

# *The* BREWERIANA COLLECTOR

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

Volume 134

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SUMMER 2006

**2006 Convention  
Schedule**

**Special Fold-Out  
Back Bar Review**

**Brewery Stocks  
and Bonds**

**U of Louisville  
Archive Photos**

**Looking Toward  
Louisville**



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## *Butchertown Brewery*



*View of our New Plant*

*Yourself and friends are cordially  
invited to attend the opening  
of our new*

*Brewery Plant*

*Thursday, June 10th 1909*

*from 2 to 6 P. M.*

*Respectfully,*

*John F. Certel Co.*

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*Louisville, Ky.*



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# The BREWERIANA COLLECTOR

**SPRING 2006**

**#134**

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## **POSTMASTER:**

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The Breweriana Collector  
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## **COVER:**

Fehr's KY Beer TOC sign from the 1930s. This rare piece measures 8 5/8 in. x 11 3/4 in., and is owned privately. Photo courtesy Kent Speer.

## **Inside front cover photo:**

The Butchertown Brewery was destroyed by fire on March 24, 1908. Oertel's beer was produced at the Phoenix Brewery in Louisville for over a year. The new brewery opened on June 10, 1909, and this is an invitation to the grand re-opening. Photo courtesy Kent Speer.

## **Back cover photo:**

Atlas Prager neon, Water Street Brewery, Milwaukee, WI. Photo courtesy Rich LaSusa.





## Indianapolis Brewery Covers

By Bob Kay

Pre-Prohibition brewery letters and envelopes were often enhanced with elaborate engravings showing a brewery scene, brand information, or medals won at fairs or expositions. Brewery items featuring these vignettes are considered quite choice. Examples shown.





## President's Message

It seems like just yesterday that Norm Jay was passing the gavel over to me to take his spot on the Board of Directors. But that was four years ago and looking back it appears that NABA continues to maintain a position within the breweriana hobby that meets the goals and objectives of our founding fathers.

Breweriana collecting continues to be popular as shown by the support we see at trade shows throughout the country. Yes, eBay has made a dent in the collecting habits of some, but for the most part people still like to go to shows and touch and feel the items they seek.

We have seen the proposed advent of at least three breweriana museums in the past four years. I wonder if in part this is a natural progression in the history of most collectibles? As we all grow older, there is something about reliving our youth by visiting our past. We have all heard, while visiting an antique

mall, patrons reminiscing about some item from their past. Maybe the museum(s) will be the place for the old time breweriana collectors to go to relive their pasts.

With that said, our hobby continues to face the problem that its members are growing older and replacements (new members) are not coming along as quickly as the old ones are passing on. There was a surge of beer can collecting in the middle 1970s, primarily because of the Bi-centennial celebrations. This resulted in thousands of collectors who, then as teenagers, are now in their late 40s and early 50s, and may be having more time and money to spend on the hobby. It is important for the continued health of collecting for each of us to reach out to those "fallen" souls and invite them to return to the hobby. Maybe not only to gather beer cans, but to instead enjoy other avenues of breweriana collecting—and of course the fellowship that comes with it.

Herb Haydock (one of our founders) and I have discussed many times in the past what

it will take to help the hobby grow. We both agree that a key element will be how we embrace the next generation of breweriana collectibles coming from the microbreweries. The *Breweriana Collector* during the past 4 years has taken on an increased exposure to this area with the column by Fred and Mary Clinton. Our Convention has emphasized micros at the tasting sessions. It therefore appears likely that growth in membership will come from those younger persons who learn of the collectibles associated with micros. We also need to find a way to re-establish an interest on the part of the old can collector.

Managing the interests of NABA falls formally on your Board of Directors, but also extends to each and every one of us to help assure the hobby we love is there for future generations. That means supporting local shows and the development of museums so our grandchildren can try to figure out why it is that we do what we do.

Thanks to all for your support during the past four years. See you at the Convention.



## From the Editor's Desk

Next time, remind me not to take on a new job right in the middle of vacation season.

No really. With the first issue of *BC Magazine* off to the presses, I must say I've thoroughly enjoyed myself. I hope my newbie status hasn't given too many of you heartburn (I tend to ask a lot of questions). I know I also obsess a little. But that's a good thing in this situation, right?

I realize I've got some big shoes to fill, and I know everyone joins me in offering George and Rosi a big "thank you" for all they've done for the BC.

Some of this issue's articles have not only piqued my curiosity, but also have me looking forward to my first experience as a NABA Conventioneer. I've also not been to Louisville before, so that will be the head on the beer.

Meanwhile, here in the Blue Ridge Mountains of Virginia, we're short on rain for our growing season, but still managed to harvest some broccoli this week. The spuds are pushing through the soil, the hops are vining up the trellis, and the garlic continues to bulb. As you might have guessed, we're big on gardening here in the back of beyond.

My spouse, Jack, and I are

also riding our bicycles along the dips and peaks of the geology here, getting ready for a couple of camping rides along parts of the Rails to Trails network. Believe it or not, we call that "vacation."

My brother and niece from Germany just headed back to Berlin after a stay of nearly a month; the chicken poultts will be laying their first eggs in another few weeks; the phoebe is nesting on our light fixture again; and the weeds continue to grow in the flower beds.

Summer is a busy time.

Louisville should be relaxing in comparison. See ya' there.





## Chapter Doings

By Mary White

We've had some great Chapter Shows the 1<sup>st</sup> quarter of 2006 and I hope you've had an opportunity to attend a few of them. As promised in the last issue of the BC, I'm sharing some photos of the Queen City Chapter's 30<sup>th</sup> Annual "Luck O' the Iris Mini-Convention & Breweriana Show," March 16<sup>th</sup>-20<sup>th</sup> 2006.



Above: Lea Colvin (never missed a mini), Bob Post (NABA board member), and David Gausepohl (QCC Pres.). 2 past and 2 present BCCA Presidents. Right: Chris Thompson of Ottawa, IL, Friday night Grand Prize raffle winner: Framed Shell's Brewery Litho.



Left: Competition, action @ the show: Jason Herbert & Sally Gausepohl. Above: Chris Brunner (Cincinnati, OH), organizer of the Corn Hole tournament.



Left: Scott Bristoll (Cincinnati, OH), Dan Sullivan (Liberty Township, OH), Jay Giles, James Fisher & Jim Fisher (Cincinnati, OH).

The "Great White North Brewerianists" (Manitoba), our Canadian Chapter and friends, held their annual "Bingo Bowl" April 8<sup>th</sup>, 2006 at Windsor Park Lanes 9:00 – 12:00. They had prizes & a silent auction. Great food, beer, and family fun.

The Gambrinus Chapter "King's Spring Fling Show," Sun. April 30<sup>th</sup>, 2006 at 8:00 AM was held at the Makoy Center,

Hillard, OH.

"Goebel Gang Show," May 6<sup>th</sup> 2006, was held at a new location this year: the American Legion Post, South Bend, IN.

The Patrick Henry Chapter Show was Sat. May 20<sup>th</sup> at the Bell's Brewery in Kalamzoo, MI. This brewpub is quite popular in the area.

Members of the Dog-Gone-Good Chapter of Bay City

Michigan are busy gearing up for NABA's 2007 Convention, which they are hosting. America's midwest is sure the busy collecting area of the country.

If you have a story and/or photos of your chapter's show, share them with the rest of our NABA family. Please send them to me: wfsdba@aol.com. 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.

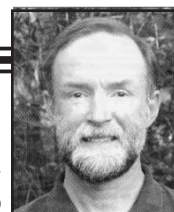
Hope to see you at an upcoming Chapter show and/or the NABA convention this year, in Louisville, KY, Aug. 1-6 2006.

Happy Collecting!!



## NABA CONVENTION 2006

### Louisville, Kentucky



By the time this issue of the *Collector* is in your hands Convention 2006 will be but short weeks away.

Preparations have been made and the hospitality of The Commonwealth of Kentucky awaits you. There is not a lot to relate that has not been said before. Our convention hotel, the Holiday Inn Hurstbourne, is located in east Louisville and can be reached at 502-426-2600. Again, be sure to mention NABA to assure our special rate. Please make those reservations ASAP to ensure a room. If any problems are encountered contact Roger Owen at 502-425-5643.

The Holiday Inn is easily accessible right off I-64 at the Hurstbourne Parkway exit. Coming from the east take Exit 15. From the west take Exit 15 B-C (Highway 1747 North). The entrance to the Holiday Inn is between the Chevron and BP gas stations.

The optional activities are filling fast, but as

of this writing, spots are still available for both Wednesday's Brew Pub Tour and Thursday's Distillery Tour, as well as Thursday evening's Brewmaster's Dinner. I know we are all, as always, looking forward to the excellent auction that Dave Kapsos and Crew always provide. Once again a reminder that this year NABA members may consign one piece of whiskey advertising to auction, should they so choose.

Registration will begin at 10:00 AM in the Preakness Room. The registration packet will supply the necessary name tag which must be worn for all convention events, including Tuesday afternoon's Home Tour at the home of your convention co-chair Roger Owen. My collection centers around Louisville and Ohio River Valley regional Breweriana. I hope you all will come and visit. See you in Louisville!

