

The **BREWERIANA** COLLECTOR

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

Volume 139

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FALL 2007

*Quad Cities Brewing • Bay City Convention Recap Photos
Labelology News From Bob Kay: Vol. 1*



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The **BREWERIANA COLLECTOR**

FALL 2007

#139

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COVER:

This top-grade Rox Pale Lager tin sign, issued around 1938 by the Rock Island Brewing Company, is from the collection of Mike Wenthe. Photo by owner.

Labelology News from Bob Kay:

I am working on an illustrated catalog of early **US brewery labels** that includes pre-Prohibition, Prohibition and irtp era labels. This period represents **1950 and earlier** labels. Because of the large numbers involved, priority will be given to unique graphics, not minor variations. I will draw on labels from my reference library, and welcome (and acknowledge) contributions from other collectors. A preliminary layout is shown.

Labels will be sorted geographically by state, city and brewery within each city. Notations ac-

companying each label include age codes, such as pre-Prohibition, Prohibition, L-permit, U-permit and irtp, in addition to noteworthy comments and value estimates. I hope to have the first volume available during 2008. It will include labels from these 13 western states: AK, HI, CA, WA, OR, ID, MT, WY, AZ, UT, CO, NV and NM. Book pricing and timing for the remaining states has not been finalized. Please call or email questions: 630-879-6214; beerlabel@comcast.net.



Anaheim CA pp
Union BC 400



Anaheim CA pp
Union BC 300



Anaheim CA p
Union BC 100



Azusa CA i
Lucky Lager BC
Dated July 1949 5



Azusa CA 1951
Lucky Lager BC
Dated Aug 1951 5



Bakersfield CA pp
Bakersfield BC 100



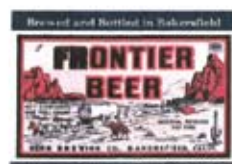
Bakersfield CA p
Bakersfield BC 400



Bakersfield CA i
Kern BC 40



Bakersfield CA i
Kern BC 40



Bakersfield CA i
Kern BC 40



Bakersfield CA i
Kern BC 40



Bakersfield CA i
Kern BC 40



Bakersfield CA i
Kern BC 40



Bakersfield CA i
Kern BC 40



Berkley CA pp
Raspiller BC 400



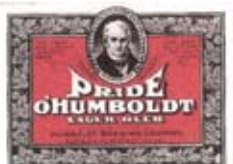
Berkley CA pp
Raspiller BC 300



Etna Mills CA pp
Etna Bry 400



Eureka CA pp
Humboldt BC 300



Eureka CA pp
Humboldt BC 300



Eureka CA pp
Humboldt BC 150



President's Message

August is renowned for “the dog days.” Since our Bay City Convention, we here in Virginia have been mired deep in record-setting heat and humidity. I now understand why August is known as the dog days. It has been so hot “that when my dawg chases a rabbit, they both walk!”

This August started in a spectacular fashion in beautiful Bay City, Michigan, at the NABA Convention. Along the river, downtown Bay City is beautiful. The Doubletree was an excellent facility with great personality. The hospitality room in the 6th floor suite had the best panoramic view ever for a NABA

convention: the Saginaw River and adjacent parks, plus downtown Bay City. Gorgeous.

NABA has to thank everyone who made Bay City a stellar event. The convention committee—consisting of the Dan McShane family, Ricky Schmidt & family, Fred & Mary Clinton, Frank & Vicki Zynda, Dave Alsgaard & Kelly Busse, Barb Bauer, Jim Kaiser, Terry Warwick, and all the local members who assisted in the planning/detail work—made this convention a reality. There is just not enough room to list all the people who had a hand in creating and running an excellent gathering.

There are two lovely ladies who also deserve a lot of credit for the arduous work of running

the registration desk. Helen Haydock and Mary White deserve a lot of kudos for that very necessary task.

Also, I would like to thank Dave Kapsos and the auction committee. There are a lot of dedicated folks who work hard for the membership. Please thank them at next year's auction. The rule changes did, in fact, appear to work, and from my perspective, we had an improved auction that generated a lot of hallway buzz.

I know I missed seeing and personally thanking a lot of folks who made this Bay City Convention a reality. I apologize for that—there are many folks that did a lot for NABA. I do want to thank all the members in attendance. If you could not attend, we hope to see you in Quad Cities in 2008.

There is a final group of breweries and brewery folks who deserve a lot of thanks: The Michigan Brewers who were sponsors of the hospitality room and the Taste of Michigan reception (see box next page).



Helen Haydock (left) and Mary White were tireless Registration Desk Officials.

An activity from which I personally derive immense pleasure is traveling to the NABA convention, engaging in “brew-pubing and antiquing” en route. Jim Wolf and I were able to visit many of the breweries on this list and enjoyed many fine products of the brewer’s art. We used our own *BC* column, “Travels with Brewster” as a tour guide. Jim and I were also advised via email by BeerDave Gausepohl to skip through the states leading to Michigan, because Michigan is the Midwest’s hotspot for quality microbrewery & brew-pub products. That was sound advice to which we can definitely attest! See you in Quad Cities in 2008!

Arbor Brewing Co., Rene Greff, Owner
 Arcadia Brewing Co., Tim Surprise, President
 Big Rock Chop House, Dan Rogers, Brewer
 Dark Horse Brewing Co., Aaron Morse, Owner
 Dragonmead Microbrewery, (root beer), Earl Scherbarth, Owner
 Fort Street Brewery, Doug Beedy, Brewer
 Hideout Brewing Co., Ken McPhail, Owner
 Jamesport Brewing Co., Tom Buchanan, Brewer
 King Brewery and Pub, Christie King, Owner
 Lumber Baron’s Charcoal Grill and Brewpub, Marty Rapnicki, Brewer
 Michigan Brewing Co., Bobby Mason, Owner
 Mountain Town Station, Kin Kowalski, Brewer
 Redwood Lodge, Bill Wamby, Brewer
 Rochester Mills Beer Co., Eric Briggeman, Head Brewer
 Sherwood Brewing Co., Ray Sherwood, Owner
 Tri - City Brewing Co., Kevin Peil, Owner
 Wiltse’s Brew Pub, Dean Wiltse, Owner



From the Editor’s Desk

I hope everyone who attended the Bay City Convention had as good a time as I enjoyed. If so, I hope each of you will thank

the people responsible for making it happen for us all.

For those who did not attend, I hope you will consider sending in your registration next year, because you missed a doozy this time: and next year’s event in the Quad Cities is shaping up to be just as good.

It is my sad responsibility to say goodbye to one of our most reliable columnists who kept tabs on the Chapter news throughout the NABA membership, for the *BC*. Mary White is giving up her post as contributor of Chapter Doings.

Until her great good efforts can be replaced by a new volunteer willing to attempt to fill her shoes, I hope the Chapters won’t object if I call on each one individually to submit materials on their shows and events, with captioned photos of their chapter members and guests in attendance.

While we will miss Mary among the pages of this publication, she will continue to be stalwart in other areas of NABA involvement, so this is not a permanent goodbye; simply a “ciao” from this publication. We’ll miss you, Mary.

With loss, however, is accompanied gain as we welcome George Baley back to the *BC* in a new role with a new column we all hope you will enjoy. You can find it on page 25.



Many thanks to the Bay City Convention Team, some of whom are pictured here, l to r: Kelly Busse, Dave Alsgaard, Fred Clinton, Adam McShane, Dan McShane. Not pictured: Ricky Schmidt and family, Mary Clinton, Frank & Vickie Zynda, Barb Bauer, Jim Kaiser, Terry Warwick, and many Doggone Good Chapter members and their families.

Beer in the Beehive: A History of Brewing in Utah

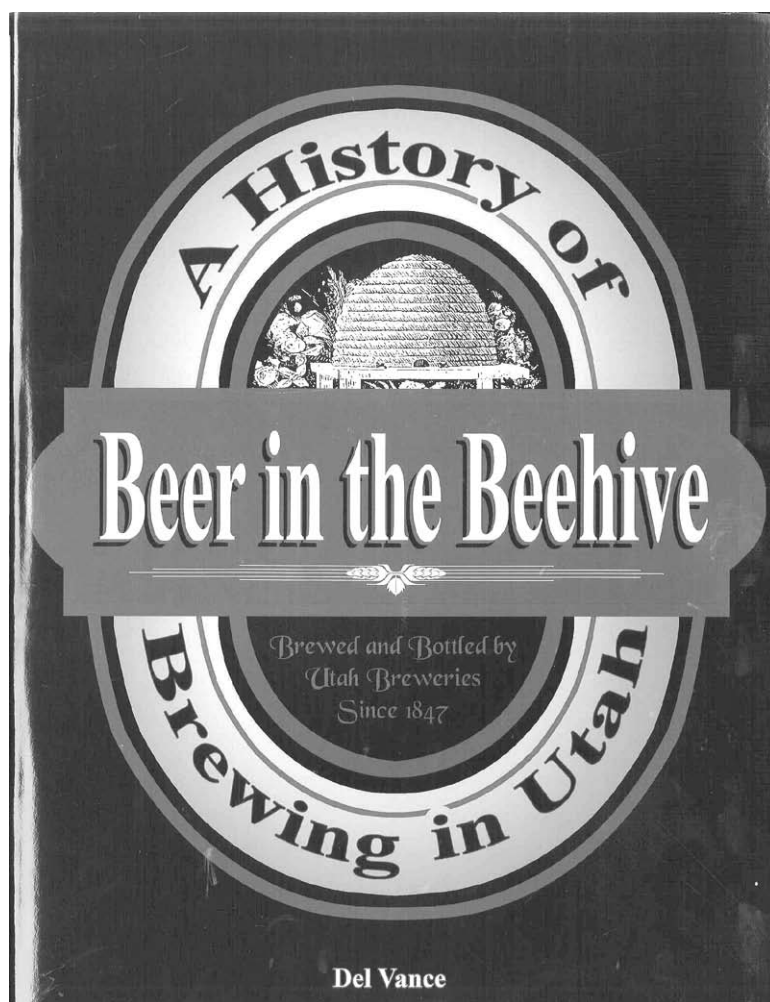
By Del Vance

Reviewed by Lawrence R. Moter Jr.

I recently saw a brief review of this book in a "Rocky Mountain Brewing" newspaper, and found out how to order through a Google search. The results led me to Ken Sanders Rare Books (kensandersbooks.com). Cost was \$32.95 plus shipping.

I found this to be a real informative book about the history of the Utah brewing industry. It covers many obscure Utah breweries including saloon breweries. It also covers the "major prePro & postPro regional breweries" for Utah including Salt Lake City Brewing Company, Wagener's California Brewery, A. Fisher Brewing Company, plus Becker Brewing and Malting. It also has comprehensive research on modern microbreweries and brewpubs. Mr. Vance is knowledgeable about Utah brewing since he is a partner in the Unita Brewing Company. He is also "a huge beer lover and history buff" (page 315 – about the author).

This book is 315 pages long (soft cover) with many color pictures of breweriana. There are also many black and white photographs of historic brewery structures, etceteras. It's a fun book to read and a welcome addition to the brewery book collection. I never knew that Utah had so much brewing history until I perused this book.



