



# *The* **BREWERIANA** COLLECTOR

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

Volume 144

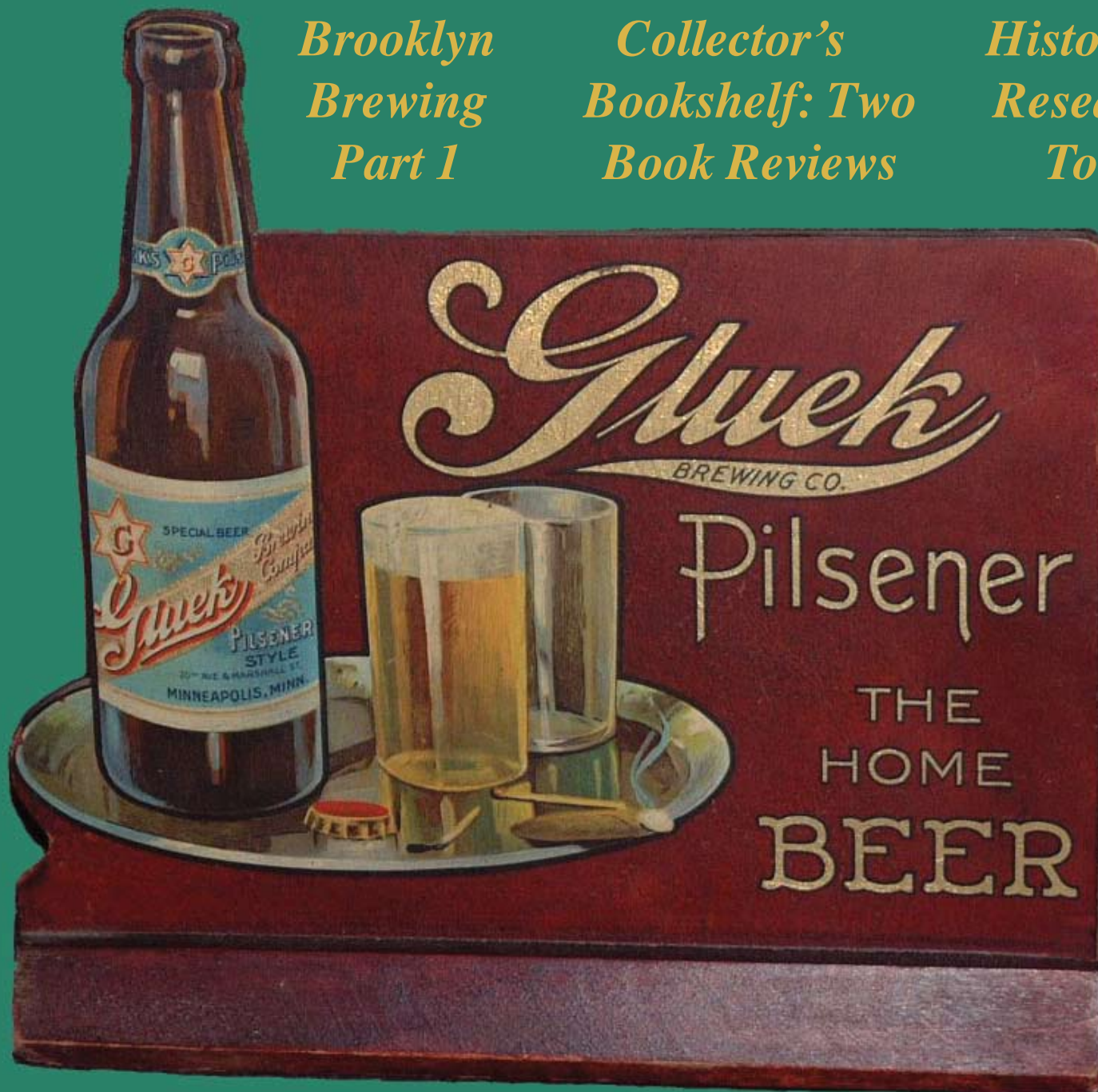
Founded in January 1972

WINTER 2009

*Brooklyn  
Brewing  
Part 1*

*Collector's  
Bookshelf: Two  
Book Reviews*

*Historical  
Research  
Tool*



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# The BREWERIANA COLLECTOR

WINTER 2009

#144

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## POSTMASTER:

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## COVER:

**Front:** Glueks pre-Pro wood decal shelf sign showing pre-Pro bottle. Only known example in pristine condition. From the collection of Jeff Jensen.

**Back:** Early Glueks Bock Beer paper lithograph, 30 x 26 inches. Note misspelled name. From the collection of Jeff Jensen.

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The Editor has the right to edit submissions and ads, and may defer publication of a submission for reasons of space or layout. Deadlines for submissions are the same as for classified ads shown on the Buy-Sell-Trade page.

The National Association Breweriana Advertising (NABA) publishes for its membership The Breweriana Collector and the Membership Directory. No effort is made by the Officers, Directors, or Editorial Staff to verify the accuracy of content of articles accepted for publication.

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The National Association  
Breweriana Advertising





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

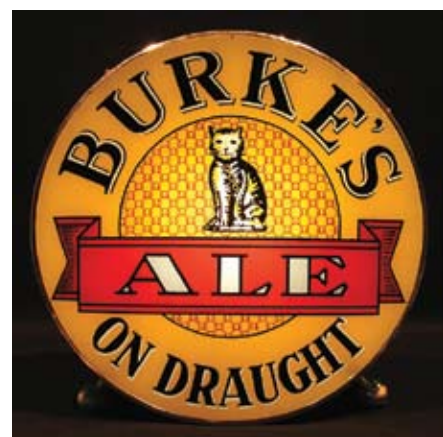
Examples of what I collect and trade, and prices I pay for rare items in premium condition:



Framed neons by  
Jefferson Electric Company  
\$500 - \$1,000



Lighted chalks by Lackner  
or M. J. Golden & Co., Inc.  
\$1,000 - \$2,000



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



Band shell "Halo Lights"  
by Price Brothers  
\$750 - \$1,000



Etched glass figural lights  
by Price Brothers  
\$1,000 - \$1,500



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



Etched glass back bar neons  
by Atlantic Neon Corp.  
\$1,000 - \$2,500



Bubblers by Biolite, Gilbert  
& Jackson or R.R. Kellogg  
\$1,000 - \$2,500



Pre-Pro Vitrolites (lighted  
or non-lighted) by Myercord  
\$2,000 - \$5,000 and up

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 Virginia on a late November day! It's that time of year: long dark days, frosty mornings, and a chill in the air. One feels one is in hibernation. A good Imperial Stout from time to time helps balance these dark days of late fall.

The NABA Board met at Guzzle 'n Twirl. What a fantastic show. This was only the second Guzzle I have had the privilege to attend. The first was around 1997 or 98. I am geographically as well as career disadvantaged, since distance is a factor and I have had frequent work conflicts (Association management – annual National Convention). I cannot say enough about the North Star Chapter's efforts to make this show one of the premier Breweriana shows in the USA. Dave & Joe Wendl and the North Star Chapter leadership and membership are to be commended for their hard work and dedication to this fantastic show.

The Board concentrated on several subjects during the business meeting, primarily, the 2009 and 2010 Conventions. Herb and Helen Haydock reported that the 2010 Convention in Stevens Point, WI is shaping up nicely. Look for a pre-Convention event in lovely Monroe, Wisconsin, to review the Haydock's World of

Beer Memorabilia at the Minhas Craft Brewery. (With affection, remembered as the former Joseph Huber Brewing Co.). Monroe, WI is one of my favorite places to visit with NABA traveling buddy, Jim Wolf, on our journey to the annual NABA Convention. Brennan's and Baumgartner's are our cheese, Wisconsin beer, and sausage stops. Baumgartner's tavern on the square in downtown Monroe is a must-stop. They have all the Minhas/Huber products on tap plus wonderful brats, cheese & sausage sandwiches, & chili. I highly recommend a Huber bock with a limburger/liverwurst sandwich on rye with mustard & onions. Of course, some of the uninitiated fans-to-be of limburger cheese may need several Huber bocks to get the "Dutch courage" to eat "stinky cheese." A tour of the Minhas Craft Brewery is a *must* too. It is very near to Baumgartner's and is even more of a must-stop now that the Haydock display is on exhibit.

New Ulm is shaping up to be an outstanding Convention. I would note the hotel is prepared to accommodate members' requests for 1<sup>st</sup> floor rooms. The Convention Team will work with members for special needs. Brewery Mike and team have a show planned that you will not

want to miss. If you have never been to historic New Ulm, please give strong consideration to attending this 2009 Convention. To me, New Ulm symbolizes the immigrant nature of the USA. Northern Europeans immigrated to the similar climates of the upper Midwest. These hearty pioneers (in all probability) were astonished by the abundance of land and opportunities that lay before them in the mid-1800s. They found fertile fields and rivers to farm, and the freedom to create small businesses such as breweries. The historic August Schell Brewing Co. was founded in 1860 (according to *American Breweries II*). That is a must-stop too, and our Convention Team has plans to visit (they will be informing the membership of these plans). In conclusion, New Ulm is a beautiful USA small town/city you will love. New Ulm today retains its unique German heritage. I hope to see you there!

The next Board meeting is on Friday, February 20<sup>th</sup> at the Blue/Grey show in Fredericksburg, Virginia. The Board has decided to do something new: this Board meeting will be open for observation for any NABA member. There will be a period reserved for membership interaction with the Board if you have any business items to address.

Continued next pg.

A final note, in this issue of the *Collector*, you will see a published "Ethics Policy" statement, which was recently adopted by the Board (see next pg.). This has been a discussion item for over a year and a half. It has been reviewed by our NABA attorney, Stan Loula. I would like to express special *kudos* to Board Member Ed Culbreth for his leadership on this issue. Ed devoted time and effort to properly research this Policy prior to adoption.

A particular concern in our hobby (and other hobbies) is reproductions, fakes, and a difficult category known as "fantasy items." There are many reproductions out there. Some are famous—among them, the Falstaff (Lemp) charger *reproduced* in the late 1960s or early 1970s and sold at Falstaff gift shops. Schlitz promoted a similar campaign at the same time: *reproductions* of their pre-Pro advertising. I have first-hand experience with these reproductions: early in my collecting career I paid to educate myself on a Schlitz item I had bought for resale—a more knowledgeable collector showed me the subtle differences between the reproduction and the original. I was embarrassed, but happy to be educated—the more knowledgeable collector knew my intent was not to misrepresent the item, but merely a lack of knowledge.

The point is that reproductions should be marketed and labeled as such.

Fakes are out there too. Common fakes that come to mind are the "calendars" from Will Anderson's "beer poster" book, and an Atlantic (black waiter) tin sign. Fakes need to be marketed and labeled as such, too.

