



The **BREWERIANA** COLLECTOR

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

Volume 148

Founded in January 1972

WINTER 2010

*Found on the Web:
Brewing & Distilling
in Cleveland*

*Remembering Dick
Milne's "Boys Club"*



*Pre-Convention
Details*

*Collector's
Bookshelf*

Single Copy
Cost \$6.00

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



*Holiday Inn Hotel &
Convention Center
Stevens Point, Wisconsin*



Facility Features

149 Guest Rooms Including Assorted Suites
Holiday Inn Express with Additional 66 Rooms Adjacent
Guest Rooms
Rudy's Redeye Grill Serving Breakfast, Lunch and Dinner
Room Service Available
Kids Stay and Eat Free
SplashPoint Pool Area with a Three-Story Super Slide
High-Speed Wireless Internet
Onsite Fitness Center & Business Center
Game Room
Priority Club Rewards Program
Travel Green Certified

Meeting & Banquet Services

Banquet Capabilities for up to 1,250
34,000 Square Feet of Meeting and Convention Space
Audio/Visual Equipment Available

Area Attractions

Sentry World Golf Course
Country Club Golf Course
Green Circle Trail
Stevens Point Brewery
Central Waters Brewing Company, Inc.
Schmeckle Reserve
UW Stevens Point



Reservation Methods:

- 1.) Visit www.holidayinn.com. Type in "Stevens Point" and "WI" along with the arrival and departure dates in the appropriate fields, then click search. Click on the appropriate hotel - either the Holiday Inn Hotel & Convention Center or the Holiday Inn Express. On the left hand side of the screen, in the same area where it shows your arrival and departure date, there is a box for "Group Code". Enter the three-letter block code **BRE** and then search availability.
- 2.) Call 1-800-HOLIDAY (1-800-465-4329) and mention the three-letter block code **BRE**.
- 3.) Call the hotel directly. Holiday Inn: (715) 344-0200 Holiday Inn Express: (715) 344-0000

The block cut-off date is July 14, 2010.

*Reservations can be made with the group discount if rooms are available
after this date by calling the hotel directly.*

Phone: 715-344-0200

Fax: 715-344-0202

The BREWERIANA COLLECTOR

WINTER 2010

#148

FEATURES

13	Dick Milne's "Boys Club"by Dave Launt
18	Collector's Bookshelf: 3 Reviews <i>St. Louis Brews; American Breweries</i> <i>of the Past; US Beer Labels Series</i> <i>Individual States IL, NY, OH, PA</i> reviewed by Larry Moter
25	Found on the Web: Brewing & Distilling in Cleveland..... by Carol Poh Miller
31	Remembering Henry W. "Hank" Herbst...excerpted from a BCCA article by Jim Thole

STANDARD BREWS

5	President's Messageby Larry Moter
5	Chapter Doings..... by Barb Bauer
8	Let's Talk Brewteriana
20	<i>If it says beer, someone collects it</i> by Rich La Susa
26	<i>Prohibition Sodas</i> by Bob Kay
26	Auction Hysteria by Bob Hajicek
33	Travels with Barleyby The Clintons

SHORT DRAWS

4	Beer Label Shorts Bob Kay
22	Stevens Point Brewery Photos
23	Pre-Convention Details Herb & Helen Haydock
32	Letter to the MembershipNominations Committee
34	Executive Secretary's Reportby John Stanley
35	New Membersby John Stanley
38	Buy-Sell-Trade
39	Events of Interest

POSTMASTER:

Send address changes to:
NABA
PO Box 64
Chapel Hill, NC 27514-0064

COVER:

Front: Mineral Springs Brewing Co. Tray (1903): Owned by Otto Lieder (Brewmaster) and his brother-in-law, Frank Unterholzner, the brewery capacity was 10,000 bbls. Rebuilt in 1902-03 following a fire, at a cost of \$20,000, today located at 272 Hoard St. Mineral Pt., WI. "The beer was famous for its purity."
— Photo by John Dutcher.
Back: These signs from the Meyerhold Co. are interesting because they illustrate how they used stock signs, trays, labels, etc. for different clients: same photo modified for different breweries. The Richter brewery was in Escanaba MI and Rahr's was in Green Bay WI. Submitted by Bob Kay.

www.nababrew.com



The National Association
Brewteriana Advertising

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

BREWERIANA COLLECTOR STAFF

Lee ChichesterEditor
John BainThe Back Bar
Barb BauerChapter Doings
The ClintonsTravels with Brewster
Bob HajicekAuction Hysteria
Bob KayLabelology
Rich LaSusaLet's Talk Brewteriana

NABA OFFICERS

Larry MoterPresident
Bob PostVice President
James KaiserTreasurer
John FergusonRecording Secretary
John StanleyExecutive Secretary

BOARD OF DIRECTORS

2008-10
Fred Clinton
Ed Culbreth
Kent Newton
David Alsgaard
Phil Pospychala

APPOINTEE OFFICERS

Lee ChichesterEditor
John StanleyMembership Dircty Ed.
John StanleyWebmaster
David KapsosAuction Cmte. Chair

NABA PUBLICATIONS

The National Association Brewteriana
Advertising (NABA) publishes for its
membership The Brewteriana Collector
and the Membership Directory. No ef-
fort is made by the Officers, Directors,
or Editorial Staff to verify the accuracy
of content of articles accepted for pub-
lication.
The Editor has the right to edit sub-
missions and ads, and may defer pub-
lication of a submission for reasons of
space or layout. Deadlines for submis-
sions are the same as for classified ads
shown on the Buy-Sell-Trade page.

Send Comments/Questions to:

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



Beer Label Shorts

By Bob Kay

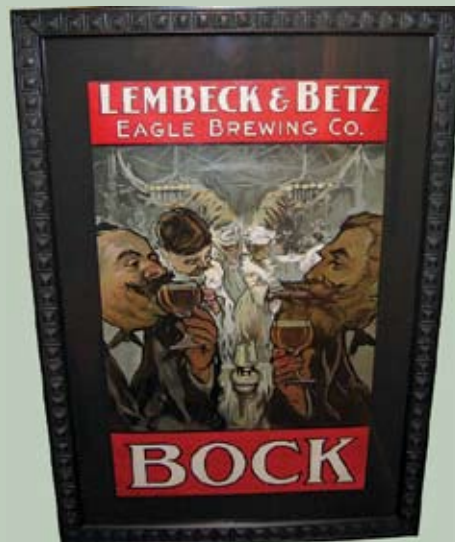
A recent find of cork crowns from the 1933-34 period, appearing on eBay, has really heated up the interest in crown collecting. I have received several requests to identify, from matching labels, the brewery of origin for crowns. Three possible matches using pictures from label books and crowns from the recent find are shown at right. Among those I was able to identify (good pictures of the latter two crowns unfortunately are

not available) were: 12-2, linked to Oertel's of Louisville, KY; Happy Scot Ale, linked to Prima Co. Chicago for Goldblatt's; and Prince Pilsner for Livingston & Co., Rock Island, IL by Best, Chicago. Even if you know the issuing brewery it's fun to try to match crowns to the right label. Books picturing 1950 and earlier labels from all 50 states are now available. Go to www.bobkaybeerlabels.com for details.



Lithographs Wanted

Looking for great graphics in top condition, especially patriotic themes or factory scenes. Will pay a premium price for the right piece.



Keith Belcher
kbelcher@cox.net
703-803-6261



President's Message

Since I have been a NABA Officer and Board Member I have not gotten to the "Point." This is not a reference to a business item or communication theme but a reference to Stevens Point, Wisconsin, home of Point Beer.

I was first exposed to Point Beer in the winter of 1979 as a trainee with my Association, upon visiting a friend from Virginia studying at the University of Wisconsin/Madison. Needless to say, I was soon well acquainted with Point beer as well as many other regional beers that were unheard-of in Virginia. Back home, regional beers were Schmidt's Schaeffer, Rheingold, National Boh & Premium, Wiedemann, Piels, Ballantine, and the two New England/New York exotics – Ruppert and Narragansett. Wisconsin was an eye-opening experience for one with limited access to local/regional beers. As I left for that trip, a Virginia friend had charged me

with the responsibility of obtaining beer cans for his collection. This was not only the start of my life-long journey to sample local/regional beers; I also caught the collecting bug. Soon, I was driving home for the holidays with about 15 cases of regional/local beers as Christmas gifts. Among those brought home: Augsburger, Huber products (including the esteemed Huber Bock), Dubuque Star, Walters, Breunig's, Bub's, Schell's, Grain Belt regular & premium, West Bend Lithia, Schmidt from St. Paul, Hauenstein, Kingsbury, Stag, Old Style, Special Export, and Point beer. Later, in the early 80s, I brought home some of the first micro beers such as Eau Claire All Malt and Rhomberg.

Point beer was my Dad's favorite. It now sells in the western part of Virginia, and Point Ale, Amber & White sell in mid-Virginia. At a very recent Hunt Club Oyster Roast (delightfully salty Potomac river oysters), I was feeding the crowd, including dear old Dad, Point beer. Oysters and beer are a Virginia

tradition and Point is a hell of a good substitute for the former traditional stand-by – National Boh.

I know the folks in Wisconsin must eat oysters and drink Point beer too – but I am afraid they may eat those funky land-based "mountain oysters" since there are no salty rivers or the famed Chesapeake Bay nearby. I am sure, though, that under the influence of an excess of Point beer, those would taste good too! But my guess is that there is a reason people in Wisconsin are known for munching sausage and cheese with beer instead of oysters.

As one of my old t-shirts states: *Point Beer – It's not just for breakfast anymore!* Look forward to seeing you at the 2010 NABA Convention in Stevens Point. Now that's getting to the Point!

PS – Also hope to see you in Monroe at the Haydocks pre-convention event in support of their Museum at the Minhas Craft Brewery.

—Larry Moter



Chapter Doings

By Barb Bauer

The Monarch Chapter would like to announce its 28th Annual Monarch Fest & Buy/Sell/Trade shows which will be held on April 11 and October 17, 2010. Both shows will take place at the new location,

American Legion Post 76, 570 S. Gary Avenue, Carol Stream, IL, 60188, (RT. 64/North Ave. and Gary Avenue). The public show goes from 9am to 2pm with walk-in admission of only \$2.00. If you would like to sell, tables will be \$10.00 for members and \$15.00 for non-members. Set up begins at 7am the

day of the show. The recommended local hotel is the Holiday Inn in Carol Stream, 150 S. Gary Avenue. For Reservations call 630-665-3000. For more information on the show, contact Alan Bormann at 630-305-8618 or via e-mail at abormann6735@wowway.com.

The mammoth Guzzle & Twirl show, hosted by our North Star Chapter in Minnesota, was

held the second week in October and marked its 36th year with another successful event. Held inside Aldrich Arena hockey rink, show dealers from all over the country including California, Florida, Nebraska, Ohio, and Colorado saw brisk sales in spite of current economic conditions. Total attendance at the show was 910. In addition to the room-to-room activities, attendants enjoyed a buffet on Friday night along with beer provided by Summit Brewery in St. Paul and Leinenkugels. *Dealers take note:* Tables at the Guzzle & Twirl show were only \$18.00 each this year and special room rates of less than \$80.00 were

in addition, Chapter President Rob Smits announced that the Packer Chapter is pursuing chapter status with NABA. Keep up with what's happening by visiting www.packerchapter.com.

I'm ashamed to say I'm quite late reporting to you about some of the happenings on my home turf. Frankenmuth was the place to be for breweriana on July 18th as the Mid-Michigan and Rusty Bunch Chapters of the BCCA held their annual buy/sell/trade show at Heritage Park. This was the 24th consecutive year that the show was held at this scenic location along the banks of the Cass River. Every kind of beer collectible, both old

juice, coffee (we went through 6 huge pots during the course of the day), fresh fruit, bagels with cream cheese, muffins and some very decadent homemade sticky buns. Lunch was another feeding frenzy with the crowd devouring 50 lbs. of Miller High Life Beer Brats, 20 lbs. of Ball Park Beef Franks, 20 lbs. of baked beans, a variety of salads & sides, and 10 cakes. Paid admission for dealers and the public allowed for all-you-can-eat-and-drink privileges all day. General admission was \$13.00, \$11.00 if you were a National BCCA member and \$6.00 for guests accompanying a full paid registration. Kids under 12 were admitted free and they always have a riot looking at all of the brewery collectibles and playing on the playground equipment that is abundant in Heritage Park. Total registered attendance at the show this year was 233 people.

