



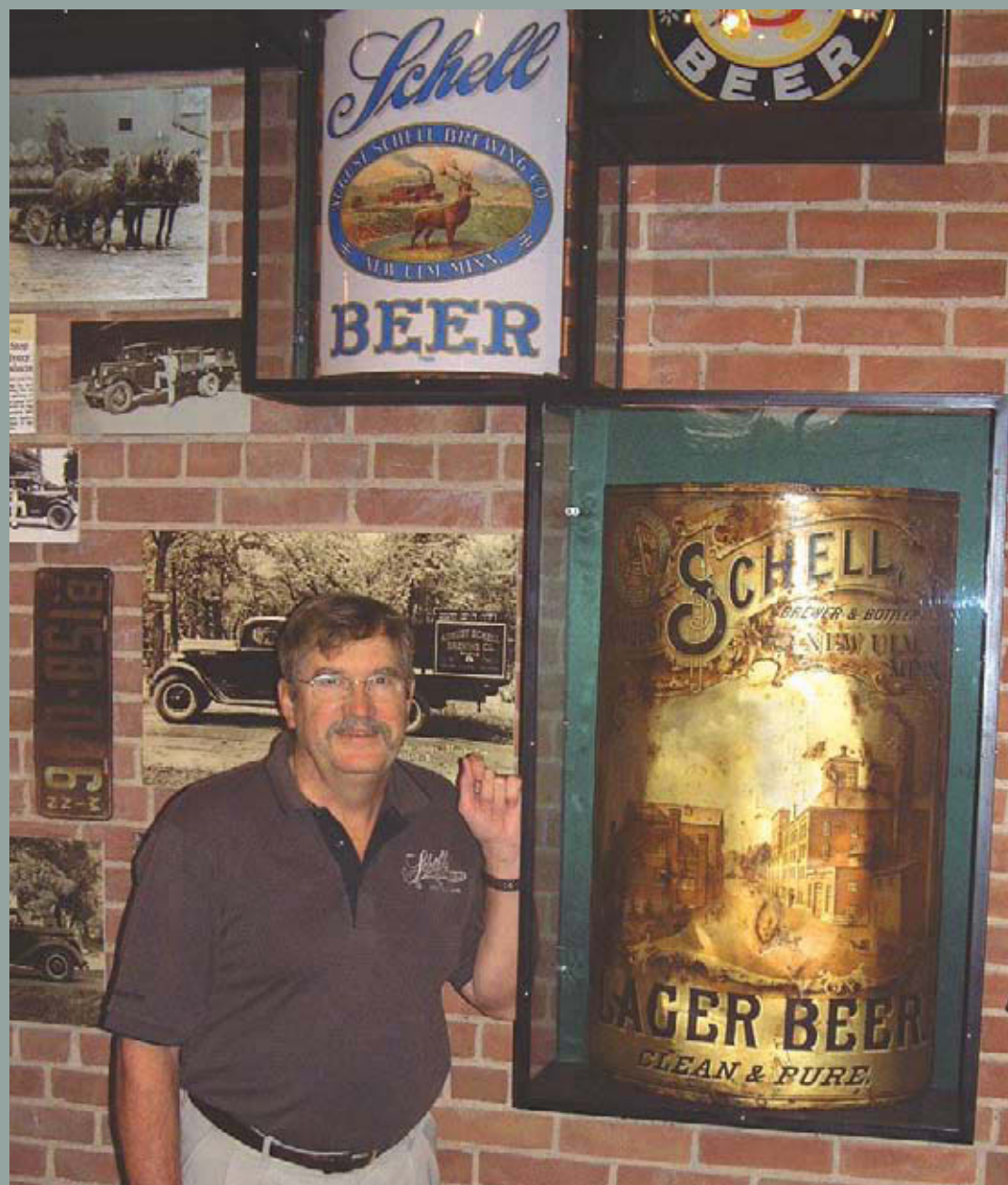
# *The* **BREWERIANA** COLLECTOR

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

Volume 143

Founded in January 1972

FALL 2008



- *New Ulm's  
August Schell  
Brewing  
Company*
- *Roadtrip: Potosi  
Brewing Complex*
- *Beer, Cigars &  
the Lens Artist*
- *Collector's  
Bookshelf: Three  
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**FALL 2008**

**#143**

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## **COVER:**

**Front:** Ted Marti, owner of Schell's Brewery, stands in the new museum with a mind-altering 1880s large tin litho curved factory scene corner sign. He recently acquired the sign in nearby Sleepy Eye, where it was being used (upside down) as a trough to catch water leaking into a building. This is the only one of its kind known, and is in exceptional condition considering its previous use.

**Back:** More NABA Quad Cities photos.



# Do you have breweriana like this to trade or sell?

*Examples of what I collect and trade, and prices I pay for rare items in premium condition:*



*Bubblers by Biolite, Gilbert & Jackson or R.R. Kellogg  
\$500 - \$2,500*



*Register top "Halo Clocks"  
by Price Brothers  
\$500 - \$1,000*



*Porcelain neons by  
Lumin-Art Display Corp.  
\$1,000 - \$2,500*



*Back bar neons by Lackner,  
Union, Neon Products, Quell  
\$1,000 - \$2,500*



*Bullet lights by Cincinnati  
Advertising Products  
\$1,000 - \$2,500*



*"Lumi-Lytes" by Lackner  
or Neon Products  
\$1,000 - \$2,750*



*Button lights by Gilco or  
Phoenix Glass Company  
\$1,500 - \$3,500.00*



*Cab lights by Gilco or  
Cincinnati Advertising Prod's.  
\$1,500 - \$4,000.00*



*Pre-Pro Vitrolites (lighted  
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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 from Caroline County, Virginia! Today (September 06), Tropical Storm Hannah deluged the farm with about 6 inches of much-needed rain. This is only the second rain we have had since the start of the NABA Convention. Lack of rain is a blessing and a curse. The blessing is that I do not have to cut a 5-acre yard. The curse is a stunted garden. The "bonsai okra" have been compensated, though, by a bumper crop of tomatoes and Anaheim/assorted peppers. Hannah's rain forced me to catch up on NABA duties—it was too miserable to move outside the house.

How about Quad Cities? What a wonderful Convention. The Lodge (and staff) provided us with a great facility. I have never dealt with a more cooperative hotel staff seeking to meet their client's needs. I hope everyone in attendance had as good a time as I did. Convention Chairman Bob Post plus spouse Sarah are to be complimented for lining NABA up with the Lodge. Definitely a great facility and the Quad Cities is a great geographic location. I want to thank everyone who pitched in and helped make this a great event. Have to thank Helen Haydock and the ladies in the hospitality room; and George & Donna Sempowski for the wonderful homemade kielbasa. I understand this is a secret family recipe – now that I know what type beer George and Donna like, for the future I will be on a mission to "pry" this recipe from them during a late night hospitality room session. For those not in attendance, the Semposkis brought their home-

made kielbasa and the Haydocks brought the Wisconsin cheese for a wonderful sausage/cheese night. The auction had a lot of action. Dave Kapsos and the auction team are to be thanked for their efforts to the hobby. Mike England led a wonderful brew master's dinner featuring Iowa brews. Mike is also newly elected to the BCCA *Hall of Foam* – congratulations Mike (plus member Rayner Johnson who was also elected)!

Another significant item to note was the "Potosi" tour. At the Bay City 2007 Convention, members Larry Bowden, Tye Schwalbe, and Herb Page approached the NABA Board about a tour to the soon-to-be-completed Potosi National Brewery Museum. The Board thought that was a wonderful idea. I have to admit, due to a division of duties that I knew would leave me out of the "official" tour (Post and Larry Bowden were scheduled to conduct NABA members to Potosi & yours truly held the Fort down), my traveling buddy, Jim Wolf, and I toured Potosi the Monday prior to the NABA Convention. What an impressive tour! What an impressive restoration, collection, and display. Everyone associated with the Potosi project—including individuals, ABA, the Potosi Foundation, et ceteras—is to be complimented for their effort. Please consider a donation to Potosi.

The Saturday trade show was a big hit, too. Chairman Post informed me we had about 150 walk-ins. Through the efforts of Rich La Susa, NABA did a press release and got an article in the local newspaper, plus a TV interview with this modest person hyping the NABA Convention & Saturday public show. Bob also took out a clas-

sified ad in the local newspaper advertising our show not only as a "public trade show" but an "antiques road show" appraisal service. People walked in with trash and treasure. I heard that one item a person had paid \$6 for at a yard sale, was appraised at \$3500. Whoever that was left our NABA Show a happy camper with his mint Jacob Schmidt canvas hunting scene. Another story I heard from our Convention Chairman was that one walk-in approached a member (Rich Yahr) with multiples of a tough pre-Pro acid-etched Iowa brewery glass (I believe it was Clinton Brewing Co.) and asked if the member would buy them for \$100. I am told the member said, "No. I will buy it for \$1,000 because that is a fair price." Needless to say, we had a happy walk-in, a happy member, and other happy folks who bought the extra multiples. I want to thank this member for being a "class act" – this is what gives NABA a good name! PS – Rich says he still has a few left and to give him a call if you need one.

There are too many people to individually thank for another great NABA Convention. Thank you, to everyone who helped and all who attended.

In closing, a contract has been signed with the New Ulm facility. Look for New Ulm information soon. The Board met at "Guzzle 'n Twirl" (see article p. 18) in October to review/plan the 2009 Convention. The Marti family/August Schell Brewing Company (see article p. 11) will be assisting with Convention events. They have great brews – I brought back various Schell's products plus their "Grain Belt Premium" from Iowa. My Dad loves Premium (must confess – I drank all the Schell's!).



# Let's Talk Breweriana

By Rich La Susa

## Is it real, fake, or poorly restored?

*Editor's Note: With a hearty "Welcome Back" to Rich, I would like to thank the observant reader who noticed that Rich's byline had been omitted in error from several of the last issues in which his column appeared. My mistake, wholly, and compounded by a lack of attention, because I did not notice until our alert reader pointed it out. Thank you again, and my apologies for any confusion.*

Reproductions have become the bane of our hobby and many others. Everything from fake pre-Prohibition porcelain signs and 1930s tin-over-cardboards to rare beer cans are showing up on eBay, at flea markets, in antiques shops and malls, and even at breweriana shows.

They are more than just a nuisance; they are a threat to the integrity of our hobby.

Sophisticated computer technology makes it relatively easy to design and manufacture reproductions – and more difficult to differentiate between what is authentic and what is not. And the fake-makers are becoming bolder. The incentive? Money, of course.

It is real? Is it a reproduction? Or is it something in between?

