



The **BREWERIANA** COLLECTOR

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

Volume 147

Founded in January 1972

FALL 2009



*NABA's New Ulm
Convention Coverage*

*Electro Chemical
Engraving Company:
Part II*

*Milwaukee's Famous
Brew in Texas?*

*Membership Survey
Results*

Single Copy
Cost \$6.00

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Stevens Point, Wisconsin
Tuesday, August 3 to Sunday, August 8, 2010



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Convention Center
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The BREWERIANA COLLECTOR

FALL 2009

#147

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POSTMASTER:

Send address changes to:
NABA
PO Box 64
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COVER:

Front: The shot of this stunning Schell's piece was taken during the Room to Room trading portion of the New Ulm NABA Convention, by Jeff Vick.
Back: Many thanks to the Convention attendants who took photos on behalf of the readership of the *Breweriana Collector*. Many people helped, but the primary Convention photographers whose work is represented on the back cover and the two-page color spread inside the magazine are: Jeff Vick; Jim Kaiser; Mary and Fred Clinton; and Larry Moter.

www.nababrew.com



The National Association
Breweriana Advertising

PO Box 64
Chapel Hill, NC 27514-0064
naba@mindspring.com
919-419-1546
Fax 425-795-8874
www.nababrew.com

BREWERIANA COLLECTOR STAFF

Lee Chichester Editor
John Bain The Back Bar
Barb Bauer Chapter Doings
The Clintons Travels with Brewster
Bob Hajicek Auction Hysteria
Bob Kay Labelology
Rich LaSusa Let's Talk Brewiana

NABA OFFICERS

Larry Moter President
Bob Post Vice President
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John Stanley Executive Secretary

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John Stanley Membership Dircty Ed.
John Stanley Webmaster
David Kapsos Auction Cmte. Chair

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Send Comments/Questions to:

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

Beer Baron Bob's

My name is Bob Gornall -
My friends call me Beer Baron Bob

I buy coaster collections;
any size, from a shoebox full to a
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collection and a second opinion from
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I am a member of
ABA, BCCA, NABA and ECBA.

I am currently in my second
term as president of ECBA.

I look forward to discussing
the purchase of your collection.

Please contact Bob at:

CoasterMart
www.BeerBaronBob.com



I'll buy any collection,
but I'm most interested in;

- Eastern States - particularly
MD, DE, VA, WV and DC
- Wisconsin - especially
Pabst and Miller
- Coors Brewing

I have been in the beer industry since the early 1970's. I've been a brewery representative/executive and a distributor/owner. I have collected one form or another of breweriana since the 1970's and now specialize in coasters, chalkware and select pieces from the Cumberland MD area breweries.

robtgornall@yahoo.com or beerbaronbob@atlanticbb.net
or by telephone at 301-777-0517 (H) or 301-722-8050 (O).



President's Message

Greetings from Virginia on a Labor Day weekend September day! Alas, summer is coming to an end and fall is about to commence. The days are growing shorter and soon harvest time will be upon us.

I did just imbibe a symbol of the fall harvest: I had the brand new Oktoberfest (excellent) at Legend Brewery in Richmond. This malty, rich, and hearty brew was perfect for this time of year, among a group of friends kibitzing on the Legend deck this past Sunday. The Legend deck is renowned for its spectacular view of the skyline of downtown Richmond, VA just across the James River.

How about New Ulm? This Convention was one for the ages. Thanks to all who made this a spectacular event. I would like to extend a special thanks to Ted and Jodi Marti of the August Schell Brewing Company for all their assistance. One thing that NABA does is to write a post-Convention "Thank You" letter to those Breweries/brewery folks who support our meetings. Ted and Jodi went beyond the call of duty and I thought it would be appropriate to publish our "Thank You" letter in this journal (see p. 9).

I do have a business item of which to apprise you. The NABA Board voted to change the Directory to an email electronic format to save cost. Members will have the option to request a computer copy of the Directory.

Next year's Convention will be in Stevens Point with a

pre-Convention, at which time members might want to visit the Haydock museum/collection at the Minhas Craft Brewing Company (formerly known as the Joseph Huber Brewing Company) in Monroe, Wisconsin. Herb and Helen Haydock were kind enough to give me and this year's traveling buddy, Rayner Johnson, a preview of their museum under construction. You will want to make this a must-do stop on your travels.

In closing, please remember to be a NABA ambassador of good will. Please extol the virtues of NABA to your friends and fellow collectors and see if you can recruit a new member. Membership forms are available from John Stanley or on the NABA web site (www.nababrew.com). I will look forward to seeing you at Stevens Point next year or perhaps at various brewery collectible shows in-between!

Member Survey Overview

compiled and reported by Fred Clinton

Although the major push for the 2009 NABA membership survey is over please do not feel it is too late to contribute your concerns, opinions, or kudos. The board of directors is always looking for member input.

First, I want to thank the 88 members who took the time to respond to the survey. That is a little over 10% of the membership, not as many as we had hoped, but still very valuable input.

This was the first time NABA had attempted to survey members by telephone with the intent of reaching some members

who might not otherwise respond to the survey. Each board member was given 20 names at random to call. The directors who did make calls discovered that folks are not that easy to contact by phone. Some directors utilized e-mail as well, and were able to increase responses that way. We received 66 responses by phone and the rest were received at the New Ulm Convention or by mail.

I will not attempt to interpret any of the information collected as that is the job of the board as a whole. But I will point out some facts gleaned from the data question by ques-

tion. I have also included an addendum of specific comments made. (Please note that with each of these questions there was a percentage that did not respond. The percentage varied from about 8% to nearly 50%.)

1. Nearly half of the 88 respondents have been members for 15 years or more.
2. Over 1/3 have been to between one and four conventions, while 26% have attended 15 or more conventions.
4. Thirty two (36%) said they would travel over 400 miles to a convention and another 36% said distance was not an issue.

5. While 23% favored a room rate between \$75 and \$99, another 53% indicated a room rate of between \$100 and \$125 was acceptable. Please note: of the first group, many indicated the upper end of that range; of the second group, many indicated the lower end of that range.

- 6. a.** Two thirds of the 88 respondents liked the brewery tours, 8% did not.
b. 63% favored the seminars, 9% did not.
c. The Friday auction was liked by 74% of respondents and not liked by 5%.
d. 82% liked the Saturday Trade Show and 3% did not.
e. Micro beer tasting was liked by 54% and not liked by 17%.
f. The brew master's dinner was favored by 58% and not liked by 16%.
g. 53% liked the meals with registration and 27% did not.
h. Family activities were liked by 30% and not liked by 27%, however 38% did not respond to this question.
i. Two thirds of respondents liked the convention length and 20% did not.
- 7.** Regarding the question about changes in the auction, 29% said none were needed and 40% made suggestions (see addendum). 30% did not respond to this question.
- 8.** One third of respondents would like to see the \$100.00 minimum bid retained and 20% would like to see it lowered and 20% want it eliminated. 25% did not respond to this question.
- 9.** 44% of respondents are members of ABA, 32% BCCA, 8% ECBA, 7% other and 15% are members of NABA only.
- 10.** Nearly 1/3 of those responding said they would be willing to chair or help put on a convention. 51% would not.
- 11.** One third of respondents indicated they would like to see changes in the *Breweriana Collector*, (see addendum for comments) while 43% said no to changes.
- 12.** 36% had a favorite column or segment (identified in the addendum), 28% had no favorite, and 12% liked it all.
- 13.** 32% would consider writing an article or column while 46% would not.
- 14.** 58% have made an effort to recruit new members and 34% have not.
- 15.** Response to the "What could NABA do to recruit new members" question was at the 52% level (see addendum) and 48% did not respond.
- 16.** 43% would like to see greater emphasis on micro or craft brewing while 36% would not, and 8% said the current level was good.
- 17. a.** A modest dues increase (5% - 10%) would

be favored or acceptable to 73% of the 88 respondents and 13% would not be in favor of an increase.

- b.** 49% would be OK with a reduction in services and 19% would be opposed. (The only example given in the question was eliminating the printed roster and putting that online.)

18. Exploration of a collaborative effort with other breweriana groups was favored by 78% of those responding. 10% were opposed to such an effort.

19. There were no respondents in the 20 - 30 age group, 1% fell into the 31 - 40 age group, 28% were in the 41 - 50 group, 24% were in the 51 - 60 group, 29% came from the 61 - 70 age group, and 12% were over 70.

20. 40% had comments, concerns or suggestions (see addendum) and 15% did not, and 45% did not respond to this question.

For those interested in more complete results, a spreadsheet of the full survey results is available. (*Editor's Note: Publishing the entire spreadsheet in this issue was not practical, but it is available upon request. It is in Excel format and can easily be emailed. Please request "NABA Survey Results Spreadsheet" in the subject line of an email addressed to falconer@suwa.net and I will attach and send it via Reply.*)

Let me say again, if reading the results of the survey makes you wish you had made your feelings known to the board, please do so as soon as you can. The board is always open to input.

One final note, a quick look at the results of the 2004 survey—where the questions were similar to this survey—show no appreciable change in member preferences, attitudes, and concerns.

Comments/Addendum to Survey

In this addendum I have attempted to combine similar comments or concerns as they were given for each question. I have not listed each and every comment as that would make for a long and unwieldy document. However, I will identify every comment in a document prepared for the board so they will have the benefit of each comment as written either by the interviewer or the respondent directly. Sometimes a number in parentheses follows a comment. That is the number of members who made the same or similar comment.

The comments are listed by question number, but not every question had comments, such as number of years the respondent has been a

member or age of the member.

Questions 1 – 5 no comments.

6 i. Length of convention:

Comments: Convention too long, run by retirees.

7. a. What changes would you like to see made to the Friday auction?

Comments: Need more items; several suggested ways to accomplish this:

- 1) lower commission to NABA;
 - 2) lower value of items;
 - 3) a “free” item (no commission) for every commission item;
 - 4) don’t limit to beer;
 - 5) allow public consignments;
 - 6) a “no reserve” section.
- b.** keep insisting on high quality items
- c.** go back to the way they were, auctions no fun now.
- 8.** Would you like to see the current minimum bid of \$100.00 retained, lowered or eliminated completely?
- Offer a silent auction for \$50 range items.
- 9.** Are you a member of any other breweriana organizations and if so are there elements of those groups you like better than NABA? Please note those here.
- a. Like ABA micro session;
 - b. BCCA volunteer display competition;
 - c. ECBA more collegial, friendly;
 - d. NABA has snooty reputation, high dollar;
 - e. NABA is tops.
- 10.** No comments.
- 11.** Are there changes you would like to see made in the *Collector*?
- a. More pictures, especially of breweriana; (6)
 - b. More on prices, values; (3)
 - c. More classifieds; (3)
 - d. More information on local shows and happenings; (2)
 - e. More brewery articles;
 - f. Articles or columns spotlighting member’s collections.
- 12.** Do you have a favorite column or segment?
- a. Bob Kay’s labelology; (5)
 - b. Auction Hysteria; (15)
 - c. Travels With Barley; (8 favored and 2 did not)
 - d. Brewery history. (10)
- 13.** No comments.
- 14.** Have you actively recruited anyone to join NABA? If not, why not?
- a. Have not recruited because no convention on east coast.
- 15.** What else could NABA do to increase its

membership?