Show admission included a ticket for a door prize. This year the prize was a Special Export neon framed clock which was won by Frank Zynda. Registered dealers were entered in a drawing for a three-colored Coors neon sign. Paul Wesman was the lucky winner. There was a special separate raffle held for a Stroh's clock donated by Don Hicks, and the winner was J.R. Brown of the Goebel Gang Chapter. Auction highlights included the sale of a Shiner Bock neon for \$80.00 and a Schlitz "Vitalized" Malt Syrup sign from Prohibition for \$140.00. Overall, ticket sales for the general raffle were very brisk. Over 100 prizes were claimed by the winning ticket holders. Next year will mark the 25th year at this location, so there should be some surprises in store for this milestone show. For more information visit www.midmichiganchapter.com.

Dave Horrigan shared his yearly Bell's Oberon gallon keg with anyone who was interested. I think it lasted about 60 seconds after he opened it.

available. Keep this great value in mind when planning your shows for next year. The North Star Chapter has its own website, www.northstarchapter.com where you can get more information.

Our collecting colleagues in the Packer Chapter of the BCCA in Green Bay, WI have been busy. In addition to their 17th Annual Weekend at Pauly's golf/tradeshows/cookout, on August 16th they held their 33rd Annual Packnic cookout and breweriana trade show. Nearly 40 dealers and 20 guests enjoyed a day of great breweriana, food, and camaraderie on the covered dock at the Titledown Brewing Company. Business for the day included elections to fill the 4 Director positions for the Chapter. Re-elected for 2-year terms were Dan Gallitz, Jerry Strebel, Ken Trembl, and Pete Vann. In

and new, was on display, both under the Jaycee pavilion and out in the grass area on tables. The show began at 8am and by 12:30 the crowds had gone through a quantity of light beer donated by Black Forest, and Woody's Light donated by Redwood Lodge. In addition, Dave Horrigan, Chapter Vice President, shared his yearly Bell's Oberon gallon keg with anyone who was interested. I think it lasted about 60 seconds after he opened it. Also, Mike Granger was sharing samples of his homebrewed porter and raspberry wheat beers. Because of the early show start time of 8am, the Chapter is always kind enough to provide breakfast for the dealers as they set up their wares and for the public that arrives early to get first shot at what is for sale. This year the menu included orange

Members of the Great White North Chapter in Canada are still recovering from the CCBA National Convention which was held in Winnipeg, Manitoba from August 5th through the 8th. It has been reported that there was not a single American attending this year. The convention offered a trip to The Canadian Malting Barley Technical Centre, as well as a walking tour to visit four historic hotels in the downtown area, including the Winnipeg Hotel which opened in 1881, and is the oldest operating hotel in the city. House tours occupied most of the day on Thursday with the hospitality room kicking into high gear

that night and staying open into the wee hours. Beers on tap for the convention included Catfish Cream Ale from New Manitoba Brewing. Additional beer and sponsorships came from Half Pints Brewing Company, Minhas Creek (love their URL - damngoodbeer.com) and, of course, Molson and Labatt. Friday was bus tour day. The first stop was the major beer distribution hub in Manitoba: Brewers Distributor Warehouse. From there the group visited Fort Garry Brewing and Half Pints Brewing, eating, drinking, touring, and buying souvenirs at both locations. Saturday's public trade show had 20 deal-

ers packing the floor, and saw a steady stream of walk-in traffic. *Chapter Doings* has learned that a new chapter called 'The Pink Asses' was formed at the convention. I'm debating asking for more information on this for the next column.....The 2010 CCBA Convention will be held in Kitchener-Waterloo.

Please send your Chapter news and photos to barb.e.bauer@gmail.com. Or, you can send information via regular mail to 3533 W. Millbrook Road, Mt. Pleasant, MI 48858.

-Barb Bauer



The 11th Semi-Annual Back Bar Display
will be featured at

The 31st Annual Blue & Gray Show
Fredericksburg, VA, February 11th to 13th, 2010

For details or to participate,
e-mail The-Back-Bar@earthlink.net or call 917-796-9222



Let's Talk Breweriana

By Rich La Susa

If it says beer, someone collects it

Regular readers of this column should know I have a penchant for writing about breweriana I deem unusual, which usually means interesting. For newcomers, be advised that I do not always navigate in the mainstream of our hobby.

However, most of the unusual pieces I write about do not appear out of thin air. They are in *your* collections. Just about every collection I view has an unusual—even odd-ball—piece of point-of-sale advertising, gadget, or some other beer-related item. I don't have to go out of my way to find items that fit this genre. Few beer items go uncollected.

Sure, I could just ignore them and focus on the tried-and-true staples collectors cherish. Some of my colleagues in this magazine do just that, and do it with amazing skill.

Most would consider my collection to be conventional. It consists mainly of 1930s and 1940s Chicago breweriana, with a special emphasis on Manhattan and Canadian Ace beer items, and a scattering of pre-Pro advertising. That isn't to say it doesn't contain items that can be called odd and unusual. Among them are pieces advertising Canadian Ace beer: two primitive-looking wooden cardboard carton openers, and a gaudy, green and gold softball

jersey. For now we won't discuss a doorknob from the brewery.

Traditionalists should fear not. Columns devoted to exquisite post-Prohibition advertising from the Atlas Brewing Company of Chicago, and more familiar breweriana from other regions of the U.S., are in the works.

For now, throw another log on the fire and kick back with your favorite beverage and snack. I'll introduce you to breweriana that doesn't fit the mold and then we will re-visit another of my favorite topics: fake and reproduced breweriana.

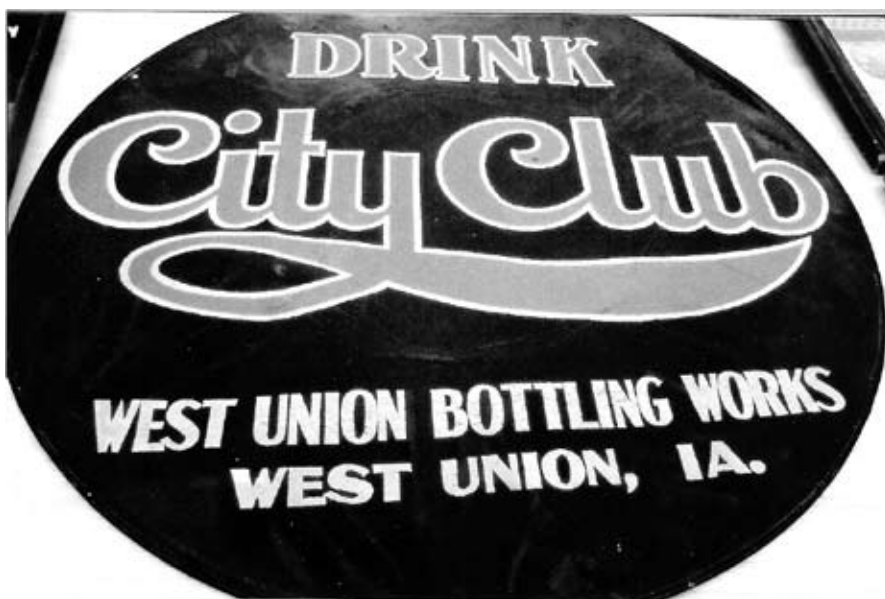
When I view a collection or a table filled with breweriana at a show or convention, my eyes probe for the uncommon, whether it's a 19th Century lithograph, an early post-Pro reverse-on-glass display, or a

more recent light-up sign. Common breweriana is, well, commonly found; it's plentiful. It takes a little more work to find the unusual.

A spare tire cover that advertised a popular Midwestern beer brand is a good example.

I know of only four examples of this type of advertising and have seen one in person. It is a beautiful green & white on black piece of 1930s advertising for Schmidt City Club Beer that NABA member John Gray of Sioux City, IA, had on display at a show two years ago. It remains in his collection today.

"I bought the tire cover at an auction—I don't remember if it was a James Julius auction or a Lynn Geyer auction—more than fifteen years ago," John said. "I have never seen any others but



have seen a picture of a Hamm's (cover)." We'll assume such wheel covers are not only unusual but rare, and only a few originals have survived.

It most likely was not a brewery-issued item but one created as an account piece by a local beer distributor. This billboard on wheels mounted on a car or small truck told anyone who viewed it that City Club beer could be purchased from the West Union Bottling Works, in West Union, Iowa.

Many cars produced from the early 1900s into the 1930s had spare tires mounted in a well on the front fender on the passenger side or on the rear bumper or trunk deck. Most never wore a fancy cover that advertised beer or any other product.

John said his cover "has the feel of the trampoline that we had when we were young." Perhaps it is made of a rubber-coated canvas.

An example of the Hamm's beer cover to which John alluded can be seen on page 17 of *The Paws of Refreshment*, an excellent book about the history of Hamm's advertising written by Moira F. Harris (Pogo Press Inc., 1990). The tire cover graces the spare of a 1934 Ford delivery truck that was owned by a beer distributor in Faribault, Minnesota.

Schlitz beer also was advertised on tire covers in the pre-Prohibition and Prohibition eras. In an Internet site story written about Schlitz collector/historian Leonard Jurgensen of Milwaukee in 1998, two were described:

One blue tire cover, circa 1915, is pre-Prohibition and says 'Drink Schlitz the BEER that made Milwaukee Famous.' Another blue tire cover was

made during Prohibition (circa 1925) and says, 'Drink Schlitz the BREW that made Milwaukee Famous.'

The story, "*Savoring Schlitz*," was part of a "Destination Milwaukee" series written by Dave Hoekstra on April 5, 1998, for Antiquibles.com.

A similar tire cover on the back of a car seen in Chicago December, 1930, is in a photo on page 42 of Will Anderson's 1986 book "*Beer, USA*" (The Pyne Press). Its message? "Repeal the 18th Amendment." That was the sentiment of a group called The Crusaders, and millions of other Americans who wanted legal beer to flow freely again, concurred. They would have to wait another 29 months to have that desire fulfilled.

Brockman Signs & Web Design, a company in Glennallen, Alaska, still makes custom spare tire covers. I wonder if it could make one for Old Manhattan Beer. Probably could, but then to really get into the spirit, I would have to purchase a 1920s vehicle with an outside-mounted spare tire!

This doesn't register: How many child-sized cash registers have you seen that advertised a beer brand? Unusual, you bet!

About 10 years ago I saw a child-sized register at a flea market in the Chicago area that advertised Wiedemann beer, the flagship brand of the Geo. Wiedemann Brewing Co. of Newport, Kentucky. The asking price was \$125.

It seems odd that a beer brand would be promoted on what appeared to be a child's toy. The incongruity was inescapable.

The medium-green colored register and beer-oriented decals were not of recent vintage; it had wear marks and the patina of age. It was manufactured by the Western Stamping Company of Jackson, Mich., which marketed toy registers from 1945 to 1950 under the Tom Thumb trade name, which I don't recall seeing on the register.

I estimated the dimensions to be 18 in. by 12 in. wide and 16 in. deep. The typical Tom Thumb register, which can be found on eBay, is 6 in. tall by 7.5 in. wide by 6.5 in. deep.

I took a photo that shows three red and cream decals affixed to the front; one above the keys, another below, and a large one on the drawer. They say (in order from top to bottom), *Wiedemann Fine Beer*, *Make Your Cash Register Ring*, and *It's Registered—the biggest news in town*.

Were the decals original "equipment" when the register left the factory or were they applied afterward? And by whom? Someone at the brewery or a clever person that wanted us to believe it was a piece of breweriana? The decals appear to be to scale, although they could have been modified to fit this junior version.

There is little doubt the decal on the drawer was designed for a cash register. But was it for a child's toy or a commercial register? Was this register a single-brewery promotion, or did other breweries issue them? So many questions, so few easy answers!

If you are familiar with this register or others like it that advertise a beer, or if you own one, you can ring up credits by sharing your story with us.

