive, Louisville, KY 40241-6210. We ask that you return the registration form at your earliest possible convenience. Space is limited for the tours and the beer dinner, and reservations will be accepted in the order received.

Our Convention site is the Holiday Inn Hurstbourne, in east Louisville. For room reservations the motel can be reached at 502-426-2600. To obtain our special NABA rate of \$89.00/night, be sure to mention you are with the NABA Convention. There are smoking and non-smoking floors, please request as needed. The Holiday Inn is easily accessible right off I-64 at the Hurstbourne Parkway exit. Coming from the East Exit 15, coming from the West Exit 15 B-C (Highway 1747 N).

Registration begins at 9:00 a.m. Tuesday morning, August 1, in the Pegasus Room located on the 2<sup>nd</sup> floor. Look for the familiar faces of Helen Haydock and Mary White. Our thanks go out to these ladies ahead of time. The Hospitality Room will be located here as well and will be hosted by Frank and Vicki Zynda. The room is well laid out for our purposes and will be open throughout the Convention at the posted hours.

Good regional brews are lined up for your pleasure.

On Tuesday afternoon your Convention co-chair, Roger Owen, will open his home for viewing of his collection of Louisville and Ohio Valley Breweriana. A theme might be titled "interior decorating with breweriana" as it seems to have permeated quite a large portion of his house. Tentative hours are 2:00 - 5:00 p.m. (see next issue of the collector). You must wear your Convention badge on this tour and at all Convention activities.

At 9:30 a.m. Wednesday, August 2 the buses will depart the motel for the always anticipated brew pub/micro tour. The tour will be hosted by Kentucky's own 'Beer Dave' Gausepohl, and we plan visits to the Bluegrass Brewing Company, the BBC Brew Pub, Browning's Brewery at Louisville Slugger Field, and Cumberland Brews. Lunch will be included. Very few historic Louisville Brewery buildings are extant, but we will catch one or two of these structures, time allowing. Of course, Wednesday night vigorous room to room activity generally ensues, so let's all bring some "good stuff". Hey! Everyone appreciates a chance to add something nice to their collection!

Thursday, August 3rd commences with the first timers breakfast at 8 a.m. Members and family attending their first NABA Convention are invited to this continental breakfast where you will be joined by several members of the NABA board. A good chance to learn a little about NABA, meet other first-timers and "get comfortable" with our convention.

At 9:00 a.m. Thursday morning the bus embarks for an 8-hour tour

of Kentucky's bourbon region. About 95% of the world's bourbon whiskey is made in a relatively small area of central Kentucky, close by Louisville, and, as the deep tradition and craft of bourbon making is so closely parallel to that of brewing, we have put together a Bourbon Trail Tour. We will visit three distilleries: Maker's Mark in Loretto, Kentucky, Jim Bean in Clermont and Heaven Hill in Bardstown. This includes lunch at Bardstown's Old Talbott Tavern and a visit to Heaven Hill's newly opened Bourbon Heritage Center, complete with a nice educational tasting session. Our guide on this expedition will be NABA's own "Barley Pop Expert" Fred Clinton. The air-conditioned bus awaits! Tour will be limited to the first 55 registrations received.

Thursday night will be NABA's Second Annual Brewmaster's Dinner hosted by 'Beer Dave' Gausepohl. Beer Dave has chosen a multi-course meal with a beer paired to complement each course. Because of the special nature of this dinner, participation will be limited to 50. Come join us at a NABA tradition in the making.

Friday, as always, brings the members-only NABA auction. We are all familiar with the excellent auctions put on by Dave Kapsos and his crew-truly the best in the hobby, and anticipated by all. In a slight tweak of tradition, the NABA Board has approved the consignment to auction of one piece of Whiskey Advertising per member. This will be a one time only exception to the breweriana only rules which have served so well, so long. All rules applying to breweriana consignment will apply.

## 2006 Convention Report continued...

Friday Night's Banquet will be preceded by the traditional six o'clock cocktail hour. The membership has voiced a preference for buffet style meals. We have heard and both Friday and Saturday's meals will be a buffet format.

Saturday brings the show. Set up will begin at 8:00 a.m. and open to the public at 10:00 a.m.; to run until about 2:30 p.m. A random drawing will be held for a \$50.00 prize for members who remain set-up until 2:00 p.m.

At 6:00 p.m. will be a micro-beer tasting of regional brews. Women wearing flamboyant hats to Churchill Downs for the Kentucky Derby is a tradition as

old as the race itself, 132 years in May. We thought it would be fun to adopt this custom for the Micro-tasting this year. The servers will all be wearing hats and all are invited to don their finest head-gear to add to this festive occasion. A prize will be awarded the best hat of the evening. Hat or no, a southern barbecue themed buffet will follow.

Naturally, Sunday brings the Convention close with the Annual Business meeting. This 8:00 a.m. breakfast buffet will get everyone on their way home by 9:00 a.m., with a chance to say some last minute good-byes 'til next year.

In closing, we would like to remind you of the many attractions to

explore in and around Louisville. We have many fine museums including the Kentucky Derby Museum, the Louisville Slugger Museum and Factory and the Frazier Historical Arms Museum. Information will be available at registration.

The big event in town the first week of August will be the 37th Annual Street Rod Nationals. Thousands of pre-1949 hot rods of every make and model will be seen all over the city. A real treat for those car aficionados among us. All this and much more awaits you!

See you soon,  
Kent and Roger

## Book Review

### THE LOUISVILLE BREWERIES: History of the Brewing Industry in Louisville, Kentucky

by Peter R. Guetig & Conrad D. Selle

Publisher: Mark Skaggs  
Press, 1995.  
Soft Cover, 305 pages, 8.5 x 11.  
Cost \$29.95

*Louisville Breweries* is one of those books where the title simply doesn't do it justice. This book is loaded! (See Table of Contents below.) Sure, it tells the definitive history of the breweries of Louisville, Kentucky, but it also expands into valuable historical discussions of all kinds of topics related to brewing -- early brewery equipment, the cooperage industry, early brewing styles, saloons, malthouses, and much more. Features hundreds of photos and illustrations. Also includes some information on brewery sites in New Albany and Jefferson, Indiana. Just a great all-around brewing history book.



#### TABLE OF CONTENTS:

- Introduction
- Complete list of the Louisville, New Albany, and Jefferson Brewery Sites
- Map of the Louisville, New

- Albany, and Jefferson Brewery Sites
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# The Back Bar

By John Bain

## CAVEAT EMPTOR I

The price of early lighted breweriana has soared during the past few years. Like some of us with our beer drinking, new records are set faster than you can say "Holy Schmidt!" And as the availability of this early breweriana continues to shrink, we don't need a Masters in Economics to see that prices will continue to climb.

Unfortunately the sustained upward movement of prices has caught the attention of some unethical people who want to cash in on the boom. Their way of doing business involves fabricating or dealing in counterfeit or fantasy breweriana, and then selling it to unsuspecting collectors or other dealers who can move it for them. They claim or lead the potential buyer to believe that an item is old and original when it is not.

In addition, advances in computer graphic technology will enable the frauds to continue their harmful practice faster and easier. More collectors and dealers could be swindled if they don't know who they are trading with or what to look for. The value of our collections could be compromised by a greater infiltration of counterfeit breweriana into the market.

The best way to protect ourselves and our collections is to be knowledgeable about the lighted breweriana we are buying, and to know the reputation of the person we are buying it from. The information in this article will help you so you won't trade your money or a genuine item for something that would be more at home in a landfill.

Any image or typeface can be re-created by starting with a digital photograph or electronic scan of an original, and then touching it up with a computer graphics program. "Pixellated" -- not to be confused

with "pixilated" (slang for "drunk") - is a term for describing digital images wherein the pixels (picture elements) are large enough to be individually visible. When a pixelated image is printed and viewed close up, it may appear to be "rasterized": defined as having an obvious "saw-tooth" or "stair-step" appearance that is evident in the line work or along the outer edges of the design. Rasterized edges can also be seen where two or more colors meet. If you see any of these conditions when you look at an image close up, you're looking at a digitally-created image that is not authentic to early breweriana.

An authentic image would have been produced by way of a silk-screen printing process, centered around photographic or hand-cut stencils. Stencils control the transfer of ink for one or several colors used to create the image in a way that produces lines, edges and color borders that are cleaner and somewhat smoother than a rasterized image (fig. 1).

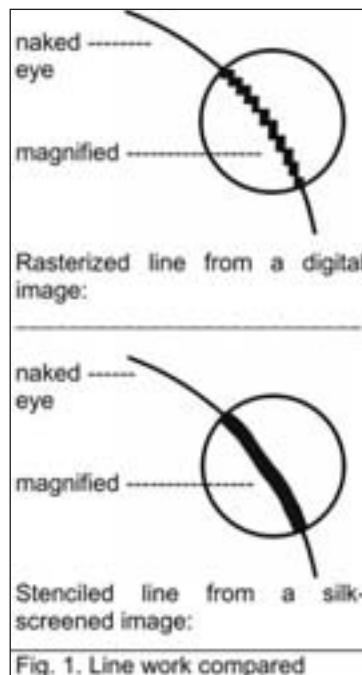
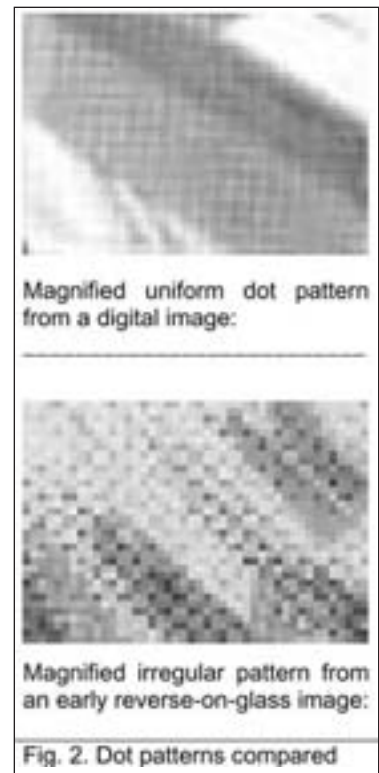


Fig. 1. Line work compared

Another signature of a printed digital image is a "dot pattern": defined as a uniform grid of very fine dots of individual colors. Dot patterns make up the color fields in an image: look at any color picture in this volume through a strong magnifying glass or jeweler's loupe: the patterns may have dots of cyan, magenta, yellow or black; a combination; or all four, which is also called a "rosette pattern". Rosette patterns are the result of a 4-color printing process that emerged within the last few decades; so they are not authentic to early images. Early images have larger dots that are irregular in shape, size and spacing; somewhat like the images found on early tin or paper lithographs (fig. 2).



Dot patterns are rare in early reverse-on-glass "ROG" images; probably no more than two percent. The color fields in most early ROG images are solid. However

# The Back Bar

there are a few authentic images that have areas of black dots superimposed onto the color fields. The sizes of the dots vary, but the spacing between their centers is even. These are called "half-tone screens." Their purpose is to suggest depth and shadow to give a 2-d image a 3-d appearance. When you encounter an image with a half-tone screen, check the rest of the image for the absence of rasterized lines and uniform dot patterns to make sure it is not a digital image.