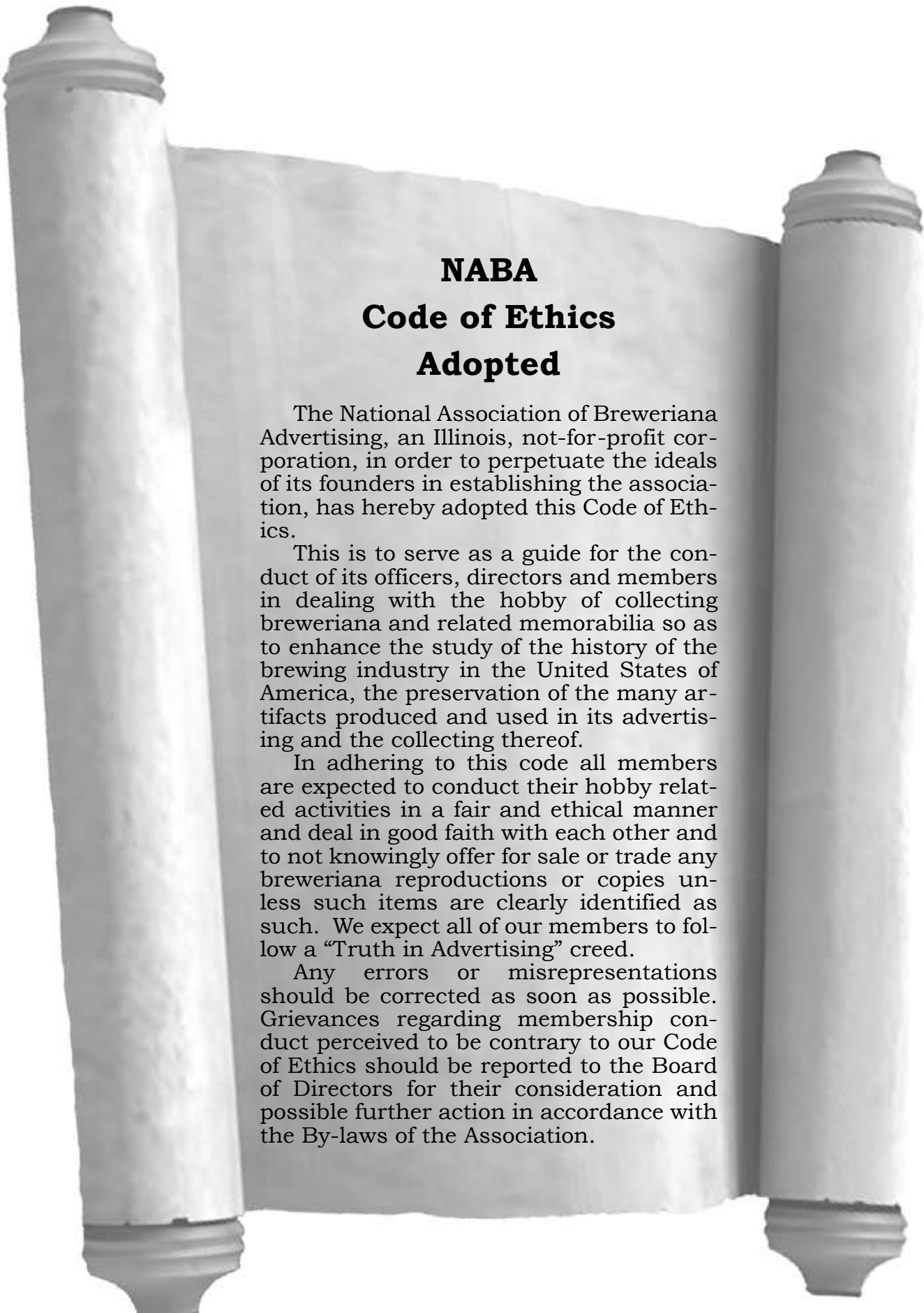
The most difficult category is that which has come to be known as "fantasy items." These are frequently unknown, undiscovered "one of's." They generate quite a lot of talk/debate as to authenticity. A real concern regarding fantasy items are all types of paper items (lithographs, labels, calendars, & other paper stuff). Due to modern technological advances (color copiers, digital imaging, modern add-on printing to blank new/old stock, etceteras) these are exceedingly difficult to verify.

I have seen one very interesting item on eBay from South African Breweries (SAB on eBay or some variation of SAB). Obviously, someone is liquidating a well known collection acquired from Miller Brewing, which originated from a prominent husband/wife collector team known as Herb & Helen Haydock. I have seen many rare and prominent labels from this collection on eBay consigned by SAB. SAB superimposes a line through the label and I believe

they have an annotation beneath to prevent digital piracy. **I think this will be an eternal debate about certain "one of" pieces in the absence of a certified antiques appraiser stating in writing whether they are antiques or modern creations.**

So. What is the solution to reproductions, fakes, and fantasy items? The only answer is knowledge and sunshine. The savvy collector must become educated about brewery collectibles. One must also educate oneself about printing techniques and how to tell if the stock paper is new or old. Many collectors carry a loupe (a small magnifying glass used mostly by jewelers and watchmakers, but also photographers, stamp-collectors, etc.) to examine whether the print is craft lithography or modern dot matrix. I must admit, I cannot tell the difference even with a loupe, it is so challenging.

In regard to sunshine: obvious reproductions, fakes, and proven fantasy items need to be networked within the hobby so everyone can see them in the bright light of day. I would like to express *kudos* to Rich LaSusa who diligently writes/emails on this subject. Rich tells me that Kovell's now has a reproduction alert column in one of their publications too.



## **NABA Code of Ethics Adopted**

The National Association of Breweriana Advertising, an Illinois, not-for-profit corporation, in order to perpetuate the ideals of its founders in establishing the association, has hereby adopted this Code of Ethics.

This is to serve as a guide for the conduct of its officers, directors and members in dealing with the hobby of collecting breweriana and related memorabilia so as to enhance the study of the history of the brewing industry in the United States of America, the preservation of the many artifacts produced and used in its advertising and the collecting thereof.

In adhering to this code all members are expected to conduct their hobby related activities in a fair and ethical manner and deal in good faith with each other and to not knowingly offer for sale or trade any breweriana reproductions or copies unless such items are clearly identified as such. We expect all of our members to follow a "Truth in Advertising" creed.

Any errors or misrepresentations should be corrected as soon as possible. Grievances regarding membership conduct perceived to be contrary to our Code of Ethics should be reported to the Board of Directors for their consideration and possible further action in accordance with the By-laws of the Association.



## Let's Talk Breweriana

By Rich La Susa

### *A king-sized beer mug and more*

When a writer's notebook becomes too full to carry without putting strain on his back, it is time to use the accumulated bits and pieces. My notebook isn't quite as jam-packed as George Costanza's infamous bloated wallet, but it is close!

Instead of staying in one place, we'll cover a lot of territory—everything from a really big beer mug to unusual sightings and discoveries of brewery advertising and collectibles. Some segments are in response to letters I received from NABA members and other readers of *The Breweriana Collector*.

A key ingredient of this column is that the material is written by a breweriana collector for breweriana collectors. It's your column as much as it is mine. Talking about unusual

items is a recurring theme here. Who likes the commonplace and mundane? From the feedback I have received, it certainly isn't you—or me!

A potpourri of breweriana tidbits is fun to assemble, but so are full-length stories about a single subject, such as sports breweriana, pre-Prohibition mugs and steins, and unique early post-Pro painted reverse-on-glass signs. All are in the works and will be presented in future columns. If you have a topic you want featured in this column, I am open to suggestions.

Breweriana is inanimate. It is you, the collectors, who bring it to life through your curiosity and quest for knowledge.

**A tribute to a king:** For years I have watched antiques and collectibles shows on cable TV with the hope of seeing beer-related items. Such sightings have been rare, indeed, while much of the breweriana I have seen was far less so.

Imagine my delight when a large beer collectible suddenly appeared on the small screen at the end of an episode of the *"Antiques Road Show,"* a popular Public Broadcasting Service program in which antiques and collectibles are appraised by experts in cities throughout the US. In a reprise near the end

of the show, a painted glass beer mug that I had never seen was presented for appraisal. It advertised Gambrinus Beer, named for the fictional King Gambrinus, the traditional patron of brewing. Fortunately, my video recorder was taping the program. I often do that when I am watching an antiques show or documentary film. If no beer items or references to beer and brewing appear, I erase that segment.

The mug was brought to the fair in San Francisco by an elderly man who said it had been in his family for many years.

"It belonged to my grandmother, and she used to keep it on a shelf above her kitchen sink and put string in it," he explained. The string, we were told, came from the wrappings on bakery goods she would buy. He did not reveal in which city his grandmother had lived.

While the storyline was interesting, so was the mug. The first thing that caught my eye, other than the colorful graphics that covered almost its entire face, was the size of the mug. It was big. Really big. King-sized, in fact.

Although the owner or the





appraiser did not provide its dimensions, it appeared to be 10 or 11 inches high, with a large circumference. It had a hefty clear-glass handle and a thick base that flared out an inch or so above the bottom. I had never seen one like it.

The mug didn't appear to be as large as the Dick & Bros. pottery mammoth mug I have seen. Quincy, IL, brewery and breweriana specialist Barry Kessell once told me that *that* huge piece weighs at least 12 pounds, is 11 inches tall and measures more than 9 inches across the bottom and 7-3/4 inches across the top. (We'll write more about that mug in a future column.)

Noel Barrett of Noel Barrett Antiques and Auctions in Carversville, PA, provided general facts, but little specific information—except what was obvious to the viewer and what was printed on a piece of paper glued to the inside of the mug. But Barrett said, unequivocally, the mug was from “around 1880.”

He described the mug—which received plenty of cam-

era time—as having “a reverse-on-glass applied label...painted and then applied to the glass.”

Barrett then made what I believe was a rather odd statement. “It is very rare to see a beer stein advertising beer,” he proclaimed. Do you agree? There are scores of mugs and steins used to hold beer that advertise beer brands and breweries. Perhaps he was talking specifically about painted-label glass mugs and steins. He did not elaborate. He also said painted labels were more common on beverage bottles.

The curved mug—it was wider in the middle than at the top or bottom—features an image of King Gambrinus in the center, in rich yellow. The word *Gambrinus* is in large, dark green, upper-case block letters on the top of the center graphic. Beneath are the words *Lager Beer* in the same type face. There are red bands on each side of the graphic; the word *Brewing* in black letters is in the left-hand band, with *Company* on the other.

Inside the mug is what appears to be an old paper sticker that identifies the manufacturer as W. T. Murphy, Illustrated Glassware, 72 Murray Street in New York City. Barrett offered no clue which Gambrinus Brewing Company may have been involved. I said *may* because no provenance was established.

At least 15 breweries, most pre-Prohibition, used the word Gambrinus as part of their corporate names. None did business in California, where the mug's owner lived. Twelve were located east of the Mississippi River, perhaps the most significant being the Gambrinus Brewing Co., Chicago (1900-

1922 & 1933-1936) and one of the same name in Columbus, OH (1906-1919).

Perhaps it was one of two breweries in New York State, where W. T. Murphy was located: V. Loewer's Gambrinus Brewery Co. of New York City (1883-1920 & 1933-1943) and the Gambrinus Brewing Company, Buffalo NY (1891-1904).

Barrett gushed with praise for the mug, saying it was “absolutely exquisite, a wonderful thing...” You have “a real, real treasure here,” he told the placid owner.

He then asked what the 50 on a sticker on the bottom of the mug represented. “It means fifty cents,” the elderly man said. “That is what I was going to sell it for at a garage sale.”

“I wish I would have been at that garage sale,” Barrett replied.

The appraiser then got down to business. As part of the usual build-up, he asked the owner what he thought the mug was worth. The owner said he didn't know.

It could bring “\$2,000 to \$4,000” in a competitive auction, Barrett told the elderly man, who was so overwhelmed by the good news that he began to weep. The credits were rolling and show ended with this poignant scene.

Of course, I don't know if the mug ever sold at auction, for \$2,000 to \$4,000 or anything close to those numbers. My efforts to obtain information from the company that produces the program were not successful. I have not been able to learn anything more about this piece.

I want to know what is so special about this mug that an appraiser whose expertise is

in rare 19<sup>th</sup> Century glassware would value it so highly. Perhaps it is the only known example of the piece or a rare version of the genre. The appraised price seems to be steep.

And beauty, as the old aphorism says, is in the eye of the beholder. And this beholder feels the mug is far less than “absolutely exquisite.” If I specialized in this brand or type of breweriana, however, I most likely would have a far different opinion.

This road show episode originally aired in August, 1997, but I viewed it in October, 2002, in central Illinois. Perhaps some of you also saw the program? If so, please offer your opinions (was the mug overvalued or undervalued?) and share with us any information you have: the Gambrinus brewery it represented, when the mug was used (if ever), and background about the manufacturer.

As for the venerable King’s role in brewing, I consulted *“The Beer Drinker’s Bible: Lore, Trivia & History: Chapter & Verse,”* a somewhat irreverent encyclopedia of beer and brewing written by Craig Smith and Carrie Getty (Smith & Getty, 1996). The jolly king’s name, they say, is “a corruption of medieval Jan Primus, who was a Belgian nobleman. He was one of the first to endorse a guild of brewers.”

The authors go on to say, “One theory on the corruption of the name to Gambrinus holds that this name came from the medieval German *gambra*, a word meaning ‘germination of grain,’ the process that turns barley into brewing malt.”

The good king also has been regaled with at least one song, the “*Gambrinus March*,” written in 1915 by H. Sallmann for the Sieben Brewery Company

of Chicago. There was even an anonymous Saxon poem written in honor of Gambrinus called “*The Origins of Beer*.” The part I like most is when an angel supposedly told Gambrinus:

**In barley where thou sleepest  
there hides a nectar clear,  
Which men shall know  
in later times  
as porter, ale or beer.**

We can all drink to that. But none of this helps solve the mystery of the origin of the King Gambrinus legend—or the interesting and unusual painted-glass mug.