*Roger and Kent*

*Convention schedule and map next pg.*

# NABA Convention 2006

## SCHEDULE OF EVENTS

### Tuesday August 1

- 10:00am Registration in Preakness Room.  
Pick up registration package map before Home Tour.
- 2:00pm-6:00pm Home Tour (Roger Owen-Louisville & Ohio River Valley Breweriana).
- 4:00pm Hospitality Room (Preakness) opens.  
*Will be open every night through Saturday and various times during the day.*

### Wednesday August 2

- 9:30am-5:00pm Bus Tour of Louisville Microbreweries & Brew Pubs. Lunch included. Bluegrass Brewing Co., Browning's Brew Pub, and Cumberland Brews.
- All Day Room-To-Room Activities  
Registration and Hospitality in Preakness Room

### Thursday August 3

- 8:00am-9:00am First time convention goers breakfast in Derby Room.
- 9:00am-5:00pm Bus Tour of Bourbon Whiskey Distilleries. Lunch at Talbott Tavern included. Makers Mark, Jim Beam, Heaven Hill and Kentucky Bourbon Heritage Center.
- All Day Room-To-Room Activities.  
Registration and Hospitality in Preakness Room.

### Friday August 4

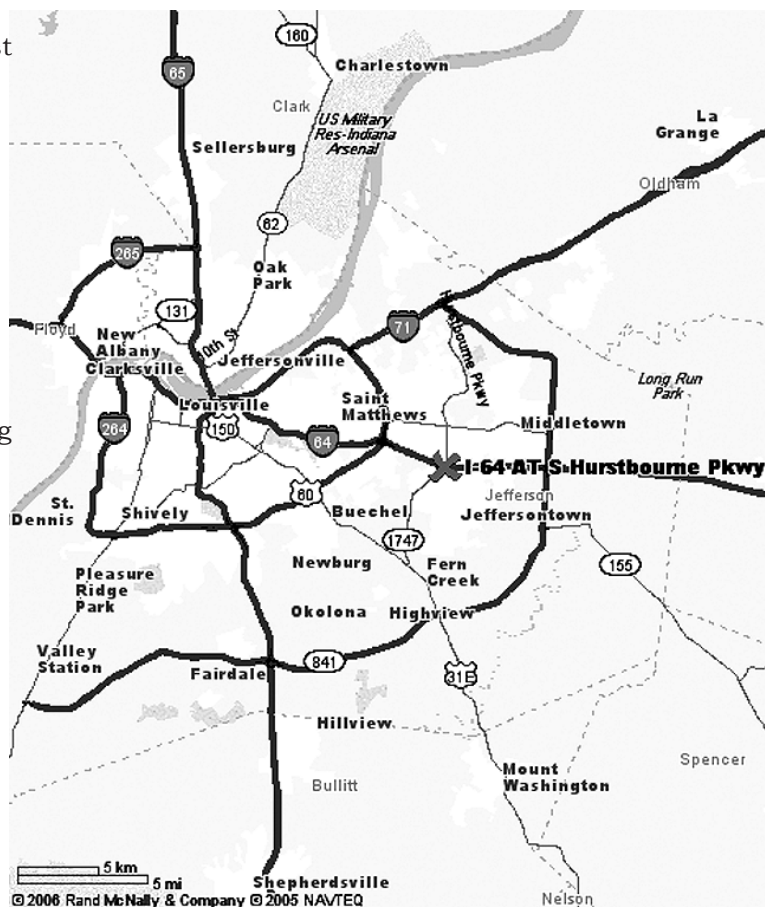
- 7:30am Officers and Directors Board Meeting in the Derby Room.
- 9:00am-11:00am Auction consignment outside Grand Ballroom.
- 11:00am-Noon Auction Preview.
- Noon-2:00pm Cash lunch available.
- Noon-3:00pm NABA Auction.
- 6:00pm-7:00pm Cocktails-cash bar in Atrium.
- 7:00pm Buffet Dinner in Grand Ball Room.  
Hospitality open after dinner and Room-To-Room Activities.  
Registration closes.

### Saturday August 5

- 8:00am-9:00am Buy-Sell-Trade dealer table set up. *No early buyers permitted until 9:00am.*
- 9:00am-10:00am Early buyer entry (\$10).
- 10:00am-2:30pm Buy-Sell-Trade Show open to public.
- 11:00am-2:00pm Cash lunch available.
- 6:00pm-7:00pm Kentucky/Regional Micro Beer Tasting
- 7:00pm Buffet Dinner in Grand Ball Room.  
Hospitality Room open after dinner for last time.  
Room-To-Room Activities continuing.

### Sunday August 6

- 8:00am-9:00am Buffet Breakfast & Annual Business Meeting: Grand Ball Room.





# ==== *Louisville Brewery Photographs* ====

## *University of Louisville Photographic Archives*

*By Kent Speer*

Louisville has a rich brewing tradition, but little remains of the historic brewery buildings. With the assistance of the University of Louisville Photographic Archives, one can glimpse what has been lost.

The Photographic Archives houses over 1.2 million photographs and associated records and manuscripts. It is a wonderful place to research not only the history of Lou-

isville, but also that of the entire country, through its many collections. Readers of Will Anderson's books have seen photographs from the Archive in *Beer USA* and *From Beer to Eternity*. And Ken Burns utilized the Archive for his film, "Baseball."

I have visited the Archive numerous times and each visit produces new and exciting discoveries, including previously unknown (at least to me) breweriana in bar views

and street scenes, as well as a photograph of a good friend working at Fehr's. The Archive can be viewed on line, also. Go to:

[http://library.louisville.edu/library/ekstrom/special/pa\\_info.html](http://library.louisville.edu/library/ekstrom/special/pa_info.html)

***Unless otherwise noted, all photographs here are from the University of Louisville Photographic Archives and used with permission.***



Display of Oertel Brewing Co. advertising covering the history of the firm to time of photograph (1956).

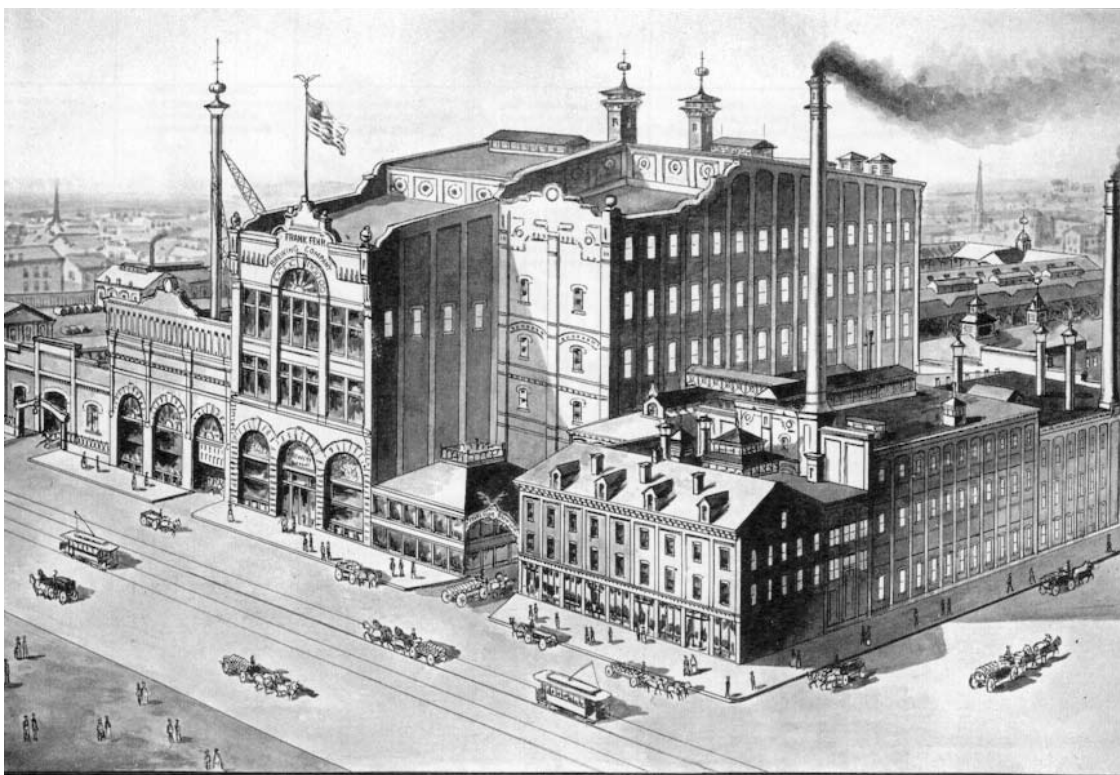


Senn and Ackerman Main Street Brewery parade float circa 1895. Note King Grambrinus behind driver and goat cart on top of float as well as corner signs on wagon.



Senn and Ackerman Brewing Company on West Main St. Closed with Prohibition, the once-grand building was abandoned at time photograph was taken, February 26, 1929.





FRANK FEHR BREWING CO.  
LOUISVILLE, KY., U. S. A.

Top: Frank Fehr Brewery as it appeared in the early thirties. Note striking similarity with brewery drawing at left. This drawing (not of the Archive) is taken from *Great Breweries of America*, published in 1894. Proof that brewery drawings are not always exaggerated.