Besides being applied to glass, images can be printed on and cut from clear or colored vinyl, and then applied to glass. Fortunately vinyl is easy to detect because it is soft and resilient: at an inconspicuous spot, apply pressure to the image with the edge of your fingernail; look at the spot to see if your nail left an impression; if it did, watch the impression to see if it starts to fade away; if it does, vinyl is present.

Beware of images that are applied to the front surface of glass that is transparent and flat (i.e., not curved). Original images would not be applied this way because they would be vulnerable to damage and wear. Instead they would be reverse-applied to the back of the glass where they would be protected and still be visible. Of the thousands of items I've examined, I've seen only one recurring exception to this rule: a 1930s Four Roses back bar clock by Crystal Mfg. Co. (fig. 3).



Fig. 3. 1930s Four Roses clock

The lower glass insert of this clock is flat, and has "FOUR ROSES" in black on the front face, with a white background on the back face. The insert is recessed into the front of the base, which helps to protect the typeface.

For Vitrolite, milk-glass and frosted glass -- which are common to Pre-pro Vitrolite signs and early globes -- the original image will be on the outer surface so it won't be obscured by the properties of the glass. Items that have a translucent plastic lens or face will have the image on the outer surface for the same reason. In addition, there are items with figural glass components that have the image on the outer surface. The best examples of these are the Schlitz figural halo lights by Price Brothers (fig. 4). These have color decals on the front. They often show signs of wear from being unprotected.



Fig. 4. 1930s -40s figural halo lights

Be very wary of items that have a piece of flat glass that is near-flawless with a near-perfect image, while the rest of the item's components (the body, frame, trim, etc.) show severe or significant signs of wear, abuse, neglect, or restoration. This is a strong clue that the glass, image or etching may not be original. This goes for reverse-painted glass and, especially, reverse-etched glass that is common to back bar neons of the 1930s and 40s (fig. 5). The glass, image and etching should be inspected thoroughly with a quality loupe. There are many glass shops

today that can recreate etched glass from a digital image or an original glass. Etched glass is a popular choice for counterfeiting because it can be recreated for relatively low cost. Since glass is not organic, there is no way to test it to determine its age. If someone tells you that the glass in an item was tested and found to be from a particular decade, they have been misinformed or they are not being honest with you.



Fig. 5. 1930s etched back bar neon

For glass that is transparent and curved -- common to bullet lights, cab lights and other items with a convex lens (fig. 6) -- it is not unusual for the reverse image to be near-flawless while the other components of the item are not. "Firing" -- the name for the process by which the image was applied to the glass -- is what makes the image so durable. The glass and the glass pigment that make up the image are heated together in a kiln, and then cooled slowly to room temperature. When done properly, the glass pigment becomes permanently bonded to the glass so it won't fade, craze, lift, or fall away from the glass. A hot light bulb, soap and water, wiping with a sponge, even running your fingernail across the image won't harm it. It will remain near-flawless unless the back surface of the glass gets chipped or broken. This accounts for the high demand and prices that these items have in the market.

# The Back Bar



Fig. 6. 1930s glass cab light and glass bullet light

Numerous brush strokes in a post-pro ROG image are strong evidence that the image is not original or that it has been substantially touched up. Painted images and their backgrounds were applied by hand through silk screens; a process that did not produce brush strokes. On some older images, you might see the impression from the silk screen with your naked eye. It will appear as a finely-textured grid in the back surface of the paint, as if the paint was applied to a canvas (fig. 7).

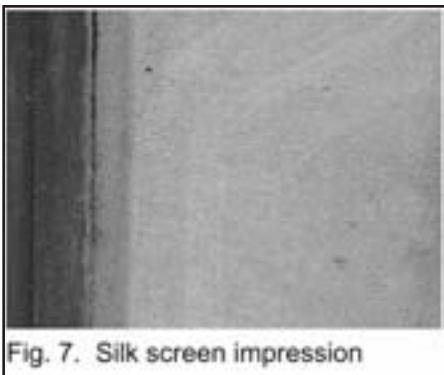


Fig. 7. Silk screen impression

When inspecting the glass on an item, always try to check both sides. Depending on how an item is put together, you may have to open or partially disassemble it in order to get to the back side of the glass. Some sellers might get their ball knobs in an uproar over this, but those who are willing to stand behind their merchandise will often do their best to accommodate you, especially for an expensive item, as long as the item is not put at risk.

Occasionally you may see an item that is intentionally made up of mismatched parts from different

items, or made up of homemade parts, or both. This is called a "fantasy piece," defined as an item that was never commissioned by a brewery. To the general community, and especially to a prudent collector, the value of a fantasy piece, as a whole, is usually about \$0.00. (There may be some small value for authentic parts, if there are any.) When you examine an item on the internet or at a show, make notes about the manufacturer's name, if present, and study the various parts and finishes of the item. Eventually you will recognize the telltale signs of a fantasy piece when one turns up -- like this one that turned up on an internet auction (fig. 8).

The re-painted, dark-blue body of this item was produced by Ray-



Fig. 8. Fantasy piece

Flex Corp. The framed upper portion originally held a flat ROG insert (possibly for a brand other than Blatz). The insert was replaced with a chrome-plated channel and glass bubble-tube letters (filled with amber liquid) that were produced by Biolite, Inc.. Since significant parts and their configuration are protected by design patents, it is very unlikely that either company would take a part from the other's design and incorporate it into their own. To my knowledge, Ray-Flex and Biolite never merged, collaborated or sold rights to each other to design or produce this sign or one like it. In addition to your sight, your sense of smell can help you rule out the image or finish on an item. The odor from the factory-applied

paint will have faded away decades ago. Blow the dust off of the item, and then smell the item and the back of the glass carefully. If you detect paint odor, the paint was applied recently; if it's accompanied by a foul odor, that would be the seller's reputation that you're detecting.

Did you ever buy a lighted item at a show without lighting it up first, and then find out later (like just a few seconds before you kicked yourself) that it was significantly flawed or a repro? Always try to see the item lit before you accept it; viewing it in a darkened room is best. If the item is dimly lit or can't be lit, hold it to a lamp or shine a flashlight through the back; then inspect the image very carefully from the front and back. If you're outdoors at a show, try to bring the item indoors and light it up. If that's not possible, try to examine it with a flashlight under the shade of a tree, a tent, or the seller's table.

For about the same cost as a six-pack of your favorite beer, you can buy an inexpensive jeweler's loupe. (Okay, for some, that might be a tough choice to make, but trust me, go for the loupe.) A loupe with 10X magnification will enable you to see many things that your naked eye will miss. (A six-pack of beer is likely to make you see things that aren't even there.) For less than another six-pack, you can buy a small flashlight; preferably one that uses AA batteries (fig. 9).



Fig. 9. Loupe and flashlight

**CONTINUED ON PAGE 25**



# *All About Being An Author*

## *Part II*

*By George Baley*

In the last issue, I presented the first part of the Want to Be an Author story. These two issues material should give any want-to-be author a good start on developing a book on most any topic of breweriana.

### **How Big is the Book?**

Most books must be printed in multiple of 8 pages. So your final inside text part will be 120, 128.....160, 168 pages. When you get beyond about 176 pages, the binding for a soft cover book is too weak and one should consider a hard cover.

### **What does it Sell For?**

My first publisher said people will peel off a \$20 bill for a book without thinking. When you go to \$30 or \$40, they really have to want the book. You can do a black and white soft cover book of maybe 120 pages for \$20 retail. Add color and the cost goes up by 50% or more. Add a hard cover and put on another \$4 cost and \$10 retail. The final cost is probably going to be around 35-40% of the retail selling price.

### **So what's the Profit?**

If you self publish, your \$20 retail book costs you \$8 and you make \$12 per copy. If the publisher handles the book, a normal royalty is 5% of the selling price, or about \$1. A color book at \$30 retail brings in \$1.50 royalty (or \$18 if self published). Sounds great.... but remember you may have to have 1000 to 2000 printed, so be prepared to shell out \$8,000 to

16,000 for printing, plus the cost of set up, shipping, etc.

If the book is not self-published, you can usually buy copies from the publisher at the author discount, which normally runs 40% of retail. So, the \$20 book costs you \$12 and the \$30 costs you \$18. If you can sell them retail you make \$8-12 per copy with no inventory! Sounds good? The problem is that the publisher is selling the books to all sorts of discounters. Just go to eBay and look up some beer books and you will find guy selling them for a few pennies over cost. That is because they are buying books in large quantities and get up to 45% off retail. You cannot make a profit setting books on eBay, if they are available through a publisher or heavy discounter.

### **Where do you sell it?**

We touched on eBay where the profit is non-existent for publisher-controlled books. If you self publish, you control the cost and distribution and hence the profit margin is greater. You also handle the returns and complaints.

Most books stores will not handle a book that is self-published. They only go through book wholesalers. You might get a local bookstore to carry your book, but the national chains will not deal with you. Besides, their return policies and expected discounts (possibly 50%) will eat you up.

Get various breweriana publications to do a review of your book. The only cost may be a free copy to the reviewer.

Local bookstores may offer special events for authors. These

book signings will likely not result in large sales for beer related books, but one never knows.

### **Working with Publishers**

All publishers will require you work under a contract. The contract specifies all sorts of things like: Deadlines for presenting content; Photo format; Draft text format; Minimum and maximum pages, photos, etc.; Color or BW; Soft or hardcover; Royalties and returns ; Updates

One thing publishers do not discuss is their costs or the number of issues printed. For some reason, the latter subject seems to be a big secret.

### **Acquiring the Items for the Book**

If your collection is large, you have a head start. If you need to gather pictures from others, allow plenty of time including traveling around the country to shoot the items. Detailed records of size, manufacturer, whose item was used, etc. is important when shot vs. trying to catch up later.

You will need a written release from the owner of an items used in your book. This means you need to establish a list of credits for the book. Normally any significant contributor is provided a free copy of the book at your cost. Normally no payment is ever made to a contributor for using their items.

You may run into collectors who totally avoid allow you to photograph their collections. These are some of the weird ones in the hobby. Grin and bear them!

Best wishes on your efforts!



# *Boiling in the Brew Kettle*

By "Beer Dave" Gausepohl

## **Bock in the Settle Again.....Or As the Keg Turns.....**

Earlier this year a lawsuit was settled that has the potential for a major shake up in an industry that is already in turmoil. The Gambrinus Importing Company has lost the rights to Corona for the East Coast and Texas. Gambrinus is more than just an importer of Mexican beer. They are also the owners of the Spotzel Brewery in Shiner, Texas, brewers of Shiner Bock and other Shiner brands. They own and operate the Bridgeport Brewery in Portland, Oregon and the Golden Pacific Brewery of Berkley, California. This brewery is also where they brew Trumer Brand which originated in Austria. It seems kind of harmless that this company operates these regional brands and Imports Mexican Beer.

Well consider some other factors. Grupo Modelo the brewer of Corona who sued and won the rights back for Corona in half of the US has a very impressive and respected majority shareholder which is none other than Anheuser-Busch. As A-B does battle with the likes of Heineken and other imports which are growing in market share, who better to combat this competition than Corona the largest imported beer in the US.

The importer for Corona in Illinois and the Western states is Barton Beers, which is owned by Constellation Brands. This company has vast holdings in the Spirits, Wine and Beer categories. Barton Beers used to own the Point Brewery of Stevens Point, Wisconsin. They are also the sole importers of Saint Pauli Girl brewed by Becks in Bremen, Germany. Becks is owned by InBev the large brewing concern from Belgium. Barton is also the importers of the Tsingtao Brand of beer from China which happens to be owned by Anheuser-Busch.