Brushing up: It is a good idea to pay close attention to detail when searching for breweriana in antiques malls, shops, flea markets, and yard sales. I have to remind myself to be patient, and to peruse carefully, particularly when I am in a place in which I haven't had much success finding breweriana. Small items, in particular,



can turn into big discoveries.

During a visit to one such shop in a mountain town in Arizona a few years ago my concentration skills were tested. In a glass case among a clutter of kitchenware, vintage clothing, and furniture, a small item attracted my attention. It wasn't the shape or size or nature of the object that stood out but the two beer logos on its face—A-1 and Coors.

It is made of bone-white plastic and has a retractable bristle brush. Moveable tabs on each side, almost the entire length of the piece, eject (and retract) a white brush from its housing. The statistics: 5.25 in. long by 1.25 in. high; 6.25 in. long with the brush extended.

Its intended use is open to speculation. My guess, it's a whisk once used to tidy up clothing—and some agree with me. One collector said it was used to clean pool tables.

It shows a 1950s-era A-1 logo (with an eagle between the letter and numeral, and the words *Pilsner Beer* below) was on the right, and Coors in its familiar script on the left. In be-

tween, on three lines, is Purity Brands/Petri Wines/Globe, Arizona. This looks like an account piece made by an unidentified advertising novelty company.

Purity Brands, I later learned, was a beer and liquor distributor in Globe for many years. More information was needed so I asked a few A-1 specialists. They had no idea what I was talking about—had never seen such a piece.

The discovery was met with excitement by some A-1 and Coors collectors, and envy by one chap who grumped about how lucky it was for an out-of-state collector to find an item not in the collections of A-1 (or Coors) specialists. Such is life!

I paid a modest price and later received offers that would have amounted to a tidy profit. I decided to keep it for my small but growing Arizona breweriana collection, which did not endear me to the grumpy guy. It really belongs in the collection of an Arizona specialist and, at some point, I will consider trading it.

Copycats: Paying close attention to detail also extends to pre-purchase decisions. What may seem like a good purchase for the collection or trade/sale stock could be something far less upon closer, post-purchase inspection. What you may have purchased was a fake or reproduction, the kind of unusual brewery advertising I don't enjoy finding.

Some of the information about these worthless pieces can be unusual and sometimes good for a laugh. My favorite was the sticker on a shrink-wrapped

fake Budweiser tacker tin in a mall in Oklahoma that proudly proclaimed "This is an original reproduction." It was comforting to be reassured I wasn't looking at an "unoriginal" reproduction!

And then there are advisories that are an indication of the times in which we live and the problems encountered by collectors of any vintage items, coins, currency, and stamps included. Stickers affixed to the plastic wrap on paper items in a New Mexico mall read "This is an original magazine cover advertisement illustration. Not a reproduction."

Just about everything is being reproduced today by unscrupulous people trying to make a fast buck. Why not old magazine ads and ephemera? Beer-related calendars, letterheads, menu sheets, point-of-sale advertising, and other paper collectibles have been reproduced and marketed as originals. Many of us can tell of first-hand experiences of being fooled.

At least four pieces of reproduced non-beer vintage paper items (including advertising, political materials, maps, programs, and menus dating back to the early 19th Century), were in a large lot of Chicago memorabilia I purchased sight-unseen last year. All items in the sale manifest were guaranteed to be originals. When I later told the seller four actually were well-made and artificially-aged photocopies, he reduced my purchase price. He allowed me to keep the copies to use as examples of skillfully made reproductions.

Sophisticated technology is readily available to con artists who want to steal your money. If U.S. currency can be counterfeited, just about any paper item can be reproduced on

high-tech copying machines. Some schemers take it to the next level when they age pieces. Fake brewery calendars can be found with pre-rusted metal fasteners to make them look old and authentic.

Before you purchase a paper item you should verify its authenticity. At least ask the seller—or a store employee—to open the sealed plastic protector sleeve or glass-front frame so you can inspect the item. If your request is refused, close scrutiny may not be welcomed by the seller.

There are at least two easy, tell-tale signs a magazine advertisement has been reproduced: 1) the image has been printed on copy paper—which is not slick like old magazine paper stock; and 2) there is nothing printed on the back side. All magazine pages will have images of some kind on both sides of a page. A blank magazine page would be rare and unusual (and costly to the printer).

Recently I removed from their protective plastic wrappings two die-cut cardboard beer advertising items I had purchased in 2006. I hadn't displayed or given much thought to them. To my dismay, I discovered what was claimed by the seller to be an original 1930s silver Schmidt's (of Philadelphia) beer can sign, and a 1940s Rolling Rock bottle/glass display were cleverly produced *photocopies* of the actual advertising pieces that had been mounted on stiff matting board. Most of the matting was obscured by cardboard backing when it was shrink-wrapped.

It's another example of yesterday's goods produced today!

Again, they were part of a large-lot purchase. The other items have been verified as au-

thentic. It was my responsibility to pay closer attention to detail before I made the purchase, but shame on the person who made the fakes, as well as the one who sold it to me.

And two thumbs down to the person in a large antiques mall in Glendale, Arizona who is trying to sell what he claims to be an authentic 1950s A-1 beer clock. I saw it displayed high on a wall in a booth with clocks advertising other products. It hadn't been on display when I visited the mall a few weeks earlier. The asking price was \$450, which is not out of line for some *authentic* beer clocks from that era.

This clock is about 12 inches round, with a cream-colored plastic housing, and a bright aluminum or stainless steel ring around its plastic lens.

A-1 was the flagship brand of the Arizona Brewing Company for decades. I took a "pass" on

ever, buying the clock without knowing for certain that it was an original piece of advertising would have been a foolish gamble.

I later called Arizona brewery historian and A-1 expert Ed Sipos of Scottsdale, AZ, and told him of my discovery. He sounded skeptical. He later told me the clock I described "left me perplexed."

"I had never heard of an A-1 clock of this style," Ed said. The only one I had seen that sounded similar was closer in style to a PAM clock." A Phoenix-area collector owns it but "it appears to be a prototype and not one that was massed produced," he explained.

Perhaps the clock on the wall in the mall, he reasoned, "could have been a one-time knock-off from the clock company, showing what an A-1 clock would look like if the company wanted to order one."

"You could see that it was a carefully applied paper [laser] printing of the logo . . ."

the piece for two good reasons: I was unfamiliar with it (I didn't know if the brewery even marketed such a clock); and I didn't want to spend \$450 after paying a hefty amount earlier that day for a certifiably rare 1930s Apache ball knob (Apache was an early post-Prohibition Arizona Brewing brand). I didn't even ask a nearby clerk to take the clock down from the wall for my inspection.

The thought of finding a "scarce" A-1 clock was tempting. Skepticism hadn't entered my mind. If I later learned the clock was authentic, I may have regretted my decision. How-

But he assured me he would go the mall the next day and examine it. He did, and reported back to me.

Ed's opinion when he saw the clock mounted high on a wall?

"...My first impression was (it was) fake, although I did have hope it was real," he said. Close inspection was needed and he asked a clerk to provide a ladder so he could bring the clock to eye level.

"The actual clock was authentic, dated 1953 on the reverse, which placed it in the right era for the A-1 logo on the front," he said. But the A-1 Pil-

sner logo, eagle and all, that made up the entire face of the piece was not.

"...You could see that it was a carefully applied paper printing of the logo...You could also see the tell-tale signs that it was done with a laser printer, not a screen printing or some other method which would have been used in 1953," he said. The perpetrator of this fraud had copied graphics from advertising once used by the brewery.

There was another clue, he said. "The clock...did not fall in line with what A-1 has used for advertising..."

Ed told the manager the clock was a fake but nothing was done. Two weeks later I visited the mall and the clock was still on the wall; the price remained \$450. That is a lot of money for a plastic clock with phony graphics. (The other clocks had much lower prices, and at least two looked authentic from ground level.)

"This clock could dupe the unsuspecting novice collector with high hopes that he (or she) made a 'big find,'" Ed said. Of course, deceiving buyers is the goal of unscrupulous sellers.

What if the clock had been authentic? Because A-1 is Ed's bailiwick, I would have deferred to him. Also, I didn't have \$450 (plus another 8 percent for the governor) burning a hole in my pocket.

Fortunately, I hadn't been sufficiently motivated to purchase what appeared to be an unusual—perhaps rare—piece. If I had, some collectors would have been talking about my breweriana!



In Memoriam

Ollie Hibbeler was a longtime NABA member who passed away unexpectedly on August 3rd, 2009. Anyone and everyone liked Ollie: He was genuinely one of the great members in the hobby. He loved talking

about breweriana—especially the history—and anything to do with fishing. He was one of the early members of Just For Openers and attended many of the JFO Conventions with his wife Shirley. Together they were seen at many of the mid-west Breweriana Shows and Conventions. NABA has lost one of the really true legends in the hobby. Our condolences, thoughts, and prayers go to Shirley and the family.

Dick Milne's

"Boy's Club" (Women Welcome)

By Dave Launt

Dick Milne passed away several months ago. He and the guys of the Patrick Henry Chapter met in 1983, when Dick and Sarah, along with son John and daughter-in-law Jody, bought a bar previously called The Sportsman's. New ownership changed the place radically in a short period: the "Corner Bar" was born.

The menu was amended positively, the closing time moved to 10 or 10:30 PM, and the bar took on some of Dick's breweriana collection, along with other quirky signage. The Patrick Henry Chapter was invited to have their monthly meetings in the back room of the Corner Bar. It was a generous gesture on the Milnes' part, and Dick was to become the glue that held our chapter together.

If you were to imagine Dick, you'd see a guy in his "golden years," who had a bit of a limp from two bad knees, wearing glasses, a pair of cargo shorts, a golf shirt, and a smile, holding an omnipresent cigar. His Corner Bar was a huge success: people from all walks of life gathered there, and a more eclectic crowd you'd be hard-pressed to find. Everyone got along, and only once in all those years did we see patrons acting badly. Their stay was abbreviated.

Over the years Dick kept adding signs, refining his collecting tastes, and adding more objects of curiosity to the collection. Gradually, a walk-in, climate-controlled cigar room was added. This expansion actually marked the beginning of



Patrick Henry Chapter's Toast to Dick Milne, at the Boy's Club, in the spirit of the man remembered (cargo shorts, cigars, beer). December, 2009.

Front row: Ron Hough, Dave Launt, Bill Norton

Second row: Joe Wilson, Pauline Spengler, Mark Michon, John Beran

Back row: Brian Decker, Larry Klinkers, Chris Mihelich, John McGuire

the end of the Milnes' ownership of the Corner Bar, but the creation of an entirely new enterprise – *Smokes on Burdick* – a full-blown cigar, cigarette, and pipe tobacco store.

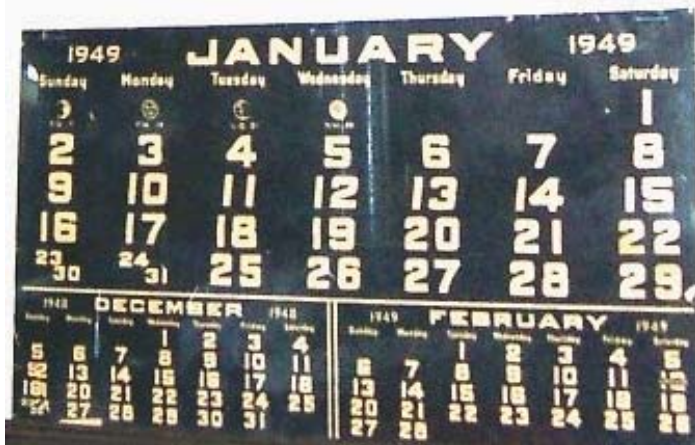
Because the walls of the Corner Bar were no longer going to be available for Dick to display his growing collection, he began looking for alternatives. As the Corner Bar was sold, the construction of "The Boy's Club" (Women Welcome), was begun. Dick and Sarah had what every collector longed for: a separate building to house and display breweriana collections – as well as a place for Sarah to host her Bridge Club – that served as the new gathering place for Patrick

Henry Chapter meetings, Home Brewer's meetings, and other uses.