- a. Many members expressed the need to recruit younger folks but often there was no suggestion on how to do this; (9)
 - b. Put membership applications at other’s shows, at chapter shows, and in brew pubs and micro breweries; (4)
 - c. Advertise in collector magazines and at antique malls; (4)
 - d. Expand micro brew presence; (5)
 - e. De-emphasize pre-Pro and high bid image; (4)
 - f. Hold smaller regional conventions;
 - g. Utilize web more: online auction, publication on eBay, provide services for general public. (4)
- 16.** Would you like to see a greater emphasis on collecting and consuming micro beers?
- a. At least 25% of convention time.
- 17.** NABA has not had a dues increase since 2000. Would you favor:
- a. a modest increase in dues in the \$5 - \$10 range? No comments.
 - b. a reduction of services such as the elimination of the printed roster with the roster posted on the NABA web site? Comment: Put *Collector* on line digitally.
- 18.** Should NABA explore collaborative discussions with other breweriana clubs with the goal of a win/win collaborative effort?
- a. Maybe a trial joint convention with ABA;
 - b. Merge with BCCA. (2)
- 19.** No comments.
- 20.** Do you have any other comments, suggestions or concerns you wish us to know about?
- a. More room to room, designated times; (3)
 - b. Pleased with NABA in current form; (5)
 - c. Activities at/after dinners; (2)
 - d. Adopt rule against “flipping” (buying an item and reselling it the same convention for a profit); (2)
 - e. For public show go room to room, don’t set up in hall;
 - f. Reproductions/fakes need to be addressed;
 - g. More activities for wives; (2)
 - h. Show off host community e.g., tours of businesses not just beer related.

As mentioned earlier, these are not all the comments but rather those mentioned more than once or those that were more general in nature. The board of directors will receive all comments before the next board meeting.



Chapter Doings

By Barb Bauer

As I take over this column from Mary White, I'd like to thank her for all her years of dedication and keeping us up-to-date with the latest news from NABA chapters around the world. I certainly cannot fill her shoes but I will do my best to keep you informed and possibly even entertained. And speaking of being informed, if you have local Chapter news and/or photos that you would like included in Chapter Doings, please email the information to me at barb.e.bauer@gmail.com. Thanks to those who submitted material for this issue.

The 39th Annual NABA Convention in New Ulm, Minnesota this year welcomed the following new members: Darrell Anderson, Gary Deachman, Greg Martin, Roy and Linda Merwin, Dennis Mielcarek, Steve Peters, Jim Quinn, Craig Rosen and Jim Rowling. A warm welcome to all!

The Doggone Good Chapter in Michigan held officer elections at their recent show on August 29th at Veteran's Park in Bay City. Yours truly was elected President, Rick Schmidt steps into the Vice President spot, Jim Brown was re-elected as Secretary/Treasurer, and Ken Bow was re-elected as Newsletter Editor. Member Bob Rosa brought an impressive display of his family history relating to the Rosa, Darmstaetter, and Kolb brewing families in Michigan. It included old pho-



A portion of Bob Rosa's display showing his family's Michigan brewing history

tographs and embossed bottles. It was very gracious of Bob to display these family treasures, and made a fine addition to a very successful show. Everyone is getting excited about the Convention coming back to Bay City in 2011! The Doggone Good Chapter members are already hard at work—it's going to be tough to top our last hosting in 2007, which included Taste Of Michigan Microbrew Night, a Saginaw River paddleboat lunch, and the Ice Cream/Beer Social.

Reporting out of Canada, the Great White North Brewerianists from Manitoba tell of some killer Canadian labels that came up on eBay earlier this year. I don't want to steal any of Bob Hajicek's Auction Hysteria, but one of the highlights was a Calgary Beer label with Santa Claus on



it that went for \$473.95. Fantastic stuff. The Chapter's Annual Garage Sale held on June 6th was a great success. Paw Prints Editor, Bill Wright, told the tale of his first visit to Las Vegas in search of great sights and great beer. The sightseeing was the easy part—hard part was finding a real brewpub. After striking out at the Monte Carlo Brewpub (they had not brewed in over a year) and the Sin City Brewing Company (a satellite location for another brewery with good beer but no ambiance), Bill and his wife stuck beer gold at the Triple Seven Restaurant Brewery in the Main Street Station's Casino and Hotel. Bill gave great reviews for their German style Hefeweizen. Many other craft brews were on tap as well and they offered a reasonably priced



Above: One of the nicer pieces for sale at the Bay City, MI show was this rectangular tray from Schemm in Saginaw, MI, offered for sale by NABA Board Member Dave Alsgaard.

Left: Mark Raykovitz examines sale items at the Doggone Good show in Bay City, MI.

5-beer sample tray. Who knew it would be so hard to get a good beer in Vegas? The CCBA's 29th Annual Convention was held in Kingston, Ontario from August 6th through the 10th. The event was hosted by Ottawa's Capital Chapter. Details will be forthcoming.

The Monarch Chapter will be holding their 27th Annual Fall Fest Breweriana and Beer Can Show on November 1st at the Ramada Inn Glendale Heights. For more information, contact Alan Bormann at 630-305-8618 via e-mail at aborman6735@wowway.com.

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National Association



Breweriana Advertising

August 7, 2009

Ted Marti, President
August Schell Brewing Co.
1860 Schell Road
PO Box 128
New Ulm, Minnesota 56073

Dear Ted,

On behalf of the Members, Board of Directors, and Officers of NABA, I would like to extend our sincerest thanks to both you and Jodi for hosting NABA in your wonderful community of New Ulm, Minnesota.

This convention will be hard to top. It will be remembered by all in attendance as one for the ages. The consensus is that you led the best brew master's dinner this group has ever experienced. Everyone loved the descriptions of your brews intertwined with the narration of the family and company histories. The fantastic menu created by your chef, paired with the carefully selected Schell's beers and served in the magnificent Lind House, all combined to make the evening a "Grand Slam." Our members loved the Thursday brewery visit and tour (especially the museum and the tasting room!), and the bratwurst cookout complete with beer garden and music. What a wonderful setting, and all accompanied by your fine selection of beers and, as I mentioned to Jodi, some very tasty German potato salad.

In closing, I cannot reiterate enough how grateful we are. We hope to hold another NABA convention in New Ulm in the future!

Sincerely

Lawrence R. Moler Jr.

Lawrence R. Moler Jr.
President, NABA

Copies: NABA Convention Committee & Board of Directors

PS -- At the Friday banquet, I told the members to stop by the Hy-Vee next door and stock up on Schell products. I saw numerous members doing that and I can personally attest to having six (6) cases of cans in transit by my roommate who is travelling around the Midwest on a post convention trip!

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Minnesota Room

NABA Convention 2009

The breadth and depth of Minnesota breweriana was never more evident than Friday night, August 7, 2009 when the “Minnesota room” opened to the New Ulm Convention delegates and guests.

Under the leadership of Brad Wilmes, 14 ardent Minnesota collectors picked “the best of the best” from their stock of treasures and put them on display for this outstanding showcase. Some of the pieces were unknown to many of the other collectors. A true revelation for those in attendance.

The excitement in the room was electrifying as the conversation drifted towards total values on display. Each presenter volunteered a value estimate, and the grand total was impressive.

Pictures were discouraged so we must rely



upon our visual memory, which at best, is suspect. Nevertheless, what a glorious 2 1/2 hours we had in the Minnesota room.

Well now, perhaps a tradition has begun. What about a “Wisconsin Room” in 2010, at Stevens Point?

IN MEMORIAM

Don Schultz, long time member of NABA, passed away on August 22, 2009.

Don was an avid collector of Chicagoland Breweriana with a special fondness for beer statues.

Upon moving to Huntley, Illinois several years ago, Don took up the hobby of collecting logo golf balls on the course where he lived. He often said he could “smell the golf balls,” and amassed over 100,000 over the years.

A good friend to all who knew him, Don will be missed.

Electro Chemical Engraving Company

by Don Bull

MANUFACTURERS OF METAL TRAYS
COASTERS - SIGNS - DISPLAYS - BOTTLE OPENERS

Part II: Company Products & Patents

Editor's Note: In Part I (Volume 146, Summer 2009)
we explored the company history.

Reprinted with permission from The Virtual Corkscrew
Museum's Weekly Newsletter,
The Weekly Screw
March 15, 2009, Vol. # 547
<http://www.bullworks.net/daily/20090315.htm>



Above: Three different-sized slide-outs advertising the
company. A metal decimal equivalent chart from the sales
office on Vanderbilt Avenue, NYC.

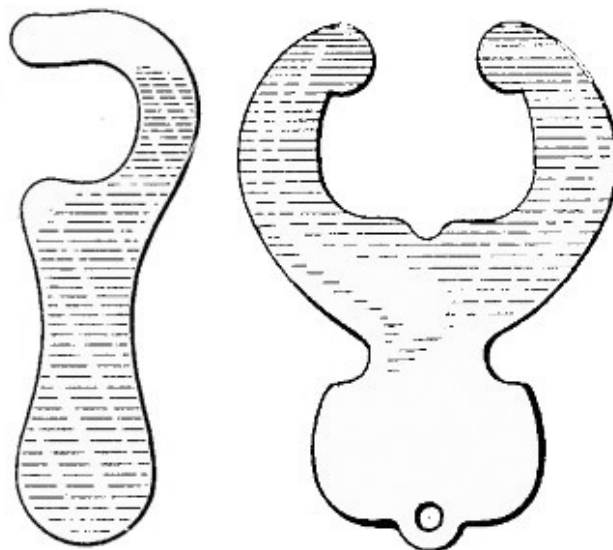
Below: Promotional slide-outs with corkscrews.



Slide-out with no engraving marked "sterling."

Nelson Jacobus Patents

Nelson Jacobus obtained two design patents
for "Bottle Cap Removers." Below left is the drawing
from his August 4, 1914 Design Patent No.
46,218. On the right is his February 15, 1916
Design Patent No. 48,550. Both patents were as-
signed to the Electro Chemical Engraving Com-
pany.





These 2 1/2 in. long openers may be the design represented in the 1914 patent drawing.



A number of different advertisements appear on openers like these, some of which have the added feature of a Prestolite Key for turning on gas lamps.



Above: Openers from the collection of John Stanley, based on the 1916 Patent, 2 1/2 in. high.

Right: A version of the 1916 patent drawing, except 3 3/8 in. tall.