Already around the country a number of A-B wholesalers have started to acquire the rights to distribute Corona and other Modelo brands.

Will Constellation sell off its beer importing rights to Corona and Tsingtao? Only time will tell. A-B has put great focus on their investment in Asian beers. They brew the Japanese brand Kirin under contract at their Los Angeles facility and have the exclusive rights to distribute it throughout the US.

Recently it was announced that Tiger Beer from Singapore will be distributed solely by A-B. Also the rights to Grolsch from Holland have been won by A-B. Breweries like Goose Island of Chicago and Old Dominion from the DC area are also rumored to be in negotiations with A-B for equity partnerships and distribution agreements. These would be similar to the agreements A-B already has with the Redhook and Widmer Bros breweries in the Pacific Northwest.

The Belgian brewer InBev has been rumored to be ready sell off the Rolling Rock brand. This brewery is a prime candidate to fill the void which Gambrinus will have in 2007 when they no longer handle Corona. Another scenario which makes for a fly in the ointment is the soon to be idled Molson-Coors facility in Memphis, Tennessee. This former Schlitz and then Stroh brewery is being shuttered by Molson-Coors as they bring their packaging facility in the Shenandoah Valley of Virginia, to the status of a full fledged brewery. They have already worked out a deal to brew their Blue Moon brand at the Molson facility in Montreal Canada. This will move this brand from "Craft Beer" status into the "Imported" category. This allows for an increase in pricing which we lead to added profit from the Blue Moon line. It appears that the City Brewery of LaCrosse, Wisconsin is interested in this facility. The City Brewery was once the G. Heileman brewery until it was sold off to Stroh and then merged into Pabst. Since Pabst is only a contract brewer they rely on SABMiller to produce the majority of their beer. This agreement will soon

be ending and some one will have to come forward to brew the multitude of beer in the Pabst arsenal of brands. This is where City Brewery comes in and agrees to produce these brands in LaCrosse and possibly Memphis.

Another possible suitor for the Memphis plant is Yuengling. They already operate out of the former Pabst, Schlitz, and Stroh brewery in Tampa, Florida. They have the need for additional capacity if they are ever to expand out of the 11 Eastern states where they currently market their beers. Could a merger of the Pabst, City and Yuengling brands and even Molson-Coors be in the making? Will Diageo, the makers of Smirnoff Ice, shut down the former Schafer, Stroh, and Pabst facility near Allentown, Pennsylvania? This would allow Yuengling to operate out of a third Pennsylvania facility. Would Yuengling Then buy Rolling Rock brewery and brands in Latrobe, Pennsylvania or the bankrupt Pittsburgh Brewing Company?

Are we destined to go through a major consolidation similar to what is happening at a fever pace in Europe? Or would Gambrinus be the winning suitor for Rolling Rock? Or would Gambrinus combine with the City Brewery and take over of the Pabst controlled brands. Also the contract for SABMiller to produce a number of the Samuel Adams brands will soon expire. The Former Hudepohl-Schoenling facility in Cincinnati, Ohio now known as the Samuel Adams Brewery has recently finished a major expansion.

The 9 % growth of the craft beer category last year has left them needing to expand the brewery further or purchase another facility. Could Pittsburgh Brewing or Rolling Rock or the Molson-Coors plant in Memphis be an option? All I can say is stay tuned to this column for more details.



# Labelology

By Bob Kay

## Oertel's Butchertown Brewery, KY-24

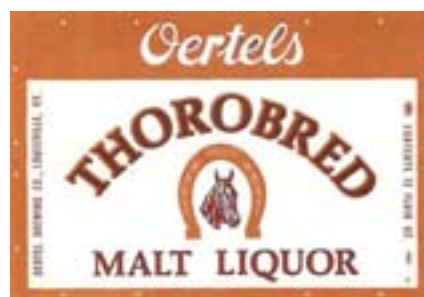
With the upcoming Convention in Louisville it seems like a good idea to keep focusing on Louisville for this issue. The Oertel's brewery had it's beginnings in the Butchertown (slaughterhouse) neighborhood of Louisville way back in the 1860's.

The Hartmetz Brothers are listed as early owners but by 1892 Oertel became the sole proprietor. Under Oertel's leadership the brewery prospered and in 1903 a completely new brewery was built. However the threat of National Prohibition forced a sales down-

turn which led to bankruptcy in 1919. J. F. Oertel purchased the brewery at about 1/3 of it's estimated worth at the bankruptcy auction in 1919 and resumed operations producing near beer and soft drinks during prohibition.

Oertel's was the only Louisville Brewery to remain open through the entire dry period. J. F. Oertel died in 1929 and was succeeded as president by his son, J. F. Oertel Jr until his passing in 1961. Oertel's grew and prospered during the post-pro years until volume's peaked in the 1950's as the

pressure of the big advertising budget's of the National breweries began taking their toll. Hope came with their sale to the Brown-Forman Distillers Corporation, the makers of Old Forester Whiskey, in 1964. Brown-Forman had ambitious plans to revitalize the brewery, however complications arose and the brewery was put up for sale in 1966-67. The lack of a rail-head was cited as a major drawback to the sale of the brewery and the brewery closed on December 1st, 1967.





Now what about the brews and the labels?? At first the brewery had only one product, Oertelbrew Cream Beer (Ale) or Celebrated Cream Ale as it came to be known. In the early going it was called common beer although it was technically an ale. It was offered in both a light (pale) and dark, the most popular. In 1915 the first lager, Oertelbrew lager beer was added to the product line. PrePro Oertel's labels are quite rare and I feel fortunate to be able to show a few examples.



(really an ale), and a lager -- Oertels' Real Lager Beer. It was popular to emphasis higher alcohol levels after prohibition with pre-war strength labeling and the likes. Oertels did them one better with their brand names using Oertels 92, to support their slogan, Same Brew since 92! Oertels 92 proved to be a marketing winner and stuck with their main-line labels until the end. Labels included Oertels 92 -- Lager Beer, Cream Ale, Pilsner and Bock. Oertels Little Brown Jug Ale was tried for a while and looked like an attempt to connect with Kentucky's harder beverage drinkers. In the 1964-65 Brown-Forman period there was a flurry of brand and labeling changes in an attempt to reverse sliding sales with offerings such as Oertels 92 Original Cream Lager, Oertels Real Draft Beer and Thorobred Malt Liquor, however sales continued to slide and the fat lady sang in 1967.

Brand rights to Oertels 92 and Oertels Real Draft then passed to Heileman's and they continued to produce these brands through their Wiedemann's Brewery in Newport, until it closed in 1983. However, without the support of the founders, the impact of the Oertels brand name never regained a position of prominence in the marketplace

(ref: Louisville Breweries by Guetig & Selle, 1997, American Breweries II, and Bob Kay Beer Labels)



A wide variety of Oertels soft drinks and near beers were produced during prohibition and the labels pictured serve to illustrate the tenacity of Oertel's during this difficult period.

The first labels after repeal were Oertels' Dark Cream Beer

Editor's note:

For more on Butchertown, see Dave Gausepohl's article on page 16.



# Butchertown and The Oertel's Brewery

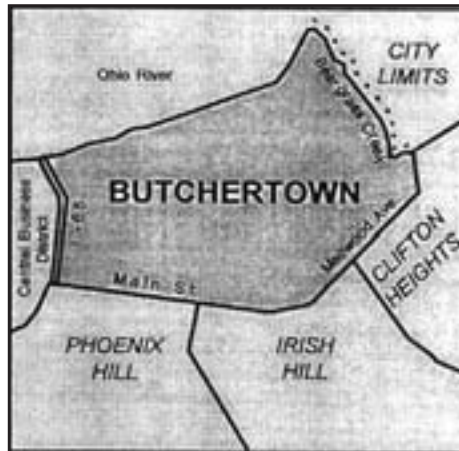
By "Beer Dave" Gausepohl

The area referred to as "Butchertown" is rich in the brewing history of Louisville. As the map below shows, Butchertown is located just east of the downtown Louisville area, nestled by the Ohio River on the north, Interstate Highway 65 on the west, Main Street to the South and Mellwood Avenue and Beargrass creek to the east.

As large numbers of German immigrants arrived they learned that butchering animals had been banned from the city many years ago. Because many of the immigrants came as butchers, this area became a natural to practice their trade. The Bourbon Stock yards began in 1834 and with it the supportive industries like soapmakers, tanneries, cooperages and blacksmiths. Distilleries and breweries soon joined butchertown to help relieve the German workers thirst for beer.

In 1865 Franz Rettig started a brewery in Eastern Louisville along Beargrass Creek. In 1868 he sold this operation to Henry Kast and George Steepler. Two brothers, John & Charles Hartmetz purchased this brewery in 1873. An opportunity to operate a brewery in Evansville, Indiana came along in 1877. The two brothers flipped a coin to see who would leave the Louisville operation to start the new venture to the south. The brewery that John Hartmetz opened in Evansville went on to become the Evansville Brewing Association, which later became Sterling Brewers.

In 1888 Charles Hartmetz passed away. His widow, Madgalena formed a partnership with brewmaster John Frederick Oertel to assist with the operation of the brewery. In 1892 John F. Oertel bought out his partner and renamed the brewery "the Butchertown Brewery". This name stemmed from the fact that this brewery located at 1400 Story Avenue was right in the middle of the Louisville stockyards.



The year Oertel took over the ownership is where the '92 comes from.

As the butchering of animals gradually moved elsewhere, the next years showed dramatic changes leading up to the Prohibition and the Great Depression.

In 1964 the brewery was purchased by Brown & Forman Distilleries and Oertel's Real Draft was introduced. Even under the new ownership, sales continued to decline and the brewery closed in 1967 and the labels were sold to G. Heileman of LaCrosse, Wisconsin. Earlier that year Heileman had purchased the George Wiedemann Brewery of Newport, Kentucky. Production of the Oertel's brands was shifted to the George Wiedemann plant in Newport, Kentucky.

In 1972 the majority of the Oertel building were demolished and G. Heileman sold the brands to the Peter Hand Brewery of Chicago, Illinois. Peter Hand closed in 1978 and the brand was sold to the Pickett Brewery of Dubuque, Iowa. In the early 1990's, a group of Louisville investors made a failed attempt to reintroduce the Oertel's '92 brand. They had plans of opening a microbrewery or brewpub in the bottle house, the only remaining building of the original Oertel "Butchertown" complex. Oertel's colorful brewmaster Fritz Finger was even brought out of retirement to create the new brew. Only a few kegged batches were contract brewed at Joseph Huber in Monroe, Wisconsin. Today, 110 years later Oertel's '92 is now just another faded memory of brewing in Derby City.

In the picture below, the man sitting to the left of the sign on the right side is J.F. Oertel. His brewmaster Fritz Finger is just to the right on the sign on the left side. The signs in the picture are the same as the Butchertown sign shown on the back page of this issue.

The next two pages show all the known square trays from Oertel's. The first four were issued during Prohibition while the next seven were from the post Prohibition period and are all directed at beer.