Breweriana experts (and mere mortal collectors) had to ponder those questions when an unusual wooden Topaz Draught sign appeared on eBay last year. Uncertainty was created because the brand was marketed by two Chicago breweries – Fortune Bros. in the pre-Prohibition era and the Koller Brewing Co. in the post-Pro years. Collectors who knew the history of those breweries, and the Topaz brand, had an advantage in this

discussion. Knowledge can be a powerful tool.

First some background information about the breweries and the Topaz brand. Fortune Bros. was a small brewery founded by Peter and John Fortune. It did business on Chicago's near West Side (725 W. Van Buren St.) from 1857 to 1948, with a 13-year hiatus (1920 to 1933) to comply with the strictures of national Prohibition and three additional years to allow the owners to raise sufficient funds to reopen. Its primary brands were Topaz, Fortune and Ruby, but it also marketed Filbert's Olden Lager, Old Vienna Style, and Old 1871.

Koller, a small South Side brewery, produced its Topaz and Royal Pilsener beers at 3900 S. Racine Ave. from 1933 to 1953. It also marketed secondary brands, including Supra (for the Hillman's food store chain), Golden Star, Golden Seal and Pacific Pilsner.

The Topaz brand has been involved in confusion and controversy, including the sign we will soon discuss, because it was used by two breweries in the same city. But was it marketed by both at the same time? Let's ask an expert.

"Fortune Bros. used the Topaz brand in the pre-Pro era, and Koller used it in the repeal era," Labelologist and brewery historian, Bob Kay, told me during my "investigation" of the Topaz sign.

Most historians believe Koller acquired the brand shortly before or after repeal, when it appeared that Fortune Bros. would not reopen. This is a plausible explanation. Either the brand had been sold to Koller or Fortune Bros. had abandoned it. But the exact year when Koller acquired it – 1933 or 1934 – has never been established. It is inconceivable that an operating brewery would sell its primary brand to a competing brewery. Strange occurrences and Chicago breweries are not strangers, but it is unlikely the two marketed Topaz simultaneously.

The sculpted wooden Topaz sign that provided the catalyst for this column is 25 inches wide and 13.5 inches high. Because the colors are so bright and unnatural it looks as if it was recently painted. One could easily conclude that it is an awkward reproduction, a "fantasy" piece or a feeble attempt to restore a vintage item by someone who is not skilled in the craft. I was not alone in these assessments.

To me, it did not look old enough to have been used to promote Fortune's version of Topaz. Progressing beyond a cursory glance at photos of the piece, it would be difficult to conclude that it was used prior to 1920; it would have to be at least 87 years old for it to have been Fortune Bros. advertising. The sign's construction did not suggest to me an item that old. Pre-Pro breweriana experts are welcome to challenge my *opinion*.

The sign was purchased in a 2007 eBay auction by Dave Launt, a long-time and respected breweriana collector from Portage, MI. It was acquired inexpensively, he said. Dave is a New York breweriana expert of the first order, a collector who is unaccustomed to being flummoxed or bamboozled in a breweriana deal.

Its appearance in a Cyberspace auction caused a stir within the Chicago breweriana collecting community. Why? No one had ever seen the sign, or one like it, and it looked too new to be in the requisite "vintage" category. (For the record, it was listed on eBay as "Sandblasted bar sign, beer sign, Draught Topaz, item #270119718539.") "This sign . . . turned up in Tiffin, Ohio," Dave said. "I saw it on eBay, and for a bottom feeder price, and purchased it.

"It is sandblasted in part; with applied scrollwork-like finishing at the bottom . . . I don't dispute that it may be a fake. However, the wood is very old, and there are signs of obvious age on the overlay (an ornamental veneer). No doubt it has been repainted, and possibly badly, but it would be tough to fake the seams splitting as they have, with stress separations where they are and in the types that they are," Dave said,



adamantly. "At some point water leaked onto the overlay, and subsequent dry rot lifted pieces from it . . . there are large areas of water damage, lifting of the overlay . . . I am sure the red and the white are repainted, in all too glaring colors. However, looking at the craftsmanship on the sign, the painting appears very well done in the non-restored parts. One would expect crazing, and I see little . . ."

The words "fake" and "reproduction" were quickly and loosely thrown about, even though there was no substantive evidence this unusual piece was *not* authentic. One collector I interviewed was more prosaic. "What the heck is it?" he asked.

I sensed Dave was perturbed when I told him in May, 2007, that he could be the owner of a clever fake or reproduction. I did so without having all the facts, and that was unfair to him. Knee-jerk reaction is becoming far too common, particularly when the provenance – or origin – of a piece of breweriana cannot be quickly established. Dealing in certitudes is far less stressful than uncertainty. Mysteries make some uncomfortable.

Some – including me, in this instance – have been too quick to judge because a piece looks too new to be a vintage item. If it doesn't conform to motifs used by a brewery, red flags start flying. This doesn't "fit," some conclude.

We can blame unscrupulous makers and sellers of reproductions for causing collectors to be edgy. Many collectors spend considerable sums of money for unusual, "one-only-known" (often called "one-of-kind") pieces, and they are leery of doing so because of the growing numbers of fakes on the market, particularly on eBay. Prove to me it is real, some say, before they bid on, or purchase, an item.

The makers and peddlers of junk may have jangled our nerves but there is no excuse for lunging at hasty conclusions. Although we should remain vigilant in the fight against reproductions and fakes, we also have to be more open minded about breweriana we encounter on eBay and elsewhere. The Topaz sign is an excellent example. All collectors may not fear the unknown, but many are becoming more wary.

I assured Dave that I would solicit opinions and reactions about the sign from Chicago beer advertising experts, which I did. Some admitted they were puzzled; others were downright skeptical. The most positive in our midst were elated by the possibility that a rare, unknown sign had been found.

"For what it's worth, my gut reaction (is) . . . that it was a genuine sign with a bad repaint," Kay said after examining a photo I forwarded to him from Dave.

I had told Dave at the time that "My hunch is that you have a sophisticated fake. But I would like to prove that it is a pre-Pro Fortune Bros. item that no one has ever seen. That would be great!" I also told him I was "excited about your find and sure hope it is a for-real piece; that you have a rare item that will get collectors' and historians' tongues wagging – maybe mouths drooling. New finds, particularly mysterious ones, certainly help stimulate interest in our great hobby."

Beer bottle crown expert John Vetter of Fairfax, VA, also weighed in. "(The sign) looks suspicious to me too . . . If I'd have seen it I would have passed, thinking it was a fake of some kind. A manufacturer's mark or name would certainly be nice . . . The script (logo) doesn't match anything I've seen for the brand." John uses type faces, logos, and other graphic devices to assist him in identifying the brewery of origin for bottle crowns that do not have names (or mandatories) on their faces or skirts.

Dave, too, expressed uncertainty about the sign. "I thought Koller Bros. made Topaz . . . I dumped Koller Topaz Crowntainers in Michigan. But, Fortune Brothers Topaz? Did Fortune Bros. actually pro-

duce Topaz as well as Koller; was there collaboration on 'export sales,' or is the sign a mistake?"

He later told me he believed the sign is from the 1940s, although there is no indication of when it was made or by whom. "The sign is very well made, and I sincerely doubt that it was made to fool the collector," Dave said. In the condition it was found, "it would be very difficult to fake. The shame of the whole deal is that (someone) repainted the red, white, and baby blue (the On Draught) area. If they'd left it with the crazing, it would have looked more authentic."

I reiterated that it could not have been used by Fortune Bros. during the 1940s because that brewery did not own the Topaz brand at the time.

Although Dave lacks proof the sign was "old" and "original," he is firm in his belief that it is and offers a supporting theory. ". . . the sign may have been a mock up . . . Why would Fortune contract (with) a sign company . . . if the brand was no longer theirs?"

Theories – Dave's and others – and conjecture abound. I agree with Dave that it could be a mockup, or prototype, that was made without the brewery's knowledge by a company that had hopes Fortune Bros. would purchase it. This was not an uncommon practice in the point-of-sale advertising and novelty industries.

If this is a "fantasy" piece, it most likely is not of recent origin. It would be difficult – and most likely expensive – to age and "damage" wood to make it look decades old, unless the wood already was old when the piece was made. That is possible, but not probable. "The irony is that the (potential) cost of construction would have made the cost of a TOC (tin-over-card-

board sign) pale by contrast," Dave said.

And if the seller invested the craftsmanship, time, and expense it most likely would have taken to make the sign look authentic enough to deceive collectors, why would he be willing to sell it so cheaply? Dave's total expense for the sign was "the princely sum of \$19.95, plus a few bucks for re-gluing the seam, and postage." He had no serious competition in the bidding. Some believe Dave got a real bargain.

It is more likely the seller didn't know much about the piece and was willing to sell it for whatever price it would bring. Dave remains philosophical: "At least it is a great conversation piece." Vetter concurs. "It will certainly make for interesting discussions."

We have attempted to learn more about the sign but we know nothing more today than we did a year ago. Its age and origin remain a mystery.

About 15 years ago I interviewed a man whose father drove a truck for Fortune Bros. in the late teens and did other jobs at the brewery after it reopened in 1936. The son showed me a booklet that was published by the brewery a few years before the start of Prohibition. He didn't want to part with it, because it had been handed down to him by his father. But he allowed me to make a copy. I did so, using high-grade professional enameled paper, and it has been preserved in my brewery history archives.

The informative 16-page, undated booklet, *Some Interesting Views from the Home of Topaz High Grade Beer* is oval shaped, 7 inches high by 5 inches at its widest point. It has many photos of the interior of the brewery and of two beer trucks and one horse-drawn delivery wagon.



On the inside cover is a photo of meal on a table with a labeled bottle of Topaz beer. The label is rhomboid, with Topaz in large script letters.

The man was told the booklet was published in 1916, the same year his father and a co-worker were photographed in front of a Fortune Bros. delivery truck that is parked on a Chicago street. I have a copy of that photo, and it includes more than the Fortune employees and their truck. In the background you can see two large porcelain or metal K. G. Schmidt brewery beer signs on the front of a saloon across the street. Schmidt did business in Chicago from 1866 to 1917. A brewery of the same name operated in Logansport, IN, from 1934 to 1951.

Unfortunately, there are no examples of Topaz advertising in the photo or the booklet, other than the bottle label. The type font for Topaz on the horse wagon in the booklet is only slightly similar to that on Dave's sign.

Recently Launt sold the sign to Dave Lendy, who specializes in Chicago beer advertising, even items that have an uncertain past.

**I love a mystery:** Staying on the subject of strange beer signs, let's visit an antiques and collectible mall in Ohio. Not in person, of course, but vicariously.

