



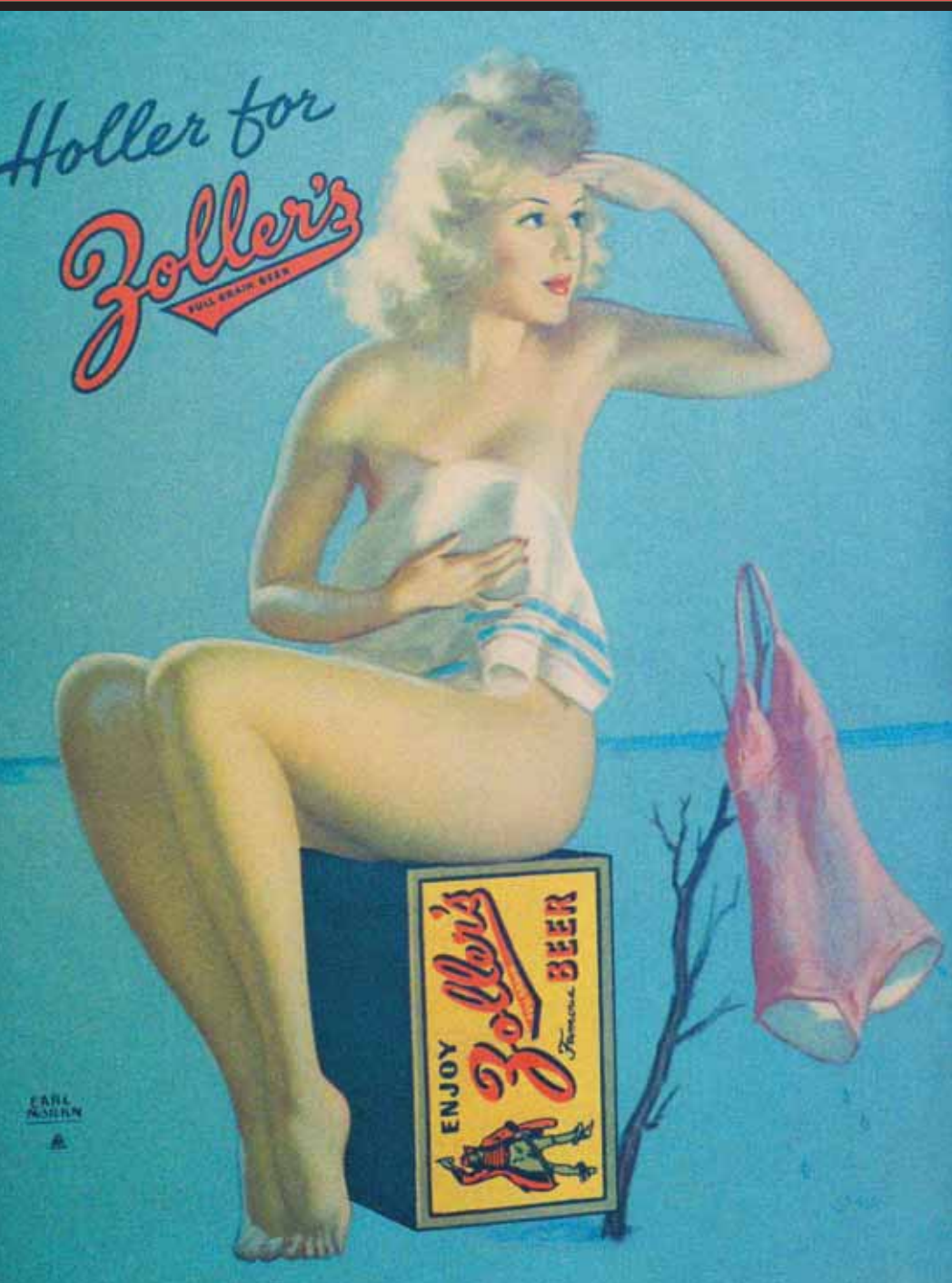
The breweriana collector

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

Volume 142

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SUMMER 2008



- *Quad Cities Brewing: Post-Pro Brewing in Davenport*
- *Franklin, Hayes, & Fleigner's First Brewery In Pocatello, ID*
- *Visiting Quad Cities' Brewpubs Today*
- *Collector's Bookshelf: Three Book Reviews*

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The breweriana collector

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#142

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Front: Cardboard Zollers Ad: Girl sitting on case
Back: Cardboard Zollers Ad: Camping scene

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*Glass barrel lights by Brunhoff
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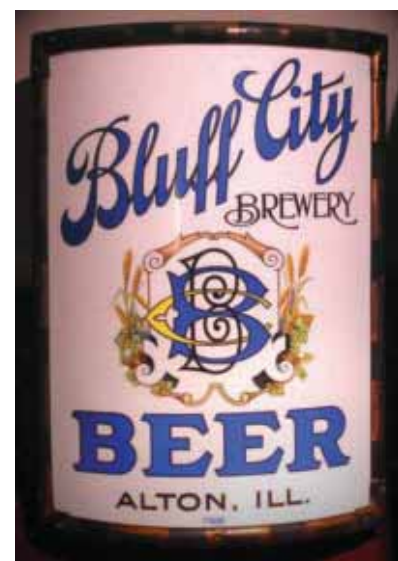
*Bullet lights by Cincinnati
Advertising Products
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*Lighted Chalks by Lackner or
M. J. Golden & Co. Inc.
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As an advanced collector of early, lighted breweriana in exceptional condition, I have many fine items to trade for items I want. If you'd rather sell than trade, I'll pay you more than dealers and other collectors for items I want.

John Bain 917-796-9222 the-back-bar@earthlink.net



==== President's Message ====

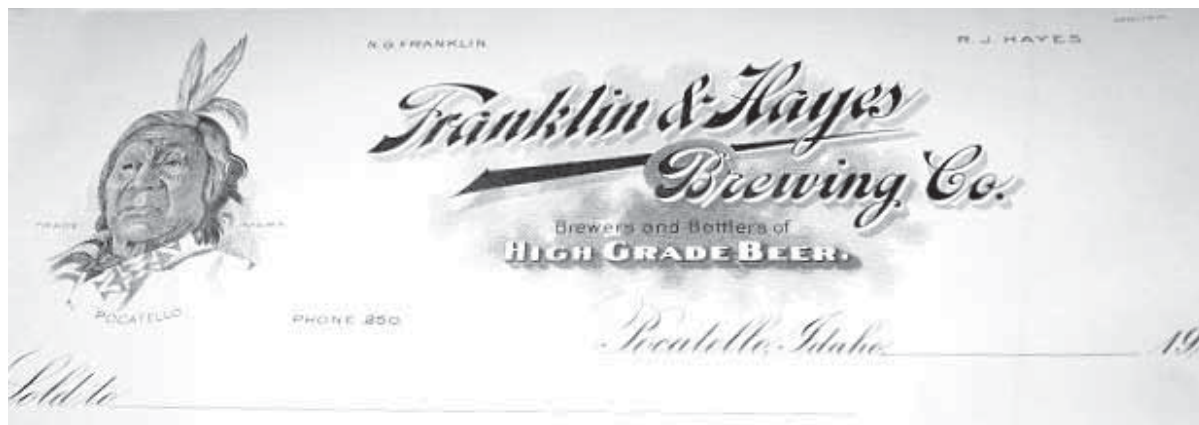
Greetings on a beautiful May Day from the Old Dominion! I am so glad to see spring finally arrive. Glad to have warm days so I can turn off the heat. I needed desperately to do that so I can reduce my home heating fuel oil expenditures and save the money for other things such as quality Breweriana for the old collection. I personally dislike seeing money "go up in smoke" shall we say. My relatives inform me though, that I spend less money than most people on home heating because I keep my thermostat on 55 and may put it at 60 briefly during the evening. I actually like to keep it lower than 55 and use a fire in my Buck Stove to keep the place warm. I will never forget the cold and chilly December night when my brother-in-law stayed with me during the Christmas holidays. I turned the thermostat down to around 40 for the sleeping period and heard him wake up early in the morning in the guest bedroom and exclaim, "Oh my God – it is so cold in here I can see my breath!" He has always stayed at my parents' since then. Besides reducing energy costs, there are other benefits to keeping the thermostat very low.

Off the personal anecdotes – the NABA Convention is forthcoming in the Quad Cities! Baron Bob von Post and his elves have been hard at work for this stellar event. I would like to thank everyone who has/will be contributing a helping hand. Feedback from the Lodge indicates strong attendance. I would urge you to make your hotel reservation prior to the July 7th hotel registration date cut-off.

I did want to mention two (2) NABA Convention traditions. The first is our famous room-to-room trading which is so near and dear to many of us. I would recommend a 6:00-6:30 PM dinner start, with a one hour to one-and-a-half hour time frame to complete dinner. Check out the local brewpub scene that Don and Kevin have written about in their article. I have been to all of them and highly recommend more than one visit to each. It would be nice to have a concentrated room-to-room prior to dinner and after dinner, especially on Tuesday/Wednesday/Friday. Of course, one recognizes that both the Thursday Potosi bus trip and Brewmaster's dinner do present minor time overlaps. So many events, so little time!

The second NABA tradition is our famous registered member-only auction. I hope that all of the membership has been hard at work since the last Convention doing "search and purchase" missions at shows, flea markets, antique shops, etceteras and found items for your collection or for consignment to the new user-friendly version of the NABA Auction. I call it user-friendly because, as per previous NABA Journal announcements, the Auction Committee had made recommendations (adopted by your NABA Board) to improve the Auction for a better experience for consignor and bidder. If you have an item to list and would like to promote it, please shoot an email a picture to John Stanley at jfo@mindspring.com and we will put it on the NABA web site to promote.

That pretty much concludes my remarks. Besides looking forward to the NABA Convention and Breweriana details, I will also get back to other spring events such as the garden, and look forward to real tomatoes for that genuine beta-carotene experience.



Franklin, Hayes & Fleigner And the First Brewery of Pocatello, ID

By Herman Wiley Ronnenberg

Pocatello, in the far southeast corner of Idaho, is a spot unlike the rest of the state. Its high altitude is not unusual, but it is a railroad town with a strong tradition of union labor, several ethnic neighborhoods, and has even voted for Democrats. Idaho State University, the Shoshone-Bannock Indian reservation, and the intersection of two interstate highways add to its character. A century ago, two transplanted easterners and a German-born brewer began the brewing tradition in the "Gateway City" and brewing continues there into the 21st Century.

Nathan G. Franklin was born in Baltimore in 1858 and stayed there working in his father's meat market until he was 16. He went to Ohio and worked seven years in a buggy manufacturing plant before heading to Omaha to work making cars for the Union Pacific Railroad. In 1882 he went to Idaho Falls, close on the heels of Idaho's initial railroad construction. For six years he was foreman in the woodworking machinery department of the Oregon Shortline Railroad. It must have been there that he met Robert Hayes,

with whom he was to share a tenacious business and familial relationship for so many years. In 1888 he left for Pocatello to be postmaster and start a soda bottling business in partnership with Hayes.

Hayes began life 27 February 1861 in Oswego, New York, but he was a westerner by temperament and choice. When he was six his family moved to Chicago where he was schooled until age 16. He went west in 1877 where he was a "night herder" for freighters in Cheyenne before going to work in the shops of the Union Pacific in Rawlins, Wyoming. After three years he went to Helena, Montana, where he engaged in night herding on the trail to Fort Benton. Next he went to Billings where he had a contract to furnish the Great Northern Railroad Company with wood. As the restless frontier spirit moved him he went to Bozeman and operated a pack-horse outfit to the Clarke Fork mine for about six months. He ran other pack trains in California and Arizona and then at last, in 1884, he found Idaho, and, perhaps, his destiny.

