



# The BREWERIANA COLLECTOR

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

Volume 140

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WINTER 2008



- *Quad Cities  
Brewing:  
Rock Island*
- *Pre-Convention  
Tour: New Glarus*
- *Label Book  
Update*
- *Lembeck & Betz  
Eagle Brewing*

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# The BREWERIANA COLLECTOR

WINTER 2008

#140

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## COVER:

Front: Rock Island Brewing Company diecut from the collection  
of Mike Wenhe.  
Back: Rock Island Brewing Company self-framed tin sign  
from the collection of Mike Wenhe.

www.nababrew.com

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The National Association  
Brewertiana Advertising





# From Hardware to Beer

By Frank Henry

Yeah, okay – it's time to tackle that list. You know the one. The one you've been putting off for who knows how long, but never seem to have enough time to get around to. The ol' "honey do" list.

I've finally found some time (how did I manage that?) to start with the first project on the list, and I've written down the materials I need.

Now it's off to the local hardware store for some paint, tape, a couple wrenches to replace



John Krzyske (left) sells tools and beer to Frank Henry.

what my neighbor borrowed and never returned, and – oh, yeah (almost forgot) – the beer.

Beer? Did I say *beer*?

Why, yes I did – and so could you if you took your list to the Krzyske Hardware store in Waltz, Michigan.

Waltz is a sleepy little farming community about 30 miles south of Detroit. Not much here beyond the bank, school, feed store, lumber yard, and a former stage coach stop, now the Waltz Inn: a fine restaurant (they say it's haunted) where you can toss back a tall, cool one over a great meal.

And, of course, the Krzyske Hardware store, which takes one-stop-shopping to a new level.

Stepping into the store is like traveling back in time, with its wooden floor and a variety of items you just don't

*Continued Next Pg.*

34<sup>th</sup> Annual

TOLEDO, OHIO


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CHAPTER

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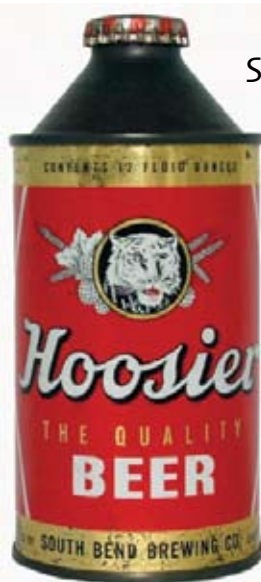
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For more info: [www.hoosierbeer.com](http://www.hoosierbeer.com)

*Continued from previous pg.*

see any more (remember the Flit?). Founded in 1891 by great-grandpa Ludwig, a wagon maker, Krzyske's was originally a general store supplying the farmers their needs. It logically branched into the lumber business. Coal and eventually propane were added.

The next owner, son John, has now handed the business down to Ludwig's grandson John, along with other family members. It seems that along with hard goods, the store also sold beer to the rural farmers, no doubt to help get them through their hard days' work. You know how hard it is cutting the grass, don't you?

It's been rumored around



Plaque outside store indicates its status as a state-recognized Centennial Business, honoring its 100+ years of continuous operation.

here that this practice didn't stop just because of Prohibition. Since they were already selling alcohol, their license was grandfathered in to keep selling alcohol today.

So next time you get around

to your "honey do" list and have to make several stops burning up precious gas for your project AND don't want to forget the beer, you might be thinking, *Hmmm – if I were in Waltz and could go to Krzyske's –*



## President's Message

**G**reetings from Virginia on a chilly late November day! This is always a tough time of the year.

In late November the cornucopia known as my garden dies and the daylight shortens as the darkness increases – culminating in the winter solstice around December 20-21. I always look forward to the winter solstice because it signifies a change in the relationship between daylight & darkness. The darkest days of the year pass and a path toward ever more daylight and the approach of the summer solstice (June 20-21) gives hope for warm & sunny days.

This, however, is the perfect time of the year to contemplate the past and ponder the future.

Usually I like to do that with a couple of "Winter Warmers." The micro brewery renaissance has revived this style of beer and there are many excellent products on the market. Current favorites are Bell's "Double Crème Stout" (yes, Virginia, there is a God because Bell's now distributes to Virginia after a 10-12 year absence), plus St. George Brewing Company's (Hampton, VA) "Winter Stout," an excellent Russian Imperial Stout. These are excellent brews for a cold, dark, wintry night with the fireplace roaring. I do wish some of the dark Michigan brews I experienced/tasted at NABA were for sale in Virginia. Winter makes one appreciate a thick, chewy, malty, dark brew.

Good brews stimulate the mind. One brew makes this ap-

preciator reflect fondly on great times such as our Bay City Convention – the other brew makes me ponder the future and what is literally "On Tap" for 2008.

As always, the big 2008 event to plan for is the NABA Convention in Quad Cities (Davenport & Bettendorf, Iowa – Moline/East Moline & Rock Island Illinois). I had the pleasure & privilege of touring the Quad Cities with 2008 Convention Chairman Bob Post in December, 2006. Quad Cities includes a wonderful Mississippi River locale with a lot of history and exciting things to do. You will love the Lodge. There are a couple of websites to check out: [visitquadcities.com](http://visitquadcities.com) and [lodgehotel.com](http://lodgehotel.com).

The Quad Cities region is centrally located, travel-wise,

for the bulk of the membership, too. It is:

**160 miles from Chicago**  
**160 miles from Des Moines**  
**303 miles from Indianapolis**  
**365 miles from Kansas City**  
**201 miles from Milwaukee**  
**328 miles from Minneapolis**  
**300 miles from Omaha**  
**232 miles from St. Louis**

Please mark your calendars and plan to attend!

Also note in this magazine a NABA tradition has been revived (see below). This tradition is a Pre-Convention Event. This year's event is an invitation by NABA's own, Herb and Helen Haydock, to join them at New Glarus, Wisconsin to view "Haydock's World of Beer Memorabilia Museum." Herb & Helen have created and gathered this col-

lection in cooperation with the New Glarus Brewing Company. You can check out not only the collection, but also the new \$20 million New Glarus Brewing Company expansion as well as their excellent products (alas another great Midwest brewery whose excellent products are unavailable in my state).

In closing, I would like to ask the membership to consider volunteering to write an article for the NABA *Breweriana Collector* magazine. A story on a hometown brewery or a specific Breweriana collector specialty is always welcome. Our editor, Lee Chichester, is very "user friendly" for those of us (me included) who are amateur writers. I would also like to thank Mary

White for serving as Chapter Liaison Coordinator for many years. Mary did an outstanding job and we all thank her kindly. Alas all of us only have so much time to devote to our avocation, and Mary has moved on to other involvements (while still maintaining her longstanding interest in brewing memorabilia and advertising). We are interested in a volunteer to take up Mary's gauntlet. In the short term until this position is filled, please submit newsworthy Chapter items and officer changes to our editor with a copy to our Executive Secretary.

Look forward to seeing you in the Quad Cities!



### NABA Pre Convention Tour

New Glarus, Wisconsin, Monday July 28, 2008



Visit both NEW GLARUS BREWERIES, the one established in 1993 and the new \$20,000,000 brewery, which is home to the HAYDOCKS' WORLD OF BEER MEMORABILIA MUSEUM

Rooms have been reserved at the Chalet Landhaus Inn for the July 27th and 28th. You may reserve for one or both nights, whichever fits your schedule. Information about the Inn is on the back of this sheet.

The NABA Pre Convention rate is \$80. per night (regular rate \$160 +), this includes breakfast.

Reservations **MUST BE MADE BY June 27TH**. YOU ARE RESPONSIBLE FOR MAKING YOUR OWN RESERVATIONS. **800-944-1716**. ASK FOR YOUR CONFIRMATION NUMBER.

It costs nothing to make your reservation, so call NOW to assure your having a room. It is high season and they do sell out.

The evening of July 28th we will have a Barbecue Buffet, Entertainment and the award winning Spotted Cow Beer. The cost will be \$25.

NABA Pre Convention Tour. Mail to:

The Haydocks, 1660 2nd So., Wisconsin Rapids, WI 54495

NABA Member : Name: \_\_\_\_\_ \$25.00

Street: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Guest Name: \_\_\_\_\_ \$25.00

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Make payable to NABA Pre Convention.

Return by July 10, 2008 to help facilitate planning for this event.

Thank you!

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# Let's Talk Breweriana

## Breweriana we can enjoy— Even in brewpubs!

As many of you know, I am not a big fan of seeing vintage brewery advertising displayed on the walls of restaurants and brewpubs. I've said that loud and clear, including in a column I wrote in the Summer, 2006, issue of *The Breweriana Collector*.

Other than restating my assertion that good breweriana belongs in the homes of individual collectors or museums, where it is more likely to be treated with kindness and respect, this time I will not harp or grumble like an intolerable curmudgeon.

I always have made one exception when pontificating about this subject: the enormous museum in the Oldenberg Brewery complex in Fort Mitchell, KY, that was filled with a spectacular array of breweriana from the Herb and Helen Haydock collection.

It was a perfect public setting for the largest and greatest collection of breweriana ever assembled in one location: one that never will be duplicated on such a grand scale. The museum was constructed and maintained with great care and respect for the thousands of items it displayed. The Haydocks would have it no other way.

This isn't always the case, particularly in the case of vintage advertising that is displayed in fast-food chain restaurants and some brewpubs. But there always are exceptions

to that rule. And I found at least four exceptions during my extensive travels in 2007. Perhaps I was in a better frame of mind than during previous excursions. The marked difference this time was the obvious care that was given to some excellent pieces of brewery advertising.

Maybe I shouldn't have been surprised to encounter interesting breweriana—vintage and current microbreweriana—during a two-week, three-state trek to more than 90 brewpubs and breweries (and a few old-fashioned taverns), including more than 20 in Portland, Oregon, the center of the universe, “beervana,” to thousands of beer lovers.

Instead of grouching, I took pleasure in seeing this breweriana—even some in Portland's smoky neighborhood saloons, where a plethora of 1950s to 1970s beer signs were on display, albeit some in less than peak condition.

The eclectic Pike Place Pub and Brewery and the Big Time Brewery and Alehouse in Seattle have impressive collections of vintage breweriana. So do two California breweries, the mega Sierra Nevada Brewing Co. in Chico and Kelley Bros. in Manteca.

In Pike Place, a huge brewpub minutes from the bustling harbor-side Pike Place Market, the breweriana is displayed tastefully in custom-made cabi-

nets and on walls in a brewery history museum, which is set apart from the mainstream of customer traffic.

It is obvious that owner Charles Finkel is an expert in what he does, and has discriminating taste in what he collects. He is flat-out serious about brewing, brewing history, and vintage beer advertising. Examples of his expertise and enthusiasm are on display throughout this large, multi-level building.

A variety of pre-Prohibition and 1930s to 1950s tin and cardboard signs—and a fine collection of East Coast ball knobs—are absolute treats, a feast for breweriana collectors who visit the brewery for beer and food. That includes a colorful A-1 neon can sign that is prominently displayed in the main dining area. For microbreweriana collectors, there also is a representative sample of older items from this genre.

Among those that captured my attention, however, were three beer signs: a gorgeous colorful cardboard piece that promotes Gund's Peerless Beverage, a Hauenstein's cardboard with a Christmas motif, and a Gluek's tin that features the large six-point star.

Tye Schwalbe, a pre-Prohibition Wisconsin and Illinois breweriana expert from La Crosse, WI, offers his appraisal of the resplendent Gund tri-fold from the early 1920s. “I have





had three of the Gund tri-folds over the years,” he said. “It’s not real common, but most serious (La Crosse brewery) collectors have it. The prices for it range from \$400 to \$1,000, depending on condition. They are hard to find in mint condition.

“Gund also produced another tri-fold,” Schwalbe said. This one, also from the 1920s, features “an old gentleman (the profile looks somewhat like the senior Gund) and wife pouring him a drink in the center, a couple eating in a restaurant (on the left) and, if I remember correctly, a couple out in a canoe pictured on the right side.

“This is a rare one, as I have not seen another. I’m sure there are more out there.”

Schwalbe speculates that the “more common” Peerless tri-fold like the one at Pike may be “one of the last (Gund) did before closing the business for good.”

