



The **BREWERIANA** **COLLECTOR**

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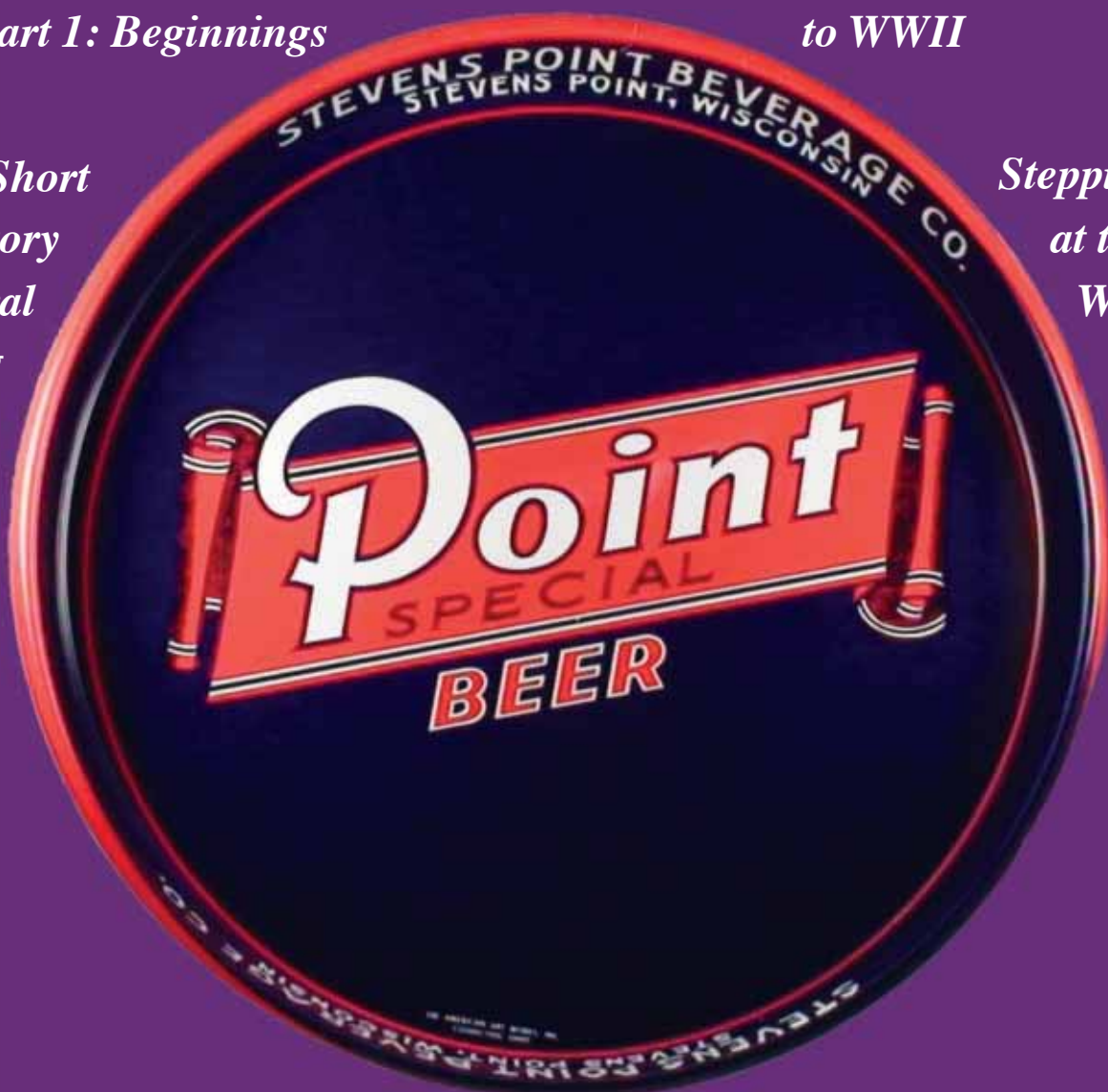
Founded in January 1972

SPRING 2010

"Point-ed" in the Right Direction:
150+ Years of the Stevens Point Brewing Company
Part 1: Beginnings ***to WWII***

A Short
History
of Mineral
Spring
Brewery

Steppin' Out
at the
Waldorf
Astoria
c. 1941



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SPRING 2010

#149

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Front: 1930s tray manufactured by The American Art Works, Coshocton, Ohio.
Photo by Larry Moter.

Back: Stevens Point Beverage Company wooden beer case, c. late 1930s.
Photo by Tim Holian.

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President's Message

Greetings from Snowy Virginia. This year we have encountered record snows and as of this musing (Feb. 21), my yard is white. It has snowed more in Virginia this year than any of the years I lived in Michigan or Northern Illinois (1979-1987). All I can say is that all of the NABA members who live in the Midwest and other snow territories are probably exclaiming to all of us Southern folks, *Revenge! Boy-oh-boy, you got it this year.*

The snow did have its benefit. I was supposed to interrupt the Blue/Gray with a quickie Thursday/Friday business trip to Dallas. Repetitive snow storms at home plus a record foot of snow on my travel day in Dallas necessitated cancellation of the entire enterprise. So I stayed at Blue/Gray. Needless to say, snow can be beneficial!

Blue/Gray Ray (Rayner Johnson) and crew did their usual spectacular jobs to pull off a wonderful event. The micro brews on tap were exceptional, because there were many participating microbreweries and brewers in attendance. The show had a few cancellations due to weather, but many folks persevered through difficult conditions and arrived either a day early or a day late. Blue/Gray was also an opportunity for the four Presidents (ABA, BCCA, ECBA's incoming President, & yours truly) to sit down and talk shop – always fun and the meeting usually leads to cooperative efforts such as everyone advertising each other's conventions

and doing a one-page exchange ad every year. Other highlights were the banquet where I got to sit at the head table along with Rayner Johnson and his wife Cathy, the guest speakers (Ball Corp. & New England Brewing Company's head), and John Fatura (BCCA President) and his wife, Paula.

The speaker remarks featured the 75th Anniversary of the beer can, which originated in Richmond, Virginia in 1935. Bruce Doelling from Ball Corp. was networked as a speaker by former Ball Corp. worker, and former NABA President, Bob Chapin. We are so grateful to Bob because Bruce was a great speaker with an excellent presentation featuring the history of the beer can. Rob Leonard, owner of the New England Brewing Company (the first micro to can its product), was a great speaker, too. Part of the discussion was linking the future with the past. The most promising future packaging for micros is the humble can, because of the cost/quality (no product degradation via light, the beer cools faster, and the can is both compact and lightweight, leading to cheaper shipping costs) versus bottles.

I was also honored to speak on behalf of NABA.

Also, through the courtesy of Pat Cornils, immediate past President of BCCA, I was given the opportunity to exchange emails with David Kesmodel, a *Wall Street Journal* reporter who covers the brewing Industry. David was writing an article on the 75th Anniversary of the beer can plus collector clubs. He interviewed me and I gave him answers and sound bites, but alas did not make the cut

in the published article. Go to <http://online.wsj.com> and put *Kesmodel* into the upper-right-hand search box. In the next search field, enter *12/10/09 to 12/10/09* and that will take you to David's online article, "Behold the Beer Can . . ."

Writing from the perspective of an outsider to our hobby, David identified a real hobby problem that will manifest itself in the coming years (5-10 in my estimate). This is the issue of demographics. Please note: BCCA, which I would characterize as a younger organization than NABA, has an average member age of 59 (Hey, I'm a youngster at 57). David focused his article on the one BCCA member he found to be younger than 30: this from a business writer about our hobby.

I want to thank BCCA for involving me in this article's research. I would like to state that BCCA has evolved from a can club to a brewery collectibles club over the years and perhaps of all the clubs, we have more joint chapters and members. I for one would urge NABA to build closer relations with BCCA as our industry/hobby meets future challenges due to demographic trends envisioned on the horizon.

Future events – The NABA Board meets at the Title Town show hosted by the newest NABA Chapter, the Packer Chapter on Friday April 9th. This is a great group of folks and I have always wanted to attend this show, renowned as a great event. Speaking of Chapters, we have 2 new ones in the works and we are "waiting for the paperwork to approve." A hint: one involves the newest and fastest growing segment of the hob-

by – craft brewing collectibles! More after the paperwork is processed. The big future event is the Stevens Point, WI Convention. I'm so excited about this Convention that I may have to wear my Point Beer t-shirt, despite the unwavering fact that it is way too undersized. What can you expect, when it was a souvenir from 25 years ago? But the sentiment is classic: "Point Beer: It's not just for breakfast anymore." (No photos please).

Past President George Baley had a stroke of genius when he started the "Brew Master's Dinner" at the South Bend Convention. This has evolved into a NABA tradition and the most

recent one in New Ulm hosted by Ted Marti was an event for the ages. Along that note, I have to share with you an interesting pamphlet I discovered called, "A Tasting of Beers, Ales, Stouts from 1941." It makes me believe in the supernatural. I have been reluctant to share this story until now but I cannot explain what I found in my hand the next morning and the coasters I found in my pockets (Ed. note: please see pg. 31 for the whole tale). It is amazing that high profile "beer dinners" were held in the early 1940s at ritzy locations such as New York City's legendary Waldorf-Astoria.

I do want to say to NABA

member, Ken Grossman, of the Sierra Nevada Brewing Company that I do not think my experience had anything to do with massive imbibings of Sierra Nevada's Big Foot Barley wine! On a side note: I must give Ken & Sierra Nevada an apology: when I arrived in San Francisco last June for a conference and made the pilgrimage to visit this outstanding brewery, I was unaware that they were NABA members and so I apologize for my oversight. What a tour of a "green" brewery I received – and what a brewpub! I think I died and went to Nirvana. Going to Chico to visit Sierra Nevada is a highly recommended trip.

–Larry Moter



Chapter Doings

By Barb Bauer

They came from all over Michigan and as far as Ohio and Kentucky for the Brewery Collectibles Club of America (BCCA) Winterfest Breweriana Show held on January 16, 2010, at Dom Polski Hall in Flint, MI. Dealers sold out all of the 65 tables in the hall and the public walk-in traffic totaling 185 was enhanced by a story that aired on Channel 12 News out of Flint the prior evening. One of the highlights of the show was a celebration of the 75th Anniversary of the beer can. Mid-Michigan BCCA Chapter President John Fatura led the group in a toast to the cylindrical steel container that was first used by Kruger Beer on January 24, 1935, for its Special Beer and Cream Ale. On tap for the show were pony kegs of Redwood Lodge Pale Ale and Kolsch. Dave "Budman" Hor-

rigan shared one-gallon cans of Bell's Two Hearted Ale and their Best Brown. Homebrewer Mike Granger brought his raspberry wheat to share with the group. An entry fee of \$15 for dealers and \$6 for non-dealers included not just all the beer you could drink, but unlimited access to the continental breakfast and huge lunch buffet. The ravenous all-day eating left only 2 hot dogs (no buns), 3 pork sandwiches, 1 quart of baked beans, 1 2-liter bottle of soda, and 1 bag of potato chips. Well, yeah. We drank all the beer, too.

Less than a month after the



The fellowship between good beer and breweriana collecting was evident at the Flint show with the presence of Redwood Lodge's brewer Bill Wamby (right). Bill, a Pabst collector, poses with John Fatura, President of the Mid-Michigan Chapter of the BCCA and National BCCA President. Redwood Lodge is located in Flint, Michigan and was voted Small Brewpub of the Year in 2008 at the Great American Beer Festival.

Flint Show, we were all saddened to hear of the death of Dave Van Hine, also known as Mr. Mid-Michigan. Not only was Dave a charter member of the Mid-Michigan BCCA Chapter and the Frankenmuth Doggone Good NABA Chapter, he was also a bright and kind man, and



Dan McShane, Past President of the NABA Doggone Good Chapter, makes his rounds at the Flint show seeking items from the Kolb Brewery of Bay City, and promoting the 2011 NABA National Convention in Bay City.

a wonderful friend. Read more about Dave's life and accomplishments later in this issue of *The Collector*.