Dick had started collecting many interesting things: a votive candle holder; an old wooden phone booth; ornate ashtrays such as you used to see in hotels; lithos of some of our presidents; and that which became the cornerstone of his collection – beer advertisements depicting women with full beer glasses, or bottles. He didn't really care for those showing women serving beer to others, nor for beer advertising signs with women present without beer. (Everyone has to set standards, even if they have to be modified sometimes).



... *Perfect Taste*



As you might expect from any incarnation of a boy's club, there is a sign at Dick and Sarah's place that says "Boy's Club" right above the door. To your right is a sign that says something like, "Friends Welcome Any Time, Relatives by Appointment."

The building has a mezzanine (mostly for storage), and the walls are populated by a significant number of beer signs. The lion's share is of the ladies-and-beer specialty.

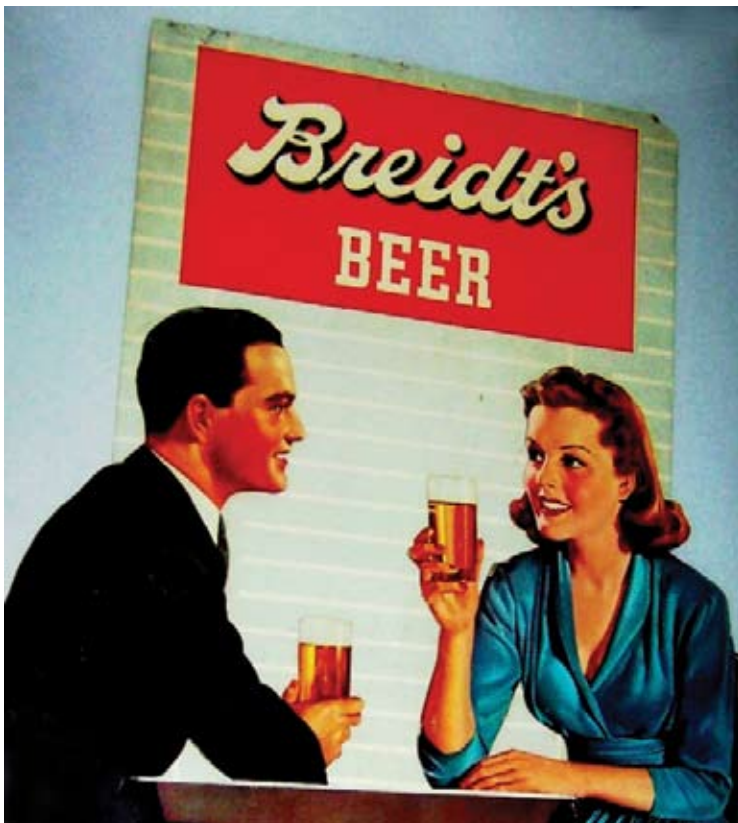
When Dick died, the Milne family asked that donations be made to the Boy's and Girl's Club of Kalamazoo, where Dick had been Executive Director for many years prior to his "first retirement." The folks at the funeral home didn't have enough parking for the people who attended the service, and Sarah told me recently that the donations to the Boy's and Girl's Club exceeded any prior similar donation request. The Patrick Henry Chapter is going

to have an annual 50-50 raffle at our May show, with proceeds going to the Boy's and Girl's Club.

You are probably asking yourself, "But what about the collection?"

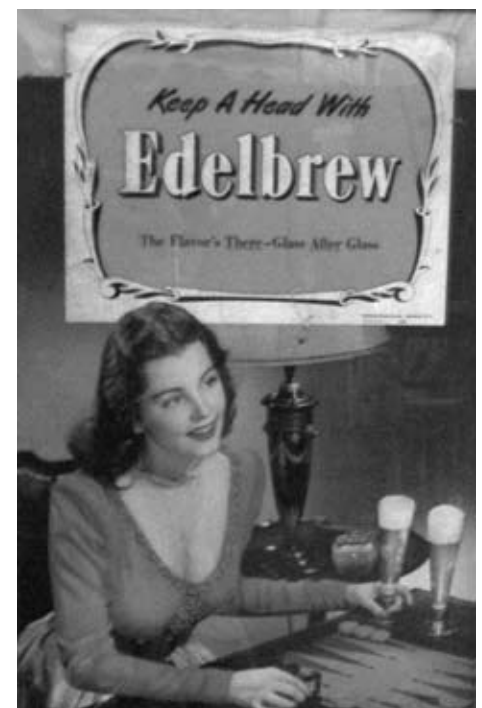
Not to worry: The collection remains intact (a sampling is shown here), displayed in its home building, and will for a long time. In addition, Sarah has asked that we continue to have some of our meetings there at the Boy's Club. We are proud and honored to do so.

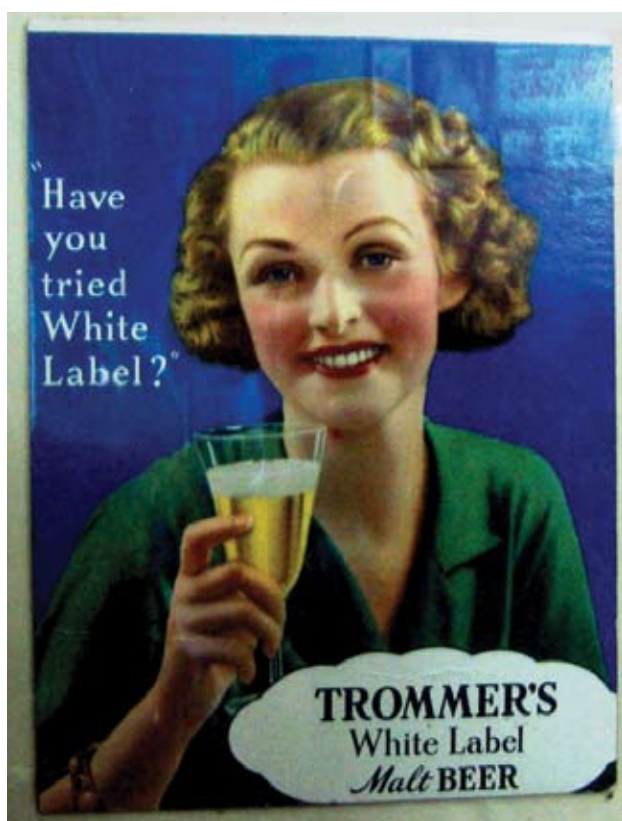
Somewhere, Dick Milne is sitting with a cigar between his thumb and forefinger, a beer on a table nearby, and a smile on





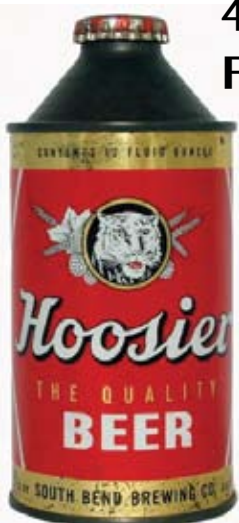
his face – telling one-liners like those of the classics: Henny Youngman, Rodney Dangerfield, or Alan King. Like them, Dick is joking with a crowd who's heard them all before, many times, but still loves to hear him retell them. He is in his glory.



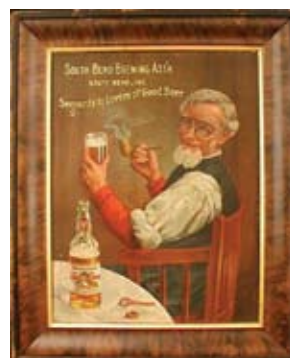


THE HOOSIER CHAPTER *"Cabin Fever Reliever"*

4TH ANNUAL BREWERIANA, BEER & SODA CAN Expo
Friday FEBRUARY 26TH & SATURDAY 27TH 2010



- Room to Room Trading on Friday
- Breweriana, Beer & Soda Can Show with Huge Raffle on Saturday
- Hospitality Suite with drinks and snacks open Friday 6:00 PM to Midnight & during show hours
- NEW! *Micro-Brew Night w/ Second Raffle Saturday Evening*
- Over \$1,000 spent on Raffle Prizes!
- Show Open to General Public @ 9:00 AM Saturday
- General Admission is free or \$5.00 per person includes the Hospitality Suite



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



Registration or Tables:

Dave Cichoracki • 574.674.2779 • intocans@att.net
Bob Wacunas • 574.287.4948 • drewrysbob@sbcglobal.net

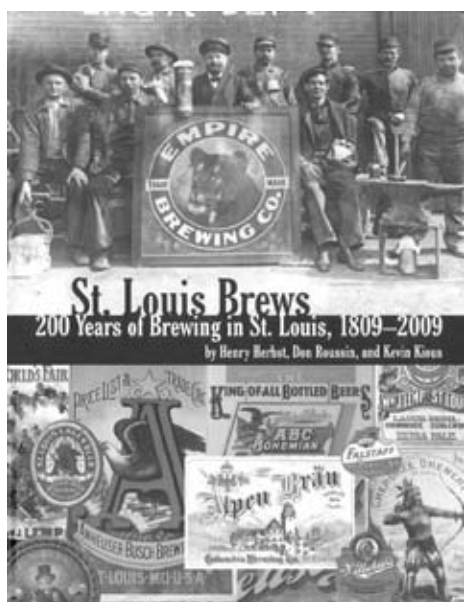
Info & Registration Forms: www.hoosierbeer.com

Collector's Bookshelf

Reviewed by Larry R. Moter, Jr.

St. Louis Brews: 200 years of Brewing in St. Louis, 1809-2009

By Henry Herbst, Don Roussin, & Kevin Kious



Ordering information:

Price: \$45; Reedy Press, St. Louis, MO; Phone: (866) 809-9420; Email: books@reedypress.com; Website: reedypress.com

Henry, Don, and Kevin have hit what I'd have to call a "Grand Slam" of a Brewery History book. This production has beautiful pictures and graphics as well as a strong narrative. The research can only be described as meticulous.

The back page states, in part: "*St. Louis Brews* features hundreds of historical images, a full chronology of the city's 200-year brewing history, fascinating profiles of more than 125 local breweries, and capsules on the craft, regional, and nineteenth-century weiss beer breweries.

"This once-in-a-lifetime volume – researched and written by authors Kevin Kious, Henry Herbst, and Don Roussin – covers everything from John Coons beginning in 1809 through the Anheuser-Busch InBev merger. The history of craft and regional breweries also appears."

Every serious brewery historian/collector should possess a copy of this book as a reference guide. It sets the new standard for similar books to be judged by.

Don, Kevin, and the late Henry Herbst are to be commended and thanked for their outstanding effort to share the wealth of their collective knowledge about the subject in this book. Many of you know that Henry Herbst recently passed away (**Editor's note:** Please see the remembrance of Mr. Herbst on p. 31 of this issue). This book shall serve as an enduring legacy to his love and dedication to our hobby.

American Breweries of the Past

By David G. Moyer

This newly-released book flew under the radar without much PR. I recently attended a small can show hosted by the Richbrau Chapter, BCCA, and found David G. Moyers set up at a table hawking this new book. As an avid brewery book collector, I had to purchase a copy and hobnob with the author.



The back cover states, in part: "*American Breweries of the Past* chronicles significant events in American brewing history. Included in this compilation are thirty breweries no longer in operation, complete with photographic images by the author, and a brief history of each. The former brewing concerns represented a range from regional to national status; including such brands as American, Ballantine, Heileman, National, Pabst, Rheingold, Schaefer, and Stroh's.



Also included is a pictorial depiction of the complete demolition of a brewery complex. At the time of this release, a number of the brewery buildings depicted in this volume have been razed or are slated for demolition.”

The brewery complex referenced by the back cover text that is shown under demolition in Part 4 is the old Baltimore Carling plant. There are a total of 39 breweries featured in this five-part exploration:

- Part 1** – Introduction, consisting of “Early Brewing History” and “Brewing in the United States”
- Part 2** – Chronology of the Breweries
- Part 3** – The Breweries (and what’s left of them)
- Part 4** – Demolition of a Brewery and Baltimore Landmark
- Part 5** – Bibliography

This is an enjoyable book that can be ordered from Amazon.com. David Moyers is in the process of setting up a web site for direct purchase.