**Picture this:** While perusing a copy of the Summer, 2008, issue of *Route 66* magazine, I did a double-take when I saw a photo in the upper left-hand corner of page 37. It shows two couples sitting at a booth in a tavern, posing for the camera.

The eye-catcher in the scene is just below a rectangular sign that says “Rooms for nite-week ask at bar.” It is a rare three-foot-wide simulated wood-grain Manhattan Beer sign. It’s hard to read because the camera’s flash bounced off it—but it is unmistakably the elusive Manhattan “log” sign from the late 1930s.

The caption does not specify where or when this photo was taken; only that it was an “all night Juke Joint, somewhere along Route 66 between Chicago and Los Angeles.”

**Unusual places:** Breweriana, as we have proven many times, can be found in the most unusual places. But finding a vintage Kansas City brewery piece in the Monterey Bay Aquarium on Cannery Row in Monterey, California, was one of the most unusual.

During a visit to the aquarium with long-time collector Ron Jones of Peoria, AZ, prior to a breweriana show in nearby Watsonville last November, Ron spotted a large, lidded, wooden Muehlebach Brewing Company bottle case in a first-floor exhibit.

The pre-Prohibition or early post-Pro 36-bottle case, which is in excellent condition, was among the artifacts that once resided in the laboratory of acclaimed Monterey Bay marine biologist Edward Ricketts—a companion of author John Steinbeck in the 1930s. The biologist character called Doc in Steinbeck’s novel *Cannery Row* was based on the real-life Ricketts.



It was not explained how Ricketts acquired the wooden case. He was born in Chicago and studied marine biology at the University of Chicago. He moved to California in the late 1920s. Perhaps he acquired the case while traveling through Kansas City during his journey west.

Ricketts may have consumed the beer, discarded the bottles and used the case for storage. An embossed pre-Pro beer bottle *was* found on a shelf above the case, but it was a product of the West End Brewing Co. of Utica, New York. No explanation was provided why that bottle was in the exhibit.

**Out of devastation:** Brew-eriana also has been found in difficult circumstances. One such piece is a pre-Prohibition Chicago beer bottle that a collector uncovered following a devastating Midwestern tornado in 2007. If movies were made about strange breweriana discoveries, this incident would provide material for one.

We'll let Scott Reinecke, a collector (but not of breweriana), tell the story:

I have a bottle I would like to get some information on. But first its story. I am from Greensburg, Kansas. You may have heard of Greensburg, the little town that was destroyed by an F5 tornado on May 4, 2007. My wife and I lost our house, like most people, but we found something interesting after the remains of our house were demolished.

At some time before that area of town was in the city limits, part of our property was used as a

trash pit. I happened to notice some metal and glass embedded in one side of the hole that was our basement. Since my wife and I owned an antiques store prior to the tornado, naturally we were curious and began carefully digging.

We have found a lot of cool stuff, most of it incomplete, but stuff like brackets and hardware from covered wagons, lots of old barbed wire, coal-burning stove components and a lot of coal, fragments of old China, pieces of old leather shoes, a late 1800s clothes iron (and I do mean 'iron'), pieces of a trundle-operated sewing machine.

A friend of ours is our local cemetery sexton and historian and he...digs on our property as well...He dug into an area of sand about a foot from the surface, and in the sand was a perfectly preserved, whole, undamaged beer bottle. It was even clean!

Reinecke described the embossed amber bottle. "There is no paper label. However, the lettering molded into the glass reads as follows: PROPERTY OF KEELEY BREWING CO CHICAGO. Keeley (is) arched upward, Brewing Co straight across under Keeley and Chicago arched down below Brewing Co, and CONTENTS 23 FLUID OUNCES NET. There is no lettering on the bottom of the bottle.

"Our historian friend told me that the vertical seam from the mold can provide a clue," he said. "Supposedly, if the seam

runs the entire length of the bottle, including the top section where the cap would attach, then it was molded as one piece and would be dated after 1904, but if the seam starts just below the bottom ridge of the bottle top and runs down to the bottom then it was done in two pieces, the bottle top being attached after the bottle was molded, and would be dated before 1904. This bottle has the seam the entire length including the bottle top." It also used a crown closure and not a Lightening stopper.

He asked if I could provide information about the brewery, the bottle's history, age, and value.

The Keeley Brewing Co., founded by Michael Keeley, a brewer of Irish antecedents, did business at 516 E. 28<sup>th</sup> St. in Chicago from 1878 to 1920 and from 1933 to 1953. The 13-year gap can be attributed to National Prohibition, during part of which the brewery made and marketed near beer and soft drinks. Its specialty was root beer.

Scott's Keeley bottle was used sometime after 1905 and up to 1920. Some were used after repeal, when glass beer bottles were in short supply, with a paper label applied to it. The bottle is fairly common and usually is priced from \$5 to \$10. Sales of such bottles are not usually brisk. I have heard the phrase "common as weeds in a Midwestern lawn" used to describe this bottle and similar ones.

There always are exceptions to a rule, but embossed bottles have never generated much interest or excitement among Chicago collectors—the collecting community to which I belonged for more than three decades—as

they do elsewhere. Among the exceptions are those from obscure breweries or with unusual brand names or bottles that feature interesting, complex graphics. Common, bare-bones, embossed labels on amber or clear glass usually draw the interest of collectors who specialize in a certain brewery or those who collect all embossed beer bottles from a particular city or state. Bottles with a green or blue tint sometimes attract more interest.

I once attempted to collect every embossed bottle from Chicago and other Illinois breweries, and had accumulated nearly 200 before I came to my senses—and before I ran out of space. I had been storing more bottles in boxes than I was displaying, so I discontinued pursuing them. I was a bargain hunter, and rarely paid more than \$3 to \$5 each. Many were acquired for a dollar or less.

The most I recall paying was \$25 for an 1890s Columbus Brewing Co. Weiss Beer bottle that had a near-perfect metal Lightning stopper. The bottle is ribbed and looks similar to an early ketchup bottle. The wire apparatus used to seal it was a forerunner to the bottle crown. I also own bottles with porcelain stoppers that have brewery names imprinted on them. I like complete packages. The Columbus bottle is still displayed in my collection. But it isn't rare, and today it may be overpriced at \$25.

Many embossed bottles we see in antiques malls and at shows are like the Keeley bottle found in the Kansas rubble. They are plentiful and inexpensive—and often difficult to sell. Millions have survived—as illustrated vividly by Scott's story—and are often found in excavation sites or when buildings are being renovated or demolished, the latter in far less dramatic circumstances than Mr. Reinecke's home.

**A beer message:** While the next piece of "breweriana" may not be as unusual as other items or events in this column, the circumstances of my encounter with it certainly are.

Two years ago, I purchased a 1934 Western Union telegram in an Internet auction. What appealed to me was the fact that this telegram was part of a promotion for Manhattan bock beer. It alerted Manhattan's distributors that the brewery's first batch of post-Prohibition bock was going to be ready for delivery the following week.

That in itself is interesting (at least to Manhattan breweriana or bock beer specialists), but the unusual part of this story is that the telegram arrived at my house on January 27, 2006, the very same day Western Union announced it no longer would be in the telegram business! It had been sending telegram messages for customers since 1851, more than 157 years ago.

US breweries, like most businesses, routinely used tele-

grams to communicate with distributors and company salesmen during the 1930s and 40s. It was faster than the US mail, which in those days was pretty fast.

I have many brewery-related telegrams in my collection, along with other brewery ephemera, such as letterheads and invoices. Telegrams have been excellent sources of valuable information, such as establishing the date or year when a particular brand was issued, where it was marketed, or even when a manufacturer would have a brewery's new can or bottle label ready for delivery.

They also provide insights about how a brewery did business and sometimes details about significant events in a brewery's history. While illuminating, the contents also can be entertaining.

In case you're wondering what the very first telegram said—and it had nothing to do with breweries, beer or breweriana—it was "*What hath God Wrought?*" That pithy sentence was written by telegraph inventor Samuel B. Morse on May 24, 1844.

Sometimes what Morse wrote is my reaction when I see sky-high asking prices for beer advertising in Internet auctions, antiques malls or breweriana shows.

*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).*





## Prohibition Winners??

By Bob Kay

In the 1911-14 period, before the Prohibition movement gained overwhelming strength, there were about 1400 operating breweries in the US. After National Prohibition became a reality in 1920, most breweries either closed or cast about for other ways to stay in business. Less than 200 chose to continue brewing one-half percent alcohol near beer, and many of those abandoned the effort quickly. By the time the nightmare of Prohibition was over only 31 breweries were able to muster the wherewithal to resume brewing by June of 1933. Prohibition, combined with the Great Depression, had all but killed the industry. Brewers were a determined and resilient bunch, however, and within a year after repeal, their numbers had swelled to 700-800.

Perhaps more astonishing, is the fact that during the dry period, 1920-1933, two breweries, Goetz in St. Joseph, MO, and Trommers in Brooklyn prospered to the extent that they needed to expand capacity. Just how did they manage this? Let's take a look at their performance during Prohibition.

Goetz's success seems to arise from the three-pronged efforts of (1) the Goetz Brewmaster, (2) Siebel Institute Chemists, and (3) Zahm & Nagel Equipment Manufacturers. Alvin Griesedieck's book *The Falstaff Story* explains:

Shortly after the enactment of [P]rohibition, Mr. E. A. Siebel, who was one of a well-known family of brewing chemists, working with the brewmaster of the M. K. Goetz Brewing Company, one of his clients, perfected a formula for brewing, and a process for de-alcoholization which not only produced a superior product, but also a prod-

uct with which pure grain alcohol would mix. Together with Zahm and Nagel Company of Buffalo, New York, manufacturers of Brewing Machinery and Apparatus, they developed a new de-alcoholizing unit which operated on a vacuum principle, allowing the beer to "boil" at low temperatures, thereby retaining in the original product, many of the ethers and esters which give beer its characteristic flavor....

.... the Goetz Brewing Company of St. Joseph, Mo., had the good fortune of having the public discover that their particular product, Country Club would "spike." By that was meant that pure grain alcohol could be added to the beverage in the bottle and the two would blend harmoniously so that the resultant product would taste very much like real beer, with no noticeable flavor or odor of the alcohol itself. Thus the consumer would really have a fairly decent glass of beer, properly brewed, fermented and aged in the brewery, and containing anywhere from 4-1/2 to 6% of alcohol by volume. Actually, the public caught on very quickly and without any particular amount of advertising. The demand for Country Club soon boomed to unprecedented heights, in fact so much so that the Goetz Company had to enlarge their brewery to accommodate their trade...

St. Joseph, MO Collector Bob Nash provides this supporting view based on interviews with old timers in the area:

During the pre-Pro years Goetz was a regional brewer with a sales territory within a 100 mile radius of St. Joseph, MO. That is not to say that they did not do any mail order type business, but that would have been very limited. They did have a branch office in Kansas City, some 50 miles away. Prohibition changed all that. Goetz's foray into the near

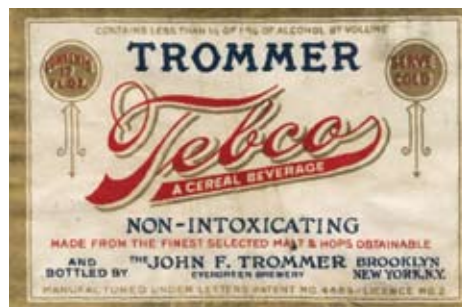
beer business was wildly successful. Apparently, their process resulted in a beverage that mixed easily with grain alcohol. Country Club Special was preferred over all the others and the word spread. At one time, during Prohibition, it is said that Goetz owned 33 rail cars and shipped to every state in the union.