NABA gained a new Chapter recently when the Packer Chapter of the BCCA (based out of Green Bay, WI) was unanimously granted Chapter status by the NABA Board. Congratulations to the Packer Chapter and welcome! The NABA Board will be holding their Spring meeting at the Packer Chapter's Trade-A-Thon (TAT) which will be held April 9-10 at the Hotel Sierra in Green Bay, WI. This is the 30th year for the TAT, and it features a bigger trade floor, that will be located in the K.I. Convention



Marvin Gardner was one of several Miami Valley BCCA Chapter members who conducted appraisals for the public at the Chapter's January 30th appraisal event in Dayton.

Center. For more information go to www.packerchapter.com.

The Miami Valley Chapter of the BCCA held their First Annual Antique Beer and Brewery Item Appraisal Show at Brixx Ice House in Dayton on January 30th. Several Chapter members were on hand to provide appraisals of breweriana for the 60+ members of the public that attended. A couple of the nicer items that were brought in were a Red Top tin over cardboard sign, and a rare Van Bek neon.

Is your BCCA or ABA Chapter interested in also becoming a NABA Chapter, or would you like to start a NABA Chapter in your area? For more information, use the *Contact Us* form on the NABA website at www.nababrew.com or talk to any NABA Board Member, Di-

rector or Officer. Their names can be found in the *About* link on the website. Let me know what your Chapter has been up to and get more exposure for your upcoming shows by submitting your information and photos to me via email at barb.e.bauer@gmail.com. Regular mail address is 3533 W. Millbrook Road, Mt. Pleasant, MI 48858.

—Barb Bauer



John Huff (far right), President of the Buckeye Chapter of the BCCA based out of Toledo, Ohio poses with other members of the Chapter in attendance at the Flint show.



Miami Valley BCCA Chapter President Rick Ordeman poses with a nice 8oz. Country Club can he purchased from a member of the public who brought it in for appraisal.

“Point-ed” in the Right Direction

Over 150 Years of the Stevens Point Brewery

Part 1: Beginnings to World War II

By Timothy J. Holian

The author wishes to thank Ken Shibilski, former president and owner of the Stevens Point Brewery, for permission to utilize quotations from him in the current work, as culled from three separate personal interviews (29 Oct. 2008; 5 Nov. 2008; 4 Dec. 2008)

In 1838 a log canoe was dragged to the bank of the Wisconsin River by a ruddy-faced, forty-nine year old man, who surveyed the terrain of a potentially lucrative spot from which a gateway to the Upper Wisconsin and its blossoming pine trade could be established. One year later the same pioneer, George Stevens, returned to the site to load supplies for a trip to Little Bull Falls. Remaining goods were housed in a nearby shack and, in the process, the first roots were sunk in what ultimately became one of the most enduring locations for the brewing trade in the United States: Stevens Point, Wisconsin.

The subsequent arrival of suppliers, speculators, and adventurers ensured rapid growth of the strategic settlement, with population climbing from some twenty families in 1847 to approximately 200 individuals three years later, and 1,261 in 1856.¹ While the community exhibited considerable diversity in the trades it supported, lumbering served as the economic engine of the town. By 1856 Stevens Point, the seat of Portage County, was home to two saw mills, one sash factory, a lumber yard, and twenty-five lumber dealers among its 254 buildings. Immigrants added further to the population total from the

1840s on, particularly those from northern Europe, who came to the state in search of political and religious freedom as well as gainful employment, and who settled in areas both geographically and climatically similar to their homelands.

The lumbermen and European newcomers to Stevens Point demonstrated numerous differences in their preferences. But one thing they decidedly had in common was a taste for fresh malt beverages. By 1856, six saloons had sprung up to slake the thirst of the populace, and it was inevitable that the forces which had compelled the community to swell would provide direct impetus for the establishment of a brewery to serve the town.² Clearly aware of the

potential for such an operation, George Ruder (see sidebar) and Frank Wahle formed a partnership to direct their own brewing establishment: one which experienced enough initial success to announce an expansion of the facility in the town newspaper, *The Wisconsin Pinery*, on Christmas Day 1857.³

By June 1858 the Ruder and Wahle brewery had developed into one of the most impressive businesses in Stevens Point, with increasing output of lager beer (aged in some cases for a year or more) and its own malting and grinding operation. In 1864 the firm was sufficiently stable in its home market to be able to supply a portion of its beer to Union soldiers in the Civil War.⁵ The loss of Ruder in the partnership did not deter Wahle: he maintained control along with a new partner named Smith, from 1859 until 1867, when the brewery was sold to

George Ruder, born in Bavaria on September 7, 1827, arrived in Stevens Point in 1854, and proved particularly adept in the brewing trade. Ultimately he would make his deepest impression in the field some thirty miles north of Stevens Point: after marrying Prussian-born Luisa Schmidt in 1857 and having the first of ten children, Ruder left the partnership with Wahle in 1859 and moved to Wausau, in neighboring Marathon County, where in 1860 he began construction of his own brewery. The small, sixteen by twenty-four foot facility became operational a year later and brewed 200 barrels in its first twelve months, growing to employ five men and to produce 3,000 barrels of beer annually by 1881. After a devastating fire in 1892 Ruder oversaw fundraising toward the construction of an expanded new facility which, shortly after his death in December 1893, had a brewing capacity of 36,000 barrels per year and a malting facility with the capability of 100,000 bushels.⁴



Andrew Lutz (see sidebar) and his brother Jacob.⁶

In 1880 Andrew bought out the business interests of Jacob (who moved to Grand Rapids, WI in search of other opportunities), becoming sole proprietor. The brewery became fully a family operation with the employment of the five sons among Andrew's seven children, including fourth son George, who oversaw the production of soda water in a part of the plant while Andrew tended to a beer business, which had grown to an annual output of 850 barrels by that time.⁷

As the population of Stevens Point rose to 4,500 in 1881, the success of the brewery over the previous quarter-century had not gone unnoticed by other ambitious individuals who sought their own slice of the pie. In rapid succession, several other brewers opened their own production facilities in town, including: saloonkeeper Frank Mehalsky, at Second Street and Market Square (1870s); the partnership of Neuberger & Ritter, which, in early 1895, was succeeded by Frank Michalski⁸; and—in deference to the sizeable community of Poles which had settled in the region—the Polish Brewing Company (1907-1914), renamed the National Brewing Company for a brief period (1914-1916) in advance of Prohibition.

But the most successful of the competitors to the Lutz op-

eration was Adam Kuhl, who established a brewery at Brown and Prentice Streets around 1867. For the first two years he had a partner, but upon acquiring his interests, Kuhl remained the sole proprietor until selling the company to Stanley E. Kellar in 1884. By the late 1870s the Kuhl Brewery had grown to an annual output of roughly 500 barrels, a figure that rose to between 600 and 700 barrels per year by the end of 1880 with sales exclusively in the Stevens Point market. Like Andrew Lutz, Kuhl incorporated family into the brewery business, as eldest son Charles was one of only two other individuals employed

Like his predecessors, **Andrew Lutz** was German-born (11-01-1822), in Baden. Upon immigration to the United States, Andrew spent one year in New York before arriving in Racine County, Wisconsin, in 1851. After settling in Portage County the next year, he earned his keep as a farmer for fifteen years. Like many German immigrants of the time, Andrew Lutz practiced enough thrift in his saving and spending habits to afford a half stake in the brewery.

full-time by the brewery into the 1880s. Around 1890, the demise of the brewery signaled another transition: Charles successfully acquired the physical plant and transformed part of the brewery into a bottling works for soda water and beer that lasted until 1920.

Other dealers in bottled beer similarly worked to gain business in and around the lucrative Stevens Point market toward the turn of the century. H.L. Barkowsky ran a small operation at 309 Main Street, and, on a notably larger scale, the

Phillip Best (later Pabst) Brewing Company opened a branch office and bottling plant on Clark Street in 1884. In 1886 they charged, on average, \$7.73 per barrel of beer sold in the region, of which \$5.36 was funneled back to their home base in Milwaukee.⁹

The presence of competition did not slow the Lutz Brewery's momentum, nor did it prevent the company from being the scene of an odd event that brought it notoriety in the local community in February 1882 (see sidebar, next pg.). The popularity of Lutz—also an alderman in the sixth ward beginning in spring 1889—and his wife in the community, was demonstrated concretely on December 26, 1894, when the couple celebrated their fiftieth wedding anniversary with a golden, festive dinner and grand ball at the Rink Opera House, attended by nearly 500 guests. The *Stevens Point Daily Journal* reported on the event by noting that “many congratulatory speeches were made and others not gifted with oratory expressed in private to the worthy couple their appreciation of the oft extended hospitality and many favors. The couple also received numbers of valuable presents that testified to the esteem in which they were held by a large circle of friends.”¹¹

In 1897 (two years before his death on April 30, 1899 as a result of dropsy and various complications of the illness), after thirty years in control of the brewery, Lutz sold his company interests to Gustav Kuenzel. For three years it was called Stevens Point Brewery, but in 1900 Kuenzel placed his own stamp upon the firm, renaming it the Gustav Kuenzel Brewing Company. It was incorporated in 1901 under the direction of Nicholas Gross, J. Martini, and M. Littell.

The Lutz Brewery Ruckus

One day four men arrived at the brewery in a sleigh, in search of a keg of beer. Company policy was to provide patrons with a free beer for every keg sold, so the men downed a glass of beer each and were provided with a second upon request. When they asked for a third free glass, Andrew Lutz turned them down, noting that it would eat up the profit that accrued to the brewery for the sale of the keg. Disgruntled, one of the men appealed to Lutz's wife for assistance, but to no avail. When Lutz threatened to rescind the transaction, the matter escalated. One of the men picked up a stove poker to attack Andrew. Mrs. Lutz managed to wrestle the poker away from him, but the fracas moved outdoors, expanding to involve Andrew's brother John, two brewery employees, and even a passer-by on the street. Outnumbered, the four men attempted to flee, only to be captured by the police and eventually convicted and fined for their transgression.¹⁰

One year later the firm was reorganized as the Stevens Point Brewing Company, under the leadership of Alexander Krembs (president), J.A. Week (treasurer), and Gross (secretary and manager). As a result of substantive efforts to modernize and expand the plant, including the construction of a new bottling works, production capacity grew to 25,000 barrels per year by the end of 1903. The primary lines were Pink's Pale Export and Pink's Crystal (named after Gross, whose nickname was "Pinky") as well as Eagles Special and a seasonal bock beer.¹²

After over half a century of hard-earned growth and stability, the Stevens Point Brewery faced its most severe test of survival in the 1910s: a rise in "dry" sentiment swept the rural areas of the state and soon spread in increasing proportion to its urban centers. Powerless to halt a movement that ultimately culminated in national Prohibition, the company bowed to the inevitable in 1920 and ceased production of beer in favor of malt tonic and a near beer—Point Special Beverage—with an alcohol content of less than one-half of one percent. They also made

soft drinks and sparkling water in subsequent years, in addition to serving as a franchise bottler of Coca-Cola.