US Beer Labels: 1950 and Earlier Individual States: Illinois, New York, Ohio & Pennsylvania By Bob Kay

Editor’s Note: US Beer Labels Volumes 1, 2, & 3 were reviewed in 2008 NABA Journals along with the Wisconsin label book collaborative effort.

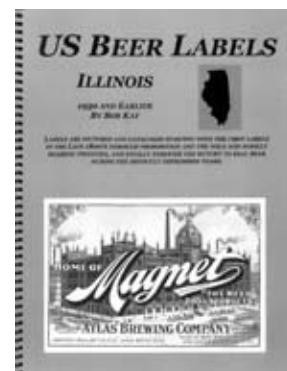
The covers state: “Labels are pictured and cataloged starting with the first labels in the late 1800s through Prohibition and the wild and wooly twenties, and finally through the return to real beer during the difficult depression years.”

I believe these four (4) books complete Bob’s *US Beer Label* series. Each state’s breweries were so numerous or produced so many labels that a book dedicated to each individual state was necessary. I discovered that the grocery/drug store/liquor store/distributor brands produced by the Chicago breweries are an eye-opener in the Illinois book.

Again, every time one opens these books, one finds a new label gem. If you collect labels and/or are an admirer of graphics and the printer’s art, these books are a necessity for your collection. Needless to say (given the author and those books he has produced to date in the series), the books are of outstanding quality, including excellent photos designed in a great format.

Bob – plus all the collectors he acknowledges for their assistance – is to be thanked for the laborious task of compiling and publishing these important books of brewery history.

Ordering information for Bob’s US Beer Label books can be found by email: beerlabel@comcast.net, web site: bobkaybeerlabels.com





Labelology

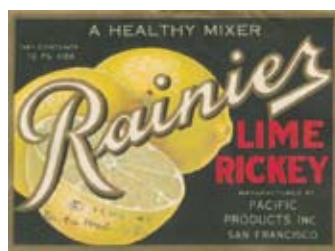
By Bob Kay

Deprived of the ability to sell real beer by the prohibition laws, brewers began searching for alternate sources of revenue. Bottling sodas was a relatively easy switch and many brewers tried it. Of course, we breweriana collectors have to decide if these soda labels meet our guidelines. For me, it's a no brainer: if it shows the brewery name, it qualifies! Because these sodas came from a key period, Prohibition, and were usually discontinued as soon as Prohibition was repealed, they have become choice, and often, rare collectables that help chronicle brewery struggles to keep afloat during the dry period.

Unlike near-beer, sodas are completely alcohol free and usually fall into one of several generic flavor categories. Dry Ginger Ale (ginger spice with sugar and carbonated water) became popular in the US as a mixer for alcoholic drinks during Prohibition; it was, perhaps, the most common offering of brewers choosing to bottle sodas. Lime Rickey, featuring lime juice as a key ingredient, was another popular mixer. It was rumored to be named for a Colonel Rickey, an English officer once based in Washington, DC. Cream Soda (with vanilla as the key ingredient) or White Soda (with generic sweeteners) were also popular mixer choices. Root Beer (flavored with artificial sassafras) and Cola (with caramel coloring, caffeine, and sweetener plus optional "secret" flavoring) were popular either as stand-alone soft drinks or mixers. If a brewery's soft drink sales showed a live pulse, the options for additional brands were almost endless.



Some breweries, like Acme, chose to link California's abundant sunshine and citrus produce to their soda offerings. When national Prohibition took effect in 1920, Acme began bottling sodas under the California Bottling Co. name. The bright graphics on the two labels pictured almost scream "Sunshine" and "California Citrus." They are considered choice by both breweriana and soda collectors.



Pacific Products, Inc. in San Francisco also promoted California citrus with these Rainier Prohibition era labels. Both have handwritten notations, including "© 1924."



The Los Angeles Brewing Co. used the Eastside Beverage Co. name during Prohibition and their soda labels kept the familiar Eastside trademark. The two pictured are among the rarest labels surviving from this brewery.

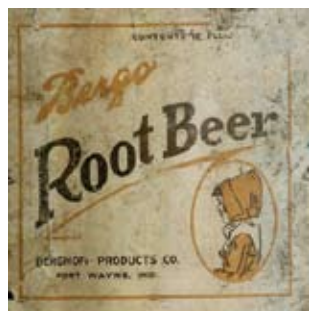


The Falstaff Story by Alvin Greisedieck traces Falstaff's search for profits during the dark years of Prohibition. Soda production was tried, however, surviving examples like these labels are few and far between and highly desirable collectables. "Rock Alva," shown on one of the Lemon Soda labels, was the name of the family's stock farm.

Sometime during Prohibition, the Kamm & Schellinger Brewing Co. in Mishawaka, IN dropped the word, *Brewing* from their name. Their line of Prohibition sodas included Emral



“The Julepy Mint Drink,” Julade “The Juicy Orange Drink,” and more traditional names (Root Beer, Grape, Lemon, Raspberry, and Ginger Ale.)



The Berghoff Brewery in Fort Wayne, IN used the Berghoff Products Co. name during the dry years. Along with their near-beers they had a line of Berghoff Sodas which included labels like Grape-Tang, Lemon-Tang, Orange-Tang, Berghoff-Cola, Root Beer, and Birch Beer. Surviving labels are extremely rare and mostly still on bottles. Two examples, still on their bottles, are pictured.



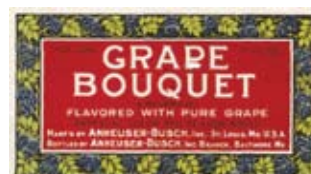
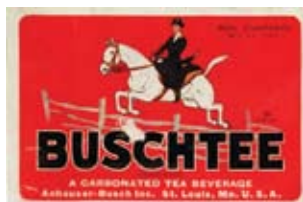
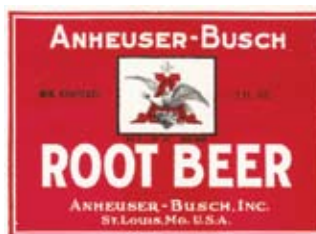
The Independent Brewing Company of Pittsburgh, predecessor of the Duquesne Brewing Company, issued five Prohibition soda flavors — Birch Beer, Root Beer, Orange Whirl, Lemon, and Inde-Cola. All are elusive today.



The Henry Weinhard Brewery in Portland, OR re-organized in 1928 and became the Blitz-Weinhard Company. Prohibition sodas can be found with both names.



Oertel's in Louisville, KY produced many soda labels during the dry years. Two of the most colorful are pictured.



Anheuser-Busch tried many different soft drink beverages, however, only their Ginger Ale, Grape Bouquet, and Root Beer developed staying power. Root Beer, the last to go, was available from 1921 to 1942. Note:

their Grape Bouquet was offered in both bottles and concentrate form (for soda fountains). Their coffee and tea offerings, Kaffo and Buschtee, were short-timers (1920-21), and are some of the rarest A-B labels.



Milwaukee's big 4 (Pabst, Schlitz, Miller, and Blatz), all tried sodas during Prohibition then, with repeal, resumed brewing real beer, which was their number-one

priority. Blatz, however, kept sodas in their product line along with beer, until the early 1940s.

Join Us!

NABA Convention #39, 2010

Stevens Point, Wisconsin August 3-8



Above: Stevens Point Brewery, Water Street, Stevens Point, WI; Top Right: Early 1960s drivers and trucks for Point Special Beer; Bottom Right: Aerial view of the brewery complex.

Visit Stevens Point Brewery's website: www.pointbeer.com

2010 NABA PRE CONVENTION & CONVENTION

Monroe & Steven Point, Wisconsin

August 2nd - 8th, 2010

**Monday, Aug. 2nd - Hospitality & Tours at Minhas Brewery &
Haydocks' World of Beer Memorabilia Museum.
Evening Dinner**

Tuesday, Aug. 3rd - Travel to Stevens Point.

**Wednesday, Aug. 4th - Micro Brewery Tour
Brewmaster's Dinner.**



**Thursday, Aug. 5th - Board of Directors Meeting
Tours of Stevens Point Brewery
(Shuttle will travel between Holiday Inn & Brewery)
Seminars
Thurs. Eve: Special Snacks in hospitality room.**

**Friday, August 6th - First Timers' Breakfast
Auction
Tour to Cranberry Marsh, Cheese Factory, Etc.
(For those not attending the auction)
Dinner
Wisconsin Memorabilia Display**

**Saturday, Aug. 7th - Trade Show
Wisconsin Beer Tasting
Dinner**

Sunday, Aug. 8th - Breakfast & Business Meeting

**Hospitality Room will be Open Everyday
Room to Room Trading Tuesday - Friday**



Guests can relax in the spacious indoor swimming pool and spa tub and enjoy direct access to the Cheese Country Trail from the hotel.

Your stay in one of our 54 guest rooms features:

- wireless internet access
- free local calls, voice mail and cable/satellite TV
- complimentary expanded continental breakfast
- use of nearby fitness center (complimentary)
- Business Center located in lobby for your convenience
- laundry facilities • fireplace in lobby • meeting rooms
- arcade/game room

424 - 4th Avenue, Monroe, WI 53566
608.328.3444 • 800.634.3444 • americinn.com



See you along the way.

- Free Superstart® Breakfast
 - Business Center in lobby
 - King Executive Rooms
 - Whirlpool or Fireplace Suites
 - In-room microwave/refrigerator, coffee, hair dryer, ironing board
 - High speed internet access in all rooms
 - Large Vehicle Parking Outside Outlets
 - Cable TV featuring HBO, ESPN & CNN
 - Movie Rentals
 - Children Under 12 Stay Free
 - Meeting Room
 - Indoor Whirlpool
- Guests can enjoy restaurants nearby and direct access to Cheese Country Trail.

500 6th St. • Monroe, WI 53566
608.325.1500 • 800.800.8000 • super8.com



NABA Pre Convention Tour Monroe, Wisconsin Monday August 2nd, 2010

Enjoy tours and hospitality at the Minhas Brewery established in 1845, which is home to the **HAYDOCKS, WORLD OF BEER MEMORABILIA MUSEUM.**

Make your room reservations at the Americ Inn or Super 8 Motel in Monroe. We haven't blocked any rooms, so you are free to select the motel you prefer.

We will have a buffet dinner Monday evening at Turner Hall which is located near the brewery and museum.

Total cost will be \$35.00 per person.

NABA Pre Convention Tour Mail to:

The Haydocks, 1660 2nd Avenue South,
Wisconsin Rapids, WI 54495

NABA Member: Name: _____ \$35.00

Street: _____

City: _____

State: _____ Zip Code: _____

Guest Name: _____ \$35.00

Total check or money order enclosed \$ _____

Make check payable to: NABA Pre Convention
Return by July 13th, 2010 to help facilitate
planning for this event.

A Monroe
"must see!"

(608) 325-3461



Turner Hall of Monroe

Authentic Old World Charm in an Historic Landmark Facility
Ratskeller Restaurant • Family Bowling

Lunch: Sunday - Friday: Dinner: Tues. - Sunday
Authentic Swiss Cuisine and more!
Monroe's Best Friday Night Fish Fry

Large events, up to 400
Swiss Art and Historical Displays
Swiss Heritage Programming
Sunday Oldtime Dances
Single-Free Family Bowling

2 blocks South of Monroe's Square
www.TurnerHallOfMonroe.org
(608) 325-3461



A 501(c)(3) nonprofit, smoke-free, handicapped-accessible & listed on the National & State Registers of Historic Places

Brewing and Distilling in Cleveland

By Carol Poh Miller

From the Encyclopedia of Cleveland History
(last updated 1997) Originator/Maintainer: Case
Western Reserve University
<http://ech.case.edu/ech-cgi/article.pl?id=BADI>

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

Cleveland's distilling industry dates almost to the city's founding. In 1800 David and Gilman Bryant are said to have operated a secondhand distillery, brought from Virginia, on the banks of the Cuyahoga River at the foot of Superior St. Their output was "two quarts of raw spirits a day," according to historian William Ganson Rose, which was used "in the household for medicinal purposes, as coin in commerce and trade, and as a pacifying influence over uneasy Indians."