Pike’s museum has neat cases filled with 1930s and 1940s ball knobs, mostly from New Jersey and New York, including two different Linden Beer, Apollo, Trommer’s Malt, and Schultz. An eye catcher

was the Goetz Pale Export knob (red/white/gold in a red body) from the Spokane (Wash.) Breweries, Inc., that was displayed in front of exquisite Vienna Art plates and vintage labeled beer bottles.

The sign collection at Big Time, opened in 1998 and located near the busy University of Washington campus, is pot-pourri liberally displayed on walls throughout the long two-room pub, similar to its sister facility, Triple Rock, in Berke-



ley, CA. I have visited both and never cease to be amazed when I gaze at the quantity and quality of post-Prohibition (and pre-Pro and Prohibition-era) breweriana in these traditional neighborhood pubs.

How and why did Reid Martin, Big Time co-founder and vice president (and president of Triple Rock, originally called Roaring Rock) start collecting signs and other breweriana? He explained in an exchange of e-mails last month.

“I’d been collecting a little before we started Triple Rock (in December, 1986), but really got into it when we were putting the brewpub together,” Martin said. “We got (the breweriana) all over the place, from antique stores to auctions to classified ads. Once people knew we collected breweriana for the pubs, (many) came to us with stuff.”

In a 1990 interview in *All About Beer* magazine (April/May) Reid revealed why he chose to decorate his businesses with vintage beer advertising.

“John (Reid’s brother) and I thought of all of our favorite bars; and they’re the ones that have been around a long time with lots of history behind them...with old stuff hanging all over the walls. We wanted to capture that feeling here.” That formula was used when Martin opened Big Time.

What are Reid’s favorite advertising pieces?

“I like the Griesedieck tennis player and the Sicks’ Select at Triple Rock,” he said. “I’d have to look around at Big Time to tell you my favorite. I do have a Ruhstaller’s Gilt Edge tray at home that I didn’t put on display because I liked it too much.” The Ruhstaller Brewery brewed in Sacramento, CA, from 1881 until 1920.





Martin still appreciates his breweriana but devotes his energy to managing the always-bustling Triple Rock. He no longer actively collects. "I'd say that I'm a former collector, in that I was into it for a few years but ran out of wall space to put things up..."

Among my favorites at Big Time is a tin sign that advertises Falstaff's Dublin Style Cereal Beverage.

I am familiar with a bottle label for that Prohibition-era brand, but not the sign.

But Donald Roussin, a Missouri and Illinois brewery and breweriana expert from Maryland Heights, MO, knows all about it. The cream-colored sign with yellow-trimmed green letters is 19 1/2 in. wide by 9 1/2 in. high, he said. "While tough (and scarce), there are a few Dublin Style tin signs floating around," Roussin said. "The brand dates to the mid-1920s and was a good seller for Falstaff Corp. (during Prohibition). It was a big seller on the West Coast, and played a part in keeping Falstaff Corp. from going out of business during Prohibition," he said.

"The Feds kept making Falstaff change the (bottle) label. I have several variations in my collection (Dublin Type, Style, and such)," he said.

Federal regulators showed

little tolerance for breweries that marketed brands with names that implied they were something other than American-made brews. Dublin Style was one of them. So were Canadian Beer and Canadian Style, brands of the Manhattan Brewing Co. of Chicago during the early 1930s. Drewrys also had similar problems.

"There was a small find of the Dublin signs about two years ago," Roussin said. "Three or four turned up on eBay." He purchased his a few years ago for \$250. "That would still be a fair price (going rate) for it."

My other favorite signs at Big Time are from the 1930s and 1940s:

**Meister Brau** (Peter Hand Brewery, Chicago) – A large red rectangular tin that features Meister Brau in large script letters; **Eastside** (Los Angeles Brewing Co., Los Angeles) – A tin with a prominent red stripe and large bottle, which has an oval-shaped label, on a deep yellow background ("Put Eastside Inside" and "Thoroughly aged Beer" are the brewery's messages); **Blatz** (Blatz, Milwaukee) – A framed cardboard piece that features a lunch meal, four pilsner glasses full of beer, and six stubby bottles.

Some signs are partially obscured by a row of beer bottles of various ages that are lined

along a wainscot rail. That, and the fact that most are mounted high on the walls, prevented me from getting a closer look—or from taking unobstructed photos.

Such was the case with a Bingo Beer (Milan Brewing Co., Milan, Ohio, or Christian Diehl Brewing Co., Defiance, Ohio) sign. It is a large black and yellow rectangle piece with the words "Brewed with Sparkling Spring Water."

I needed information about this sign and asked Bob Kates, an expert breweriana collector from Beavercreek, OH for assistance. I sent him a photo of the sign. Fortunately he examined closely and had some questions. His years of experience collecting Ohio breweriana prompted him to conclude that the sign in the photo just did not look "right." I had assumed it was made of metal and told him so. I couldn't tell for sure because of the sign's location in the pub. Kates said it looked like it was cardboard. Either way, it was a piece he had never seen. I contacted Martin and he said he believed the sign is a copy of undetermined origin.

The sign (at Big Time) is "an exact replica of a (ROG) Bingo Beer sign, (which is) about 12 in. wide x 6 in. high," Kates said. "The glass has maroon paint at the top and bottom and the 'Brewed With Sparkling Spring Water' writing in the middle. There's a gold foil backing on the back. So the Bingo and Beer show up in gold, as well as the background for the diagonal writing in the middle. The sign is reasonably common for a 1940s ROG and usually sells for \$75-\$100."

There also is a mystery about the ROG's brewery of origin.

"The hard part is figuring out where it's from," Kates said. "There are no markings on the front or back...It's generally thought to be from Christian Diehl Brewing, but I haven't found anyone who knows for sure." Some say it's Diehl, others Milan.

Bob took an extra step when he asked Labelologist Bob Kay for his opinion: "Bingo labels from both Defiance and Milan were contract brews for the same distributor: Bloom & Klein of Canton, Ohio. B&K is referenced on both labels, and Bingo was a registered trademark of B&K Inc.," Kay explained.

If you know the brewery of origin for the ROG, please let us in on the secret.

Big Time, like Triple Rock, offers some old-time touches, including a long shuffle board bowling game in the sign-filled back room. Playing shuffle board, drinking a good craft-brewed beer, and enjoying walls full of breweriana are good ways to spend a day with gloomy weather in Seattle. (And that could be as many as 340 days a year!)

You can get a glimpse of Big Time's sign collection by clicking on the photos link on the brewpub's website, [bigtimebrewery.com](http://bigtimebrewery.com).

I digress to provide information about the rare cardboard die-cut pop-out Griesedieck Bros. Brewing Co. tennis sign I saw in Triple Rock, to which Martin alluded. Roussin also provided details about that sign, which I described in a previous column in *The Breweriana Collector*.

"The sign dates to the mid-1930s," he said. "It is missing a piece, a miniature 'net' made of



white string that originally hung about the middle of the piece. I would value it at about \$175 to \$200. GB put out several ads/point-of-purchase pieces around this time with women/tennis themes."

The biggest surprise during my brewery tour occurred at the Kelley Bros. brewpub in downtown Manteca, a San Joaquin Valley city between Modesto and Stockton, one of many cities along California Highway 99 that has craft breweries.

The huge pub/restaurant is housed in an elegant former movie theater that features brightly painted flowing balconies and whimsical décor. Its walls, too, are filled with vintage breweriana and other product advertising.

On the first floor, to my surprise, I saw a scarce pre-Pro Pilsen Olympia Bock cardboard litho from Chicago and what may be a mate to the rare King Cole Beer outdoor porcelain neon sign from Thornton, IL, that is displayed, for little rea-



son other than to fill space on a wall, in the entryway of a fast-food restaurant in Tinley Park, IL.

But my heart really began to race after Chicago breweriana collector and colleague Ron Jones came upon an unusual piece on a wall in an upstairs room. He warned me that if I came upstairs, I most likely was going to react strongly to what I saw. My curiosity got the best of me and I disregarded Ron's admonition.

I reacted! But I was more

stunned than upset. What I saw was a six-foot high 1940s Masonite Canadian Ace bottle sign mounted on a wooden frame. I have pursued a sign like that for many years and thought I had it. The owner of that one told me in November, 2006, he had recently sold the piece. Could this be the same sign? Breweriana mavens are given to such thoughts—and to occasional emotion.

While six-foot high signs of any kind do not necessarily fit into my collecting scheme, I am a Manhattan/Canadian Ace specialist and would prefer that this piece be in my collection and not in a brewpub, where few customers can see or appreciate it.

What are these attractive, scarce, even rare, pieces of Chicago breweriana doing in a small-town brewery in central California?

Joe Kelley, the brewpub's co-owner, offers an interesting explanation: "Two pieces (Pilsen Olympia Bock and King Cole) came from estate auctions that I regularly attended in the Oil City and Erie (PA) areas. The Canadian Ace is my largest sign and is in good condition, having been stored in an old and poorly maintained barn when I found it.

"Although I'm a native Californian, I finished college in Pennsylvania in the 70s and opened my first restaurant there," Kelley said. "It was called The Stanchion (that) was located in the old Drake Hotel in Oil City and was built by the Rock-

efellers." (The first oil discovered in the U. S., the Drake well, was in Titusville, 15 miles to the north, he noted.)

"The Drake had a bar area and with it some interesting beer advertising, including 1940s to 60s beer signs," Kelley said. "I filled the Stanchion with antiques and old advertising that I collected from western and central Pennsylvania. That's how I became interested in the old advertising. It helped that my mom was an antiques dealer, too. She helped with several of the signs.

"My favorite (in Kelley Bros.) is an Iron City mirror, which I put on display in August, after your visit," he said. And he shows a lot of pride and savvy in what he displays.

At Sierra Nevada, visitors to its breweriana museum can enjoy and admire many pre-Pro, 1930s and 40s labeled California bottles professionally displayed in handsome glass-front wooden cases. They were assembled by Ken Grossman, the brewery's founder and owner. My favorites are Sierra, Humboldt, Pioneer, Albion, and Marinoff.

A beautiful small black and gold Tacoma Brew tin-over-cardboard sign displayed in front of picnic bottles on the bottom shelf was difficult to ignore. Also in the cases were albums filled with pre-Pro and IRTP California and other US brewery labels, some common, others not so, including Muskeeter, Full Value, and Idora.

And you can gaze at 1940s and '50s bottle cartons (shells)

that advertise Golden Glow, Blue-Gold, Gold Label, Brewers' Best, Lucky Ale, and other California beers.

The wonderful breweriana we saw in these four breweries appears to be at home, and is owned by people who appreciate and respect it. Many collectors, however, are concerned about fine breweriana owned by entrepreneurs who may not respect it—advertising they use to decorate but don't appreciate.

We often wonder what happens to breweriana when a business gets a new owner, one who may not collect, or even want, old advertising. And what if a brewpub closes?

You don't have to go farther for an example than Hopper's Brooker Creek in Palm Harbor, FL, which closed in 2005. I was told the brewpub reopened briefly under new ownership—and without the breweriana. The original owner told me he was a collector of the excellent beer advertising on display when I visited in 2003. What has happened to the spectacular centerpiece Manhattan porcelain outdoor neon sign, the Utica Club Pilsener "Hot Frankforts" tin sign, and the Alpen Brau and Wagner porcelains?

The same question can be asked about the impressive collection of Champaign Velvet breweriana that had been displayed in the Terre Haute Brewing Co. in Terre Haute, IN, that closed in 2007.

It does make you wonder! But enjoy it when you have the opportunity.



# Brewing In The Quad Cities

## Part 1: Brewing in Rock Island

*by Kevin Kious & Donald Roussin*

The Illinois/Iowa “Quad Cities” consists of Rock Island, Moline and East Moline in Illinois, plus Davenport and Bettendorf, Iowa. Although that adds up to five cities, the name, like that of college’s misnumbered Big Ten athletic conference, somehow persists.

Geographically, the Quad Cities region is notable as the place where the Mississippi River runs backwards as it prepares to meet the Rock River. The towns are all partially situated on steep bluffs overlooking their riverfronts.

Local icons include Sauk/Fox Indian chief Black Hawk, who, along with his tribe, lived in the region; Vermont blacksmith John Deere, who invented a special plow and later launched his farm implement enterprise from Moline; and ill-fated but legendary jazz trumpeter Bix Beiderbecke, a Davenport native.