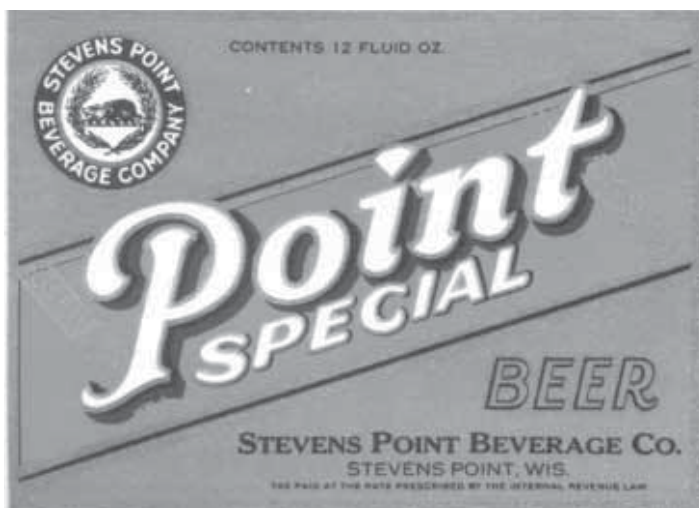
Not unlike some other firms across Wisconsin and the rest of the nation, Stevens Point apparently produced at least some clandestine full-strength beer during the dry years, a closely guarded secret despite at least one close call with Prohibition enforcement officials. Ken Shibilski, former president and owner of the Stevens Point Brewery, remembers:

Ken Shibilski: One of the stories I remember was that during Prohibition, they were going to produce, for a veteran's celebration, some real beer. So they did it on the sly . . . About the time they were packaging it, some inspectors from the state department [of Prohibition enforcement] happened to come in and, so they had to go and dump all that beer out. They let the guys in the back know they had to dump it out, and they said that they never saw so many drunk guys in their life back there, because for every bottle they dumped down the drain, they were drinking just as many.¹³

Despite initial hopes that Prohibition was but a passing fad—one whose novelty would wear off under the weight of rampant violation of existing laws—by 1924, company officials grew weary of waiting for a change in fortunes and put the corporation up for sale. In spite of the uncertainty attached to operating a malt beverage facility in the 1920s, a willing buyer emerged in the person of Ludwig Korfmann, a German immigrant who had arrived in America at the age of sixteen with only a small bundle of clothing, some baked rye bread, and an accordion (see sidebar).

On February 29, 1924 Korfmann acquired controlling interest and promptly moved to reincorporate the firm as the Stevens Point Beverage Company, with \$50,000 of capital. Korfmann served as president, Christ Kurth (also from Milwaukee) as vice-president, Nicholas Gross as secretary, and Charles A. Schenk as treasurer.¹⁴ The company held its own for the remainder of the decade, selling enough soft drinks to offset declining output of both its near beer and malt tonic, a trend du-

The newly-arrived **Ludwig Korfmann** earned \$2.50 per week working at a department store in Racine, Wisconsin and later as a helper in a Milwaukee grocery store. After performing other odd jobs, in the late 1880s Korfmann succeeded as a salesman for a coppersmith who made equipment for breweries: a position which eventually led to employment with the Charles Baumbach Company (later the Reichel-Korfmann Company), a Milwaukee-based brewery supply house. In this position, Korfmann frequently visited the Stevens Point Brewery.



plicated among numerous other brewers nationwide during the period.

By the early 1930s hope finally grew for the repeal of Prohibition, fueled by the worsening impact of the Great Depression and the acute need for both jobs and increased tax revenues. The weight of evidence also clearly indicated that dry laws had not achieved the results long promised by their supporters. Ever optimistic, Korfmann took to wagering (the bet was a hat) with nearly anyone, the exact date when Prohibition would come to an end.¹⁵ Although Korfmann lost more hats than he won, he gained considerable goodwill in the Stevens Point community with the gesture. Through his hands-on operation of the plant and its marketing efforts, he ensured that there would be a receptive clientele for brewery output when the time finally arrived to produce legal beer again.

*Phil Shibilski (Ken's Dad, quote taken from an interview published in *Brewers Digest* 58.4):* When I was hired [in 1930], the country was pretty well fed up with Prohibition and the company president, Ludwig Korfman[n], told me it couldn't last another year. He said it again in the summer of 1931

and again in 1932 and, of course, the last time he was right. In 1932, Franklin Roosevelt said that if he was elected, he'd legalize beer. So before election day was over that November, we were working on our tanks and ice machine and other equipment.¹⁶

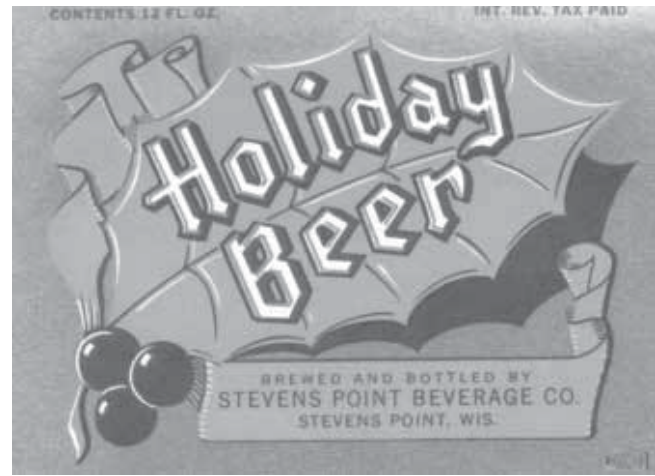
The long wait came to an official end at 12:01 a.m. on April 7, 1933. Mere minutes later (12:11 a.m.) the first keg of Point Special Beer was delivered to the Congress Club Bar in Stevens Point—and emptied within an hour. Several hours after official Repeal, the first batch of bottled beer left the plant. As reported by the *Stevens Point Daily Journal*, hundreds of city residents descended upon the brewery to celebrate the occasion by being among the first to get reacquainted with their long-lost friend. Occasionally, individuals jumped the gun when anticipation proved too much to bear:

Several hundred people visited the bottling plant at the brewery, watching the filled bottles pile up on movable racks. For some the temptation was too great...[Visitors would] pick up a bottle off the rack and slink through the door to bury the warm beverage in the snow for a while before consuming it...A labeling machine arrived on a late train...and was set up and placed in operation at 3 o'clock this morning. The few who went away with bottled beer before 3 o'clock pasted

*labels on by hand, customer and seller sharing the work alike.*¹⁷

Phil Shibilski: We'd announced that the brewery would be ready with real beer by midnight on April 6. Four or five hours before that cars were lined up for five blocks and hundreds of people who'd come by foot were in and around the brewery, although it was cold and there was snow on the ground...[By four o'clock in the morning] we were beat [and closed for two hours]. We had to make some adjustments in the bottling equipment. But there was a big crowd waiting for us when we opened the doors at 6 o'clock. For the next two days, we worked 'round the clock. Neither the state nor the federal government had set any hours of operation for us or the taverns. So we just kept going. Finally, about a week after the barrels began to roll, we were on a fairly normal schedule... Bootleg beer had, of course, been readily available here as it was in most parts of the country. But it wasn't very good beer and the people here were certainly happy to see the real stuff come back. So were we.¹⁸

Despite the warm reception for the return of Point Special Beer, initial enthusiasm inevitably waned, as the novelty of re-legalized beer wore off, and competition from returning regional breweries made an impact. While Stevens Point Beverage Company was the only brewer in the city, it nevertheless had to reckon with the presence of friendly rivals in nearby Wausau (Mathie-Ruder and Wausau Brewing), Marathon, Marshfield, and Merrill—not to mention other, regional Wisconsin brewers. National giants such as Milwaukee-based Schlitz and Pabst quickly began



to exert significant influence in what once were primarily local markets.

During 1934, the first full year after Repeal, Stevens Point brewery sales stood at 10,558 barrels, a figure which grew to 12,825 barrels for 1935 and 18,440 barrels in 1936. Part of the success was attributed to the introduction of Big Charlie: a half-gallon bottle of, essentially, draught Point Special. Named after brewery manager Charlie Schenk, the big package proved ideal for picnics, family gatherings, and parties. The use of such a large container, however, caused certain deviations from the standard production process, most notably, manual labeling of the bottles.¹⁹

The early growth in brewery output after Repeal encouraged Stevens Point to modernize strategically: an effort which, by April 1938, included additional storage tanks from Dunck Tank Works; a new ice machine from the Vilter Manufacturing Company; and the construction of a bottling plant with machinery from the George J. Meyer Manufacturing Company. The new equipment was capable of washing, filling, crowning, and pasteurizing eighty cases of beer per hour, double the former capacity.²⁰ Yet as it turned out, 1936 was the peak year for pre-war annual brewery production.

Volume dropped off slightly to 17,730 barrels in 1937 and, much more sharply, to just 12,849 barrels for 1938.²¹

The downward trend did not abate, as 1939 beer output at Stevens Point fell to 12,685 barrels and for 1940 to just 9,631 barrels: the lowest total for the brewery since Repeal. The reduction in sales mirrored general trends, which were seen at both state and national levels. Several factors came into play in explaining the decline by nearly half in Stevens Point beer out-

put. First, employee wage costs per barrel showed an upward tendency during the period (more than doubling from \$.696 in 1936 to \$1.467 during 1940), which resulted in higher costs for the brewery. The steep rise in labor costs was attributed in part to unionization, ironically a measure undertaken at the behest of company management out of a general regard for the overall welfare of its employees and specific concern for its deliverymen, who were susceptible to ambush in non-union delivery vehicles by overly zealous union sympathizers.

Second, the inevitable pass-through of the increase to consumers at the point of purchase entailed a corresponding fall in gross sales (from \$237,322 for 1936 to \$138,782 in 1940).²² Finally, the failure of Stevens Point seasonal products, as well as a new label, to catch fire with consumers, taxed the ability of the brewery to maintain or increase overall sales in an increasingly competitive marketplace. Traditional brews such as the Christmas Holiday Special Beer and springtime Point Bock Beer (see sidebar) failed to realize the sales potential envisioned by management and subsequently were de-emphasized.

Continued on pg. 28



The decline in Bock sales was part of a nationwide malaise that by March 1941 led a writer for *Modern Brewery Age* to opine that "instead of walking into the blinding glare of the spotlight which his brewer friends have turned on him in the past, Billy [Bock] discovered his reception had all the earmarks of a black-out...Bock Beer has been treated like an unwanted stepchild and its myriad of merchandising possibilities allowed to stagnate."²³



Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Atlas Advertising: Got It? (If not) Get It!

Atlas wasn't the largest Chicago brewery or the most famous during its 66-year history. However, its breweriana was *special*, just like one of its beer brands.

The brewery's flagship brand, Prager (pronounced Prah-GER), was well-known and well-respected. Chicagoans identified with it through one of the most popular beer slogans ever created: "Atlas Prager, Got It? Atlas Prager, Get It!"

It originally was called the Bohemian Brewing Co., founded in 1891 by Charles A. Vopicka and his brother-in-law Otto Kubin, immigrants from Bohemia. It was renamed Atlas in 1896, perhaps because Bohemian too narrowly defined the brewery's identity.

Located at 2107 S. Blue Island Ave. (or 1503 W. 21st St.), it was a South Side landmark, one of the most unique breweries in the city. Its distinctive modified Romanesque Revival architecture (popular in the late 1800s) featured a tall castle-like tower that rose high above other buildings in a mixed commercial-residential neighborhood.

Professor Susan K. Appel, a NABA member and the leading authority on the history of American brewery architecture, provided her expert assessment of this style of brewery design: "... Atlas is representative of a later version of the Romanesque Revival, which sometimes shows overtly a connection with what's called Richardsonian Romanesque (after Henry Hobson Richardson's use of Romanesque forms) . . . [it] is heavier, visually, and involves other changes, many brought into brewery design by the more professional designers who did so much to shape brewery architecture of the 1880s-1910s."

Images of this tower were used on Atlas advertising for many years, in a much embellished form that made the structure look more like a castle than it actually was.

The brewery was reorganized in 1939; merged with long-time rival Schoenhofen-Edelweiss Co. in 1944; and on August 4, 1951, was acquired by Drewrys Ltd., South Bend, IN. Atlas ceased brewing on September 28, 1962 but production continued at the Schoenhofen-Edelweiss plant until 1972, when Drewrys became a branch of the Associated Brewing Company of Detroit.

The brewery and its robust beer reflected the character of its neighborhood—sturdy, tough, blue-collar, like thousands who worked in nearby factories and the stockyards. Although a large segment of its clientele was hard-nosed working class, most Atlas point-of-sale advertising was the opposite. Atlas distributed a prolific and magnificent array of classy and classic signs to promote its beers—a line of advertising that is coveted by collectors in Chicago and elsewhere. The volume of Atlas advertising might not have rivaled that of Chicago competitor Peter Hand Brewery, but it was nevertheless impressive.

Like its namesake (the muscular Titan of Greek mythology, with the weight of the world on his shoulders) much of the brewery's advertising was powerful. It exuded class and elegance; stood out in a crowd. The craftsmanship was top-rate.