**NABA Member  
Clint Leonhardt  
on right and Ted  
Jennings on left  
work the bottle  
filler at the Frank  
Fehr Brewing  
Co. in 1949.**

**Below: Fehr  
Bottle House on  
the north side of  
Fehr Ave. (now  
Liberty St.). The  
modern addition  
on the far right  
was constructed  
in 1948 and is  
currently all that  
remains of the  
brewery. It's now  
the First Link  
Supermarket.**



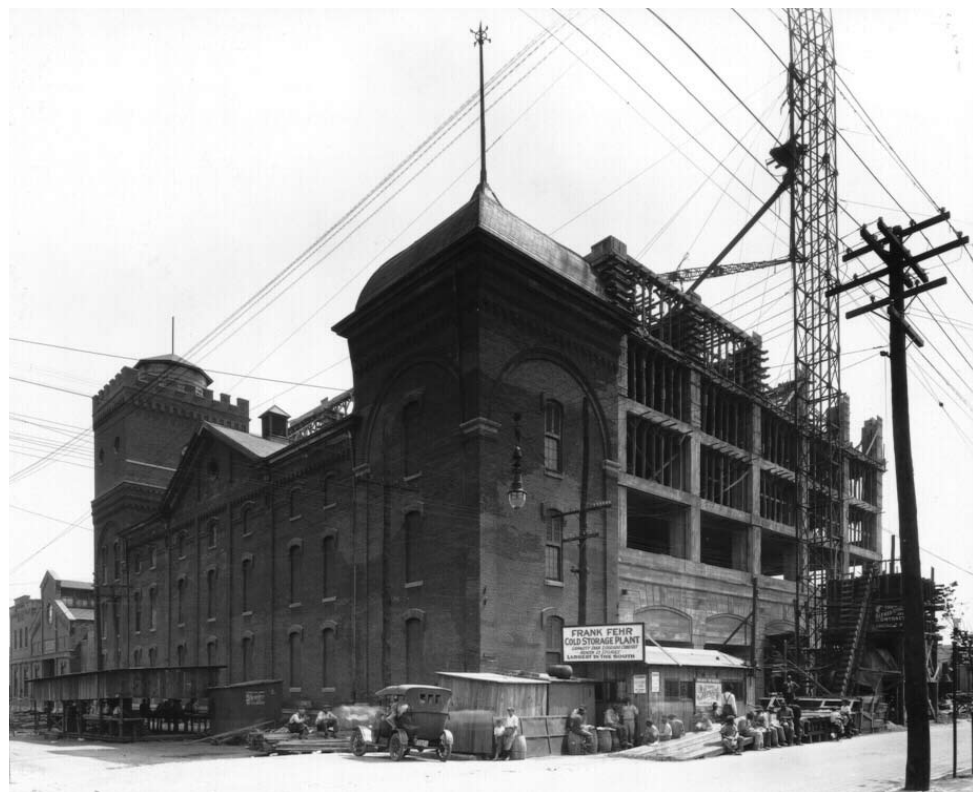


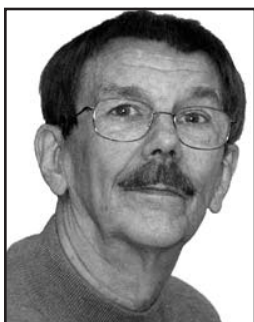


**Above: Falls City Brewery during Prohibition. Note Falls City Ice & Bev. Co. over door. This photograph was taken shortly before a railroad viaduct was constructed in 1930.**

**Left: This building was originally constructed as the Schaefer-Meyer Brewing Co. in 1889-1890. It became Frank Fehr Brewery Plant #2 in 1911. Photograph was taken during Prohibition and construction of the short-lived Frank Fehr Cold Storage Co.**

*Archive continued on p. 22*





# Labelology

By Bob Kay

## Brewing in Indianapolis: The Pre-Pro Years

Wernweg & Young are credited with starting the first brewery in Indianapolis in 1834. Many others counted brewing as one of their trades in these early years. The first major, The C.F. Schmidt Brewery, started in 1859. Peter Lieber and others established the Lieber Brewery in 1863 and C. Maus founded the Maus Brewery in 1864. A dozen or so other breweries were started in this period, none lasting more than 16 years.

In October 1889, the Schmidt, Lieber, and Maus Breweries were purchased by a British syndicate and named the Indianapolis Brewing Co. The combination easily represented the largest brewing concern in Indy and gained prominence, winning major prizes at expositions in Paris (1900), in St. Louis (1904), and in Belgium (1906). However, the good times came to an end as concerns about national Prohibition slowed the industry. Indiana became officially dry April 2, 1918.

IBC's three competing breweries were much smaller. The American Brewing Company used a clever takeoff on their initials (A Bee See) and made a unique label. The Home Brewing Co. produced at least one die cut (see next pg.), but most had especially vivid colors. Capital City used the trademark of the state capital dome.



These very early C.F. Schmidt labels predate the 1889 formation of IBC.

After briefly testing the near beer and soft drink markets, the two surviving plants called it quits. It appears their British ownership was abandoned or liquidated by the time Prohibition was repealed in 1933.

*Text continued on p. 27*







Examples of Indianapolis Brewing company's die cut labels: in the 1890s many marginal brewers resorted to copying the labels of their successful competitors. The bigs countered with unique die cut labels, most of these from circa 1896. Yes, that's a Budweiser brands from IBC.



One of IBC's competitors with their own die cut.





# Let's Talk Breweriana

By Rich La Susa

## BREWERIANA SIGHTINGS IN UNEXPECTED PLACES

The inspiration for writing columns and feature stories comes in many forms. One is a chance meeting with a scarce or unusual piece of breweriana in an unexpected place.

More specifically, for this column, inspiration blossomed during recent visits to a brewpub and a chain restaurant. And it didn't come from the meal or beer I consumed.

Chance encounters with quality, scarce (even exotic), beer signs and other breweriana in such places may not always be pleasant experiences, but can be rewarding.

I have seen some incredible beer advertising during visits to brewpubs and chain restaurants. Why in the heck should choice vintage pieces be used as decorations in these businesses? There are plenty of common, inexpensive signage, trays, and other advertising pieces for that purpose. How many customers would know the difference?

One chance encounter with the unusual was of the third kind—almost an outer-space experience. Or, more accurately, an out-of-place experience.

It occurred last year in the Red Oak brewpub in Greensboro, North Carolina, when I saw a rare Burgie Beer flying saucer mechanical sign. The

display was in our universe, but still was out of this world. I had seen photos of this rare 1962 dandy, but never one in person.

This mechanical oddity was displayed in the middle of the brewpub's large oval bar. It was one of four mega point-of-sale displays used by the Burgemeister Brewing Corp. of San Fran-

turned on, the large white saucer, mounted on the peak of an inverted blue cone-shaped metal base, revolved and undulated, lights flashing. It was '60s space-age fantasy in all its glory.

The top of the saucer features a Plexiglas bubble that protects its "pilot," Burgie's "Little Professor" character, in a simulated outer space environment. The bottom of the saucer features the words *Don't Forget* in smaller blue letters and *Burgie!* in large red letters in two places.

According to California breweriana expert and collector Rawley Douglas, the flying saucer is rare. It has an estimated value—in top condition—of \$1,000 to \$2,000.

"But the flying saucer and other mega Burgie displays are difficult to find in good condition," Douglas said. "And even when they appear on the market, the size of the pieces and high asking prices are deterrents to some collectors."

The flying saucer display is at least five feet high and the saucer portion at least three feet wide. That's only an educated guess, because the bartender didn't have a

tape measure—or the inclination to determine the sign's dimensions on a busy evening. Douglas doesn't own one of the signs, so he couldn't measure one for me. He said his house



cisco during the early 1960s.

The bartender watched me gawking, then asked if I would like to see it lighted and in action. My response was a quick and resounding "Yes." When



isn't large enough, although he is having an addition constructed. But not specifically for the Burgie sign.

The flying saucer and similar mega mechanical Burgermeister displays—one that featured a clown lying on his back, with 16-ounce Burgie beer cans attached to nose, hands and feet; one of the Little Professor in a dome that spouts water; and an hour-glass-shaped double cone sign with 16-ounce Burgie cans attached—were used in large grocery and liquor stores in the Bay area, Douglas explained.

The water-spouting dome—which Douglas said is similar to one issued by the Lone Star Brewing Co. of San Antonio, Texas, that featured a make-believe monkey—sells for at least \$3,000. If you can find one! The clown and double-cone displays also are large, scarce, and expensive.

Douglas believes there are approximately 10 to 15 flying saucer signs in existence, eight to 10 each of the clown and spouting water displays, and perhaps only a few of the double-cone pieces.

"Desirability for these signs—when they can be found—is limited, usually to West Coast collectors," Douglas said.

But how did a Burgie flying saucer wind up in a brewpub on the East Coast, thousands of miles from the Bay Area? Well, according to the brewery's website, "The saucer was purchased by (Red Oak's) Bill Sherrill out in an antiques shop in Arizona, and was repaired so that it could be displayed in the bar."

For some reason, although none of the Red Oak customers I interviewed had even heard of the Burgie brand, the flying saucer seemed at home behind its bar. But I'm sure I could get a dispute from Burgermeister collectors or those who special-

ize in California beer advertising—and maybe even from a non-collecting Martian.

Unlike my Red Oak "space" experience, I was far less thrilled to see some choice breweriana grace the walls of a south suburban Chicago Italian fast-food chain restaurant. Perhaps I'm envious that the restaurant owns the signs and I (or other collectors) don't. Other breweriana collectors have expressed the same sentiment.

Envy? Sour grapes? Perhaps. In my humble opinion, such breweriana belongs in private collections, owned by those who know and appreciate its place in the history of beer advertising.

Although it is a lucrative business for those who sell vintage signs advertising a myriad of products to restaurants and brewpubs, I quite frankly don't like the practice. I am a big fan of the free enterprise system, but I have my limits.

The vast majority of people who pass through the doors of these restaurants to dine on their simple fare know little or nothing about most of the products or brands advertised on these large signs. Even most who take the time to view them, likely could care less about them. The opportunity to look at old advertising signs is not why they patronize the restaurants.

So what's the point of displaying them? It's probable that some consultant or focus-group study said that displaying retro advertising is the fashionable and "smart" thing to do. Nostalgia "sells" and will attract customers, some believe.

Often, however, collectors don't ever get the opportunity to buy these items. Some restau-

rant and pub owners have a lot of money to spend on decorating and are willing to pay more for some vintage pieces than mainstream breweriana collectors.

And *overpay* some do. How do I know this? I've interviewed people who sell signs and other collectibles to restaurants and pubs. One dealer laughed for minutes after he explained how he sells old advertising and products to restaurants and pubs and how much money he makes. He probably laughed all the way to the bank.