What a difference the process made! Initially, most near beer brewers started out with their normal process and just stopped before the alcohol level exceeded the mandatory 1/2 %v level. This was referred to as a "check fermentation" process. These brews proved unstable, especially so when spiked with grain alcohol. This was a widespread problem for hundreds of near beers of the period, including well promoted brands like A-B's Bevo. Trommer's almost certainly used a de-alcoholization process similar to Goetz's or they wouldn't have survived the dry years. Their creative marketing, however, seems to get most of the credit for their success during this period. Will Anderson's book, *The Breweries of Brooklyn*, explains:

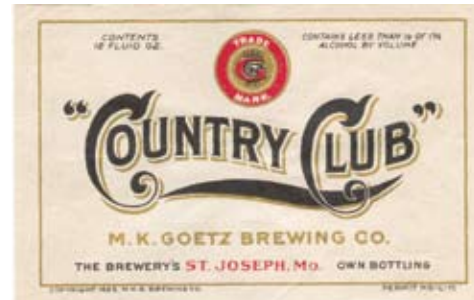
In 1919, the last full year of operation before the Volstead Act became law, Trommer's Evergreen Brewery produced but 46,000 barrels of beer and depended largely on its own restaurant and beer garden as an outlet. Early in the Prohibition years, however, Trommer took careful notice of the family trade at his own restaurant and also the tremendous increase in hot dog and near beer sales at Feltmen's Restaurant in Coney Island, and decided to expand upon this idea. Rather than go into the eating place business on a full scale himself, however, Trommer elected to encourage others by lending them

money to get started or to enlarge existing premises. He thus lent money to hot dog operators all over Long Island for the opening of sandwich and near beer restaurants. In fact, the once famous Brass Rail restaurants grew out of one of these "roadside rest" chains that Trommer helped finance. In appreciation, of course, the owners of most of these "good family" food-at-a-reasonable-price restaurants, the Brass Rails included, featured Trommer's White Label Near Beer. By the time Prohibition ended Trommer's was supplying over 950 of these family style restaurants, and had made the name Trommer's White Label synonymous with good taste and good times. So successful was this restaurant distribution system, in fact, that the Trommer's Brewery was enlarged in 1929. The plant's capacity was increased to 300,000 barrels a year at a cost of \$200,000; this at a time ([P]rohibition) when so many other breweries, in Brooklyn and throughout the country, were either standing idle or closing down!

Trommer's started out the repeal era by adding a second brewery in Orange, NJ, and you might expect that with their Prohibition era success and a second brewery they would soon become a real force in the industry. That was not to be. The New York City beer strike of 1949 was one of the factors that helped seal their fate. By 1952 both of their breweries were sold and Trommer's disappeared from the scene.



Above: Prohibition era cereal beverage labels from Trommers. These brews were successfully promoted as the beverage of choice in hot dog stands and diners across Long Island, NY and you can be sure for "party time" many were "spiked" to upgrade to real beer.



Above: Prohibition era near beer labels from Goetz. While these started out as one-half percent cereal beverage, it became fashionable to spike them with grain alcohol to make a typical 4-6% alcohol beer. This was, of course, the Roaring Twenties!





Labels for Tonics and Elixirs are shown here, marketed by Goetz in the prePro and early Prohibition years for the Drug Store Trade. The reduced alcohol level required by Prohibition cut into their popularity, and they soon vanished from the scene.



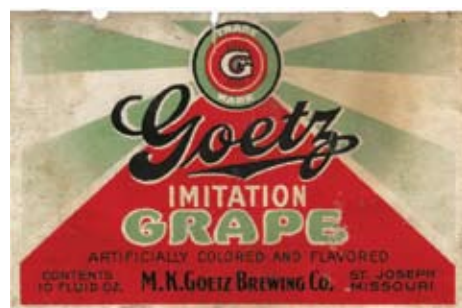
## Label News

During 2009 books picturing 1950 and earlier US Labels should be available for all US states. Books covering all but four states are available now and work is in progress on IL, OH, PA and NY. Scans or pictures of elusive labels or labeled bottles from these four are being sought. Contact Bob at [beerlabel@comcast.net](mailto:beerlabel@comcast.net) if you have possibilities to offer.

Thebeerlabelwebsite [bobkaybeerlabels.com](http://bobkaybeerlabels.com) has been updated to include: Label Book News, Dating Labels, an L-Permit list, and a section titled Working with Labels, which includes hinging, soaking etc.



Goetz also tried marketing 1/2% Temperance Beverages, but it seemed the public clamored for the "spikeable" Goetz Country Club, which had no reference to temperance.



Soft Drinks were added to Goetz's product line during Prohibition, but vanished with repeal.

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# Talking Chalk

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By George Baley

## What's New?

New finds have become more difficult to come by each day. Even though eBay offers dozens of listings every week, the new and heretofore unfound stuff does not seem to be forthcoming.

Late last year and early this, my good friend Brian Noel elected to liquidate his collection as a prelude to moving from Florida to Wisconsin. His auctions involved several hundred very tough and rare beer & whiskey statues, and certainly

raised the tides of prices. I had the fortune of picking up an upgrade of one, and what I thought was a duplicate of another. When the "duplicate" came, I was surprised that it was instead a variation of one I already had.

So, this quarter's column will deal with that and a few other newer finds in the statue world. If any members would like to share other new finds, please drop me a note and I will work them into future columns.



The Schlitz fisherman statue is also an ashtray. In some ways it is reminiscent of the tiny fisherman statues that employed miniature bottles.



The newly acquired Little Imp (right) was purchased because it had a 7 oz. bottle that my statue was missing. When I got it, however, I noticed that the structure of the statue was made differently for the 7 oz. bottle that Brian supplied. My statue (left) had a different base. From the picture, you can see a tiny raised area on which the bottle rests on the right-most figure, while the other version has a recessed base. There is a small height difference and the smile on the faces also varies.



Several variations of the Drewry standing Mountie statue exist. This one was picked up at the NABA Convention a few years ago from our members Fred and Mary Clinton. My first thought in getting it was that it was one covered in my book that I did not have. Upon further examination, however, it was clearly a new variety and one that, with a little attention, would be a nice addition to my collection.





This Old Friar is ceramic as opposed to chalk. I wonder about the age and whether it is a relatively new statue rather than one issued many years ago by the brewery.



Hands are one of my specialty areas. While this one (above) has been damaged, it is only the second one I have seen. The other showed up at our Convention in Bay City a couple of years ago, but that one was incorrectly repainted. This hand will be used in an upcoming column that will revolve around restoration of chalk statues.

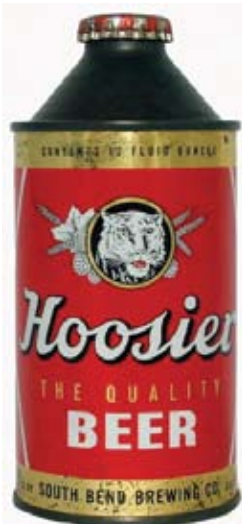
This lighted hand (left) does not have a beer name on the base, but holds a Rheingold bottle nicely. Based on the vintage of the bottle, it does not appear to be old and may have been a made up version by someone.

The little guy below was previously shown in an issue of the *Collector*, but the quality of that picture was poor, so I thought I would include it here.



## 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)

## Brooklyn Brewing Part 1

Just before the American Revolution, New York, along with Philadelphia, emerged as one of the leading brewing centers in America. Over one hundred years later, at the turn of the Twentieth Century, some 78 breweries, four times the number of those before the Revolution, were operating in the recently consolidated five-borough city.

Nearly 50 of these breweries were located in the Brooklyn area.

The tremendous increase in breweries was largely due to the massive wave of German immigrants who came to New York around the 1850s. A large number of these newcomers settled in a two-by-seven-block area of Brooklyn which covered Scholes and Meserole Streets and extended from Bushwick Place to Lorimer Street. This area came to be called "Brewers' Row" because, ultimately, this 12-block square housed at least 12 separate breweries (the ownership of which installations changed at least 33 times between 1850 and the 1880s). In fact, the grandfather of William M. Moeller, whom the Brooklyn Brewery commissioned to design Brooklyn Lager, was among those brewing beer here in Brooklyn at the turn of the last century.

Until around 1850, all breweries could be classified as regional brewers. A regional brewer marketed its beer exclusively to a local or regional market, in much the same way that today's microbrewer operates. After 1850, new developments not only in the infrastructure of the United States (i.e., railroads) but also in bottling and brewing technology (i.e., pasteurization and the "crown" cap) enabled some regional brewers to expand into a national enterprise.

### Editor's Note:

*Every reasonable effort has been made to trace the owners of copyright materials in this work, and to obtain permission for reprint. We and the NY Food Museum would be glad to receive information leading to more complete acknowledgements. In the meantime, we extend our apologies for any omissions.*



**Hop-Picking; a Western New York September Scene**  
Illustration by Arthur Lumley from *Harper's Weekly*, 1889

### Lager

In any case, lager beer became the drink of choice for most Americans. "Lagering" is originally a German technique, which is believed to have been introduced into this country sometime during the 1840s by John Wagner. The word "lager" is derived from the German verb *lagern*, which means "to stock or store." Lager beers are crafted through use of bottom-fermenting yeast. The fermentation process occurs at lower temperatures (45-65 degrees) and takes about six to ten days.

Prior to this, brews were crafted through a process known as "top-fermentation," which produces such "strong" or "common" beers as ales, porters, and stouts. Top-fermentation refers to a process in which the yeast rises to the top of the fermentation tanks during the fermentation process. This pro-

cess occurs at higher temperatures (50-75 degrees) and the fermentation process usually lasts five to seven days.

### **Brooklyn Brewing Industry**

By 1898, nearly fifty breweries operated in the Brooklyn area [which came to be known as the Brewing Capitol of the United States]. Probably the most prominent of those companies was established in Brewer's Row (see above) as Samuel Leibmann's (q.v.) Rheingold brewery, although there were other well-known or colorful firms such as F. & M. Schaefer, George Ehret's, John F. Trommer's and Piels. From forty-three breweries in 1879, the number diminished to three by 1973, and by 1977 no brewery operated in the Brooklyn area. Industry-wide factors of concentration, competition, and growth of national breweries, combined with the fact that Brooklyn plants were not modern enough to keep up with new standards of economy and efficiency, contributed to the decline.

### **Consumers Park Brewing Company**

*[Manhattan/Brooklyn]*

A large group of hotel and saloon-keepers established this Brooklyn brewery in 1897 (for the purpose of sharing profits from brewing and selling beer). The brewery featured a recreation-like décor that included a hotel, a beer garden, and concert facilities. The company merged with the New York and Brooklyn Brewing Company and formed the Interborough Brewing Company in 1913. Subsequently, the company sold out during the 1920s (perhaps due to Prohibition). The primary organizer and first president was Herman Raub. After a dispute with the directors, he returned to the hotel business in 1907, and died in 1915 at the age of forty-six.

### **Peter Doelger Brewing Corporation**

Peter Doelger migrated to America from Bavaria in 1850. Doelger, whose brother Joseph had opened a brewery in 1846, opened a small brewery in 1859 at 101 Avenue A, then moved to a new place at 55th Street between First Avenue and Avenue A, where he operated a very successful brewery (eleventh largest in the U.S. in 1895). During the 1880s, Doelger was involved in a number of labor disputes as workers were forming unions. In one incident, four men died in an accident at his plant. Afterward, workers engaged in a successful boycott and strike. Doelger died in 1912 at the age of eighty. The family, led by his son, Peter, moved the business in the 1920s and finally settled in Harrison, NJ, at the former Peter Hauck brewery. The new brewery went out of business in 1947.

### **Edelbrew Brewery Inc.**

*[1 Bushwick Place, Brooklyn]*

A German immigrant, Otto Huber, Sr., who had worked for other breweries in Brooklyn, established his own plant in the late 1860s. He purchased the Hoerger Brewery in 1866 and built the new plant, which became one of the largest and most productive breweries in Brooklyn. After his death in 1889, his sons, Otto, Jr., Joseph, Charles, and Max, managed the company and it remained a family enterprise until the 1920s when it was sold to Edward Hittleman, who renamed the brewery after himself. Hittleman produced near beer until repeal of Prohibition, and in 1934 he changed

the name of the company to Hittleman-Goldenrod Brewery. Goldenrod was a traditional brand name dating to the Huber brewery. After being renamed Edelbrau after a popular beer, it was finally changed to Edelbrew in 1946. Not long after Hittleman's death in 1951 at age sixty-eight, the brewery closed.

### **Nassau Brewing Company**

*[1042 Dean Street, Brooklyn]*

Nassau was the final name of a fairly successful brewing company in Brooklyn. Founded originally in 1849 as Libberger and Walter, it changed hands in 1866 as Christian Goetz bought the brewery, calling it the Bedford Brewery. He operated it successfully until 1884 when William Brown and a group of businessmen bought the plant. Brown renamed the brewery Budweiser Brewing Company in reference to the quality of beer of Budweis, Bohemia. Inevitably, Anheuser-Busch brought suit against Brown for copying their name, which had been trademarked in 1878. Brown gave in, changed the name to Nassau Brewing Company, and directed the company from 1898 to 1914 when it closed.