He was in Idaho Falls for two years working in the machine

shops of the railroad where Franklin also worked. But Hayes moved to Blackfoot to be a deputy sheriff for two years. When he left Eagle Rock (Idaho Falls) for this new law enforcement job, the newspaper said his appointment was "a good one that gives general satisfaction."

Next came Pocatello, where Hayes went into partnership with Nathan Franklin in the soda pop bottling business. This was the first soda manufacturer in the southern part of the state. The business grew and prospered, and they shipped not only into much of Idaho, but also Wyoming and Utah.

The Bradstreet Commercial Reports of September 1889 listed Hayes and Wilber as market owners in Pocatello, indicating Hayes was branching out into other businesses. For instance, Hayes also was part owner of the Franklin and Hayes summer ranch on the north fork of the Snake River, and in December of 1902 Hayes was listed as one of the nine directors of the newly-formed Idaho Mining, Milling, and Smelting Corporation of Pocatello. They were capitalized at \$600,000, of which \$390,000 had been subscribed.

On 21 March, 1885, Franklin married Lida Wilber, sister of Mary R. Wilber, Robert Hayes's future wife. Eventually the Franklins had two sons and two daughters.

Hayes married Mary R. Wilber on 2 August 1886, and they eventually had six children, William L. being the eldest.

Franklin and Hayes were successful bottlers when they saw a great opportunity in the brewing business. They decided to build a quality operation with an experienced brewer and a new professionally-designed brewery. Gustav Edward Fleigner became a partner with Franklin and Hayes: Fleigner had brewed in Milwaukee and Kansas City before going west.

In 1901, the three men formed the American Brewing Company of Pocatello. The

news in Boise, the state capital, said a new five-story brewery was in the works in Pocatello because the "scarcity of water made it undependable as a thirst-quencher." Their brick building was designed by noted brewery architect Lewis Lehle of Chicago. In early September, local contractor J. F. Murray was announced to have been awarded the contract for the \$50,000 brewery, to be located one block south of the Pocatello Mercantile Company.

Hayes went to Chicago to place the final orders for machinery and company representatives declared they would have beer on the market by the first of the following May. At that time, the masons were already up to the top of the first story. By early December Hayes was home from the Windy City. Total costs were then estimated at \$60,000 and it was expected to take two months to get the machinery set up and operating properly.

The building project was almost terminated by fire before finished. About 10:45 one morning, three fire alarm boxes in Pocatello went off. The fire department arrived promptly, got the fire under control, and held the fire damage to less than \$100.

The brewery had a cement foundation, and required 600,000 bricks, nine carloads of lumber, and three carloads of equipment to build. The firm of Franklin, Hayes and Fleigner caused the "people of Pocatello [to be] well pleased that it [the brewery] was built in the city of prosperity and rapid growth" according to the local newspaper. In Boise, the New Year's Day description of Pocatello included the fact that the Franklin, Hayes and Fleigner brewery, costing \$50,000 with a daily capacity of 50 barrels, was approaching completion. The first consignment of brewing machinery arrived in mid-January.

Soon the brewery took its place with three or four others claiming the title of largest in the state. Brewing commenced in May of 1902 when the new plant was completed. Thus began a long history of brewing in Pocatello.

By 1904 Gus Fleigner was on his own and planning to build a brewery in Idaho Falls. He did briefly brew there but then moved to Weiser, Idaho, and built a brewery to close out his pre-Prohibition career.

Several early events kept the Franklin/Hayes operations in the news. A young employee of the Franklin and Hayes bottling works suffered a horrific accident late in August of 1901. Thirteen year-old Henry Mills was leaving work, heading across the railroad tracks about 6:30 carrying home a piece of ice. A switchman he knew offered him a ride on the switch engine and Henry stepped up on the footboard. An engineer named Flood, who was apparently playing an ill-designed joke, threw two buckets of water on the boy causing him to lose his grip and fall. His right leg went under the train and was cut off above the ankle. Later Dr.



Above: The Franklin Hayes Brewery was a large operation located very near the railroad tracks.

Below: Loading Dock



Stely amputated it just below the knee.

Another time, Engineer Harris of the brewery made the newspapers when he discovered the body of William Harris near the brewery in the yard of Mike McLaughlin, lying across the platform of his well. The deceased was the owner of a coal claim, a violin player in saloons, and an immoderate drinker.

In 1904 severe lightning strikes hit Pocatello. One of the brewers at Franklin and Hayes was standing on the platform in front of the brewery, about 50 yards from one strike, yet was staggered against the wall by the force.

In 1908, one of the most interesting events in the brewery's history occurred. Franklin and Hayes gave one of their beers the brand name "Carnation Bud." This was in an era when the Budweiser beer of St. Louis was being marketed all over the West thanks to refrigerated railroad cars and a network of ice houses Anheuser-Busch established beside railroads. The complaint filed against Franklin and Hayes cited three earlier instances when the giant St. Louis brewer had successfully defended its Budweiser trademark.

The forerunner of Anheuser-Busch first used the name Budweiser in 1876, naming the new brew for Budejovice (Budweis, in the German language), a town in what is now the Czech Republic. The suit was initially filed in June of 1908, and noted that Franklin and Hayes

had been wholesalers of the real Budweiser from 1893 to 1902. The suit was then taken out of Bannock County Court and refiled in the federal court in Boise. The Pocatello law firm of Clark and Budge represented the Pocatello firm. Robert Hayes was on a trip East and the trial was delayed until summer of 1908.

Franklin and Hayes denied their Carnation Bud label was used from November 1907 to March 1908; they did not believe it imitated the Anheuser-Busch label; they did not fill orders for Budweiser with their own prod-



uct; and they had not damaged Anheuser-Busch to the tune of \$5,000 or any other amount. The case dragged on until July of 1909 when settlement was reached. Franklin and Hayes agreed to drop the suspect label and brand and to pay \$20 in costs and the suit was dismissed. The major effect of this was many years later to create sky-high prices for Pocatello Bud relics (breweriana) from this era. Eventually the Pocatello company changed their beer name to Bannock Rose.

When the Idaho State law to allow county by county local option elections was coming to a vote in 1908, many thought governor Brady would not sign it, partially (at least) due to

Hayes's influence. Hayes was the head of the Republicans by this time. One paper editorialized: "Gov. Brady 'dry!' Ask Bob Hayes, the big Pocatello brewer. Bob knows where the votes come from that elected Brady and you can bet 'Jim' [Brady] is on, too." When the local option election came to Pocatello in 1909, urban precincts voted wet, partly under the influence of Hayes and partly due to the influence of Greek and Italian immigrants who labored in the railroad shops there. But rural voters pushed the totals into the dry column. The brewery began to make near beer.

In July of 1910 Idaho's Pure Food Commissioner, James H. Wallis, began "war on the sale of 'Near Beer.'" Wallis roamed Fremont, Oneida, and Bear Lake counties in eastern Idaho confiscating all he could find. Mr. Hayes confronted him and said he would go to Judge Budge's district court for a restraining order. Wallis said he would discontinue further operations until the courts had ruled. Wallis said he had collected 40 sam-



Franklin's personal invitation to a hanging – Only a VIP would get a personal invitation to such an event.

ples from Idaho, Utah, and Milwaukee brewers, and in almost every instance they were in fact intoxicating liquors. He had samples of Franklin and Hayes's "Cardinal" at 1.68% and "Tem-



Through the years, F & H was distributor for various brands.

perance Beer" at 2.18%. One bartender had genuine Budweiser on ice in the soda department supposedly for those with a doctor's prescription for it. Wallis said the near beer was being sold at drug stores, ice cream parlors, on Sunday, and in the same old bars with the same old lewd pictures on the wall. These conditions, he said, were the worst in history.

Shortly after this initial conflict, Wallis stated that near beer had to be 1/2 of one per cent. Franklin and Hayes agreed not to ship any more beer that did not conform to the law. Wallis reiterated that this was not for any political purpose but strictly to conform with labeling restrictions and the pure food laws.

During the Idaho gubernatorial race in 1910 both candidates, James H. Brady (Republican) and James H. Hawley (Democrat), were in Pocatello seeking support on the same October day. Brewer Hayes, hoping for a change in the law, met with Democrat Hawley. The race had come down to dries vs. wets: Hayes was a wet first and a former Republican County Chairman second. The election question was whether enough dry Democrats would support Brady to offset the wet Republicans voting for Hawley.

The *Evening Capital News* of Boise went to great lengths to support the Prohibition cause and denounce all who didn't. Hawley (D) was favored by Boise liquor dealer Leo Grunbaum, in addition to Robert Hayes, and Jacob Lockman of the Nampa brewery, according to that newspaper. These men supported the Democrat although they were not really Democrats.

When the property assessment for Bannock County was published in August of 1911 the brewery was listed but the assessor had not found any beer,

wine or liquor whatsoever to tax. In early September of 1911, Bannock County voted again to sustain local option. Pocatello went wet by 561 votes but the outside precincts voted dry by a 700+ majority. The election was described as one of the bitterest in the history of the state.

A letter from Hayes dated 27 September 1911, to G. L. Becker of the Becker Brewing Company in Ogden, Utah, addressed the fight over Prohibition. Hayes said, "We have a close hard fight here but expect to win. If the people were let alone in the matter it would be easy but it is a hard thing to fight the Mormon church and the prohibits. at the same time, we have a good organization and are giving them the fight of their lives and they are beginning to show alarm . . ."

The county voted dry again; in a few years the whole state was made Prohibition country.

Hayes retired from business in 1913 or 1914 as it became obvious that brewing was over for the time being. He had been Pocatello Mayor and County Commissioner, and involved with many business pursuits. The Pocatello fire insurance map for July 1915 showed the Pocatello Transit and Cold Storage Company where the brewery once operated. The Willecke family bought and controlled the building from 1922 to 1975. It was demolished in 1979-1980.

After Prohibition, Pocatello had the East Idaho Brewing Company brewing Alt Heidelberg, Aero Club, Sun Valley, Idallo, and several other brews. They built a new giant brewery building, but closed down after 20 years. Since 1996, Portneuf Brewing Company, named for the local river, has produced some great beers to carry on the local tradition and now is housed in the old East Idaho Brewery building.



Brewing In The Quad Cities

Part 3:

Brewing in Davenport After Prohibition

by Kevin Kious & Donald Roussin

This story completes our series on the brewing history of the Quad Cities region, home to this year's annual NABA Convention. It starts with the single large plant that reopened after repeal and ends with the quartet of area brewpubs that carries on the tradition.

A NEW BEGINNING

By the time beer was finally made legal again in 1933, Iowans had suffered through a longer Prohibition than most. But the city of Davenport offered a couple of nice possibilities for prospective brewers, hosting two former plants with buildings that were primarily just 25 years old. Still, nobody in town was well enough prepared (or financed) to get either brewery quickly up and running.

In the speculative frenzy following repeal, the owners of the reconstituted Rock Island Brewing Company, just across the river in Illinois, considered reopening the old Davenport Brewing Company facility. In

1934 they went to the effort of registering the Edel Brau and Old Mission labels under the wordy corporate mantle of Rock Island Brewing Company of Iowa. Whatever their intentions, the brewing operation never got rolling, although the site did for a while serve as a distribution center for beer made in Rock Island.

The Zoller family was likewise trying to restart its old Independent Brewing Company. In the fall of 1934 they were struggling (and failing) to get brewing operations off the ground. Investors from three other Midwestern breweries

– Pfeiffer of Detroit, the Springfield (Illinois) Brewing Company and the Southwestern Brewing Company of Oklahoma City – finally moved in to supply the cash needed to get the plant running again. For the name of the business the new partners dumped the Independent tag and opted for the title of Zoller Brewing Company.