All right, there is a positive about having these signs displayed in public restaurants. It's much easier for collectors to see them in a public place than if they were displayed in private collections. But I still don't have to like it.

I was impressed when I walked into the Italian restaurant and immediately saw an outstanding 1940s black, red, and white horizontal King Cole outdoor porcelain panel mounted over the entry doors to the



dining area. Inside, were a Prohibition-era Prima Special composition sign and a late 1930s Braumeister yellow tin sign. They could bring a smile to the faces of those who recall the brands from the depths of their youth—or a look of dismay from breweriana collectors. I fit into the latter category.

Based on sample interviews I have conducted, relatively few customers who frequent thousands of restaurants through-

*text continued on pg 25*

# *The Back Bar*

featured at  
*The New Brewery Collectibles Show*







Welcome! Here is all of the latest, greatest, lighted breweriana from The

Back Bar displays that ran at the New Brewery Collectibles Show in Suffern, NY, and the Blue Gray Show in Fredericksburg, VA. Between the last two displays there were twenty-six participants who contributed the thirty-seven spectacular items and numerous go-withs that you see here. I am grateful to all for their participation and for making these displays the best ever.

The 7th semi-annual Back Bar display is coming up fast. It will be in Suffern, from October 6<sup>th</sup> to 8<sup>th</sup>. There will be a whole new line-up of outstanding items. In addition, a new exciting event will be added to The Back Bar; a Best of Show contest. Awards will be given for the winner, 1st runner-up and 2nd runner-up. They will be determined by popular vote by all who attend the show. This contest will bring out the *best* of the best for all of you to enjoy.

For directions to the show or details on how to enter the contest, write to me at P.O. Box 610253, Bayside, NY 11361-0253, or e-mail me at: the-back-bar@earthlink.net, or come see me at the Convention in Louisville. I hope to see you there.

If you can't make it to the Suffern show or to Blue Gray, but would still like to see some lighted breweriana from your collection featured in this column, send some high-quality photos of your favorite items to me. If they qualify, I will display them here in a future BC issue.

Cheers!

# The Back Bar

By John Bain

## Review of the Fifth & Sixth Semi-Annual Displays



Reverse-etched and painted glass in metal body, by Crystal Mfg. Co., from Keith Belcher of VA



Reverse-painted glass dial in metal body; Lackner; Ron Shattuck, MA



Reverse-painted glass in metal body; Tube-O-Lite bubbler, R.R. Kellogg Inc.; Larry Handy, PA



Reverse-enameled glass lens in metal body; Gillco; John Bain, NY



Reverse-enameled glass lens with silvered back lens on metal base; Gillco; Dan Sullivan, OH



Reverse-etched and painted glass on cast metal base; not signed; Steve Potter, CT



Reverse-etched glass and neon in metal body with wood base; not signed; John Bain, NY





Milk glass dial with reverse-painted crystal in composition body; Telechron; Jim Romine, NC



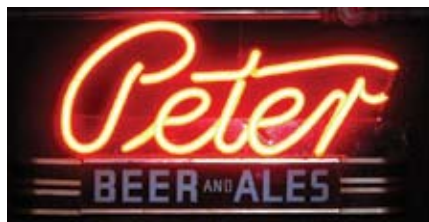
Neon and metal letters with reverse-painted, ribbed, glass insert in metal body; Lackner; Ed Johnson, CT



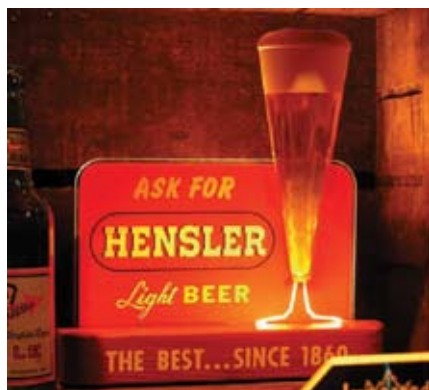
Reverse-etched and painted glass on cast metal base; not signed; Glenn Berry of MD



Reverse-enameled glass lens and globe; Gillco; David Donovan, MD



Neon with reverse-etched glass insert in metal body; Lumin-art Display Corp.; John Dikun, NJ



Reverse-painted glass on wood base; Tube-O-Lite bubbler, R.R. Kellogg Inc.; John Dikun, NJ



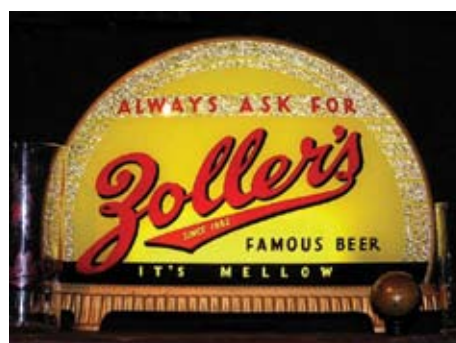
Reverse-enameled glass lens and globe; Gillco; Chip Zeiler, MD



Reverse-enameled glass lens and silvered back glass on metal base; Gillco; Bob Post, SD



Reverse-enameled glass lens in metal body; Gillco, John Bain, NY



Reverse-enameled glass lens and silvered back glass on metal base; Gillco; Mike England, IA



Reverse-etched glass with neon in metal body; Neon Products; Larry Handy, PA



Reverse-enameled lens and ripple globe; Gillco; Ray Johnson, VA





Reverse-painted and die-cut plastic face in metal body; Trenbath Corp.; Dee Lander, CT



Painted metal dial behind reverse-painted glass with neon spinner; Lackner; John Bain, NY



Reverse-painted glass on metal base; Halo Light, Price Bros.; Dennis Heffner, NY



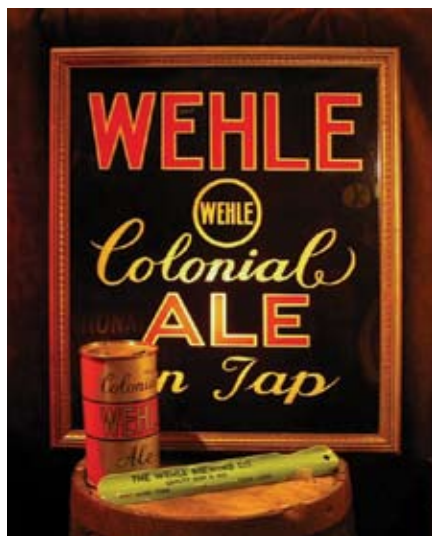
Reverse-etched and painted glass with chrome-plated metal top; Joe Radman, NJ



Reverse-enameled glass lens in metal body; not signed; Ray Johnson, VA



Detailed figural glass in metal body; Halo Lights, Price Bros.; John Bain, NY



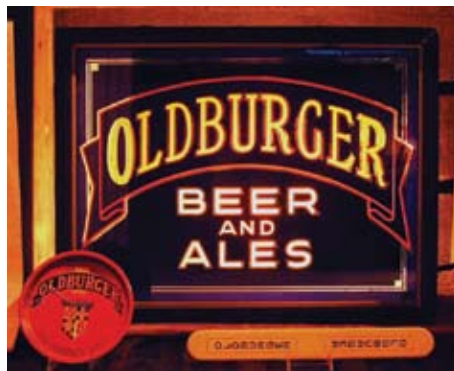
Reverse-painted glass in wood frame with metal body; Geo. Rutledge Co.; Jeff Browning, CT



Reverse-enameled glass lens and silvered back glass on metal base; Gillco; Hugh McMurtery, MA



Reverse-etched and painted glass in chrome-plated metal base; Gillco; Chuck King, NY



Reverse-painted glass in wood frame with metal body; Crystal Mfg. Co.; Dave Vajo, NJ

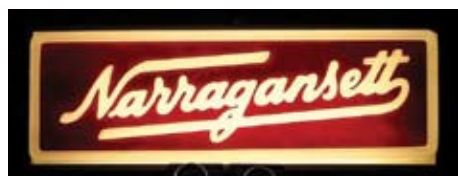


Reverse-painted glass in bakelite body on metal base; not signed; John Bain, NY





Reverse-painted glass in wood frame with metal body; Crystal Mfg. Co.; Hugh McMurtery, MA



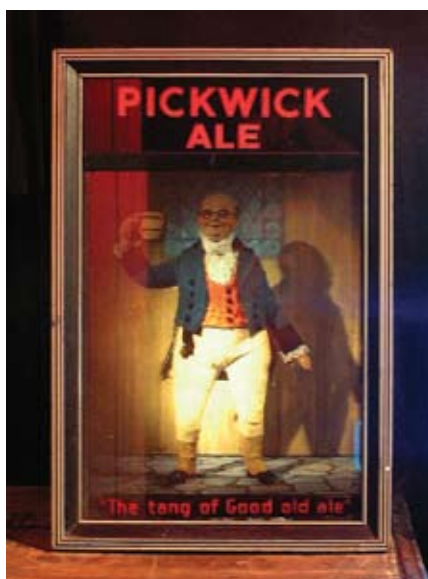
Painted embossed plastic face in metal body; Plastic Constructors; Cliff Dionne, MA



Reverse-etched and painted plastic on bakelite base; Ohio Adv. Display; John Bain, NY



Reverse-etched and painted glass with mirrored back; not signed; Steve Niles, NY



Reverse-painted Depth-O-Graph lens in wood frame with metal body; Perser Corp.; Hugh McMurtery, MA



Paper insert between glass in wood frame with metal body; not signed; Jeff Browning, CT



Indiana bottles and labels provided by Derrick Morris of Indiana



Left to right, top row: John Bain, Dennis Heffner, David Donovan, Keith Belcher, Chip Zeiler, Mike England, Dave Vajo, John Dikun, Larry Handy and Bob Post. Bottom row: Ray Johnson, Steve Potter, Dee Lander, Jeff Browning, Jim Romine, Brian Williams and Ron Shattuck. Not pictured: Glenn Berry, Cliff Dionne, Ed Johnson, Chuck King, Hugh McMurtery, Derrick Morris, Steve Niles, Joe Radman and Dan Sullivan. Thank you all for your valuable contributions, and thank you, Ron, for helping to assemble the display.