### **F.W. Witte Brewing Company**

*[96-102 Luquer Street, Brooklyn]*

Frederick W. Witte founded this Brooklyn brewery in 1874. The brewery was fairly small but continued until 1903. It was known for production of weiss beer, which is mild and pale, and normally brewed from wheat. This beer was somewhat popular before Prohibition but since then it has practically disappeared from the American market.

### **Next Issue: Part 2**

**Source:** *Dictionary of the History of the American Brewing and Distilling Industries* by William L. Downard (Greenwood Press, Westport, CT. 1980). Thanks to Dr. Annie Hauck-Lawson for help. Excerpted from: *Dictionary of the History of the American Brewing and Distilling Industries* by William L. Downard (Greenwood Press, Westport, CT. 1980).





# Auction Hysteria

By Robert Hajicek

All the items in this issue were sold by Showtime Auction and listed on eBay Live in September of 2008.



Burgie Animated Display  
5 feet tall  
San Francisco Brewing Corp.,  
San Francisco, CA, \$1,600



Buffalo Paper Lithograph  
17-1/2" x 24-1/2"  
Buffalo Brewing Co., Sacramento, CA  
\$41,000



Buffalo Tray, 12" diameter  
Buffalo Brewing Co., Sacramento, CA  
\$8,000



Lansing Tin Sign,  
inset in wood cabinet  
18" x 29"  
Lansing Brewing Co.,  
Lansing, MI  
\$900



Rainier Tray  
10-1/2" x 13-1/4"  
Seattle Brewing and Malting Co.,  
Seattle, WA  
\$1,000



Hamm's Animated Display  
5 feet tall  
Theo. Hamm Brewing Co.,  
St. Paul, MN  
\$5,500





Heidelberg Reverse On Glass  
with Frame  
20" x 26" overall  
Eastern Oregon Brewing Co.,  
The Dalles, OR  
\$800



Rainier Tray  
13-1/4" diameter  
Seattle Brewing and Malting Co.,  
Seattle, WA  
\$800



Budweiser Paper Lithograph  
24" x 39" overall  
Anheuser-Busch Brewing  
Association, St. Louis, MO  
\$800



Standard Tin Sign,  
26" x 18"  
Standard Brewing  
Co., Mankato, MN  
\$4,250



Above: West End  
Tray  
13" diameter  
West End Brewing  
Co., Utica, NY  
\$800



Schlitz Purity Paper  
Lithograph  
28" x 38"  
Jos. Schlitz Brewing  
Co., Milwaukee, WI  
\$625



Left: Lykens Tray  
14" x 17"  
Lykens Brewing Co.,  
Lykens, PA  
\$650

Auction Hysteria Cont. next pg.



Left: Utah-Brau Tray  
12" diameter  
The Standard  
Brewery, Chicago, IL  
\$400



Right: Wieland's Tray  
13" diameter  
John Wieland  
Brewing Co.,  
San Francisco, CA  
\$600



Leisy Tin Sign  
20-1/4" x 24-1/4"  
Leisy Brewing Co.,  
Peoria, IL  
\$500



Anheuser-Busch Flange Tin Sign  
Double sided, 17-1/2" x 13-1/4"  
Anheuser-Busch Brewing Association,  
St. Louis, MO  
\$500



Left: Liberty Tip Tray  
4-1/4" diameter  
American Brewing Co.,  
Rochester, NY  
\$300



Right: Velvet Charger,  
24" diameter  
Terre Haute Brewing  
Co., Terre Haute, IN  
\$400

## 2009 New Ulm Convention Schedule (Tentative)

**Current NABA membership required**

<b>Tues. July 28</b>	Registration	11 AM on
	Hospitality	1 PM - Midnight
<b>Wed. July 29</b>	Registration	8 AM on
	Hospitality	11 AM - Midnight
	Early Room-to-Room (R-t-R continues throughout)	
	Self-guided Bar & Cemetery Tours	10 AM - 3 PM
	Self-guided Home Tours (maps provided)	10 AM - 3 PM
	Brewmaster's Dinner (limit 50)	5 PM - 7 PM
<b>Thurs. July 30</b>	Registration	8 AM on
	First-Timer's Breakfast	7 AM - 9 AM
	Schell's Brewery Tour	11 AM - 6 PM
	Hospitality	6 PM - Midnight
<b>Fri. July 31</b>	Registration	8 AM on
	NABA Board Meeting	7 AM - 9 AM
	Hospitality	3 PM - 5 PM & 7 PM - Midnight
	NABA Auction (members only)	
	Registration	9 AM - 11 AM
	Auction Preview	11 AM - Noon
	Auction (keg avail. cash food & soda)	Noon - 3 PM
	Buffet Dinner (cash bar from 5 - 6 PM)	6 PM - 8 PM
<b>Sat. Aug. 1</b>	Registration	8 AM on
	Public Buy-Sell-Trade Show	
	Setup	7AM - 9 AM
	Show	9 AM - 2 PM
	Hospitality	2 PM - 4:30 PM & 6:30 PM - Midnight
	Micro Night	4:30 PM - 5:30 PM
	Buffet Dinner	5:30 PM - 7:30 PM
<b>Sun. Aug. 2</b>	Annual Business Mtg. & Breakfast	7:30 AM - 10 AM
	Convention ends @ 10 AM	

**Start Planning Now! 2010 Convention is in Stevens Point, WI**



# The Back Bar

featured at  
*The New Brewery Collectibles Show*







# The Back Bar

by John Bain

## Review of the 9th Semi-Annual Display

If you missed the 9<sup>th</sup> Semi-Annual Back Bar Display this past October at the New Brewery Collectibles Show in Suffern, NY, here is another chance to enjoy it.

This display united fourteen participants from Connecticut, Massachusetts, New Jersey, New York, and Pennsylvania; and featured nineteen outstanding lighted items and numerous go-withs from their collections.

The group photo, acknowledgement and lighting ceremonies took place in front of the show's crowd on Friday evening. The crowd was larger than usual since the BCCA decided to hold its annual board meeting at the show this year. As a tribute to BCCA members and the BCCA Board, a special arrangement of some very tough New England flats and cone tops were included, front and center, in the display lineup.



New England flats and cone tops from Jim Hailey and Keith Norton of Weymouth and Lawrence, MA.

On Saturday afternoon, the crowd and participants gathered to see who won the "Best-of-Show" contest. Chuck King of Glenmont, New York captured thirty-two percent of the votes to win the first place prize for contributing a 1930s neon and reverse-painted glass sign for Beverwyck Beers and Ales. Jeff Browning of Hamden, Connecticut, with twenty-four percent, followed up in second place for his entry; a reverse-fired glass button sign for Fox Head Ale. Ron Shattuck of Tewksbury, Massachusetts received twenty-three percent, scooping up third place for his neon and reverse-etched and painted glass clock for Harvard Export Beer. Each winner was awarded special ribbons, and they received plenty of bottled beer donated by Cassco Sign Company of Lawrence, Massachusetts. Congratulations, guys!

### Winners of the Best of Show Contest



Jeff Browning  
Hamden, CT

Chuck King  
Glenmont, NY

Ron Shattuck  
Tewksbury, MA

2008 marked the sixth year that I've been organizing back bar displays. As a result, I've seen many stunning examples of early lighted breweriana; up close, in person, where their craftsmanship and beauty can be admired. In spite of this, I am still amazed by additional items that participants find and bring to the display each year – sometimes being the only examples known to exist. There is no question in my mind that it is always a privilege to see these wonderful artifacts (and meet and get to know their owners) knowing that they might never be displayed in public again. I am very grateful to everyone who has joined with me and helped make these remarkable events possible for all to enjoy. They have enhanced the overall breweriana pastime; and have inspired other members to collect early lighted items, such as what you are about to see on the following pages.

I have begun planning the next display and contest, which will be featured at the 30<sup>th</sup> annual Blue and Gray Show in Fredericksburg, VA, from February 12<sup>th</sup> to 14<sup>th</sup>. If you want to get in on the fun and excitement, send an e-mail with a photo of your item and go-withs to the-back-bar@earthlink.net, or write to me at PO Box 610253, Bayside, NY 11361-0253. Display space fills up quickly, so please don't delay.

**Cheers!**

### Best of Show



Neon behind reverse-painted glass in metal cabinet; Allison Sign Company; Chuck King

### 1st Runner Up



Reverse-fired glass lens in metal cabinet; Jeff Browning

### 2nd Runner Up



Neon around reverse-etched and painted glass in metal cabinet; Lackner; Ron Shattuck



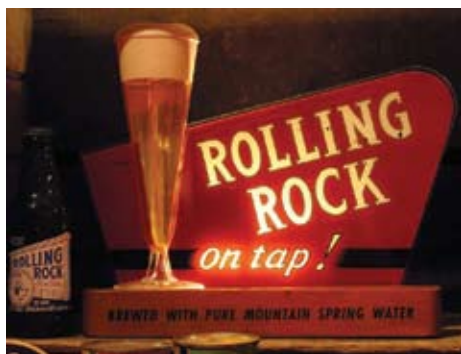
Neon, metal letters and cabinet, reverse-painted glass; Lumin-art Display Corp; Larry Handy, PA



Neon, reverse-painted glass insert, metal cabinet; Lumin-art Display Corp; John Dikun, NJ



Reverse-etched glass, metal base, wood end caps; unsigned; Ed Johnson, CT



Reverse-painted glass, wood base, plastic pilsner, glass bubble tube; R.R. Kellogg, "Tube-O-Lite"; Marty Herman, Massapequa Park, NY



Reverse-fired glass lenses, metal cabinets, wood bases; Cincinnati Advertising Prods.; John Bain, NY



Neon behind reverse-painted glass face, metal cabinet; unsigned; Chris Amideo, NY



Reverse-fired lens in metal cabinet; Gillco; John Bain, NY

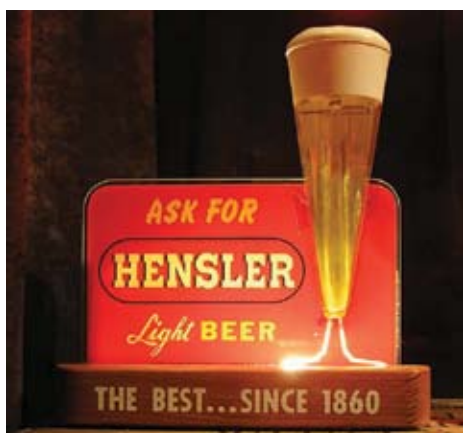


Die-cast plastic letters, celluloid insert, metal cabinet; unsigned; Ron Shattuck, Tewksbury, MA



Reverse-painted and silvered glass lenses, metal cabinet; unsigned; Steve Niles, NY





Reverse-painted glass, wood base, plastic pilsner, glass bubble tube; R.R. Kellogg; John Dikun, NJ



Reverse-etched and painted glass, metal base; unsigned; Ron Shattuck, MA



Reverse-etched and painted glass, Lumiline lamps, Neon Products, "Lumi-Lyte"; Ed Johnson, CT



Neon around reverse-etched and painted glass, metal cabinet; Neon Products, Inc.; Dee Lander, MA



Neon around reverse-etched and painted glass; metal cabinet; Lackner; John Bain, NY



Reverse-painted glass, metal cabinet, register top light; Price Brothers; Joe Radman, NJ

## Participants of The 9th Semi-Annual Back Bar Display



L to R, Top: Keith Norton, John Dikun, Dee Lander, Ed Johnson, Jeff Browning, Joe Radman, Chuck King, Ron Shattuck. Bottom: Steve Niles, Larry Handy, Chris Amideo, Marty Herman, John Bain, Jim Hailey.