# LOUISVILLE TRAYS PUT OUT DURING PROHIBITION





# LOUISVILLE TRAYS PUT OUT DURING THE 1930'S



# Oertel Brewing Company Back Bar Chalk Fakes

By Roger Owen

Unfortunately for collectors of Louisville breweriana and back bar chalk pieces, several reproductions have made their miscreant way into the collecting market.

Two original molds from the Mataii Advertising Company of Louisville, a large producer of chalk back bar pieces, somehow were acquired by an unscrupulous individual who created reproductions of the statues.

This person was most definitely not an NABA member!

In the "hay day" when these items being reproduced, they were being offered as a "set" to collectors around Louisville for \$100 (hand, Howdy Doody and the ashtray) and often showed up as "authentic" at the Indianapolis Advertising Show by equally unscrupulous dealers!

None of the other Oertel's statues (owl, snowman, bear, etc.) were ever reproduced. Hopefully this discussion will help you someday find the genuine article.

## THE HANDS

Figure 1 shows an authentic "long-neck" (left side) and "steinie" (right side) hand statue. A "steinie" is a stubby version of a regular 12 oz longneck bottle.

The 12 oz reproduction long-neck hand was produced in a version (Figure 2) that was painted similar to the original, but with tanner skin tones.

A totally different paint job on the "black" hand is shown in Figure 3. This fake has a green colored sleeve and was made using the same mold.



Figure 1 (real Oertel's Hands)



Figure 2  
Fake 12 oz



Figure 3  
Fake "Black" Hand





Figure 4 (L=Fake; R= Real)



Figure 5 (Fake with Crowntainer)



Figure 6 (L=Fake; R=Real)

The fake "steinie" (left) and original (right) in Figure 4 depict the subtle color differences. You can clearly see in the pictures a tiny "notch" at the left and right side of the bottom on the fake hand. This was done to accommodate an Oertel's Crowntainer (Figure 5) which was often used in the statue, probably because of the difficulty in finding enough "steinie" bottles. Also, the bottom

of the fake hands (both long-neck or "steinie") are painted (Figure 6) either black (long-neck or "steinie") or green (long-neck "black" hand).

The reproductions were only made from the mold for the right hand. A left hand version of the 12 oz long neck does exist and is extremely rare. No reproductions of the left hand have ever surfaced.

## SUMMARY OF THE HANDS

### Real

1. Cuticles and fingernails painted in cream
2. Coat sleeve a chocolate brown color
3. Coat sleeve pin stripes are air brushed in black
4. Hand painted in a semi-gloss flesh tone with a pinkish tint
5. No black wash
6. Bottom unpainted with a 3/8" to 1/4" hole in bottom

### Fake

1. Cuticles painted in white, no fingernails
2. Coat sleeve a more reddish brown or green color
3. Coat sleeve pin stripes are hand brushed in black
4. Hand painted a matte (flat) tan with no pinkish tint - more "desert tan"
5. A thinned black "wash" applied to give an antique look
6. Bottoms painted black and no hole



## THE OERTEL'S '92 MAN

"Oertel's 92-man" stands next to a 12 oz long neck bottle. This character (the counterfeiter) is often referred to as the "Howdy Doody Man" and

does in fact resemble the statue! At this time it is believed he is no longer producing the fakes. An example of the fake is shown in Figure 7 vs. the original in Figure 8.



Figure 7 (Fake)



Figure 8 (Real)

### Real

1. Face and hands painted a semi-gloss flesh tone with pinkish tint
2. Hair is air brushed leaving a soft or "fussy" hairline
3. Bottom unpainted (natural chalk)

### Fake

1. Face and hands painted with a matte (flat) tan with no pinkish tint-a desert tan
2. Hair is hand painted leaving a "hard edge". Note: hair on the later versions were often air brushed.
3. Bottom is painted white/cream as the base

## THE ASHTRAY

color

The ashtray is the easiest of all fakes to detect because THERE NEVER WAS AN ASHTRAY FROM OERTEL'S! Every ashtray there is, is a FAKE, as it was never manufactured nor released by the Oertel Brewing Company. It is a complete fake. The '92 shield was "lifted" from the '92 man, as was the slogan "sure tastes wonderful" shown on the bottom of the ashtray in Figure 9. The ashtray was molded into the base. Again, the black "wash" is evident. The tiny protrusion at the top of the ashtray was intended to provide a place for a box of matches as shown in the figure. Again all phony!

Now you know enough to go out and find a real one!

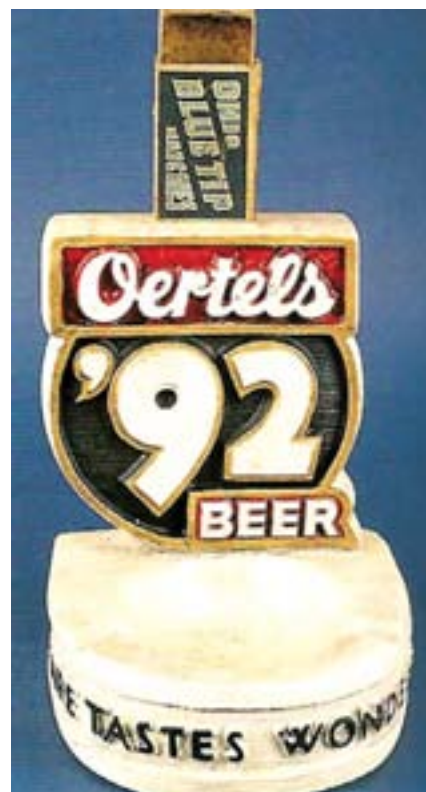


Figure 9  
Fake Ashtray



# Let's Talk Breweriana

By Rich LaSusa

## ARIZONA SIGNS LIGHT UP DESERT COLLECTIONS

As you would expect, those of us who write columns for this fine publication receive our fair share of questions from collectors. Recently an E-mail was received from a collector who wanted information about post-prohibition A-1 Beer signs.

A-1 was brewed and marketed by the Arizona Brewing Co. of Phoenix (later by Carling and National) and was the most well-known local or regional beer brand in the Southwest from the 1930s to the mid-80s.

"You live in Arizona and probably know a lot about breweriana from there," the collector wrote. "I've seen pictures of those big yellow outdoor A-1 Beer signs and have a chance to buy one. Can you tell me anything about them? What they're worth?"

I know enough about Arizona breweriana to fill a small tea cup, but I'm learning a little bit more every day, it seems. However, I do know collectors who have considerable knowledge about the A-1 brewery and its advertising. They are among the specialists or experts with whom I frequently consult on such important matters.

This time I consulted Arizona

brewery historian, collector and friend Ed Sipos, a NABA member from Scottsdale. Ed is writing a history of the Arizona brewing industry that hopefully will be published later this year. He can tell us more about those colorful 1940s/50s outdoor hanger porcelain "can" signs than just about anyone on the planet-or at least on the Sonoran Desert, where I now



reside.

"Those A-1 signs are getting harder to find as they disappear from city streets and make it into collections," said Ed. "They used to pop up for sale regularly...it's been a while since I've seen one for sale (in the Phoenix area).

I also have seen at least two of these signs intact on buildings in rural towns in Arizona. But sightings of these signs, like Ed said, are becoming a rare occurrence.

"The A-1 sign the writer describes, the red, yellow and black (26" x 28") version that says 'Pilsner Beer,' is the earliest one and was introduced in the mid-1940s. There are some minor variations of it," Ed said. "There is a scarce 'On Tap' version (25¼" x 27½") that was

released in about 1952."

Now let's talk pricing for the Pilsner Beer and On Tap signs; that is prices asked for one side of a two-sided sign, without neon tubing and electrical that works. That is the most common way these signs show up here.

"Many dealers find intact signs without neon tubing, remove the 'can' and any remnants of tubing, then separate them to get more money selling the two sides as separate signs," said Ed.

"As far as value goes I would say the more common one-Pilsner Beer-you can expect to pay, for one side of the sign, anywhere from \$150 to \$300-plus, depending on the seller and condition. I personally would value that one around \$200-if it is in clean, decent condition," he said.

The On Tap version should realistically sell for \$250 to \$300. But as with the pricing on any vintage piece of breweriana, he adds, "value depends on how much a







person wants the item and what the seller is willing to take for it." Of course, Ed points out, prices also can increase as these signs become scarce and demand increases.

Some of those signs also have remade neon tubing and new transformers.

I recently saw the Pilsner Beer version, complete and in all its living color in an antiques shop in Oceanside, California. This yellow beauty is fully functional—that means it lights up on both sides—and is mounted high above the floor on a pole. The asking price was nearly \$3,000! The shopkeeper said it has been on display "for quite some time." And it is obvious to some, such as Ed, why it has been.

"A complete sign with tubing would probably start at \$500," said Ed. "I've seen them priced at just over \$1,000, which I believe is much too high. But, then again, there are people out there who may think that is a good price."

Who is to say what a piece is actually "worth?" Based on the knowledge of long-time collectors like Ed and others, we can make some intelligent decisions when buying breweriana at shows or bidding for pieces on eBay. (Sometimes intelligent decisions and bidding on eBay are mutually exclusive and don't belong in the same sentence.)

The A-1 sign I saw in the

Oceanside shop realistically may be "overpriced," but a collector of vintage signage—some people collect old signs, regardless of the products they advertise—may feel very comfortable with a \$3,000 price tag for a seemingly "one-of-a-kind" item. Of course, we know, few pieces really are one of a kind. A more accurate description may be "the only one known."

There also are a few known examples of yellow and



black A-1 Pilsner Beer signs without holes for the neon tubing. "These signs were made to go on truck trailers, so the tubing holes were unnecessary," he said. "To the best of my knowledge, no A-1 On Tap signs were made this way for trailer trucks."

Another variation is a scarce one-side porcelain sign in red, black and white (28" x 39½") that says A-1 Pilsner and features the eagle motif that was introduced in

1958. "It has no holes for neon tubing and only two small holes on the sides for hanging," explained Ed. The only example known of this sign is in his collection.

Last year, a collector friend and colleague, Phil Shoaf of Lafayette, Indiana, and I visited an old antiques and collectibles emporium in the mountains east of where I live in Gold Canyon. Among the breweriana treasures we saw were two versions of the A-1 sign. The single-sided panels were in mint condition, with no neon tubing or electrical, but with holes for the neon tubing. There were at least five of the Pilsner Beer and two of the On Tap. The owner was asking at least \$500 each for the Pilsner and \$800 for the On Tap. They were still there months later.

When I visited the shop in late autumn, those signs and porcelain and tin advertising for other beer brands were gone. The owner said a dealer from California bought them all and for close to her asking price! You may see some on eBay in the near future.

Among the colorful 1940s/50s signs she had were a horizontal red and white Grand Prize Beer, a horizontal yellow and red Griesedieck Bros. and a red, white and blue Lucky Beer with a large X in the graphics. Not rare, but pleasing to the eye!

But the porcelain that was an attention-getter advertised the







Silver City Beer & Ice Company and Beaver Vulcanite Roofing and Shingles! There is no beer brand on this yellow sign with blue writing and a drawing of a beaver on top of a shield. Beer, ice and roofing materials; what a combination! The company was primarily a beer and ice distributor in Silver City, New Mexico.

If you travel to Arizona, I suggest you visit the quaint western town of Prescott-which is becoming less quaint and western with the influx of new residents and a myriad of housing and commercial developments-about 100 miles north of Phoenix.