Expensive also comes to mind. Even in the depths of the Great Depression, Atlas spent large sums to promote its beer. (Many US breweries did the same. Why is a topic for a future column.)

The brewery's tradition of using point-of-sale advertising began in the 1890s with painted glass signs, lithographs, and etched glassware. Its signs promoted near-beer for most of the 13 years of national Prohibition, but the promotion of Atlas Prager resumed in earnest in 1933, when Prohibition was repealed. For the next 25 years, Atlas offered retailers a vast selection of unique and attractive, often stunning, advertising.

It relied heavily on painted reverse-on-glass designs (some lighted); on cardboard lithographs; and mirrors in many different shapes, sizes, and topics too numerous to describe at this time (the cowgirl and horses motif is my favorite). A variety



of indoor and outdoor pressed-metal and porcelain signs, some colorfully lighted with neon tubing and with eye-catching graphics, graced tavern and liquor store walls and windows.

Motifs ranged from the spectacular black and gold of the 1930s—which often featured the brewery’s distinctive tower—to the cheerful red, white, and blue (and sometimes yellow) pieces, used throughout the 1950s.

Adolf Grenke, Dave Lendy, and Alan Bormann are Chicago breweriana enthusiasts who collect Atlas advertising. I have seen their collections—amazing and breathtaking are reasonable descriptions, but may not do them justice. After viewing them, I came away with a gallon full of admiration; maybe even a pint of envy.

Before providing details about their signs, I offer thanks for their assistance. Grenke has been a frequent contributor to this column, and I have worked with Lendy and Bormann on numerous NABA and Monarch Chapter projects. I admire each for what they have collected and for their generous contributions of information and expertise to NABA and our entire hobby. What they provide enriches all.

Adolf Grenke’s collection includes one of the most impressive Atlas Prager pieces found in recent years: a saucer-shaped,

painted, reverse-on-glass sign (ROG) (at left) that is 13.5 inches in diameter and encased in a metal rim around the edge of the glass. The central feature is the brewery’s famous castle in black and yellow. *Atlas* is in bright red lettering above the castle logo and *Prager* beneath it, all highlighted with bright blue rays radiating from center. It is breathtaking; “totally awesome,” in the idiom of today.

Its discovery was a major surprise, and so was the company that made it in the



1930s—the famous Gillco Glass Signs Co. of Philadelphia. “Until that time, no one knew that Gillco had made a Chicago brewery sign,” Grenke said.

“The sign was found by an antiques and collectibles dealer in Chicago in 2002; it came from a former Atlas distributor,” he said. Actually two of these gems were found. “One has a chain hanger in the back and the other has a small attached metal stand.”

Gillco produced large quantities of point-of-purchase signs during the 1930s-1940s (some even earlier), but not so many that they flooded the market with any one brand. The scarcity of signs—for beer and other products—that have survived and their quality, even for a mass-produced item, is what makes them attractive to collectors.

“They were high-end ... (Gill-

co) did a lot of reverse screen printing as befits mass-produced signs; but they also did some nice reverse sandblasting and etching,” said Tod Swormstedt of the American Sign Museum in an sign companies segment on the website, handletteringforum.com.

Another of Grenke’s favorites is a two-sided light-up outdoor neon curved ROG (at left) that is 27.5 inches in diameter, with a metal housing 32 inches round, and 10.5 inches deep. *Atlas Prager Beer* is in bright white lettering on a black field, the letters and outside border are trimmed in red.

“This originally was found on a building in Chicago in the late 1990s,” Grenke explained. “My nephew saw it in a dealer’s store and called me. I bought it over the phone.”



A large, round, light-up-can ROG (above) is an absolute jewel. The 22.5 inch diameter piece is black with the white words *Prager Beer* and castle at the top outlined in silver. The sky in back of the castle, and part of the foreground is bright yellow. “I purchased it at a Windy City Chapter show in the 1980s,” Grenke said.

A unique and seldom-seen piece is an Atlas Prager *Best Beer In Town* tin-over-cardboard, 12 inches wide by 9.25 inches high, in a wooden frame. It features the 1930s motif that

combines the word *Atlas* with the castle. *Prager* is in prominent red-trimmed white script letters over a peanut-shell-shaped field of black, with gold horizontal stripes. "This 'walked'

(the sweep hand red) and the castle black and white. *Prager Beer* is in white letters, *Atlas* and *Slow Brewed* in bright red, as are the words *On Draught* Here on a horizontal glass strip imbedded in the base.



into a Monarch Show in the 1980s," Grenke said.

No manufacturer's name is visible on these three marvelous signs.

Many clocks were issued by the brewery in the 1930s. The best, in Grenke's opinion, is in his collection: an Atlas Prager Beer *Slow Brewed* ROG produced by the Ornate Glass Co. of Chicago (below).

It features a horizontal, billboard-style piece of painted glass, 16 in. wide by 11 in. high and 3 in. deep, with a round clock that pops from the left side, is mounted on a charcoal-black textured metal base. The numbers and hands are white

member who had a special talent for finding scarce, sometimes one-only-known, brewery advertising, including two pieces that have a special place in my collection. He provided many collectors with choice breweriana over the years. Lendy and Bormann also expressed their respect for him, during my conversations with them.)

Grenke also has a version that says *It's Tops for Taste* instead of *Slow Brewed*; and another Ornate Glass design with *Atlas Prager Beer* in large yellow letters on the main body, the slogan *Got it? Get it!* in white above, and *It's Tops for Taste* in yellow in the base.

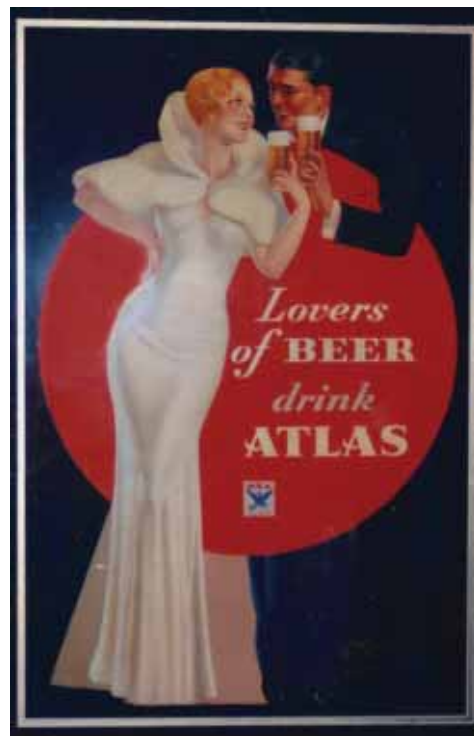
Atlas advertising pieces, including some in Grenke's collection, also are among the "best of the best" in **Dave Lendy's** extensive and amazing breweriana "museum."

Although Lendy has many Atlas Prager clocks and ROG signs, he is un-

decided which is his favorite. If I had a vote, it would be his gorgeous 1930s Atlas All-American ROG, an Ornate Glass design that features eye-catching starburst graphics and red, white, blue and silver colors (above). (A clock version of this sign, 16 in. wide by 11 in. high by 3 in. deep, was purchased by Grenke in an antiques shop in Volo, IL, in the early 1990s.)

"I like Atlas advertising, preferably before 1950," Lendy said. He cited two 1930s cardboard lithos among his favorites. They feature women painted by Petty, a prominent American illustrator famous for his pin-up girl depictions. "Petty did some

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Mineral Spring Brewery History

By Diana Johnston

The limestone brewery tucked in the hillside on the edge of Mineral Point, Wisconsin, was built by William Terrill sometime in 1850, for a construction price tag of \$4,000. A piece in the local paper from February 1851 says that the brewery building was for rent and "We hope the time comes when Mr. Terrill will find it to his advantage to occupy this building for some better purpose." William Terrill brewed beer for a short period and was succeeded by Jacob Roggy.

In 1854, Charles and Frederick Gillmann purchased the brewery building. In 1855, Jacob Spielmann was admitted as a partner. The firm name was Gillmann Bros. & Co., and the brewery was called Wisconsin Brewery. In 1868, Jacob Spielmann disposed of his interest in the firm, and in 1874 Charles Gillmann became the sole owner, at which time the production was about 2,500 barrels a year. On May 23, 1878 the brewery was hit by a tornado: the brewery and five surrounding buildings were severely damaged. During the summer and fall it was rebuilt with the most modern brewing equipment. The resulting "Tornado Brewery" had a new capacity of 6,000 barrel per year. It was regarded as one of the leading brewing establishments of Iowa County, employing six workers and distributing beer in Iowa, LaFayette, and Grant Counties.

In the fall of 1897 Ballo Breutting purchased the brewery. Some changes and enlargements came with his ownership,



but on April 24, 1902, while Ballo Breutting was attending entertainment at the Masonic lodge, a fire broke out. Much of the building was burned and the equipment was melted and warped in the conflagration. A large stash of beer was saved in the cellars. Ballo Breutting had an estimated \$50,000 in the brewery and equipment, but he had only \$13,000 insurance coverage.

In March 1903, Otto Lieder and his brother-in-law, Frank Unterholzner, bought the brewery remains. They rebuilt for \$20,000 and opened with a capacity of 10,000 barrels a year. This incarnation of the brewery was named the Mineral Spring Brewing Company, named for the source of the springwater used to make the beer. The spring still flows through the building today.

Brewmaster Otto Lieder got his brewing experience at the

Ruhland Brewery in Baraboo where he had worked for 21 years. Frank Unterholzner ran the 268-acre brewery farm where they grew everything they needed for brewing the beer. The farm enabled them to continue producing beer during the First World War, when there was rationing. It is said that larger brewing companies bought beer from Mineral Spring during this time, and sold it as their own.

In 1921 Mineral Spring formed a corporation. Otto Lieder, Frank Unterholzner, Ray Lieder Sr., and Milton Unterholzner headed it. From 1940 until 1957 Mary Lieder was president (Mary was Otto's wife and Frank's sister). In 1957 Ray Lieder Jr. was the president and Milton Unterholzner was the vice president.

On May 23, 1961 the Mineral Spring Brewery closed, having faced a choice between either reinvesting to modernize, or to stop brewing. With bigger brewing companies coming on strong, and many small town breweries like theirs shutting down, closing seemed the most practical move. The final decision was made by board of directors members (two Lieder daughters) Mrs. Stella Lieder Simpson & Mrs. Cecelia Lieder Leahy, and Dr. Lawrence Unterholzner; and the officers – president, Ray Lieder Jr.; vice president Charles Bolan; treasurer, Charles Esch; and secretary, Kenneth Ellery. It was very hard on Mineral Point to have the brewery close.

Before locking the doors, managers sold most of the beer

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neat artwork for signs for Atlas.” No pin-up girls, however. One shows a woman in an elegant sculptured full-length gown (previous page) and a male in evening-wear behind a large red circle toasting with small glasses of beer. The white-lettered text in the circle says *Lovers of Beer drink Atlas*, followed by a

logo for Franklin Roosevelt’s National Recovery Act (NRA).

He also owns two framed cardboard signs with classic designs that have nautical themes: a colorful Atlas Beer “Properly Aged” that features a woman in a bathing suit sharing small glasses of beer with a man in US Navy (or some other marine) attire and an Atlas “Special Brew” depicting a man and woman with naval-style hats and two glasses of beer.

Lendy’s Atlas advertising is not limited to signs; he also collects coasters and openers. “My favorite coaster is the Yorkshire Ale.” All-American and Yorkshire were among the brewery’s secondary brands.

What about the newest addition to the Lendy family—a cute fluffy dog named *Atlas*?



incorporated a take-off of the Atlas and globe design. There may be signage with this motif, but I’m not aware of any.

Advertising with outdoors scenes painted by famous illustrators, large tin signs, and price boards (upper left) are **Alan Bormann’s** favorite Atlas pieces. “I like the J. F. Kernan outdoors scenes

“My son Jack named the dog, thinking I would like him better being named after a brewery,” explained Lendy, who gets a kick from “the oxymoron of naming a little light-weight dog” for the muscular Atlas character. By the way: At least three pre-Pro Atlas bottle labels

because not only are they from Atlas . . . they [also] have animals on them,” Bormann said. “I got them from Don Schultz at a beer show on Cicero Avenue (in Chicago) in the 1980s.”