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# Collector's Bookshelf

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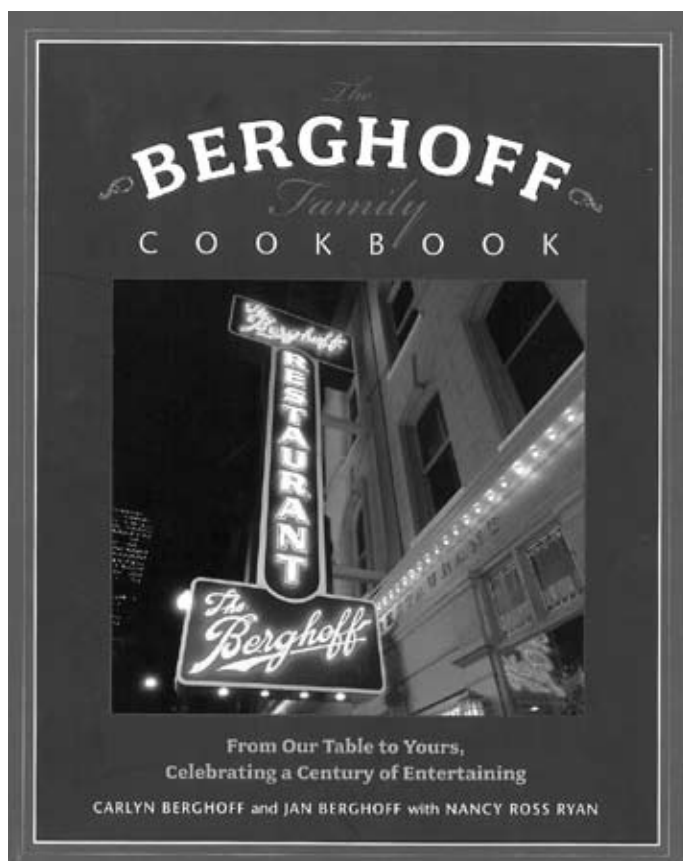
*Reviewed by Lawrence R. Moter, Jr.*

## **The Berghoff Family Cookbook From Our Table to Yours Celebrating a Century of Entertaining**

**By Carlyn Berghoff and Jan Berghoff with Nancy Ross Ryan (2007)**

It was with great sorrow to this reviewer that news reports stated the famous Berghoff Restaurant closed in February 28, 2006 after 107 years of operation. The Berghoff Brewing Company of Fort Wayne, Indiana, is well known to the collecting community for numerous prized pieces of Breweriana. The restaurant was well known to the collector and beer imbibers society as a *must stop* in Chicago, not only to sample the various Berghoff beers, but also to eat a classic businessman's lunch (a carving station for roast beef, ham, or turkey) at the saloon, or enjoy a fine German dinner at the restaurant.

In early October, I attended my trade association's National Convention in Chicago. Our assigned hotel was the historic Palmer House Hilton. I love historic hotels, and the Palmer House is an outstanding example with a prime location near the theatre district and the "Miracle Mile." It is also 2 blocks away from the Berghoff. I knew the Berghoff still had a café, though it was much-diminished compared to the original, which I'd had the great good fortune to have experienced during a prior trip. Being there last October, I still had to check it out, and, much to my astonishment, I found the Berghoff had reopened in the spring of 2008. I also found in the window a copy of the new *Berghoff Family Cookbook*. I immediately marched inside and purchased an autographed copy. I perused it before my purchase and found a dedication to founder Herman Berghoff (1852-1934). There is an abbreviated history told in the "Foreword," and the obligatory "Preface" and "Acknowledgements" (apparently all by family members). The first chapter is titled, "Our Story" (22 pages) which describes the restaurant/family/brewery history in detail. The remainder of the book is comprised of recipes for every course on the menu! Needless to say, the



recipes are exquisite and some date to the early days of the restaurant.

I believe most of our membership has heard the legend of the Berghoff beers/restaurant from the 1893 Chicago World's Fair, plus Liquor License #1 for the City of Chicago after Prohibition—so I will not retell those stories.

Ordering information can be found at: [www.berghoff.com](http://www.berghoff.com).



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## **Brewing Up A Damn Good Story (Youngest Brewery Owners In The World, The Oldest Brewery In The Midwest And A Whole Lot More!)**

**By Manjit & Ravinder Minhas  
and Moni Minhas (2008)**

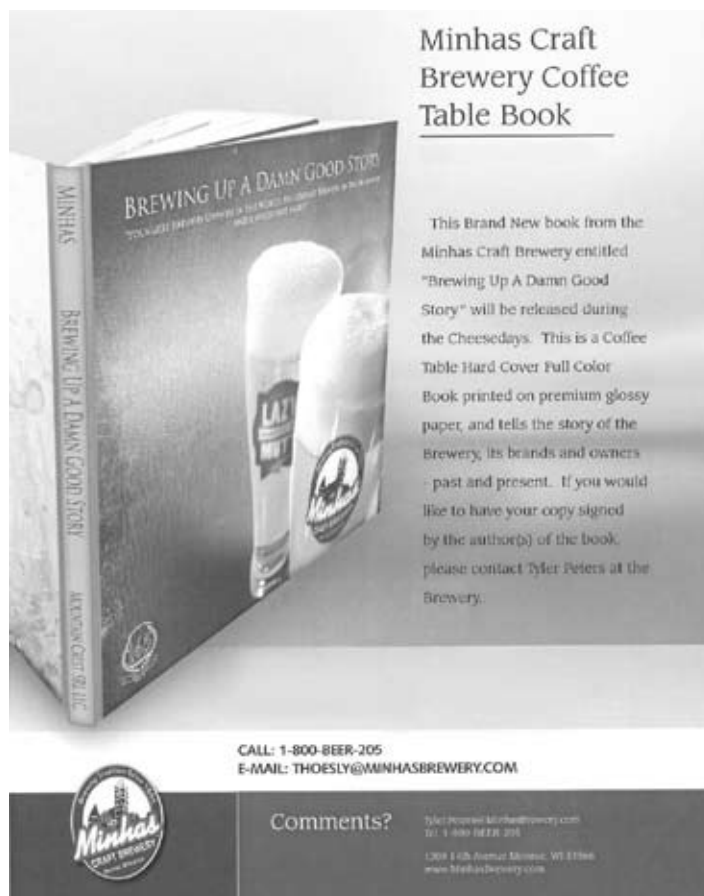
This book combines the history of a traditional American immigrant entrepreneur/success story, with an uncommon Brewery theme—the entrepreneurs are an under-30, Canadian sister/brother team of (eastern) Indian descent!

Now, the USA has had Canadians with substantial cross-border brewery interests in both countries—Kiewel's, Drewry's, Carling, and Sick's brewing companies/interests first come to mind, and I am sure there are many others. I do remember discussing with the late Peter Blum, crossties between Canadian and Detroit breweries during a conversation concerning his Detroit brewing history book. In these modern times, the USA even has a fine Indian brewpub in Omaha named Jaipur (I have fond memories of this brewpub, which I visited with a fellow JFO member during a JFO convention—we both had an extremely hot vindaloo curry washed down with a green chili beer—among other styles—to cool the curry, and excellent martinis to boot).

Here we have the remarkable story of Ravinder and Manjit Minhas. They are from Calgary and started their careers as Petroleum Engineers but soon moved to the beer business by first contracting brands (2003) for export to Canada. Their first contract was at the former Jacob Schmidt plant, then the former G. Heilemann plant, and finally the venerated Joseph Huber Brewing Company. They then bought the Joseph Huber Brewing Company in October, 2006.

Since then they have invested \$5 million modernizing the brewery and increasing production/sales 800%. I would also note that they have been awarded many “young” entrepreneur awards by prestigious organizations and are highly sought-after business speakers.

The book is a “coffee table book” i.e., large format with lots of photos—and contains a history of Monroe, Wisconsin, as well as the brewery with its multiple corporate entities and its brands,



from inception in the mid-1800s. The book also has many wonderful photos of breweriana.

Along with NABA member, Jim Wolf, I visited the brewery en route to the Quad Cities NABA Convention. Though we did not take the tour to see the modernizations, the substantial new investment was noticeably visible. The gift shop and tasting room are still superb!

Recently issued copies of this great book are available from the email address in the pre-publication flyer shown here or by chance, via my own source: Herb and Helen Haydock. The Haydocks had multiple copies at “Guzzle ‘n Twirl.” I suspect, in the future, they will have additional copies available. We all look forward to visiting the new Haydock museum at the Minhas Brewery!

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# Historical Research Tool

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Reviewed by A. Lee Chichester



This is a layman's review of a research tool that may be of interest to NABA members. \*Disclaimer: I am not a historian nor a researcher of any training or experience, and I am also new to this arena of historical brewery advertising and collecting. Nevertheless, this seems to be an interesting tool to know about and possibly make use of when trying to locate a date when a trademark was registered, for example.

In sum, if you desire the Illustrated Index, Carlson's Brewery Research will provide to you a CD or group of CDs through which you can seek the existence of articles that appeared in *Western Brewer* (for example) from 1898 – 1923, and here's the kicker: *plus the illustrations, advertisements, photos, labels, etc. that appeared with those articles.* Randy Carlson has also undertaken to index *Brewer & Maltster*, *Beverage Journal* (the new name of *Western Brewer* after June of 1920), and *Brewers Journal*. Some of these indices are incomplete or works in progress, but he offers special deals, depending on when you order, to receive at no extra charge the to-date index that is in the works when you order. It appears that each complete-as-possible Index disc is \$25, but

you'll get the copy of the current work-in-progress for free, plus a discount on ordering copies of the article and illustrations you find in the index and want Randy to provide. If you have access to the volume/issue you seek, then you can move on from the Index to your local library and photocopy the article(s) yourself.

Keep in mind that these discs do not hold the articles themselves, though they include samples of the illustrations. On disc, you get a thorough listing of the articles that are available, how long they are, if they come with illustrations or not, and if so, how many. To actually obtain the articles from Randy, you pay additional fees that are per page and per illustration. Should you choose to go through Carlson's Brewery Research to obtain your hardcopies, however, Randy will donate 10% of all total article and

Litho service ad from 1919



illustration order fees to the Potosi Brewery Museum.

Let me give a couple of examples. I live in Virginia, and so was curious what the *Western Brewer* might have published about VA breweries from 1898 to 1923. I clicked in the internal link for Virginia and this is what I found listed on pages 568 – 570 of the Illustrated Index for the *Western Brewer* (partial: cities included but not shown here are Alexandria, Newport News, Petersburg, Phoebus, and Rosslyn):

## **NORFOLK**

### **Consumers Brewing Co**

100 Years of Brewing-P. 477  
Vol 22-P0481 Major article-4 pages and 8 photos (see photo with caption included in Index at right)

Vol 22-P2057 Has elected officers

Vol 24-P0308 Is now owned by the Bergner & Engel Brewing Co of Philadelphia

Vol 24-P0349 Has elected officers

Vol 24-P0349 Has been the partners of the Bergner & Engel Brewing Co

Vol 48-P0047 Has changed its name to Virginia Fruit Juice Co

Vol 53-P0121 Has changed names to Virginia Fruit Juice Co

### **Normandie Company**

Vol 49-P0209 Is using HOT-KO as a near beer brand name Virginia Fruit Juice Co

Vol 48-P0047 New name for the Consumers Brewing Co

Vol 53-P0121 New name for the Consumers Brg Co-is making "NOR-VA" a cereal beverage-and a apple soft drink called "O-Apple-O"

Vol 57-P0043 Is now closed



General View Of The Plant Of  
Consumers Brewing Co Norfolk VA

## **RICHMOND**

### **Home Brewing Co**

100 Years of Brewing-P. 477

Vol 22-P0466 Has succeeded

Peter Stumpf Brewing Co

Vol 23-P1777 Will add a 24 ton  
ice machine to their Newport  
News, VA depot

Vol 23-P2182 Has built depots  
at Newport News & Phoebus

Vol 24-P0049 Is building one of

the best ice plants in the state

Vol 24-P0195 Has been incor-  
porated

Vol 24-P0299 One of their am-  
monia pipes exploded

### **Kersten & Rosenegk**

Vol 22-P1670 Has transferred  
their brewery to the Rosenegk  
Brewing Co

### **Rosenegk Brewing Co**

100 Years of Brewing-P. 477

Vol 22-P1670 Now own the  
brewery of Kersten & Rosenegk  
Peter Stumpf Brewing Co

Vol 22-P0466 Has been suc-  
ceeded by the Home Brewing  
Co

Vol 22-P0656 Has been re-or-  
ganized

## **ROANOKE**

### **Virginia Brewing Co**

100 Years of Brewing-P. 477

Vol 23-P0497 Rebuilt their de-  
stroyed storage building

Vol 23-P1009 Has elected of-  
ficers

Vol 23-P1237 Has elected of-  
ficers

Vol 23-P1797 Will build a new  
bottling house

Vol 23-P2182 11/1/98-de-  
clared and paid a dividend

Vol 48-P0226 Has closed

In this example, the Index has told me which year each of the listed volumes cover (not shown here) and as there is only one reference to page count or illustration number (illustrated example printed above and shown in the Index) we'll use this as the example for my use of the index and further research. If I'd wanted to have Randy send me the article on Consumers Brewing Co. in Norfolk from Volume 22 (1897) (4 pages and 8 photos) it would cost me \$2.50 per page and \$2.00 per photo for a total of \$26.00, 10% of which goes to the Potosi Brewing Museum.