High on the face of the famous "Palace" watering hole and restaurant on Prescott's

historical "Whiskey complete A-1 Pilsn Beer sign, with the added bonus of the word Palace in neon letters above it. The two signs are outlined in blue neon tubing. I never tire of viewing it when it is lighted. The saloon and sign appeared on the screen in the 1972 movie "Junior Bonner." I've been told that a Budweiser neon sign once hung below the A-1 on the tavern, but has not been seen for years.

While most breweriana collectors in Arizona are eager to add A-1 advertising pieces and beer cans to their collections, the brand that excites them-sometimes beyond reason-is Apache Beer. Mere mention of the brand causes the eyes of some Arizona collectors to glaze over and their hearts to beat rapidly.

According to Ed, the brand was the brain child of the owners of the Arizona Brewing Co.



The scarce-as-rain-in-the-desert Apache cone top can was produced for less than one year, 1936-37. I recently saw an absolute mint example of this can in a Chicago-area collection.

The Apache shell glass also is a scarce item, with about six to 10 known to be in collections. "The red enameled shell glass with an Indian head motif was used during the late 1930s," said Ed. The short glass features an Indian head in a circle, with the slogan "Chief of them all" arched above it.

"So far, no color variations of this glass have surfaced," said Ed, "although you would think there should be because there are two verified color variations of the Elder Brau (another 1930s brand of Arizona Brewing) glasses and a rumored third color. And the Elder's also came in two different sizes."

Also a prized collectible high on Arizona collectors' lists-and on those of salt and pepper shaker collectors anywhere-is a Muth mini-bottle that features a light-green decal body and neck labels with a colorful Indian head in the graphics.

A pair of near-mint Apache mini bottles and a glass were found in a Phoenix estate sale last year and purchased for miniscule prices. Two different local antiques dealers bought them, but I've been told the glass and bottles eventually made it



into local breweriana collections. As they should!

Apache indoor and outdoor signs-metal, neon, light-up and cardboard-a ball tap knob, ashtray, wooden thermometer, a very rare back bar chalk wall plaque and wooden cases also are much sought after in the Southwest. These were not produced in great numbers or for extensive periods; hence the scarcity.

A variety of quart and 12-ounce bottle labels were produced during the life of the brand. One quart label has stunning colors and beautiful Indian head graphics.

The Apache brand also appeared in a major motion picture set in Arizona, the Humphrey Bogart film noir "The Petrified Forest" in 1936. But collectors who have spent years researching this brand and collecting advertising promoting it agree that the Apache signs that featured a large Indian head and bottles, although interest-

ing and unusual, were fantasy creations. Perhaps the signs had to be produced because there were so few of the authentic ones or the filmmaker couldn't get permission from the brewery to use its trademarked brand, which is unlikely, considering how much publicity it would have generated.

An Apache Beer metal beer sign that experts believe is a fantasy piece made in England appeared in the mid-1990s and still is being sold on eBay. Some believe it was issued by a now-defunct Nevada microbrewery, but we have been unable to verify that. The sign has nothing to do with the Arizona Brewing Co. or the original Apache brand and is not coveted by Arizona collectors.

It may be hard to believe, but longtime friends have been known to have serious disagreements when competing for an Apache Beer item.

The same goes for Elder Brau.

There are two proud owners of the yellow and red Elder Brau embossed metal signs. One is oval (20" x 25"), the other square. The square one may be an uncut version of the oval sign. A much larger non-embossed outdoor version that measures 47" x 60" also is in Ed's collection.

The Elder Brau Genuine Pilsner Beer (chrome metal) and All Malt Beer (flat black enamel) ball knobs are the only examples known and are in Ed's collection.

All Apache Beer and Elder Brau collectibles in good condition command hefty prices.

Don't tell collectors out here, but this Chicago brewery advertising specialist had been adding a piece or two of Arizona breweriana to his collection, including a near-pristine Apache mini-bottle. And I thought competition for scarce Chicago breweriana was fierce!

## *The Back Bar*

### **CONTINUED FROM PAGE 11**

Bring your loupe and flashlight to every show. I cannot stress enough how helpful these tools are when trying to authenticate an item or detect a fake. And bring a photo-copy of this article along for reference. When that "looks-too-good-to-be-true" sign or clock turns up, you'll be ready to see if it can pass muster.

For any seller you don't know and are thinking of doing business with for the first time, it is smart to ask a few reliable sources about the seller's reputation. For expensive items that you're thinking of buying, ask the seller these questions, point blank: "Is this item all original? Do you know of any modification, replacement, repair, or restoration that has been made to this item by you or the previous owner? From where or whom did you get this item? Why are you

selling it?" Pay very close attention for vague or evasive answers. Ask who the previous owner was and try talk to them too. Ask the seller if they will reverse the transaction if it turns out that the item is not as represented. If the seller won't guarantee their own merchandise, consider moving to one who will, or decide if you really want to risk your money.

In closing, remember that it is your money, the integrity of your collection, and the enjoyment of our hobby that you want to preserve. The information that you've just read will help you do that, and that will benefit everyone except the small percentage of frauds that want to take advantage of us.

If you have concerns about an early back bar neon or lighted sign or clock that you own or are thinking of buying, e-mail me at: [the-back-bar@earthlink.net](mailto:the-back-bar@earthlink.net). I'll try to address your questions quickly

and thoroughly. Be aware that this e-mail address has a challenge-response feature that blocks all spam: the first time you e-mail me, you will receive a message prompting you to follow an instruction that will add you to my address book; If you don't follow the instruction, I won't know that you're trying to reach me.

In addition, I will be at the next NABA convention in August in Louisville Kentucky, and the New Brewery Collectibles Show in September in Suffern, NY. Look me up if you have questions. I hope to see you there.

Happy Hunting!  
John Bain

Thank you Larry Synakiewicz and Ken Ostrow for conferring with me on some of the technical points.





# Auction Hysteria

By Robert Hajicek



**Empire Tap Knob**  
Bechaud's Inc., Fond Du Lac, WI  
\$999



**Edelbrau Tap Knob**  
Edelbrau Brewery, Inc.,  
Brooklyn, N.Y. \$363



**Apache Tap Knob**  
Arizona Brewing Co.,  
Phoenix, AZ. \$927



**Anheuser's Lager Beer  
Stemmed Glass. 7" x 2-3/4" dia.**  
E. Anheuser & Co's, St. Louis,  
MO \$2169.



**White Horse Lager Flat Top**  
Lubeck Brewing Co. Inc.,  
Toledo, OH. \$5250.



**Blue and Gold Flat Top**  
Grace Bros. Brewing Co.,  
Santa Rosa, CA \$15,100.



**Pennsylvania Dutch Old  
German Double Bubble Clock**  
Lebanon Valley Brewing Co.,  
Lebanon, PA \$481.



**Red Ribbon Two Sided  
Porcelain 29-1/2" x 34"**  
Mathie-Ruder Brewing Co., Wausau, WI  
\$721.

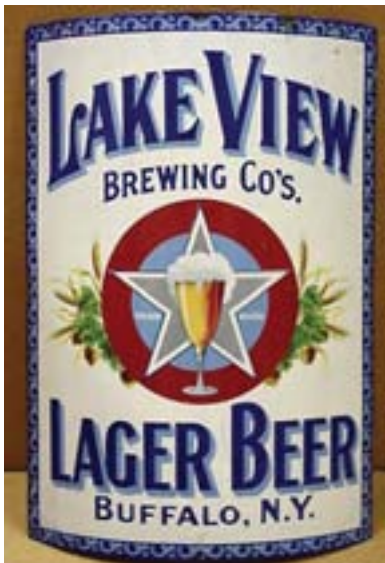


**Lone Star Lithograph on Paper**  
39" x 29" Lone Star Brewing  
Co., San Antonio, TX \$4050.



**Pabst Blue Ribbon Tin Sign**  
24" x 12" Pabst,  
Milwaukee, WI \$710.





Lake View Porcelain Corner Sign 24" x 18" Lake View Brewing Co., Buffalo, N.Y. \$5396.



Golden Drops Beer Self-Framed Tin Sign. 31" x 23" Geo. Ruder Brewing Co., Wausau, WI. \$776.



Hamm's 1974 Mug Theo. Hamm Brewing Co., St. Paul, MN \$200. Purchased with "Buy it now".



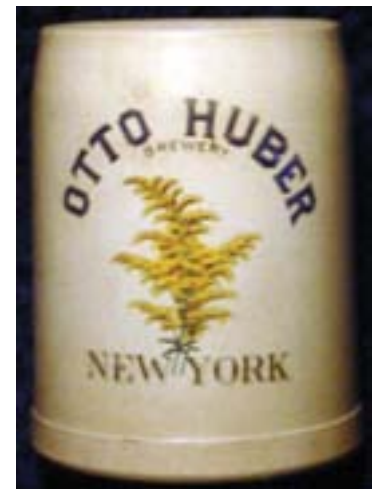
Genesee Tin-Over-Cardboard, 13" x 6" Genesee Brewing Co. Inc., Rochester, N.Y. \$306.



Koehler's Beer Glass Tap Knob Erie Brewing Co., Erie, PA \$1126.



Golden Brew Opener Harrison Beverage Co. Inc., Harrison, N.J. \$182.



Otto Huber Mug Otto Huber Brewery, New York, N.Y. \$150. Purchased with "Buy it now".



Muehlebach Stamped Metal Opener. George Muehlebach Brewing Co., Kansas City, MO \$202.



White Cap Opener Two Rivers Brewing Co., Two Rivers, WI \$151.



Lone Star Lidded Glass Stein Lone Star Brewing Co., San Antonio, TX \$725. Purchased with "Buy it now".



# Collinsville Breweries, Part IV

## Exploring the Journal of Henry Mayer

By Kevin Kious & Donald Roussin



**Editors Note:** This completes the fourth part of the Collinsville Brewery series. The length of the story merits publication because of the site it provided to life in an early American Brewery. Thanks to Kevin and Don for their patience in finally reaching the end of the story.

### HANGING WITH AREA VIPS

In going about his business at the brewery, Henry got to deal with both local and St. Louis celebrities. He ran into numerous people for whom city streets are named! When the son of one of them (Dr. Wing) and the son of his brewery bricklayer (Mr. Withers) were involved in a terrible boiler explosion in Collinsville, he was there to report on it.

Fortunately, there don't seem to have been any such accidents at the brewery. Here are some of his encounters with the well known:



11/11/59: On Monday last I went to St. Louis and bought 81 Barrels of Beer from the Pacific Brewery at 6\$ so that I could supply my customers & have time for my New Beer to get good; it has given general satisfaction. On Monday I went to St. Louis & bought 20 Bales

Hops at 16 cents from Squier, Conger & Tower.

11/13/59: Yesterday was a real blustering winter day...Peter went to St. Louis yesterday in all that storm to return the empty half Barrels bought with beer of Kunz -- he brought out with him a brewer to act as second brewer. I am to give him 25\$ for the first month & then if I like him & he understands the business he will get 30\$ after that. I am preparing myself in case I find John don't suit me...



12/14/59: Tomorrow Peter goes to St. Louis to get Yeast, this I hope, will be the last Yeast I shall be compelled to get, he goes to Kunz to get it...