During a tour of the huge Heart of Ohio mall off I-70 near Springfield a few years ago, I saw another unusual wooden Chicago beer sign, one that promoted Atlas Prager Beer, the flagship brand of the long-gone Atlas Brewing Co.

The odd-ball sign was constructed from pieces of fence or barn wood that had been nailed together to form a 38" wide by 15" high display. It definitely

looked old, but it had a home-made look. When was it made, by whom and for what purpose is speculative.

The front was painted an unattractive, some would say bilious, light green, and the engraved words "Drink Atlas" were painted black. It did not look as if the painting was done recently, like the Topaz sign. The typeface was the one used on Atlas advertising and products during the 1930s and 1940s. The back side was raw and unpainted.

At one time, the sign could have been mounted to the wall of a tavern or even on the side of a horse-drawn wagon. Your guess is as good as mine. I have asked collectors who specialize in Atlas advertising about the piece and none have seen a sign like it.

---

*"Why would anyone want to pay good money for that ugly thing," she explained in a conspiratorial whisper.*

---

The sign piqued my curiosity, not because I wanted to own it but because of its possible use in a future story. Photos would be important. I had measured it and took notes, as I usually do. Its sudden disappearance, however, remains an unsolved mystery.

Before heading back to my car to retrieve my camera so I could take photos of the sign I decided to complete my tour of the section of the mall where it was displayed. When I returned to the booth, the sign was gone! Impossible, I said aloud, and a few other words. I spoke to the employee who worked in the section where the sign had been and she told me someone had purchased it. I had been gone for only 30 minutes. The transaction had been completed soon

after I had left to view other wares and to get my camera.

I soon learned that the buyer also bought two Atlas Prager mini-bottles I had admired earlier but neglected to secure. Was someone following me from booth to booth? If so, the person wasn't obvious – at least to me – even when he was hauling a large green sign out to the parking lot. Granted, the mall and parking lot are enormous, but I still couldn't believe this could have happened with such stealth.

I had examined other breweriana that day and took notes for stories. But nobody purchased the near-mint two-sided Volk Pilsner porcelain sign (with a \$1,895 price tag) or the two oversized Hudepohl trays (at \$49 per) I had admired. Why

the Atlas sign and mini-bottles? Sherlock Holmes, I am not.

Later the employee who had been assisting me said no one, not one person, to the best of her knowledge – other than me – had ever asked her about the Atlas sign. Not even the person who purchased it. He just removed it from the wall and carried it to the checkout counter, she said. I was told the sign had languished in the booth for at least *two* years!

How did she remember all of this? "Every time I passed by (the sign) I thought why would anyone want to pay good money for that ugly thing," she explained in a conspiratorial whisper.

The employee and the clerk at the front desk described the buyer but could not – or would

not – provide a name. He had paid cash. I did a follow-up a few weeks later. At my behest, the mall's manager had asked the seller questions about the sign. He told her he had accepted it on consignment and that the actual owner said he had bought it "many years ago" at a garage sale. So much for any attempt to establish the sign's provenance!

In case you are wondering, the mystery buyer paid the full asking price of \$250. I was not remotely tempted to pay that for such an odd piece.

I have talked with collectors who frequent that mall, including Atlas specialists from Chicago. They said they were not in the mall that day and do not know who purchased the sign. Where it resides and who owns it remains a mystery. The description of the buyer provided to me does not match any collector I know.

My question here today: Did one of our readers buy the sign? We won't ask why you did, please just send a photo. Seeing is believing!

*Send questions or information about breweriana and photos to Rich La Susa, 4639 S. Primrose Drive, Gold Canyon, AZ 85218. Or E-mail them to [rlasusa@aol.com](mailto:rlasusa@aol.com).*

## Stenger Brewery Documentary

*Two Brothers, One Beer and the American Dream* is a documentary film that made its public debut in the Chicago area last November. It is a history of the pre-Prohibition Stenger Brewery, which did business from 1848 to 1892 in Naperville, IL, and the family that operated it. I attended a private showing of the film, along with many ancestors of John and Peter Stenger, in the chapel of the historic Naperville Settlement last August.

Your humble scribe had the privilege of contributing many hours of on-camera interviews and off-camera research to the project. Despite that, it is a well-made, informative and entertaining film. I am impressed with its quality, the talented and knowledgeable staff that produced it – led by Executive Director Liz Spencer and Laura Zinger – and the contributions of other historians who volunteered their time and expertise. I was running with fast company, including Maureen Ogle, author of *Ambitious Brew*, a history of the brewing industry in the United States.

The critics also were impressed because in May the producers of the documentary received the Illinois State Historical Society's Superior Multi-Media Award.

Ronald Stenger, who financed the production, is a descendent of Peter who, with his brother John, inherited the Stenger Brewery from their father. Ronald and the producers at Naperville Community Television (NCTV) are hopeful the documentary will one day appear on national public television or even on the History Channel. It can occasionally be seen on NCTV, Channel 17, in DuPage County, IL.

The film is another important piece that has been added to the body of knowledge of US brewery and brewing history. We need more quality productions of this nature. Perhaps it will lead to the discovery of Stenger Brewery advertising and other breweriana. The number of artifacts that have been found so far (a few bottles, keg tags and a newspaper advertisement) is paltry, considering the brewery was in business for 44 years.

The documentary can be purchased for \$15 in person at the NCTV studios or for \$20 by mail. Place orders at: Naperville Community Television/Channel 17 Suite 103  
127 Ambassador Dr.  
Naperville, IL 60540  
[www.nctv17.com](http://www.nctv17.com)

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# New Ulm's August Schell Brewing Company

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*By Mike & Mary Jo Hajicek*



***The Legend Continues...***

*One Bottle At A Time.*

In 1856 a young machinist from Cincinnati, August Schell, embarked on a journey searching for the ideal place to brew his beer. He headed up to Minnesota and settled in New Ulm, where in 1860 he began to brew beer. In 1862 the United States went to war with the Dakota Indians across the southern Minnesota frontier. That conflict was violent and bloody, with the town of New Ulm being virtually destroyed during the war. As the US soldiers were retreating, the Indians burned most of New Ulm. The brewery buildings, however, were untouched. August and Theresa Schell were unlike most Europeans of the time—

they had befriended the Native Americans and peacefully coexisted with them.

Over the years, the legend of Schell's Brewery grew, as the New Ulm area developed and welcomed a very large number of (mostly) German immigrants. In 1891, Otto Schell, son of August, assumed ownership of the brewery. Eventually Otto's daughter married George Marti, who then ran the brewery for many years. Today Ted Marti is the sixth generation of the Schell family to run the Brewery.

Many new things have happened at the Schell's Brewery since the turn of the 21st Century. Possibly the most notable

was the transfer of the Grain Belt Beer label to Schell's. In 2002 a large party was held in Minneapolis, at the site of the old Grain Belt Brewery complex, to celebrate the purchase of the Grain Belt Brand and its "official transfer" to Schell's Brewery of New Ulm. The party was a huge success, and so has been the marriage of Grain Belt Beer to Schell's. Our friends in New Ulm have not scrimped promoting Grain Belt again, and it now represents about half of the production at Schell's Brewery.

The purchase of Grain Belt directly led to an expansion of capacity at Schell's—also to a big renovation of the museum, tap room, and the visitor center/gift shop. The remodeling projects, however, did not take away any of the charm or character of the Schell's property. While Potosi's National Brewery Museum is a great example of what can be done with an old brewery property, Schell's Brewery just might be the finest example of what can be done with an operating brewery's property. To this day the deer on the property are descendants of August Schell's original deer and about a dozen peacocks (with some little peachicks) still freely roam the brewery property.

NAME OF BEER	PRICE CATEGORY	STYLE	INGREDIENTS	CALORIES	CHARACTER
<b>August Schell Pilsner</b> (Won silver medal, Beverage Institute 1995 World Championships.) (Won gold medal, 1988 Great American Beer Festival.) (Won silver medal, 1987 Great American Beer Festival.)	Specialty	Pilsner	100% Barley malt, Imported Hallertau, Domestic Cascade Hops	170	Hops are accented in flavor & aroma over a rich, malty background. Naturally Krausened.
<b>August Schell Firebrick Amber Lager</b> (Won bronze medal - Great American Beer Festival 2002, Amber Lager Category)	Specialty	All Malt Vienna Style Lager	Pale 2 Row Malt, Caramel Malt Cara Pilsner Malt, Munich Malt Vanguard Hops, Chinook Hops Imported Hallertau Hops	165	Reddish-amber hue. Carries a mild, pleasant maltness with subtle sweetness and light hoppy finish. A very drinkable, year-round beer.
<b>August Schell Pale Ale</b>	Specialty	Amber Ale	2 Row Pale Malt Imported English Caravan Malt Imported English March Malt Cara Pilsner Malt Imported Kent Golding Hops Chinook Hops, Cascade Hops	180	Medium amber in color. Pronounced bitterness with a pleasant aromatic hop character. Medium body with pronounced maltness.
<b>August Schell Caramel Beck</b> (Won 1996 People's Choice Best Beck, World Expo of Beers.)	Specialty - Year Round	Beck	80% Malt, 20% Corn Imported Hallertau, Domestic Cluster Hops	172	Reddish-copper color, light caramel flavor, heady.
<b>August Schell Doppel Beck</b>	Specialty/Seasonal April - May	Doppel (Double) Beck	Pale 2 Row Malt, Munich Caramel, Cara Pilsner, and Black Malt, Domestic Mt. Hood, Cascade and Centennial Hops	210	Dark beer with amber highlights, a very rich start, malty body with a long malt finish.
<b>August Schell Maifest</b> (Won silver medal, 1997 World Beer Championships.)	Specialty/Seasonal April - May	Maibock, Mondo double bock	Pale 2 Row Malt, Munich & Cara Pilsner Malt, Hallertau, Cascade & Mt. Hood Hops	230	Assertive maltness backed by a huge hop aroma.
<b>August Schell Hefe' Weizen</b>	Specialty	Bayarian Hefe' Weizen (wheat beer)	60% Wheat Malt, 40% Barley Malt Imported Hallertau Domestic Cascade Hops	160	A true Bavarian style Hefe' Weizen, because it is neither filtered nor pasteurized. It is top fermented, and has a characteristic yeast cloudiness, a pronounced spicy aroma with clove-like and banana characteristics. Often served with a lemon twist.
<b>August Schell Sommerfest</b>	Specialty	Kölsch Ale	Pale 2 Row Malt, Wheat Malt Munich Malt, Vanguard & Tettnang Hops	170	Golden in color, with a light taste and effervescence that makes it a perfect drink for the summer season. Flavorful with a slight malt flavor and sweet hop aroma. Very smooth with a great drinkability!
<b>August Schell Oktoberfest</b> (Won silver medal, 1994 Great American Beer Festival.) (Won silver medal, 1998 World Beer Championships.)	Specialty/Seasonal September - October	Oktoberfest	2 Row Pale Malt, Cara Pilsner Malt Cara Vienna Malt, Munich Malt Cara Munich Malt, Centennial Hops Vanguard Hops	170	Rich and full of flavor, dark reddish caramel brown color, smooth with subtle malty background. hops bitterness is pronounced but well balanced with this beer's body, aroma is a blend of fine aromatic American hops.
<b>August Schell Snow Storm</b>	Specialty/Seasonal	Changes each year	Always a 100% Malt Beer	varies	Each year we produce a unique product for the Winter Season. It is a product that each year, allows us to be creative!
<b>Schmalz's Alt</b> (Won 1996 People's Choice Best Alt, World Expo of Beers.) (Won bronze medal, Beverage Institute 1995 World Championships.)	* Limited Release * December - January	Doppel Alt (Double Alt)	2 Row Pale Malt, Caramel Malt, Munich Malt, Black Malt, Chocolate Malt, Chinook Hops Mt. Hood Hops Imported Hallertau Hops	185	Very dark brown color, very malty aroma, sweet licorice overtones, slight bitterness which doesn't linger, extremely well balanced, hop aromatic blend with the strong malt chocolate. Delicious!
<b>Schell's Original</b>	Premium	American lager	79% Malt, 20% Corn Domestic Cascade, Cluster Hops	141	Straw colored classic American lager developed from over 128 years of continuous brewing. Mild malt flavor and hop bitterness, along with our "Schell's" yeast make it a favorite of the upper midwest.
<b>Grain Belt Premium</b>	Premium	American lager	69% Pale 6 row Malt, 40% Corn Domestic Hops	140	Light to medium straw color. Light malt flavor and detectable sweetness. Unique "Premiums" hop aroma and flavor with a low hop bitterness.
<b>Schell's Light</b>	Premium	Low Calorie	89% Malt, 20% Corn Domestic Cascade, Cluster Hops	96	Light straw color. Mild maltness complimented by mild hop bitterness and slight hop aroma. Light, crisp body.
<b>Premium Light</b>	Premium	Low Calorie	69% Pale 6 row Malt, 40% Corn Domestic Hops	100	Light straw color with a slight initial malt flavor. Clean, crisp and lightly hopped.
<b>Schell's Dark</b>	Premium	American lager	Pale 2 Row Malt, Corn, Black Malt Extract, Cluster Hops	145	Deep amber color with a light but classic maltness. Mild hop bitterness. Excellent drinkability.
<b>1919</b>		Draft Rock Beer	Natural & Artificial Flavors, Real Sugar	178	Rich, creamy, hint of vanilla. America's best Root Beer. Available in Draft only.