At one time, brewing and malting played a large role in the local economy: in 1870 the United States

Brewers’ Association held its Tenth National Convention in Davenport. Not only did the Quad Cities (then known as the Tri-Cities) have numerous breweries at the time, so did many smaller towns in the vicinity, such as Buffalo and DeWitt, Iowa, and Geneseo and Savanna, Illinois.

But the story of Quad Cities brewing is primarily that of the relatively large brewers in Davenport and Rock Island. Both cities saw brewery mergers in the 1890s, and both saw post-Prohibition revivals of single plants that closed all too quickly. Thankfully, both towns (and Moline) have also seen the revival of brewing with the recent micro/brewpub revolution.

In this first part of the Quad Cities story, we will examine brewing history on the Illinois side of the river, where the local industry began in 1847.



# BREWING IN ROCK ISLAND

## TWO EARLY BREWERIES

The brewing industry in what would become the Quad Cities was launched by French brothers August and Peter Littig, who, with partner Joseph Dormann, opened a small ale brewery in 1847. The main operator must have been Augustus Littig, as he was the only one of the trio present in Rock Island for the 1850 census. He told the census taker that his occupation was brewer and that he owned a mere \$1000 in real estate.

In 1851 the Littigs were joined by Ignatz Huber, who bought Dormann's one-third-share in the business, then known as Littig & Company. As fate would have it, Huber and his descendants were destined to be in the Rock Island beer business well into the next century.

Ignatz Huber bought out the Littigs in 1854 to become sole proprietor of the brewery, located at Third Avenue and 23rd Street. Huber began brewing lager beer in addition to ale at the plant then known as the City Brewery. An 1859 ad placed

in the city directory shows the brewery offering a smorgasbord of beers – pale, amber and brown ales; porter and brown stout; and Bavarian lager. In addition to running the brewery, Huber also operated a saloon and lived on the grounds.

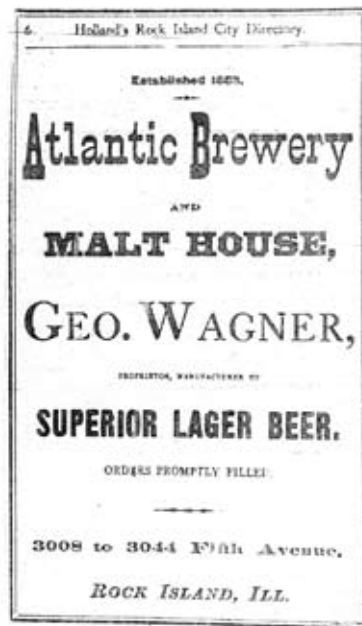
Huber was a well qualified beermaker, having been born in 1826 at Breitenbrunn (near Munich), Germany, where he was trained at his father's brewery. Huber came to the US in 1849, and prior to arriving in Rock Island had worked at the Hoster Brewery in Columbus, Ohio and at the Herancourt Brewery in Cincinnati.

Although they sold the City Brewery to Huber, the Littigs remained in the beer business, with August starting a brewery in Comanche, Iowa. Peter chose to stay in Rock Island, opening a new brewery in 1853 on Moline Avenue (later renamed Fifth) and Thirtieth Street where he was assisted by son Peter, Jr. All the Littigs would later end up crossing the river and establishing a brewery in Davenport.

In the mid-1850s the Littigs sold their second Rock Island plant to Joseph Schmid. When Schmid left in 1865 to help operate the Bernheimer & Schmid/Lion Brewery in New York, he sold what had by then become known as the Atlantic Brewery to George Wagner.

Unlike Ignatz Huber, George Wagner had not been trained as a brewer. Born in 1832 in Wurttemberg, Germany, he learned to be a baker, and worked at a bakery after arriving in New York City at age 20. Moving to Rock Island in 1855, he and a cousin established a bakery there. After selling out to the cousin, Wagner opened another bakery in Moline in 1857, which included a cracker factory.

Why Wagner decided to buy a brewery after selling the second bakery is anybody's guess,



but the Wagner family, like the Hubers, would be involved in Rock Island brewing for many decades. In addition to providing the community with beer and crackers, George Wagner also served as a Rock Island city alderman.

Rock Island brewing rival Ignatz Huber likewise served his fellow citizens on the city council. He also found time to be a director of the People's National Bank, a real estate developer, and to lead the brewing industry as a charter member of the United States Brewers' Association (founded in 1862) and as the first president of the Mississippi Valley Brewer's Association.

Both the City and Atlantic breweries remained successful yet small in the decade following the Civil War.

## ANOTHER COMPETITOR

In 1870 a new competitor emerged in Rock Island with the



opening of the Western Brewery, appropriately enough located on the western edge of town at the corner of Orleans and Carroll. Matthew Haller was the first proprietor of this business, which in 1873 was acquired by John A. King and Company. Partners in this venture were brothers (and long-time area residents) John A. and Joseph King along with Benedict Miller.

The 1878 Rock Island city directory included stories on all three breweries. Wagner's Atlantic Brewery was described as 150 ft. x 180 ft., mostly three-story and an employer of 20-40 hands. The brewery had been "enlarged and beautified" since the days of Joseph Schmid and could produce 250 barrels of beer in a day.

Huber's City Brewery had a somewhat smaller brewing capacity of 200 barrels per day. The book described its immense cellars and ice houses (which were located many blocks from the main plant) and the "ornate and substantial" brewery, malt house, and residence which filled a 150 ft. x 240 ft. lot.



The directory took a swipe at the quality of brew that had been made in the early days at King's Western Brewery, but acknowledged that upon securing the services of Christian Sturm as brewmaster the business had been turned around. The "substantial" brick brewery occupied nearly half a city block, and in the overblown rhetoric common to the day, the author opined that, "so successfully is it being managed and patronized, that the proprietors contemplate enlarging its capacity the coming season."

Jonathan King left the Western Brewery to concentrate on running his local saloon in

1879, with the J.A. King & Co. brewery moniker replaced by just Joseph King. But a few months later, on March 5, 1880, the remaining King sold the entire business to partners Gebhard Raible and Gustav Stengel.

Stengel was a saloon operator at 1812 Second Avenue in Rock Island, while Raible had worked at the rival Atlantic Brewery since his arrival in America and Rock Island in 1854, quickly rising to the positions of foreman and brewmaster. Raible had trained as a brewer in his native duchy of Wurtemberg, Germany, where he was born in 1836.

Wagner's Atlantic Brewery had established itself as the largest of the three Rock Island breweries, producing nearly 10,000 barrels in 1877. In 1880, the trio combined to produce 26,000 barrels of beer. This was actually 2100 more barrels than were produced across the river in Davenport, although a couple of that city's breweries had suffered costly fires early that year. Wing's 1880 business guide provided the following information on the breweries (see box below).

All three breweries continued steady growth through the 1880s. The City Brewery outgrew its original quarters, so in



This wasn't the first time Raible had struck out on his own, as in the late 1860s he was running a brewery next door in Moline, with a partner (and former meat market operator) named Martin Weber. After a few years at the Weber-Raible Brewery, he had come back to his old job at Atlantic.

1882 Ignatz Huber built a new brewery at the site of his storage cellars. Perched on the hill at Seventh Avenue and Thirtieth Street (where the cellars were dug partially into the hill) the new plant was just a few blocks up the street from Atlantic. The old brewery facility was retained and would be used strictly as a

<u>PLANT</u>	<u>Barrels sold</u>	<u>Total Sales</u>	<u>Capital Invested</u>	<u>Improvements</u>
Wagner	12,500	\$100,000	\$75,000	\$8000
Huber	9,500	\$ 60,000	\$60,000	\$6000
Raible & Stengel	4,000	\$ 32,000	\$35,000	\$5000*

\*improvements attributed to Joseph King  
(Note also that Huber's beer was apparently cheaper than his rivals')





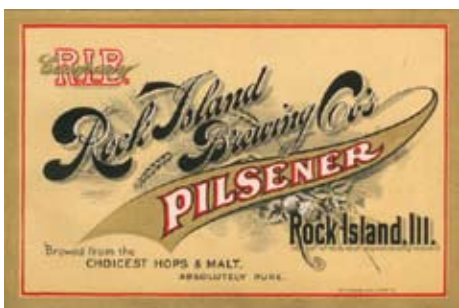
malt house.

The two other rival Rock Island plants continued to be modernized, and new buildings erected as needed. In the early 1880s, the local bottling firm of Carse & Ohlweiler, in addition to being agents for the Schlitz and Seipp breweries, was serving as sole bottler of Wagner's beer.

But by 1884 Atlantic had opened its own bottling plant, and led the local pack with production of nearly 20,000 barrels. Bottled beer was being shipped west to Council Bluffs and Kansas City, and east to Chicago via the brewery's own shipping cars. That year also saw Huber produce over 10,000 barrels at the City Brewery and Raible & Stengel over 5,000 at what they had (by then) started calling the Rock Island Brewery.

#### AND THEN THERE WAS ONE

The last two decades of the 19<sup>th</sup> Century were interesting ones in the brewing industry. The invention of refrigerating equipment and other mechanical advances in bottling and pasteurization were changing brewing and packaging methods. Railroads and other transportation improvements were making it easier to ship the product. Such changes tended to favor the bigger shipping breweries, and served to usher in an era of brewery consolidation.



Such merger mania hit Rock Island in 1893, when the three breweries – Atlantic, City, and Rock Island – combined to form the aptly named Rock Island Brewing Company.

In the December 15, 1892 issue of *The Western Brewer* it was reported that the consolidation was nearing completion, with \$1-million in capital stock divided among owners Wagner, Huber, Raible and Stengel. Gebhard Raible would be made superintendent and his son Frank foreman, and their Rock Island plant likely closed. According to the article:

*This concentration of forces will effect an important saving in expenses without curtailing the aggregate output. The common interest will also do much to secure a common protection in dealing with customers of the tricky order. It is declared that the increased profits which are expected are looked for from these two items, and not in increasing the price of beer.*

Each of the three former competitors had brought substantial piles of chips to the bargaining poker table. The City Brewery had a fairly new facility and a location that would accommodate additional expansion. The Atlantic Brewery had recently made malt house and bottling shop additions, and owned new refrigerating equipment. The Rock Island Brewery had experienced growing sales and had the brewing expertise of the Raibles. The combination of forces would prove to be a successful match.

#### A NEW GENERATION

The merger helped serve another purpose also, as brewing veterans Ignatz Huber and George Wagner were ready to hand the brewing reins over to their respective sons. Huber had spent over 40 years in

the Rock Island brewing business and Wagner over 30, and they had seen many changes over that time. Into their shoes stepped the youthful duo of Otto Huber and Robert Wagner.

Otto Huber was the only son of pioneering brewer Ignatz Huber, although he had two sisters named Lillian and Emelie. A noteworthy fact about the three siblings is that none of them was ever married.

While Otto may have lacked a wife, his life did not lack for action and drama. After attending Rock Island public schools, he spent three years studying at



the University of Illinois, then headed to Europe and graduated after two years at the Technology Institute in Munich. A noted golfer and equestrian, he started working for the brewery in 1889, and proved to be quite a wheeler-dealer in the beer business. At the same time the Rock Island breweries were merging, Otto Huber helped negotiate another one million dollar deal, this time the formation of the Seattle Brewing and Malt- ing Company in far away Washington.

In addition to serving as secretary/treasurer of RIBCo. (as the Rock Island brewery conglomerate would be called), Huber would help organize the Illinois State Brewers' Association in 1902, serve as the



OFFICERS AND DIRECTORS THE ROCK ISLAND BREWING CO.  
 GEORGE RAIBLE, President; JAMES G. JUNGE, Vice President; OTTO HUBER, Secretary and Treasurer; ROBERT WAGNER, President.

president of two banks, and volunteer as a Rock Island city park commissioner. He would also help build the Des Moines Brewing Company in next-door Iowa and serve as its corporate president.

Robert Wagner became RIBCo. president following the merger, a position he would hold through Prohibition. He was one of three brothers and had started working at his father's brewery upon graduation from the United States Brewers' Academy in New York City.