*(Authors' note: The "Kunz" mentioned above was Henry Kunz (shown in the above picture) founder of the Pacific Brewery in St. Louis. Located at 16th and Singleton, Pacific operated from the 1850s into the early 1870s. Kunz became better known as owner of*

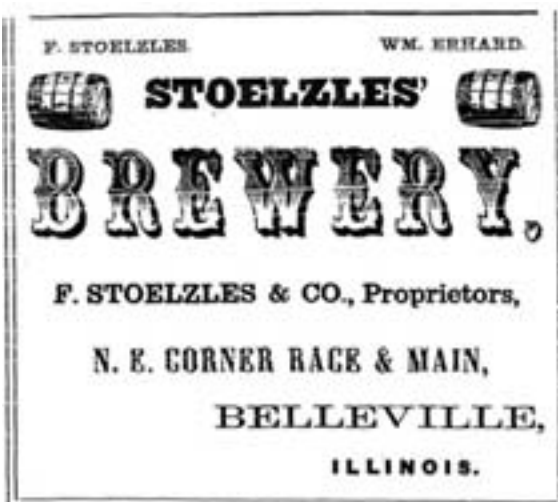
*the Kunz Malting Company which he ran for many years.)*

9/5/60: Earhart was here yesterday, he thinks of buying the brewery. I wrote to Judge Stocker of Alton to let me know if his friend still wanted to buy.

*(Authors' note: Afraid we don't know who Judge Stocker's pal was, but the Earhart reference must be to William Captain Erhard, who at the time was a partner in the Belleville brewery of Fidel Stoelzle. Erhard became locally renown and in the 1870s would end up owning the old Anderson Brewery in Belleville, one of the first breweries in southern Illinois. That brewery was actually first established by George Busch, an older brother of the better known Adolphus Busch.)*

9/14/60: Had the pump at the brewery fixed yesterday by Blum; it appears that Lead Pipe was broken off & as soon as the water fell below the end of the pump it would not suck any more; it is now fixed in a good and permanent manner.

*(Authors' note: Christian Blum was a talented Collinsville tinsmith who later went on to fame as a bell maker. Joseph Moore owned a*





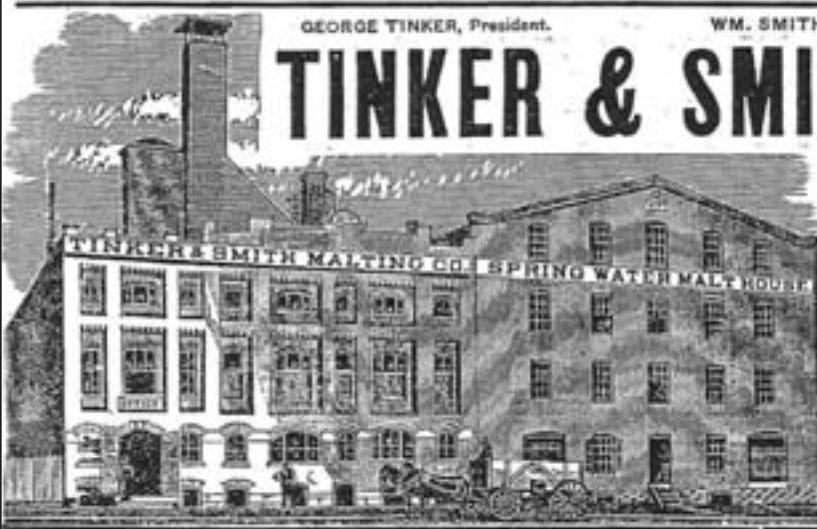
GEORGE TINKER, President. WM. SMITH, Vice-Pres't & Treas. Z. W. TINKER, Secretary.

# TINKER & SMITH MALTING CO.

Established 1852. Incorporated 1879.

## CAPACITY, 250,000 BUSHEL

SPRING WATER MALT HOUSE  
32, 34 & 100, 102, 104 & 106 S. 17th St.  
FRANKLIN MALT HOUSE  
In Block between Ninth and Tenth Sts.,  
Franklin Ave. and Wash St.,  
**ST. LOUIS, MO.**



blacksmith shop that turned out cowbells, and Blum bought him out in 1876. Three generations of Blums carried on the business until 1955. Blum animal bells were shipped from Collinsville all over the world. They are now a popular collectible, seen bringing prices of \$75+ on ebay! We won't comment, though, on whether any lead was getting in the beer.)

11/9/61: I rented the brewery last Wednesday to George Schneider & Joseph Mottle of St. Louis for 500\$

a year. They are coming to take it in a week or ten days from that time.

11/19/61: The man who rented the Brewery two weeks ago and who said he would return in a week or ten days has not returned and I have given him up.

(Authors' note: The reference to George Schneider is an interesting one, for it was a George Schneider who from 1852-57 operated a crude brewery in south St. Louis that went broke but would go on to become the mighty Anheuser-Busch Brewing Association.

There was also a George Schneider who operated the Washington Brewery at 3rd and Plum in St. Louis from 1844-53. Was this all the same George Schneider, or were there two or three George Schneiders making the rounds in St. Louis area brewing circles? We're not prepared to say, but the possibility it was the same guy is intriguing!)

8/17/62: The past week have been busy ploughing; on Monday I went to St. Louis to try to rent the Brewery, did not succeed. Saw Mr. Tinker of Tinker Bros. & Co. corner of Plum & 3rd St. he promised to try to rent it for me: I gave him

all the particulars which he thought very reasonable & a good chance for a Brewer.

(Authors' note: Henry Tinker became something of a legend in the St. Louis beer business. A native of Pennsylvania and cousin to St. Louis brewer Samuel Wainwright, he apprenticed at the Wainwright Brewery in Pittsburgh, and came to St. Louis in 1851 to work at the Fulton Brewery, likewise owned by the Wainwrights. In 1851 Tinker and his brother Zach opened up the first malting business in St. Louis that was not associated with a brewery. It flourished, providing malt to nearly all the local breweries at one time or another. Tinker would stay at the helm of the malt house until retiring in 1896. Zach would also go on to be president and chief owner of the Security Brewing Company of New Orleans. Together the brothers had operated the Franklin Brewery in St. Louis in the 1850s-60s, one of the few breweries in the city that made ale and porter in addition to lager beer.)

### CONCLUSION

The above is the last mention of the brewery in Henry Mayer's journal. Actually from the Spring of 1860 on, Henry wrote less and less about beer. His attention then was more focused on farming and troubles he was having with his eyes.

GEORGE TINKER, President. WM. SMITH, Vice-Pres't & Treas. Z. W. TINKER, Secretary.

# TINKER & SMITH



## MALTING COMPANY

ESTABLISHED 1852. INCORPORATED 1879.

CAPACITY, 250,000 BUSHEL.

Spring Water Malt House, 32, 34 & 100, 102, 104 & 106 South 17th St.  
Franklin Malt House in Block between Ninth and Tenth Sts.,  
Franklin Avenue and Wash Street,  
**ST. LOUIS, MO.**



The last beer associated reference he makes is in November of 1862, when he treats a bothersome carbuncle using a hop poultice!

The last journal entry that occurs in Collinsville is in May of 1863, as Henry is bound for Ft. Riley, Kansas. It skips the years when Henry briefly owned the brewery again, and doesn't pick up until 1870, where he writes about his days on a farm in Bunker Hill, Illinois for the next three years.

Mayer spent the next thirteen years in Camp Hallack, Nevada, where he and son Charlie ran the post-exchange. He later moved to Oregon, where the journal picks back up from 1886 to 1889. In Oregon Henry discusses bottling cider, but makes no mention of beer. He also talks about going to Portland on his 70th birthday to have his portrait made (boy do we wish we had that photo to illustrate this story!).

Henry Mayer died in Yamhill County, Oregon in 1900. His living heirs were sons Charlie of Elko, Nevada, and stepson Laramie of Skagway, Alaska. It must have been through Charlie that, decades later, Henry's farm journal ended up in a deserted Nevada house.

Henry's estate consisted primarily of cattle, farm equipment and silage. Claims against his estate exceeded the value of his estate by

over \$2000. Despite this final accounting, Henry clearly led an exciting and interesting life, and in our opinion his journal is priceless! We brewery historians have to be grateful that it was a life he saw fit to record portions of, to be shared here nearly 150 years after his adventures in Collinsville brewing. So cheers to the memory of Henry Mayer, and also to the efforts of local historian Doris Bauer, whose hard work in preparing a transcript of Henry's journal made our job of reading it much easier!

x

#### **SIDEBAR #1 BREWERY TO-DO LIST**

While the majority of Henry Mayer's journal consists of his day-by-day observations of life, other interesting items include diagrams of his orchards and recipes for mincemeat. There are some additional noteworthy jottings on the brewery as well.

One is a list entitled "Alterations to be made at the Brewery next Summer". Henry even saw fit to put a checkmark in front of the work as it was completed. Here's his complete list, with asterisks indicating the items that Henry checked off:

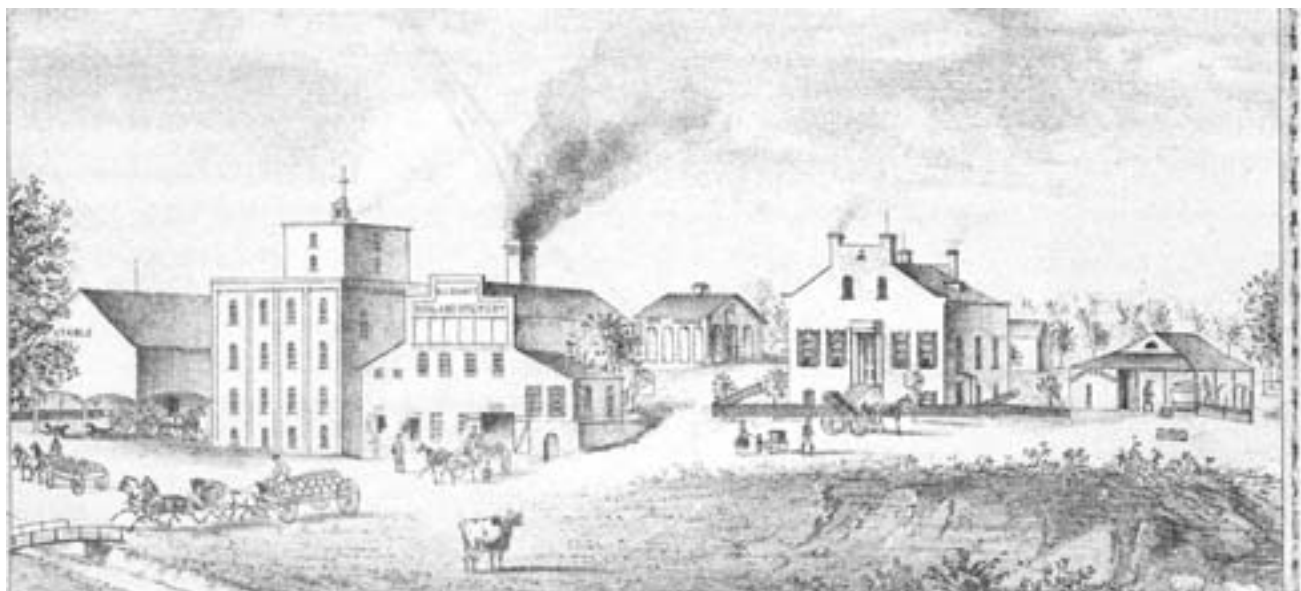
Whole House plastered  
\*Mash Tub enlarged  
5 more tubs to be made  
Cooler, enlarged and elevated  
Cellar enlarged to hold Tub

\*House painted  
Windlip fixed to elevate malt  
\*The floor of the vaulted cellar fixed  
\*The floor securely propped to hold barley  
\*Wooden work to prevent heat from Kiln injuring the barley  
\*Both Malt Cellar Floors, well cemented  
\*Malt kiln made to roast more uniform

#### **SIDEBAR #2 --- OTHER JOURNAL HIGHLIGHTS**

Another notable feature of Henry's journal is an illustration entitled "How the Still will be put up". While it seems curious that Henry would refer to the brewkettle as a still, it sure appears that this is what the drawing shows. Of particular note is the "fire door" beneath the kettle, which drains into a pair of 2-gallon kegs, then into a vessel where the liquid is cooled by a "Tube for cold water".