The brewery offers an informational brochure (above) for their tours and tastings. In addition, the pamphlet states:

*In 1919, Prohibition shut down vast numbers of breweries, but the Schell Brewery survived by making near beer, soda pop, and rumor has it, a little moonshine to put back in the beer when no one was looking. Today the August Schell Brewing Company remains the second-oldest family owned and managed brewery in the US, brewing nearly 80,000 barrels annually. As a strong regional brewery, we produce a line of distinctive beers in a variety of styles unmatched by any other domestic brewery. Visitors to our brewery enjoy the European charm of our grounds, the museum, gift shop, tours and seasonal festivals. We have been celebrating life at the August Schell Brewing Company for over 145 years. Come visit us, and raise one of our excellent beers in a toast: "Ein Prosit der Gemütlichkeit!" (A toast to you in friendship!)*



Outside facade of the brewery as it appears today.





Schell's is currently producing some fantastic craft brews. Their Dopple Bock, Snowstorm, Zommerfest, and Octoberfest brews are all favorites in Minnesota—along with many other fine brews. Currently Lakemaid is getting a lot of attention, for the great story behind the brand name and the great graphics of the bottle label that appeals to collectors as well. Next summer at the NABA Convention you will hear all about Lakemaid!

The seasonal celebrations at Schell's are becoming legendary in Minnesota as well. About 20 years ago Schell's started a small celebration in February that was titled "Bockfest." It was a celebration anticipating the arrival of spring in Minnesota. If I recall correctly, Ted Marti told us that about 70 people attended the first year of the event. Twenty years later, it has grown into a phenomenal city-wide annual celebration! Now, during Bockfest, approximately 7,000 people attend large events in the town of New Ulm and at the Brewery for this yearly get-together. These are good days indeed for Schell's. For more information and a complete history of the Schell's Brewery go to their website at [schellsbrewery.com](http://schellsbrewery.com).

Next summer, those of us who can attend the NABA Convention have the honor of being delegates at the *first national convention* of any of the brewery collectibles clubs to be held in New Ulm, Minnesota. We will have a great day at Schell's with tours and visiting the new Museum (which we believe to be the best brewery history museum in the country, for its variety of machines, artifacts, and advertising). In the Schell's museum you get to look at things close-up. The gift shop will also be open and we assume the peacocks will be milling around, as usual, immune to the hustle and bustle of a busy brewery. A highlight of our Convention will be the

Top: A. Schell peahen and chicks out for a stroll.  
 Middle: Vines cover virtually the entire facade of the main office with the cozy entrance to the far right.  
 Bottom: The new museum with attached gift shop and tap room.

Brewmaster's Dinner, held in a 100-year-old German Beer Hall. And, hey, we will even alert the area liquor stores to stock up on all of Schell's products so that everybody can bring home some great beers!

The accompanying pictures show some of the machinery and artifacts at the new museum. If

you want to see the rest of the stuff, you will need to plan on attending the Convention next summer. The chance to hang out with all you fun guys and gals *and* to be able to enjoy this wonderful slice of history is a real "two-fer." We're looking forward to seeing you there and "sampling" some of Ted's fine products...

**Mary Jo and Mike Hajicek**



**Top row, left:** The museum has a vast array of early brewing historical artifacts and no cooper's shop would be in business without pitch. Here is an original container.

**Top row, right:** Three turn of the century lithos (middle girl is tin) showing us the pretty girls of Schell's.

**Bottom row, left:** The "Little Guys" guard an early Malt Mill.

**Bottom row, right:** Both "in-line" and "rotary" bottle filling equipment, a single bottle capper, and a really cool magnifier.





**Top, left:** A rare litho for Shell's Export Bottled Beer—the only one we have ever seen. In the 1890s the term *Export* was used to denote bottled beer—so this litho should date to the first few years of Schell's first bottling line.

**Top, right:** I believe this is a hoop setting machine which would be a centerpiece of the modern cooper's shop. I've never seen another of these before.

**At left:** A keg stenciler.

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# Collector's Bookshelf

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*Books Reviewed by Lawrence R. Moter, Jr.*

## US Beer Labels

1950 and Earlier

**Vol. 2 – East and Southern States**

**Vol. 3 – Central States**

**By Bob Kay**

*Vol. 1 was reviewed in a prior NABA Journal. (Please see Vol. 142, summer 2008)*

As with the first volume, the covers of these follow-ups state “Labels are pictured and catalogued starting with the first labels in the late 1800s through Prohibition and the wild and woolly twenties, and finally through the return to real beer during the difficult Depression years.”

Again, every time I opened one of these books I found a new label gem. If you collect labels and/or are an admirer of graphics and the printer's art, these books are a necessity for your collection.

Needless to say, the book is of outstanding quality, excellent photos, and great format. Bob, plus all the collectors he acknowledges for assistance, is to be thanked for the laborious task of compiling and publishing these important books of brewery history.

Ordering information: US Beer Labels Vol. 1, 2, & 3 can be found by email: [beerlabel@comcast.net](mailto:beerlabel@comcast.net), web site: [www.bobkaybeerlabels.com](http://www.bobkaybeerlabels.com), 630-879-6214.

### US Beer Labels-States Covered:

#### **Vol. 1 - The Western States**

AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE,  
NM, NV, OK, OR, SD, TX, UT, WA, WY

#### **Vol. 2 - East & Southern States**

AL, CT, DC, DE, FL, GA, KY, LA, MA, MD,  
MS, NC, NH, NJ, RI, SC, TN, VA, VT, WV

#### **Vol. 3 - Central States**

AR, IA, IN, MI, MN, MO

*Remaining States due in 2009*

## Wisconsin Beer Labels

The First 75 Years

**Compiled By: Bob Kay, Tye Schwalbe,**

**John Steiner & Herb Page**

**Text by Herb Page**

Wisconsin! To this reviewer, Wisconsin fondly reminds of time in Northern Illinois (Rockford) where, on weekends, I explored that wonderful state. I hold dear many fond memories of Wisconsin cheese, horseradish mustard, sausage, and beer, each frequently consumed at various Southern Wisconsin taverns watching the Pack on Sundays with my Rockford Raven rugby buddies. This was one of my first experiences drinking regional brewery products like Augsburger from the Joseph Huber Brewing Company. Soon I caught the collecting fever and discovered Wisconsin's brewing history and heritage.

This book is simply awesome. If you collect labels, graphics, or anything Wisconsin, it is a must-have.

The book's Dedication is to pioneer collectors who were the sources for many labels; a Prologue; a section on How This Book Originated; Acknowledgements to all who played a part; an Introduction; a section on Number Markings & Price Guide; and most important to us all, the Beer Label Images.

These images are alpha-listed by Wisconsin towns/cities, starting with Antigo and concluding with Whitewater. There are sections concerning “Unassigned Labels,” “Wisconsin Beer Styles,” a “List of Federal Permit ‘U’ Numbers for Wisconsin Breweries,” plus a nice “Bibliography.”

One thing that really enhances the book is an image of the individual brewery along with the various brewery labels.

Needless to say, given the collaborators on this excellent book, the images are of exceptional quality plus the layout/format is outstanding. Bob, Tye, John, and Herb, are to be thanked for creating this must-have Wisconsin book.