Josiah Barber, who with his brother-in-law, Richard Lord, gave the village of Brooklyn (later the west side) its first economic boom, is said to have established that area's first industry, a distillery. By 1831 a distillery had been built on the narrow strip of land sheared off from the Flats (see sidebar) by the old river bed and the new channel of the Cuyahoga River, giving that district the name Whiskey Island. During the same period, Baptist clergyman Elijah F. Willey opened a brewery on Walworth Run, so that "the introduction among us of this wicked beverage cannot be laid at the door of the immigrant Teuton," John H. Sargent noted at a meeting of the Early Settlers Assn. of the Western Reserve in 1880.

There were 2 breweries in Cleveland when the first city directory was published in 1837-38. In 1845-46, 3 breweries employing 13 persons produced 177,000 gallons of beer and ale with an estimated value of \$17,000. Thereafter, the directories trace the swift and sustained growth of

The Flats are the bottom land or the floodplain of the Cuyahoga River separating the high plateaus on which the city stands. Although Cleveland's earliest settlers chose the lowlands near the mouth of the river as the site for their cabins, its swampy character caused so much illness that most soon migrated to higher ground. The unhealthy Flats ultimately were abandoned to commerce and industry. The opening of the Ohio and Erie Canal in 1827 spurred a tremendous increase in lake shipping. The Flats



A view of the Cuyahoga River, looking north from the riverbank at Superior Ave., 1870. WRHS.

offered abundant room for docks and warehouses. Beginning in the 1850s, the railroads found the broad expanse of the Flats advantageous in the storage and handling of freight. In the second half of the 19th Century, the Flats were crowded with iron furnaces, rolling mills, foundries, lumberyards, shipyards, flour mills, oil refineries, paint and chemical factories, and other industries. While the Flats facilitated commerce and manufacturing, they hindered communication between the east and west sides of the city. In 1878 the 2 sections were finally united with the completion of the superior Viaduct – other "high-level" bridges followed. In the 20th Century, as industries grew less dependent on water and rail transportation, the Flats gradually lost their concentration of industry. In the 1970s and 1980s, the Flats enjoyed a new vitality as nightclubs and restaurants sprouted along Old River Road and other streets. The nonprofit Flats Ox-bow Assn. was organized in 1978 to promote the economic well-being of the area. Today the Flats are an amalgamation of commerce, industry, nightlife, and (since the construction of a series of condominiums in 1983-84) residences.

Continued on Pg. 28



Auction Hysteria

by Robert Hajicek

The following is Part 2 of the John Brandt estate auction from May 31, 2009 and is only a small quantity of the Wisconsin breweriana that was available at the auction. I apologize for the short descriptions in this and the last article. I failed to get dimensions of the items during auction preview.



Blatz Chalk Statue
\$600



Fox Head Lighted ROG
\$1,900



Storck's Slinger Curved Porcelain Sign
\$6,700



Gottelman Lighted Sign
\$600



Schlitz Self-Framed Tin Sign
\$2,600



Schlitz Tray
\$250



Cream City Tray
\$900



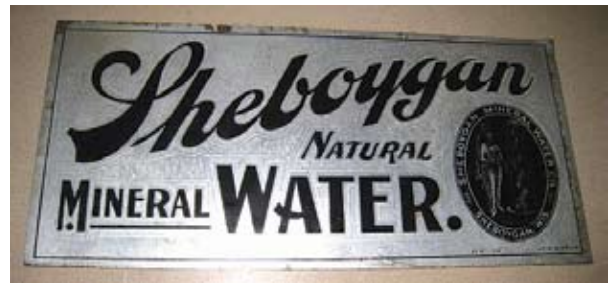
Blatz Tray
\$2,900



Chief Oshkosh Flange Sign, two sided: \$950



Storck Coaster \$350



Sheboygan Mineral Water Metal Sign \$275



Braumeister Curved Porcelain Sign \$3,800



Storck's Slinger TOC Sign \$1,050



Potosi Porcelain Neon, two sided porcelain with neon on one side. \$2,500



Pabst Tray \$1,700



Jung Tray \$250



A. Gettelman, Jos. P. Kalt Lighted ROG Sign \$2,750



Leisy Brewing Company

the industry prior to Prohibition in 1920: in 1860, there were 11 breweries; in 1870, 17; in 1880, 23; in 1890, 19; in 1900, 23; and in 1910, 26. The city's malt liquor output, valued at \$1,249,502 in 1880, increased more than fourfold by 1910, to \$5,124,478, and helped boost Ohio to third place, behind Wisconsin and Pennsylvania.

The distilling industry, meanwhile, never attained the importance of brewing in Cleveland. In 1840 2 distilleries produced 80,000 gallons of liquor, according to U.S. census figures. That number grew to 5 establishments producing products valued at \$131,273 in 1860, but thereafter the industry declined as a factor in the city's economic life. The census gives no figures for the production of distilled liquor in Cleveland between 1870-1900. In 1910 the city's 4 distilleries produced products valued at only \$14,341. Today, Paramount Distillers, Inc., in business since 1934, bottles its products – including blended and bourbon whiskey, Scotch, gin, and vodka – in Cleveland but distills them elsewhere.

wagon to a small, local market, usually within a 30-mile radius. Charles Gehring, who opened his brewery in 1852, is credited with having produced Cleveland's first lager beer. By 1875 Gehring, Isaac Leisy, Jacob Mall (of Gund Brewing Co.), and Leonard Schlather had all established breweries that would persist into the 20th Century.

After 1860, several broad trends profoundly affected the brewing industry not only in Cleveland but also nationwide. The Internal Revenue Act of 1862, instigated by the need for revenue to conduct the Civil War, introduced for the first time a tax on malt beverages and led to the formation of the US Brewers' Assn., America's oldest continuously incorporated trade association. (The Brewers' Assn. would later form the industry's front-line defense against the threats posed by the growing temperance movement.) In the 1870s the development of pasteurization meant that beer could be bottled and sold to wider markets, while the spread of railroads also made it possible for brewers to look farther afield for customers and led to the

Throughout the 19th Century, the brewing industry in Cleveland (as elsewhere) was characterized by small, family-owned breweries that had been founded by German or Bohemian immigrants. Deliveries of draft beer and ale were made by horse-drawn

emergence of the first national brewers. During the 1880s and 1890s, mechanical refrigeration was installed in the larger breweries, thereby completing the transformation of the brewmaster from a cook to a mechanic and engineer.

The period 1880-1910 is often said to represent the palmy days of the industry. There were still a large number of breweries, the majority of which were small, family-owned enterprises, and production was constantly increasing. Cleveland in 1890 ranked 13th among US cities in the production of malt liquor, after New York, St. Louis, Brooklyn, Milwaukee, Philadelphia, Chicago, Cincinnati, Newark, Boston, Baltimore, Buffalo, and Rochester. Although prosperous, the period also saw the beginnings of industry consolidation as larger brewers bought out competitors' plants and either continued to operate them or shut them down. Many smaller firms were helpless, beset as they were with the huge outlays required for new equipment, buildings, and personnel required to compete.

In Cleveland this trend was most dramatically illustrated by the formation in 1899 of the Cleveland & Sandusky Brewing Co. through a merger of 11 northern Ohio breweries, 10 of them Cleveland firms. Cleveland & Sandusky quickly became embroiled in controversy; some independent brewers – among them George Gund (see sidebar) of Gund Brewing and Otto Leisy of Leisy Brewing – charged unfair competition. Leisy, in a letter to the *Plain Dealer* (19 Feb. 1899), accused Cleveland & Sandusky of purchasing saloons, then coercing tenants "to sell their beer at their

price or leave the premise.” The Cleveland & Sandusky “trust” proceeded unhindered, closing unprofitable plants and adding others, although after repeal of Prohibition brewers were prohibited from operating saloon tie-ins.

The industry in Cleveland reached its zenith in 1910, when 26 breweries were operating in the city. In addition to Bohemian, Cleveland, Columbia, Gehring, Schlather, Star, and Fishel (all in the Cleveland & Sandusky fold), there were the Beltz, Cleveland Home Brewing company, Diebolt Brewing Co., Excelsior, Forest City, Gund, Leisy, Pabst, Pilsener Brewing Co., Schlitz, Standard Brewing Co., and Stroh breweries. Leisy, Pilsener, and Standard, all located on the near west side, were the most formidable independents.

When national Prohibition took effect on 16 Jan. 1920, brewers faced either the liquidation of their property without

compensation or the manufacture of products other than alcoholic beer. For some Cleveland breweries, such as Gund, that meant the end of business. Some, including Pilsener and Standard, turned to the manufacture of low-alcohol (near) beer and dairy products, soft drinks, or fruit juices. Others, such as Leisy, simply closed down and waited. One month after Prohibition ended on 7 Apr. 1933, 4 of the city’s breweries (Pilsener, Standard, Forest City, and Cleveland Home Brewing) were back in production and others soon followed. All faced a significant amount of reinvestment, including new bottling machinery and fleets of motorized delivery trucks.

Consumer preference had shifted from draft to packaged beer, a trend favoring the larger “shipping” brewers, which took an increasingly larger share of the market at the expense of smaller brewers still selling draft beer to a local market.

The larger brewers were better able to win and hold consumers through aggressive advertising campaigns, and to absorb the costs of new equipment.

Although the number of Cleveland brewers was decreasing, the output of the remaining firms continued to increase, so that in 1939 Cleveland’s 9 breweries employed 1,265 persons (in 1910 the industry had employed 904), and malt liquor production was valued in excess of \$10 million. Surviving were those companies that adopted bold new strategies to meet the competition head-on. The Standard Brewing Co., a strong contender that had long confined its market to a 50-mile radius, embarked on a multimillion dollar plant expansion after World War II and broadened its market to include adjoining states. The Brewing Corp. of America, later known as the Carling Brewing Co., used aggressive merchandising to make an unusually swift advance toward a leading



A funeral procession at Lake View Cemetery, ca. 1911. Increased automobile use in the 1910s necessitated paving the cemetery’s numerous pathways for motor traffic. Courtesy of Lake View Cemetery Association.

Brewer George Frederick Gund was the father of noted Ohio philanthropist, George Gund Junior (13 Apr. 1888-15 Nov. 1966). In the first graduating class of Harvard Business School, the Junior Gund started banking in Seattle. When his father

died, Gund returned to Cleveland and acquired the Kaffee Hag Corp., makers of decaffeinated coffee and, after refining the process of extracting caffeine (which he sold to Coca-Cola), he sold the company for \$10 million. He then turned to real estate and banking.

During the Depression, Gund bought good-quality stocks at bargain prices. By 1937, he was hired by Cleveland Trust Bank (AmeriTrust), first as a director, and then, in 1941, as president. Gund expanded the bank’s financial power base in Cuyahoga County through loans and investments and, to strengthen its ties to business, served on more than 30 corporate boards. In addition to being bank president until 1962 and board chairman from 1962-66, Gund was an officer, trustee, or director of 14 civic, philanthropic, and educational institutions. Two Harvard professorships were established in his honor in 1964 and 1966. Gund collected western art, notably the work of Frederic Remington. In 1936, Gund married Jessica Roesler (d. 1954) and had 6 children: George III, Agnes, Gordon, Graham, Geoffrey, and Louise. Having provided for his children before his death, he left most of his \$600 million estate to his George Gund Foundation. Gund died in Cleveland of acute leukemia and was buried in Lake View Cemetery.

position in the industry; Carling became one of the leaders in the multiple-plant idea, as well as Cleveland's largest brewer, ranking 15th in sales nationally in 1944.

Meanwhile, many smaller brewers were either absorbed or forced to close. The state excise tax, which *averaged* \$.12 per case in the principal beer-producing states (New York, Michigan, Wisconsin, and Missouri) was \$.36 per case in Ohio, further aggravated the problems faced by smaller brewers. Leisy, Cleveland's oldest family-owned brewer (which as early as the 1870s had established markets well beyond the Cleveland area), pointed to the tax as an important factor in its decision to close in 1958. The city had 9 breweries in 1939, but by 1960 that number had dwindled to 5.