Antique & Collectible

Brewery Spoons

By Winifred H. Scheib

Ed. Note: This article first appeared in the April 16, 1997 edition of Antique Trader. The information presented is slightly dated, but nevertheless interesting. Reprinted with permission from Antique Trader, published by F+W Publications. To learn more, visit www.antiquetrader.com.

The brewing of beer goes back at least 5,000 years, if we believe Egyptian hieroglyphics. In America, colonial housewives routinely made beer from available grains. Both George Washington and Thomas Jefferson left their favorite beer recipes among their personal papers. Today, the marketing of commercial beers is so competitive that brewers use every possible advertising device to “woo” consumers, including souvenir spoons which are sought by collectors.

Beer is defined as a beverage with up to six percent alcoholic content, made by fermenting malted grain, usually barley, flavored with hops and diluted

with water. Most American beers are of the lager-type, lager being a German word meaning “holding.” Because most of the successful early brewers in this country were German immigrants, their native tongue was used for much of the terminology.

One of the oldest slogans advertisers have used promotes “the beer that made Milwaukee famous.” That saying was used by Schlitz, the country’s top brewery for many years.

A sterling spoon made by Shepard has a state crest at the tip of the handle and “Wisconsin” lettered down the stem. In the gold-washed bowl is a stemmed beer goblet foaming

over with beer and the question lettered above it, “What made Milwaukee famous?”

The slogan came about after the great Chicago fire in 1871. The ruined city was desperately short of beverages so the Krug brewery of Milwaukee responded to Chicago’s plight by sending a shipload of beer. The grateful fire victims made that their favorite beer.

The Schlitz brewery was started by August Krug in Milwaukee in 1849. When he died in 1856, the company’s young bookkeeper, Joseph Schlitz, took charge of the brewery, married Krug’s widow and eventually changed the name of the product. The beer that made Milwaukee famous was acquired in 1980 by the Stroh Brewery, of Detroit, which was founded in 1859 by Bernhard Stroh. The old Schlitz brand names were retained by the new owners; these include Old Milwaukee and Erlanger.

Another Milwaukee souvenir is a Paye and Baker sterling spoon which features a lidded beer stein at the tip, Milwaukee city hall and “Milwaukee” lettered down the stem. A demispoon, marked “Versilbert,” has its handle topped with a tiny beer stein in which its lid can be opened or shut. This type of souvenir is popular not only with collectors of breweriana,



but also with those whose collecting category includes spoons with moving parts.

Also from Milwaukee comes a Pabst sterling teaspoon manufactured by Durgin. A garland of hops and barley heads frames a foaming German beer mug on the handle's tip and twines the length of the stem, which is lettered "Milwaukee Souvenir."

Also on the handle is a hop leaf with the letter "B" in the center and the company slogan, "Age, Purity and Strength." The "B" is the initial of Jacob Best, Milwaukee's first brewer. In 1844, he began what was, when the spoon was issued in 1891, the world's largest brewery. This large complex is depicted in the spoon's gold-washed bowl. When Jacob's son, Philip Best, retired, his son-in-law Frederick Pabst took over the brewery which still bears his name. Pabst beers rank in the top five in the country in sales volume and popularity.

A second pattern handle sterling teaspoon by Manchester has an engraving of the Pabst Building in Milwaukee in its gold-washed bowl. Also available for collectors are companion post-cards from about 1909. The Durgin Pabst spoon, because of its superior design, age, scarcity, and the publicity surrounding it, is considered very desirable by collectors and is valued at several hundred dollars.

A third brewing giant from Milwaukee is Miller, which was bought in 1855 by Frederick Miller. The brewery lagged behind the leaders until 1971 when it was bought by tobacco giant Philip Morris. A lower-calorie "lite" beer was introduced; industry observers called Miller Lite "the biggest new product in beer history." An aggressive advertising campaign was un-

dertaken, featuring well-known sports figures and showing ordinary people ending their working days with "Miller Time" at a local bar. Although other breweries hastened to add reduced-calorie beers to their lines, Miller Lite climbed rapidly into the number two spot, just behind Budweiser.

The Miller Lite spoon is not sterling and not marked by its manufacturer, but it is an attractively-designed plain demi with a replica of the Miller Lite label applied to the handle. The design is a circle with a bound sheaf of grain in the center and the legend "A fine Pilsner beer." Pilsner is named after a beer brewed in the town of Pilsen in Bavaria for 800 years, and is

hundreds of thousands of copies of a painting of Custer's Last Stand, from the time of his grandson, the first August (Gussie), down to present times, the Busch family seems to have a touch of advertising genius.

Everyone is familiar with the matched teams of Clydesdale horses who pull Budweiser beer wagons across America, and the Busch-owned St. Louis Cardinals help to market the brewery's products at their baseball games in Busch Stadium. The Anheuser-Busch organization has invested heavily in theme parks, including The Old Country in Williamsburg, VA, and The Dark Continent in Tampa, FL.

The spoon is manufactured by Fort, the medallion on the

Eberhard Anheuser, a soap manufacturer, invested in a failing brewery in 1860.

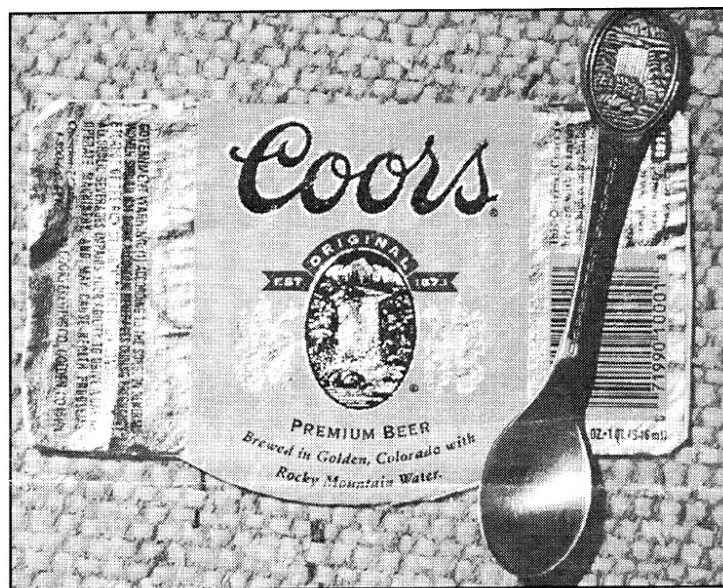
a generic term for the popular light beer favored by Americans. Miller's premium beer is called Löwenbräu, also named for a famous German beer.

The so-called "King of Beers" is brewed not in Milwaukee but in St. Louis, MO, where Anheuser-Busch is headquartered. Eberhard Anheuser, a soap manufacturer, invested in a failing brewery in 1860. Again, it became the chore of a family member, son-in-law Adolphus Busch, to make it profitable. With the cooperation of Carl Conrad, a local restaurateur, Busch perfected a light brew similar to the ones of his native Germany.

Budweiser takes its name from the town of Budweis in Bavaria. From the days of Adolphus Busch, who gave away

handle is centered by the company's monogram, an "A" with a flying eagle mounted upon it. The same monogram is encased in a Lucite beer tap handle. Tap beer is draft, stored in barrels after the brewing process is complete, and meant for immediate consumption. Canned beer has a shelf life of about four months and bottled beer's is six months. Both are pasteurized, unlike draft beer, so many beer enthusiasts feel that draft has a superior taste.

Heileman's is another Wisconsin brewery founded in 1858 by Gottlieb Heileman. A spoon could be purchased as a souvenir of a tour of their brewery in La Crosse, WI, and replicates the label on their Old Style beer. This company existed primarily as a local brewery until the late



1860s when it began acquiring other regionals such as Associated Breweries, Blatz, Oregon's Blitz Weinhard, Seattle's Rainier, Minnesota's Grain Belt, and Texas' Lone Star. Heileman's, in turn, was acquired in 1987 by Alan Bond, of Australia, one of the largest multi-national companies in the world.

Lone Star calls itself "the National Beer of Texas," and though it is now owned by an international conglomerate, a visitor to San Antonio can visit the Buckhorn Saloon on the Lone Star brewery site. Here, one might admire a bewildering display of animal horns, sample Lone Star (regular or light) at the antique mahogany bar, or step into the gift shop to purchase a souvenir spoon.

As most commercial beers in the US are rather alike, advertisers try to promote variations as selling points. These include different additives to the wort (brewing medium), types of hops used for flavoring, temperatures allowed in fermentation and ageing, number of filtrations, and of course, the water,

which makes up 90 percent of the beverage.

Generally speaking, the harder the water, the more flavorful the beer as the dissolved minerals in the water contribute to the taste. One of the breweries which makes much of its water is Coors, which promotes its "Pure Rocky Mountain Spring Water."

When young Adolph Coors made his way from Germany to the American West, he ended up in Denver. He was particularly attracted to the nearby town of Golden in the Clear Creek valley where numerous clear springs bubbled. In 1873, he purchased a tract of land boasting 44 springs and put his brewing experience to work. His brewery has remained family-owned through succeeding generations.

Because Coors touts its "natural" product, the beer is not pasteurized and a short keeping-time results. Its limited availability helped make Coors a sort of cult beer for many years. Labor troubles, boycotts, and the aggressive advertising

of competitors forced Coors to modernize its management policies, but nostalgia for the days of Adolph Coors still persists in Golden and at the brewery.

Another brewery stressing its quality of water, using the slogan "It's the Water," is Olympia Brewing Co. of Tumwater, WA. Leopold Schmidt, the proprietor of a successful brewery in Montana, fell in love with the pure artesian water. He purchased land for a brewery on the banks of the Deschutes River at the terminus of the Oregon Trail. His brewery, established in 1896, became the largest brewery on the west coast. It was acquired by Pabst in 1983.

An Olympia spoon, made in Holland, faithfully copies the falling water design of the beer's label, and could be acquired on a factory tour.

Prohibition came early in Washington in 1916, but the nation's Volstead Act, in effect from 1920 to 1933, was a nightmare for brewers everywhere. Of the 1,568 breweries operating in 1910, only 750 were able to reopen when Prohibition ended.

During Prohibition, Olympia turned to that other Washington resource, apples, bottling an apple drink and making jams and jellies. Anheuser-Busch sold yeast, refrigerated cabinets, bus and truck bodies, and corn and malt syrups. In Golden, Coors operated a cement plant and manufactured porcelain products, primarily for chemical and scientific use. Many breweries peddled malt extract, ostensibly for baking though the quantity produced suggests that the country would have been buried in bread if all the malt had been used for baking.

South of the border, Prohibition was no problem. On July 4, 1923, Don Miguel Gonzalez and Don Heraclio Ochoa inaugurated a company to produce the first beer in Baja, la Cerveceria de Mexicali, S.A.

Since the brewmaster was important, they were fortunate to have the services of a German chemist, Adolfo Bindher. For many years the company

was able to produce a quality beer which gained fame in Mexico and elsewhere. Capacity of the brewery reached 6,000 barrels monthly in 1960.

After Bindher's death, the taste, smell and the general quality of the beer deteriorated so markets were lost. A workers' strike dealt the company a blow from which it would never recover. The brewery closed its doors on Oct. 29, 1973.

Two sterling spoons recall the brewery in its heyday. The teaspoon by Robbins has a view of the brewery, described as "fortress-like," on the handle, cut out to reveal its outlines. A ribbon is lettered "Mexicali Brewery" and "Mexicali, Mex" appears on the stem.