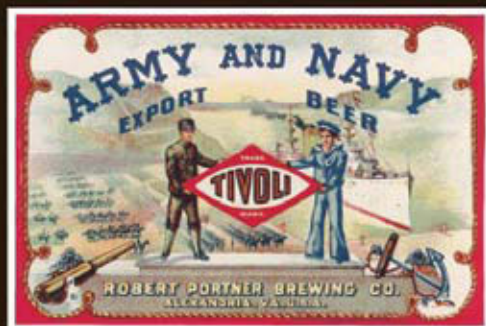
Ordering information: Tye Schwalbe: [tyesan2@charter.net](mailto:tyesan2@charter.net)



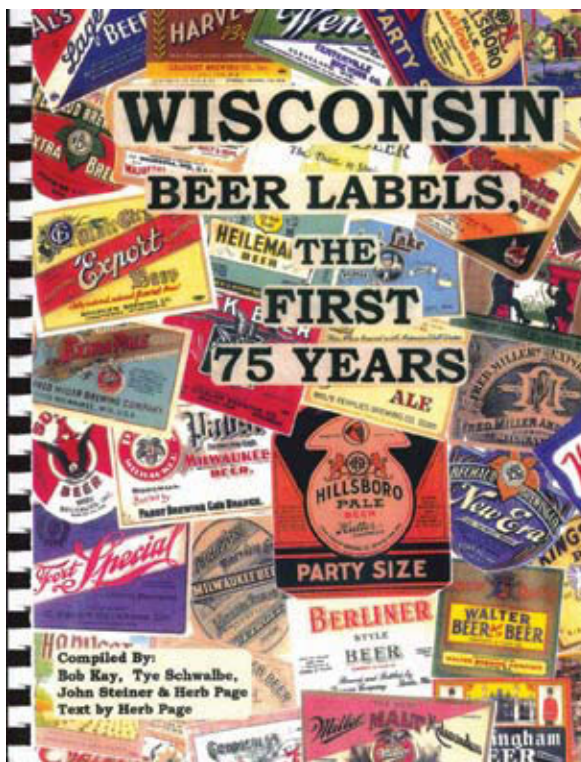
## US Beer Labels

1950 and Earlier  
Vol. 2 - East & Southern States  
By Bob Kay

Labels are pictured and cataloged starting with the first labels in the Late 1800's through prohibition and the wild and woolly rearing twenties, and finally through the return to real beer during the difficult depression years.



...WW-I and National Prohibition occurred simultaneously...



## US Beer Labels

1950 and Earlier  
Vol. 3 - Central States  
By Bob Kay

Labels are pictured and cataloged starting with the first labels in the Late 1800's through prohibition and the wild and woolly rearing twenties, and finally through the return to real beer during the difficult depression years.



A pre-prohibition beauty from Anheuser-Busch

## The Hoosier Chapter "Cabin Fever Reliever"

Annual Breweriana, Beer & Soda Can Expo  
Friday February 27th &  
Saturday 28th 2009



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

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

Registration or Tables:  
Dave Cichoracki @ 574.674.2779  
intocans@att.net  
Bob Wacunas @ 574.287.4948  
drewrysbob@sbcglobal.net

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

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# 2008 North Star Chapter Guzzle & Twirl Report

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*by Mike Hajicek*

The North Star Chapter was formed in October of 1972 when a collector named Bill Henderson was profiled in the Minneapolis Tribune. After the article was published, Bill received several phone calls from others who shared his fascination with old beer cans. Some of these collectors were members of a new club started in St. Louis called the BCCA. Bill invited these collectors over to his home for a trade session and they planned the first show of the North Star Chapter in April of 1973 at the Theodore Hamm Brewing Company in St. Paul. It was at this show that the North Star Chapter was formed and officers put in place.

By 1974 a two day mini-Convention was held in the Twin Cities and over 400 people attended. This seems to me to be an astounding number for the time. It appears there was great interest in beer cans and Breweriana in the Twin Cities area early on. Almost all of the focus was (of course) on beer cans at that time. Soon the mini-Convention event was called “Guzzle and Twirl” and it was held in November for many years at a large local church social hall. Several years ago Guzzle and Twirl was moved to a high school hockey rink, Aldrich Arena, and the show dates were moved to

mid October. What better place in Minnesota to have a Breweriana show than at a hockey rink? The best part of the show now is the boards and glass are up year-round so you can fore check your competitors while racing for that new addition to your collection! Just kidding.

One of the things I like about Guzzle and Twirl is that the events are quite compact compared to other big shows. There is plenty of room-to-room trading and hospitality at the Holiday Inn on Friday afternoon and night, the show at Aldrich Arena Saturday until 3PM (with a big raffle), and the dinner on Saturday night. This makes the events roll by—there’s never any slow time at Guzzle and Twirl.

Along with the Blue-Grey Show in Virginia, I would guess that Guzzle and Twirl is right there as one of the two best regional Breweriana shows in the country. There are lots of great cans from some of the top dealers, moderately priced cans, and currents as well. About 50% of the show is Breweriana items and some nice things always seem to pop up. There is a relatively small amount of modern items, the type that can readily be obtained online or any num-



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ber of other ways. The table costs are very low when compared to most other shows and the room rates at the hotel are very affordable.

I have been a member of the club for going on 25 years now and, while the above sounds good, the great part is all the friendships and good times I have had. Included are some photos of the show before setup and during the show, and also photos of the room to room activities at the Holiday Inn. Look for the ads in the *BC* for next year's show and think about coming up for the weekend. If you are a collec-

tor it is the only place to be that weekend; if you are a dealer with great things for sale, I think you will do well at the show.

At the Guzzle and Twirl show there typically are 275 - 300 tables of breweriana and cans and about 600 - 700 people from the general public along with about 300 members and guests from the North Star Chapter. NABA members Dave & Joe Wendl of the North Star Chapter can be reached at 651-731-9573 for more information about the club and the big show.







# Auction Hysteria

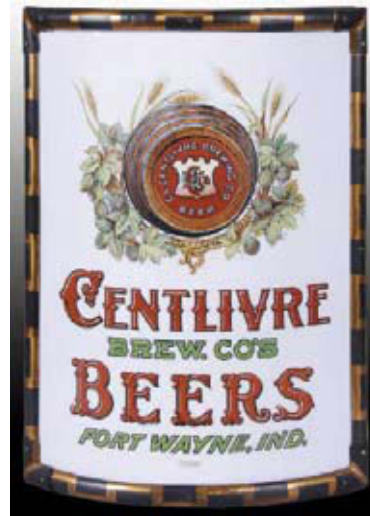
By Robert Hajicek



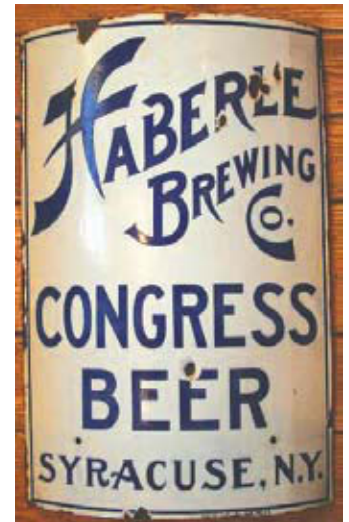
Old Reading ROG Clock  
20" diameter, Gilco  
Old Reading Brewery, Inc., Reading, PA  
\$11,500 - eBay Live



Fox Head Health Beers Tin-Over-Cardboard  
Milwaukee-Waukesha Brewing Co., Waukesha, WI  
\$1,136



Centlivre Vitrolite Corner Sign  
16" x 22-1/2" x 7"  
C. L. Centlivre Brewing Co.,  
Fort Wayne, IN  
\$8,050 - eBay Live



Haberle Porcelain  
Corner Sign  
14" x 20"  
Haberle Brewing Co.,  
Syracuse, NY  
\$510



Ruppert Neon Sign  
Jacob Ruppert  
Brewing Co.,  
New York, NY  
\$1,759



Harvard ROG  
Lighted Sign (l & r)  
17-1/2" x 13" x 6"  
Harvard Brewing Co.,  
Lowell, MA  
\$1,659







Top row, left: Jax Conetop  
Jax Brewing Co., Jacksonville, FL  
\$2,599

Top row, center: Lehnert's Tin Sign  
17" x 27"  
Chas. L. Lehnert, Catasauqua, PA  
\$2,300 - eBay Live

Top row, right: Croft Ale ROG Clock  
18" x 27"  
Croft Brewing Co., Boston, MA  
\$694



Budweiser O-gauge Tin Boxcar  
Bing Miniature Railway System  
\$2,550



Bottom row, left: Fitger's ROG Sign  
18" diameter  
Fitger Brewing Co. Inc., Duluth, MN  
\$610

Bottom row, right: Fitger's Tray,  
13" diameter  
Fitger Brewing Co. Inc., Duluth, MN  
\$350

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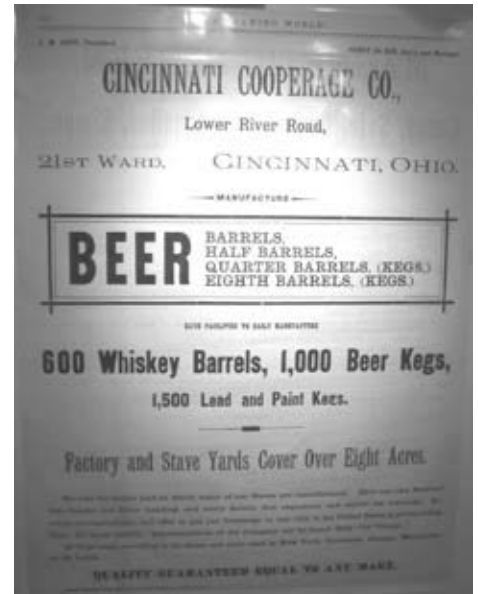
# Roadtrip: Potosí Brewing Complex

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*A Photoessay  
By Lee Chichester*

From the NABA 2008 Convention in Quad Cities, many of us traveled by bus to Potosí Wisconsin, to immerse ourselves in the newly-opened Potosí Brewing Complex, including a microbrewery, pub, and memorabilia museum. The collection, beautifully presented in the renovated brewery building, was substantially donated by the estate of James Scheutz, who died July 8, 2007, having collected, with his brother, Mike, an outstanding variety of breweriana concentrating on local Wisconsin breweries. The group, ably led by Herb Page, Tye Schwalbe, Larry Bowden, and others who have been instrumental in bringing to life this treasure, enjoyed a wonderful afternoon of exploring and experiencing, viewing and visiting.







# The Eastern Coast Breweriana Association

*Below: The Award Winning  
"ARROW BEER NUDES"  
Issue of The Keg*

# ECBA

The Oldest Breweriana  
Club in the World  
With an

Award Winning  
Newsletter  
And an Outstanding  
Website

Visit Us on the Web at:  
[www.eastcoastbrew.com](http://www.eastcoastbrew.com)



*Above: American Breweries II  
by Dale Van Wieren  
Produced by and available through the ECBA*





## Thank You Quad City Brewpubs!

On behalf of the Members and Officers of NABA, I would like to extend hearty thanks to the Quad Cities Brewpubs who donated brews to the NABA hospitality room. Their outstanding products were greatly appreciated. These fine Brewpubs are listed below.