The phenomenon of brewery shakeout accelerated in the 1960s. Cleveland & Sandusky, Pilsener, and Standard all closed their doors, the latter two selling out to larger brewers (Duquesne and Schaefer, respectively) attempting to expand their markets. The trend toward larger and larger brewing companies followed the pattern of industry in general, which increasingly turned to consolidation to meet such problems as financing and promotion. For the brewing industry, shakeout meant the end of malt liquor products having a distinctive taste and a regional identity. Gone were Black Forest beer (Cleveland Home Brewing), Gund's Clevelander beer, Erin Brew (Standard Brewing), Black Dallas malt liquor (Leisy), Old Timer's ale, and Crystal Rock beer (Cleveland & San-

dusky). By 1970 only 2 brewers remained in Cleveland: Carling and C. Schmidt & Sons. The following year Carling closed its aging Cleveland brewery and moved its headquarters to Waltham, MA, near its modern brewery at Natick. Schmidt took over the vacant Carling plant and continued production there until 1984, when the city's last brewery closed; Schmidt blamed the closing on lack of sales. Four years later, in 1988, local beer was reintroduced to Cleveland when Patrick and Daniel Conway established the Great Lakes Brewing Co. to make Dortmunder and Vienna-style beers. The small Ohio City brew pub reflected a national trend toward "microbreweries," brewing premium beers of distinctive flavor for a local market.



State Boat No. 1, south of Stone Rd., on the Ohio-Erie Canal, 1902. WRHS
Courtesy of Cuyahoga Valley National Recreation Area.

The Ohio & Erie Canal, connecting Lake Erie at Cleveland with the Ohio River at Portsmouth, was constructed by the

State of Ohio between 1825-32 to provide cheap transportation and to promote the state's economic development. Cleveland became the canal's northern terminus through the efforts of attorney and state representative Alfred Kelley, who supervised construction of its northern division as acting canal commissioner. The canal was a minimum of 40' wide at the water line, 26' at the bottom, and 4' deep, dug by laborers using picks, shovels, and wheelbarrows, with oxen to drag heavy trees and stones. When construction began in 1825, wages were \$5 per month plus temporary housing, board, and daily rations of whiskey. With its terminus on the eastern bank of the Cuyahoga River near the foot of Superior Ave., the canal opened officially between Cleveland and Akron on 4 July 1827. Built at a cost of \$4.3 million, the canal was 308 miles long and required 146 lift locks. Wooden canal boats were limited by the size of its locks – 90' long in the chamber and 15' wide, with a pair of wooden gates at either end. Large-capacity freight boats were towed by mules in tandem and passenger packets, designed for faster travel, were towed by horses at a speed of 4 mph or less.

CREATIVE TEAM

Project Leader
Eric A. Meyer

Editorial Assistant

Susan Schmidt Horning

Programmers
Wes Barton
Mike Pirnat

Database Design

Wes Barton

Text Conversion
Mike Pirnat
Dan Alt

Image Procurement

Patrick Ryan

Image Scanning
Yujira Jirapinyo
Interface Design
Eric A. Meyer

Remembering Henry W. “Hank” Herbst

10/17/1940 - 10/16/2009

*Excerpted from a BCCA article
by Jim Thole*

As Father Alex Anderson said at Hank Herbst's funeral mass, "Henry knew more stuff, about more stuff, than anyone else I know."

A lot of that "stuff" was related to "all things beer" – and that passion began with his employment at Anheuser-Busch in the 1960s. It was there that he and some of his co-workers began saving and trading old A-B cans, although his collection would eventually grow beyond just beer cans. His goal was to collect something from every known U.S. brewery at the time, past and present, with an emphasis on anniversary pieces.

When Hank heard about the newly-organized BCCA in 1970, he immediately joined. His enthusiasm for "all things beer" promptly elevated him to the forefront of this infant group, because he volunteered for "whatever needed doing," as his wife Elaine said. In the organization's third year, Hank became BCCA Secretary, followed by Vice President, and then President in 1975. His long list of accomplishments in support of the hobby in general and his first association membership specifically includes his induction to the BCCA Hall of Fame in 1992. Hank was also a noted member of NABA and an avid supporter of breweriana collectors everywhere.

Not all of his energy and accomplishments were directed to collecting breweriana or in sup-



This label represents an oatmeal stout brewed in Hank's honor by the Morgan Street Brewery, in St. Louis, MO.

port of the hobby. Hank was also very active in his community's life, and was involved with his parish church in ways too numerous to list. He was instrumental in the founding and subsequent activities of both the Eureka Historical Society and the Dogtown Historical Society, memberships which reflected another one of his intense interests: the 1904 St. Louis World's Fair, and its German Tyrolean Alps entertainment venue created by local brewers.

He was employed at John Henry Foster Company for 34 years, retiring in 2006. Throughout his life and outside endeavors, Hank remained a dedicated husband and father

– to his wife of 43 years (Elaine) and his three daughters (Amy, Susan & Kathy). Soccer was a big commitment for them during their daughters' high school and college years.

Along with his family, the real passion of his life was St. Louis beer & breweries, and the history of the local industry. "Hank had a long-term love affair with the brewing industry in St. Louis," said Kevin Kiouss. Indeed, he began his research in the 1970s with frequent visits to Bill Vollmar, the archivist for Anheuser-Busch's extensive library – a practice that would continue for three decades.

This unrelenting research had a long-term goal – a book that would embody the entire history of the rich brewing tradition in St. Louis. This dream was fulfilled late last year when Hank and his co-authors Don Roussin and Kevin Kiouss, published *St. Louis Brews: 200 Years of Brewing in St. Louis (1809-2009)* (**Editor's note:** see the "Collector's Bookshelf" review of this book on p. 18 of this issue). The motivation behind the book was not economic, but to share the treasure trove of data that Hank and his co-authors had amassed. "It is a true labor of love by a man who loved beer and brewing," said Bill Vollmar.

The growth of the brewpub market in the 1980s and 90s became "music to his ears," because there were so many more

breweries to visit and beers to be sampled. The 1991 opening of Tom Schlafly and Dan Kopman's brewpub at the newly-licensed St. Louis Brewery (SLB) became the perfect opportunity for Hank to make use of his knowledge and talent. Through his regular attendance at their "Tap Room," Hank was viewed as part of the Schlafly family.

He honestly wanted them to succeed, and thus voluntarily assumed a role as their marketing consultant.

After SLB's second brewery (*The Bottleworks*) opened in 2003, "Hank's involvement really ramped up," according to SLB's Communications Director, Troika Brodsky. They worked closely to develop an exhibit highlighting the history

of the St. Louis brewing industry at *The Bottleworks*. In fact, Hank wrote the documentary film that's shown in the exhibit. "A lot of Hank's efforts helped us to be who we are and where we are today – he was our beloved," said Brodsky.

Hank will be missed by many among the vast array of breweriana collectors and brewpub enthusiasts.

Open Letter to the NABA Membership From Your Nominations Committee

NABA OFFICERS AND DIRECTORS ELECTION - JULY 15, 2010

Our by-laws tell us it's time to begin the process of electing NABA leadership for the next two years. President Larry Moter has appointed a Nominations Committee to encourage Members' participation. The Committee is non-partisan and will not promote a "slate" or any individual(s) for election. The Committee will and does encourage multiple candidates for each opening. There is no reason for you to not participate.

This is an opportunity for each of you to participate as a member of the Board. Our by-laws provide that any Regular Member may nominate him or herself by indicating their interest, in writing, to either the President or Executive Secretary before May 1, 2010.

The July 2010 election will be for a President, Vice-President, Secretary, Treasurer and three of our six Directors. Each will serve a two year term and meet at the annual convention and again in the fall and spring at a NABA Chapter show site.

A stronger and healthier NABA depends on a rotation of diverse and innovative involvement by its membership. This your

opportunity to make a difference.

A written nomination is required. Send your nomination to either:

- President Moter
10149 Michaels Rd.
Woodford, VA 22580-2500 or
accneca@aol.com
- John Stanley
PO Box 64
Chapel Hill, NC 27514-0064 or
naba@mindspring.com

A separate copy of your written nomination sent to the Nominations Committee to help administer the voting process will be greatly appreciated.

Ballots will be mailed to all members by June 15, 2010.

In your service, the
Nominations Committee

James L. Kaiser
5287 Brookside Ln
Washington, MI 48094-2678 or
kaiserhof@comcast.net
Pat Stambaugh
718 S Lakeshore Dr
Lake City, MN 55041-1849 or
p.stam@mchsi.com
Norm Jay
839 James Ct
Wheaton, IL 60187-6344

Travels with Barley

By Fred & Mary Clinton

For a quarterly publication, the *BC's* submission deadlines sure do come up frequently, and here we are with another one. This time the column will have a strong Michigan flavor, being all Michigan breweries.

In September we headed for Fred's old stomping grounds, Petoskey. On our way there we detoured slightly to Traverse City and visited one of the more unique brew pubs any where. At the Right Brain Brewery you can get a haircut or other tonsorial procedure at the adjoining Salon Saloon while you enjoy one of their mostly excellent but somewhat unusual beers. While we often report to you that a beer is true to style, most of these beers defy that description because these beers are purposely brewed "out of style."

There were 13 beers on tap

**RIGHT BRAIN
BREWERY**



and we sampled each. It was difficult to drink these in the order we would normally (from least hoppy to most hoppy, and from light to heavy) because the

unusual ingredients threw us off a bit. First was the Scottish Moor Heather Ale and the heather did come through. This was drier than a typical Scottish ale and slightly smoky, but a good beer. Next was the Once Upon A Time brown ale which was very good and malty but with perhaps less chocolate than some. Still, very tasty. We then tried the Cherry Festival Ale. (For those of you unaware,

the Traverse City area produces most of the nation's tart cherries and a fair amount of the sweet variety as well.) This one had a BIG cherry flavor without excessive sweetness. Not for those who don't like cherries; it had a great color as well.

The next beer was the Posh Porter and it, too, utilized local fruit – this time raspberries. This was close to a robust porter in body and had a light fruit flavor at the end. A very good beer, and we ultimately gave it the Four Paw Pick**** nod. The next beer fooled us somewhat but from the description we should have been prepared. It was called Scarborough Fair Ale and those of you who remember the old folk tune might guess that it contained parsley, sage, rosemary, and thyme. The thyme had a huge presence. Not to our tastes, but as advertised; we thought it would be suitable for a marinade. We were looking forward to tasting this next one, the Fire Roasted Sweet Corn Cream Ale, because we love sweet corn. And the beer was tasty with just a hint of sweetness at the onset and a nice medium dry cream ale finish.

Now we got into the beers that were hoppier, starting with the Will Power Pale which was a nice "normal" pale ale. The CEO Stout was made with locally roasted coffee and had a prominent coffee flavor: quite an assertive beer. Several of these would result in a wide-awake drunk.

When you see a beer called Alter of Heaven Ginger IPA you are not sure what to expect. This was made with candied and raw ginger and it had a dry finish

that was parching at the end, not a typical IPA. The Cagney IPA was made with red grapefruit peel. (These folks are not afraid to be different.) It was a well-balanced beer with a citrus tang. They also had a Cagney IPA on cask, served by hand-pull. In this beer the grapefruit really came through and it was exceptionally creamy.

Now, for the hopheads delight, the TC 350 IPA was a triple IPA and it had a HUGE hop flavor as well as good body. We didn't find it to be particularly well-balanced between hops and malt, but if you are a hophead, who cares? And finally, the pièce de resistance: the Exception Barleywine. It is made with pilsen malt, smoked malt, honey, maple syrup, corn, and wheat. Wow! And you can really taste the alcohol at 14%. As noted, these are for the most part unusual beers, but they are all well made and most folks can find a favorite.

After the Petoskey trip we regrouped and headed for a week of hiking in the Upper Peninsula. We were headed to the Keweenaw Peninsula, that part of the UP that sticks out into the chilly waters of Lake Superior, and the Porcupine Mountains in the far west. Believe it or not, there are now 7 breweries in the UP and we were able to visit 4 of them. We wrote about one of them (Red Jacket in Calumet), in the Spring 2009 issue. So we'll just say now that they had two of their beers on tap, an Espresso Stout and Ivan Pale Ale, and both are excellent. The only downer was that having been there on a Friday, we decided to return for dinner on Saturday evening only to dis-

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

By the time you receive this issue a *Merry Christmas* will have passed and wishes for a *Happy New Year* in 2010 will also be late. I hope that 2010 will be a great year for your family and you. Please make plans now to attend the NABA Convention in Stevens Point, Wisconsin, in August. The Stevens Point Convention will be hosted by Herb and Helen Haydock with a pre-convention tour to Monroe to see their new *Breweriana* Museum display (see info pg. 24 of this issue). Herb and Helen know how to run a great convention, so make every effort to be there. In April

the Spring NABA board meeting will be held in Green Bay, WI at the Packer Chapter show. The Packer Chapter is the newest NABA Chapter. Make plans to attend (details in the NABA Events of Interest on the NABA web site).