Over \$400,000 was spent remodeling the brewery and buying new machinery. By the time the rehab was done, all that remained intact were the



brewery's four walls, roof, some brewhouse equipment and the refrigerator. The new brew kettle was fired up in early 1935.

Zoller Brewing brass included Carleton Smith as president/treasurer with Chicagoan Nathan Blumberg as vice-president/secretary. Charles and Fred Zoller were still involved in the business, too, with Fred named assistant secretary and Charles' son, Carl, also an employee.

To introduce the new Zoller's Famous beer, a stag party was held on April 30, 1935 at Davenport's Chamber of Commerce building. Accompanying the beer was a lavish appetizer buffet and a German band. Over 1000 people attended this party, including Pfeiffer brewmaster Fred Haas and Norman Stillwell, master brewer at the Springfield Brewing Company. The next day the celebration continued, and the company's beer was put on sale throughout Iowa and western Illinois.

Zoller's beer would also be marketed in Georgia, Chicago, Omaha and South Dakota. For some of its advertising the company chose the symbol of a swashbuckling pirate. The reasons behind this choice are unclear. Perhaps the Zollers had been seen as pirates of a sort after abandoning the Davenport Malting Company to start their rival brewery some forty years previously. Or maybe it was just an ad-man's brilliant idea.

The Zoller corporate crew was quickly shuffled when Carleton Smith left to devote

his attention to running the Drewry's plant in South Bend, Indiana. Don Shaw was named new company president, and brewmaster William Neumann was elevated to vice-president. In announcing the changes, Shaw also mentioned the fun labels featuring clever questions and jokes then being placed on every Zoller's bottle.



knight in armor. Zoller's Pilsner brand also joined the brewery's lineup around this time.

BLACKHAWK COMES HOME

Charles Zoller, the last surviving son of brewing and malting pioneer Ernst Zoller, Sr., died in 1940. Family members were still represented at their namesake brewery by his sons Carl and Ed, the brewery's local sales manager.

One brand that had been missing from the brewery portfolio was the venerable pre-Pro Old Blackhawk label. The Zollers had failed to copyright the name following repeal, and it had been appropriated by the Rock River Brewing Company of Rockford, Illinois, which was

Shaw and Neumann manned the Zoller helm for several years as the brewery became the largest in the state. They made a rather innovative move by introducing a new Zoller brand named Topping in June of 1937. Topping was described as an "old English-type" beer, and the packaging designs carried on the English theme by featuring a plumed



noted for placing the brand in small "flip" bottles. But when the brewery in Rockford went belly up in the early 1940s, Zoller wisely reacquired the name, and the production of Blackhawk beer returned to its original hometown.

By 1942 Alfred A. Smith and Paul Schubert joined brewer Neumann as company officers. That summer found them in the halls of justice, as company lawyers appealed a lower court ruling to the Iowa Supreme Court, in an effort to stop the state from collecting a 2% use tax on bottles, kegs and cartons.

Bill Neumann testified that since beer could be pasteurized only after bottling, the tax was being improperly assessed. The fact that the amount of tax involved came to only about \$600 a year could mean one of two things – either Zoller was fighting for the principle of the matter, or the company was desperate for every penny it could save.

It may have been the latter, as in 1944 the Zoller Brewing Company was reorganized, with the name changed to Blackhawk Brewing Company. Joining Neumann and Alfred Smith was Stuart P. Potter, an energetic fellow named brew-

ery president, general manger and treasurer. Along with him came a new corporate secretary, Alfred Magnusson. These men would lead the Blackhawk Brewing Company for the next seven years, and they were later joined by Roy Zoller as company treasurer.

Business immediately following World War II must not have been too bad, as early in 1948 new glass-lined tanks were installed in the brewery. Air conditioning was also added to the new storage rooms built to accommodate these tanks.



In March of 1948, the brewery was the host of a popular display at the Mississippi Valley Home and Food Show in Davenport. The display featured a giant Blackhawk beer bottle and an explanation of the "new" Blackhawk brewing process. Over 10,000 people took advantage of free photographs being offered, for which they posed behind placards featuring Tarzan for the guys, and an 1882 bathing beauty for the gals.

Also in the late 1940s, the brewery became the first in the state of Iowa to can its beer. Blackhawk brands were placed in both 12- and 32-ounce cones, with flat top cans later added to the lineup.

Despite these efforts, the Blackhawk Brewing Company



was having difficulty selling the 125,000 barrels per year which was considered its break-even point. Like many smaller breweries of the day, Blackhawk was struggling to compete with the inroads being made by the national brewing giants. By the early 1950s, it looked like the only brewery left in the Quad Cities was about to shut down.

UCHTORFF TO THE RESCUE

Albert F. Uchtorff (pronounced so the first syllable rhymes with luck) had founded a metal fabricating company across the street from the then-shuttered Zoller/Independent brewery in 1925. When the Blackhawk Brewing Company was about to close in 1952, he stepped forward in an attempt to save the business. Uchtorff said he had two motives: one, his metal company obtained its heat from the brewery's steam generator; and secondly, he felt that the Quad Cities' last remaining brewery should be

saved as a landmark if nothing else.

Uchtorff spent \$100,000 refurbishing the plant and appointed himself Blackhawk president, general manager and advertising manager. Veteran employee and brewing chemist Wilbur Stottman stuck around as brewmaster. At first Uchtorff stayed with the Blackhawk Pilsener, Blackhawk Old Lager and Iowa Pilsener brands. Soon, though, the brewery was renamed the Uchtorff Brewing Company with focus placed on the Golden Harvest Pilsner label.

The Brewer's Best label was also brewed in Davenport. This was an attempt by Uchtorff and about a dozen smaller brewers to adopt a national brand. These breweries could thus benefit from mass produced breweriana and pooled nationwide advertising. While the Brewer's Best gimmick attracted brewers as diverse as Uchtorff, Mankato, and Maier, it was an idea that met with limited success.

The Uchtorff brewery became a family affair, with A.E. Uchtorff named corporate vice-president and R.E. Uchtorff corporate secretary and advertising manager. In 1955, W.C. Jansen was brought in as new master brewer. Among the brewery's last gasps were the Brew 82 and Savoy brands.

Albert Uchtorff finally gave up in his efforts to save the



brewery. In 1956, with production down to a 40,000 barrel annual rate, the doors were closed and the brewing equipment sold. Uchtorff kept some of the property for his metals company (which has since closed), and the next year sold the old administration building/hospitality room to North American Moving and Storage.

While the brewery was history, some of the old Davenport brands continued to be produced. The Blackhawk label had been farmed out to the Iroquois/International Breweries, Inc. plant in Buffalo (New York, not Iowa) in the early '50s, and it was later produced by Leisy in Cleveland, Atlantic in Chicago, and in Cumberland, Maryland. The Brew 82 brand was likewise taken over by Leisy in the mid-1950s, with Atlantic

also adopting the Savoy label.

OLD REMNANTS

Though Davenport hosted over a dozen breweries and malt houses over the years, aside from today's two brewpubs, there are very few buildings left to remind one of the past. Only three of the old breweries still have remnants.

One is the Zoller/Blackhawk/Uchtorff plant that had its start in 1895 as the Independent Malting Company, which name still adorns the front of the existing building at 1801 West 3rd Street. With three abandoned moving vans still on the premises as evidence of a previous tenant, the former brewery office building still hosts a wall sign on its east side. Pictures taken around 1950 show that this sign once read "Blackhawk Brewing Company," but years of

wear have brought out the "Independent" lettering that was painted over when the brewery name was changed.



THOSE PESKY IOWA PROHIBITIONISTS

Iowa had a large number of beer drinkers and breweries early on, especially in the towns east and south of Des Moines. The state also had an active contingent of prohibitionists, so it became a natural battleground between the dry movement and the brewers.

In addition to restrictive tavern laws, the state had various periods of near total prohibition, including a decade from 1884-94. Spotty enforcement, however, particularly in the towns located along the Mississippi River, marred the teetotalers' efforts and some breweries kept right on operating.

The efforts of Iowa prohibitionists were a frequent topic in the brewing industry magazine *The Western Brewer*. When a new Iowa dry law took effect on July 5, 1884 (actually it was supposed to start the day before, but law enforcers agreed to let imbibers drink on the holiday), a reporter in the field said of Davenport, in an article entitled "Hatchery of Hypocrites":

At a leading brewery, the only change observable was in the form of several placards bearing the words 'hop extract' . . . a dozen men and women with pitchers and pails left with 'the foaming amber'.

Nonetheless it was a difficult atmosphere in which to operate a brewery. Even a couple of years later, when the law was amended to allow the pro-

duction of beer and native wine, *Western Brewer* reported that, "most of the brewers are reduced in product" thanks to anti-saloon legislation. The National Anti-Saloon League of the Republican party even set up shop in Iowa, and was a constant menace to beer trafficking.

Western Brewer commented once more on the Iowa situation in 1899:

To-day, although the law is not repealed, the sales of liquor is large . . . The columns of this paper record almost every month the formation of some new brewing company about to erect a large modern plant for the production of ale and beer, at some Iowa point. These enterprises spring up simply to supply a demand already existing. They do not create the demand. The people will drink beer, and no state law or laws can successfully prevent them.

Today, over a century later, the people and the breweries have clearly won the day. Iowa does still have some quaint beer laws, though, including a 5% limit on alcohol content for a brew to be considered a beer, which the Iowa craft brewing industry has tried, thus far unsuccessfully, to have changed. The law complicates the distribution of stronger beers in the state, as liquors are more tightly controlled by the government.

Another brewery remnant can be found at 1334 W. 2nd Street, behind the large Kraft/Oscar Mayer plant still operating. While the rest of the old Davenport Brewing Company has given way to a parking lot, this building (which today houses Rockin' Ham Bar & Grille) looks to have been an old DBC bottling shop.

The most impressive and complete reminder of Davenport brewing history lies up the hill at 1235 W. 5th Street. This is the site of the Eagle Brewery, started by the Littig family in the 1850s. Brewing ceased there late in the 19th Century, but except for the brewhouse much of the facility is still intact.

These buildings were purchased by Blackhawk Films in 1957, and for a number of years that company used the old brewery cellars for storage. A recent visit found the buildings abandoned and in a bit of disrepair. Masonry coming off one of the building's walls reveals the original stone structure, so it is hoped that someone will step forward to rescue this best remaining piece of Quad City brewing history.

Also worth investigating by history buffs is the mansion of Davenport Brewing Company head Oscar Koehler at 817 W. 7th Street. While a bit dilapidated, it is undergoing a rehab and



Koehler Mansion, 817 W. Seventh St.

affords a great view of the Mississippi River.

The still-standing building of Washington Gardens, a saloon and beer garden operated by August Littig of the Eagle Brewery, is another interesting beer-related relic. A tavern called "The Garden" still operates at the site with a sign out front reading "Established 1885." This corner bar can be found at 1301 W. 13th Street.

NEW BREWPUBS

While Albert Uchtorff had abandoned his hopes of brewing beer in Davenport in the 1950s, four decades later the idea would be revived. In 1992 the Front Street Brewery opened its doors at 208 East River Drive in downtown Davenport. Located in a turn-of-the-(last)-century printshop, the brewpub is still going strong despite being flooded just nine months after it opened.

A second brewpub came to Davenport in early 2004 with the opening of the sixth location of the Granite City Food

& Brewery chain at 5270 Utica Ridge Road. Here the beer is produced using the "Fermentus Interruptus™" process in which wort is brewed at a central facility in Ellsworth, Iowa, and the brew completed at the satellite pubs. While this method belies





the malting traditions of Davenport, we can report that it still produces good beer.

Thus has the brewing business in Davenport come full circle, as once more beer drinkers can enjoy a variety of products made in small batches.