# *The Back Bar*

featured at  
*The Blue and Gray Show*





**Top: The Oertel Brewing Company on Story Ave. in 1941. Bottom: Composite photograph of Oertel Brewing Co. and the Bottling Works on the right. The brewery building was destroyed in 1972; the bottle shop is still standing.**



out the U.S. that display nice breweriana and signage for other products, actually are familiar with most of the extinct brands advertised on them.

Speaking of dismayed, the restaurant's manager was that and more when he saw me taking photos of the signs with my digital camera. Fortunately, I was snapping my final photo when he spotted me. I was roundly chastised. Company policy prohibited taking photos, he said frantically. But I "aw shucksed" him and promised never to do it again. The signs were firmly secured to the walls, and I was not a threat to make off with them.

The Prima sign was used by



the Prima Co. of Chicago during the early 1930s. King Cole was a small brewery that did business in Chicago Heights, IL, from 1934 to 1947 and Braumeister was the flagship brand of the Independent Milwaukee Brewery for decades.

Collectors who frequent some of the more than 1,000 brewpubs in the U.S. have seen scarce 1930s, 40s and 50s brewery advertising in some of them.

Hopper's closed recently and the whereabouts of the beautiful 1930s one-sided Old Manhattan Beer (Manhattan Brewing Co., Chicago) porcelain neon sign and 1930/40s porcelain and tin signs that advertised Wagner Beer (Wagner Brewing Co., Granite City, IL), Alpen Brau bottled Beer (Columbia Brewing Co., St. Louis), Utica Club Pilsner/Hot Frankforts (West End Brewing Co., Utica, NY) that were displayed (among others) on its walls is unknown. A few collectors I know are in hot pursuit of them.

A chain spaghetti restaurant in suburban Chicago features a similar Old Manhattan sign among its decor.

Among my favorites are: a die-cut cardboard Griesedieck Bros. tennis player stand-up display I saw in the Triple Rock brewpub in Berkeley, California; vintage porcelain and tin signs in Hopper's Brooker Creek in Palm Harbor, Florida; and neon signs at the Water Street brewery in downtown Milwaukee.

Also seen at Triple Rock were: metal signs advertising Western Brew Beer (Sioux City Brewing Co., Sioux City, Iowa), Bulls Eye Beer (Golden West Brewing Co., Oakland), and Acme Brew (California Brewing Association, San Francisco); cardboard signs for Fitger's (Fitger Brewing Co., Duluth, Minn.), Genesee (Genesee Brewing Co., Rochester, NY), Bull Dog (California Brewing Co., San Francisco), and Lucky (General Brewing Corp., San Francisco); and Blatz (Milwaukee), and Rainier (Seattle) back bar statues.

Among the neon signs seen at Water Street were Atlas Prager (Atlas Brewing Co., Chicago), Fox Head 400, with the image of a fox's head (Fox Head Brewing Co., Waukesha, Wis.), and a Grain Belt bottle cap (Minneapolis Brewing Co., Minneapolis).

I have seen hundreds of beer trays, some scarce and unusual, mounted—which usually means screwed or nailed—to walls of

brewpubs and restaurants. That includes some pre-Prohibition beauties that were virtually ruined by knuckleheads who either didn't know that you don't mount vintage beer trays to walls with screws and nails, or didn't care. I have seen metal and porcelain signs similarly treated—or mistreated.

For some reason, seeing old breweriana in brewpubs doesn't bother me as much as encountering pieces displayed in chain restaurants. (Damage caused by tobacco smoke in all is a concern, but fortunately most of the pubs in which I saw good cardboard, glass, and metal breweriana were tobacco-free zones.)

Brewpubs at least attract some who are craft-brew *and* breweriana enthusiasts. While I'd prefer to see these pieces in private collections, at least brewpubs attract hundreds of patrons who know what they are looking at and can appreciate the breweriana on display.

Many brewpub proprietors with whom I have spoken also are appreciative of what they own. Some say they display old breweriana to *attract* collectors into their pubs, and a few pub owners are even active and avid

collectors. Viewing choice breweriana items while sipping on good crafts beer is an added bonus.

There may come a day when the only public places in which you can view vintage beer signs will be chain restaurants and brewpubs. And that's a dreadful thought.

If you see any noteworthy beer signs in unusual places, we'd like to hear about them. The more unusual the signs and locations, the better.

Shortly after writing my column about Arizona breweriana for the Spring, 2006, issue of *The Breweriana Collector*, I was traveling back to the Phoenix area from a brewery advertising show in Bisbee, a quaint copper mining border town south of Tucson, and decided to follow up a lead from a collector about an old A-1 (Arizona Brewing Co., Phoenix) beer sign in Coolidge, a small town in Pinal County, about 50 miles south of Phoenix.

The lead was solid and I was able to view, in all its full-color beauty, one of the yellow two-sided A-1 can signs I wrote about in my column. The sign is mounted high on the front of

an old grocery store that did not appear to be open for business. The sign appears to be intact, but my tipster said it hasn't been lighted in years. He also said collectors have been unsuccessful in their attempts to purchase it from the building's owner.

(Another pleasant surprise I experienced was a visit in Bisbee with NABA icon Dave Matthews and his wife Donna, who live in Green Valley, south of Tucson. Dave, who shared with me some great stories about Chicago brewery history, couldn't resist the lure of a live breweriana show, the first one ever held in far-southern Arizona.)

My quest for sightings of old breweriana is one thing that motivates as I travel in the West and throughout the United States. Of course, I occasionally see old quality breweriana in antiques malls and shops, but those sightings, like the sign on the old building in Coolidge and in other cities small and large, are getting fewer and farther between.

We could eventually see more UFOs than old beer signs in the desert Southwest.

**Manhattan Brewing Co., Chicago, sign, similar to one once found at Hopper's Brooker Creek Brewery, Palm Harbor, FL, now closed.**





When Indiana went dry, the Indianapolis Brewing Co. had only three local competitors: The Home Brewing Co., 1891-1918; The American Brewing Co., 1897-1918; and The Capital City/Citizens Brewery, 1905-1918. These three also closed, as first the state, and then the nation (1920) went dry.

Some very collectable labels have survived from the pre-Prohibition era in Indianapolis. Ideally, a quick glance at a label should leave no doubt as to who made the brew. Perhaps because Indy was a relatively small market, the breweries felt their labeling had to be especially memorable. From about

1896 to the onset of Prohibition, the syndicated Indianapolis Brewing Companies dominated the scene with colorful die cut labels. One look and you could tell it was an IBC label, and they produced a wide variety of brands using their telltale shape.

Today, these jewels are considered quite choice by label collectors. IBC's three competing breweries were much smaller and had a tough act to follow. The American Brewing Company tried to cement identity for their brand using a clever take-off on their initials: A Bee See. Meanwhile, the Home Brewery produced at least one die cut

and most of their labels had especially vivid colors. Capital City used the trademark of the state capital dome to nail down the origin of their brews.

Ref: Notes from Jim Talley and John Ferguson; American Breweries II, Bob Kay Beer Labels, <http://home.comcast.net/>



This is a framed cardboard sign made by the Photograph MFG. Co. Inc., Louisville, KY, circa 1915. It is in a private collection. Photo courtesy Kent Speer.

# Auction Hysteria

By Robert Hajicek



**Grain Belt Felt Pennant, 11" x 28"**  
Minneapolis Brewing Co., Minneapolis, MN  
\$785



**Best Door Knob Set**  
Ph. Best Brewing Co., Milwaukee, WI  
\$202



**Budweiser Convex Porcelain Enamel Metal Sign, 13" x 13"**  
Anheuser-Busch Brewing Association, St. Louis, MO  
\$2124 (eBay Live)\*



**Genesee Bubblier Sign, 16" x 7" x 3"**  
Genesee Brewing Co., Rochester, NY  
\$4729



**Erie Lithograph on Tin, 33" x 23"**  
Erie Brewing Co., Erie, PA  
\$5203



**Miller High Life Lighted Globe Sign, 12"**  
Miller Brewing Co., Milwaukee, WI  
\$560 (eBay Live)\*



**Schmidt Bro's Reverse-On-Glass, 36" x 27" overall**  
Schmidt Bro's Brewing Co., Cincinnati, OH  
\$4425 (eBay Live)\*



**Rainier Reverse-On-Glass 15" x 21"**  
Seattle Brewing & Malting Co., Seattle, WA  
\$3250



**Jax Tray, 10-1/2" x 13-1/2"**  
Jackson Brewing Co., New Orleans, LA  
\$308

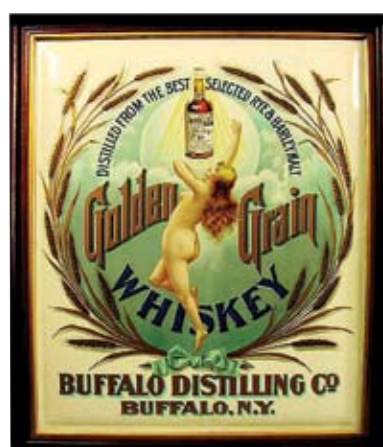


**Kamm & Schellinger Paper Lithograph, 22" x 32"**  
Kamm & Schellinger Brewing Co., Mishawaka, IN  
\$3835. (eBay Live)\*