There are also several pages where Henry keeps track of his brewery accounts. Here one can track the drinking habits of local citizens as well as find clues as to who was running the biggest area taverns. Among the Collinsville Brewery's largest customers was Joseph Berka, who within a short time would be operating the other brewery in Collinsville!



# Million Beer Drinkers Place Oertels '92 First

Proud tavern keepers in hundreds of cities will soon display a bottle of Oertel's '92 which will not be for sale. That bottle will be a permanent part of an unusual award--a realistic plastic composition hand, holding an actual bottle of Oertel's '92 beer. This distinctive award will be the "Symbol of Quality."

Louisville can well be proud of the success of its own Oertel Brewing Company--and the fame its fine beers and ales have brought in Kentucky. The Oertel Brewing Company is Kentucky's oldest continuously operating brewery. Since it was founded in 1872 by the late John F. Oertel, it has continued to provide for a great number of Louisville citizens.

As the time and popularity of Oertel's '92 spread from State to State--sky rocketed Oertel's '92 to new sales records--won for Oertel's '92 first place in the preference of more than 1,000,000 beer drinkers, the full measure of that success has been beneficial to Louisville, and to Kentucky, in increased employment, increased purchases, increased tax revenue and countless other direct and indirect additions in the prosperity of the city and State.

Oertel's '92 is sold from the Atlantic Coast to the Mississippi River--from Central Illinois, Indiana and Ohio in the Gulf of Mexico. Carloads, truckloads, barge-loads of Oertel's '92 go to market in this far-flung area--millions of bottles of Oertel's '92--each bottle bringing its refreshment and good cheer to those who enjoy really fine beer--each bottle adding its measure of fame and prosperity to Louisville and Kentucky.

John F. Oertel, Jr., son of the founder and president of the Oertel Brewing Company, can look back on 1938 with a great deal of satis-

## Symbol of Quality



*This realistic, life-size plastic-composition hand holding an actual bottle of Oertel's '92 beer, will soon be seen in taverns in hundreds of cities symbolizing the "Quality leadership of Oertel's '92." The hand holding up the actual bottle of Oertel's '92 emphasized the fact that "This beer won first place in the preference of more than a million beer drinkers."*

faction. Many additional markets were supplied with Oertel's '92. More and more people were given the opportunity of enjoying this traditional famous beer.

Believing that a great many people would enjoy truly fine ale, an ale with character and authority--the Oertel Brewing Company brewed and aged a Special Cream Ale. Originally available only in limited quantities and only on draught, Special Cream Ale became so popular that it was necessary to make

it available also in bottles. In order to make it possible for everyone to enjoy this distinctive ale, it is sold at the same price as beer.

The Oertel policy of offering beer and ale of premium quality at no extra cost has won the enthusiastic appreciation of the public and the sincere cooperation of tavern keepers who want to give their customers real values. That the public recognizes and prefers a premium quality beer is shown by the fact that Oertel's '92 has won first place in the preference of more than a million beer drinkers.

As an extra service to the public, the Oertel Brewing Company now supplies their dealers with attractive six-bottle Carry-Home Cases. These convenient little cases are strongly made--the handles won't come off. They are furnished absolutely free and offer beer drinkers the most convenient way to return empty bottles to the dealer. Tens of thousands of these convenient Oertel's '92 Carry-Home Cases have been put into use in Louisville alone during the past few months.

Such services to the public are regarded by the Oertel Brewing Company as part of the responsibility of leadership. The employees of that famous brewery are inspired by the fact that the brewing of fine beer at Oertel's is a tradition, handed down from another generation. Every brew must be a masterpiece, every bottle of Oertel's '92 must be absolutely perfect; each bottle is individually inspected three times to guarantee its perfection.

At Oertel's they consider leadership not an award but a responsibility--an opportunity to better serve the more than a million men and women who have made Oertel's '92 their first choice among beers.

***This is a reprint from a 1938 newspaper article***



## *Fake Beer Cans... "They're Here!"*

No, it is not “encounters of a third kind”, but an enterprising guy who is reproducing fake beer cans, using paper labels and selling them on eBay. His eBay seller name is most fitting:

Evilbunnyhunter

Thanks to John Durkin for the heads up on this one and to TavernTrove for passing on the message. Apparently some of the cans he listed, either were delisted by eBay or were “sold on the side.” This is not an encouragement for you to buy his stuff!!!



As our hobby grows in popularity or as the better collectible items become more and more scarce, there appears to be a shift from the honest presentation of legitimate items to phonies like the ones above.

This issue of the BC deals with two other examples of shady dealings. You may want to scan the *Back Bar* by John Bain to reflect on his thoughts and the story by Roger Owen on the Oertel statue fakes.

Rich LaSusa has been a strong advocate over the years of exposing these fakes to our members. He has from time to time discussed the subject in his column, *Let's Talk Breweriana*. I know from time to time he has questioned items for sale on the Internet with varying results.

As a lover of beer figurines, I watch eBay routinely to see what is out there and often contact seller when something is totally being misrepresented. Sometimes the seller responds with a nice “thank you”, sometimes there is no reply, and sometimes the response is not fit to print! I had one seller respond with something like “Mind your own business and I will mind mine!” I guess what he was really saying is that I am a crook and you are not the police...so bug off. My first reaction was something like....“I sure am not going to say anything again in the future about these fakes”, but then I thought, no....if the people knowledgeable on a subject do not take the position of honestly commenting on what is going on out there, then none of us has the right to complain when we ourselves get stiffed someday. Please speak up.

The Editor

# A Little about Lee Chichester

Our new BC editor is Lee Chichester starting with the Summer issue.

Lee is a professional freelance writer working in the construction trade magazine industry and lives in Virginia.

She is a member of a far less well-known group of hobby enthusiasts, so she certainly knows what the generalized hobby circuit is all about, although perhaps on a smaller scale than *Breweriana*. The hobby she loves is falconry; a sport or art form that has a mere 5000 participants in the entire US. Her hobby organizations have one enormous national meeting yearly, and various state clubs have one to four gatherings yearly, mostly during the legal hunting seasons of our respective states (all in winter).

I mention her affiliation there because you all might be curious regarding some of her qualifications to undertake this responsibility. She's done the layout, design, and editing of the Virginia Falconers Association annual journal for 7 years. It runs completely black and white, however, it includes 100 pages of articles, photos, photo essays, and advertisements. She has also done other smaller publications such as catalogs and brochures for other private, public, and civic organizations in her time as a desktop publisher -- so she knows what effort is required to output four magazines of BC's quality.

In addition, she has worked, learned, and taught in the writing/editing/proofing realm most of her life, having worked for PR/Marketing interests, and newspaper, advertising, and book publishing firms prior to going freelance 25 years ago.

Lee looks forward to working with NABA and seeks our assistance in getting her up to speed on the systems and needs of our readership and individual interests/chapters/etc.

She is available most times by phone, as she works out of her home; and checks email hundreds of times a day, except on weekends. Then it drops to several times daily.

She also enjoys both the benefits of living in the middle of nowhere on top of a mountain paradise, and also the high-speed fiber-optic infrastructure to support the emailing of large files such as digital photos. She is also a dab hand with PhotoShop, and can improve and scale-down anything that members might desire to send her.

In terms of email text files, she will have no problems receiving

and translating MS Word Documents whether they come from a Windows or Mac platform. As she is Mac-based, however, some of the older programs from IBM clones give her problems, so sending them as "text only" files could improve everyone's lives.

As far as hardcopy or handwritten articles sent via snail mail are concerned -- neither will be a problem. She types really fast (provided she can actually read your handwriting <grin>); and has an OCR scanner for text that will convert typed hardcopy to electronic in moments.


Welcome Lee

FRANK SENN, President.  
PHIL. ACKERMANN, Vice-President and Manager.

JOHN A. BENNINGER, Secretary.  
FRANK P. SENN, Treasurer.

## SENN & ACKERMANN BREWING CO.

(INCORPORATED)



### Brewers and Bottlers,

Nos. 1710 to 1724 WEST MAIN STREET.





# Executive Secretary's Report

By John Stanley, Executive Secretary

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

Convention registration, ballots for officer and board slots, and renewal slips for members (please pay only if the expiration date of your mailing envelope is May 31, 2006) are provided with this issue of the *Breweriana Collector*. Please note that all officers and four board member positions are up for election. Please take the time to vote and note the option exists for write-in candidates.

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

naba@mindspring.com.

(note: Foreign Members can use this option, but please pay in US funds).

Also, note that a "No Change Needed" box has been added to the renewal form, if you want to keep your Directory listing the same for next year. Minor changes to the directory listing can be made in the PayPal message area.

If any of your directory information (especially address) has changed, please send corrections to the address above.

I would like to welcome the following new members listed on the next page. Take the time to correspond with new members who have similar collecting interests as yours. Sharing information and collections is what NABA is all about. Special thanks to George Baley (1), Gary Bauer (1), Albert Schafer (1), Mary White (3), eBay Auction (5) and the NABA Web Site (5) 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

## Anheuser Busch Co Inc

Corporate Library  
One Busch Place  
Saint Louis MO 63118-1849  
ann.lauenstein@anheuser-  
busch.com  
All Breweriana; Anheuser-Busch

## Anheuser Busch Co Inc

William Vollmar  
One Busch Place  
Saint Louis MO 63118-1849  
ann.lauenstein@anheuser-  
busch.com  
All Breweriana; Anheuser-Busch

## Benko, John (Ruth)

4027 Winthrop Dr  
South Bend IN 46614-2829  
574-291-5463  
Bottles-Cans-Glasses-Mirrors-  
Mugs & Steins-Signs; Drewrys  
of South Bend IN, Budweiser

## Berkler, Jeff (Cheryl)

#1 Settlers Ln  
Springfield IL 62707-7725  
217-793-6410  
217-741-0024 cell  
j.berkler@insightbb.com  
Bottles-Cans-Cases-Neons-  
Signs-Statues; Reisch,  
Griesedieck, Falstaff, Lemp,  
Pabst, Blatz

## Bunke, Roger (Becky)

949 College Ave  
Adrian MI 49221-2513  
517-263-8248  
cbunke@tc3.net  
Mirrors-Neons-Reverse on  
Glass-Signs-Statues-Trays;  
Pabst

## Daminski, Sherry

PO Box 335  
Garrisonville VA 22463-0335  
sherrydaminski@mrisc.com

## Feret, Walt

PO Box 31823  
Chicago IL 60631-0823  
847-966-3677  
Bottles-Cans-Coasters-History-  
Labels-Signs; Chicago esp  
Monarch