Corporate vice-president Julius G. Junge joined Huber and Wagner in the RIBCo. directors' chairs. Junge was the proprietor of the Rock Island Bottling Works, which had operated for many years bottling beer a few blocks down the street from the original City Brewery.

### THE GLORY YEARS

Under this leadership, RIBCo. would prosper for the next couple of decades. As predicted, the old Raible and Stengel plant was soon closed down, with Gustav Stengel selling his interest in RIBCo. to the Hubers in 1894. The City Brewery became the exclusive brewing site, while the Atlantic facility down the hill would house the company office and bottling and malting operations.

When RIBCo. had a fancy etched glass produced by Maryland Glass Etching Works

of Cumberland, Maryland in 1895, it listed four brands it was producing: pilsener, muenchener, select, and lager.

A new storage house was installed the same year, another large two-story brick addition completed in 1899, and a new \$40,000 cellar (with a capacity of 23,000 barrels) was built the next year. Eventually all operations would be moved to the

City Brewery site.

In the late 1890s, RIBCo. had to survive a pair of what *Western Brewer* called "beer wars." The one in Moline ended with the keg price back at \$6.50, while the 5-month "war" in Rock Island, which had shrunk prices to \$3 a barrel, ended with the old \$6 price back in place. The brewery must not have been hurt too badly, as during the same period it was reported that Quad Cities brewery workmen had been given a pay raise.

Brewmaster Gebhardt Raible died in 1904, leaving a widow and two daughters. The next few years brought mixed news to the RIBCo. family. A \$15,000 addition to the brewery was completed and a fancy storage depot was erected in Moline, but pioneer baker/brewer George Wagner passed away on January 10, 1907.

The brewery continued to thrive. A new bottling house was constructed in 1914. This comes as no surprise to Midwest breweriana collectors, who are amazed by the number of Rock Island Brewing Company picnic-

sized embossed bottles that have survived.

The company itself also survived another "beer war" in Moline, this one in 1913. *Western Brewer* reported that most of the saloons in Moline sold both Rock Island and Chicago beer. In response to increasing sales of a certain unnamed brand of Chicago bottled beer, RIBCo. announced that the saloons it controlled would no longer be permitted to sell Chicago beer. This angered the Chicago breweries, the saloon operators and the patrons, of whom the magazine commented: "although most of them do not care what brand they drink, they feel as if they ought to be allowed to get what they ask for."

### THE EFFECT OF THE "DRYS"

Prohibitionist forces had always been strong in neighboring Iowa, and the dry movement began to grow stronger nationwide. Part of the problem was the unsavory reputation of some saloons. RIBCo. tried to mollify the teetotalers by regulating its tied houses. In 1909, the company announced that it would "positively expel any tenant who harbors women or permits gambling in any of its buildings." The local brewers' associations likewise had always at least paid lip service to running respectable saloons. For a time, the Prohibitionists were held at bay.

Otto Huber would not be around to see the "drys" ultimate victory. A few days after Christmas, 1914, he suffered a cerebral hemorrhage and died



WAGNER PLANT OF ROCK ISLAND BREWING CO. - ROCK ISLAND.



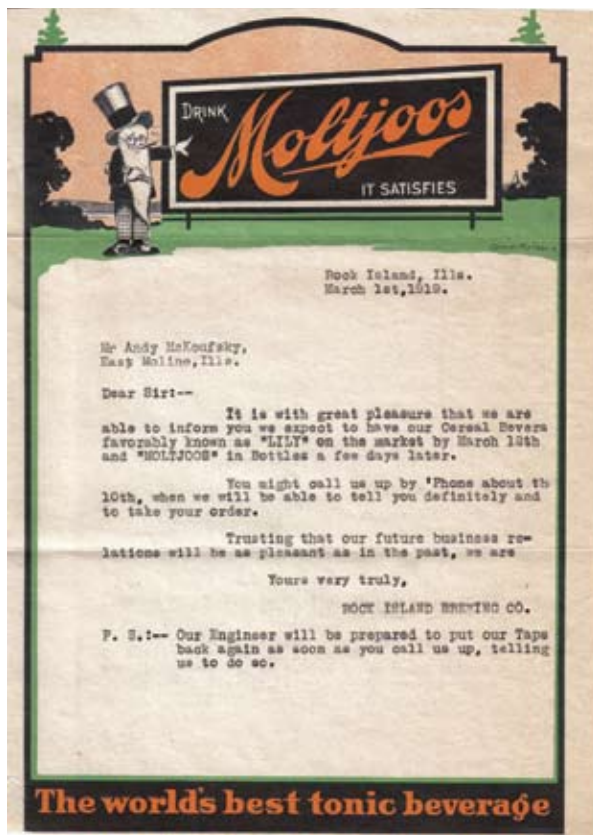
on New Year's Day, 1915. Huber was only 49-years old. *American Brewer* said the following in its eulogy: "Although a man possessed of wealth and one who had received many advantages, he was of an unassuming nature. Warm hearted and sympathetic, he was ever ready to extend a helping hand to those less fortunate than himself." (Research shows that *American Brewer* stole this practically verbatim from a county biographical book!)

At the RIBCo. board meeting a couple of months later, Otto's sister Lily was named corporate vice-president. She would later lend her name to a non-intoxicating beverage produced by the company. Joining her and president Robert Wagner was some new blood, with Gustave Tegeler named secretary-treasurer.

By 1916, Iowa had passed a state Prohibition law, and the voters in Moline had voted to make that city dry. The wets prevailed handily in the Rock Island election, however.

RIBCo. was still in a favorable position for selling beer, partially (and rather ironically) due to these Prohibition laws. Surrounding dry towns no longer had taverns, but their citizens could buy bottled beer for home use. Additionally, the saloons in Rock Island were still doing a rousing business.

"Drink the RIB"  
matchbook cover.



Responding to the increased demand for its bottled beer, RIBCo. added yet another bottling line in 1916. With the breweries in Davenport shuttered, the owners of the Davenport Brewing Company contracted with RIBCo. to produce their top selling Davenport Pale brand. Not all news was good, though, as in May cooper Fred Barg was killed at the brewery when an ammonia pipe burst while he was working in a storage room.

Both the brewery and saloon-keeper Emil Van Kerrebroeck were sued later that same year. Mrs. Leonie Vandeveld and her children requested \$10,000 damages, alleging that the brewery and bartender were at fault for their husband/father's death, which occurred when he fell from a wagon while intoxicated on Rock Island beer.

Meanwhile, Prohibitionists came up with a clever scheme to make Rock Island go dry. They claimed that the nearby Rock Island arsenal should be declared an army post, and thus subject to government regulations forbidding saloons within two miles of such facilities.

RIBCo. must have been confident this wouldn't work, as in 1917 a new steel smokestack was installed and a new pasteurizer and bottle soakers were purchased.

They were wrong. In the election of April, 1918, the voters of Rock Island chose to make the city dry. This action closed 45 saloons, 30 liquor stores, and the Rock Island Brewing Company. According to *Brewer & Maltster* magazine, "the result is largely attributable to the establishment of a dry zone about the government arsenal and the fight made from the Iowa side of the Mississippi River."

Late that year, wet forces in the city vowed to force a new election. With the city no longer collecting saloon license fees and thus having trouble paying its bills, it was felt Rock Island could be returned to the wet column. Soon it became a moot point, as the 18<sup>th</sup> Amendment was ratified, the Volstead Act passed, and beer made illegal.

#### POST-PRO REVIVAL

Management attempted to keep the brewery open by producing near beer. The Lily brand cereal beverage was even featured on a giant sign atop the brewery, but like most such products, it was an ultimate failure. Sales of Lily and Old Tavern brew had dwindled so much by 1928 that operations were suspended. Some efforts were made to keep the plant



functional in case legal alcohol ever came back, however. When this happened five years later, investors were ready to reopen the facility.

The pre-Pro owners of RIB-Co. had not been very good at producing heirs. Robert Wagner was still alive, but he and his wife had no children; Lily Huber was alive but she and her siblings had remained childless; and Gebhard Raible had only daughters. Thus it was pretty much up to others to get the ball rolling at the brewery.

In the summer of 1933, the Chicago brokerage firm of Hoaglund, Allum & Tunney took out ads in various Illinois newspapers announcing a public stock offering by the Rock Island Brewing Company. The ad read in part:

*The Rock Island Brewery has been in operation since 1851. During the prohibition era pure malt syrup and near beer were manufactured and sold. The brewery is famous for its fine quality German brews, sold under the well-known trademarks: EdelBrau, Cross Country, Old Tavern and Old Mission.*

—Researcher's note: In the above ad, the new company chose 1851 as the brewery founding date.

This was the year Ignatz Huber became a partner with the Littigs, but ignores the fact that brewing actually began a few years earlier. Such a date discrepancy was nothing new, though, since a City Brewery ad placed in 1876 had given 1851 as the founding date, while an ad two years later said 1847.

The new RIBCo. issued 110,000 shares of full voting stock, available for around \$9.50 per share and traded on the Chicago stock exchange. According to the ad, brewing would commence after a few minor repairs were made, making it the only operating brewery within a 75-mile radius of the "Tri-Cities." Corporate president was Chester A. Mitchel of Chicago, who also was busy running his family's brewery 180 miles to the east in Mokena. General manager duties were assigned

to Gustav Tegeler, who had first joined RIBCo. back in the pre-Prohibition days.

Brewery brass had already shifted by 1934, consisting of George Thompson of LaGrange, Illinois (a Chicago suburb) as president; A.F. Busch, vice-president; Robert Patterson, treasurer; W.E. Chambers, general manager; and Robert Pflugfelder, brewmaster.

By 1935, Chambers had also been made vice-president and secretary and R.D. Somerson treasurer. Chambers stated the next year in *American Brewer* that RIBCo.'s 1935 sales had shown a marked improvement and the brewery would hopefully operate at three-fourths of plant capacity (believed to be 100,000 barrels) in 1936.

The original portfolio of RIBCo.'s post-Pro brands included Old Tavern and Cross Country, the latter described on some neck labels as "RIBCO.'s Winter Brew." The Rock Island Select brand was added around 1935.

Pre-Pro RIBCo. president Robert Wagner died of a heart attack on Christmas Day, 1937, and signals that all may not have been well at the brewery began showing themselves in early 1938, when general manager Chambers tendered his resignation. Corporate treasurer Roy D. Somerson, who had been with the company since 1933, and John C. Lassen were named to replace him as secretary and vice-president respectively.

Later in the year there was a change in the brewhouse, as Robert Rauwolf was summoned from the Pride of Missouri Brewing Company to tend the kettles in Rock Island. Rauwolf's connection with RIBCo. preceded Prohibition, as he

had been assistant brewmaster in 1912 when tapped by Otto Huber to replace the ailing head brewer at the Des Moines Brewing Company.

Rauwolf wasn't around long, though, as at the end of 1938 it was announced that Frank Weber was the new brewmaster. Weber, who had formerly been at the Michigan Brewing Company in Grand Rapids, was named a corporate vice-president at RIBCo. as well. Around this time, in an effort to revive flagging sales, RIBCo. introduced Rox Pale Lager brand beer.

In the spring of 1939, T.W. Condron, who was serving as general manager, was elevated to corporate president. Former president George Thompson stayed as chairman of the board. There was other managerial shuffling as well, with R.A. Weidenholt and K.L. Braun becoming corporate officers.

It was all for naught. Soon thereafter, production was suspended and the company declared bankrupt. The Rox brand had turned out to be the brewery's last dying gasp.

With the fate of the brewery in limbo, a concern known as Livingston and Company considered saving the business. Livingston and Co. was a local wholesale liquor dealer headed by Albert K. Livingston, who had helped start the company shortly after repeal. With partners Lawrence Aldrich and Harold Garrison, Livingston had a contract brand called Prince Pilsner produced in clear bot-



RIBCo. Demolition

ties by RIBCo., and they took out their own brewing permit in both 1939 and 1940. Apparently whatever plans they had fell through, and Livingston & Co. never actually produced any of its own beer.

In February, 1940, referee-in-bankruptcy E.L. Covey approved the sale of the property and assets of the Rock Island Brewing Company. The high bidder was Voss Brothers Express and Storage Company, a local trucking and moving firm.