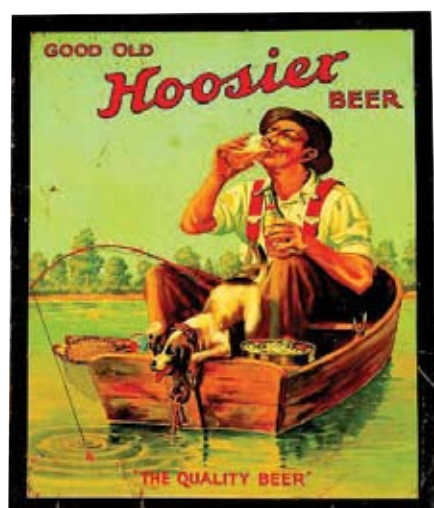




C. A. Lammers Reverse-On-Glass  
Tuchfarber Mfg. Co.,  
41" x 33" including frame  
P.H. Zang Brewing Co., Denver, CO  
\$30,680 (eBay Live)\*



Golden Grain Whiskey \*\*  
Celluloid Sign  
20" x 24"  
Buffalo Distilling Co., Buffalo, NY  
\$21,240 (eBay Live)\*



Hoosier Beer Tin Sign, 12-1/2" x 15"  
South Bend Brewing Co.,  
South Bend, IN  
\$1180 (eBay Live)\*



At Left:  
Marathon Clock, 15" x 8" x 3-1/2"  
Marathon City Brewing Co.,  
Marathon, WI  
\$500



Gluek Vitrolite Corner Sign  
24" x 16"  
Gluek Brewing Co., Minneapolis, MN  
\$2500



New Life Tray  
Goenner & Co., Johnstown, PA  
\$1907



Dick & Bros Tray  
10-1/2" x 13-1/2"  
Dick & Bros., Quincy Brewery Co.,  
Quincy, IL  
\$449



Menominee River Tray  
16-1/2" x 13-1/2"  
Menominee River Brewing Co.,  
Menominee, MI  
\$909

\* (eBay Live) at the end of a price indicates the item was sold during a live auction in which floor bidders competed with phone and internet bidders. All of the eBay Live sale prices listed here have been adjusted to include the buyers premium of 18%.

\*\* The Golden Grain Whiskey sign has been included since the auction at our convention in Louisville will accept whiskey advertising.



# Kentucky Brewery Stocks & Bonds

Photos Courtesy Larry Moter



Top Left: Lexington Brewing Company unissued stock certificate – please note the factory scene developed for this stock.

Top Right: Wiedemann Brewery Corp. specimen (a model used to show brokers what they are selling) – please note the vignette (logos) are individual corporate logos designed for the stock.

Middle Left: Liebmann Breweries, Inc.

Middle Right: An International Breweries, Inc. (IBI) stock – IBI was a brewing company that amalgamated different independent breweries into a short-lived corporate empire that included Iroquois (Buffalo, NY), Old Dutch (Findlay, OH), Frankenmuth (MI), the Southern Brewing Co. (Tampa, FL), and last but not least, the Bavarian Brewing Co. (Covington, KY).

Bottom Right: Falls City Brewing Company.





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## Looking Toward Louisville:

### In Search of the Prize

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By *Ed Culbreth*

You'd better believe I am looking forward to the Louisville NABA Convention in just a few short weeks. Breweriana and bourbon promise to make an unbeatable combination in Blue Grass Country. Rest assured that my hotel and rental van have been reserved. And I am ready to head for the promised land. Ready to check out whether "Big Al" Capone really hung out down at the Seelbach Hotel during Prohibition (just one of many things I plan to do between checking rooms and imbibing an occasional brew).

More than just a few years before I started collecting beer steins and breweriana, distilled spirits played a prominent role in the world around me. As a youth in a dry Alabama county, I often overheard talk by locals regarding where they would get their next drink, etc.

So trips to bootleggers and the county line (to buy beer) along with still raids by local authorities were commonplace events in my young world. And my Uncle August, a prosperous junk merchant, bought many of the stills (copper worms, etc.) from law enforcement officials to be sold back later to enterprising moonshiners. It was all very fascinating.

I will never forget seeing my first authentic "whiskey runner," a stripped-down 1950 Ford business coupe having only a driver's seat with reinforced rear leaf springs. Shades of Thunder Road, it was ready for a load of white whiskey in the preferred square metal five-gallon cans. Though empty, the "runner" reeked to high heaven

from previous loads of precious cargo. This awesome machine was most impressive.

Also, of no small interest, were those not-infrequent occasions when "revenooers" poured large quantities of illicit liquor and beer down the street drains in front of the local courthouse. The Wild West may have had outlaws, but Alabama (and other southern states) had their share of moonshiners, bootleggers, and whiskey runners who were just as exciting—and I lived among them.

So it is not hard to understand my interest in both whis-

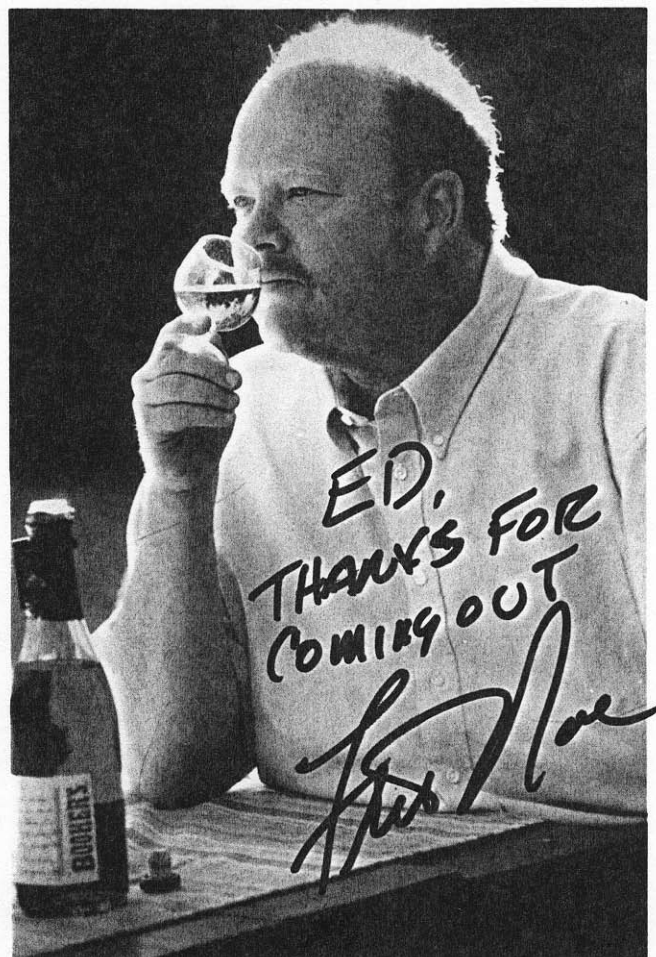
key- and beer-related items. I definitely look forward to joining in Louisville with others having similar interests, seeing old/new friends, and making exchanges for mutual benefit. There, it will be, in the words of Conan Doyle's Sherlock Holmes, "Watson, the game's afoot!"

Probably the greatest satisfaction in collecting is the hunt and subsequent sharing of finds and experiences with other dedicated enthusiasts in the hobby. And this is particularly true in NABA Convention room-to-room trading (RTR).

RTR offers the greatest opportunities during the year for knowledge gained, contacts



**Fred Booker Noe  
Great-Grandson of Jim Beam**



**BOOKER'S**  
BASIL  
HAYDEN'S

**BAKER'S**  
KNOB  
CREEK

**The Small Batch Bourbon Collection™**

made, and premium items acquired. A very reasonable registration fee entitles the NABA member to search the convention site (rooms, parking lots, etc.) wherever access is permitted, in his hobby's quest. It's a game: and you usually get out of it what you put into it (just like your Mom told you).

Unless you're a very new collector, please don't come just to buy. Contribute to RTR by bringing items to trade or sell. Open your room if at all possible. Good RTR helps build a strong NABA as well as to establish great member collections. Exciting things do happen during RTR.

One of the most impressive items of breweriana ever seen at a NABA convention changed ownership during RTR in Columbus, OH, just over five years ago. One of what is believed to be a pair of stained glass windows from the Bavarian Brewery of Covington, KY, was sold by Kenny Ostrow to a Texas collector.

Who knows? Maybe the missing mate will surface in Louisville. Stranger things have happened.

Turning to whiskey, one of my favorite pieces of advertising is an original signed photograph of Jim Beam's great-grandson, Fred Booker Noe. I obtained it several years ago in Dallas at a very generous tasting event, and was suitably impressed. The sponsors staged nothing less than a modern-day version of the old time whiskey drummer (salesman), standing free shots in the local saloon (that which is old is new all over again).

So let's get with it! Clear out your garage, attic, barn, and bring those unwanted beer/whiskey items to trade or sell. Bring in that old litho you loved so much ten years ago, but haven't given a glance since 1999. Share your treasures. No money? Rob the kids' college fund, sell your second car, or just get a home equity loan. Remember the old saying: *All's fair in love and war*—well that applies to building a great collection, too.

Before closing, I'd like to share a serious thought with everyone.

In discussing their desire to host this year's convention with the NABA Board of Directors, Roger Owen and Kent Speer indicated a sincere desire to give something back to the organization for all they had received in attending NABA conventions over the years. That was a wonderful sentiment. I am looking for whole multitudes of us to gather in Louisville to "give back" to NABA with our treasures and our good will. Do bring items for RTR, the Auction, and a great public sale.

Thanks also for all the diverse contributions so many of you have made over the years. I look forward to seeing you during RTR in the halls, lobby, and parking lots. I'll be coming early and staying late. Warm regards to all.