The demi is, likewise, by Robbins. It has a realistic beer bottle cut out on the handle, the wording on the label is quite legible. It is declared "Mexico's Best" and "Tijuana, Mex." is lettered down the stem.

Another brew of international fame is Guinness Stout, brewed at St. James Gate in Dublin since 1759. Ales, stouts and porters are brewed with top-fermenting yeasts and have

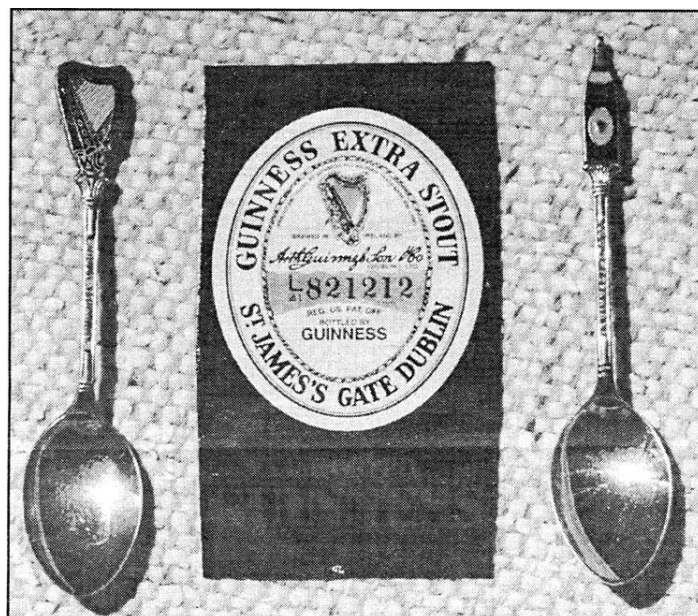
a higher alcoholic content than beer, along with a more full-bodied and bitter taste.

Arthur Guinness, of County Kildare, took advantage of his countrymen's preference for the "nut-brown ale" British poets have sung about. His stout quickly became popular. Despite heavy British taxes, his profits enabled his son, the second Arthur, to become a member of the peerage. His grandson, Sir Benjamin Lee Guinness, presided over an expansion of the brewery, became Lord Mayor of Dublin, member of Parliament and a philanthropist. He is remembered for his restoration of St. Patrick's Cathedral. Sir Benjamin's third son, Edward Cecil, was the chairman of the brewery who became the first Lord Iveagh. He, too, spent much of his fortune on philanthropy such as slum clearance, medical research, and various social services. His mansion of KenWood at Highgate, with its noted collection of paintings, was given to the nation.

The Guinness family has continued its leadership of brewery affairs for seven generations, and the company is still in family hands. Today [1997],

it distributes other beverages, in addition to stout, such as Gordon's gin and Dewars scotch whiskey.

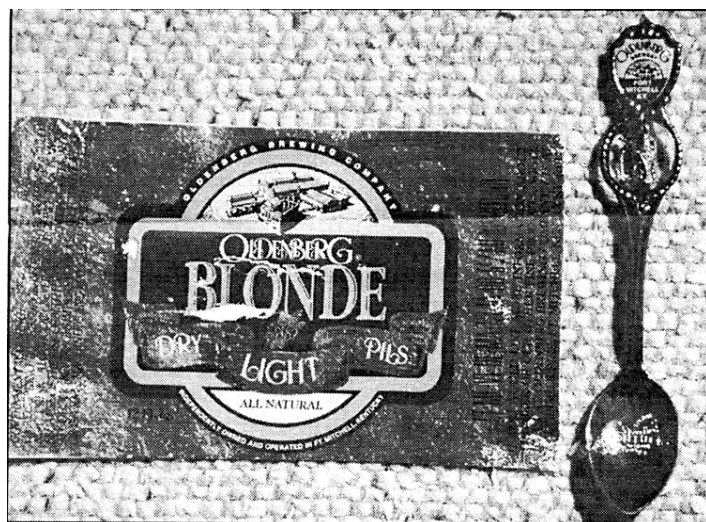
Two companion demi spoons are souvenirs of Guinness Stout. Both are marked EPNS—England. One is a replica of an ale bottle, enameled in



yellow-and-black on its tip. The second has its tip shaped like the harp which is fabled in Irish song and story and which also appears on the brewery label. "Guinness Stout" is lettered down the stem of both spoons.

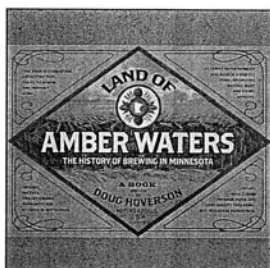
For the better part of two centuries in America, beer has been considered the working man's drink. Today, however, it has acquired considerable chic, especially among young people. The upwardly-mobile are not necessarily content with the products of the giant breweries. Consequently, many micro-breweries have grown up all over the country, offering a more diversified selection of tastes. One of these is Oldenberg, of Ft. Mitchell KY, which says it is the country's most awarded.

A visitor to Cincinnati can easily journey across the Ohio River to visit the Oldenberg complex, to sample beers in the pub or beer garden, to see its old-world-style Great Hall, to tour its



museum of beer memorabilia or to pick up a spoon.

Whether the brewery be ancient or new, whether the brew is pale or hearty, and whether the location is at home or abroad, chances are the number of beer drinkers will proliferate. And so, perhaps, will the spoon collectors.



Doug Hoverson

Land of Amber Waters

The History of Brewing in Minnesota



Available in
October!

NABA Members get
a discount.

Buy yours today.

Starting with Minnesota's first brewery in 1849, Doug Hoverson tells the story of the state's beer industry from the small-town breweries that gave way to larger companies with regional and national prominence to the vibrant beer culture of today. Complete with a comprehensive list of Minnesota's breweries including many never before listed in print and more than 300 tempting illustrations of beer and breweriana, *Land of Amber Waters* marvelously chronicles Minnesota's rich brewing traditions.

Doug Hoverson teaches social studies and coaches the debate team at St. Thomas Academy in Mendota Heights, Minnesota. He is associate editor of *American Breweriana Journal*, an award-winning homebrewer, and a certified beer judge.

Quad Cities Brewing

By Donald Roussin & Kevin Kious

Next summer will find many of us in Bettendorf, Iowa for the 37th Annual NABA Convention. Bettendorf is part of the Illinois/Iowa Quad-Cities area, where the towns of Rock Island and Davenport enjoyed a very active brewing and malting industry.

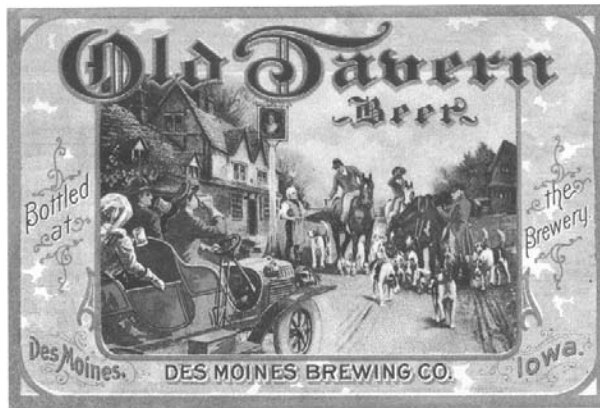
In anticipation of the Convention, regular contributors Kevin Kious and Donald Roussin will be focusing on the brewing history of the Quad Cities in a series of articles over the next few issues. The following four short stories offer a preliminary taste of their upcoming series.

PART 1 PROTECTING THE OLD TAVERN NAME

The Rock Island Brewing Company's Old Tavern brand beer was one of the Quad City area's best known. The Brewer's Journal of May, 1937 featured a lengthy and detailed article on a trademark fight between RIBCo. (as the brewery liked to call itself) and the Lafayette (IN) Brewing Company. The battle between Rock Island's Old Tavern brand and LaFayette's Ye Tavern brand was the subject of long and expensive litigation.

The Old Tavern label actually had its roots in Iowa. Otto Huber of RIBCo. was the or-

ganizing force behind several brewing ventures, including the formation of the Des Moines Brewing Company. Huber and veteran Iowa brewer J.P. Mattes were the new company's two largest stockholders.



Iowa had always been a hotbed of prohibition activity, especially around Des Moines. But the laws had been temporarily relaxed, prompting Huber and partners to plan a giant \$500,000 plant. Plans were

later scaled down to half that (wisely as it turned out), with construction beginning on Felton Avenue in 1907, despite threats of opposition and lawsuits by the Iowa Anti-Saloon League.

One of the primary brands out of Des Moines was Old Tavern beer. When

the brewery trademarked the Old Tavern name in 1911, it stated that it had been used since November 1, 1908.

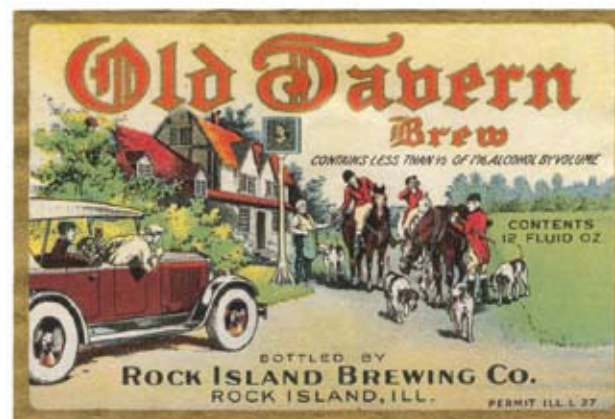
In 1915, the city of Des Moines went dry, as a result of the city council's refusal to issue saloon licenses. Otto Huber and partners opted to close the brewery. All stock on hand, bottles and customer lists were sent from Des Moines to RIBCo., and Old Tavern beer began being produced in Rock Island. Near beer was also produced there in the 1920s using the Old Tavern label.

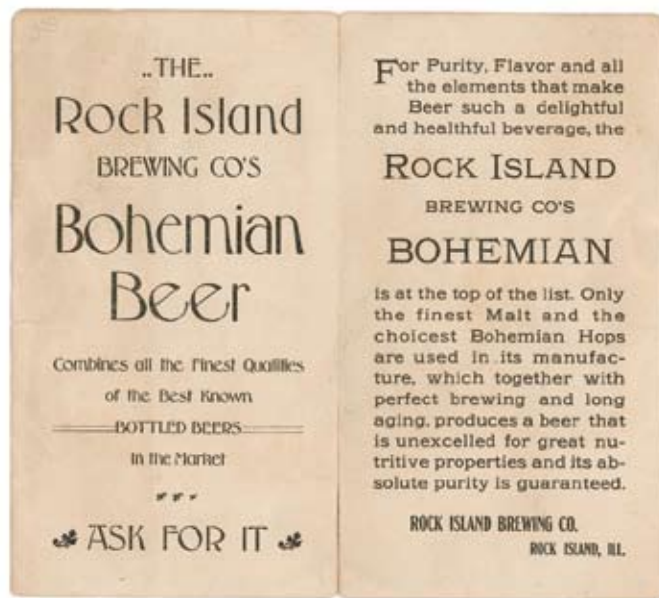
After repeal, Old Tavern once again became a RIBCo. mainstay. Like many reopened breweries, Rock Island wanted to maintain the goodwill still left in its pre-Pro labels. The company applied for a trademark for the revived brand on July 24, 1933.