Kernan was a legendary 20th Century American illustrator (specializing in sports magazine covers, particularly hunting and fishing scenes), who did classic colorful illustrations for beer brands, including Atlas Prager, Champagne Velvet, Falstaff, Grain Belt, and Miller. Most were converted to cardboard lithographs that are highly desirable collectibles; breweriana collectors often have to compete with Kernan mavens and collectors of hunting and fishing memorabilia.



“An Atlas Prager piece with a lady on it is quite different. I found mine at a flea market in Cedarburg, WI, about 15 years ago,” Bormann said. “I won The Atlas metal signs [in my collection] on eBay, and they were nice finds because of their condition. The Atlas mirrors and the metal sign with the people on them came from Dave Lendy, and once belonged to a distributor in St. Charles, IL.” (The above not pictured here).

With some exceptions—most notably the Gillco pieces—Grenke and Lendy own similar Atlas advertising. Bormann’s collection has eye-popping



Prohibition-era pressed-metal signs, although he leans more toward breweriana from the late 1940s and early 1950s. This in no way detracts from the quality of these items; we are talking about different generations of signage only, not about quality, eye appeal, or desirability.

The evolution of beer-related point-of-sale advertising is important to brewery and breweriana historians. Post-1940s

Atlas advertising may not have been as elegant as that used from 1933 to 1942 (the use of elaborate signage diminished after the outbreak of World War II) but the brewery proved convincingly it could consistently generate advertising capable of attracting consumers to its Prager brand.

I not only talk breweriana, I enjoy collecting Atlas pieces,

among them a cardboard Kernan litho, a series of 1940s-1950s mirrors, and small, 1950s, painted reverse-on-glass signs. My accumulation is minimal compared to what is owned by Grenke, Lendy, and Bormann. However, I have visiting rights to their collections.

If you don't have an Atlas piece in yours, it may be time to get one.

In Memoriam

Remembering Dave Van Hine *By Barb Bauer*



11/24/1937 - 02/04/2010

Longtime NABA member, Dave Van Hine lost his battle with cancer at age 72. He was born in Passaic, New Jersey, the son of David E and Eva Marie (Leberecht) Van Hine. He married Karen Westfall on Febru-

ary 21, 1960, in Newburgh, IN.

Dave is survived by his wife Karen, son Michael (married to Sharon) Van Hine of Frankenmuth and daughter Susan (married to Tony) Smolek of Idaville, IN. He was also a loving grandfather to four grandchildren, all of Frankenmuth. Also surviving are brother Richard of Rhode Island, and sister Pam (m. to Bryan) McPherson of Virginia.

Dave graduated from Purdue in 1959 (Civil Engineering) and was employed by the Wayne Co. Road Commission, the Michigan Dpt. of Transportation, and local consulting firms. He also served thirteen years part time in the Army, retiring as a Captain in the Corps of Engineers. He served 32 years on Frankenmuth City Planning Commission and volunteered twelve years as an adult school crossing guard in his hometown. He held memberships with the Northville Michigan Jaycees and the Fran-

kenmuth Lions Club, and wrote a weekly humor column for the local newspaper.

Dave was very active in two hobbies – breweriana collecting and automotive history. He initiated the Summerswap Breweriana Trade Show and chaired the event for 24 years.

Always a consistent figure at shows, Dave brought with him an excitement about breweriana and its history that was contagious. At a personal level, he made everyone feel welcome. Always ready with a hug or handshake and a cheery greeting, Dave also continually encouraged people to get more involved in the hobby and to share what they had to offer. He knew it was just as much about the people as it was about the stuff. Dave's positive influence is one of the main reasons I became President of my local NABA Chapter. He will be greatly missed.

Remembering Dick (Richard) *Creuziger* *By John Stanley*

Dick Creuziger died on February 21 this year at the age of 85. He was a longtime member of NABA and an ardent collector of Pabst breweriana. I knew Dick and his wife Phyllis through the Just For Openers club. He always enjoyed the camaraderie at conventions.

Early on, Dick would follow Phyllis around at shows and she

seemed to be the collector in the family. After she died in 1989, Dick caught the collecting bug, attending many shows and conventions.

Our thoughts and prayers go out to the Creuziger family. Another great NABA member joins the breweriana fraternity in the sky. We, left here on Earth, will all miss him.



Labelology

By Bob Kay

New Label Finds

Now that books picturing 1950 and earlier US labels are available, emphasis is shifting to adding new finds to the data base. My plan is to upload new finds on my web site so interested parties can remain up-to-date without the need to purchase another book. Uploading these additions should start in the next month or so. Of course, this will be a continuing project as new finds are discovered.

Many additions to our label knowledge base come from labeled bottles, where no unused or soakers are available. In these cases, I use either a close-up photo of the label on the bottle or, if a flat-bed scanner is available, a 'roll-scan.' If roll-scanning is new to you, it's described on my web site—bobkaybeerlabels.com—under the section called *working with labels*. Other sources of

new finds include eBay, print advertising, lithographs, signs, trays, and so on.

There are about 25,000 **1950 and earlier** labels already pictured and cataloged in the eight-volume US label set. Cooperation from readers and collectors in identifying and submitting pictures has been really great! All players will continue to be listed under Acknowledgements in the web site. I have already received pictures of about 400 additions. A small sampling of these are pictured here along with a few matching labels. Of course, we have only scratched the surface of likely new finds, especially in the area of pre-Pro's. Let's keep looking! The more we catalog the smarter we will be. **Please contact me if you know of labels to add to the new-find pool.**

#1



#2



#3



#4



Two additions from Gerst, #1 & #3, fit nicely into their family of brands.

#1. is a c1896-1900 unique die-cut. Unique die-cuts were used to protect against counterfeit products, as the die-cut was usually too expensive to copy. Three different Gerst die-cuts have been identified.

#2. c1912-18 shows how the die-cut outline was superimposed on a rectangular label to continue the established recognition of the design.

#3. c1917-26 near beer/cereal beverage product without an L-Permit, shows brewery activity during the early part of the Prohibition era.

#4. is an irtp, and shows how their design scheme continued into the post-Pro period.



These Maier Prohibition labels both carry a patent date of Aug. 1917 and a copyright date of 1924. The Select Dark is the new addition – a neat companion for the Pale Select. The Dark has an L-3 permit number.

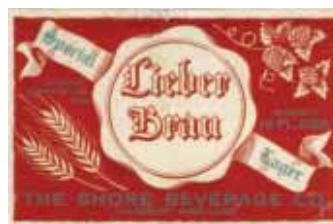


Here's a to-die-for addition from the Southwestern Brewery Co. of Albuquerque, NM. Like many of the examples still on the bottle, it's the only known example.



Soft drinks put out by breweries during Prohibition – like this Narragansett Root Beer – are exciting additions.

Continued next pg.



Light versus Dark! Is this enough to justify a new catalog number? Obviously, I think so as these make a neat pair.

Labels from the Shore Beverage Co. of Salisbury, MD are already rare. The discovery of the green Bock Lager was a welcome addition.



Maltina is a new addition from the Anaheim Products Co. of Anaheim, CA. It goes well with their White Ribbon. Both are Prohibition brews, although White Ribbon was early enough (c1915-ish) to get away with using that 4-letter word *Beer* on a non-alcoholic beverage.

Here's a beer to go with the Graham's Ale which is pictured above and in Volume 2. Another new find was a Graham's Bock; it had a totally different color scheme.



This is such a great Texas label, I'm surprised it isn't more common. Perhaps there were infringement problems with the brand name or graphic.

Here's a great Prohibition label find from the Consumers Brewing Co. of New Orleans.

While there was a pre-Prohibition Monumental Brewing Co. in Baltimore, this U-Permit find was brewed by a New Jersey Brewery.

Here's a previously uncataloged Krueger Prohibition brew with an L-Permit.



A few new finds have been reported from the Schwenk-Barth Brewery in Yankton, South Dakota. This beautiful pre-Pro example really gets your attention.

Nothing from Nestler in Provo, UT made it into Volume 1, perhaps because the brewery was only in business during 1904.

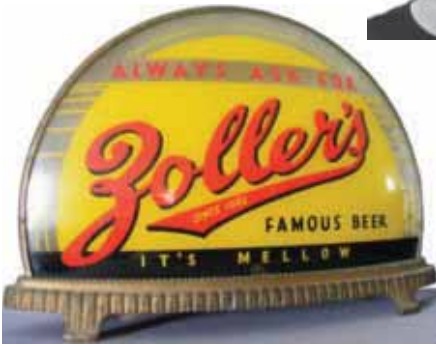
This picture of the Voigt Brewery Co.'s Wurzbürger obviously came from print advertising.

Here's a new find from Colorado's Zang brewery. Wish I had a real label; this picture is from a lithograph.



Auction Hysteria

by Robert Hajicek



Zoller Cab Light
15" x 10.5" x 4.25"
Zoller Brewing Co.,
Davenport, IA: \$4,120



Consecration Bottles, six
pack, 750 ml, full.
1st Batch, Bottled 12/31/08
Russian River Brewing Co.,
Sonoma County, CA
\$130



Trommers Ale TOC
6" x 9"
John F. Trommer, Inc.,
Orange, NJ: \$62



Lemp Falstaff Charger
24" dia., 1903
by Chas. W. Shonk Co.
Wm. Lemp Brewing Co.,
St. Louis, MO: \$4,355



Pabst Curved
Porcelain Sign
22" x 14.75" x 3"
Pabst Brewing Co.,
Milwaukee, WI: \$1,205



Pearl Outdoor Sign
Porcelain, Neon and Bulbs,
9' x 13' x 1": Pearl Brewing Co.
San Antonio, TX: \$3,100



Effinger Metal Sign
Double sided, 3' x 5'
Effinger Brewing Co.,
Baraboo, WI: \$1,100



Iron City Lighted ROG Sign
14" x 8" x 8"
Pittsburgh Brewing Co.,
Pittsburgh, PA: \$431



Horlacher Lighted Sign
25" x 10" x 3.5"
Horlacher Brewing Co.,
Allentown, PA: \$410



Fox Head Lighted 2-sided ROG Sign
(Both sides identical)
24" x 20" x 10"
Fox Head Waukesha Corp.,
Waukesha, WI: \$3,600
Reserve not met.

Continued next pg.



Above: Falls City Statue,
Metal Diecast, 1948, 13.5" x 9"
Falls City Brewing Co., Inc,
Louisville, KY: \$497

Below: Heidelberg-Brau Lighted ROG Sign
14" x 6" x 5.25"
Sioux City Brewing Co., Sioux City, IA: \$426



Hauck Etched Glass
John Hauck Brewing Co.,
Cincinnati, OH: \$955



Isabelle Proximus, 750
ml, full and
Jolly Pumpkin
Perseguidor 4, 12 oz, full.
The Lost Abbey, San
Marcos, CA and
Jolly Pumpkin Artisan Ales
LLC, Dexter, MI: \$182



Lone Star Stemmed
Glass Pair
9" x 3.25" dia.
X 2.75" at base
Lone Star Brewing Co.,
San Antonio, TX: \$135



Above: Miller Fiber-Optic Sign
27" x 23.5" x 2"
Miller Brewing Co.,
Milwaukee, WI: \$460

Left: Kuebler Bottle Opener
Wall mount, 2.5"
Kuebler Brewing Co.,
Easton, PA: \$132



Tannhaeuser Etched Glass
3.5" height
Claussen Brewing Assn.,
Seattle, WA: \$217





Brewery Pottery Studio, housed in the old Mineral Spring Brewery building

Continued from pg. 16

within a 60-mile radius of Mineral Point: six trucks delivered beer to Dubuque, Rockford, Kenosha, Racine, and Madison. In a newspaper article inspired by the closing, and reviewing the history of the brewery, then-president Ray Lieder Sr. remembered delivering beer to Linden, Mifflin, Rewey, Dodgeville, Hollandale, and Blanchardville with a horse drawn wagon. He had started working at the brewery at age nine, and retired as the brewmaster when he was sixty. The article also told of a time when Bishop William P. O'Conner of the Catholic diocese of Madison received a letter from a Chicago bishop asking for the transfer of a young priest from "Mineral Spring parish." Bishop O'Conner wrote back: "Mineral Spring is the beer and Mineral Point is the town."