Bottle-shaped bottle openers probably produced by Electro Chemical Engraving.

Although the bottle on the left is marked "Made by Etching Co. of America, Chicago, Ill., it is quite similar to the products by Electro Chemical.

In addition to the two bottle cap remover patents, Jacobus is credited with a number of other inventions (see table below).

Most of them were assigned to Electro Chemical Engraving.

Date of Issue	Patent Number	Title
August 6, 1912	1034621	Frame
February 4, 1913	1052000	Calendar Stand
June 24, 1913	1065613	Calendar Stand
February 8, 1918	1170541	Memorandum Holder
November 2, 1920	1357565	Method of Producing Figure Wheels
August 20, 1921	1597795	Memorandum Pad Holder
April 29, 1924	1492464	Name Plate
November 17, 1925	D68809	Calendar Stand
March 1, 1932	1847876	Tire Shoe
January 9, 1934	1942477	Portable Hot House
May 3, 1940	2242750	Illuminating Device
October 29, 1940	2219870	Means for Promoting Plant Growth

The author thanks Randy Carlson, Art Johnson, Larry Moter, and John Stanley for their assistance with this article.

Editor's Note: Please don't miss seeing the color images of several Electro Chemical products on the next page.

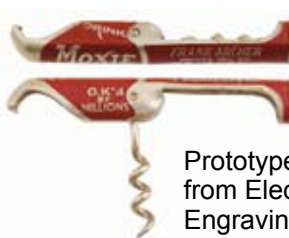
Don Bull is the co-author of *The Register of United States Breweries*, forerunner to *American Breweries*; *Just for Openers and Soda Advertising Openers* (with John Stanley), and several books on corkscrews. His 21st book, *Figural Corkscrews* will be published by Schiffer Publishing Ltd. this year. He is also the curator of The Virtual Corkscrew Museum found online at www.corkscrewmuseum.com

Continued next pg.



The image displays four distinct beer labels. From left to right: 1. Straub Beer: A red label with a white border, featuring the text 'BREWED WITH PURE MOUNTAIN SPRING WATER', 'ESTD 1872', 'Straub BEER', and 'STRAUB BREWERY ST. MARSH, PA.' 2. Old Topper Ale: A gold label with a black silhouette of a man in a top hat, with the text 'Old Topper Ale' and 'FAMOUS'. 3. Stanton Beer & Ale: A red label with a white border, featuring the text 'ANTHONY AND JOHN STANTON', 'Stanton BEER & ALE', and 'BREWED IN NEW YORK'. 4. Metal Signs: A gold label with a green background, featuring an illustration of a building and the text 'METAL SIGNS', 'ASH TRAYS & COASTERS', 'SERVING TRAYS', 'BOTTLE OPENERS', 'ELECTRIC CHAMBER, TUCKERSON, CA', and 'HARD BRASS ONLY - NEW YORK'.

A "calling card"
from sales
representative
J. W. Moran
(from the collection
of John Stanley)



Fall 2009

2009 Brewmaster's Dinner

Notes and photos by Pat Stambaugh



The 2009 Brewmaster's Dinner was at the Lind House, originally erected in 1887 by Minnesota's 14th Governor, John Lind. This stately house was often the center of the community's cultural activities. Its elegant Queen Anne architecture and historical significance have allowed it to be placed on the National Register of Historic Buildings.

The Lind House has been beautifully renovated to match its original elegance. The house is open for tours, meetings and social gatherings. John Lind was the first Swedish-born representative to Congress, and later, Governor of MN.

The Dinner was attended by 39 members and guests. Our Brewmaster was Ted Marti from Schell's Brewery. Our chef was Jill Anderson, and she has her own web site (saltedbutter.com). Ted not only introduced the beers, but also gave the history of Schell's Brewery throughout the evening.

On arriving, we had a Zommerfest beer. It was paired with lettuce cups and blue cheese aioli, zommerfest vinagarette, bacon wrapped pears, and strawberries with gonda. The chef described it as a "lettuce taco."

Next, we enjoyed delicious lobster ravioli, with a vanilla saffron sauce and spinach saute, followed by enchiladas. Our fourth and main course was ribs.

Our final course was beet ice cream and chocolate cake, served with Schell's Stout.

The meal was assisted by excellent service from Ted's cousin, Trudy Beranek (a good historian in her own right), Sue Ullery, Shannon McKee, and Rob Anderson, Jill's husband.

I think the setting, the meal, the beers, and the history from Ted made for an excellent evening for all that attended. It was fantastic, and Jim Kaiser thought the event to be quite comparable to the legendary meal enjoyed by Convention delegates at Bay City during the 2007 Brewmaster's Dinner.





Auction Hysteria

by Robert Hajicek

The following Miller advertising items were from the John Brandt Estate and sold at public auction on May 31, 2009 at the Paul Auction Company in Kewaskum Wisconsin. I attended the auction and documented the sale prices as best I could with all the distractions usual to an auction.

This was not a *usual* auction.

This one was overwhelming: an enormous amount of breweriana to sell in one day; many NABA members to talk with; and the prospect of adding an item to my own collection.

John collected much more than Miller breweriana, and the next issue will cover other Wisconsin breweriana, to whet-your-appetite for the next NABA Convention in Stevens Point, WI, August 3 - 8, 2010.



Miller High Life Banner, \$240
Miller Export Banner, \$240



Blue Convex Porcelain Sign
\$2,600



Miller Curved Red Porcelain Sign
\$600



Miller Reverse On Glass
Corner Sign \$5,500



Miller ROG Lighted Sign, Wood Base
\$1,050



Above: Miller Lighted Sign
\$900

Left: Miller Foam Skimmer
Holder \$775



Far Left: Fred Miller Tray: \$2,500

Left: Fred Miller Tray: \$2,800



Above: Miller Bandshell Lighted Sign: \$1,500



Far Left: Miller Paper Lithograph, "Carmine": \$7,000



Left: Miller Paper Lithograph Featuring Female Baseball Player: \$5,000



Above: Miller High Life Neon \$1,500

Right: Miller Self-Framed Tin Sign \$3,700



Miller Embossed Tin Sign: \$2,700

===== Milwaukee's Famous Brew In Texas? =====

(Submitted Anonymously)

How a beer from a transformational time in Milwaukee's rich brewing history ended up in 2009 Texas is a good question; one that began for me after removing a newspaper clip from around an old bottle. The clipping was an article written for the *Whitewater Register* in 1927. It said, "One man in Whitewater has a bottle of the beer that made Milwaukee famous." It went on to talk about how the bottle had been obtained 40 years previously, and who had it at the time.

Melvin Melone Webb was a musician during the Civil War era. He was also my great-great grandfather. The story has it that he became obsessed with obtaining and learning how to play a violin as a child, and convinced his father, who was Whitewater Wisconsin's original blacksmith, to trade a young horse for his first instrument. Melvin became known for having extraordinary musical ability, and eventually made his way through life as a musician before, during, and after the war.

As a Veteran, Melvin was actively involved with the Grand Army of the Republic (GAR), and attended at least one of their annual encampments outside Milwaukee (held in Milwaukee 1886-1890). At the time, the GAR was one of the most influential political organizations in the United States. An 1889 article in the *Weekly Wisconsin* describes how a joyous crowd (accompanied by the band) in attendance at the annual gathering, found themselves singing and cheering outside the Milwaukee home of Captain Pabst. It's a good bet that much of the good cheer was due in part to the bottles of Pabst Bo-



hemian supplied to them by the good Captain. That night, or one like it, must have left quite an impression on Melvin: He saved that souvenir bottle of brew for the rest of his life.

After Melvin died, the beer's custodian became his son, Thomas Webb, an accomplished musician in his own right, and quite a character. Before forming a band with his brother Archibald (The Beloit Band out of Waterloo, Iowa), Thomas literally ran away with the circus and spent years on the



Above: Melvin Malone Webb and his band (Melvin is seated center).

At right: Invitation to one of many military dances at which Melvin's band played.

THE WEEKLY WISCONSIN.

SATURDAY, AUG. 31, 1889.

THE G. A. R. ENCAMPMENT.

One of the Most Successful National Reunions of Soldiers Ever Held.

A Grand Parade of the Old Soldiers on Tuesday.

Countless Reunions, Campfires and Other Joyful Occasions.

GENEROUS CAPT. PABST.

The Naval Battle Seats Made Free to the G. A. R. and Their Families.

The seats which were erected on Juneau Park were made free to all old soldiers. Saturday evening the Pabst Brewing Company offered to relieve the Encampment Council of the cost of building the seats upon the condition that members of the Grand Army and their families be allowed to use them "free of all charges and conditions." The offer was received with great applause and accepted very gratefully by the Encampment Council. The members of the Council, after the session was over, marched to the Exposition Building, where they were joined by the Exposition Band of fifty pieces, and then proceeded to the vicinity of Capt. Pabst's residence and serenaded him. Col. Watrous made a short address on behalf of the Encampment Council, thanking Capt. Pabst for his great generosity. Capt. Pabst, who was taken completely by surprise, made a short address after the cheering and music were over.

Headline and excerpt from the 1889 article about the GAR and Cpt. Pabst



Continued on P. 22



Labelology

By Bob Kay

Chicago's Big 6 Prohibition Era Breweries

During the Prohibition era the Chicago marketplace often has been referred to as highly competitive. I had the honor of meeting one of the real players in this jungle. He was known to me as *Uncle Bob*, but really was NABA auctioneer, Dave Mathew's uncle. Bob made a living freelancing as a beer salesman for several different Chicago breweries in the formative years after Prohibition had been repealed. Once, he had mentioned to me that only six breweries in Chicago received federal permits to make beer. I struggled to understand his recollection, because I knew of more than six Chicago Breweries with U-permits.

Recently, when piecing together the L-Permit list, it struck me—only six from Chicago! Bingo—he was talking about L-permits for *near* beer. The L-permit list first appeared after some six to eight years of national Prohibition. It identified those breweries licensed to produce 1/2% alcohol cereal beverages—often called near beers. The breweries on this list were, for the most part, the stronger breweries that had somehow managed to hang on through the early dry years. The feds required permits to be shown on labels during the tail-end of Prohibition (L-Permits, c1928-33) and the first few years after repeal (U-Permits, 1933-36). Chicago's "big six" during the earlier L-Permit period were:

- 1- Schoenhofen Company, L-6/U-700
- 2- Atlas Brewing Company, L-33/U-701
- 3- Monarch Beverage Company, L-35/U-702
- 4- United States Brewing Company, L-39/U-703
- 5- Prima Company, L-54/U-705
- 6- Bosworth Products Co./Atlantic BC, L-59/U-706

The Conrad Seipp Brewing Company was Chicago's largest during the years before the prospects of Prohibition began stunting growth. As Prohibition became a reality, the Seipp Brewery folded, leaving the Schoenhofen Brewery next in line. While not associated with the gangster element in Chicago, the Schoenhofen family was

very active in German circles in Chicago, and their American patriotism was questioned. While under suspicion the brewery assets were seized under the Trading with the Enemy Act of 1917. No proof was found and the seizure was reversed in 1918.