Three weeks later, the LaFayette Brewing Company sought to trademark the pre-Pro Ye Tavern brand, which it stated was adopted in March of 1913 by the Thieme and Wagner Brewing Company. A federal officer ruled that the two brand names were too similar and denied LaFayette's application. Thus ensued a long fight between the two breweries' lawyers and the government, including numerous appeals.



In the end, the feds decided all issues in favor of RIBCo. By submitting its 1933 trademark application three weeks ahead of LaFayette's, it had trumped all other considerations. Since the brewery closed less than three years after the ruling (whereupon LaFayette went back to using the Ye Tavern label),





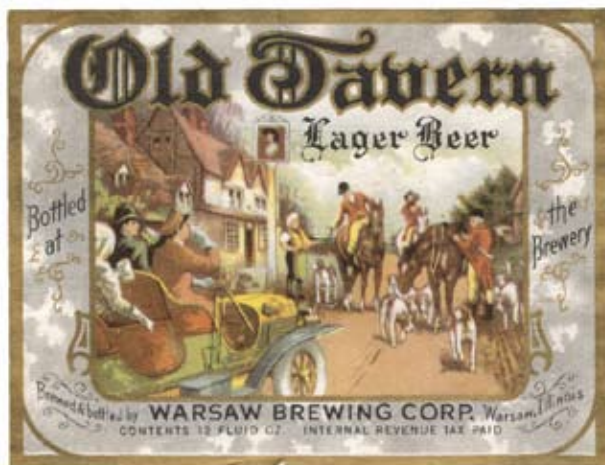
RIBCo. price list, cover (left) and inside (right).

all this litigation turned out to have been a pointless exercise.

The Old Tavern name was acquired by the Warsaw Brewing Corporation after RIBCo. failed. It was a fitting home, as Warsaw was located on the Mississippi River south of the Quad Cities and was operated by a group of Moline, Illinois businessmen.

Warsaw produced the brand until the early 1970s, when it was bought out by the Peter Hand Brewing Company of Chicago. While Hand continued producing Warsaw's venerable Burgemeister brand, it killed the Old Tavern label.

Old Tavern hasn't been produced since. The trademark supposedly passed to the Joseph Huber Brewing Company of Monroe, Wisconsin, again not far from the Quad Cities. In retrospect, it is funny how a brand name that was once so hotly contested is now largely forgotten, except of course by us collectors.



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MANUFACTURER OF

Mineral Waters.

Bottler of Beer, Porter, Ale and Cider.

WHOLESALE DEALER IN
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Sole Agent for Val Blatz, Milwaukee, and
W. J. Lemp, St. Louis, Bottled Beer.



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PART 2 DAVENPORT WEISS BEER

Weiss-style beers are made in whole or part using wheat malt and were particularly associated with the German city of Berlin. They tend to be somewhat low in alcohol, and in this country were popular in distinctive, porcelain-stoppered bottles.

Many American cities supported local weiss beer breweries prior to Prohibition, and Davenport, Iowa was one of them.

Davenport's weiss beer brewery had a fairly lengthy history, starting in 1874 at the soda water plant of John Miller and John Hill at 718 West Second. Later that same year Henning J. Witt bought out Miller. Hill and Witt manufactured soda water and also bottled various styles of beer.

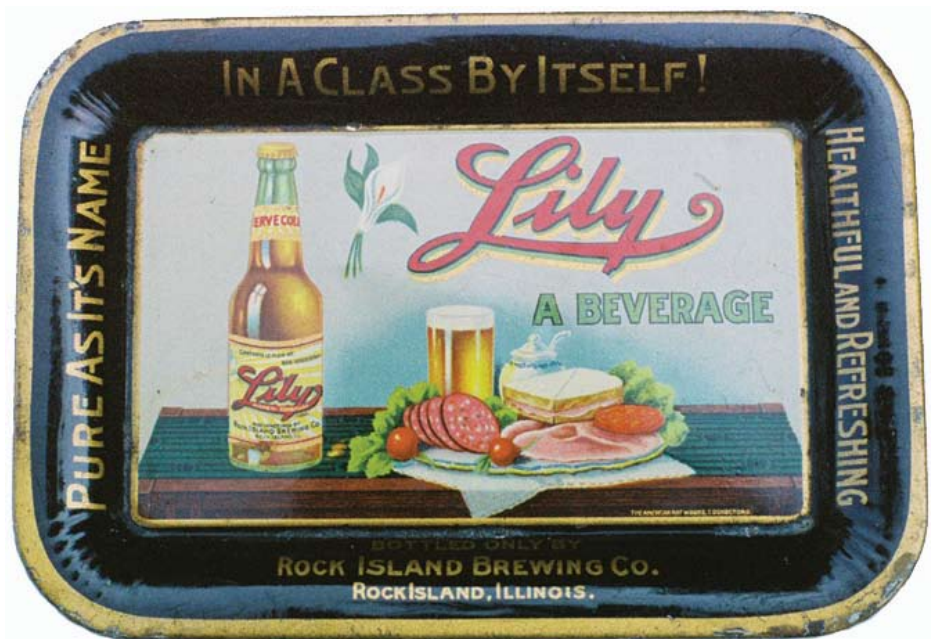
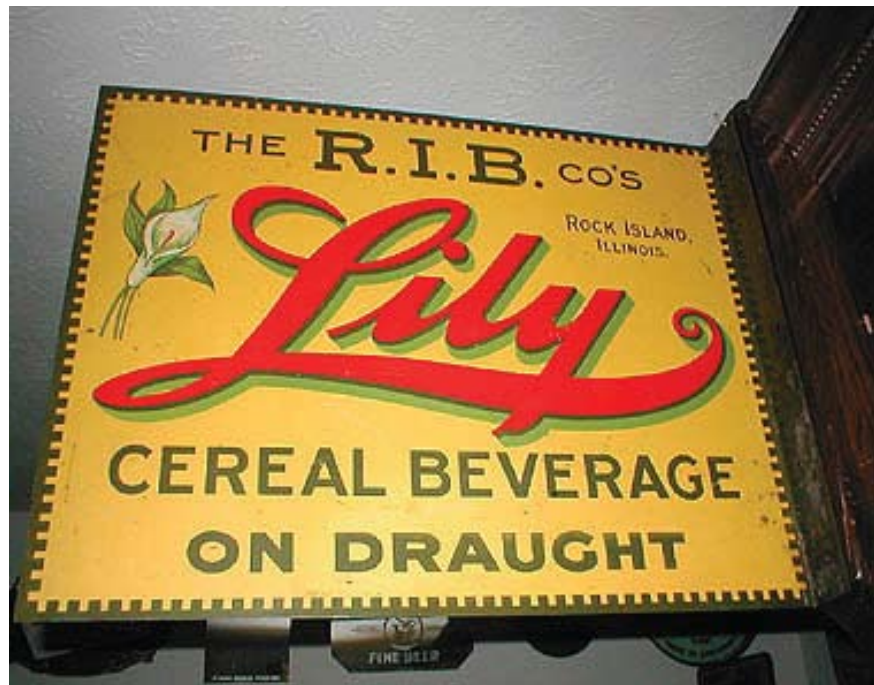
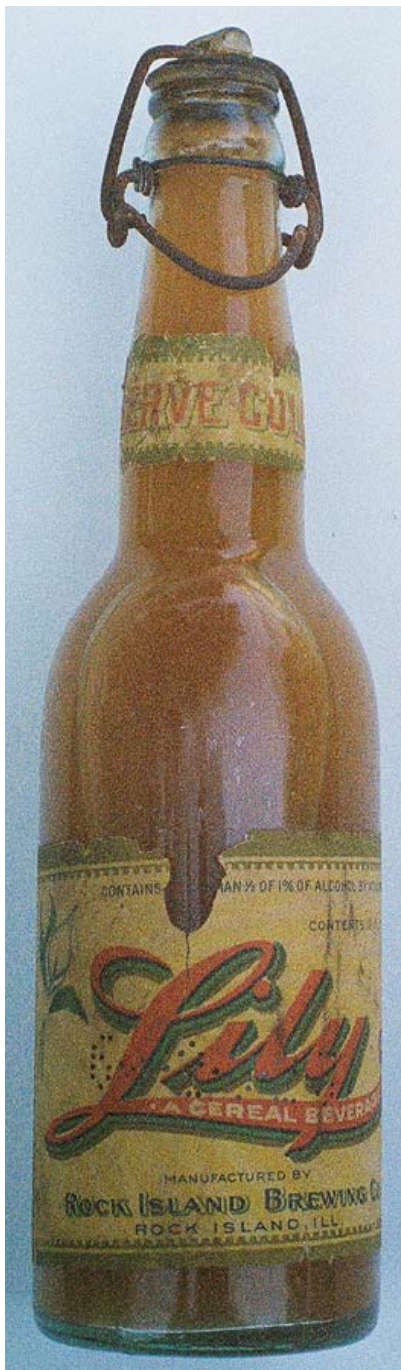
Witt, who also operated the popular Turner Hall Saloon, be-

came sole owner in 1879. He stayed at the old location for a couple of years, then moved to 302-8 West Front Street. Soda and beer continued to be bottled, and at some point the company also started brewing its own weiss beer. In addition, H.J. Witt also served as an agent for the Lemp, Blatz, and Schoenhofen breweries.

Henning Witt sold the business to George Rhode and Hugo Vollstedt in 1906. They continued manufacturing soda, and made both kegged and bottled weiss beer. The partners also ran the local



Pabst agency at 100-06 Harrison. While statewide Prohibition quashed the beer business in 1916, the soda plant stayed open until 1919.



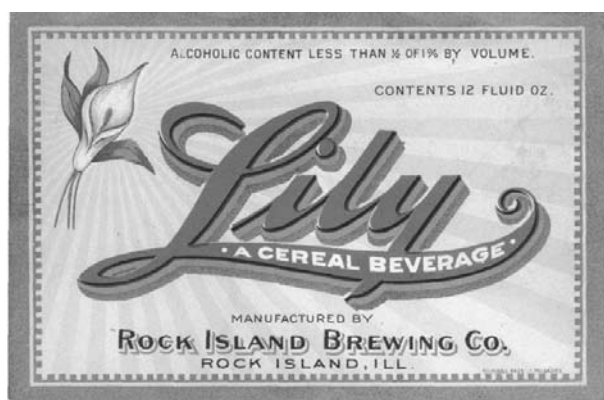
PART 3: THE LILY TRAYS

One of the most common items of pre-Pro breweriana from the Quad Cities is a small tray from the Rock Island Brewing Company advertising Lily brand non-intoxicating beverage. Area collectors have always been a bit puzzled as to why there are so many of these trays around.

An old-timer once related a story to Rock Island breweriana specialist Mike Wenthe offering a possible explanation. He told Mike how RIBCo. had an interesting method of advertising the Lily brand. As a youth attending various Iowa and Illinois county fairs, he remembered how barnstorming pilots would

drop from their cockpits Lily trays with small parachutes attached to them. Fairgoers would watch the trays descend and try to grab them before they hit the ground.

Mike had always taken this story with at least a small grain of salt, but lo and behold, at one point a Lily tray showed up that still had the parachute attached. This lends credence to



the theory that most of the trays still around were these fair souvenirs that dropped from the heavens over eighty years ago.