## Boiling in the Brew Kettle

By "Beer Dave" Gausepohl

### Like Grain in the Hourglass: Or, As the Wort Turns

In our last visit I reported that we would see some amazing turmoil in the brewing industry. The cannon's firing has begun. InBev, the parent company of the Rolling Rock brand, has sold this label to Anheuser-Busch. This 82 million dollar sale is only for the brand and other intellectual property. The physical brewery in Latrobe is not part of the sale. Rolling Rock will now be brewed in Newark, NJ and Columbus, OH.

InBev will close the Latrobe Brewery in August. At that point you will see Yuengling step in and buy the brewery. America's Oldest Brewery will take great pleasure in the White Knight purchase of this modern facility, which is strategically located near Ohio, Michigan, Kentucky, and Tennessee: states where Yuengling is currently NOT sold. By allowing the plant to close, all union and legacy costs will leave the premises. This allows Yuengling to waltz in with a clean slate and start fresh with their westward expansion. Just speculating here, but it does seem like a good scenario?

Anheuser-Busch is not finished with the simple purchase of the Rolling Rock brand. They have begun distribution of Grolsch in the US and have also started to distribute the Tiger brand from Singapore.

Another deal announced has the Widmer Brothers Brewery of Portland, Oregon buying roughly 1/3 of Goose Island of Chicago, including taking over the distribution rights for this brand. Widmer, which is roughly 40% owned by A-B, is widely distributed across the country through the A-B wholesalers network system. This deal allows Widmer to be brewed in

Chicago and for Goose Island to now become a nationally distributed micro similar to Redhook and Widmer.

The celebration has begun in the Cincinnati area as the Hudepohl and Schoenling brands are returning to their hometown. The Owners of the Christian Moerlein brand have purchased the labels from the Frederick Brewing Company. Production of these brands will be moving to The Lion in Wilkes-Barre, PA. Welcome Home, Hudy Delight, Little Kings, and Burger Beer!

Also in Cincinnati the Boston Beer Company is contemplating another expansion—or possibly building another facility—in Freetown Massachusetts, a suburb in the Boston area. At the same time the Frederick Brewing Company's brewery in Frederick, Maryland has been sold to the Flying Dog Brewery of Denver, Colorado. This purchase will allow Flying Dog to aggressively distribute on the East Coast with lower freight cost.

Pabst has also decided to return home—well almost. After moving to the Pearl Brewery in San Antonio when the Milwaukee brewery was closed, Pabst has been away from their home base. Over the last few years a beautiful redevelopment of the former Pearl Brewery site has been underway in San Antonio. The conversion of the former brewery into apartments, light industry, and retail will be a great use of this space. The state of Illinois has offered up millions in tax savings for Pabst to move from Texas. Pabst will be setting up in their new offices in the suburban Chicago town of Woodbridge, IL.

Pabst no longer brews their

beers: all of the over 45 brands they own are brewed by SAB-Miller, City Brewery, and a few others. So all Pabst needs is offices for their management and marketing teams. Many speculate that this also will help simplify a soon-to-be-announced sale of the Pabst Brewing Empire controlled by S & P Corporation.

Across the Pond in England, Scottish & Newcastle has purchased the rights to all distribution and brewing of the Foster's brand for all of Europe. Many speculate that since Foster's is making so much from their wine business that they may unload the beer brands completely to either Scottish & Newcastle or SABMiller.

Also the Young's Brewery in the Wadsworth section of London has agreed to merge with the Charles Wells Brewery of Bedford, England. All brewing will move to Charles Wells Eagle Brewery in Bedfordshire and Young's will close the London facility and sell off the highly sought-after location, which is expected to fetch over 100 million pounds. Young's brewed in Wadsworth for 175 years. The new Wells & Young Brewing Company will become Britain's largest family-owned independent brewery.

And lastly, in Seattle, Charles and Rose Ann Finkel have reacquired the Pike Brewing Company from Merchant du Vin, the import company he founded in 1978. MdV was sold to the Samuel Smith's Brewery in Tadcaster, England a few years back. It sure will be fun to have Charles, one of the original brewing pioneers and a collector, return to the beer business. Welcome back Charles!



# Executive Secretary's Report

By John Stanley

NABA ♦ PO Box 64 ♦ Chapel Hill, NC 27514  
naba@mindspring.com

The convention is fast approaching and as always one of the great sources of good quality breweriana for the hobby. Please make plans to attend the Louisville Convention in early August.

I would like to also welcome Lee Chichester as the new BC Editor replacing George Baley. She will be attending the convention and it will be your chance to meet her. Remember camaraderie, great breweriana, and a great atmosphere is what the NABA Convention is all about.

The renewal notice was an insert page in the Spring issue and it is a insert page in the current issue. You only need to renew if your expiration date is May 31, 2006 (the expiration

date is printed above your name on the mailing envelope for the BC). As a secondary option you can always use the new membership application page that is in each issue of the BC. Please note that PayPal is a fast way to pay your dues. The email account to send payment to is naba@mindspring.com.

As of Memorial Day we still have 353 members who need to renew for 2007 (out of 885 current members). Please use the renewal slip inside this issue to pay your dues (or use PayPal). Final notices will go out the end of August. Your dues must be current if you plan on attending the convention. The convention registration has a line to pay dues but please send them

to your Executive Secretary at the address below (do not send with your convention registration payment). Thank you to all members who sent in ballots for the officer and board member elections.

Please welcome the following new members and renewals (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), Marvin Gardner (1), Kevin Kious (1), Roger Owen (2), Mary White (1), Rejoins (4), eBay Auctions (1), and NABA WWW (3) for recruiting these new and one-time members. I hope everyone can be in Louisville the first week in August.

## 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!



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## New Members

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**Bell's Brewery**

Larry Bell (Angie)  
8938 Krum Ave  
Galesburg MI 49053-9558  
269-382-2338  
larrybell@bellsbeer.com  
History; Kalamazoo MI

**Bryant, Donald**

3440 Church St  
Malverne NY 11565-1752  
516-825-4529  
All Breweriana-Books &  
Magazines-Bottles-Cans-  
Mugs & Steins-Salt Shakers

**Covington, Darrell** (Tina)

2912 Koster Pl  
Louisville KY 40241-2408  
502-426-3686

**Decker, Brian**

2228 S Hill Dr  
Schoolcraft MI 49087-9534  
269-679-3954  
bjjzdecker@aol.com  
Clocks-Mirrors-Mugs &  
Steins-Neons-Signs-Tap  
Knobs; Miller, Coors, Pabst,  
Strohs, etc. (no A-B)

**Garrioch, Randy**

15 Sinnott St  
Winnipeg MB  
Canada R3R 2J9  
204-885-3932  
rlgarrioch@shaw.ca  
Bottles-Labels-Tip Trays-  
Trays

**Holland, James A** (Gina)

107 Ann Arbor St  
Manchester MI 48158-9701  
734-657-9710  
dutchii@comcast.net  
Calendars-Photos

**Johnson, Rockne** (Kathy)

1408 Kenwood Ave  
Duluth MN 55811-2344  
218-728-3689  
218-728-4705  
rockne@chartermi.net  
All Breweriana; Duluth  
Breweries: Fitgers, Peoples,  
Duluth Brewing & Malting

**King, Paul**

330 Way Ave  
Kirkwood MO 63122-3941  
314-570-6143

**Lang, Jeffrey P**

Olde Lang Signs  
8280 Ohio River Blvd  
Pittsburgh PA 15202-1456  
412-732-9999  
412-734-5264  
oldelangsigns@msn.com  
Signs

**Lott, Steve**

9 East 40th St  
New York NY 10016-0402  
212-532-1711  
F212-532-3674  
bigfights@aol.com  
Lithos-Menus/Menu Sheets-  
Neons-Paper Items-Photos-  
Signs; Boxing Graphics

**Lowry, Dave**

PO Box 190955  
San Francisco CA 94119-0955  
510-828-4333  
bigdavel@msn.com  
Books & Magazines-Bottles-  
Coasters-Corkscrews-  
History-Labels-Openers-  
Paper Items-Pinbacks-  
Playing Cards-Post Cards

**Mertie, Scott R**

1300 Fort Sumter Pl  
Brentwood TN 37027-1701  
615-370-8370  
smertie@comcast.net  
All Breweriana; William Gerst  
of Nashville TN

**Moore, Naomi**

1610 W Indiana Ave  
Midland TX 79701-7045  
432-682-1389  
All Breweriana-Glasses-  
Lithos-Mugs & Steins-  
Neons-Trays

**Schafer, Al** (Carol)

8260 W Monroe St  
Niles IL 60714-2717  
Glass Steins; Pre-Pro US  
or German with Brewery,  
Hotel, or Restaurant  
Advertising on Lid or Glass

**Shaw, Mike** (Dianne)

1604 Berry Blvd  
Louisville KY 40215-1902  
502-361-0400  
mikedishaw@msn.com  
Books & Magazines-Crowns

**Siska, Jeff**

2121 Hartland Blvd  
Independence KY 41051-8669  
859-363-0777  
C859-816-7910  
jeffsiskaauctioneer@fuse.net  
Ash Trays-Calendars-  
Leaded Windows-  
Reverse on Glass-Signs-Tip  
Trays; Northern Kentucky  
& Cincinnati OH Area

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# Travels with Brewster

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By Fred & Mary Clinton

After braving another Michigan winter, we decided to spin the old travel compass, hoping for a warm destination, and lady luck smiled upon us and chose SOUTH. We were ready to comply.