(Ed. Note: For more information on the four brewpubs in the Quad Cities, see P. 28, and plan to visit them while in town for this year's NABA Convention.)



Sources for this article included: *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, Merle Vastine, Mike Wenthe, and Mark Wiseman.



WHAT EXACTLY HAPPENED IN 1882?

A common advertising ploy used by breweries has been to emphasize their longevity. Any business that's been around for a while has to be good, right? This pitch was used in the 19th Century (when breweries were proud of being twenty years old) as well as today.

Hamm's had its 1865, Schlitz its 1849, Falstaff claimed "Since 1870" while Stag bragged as being made "Since 1851." That the dates behind some of these mottos were sometimes historically murky was never mentioned.

Not long after taking over the Black Hawk Brewing Company in 1952, the Uchtorff Brewing Company introduced a new brand of beer, poetically named "Brew '82." The official explanation behind the name was that 1882 had been the year the Zoller family had started brewing at their Independent Malting Company, which, judging by the evidence, is a glaring historical error. The historical trail is clear that the Independent Malting Company didn't open until 1895.

This leaves brewery historians with the nagging question as to what, if anything, happened in Davenport brewing in 1882.

While it may have been the year the Zollers bought the burnt Lehrkind brewery site in Black Hawk (and they definitely built a malt house there sometime in the 1880s), they clearly did not start the Black Hawk Brewery until 1890.

Fact-checking various sources on the Zollers merely adds to the confusion. *100 Years of Brewing* tells us that they established the Black Hawk Brewery in 1892. A 1940 *American Brewer* obituary for Charles Zoller states that the Zollers were operating their brewery at Blackhawk in 1880. Then in the very next paragraph, it states that the Zoller brothers founded their brewing company in 1882.

A local urban legend offered still another scenario, hinting that the "82" moniker was chosen because that was the automobile license plate designation that appeared on all plates issued in Scott County, which includes Davenport. This phony explanation, or the easy theory that they chose "'82" only because it rhymed with "Brew," may not be any less credible than the rest.



Collector's Bookshelf

Three Books Reviewed by Lawrence R. Moter, Jr.

US Beer Labels

1950 and Earlier

Vol. 1 – The Western States

By Bob Kay

The cover states: *Labels are pictured and catalogued starting with the first labels in the late 1800's through prohibition and the wild and wooly twenties, and finally through the return to real beer during the difficult depression years.*

Author Bob Kay, is well known within NABA for:

- His regular *Breweriana Collector* column – Labelology
- Author of the standard reference guide for collectors *Miniature Beer Bottles & Go-Withs – A price guide and reference manual for miniature beer collectables* (plus update)
- The label collector and label expert
- Past Auction Committee Chairman & NABA Board Member
- All around great guy along with his lovely wife Marilou

Every time one opens this book, one finds a new label gem. Every page has multiple revelations of beautiful labels from obscure breweries and obscure brands. Obscurity to this reviewer symbolizes rarity, because many of these labels are not known to the average layman collector. On the inner page of the last cover, Bob recommends *American Breweries II* by Dale Van Wieran, as "a must for any breweriana historian." This reviewer, upon viewing most every page of Bob's book, must consult *American Breweries*

constantly (ordering info from ECBA/NABA stalwart, Larry Handy, OhHugo1@aol.com and eastcoastbrew.com).

Bob's book can humble the reader because one realizes how much there is to learn concerning brewery history.

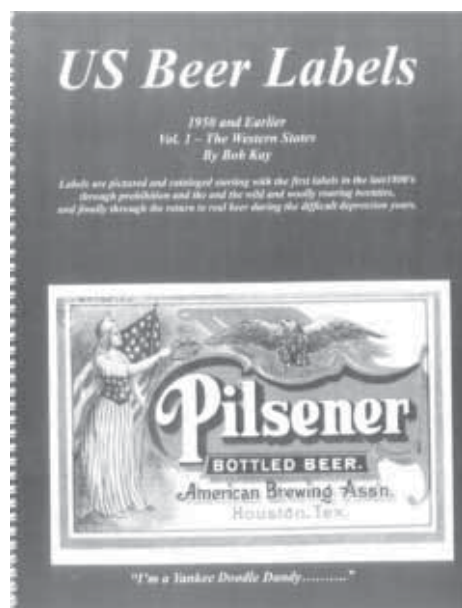
Needless to say, the book is of outstanding quality, with excellent photos and a great format. In writing this review on Friday, May 09, 2008, I discovered an unknown label gem on page 97: "BALCO Lager Beer" by the Salem Brewery Association produced between 1933-36. One wonders in recent modern times if this would be the beer of the sports stars such as Barry Bonds!

Bob, plus all the collectors he acknowledges for assistance, is to be thanked for the laborious task of compiling and pub-

lishing this important book of brewery history.

Ordering information for *US Beer Labels Vol. 1* (plus info about future volumes and editions) can be found at: beerlabel@comcast.net and bobkaybeerlabels.com.

Wisconsin Beer Label Book – The First 75 Years is another label enthusiasts' book newly-released at the time of this writing. This reviewer was fortunate to have the opportunity to have seen a near-final draft of this outstanding publication in member John Steiner's room at the 2007 Bay City Convention. Please email John Steiner at: steinbears@aol.com for ordering information. This book has been compiled by NABA members, Bob Kay, Herb Page, John Steiner, Tye Schwalbe.



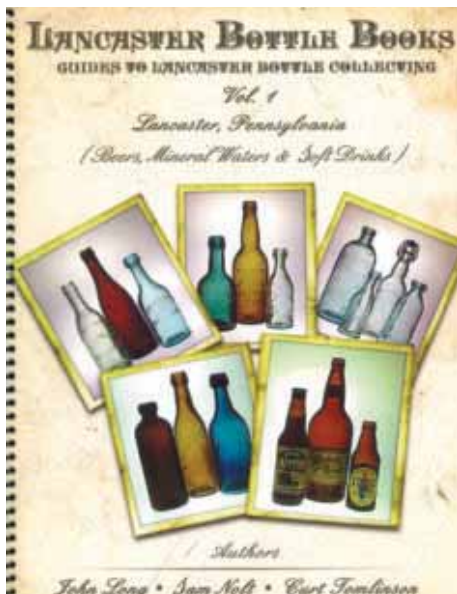
Lancaster Bottle Books

Guides to Lancaster Bottle Collecting, Vol. 1

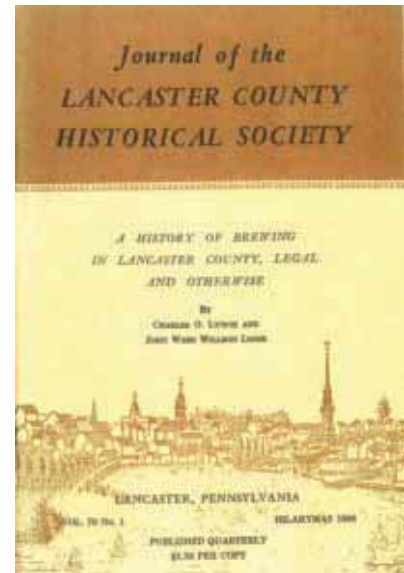
Lancaster, Pennsylvania

(Beers, Mineral Waters & soft Drinks)

By John Long • Sam Nolt • Curt Tomlinson



I attended the well known Baltimore bottle show in early March and found a new beer/brewery bottle book. I just had to add it to the old collection. It is a well-written, comprehensive book on the Lancaster, PA brewery and bottler scene. Lancaster is near and dear to my heart since my father's family grew up in nearby Reading. Per the forward, Lancaster was known as the "Munich of the New World." There were four major breweries: Haefner, Reiker, Sprenger, and Wacker. The book includes the topics found in the sidebar (next pg).



The authors reference the *Journal of the Lancaster Historical Society: A History of Brewing in Lancaster County, Legal and Otherwise* (Vol. 70 No. 1) from 1966. This 100-page book-

Continued next page



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let has a comprehensive history of brewing in Lancaster and nearby Columbia, Mt. Joy, and Manheim. It is loaded with pictures of brewers and breweries. Though long out of print, it is occasionally seen on eBay, from

where I was lucky enough to obtain a copy years ago.

I was impressed with this book's great color pictures, and it is laid-out in a great format. It can be ordered from:

lancasterbottlebooks.com

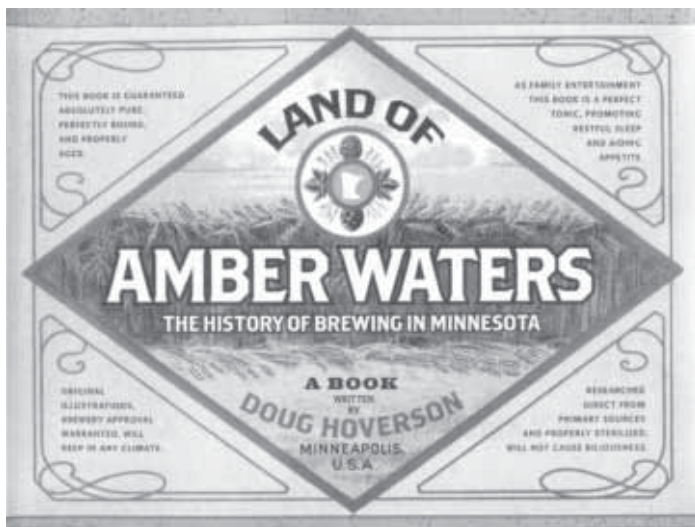
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Introduction To Bottle Collecting
The Four Major Lancaster Breweries
Famous Lancaster Beer Barons
History of the Four Major Breweries
Bottle Identification • List of Bottlers
Biographies • Bottle Pictures

Land of Amber Waters

The History of Brewing in Minnesota

By Doug Hoverson
(Minneapolis, MN)



This hardcover book has 340 action-packed pages featuring the history of brewing in Minnesota – starting with its first brewery in 1849, founded by Anthony Yoerg – and concluding with the modern era brewpubs and microbreweries. Obviously there is much history to cover between the founding and today, and this book lays it out in a great narrative with many superb historical pictures from the past, as well as many pictures of breweriana treasures from the collections of numerous Minnesota and upper Midwest collectors.

The book's narrative features:

- The Art and Science of Brewing • Pioneer Brewing •
- Fewer Ales – More Rails: Brewing Fills the State •
- Patronize Home Industry: The Glory Days of the Small-Town Brewer (Collecting Breweriana) •
- Craft Becomes Industry (Brewery Architecture) •
- From Temperance to Prohibition • New Jobs, New Containers, New Rules: Minnesota Beer Returns •
- Sky Blue Waters, Bland Yellow Beer • The Waters Turn Dark Amber (Brewery Preservation) • Minnesota Breweries: From the Territorial Era to the 21st Century •
- Minnesota Brewpubs: Pairing Beer and Food •

The University of Minnesota Press gratefully acknowledges the financial assistance provided for the publication of this book by Summit Brewing Company and August Schell Brewing Company. Thank you Summit and Schell, thank you author Doug Hoverson, and thank all who made this fine book a reality.

Ordering information has been published in past NABA issues – go to www.upress.umn.edu



The author writes of this photo (found on p. 105): Saloons like this one appeared all over the state. Many municipalities banned furniture from saloons to make the environment less inviting. The requisite cuspidors stand ready to receive tobacco juice. At least three pieces of Schell's advertising are visible high on the wall, suggesting a location in southwest Minnesota.

COURTESY OF AUGUST SCHELL BREWING COMPANY

Editor's Note: Joe Olsen wrote an article about Stroh Bottle Closures that appeared in the last issue of *Breweriana Collector*. There was an error we want to correct here, and Joe also has a note relating to Rich LaSusa's Spring '08 BC column about ball tap knobs.