The Lily brand took its name from Lillian Huber, daughter of Rock Island beer baron Ignatz Huber. Like her brewery magnate brother Otto, and sister Emelie, she would remain unmarried through her lifetime. Following the death of her brother in 1915, Lily Huber took over his corporate duties, a bit unusual for a woman of the period. She would continue living in the Huber mansion near the brewery until her death in 1948.

PART 4: BIX BEER

One of the Quad Cities' favorite native sons is Leon "Bix" Beiderbecke. In the 1920s, Bix was one of the two great jazz cornet/trumpet icons. His friend Louis Armstrong was the other. However, Bix was fatally troubled by alcohol abuse and died in 1931 while only 28 years old.

The famous composer Hoagy Carmichael was also a friend of Bix, and probably used Beiderbecke's cornet solo on "Singin' The Blues" in his theme for "Stardust." Slowed in tempo and with new lyrics, "Stardust" became the biggest hit in Tin Pan Alley history.

Bix was also a talented composer and piano player. In 1927 he recorded "In A Mist" and was featured performing his composition with two other pianists during Paul Whiteman's 1928 Carnegie Hall concert.

While the bad news was that Bix died too soon, the good news is that his friends

stuffed him into the recording studio enough times in a six-year period to make over 200 record sides, most featuring Bix playing cornet and sometimes with him leading his own band.

Each year in his hometown of Davenport, the Bix Beiderbecke Memorial Society puts on the Bix Fest jazz festival. This event is usually held during the last week of July, so it will likely take place the week before our convention (the 2008 dates were not yet available). NABA member and Bix expert Phil Pospychala also puts on his own annual Bix tribute/festival every March in Racine, Wisconsin.

It was in 1979 (just after beer can collecting mania had reached its peak) that Tom Wright of Bettendorf came up with the novel idea of selling "Bix Beer." He had hoped to offer it at the Bix Fest in Davenport, but was rejected by festival orga-



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nizers. Wright did make the brew available at a local restaurant, where it sold for \$1.50 a can, and likewise convinced a local supermarket to carry it.

Wright also took orders through a post office box for cases of air-filled cans at \$24 a case. The total production run was 20,000 full and a like number of empty cans, and the ones with beer were filled at the August Schell Brewery in New Ulm, Minnesota.

Bix Society president Don O'Dette said that among several reasons for rejecting the beer was that Wright only offered them 5% of sales. He also felt that selling Bix Beer as proposed would have been more of a promotion for the beer than for the festival, and pointed out that other beers were still available during Bix Fest for fifty cents a can.

A disappointed Wright described Bix Beer as "fun," and thought it could have provided a source of identity for the local towns. He also said, "The Quad City area is a big, nebulous metropolitan area that's sort of disjointed. But here's a beer everybody can get behind."

Sources for these vignettes included: "100 Years of Brewing"; Western Brewer; American Brewer; The Quad City Times; "The Antique Bottles of Iowa, 1846-1915" by Mike Burggraaf; and Brewer's Journal. The authors would also like to thank the following for assistance in preparing this article: Bob Kay, Bruce Mobley, Phil Pospychala, Mike Wenthe, and Mark Wiseman.



Labelology

By Bob Kay

It can be rewarding to dig into the background of label subject matter. This time, let's study Indian labels.



The Hocking Valley Brewing Co., (1903-1950) featured 'Logan the Mingo' on their labels. A circa 1905 example is pictured above.

Q: Just who was Logan?

A: Iroquois who joined the westward migration were often called Mingos. Logan the Mingo had taken his name from one of his father's close friends. His story is a sad commentary on the westward migration of the white settlers. Initially, Logan had maintained peaceful and friendly relationships with the settlers. But that all changed with the Yellow Creek Massacre in 1774 when a group of Virginia frontiersmen brutally murdered about a dozen Mingos, among them Logan's mother, daughter, sister, and cousin. By Native American custom, Logan had the right to retaliate, and he did just that. Leading a war party of 13 Shawnees

and Mingos, Logan began attacking white settlements; his reprisals were as brutal as the earlier murders, and the white settlers began fleeing in droves. The British governor of Virginia, Lord Dunmore, responded by going to war against the Mingos and Shawnees. There are strong suspicions that Dunmore was behind the massacre in the first place, intending to provoke the Indians to break their treaty. His objective was to seize the 'Ohio Country' before rival Pennsylvania did so. Reprisals led to Dunmore's War, and of course, the Indians lost.



Keokuk (top) and Black Hawk, both famous Indian leaders, became bitter enemies when Keokuk bargained away land belonging to Black Hawk's people without his knowledge. The resulting hostilities escalated and eventually led to the Black Hawk War. These labels serve to remind of this Iowa his-

tory. Pechstein & Nagel operated from 1863-1916; Independent B&M from 1906-1916.



The Iroquois confederacy consists of six Indian tribes; Seneca, Onondaga, Oneida, Cayuga, Mohawk, and later, Tuscarora. They were located in Northeastern US and Southern Canada. The Iroquois Breweries in Buffalo, NY chose the Iroquois name and used colorful and attractive Indian themes on many of their labels.



This label depicts frontier history during the French and Indian War in 1755 when British General Braddock attempted to take Fort Duquesne from the French. Seneca Chief Guyasuta played a major role in the defeat of the Brits. All-in-all it was a bad day for the Brits and especially for Braddock, who died from wounds incurred during the battle.



Chief Shenandoah was best known for his efforts to secure a peaceful place to live for the Oneidas as they were being squeezed from their home lands in upper New York state by the relentless European westward migration.



Don't know how to spell Buffalo? No Problem!



During the French & Indian War in 1756, British militia attacked and burned the Delaware Indian village of Kittanning. During the attack, Del-

aware Indian Chief Jacobs was killed. The Kittanning Brewing Co., 1905-20, issued very colorful and attractive labels picturing Chief Jacobs. One look at the label and you can understand why breweriana collectors consider these "to-die-for" mementos.



The Susquehanna, a river in Northeast US, figured prominently in early US history. Local legend claims that the name of the river came from an Indian phrase meaning "mile wide, foot deep," referring to the Susquehanna's unusual dimensions. Wrong! The word is Algonquian and simply means 'muddy current'. The Susquehanna Brewing Co. of Nanticoke, PA, 1897-1920, didn't miss the river's significance in naming their brewery and issuing this label.



The Kanawha Rivers in West Virginia were named after the Kanawha Indians, who, before being absorbed into the Seneca tribe, lived along the banks of the rivers. This neat West Vir-

ginia label from the Kanawha Brewing Co. of Charleston, WV, 1907-1914, is a vivid and graphic reminder.



Early sheet music and a 1910 movie have popularized the phrase "Maid of Niagara." Perhaps they were the inspiration for this All American Brew label from the Riverview Products Inc., (1933-1939) of Niagara Falls, NY. I have to admit this is one of my favorites!



Pocahontas—the frolicsome daughter of a Powhatan Indian chief—saved John Smith (around 1607) from execution by the Indians and then later (1614) married the English colonist and tobacco magnate, John Rolfe. Her life legend has served as the grist for the 1995 Disney movie *Pocahontas* and the 2005 film *The New World*. The Bluefield Brewing Co. of West Virginia, 1905-1914, adopted Pocahontas for their trademark.

Continued Next Pg.

Labelology Continued

Queen Aliquippa was the leader of a Seneca Mingo tribe that lived on river banks near present-day Pittsburgh, PA. Legend has it that she ruled with great authority and that Aliquippa, PA, was named after her. Among her claims to fame was a visit from a young Major George Washington. The Mutual Union Brewing Co. of Aliquippa, 1907-1920, used her likeness on their trade mark.



Chiefs often sported ceremonial headdresses. This one looks a little heavy!



These labels remind of Indian villages, complete with canoes and teepees.



Here's an Indian woman cooking dinner—after a couple of beers? I bet the marketing man at the brewery insisted on adding the bottles to the label.





Brew Master's Dinner Bay City Convention

By Lee Chichester

Admittedly, I've got the experience of only two NABA Conventions behind me. But both offered an event that I understand is fairly new in the schedule of events at the Conventions, and I just wanted to put on the record how much I personally enjoyed each one.

Last year's was a very interesting event where different beers were paired with different courses of a meal much like traditional European meals are matched, course by course, with different wines.

This year's event was slightly different, as the chef chose to use beers in the cooking itself (see menu). When he spoke to the crowd in attendance, it was obvious to us that he'd had a great deal of fun experimenting with the different recipes into which he incorporated beer.

The end result was a true triumph of the kitchen as well as being a gustatory adventure of great pleasure for the participants.

If you like experimenting with new flavors and dining experiences, I highly recommend that you attend the Brew Master's Dinner at the next Convention. Naturally, we had plenty of beers to explore on the tables also—the enjoyment was not limited to food and individual tables were able to experiment with drink as well.

I personally wanted to thank the Convention organizers for providing me with the opportunity for a unique experience.



Brew Master Dinner

Chilled Bohemian Pilsner Gazpacho with
French baguettes and Romano cheese

Amber Ale Glazed Bacon
served two ways:

- Shrimp wrapped in bacon with
mango relish
- Pork tenderloin with bacon and great
Northern beans

Intermezzo
Apple and light Ale granite

Sharp cheddar crusted filet mignon with
IPA demi glace, smashed Yukon gold
potatoes and malt vinegar mushrooms

Desserts Duet
-German Wheat bananas foster
-Sawmill stout float

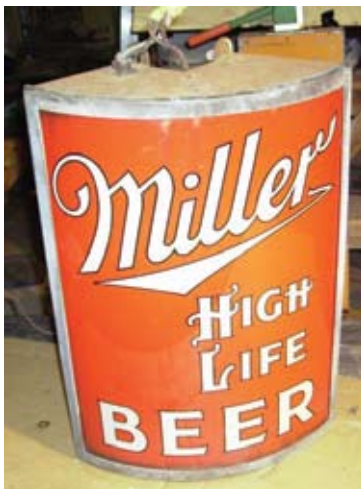
Coffee, tea, iced tea

Auction Hysteria

Minnehaha Beverages
Paper Festoon-Un Cut
50" x 34"
Golden Grain Juice Co.,
Minneapolis, MN - \$950.



By Robert Hajicek



Miller Curved Glass Lighted Sign
14-1/2" x 20"
Miller Brewing Co., Milwaukee,
WI - \$185. Buy it now.



Blatz Reverse-on-Glass Sign
14-1/4" x 8-1/2"
Blatz Brewing Co.,
Milwaukee, WI - \$1302.



Lemp Glass Mug
Wm. J. Lemp Brewing Co.,
St. Louis, MO - \$283.



Stegmaier's Lighted Sign
17" dia. Gillco Convex Glass
Stegmaier Brewing Co.,
Wilkes-Barre, PA - \$1750.



Star Gillco Cablight
Star Brewing Co., Boston, MA - \$3000.



Top: Reading
Lighted Clock
10-1/4" x 10"
Reading
Brewing Co.,
Reading, PA
\$256.



Top: A-1 Backbar Lighted Clock
11" x 13" x 6-1/2" - Arizona Brewing
Co., Phoenix, AZ
\$960.