## Hahn, Donald T

39 2nd Ave  
Lehighton PA 18235-2614  
colling@ptd.net

## Hrynick, Brian

338 Semple Ave  
Winnipeg MB Canada R2V 1C1  
204-339-6191

## Janssen, Heinz

103 Maberly Rd  
Winnipeg MB Canada R2P OE3  
204-633-1311  
heinzgra@mts.net

## Johnson, Edward (Darlene)

1300 Poquonock Ave  
Windsor CT 06095-1811  
860-688-0749  
johnsoned1777@hotmail.com  
All Breweriana-Bottles-  
Coasters-Openers-Signs-Trays;  
Connecticut, esp Hartford (pre-  
1947)

## Krafve, Roger (Ingrid)

5637 Newton Ave S  
Minneapolis MN 55419-1530  
612-636-0771  
ingnrog@msn.com  
All Breweriana-History-Lithos-  
Reverse on Glass-Signs-Trays;  
Minnesota

## McDowell, Ryan

628 Buchanan Blvd  
Winnipeg MB Canada R2Y 1M5  
204-291-6543  
theknickknackcorner@mts.net  
Bottles-Labels-Paper Items

## Mehl, Dennis (Connie)

9893 LaDuke Rd  
Freeland MI 48623-9021  
989-695-5284  
dennis\_mehl@att.net  
Books & Magazines(Beer &  
Wine)-Glasses(Strohs &  
Worldwide esp Belgium)

## Peterson, Tim

W226S1742 Highway 164 S  
Waukesha WI 53186-1434  
262-542-3404  
petersonautobody@core.com  
All Breweriana; Pabst

## Phelps, Dick (Linda)

2707 Marion Ave  
Warsaw IN 46582-1902  
574-371-2717  
d.w.phelps@comcast.net  
All Breweriana-Glasses-  
Openers; Greater Cincinnati  
Area

## Wixom, David (Teresa)

181 Sunset Heights  
Bastrop TX 78602-6753  
512-308-1882  
teresa\_rocks43@yahoo.com  
Cans(Cones & Flats)

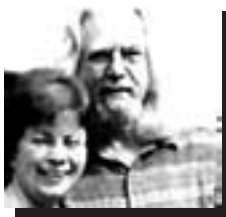
## Collector of vintage Mexican beer labels



Larry Jordan  
2404 Boardwalk Dr.  
Mesquite, Tx. 75181  
972-222-6297  
lgandmms@comcast.net







# Travels with Brewster

By Fred & Mary Clinton

Well, here it is time once again to travel with Brewster, only this time Brewster actually gets to go. Over the Christmas holidays we traveled to the Twin Cities area of Minnesota to visit kith and kin. Of course, you can't get from here to there without passing or at least coming close to a brewery. Our trip took us through the UP of Michigan (can't stand the Chicago freeway congestion!) and across northern Wisconsin.

Because we like to take the "road less traveled by" we found ourselves passing through some pretty rural areas of Wisconsin. The nice thing about that is that there is much less traffic. That is doubly nice when the temperature is just below freezing and it's raining. This substantially reduces your chances of having to have a close encounter with a Badger and thereby have to expend the deductible on your car insurance.

In any event, our travels took us to Hayward, WI and while looking for a place for a bite to eat, what to our wondering eyes did appear but the Angry Minnow, a brewpub. So Fred yells "turn right" and Mary does an aggressive, if not pretty, 90-degree and around the block we go to the brewery. No one was hurt, although the air coming from the car behind us was a tad blue.

First of all, this is a super name for a brewpub in a town that is famous for the largest Muskie statue in the world. (For the non-anglers among us, that is a fish, not a former U.S. Senator.) They have some excellent graphics on their T's based on the Angry Minnow theme and the food was

quite good, too. The brewpub is housed in a great old building that has been nicely renovated. The interior is full of great wood and the bar is the round type, such as in the TV show "Cheers." The beer is brewed on a Good Assets 10 barrel system. But this is about the beer, isn't it?

When we visited, the Angry Minnow had six beers on tap, and if you order the sampler it is served on a fish shaped board. The six beers we tried included the Minnow Lite which was a good starter beer. It was real clean with some malty flavor and a slightly dry finish. The River Pig American Ale was a true American style pale ale with big hop flavor and finish (hops are added at four stages in the brew). A good beer. We also sampled the German Pilsner which was very clean and light in color, although Mary thought it a little too effervescent. It did have a good dry finish.

Also on tap was the Honey Wheat; no wheat flavor here though, but tasty and much more like a honey lager. The Oaky's Oatmeal Stout had a very nice roast aroma and flavor. This was a good traditional dry stout. The Nut Brown Ale was a little thin, not robust at all, but did have a nice chocolate nuance and dry finish. Our Four paw \*\*\*\* pick was the River Pig American Ale.

This is a family operation, owned and operated by the Rasmussen's. Two brothers handle the day to operations with one brewing and the other managing. Dad's official title is "taster". (I wonder if they are hiring?) They have a plethora of shirts, hats and pint glasses with great sayings on some of the shirts.

We learned there was another brewpub in Hayward but thinking we were pressed for time we committed a cardinal brewpubbing sin and skipped it until another day. However, our pace picked up and by the time we were in Chetek, WI we found we had time to visit the Northwoods Brewpub. This is a nice looking log place right on the river. They had 13 beers on tap but in the interests of time and driving we had the eight-beer sampler. It must be said that in general we were glad we didn't have to try 13.

The beers we had included Bumblin' Bubba's Buzz'n Brew which was a decent starter beer and had actual mouthfeel although still very light. The Prickly Pike's Pilsner (described as a Kölsch which we all know is not a pilsner) was infected and was not drinkable. The Floppin' Crappie Ale: the name says it all. Li'l Bandit Brown was very mild, with little chocolate or caramel flavor. The Birchwood Pale was a British style pale, with low hop flavor, but not a good example of the British style. The Poplar Porter; had a light roast flavor but little else to recommend it. Kelly's Stout was also on the light side of the style with very little roast flavor.

The Spice Beer was a seasonal that smelled good but had a definite bitter (not hop) flavor. In general all these beers were drinkable (except number two) but all were very much on the light side of the styles. There was a certain sameness to the taste in each of them. Hats, shirts, coasters and glasses are available.

Once we reached "the Cities" we didn't hit any brewpubs, but our nephew did introduce us to a nice

spot in downtown Minneapolis. British Isles, as the name suggests, is a British style pub with some nice UK beers on draft and a lot of traditional pub food. One of Mary's favorites, Old Speckled Hen was even on tap. Our nephew's mother-in-law Cele was with us. At 87 she still lives on her own, goes fishing, gardens AND enjoys her beer. She too, had a pint of the Hen and found it quite to her liking. Let that be a lesson to us on the curative and longevity producing effect of barley beverages!

Off on a different track, Fred had a recent birthday and when asked by Mary what he would like as a gift, he chose a trip to Washington, D.C. So, in mid-February off we went to see the new Museum of the American Indian. We may have mentioned that we collect items other than breweriana, and our Native American basket collection is the result.

It was well worth the trip just to see that museum but of course there are a fantastic number of other sites to see as well. But again, as this column is about beer and, as it just so happens, there are brewpubs in D.C. Our first intended stop was the John Harvard brewpub, and we found the location with no trouble. The trouble was that it had closed two weeks before. On then it was, to the Capitol City Brewery which has a downtown location as well as three others. We encountered a slight problem at Capitol City: they had no heat and it was a rather cold day by D.C. standards. We kept our coats on and were

fine but the staff appeared frozen, and amazingly, was still quite



friendly.

We tried five beers here, all that they had on at the time. First was the Capitol Kölsch which was very crisp and refreshing with good

mouthfeel; a very nice beer. Next was Amber Waves Ale, an especially citrusy (perhaps too much so) and very hoppy beer, more so than most ambers, but not a bad beer. The Prohibition Porter was of the robust style with excellent roast flavor and moderate body. We both thought it was a nice beer. (Especially in a cold room!) The Pale Rider Ale was an English style pale having less hop flavor, but a good

example of the style. Finally, we tried the Saint Adrian's Alt which had a sweet start and a tart finish. It was not well balanced and was the least favorite of the group. The Kölsch received our Four Paw \*\*\*\* pick of the day.

We weren't able to glean any info on where the brewing is actually done, and the cold may have deterred our efforts. We did, however, have a bowl of their soup which was delicious. Both shirts and glasses are available.

As one last note, if you go to D.C. be sure to visit the Brickskeller, a beer bar with an advertised 800 bottled beers available. Although Mary struck out on trying to get a Belgian Duchesse de Bourgogne, she was able to pacify herself with an excellent Belgian beer from Lost Coast out of Fort Bragg, California. This is a true beer bar and the food isn't bad either. It's also in a neat area of the City called Embassy Row.

Well, as we finish writing this, we're packing our bags for a trip to Louisiana and Texas, so tune in next time for more travels with Brewster. Until then, Cheers!

See you in Louisville!





## Advertising

### Classified Ad Guidelines

All advertising should be directed to:

**Lee Chichester, Editor**  
**The Breweriana Collector**  
**PO Box 878**  
**Meadows of Dan, VA 24120**  
**Phone: 540-593-2011**  
**Email: falconer @swva.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. Color upgrades are dependent on space available.

#### 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; 111-133 before issue 82 some here and there and folks can inquire. Issue 110 is \$10. Others are \$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

**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: Lee Chichester at falconer@swva.net and let's see what we can come up with to put those things to good use.

NABA Free

**GILLCO CAB LIGHTS WANTED** for my collection. If you have had the slightest thought about maybe selling please contact me for a top price. Contact Keith Belcher; 703-803-6261 or email at: kbelcher@cox.net V137

## 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 \$20 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

## 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

## 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

## MIAMI VALLEY

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

Waynesville, OH  
Woodland Park  
5970 Middletown Road

The best beer can and brew-  
eriana show in the Midwest!  
Great raffle with flats, cones,  
old signs, etc. Real live auc-  
tion of consigned items.  
Something for Everyone!  
[http://convention.acornfinan-  
cial.com](http://convention.acornfinancial.com)

Directions on our website.

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

## MICROBREW

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

## HOOSIER

OCTOBER 7<sup>TH</sup> 9 AM

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

Contact Wes Weaver  
574-273-6020

## 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](http://www.queencitychapter.com)  
Contact  
Debbie Dowers  
Email:

## PATRICK HENRY 29th Annual Show

May 20 9 am  
Bells Brewpub  
8938 Krum Ave  
Kalamazoo, MI  
Contact Joe Wilson  
616-662-0704

## 36th Annual NABA Convention

July 30 - Aug. 5, 2007  
Bay City, Michigan

Dan McShane  
989-667-9445  
kolbbros@chartermi.net  
or  
Ricky Schmidt  
989-686-1636  
thefinest@sbcglobal.net

## MONARCH 25TH ANNUAL FALL-FEST

OCTOBER 27th

RAMADA INN ~ RTE 64  
9:00 - 2:00

Contact Allen Bormann  
630-305-8618

abormann6735@wowway.com

## 37th Annual NABA Convention

August 2008  
Bettendorf, IA  
(Quad City Area)  
Bob Post  
605-339-0269  
pst@sio.midco.net



*Join us in  
Louisville, KY*



*August 1-6*