Several years after Mineral Spring Brewery closed, Ken Colwell purchased the building and grounds. Ken lived in the malting tower and used the rest of the top two floors as a weaving museum and workshop called "The Looms." In 1990 a winery rented the bottom floor to make and sell wine. The winery continued to lease space until 1995.

Today, the eight-acre brewery property includes the 20,000 square foot brewery building, a barn once used for the brewery's draft horses, and several other outbuildings used for various purposes during the brewing years. There is a vast cistern or spring box sitting

across the driveway from the main building that was used to hold ice water and acted as a home-made cooling system. There was once an icehouse across the road that supplied the ice for the cistern.

The spring that flows through the building fills two inches of a four-inch pipe all year long. The building stays cool not only from the flowing spring water, but also because it is set into the hillside. There are 5,000 square feet of caverns tucked in the hillside also—once used to keep the beer cool. According to brewery historians, this brewery is the oldest occupied brewery in Wisconsin.

My husband, Tom, and I (Diana Johnston) bought the brewery from Ken Colwell in 1991, and by 1992 had moved in with our two children and set up a pottery studio. Making pottery together for over 30 years, we have discovered the brewery to be a perfect place to pursue our dreams. We live in the malting tower and in the top floor of the building, with our work space, kiln, and gallery housed on the main floor. The 30 x 40 primary fermentation room provides a wonderful space for a basketball court and a golf driving range. The bottom floor is used

as a woodworking space and welding studio. The caverns are used occasionally for potluck suppers.

Brewery Pottery Studio gives one an ever-changing view of the behind-the-scenes action in a working pottery studio. The old brewery building is an enchanting setting for the gallery that features our pottery, mixed media sculptures, and paintings—as well as an eclectic variety of artwork by fellow artists throughout the country. There is also a small museum area where visitors can see a collection of Mineral Spring Brewery artifacts.

We are delighted to have been able to preserve the old brewery in its current life as our home and workspace; and we enjoy sharing it with visitors. Brewery Pottery Studio is open daily, April through December (10 AM to 5 PM). Come visit us at:

Brewery Pottery Studio
276 Shake Rag Street
Mineral point, Wisconsin 53565
608-987-3669
potters@johnstonegallery.com

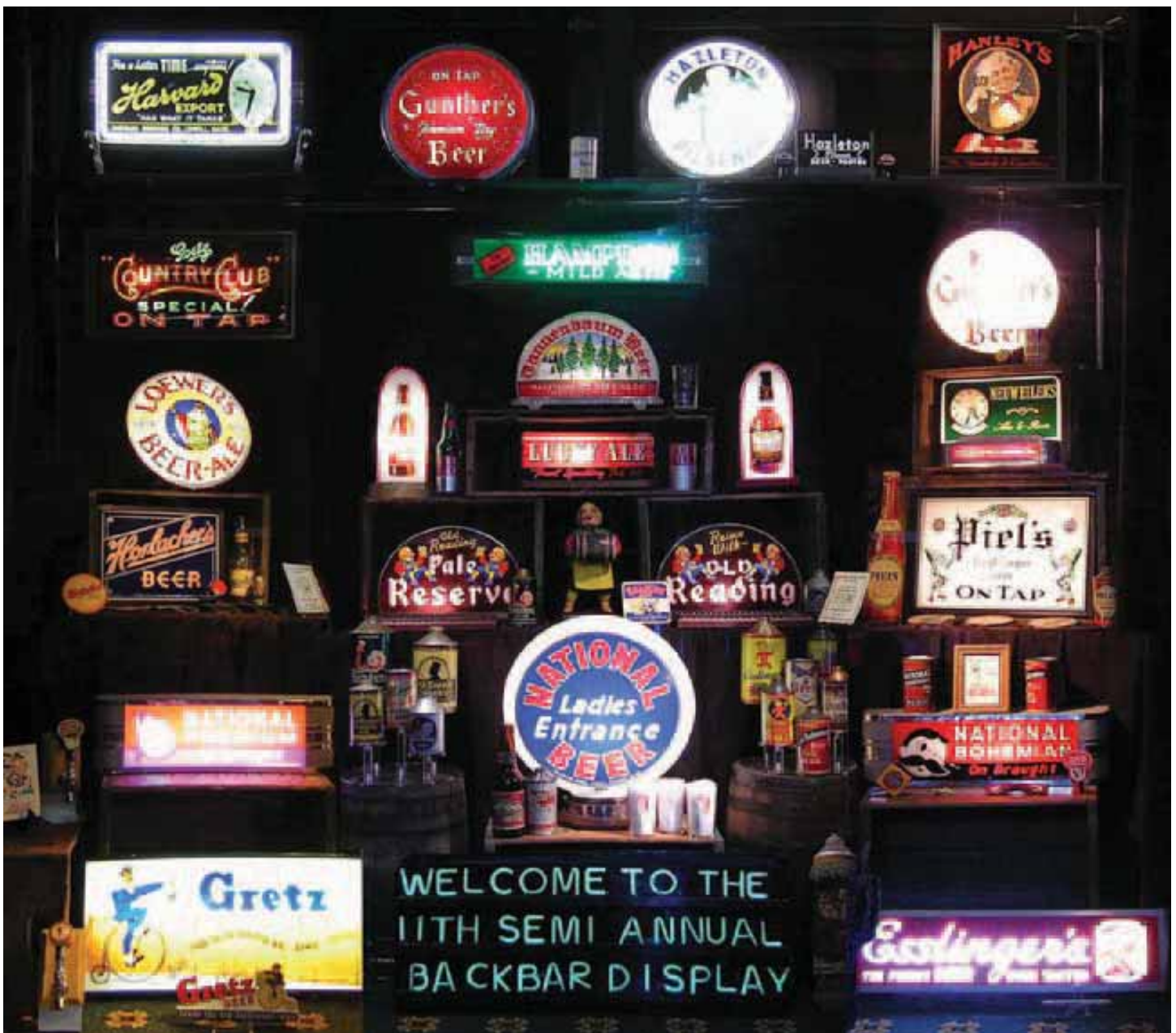


Diana and Tom Johnston

The Back Bar

Featured at

The Blue and Gray Show





The Back Bar

By John Bain

Review of the 11th Back Bar Display

Greetings! February marked the 11th Back Bar Display and Best of Show Contest presented at the Blue Gray Show in Fredericksburg, VA. Despite severe winter storms that would have made even a postman call in sick, twenty-one participants from nine states participated. Just goes to show how dedicated (or off our rockers) we collectors are.

Jim Luby and his son, Jim, received thirty-six percent of the contest votes, snapping up first prize for their 1930s Gillco reverse-fired glass button light for Hazleton Beer. Bob Post, with fourteen percent, captured second prize for his 1930s (also by Gillco) reverse-fired glass cab light for Tannenbaum Beer. Chris Watt received twelve percent, taking home third prize for his 1930s (yup, another Gillco) reverse-fired glass cab light for Old Reading's Pale Reserve. This marks the first Gillco Trifecta for the Back Bar! Each winner was awarded a special ribbon paid for by The Blue and Gray Show, and they each received a 12-pack of bottled beer donated by Ron Shattuck of Massachusetts. Congratulations to the win-

ners, and many thanks to all of the participants.

If you want to participate in the next Back Bar Display and Best of Show Contest, contact me at the-back-bar@earthlink.net, or write to me at PO Box 610253, Bayside, NY 11361.

Winners of the Best of Show Contest



Bob Post
Sioux Falls, SD

Jim and Jim Luby
Moscow, PA

Chris Watt
Reading, PA

Participants in the 11th Back Bar Display



(L to R) **Top:** Steve Potter, Dan Morean, Chris Amideo, Glenn Berry, Kevin Crawl, John Bain, Bob Keasey, Jim Cartin, Steve Campbell, Chip Zeiler, Jim Luby Jr., John Hamel, Jim Luby Sr. **Bottom:** Keith Belcher, David Donovan, Bob Post, Larry Handy, Jim Campbell, Chris Watt, Gerald Watt. **Absent:** Ron Shattuck.

1st Runner Up



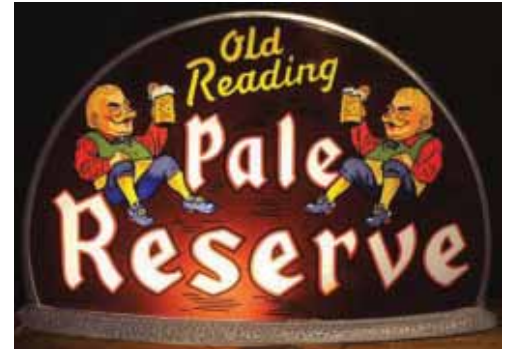
Reverse-fired glass ad panel
on cast metal base; by Gillco;
Bob Post, SD

Best of Show



Reverse-fired glass ad panel
in metal cabinet; by Gillco;
Jim Luby Sr. & Jim Jr., PA

2nd Runner Up



Reverse-fired glass ad panel
on cast metal base; by Gillco;
Chris Watt, PA



Reverse-painted glass with
wood frame and metal
cabinet; Crystal Mfg. Co.;
Kevin Crowl, MD



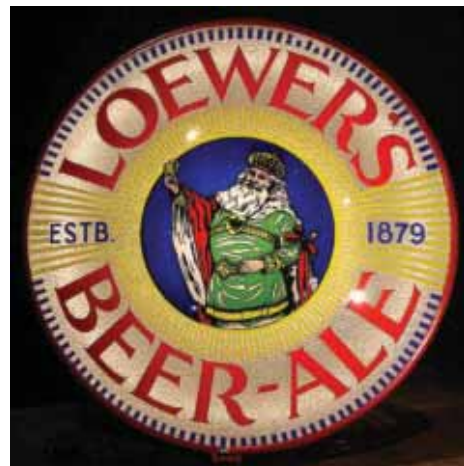
Reverse-painted glass ad panel,
wood base, metal cabinet;
John Hamel, CA



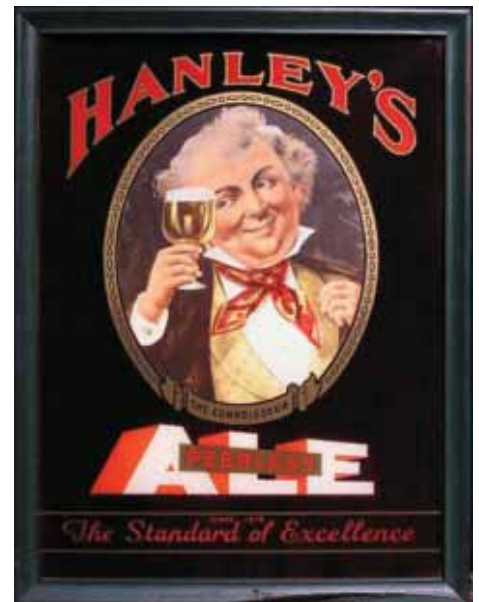
Reverse-painted, ribbed glass
ad panel in metal cabinet;
Ohio Advertising Display Co.;
Steve Potter, CT



Reverse-fired glass ad panel
In metal cabinet; Gillco;
Chris Amideo, NY



Reverse-fired glass ad lens
and diffuser lens in
metal cabinet; Gillco;
John Bain, NY



Reverse-painted glass and
paper ad panel, wood frame
and metal cabinet;
Keith Belcher, VA



Glass tube and reverse-etched
painted glass ad panel in metal
cabinet; The Lackner Company
Ron Shattuck, MA



Plastic relief ad panel in metal cabinet;
Malsen Mfg. Co.;
Bob Keasey, NC



Reverse-painted, ribbed glass
ad panel in metal cabinet;
Ohio Adv. Display Co.,
Jim Cartin, PA