During the L-permit era, they were in the process of a come-back effort, with a new name (Schoenhofen Co.) and a new location (the old National Brewery). The combination of Prohibition and the patriotism rap, however, eventually proved fatal and they filed for bankruptcy in 1930. New owners not affiliated with the Schoenhofen family took over in 1933 and renamed the brewery Schoenhofen Edelweiss Company for their post-Pro effort.

Profits were elusive during the dry years and it was common for the six breweries with permits to also contract-brew for distributors, bottlers, and other breweries that had been reduced to distributor status. Here's a look at some L-Permit labels from Chicago's Big 6 during the tail-end of the Prohibition era.

Schoenhofen Co. (L-6)



Schoenhofen Co. produced many interesting variations of their flagship Edelweiss brand during Prohibition. Other brands, such as Haddon Hall and Toronto Pale were also tried but didn't stick.

Atlas Brewing Co. (L-33)



Atlas was a prolific producer of cereal beverages. Ten different Prohibition labels using the three plates luncheon scene in the upper left are pictured in my Illinois label book; other brands produced include Atlas Special, Atlas Muenchener, Atlas Bavarian, Atlas Standard plus tonics, root beer, ginger ale, apple cider, and so on. The examples pictured have Atlas's L-33 permit number.

Monarch Beverage Co. (L-35)



Monarch, like many other breweries, changed its name during the Prohibition era, becoming the Monarch Beverage Co. The Malt Tonic label pictured has an H-Permit while the others pictured have their L-35 permit number. The Bull Frog Brand proved a favorite with collectors and was continued through their post-Pro years. Based on the number of bottles found by collectors, it seems Monarch curtailed their activities significantly during this period.

United States Brewing Company (L-39)



US Brewing Company actively sought distributors for their in-house line of cereal beverages. Offerings noted in a 1926 letter to a potential distributor in Iowa noted Savoy Special, Chicago Club, Saazer, Schloss Brau, Root Beer, New Life Malt Tonic and Syrups. A 1931 letter to the same distributor listed Savoy Special, Chicago Club Special, Extra Special Saazer, Savoy's Malt Marrow, New Life Malt Tonic, Root Beer, Justrite and 1933 Worlds Fair Brew.

Prima Company (L-54)



During Prohibition a new generation of the Ernst family took over the Independent Brewing Association, and called it the Prima Company. Success proved elusive and they began a struggle which culminated with a change of ownership shortly after repeal. Prominent Prohibition era labels included Prima variants and a second brand called Rialto.

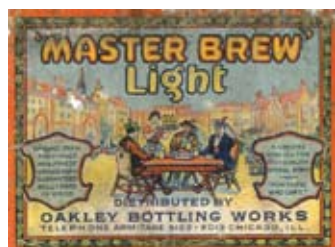
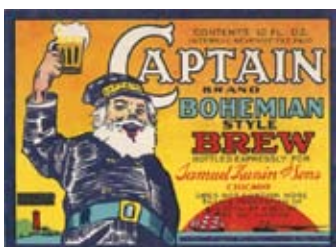
Bosworth Products Co. (L-59)



Bosworth Products Company was formed during Prohibition as the successor to the North American Brewing Co. and proved to be the predecessor of Atlantic Brewing Co. Their labels suggest that their prime activity was bottling for distributors.

In closing it's interesting to note that none of the labels pictured in this article mention that four letter word, *beer*, but all rub-it-in with the required 1/2% alcohol statement. Of course, that's Prohibition!

*Prohibition era distributor labels from Chicago's Big 6 are pictured here.
All carry one of the Big 6 company's L-permit numbers.*



road. After a long musical career he returned home to Whitewater and retired, living out the rest of his life with his brother, dwelling in buildings erected by their grandfather.

These three men—Melvin, Thomas, and Archibald—had a profound influence on my grandmother Marcia, as her own father was not present (for reasons that are still unclear). As a child, she and her mother Mary (Thomas's and Archibald's sister) ended up in Whitewater seeking shelter, and found safety with the brothers. Marcia's love for these men was enormous.

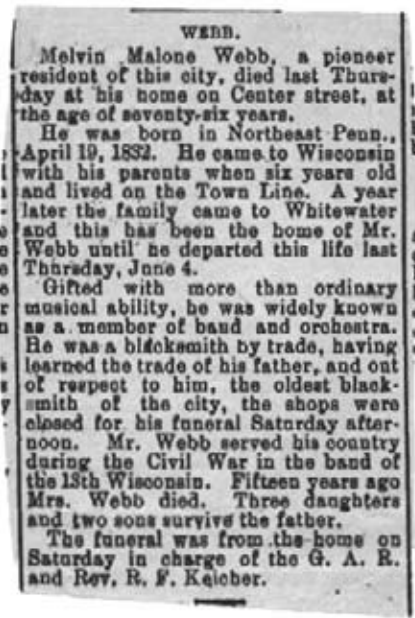
After Thomas's death, Marcia became the third custodian of the bottle. She had become a fashion artist, living in various parts of the country, before following her spouse's (my grandfather's) career and moving to Texas. He was a radio station manager and was hired by Lady Bird Johnson to manage a local radio station in Austin (KLBJ). I remember spending occasional nights with her, and more often than not, she would bring out the bottle of beer and reminisce. I wish I had listened to her stories more. As an adult I've had to piece together a lot of my family history with clues (letters and news-clippings) that she left behind. She died in 1991.

For many years, the bottle was forgotten. After my grandmother's death, many of the old family pictures were put into a box along with the bottle, and put into storage beneath the stairs. It was not until Christmas, 2008 when I was hiding presents for my own children that I ran across the box. Studying its contents, I started piecing together the story, and realized what a historical find it was: A one-of-a-kind artifact linking the history of brewing in the United States with the Civil War.

Inquiries can be sent to antiquebeer@yahoo.com. Photos can be viewed at <http://www.flickr.com/photos/36142123@N03>



Above: Melvin & Marcia. Below: In the Beloit Band, Melvin's son, Thomas Howard (second from right) had the bottle for many years. Archibald is center.



Above: M.M. Webb Obituary
At left: 120+ year old Pabst Bohemian bottle



Bottle neck label detail with dates that refer to 1st place awards:
1876 = Centennial Exposition, Philadelphia;
1878 = World's Fair, Paris;
1881 = International Cotton Exposition in Atlanta.



Let's Talk Breweriana

By Rich La Susa

Hot pads keep crown collectors in stitches

One of the more popular specialties within the breweriana community is the collecting of bottle crowns, often referred to as caps, but not by the purists.

The goal of most collectors is to accumulate as many crowns as possible, which may be a difficult challenge because hundreds of breweries marketed thousands of bottled brands and bottles required crowns. Fortunately, most of the crowns were used in the post-Prohibition era, which makes them a bit more accessible.

Many specialize in cork-backed crowns used from the early 1930s to the early 1960s—the older and scarcer the better—while others include post-1960s plastic-lined crowns. And then there are those who also collect vintage soda pop crowns. The pursuit of these interesting little pieces of metal and cork (and metal and plastic) has created spirited competition among collectors. Plastic backed crowns used by hundreds of craft breweries in the US since the late 1970s are gaining favor.

The cork-lined examples appear to be the most desirable. Most sought are quality old crowns from small breweries and obscure brands that were marketed for only a short time in the early 1930s (Prohibition was repealed in 1933). They were manufactured by industry giants, Crown Cork & Seal Company of Baltimore and W.H. Hutchinson & Son, Inc. of Chicago, as well as many smaller companies.

Because of the growing popularity of this collectible, scarce crowns are becoming harder to find (outside of collections and those offered for sale by collectors), and prices being paid for them—particularly in competitive auctions—have been rising rapidly. Prices asked and paid for crowns range from 25 cents each for common varieties to hundreds of dollars—per crown, that is—for rare or scarce examples.

Displays of crowns for sale and trade can be found at most breweriana shows and conventions, from a few scattered about to whole tables full of display cases and shallow cartons jammed with crowns of all colors. They also can be found in internet auctions, and with less frequency, in antiques malls and shops, and at flea markets.

Finding quantities of old crowns has been imperative to many. Hence, collectors have become more resourceful in their pursuit. They search for some that are “hiding” in less traditional places. That is where American folk art-and-crafts enters the picture.

One source for old crowns is a narrow genre of folk art—hot pads that were produced by the nimble fingers of enterprising artisans during the 1930s and 1940s, when many women who enjoyed crocheting made thousands of hot pads. Where do bottle crowns fit in? Snuggly into the hot pad! They were used to form the framework, or base, for many hot pad designs. These types of pads were made

to be used in the kitchen, as a resting place for a hot tea kettle or a steaming bowl of mashed potatoes. Some were just displayed on walls in kitchens or tucked away in drawers with other keepsakes.

Using a one-way disposable product—a bottle crown—to make another item actually was an early form of recycling, although unintended. And little did these artisans know they unintentionally helped to preserve a bit of beverage history.

I have been told by crocheting experts that making hot pads often was done on a large scale, as part of fund-raising projects by individuals or members of crocheting groups. Women, and perhaps a few men, made hot pads and sold them at church or social club events to generate money. Many more were made for personal use.

Why are more soda pop crowns found in old hot pads than beer crowns? Because much this hot pad making was done as a part of church-related activities and in conservative rural areas. Most who crocheted would not consider using beer crowns. Beer was taboo within their social circles. Soda pop was not, and crowns from soft-drink bottles were abundant.

Most pads were crocheted around a base of 20 to 30 crowns held in place by light thread sewn through the back of the crocheting. A variety of pad shapes exist, but the overall sizes don't vary much. Some are 6 to 8 inches round; others are oblong, 10 inches long by 6 to



8 inches wide, or even square. Then there are colorful figurals, shaped like a bunch of grapes or strawberries. Reportedly, a collector recently found a pad that was as large as a standard pillow case! That would hold a lot of hot dishes, and scores of crowns!

A few years ago I acquired a crown-filled hot pad that doesn't fit the conventional mold. It is the small, somewhat crude, Black-art version made in the shape of a woman. I purchased it in an antiques shop in Kansas for \$4. Why? Because it contained crowns, 15 to be exact, two in each of the arms and legs, six in the body and a single one for the head. The material is not crochet yarn but sewn cloth, in five different colors and patterns. The piece is tightly made back and front, and I am reluctant to dismantle it. Nor have I been tempted to see what crowns are inside, but I know they are cork-backed.

If I do pry open a segment and find a scarce beer brand I would face a dilemma. Is this a lone crown gem or one of 15? Should I rip apart the piece to get to them? Does the potential value of the crowns outweigh the possible historical importance of the piece if it is left intact? It may only be worth about \$10-15 as it is. One scarce crown could easily exceed that amount, and 15 would be bountiful.