Enclosed with your Winter BC issue is the following user name and password to access the 2010 NABA Directory online (username = access; password = naba148). The time has come to save NABA printing and mailing costs for the Directory and it will be online from now on. If you need any corrections or changes please let me know:

one outstanding benefit of a digital directory is that any changes can be reflected immediately instead of having to wait until the following year's Directory is issued. Annual renewal slips and the Stevens Point Convention information will be sent with the Spring BC issue.

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

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.*

you are doing so. Board members are required to attend the National Convention and two other meetings (one in the spring and one in the fall).

If address information has changed please mail or email corrections to the address above. I would like to welcome the new members listed on the next page. Special thanks to John Bain (1),

Doug Harman (1), Kent Newton (1), Pat Stam-
baugh (1), NABA Convention (1), Rejoins (1), and
the NABA Web Site (2) for recruiting these new
members and rejoins. To win a free year's mem-
bership you need to recruit five (5) new members
for the year (the year starts and ends with the
Convention).

New Members

Adamus, Tony

1538 Middleton Rd
San Dimas CA 91773-3716
626-332-7565
ajadm@aol.com

**All Breweriana (Schlitz)-Tap
Handles (All)**

Amideo, Christopher H

106 3rd St
East Northport NY 11731-3518
631-445-5774
camideo@optonline.net

**Cans-Lithos-Neons-Reverse
on Glass-Signs; New York esp
Brooklyn & NYC**

Gabriel, John (Julie)

2131 Harcourt Dr
Cincinnati OH 45244
513-388-9566
gabralli@aol.com

**Lithos-Signs-Tap Knobs-Tip
Trays-Trays**

Gendry, David

1809 W Forest Ave
Decatur IL 62522-2648
217-422-5637
C217-972-1577
gendrymd@aol.com

**All Breweriana-Glasses-Mugs &
Steins-Signs-Statues-Trays;
Illinois, Michigan, Missouri,
Wisconsin**

Hinton, Lawrence (Linda)

4175 Summerwood Dr
Arnold MO 63010-5709
636-282-2903

Mehl, Dennis (Connie)

9893 LaDuke Rd
Freeland MI 48623-9021
989-695-5284
dennis_mehl@att.net

**Books & Magazines (Beer &
Wine)-Glasses (Strohs &
Worldwide esp Belgium)**

Nichols, Ed

151 Arthur St
Massapequa Park NY 11762-2013
budman3@optonline.net
**All Breweriana; Anheuser-Busch
(Buy-Sell-Trade)**

Suozzi, Mark (Lynda)

PO Box 102
Ashfield MA 01330-0102
413-628-3241
marklyn@valinet.com
All Breweriana

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



cover that they were closed for cleaning. On Saturday evening? Only in the UP!

While in the Keweenaw area we had the opportunity to visit two additional breweries, both in Houghton. Houghton is a college town and the home to Michigan Technological University. (Might this explain how two brewpubs can survive in this otherwise small town so far north?) First, we hit the Keweenaw Brewing Co. or KBC as it is known locally. This is a micro brewery and not a brewpub, so if you want food you must bring it with you. They had nine

beers on tap when we visited and we started with the Pickaxe Blond one of the four beers they also can. We tried it both ways and much prefer the draft. It is a good intro beer – clean with a nice hop finish. Next up was the Red Jacket Amber, also available in a can. This was very nice for the style with a clean, crisp flavor and medium malt. The Lift Bridge Brown was quite drinkable, which Mary likened to a British mild. It could easily be a session beer.

We moved on to the Hobo Express, another very drinkable, malty, somewhat fruity beer. It was similar to a Dortmunder style and also would be a good session beer. Next was the Stump Grinder Oatmeal Stout which didn't have the body expected of an oatmeal stout. It seemed to us to fit more into the dry stout style but with little roast flavor and bitterness. The Four Paw Pick**** was the 36 Shilling Scottish Ale. This was on the lower end of the alcohol scale but with very good malty flavor and nice body. You guessed it, a good session beer. You would expect a beer called Widow Maker Black to be quite strong and very dark and you would be half right. It was dark but it was very mild, yet tasty nonetheless.

Now, for a little more in hops, we tried the Tip UP ESB. This beer was runner-up for the Four Paw and it was very citrusy and floral with an assertive hop flavor. Last but not least we tried the Back Country IPA. It had a citrusy flavor from Centennial hops and was very well-balanced between hops and malt. KBC is the only micro we have come across that offered pints for \$2.50 all the time. Put that together with the fact that Houghton is home to MTU and maybe that is why we found so many session beers. KBC also

has a nice selection of shirts and glasses.

Just around the corner is the Library Restaurant and Brewpub. Here we found 11 beers on tap, so there is more to read than books. Beer number one was the Whiteout Wheat, a German style wheat. It had a big banana and clove nose and flavor – maybe too much for some – but quite drinkable. The second beer was a wheat/barley blend called Keweenaw Golden Ale. This was a good starter beer with a unique flavor which Fred liked. Another starter beer was the Rock Harbor Light. This had a slightly spicy and hoppy flavor and was a clean, easy drinking beer. Beer four, the Oars Ale, was a maltier, sweeter, and fuller bodied starter beer. It was very nice drinking. The Red Brick Rye Ale did indeed have a bold rye flavor. It was dry from start to finish and had a nice reddish-gold color. A good brew. The Amber Lager was a good example of the style with a nice balance of malt and hops and sweet to dry. The beer had a nice finish.

We were in time to try the Oktoberfest: a good example of the style. It had a pleasant sweet malt flavor, good body, and low hop presence. Next was the Rabbit Bay Brown Ale, a favorite of Mary's and tied for the Four Paw Pick*** award. (When did you know Mary to like a brown? So this one had to be good!) It had good body, nice chocolate flavor, and no diacetyl.

Now we move hopward with the Copper Town Ale. This is in the pale ale style and has good malt/hop balance. It didn't have a hop head finish but was pleasantly dry. The Shaft House Dry Stout had lots of roast flavor with coffee overtones and the body was ample. This is a very good beer and tied with the Rabbit Bay Brown for Four Paw



Wall of Custom Mugs found at Right Brain Brewery, Traverse City, MI.

Pick****. And for the hop deprived, the Library offers Miner's IPA, a very citrusy and hoppy brew that is a pretty good IPA. It would seem to us that when the students aren't having a session at KBC they would come to the Library to study.

Our last brewery stop on this trip was Superior Brewing and Dunes Saloon in Grand Marais, MI. This is on the eastern edge of the Pictured Rocks National Lakeshore so there are reasons to come here other than beer if you need them. We were told that they normally have six beers on tap but the evening we visited they had only three. First was the Puddingstone Wheat which was an American style with no banana or clove aroma or taste. It is a light beer with a nice finish. The second beer was a seasonal Pumpkin Spice and it was indeed full of pumpkin and spice flavors. One would be enough but it was quite tasty. Our favorite of the night was the Sandstone Pale Ale which was very citrusy but not very hoppy. It was a refreshing beer that went well with our delicious wood fired pizzas. There is a rock/mineral theme throughout this establishment, reflecting one of the co-owner's areas of expertise. They have a good selection of shirts and glassware. Be sure to look for the stone urn on the back bar which is said to hold the ashes of problem customers.

36th Annual
TOLEDO, OHIO
Buckeye CHAPTER
BEER SHOWS
COLLECTIBLES
March 13
2010
Buckeye 9am-2pm
UAW Hall, 5411 Jackman Rd, Toledo, OH
 For more information
 Call or e-mail:
 John Huff
 734-847-3379 home
 419-367-9713 cell
 Cadiac500@aol.com



Lest the reader think that all we do on these trips is drink beer, please note that we also hiked over 50 miles in some of the most rugged terrain in Michigan. The beer was merely a reward. And, by the way, Barley actually went with us. We figure he hiked 150 miles – and with no beer!

We are planning a Wisconsin trip some time in 2010 so we can expound on some breweries prior to next year's Stevens Point Convention, so stay tuned. Until then, Cheers!



Advertising

Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

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

CLASSIFIED ADVERTISING

NABA members may advertise up to six lines (about 50 words) in the **Buy-Sell-Trade** area for \$5.00 per issue. We are unable to provide proof copies or tear sheets of Classified ads.

DISPLAY ADVERTISING

Full page.....\$150
Half page.....\$ 80
Quarter page.....\$ 40
Eighth page.....\$ 20
Business card (3.5 x 2 in.).....\$ 15

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

PAYMENT

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

DEADLINES

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

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

Buy ♦ Sell ♦ Trade

NEW JERSEY BALL KNOBS: Absolute highest price paid for extremely rare NJ tap knobs I need. Maybe even a trade if possible. Paul E. Brady, 601 Mercer Ave., Spring Lake Hts., NJ 07762; or beer80@verizon.net.

V148

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 4 - 8
2010

HOLIDAY INN
KITCHENER, ONTARIO
MORE INFO:
commuterdelight@hotmail.com

Events of Interest

**Chicagoland Breweriana
Society's
Buy • Sell • Trade**

**April 18, 2010
9 am - 3 pm**

**VFW Post 9284
Elk Grove Village, IL
Ray Capek • 630-778-1482**

**20th King's Spring Fling
GAMBRINUS CHAPTER**

April 25, 2010

Makoy Ctr., Hilliard, OH

**DOUG BLEGEN • 614-890-0835
dblegen@columbus.rr.com**

**CABIN FEVER
RELIEVER**

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

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

MARCH 11 - 14, 2010

**QUEEN CITY
LUCK O'THE IRISH
MINICANVENTION
& BREWERIANA SHOW
HOLIDAY INN CINCI AIRPORT
ERLANGER, KY
DAVE GAUSEPOHL 606-371-4415
BEERDAVE@FUSE.NET
DEBBIE DOWERS 859-371-2233**

**Dakota Chapter
Breweriana Show
April 23 - 24**

VFW Hall 3601, Sioux Falls, SD

**Bob Post • 605-339-0269
pst@sio.midco.net**

*Collectors Carnival
Antiques & Collectibles Show*

April 24 & 25

*Vanderburgh Co. 4-H Ctr.
Evansville, IN*

*Brent Pace: 812-471-9419
bpace@evansville.net*

**Atlantic Anti-Freez
Can & Breweriana Show**

March 12, 2010

Value Inn, Augusta, GA

**Matt Parker - 706-855-6397
beercanz@comcast.net**

**May 10, 2010
ECBA/Chesapeake Bay**

**Land of Pleasant
Living Show**

**FSK Legion Post 11
Frederick, MD
Larry Handy: 215-412-2344
ohhugo1@aol.com**

**Eastern Penna
Tri-Chapter (BCCA) Show
June 5, 2010**

**Leesport Farmers Mkt., N. of Reading, PA
Mark Swartz • 717-263-8295
Jery Matonis • 717-639-3612
jmat973447@aol.com**

**Western States Convention
(10 BCCA Chpts)
April 1 - 3, 2010
Palace Station, Las Vegas, NV
Mike Wilbur 916-769-0051
mwilbur@sbcglobal.net**

**May 6 - 8, 2010
Rush to the Rockies**

Ft. Collins Marriott, Ft. Collins, CO

**Bill Besfer 303-527-3565
abamrbill@comcast.net**

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

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

**June 4 & 5
Tri-States Breweriana Show
Hawkeye & North Star Chpts, BCCA**

**Eagle Pt. Park, Riverfront Pavillion
Dubuque, IA**

**Mike England: 513-360-3865
mike.england@bccca.com**

**Titelown
Trade-A-Thon XXX
April 8 - 10**

**Howard Johnson Inn
Green Bay, WI**

Contact:

Pete Yann

920-499-6061

barbiken@netzero.net

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