Miller Charger, 24" dia,
Mfg by Chas W. Shonk
Miller Brewing Co.,
Milwaukee, WI - \$1403.

Right: Buckeye
Ball Tapknob
Buckeye
Brewing Co.,
Toledo, OH
\$139.



Right: Jung Brau Glass Stein
Jung Brewing Co., Milwaukee, WI
\$126.



Talking Chalk

By George Bailey

Statues with Beer Tray Themes *Part 1*

This inaugural issue of Talking Chalk will present one class of “go-withs” of sorts to statues: the beer tray. While most breweries at some point in their lives used beer trays, a relatively small number also added statues to their arsenal of advertising items.

Statues or back bar breweriana have been around since the turn of the century, but became more popular with the end of Prohibition. Their primary purpose was to entice the local bar patron to try one of the local favorites. Breweries often chose a variety of themes to feature on these picturesque items.

Usually made of chalk—a plaster of paris-like material—they were a relatively inexpensive class of advertising for the time. Today, their cost of production would be prohibitive, so only a few breweries continue to issue statues. Other materials used include pot metal, glass, wood, plastic, rubber, and foam to mention a few.

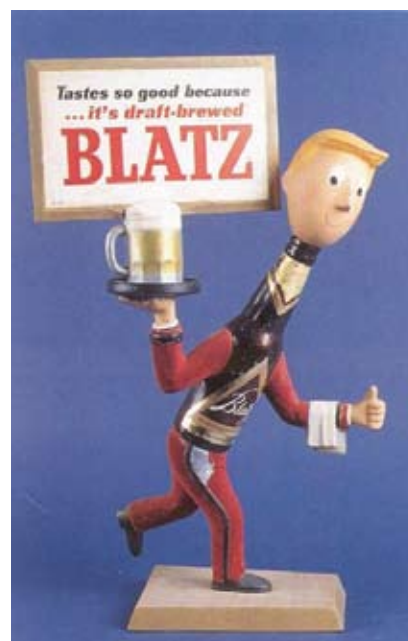
After collecting over 400 statues over the past 30 years, I came to a point where it became difficult to return home from a show with anything new for my collection. I had collected cans in my earlier days and thought about displaying cans that employed the same themes as statues, but discounted this idea (mostly because some of the cans were very pricey) and chose trays instead. I do collect signs with similar themes, but that is for another story. When one finds both a statue and a tray depicting similar themes, it

offers the collector a chance to pick up and display an interesting combination of breweriana at a reasonable price.

Presented in this issue is Part 1 of a column featuring statues and an example of one of the trays using the same theme. I hope our members will provide additional input on trays not pictured, so that in future columns, the project can be expanded. The numbers shown in parenthesis correspond to the statues in my book ***Back Bar Beer Figurines***.



Blatz of Milwaukee generated arguably the largest variety of beer statues of any brewery and probably issued the most trays. The common characters used by Blatz were the bottle man, can man, and keg man as shown together in the desirable baseball statue (30) that measures 16" tall and normally sells for about \$200. These 1960s vintage statues were all produced by Plasto of Chicago. Another Blatz (49) bottle man is shown with the sign stuck in the beer mug. This one is difficult to find with an original sign. If one were present, it would bring about \$75 to \$100.



Duquesne's chalk prince statue (110) measures 11" tall, dates from about 1956 and sells in the \$125 range in good condition. These are often found with the glass damaged, so buyers beware! There are several variations of trays depicting the prince.

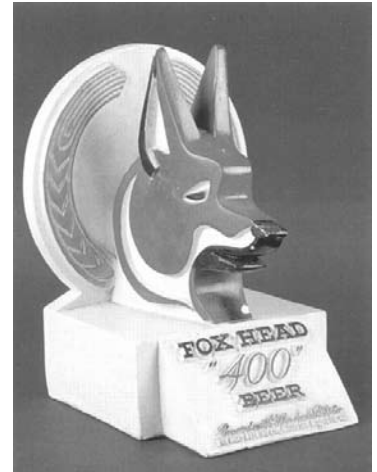




Esslinger's of Philadelphia chalk, King Pin (116) waiter, is a very rare statue measuring 19" tall and is near *number one* on my "most wanted" list. Dating from about 1940, only one of these has been on eBay in the past 10 years or so, in my experience. It brings in excess of \$1000 in good condition.

Falstaff produced a musketeer-like character from the Shakespeare writings. The St. Louis brewer generated many other statues based on the same theme. The chalk figure shown (126), circa 1936, came in three variations plus a pre-Pro Lemp version.

Fox DeLuxe's familiar hunter (141) and hound statue is described on a tray from Peter Fox Brewing. This chalk statue measures 16", sells in the \$400 range and dates from the late 1940s.

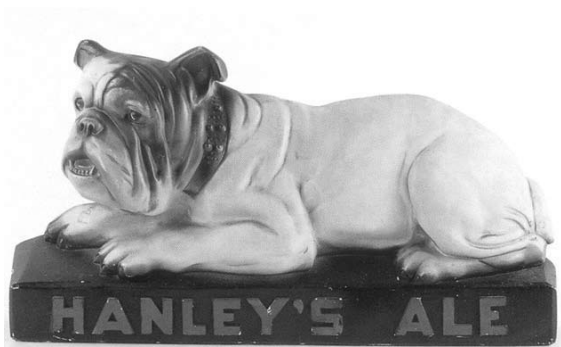


Fox Head "400" offered a tray with a similar fox head to the statue (143). The statue is often described as being a book-end. I am not sure that this was the intent, but a pair of these would bring about \$150. They measure about 9.75" high, are made of chalk, and date from the early 1950s.

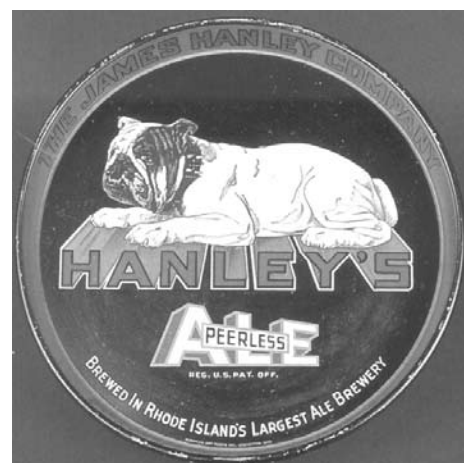
Hamm's of Minneapolis and their famous bear were shown on a number of trays over the years. These highly collectible trays and statues are for the most part reasonably priced (except the large ceramic banks) and easy to acquire via the Internet. The statue shown (183) is plastic and measures 15.5" high and sells in the \$75 area. It also came in a version where the bear is holding a calendar. Some non-brewery-issued Hamm's items have been generated over the years. While "cute," they are not authentic to the brewery.

Hampden Ale of Williamansett, Mass. and the sister tray are very similar in design. Measuring 15" high, this chalk statue (185) sells for about \$125 and was issued in the late 1940s.





Hanley's Ale bulldog from James Hanley Brewing and its corresponding tray are a popular collectible not only with breweriana collectors, but also bulldog collectors. This \$200 statue (186) measures about 9.5" high and is made of chalk. It was issued in the 1930s. It also is available in a 30-pound cast iron doorstep model.

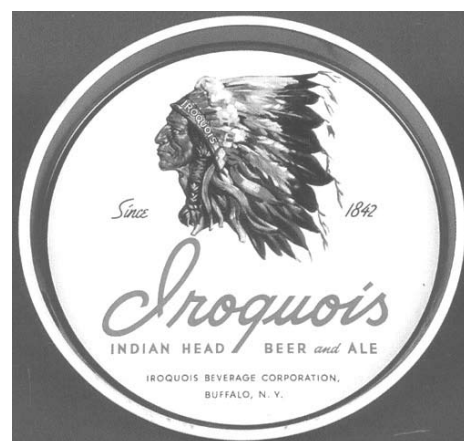


Imperial from Ajax Brewing of Indianapolis had only one statue (213). It measures 15" high and dates from the early 1940s. Its oval tray parallels the majestic design of the statue, which is valued in excess of \$1000. There is only one of these known, which suggests it was a chalk prototype presented to the brewery.

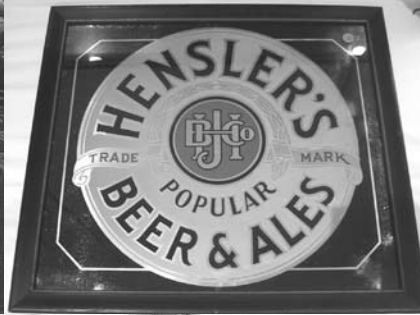


Iroquois picturesque Indians (215-218) measure 6" high, sell for about \$75, and are featured with foam scraper holders from the mid-1940s. The colorful tray comes in at least two variations and is considered a strong collectibles crossover.

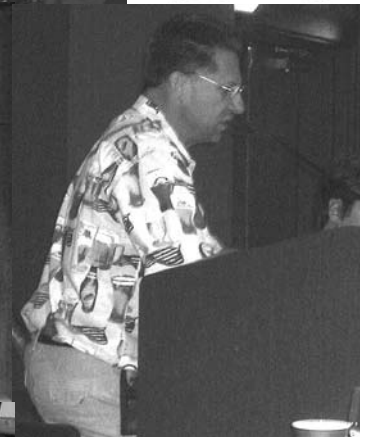
Next issue: Part 2 Statues with Beer Tray Themes.



NABA Convention 2007



Bay City Michigan



Milwaukee Museum of Beer & Brewing

NABA Executive Secretary Robert "Bob" E. Jaeger recently remitted an update on the latest events associated with the Milwaukee-based Museum of Beer & Brewing.

The Museum hosted its Third Annual Karl Strauss Award Dinner on Friday August 10, 2007 at the Capital Brewery located in Middleton, Wisconsin. The recipient of this prestigious award was noted author and home brewer, Charlie Papazian. Charlie is the author of the renowned *The Complete Joy of Home Brewing*. The award is for "Outstanding Achievement in

the Beer & Brewing Industry." Past award winners are NABA's own Herb and Helen Haydock. Congratulations are extended to Charlie for his contributions to the Brewing Industry.

In addition to the August 10th Karl Strauss award event, the Museum held on September 6th at the Miller Inn, an event to celebrate "The Innovations & Inventions of Fritz Gettelman" of the Gettelman Brewing Company. Miller Brewing Company recreated at the Miller Technical Center a limited release of Gettelman's \$1000 Beer, last available in 1971. Museum Board Member Nancy Gettelman has added a new chapter to her excellent book (last released in 1995), *The A. Gettelman Brewing Company: One Hundred and Seven Years of a Family Brewery in Milwaukee*. The new chapter highlights Fritz & Gettelman family Invention. Please review museum website: brewingmuseum.org for updates.

Thanks are extended to Bob Jaeger for keeping the NABA membership informed.

Lawrence R. Moter Jr.,
NABA President



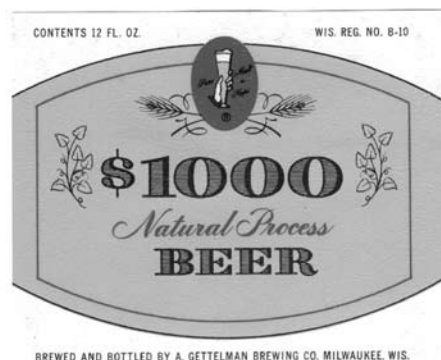
PRESENTS

THE THIRD ANNUAL
KARL STRAUSS AWARD DINNER

FRIDAY, AUGUST 10, 2007

HONORING
Charlie Papazian

at the Capital Brewery
Middleton, Wisconsin



Gettelman labels thanks to Bob Kay.
Top to bottom:
c1890; c1935; c1950; c1960.