Thanks for the great layout of my article for the Stroh Bottle closures. I was very pleased with it and have already recieved quite a few compliments on it. Could you please correct my email address in the next issue? It's jolsen3305@wowway.com.

I also enjoyed Rich LaSusa's article in the last issue pertaining to ball type tap knobs, especially the part about the printing plates. It got me thinking that I had picked up two of those glass printing plates about the same time Rich did. I am enclosing photos of the two brands – they are Michigan breweries, which is why I grabbed them. So now, Rich, you know where two more are. Thanks for a great article.



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.

- 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



Labelology

Prohibition Brews (Continued)

By Bob Kay

The Prohibition era provided the background for exciting changes in beer labeling. As national Prohibition approached, brewers had to decide if and how to proceed in a very uncomfortable climate. Many chose to produce near beers for the dry states and real beer for the wets. In December of 1917 President Wilson, under intense pressure from the dry forces, imposed a 2.75% (wt) war-time cap on the alcohol content of beer. That was a defining moment. After that, even so-called real beer was forced to a hokey formula lacking in flavor and beer-like taste. You can be sure no brewer made that alcohol level voluntarily. Perhaps 2-3 dozen US breweries gave wartime beer a try before either shutting down or casting about for other ways to stay in business. For those of us interested in the finer points of labeling, this produced some rare variations — the WWI labels. In most cases labels were not redesigned so you have to scan the fine print to find the dreaded 2.75% (wt) alcohol content. An example from The Peter Hand Brewery in Chicago is pictured. Peter Hand's label, and a few others, added the term "non-intoxicating." When national Prohibition hit in 1920, it put a merciful end to this type of brew. Thus, WWI labels had a very short lifespan, 1918-1920.

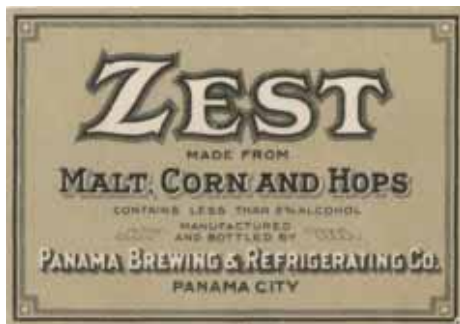
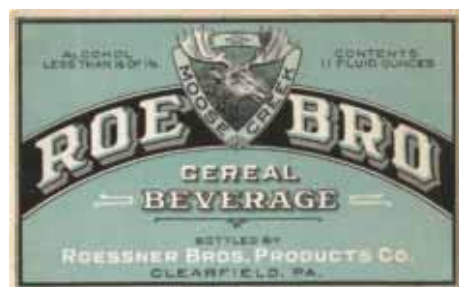
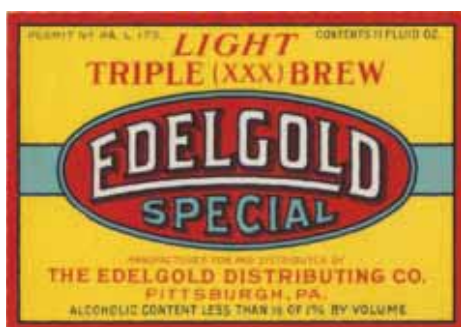
Last issue I reprinted brand names of Prohibition beverages listed in 1917-18 issues of the *Western Brewer*, and began picturing Prohibition era labels. The labels pictured here are a continuation of that edition.



Close observation will uncover several distinguishing features for Prohibition labels. The alcohol contents range from 1/2% for cereal beverages to 2% for tonics. Some tonics, which were usually sold in drug stores, had an H permit in the fine print. H-permits seem to be most prevalent in the 1922-25 period. In the latter part of the Prohibition period, circa 1928-1933, labels carried an L permit. Many breweries had ceased production and were operating as distributors during this time. The L-permit served to identify the producer: for example, the R&H Brewery in NY (L-40) produced cereal beverages for many shuttered breweries during this period. The Rising Sun Label from Elizabeth, NJ is an example.

If you have labels you would like to add to this Prohibition era database please send me a scan and I will show them in future articles.





Talking Chalk

By George Baley

The Plasto Manufacturing Company Chicago, Illinois – Part II

Part I of this story appeared in the Spring 2008 issue of *Breweriana Collector*, and introduced readers to the founder of Plasto Mfg. Co., Joe Borowitz, and discussed how the company began. This issue will discuss other Plasto businesses and the ultimate fate of the company.

The Manufacturing Process

Historically chalk items were made in so-called family factories by one-at-a-time, hand methods. Initially the time-honored glue mold method was used but it produced items that were not uniform in shape. The glue molds tended to become malformed and shrink, plus each mold had a very limited life span.

To continue growing the statue business, Joe knew he needed to find a better mold material. He learned about a new compound being developed by the B.F. Goodrich Company. It was because of this new material called *Korogel* that they were able to make their dreams a reality. *Korogel* was a rubbery, plastic material that permitted bringing out "the finest feathers on a bird model" and made inscriptions legible down to agate-sized type. Joe spent much time at the Goodrich factory learning how to adapt the *Korogel* to the mold business.

By the late 40s more than 63 different products were being made by Plasto. The *Korogel* molds could be used 24 hours a day without cooling. With the molds in hand, they needed to improve the chalk casting material. Unsatisfied with the quality

of plaster as a molding material, they began working to develop a new material in their labs and finally hit their pot of gold: the formula for *Palestic*.

The development of *Palestic* was an offshoot of an assignment Joe was given while working with Hager Pottery in Ohio. While visiting Hager, he met a Dr. Crawlers who worked for DuPont Chemical, and was one of their top people who developed *Plexiglas*. One of Crawlers' top co-workers was a gentleman named J. F. Berliner. Berliner had just retired from DuPont and was looking for work. He teamed with Joe and helped develop the formula for *Palestic*.

Palestic is a combination of gypsum, nylon fibers, and "secret" plastic materials. A key ingredient was urea formaldehyde, which acted as a curing agent. *Palestic* exhibited the good properties of plaster and plastic and none of the bad: it accepted a variety of colors easily; polished quickly; and could be finished with lacquers to give a smooth, clean appearance far more economically (because of its low absorption of paint).

Joe related an interesting side light to the use of urea formaldehyde. One day the business was approached

(raided?) by the FBI. Apparently urea formaldehyde was used in some step of illegal drug-making. Understandably, they were curious why Plasto was buying such large quantities of this compound. After they saw the site and uses for urea formaldehyde, they left and Joe never heard from them again.

This casting material was in such demand that Joe and partner, Leo Hochsadtter, established a subsidiary of Plasto, the Palestic Corporation, and began supplying material to other manufacturers of molded materials.

By 1946 they had expanded sales to \$300,000 and were in the need of more space, so they acquired a six-story 40,000 square foot building at 312-316 North Laflin in Chicago. The total employee count at this facil-



312 Laflin Facility

ity topped out at about 300.

In the new building, Joe attacked one of the critical steps in the molding process: drying the final product. He opted to install an automatic infra-red oven, which dried products in 6 hours (as compared to the former 48 hours required by traditional drying methods).

The Other Plasto Business

Even though we breweriana hobbyists think first of Plasto in terms of being beer statue manufacturers, their main revenue came from numerous non-beer items. In 1948 Joe and Leo were approached by Sears to consider making a lamp product depicting one of their star clients—Roy Rogers. Roy had refused several samples of lamps presented by other lamp companies. Since Plasto had never made lamps, this presented a new challenge and growth opportunity.

Roy Rogers was my childhood cowboy hero and here he had been immortalized in a figurine by Plasto! Shows how things come around and go around. Joe had his best sculptors prepare lifelike designs for both Roy and Dale Evans (Roy's wife) riding their horses, Trigger and Buttermilk (pg. 24). Roy loved the samples and Plasto was in the lamp business. This opened the door for them to begin supplying a variety of other lamps to Sears, and later, to

Montgomery Ward.

The only chalk beer lamp produced by Plasto was Blatz man as shown here (left column). The back of the statue is marked Plasto, but nowhere does the statue indicate the name Blatz or that it was a beer item. Perhaps the two light bulbs may have at some time provided an indication that this was a beer statue or maybe this was just one of the novelty items that Plasto made. Because a number of these have appeared on eBay, it is unlikely it was a prototype statue.

Some of the items they made are shown in the factory scenes



shown below, the last of which is a picture of the Plasto factory where tall dog-like lamps are seen in row upon row. Many of the employees at the factory were women of oriental descent. Joe commented that they were particularly skilled at the fine painting required of these products.

While at Laflin, Plasto employed the famous *Chicago Sun* sculptor-cartoonist, Jack Lambert, for many of their creations. As no beer statues are signed by Lambert, one must guess what beer items, if any, he may have designed. We do know he designed ashtrays called "Fore" (the golfer) and "Jeeves" the butler, as well as a character series ("Pan Handler" "News Boy" "politician" "Senator" "Johnny Q. Public" and "Bathing Beauty"). Combined with the new mold material, *Palestic* opened many new opportunities, where the more fragile plaster was not acceptable.

The company's lead sculptor was a man named Deak. He was involved in designing a large variety of advertising novelties. One of the rarest was the *Palestic* statue of the flag being raised on Iwo Jima. As the war ended the demand for beer rose and the opportunity to produce more displays increased.

While the more familiar beer statues made by Plasto were chalk-like, they did manufacture casted metal (pot metal) statues for both Pabst and Blatz. Page 25 shows one of the more collectible items: the famous Blatz baseball players. The pot metal statues were not manufactured directly by Plasto, but were farmed out to another company in Chicago, which returned the cast items to Plasto for painting and





New Challenge for the Plasto Company: Roy Rogers Lamp



Above: Ad showing one of the more collectible Plasto items – the famous Blatz baseball players;
Below: Andeker castle.



final assembly.

In addition, Plasto produced a plastic castle-like statue for Andeker. It is apparent, as one looks at the history of Plasto, that there was a shift over the years from chalk items to plastic and metal.

As the company moved into the 1960s their business shifted heavily toward home furnishing items—lamps, mirrors, and wall hangings. They continued to produce novelty and advertising items, but the business quickly shifted because of a rise in less expensive end-products

from foreign countries. Needing more space, the company occupied a new (and last) home at 3200 Carroll Avenue in Chicago. I was left with the impression that this site was primarily used for manufacturing lamps, which had by then become the major product of the company.

Plasto also claimed permanent showrooms at: Chicago (999 American Furniture Mart); New York (716-717 Hotel New Yorker); Los Angeles (Space 748-749 Furniture Mart); High Point, NC (108 South Commerce); and Seattle, WA (Room 828 Pacific Northwest Furniture).

Plasto continued to service Sears and in the early 1950s took on Montgomery Ward as a customer. They were the only supplier to service both giants at the same time—a tribute to Joe and his ability to serve two masters and keep both happy.

The Partnership Dissolves

One of Joe's best friends was Frank Brach Jr., son of the famous Chicago Brach candy family (Brach's). Frank was not interested in the candy business, but was an artist. He brought Joe and Plasto a variety of wall hangings for manufacture over the years. One day in the late 40s there was an explosion and fire at the Brach factory. Most of their candy production molds were destroyed. Frank came to Joe and asked if Plasto could help replenish their candy mold inventory. Joe came through using the new *Korogel* technique.

It was his relationship with Frank Brach, in a way, that ended the partnership with Leo Hochstadter. The two men had an agreement—should either wish to terminate the partnership he must offer the other partner the first buyout opportunity. Apparently Leo decided

to go around Joe and approach Brach's Confections directly to acquire his share of Plasto. This move so infuriated Joe that he demanded Leo sell to him. This ended the relationship between the two men. Joe bought out Leo and became the sole owner of the company. It was obvious by the tone of Joe's voice that he felt betrayed by Leo.