This hot pad is an anomaly. Most were crocheted, not made of cloth. Pad makers often used what one crochet historian told me was a kangaroo stitch, perhaps because it has the appearance of hopping up and down. Other stitches were single, double, treble and double treble. There is even a triple treble. And, of course, there are popcorns and granny stitches, cables, basketweaves, and loops. Most crown collectors could care less.

Still, the status of these humble pads has been elevated by crown collectors who scour antiques shops and malls, flea markets, garage sales, and even church bazaars in search of them. They pay as little as 50 cents or as much as \$6-10 each. But even \$10 is a small price if the two dozen crowns inside are

each worth, let's say, \$2 to \$5 or more.

each worth, let's say, \$2 to \$5 or more.

Crown collectors often compete with hot pad collectors, who value them for their designs and construction—and their history—and not for what is inside. To these crochet maven, the crowns are incidental, mere unseen but necessary framework.

It is amusing to see grown men pawing through kitchenware displays in malls and flea markets, picking up and examining crocheted items, patting them to see if they contain crowns. Hot pads often are mixed in with flat pot holders, which resemble hot pads but are made differently and do not contain crowns. Finding pads is not as easy as it once was, and finding rare crowns is the exception. But the hunt is what drives us.

Some crown hunters take extraordinary measures before making the decision to purchase a hot pad. Some call it being prudent. The first thing some do is to determine if the crowns are cork-backed. A glimpse of a plastic back tells the collector they are newer and less important. A glimpse of cork could bring a smile to a collector's face and a small tool from a pocket, if the brand cannot be identified.

Establishing the brand name is essential, and that can be difficult if the stitching is tight and the crown cannot be maneuvered. To overcome that obstacle, some use a small sharp knife to carefully undo loose stitching (usually it is just thin sewing thread), on the back. This allows one to turn the crown over and peek at the front side and wording on the skirt, the ribbed side of the crown. All



of this helps the collector make a decision about a purchase, but sellers take a dim view of it. If a collector believes the crowns are desirable, the hot pad is purchased. If not, it is returned to the display, loose threads dangling.

Not being a zealot, my decision-making process on crown-laden hot pads centers on price—the lower the asking price, the more I am willing to gamble on what is inside. The only “hard science” I employ is a question I ask myself: *Do I feel lucky?* I am not one who pries open the backs to take a pre-purchase peek.

It is my experience that finding hot pads is much easier than finding pads filled with valuable crowns. Perhaps my best find was in a mall in Norman, Oklahoma. I purchased a clean hot pad for \$3. Inside were two dozen 1950s Progress and Metz crowns. I quickly surpassed the \$3 expenditure with the sale of two of the crowns at my next show.

Most crowns I find are common beers—Budweiser, Schlitz and Pabst and regional brands such as Falstaff—and soda pop. But two hot pads I purchased in Albuquerque recently were filled with less-common, older, Dodger grape and Sun Crest orange crowns. I also have purchased pads that contained the usual common crowns—1940s and 1950s Coca-Cola, Pepsi-Cola, Royal Crown, Nehi and Canada Dry. They, like common beers, are not in demand and may only bring 25 cents each in resale; even clean ones.

Beer crown specialists can take solace when they find vintage, obscure soda pop brands that were marketed by small local or regional bottlers. Often these sodas make their way into collections, alongside beers. Others are sold or traded

for beer crowns of comparable scarcity and value.

We know what happens to the crowns after they are found. But what becomes of the crotched portion of hot pads after the crowns are removed? A few crown hunters insist they resell them, as is, or give them to hot pad collectors. Most, to the dismay of hot pad collectors, crocheting enthusiasts, and even some folk art historians, just tear the pads apart—not unlike tearing open the wrapper on a pack of baseball cards when you were a kid—remove the crowns, and toss the pads into the trash.

Last October, I set up at an antiques show in Phoenix. The woman next to me specialized in vintage linens and kitchen collectibles, including crocheted pieces. We chatted about our hobbies. I told her I collected beer-related items, which she could surmise with a cursory glance at my table. I then asked her questions about hot pads. As I spoke, the look on her face changed and she viewed me with suspicion.

“Are you one of those collectors who tears apart hot pads looking for bottle caps?” asked Lee Coyne, the crocheting expert. I admitted I was “one of those collectors” and received a disapproving look in return. I’m not sure I appeased her when I explained that my treatment of hot pads, and that of some crown collectors, was not always wanton.

I described how some carefully open the back of pads, keeping the damage to a minimum. If beer crowns are found, they are replaced by common soda pop crowns by caring collectors, giving the pad a reprieve. I try to follow this approach. After I remove the crowns and replace them with more common varieties, my wife sews the sub-

stitute crowns back in place. I sell the restored hot pads at garage sales or collectibles shows. Before doing so, I attach a note that tells a perspective buyer what crown brands were inside. This is for the benefit of crown collectors.

Some may argue the point that many hot pads are not worth preserving. We have found pads that were, as some say in the West, “used hard and put up wet.” They were not treated gently and were tattered or soiled, usually beyond repair.

The concern of crown collectors is for the condition of the crowns, not the hot pads. Some are so fussy about condition they will not purchase the pads if they suspect the crowns inside also are damaged. These collectors shun crowns that have been damaged by moisture or bottle openers. Humidity spotting and rusting are common if the hot pads were heavily used for their intended purpose—as a resting place for a pot, dish or pan, as protection for a table cloth or table/countertop from a hot or moist vessel.

Hot pads are not the only variety of folk art in which bottle crowns can be found, only the best. Another source are those whimsical wooden statues, about a foot high, that have bottle crowns for arms and legs, all held together by wire or string. Some have oddly shaped wooden or plastic heads and bowls attached to hold nuts or to serve as ash trays.

Most of these *objet d’art* pieces were made in the 1940s and 1950s, and usually can be purchased for \$25 or less. I have even seen table and floor lamps made with hundreds of crowns. Some Mexican folk art even incorporates bottle crowns in religious scenes.

Continued on Pg. 28

NABAB New-um 2009



There is a major drawback with crowns used for this artwork: they have holes in the center or have been painted. Most collectors view them with disdain. Some may have a more charitable attitude toward a distressed crown if it's one they don't own.

During the last two years, hot pads have become a scarce commodity and aren't as plentiful as they once were. Perhaps crocheting mavens have joined forces to protect them from the ravages of crown collectors. More likely, the secret is out and the demand for hot pads by crown collectors is outpacing supply.

I am certain there are organizations that cater to the needs of crocheting enthusiasts; crown collectors who covet their handiwork most likely would not be welcome.

A more accommodating organization is the Crown-cap Collectors Society International (CCSI), which you can contact on the internet at bottlecapclub.org. Or write to crown historian John Vetter, 4300 San Juan, Fairfax, VA 22030 if you have questions about crowns. John is known as the King of Crowns. When I ran into him at the BCCA CANvention recently, I had the opportunity to speak with him about these hot pads. He said: "Some of these hot pads, or trivets, as they are sometimes called, were crocheted in the 1940s and 50s by women as they sat in taverns on Sunday afternoons patiently waiting for their husbands to drink their beers." (I'd be pretty sure a few of the wives joined them in a beer or two.) "If the crowns found in these pads were all marked 3.2 percent beer," he continued, "most likely they were crocheted in

Ohio because 3.2 was the strongest beer served in that state on Sundays."

One can only wonder if someone in the hot pad collecting community claims comparable regal status as John's.

The rest of the story: Dave Lendy, a NABA member and highly respected Chicago breweriana collector, showed me his Canadian Ace chalk hardboiled egg holder during a recent visit to his home. I had mentioned this item in the Autumn, 2006, issue of *The Breweriana Collector*. The egg holder is one of many superb Chicago breweriana pieces in Dave's collection, and one of the more unusual.

This one differs slightly from the one in my collection. The decal on mine features a large green chick; Dave's has a brown/green bird, with wings open, sitting on a branch.

That makes three Canadian Ace holders, the Gipps in my collection and a generic chalk holder that appears on page 88 in Helen and Herb Haydock's indispensable reference book *Beer Advertising Memorabilia* (Turner Publishing Co., 2003). It is a sequel to the Haydock's excellent *The World of Beer Memorabilia* (Collector Books, 1997).

Helen reminded me of this version during a spirited discussion of breweriana at the popular Rush to the Rockies show in Fort Collins, CO, in May.

The holder shown in the Haydock's book is of one-piece construction, more similar to the Gipp's holder than the Canadian Ace, which has three seven-ounce glass bottles, with real labels that serve as legs and are glued to the body. The Gipp's holder and the Haydock's have chalk legs that are molded as part of the body.

Herb told a well-researched story about how and why hard-boiled eggs and beer became a

repast in taverns and saloons. "Egg farmers in Pennsylvania in 1939 had a serious surplus of eggs and solicited tavern owners to reduce the overstock. The owners obliged and that was the start of an interesting relationship."

We still don't know exactly when these chalk egg holders were first used (most likely in the 1940s), nor what company or companies manufactured them. No clues are provided on any of the pieces. Other beer brands may have been promoted on holders. If you have information, or one of these holders, please be a good egg and share your story with us.

And what is this? Let's stay on the subject of eggs and beer for a few more moments.

I have spent some time cooking in the kitchen—although my specialty is the outdoor grill—but I had never used a gadget like the one I purchased this spring.

While peering into a locked case filled with mini beer bottles in an antiques mall in central Illinois, a red opaque plastic gadget drew my attention. Actually, it was the words on its face—Billy Beer, one of the quirkiest beer brands of the 20th Century. I can hear breweriana purists groan all the way out here. *Billy Beer?*

The clerk opened the case for me and while I was examining the piece, she asked me if I collected egg separators. There were more of them elsewhere in the store, she said. So that's what it was. A Billy Beer egg separator!

Ubiquitous Billy Beer cans, issued by the Falls City Brewing Co. in Louisville, KY, and other breweries in 1977-78, are plentiful. Less so, are the cardboard boxes in which they were packed, or Billy bottles and crowns, or the cardboard and



paper point-of-sale advertising that promoted the brand. But never had I heard of a Billy Beer egg separator.

Curiosity, and a half-price Sunday sale, got the best of me so I paid \$5 for the item.

This nifty kitchen utensil is mainly round, 3.75 in. at its widest spot, with a tongue-shaped lower portion that gives it an overall height of 4.5 in. It has a small cup attached to the main section by two plastic tabs. The cup, I was told by the clerk, captures the egg's yolk, while the whites slide through the openings into a waiting cup to be used for a culinary concoction. The separator's tongue has a round hole so it can be hung on a hook. Wear marks indicate this one had seen heavy use.