Reverse-fired glass ad lens with metal frame and metal cabinet; Gillco; Dave Donovan, MD



Reverse-painted glass ad panel with wood frame and metal cabinet; Crystal Mfg. Co.; Larry Handy, PA



Reverse-fired glass lens with metal frame and metal cabinet; Gillco; Jim Campbell, MD



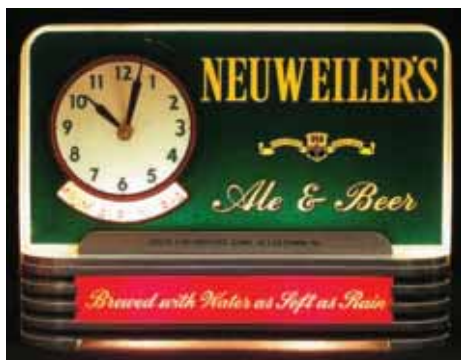
Reverse-painted glass ad panel in metal cabinet; Ohio Advertising Display Co.; Glenn Berry, MD



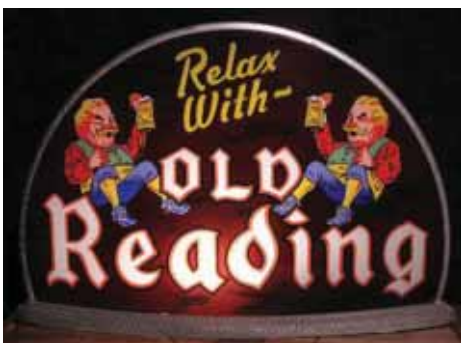
Reverse-fired glass ad panels on wood bases; Cincinnati Advertising Prod's.; John Bain, NY



Reverse-painted glass ad Panel in metal cabinet; Ohio Advertising Display Co.; Steve Campbell, MD



Reverse-painted glass ad panels on cast metal base with metal cabinet; Price Brothers Inc.; John Bain, NY



Reverse-fired glass ad lens on cast metal base; Gillco; Gerald Watt, PA



Reverse-fired glass ad lenses In glass body; Gillco; Chip Zeiler, MD



Reverse-painted glass ad panels on metal bases with metal cabinets; Price Brothers Inc.

More acute for Stevens Point was the failure of Amber Prize, a new beer introduced in 1938. It was formulated as a slight variation upon the existing brewery flagship brand, Point Special, to see if the local market would sustain two separate brews. For four years Stevens Point marketed Amber Prize alongside Point Special. With no clear evidence of present or future success, it was discontinued in 1942 under the duress of wartime materials restrictions; in fact only Point Bock would return after the war, to stand alongside Point Special.²⁴

In anticipation of possible American entry into the war, on July 1, 1940 the federal government levied an additional "defense tax" upon the brewing industry, raising the surcharge by one dollar per barrel and plac-

ing additional strain upon the ability of the brewery throughout 1941 to maintain prices and keep costs under control. The stateside arrival of World War II in December 1941 corresponded with the end of a particularly difficult year for the Stevens Point Beverage Company. After seventeen years at the helm of the firm (and also having served as the treasurer of the Berlin Brewing Company in Berlin, Wisconsin), Ludwig Korfmann died on February 19 following a six-week illness.

Control of the brewery shifted to a son, Calvin, and a daughter, Estelle Ehlert.²⁵

The brewery increasingly found itself in deteriorating condition, technologically obsolete in some critical areas and lacking enough funds to upgrade, although the firm did install some new equipment and procured two delivery trucks between 1938 and 1941 so it could sufficiently service its wholesale accounts.²⁶ By the end of 1941, Stevens Point had produced only 8,031

barrels of beer: its low-water mark in the post-Prohibition era and a sign of imminent danger for the company.²⁷

Despite the hardship, and at a time when the future of the brewery seemed particularly dark, the company rebounded to establish new post-Prohibition production highs during the war years: 11,753 barrels in 1942; 16,468 barrels in 1943; 19,660 barrels in 1944; and 21,458 barrels for the year 1945.²⁹ Several factors impelled such extensive growth in a challenging era. First was the decision to focus the entire brewery production upon Point Special Beer and make the most of the brewery's wartime grain allotment. Maintaining a high-quality flagship beer kept customers loyal, while other brewers either skimped on malt content (with a predictable drop in quality), or turned to alternative adjuncts (which changed the flavor profile of the beer, invariably not for the better). A relatively strong wartime economy also meant that consumers did not have to cut back on their beer purchases, instead allowing themselves to consume more beer than before, for morale reasons and otherwise.

A second growth factor: labor



Wartime's Industry-wide Stresses

Wartime conservation measures brought about wholesale changes in the entire brewing industry. Reduced grain allocations; loss of manpower as soldiers were conscripted; the selective reintroduction of horse-and-wagon delivery in place of motorized trucks; rationing of gasoline, tires, and spare parts for vehicles remaining in use; tinplate restrictions requiring the strategic re-use of bottle caps; and increased use of quart and half-gallon bottles to reduce cap usage; all stood at the forefront of the many ways that breweries were forced to adapt business operations in a time of national crisis. Stevens Point was not exempted from such measures and was obliged to do more with less. Acute need occasionally compelled brewery officers to appeal to authorities for relief from certain restrictions. Once, brewery official Phil Shibilski and brewmaster George Egenhoefer went before the local War Board to plead their case for a new tire for a delivery truck or other materials deemed essential to keep the production and distribution operations running as required.²⁸

stood firm with the brewery in a time of global armed conflict, making no additional demands upon Stevens Point management as a gesture of solidarity and in remembrance of previous lean years during the Great Depression. They readily accepted the \$.75 per hour average wage which stood on par with what other area manufacturing firms were paying at the time.³⁰

Stevens Point also slightly curtailed the amount of beer each outlet received. Regular customers received approximately seventy-five percent of their normal pre-war allotment. This measure allowed the brewery to deliver to more accounts and thereby expand overall availability somewhat, yet at the same time generated reductions in gasoline and raw materials usage for delivery vehicles.

But perhaps the largest factor in the growth of Point Beer sales during the war years was a continued focus upon the home market and the reinforcement of local loyalty during a time of shortages. While some brewers tried to enter other markets and expand at the expense of

their often struggling competitors, Stevens Point consistently placed the interests of hometown clientele above all others. This was a move that would pay substantial dividends in the postwar period: once wartime restrictions finally were cast aside, small brewers found themselves under renewed pressure from expanding regional and large national breweries entering new markets. The Stevens Point community, for its part, did not forget that the hometown brewery had stood by its people during difficult times, and they were prepared to return the favor in kind.

Ken Shibilski: One of the things that I think made the brewery go [was that] they had a lot of loyalty. During World War II it was backing up a little. People from the Chicago area, my dad would tell me . . . used to stop by with a big wad of money. He said they'd come in and talk for a while, then they'd put that wad of money on the desk. And they'd say, "Well, we'd like to buy some of your beer." But one of the things I think that

created such a strong loyalty for the Stevens Point brewery and its products was that he always turned them down . . . "We've got to take care of our local customers." He was able to create some strong loyalties that way, by taking care of the local taverns and stores.³¹

Thus did the Stevens Point Beverage Company emerge intact from the wartime experience, if not altogether strong, at least well-positioned to maximize its advantages and ward off some of the harsher aspects of competition that the immediate prewar years had presaged. By the time the last of the wartime restrictions had been eliminated, in 1947, the brewery already had been served notice that it was moving into a very different, and much more uncertain era than it had experienced to date. As an increasing number of local and regional rivals began to fail, one thing became clear to company management: new approaches were essential if the brewery were to see its one-hundredth anniversary.

**See Part 2 in the
Summer Issue.**

End Notes

1. Portage County Historical Society, *A History of the City of Stevens Point, Issued in Commemoration of the 100th Anniversary of the Incorporation of Stevens Point as a City ... May 17th 1958* (n.p.: Portage County Historical Society, 1958) 7.
2. *A History of the City of Stevens Point* 7.
3. *Wisconsin Pinery* 25 Dec. 1857: 2; as cited in John Stastny, *A History of the Stevens Point Beverage Company* (MA Thesis: University of Wisconsin-Stevens Point, 1979) 5.
4. *History of Northern Wisconsin, Containing an Account of its Settlement, Growth, Development and Resources* (Chicago: Western Historical Company, 1881) 566; Wayne L. Kroll, *Badger Breweries Past and Present* (Jefferson, WI: published by the author, 1976) 138-139; *One Hundred Years of Brewing: A Complete History of the Progress Made in the Art, Science and Industry of Brewing in the World, Particularly During the Nineteenth Century* (1903; New York: Arno Press, 1974) 339; see also Otto Tiegs, "Wausau Brewing Company: A Legend in Central Wisconsin," *American Breweriana Journal* 85 (1997): 4.
5. *Wisconsin Pinery* 4 Jun. 1858: 3, as cited in Stastny 5; Stevens Point Brewery website: http://pointbeer.com/point/index.php?option=com_content&view=article&id=1&Itemid=42.
6. Dale P. Van Wieren, *American Breweries II* (West Point, PA: Eastern Coast Breweriana Association, 1995) 419; *History of Northern Wisconsin* 753.
7. *History of Northern Wisconsin* 753; *Badger Breweries Past and Present* 128; "Pioneer and Well Known Business Man Gone," *Stevens Point Daily Journal* 1 May 1899. See website: <http://files.usgwarchives.net/wi/green/obits/l/lutz222gob.txt>.
8. Due to a lack of historical information, there is uncertainty as to the identity of some of the pioneering Stevens Point brewers, specifically Mehalsky/Michalski and whether these might be the same person rather than separate individuals, also Van Wieren cites George Illenberger as being a brewery proprietor from 1888-1893 (419), while Kroll names George Ellenberger (and simply in the late 1880s) in the same capacity (127).

End Notes Continued next pg.

End Notes (cont.)

9. *History of Northern Wisconsin* 753; *American Breweries II* 419; *Badger Breweries Past and Present* 127; "Brewing Firm Changes," *The American Brewer* 28.6 (Jun. 1895): 296; Thomas Cochran, *The Pabst Brewing Company: The History of an American Business* (New York: New York UP, 1948) 165, 173, 175. See also Stastny 6.
10. *Portage County Gazette* 8 Feb. 1882: 3, as cited in Stastny 6.
11. "Pioneer and Well Known Business Man Gone," *Stevens Point Daily Journal* 1 May 1899, via website: <http://files.usgwarchives.net/wi/green/obits/l/lutz222gob.txt>.
12. "Pioneer and Well Known Business Man Gone,"; *One Hundred Years of Brewing* 509; Kroll 127-128; Van Wieren 419; Bob Kay, Tye Schwalbe, John Steiner, Herb Page, *Wisconsin Beer Labels: The First 75 Years* (n.p.: published by the authors, 2008) 182; Ross Heuer, "The Stevens Point Brewery Celebrates '125 Years of Brewing Excellence'," *Brewers Digest* 57.8 (Aug. 1982): 12.
13. Ken Shibilski interview with the author, 29 Oct. 2008.
14. "Ludwig Korfmann," *Modern Brewery Age* 25.3 (Mar. 1941): 85; "Stevens Point Brewery Holdings Bought," *Stevens Point Daily Journal* 1 Mar 1924: 1, as cited in Stastny 12.
15. Ken Shibilski interview with the author, 29 Oct. 2008; cited also in Stastny 8.
16. cited in Ross Heuer, "What Were You Doing When the Barrels Began to Roll Again?," *Brewers Digest* 58.4 [Apr. 1983]: 23.
17. "Celebrate Beer's Return to City, State," *Stevens Point Daily Journal* 7 Apr 1933: 1, as cited in Stastny 13.
18. cited in Heuer "What Were You Doing When the Barrels Began to Roll Again?" 23.
19. Ken Shibilski interview with the author, 29 Oct. 2008.
20. "Digest of the News," *The Brewers Digest* 13.4 (Mar. 1938): 62; "Digest of the News," *The Brewers Digest* 13.5 (Apr. 1938): 62.
21. cited in Stastny 15, as derived from a fact sheet procured from the Stevens Point Brewery at the time of his study.
22. Stevens Point Brewing Company fact sheet, as cited in Stastny 15.
23. Robert A. Crandall, "Bock Beer Season Opens Sans Fanfare," *Modern Brewery Age* 25.3 [Mar 1941]: 18, 92.
24. Stastny 17.
25. "Ludwig Korfmann," *Modern Brewery Age* 25.3 (Mar. 1941): 85; *Stevens Point Daily Journal* 20 Feb. 1941: 1, as cited in Stastny 19.
26. "What Brewers Are Doing to Bring About Plant Modernization," *The Brewers Digest* 14.10 (Sep. 1939): 72; Stastny 18.
27. Stevens Point Brewing Company fact sheet, as cited in Stastny 19.
28. Ken Shibilski interview with the author, 29 Oct. 2008.
29. Stevens Point Brewing Company fact sheet, as cited in Stastny 19.
30. Stevens Point Brewing Company fact sheet, as cited in Stastny 22.
31. Ken Shibilski interview with the author, 29 Oct. 2008.