One more example. Let's say I wanted to know something about Star Brewing Co. in 1898 and 1899. I know it existed for a short time in Boston, so I'd click on Massachusetts and find the following on page 205 of the same disc as above (*Western Brewer* 1898 – 1923):

### **Star Brewing Co**

100 Years of Brewing-Page 469

Vol 23-P1110 Drawing (below)  
and article on this brewery



Vol 23-P1120 5/11/97-had a  
\$10,000 fire

Vol 24-P0203 Has been sold to  
a new syndicate

At the beginning of the Index listing are several interesting full-page advertisements from the time, including lithography

## **FOR SALE**

### **BREWERY, BOTTLING PLANT and RESIDENCE at New Bethlehem, Pa.**

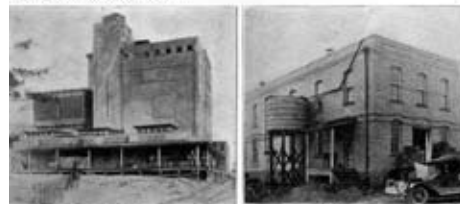
#### **THE PROPERTY INCLUDES**

**BREWERY BUILDING**, about 100 feet square, five-story, structural steel interior, concrete floors one foot in thickness, constructed so that it will answer any manufacturing purpose.

**BOTTLING HOUSE**, 70 by 30, made out of pressed brick, two stories high.

**RESIDENCE**, red brick, on property.

**THREE ACRES** of ground.



This plant could not be constructed today for less than a million dollars. Taxes less than \$500 per year. Railroad switch for five cars.  
Coal can be bought around \$2 a ton, plenty of gas, cheap electricity and water in vicinity.

**All for the sum of \$25,000, on terms**

The reason this plant is being sold so cheap is on account of my having to buy the buildings in order to get the machinery which the plant contained. It is now completely equipped of machinery, excepting glass examined steel tanks with a capacity of 1000 barrels. These tanks do not go with the plant at the above price.

**CHARLES S. JACOBOWITZ**

*Brewery Dismantler*

**1382 Niagara Street**

**Buffalo, N. Y.**

1920 liquidation sale advertisement

services, an announcement of the re-issue of the 1903 *100 Years of Brewing* by H.S. Rich & Co. Publishers in 1920, and for sale, foreclosure, and auction ads. At the end of the 640+ page disc, he's listed a variety of interesting articles and tidbits that appeared in the magazines which do not fit a specific category, including a poem using near-beer names published in Volume 49 (1917), Page 213 of *Western Brewer*.

This tool might be of some use to you in your research to solve mysteries or to know more about a collectible that you've acquired or would like to acquire. If so, contact Randy Carlson at Carlson's Brewery Research; PO Box 758; Walker, MN, 56484-0758; 218-547-1830; randyc@arvig.net.



## In Memoriam

It is with much sadness that NABA reports the untimely passing of Charles A. "Chuck" King of Troy, New York. Chuck was a longtime NABA member specializing in Albany/Troy/upstate New York breweriana. Well known within the collector community, Chuck was always a great guy with whom to kibitz about beer, breweriana, and life in general. I will always remember networking New York breweriana with him at many shows. Chuck was one of a group of regulars who would attend East Coast shows like the old Downingtown shows and at night-time show- end, go to Victory Brewing Company to quaff micro brews and devour pizza. The tales and conversations over a few brews symbolize the camaraderie among collectors who, despite being from different geographical areas, and despite seeing each other only infrequently, have much in common.

At age 49, Chuck passed away peacefully on Wednesday, November 12, 2008 at his home with his wife and daughter by his side. Born in Kingston, NY on September 18, 1959, Chuck was the son of Charles and Joan Hahn King. He was a 1977 graduate of Mohanason High School and later graduated from Hudson Valley Community College and then entered Rensselaer Polytechnic Institute and earned a four-year degree in electrical power engineering.

Chuck enjoyed collecting electrical insulators, vacationing with his family in Maine and was a member of several Breweriana Clubs around the country including NABA. In addition to his parents, Chuck is survived by his loving wife, Karen M. Schuttenhelm King; his cherished daughter, Amanda Marie Eilis King, a junior at Skidmore College; plus a devoted group of sisters and brothers-in-law.

Many of us knew Chuck had been recently diagnosed with a serious health problem, but he was, as always, upbeat and continued to be active in the hobby until the end. He recently participated in the New Brewery Collectibles Show in Suffern, New York, and was the winner of the Best In Show Award for the 9<sup>th</sup> Semi-Annual Back Bar Display there. Our deepest sympathies extend to his wife, daughter, and all family members.

**With Regrets, Larry Moter, President, NABA**



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# Travels with Brewster

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By Fred & Mary Clinton

It may not officially be winter at the end of November but as we are writing this, the snow is falling on top of the snow that has been here for 10 days or so. Neither of us remembers ordering January so early. But, enough of our troubles, this is about beer!

We thought this would be good time to tell our readers how we go about describing the beers we taste. Those of you who are regular readers of "Travels" know that we do not use a lot of words or phrases that are exotic and sometimes even meaningless. Phrases such as "smells like goat scrotum" or "essence of mushroom" don't mean very

much to most people (and certainly don't mean anything to us). Everyone who knows what "goat scrotum" smells like, raise your hand.

Instead, what we try to do is compare a given style of beer to the standard for that style. Yes, there is in fact a standardized notion of what each beer style should be. We use the standards from the 2008 Beer Judge Certification Program's *Style Guidelines* (BJCP for short). Now you may ask, How helpful is that if I still don't know what the standard is for say, American Pale Ale? Well, we thought we would

take you on a walkthrough of one or two styles. We won't go through all of them, but we will give you a few of the more common ones now, and then in the future—when we taste a style we haven't described recently—we will give you an update on that style. Any time you want more detail on a beer style you can go to [www.bjcp.org](http://www.bjcp.org) and go to the "Style Guidelines" area.

For **American Pale Ale** we are showing you (below) the entire contents from the BJCP's *Style Guidelines*. As you can see, it is extensive so we will paraphrase subsequent styles for your convenience.

Continued on P. 36

## 10A. American Pale Ale

**Aroma:** Usually moderate to strong hop aroma from dry hopping or late kettle additions of American hop varieties. A citrusy hop character is very common, but not required. Low to moderate maltiness supports the hop presentation, and may optionally show small amounts of specialty malt character (bread, toasty, biscuity). Fruity esters vary from moderate to none. No diacetyl. Dry hopping (if used) may add grassy notes, although this character should not be excessive.

**Appearance:** Pale golden to deep amber. Moderately large white to off-white head with good retention. Generally quite clear, although dry-hopped versions may be slightly hazy.

**Flavor:** Usually a moderate to high hop flavor, often showing a citrusy American hop character (although other hop varieties may be used). Low to moderately high clean malt character supports the hop presentation, and may optionally show small amounts of specialty malt character (bread, toasty, biscuity). The balance is typically towards the late hops and bitterness, but the malt presence can be substantial. Caramel flavors are usually restrained or absent. Fruity esters can be moderate to none. Moderate to high hop bitterness with a medium to dry finish. Hop flavor and bitterness often lingers into the finish. No diacetyl. Dry hopping (if used) may add grassy notes, although this character should not be excessive.

**Mouthfeel:** Medium-light to medium body. Carbonation moderate to high. Overall smooth finish without astringency often associated with high hopping rates.

**Overall Impression:** Refreshing and hoppy, yet with sufficient supporting malt.

**History:** An American adaptation of English pale ale, reflecting indigenous ingredients (hops, malt, yeast, and water). Often lighter in color, cleaner in fermentation by-products, and having less caramel flavors than English counterparts.

**Comments:** There is some overlap in color between American pale ale and American amber ale. The American pale ale will generally be cleaner, have a less caramelly malt profile, less body, and often more finishing hops.

**Ingredients:** Pale ale malt, typically American two-row. American hops, often but not always ones with a citrusy character. American ale yeast. Water can vary in sulfate content, but carbonate content should be relatively low. Specialty grains may add character and complexity, but generally make up a relatively small portion of the grist. Grains that add malt flavor and richness, light sweetness, and toasty or bread notes are often used (along with late hops) to differentiate brands.

**Vital Statistics:**

IBUs: 30 – 45  
SRM: 5 – 14

OG: 1.045 – 1.060  
FG: 1.010 – 1.015  
ABV: 4.5 – 6.2%

**Some examples:** Sierra Nevada Pale Ale, Stone Pale Ale, Great Lakes Burning River Pale Ale, Bear Republic XP Pale Ale, Anderson Valley Poleeko Gold Pale Ale, Deschutes Mirror Pond, Full Sail Pale Ale, Three Floyds X-Tra Pale Ale, Firestone Pale Ale, Left Hand Brewing Jackman's Pale Ale



# Executive Secretary's Report

By John Stanley

NABA ♦ PO Box 64 ♦ Chapel Hill, NC 27514

naba@mindspring.com

www.nababrew.com

Your Executive Secretary would like to wish members a Merry Christmas and a Happy New Year for 2009. Make plans now to attend the NABA Convention in New Ulm, Minnesota in late July & August. New Ulm is a beautiful small town and everything you need will be in walking distance from the hotel including a lot of rare breweriana. In February the Blue-Grey Breweriana Show will be held in Fredericksburg, VA. It has been one of the leading shows for several years and the Spring NABA Board meeting will be held there. Make plans to attend (details in the NABA Events of Interest on

the NABA web site).

Enclosed with your Winter *BC* issue is the 2009 NABA Directory. If you need any corrections please let me know. Renewal slips and Convention information will be sent with the Spring *BC* issue.

It is time to enter nominations for NABA Board Members. Three NABA Board positions are open for this year's election. Any NABA member can nominate themselves or can nominate another member. If you nominate someone else make sure he or she knows you are doing so. Board members are asked to attend the National Convention

and two other meetings (one in the spring and one in the fall).

If address information has changed please mail or email any corrections to the address below. I would like to welcome the following new members (next pg.). Special thanks to the Guzzle n' Twirl (1), NABA Convention (3), Rejoins (1), and the NABA Web Site (3) 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).

## 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

### Gray, John C

3801 Orchard St  
Sioux City IA 51104-1340  
712-252-5559  
john.gray@heidmanlaw.com

**Cans-Lithos**

### Hundenski, Bud, Barbara

PO Box 716  
Coraopolis PA 15108-0716  
412-264-5540  
buddyhun@hotmail.com

**Tap Knobs (Ball & Glass)**

### Lemanski Jr, Chester S, Mary Bridget

309 Massachusetts Rd  
Browns Mills NJ 08015-5627  
609-893-7366  
lemanskibirds7@comcast.net

**Coasters (Old)-Glasses  
(300-400)-Labels (118K  
Mounted)**

### Lowry, Dave

PO Box 4733  
Hayward CA 94540-4733  
510-828-4333  
bigdavel@msn.com

**Coasters-Mini Beers-Mugs  
& Steins-Openers-Pinbacks**

### Mielcarek, Dennis

7816 W Waterford Ave Apt 4  
Milwaukee WI 53220-2267  
414-329-0783

**All Breweriana**

### Miner, Stevan

10 8th St NW PO Box 507  
Winnebago MN 56098-2088  
507-525-3591  
C507-893-3441  
miner@bevcomm.net

**All Breweriana; Hamms**

### Stinebaker, Marvin,

**Michele**

20 Francis Dr  
Riverton IL 62561-9630  
217-629-7086  
mle1962@yahoo.com

**All Breweriana-History-  
Neons-Photos-Signs**

### Wright, Dennis

PO Box 100  
Monroe IA 50170-0100  
641-259-2925  
dlw\_123@hotmail.com

**All Breweriana**

30th Annual

**Blue & Gray**  
(BCCA/NABA)

**Feb. 11 - 14, 2009**

Ramada Inn, Fredericksburg, VA  
Ray Johnson 703-971-3549  
northbay1@comcast.net

*NABA 38th  
Annual Convention*

*New Ulm, Minnesota*

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

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

## 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

Whew! Now you know why we didn't try to reproduce the whole volume! As you can see, though, the guideline for each beer covers not just the taste of the beer, but its appearance, aroma, alcohol content and typical ingredients. A list of commercial examples helps place the style in common terms. Clearly, there is still a lot of subjectivity here, but there is an effort to define each style.