In 1984 Joe was approached by the Windsor Corporation, a Kansas City company. Windsor's main product line was fans and electric heaters. They were attempting to expand their image, but were stymied because of a lack of products. This also affected their stock price and caused problems with their shareholders. It was Windsor's belief that by acquiring Plasto, they could show shareholders an expanded catalog, which would include both Sears and Wards. The price was right and Joe sold the company. Soon after the acquisition of Plasto, Windsor filed Chapter 11 and within a few years, was gone.

By the time Joe sold the company, the manufacture of beer related products had stopped at Windsor. The trend in the beer industry for point-of-purchase advertising had shifted. The large brewers were now actively engaged in the media of television as a method of communicating with the drinking public.

It was a pleasure to have had the opportunity to meet Joe and spend a couple of afternoons picking his thoughts and getting a firsthand look at the beer statue business from one of the true leaders. Joseph M. Borowitz passed away on March 21, 2006 at the age of 93 and is buried in Memorial Park in Chicago.



Auction Hysteria

By Robert Hajicek

All of the breweriana in this column were from the estate of George Cross, auctioned on April 11, 12 and 13, 2008 by Showtime Auction Service, and listed on eBay Live. The prices noted below do not include buyer's premium, however the prices realized on the Showtime Auction Service website do include premiums and therefore are greater than prices noted.



Anheuser-Busch Factory Scene Tray
18-3/4" x 15-1/2"; Anheuser-Busch
Brewing Ass'n, St. Louis, MO; \$900



Buffalo Tin Charger with Gesso Frame
21-1/4" dia.; Buffalo Brewing Co., Sacramento, CA
\$52,500 (See BC Vol 135 Fall 2006 for another
example without Gesso frame)



Above: National 4-1/2" dia. Tip Tray
National Brewing Co., San
Francisco, CA; \$650
Below: National Tray, 13" x 16"
National Brewing Co., San
Francisco, CA; \$1,800



Anheuser-Busch Tray; 16-1/2" x 13-1/2"
Anheuser-Busch Brewing Ass'n,
St. Louis, MO; \$900

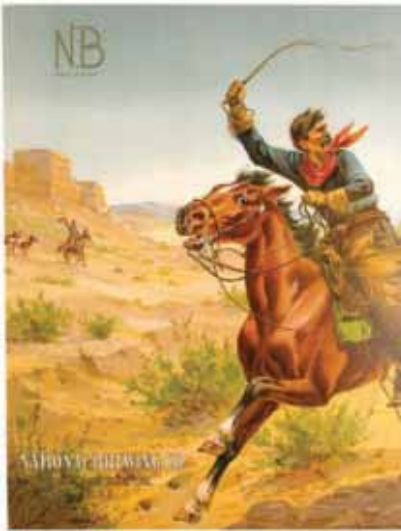


Above: California Reverse-On-Glass; 16" x 20"
California Brewing Co., San Francisco, CA
\$23,000 (See BC Vol 135 Fall 2006
for another example)



Left: Germania Tray, 11" x 16-1/2"
Germania Brewing Co., Philadelphia, PA
L. Fuchsluger Prop.; \$1,300
Right: Red Lodge Diecut Cardboard
7" x 11-1/4"; Red Lodge Brewery,
Red Lodge, MT; \$700





National 1904 Paper Lithograph
19-1/2" x 26"; National Brewing Co.,
San Francisco, CA; \$6,250



Houston Paper Lithograph
16" x 22"; Houston Ice & Brewing Co.,
Houston, TX; \$5,000



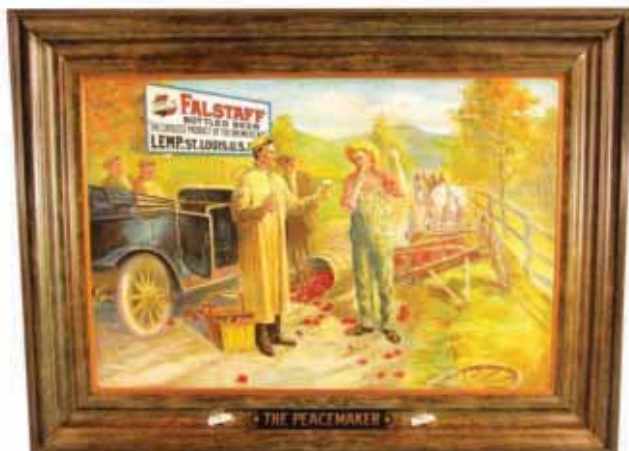
Ruhstaller 1908 Calendar on Paper
15" x 20" named "Lorelei"; Frank Ruhstaller
Brewery, Sacramento, CA; \$5,750



Far Left: Buffalo
Reverse-On-Glass
Sign with Gesso
Frame, 28-1/2" dia.;
Buffalo Brewing Co.,
Sacramento, CA;
\$45,000



Left: Rainier 1903
Calendar on Paper,
Framed; 22" x 28"
(image only); Seattle
Brewing and Malting,
Co., Seattle, WA;
\$4,500



Top: Schlitz Paper Lithograph, Framed; 35-1/2" x 23-1/2"; Schlitz
Brewing Co., Milwaukee, WI; \$3,000
Left: Falstaff Self-Framed Tin Sign; 31" x 23"; Wm. J. Lemp Brewing
Co., St. Louis, MO; \$8,500

Visiting Quad Cities' Brewpubs Today

by Kevin Kious & Donald Roussin

A broader list of Iowa & Illinois brewpubs can be found by contacting the following: *Iowa Brewers Guild* (website in progress); David Coy c/o Raccoon River Brewing Co., 200 Tenth Street; Des Moines, IA 50309; Phone: 515-362-5222; Email: dcoy@raccoon.com; *Illinois Craft Brewers Guild* (www.illinoisbeer.com); Dan Cleveland c/o Blue Cat Brewpub; 113 18th St.; Rock Island, IL 61201-8708; Phone: 309-788-8247; Email: bluecatbrew@bluecatbrewpub.com

Today, the Quad Cities region is blessed with four brewpubs, each offering its own unique atmosphere and flavor. All four provide friendly Midwestern hospitality, delicious food, comfortable surroundings, and excellent beer. They are also easily accessible and just a matter of minutes from our Convention motel. We encourage you to do your own research, but here is a thumbnail sketch of each:



GRANITE CITY FOOD & BREWERY

5280 Utica Ridge Road
Davenport IA 52807

(563)344-9700 www.gcfb.com

Closest to the Convention motel is Granite City Food and Brewery located just off I-74 on Utica Ridge Road. This street runs directly behind The Lodge's parking lot, so all you have to do is follow it about a mile and you will see the brewpub on the left.

Granite City is part of a St. Louis Park, Minnesota-based, publicly traded corporation that currently operates nineteen brewpubs in eight states. The first location opened in 1999 and a recent rapid expansion saw the company opening six brewpubs in a four-month span. The Granite City name derives from the chain's first location

in St. Cloud, MN, which calls itself "The Granite City" because of area granite quarries.

Brewery founders were Steven Wagenheim (still with the company) and Bill Burdick (since retired), the latter a brewing chemist who conceived and developed the Fermentus Interruptus™ patented brewing process. Judging from the success of the Granite City sites, which are all located in the middle of the country (with two more slated to open this summer), the method works.

The Davenport location offers up to six styles of beer and a wide-ranging food menu.

Hours of operation: 11:00 a.m.-Midnight (Mon thru Thu); 11:00 a.m.-1:00 a.m. (Fri & Sat); 10:00 a.m.- 10:00 p.m. on Sunday, when a special brunch buffet is offered from 10-2.

FRONT STREET BREWERY

208 East River Road
Davenport IA 52801
(563) 322-1569

Davenport's other brewpub was the Quad Cities' first, the Front Street Brewery. The Front Street name is a flashback to the 19th Century, when River Road, which follows the mighty Mississippi, was known as Front Street. The brewpub is located in downtown Davenport and is easy to reach from the Convention motel.

Travel south on Interstate-74, take exit #4 and follow the signs directing you to Route 67, which becomes River Road. Proceed a few more miles and you will spot Front Street on the



right, with parking both behind the building and across the street.

The Front Street Brewery offers a full lunch and dinner menu with at least five house beers on tap at all times. Patrons can choose to sit in the beer garden, downstairs, or on the main level, where the bar offers a river view. The fact that Front Street is still in business after 16 years attests to the quality of the experience to be had there.

Hours of operation: Opens at 11:30 a.m. daily; closes 11:00 p.m. (Mon thru Thu), Midnight (Fri-Sat) and 9:00 p.m. on Sunday.

BENT RIVER BREWING COMPANY

1413- 5th Avenue
Moline IL 61265

(309) 797-2722 bentriverbrewery.com

Across the river in downtown Moline, Illinois, is the Bent River Brewing Company. Bent River was conceived by Tim Koster, formerly of Koski's Home Brew Fixens. The facility opened in 1997, but governmental red tape prevented brewing until 1999. Manning the helm today at the brewery are general manager Dave Loete and brewer Rich Nunez.

Bent River has made up for lost time, currently producing around 1500 barrels annually and featuring an awesome *ten* styles on tap at the spacious bar, behind which looms some of the attractive brewing equipment (and bartenders).

Located in a circa-1900 building featuring two store fronts, Bent River offers a large and varied food menu and features live music on most weekends.

Also worth mentioning are two of the brewpub's neighbors. One is Jack's Place, located next door, which is a large corner tavern and the



former home of BrewBakers Pub & Deli, Moline's first brewpub that operated in the mid-1990s. Just down the street is The Bier Stube, which features German food and a huge choice of domestic and imported draft beers. Bent River and its neighbors make downtown Moline a destination location for beer lovers to visit.

To get to Bent River from the Convention motel, head south across the I-74 bridge, downtown Moline is on the right. The roads are numbered with streets running north to south and avenues east to west, making finding your way quite simple.

Hours of operation: Opens every day at 11 a.m.; Closes 1:00 a.m. on Sunday, 2:00 a.m. (M-W-Th), and for you night owls 3:00 a.m. (Tu-Fri-Sat).



BLUE CAT BREWPUB

113 -18th Street

Rock Island IL 61201

(309) 788-8247 www.bluecatbrewpub.com

Downtown Rock Island's Blue Cat Brewpub opened its doors in 1994. It is housed in an attractive, two-story brick building located right across the street from Jumer's Rock Island river-boat casino.

Like its Quad City brewing brethren, Blue Cat offers a wide-ranging food menu, and six different styles of beer always on tap. Patrons can choose to sit outdoors, in the main dining area,



or upstairs where the bar offers a view of the Mississippi River.

Conventioneers can access Blue Cat either by heading west out of downtown Moline (note that Rock Island has all numbered streets and avenues, but they are different from the ones across the border in Moline) or by taking the Arsenal Bridge out of downtown Davenport and also going west.

Following a visit to Blue Cat, satisfied brew-

erianists will enjoy taking a walk around the area, where within a couple blocks are a pair of old beer signs, including a large former beer depot with a "ghost" wall sign. Behind the brewpub is the Rock Island Brewing Company, which also has a nice wall sign. Despite its name, RIBCo. does not brew its own beers but is a popular nightspot that gets by serving brews of others.

Hours of operation: Monday thru Saturday 11:00 a.m. thru 3:00 a.m.; Sunday (upstairs bar only) 9:00 p.m. – 3:00 a.m.