By the late 1970s, the remaining RIBCo. buildings were serving a variety of purposes – housing a bowling alley, a power tool company, a furniture outlet store, and a siding company. Recently, though, the remaining buildings at 701 Thirti-

eth Avenue, near the Augustana College campus, have been torn down and a funeral home built on the site.

The other old brewery buildings in Rock Island have likewise disappeared. The original Huber/City site at 2300-2320 Third Avenue has given way to the road and boulevard heading to the Arsenal Bridge; the Western/Rock Island facility at 400-422 Third Avenue is now a truck parking lot in an industrial wasteland; and the old Wagner/Atlantic site has for many years been home to a vacant lot and a used car dealership.

### THE MODERN ERA

While the physical remains of the Rock Island Brewing Company continued serving non-brewing purposes, the RIB-

Co. name was revived in 1979. This version was the name given to a downtown nightclub noted for its live music and a wide selection of beer, albeit brewed elsewhere. This RIBCo. continues to succeed as it approaches thirty years in business.

The brewing industry finally came back to Rock Island (after a 50+ year hiatus) with the March 1994 opening of the Blue Cat Brew Pub. Located downtown at 113 Eighteenth Street, Blue Cat was originally called Crooked River Brewing Company, but quickly changed nomenclature when the Crooked River Brewing Company in Cleveland was offended. Blue Cat is still going strong today, in its downtown building near the river that once housed the Rock Island VFW.

Sources for this article include: "100 Years of Brewing"; *Western Brewer*; *American Brewer*; *Brewer & Maltster*; *The Breweries of Iowa* by Randy Carlson; *The Antique Bottles of Iowa 1846-1915* by Mike Burggraaf; U.S. Census records; *The Quad City Times*; Rock Island, Moline and Davenport city directories and *Who's Who In Brew*. The authors would also like to thank the following for assistance in preparing this article: Mike England, Don Johnston, Bob Kay, Phil Pospychala, Daniel Potochniak, Merle Vastine, Mike Wenthe and Mark Wiseman.

## LESSER BREWING LIGHTS

There were a few other pre-Pro breweries that operated in Rock Island and the adjacent town of Moline, most of them very obscure and in business only briefly.

Like many cities, Rock Island supported a weiss beer brewery in the pre-Prohibition era, appropriately enough called The Rock Island Weiss Beer Brewery.

Another small Rock Island brewery was operated by H. Victor Bergstrom. The September 15, 1897 edition of *Western Brewer* announced that Bergstrom, "who has been making 30 barrels per week of 'Swedish Small' beer at Rock Island," was then forming a partnership with Nels Wetsal of south Moline. Taking the name of Wetsal-Bergstrom Brewing Company, a new plant was set up on Concordia Avenue in Moline.

The new facility was a three-story, 28 ft. x 34 ft. building equipped to produce 20 barrels of small beer per day, plus another drink similar to malt extract. About a year after it opened, the Bergstrom name was dropped and the business briefly operated as the Wetsal Brewing Company.

*Western Brewer* noted in June of 1904 that Olof Soderholm had opened a new brewery in Moline. Known as the Swedish Small Beer Brewery and located at 322 Fourth Avenue, this business closed in late 1906. It is unclear if it was a continuation of the Wetsal brewery or a separate operation. It's now a school playground.

Moline's other documented brewers were George Seibel and C.M. Lindvall & Company. The Brewery Register credits Seibel with producing 1125 barrels one year before closing around 1875, and the Lindvall concern producing a mere 30 barrels in a year before likewise

closing circa 1875. *American Breweries*, however, lists these two brewers as the same plant.

Seibel's operation must have been fairly substantial to produce over 1000 barrels, so it might be inferred that he was brewing in the former Weber-Raible Brewery (mentioned in the main story). This plant operated in Moline in the late 1860s at the northwest corner of Bass & Wells, east of downtown near the river. Martin Weber ran the business alone in 1872-3 after partner Raible went back to the Atlantic Brewery in Rock Island, but no evidence was located as to any successors. C.M. Lindvall appears in an 1878 city directory, but as a maker of organs instead of beer.

Industry publications also mentioned 1900 rumors of a brewery being planned for Moline. A 1903 article went into further detail, discussing the formation of the Moline Brewing Company, said to consist of Chicago, Davenport, and St. Louis capitalists, who were intent on building a \$200,000 brewery. Alas, like many proposed ventures of the era, it never happened.

Nobody had commercially brewed beer in Moline since well before national Prohibition until Brewbaker's Ale House and Deli began doing so in 1994. Located downtown at 425 Fifteenth Street, Brewbaker's closed just a year later.

Luckily the Bent River Brewing Company opened not long thereafter and is Moline's current brewpub. Operating not far from the old Brewbaker's at 1413 Fifth Avenue, Bent River opened its doors in 1997, but government red tape prevented brewing from commencing until 1999. Since then, annual production has gone over the 1000 barrel mark and the company has regionally distributed its product in bottles.





# Labelology

## Famous Men on Labels

By Bob Kay



**William Penn**, considered one of our founding fathers, had a pretty fair sized piece of property in the Americas. Now-a-days, it's called Pennsylvania. He was granted his property in payment for a debt from King Charles of England. Penn was a pacifist Quaker and those occupying his turf lived by a democratic constitution that he wrote some 100 years before the American Revolution. Penn originally named the property Sylvania, but King Charles changed it to Pennsylvania. He is remembered on several PA labels. Examples from Jeanette and Rockwood PA brewers are shown. The neck label for the Pennsbury label adds this historical tidbit: "Named after the town where the first brewery in Pennsylvania was built by William Penn."

**Ben Franklin:** As a political writer and activist, Franklin promoted the idea of an American nation, and as a diplomat during the American Revolution, he secured the French alliance that helped make it all possible. While Franklin has already been widely recognized, the Franklin Brewing Co. of Columbus, OH, joined the party by naming their brewery after him and issuing numerous labels picturing him.



**Thomas Jefferson and Lewis & Clark:** Jefferson, our third President, scored a major coup with the Louisiana Purchase and this sparked interest in further expansion to the west coast. With President Jefferson's support, the groundwork was laid for the Lewis & Clark Expedition. Everyone, it



seems, wanted to lay claim to the "West" and it was necessary to find a suitable route to the Western Frontier and evaluate the footholds of the British and French-Canadian trappers who were already established in the area. Apparently scant thought was given to the rights of the Indian tribes inhabiting the territory. This expedition some 200 years ago was surely equivalent to putting a man on the moon in contemporary times. The trip through uncharted territory took two years to complete. It's well-chronicled on internet sites as well as documentary films and is worth a closer look. An isolated event that surely was not funny at the time, but now seems worth repeating, was that one of Clark's hunters, Pierre Cruzatte, blind in one eye and nearsighted in the other, mistook Lewis for an elk and shot him in the thigh. Oops!

The Home Brewing Co. in St. Louis, which operated from 1892 – 1901, issued the label picturing Jefferson; and the Olympia Brewing Co. issued the 1905 label commemorating the Expedition's leaders.





**James Madison**, the fourth President of the United States, was one of the crafters of our Constitution. This is one of many labels from the Madison Brewing Co. of Madison, IN (1882-1918) bearing his likeness.

**Andrew Jackson**, our seventh President, served in the Revolutionary War at age 13 and was taken prisoner. Jackson's entire immediate family died from war-related hardships, leaving him an orphan at age 15, and Jackson forever after blamed the British. He was the last President to have been a veteran of the Revolution, and the second to have been a prisoner of war (Washington was captured by the French during the French & Indian War). Jackson went to Tennessee in 1787 and although he could



barely read law, he soon began to prosper in the rough-and-tumble world of frontier law. From these humble beginnings, he rose to become our seventh



President. The Jackson Brewing Co. of San Francisco (1894 – 1920) named their brewery after him and issued this label.

**Grover Cleveland**, our 22<sup>nd</sup> and 24<sup>th</sup> President, was the only one to serve two non-consecutive terms. The New Orleans Brewing Association (1890



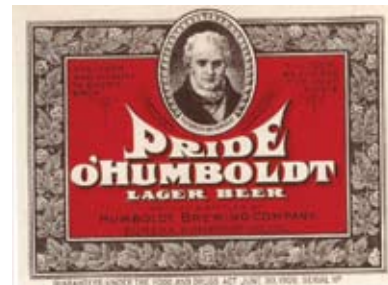
– 1900) made it clear who they supported with this neat “Our Choice” political label. It must have been a very unusual label at the time, and I’m surprised I haven’t seen more.

Cleveland also appeared with George Washington on this Centennial Label 100 years after Washington’s terms.



**Casimir Pulaski** was a Polish soldier and politician highly regarded for his military savvy. After immigrating to America, he served as a general in the Continental Army during the American Revolution and died of wounds suffered in the Battle of Savannah. He has been referred to as the Father of the American Calvary. He is pictured on this 1933 label from the Pulaski Beverage Company of Harrison, NJ. The Pulaski Beverage Company was a pseudonym for the Harrison Beverage Co.

**Alexander Von Humboldt** was a famous Prussian naturalist and explorer. He is especially remembered for his explorations and writings about Latin America. Humboldt Bay on California’s northern coast (a major attraction for naturalists) was named after him. Eureka CA,



adjacent to the bay, was the site of the Humboldt Brewing Co. (1903 – 1940), which adopted his name and printed several labels with his portrait.

**Friedrich Schiller** (1759 – 1805) was a famous German playwright who often produced politically sensitive material. I suspect his appearance on Baltimore’s Eigenbrot Brewery label was an attempt to introduce the theater crowd to Schiller beer.



Friends: for an update on **Bob Kay's Label Book** (Vol. I), please check out page 35.

# 29th Blue Gray Fredericksburg, VA Feb. 13, 14, 15, 16, 2008

Presented by  
***Richbrau, Capitol City, Sports Cans, & Rusty Bunch Chapters  
BCCA, and NABA,  
Twenty-Nine Great Years***

It all started in a drafty Howard Johnson's in 1979. Then it moved to a bit nicer Sheraton to the north of **Fredericksburg**. In 1985, we celebrated the 50<sup>th</sup> anniversary of the beer can "where it all began" in Richmond, Virginia. In 1988, we moved to the HOLIDOME **now the Ramada Inn** and have had a series of great shows. Friday Night Fights and the World Series of Poker have been added to the events of the weekend. This year's show will be even better. We promise no repeat of the blizzard of '03. So y'all join us for **THE SHOW/THE PARTY/THE HOTTEST SHOW ON THE EAST COAST.**

## ***FEBRUARY 13, 14, 15, 16, 2008***

Thursday	Feb. 14	Brewery Tour TBA	Room to Room
Friday	Feb. 15:	Room to Room	
		Trade floor for non-Ramada guests & far-back rooms	
		World Famous Carl's of Fredericksburg Open for Ice Cream	
Saturday	Feb. 16:	9:00 am, Full Bottle Trade in Banquet room	
		9-5, Trade Floor Open, 7 pm Banquet	
		2pm. Wine Tasting with Debbie Eib	
Sunday	Feb. 17:	Bragging Day	
Monday	Feb. 18:	Enjoy the Holiday at Home	

### **Brewery Tour TBA**

**Saturday morning at 9am:** Full Bottle Trade in the banquet room. Please bring some fresh microbrewery beer from your area to trade. **Minimum-one six pack, Maximum-one case.**

**Saturday afternoon:** Wine tasting: Bring your favorite wine to share. Enjoy wine, cheese and conversation about something other than beer. Contact Debbie Eib for further details: 804-360-5744.

Mail Registration Forms,

Payable to: Charles N. Bacon P.O. Box 5056, Beverly Farms, MA 01915

978-927-3855 e-mail: [northbay1@comcast.net](mailto:northbay1@comcast.net)

Questions????????????