Travels with Brewster

By Fred & Mary Clinton

The trip chronicled here took place in March of 2007 when we went West to see the Sandhill Crane migration along the Platte River in Nebraska. Along the way we stopped to see a friend in Rockford, Illinois and with his guidance discovered the Carlyle Brewing Company. This is an excellent brewpub with all the brews being of top quality. They had 11 beers on tap and since we were not involved in driving that evening, we tried them all plus a couple of pints of our favorites.

The Honey Ale was their lightest beer and had a hint of sweetness. It was malty and a very tasty beer. Next was their Vanilla Cream Ale, a sweet beer with a huge vanilla nose and taste. This was a unique beer and excellent for this type of specialty beer. The Noble One, an amber ale, was a well balanced beer, very tasty and would probably make a good session beer. Our Four Paw Pick **** of the night was the Scottish Ale. This was just a top notch beer with a hint of smokiness, big maltiness, and a dry finish. If you go there and only have one, make it this one.

The IPA style ale was called Humulus Lupulus and is definitely for hopheads, although we prefer an IPA with more maltiness for balance. The American Strong Ale was an old ale style, malty, slightly sweet, and with 7.3% alcohol: a very good beer. The Belgian Trippel was a wonderful example of the style, full of candy sugar sweetness. The Bourbon Barrel Cherry Stout was another good example of a high gravity fruit flavored stout: very drinkable. All of the other beers (Dry Stout, Irish Red, and Belgian Quadropole) were quality beers as well but perhaps didn't stand out as much as the ones described.

As mentioned, the Carlyle is a "must visit" brewpub and it is a great addition to downtown Rockford. They also have a nice selection of shirts and glassware.

The next day we drove to Kearney, Nebraska where we were pleased to learn there were two craft breweries (we had only known about one). We arrived on a Sunday and only one of the breweries was open so that's where we headed. The pub at Thunderhead Brewing was nearly empty, it being the Sunday after St. Paddy's Day and our guess was that a lot of folks couldn't even look at a beer.

It's funny how ambiance can influence a person's taste buds and we suspect that may have happened to a degree here. The beers were all OK, but nothing really impressed and that may have been influenced by a couple of factors. The first was the one extremely drunk, loud, and opinionated patron sitting at the bar. (And, by the way, it was not one of us!) He was subsequently cut off and after much howling, left the premises. The second was the bartender who clearly didn't want to be there and made us feel that way as well.

Anyway, we tried the beers and, unusual though it may be, three of the eight beers were stouts of some type. The stouts were a Dry Stout, an Oatmeal Stout, and an Espresso Stout. The latter was a gold medal winner at some competition, but not to us. While the espresso really came through, that was the only flavor. We thought the other two were dry and creamy respectively but neither had any discernible roast flavor which is really important in a stout. The Scotch ale was full of malt but lacked the sweetness one expects in this style. The Belgian double was darker in color than usual but had the malt and sweetness desired. The Irish ale was rather hoppy for a red ale style, but would have made a good pale ale. We did have Four Paw Pick **** of the night and that was for the Imperial Porter. This was a very robust porter, a big beer and quite good. And finally, the IPA was full of Cascade hop dry-

Continued on P. 36



Executive Secretary's Report

By John Stanley

NABA ♦ PO Box 64 ♦ Chapel Hill, NC 27514

naba@mindspring.com

www.nababrew.com

Congratulations to Dan McShane, Ricky Schmidt, and their fellow Michigan helpers for a great NABA Convention in Bay City. In the Summer *Breweriana Collector* the 2nd notice had all of the names of members who needed to renew on the back side. This was done so members knew for sure if they needed to renew. There were 210 names at that time and since 2000 when I took over as Executive Secretary this was the lowest number who needed to renew at the May 31st yearend date. Our current membership stands at 880 but 89 need to renew to stay active. If you know anyone who is undecided about renewing please encourage them to do it now. Also note that you can pay your dues through

PayPal and the NABA account to pay to is: naba@mindspring.com.

Start planning your membership Directory Ads for the 2008 NABA Membership Directory. The 2008 Directory is being sent out with the next issue (Winter) of the *Breweriana Collector*. Rates are inside front cover \$125, inside back cover \$125, outside back cover \$300 (4-color, high-resolution artwork must be supplied), full page \$80, half page \$50, quarter page \$25, and business card size for \$15. *Please note: the new deadline for receipt of materials for the Directory is December 1.* Please email Lee Chichester or me if you have any questions.

If address information has changed please mail or email any

corrections to the address below. I would like to welcome the following new members (next pg.). Special thanks to Dave Alsgaard (1), Mark Brooks (1), Robert C. Chapman (1), Dan McShane (2), Larry Moter (1), Ken Ostrow (1), Bob Post (1), Ricky Schmidt (2), Tye Schwalbe (1), Tavern Trove (1), Mary White (1), NABA Convention (3), and the NABA Web Site (5) for recruiting these new members (3 of which were Rejoins). To win a free year's membership you need to recruit five (5) new members for the year (the year starts and ends with the Convention). Congratulations to Dan McShane (6) for winning a free one-year membership extensions for the year just ended.

APPLICATION FOR MEMBERSHIP

FILL OUT, DETACH AND MAIL TO: NABA, PO 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 (incl. area code) _____ Amt. Enclosed \$ _____

email address _____ Sponsor _____

Upon receipt of Application, we will send 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"/> Clocks | <input type="checkbox"/> Lamps | <input type="checkbox"/> Neon Signs | <input type="checkbox"/> Salt Shakers |
| <input type="checkbox"/> Ash Trays | <input type="checkbox"/> Coasters | <input type="checkbox"/> Leaded Windows | <input type="checkbox"/> Openers | <input type="checkbox"/> Show Promoter |
| <input type="checkbox"/> Barrels | <input type="checkbox"/> Corkscrews | <input type="checkbox"/> Lithographs | <input type="checkbox"/> Paper Items | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Books & Magazines | <input type="checkbox"/> Crowns | <input type="checkbox"/> Matches | <input type="checkbox"/> Patches | <input type="checkbox"/> Statues |
| <input type="checkbox"/> Bottles | <input type="checkbox"/> Dealer | <input type="checkbox"/> Match Safes | <input type="checkbox"/> Photos | <input type="checkbox"/> Tap Knobs |
| <input type="checkbox"/> Brewery Equipment | <input type="checkbox"/> Foam Scrapers | <input type="checkbox"/> Medals | <input type="checkbox"/> Pinbacks | <input type="checkbox"/> Thermometers |
| <input type="checkbox"/> Calendars | <input type="checkbox"/> Glasses | <input type="checkbox"/> Menus/menusheets | <input type="checkbox"/> Pitchers | <input type="checkbox"/> Tip Trays |
| <input type="checkbox"/> Cans | <input type="checkbox"/> History | <input type="checkbox"/> Mini Beers | <input type="checkbox"/> Playing Cards | <input type="checkbox"/> Tokens |
| <input type="checkbox"/> Cases | <input type="checkbox"/> Knives | <input type="checkbox"/> Mirrors | <input type="checkbox"/> Postcards | <input type="checkbox"/> Trays |
| <input type="checkbox"/> Chairs | <input type="checkbox"/> Labels | <input type="checkbox"/> Mugs & Steins | <input type="checkbox"/> Reverse On Glass | <input type="checkbox"/> Watch Fobs |

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

Arber, Bill (Barb)
11162 Broadway St
Alden NY 14004-9515
716-681-4833
wrabra@aol.com

**Mugs & Steins (Mini)-Openers
(esp Figural & Painted)**

Bell, Robert
1874 McKnight Rd N
Maplewood MN 55109-4852
763-234-1754
bellbigdawg@yahoo.com
All Breweriana; Minnesota

Bendula, Bob (Jeanette)
30201 Royalview St
Willowick OH 44095-4809
440-944-4355
All Breweriana

Brooks, Mark (Patti)
PO Box 213
Frankenmuth MI 48734-0213
989-624-5749
markabrook@aol.com
**All Breweriana; Frankenmuth &
Geyer's Brewing of Frankenmuth
MI**

Busse , Kelly (Dave Alsgaard)
577 E Chippewa River Rd
Midland MI 48640-8363
989-280-4692
bussek@charter.net

Chapman, Bill
106 E John St
Bay City MI 48706-4548
989-894-4767
All Breweriana; Bay City MI

Chichester, A Lee
PO Box 878
Meadows of Dan VA 24120-0878
540-593-2011
falconer@swva.net
Editor Breweriana Collector

Cochren, Steve (Nel)
2024 Wyngate Dr
Ames IA 50010-3925
515-663-0764
scochren@tripleetts.com
Glasses

Cooper, James R (Betty)
318 Wesley Rd
Knoxville TN 37909-2651
865-584-2616

Covieo, John (Julie)
160 State Park Dr
Bay City MI 48706-2139
989-686-4455
jtcjac@sbcglobal.com
**Books & Magazines-History-
Mugs & Steins**

Demmeka, James (Catherine)
4068 Camino Dr
National City MI 48748-9555
989-469-9301
abcoors@charter.mi.net

Dietzel, Bruce
2199 Flajole Rd
Rhodes MI 48652-9504
989-879-3090
bddietzel@centurytel.net
All Breweriana; Strohs

Ehlers, Jeff (Melissa)
2025 Kellog Ave
Waukegan IL 60087-4704
847-263-6156
jemj1231@aol.com
**Foam Scrapers-Reverse on
Glass-Thermometers-Tip Trays-
Trays**

Forrest, Alan (Lisa)
1800 S Chilson St
Bay City MI 48706-5219
989-892-8255
forrestla@charter.net
**All Breweriana-Barrels-Bottles-
Cases-Crowns-Labels; Bay City
Brewing, Phoenix Brewing, Kolb
Brewing (All from Bay City MI)**

Halikos, Mike (Maria)
22004 Martin Rd
Saint Clair MI 48081-1241
586-779-5627; C586-994-6380
**All Breweriana-Cans-Neons-
Signs-Statues-Tip Trays-Trays;
Detroit**

Knowles, Kent (Joan)
910 S 29th St
Belleville IL 62226-5129
618-235-1412
kent07170@charter.net
**All Breweriana (St Louis & South
IL esp Stag)-Cans (St Louis &
South IL)-Glasses (St Louis)-
Mugs & Steins (St Louis); esp
Stag Beer & Belleville IL &
Southern IL**

Lott, Brian
3052 Hibiscus Dr
Honolulu HI 96815-4726
808-429-2195
brianlott6@aol.com
Labels; Worldwide

McLean, Brian
1040 Lake Nepessing Rd
Lapeer MI 48446-2963
810-245-1998
ghpc73@aol.com

Rasmussen, Athel
868 Milford Rd
Holly MI 48442-1664
248-634-2053

Schwalbe, Tye (Sandy)
145 West Ave S
La Crosse WI 54601-4129
608-519-0451 630-818-2975
tyesan2@charter.net
**All Breweriana-Labels-Paper
Items-Photos-Playing Cards-
Tap Knobs; La Crosse Wisconsin
(John Gund, Bartl, C J Michel,
Heileman) and Southwestern
Wisconsin**

Setula, Brian (Sharon)
936 W Beaver Rd
Auburn MI 48611-9735
989-6627929
b_setula@yahoo.com
**Mini Beers-Openers-Salt Shak-
ers-Signs (Falstaff)-Tap Knobs-
Tip Trays-Trays; All**

Vastine, Merle (Pat)
3105 Kelling St
Davenport IA 52804-1443
563-445-0844 C563-349-0816
All Breweriana; Davenport IA

Wisniewski, Bill
1785 Hunters Ridge Rd
Swanton OH 43558-9206
419-826-4872

Zanter, John F (Ann M)
1526 Market St
La Crosse WI 54601-4910
608-784-7206
Mugs & Steins

ness but not very balanced—again a hophead's delight.