I can personally attest to the very fine brews and food at these fine establishments. I had the pleasure to visit the Quad Cities in December, 2006 to meet Convention Chairman Baron von Post and his lovely wife Sarah to basically cut the deal with the Lodge. You know the old saying “When in Rome, do as the Romans do.” So I therefore visited all these brewpubs and found the Quad City Brewing scene as good as any in the USA. Jim Wolf and myself visited these brewpubs multiple times during the Convention—needless to say we found many of the usual suspects hanging out—Dan and Linda Forbes, Chris and Roger Levesque (plus others I dimly remember through the fog of strong ales and time). I urge you to consider a “road trip” to the Quad Cities to taste these fine establishments’ beers/ales/stouts and food, especially if you were unable to do so during the NABA Convention.

—Larry Moter  
President, NABA

**Blue Cat Brewpub** 113 18<sup>th</sup> Street, Rock Island , Illinois (Thank you Dan!)  
**Bent River Brewing Company** 1413 5<sup>th</sup> Avenue, Moline, Illinois (Thank you Scott!)  
**Granite City Food & Brewery** 5280 Utica Ridge Rd Davenport, Iowa (Thank you Jason!)

## Welcome New Chapter!

At our August 1<sup>st</sup> NABA Board of Directors meeting, our Minnesota Director, Pat Stambaugh, and our 2009 New Ulm, Minnesota Convention Chairman, Mike Hajicek, reported that BCCA’s well-known North Star Chapter had voted to become a Chapter of both NABA and ABA. Your Board of Directors unanimously voted to grant the North Star group NABA Chapter status. In other (but related) business, the Board voted to have its next Board meeting at North Star’s renowned “Guzzle ‘n Twirl” event, to show support for the new Chapter, plus to promote the 2009 New Ulm Convention (I personally cannot wait to go to New Ulm and drink Schell’s wonderful brews). On behalf of the members, Board, and Officers of NABA, I would like to heartily welcome the Officers (led by President David Wendl) and members of the North Star Chapter to NABA! A complete list of the North Star Officers can be found at [www.nababrew.com](http://www.nababrew.com). Click on the *About* button and then click on *Chapters*.

—Larry Moter  
President, NABA

# Labelology

## Permit Me . . .

By Bob Kay



**Label News:** US Beer Labels Volumes 1, 2 & 3 are now available and a big **Thank You!** to all who helped make this possible by sending in pictures of their treasures. Book prices were tweaked upward to accommodate a larger Volume 3 and keep all volumes priced the same (see web page). I get a lot of questions about the expected dates for the four remaining state books (IL, OH, PA, NY). Work has begun on all four state books with availability estimated for third quarter, 2009.

L-Permit list is now available on my web site.

The Prohibition movement gained momentum around 1908-12 as sympathetic states began to vote dry. This focused attention on the alcohol content of beer and related alcohol beverages, and control zealots began to think in terms of permits to sell these products. When National Prohibition became effective in 1920 an alphabetical list of permitted product types began to take shape. A few of the more obvious products, that were *permitted* during Prohibition, are discussed here.

**A-Permits, c1920-21, for Medicinal Beer:** Beer, by prescription only, was proposed shortly after Prohibition became a reality: The dry forces, however, countered with the Willis-Campbell Act, which killed it before substantial sales could take place. Because of the short conception period, very few label examples survive.

**H-Permits, c1920s-33, Malt Extracts and Tonics:** These elixir-type products had been common since the late 1880s. They were sold in drug stores for medicinal purposes often in unique-shaped bottles. However, Prohibition and control with H-Permits focused new attention on their alcohol content and labeling. In keeping with the drug store environment, dosages were in tablespoons, or in terms



### A-Permit Examples; Medicinal Beer, by Prescription Only

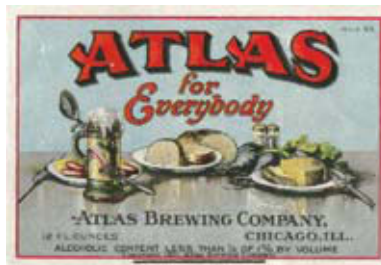
Note the wording on both labels: *For Medicinal Purposes only. Sale or use for other purposes will cause heavy penalties to be inflicted.* Additional wording on the Schlitz says *Permit No. Wis-A2 Contents 3/32 Wine Gallons*. The unusual contents statement appears to be a spin-off from tonic dosage statements. Fine print on the Falstaff label says *Permit No. MO-A-13, Alcohol Content 4 1/2% by vol., Bottled Nov 15, 1921.*



### H-Permit Examples; Extracts & Tonics

Extract or Tonic labels normally show the alcohol content and drug store-type dosage information in tablespoons or wineglassfuls. During Prohibition, H-Permit numbers were added. Three 2% examples are pictured here. The Pabst Extract is Permit Chi-Wis H-15131. The Malt Tonic from Chicago's Monarch Beverage Co. is H-14999 and the Milwaukee Malt Tonic from San Francisco is H-10500. The controls imposed by the Volstead Act led to toned-down claims. For example, a pre-Pro Pabst Extract label contained this wording: "Build up the constitution, Strengthen the nervous system, restore sound refreshing sleep, promote a good digestion, insure a healthy appetite, A Godsend to nursing mothers, It is a purely medical preparation, and not sold as a beverage." After the Volstead Act required permits and disallowed almost everything else, the label read simply: "Recommended by Physicians as a liquid food, satisfying, appetizing, and nutritious."





#### Near-Beer & L-Permit Examples;

#### 1/2% Cereal Beverages—with No mention of Beer

What a difference the process made! By 1928 successful near-beers had to be “spike-able” with grain alcohol to make a full-strength beer. Bevo and HeK, pictured above—and many other early products—were made by a check fermentation process, which proved unstable and would not spike. By 1929, however, virtually all check-fermented products had disappeared from the market and you could be pretty sure that those remaining would spike. No near-beer came close to real beer in flavor, but a few brewers bucked the odds and remained open, and a very few—notably Goetz in St. Joseph, MO and Trommers in Brooklyn—were so successful they had to expand capacity to meet sales during the dry years.

Most breweries with an L-Permit had bucked the odds or were trying to pre-empt repeal by reopening early. The R&H Brewery in Stapleton, NY was one of those that remained open with some degree of success. Their L-40 Permit number can be found on the labels of many others that had downsized to distributor status during this era: Radio Brew, L-105, shows that Liebmann in Brooklyn was open; the L-25 Permit Number traces the Hanover Bottling Work’s brew to the Cream City Brewery in Milwaukee; L-33 identifies the Atlas Brewing Company in Chicago. The L-Permit list now identifies 125+ different breweries operating in the later part of Prohibition.

like, “A wine glass before bedtime.”

**L-Permits, c1928-33, for 1/2%v Cereal Beverages:** Cereal Beverages with reduced alcohol levels were an option tried by many breweries to replace real beer in dry states. By 1916 the dry forces had forced the alcohol content of these beverages down to 1/2%v and the Volstead Act enforced that level during the National Prohibition years, 1920-33. Until c1928, cereal beverage labeling appeared to consist of product type (cereal beverage—“beer” term not allowed), alcohol content (1/2%v alcohol) and bottler. Around 1928 a producers L-Permit also began to appear on labels. This served to identify the producer in addition to the bottler/distributor.

Collectors like to trace permit numbers to the brewery of origin so an L-Permit number list was prepared. ATF was able to furnish two lists of Cereal Beverage plants operating in 1932-33 that had been compiled by the Bureau of Industrial Alcohol. These lists, however, did not include L-Permit numbers, only brewery names. With these lists as a starting point, I have undertaken the task of meshing L-Permit numbers found on collectors’ labels with the breweries on the list. This is a work in progress, and I encourage any additions to the list.

The L-Permit list is now available for viewing at:

[www.bobkaybeerlabels.com](http://www.bobkaybeerlabels.com).

L-Permits have proved useful for dating and identifying breweries in operation during the latter part of Prohibition, much like the U-Permits do for the early repeal years.

**U-Permits for Beer, c1933-36:** The late Gary Bauer’s web site, [www.mibrew.com](http://www.mibrew.com), offers an excellent presentation of U-Permit numbers. U-Permits were assigned to brewers by ATF (Department of Treasury, Bureau of Alcohol, Tobacco & Firearms) starting in 1933 when Prohibition was repealed. The requirement to print the U-Permit was rescinded in September 1935, yet communication to brewers was poor, and brewers were allowed to use up their inventories of labels.

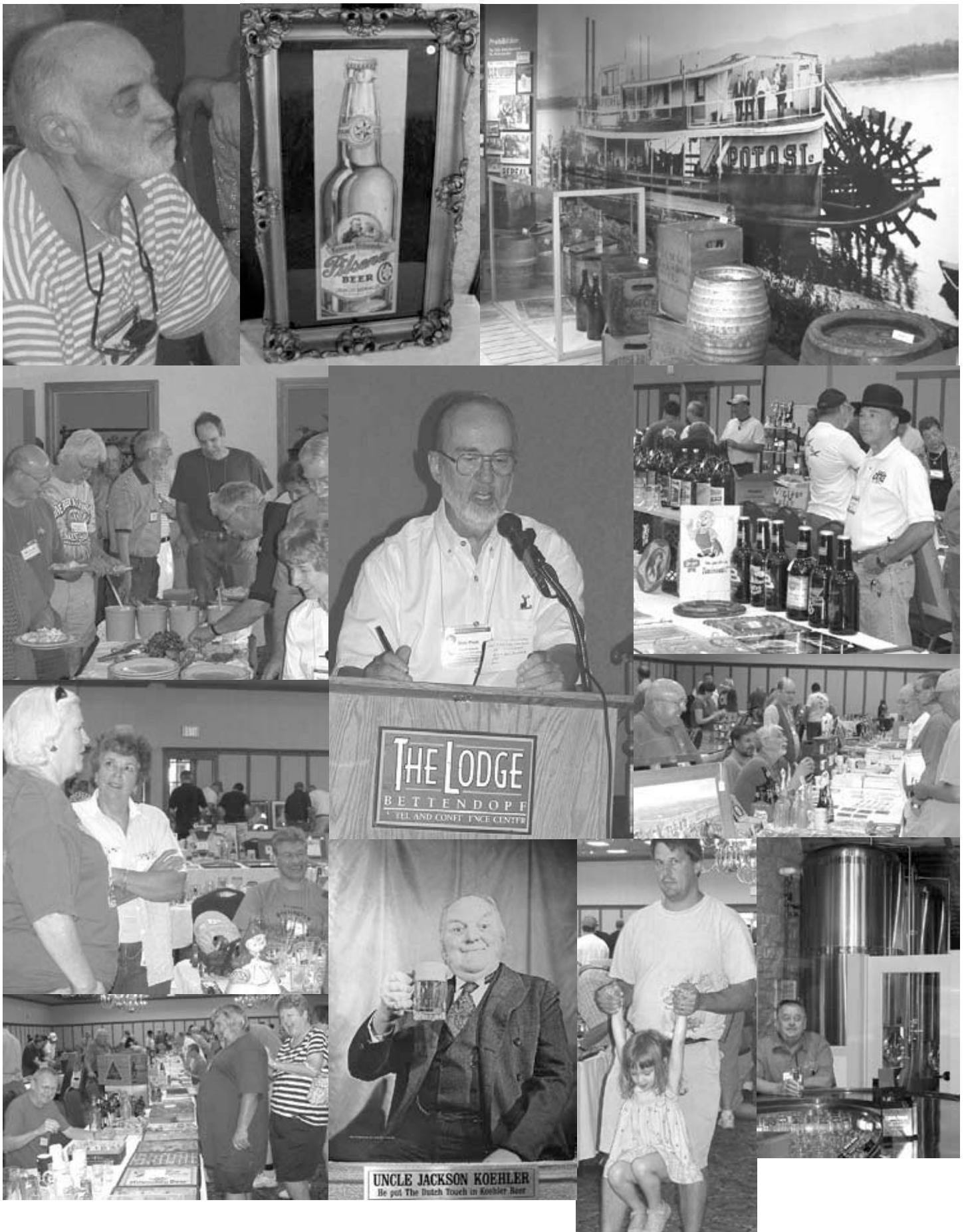
Questions on collecting labels? Please contact me: [beerlabel@comcast.net](mailto:beerlabel@comcast.net)