Ray Johnson 703-971-3549  
Robert Fondren 540-370-4210

John Fisher 301-290-1573  
Chris Eib 804-360-5744

***Visit us at: <http://bluegrayshow.com/>***

***RAMADA INN North on U.S. Route 1 at I-95 Fredericksburg, VA Exit 126, (Massaponax Exit).***

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# Talking Chalk

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By George Baley

## Statues with Beer Tray Themes Part 2

**Editor's note:** In the Fall, 2007 issue of *Breweriana Collector*, we kicked off a new column we're delighted to present to NABA members by former BC editor, George Baley: *Talking Chalk*. This is Part 2 of his discussion of statues and back bar breweriana paired with same-themed trays. In the last installment, he discussed Blatz, Duquesne, Esslinger's, Falstaff, Fox Deluxe, Fox Head, Hamm's, Hampden Ale, Hanley's Ale, Ajax Brewing, and Iroquois. As before, the numerical references included within parenthesis indicate the page in Baley's book, **Back Bar Beer Figurines**, on which the statue is discussed.



Piel's Bros. Brewing featured two different themes over the years. The familiar Bert and Harry (329) shown is 12 in. high and is made of latex rubber and brings about \$75. Often the red printing on the front has either worn off or faded. It came with either a can or a stubby bottle. The complimentary tray shown came in several versions with different text. They make a nice wall display. The other Piel's theme was the gnome figure used most often with a foam scraper holder (not pictured). The gnome statue shown (330) is circa 1960, made of pot metal, stands 9.5 in. high, and brings about \$125.

Koehler's merry singers (471) from Erie Brewing are featured on this chalk shelf sign. Measuring 6 in., these shelf signs have dramatically increased in value over the past few years, often bringing \$200 plus.

Gretz of Philadelphia highlighted a man riding an old high wheel bicycle (466) in a 3 in. tall chalk shelf sign. This 1950s collectible is valued at about \$200.

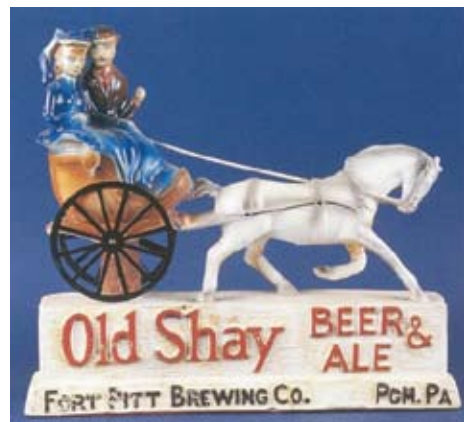




Miller girls from Milwaukee are some of the most collectible statues ever made. The picture shows five 1940s to early 1950s variations (240-244) including an extremely rare prototype (center girl in blue). This figure came in both chalk and plastic in heights of 6 in. and 14.75 in. and is valued at \$30 for the small ones and \$100 for the larger red dress versions.



Old Shay of Pittsburgh developed a series of horse-drawn buggies (286) in combinations of all chalk and chalk/rubber. These 11 in. statues range from \$100 to \$150 and date from the 1950s.



Old Tap Ale of Enterprise Brewing featured an old man (292) eyeing a mug of their beer. This circa 1939 statue stands 9.5 in. high and brings in the range of \$300.

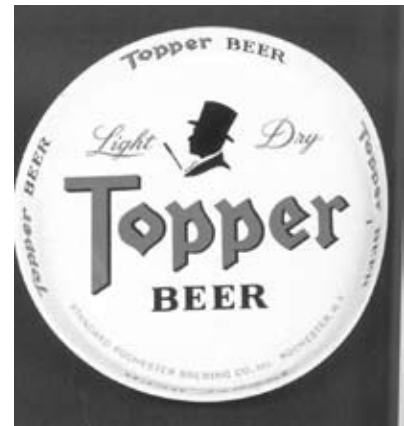


Pickwick Ale from Haffenreffer Brewing shows a professor-like man (327) holding a mug of beer. On the tray, he stands on a chair without the hat worn in the statue. This circa 1959 statue is 14 in. tall and is made of a rubber material, which often becomes deformed with time. It is valued at about \$125.

Pabst, like Blatz, featured many of their statues on similar tray designs. The waiter (circa 1960) balancing either one or four mugs (307) is one of the more common themes. Measuring 14 in., it usually brings about \$100.







Topper from Rochester Brewing depicts the familiar top-hatted man (412) with cane. This 1940s statue is 9 in. high and usually brings about \$60.

Storck of Storck Brewing featured a stork (404) standing on one leg. This rare statue stands 24 in. tall and is made of papier-mâché, a most unusual material for statue construction. This is an early post-Prohibition statue that should bring up to \$1000. The tray shown is much more common and is often found on eBay.

Tru-Age from Standard Brewing features the bearded aristocrat (413) holding a mug of beer. Produced in about 1946, the chalk statue is 14.5 in. tall and is valued at about \$600.

Valley Forge from Adam Scheidt Brewing highlights the Revolutionary War soldier. This 9.5 in. foam scraper holder (418) is made of pot metal and often sells in the \$60 range.

# Auction Hysteria

By Robert Hajicek



Blitz Weinhard ROG Lighted Sign  
17" x 8-1/2" x 5"  
Blitz Weinhard Brewing  
Co., Portland, OR  
\$501



Above: Kiewel's Tin-Over-  
Cardboard Sign 13" x 5-3/4"  
Kiewel Brewing Co.,  
Little Falls, MN - \$406  
Left: Kleinmann Bros. Etched  
Glass, h=5.5" Kleinmann  
Brothers Brewery,  
Hutchinson, MN - \$1,625



Above: Blatz Porcelain Neon, Double Sided,  
6' x 3' x 12" thick Blatz Brewing Co., Milw., WI  
\$3,500



Aug. Leivermann  
Etched Glass, h=3.5"  
Chaska Brewery,  
Chaska, MN  
\$380



Left: Utica Club Back Bar Chalk, 9" tall  
West End Brewing Co., Utica, NY  
\$225

Right: Budweiser Helmet, 1970's  
Anheuser Busch Inc., St. Louis, MO  
\$255







Heineken ROG  
Cab Light  
13" x 8"  
\$455



Lone Star Back Bar Chalk  
16-1/2" x 9-1/2" x 3-1/4"  
Lone Star Brewing Co.,  
San Antonio, TX- \$485



National Premium Crowntainer  
National Brewing Co., Baltimore, MD  
\$4,115



Above: Gluek Mini  
Bottle Set  
Gluek Brewing Co.,  
Minneapolis, MN  
\$985



Southern Select Opener  
Galveston Brewing Co.,  
Galveston, TX  
\$178



Old Dutch Tin-Over-Cardboard  
Sign 9" x 6"  
Eagle Brewing Co.,  
Catasauqua, PA - \$250

Below: Jacob Hoffmann  
Wood/Metal Sign  
37" x 35"  
Jacob Hoffmann Brewing  
Co., New York, NY  
\$770





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# Viner Sells Collection

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*Contributed by Jack Hines*

On May 20 and May 21, 2007, over one thousand people from seven states journeyed to LaCrosse, Wisconsin to participate in a fantastic beer memorabilia estate sale. Harry and Wilma Viner, whose estate the Hines Auction Service was selling, were big in collecting beer memorabilia. This collection included not only beer-related items from Heileman's Brewery in LaCrosse, but also from John Gund, and others. A 40 ft. x 80 ft. tent was erected, but as it turned out, the sun shone: the tent was invaluable for shade. While the weather was warm – the prices were hot.

On Saturday, May 20th, beginning at 8:30 AM, Jack Hines, President of the Hines Auction Service Inc. with fifty-three years in the auction business, began selling beer memorabilia. At 9 AM, Jeff Hines (Jack's son and Vice-President of Hines Auction Service Inc.) began offering a second sales ring for outside collectibles and relat-

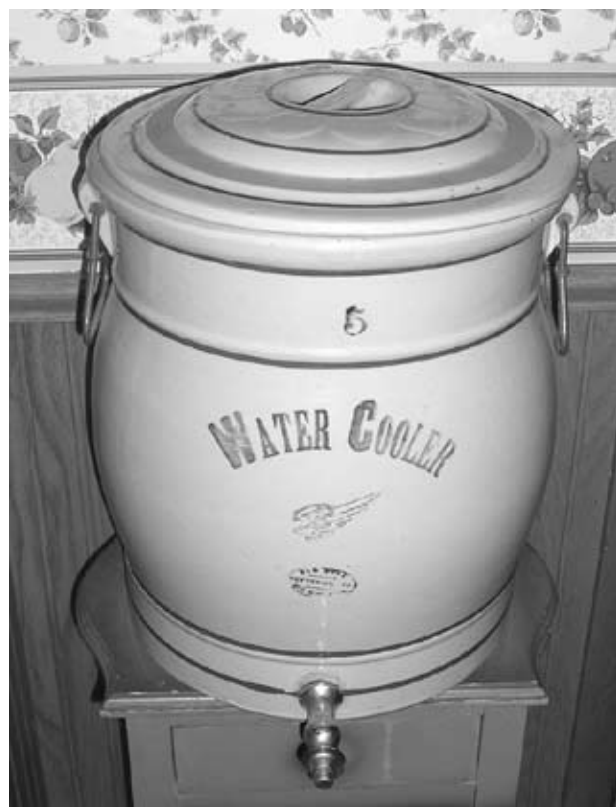
ed items. Both rings were utilized throughout the weekend to liquidate over five thousand items. Other auctioneers assisting Jack and Jeff were: Orland Bydg of Prairie Farm, Wisconsin; Tim Miller of Harland, Wisconsin; and Jack's other son, John. Saturday's sale concluded at 9 PM.

Sunday's event began at 10 AM, with two rings again working to sell all of the stoneware, household collectibles, household goods, lawn and garden items, and the real estate. By 4:30 Sunday afternoon, the Harry Viner Estate auction sale concluded. "In over seven thousand sales I've conducted – some of which went several days," said Jack Hines, "this was probably the largest two-day collectible auction I've had the privilege of selling."

Jack and Jeff would like to thank the Viner

family for their assistance – also the Hines Auction crew, Jim Traynor, Ken Pasche, Randy Pearson, Carol VanDamme, Kim Motley, Julie Karlstad, and Darla Pittman in the office, for all of their hard work in the sale set-up. Jack and Jeff always brag up the crew as the best in the business, "And this was no exception," said Hines.

The Hines Auction Service Inc, of Ellsworth, WI, was started fifty-three years ago and conducts nearly two hundred auctions per year including real estate, farm, household and collectibles and fund raisers. Jack and Jeff Hines can be reached at 1-888-724-9420 toll free or via cell: 715-307-1274 (Jack) or 715-307-1275 (Jeff).



**Following are some of the prices realized for items sold at the Viner Estate:**

\$8000	Gund Brewiana Frame	\$7000	Round Stove
\$3300	Val Blatz Frame on Canvas	\$2500	Old Style Frame
\$2500	Hall wood chair coat rack w/mirror	\$1700	Red Wing Water Cooler Crock
\$1500	Michael Card Playing Frame	\$1000	Blatz Corner Sign
\$ 950	Bricks from Hotel Stoddard	\$ 850	Gund Tray
\$ 950	Beer Tappe	\$ 800	Old Style Lady
\$ 900	Blatz Porcelain Sign	\$ 800	Neon Blatz/Porcelain
\$ 700	Gund's metal Signs	\$ 650	Blatz Sign
\$ 570	Old Style Big Bottle, Big Man	\$ 600	Blatz Chalk Sign
\$ 525	Heilemann's Old Style Lights	\$ 500	Blatz Metal Sign
\$ 450	Cement pieces from Stoddard Hotel	\$ 375	Neon Old Style Sign
\$ 425	Miller Sign Picture	\$ 350	Peerless Frames Sign
\$ 400	German Porcelain Doll	\$ 350	2 gallon butter churn
\$ 400	Regulator Wall Clock	\$ 300	Grenadier Sign
\$ 400	Grape Stained Glass Shade	\$ 300	Oval Blatz Sign
\$ 285	Red Wing 25 gal crock w/handles	\$ 300	Blatz Tin Sign
\$ 260	Photo albums	\$ 300	Coffee Grinder Arcade
\$ 250	Old Style Semi Picture	\$ 110	LaCrosse Peerless Indian
\$ 250	Red Wing 2 gallon crock		

Beer Steins & mugs brought from \$65 - \$800

Frosted glasses brought from \$35 - \$650

Fire hydrants brought from \$30 - \$400

Besides all the collectibles, the 11-acre real estate parcel brought \$540,000



# Why I Go To NABA Conventions ("Da Good Stuff!")

by Larry Moter

A breweriana collector has many choices to sort through in seeking additions to the collection. Virtually all of us scour antique malls, flea markets, outdoor/indoor antique/flea market/shows, and now the internet. Most of us are multiple members of related national collector clubs, and attend those events with great enthusiasm and enjoyment when we can. Most of us are members of local collector clubs that may or may not be affiliated with NABA, and we participate in those with great enjoyment too.