Wrapped around its top in large white capital letters between two stars is the statement "A good egg to know." On three lines on the tongue, in smaller white letters, is *Billy Beer Phone 124 Cissna Park, Ill.* That is a farming community of 800-plus residents in Iroquois County, about halfway between Champaign-Urbana and Kankakee.

No tavern, restaurant, or beer distributor is mentioned on this apparent account piece. Small embossed lettering on the back tells us it was manufactured by the Vernon Company of Newton, Iowa. It makes and sells promotional advertising

merchandise and has done so since 1902.

The three-digit telephone number is a clue that the item is much older than the short-lived faddish Billy Beer brand. Could this Billy Beer be something other than a brew named for President Jimmy Carter's brother?

Illinois breweriana expert Kent Newton offered his opinion: "I think...this is an advertising piece for a tavern in Cissna Park. I doubt anyone was doing egg separator ad pieces in the 1970s and from the picture [you provided], this looks to be older than that. Another argument against it being Billy [Carter] Beer is the color. Red is not a color used for the Billy Beer advertising but it is a common color for kitchen utensils from the 1950s and '60s..." Good detective work, Kent. Billy Beer's motif was mainly orange and blue.

Answers were needed, so I made some phone calls. Karen at the Garfield Lounge in Cissna Park was unable to shed light on this mystery. She knew about the 1970s Billy Beer brand but said it never was sold in Cissna Park. The person who answered the phone at the Park Place Café didn't have an answer. And the café's cook, I was told, was too busy to talk about egg separators.

Cissna Park's mayor would have an answer, said Carrie at Luke's One Stop, and she gave me his business phone number. Mayor Rick Baier, I soon learned, owns the Baier Publishing Co., which publishes two weekly newspapers, the *Cissna Park News* and the *Rankin Independent*. And he knows his Cissna Park history.

Mayor Baier solved the mystery for me in minutes! From what he told me, I can conclude the Billy Beer name stamped

into the egg separator has nothing to do with Billy Carter or his silly beer brand. But it is part of a magnificent coincidence.

He said the name on the egg holder had belonged to a Cissna Park entrepreneur, William Beer, who was known as Billy Beer. He had used that moniker decades before the other Billy's beer appeared on the scene.

Mr. Beer was born in 1911. In 1942, he opened The Cottage Inn restaurant in Cissna Park. Hence the three-digit telephone number, which was in use at the time there.

The Cottage Inn featured a full menu, Baier said. Dessert included homemade pies and five-cent coffee. He read to me a promotion for the restaurant. It said the eatery "stayed open late to accommodate students and others after ball games." There is no mention of beer, other than the man's name.

Billy Beer also was an employee of the White Hen Egg Farm in nearby Loda, and probably purchased eggs for his restaurant from that company. Beer's employment with White Hen could explain why his name appears on an egg-related advertising piece. "Most likely, he used the separator to help promote his restaurant," Mayor Baier said. But why did it have Beer's name on it and not the restaurant's name?

"I am still curious...why Mr. Beer had the item made," Newton said. "Working for the egg farm is the only connection I see and it is not common for an employee to create an advertisement for him personally; [it] makes no mention of the egg farm."

The egg separator wasn't a piece of breweriana, but I enjoyed tracking down its origin and chatting with Mayor Baier, and learning about a man named Billy Beer.

*The following is an excerpt from the book *St. Louis Brews, 200 Years of Brewing in St. Louis*, by NABA members Henry Herbst, Don Roussin and Kevin Kiouss. Scheduled for release in early October, 2009, the full-color volume consists of seven chapters and 304 pages. The Cherokee Brewery story printed here is part of a chapter covering about thirty major St. Louis breweries. For details on ordering the book, visit reedypress.com or contact one of the authors.*

Cherokee Brewery Company

2726 Cherokee

Cherokee Brewery, Meier Brothers	1866–1867
Cherokee Brewery, Herold & Loeb	1867–1877
Cherokee Brewery Company	1877–1889
Cherokee Brewery, branch, SLBA	1889–1899



Top: Cherokee Brewery trade card, noting St. Louis Fair Gold Medal wins of 1884 and 1885.

Bottom: Cherokee Brewery, from E. Jungenfeld & Co.'s 1895 *Portfolio*.

While the Cherokee Brewery Company would gain some local prominence under the ownership of the Herold and Loeb families, it was founded in 1866 by the Meier brothers. Ferdinand Herold and George Loeb purchased the brewery the next year.

Ferdinand Herold was born on New Year's Eve, 1829, in Merxheim, Germany. His father was a physician and surgeon. Young Herold attended the preparatory department at Heidelberg University, then went to work for a mercantile establishment in Hamburg, a job at which he stayed for six years. He came to the United States in 1852, spending two years in New York City while working as a clerk for a large wholesale and retail grocery. When Herold came to St. Louis in 1854, he worked at a dry goods store. Two years later he moved to Mascoutah, Illinois, to become co-owner of a mercantile and grocery store, which he ran for ten years. He served as Mascoutah's postmaster during the Buchanan administration, dabbled in real estate, and then established a soda factory. As Mascoutah had several breweries during this era, perhaps he also enjoyed a brew or two as he plotted his next career move.

Herold took a trip to Europe in 1866, and upon his return to St. Louis bought into the Cherokee Brewery. His partner, George Loeb, presumably brought the brewing savvy to the firm of Herold & Loeb, since he served as plant manager. After the business was incorporated around 1877, Loeb became company secretary, with Herold serving as president and treasurer. Assisting the company was Leo Rassieur, a corporate director in charge of the brewery's depot, office, and saloon, all at 413–15 Chestnut (the depot/office later moved to 526 Market Street). Like many St. Louis breweries, Cherokee also featured an on-site beer garden.

After producing 13,508 barrels during the 1873–74 brewing season, ranking Cherokee thirteenth out of twenty-nine St. Louis breweries, annual production leveled off to just over eleven thousand barrels during the late 1870s. It is unclear whether this is indicative of a sales slump, or if the company was simply content with that production level. In any case, the brewery would soon see considerable increases in production.

Cherokee was unique among St. Louis breweries during this period, as a producer of ale- and porter-style brews in addition to lager beer. Lager had truly become king in St. Louis, and most of the small ale producers had gone out of business by 1880. Cherokee likewise employed a unique marketing strategy. While the company's ale, porter, and half-and-half were available only in draft form, its lager was put out strictly in bottles.

The brewery was not content to do business just in St. Louis. In 1882, a depot and refrigerator were erected in Litchfield, Illinois. The structure had space for four hundred kegs of beer and was designed by St. Louis architect O. J. Wilhelmi, a relative of the Winkelmeyer brewing clan.

Cherokee's sales strategies must have been clicking,

of Brewing in St. Louis

for by 1884 production had increased to over eighteen thousand barrels. The brewery would also provide jobs for many members of the Herold and Loeb families. Ferdinand Herold brought his two oldest sons, Theodore and Robert, into the business, while Jacob Loeb succeeded George Loeb as superintendent, with Henry Loeb serving as brewery foreman.

In 1883, Ferd Herold bought George Loeb's share of the business, and Theodore Herold replaced Loeb as corporate secretary. The next two years brought a pair of honors to the brewery, which it quickly chose to brag about on its corporate letterhead: in 1884 and 1885 a Cherokee brew was awarded the Grand Gold Medal at the Great St. Louis Fair.

An 1885 guide to St. Louis industries discussed the brewery in some detail. The main building was said to be two stories tall and measure 200' x 175'. Among other tidbits: Cherokee's forty to fifty employees produced Herold's Malt Extract for the Richardson Drug Company, the brewery housed two ice machines, and there were three "commodious" cellars located forty-five feet underground. The guidebook also revealed that, just a few months prior to publication, Cherokee had decided to start bottling its ale, porter, and half-and-half, which were previously available only on tap. With the brewery capable of filling three hundred to four hundred dozen bottles a day, such an operation was described as the only one of its kind in the nation west of Chicago.

Like so many of their fellow brewery owners, the Herolds opted to sell out to the St. Louis Brewing Association (SLBA) syndicate in 1889. The SLBA would end up closing a number of its breweries over the next couple of decades, and the Cherokee branch ceased brewing in the fall of 1899 (although its appearance in city directories until 1902 likely indicates the SLBA was at least up to something at the location). Evidence also seems to point to continued production of ale and porter styles at Cherokee following the SLBA purchase. John Michael Friedrich, who served as Cherokee brewmaster from 1892 until its demise, moved over to the old Liberty Brewing Company location to help start the Burton Ale and Porter Brewing Company

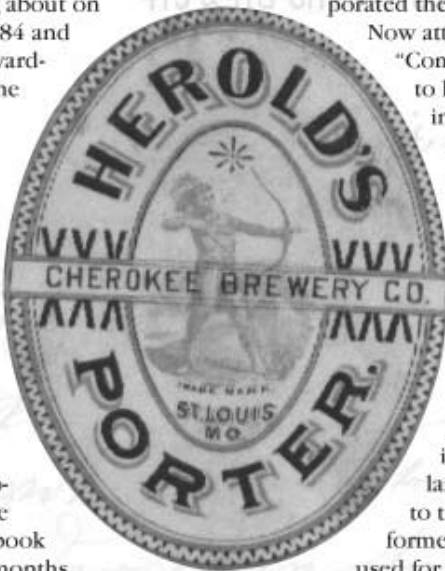
immediately after Cherokee closed.

Theodore and Robert Herold stayed in the St. Louis brewing industry as part-owners of both the Home and Consumers breweries. Their father, Ferdinand, took a brief respite from the business world following the SLBA sale. But he soon entered into a venture with Peter Hauptmann, building a passenger and freight steamboat named (of all things) *Cherokee*, the first steel-hulled craft to ply the Mississippi. He next built a steamer with a one-thousand-ton carrying capacity named the *Ferd. Herold*, and with partner Hauptmann incorporated the Cherokee Packing Company.

Now attached with the new nickname "Commodore," Herold would go on to have numerous other business interests. He died at the age of eighty-two in 1912.

As for the Cherokee brewery itself, a 1909 Sanborn insurance map indicates that the brewhouse had already been torn down, but most of the other buildings remained. Tenants occupying some of them included a sausage factory, a livery stable, and a carriage paint shop. Other buildings were vacant, including the large former stockhouse. Adjacent to the stockhouse was the two-story former office building, shown as being used for "motion pictures." The latter two buildings still stand on the site.

When the husband and wife cave exploring team of Hubert and Charlotte Rother visited the remnants of the Cherokee Brewery Company in 1964, they were directed to a trap door in the basement that they hoped would lead to the brewery's storage cellars. These vaults were thought to have been part of a natural cave complex. The manager of the store, however, was unable to find a key to the locked door. The Rotheres were later told that when the brewhouse was demolished, the rubble was used to fill in the cellars. They apparently never did gain access to what was beneath the trap door.



Above: Label for Herold's Porter, dating to the late 1880s, rated "XXX."