ALSO WORTH MENTIONING

(and within 100 miles or so of the Quad Cities):

Iowa brewpubs:

Amana

(80 miles west of the Quad Cities)
Millstream Brewing Company
(micro with tasting room)
835 48th Avenue
www.millstreambrewing.com

Cedar Rapids

(85 miles northwest of the Quad Cities)
(1) Granite City Food & Brewery #5
4755 1st Avenue SE – www.gcfb.com
(2) Third Base Sports Bar & Brewery
500 Blairs Ferry Road

Dubuque

(70 miles north of the Quad Cities)
Bricktown Brewery
299 Main Street
bricktowndubuque.com

Fort Madison

(100 miles south of the Quad Cities)
Lost Duck Brewing Company
723 Avenue H

Iowa City

(60 miles west of the Quad Cities)
(1) Old Capital Brew Works
525 S. Gilbert
www.oldcapitalbrewworks.com
(2) Rock Bottom Brewing Company
4805 University Avenue
www.rockbottom.com

Illinois brewpubs:

East Peoria

Granite City Food & Brewery
230 Conference Center Drive
www.gcfb.com

Peoria

(100 miles southeast of the Quad Cities)
John S. Rhodell Brewery
619 Water Street

Also of interest:

Warsaw, IL

(130 miles south of the Quad Cities)
Warsaw Brewing Corporation
900 N. 6th Street
www.warsawbrewery.com

While they don't brew their own beer, WBC owners have refurbished the plant (opened in 1860, rebuilt primarily from 1907-10 and operated until the early '70s) and turned it into a bar/restaurant/banquet center. Suffice it to say that it is a wonderful atmosphere in which to sip a beer and check out the scenic view.

Warsaw is located on the Mississippi River and the tavern serves food along with good draft beers with a lot of breweriana (most of it donated) on display.

They have a wonderful website listed above for further information. Warsaw is worth going a bit out of your way to get to if you have the chance.



2008 NABA Convention - Quad Cities - Schedule of Events

DAY AND FUNCTION ↓	DETAILS →	ROOM LOCATION	TIME	Other		
Tuesday 7/29						
Hospitality Room		Atriums	8 am - on			
Wednesday 7/30						
Hospitality Room		Atriums	8 am - on			
1st Timers' Breakfast		Biz (step up)	7:30 AM			
Self guided brewpub and house tours		(maps provided)				
Thursday 7/31						
Hospitality Room		Atriums	8 am - on			
Bus trip		need bus stop location name	8:30 AM			
Brewmasters' dinner			7:00 PM			
Friday 8/1						
Hospitality Room		Atriums	8 am - on			
Board Breakfast		Fess	7:00 AM			
Auction		Mozart I	8:00 AM - 3:00 PM	Noon hotel food kiosk		
Buffet Dinner		Mozart II and III	6:00 PM			
Saturday 8/2						
Hospitality Room		Atriums	8 am - on			
Tradeshow *		Mozarts	8:00 am to 2:00 pm	Noon hotel food kiosk		
Western buffet		outdoors	6:00 PM			
Sunday 8/3						
Breakfast buffet		Garmish	7:00 AM			
Bill / Checkout						

*** Tradeshow open to public at 9:00 a.m.**

Must be registered member to attend convention hotel events

www.kshs.org/cool3/clogs.htm

Brewer's Clogs

Kansas Historical Society; 6425 SW 6th Avenue; Topeka KS 66615-1099; 785-272-8681



By Jill Keehner

German immigrant Theodore Weichselbaum left his homeland in 1856 to start his own business in America.

He stayed briefly in New York before traveling to Kansas City, Missouri. Less than a year later he headed west again, settling in the new town of Ogden in Riley County, Kansas, where he opened a general merchandise store.

For a short time, Ogden was the county seat and home of the land office. Known as a freighting town, it was the final stop on the Santa Fe Trail to New Mexico. People said Ogden, situated near Fort Riley, was filled with "bull-whackers, mule-skinner, cowboys and soldiers." For a time, the town was the last stop on the Union Pacific Railroad.

Despite moderate success as a mercantile owner (which included government contracts with five different military posts), Weichselbaum's interests switched to beer making. In 1871, he built a large brewery at Ogden, employing four to five German brewers who knew how to make malt. Brewery em-

ployees made their own keg barrels and stored them in the large underground cellars. Because the brewery was partially built into a hillside, the beer kept cool naturally. Later, an icehouse was constructed.

According to Weichselbaum's daughter, a well in front of the brewery supplied the needed water. A horse was tied to a long wooden tongue and circled the well all day, pumping water up to the surface. A furnace jutted out from the center of the building so it could be refueled without entering the brewery. The furnace cooked the malt and hops in a vat accessible on the second floor. The floor on this level was made of galvanized iron. Using long, wooden rakes, men pushed the cooling malt and hops across the floor. To keep the floor clean they wore wooden shoes, or clogs, that were cleaned daily. The clogs pictured here were used in the Ogden brewery.

While the hops for the Ogden brewery were purchased from St. Louis, the barley was raised locally. Weichselbaum hauled beer around the country and sold it to local saloons. He shipped his beverages as far as Hays. According to his accounts, the brewery yielded about \$1,000 a month – minus expenses and salaries.

Despite the threat of large-scale regional and smaller local breweries, the Ogden brewery managed to remain competitive. Anheuser-Busch shipped beer as close as Junction City in 1876. Another brewer, Charles Alten, was forced to close his brewery in Manhattan, citing the larger, better known Ogden producer. Weichselbaum ran his brewery successfully for ten years until the state of Kansas instituted Prohibition on May 1, 1881, and shut him down. He pled his case to the courts but lost. Weichselbaum claimed that he never received any compensation for the loss of his brewery business, which he estimated to be worth \$15,000.



Prohibition was credited with shutting down a major Kansas industry that supported barley growers, brewers, barrel makers, and delivery drivers. The historic photograph depicts the Ogden brewery after it was abandoned. When the brewery closed, Weichselbaum used the

building to store grain and livestock.

Luckily Weichselbaum had diversified interests including land and cattle. He remained in Ogden where he held several public offices and was considered a prominent citizen until his death in 1914.

The Ogden brewery clogs are in the collections of the Kansas Museum of History: www.ksks.org/places/museum.htm

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Travels with Brewster

By Fred & Mary Clinton



A day of much needed rain here in Mid Michigan – a perfect time to heed Editor Lee's call for articles. We actually just arrived back from another jaunt abroad with our NABA friends the Busse-Alsgaard duo and the Zyndas, but that trip will provide material for a future piece. In the meantime, we return to unfinished business.

You may recall in the last issue we talked about an epic trip we took across Canada by train, car, boat, etc. Well, there was just so much to talk about, we didn't quite get it all in one issue. So this will be our chance to conclude that trip AND, as a special bonus, give you a tickler for the upcoming Convention in the Quad Cities.

When last we were on these pages, we were in the process of traveling across Beautiful British Columbia (their self-created and well deserved descriptive). We went all the way to the big ocean and made our way to our lodging in downtown Vancouver. We elected to spend the night in the Gastown district as this seemed to be an area teeming with interesting shops and places to eat. Since we were

also on a mission for Northwest Aboriginal art, we thought this area might fit the bill in that regard as well.

Not only did the Gastown area meet all of the above expectations, it exceeded them, as we were able to discover three brewpubs within walking distance of our hotel. Two were a bit of a jaunt, but this is a part of the world where it never gets really cold or hot, so pack an umbrella and you're good to go.

The first of the three was quite close to our hotel. Steamworks Brewing Company was a happening place when we arrived on a Saturday afternoon. We were in the mood for lunch, so we opted for one of the thin-crust pizzas, which was tasty. To go with it (surprise, surprise), we had the sampler of six beers. These included the Lions Gate Lager, Nirvana Nut Brown, Coal Porter, Signature Pale Ale, Empress IPA, and a seasonal selection that was another IPA at this time of year.

Right out of the box, the Lager was the winner. This was a well done lager with tremendous taste and mouth feel and an ex-

Continued on P. 36



Executive Secretary's Report

By John Stanley
NABA • PO Box 64 • Chapel Hill, NC 27514
naba@mindspring.com
www.nababrew.com

The Bettendorf Convention is quickly approaching. The hotel may be running short of rooms so please call as soon as you read this and get a room if you have not done so and are planning on attending the Convention. Bettendorf is a great location for the NABA membership and The Lodge is an excellent facility. Don't miss all of the great breweriana!

The cutoff date for NABA dues is May 31st. A renewal page is included with this mailing. **You only need to renew if your name appears on the back of the form (your mailing label has an expiration date of May 31, 2008).** This issue will

be the last you receive unless you send in a renewal. Dues can be paid using PayPal. Just send the amount you are paying to naba@mindspring.com (note: Foreign Members can use this option, but please pay in US funds). Also note that "If No Changes Are Needed" just print your name and return the renewal form with your payment. Minor changes to the directory listing can be made in the PayPal message area.

As of Memorial Day we still have 290 members who need to renew for 2008 (out of 854 current members). A secondary notice is included with this issue and a final notice will go out

the end of August. Your dues must be current if you plan on attending the Convention: the Convention registration has a line to pay dues along with your registration. Thank you to all members who sent in ballots for the office and board member elections.

The renewal and ballot forms did receive some comments that were in the last issue. For the second time I had all members who needed to renew listed on the back of the renewal form. The total number of 550 is about average for a first renewal notification. In no way are you considered a "dead beat" member if your name is listed. The second renewal notice with this form has everyone listed who still needs to pay. If you know anyone shown please get them to renew. Also I had a couple

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.

of comments about trying to go "paperless." Many members are still not regular computer users and it will be a few years in the future before we can go that route. We may at some point add the ballot and renewal form (with no names) to the NABA

web site.

Please welcome the following new members and renewals (below). Take the time to correspond with new members who have similar collecting interests as yours. Sharing information and collections is what NABA

is all about. Special thanks to George Baley (6), Darlene Lowe (1), Bob Post (1), Lynn Schuler (1), BC (1), eBay Auction (2), Rejoins (3), and the NABA Web Site (4) for recruiting these new and one-time members. I hope everyone can be in Bettendorf the first week in August.

New Members

Allred, Mike

2056 Emerson Ave
Salt Lake City UT 84108-2616

Bernett, Brent (Carrie)

159 Pickard Rd
Galesburg IL 61401-9000
309-341-1954 C309-221-5779
bbcb49ers@grics.net

All Breweriana-Bottles-Cans-Cases-History-Photos-Signs-Statues; Warsaw Brewing of Warsaw IL & Dick Bros of Quincy IL, Brands: Burgermeister & Dicks

Cahoy, Phil (Diana)

83 Ponderosa Dr
Grand Island NE 68803-9673
308-381-7240
cahay6@msn.com

All Breweriana; Pre-Pro Nebraska esp Storz

Huff, John

7300 Crabb Rd
Temperance MI 48182-9402
734-847-3379
cadiac500@aol.com

Lamps-Neons-Signs

Jamrus, David (Joyce)

44 Bonds Dr
Bourbonnais IL 60914-1060
815-933-3583

All Breweriana (Blatz & Duquesne)-Openers-Signs-Statues

King, Kim N

2820 Hawthorne Dr NE
Atlanta GA 30345-1347
770-491-9017
knking@gsu.edu

Signs

Kovar, Scott (Kim)

3682 Ironwood Ct SW
Rochester MN 55902-1660
507-285-4458
kskovar@aol.com

Bottles-Cans-Coasters-Glasses-Neons-Paper Items-Reverse on Glass-Signs-Tap Knobs-Tip Trays/Trays

Matiak, James (Paula)

1431 Green Bay St
La Crosse WI 54601-6476
608-784-6089
brewcrew691@gmail.com

All Breweriana-Clocks-Glasses-Signs-Trays

McDaniel, Chris (Cindy)

210 S McArthur St
Macomb IL 61455-2143
309-833-2912
mcdacctg@logonix.net
All Breweriana-Lithos-Mugs & Steins-Paper Items-Postcards-Reverse on Glass-Signs; Anheuser-Busch, Budweiser, Falstaff, Schlitz