Our primary destination on this trip was the hill country of Texas. However, at the behest of a friend who winters in New Orleans, we made a short stop there to view the post-Katrina aftermath. The French Quarter carries on with its own peculiar brand of languid oblivion. Except for the, how shall we say, the "blunt" T-shirts disparaging FEMA and many others involved in hurricane relief efforts, which were for sale throughout the Quarter, it would be hard to know that anything had happened. Drive just a short distance away, however, and the scope of the destruction is positively mind-boggling. A very sobering experience.

On a lighter note, we did stop by the Crescent City Brewpub and found it alive and well. We have reviewed this place in prior articles, so we won't give you the play-by-play. The beer remains good in a hot weather kind of way: nothing too heavy or robust, but nonetheless tasty for the lighter styles the climate dictates. A Maibock special beer was available and excellent.

After leaving New Orleans, we meandered for a day and a night in Cajun country. We have found a favorite spot, and decided to return to Abbeville for a one night hit of Cajun food. We stayed at a B+B run by a delightful, earthy woman named Diana, who spun her own Cajun version of the hurricane Rita tale. It was mighty entertaining.

We finally made it to Texas

and what we hoped would be our first brewpub stop in Galveston. With info from Pubcrawler in hand, we headed downtown. After looking around where we *thought* it should be, we stopped in another bar where the young bartender informed us with more than a little chagrin that our intended destination was now a Fudruckers. He clearly agreed with our perspective that this was not an improvement. Galveston is nonetheless a very pretty town with many historic buildings and homes and certainly merited more than the one night we had to stay there.

We were able to get some great touring advice from the young bartender, though, and we headed down the barrier islands south of Galveston on our way to Port Aransas, not too far from Corpus Christi. This was a great jumping off point to explore the Aransas National Wildlife Area and the Padre Island National Seashore.

This is North Padre Island, by the way, not the South that is the college student Spring break haven. The North Island was fantastic, with 65 miles of uninterrupted roadless shoreline in the national Park.

An interesting fact we did not know until we arrived is that the beach is a public road in Texas, and if you are equipped with 4-wheel drive, you can drive the full extent of the Park's beach. Alas, our little rental car was not up to the task (well, Fred thought it was but Mary did not), but it was still great, and we added nicely to our birding life list. We cannot say we added to our brewpub list though, and Shiner Bock was the best to be had in the area.

Finally, we headed north with at least the prospect of some real craft brewed beer. The first brewpub find was purely serendipitous. We had a room in New Braunfels, a pretty old German town on the east edge of the Hill Country. While walking around a bit before dinner we went by the Faust Hotel, which displayed a sign saying, "The Brewpub at the Faust." We went in.

This was a friendly neighborhood-type bar with three beers available: a blonde, a brown, and a Hefeweizen. The blond was a very refreshing, light, summer beer. The brown was also decent. It was on the light side but had the right taste for a warm climate beer without any hint of butterscotch. The Hefeweizen was probably the least flavorful of the three, with little to no banana or clove flavors.

They have been in business eight years and if you live in the area, you can get a mug to hang on the wall, where it will await patiently your arrival. There were no T-shirts when we were there, but there is a nice view of their copper tanks from the bar. A nice spot in a pretty town, with a couple of great restaurants in the area, too.

Our next stop was also unanticipated. While driving through Boerne on an altogether different mission (Mary's quest to photograph old, smaller town courthouses), we came upon the Dodging Duck. This was a hopping place along a scenic little river and they had four beers on the day we visited. These were their Quacker in the Rye, Helles Bock, Lonesome Duck Pale, and a Double Chocolate Stout.

The rye flavor really came through on the Quacker and it had a dandy color. It was light



## Get your Ducks in a Row!

### Lonesome Duck Pale Ale

A classic American-style pale ale, with medium hops, burnished gold color, and lots of malty body.  
[medium golden color, medium hops]

### Quacker in the Eye Ale

The subtle crispy taste of rye added to this smooth & balanced beer will delight your palate! Very drinkable.  
[golden color, light hops]



### DODGING DUCK DOUBLE

**CHOCOLATE STOUT:** chocolate malt and cocoa combined with just the right balance of hops. Dry and smooth, for a super chocolate rush!  
[black with mild hops]

### Helles Bock

German for "light bock" (a multilingual oxymoron...), this delightful lager has a crisp yet robust malt taste. Prosit! [light color, medium hops]

and crisp with a dry finish. A very drinkable brew. The Bock was interesting: it started malty but finished quite dry. The Pale we thought was a little off. Enough said on that. The Stout was the real winner. This was not the sort of beer you expect in the south. It had huge roast flavor and aroma and was quite tasty.

This is a nice little spot that has been brewing beer since August of 2002. All the beers are brewed on premises and they have a nice selection of T-shirts, hats and glasses.

Our last beer stop of the trip was Fredericksburg Brewing in Fredericksburg. This is the tourist heart of the Hill Country and the town is full of shops and restaurants. It's just a few miles from LBJ's ranch, and surprisingly, a rather large number of wineries. And one other surprising thing about Fredericksburg is that any business can sell beer or wine in a "go cup" and you can walk around town enjoying it. Sort of like New Orleans.

We took no chances on this one and actually booked a room at the brewpub. They offer B+B: bed and brew. You get a coupon for a pint or a sampler with your room. We tried the sampler and the five beers they had available were a Wheat Ale,

Enchanted Rock Red Ale, Peace Pipe Pale Ale, Admiral's Amber Ale, and a Pioneer Porter.

The Wheat was in the American style and was not very wheaty. It also had little by way of banana or clove, but was a smooth brew. The Red, named for an outcropping of rock nearby, was a good example of the style. It was clean with good balance. The Pale was very hoppy (Mary would have a like a little more malt to balance it), and most will find this a pleasing American-style beer.

The Amber (named for hometown hero, Admiral Nimitz), is similar to the Red, but a bigger beer. It had more mouth feel and hop than the red and was quite nice. Both the Red and the Amber had nice color, too. The Porter was borderline robust with lots of body and very nice roast flavor. It was not quite as big as a true robust porter, but it was a very good beer. It received our Four Paw Pick \*\*\*\* of the group.

The brewpub itself is very busy and there is a larger beer

garden in the back where they offer live music and a place for you to cool your heels and your throats while you wait for a table. They did have glasses and T-shirts, but only one single XL in all the styles available.

As a side note here, we know from having run a small business that it's sometimes hard to keep up with demand. We cannot understand, however, why more brewpubs don't do a better job of keeping T-shirts in stock. There aren't many opportunities to get your customers to pay for the privilege of advertising your product!

Well, we feel better now. And we are also pleased for having made this trip. The Hill Country was very pretty and still somewhat empty. In spite of the rural quality, there were many excellent places to eat, not the least of which was Cooper's BBQ in Llano. (13 kinds of meat on the grill). And, while we have not been to any of the big cities of Texas, the thing that really overwhelmed us was the gra-

cious friendliness of everyone we met in the small towns and villages. That was perhaps the most serendipitous thing of all. It's a trip we encourage you to try.

Until next time, cheers. . .





## Advertising

### Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

Lee Chichester  
The Breweriana Collector  
PO Box 878  
Meadows of Dan, VA 24120  
540-593-2011  
falconer@swva.net

### CLASSIFIED ADVERTISING

NABA members may advertise up to six lines (about 50 words) in the **Buy-Sell-Trade** area for \$5.00 per issue. We are unable to provide proof copies or tear sheets of Classified ads.

### DISPLAY ADVERTISING

Full page.....\$150  
Half page.....\$ 80  
Quarter page.....\$ 40  
Eighth page.....\$ 20  
Business card (3.5 x 2 in.).....\$ 15

Color increases above prices by 50%. Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply camera-ready copy. Materials that are oversized or undersized will be changed to correctly fit your paid space.

### PAYMENT

US funds must accompany order. Make check payable to NABA and send to address above.

### DEADLINES

Issue	Materials Receipt	Est. Publish Date
Spring	March 1	April 1
Summer	June 1	July 1
Fall	September 1	October 1
Winter	December 1	January 1
Memb. Direc.	December 15	January 1

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## Buy ♦ Sell ♦ Trade

**BACK ISSUES** of the BC for Sale: Issues 87; 91 - 98; 100 - 102; 104 - 109; 111 - 133; prior to issue 82, some here and there: please inquire. Issue 110 is \$10. Others are \$6 each and five for \$25. Shipping is \$1 pr issue and \$4 for each set of five. 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. 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: Lee Chichester at falconer@swva.net. 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. Send your check in now. Please be certain to state the size(s) and send your payment to:

NABA, PO Box 64, Chapel Hill, NC 27514-0064

## 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, 2006 ~ Kansas City, MO

Hyatt Regency Crown

Contact: BCCA Headquarters at 636-343-6486



## Events of Interest

### MONARCH

25TH ANNUAL

FALL-FEST

OCTOBER 27TH

RAMADA INN ~ RTE 64

9:00 - 2:00

Contact Allen Bormann  
abormann6735@wowway.com  
630-305-8618

### HOOSIER

October 7th, 2006 9 am

American Legion Post #357

5414 W. Sample st.

South Bend, IN

Contact Wes Weaver

574-273-6020

Exchange Micros  
@ The Annual Convention

### MICROBREW

Contact

George Baley

gbaley@comcast.net



### WANT TO HOST IN '09 OR '10?

NABA is looking for host cities for the 2009 and 2010 Conventions.

Does your chapter want to consider inviting us to your town?

Contact: Larry Moter

804-448-3928 • accneca@aol.com

### QUEEN CITY

August 13 9 am - 1 pm

November 26 9 am - 1 pm

Blue Ash, OH

Raffle's Banquet Center

www.queencitychapter.com

Contact: Debbie Dowers

pintsandpooh@fuse.net

Capital City  
Chapter  
Blue & Gray Show  
February 14 - 17  
2007

Contact Ray Johnson  
rayneri@starpower.net

## NABA CONVENTIONS

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