Collector's Bookshelf

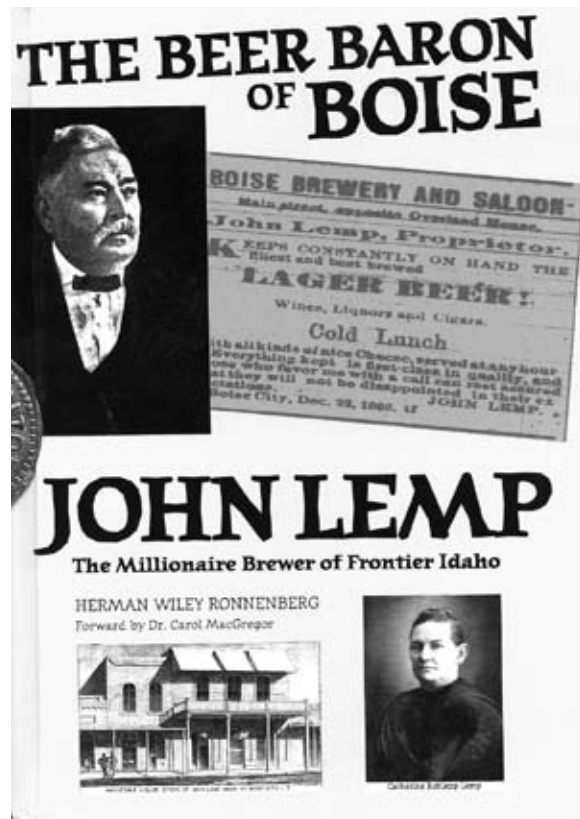
Reviewed by Larry R. Moter, Jr.

The Beer Baron of Boise: John Lemp – Millionaire Brewer of Frontier Idaho By Herman Wiley Ronnenberg, Ph.D.

This is a really cool book about John Lemp (1838-1912), an early Boise, Idaho brewer and businessman. German born, John Lemp immigrated to America in the early 1850s. He was a distant relative of the famed Lemp Brewing dynasty of St. Louis which was a different branch of the Lempes. John Lemp lived various places in the USA before arriving in Boise, two days after the Battle of Gettysburg. John Lemp exhibited the pioneer spirit of "Westward Ho" as immortalized by Horace Greeley's famous quote "Go West Young Man." John Lemp went west and found his fame and fortune in numerous businesses including brewing, mining, ranching, and mercantile. He also was a civic and political leader, and father of thirteen children. This book details much family history of the children and their descendants.

Herman Ronnenberg's book is meticulously detailed and documented. One can sense his passion for his subject matter. Herman is also the author of *Beer and Brewing in the Inland Northwest: 1850-1950* (1993), an outstanding book too.

The Beer Baron of Boise can only be characterized as informative, enjoyable, and a good read about an American Pioneer. Herman has another book under construction and we shall look forward to reading/reviewing that book too. Highly recommended!



Ordering Information:

• **HWR Publishing • 517 South Elm • PO Box 356 • Troy, Idaho 83871-0356 •**
• **ronn@idaho.tds.net • Cost: \$24.95 plus \$3.00 shipping • Idaho residents: \$1.50 tax •**

Beer Label Books Now Available

The long-awaited label books by NABA's own Bob Kay are all complete. Full color books picturing early (1950 and earlier) **US Beer Labels** from all fifty US States are now available. Volume 1 = all 19 states West of the Mississippi; Volume 2 = 20 Eastern & Southern states; Volume 3 = 6 central states (AR, IA, IN, MI, MN & MO). Five single-state books (IL, OH, PA, NY & WI) complete an eight-book set covering all 50 states and DC.

Check out Bob's web site (bobkaybeerlabels.com), which also includes special educational sections: working with labels; dating labels; an L-Permit list for Prohibition labels; plus links to other breweriana collectible sites.

Watch for an upcoming "Collector's Bookshelf" review of the final books (IL, NY, OH, PA). See prior issues of the *Breweriana Collector* for reviews of the first books in the series.

Travels with Barley

By Fred & Mary Clinton

As we write this, it appears that summer may plan on making an early exodus from Michigan. It's been rainy, and is forecast to remain so for the next several days, with the daytime temperatures limited to the mid 60s and night time temps going down to the low 40s. We don't mind, though, as it gives us an excuse to stay inside and report on the little treasures we found on our way to and from the New Ulm Convention, which, by the way, was very nicely done: kudos to the Convention organizers and an oversized "THANKS" to Ted Marti and his crew at the Schell Brewery for their generous support.

As those of you who have read this column in the past are aware, your authors strive to take the route less travelled, even if it means putting a few extra miles on the car to do so. As a result, it just wasn't possible for us to travel from our home in south central Michigan through Chicago to get to southwestern Minnesota. Instead, we took the "over the top" trip through the Upper Peninsula (again), allowing ourselves two days there and two days back.

The advantage of this route manifested itself on the first day when we were looking for a likely destination to spend the night. We found out there were a couple of spots in Wausau, Wisconsin, we hadn't tried, and headed there. Given our late arrival, we were only able to hit one (Red Eye Brewing) and, as luck and a little planning would have, it was walking distance

from the hotel. We quickly ensconced ourselves at the bar and ordered the sampler, which included their five beers and a guest brew. The five offerings made there included a Bloom (Belgian Wheat), a Brown, Veruca (a Milk Stout), Scarlet 7 (a Belgian Dubbel), and Thrust (an American IPA).

The Bloom had little wheat flavor but was a very nice drinking beer with a slightly dry finish. The Brown was one of the better we've tasted, without even a hint of butterscotch-diacetyl: even Mary liked it! The Veruca was not your Guinness type stout, but was true to the style of this sweeter version. It had good mouthfeel, flavor and finish. The Dubbel was right on target with good flavor and the appropriate candy sugar taste. The IPA was not a true hophead delight, but we deemed it a really well balanced beer with a refined, dry finish. In what might be a first, we gave the whole brewpub a Four Paw Pick**** as each beer was excellent.

We also had a tasty dinner there, and while eating had a chance to speak with the brewer, Kevin Eichelberger. He said that all but the Brown are their house beers which are always available. They then usually have two seasonals, but as noted, had one and a guest beer when we visited. They had opened in May of 2008 and he was brewing on a 5 bbl Specific system with

10 bbl fermenters. For the collector, t-shirts and glasses are available. We highly recommend this stop if your travels bring you to Wausau.

So, with Red Eye, we thought we had hit the high point of our beer stops for this trip. Little did we know what Lucan, Minnesota (population 220) would hold out for us! On arriving in New Ulm we had opened up for a little room to room trading when member Barry Travis entered and told us he enjoyed our articles and that, if we could, we should visit Brau Brothers 3 Brewery.

Well, no sooner were the words and his endorsement uttered, but we were on it, planning a half-day trip with our some-time taste testers Frank and Vickie Zynda. We wandered through the prairie corn and bean fields and made our way to a very modest building in a more modest village to taste some terrific beers being brewed in a sustainable fashion. More on that sustainability bit later.

Continued on Pg. 36





Executive Secretary's Report

By John Stanley

NABA ♦ PO Box 64 ♦ Chapel Hill, NC 27514

naba@mindspring.com

www.nababrew.com

A big thank you to Bob Hajicek, Mike Hajicek, Steve Ketcham, and Pat Stambaugh for hosting a great NABA Convention in New Ulm. Also a big thanks to Schell's Brewing for providing some good beer and food. The weather, house tours, room-to-room, auction, and Saturday show were all outstanding events. The Minnesota gang planned and ran a very smooth event. Next year the Haydocks will be running the Convention in Stevens Point, WI. Start thinking about and planning on attending as the location will be an excel-

lent central meeting place for our membership. Add the benefit of seeing Herb and Helen's Museum in Monroe, WI and the 2010 Convention will be a "can't miss" meeting for our membership.

Directory Ads for the 2010 NABA Membership Directory will be due by December 15th. Rates are inside front cover \$125, inside back cover \$125, outside back cover \$300 (high resolution full color digital image(s) must be supplied), full page \$80, half page \$50, quarter page \$25, and business card size for \$15. Please email

Lee Chichester or me if you have any layout questions. Get your collecting interests highlighted in the directory with an ad. Right now we are planning on having the Directory online with access by a code number for members and access will be through the NABA web site. The Board is still discussing the process but we will most likely have a printed version for members who do not have computers. Details will be in the Winter issue. If you receive the Fall issue and have concerns about this process, please write or email me at the address above.

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

If address information has changed please mail or email any corrections. I would like to welcome the following new members (see below). Special thanks to Rejoins (1), NABA

Convention (5), and the NABA Web Site (1) for recruiting these new members and rejoins. To win a free year's membership you need to recruit five (5) new members for the year (the year

starts and ends with the Convention). Congratulations to Pat Stambaugh for winning a free one-year membership extension for the year just ended.

Fondarvest, James (Sherry)

305 Kendale Rd
Red Lion PA 17356-9670
717-244-9329

All Breweriana

Lane, Dave

9595 Yund Rd
Benton Harbor MI 49022-9301
269-944-0124
davelane@laneautomotive.com

All Breweriana; Hamms

Lindstrom, Eric

7615 Highway 63 N
Rochester MN 55906-8930
info@tavernrelics.com

All Breweriana-Cans-Dealer-Lithos

ABA Museum

c/o Sue Rojemann
107 Bunker Hill St
Potosi WI 53820-9656

Ojala, Bryan T (Diane)

7434 Upper 136th St W
Apple Valley MN 55124-7633
952-432-4712

Glasses-Lithos-Signs-Trays

Peters, Steve

41 St Catherine St
St Thomas ONT
Canada N5P 2V7
519-631-1717
s.peters1@sympatico.ca

All Breweriana; St Thomas Ontario Canada

Quinn, Jim (Pat)

1608 1st Ave E
Spencer IA 51301-4338
712-262-5835
quinns@mchsi.com

All Breweriana; Sioux City, Iowa, South Dakota, Minnesota

Rowling, Jim

201 Kearney Way Apt 204
Waunakee WI 53597-2420
Glasses

Semposki, Donna (George R)

1876 Solon Rd
Cedar Springs MI 49319-8480
616-696-3912

NABA 39th Annual Convention

Stevens Point, Wisconsin
Holiday Inn & Convention Center

August 3 - August 8, 2010

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

There's no proper tasting room at the brewery, but this family operation is welcoming to anyone willing to drive to find them. And the family name really is Brau—is that kismet or what? On our arrival, we were greeted by dad Dale, the spokesperson and goodwill ambassador of the place. They originally opened as a brewpub in 2000. That facility still remains and retains the name, but once they got the word out that they were making good beer, they sold that and began operating as a brewery only. (The bar still retains the Brau Brothers name.) Dale graciously grabbed samples of all their product so we could taste them. After just a few sips, the sampling was expanded to include the Canadian NABA contingent. We tried their Strawberry Wheat, Old 56, a lighter beer, Bohemian Pils, Pale, Sheephead, a seasonal similar to an IPA, Scotch Ale and Cream Stout. They brew five beers year-round and then usually have one or two seasonal beers as well. The Sheephead was the current seasonal.