But unfortunately, if you are like me, there are many more options that we are constrained from participation by work, schedule, lack of vacation time, and/or finances.

So we set priorities amidst the plethora of choices. My top choice for a collector event is the annual NABA Convention.

After attending the 1996 Milwaukee (Waukesha) Convention, I determined not to miss one in the future if at all possible (been at all since). That Milwaukee Convention was personally the best show (at that time) I had ever participated in, for acquisitions to – and shall we say “subtractions” from – my stock. It was also a wonderful venue with a great team making it a wonderful Convention. I believe Herb and Helen Haydock chaired that Convention. I would note that we also had a wonderful 2004 Waukesha Convention chaired by Bob Fleming who led a very able team for another spectacular event. You cannot give enough credit to the numerous members who volunteer their time to the betterment of our hobby.

So. What are the items that make a NABA Convention a priority in my life? I can identify three core items to briefly elaborate upon.

- 1 – The Adventure!**
- 2 – The Camaraderie!**
- 3 – “Da Good Stuff!”**

**The adventure!** Virtually all the NABA Conventions I have attended with Jim Wolf from the eastern shore of Maryland – and upon

occasion, our traveling buddy Bob Fondren – have offered serious adventure incentives. To me, the adventure is traveling beautiful American back roads and small towns, through places one may only visit once in a lifetime. The adventure means local restaurants and historical sites: the USA has so many wonderful places to visit. The adventure also means antique stores and shows. Finally, the adventure means brewpubs to visit, wares to sample, and historical brewery sites to photo. I am amazed by how many times I have encountered fellow members at brewpubs along our route who are doing the same thing with the NABA Convention as their destination too.

**The Camaraderie!** Through NABA, one makes many friends and acquaintances. The Convention is often the only time of the year many of us get to meet, visit, and network. This is our time to socialize at the hospitality room, during the room-to-room action, and via the planned events like tours and banquets. Many of those members who live in and around our Convention locations graciously invite the membership into their homes to show their collections and share refreshments and snacks. The house tours tend to humble this writer because of the impressive collections on view (awestruck describes my reaction to many collections). Some I’ve seen, I never knew existed before attending that Convention. The house tours educate, and increase one’s knowledge of the hobby.



Larry Moter samples wares at the local breweries' tasting event at the Bay City Convention.



**“Da Good Stuff!”** The last item is a well-known quote from knowledgeable member, Jody Farra, who is known for proclaiming, *“Da Good Stuff!”* At the NABA Convention one can consistently find more of “Da Breweriana Good Stuff” than at any other collector event in the USA.

I must tell a little story of finding “Da Good Stuff” at Bay City. One of the items I have started seriously collecting in recent years is historical brewery books. I particularly like brewery books that show pictures/renditions of brewery owners, brewmeisters, and brewery factory scenes.

That Bay City adventure began with Jim Wolf and me driving from the east to the midwest via many towns and brewpubs along the way. Our adventure

included Grand Rapids, where our intent was to cross a brewpub off our list (Hideout), and to revisit other area brewpubs. We set off across the great state of Michigan toward Barb Bauer’s house to see the wonderful collection that Barb and her late husband Gary (who always shall be missed) had amassed. We then planned to visit the Alsgaard/Busse collection before arriving at the Convention hotel.

While at the Bauer’s I perused a book from September, 1897 titled (in German) *Souvenir der Aennten Convention Vereinigten Staaten Braumesiter-Bundles, abgehalten in Detroit, Michigan, September, 1897*. Member Jim Kaiser informed me that I held in my hands a pretty tough book to find. I thought to myself, “This is what I would

like to miraculously find at our Convention to add to my historic brewery book collection.”

Well, sometimes you can get lucky by being in the right place at the right time.

During the Saturday trade show, a member was unpacking a box. Out came this book. It went on his table, and from there, immediately into my hands, where I arranged to purchase this perfect example of “Da Good Stuff!”

The moral of this story is this: I hope to see you at the 2008 NABA Convention in Quad Cities; I trust that you will have a wonderful adventure getting there; I wish you to experience great camaraderie; and I am certain that you’ll get lucky like this writer did at Bay City so you, too can find “Da Good Stuff!” for your collection.

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## Quad Cities Convention Hotel Offers Online Booking

The Lodge Hotel in Bettendorf, Iowa, wanted to share with NABA members their online booking procedure, found at [www.lodgehotel.com](http://www.lodgehotel.com).

- 1) Click the “Reserve Now” button at the top left of the screen
- 2) Enter as a group member
- 3) Group = naba; Password = naba (be sure to use lower case when entering these codes)
- 4) Confirm the group and password entered
- 5) Select the dates of your arrival and departure
- 6) Leave the room type selection set at “no preference” and click “ok”  
Step #6 will bring you to the available rooms and rates for your stay
- 7) Continue through the reservation process and you will receive a confirmation number

If you have any questions or problems, contact:

Katelyn Sandon  
Director of Sales  
The Lodge Hotel  
900 Spruce Hills Drive  
Bettendorf, IA 52722  
563-359-7141  
Fx: 563-355-0670  
[ksandon@lodgehotel.com](mailto:ksandon@lodgehotel.com)

**NABA  
QUAD CITIES  
CONVENTION  
2008**

**July 29  
Through  
August 3**

**Bettendorf  
Iowa**

***The Lodge Hotel  
and Conference  
Center***

[www.njcu.edu/programs/jchistory/Pages/L\\_Pages/Lembeck.html](http://www.njcu.edu/programs/jchistory/Pages/L_Pages/Lembeck.html)

### **Lembeck & Betz Eagle Brewing Company**

Ninth, Tenth, Henderson and Manila (now Grove) Streets

Jersey City Historic District

Demolished c. 1997

Now Site of Jersey City Golden Door Charter School

*By: Carmela Karnoutsos*

*Project Administrator: Patrick Shalhoub*

Used with the permission of the author  
and Project Administrator



*Henry Lembeck (1826-1904)  
Courtesy, Jersey City Free  
Public Library*

Business partners Henry Lembeck and John F. Betz founded one of the most famous, best-equipped, and financially successful breweries on the East Coast of the United States. By 1889, it manufactured fifty thousand barrels of ale and port and 250,000 barrels of beer per year in a state of the art facility valued at a million dollars and worth three million dollars in total assets.

Henry Lembeck was born at Osterwick, Mu[e]nster, Germany, on April 8, 1826. He adopted his father's trade of cabinet making starting as an apprentice at age thirteen. He served four years as a journeyman and expected to complete his training in Paris, France, when he was drafted into the German army in 1846, a year prior to the revolution. A genealogical investigation by Lembeck's descendants has documented that while serving in the military, Lembeck, dressed in civilian attire, frequently attended and participated at rallies of the insurgents. After a furlough granted in March 1849, he did not return to his regiment and seems to have immigrated to the United States. An investigation in 1850 was conducted and he was "declared a deserter."

After working as a carpenter for the Herring Safe Company in New York City, Lembeck became the clerk to a grocer; and three years later he bought his own business that developed from a grocery store to a market-gardening firm. While his business flourished, Lembeck also became a sales agent for the brewery of John F. Betz of New York. In 1869, Lembeck moved to Jersey City and established with Betz a brewery to manufacture ale and porter on Ninth Street. The Betz family had already established a reputation as brewers both in the United States and Germany.

With Lembeck's newly acquired business savvy and Betz's background in the production of ale and porter, the partnership was established on sound footing. The Jersey City brewing facility and operation expanded. Lembeck astutely noted the diminishing taste for ale in the United States, and in 1889 added the production of the more popular beverage of lager beer to the business. Lembeck became president of the company and incorporated the brewery into a cooperative stock company in May 1890. Betz was the vice president of the company.

A biography of Lembeck states, "[he] had the complete management of the business,

assumed full responsibility of its direction, and consequently must receive the credit for its success and growth" ("Biography of Henry B. Lembeck," 2). The brewery's physical plant begun on Ninth Street was enlarged to accommodate the required refrigeration and storage of beer and eventually occupied seventeen city lots. A malt house, H.F. Lembeck & Company at Watkins, New York, at the head of Seneca Lake, complemented the brewing firm.

Along with his business success, Lembeck took a strong interest in Jersey City, his permanent residence. He was one of the founders the Greenville Banking and Trust Company, became vice president of the Third National Bank of Jersey City, and served with other corporations such as the Hudson Real Estate Company of which he was a director. In 1898 Lembeck built the Hudson Building at 13-15 Ocean Avenue. The stone Romanesque Revival structure at the corner of Lembeck and Ocean Avenues consecutively housed the Hudson Real Estate Company and the Greenville Bank and Trust Company with which he was associated. After a renovation in 1970, the Hudson Building became a 22-unit apartment.

Lembeck owned large tracks of land in Greenville and helped with its development. He donated property for the extension of Columbia Park (today Bartholdi Avenue). His earlier carpentry training prompted him to build



*Former Henry Lembeck Mansion  
Now Saint Anne's Home for the Aged  
Lembeck Ave. between Ocean Ave.  
and Old Bergen Road  
C. Karnoutsos, 2007*

a reported 32 to 43 houses in Jersey City prior to 1895 and to participate in their construction as both architect and supervising contractor. Lembeck discontinued home building over a dispute with the city regarding the quality of water supplied to the Greenville area and complained of the loss of tenants willing to rent his properties.

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- Holz, Martin. September 2003. Mr. Holz provided information about the Lembeck family in Osterwick.
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Lembeck lived in the home that he designed at 46 Columbia Place (today Lembeck Avenue) and Old Bergen Road. The modest-looking red brick structure has a decorative cornice painted gray with dentil molding and corner brackets. The center section of the house features a recessed gray wood and glass door reached from the concrete riser and has an open pediment supported by brackets over a double window with semicircular transom; the adjoining sections of building are topped by pyramids over the roofline. The Lembeck mansion was later donated by his widow to St. Anne's Home for the Aged at 198 Old Bergen Road and serves as the administrative building; St. Ann's became part of the York Street Project, run by the Sisters of St. Joseph of Peace, in 1987.

Lembeck died at his residence on July 25, 1904; he was president of Lembeck and Betz at the time of his death. He is buried in the family plot in the Bayview-New York Bay Cemetery.





# Executive Secretary's Report

By John Stanley

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naba@mindspring.com

www.nababrew.com

Your Executive Secretary would like to wish members a Merry Christmas and a Happy New Year for 2008. Make plans now to attend the NABA Convention in Bettendorf, Iowa in August. Iowa is a central location for the majority of the NABA membership. In February the Blue-Grey Breweriana Show will be held in Fredericksburg, VA. It has been one of the leading (if not *the* leading) national shows for several years and the Spring NABA Board meeting will be held there. Make plans to attend (details on p. 22 of this issue, in the *BC* Events of Interest, and on the NABA web site: nababrew.com).

Enclosed with your Winter *BC* issue is the 2008 NABA Directory. If you need any corrections please let me know. Renewal slips and Convention information will be sent with the Spring *BC* issue.

It is time to enter nominations for NABA Officers and NABA Board Members. Three NABA board positions and four officer positions (President, Vice-President, Treasurer, and Recording Secretary) are open for this year's election. Any NABA member can nominate him or her self, or another member. If you nominate someone else make sure he or she knows you are doing so. Board members

are required to attend the National Convention and two other meetings (one in the spring and one in the fall).

If by chance any of your address information has changed please send any corrections to the address below. I would like to welcome the following new members (next pg.). 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 Bob Post (1), eBay Auction (3), and the NABA Web Site (2) for recruiting these new members.