Moore, Russell P

5832 W 87 Ter
Overland Park KS 66207-2027
913-341-4719 C913-205-9426
rpmoor@yahoo.com
All Breweriana-Books & Magazines-Cans-Coasters-Labels-Mugs & Steins-Signs-Trays; Anheuser-Busch, Kansas City

Munshaw, Bob (Marcia)

11109 E 19th St
Independence MO 64052-3411
816-252-0919
heartofamericaapic@comcast.net
Calendars-Foam Scrapers-Match Safes-Pinbacks-Reverse on Glass-Signs; Goetz Country Club, Muehlebach, Western MO Breweries, Bevo & Anheuser Busch

Olsen, Timothy (Barbara)

6697 Glacier Dr
West Bend WI 53090-9387
262-629-1189
losolsen@charter.net

Books & Magazines-Cans-History-Paper Items-Trays; Wisconsin

Petersen, Norville (Wanda)

5471 Daffodil Ave
Virginia MN 55752-4019
218-741-4070 218-749-6368
petewell@vangenet.com

All Breweriana-Books & Magazines-Paper Items-Signs-Thermometers; Fitgers, Royal 58, Duluth Brewing & Malting, Grain Belt

Radeck, Jim (Sherri)

700 N Elm St
Itasca IL 60143-1420
630-222-0840
jimwit78@yahoo.com
Bottles (esp Pre-Pro Paper Label)-Cans-Mugs & Steins

Richert, Norm

1830 W Liberty St
Ann Arbor MI 48103-4148
734-327-6128
hrichert@ams.org
Barrels-Cases-Coasters-History-Labels-Trays; Ann Arbor Brewing & Michigan Union Brewing

Rudy, Gary

1004 LaCrosse St
LaCrosse WI 54601-3418
gary@rudysdrivein.com

New Members Continued on P. 38

cellent finish. It was not the typical starter beer and ultimately received the Four Paw Pick****. The Nut Brown was perhaps a little over-carbonated but otherwise a very drinkable beer. The Porter was not the usual robust style seen in many US brewpubs, but had nice body and flavor for the milder version of this beer.

The Pale would disappoint those who were looking for the heavily-hopped version which is the standard fare in many brewpubs at home. In fact, it was hopped with German hops (rather than Cascades or that ilk) and was more akin to the English version of the style. The IPA also was not huge on hops but was a very good beer nonetheless.

On this subject of hops, it bears noting a recent development of which many of you are aware, namely the skyrocketing price of hops. This is having an effect on the brewers' costs as well as on the home-brewer's pocket. In the scheme of things, it may not raise the price of a pint all that much, but it does make one wonder if we will see some reduction in hop mania.

The final beer we had was the seasonal, another IPA. It was quite citrusy and had more of a Cascade hop quality to it. We both agreed that the best way to describe this one was as a "summer IPA," in other words, a slimmer version of the usually intense brew.

All in all, the beers here were of very good quality and the food was the same. One note for the sticklers: the beer is not actually made at this location but is brewed elsewhere. There was a selection of T-shirts for those wishing a souvenir.

Our next stop was Yaletown Brewing (Yaletown is another neighborhood of Vancouver). This is part of a multi-restaurant group of five brewpubs that has a different brewer at each location. At Yaletown we sampled their six beers which included Cassiopeia Wit, Hill's Special Wheat, Yaletown Lager, Downtown Brown, Red Truck Ale, and Yippy IPA on cask.

The Wit was a very special treat. It was full-bodied and had just the right amount of coriander overtones. The Wheat had huge banana flavor and a pleasant sweetness: a very nice representative of the German variety of the style. The Lager, while not having much hop flavor, was good and "chewy" with lots of mouth feel and body; definitely a nice lager.

The Brown (about which Mary admits to being very fussy) was very nice with a dry finish and no hint of butterscotch. The Red Ale was in the style of – guess what – a red! It was well-balanced between malt and hop. The IPA was what the hopheads want: a robust example of the North American variety with a huge hop finish and yet enough malt to balance it. This was our Four Paw Pick***, although we could highly recommend the Wit if it is available on your visit. Overall, we thought the beers at Yaletown edged out those at Steamworks.

Our last beer stop in Vancouver was at Dix Bar-B-Q Brewery. (Roger Owen take note: they do not do the pig as well as you do!) Also available here were Wit, Red Truck Ale, a Brown, and an IPA. Their other beers were a Red Truck Lager and a Pilsner.

The Wit was good, and very similar to that at Yaletown, but a little less so. The same was true



of the Red Truck Ale, which may have been just a bit drier than the Yale Town version and not quite as good. The Red Truck Lager was very similar to the Yale Town version. The Brown on the other hand, while good, was not as dry as its cousin and had little chocolate flavor: clearly a punier version of the cross-town brown. The Pilsner could have been a clone of the lager, and there was little to differentiate them, but still a drinkable beer. The IPA on the other hand, bore no resemblance to the cross-town version. It had a hoppy quality, but was quite diacetyl, and nearly un-drinkable. All in all, the beers at Dix were inferior to those at Yaletown in spite of our having been assured that they were the same recipes.

We ultimately chose no Four Paw Pick at Dix. Both Yaletown and Dix did have T-shirts for sale. Also of note is that both of these are quite close to the GM Center (or Centre?) where the Vancouver Canucks play hockey. Consequently, the neighborhood was rocking around 7:00 PM and was dead at 9:00 PM as all the fans were at the arena cheering on the hometown favorites.



As a closing note on Vancouver, not only did we find good beer, we also scored on the art front as well. We found not one, but three gorgeous masks which now grace the wall of our family room. We closed out the trip on Vancouver Island, eating well, whale watching, and just plain relaxing.

As promised, we close with a small sneak preview of what will be in store for you in the Quad Cities.

Just over a year ago we were returning from one of our bird watching ventures to Nebraska. (We talked about some of those spots in an earlier edition of *The Breweriana Collector*.) On the way home we decided to scope out the area and ended up staying at a grand old dame of a bed and breakfast in Davenport that overlooked the Mississippi. Serendipitously, this was walking distance to the Front Street Brewery where we ate and drank that evening (see p. 28 for exact address and directions).

Front Street is our kind of place. This is not a yuppie place full of chrome and uninspired fare. Instead, it's a small cozy



Dix Bar-B-Q menu, inside (top) and outside (bottom).



had the most subtle fruit quality to it. This was a very decent beer.

The Ale was an American style and a good one at that. This had great malt and hop balance, good body and a pleasing dry finish. It received our Four Paw Pick****. The Stout was also excellent, full of

spot with a welcoming feel. We sat at the bar for our beer and had a very pleasant conversation with the knowledgeable bartender, who told us they had been open since 1993 and had survived three floods (so far).

Again, we ordered the sampler which had six beers. These were Hefeweizen, Old Davenport Gold, Cherry Ale, Raging River Ale, Bucktown Stout, and an IPA. The Hefeweizen was in the American style and was not overly wheaty. (That must be why we liked this one!) It didn't have much banana or clove but had substantial mouth feel. The Gold was nice and clean and was their very acceptable version of an intro beer. The Cherry was very similar to the Gold and

roast flavor, and very smooth on the palate. The IPA was not a robust American type but was very much in the English style. Even our server commented that it was a mild version. As a bonus, our bartender made us a "cherry stout" that was a very tasty blend of the Cherry and the Stout: a very good nightcap.

In addition to the beer, the food was top notch. We highly recommend the sausage platter, which comes with the locally-made Boetje's mustard: a highly delectable start to a meal or a great snack. Finally, they are loaded up with T-shirts, glasses, and best of all, beer to go.

Until we see you in Bettendorf, 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: NEW JERSEY BALL KNOBS: Absolutely highest price, or perhaps a trade, for extremely rare New Jersey tap knobs I need. Also Kooler-keG signs, photographs, etc. that I need. Paul E. Brady, 601 Mercer Ave., Spring Lake Hts., NJ 07762 or beer80@verizon.net. V142

FOR SALE: Lowenbrau Collection: 200+ steins and glasses, 1 neon, 2 elect. signs, 1 beer wagon display, tappers, toy trucks, and much more. \$2,500. See it and pick up @ NABA 37th Annual Convention, Quad Cities. Allen Dieter, 4305 Cedar Brook Ct., E. Moline, IL, 61244, 309-496-2028. V142

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

WANTED: Items from Loyalhanna Brewing Co. (Monastery Beer) Latrobe, PA. Also Rolling Rock Beer items. Contact Jim Mickinak, 724-539-7941 or 10easyt@comcast.net. V144

EARLY LIGHTED BREWERIANA IN PREMIUM CONDITION: Collecting, trading, and buying up single pieces and whole collections, with or without other breweriana (see p. 4 in this issue for examples and prices). You can also contact me for appraisals and information about patent numbers, dates, manufacturers, grading, rarity, etc. John Bain, 917-796-9222, the-back-bar@earthlink.net V144

WANTED: 9" Round Button Signs from any US breweries. Must be in excellent condition. Email with photo and price to: barrymgd@aol.com or write with same info to: Barry Hunsberger, 2300 Meadow Lane Dr., Easton, PA 18040. V145

BACK ISSUES of the *BC* for sale: Issues 87; 91 - 98; 100 - 102; 104 - 109; 111 - current. Issue 110 is \$10. Others are \$6 each and five for \$25. Shipping is \$1 for one issue and free for 2 or more. Make check payable to NABA and send to PO Box 64, Chapel Hill, NC 27514. NABA

New Members cont. from P. 35

Srock, Murray (Susan)
 2101 NE 10th Pl
 Austin MN 55912-4135
 507-437-6430
 mursrock@yahoo.com

All Breweriana-Lithos-Playing Cards-Postcards-Reverse on Glass-Salt Shakers-Signs; Minnesota, Grain Belt, Hamms

Stanton, William (Ann)
 307 Sheep Pasture Rd
 Waynesville NC 28785-0005
 828-400-5421
 bstanton@cbvnl.com

Ward, L W
 1025 Eastern Dr SE
 Cedar Rapids IA 52403-7015
 319-365-0075

All Breweriana esp Cans-Labels-Tap Knobs

Events of Interest

**ABA's
Chicago Breweriana
Society**

**SHOW
Nov. 16**

**9 AM (Members Earlier)
VFW Hall
400 E. Devon
Schaumburg, IL
Contact: Phil Pospychala
847-996-0246**

**Collectors
Spectacular**

2 Shows Merged

Nov. 8 • 9 AM - 3 PM

**Belle Clair Fairgrounds
Belleville, IL
(only 20 min. fr. St. Louis)**

**Over 100 Dealers
From 10 States**

**Amission \$2
Early Admission (7:30) \$20
Bill Cress • 618-466-3513
Kevin Kiou • 618-346-2634
Curt Falkenberry
636-797-5220**

**For many more special
Events of Interest, see
nababrew.com>EVENTS**

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

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

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

*Nortlager & North Star
BBCA Chapters
Annual Show*

*Cloquet, MN
July 11-12 • 9 - 3
Contact:
Dave Wendl
651-731-9573*

**35th Annual
Guzzle & Twirl**

**Oct. 9- 11
Maplewood, MN**

**Friday Hospitality,
Room-to-Room:
Holiday Inn East**

**Saturday Show:
Aldrich Arena**

**Dave Wendl
651-731-9573**

**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**

**NABA
37th Annual Convention
"Quad Cities"**

**July 29 - Aug. 3
The Lodge,
Bettendorf, IA**

**Contact John Stanley
naba@mindspring.com
www.nababrew.com**

**North Star Chapter
BBCA Shows**

**July 26 • 9 - 2
Cold Spring MN**

Gluek Brewing Co.

August 9

Chippewa Falls, WI

**Jacob Leinenkugel Brewing Co.
In conjunction with Pure Water
Days Celebration**

Dave Wendl • 651-731-9573