The Wheat, which was filtered, had a distinct but not overpowering strawberry flavor. The Old 56 was a very mellow but flavorful starter beer. The Pale had good body, was well balanced and had a dry finish. The Pils was quite malty with an almost caramel quality. It too, had nice body and a bit of hop bite at the end. The Sheephead was very hoppy and full bodied and achieved an incredible 90 on the Zynka scale. The Scotch Ale is their best seller, and it's easy to see why. This was right on, with rich maltiness, good mouthfeel and body, and just a

hint of peaty smoke. The Stout was a great blend of coffee and chocolate malt flavor and had lots of body. Again, when voting for a Four Paw Pick****,



Dustin (left) and Dale Brau at Brau Brothers 3 Brewery in Lucan, MN

there was no clear winner: Vickie picked the Wheat, Frank the Pale, Fred the Scotch, and Mary the Stout. Another Four Paw Pick Brewery? You decide!

Also present when we visited was Dustin, one of the three brothers, and the brewer of the family. His two brothers handle the business end of the operation, and they seem to be doing their part as well with distribution in five states. They also have a nice little office/shop where there is a good inventory of shirts, glasses, and other bobbles to delight the collector. Dustin's wife Mary handles the front office duty. For those unable to make it to Lucan, their stuff is available on-line at www.braubeer.com or e-mail Dale at dale@braubeer.com.

One last detail about this place that makes it unique: as we mentioned at the onset, they are attempting to make the whole brewery process sustain-

able. They have already planted hops on the property adjacent to the brewery. They are currently working on getting their barley grown nearby, as well. They will ultimately malt the barley themselves. Their goal is to have the smallest footprint possible for their ingredients, and it's really gratifying to see that they are putting out such good products and also doing so with an interest and concern for the environment.

One final stop that we will report here is actually a revisit to the Railhouse Restaurant and Brewpub in Marinette, Wisconsin. We had been there many years ago when they were in a very old, small building. That structure met its demise and they are in a new, much larger facility in the same basic location. When we stopped in, they had an incredible 14 beers to sample. We tried small bits of each, served as they were on a small "rail car."

Rather than listing all of them first, we will just take them in turn, running from lightest to boldest. The first was the Oconto Premium, an American Lager which we thought was just fine for the style. The Silver Cream was a light pilsener style and had good body with a hint of sweetness appropriate for the style (we should note for those interested in history that the Silver Cream name was first used by the old Menominee-Marinette brewery). The Blueberry Draft had just a subtle touch of fruit flavor and was a nice summer beer. The Brewer's Best Pilsener we thought was a little light in the hop department and was very similar to the Silver Cream.



Sample selection from Brau Brothers 3.



Business card front
and back from
Red Eye Brewing
Company

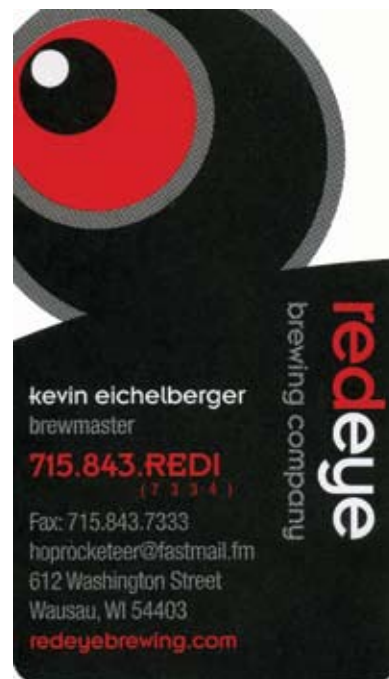
Their Dumb Blonde was advertised as a Kölsch but we thought it was a little tart for our tastes. The Honey Weiss was definitely honey flavored and was surprisingly high in alcohol (5.8%) in this American style wheat. The Zummerfest we were told was their best seller. It was a hefeweizen style but was almost too subtle on the coriander. We found it very drinkable, just not very assertive. Their Amber Ale was unusual by virtue of the addition of rye which made it slightly sweeter than most in this category. The Bock started out very complex with tones of chocolate and licorice and ended very dry. This was a very interesting and drinkable brew! The Red Ale was not as hoppy as some in the style but was nutty and malty: a good beer.

The "big" beers on their sampler included a Scottish Ale. This was not as big as some we have had, but it was an excellent beer with great maltiness. It ultimately received the Four Paw Pick**** of the group. The British Pale Ale was a nice blend of malt and hop in this true British version of the style. The IPA was unfiltered and was clearly the choice for hopheads,

although we thought it was a little light in body for the number of IBUs. Closing out this list was the Oatmeal Stout which bordered on the Imperial variety and definitely had vinous qualities, as well as chocolate tones. We found it a very tasty brew.

Unfortunately, we visited on a sleepy late Sunday afternoon and couldn't really talk to anyone with any detailed knowledge of the operation. In fact, it wasn't clear if they even had t-shirts or glasses, although our server thought they had such in the past. Still, it's worth the stop if you're in the area. One final comment unrelated to the brewery is the location of this brewpub. If you do find yourself in the area and are any kind of a history buff, be sure to check out the nearby Peshtigo Museum in the town of the same name. It recounts the tales of a truly great fire that burned across Wisconsin when much of the north was still wilderness.

One final comment we would like to make is concerning the Brewmaster's dinner at New Ulm. We think these just get better every year, and we would again like to thank the Schell Brewery for their help. During the five-course meal served in



a grand Victorian house, Ted Marti provided a lively and interesting history of the five generations of his family who have run the brewery. And the food, which was fabulous, was nicely complemented by their Zummerfest, Hefeweizen, Pilsener, Firebrick, and Stout. We know that some may feel these events are expensive, but we do encourage you to give one a try. It's not just a meal; it's a full evening of entertainment.

Well. Until next time, Cheers!



Advertising

Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

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

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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.

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 Quarter page.....\$ 40
 Eighth page.....\$ 20
 Business card (3.5 x 2 in.).....\$ 15

Color increases above prices by 50%. Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply camera-ready copy. Materials that are oversized or undersized will be changed to correctly fit your paid space.

PAYMENT

US funds must accompany order. Make check payable to NABA and send to address above.

DEADLINES

Issue	Materials Receipt	Est. Publish Date
Spring	March 1	April 1
Summer	May 15	July 1
Fall	September 1	October 1
Winter	December 1	January 1
Memb. Direc.	December 1	January 1

Want ads are accepted only from members of NABA. The Officers, Directors, and Editorial Staff make no effort to investigate the value or authenticity of any item offered for sale or trade, or of the business reliability of the persons placing advertisements. NABA and its Officers and Directors disclaim responsibility for inaccuracies that may occur in its publications, as well as any liability for any transactions to which it is not a party.

Buy ♦ Sell ♦ Trade

WANTED: 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.

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SEEKING INFORMATION on the brewery(s) in Freeburg (Freiburg), IL, and information on any breweriana from this city. Daniel Potochniak, 3360 Sunrise Lake, Milford, PA 18337-9649, 570-409-6057, dpot-k@mindspring.com.

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BACK ISSUES of the *BC* for sale: Issues 87; 91- 94; 97 & 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

Major Club Conventions

ABA 29th Annual Convention

June 8-12, 2010

Holiday Inn & Suites
Bloomington, MN

Jeanne Teigs, 715-623-4960
jeannelt@aol.com

38th Annual ECBA Convention

July 14 - 17, 2010

Raddison Hotel
Rochester, NY

Larry Handy
610-439-8245 • ohhugol@aol.com

Just for Openers 32nd Convention LaQuinta Inn & Suites San Antonio, TX April 14 - 18, 2010

Contact John Stanley
919-419-1546
jfo@mindspring.com

CCBA CONVENTION XXXI

AUGUST 11- 14
2010

LOCATION TBA

CONTACT:

DAVE CRAIG
204.257.2355 beerybear@hotmail.com

Events of Interest

Oct. 23-24 2009

Coalcracker 30th OctoberFest

**Ramada Inn
Wilks-Barre, PA**

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

**NORTH STAR CHAPTER'S
36th ANNUAL**

GUZZLE 'N TWIRL

Maplewood, MN

OCT. 9 - 10, 2009

**DAVE WENDL
651-731-9573**

WWW.NORTHSTARCHAPTER.COM

CABIN FEVER RELIEVER

**FEBRUARY 26 & 27, 2010
Quality Inn, South Bend, IN**

**DAVE CICHORACKI • 574-532-1381
mikewalbert@lycos.com**

COLLECTORS CARNIVAL

JANUARY 23 & 24, 2010

**VANDENBERG 4-H CENTER
EVANSVILLE, IN**

**BRENT PACE 812-471-9419
BPACE@EVANSVILLE.NET**

October 9 & 10, 2009 17th Ann. SW Brewery Collectibles Show

**Park Inn
San Antonio, TX**

**Preston Bradshaw, 210-404-1680
preston903@aol.com**

Columbine Chapt. ABA Trade Show & Raffle

*December 5, 2009
Grizzly Rose
Denver CO*

*Bill Besfer • 303-527-3565
abamrbill@aol.com*

11th Fall Fling Atlantic Ch. BCCA

Nov. 20 & 21, 2009

**Biltmore Best Western
Asheville, NC**

**Warren Terry 828-667-0834
Bill Jacobs 727-360-8493
wterry1683@aol.com**

Mid-Missouri Mini-Meet

**January 23 & 24, 2010
Inn @ Grand Glaize
Osage Beach, MO**

**Rob Hoover • 913-498-9726
robdrover@juno.com**

Queen City Chapter Show November 29, 2009

Blue Ash Banquet Hall, Blue Ash, OH

Dave Gausepohl • 606-371-4415

Jeff Dowers • 513-851-8986

beerdave@fuse.net

2nd Annual Collectors Spectacular Breweriana & Bottle Show

November 13 & 14, 2009

Belle-Clair Fairgrounds

Belleville, IL

*Kevin Kious • 618-346-2634
whoisthealeman@aol.com*

31st Annual Blue & Gray Show (NABA & BCCA) February 10-14, 2010 Ramada Inn, Fredericksburg, VA

**Ray Johnson 703-971-3549
northbay1@comcast.net**

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

Mid-Michigan Winterfest (BCCA) January 16, 2010

**Don Polski Hall
Flint, MI**

**John Fatura • 248-486-1579
davevanh@aol.com**

Great White North 21st Ann. Trade Show Oct. 9 & 10 Assiniboine Hotel Winnipeg, Manitoba Phil Mandzuk Rob Horwood philman@mts.net