Thunderhead opened in 1999 and has an assortment of shirts and glassware.

We also traveled to the Chicken Coop Sports bar and Grill in Grand Island, NE. After driving some distance to get there we discovered that it is actually run by Thunderhead Brewing. Same beers as in Kearney. Rather disappointing.

The next evening we frequented the Platte Valley Brewery in Kearney. When we walked in we became the only customers and it remained that way for most of the evening. Maybe people were still hung over, but these beers were mostly top drawer and the brewer/owner was very friendly and open. There were nine beers on tap and what can a person do but try them all?

The Wheat was a very mild American style, easy to drink. Next was a Hefeweizen, which readers of this column may recall neither of us likes very much. But we try to be fair and impartial to the style. This was quite tart, however, and had little of the clove or banana flavors usually found in the style. The South of the Platte was a Mexican-style lager and a good intro beer with a little more malt than most. The Pumpkin Pie Ale had good spicy flavor and aroma and was a nice example of this style of beer.

The German Alt was a top shelf beer with a well balanced malt flavor and a dry finish. Next we sampled the Foggen Lager which was malty and sweet, almost like a Helles. A nice beer. And here we found an IPA we really liked as it had a nice balance between hop bitterness and malt sweetness, along with good mouth feel. The Belgian Brown was another good beer, and again was well balanced between malt and a dry finish. We also really liked the Dry Stout which had good roast flavor, and plenty of mouth feel. Just an excellent beer. Since we couldn't agree on the Four Paw Pick****, we had a tie and awarded it to both the German Alt (Mary) and the stout (Fred).

As an aside, this is a good spot for train buffs who like beer or beer buffs who like trains. It has an ample window view of one of the busiest tracks in the country. We were told some two

hundred trains a day pass through here! They have limited food but it is a nice, comfortable spot. Some breweriana is available as well. By the way, we went there a second time during our trip and there were many other customers. If we lived in Kearney, this would be our local.

When is a brewpub not a brewpub? When it still has the equipment but no one has brewed beer in over a year. Such was the case at Murphy's Wagon Wheel in Hastings, NE. Again, we sought this out hoping to bag another brewpub, only to be disappointed. So ignore the web sites that list Hastings as home of a brewpub unless it is a real recent entry.

As we started our trip back to Michigan we noted that there was a brewpub in Columbus, NE. And as luck would have it we could visit the Gottberg Brewpub with only a minor detour. This place would seem to be one of the finer restaurants in Columbus as it was quite elegant. There happened to be no one else in the pub when we arrived shortly before noon so we soon had our seven beer sampler in front of us. The All American Gold was the intro beer and was a clean, crisp, starter beer with a pleasant finish. The Bugeater Brown was acceptable, but had a little more butterscotch flavor than either of us would have preferred. The Impromptu Pale Ale was a very nice beer and received the Four Paw Pick**** of the group. Some hopheads may not find this one hoppy enough, but we deemed it quite drinkable.

The Tin Lizzie Hefeweizen was very nice for the style (even Fred thought he could drink it) and had a dry finish. It also had an alcohol level of 6.6%. The 1916 Irish Stout was a little light on the roast flavor but was still a good beer with a drier finish. The Toil and Trubbel Dubbel was very nice, being sweet and malty but finishing dry. Finally, the Fire in the Hole Rauchbier was not overly smoky but was a little tart.

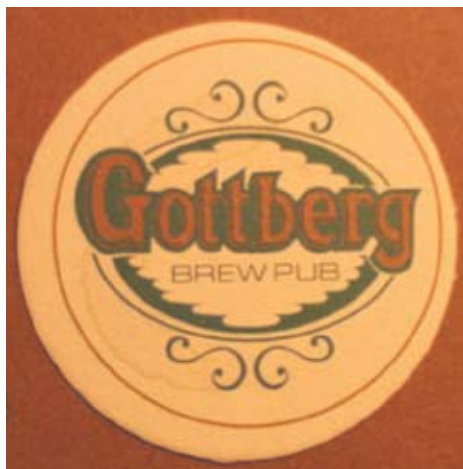
We would like to add that the brewer was on the premises at the time, and was quite cheerful as were all the staff that day.

In closing, we hope everyone that participated in the Bay City Convention craft beer night found

something they liked. Chances are good you did, because there were 24 different beers available. So when you are next in Michigan, have one or more

craft brewed beers to thank the breweries and brewpubs who graciously donated their beer.

Until next time, Cheers!

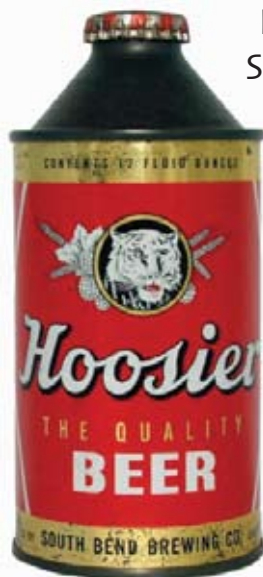


Guzzle N Twirl
Twin Cities, MN
OCTOBER 12 & 13
2007

The Hoosier Chapter "Cabin Fever Reliever"

Annual Breweriana, Beer & Soda Can Expo

Friday February 29th &
Saturday March 1st 2008



- Room to Room Trading on Friday
- Breweriana, Beer & Soda Can Show with Huge Raffle on Saturday
- Hospitality Suite with drinks and snacks open Friday 6:00 PM to Midnight & during show hours
- Show Open to General Public @ 9:00 AM Saturday
- General Admission is free or \$5.00 includes the Hospitality Suite

Quality Inn
515 Dixie Way North
South Bend, IN 46637
For Hotel Reservations
Phone: 574-272-6600

Registration or Tables:
Dave Cichoracki @ 574.674.2779
intocans@comcast.net
Mike Walbert @ 574.287.8005
mikewalbert@gmail.com

For more info: www.hoosierbeer.com

MONARCH
FALL FEST
Oct. 26 & 27, 2007

Ramada Inn
Glendale Heights IL

Friday: RtR
Saturday: Public Show
9a - 2p

Contact:
Alan Bormann

630-305-8618
abormann7635@wowway.com



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	May 15	July 1
Fall	September 1	October 1
Winter	December 1	January 1
Memb. Direc.	December 1	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 item 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 that may occur in its publications, as well as any liability for any transactions to which it is not a party.

Buy ♦ Sell ♦ Trade

MAGNETIC TRAY HANGERS: \$15 per dozen postpaid (3 in. x 8 in.). Send check to: Paul M. Rahne; 2550 Talleson Ct.; Colorado Springs, CO 80919. 719-590-6262; paulrahne@msn.com.

V141

WANTED: Milwaukee Saloon and Tavern Photographs. Interior and exteriors of pre-Prohibition and early post-Pro drinking establishments, breweries, bottlers, etc. Jim Kupferschmidt; 414-643-0050.

V142

MINIATURE BEER BOTTLES & GO-WITHS: Will buy complete collections or single bottles. Also, will pay top dollar for Bill's Speciality Manufacturing Company and Edward A. Muth & Sons Inc. miniature beer sales literature and price lists. John Weatherhead, 678-393-8505; wxxhead@msn.com.

V143

COLT 45 MALT LIQUOR memorabilia wanted. Anything and everything related; the older, the better. Price and describe in first letter, please. George E. Virgines, Box 13761, Albuquerque, NM 87192.

V139

BACK ISSUES of the *BC* for sale: Issues 87; 91 - 98; 100 - 102; 104 - 109; 111 - 137. Issue 110 is \$10. Others are \$6 each and five for \$25. Shipping is \$1 per issue and \$4 for each set of five. Make check payable to NABA and send to PO Box 64, Chapel Hill, NC 27514.

NABA

NABA 37th Annual Convention "Quad Cities"

July 29 to August 3, 2008
The Lodge, Bettendorf, IA

Contact John Stanley

naba@mindspring.com
www.nababrew.com

Events of Interest

ABA

XXVII

**Annual Meeting
June 17 - 21, 2008**

**Dubuque, IA
Holiday Inn Dubuque/Galena**

**Activities at opening of
National Brewery Museum
in Potosi, WI**

**Contact:
Jeanne Teigs
715-623-4860
jeannelt@aol.com**

**BCCA
CANvention #38
Aug. 27 - 30, 2008**

**Caribe Royale
All-Suites Hotel
Orlando, FL**

**Contact:
BCCA Office
636-343-6486**

ECBA

**36TH ANNUAL
CONVENTION**

July 16 - July 19, 2008

**SUNDAY RIVER RESORT
BETHEL, ME**

**Public show SAT. 9A-2p
LARRY HANDY
610-439-8245
OhHugol@aol.com**

**Coal Cracker
Octoberfest**

Oct. 26 & 27 2007

**Wilkes-Barre, PA
Ramada Downtown
Fri., RTR, hospitality
Sat. Trade Show Open 9a-4p**

**CONTACT:
Jerry Matonis
570-693-3612
jmat973447@aol.com**

**12th Annual
COLLINSVILLE
BEER CAN &
BREWERIANA
SHOW**

**Nov. 4, 9a to 3p
Collinsville (IL) Knights of
Columbus**

- Giant Raffle with Quality Prizes
- All Types of Breweriana
- St. Louis area's TOP FALL SHOW

**Sponsor: Gateway Ch., BCCA
Kevin & Patty Kious
whoisthealeman@aol.com
618-346-2634**

**FOR MANY MORE SPECIAL
EVENTS OF INTEREST, SEE
NABABREW.COM>EVENTS**

**CANecticut
Red Fox &
Pickwick Chapters
Show
November 9 - 10, 2007**

**Vernon, CT, Quality Inn
Hosp. & RtR Fri.
Trade Show Sat.**

**Steve Potter:
860-423-1429
steve@croft-ale.com
Jeff Browning:
203-230-0025
beerman599@netscape.net**

NOVEMBER 25, 2007

**Forks of the Delaware
Bottle Show**

**ANTIQUE BOTTLE & ADVERTISING SHOW
BETHLEHEM CATHOLIC
High School**

9 AM - 3 PM

**QUEEN CITY
CHAPTER
SHOW 2007**

www.queencitychapter.com

**Blue Ash Banquet Ctr. Show
Blue Ash, OH
Nov. 25
9 - 1**

**Jeff & Debbie Dowers
513-851-8986
pintsandpooh@fuse.net**