Below are some (highly edited) style descriptions of other beers you may encounter.

It appears the reader is saved from plowing through further styles due to space but *just wait 'til next time*.

Well, how to apply this? Let's go to a brew pub or brewery: As an example, a new brewpub we want to tell you about, located in Milan, Michigan, called Original Gravity Brewing Company. OG opened in June of 2008 and utilizes a 7BBL system.

As a quick aside for those who are not brewers or are not all that interested in brewing *per se*: Original gravity refers to

the specific gravity of the wort before yeast is added to ferment it into beer. The higher the original gravity, the higher the alcohol content of the finished product. For reference, the specific gravity of water is 1.0 and for a 4-5% alcohol beer, the original gravity of the wort might be in the 1.040 to 1.050 range. This can vary depending on the yeast used and other variables. Geez! Who knew you would learn so much this time?

Now, back to the beers at Original Gravity of which there were eight. First we tried the Country Street Amber, which had a nice dry finish and good mouth feel. Although this was probably their lightest beer, it was by no means a starter beer. The second we tried was Belgian Training Wheels, and as the name implies, a relatively low alcohol (5%) Belgian beer. It was sweet at the start, spicy in the middle with a dry finish; an interesting and tasty beer. Next was the Orange Tic Tac Belgian, which was the same beer but with orange Tic-Tacs added in the brewing process. (Really.) It had a subtle orange flavor and was good but we liked the Training Wheels better. Beer four was Primordial Porter, which had a big roast flavor and more of an alcohol taste than the 4.25% would suggest: very nice. The fifth beer was a Vanilla Java Porter and it was *whoa!* in-your-face VANILLA with a little less coffee flavor. Probably one pint is enough unless you really like vanilla.

The next two beers were what the brewer calls small batch beers. Every Tuesday a new small batch beer is released.

**Northern Brown Ale:** There are other types of brown ale but this is the category you will most likely find in the US.

**Aroma:** lightly sweet malt aroma with nutty or caramel notes;

**Color:** dark amber to reddish brown;

**Flavor:** light to moderate malt sweetness, nutty/caramelly, may have toasted or biscuity character, low diacetyl (butterscotch) is optional but acceptable;

**Mouthfeel:** medium-light to medium;

**Some examples:** Newcastle Brown Ale, Samuel Smith's Nut Brown Ale, Riggwelter Yorkshire Ale, Wychwood Hobgoblin, Tröegs Rugged Trail Ale, Alesmith Nautical Nut Brown Ale, Avery Ellie's Brown Ale, Goose Island Nut Brown Ale, Samuel Adams Brown Ale.

**American India Pale Ale:** There are also English style and Imperial IPAs

**Aroma:** prominent to intense hop aroma with citrusy, floral, resinous character;

**Color:** medium gold to medium reddish copper;

**Flavor:** hop flavor medium to high with citrusy, floral, resinous aspects, medium high to very high hop bitterness, malt flavor low to medium to provide balance;

**Mouthfeel:** smooth, medium-light to medium;

**Some examples:** Bell's Two-Hearted Ale, AleSmith IPA, Russian River Blind Pig IPA, Stone IPA, Three Floyds Alpha King, Great Divide Titan IPA, Bear Republic Racer 5 IPA, Victory Hop Devil, Sierra Nevada Celebration Ale, Anderson Valley Hop Otter, Dogfish Head 60 Minute IPA, Founder's Centennial IPA, Anchor Liberty Ale, Harpoon IPA, Avery IPA.



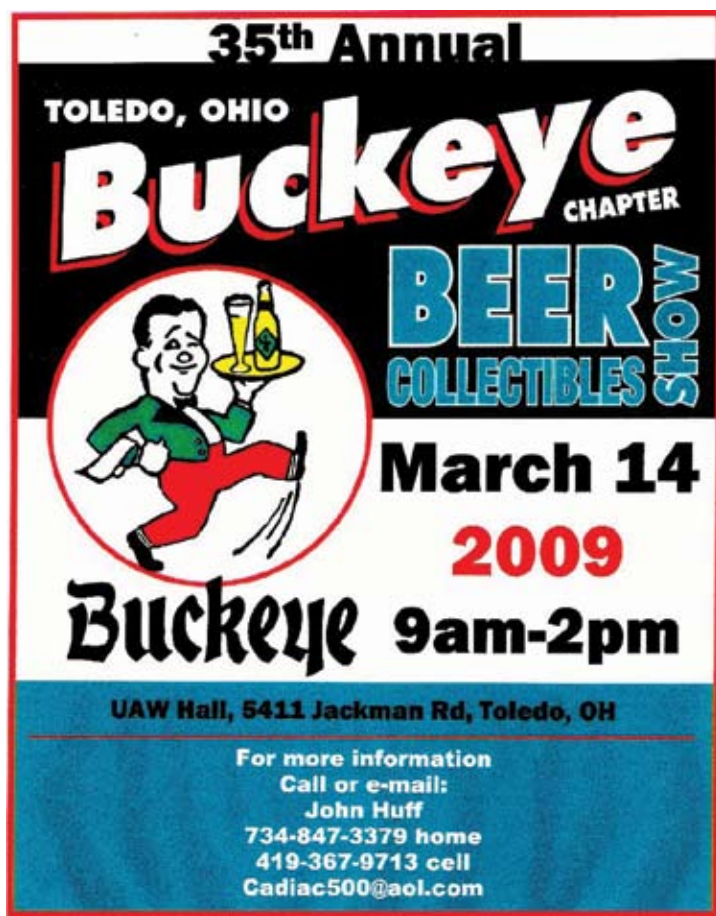
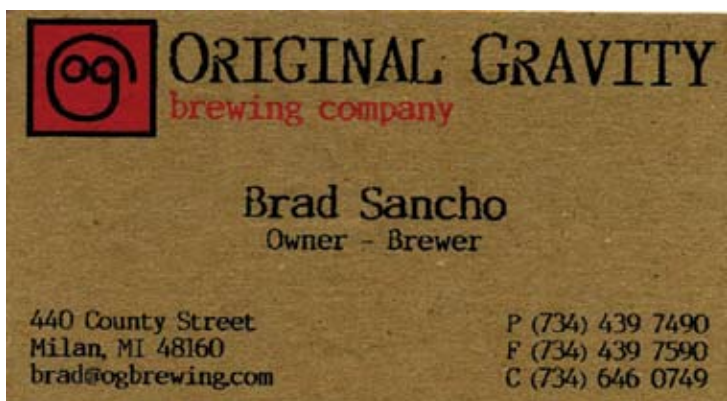
He brews them on a small, one-barrel system and when they are gone they are gone. The Smoked Porter had a very subtle smoke flavor, which we thought was just right (smoked beer fans might find it a little light) and it had excellent mouth feel. The Maple Porter, made with maple syrup, had a definite sweet touch but was not overdone

and again had good body. Finally we tasted the OG Pale Ale. This beer had good mouth feel but was not very hoppy compared to most pale ales brewed in the States. It was real easy drinking, though, and a good session beer at 5% (as long as the session wasn't too long). Our Four Paw Pick\*\*\*\* was the Country Street Amber.

OG will have some shirts and glassware but were temporarily out when we visited. They also have food service, and although we didn't eat there, we've heard reports that the food is good. With good beer and casual ambience, it would certainly be our "local" if we lived in Milan.

Well we hope you have enjoyed this educational edition of "Travels" and next time we will return to more brewery and beer talk.

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

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## ==== Buy ♦ Sell ♦ Trade ====

**LIQUIDATING LARGE BALL KNOB COLLECTION** Amassed over 33 years. Vintage ball & glass knobs from US breweries across the country + imports. Bud Hundenski, 1887 Cliff St., Coraopolis, PA 15108 412-264-5540; buddyhun@hotmail.com V144

**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

**WANTED: Pre-Pro Items from any Nebraska breweries.** Grand Island, Hastings, Crete, Columbus, West Point, Wilber, Fremont, Gehling, Otoe/Mattes, Storz, Metz, Krug, Jetter, Willow Springs, Etc. Call Phil Cahoy: 308-379-9320 or email: cahoy6@msn.com V147

**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**  
**28th Annual Convention**  
 June 16- 20, 2009  
 Radison Hotel  
 Madison, WI  
 Jeanne Teigs, 715-623-4960  
 jeannelt@aol.com

**Just for Openers**  
**31st Annual Convention**  
**April 22 - 26, 2009**  
 Hilton Detroit/Troy MI  
 John Stanley  
 919-419-1546  
 jfo@mindspring.com  
 www.just-for-openers.org

MILWAUKEE ANTIQUE  
 BOTTLE & ADVERTISING  
 SHOW & SALE  
**FEBRUARY 8, 2009**  
 COUNTRY SPRINGS HOTEL  
 WAUKESHA, WI  
 David Kapsos  
 608-838-8041  
 foxhead@charter.net

**Western**  
**States Convention**  
 (10 BCCA Chapters)  
**April 2 - 4**  
 Palace Station Hotel, Las Vegas  
 Mike Wilbur, 916-769-0051  
 mwilbur@sbcglobal.net  
 www.49erchapter.com

HOOSIER CHAPTER  
 "CABIN FEVER RELIEVER"  
 BEER & SODA CAN EXPO  
**FEB. 27 & 28 2009**  
 HUGE RAFFLE SATURDAY  
 Quality Inn, S. BEND, IN  
 Dave Cichoracki  
 574-674-2779  
 HOOSIERBEER.COM  
 INTOCANS@ATT.NET

Keystone (BCCA)  
 Spring Thaw  
 & Crownvention  
**April 2 - 4**  
 Holiday Inn,  
 New Cumberland, PA  
 Jeff Lebo, 717-938-2875  
 Mark Swartz, 717-263-8395  
 swartz62@home.com

**DOG-GONE-GOOD**  
**CHAPTER NABA**  
**WINTER SWAP 20**

**FEBRUARY 21**  
 SULLIVANS BLACK FORREST  
 BREW PUB  
 FRANKENMUTH, MI  
 DAN MCSHANE  
 989-667-9445  
 KOLBBROS@CHARTERMI.NET

**Schultz & Dooley (BCCA)**  
**Spring Show - March 21**  
 Colonie Elks Club  
 Latham, NY  
 Ray Stempse, 518-436-1146  
 pstemps1@nycap.rr.com

**37th Annual ECBA**  
**Convention**  
**July 15 - 18, 2009**  
 Crown Plaza, Reading PA  
 Larry Handy  
 610-439-8245  
 ohhugol@aol.com

**Atlantic Anti-Freez**  
**Beer Can &**  
**Breweriana Show**  
**March 13 - 14**  
 America's Best Value Inn  
 Augusta, GA  
 Matt Parker, 706-855-6397  
 beercanz@comcast.net

**Luck O'The**  
**Irish MiniConvention**  
**& Breweriana Show**  
**March 12 - 15**

Holiday Inn Cincinnati Airport  
 Debbie Dowers 859-371-2233  
 Dave Gausepohl 606-371-4415  
 beerdave@fuse.net

**30th Annual**  
**Blue & Gray**  
 (BCCA/NABA)  
**Feb. 11 - 14, 2009**  
 Ramada Inn, Fredericksburg, VA  
 Ray Johnson 703-971-3549  
 northbay1@comcast.net

**Dakota Chapter NABA**  
**Breweriana Show**  
**April 24 - 25**

VFW Hall, Sioux Falls, SD  
 Bob Post, 605-339-0269  
 pst@sio.midco.net

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**EVENTS OF INTEREST, SEE**  
**NABABREW.COM>EVENTS**

**Gambrinus**  
**Chapter (NABA)**  
**King's Spring Fling**  
**April 26**  
 Makoy Center  
 Hilliard, OH  
 Doug Blegan  
 614-890-0835  
 dblegan@columbus.rr.com



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