## 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.*

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## New Members

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**Ashworth, Jim** (Gayle)

PO Box 1301  
1865 Desha Rd  
Tappahannock VA 22560-1301  
804-443-5305  
jgashw@hotmail.com

**Books & Magazines-Clocks-  
Glasses-Mini Beers-  
Mirrors-Neons-Postcards-Salt  
Shakers-Signs-Statues-Tap  
Knobs-Tip Trays/Trays**

**Belt, Thomas**

111 E Braga Ave  
Marquette MI 49855-4737  
906-228-3660  
tbelt@mqtcty.org  
**All Breweriana**

**Coe, Jerry** (Charlene)

610 Oakwood Dr  
Anoka MN 55303-2705  
763-427-3444  
jcoe@jjrg.com

**Bottles-Mini Bottles-Neons-  
Salt Shakers-Statues;  
esp Chalkware Statues or  
Figurines**

**Karolewski, Arnold**

PO Box 573  
Deerfield IL 60015-0573  
akarolewski@chuhak.com

**Keller, Bob**

PO Box 1612  
Waukesha WI 53187-1612  
262-574-6851  
W-262-796-8776  
bkeller@kalmbach.com

**All Breweriana; Cincinnati,  
Wisconsin, Grain Belt**

**Nash, Bob**

602 Francis St Apt 401  
St Joseph MO 64501-1961  
816-531-3191  
C-816-248-0031  
rennash@stjoelive.com  
**Glasses-Mugs & Steins-Signs;  
Goetz & Kansas City MO**

**Schultz, Dennis M**

370 Odanah Ave Apt 12  
New Richmond WI 54017-1476  
715-246-6472  
bmsch84@yahoo.com

**Cans-Signs-Trays;  
Wisconsin, Northern  
Brewing, U S Outdoor  
Advertising Signs**

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## Label Book News

By Bob Kay

An additional six states – TX, OK, KS, NE, ND, and SD – have been added to *Volume I* which now includes all 19 states west of the Mississippi. **Availability is targeted for the first half of 2008.** Initial label scans have been completed and I am now filling in gaps in the database from other collectors. So far, I have received several dynamite labels to add. Participation is strictly voluntary and all participants will be acknowledged. *Please let me know if you have possibilities.* My target date for receiving images for *Volume I* is February 2008. I hope to have a **mock-up available for the Blue-Gray show in February.**

*Volume I* includes 1950 and earlier labels from: AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OK, OR, SD, TX, UT, WA, WY. I am focusing on unique graphics or brand names and don't plan to include minor alcohol content or size variations with the same label graphics. Where a label picture or scan is not available, close-up pictures of labeled bottles are being used. **300 dpi scans are preferred.** If scanning isn't convenient, mailing photos or color copies seems to be the next best approach. Please call or email questions: beerlabel@comcast.net or 630-879-6214.

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# Travels with Brewster

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By Fred & Mary Clinton

This Thanksgiving we woke here in Michigan to the sight of snow on the ground. The next day, the mercury cooled to a surprising 16 degrees, all of which made us think: "It's finally time to cover a trek we made last winter to Montreal, Quebec, with Frank and Vickie Zynda." We made the trip in late February, and it was snowy and cold indeed when we arrived. Fortunately, there was good beer to be found!

First, we should mention that we made the trip by train. Just a short jaunt from the Zyn-da's and across the bridge into Canada brought us to the train station. (We actually grabbed a hotel in Windsor and took the early train the next morning.) Let us just say that while the company was very pleasant, it was a little bit of a *derrière* numbing experience, exacerbated by a derailment that resulted in us having to leave the train, go by bus down the road a bit, then getting back on the train. . . Well, you get the idea. It was a little complicated. As luck would have it, the Zyndas know how to travel and had brought a veritable treasure trove of treats to eat on the journey – we were the envy of the train car's population.

On arrival in Montreal, it was really snowy, but our hotel was just a short taxi drive away. As it was a little too early for dinner, we asked about brewpubs in the area. We were informed that through the back door of the hotel and across the street was the closest of three that we would ultimately visit. Talk about serendipity! The nearby enterprise was called Les 3 Brasseurs (The 3 Brewers), so named as it has three locations in Montreal. The beers here were all in the French

farmhouse variety and included a Blanche, a Blonde, an Ambrée (amber), a Brune (brown), and a Double Belge (Belgian).

The Blanche was a wit, and very nice at that with a lemony taste and a lovely finish. The Blonde was the Four Paw Pick\*\*\*\*; it was clear, crisp, and had a slight sweetness that was balanced with a dry finish. The Ambrée was similar to a red at home, although a bit sweeter. This was also a well balanced beer. The Brune was not as sweet as the others and had a little root beer flavor to it, although was still quite drinkable. Le Double Belge was a darker, maltier beer and was also the hoppiest of the group.

We had dinner at Les 3 Brasseurs one night and the food was very good, too: not too high brow but hearty and good. The thin crust pizzas were especially nice. We also like the fact that the tasting glasses were small brandy snifters: a classy touch.

We also went to a restaurant near our hotel that featured all of the beers made by Unibroue. This was called Fourquette Fourchette. We asked the staff at our hotel to translate, and they indicated that "fourchette" was fork, but that the other word had no meaning: it just sounded nice. This was a neat spot, and had we been in town another night, we would have had dinner there. The wait staff wore colonial French dress and the menu was quite traditional with lots of game, sausages, and the like. The seating was on long wooden trestle tables. Also of note to the breweriana collector: the tables were all topped in Plexiglas so that, as you were dining or drinking, you could look at – GREAT old Canadian and some US breweriana. This

really wowed us. And speaking of WOW, there were umpteen beers to choose from as well.

Unibroue is not bashful about putting out a lot of beers, and of course we had a nearly moral obligation to sample them. We were, after all, only walking. Having said that, there simply isn't room here to describe them all. Also, there were some served that we had never seen in the US. Consequently, we'll talk about the ones that you're most likely to find here at home.

Before getting to the beers, though, we should mention the labels. These are some of the most colorful and imaginative ones around. Even if you don't plan to buy one of the beers, give yourself a visual treat by scoping out the art work on the labels.

Okay – the beer. This is not a wimpy lineup, but it is one that features the French and Belgian varieties. The Blache de Chambly is the "light" beer at 5%. It was fruity and refreshing with a little citrus quality to it. We found no hop dryness, though, as it is slightly sweet. From here, you jump into the big boys. The Maudite is a strong amber that is slightly spicy but has dry finish. The Trois Pistoles is a dark, strong beer at 9%. It was malty, sweet, and almost vinous in quality – just the thing for a snowy night. The Fin du Monde was a Belgian triple style and was a lovely golden color with lots of malt sweetness, spice in the middle, and a slight dry finish. Drink too many of these, and you will be at "the End of the World" as the name translates. Unibroue simply makes wonderful beers.

We should mention that we also took in activities unrelated





to beer. One must also eat, after all. Montreal is famous for its Montreal smoked meat and we made a trek to Schwartz's, the granddaddy of the Jewish delicatessens specializing in the stuff. It was, in a word, awesome. People cram into this tiny dive, and with good reason. We all had sandwiches piled ridiculously high with really tasty meat. It's a must if you're in Montreal.

We also took time to take in some of the sights, including St. Joseph's Oratory. This is a new cathedral, and certainly impressive in scale. For our money, though, the better bet was the grand old dame, Notre Dame, the city's gothic style old cathedral. Also, to these collectors of native craft, there was a dizzying array of Inuit (Eskimo) carvings.

Are you thirsty yet? Let's get back to the beer! Our next brewery stop was L'amère à boire. The staff here spoke only French but *biere* is beer eh? So what's the problem? Anyway, Mary speaks enough French to get us in trouble so we were able to order a variety of beers. This brewery had nice glasses, no T shirts and no samplers. But they had nine beers to try one pint at a time. Since there were four of us we each ordered a different beer and did our tasting by sharing glasses. We are, if nothing else, inventive.

The Hefeweizen was judged very good by Vickie who specializes in this style of beer. Vickie thought it was one of the best she has had. Next was the pale ale and it was an English style, being dry but not overly hopped. This was our second favorite beer. The third beer was a Porter Boucanier which was dry, roasty,

and malty: a well-balanced beer. Our Four Paw Pick\*\*\*\* went to the Imperial Stout which was very smooth and creamy and had lots of mouth feel. It was quite roasty and a big beer without tasting overly alcoholic. Five other beers were available but we did not try them due to time and the fact that full pints were the only size offered.

Sort of in the neighborhood (that is, only a few blocks away), was Le Cheval Blanc (the White Horse) a "Premier" craft brewery. These folks had eight beers on tap and they did have sampler-sized glasses. The Munich blond was an excellent starter beer in a German style. The Rousse de Blé, a weizen beer, tasted of nothing but a slight wheat flavor. Ambree was a red ale that was very, very mild: in fact it too, almost tasted of nothing. The Betterave, a beet bitter, was one of the most unusual beers we have ever tasted. It had a powerful, earthy, beet flavor which was weird in a beer. Unique to taste but a sample size was enough.

We next tried a much preferred beer – a Märzen – which was malty with a dry finish quite true to style. The Sparta was a blond lager that had a good deal of bitterness but it was not pleasing to the palate. Beer number seven on the list was Cerise, a cherry wheat. One would expect a tart, cherry flavor but the beer had neither. Again, a very mild flavor. The final beer was a Noire or cream stout. This was one of the better beers, being almost a Guinness clone. Le Cheval Blanc is advertised as a "premier" brewery but we would beg to differ.



Overall, Frank was quite disappointed that we did not find a big hoppy IPA on this trip and Vickie did not find the sweet fruity beer style of which she is so fond. But hey, the food was good and the people were very friendly. Those who were bilingual readily spoke English, and those speaking only French suffered patiently through Mary's efforts. This was a great spot: one we recommend and one to which I am sure we will return.

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	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

**WANTED: Round ball tap knobs from Wisconsin.** Also cone top & flat beer cans in good condition. Walter's Beer Eau Claire, WI & Leinenkugel Breweriana. Old Firecracker packs and Fireworks. Martin Schryver, 651-653-8589; fritzbrew@hotmail.com

V140

**ANHEUSER-BUSCH RETIREE wants to sell collection.** Send SASE for list showing pictures and descriptions: Hubert Rother, 8885-A SW 93rd Place, Ocala, FL 34481. No email access.

V140

**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

**HELP ME COMPLETE MY LIBRARY!** I need back issues of the NABA magazine, mostly before issue #86. Am also interested in back issues of other magazines, chapter newsletters, etc. (I do not need any BCCA or ABA magazines). Contact: Mark Benbow, member NABA, BCCA, ABA, and Rusty Bunch – mark@rustycans.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

**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**

**North Star Chapter  
BCCA  
PRESENTS**

**28th Annual  
"Freeze Your Can"  
Sunday, Feb. 3, 2008**

**Summit Brewing Co.  
Parking Lot (St. Paul, MN)  
910 Montreal Circle  
12:00 - 3:00**

**Dave Wendl  
651-731-9573**

**March 8  
2008  
Schultz & Dooley**

**Spring  
Breweriana  
Bottle  
Insulator &  
Table-Top Collectibles  
Show**

**Location: Colonie Elks Club  
Rt 155, Latham, NY  
Time: 9 AM to 1:30 PM  
Contact: Ray Stempsey  
518-436-1146  
Bill Laraway  
518-439-2739; brew.coll@verizon.net**

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

**29th Annual  
BLUE GRAY**

**Fredericksburg, VA  
Feb. 13 - 16, 2008**

**Ramada Inn  
N on US Rt. 1 @ I-95  
Massaponax Exit # 126**

**Contact:  
Ray Johnson; 703-971-3549  
John fisher; 301-290-1573  
Robert Fondren; 540-370-4210  
Chris Eib; 804-360-5744**

<http://bluegrayshow.com>

**SATURDAY, MARCH 15  
9 A - 2 P  
NORTH STAR BCCA  
ANNUAL SpringFEST SHOW  
EVERETT McClay VFW Hall  
311 W. 84th St.  
BLOOMINGTON, MN  
DAVE WENDL  
651-731-9573**

**36th Annual  
MILWAUKEE  
ANTIQUÉ BOTTLE &  
ADVERTISING  
SHOW & SALE  
February 10, 2008**

**Country Springs Hotel  
2810 Golf Rd, Waukesha WI  
Take I94 exit 293 North (Hwy T)**

**Sunday 9AM to 3PM**

**Contact:  
David Kapsos 608-838-8041  
foxhead@charter.net**