# NABA Convention

2008: Quad Cities





# Beer, Cigars & the Lens Artist

By Reino O. Ojala

Over a hundred years ago, it was a dad's common practice to celebrate a new arrival in the family with a trip to the local photo studio with cigars and some beer. Dad was usually accompanied by a male friend or relative. Towns with a population of 5,000 or more had at least one professional photographer, and in the upper Midwest, they were often called "Lens Artists."

As the years went by and cameras became a regular household item, photos were taken at home and Dad passed out cigars to neighbors and colleagues at work. I remember "Have-A-Tampa" cigars which were marked *It's a girl* or *It's a boy* some 40 years ago.



This photo above, from a studio in Colby, WI, shows 2 guys drinking Blatz beer and enjoying a Flor Fina cigar.



**Above:** A postcard never mailed. These Ol' Boys are smoking hand-rolled cigarettes, as a magnifier shows "Bull Durham" tobacco bags and cigarette paper on the table. Not often seen these days is dark beer in clear glass bottles.

**Right:** These fellows are drinking Schutz and Hilgers Old Style Brew from Jordan, MN. The stogies might be local also, as this town had a cigar manufacturer.







**Above:** This was taken about 1900, when Minneapolis Brewing Co. went to a diamond-shaped label. The beer is Golden Grain Belt Extra Pale, and this appears to be a groom and groomsman, as they have boutonnieres in their lapels.

**Right:** These gentlemen posed with Daisy Brand beer bottles and etched glasses from Garden City Brewery. On close examination, they appear to be twin brothers, as hair style, shirt, tie, vertical-stripe suit, trouser cuffs, metal eyelet shoes, and pin in left lapel are identical. Nemecek Photo, 598 W 18th St., Chicago, IL

**Below:** These *Bad-boy wanna-bes* are photographed with Blatz beer, paper money, cigars, and poker hands.





**Top Row, Left:** This New Ulm, MN photo is unusual in that the young man is alone in front of the camera. He has a mug full of beer from an embossed brown bottle with slug plate circle, partially visible, on the side. In 1905 there were four breweries in New Ulm. Perhaps he is mourning the death of a close relative or friend and decided to preserve the memory with a photo.

**Top Row, Right:** Impeccably dressed — this trio was photographed in a Minneapolis studio with playing cards and blob top Gluek Brewing Co. beer bottles, which are probably props as no glasses are poured and the bottles look like they contain some liquid with soap suds. The bottles also have wired stoppers around the necks.

**At Right:** This private home party is (more than likely) in So. California as the dark beer is Red Ribbon from LA, and the other is from San Diego Brewing Co. The photographer was probably sitting in the empty chair near the beer in the foreground. I guess the self timer hadn't been invented yet.



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# Travels with Brewster

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By Fred & Mary Clinton

Welcome once again to TWB. The trip we chronicle here took place after the Bettendorf, IA Convention when we headed west to Kansas. We had plans to do some hiking in the Tall Grass Prairie Preserve, a unit of the National Park Service, but when we arrived in Kansas the thermometer read 106 and we don't hike at those temperatures. Fortunately, we had a plan B, which (as you can guess), involved visiting air conditioned breweries and brew pubs. So that is what we did.

Our first stop was actually the evening before we arrived in Kansas proper. We spent the night in Kansas City, MO where we enjoyed excellent barbecued ribs at Arthur Bryant's, which fortuitously had available Boulevard Brewing Company's very good pale ale. It don't get much better than this.

Since it was Sunday and Boulevard was not open, we went to McCoy's Brewpub after dinner and tasted the eight beers they had available. Now many people say they can't drink beer after a full meal but years of practice have allowed Fred, at least, to not let a little food get in his way. A full belly probably does have some impact on a person's taste buds but this is not a scientific analysis of beers anyway.

McCoy's Landing Light Lager was a good intro beer, light in

body but had a nice flavor. Next we tried the Raspberry Wheat which had a pronounced raspberry aroma and flavor. It was not subtle but was not overpowering either—a good summer beer. The third beer was Dog Pound Brown, which was light in color and very dry. Fred



found it quite chocolaty (maybe he was hungry for desert); a very drinkable beer. The fourth beer was the ESB and we found this to be well balanced with detectable malt and a dry finish. This was an excellent beer and our Four Paw Pick of the litter.

Thompson's Dry Stout was next and this beer was a typical Irish dry stout with good roast flavor—but a bit thin in the mouth. Beer number six was Newcomb's IPA and, it being an English style, would not rank very high on the Zynda scale since it was not very hoppy. But it was a malty, well-balanced beer with good mouth feel and

we liked it. The Belgian Wit was the seventh beer we tried and it was true to style with hints of coriander and slightly sweet. This was a nice beer and a close second for FPP. Last but not least was an IPA on cask and hand pumped. This tasted more like an American IPA with lots of hops, a good beer. We were unable to determine if it was the same beer as the Newcomb's.

(On Sunday evening the staff tends to be not much interested in the products, but it seems unlikely.) No glassware or apparel was available.

Now into Kansas and the heat, and our first stop (and the best), was Free State Brewing in Lawrence, KS. (For extra credit, briefly explain why KS has the moniker Free State.) The only thing that could have improved this spot was having more beers on tap, they were that good—and we could have stayed inside longer (if we hadn't had more research to do). The first beer was a Lemongrass Rye. This was very crisp and refreshing with lots of flavor, similar to a pilsner. Our second beer was called Ad Astra Ale and was an amber ale. An interesting side note is that until a few years ago amber was simply a color but through constant use by American brewers it has now become a beer style. Anyway, this amber was excellent, having good mouth feel

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

Bob Post was the driving force behind making Quad Cities a great Convention and Larry Moter did a lot of work behind the scenes. Bettendorf was an excellent location and thank you to everyone who attended. Our current membership stands at 752 members after losing another 97 this year. Drop numbers are about average but new member numbers were down this past year. The state of the economy is not helping—but if you know anyone who is undecided about renewing, please encourage him or her to do it now. Also note that you can pay your dues through PayPal and

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

Start planning your Membership Directory Ads for the 2009 NABA Membership Directory. The 09 Directory is being sent out with the next issue (Winter) of the *Breweriana Collector*. Rates are inside front cover \$125, inside back cover \$125, outside back cover \$300 (high quality 4 color digital image(s) or digital proof must be supplied), full page \$80, half page \$50, quarter page \$25, and business card size for \$15. Deadline is December 15th. Please email Lee Chichester (falconer@swva.net) or me if you

have any questions. Get your collecting interests highlighted in the Directory with an ad.

If address information has changed please mail or email any corrections to the address above. I would like to welcome the following new members (listed next pg.). Special thanks to ABA Potosi AD (1), George Baley (1), Mike Scherer (1), Pat Stambaugh (1), Rejoins (2), Breweri-ana Collector (2), NABA Convention (2), and the NABA Web Site (2) for recruiting these new members and rejoins. To win a free year's membership you need to recruit five (5) new members for the year (the year starts and ends with the Convention). Congratulations to George Baley and Bob Post for winning a free one-year membership extension for the year just ended.

## APPLICATION FOR MEMBERSHIP

FILL OUT, DETACH AND MAIL TO: NABA, PO Box 64, Chapel Hill, NC 27514-0064

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$25, 5 years for \$100; Canada \$30 (US); and overseas \$40 (US). Dues expire May 31; dues paid after Jan. 1 are valid until May 31 of the following year. Please make your check or money order payable to NABA (please type or print legibly!).

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip plus 4 \_\_\_\_\_

Phone (incl. area code) \_\_\_\_\_ Amt. Enclosed \$ \_\_\_\_\_

email address \_\_\_\_\_ Sponsor \_\_\_\_\_

**Upon receipt of Application, we will send the current Membership Directory, a Membership Certificate, and two recent issues of *The Breweriana Collector*.**

Please check the areas of breweriana that you collect. You may select a MAXIMUM of six different listings, including specific brands or cities, for inclusion in the Membership Directory.

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

Specific breweries, brands, cities \_\_\_\_\_

*Be sure to fill out ALL the requested information. This is used for the Membership Directory.  
If you skip an item, you've limited the usefulness of your listing.*

## New Members

### **Bart, Jack**

98 Byramshore Rd  
Greenwich CT 06830-6928  
203-921-6400 212-333-4508  
tiloup18@aol.com

**All Breweriana; Griesedieck Bros**

### **Greenburg, Mel** (Laurie)

2306 W Heritage Dr  
Ozark MO 65721-5973  
417-582-1449

**Mini Beers-Tip Trays-Miscellaneous (Red Raven Advertising)**

### **Marti, Ted** (Jodi)

1860 Schells Rd  
New Ulm MN 56073-3834  
507-354-5528 507-354-5528  
tmarti@schellsbrewery.com

**All Breweriana; Schells of New Ulm MN**

### **McCormick, Bill** (Linda)

PO Box 1649  
Clovis CA 93613-1649  
559-29-6847  
mccantique@aol.com

**All Breweriana-Bottles-Dealer-Glasses-Match Safes-Mini Beers-Openers-Paper Items-Pinbacks-Post Cards-Tip Trays; esp Fresno CA Items**

### **Nagelschmidt, Ronald** (Regina)

2 Shaper Ave Ext  
Canajoharie NY 13317-1350  
518-673-5023  
rnagelschmidt@frontier.net

**Reverse on Glass-Signs-Tip Trays; Pre-Pro**

### **Pugh, Dave**

806 S 31st St  
South Bend IN 46615-2308  
574-233-9440  
d.pugh@comcast.net

**All Breweriana-Coasters-Labels-Mirrors-Signs-Statues; Indiana esp Drewrys, Kamms, Hoosier**

### **Richards, Grady**

4041 Edwards Rd  
Cincinnati OH 45209-1608  
**Clocks-Lamps-Mirrors-Neons; Red Top**

### **Schlutz, Lee**

209 12th St  
DeWitt IA 52742-1115  
563-659-9002  
ljschultz@msn.com

### **Seelow, John**

PO Box 595767  
Fort Gratiot MI 48059-5767  
810-385-7101  
jseelow@americanbreweriana.org

**All Breweriana; Director of ABA**

### **Thelen, David C** (Karen)

934 Stone Mill Run  
Lawrenceville, GA 30045-5570  
770-962-6153 C404-545-2256  
pubman10@cs.com

**All Breweriana-Bottles-Cans-Coasters-Mugs & Steins-Tap Knobs**

### **Timming, William G** (Beverly)

4435 Walker Ave  
Toledo OH 43612-1859  
419-476-0626

**All Breweriana-Labels-Mini Beers-Neons-Signs (Electric)-Tap Knobs (Handles); Toledo OH esp Buckeye, Green Seal & Koerbers**

### **Walter, Steven** (Wendy)

4121 W Granada St  
Greenfield WI 53221-4572  
414-281-7316  
sw425@aol.com

**All Breweriana; Walter's of Wisconsin & Colorado**

## NABA Membership Dues

*If you wish to join NABA, our Annual Membership Dues are  
\$25/year or \$100 for 5 years*

*Canada Membership = \$30 (US): Overseas \$40 (US).*

*All dues expire on May 31 so you always know  
your renewal date.*

### **Benefits of membership:**

Quarterly *Breweriana Collector* magazine

Listing in Annual Directory of Members,  
including areas of collecting interest

Members-Only discounts

Members-Only events

Annual NABA Convention (members only)

Linked into one of the finest networks of professional and hobbyist  
collectors in the United States

*Join today. Send a check made out to NABA to:*

John Stanley, NABA Executive Secretary  
PO Box 64

Chapel Hill, NC 27514-0064

or check out the website:  
[www.nababrew.com](http://www.nababrew.com)

and finish. The Copperhead Pale Ale was a well balanced beer with distinct hop flavor and finish. This beer was our Four Paw Pick. Beer number four, the Hop Picker Pale Ale was very near an IPA, and a good one at that. It had good mouth feel and a large hop finish. The last beer on the menu was the Oatmeal Stout. This had decent body, and was smooth with a dry finish; another good beer. Free State has been open since 1989 and they have an excellent selection of breweriana which is very reasonably priced. If you are in the northeast corner of Kansas, this is a don't-miss spot.

Moving right along, we came to 23<sup>rd</sup> Street Brewery, also in Lawrence. We were told this brewery used to be affiliated with the 75<sup>th</sup> Street Brewery in Kansas City but is now independent. They had six beers available including Wave the Wheat Ale, which was a traditional American style wheat with decent body and flavor. The Raspberry Wheat had well balanced fruit flavor and was probably the same beer as the first one with fruit flavoring added. The third beer was the Belgian Wit and was a good representation of the style with nice body. Next was the Bartertown Brown, a very good beer. This brown had good body and a chocolate roast flavor, dark color, and nice dry finish. Our Four Paw Pick went here. (It must be good if Mary liked it!) Beer number five was the Crimson Red (another color that has become a style) which was decent with appropriate mouth feel and malt flavor. Professor IPA was the sixth beer and the only beer we would not order again. It had a sour qual-

ity, perhaps from being served too soon. Shirts were available and they had a nice display of old breweriana on the walls, especially some larger metal and porcelain signs.

Well, it still hadn't cooled off, so what could we do but visit a third brewpub? This one is in Topeka, KS and is called the Blind Tiger Brewery and Restaurant. Lots of beer here; 10, in fact. First was the Kansas Kölsch which was quite malty with a touch of sweetness. A nice refreshing beer. (Notice how when the temperature is over 100 the word refreshing to describe beer is used more often?) Next was the Blind Tiger Amber and it was quite malty with chocolate overtones and perhaps a little too sweet, but still a nice beer. The next beer was a style we don't run into very often, a Maibock. This one was very well done. It had placed second at the World Beer Cup and we agreed: very malty, just a very good beer and our Four Paw Pick.

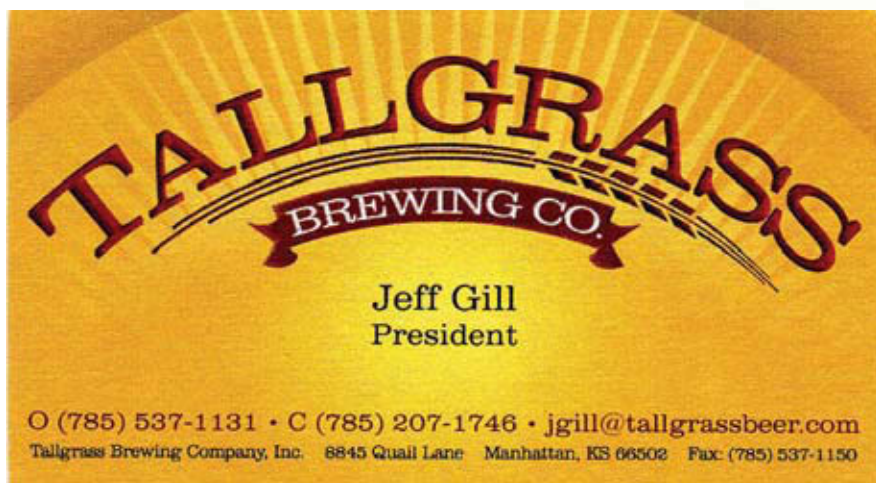
Another style we hadn't run into out on the plains was porter and here we had the Tiger Paw Porter. This one had a bit of diacetyl, often described as butterscotch, flavor. While this is an acceptable flavor in small amounts in some beers, it was too much here. Otherwise the beer was fine. Our next beer was the Holy Grail Pale Ale. This was a well balanced American pale with pleasant hop finish. Beer number six was called Tiger Bite IPA and it was very malty but had less hop presence than the pale ale. A good beer but hopheads will be disappointed. Fortunately, a second IPA was available, this one called Top

Gun IPA. It was wonderful with big hop flavor but well balanced with malt. (Probably quite high on the Zynda scale.) The eighth beer on the menu was Smokey the Beeer (and it *was* spelled that way). We usually don't like smoked beers but this one was very mild and even Mary liked it. A couple of special beers were also on tap and the Pilsner had a nice hoppiness that we liked, while the Java Porter had the same diacetyl flavor the earlier porter had and wasn't so good.

We had lunch here and it was top notch, with pulled pork being our choice. They have a real smoker but ribs weren't available until 4:00 PM. While we could have imbibed beers until then, we didn't have a room next door. So we moved on to our accommodations in Cottonwood Falls, KS. The 1874 Stonehouse was a very nice B&B with its own tall grass prairie in the back yard (if you can call 40 acres a back yard) and the Grand Central Hotel is an excellent place to eat especially if you like steak. Ooo-eee!

The next day temperatures had cooled off to 99 but we don't hike at that temp either so after an air conditioned park bus ride through the prairie it was off brew pubbing again. Darn! We were just happy we had an option. We headed to Manhattan, KS because we had heard about a new brewery called Tallgrass Brewing Co. After a couple phone calls we got the owner and he guided us in just after closing but since he had work to do he waited for us. This is a nice neatly laid out brewery in an industrial park, one of those you would not expect was there. At the time we were there, own-





er Jeff Gill made only two beers: Tallgrass Ale (a brown), and Tallgrass Wheat. He is planning to add an IPA this fall. We were able to sample the brown and it was excellent with good color, mouth feel and malt/hop balance. Mary allowed as how she could have more of this. We didn't sample the wheat. Brew-eriana is available. Tallgrass has been open just a year but we think they will be around a while.

Since it was now the dinner hour we headed to Little Apple Brewing in Manhattan. Do you see the play on words? Manhattan, NY is the Big Apple so Manhattan, KS is ..... Well anyway. We went to the brewpub for beer and dinner. First up

was the Wildcat Wheat which we found lacking in body and it had an odd unidentifiable flavor. Second was the Kölsch and a good example of the style it was. Refreshing and flavorful. Riley's Red Ale was extremely diacetyl and no more will be said about it. The Bison Brown Ale had a slight diacetyl flavor but it was still drinkable and otherwise an OK brown. Beer five, the Black Angus Stout was a decent dry stout and very creamy served with a nitrogen head. The Prairie Pale Ale was a good American pale style. It had nice malt/hop balance and was our Four Paw Pick. The food here was acceptable but nothing to write home about.

So that is it for this edition

of Brewster's Travels but we will tell you that a storm came through that night and cooled temperatures to the mid 80s with high humidity—but it allowed us to hike in the Prairie on our last day there. It's quite a thing to see such a large treeless expanse that no plows have ever touched. If you like open and lonely, the Flint Hills of Kansas is the place for you.

And one last note: on our way from Bettendorf to Kansas City on Sunday we learned that Mississippi Brewing in Muscatine, IA is not a brewery at all. We also learned that the Lost Duck Brewpub in Fort Madison, IA is real but does not open until 4:00 pm. But it looked neat. Next time. Until then, 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 ====

**SELLING FINER QUALITY BREWERIANA:** signs, glasses, knobs, etc. Pre-Pro & post, at eBay seller ID is Boofers. Watch for many *buy-it-now* items. Downsizing lifetime collection. eBay ID Boofers. Marvin Gardner 937-435-2975; mgard@aol.com V143

**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 10easyst@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

## NABA 38th Annual Convention New Ulm, Minnesota

Tues., July 28 to Sun., August 2, 2009

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

## Events of Interest

**ABA's  
Chicago Breweriana  
Society**

**SHOW  
Nov. 16**

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

**Collectors  
Spectacular**

**2 Shows Merged**

**Nov. 8 • 9 AM - 3 PM**

**Belle Clair Fairgrounds  
Belleville, IL  
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