About the Author

Timothy J. Holian is a NABA member and the author of the two-volume work *Over the Barrel: The Brewing History and Beer Culture of Cincinnati* (www.sudhauspress.com). He currently is researching and writing toward an oral history book on the traditional small- to medium-sized local and regional breweries in the post-Prohibition era and their contributions to the American brewing industry (anticipated publication date 2012). Brewery executives and brewmasters interviewed thus far for the project and their brewery affiliations include Bob Pohl (Hudepohl - Cincinnati, OH); Mike Healy (Hibernia - Eau Claire, WI); Ken Shibilski (Point - Stevens Point, WI); Joe Ortlieb (Ortlieb-Philadelphia, PA); Bill Smulowitz (The Lion - Wilkes-Barre, PA); Ted Marti (Schell - New Ulm, MN); Fritz Maytag (Anchor - San Francisco, CA); Dick Yuengling, Jr. (Yuengling - Pottsville, PA); Jake Leinenkugel (Leinenkugel - Chippewa Falls, WI); Nick Matt (F.X. Matt - Utica, NY); Ken



Lichtendahl (Schoenling - Cincinnati, OH); Dan Straub (Straub - St. Marys, PA); Billy Pflaumer (C. Schmidt - Philadelphia, PA); Roger Sieben (Sieben/Meister Brau/Peter Hand - Chicago, IL); John C. Lieberman (Kaier - Mahanoy City, PA); Joe Pickett (Pickett - Dubuque, IA); Bill Moeller (Ortlieb/C. Schmidt - Philadelphia, PA); and John Zappa (Point - Stevens Point, WI), as well as actress Shirley Jones (Jones - Smithton, PA).



by Larry Moter

I gotta' tell you this strange tale that occurred many years ago at one of Larry Handy's spectacular Valley Forge Shows at the George Washington Inn. At that time, the George Washington Inn was soon to be demolished and could only be described as a "fleabag" hotel—I'm certain brick termites holding hands were the only things keeping the place together. I was rooming with the usual suspects (NABA Members Jim Wolf & Bob Fondren). It had been a great show and I had added one cool paper piece to my collection: From 1941, a brochure about an event held at the Waldorf Astoria. The event was none other than a Beer, Ales & Stouts and Food Tasting.

TASTING OF BEERS, Ales & Stouts

WITH SNACKS AND SAVORIES.

The Wine & Food Society of New York

At The Waldorf-Astoria

On Tuesday evening, April twenty-ninth, 1941.



MOTHER LOUSE of Loose Hall, near Oxford.

An Alcoholic at Hockington Hill (1498). Probably the last woman in England who wore a Ruff.

[Thirty-fifth Tasting]

Steppin' Out at the Waldorf Astoria, c. 1941

After the show back at the hotel room, I was heavily pounding one of my favorite quaffs, Sierra Nevada Bigfoot Barley Wine Ale. Soon obnoxious, I chased Wolf & Fondren down the hall to taste microbrews while I lay in the bed savoring more Big Foot and playing around with a defective TV. Through the twilight of the blinds, I remember adjusting the TV's vertical and the horizontal but soon I was in the outer limits of my sleep zone.



This is where things got strange. I awoke in a top hat and tails, monocle in my left eye, holding a cane and an admission ticket to the big event: the 1941 Waldorf Astoria tasting of "Beers, Ales, and Stouts plus savories." It was time to go high-stepping and have a hell of a good time.

I started at the Liebmans table and sampled the Rheingold Extra Dry Lager and the Famous Scotch Brand Ale. After pinching a few coasters, I had to dart over to the Heinz table to have Filled Dills & a little Barbequed Hash.

The next stop was the Adam Scheidt table to imbibe the aris-

tocrat of Ales (Ram's Head), Prior Lager (American Pilsner Urquell!), and the Atlantis Double Bock.



After purloining a few coasters and having a second round of Scheidt beers, I had to go to the B. Altmann table for some smoked salmon and a dill pickle.

The third stop was to sample Valentine Loewer's Gambrinus Brewery products. I remember pounding the draughts and a bottle of the Half and Half. After filching a few coasters, I made a quick stop at food table #3 for some smoked turkey paté, liverwurst paté and a sampling of cheeses.

Now it was Krueger time! I doffed my top hat and sampled the products of the famous Gottlieb Krueger Brewing Company of Newark, NJ. All of the Krueger products were sipped



Draught Beers, Ales, Stouts, Porters, etc.

(1) Rheingold Extra Dry Lager Beer

A FINE light beer, dry as its name implies. Rheingold Extra Dry makes the perfect companion for food, as well as a completely satisfying thirst quencher.

(2) Rheingold Famous Scotch Brand Ale

A DELIGHTFULLY tangy light ale, having the full flavor desired by ale drinkers. Especially good with crackers and cheese and that midnight snack.

Above two items presented by Lieberman Brewing, Inc.

(3) Ram's Head Ale

THE aristocrat of ales—the ale with the hearty tang and that luscious flavor. Brewed by Adam Scheid Brewing Co., Norristown, Pa.

(4) Prior Tasty Lager Beer

"The Genuine Pilsner of America"

SIX hundred years ago began the brewing experience of Pilsen. The name and fame of this Czechoslovakian beer became world-wide. Today a new beer greets America. It mirrors the identical qualities that made Pilsner famous, in brilliant color, mellow flavor, rich aroma and creamy foaminess. It is brewed here in America, slowly, expertly, under the supervision of the American representatives of the original Pilsner Urquell.

(5) Atlantis Double Bock

DARK, full malty taste, brewed exclusively with imported

(7)

Editor's note: A full-version .pdf document of the 1941 pamphlet can be found at www.nababrew.com

with a careful nose applied, especially to the Cream and Kent ales brewed in Krueger's free-standing ale house. After flim-flamming the Krueger folks for more coasters, I sprinted to food table #4 for a ham sandwich and smoked turkey.

I remember sampling the foreign beers—in particular the Heinekin made in Java. I pilfered (what else?) a few coasters and munched another dill pickle with cucumber chips.



I also remember properly preparing for the Feiganspan table by having a little Melba toast to refresh the taste buds and to clear the nose for unique

aromatics. I pounded all the Feiganspan brews, paying special attention to the IPA, described as having "the sorcery of a rare wine." After five-fingering a few coasters, I visited food table #5 for some Smithfield ham and salt peanuts, up from the Southern Climes.

The beer at the next table was a geographic surprise: made from genuine Waukesha water flowing in Wisconsin, Fox Head Lager, "400", and Old Waukesha Ale. The Ale was



given a good inhale, and I took long, slow sips to bring out the flavor at the back of the tongue. After practicing my prestidigitational skills once more, I visited table #6 and sampled the Lena, Illinois cheese.

I next decamped for food table #2, situated near enough to sample Burke's Stout and Ale. After poaching the coaster pile, it was time to tap food table #7 for limburger cheese and crackers, among other delicacies.

I remember heading into the last lap, and camping out at the Ballantine table. Special attention was paid to the Ballantine IPA, aged in the wood at

least 1 year. I undertook a direct taste comparison with the Feiganspan IPA—eyeballing and nosing each side-by-side for color and aromatics. After plundering more coasters, I heard the closing time bell.

Lord, I want one more Ballantine I thought. And then I saw the cooler under the table full of pony bottles, all Ballantine IPA. *Hey buddy, can I have a bottle of that to knock down in the hotel room as a nightcap?* The glad reply: *Yes you can Mister. Pop that bad boy up to your room, and enjoy your nightcap.* I thanked the server and high-stepped my hat, cane and (of course) the nightcap up the grand staircase and down the hallway.

The next thing I remember is waking in the dismal morning light of the decaying George Washington Inn, clutching a beer bottle in my hand. My first thought was that I had wasted another Bigfoot by falling asleep before enjoying it. I looked more closely and exclaimed, "Where in the hell did this come from and why are my pockets stuffed full of coasters?"



Travels with Barley

By Fred & Mary Clinton

As we approached the snowy final days of February, we decided that it was time to “get out of Dodge City,” to a warmer clime. Ironically, that turned out to be the Badger state, which was having a relatively mild winter. This fit nicely with our plans to preview some of the Wisconsin brewpubs that travelers to the next NABA Convention in Stevens Point might hit on their way there.

This was not a job we wanted to tackle alone, knowing the number of establishments available for sampling. Consequently, we enlisted the aid of our sometime traveling companions, the Zyndas (Frank and Vickie). We headed out on a Friday afternoon and braved the Chicago traffic to head north into Wisconsin. Before reaching the state line, though, we needed to get a little sustenance and happened upon the Ram Restaurant and Big Horn Brewing in Schaumburg, Illinois. We soon discovered that this was not a stand-alone operation but actually has locations throughout the country with alternate names such as C.B. Potts.

The Ram had six regular brews on the day we arrived and offered four seasonals. The six regulars were: Big Horn Blond, Big Horn Hefeweizen, Buttface Amber, 71 Pale Ale, Big Red IPA, and Total Disorder Porter. The

four seasonals were Frostbite, Barefoot Wit Belgian, Irish Red, and Nutcracker Porter.

We sampled the Wit first and it was very true to style. It had a fairly robust flavor for this lighter style of beer, and was tasty. The Blonde was an excellent starter beer with much more flavor and body than others of this style. The Hefeweizen was flavorful and full of banana and clove. Their Amber and Irish Red were so similar we had to sample twice to detect a difference. We thought the Amber had a bit more body and flavor, was very well balanced, and would have made a nice session beer.

The Frostbite was a dark-colored lager, and seemed every bit a bock to us—and a decent one at that. The Nutcracker was flavored with hazelnut and was absolutely huge in this regard both in aroma and taste. Vickie said she could have had a bit more of this one. Those not liking hazelnuts would not want any. The Total Disorder Porter was a bit of a disappointment, lacking any chocolate flavor. It also had little body. As a Brown, it would have been a nice beer. The 71 was an American style pale ale, and was a drinkable beer, although not as big either in mouthfeel or hop flavor as many of the style. The IPA, on the other hand, was a very well-balanced, excellent beer. For the collector, there were t-shirts and hats. We also ate there and the food and service were good.

Just before crossing into Wisconsin, we made a return visit to the Carlyle Brewpub in Rockford, Illinois and although we did not repeat the sampler, we are happy to report that the

brews we did try were as good as we remembered. This remains a highly recommended spot for libations. Check out the chocolate shop next door for varieties of the cocoa confection with combinations of ingredients you have never dreamed of.

Finally, we made it in to Badger-land where, in Platteville, we found one of the more extraordinary things we have ever experienced: a brewpub on a college campus! At the student center at UW Platteville, a home brewing club provides beers, which are sold in the cafeteria! Three beers were available and we sampled the Pioneer Pale Ale, which was very well balanced with good malt and hop flavors. The Chocolate Mint Stout sounded a little off-putting at first. It was, however, a classic dry stout with just a pleasant hint of mint. Fred suggested he would have gone as far as post doctoral work if beers of this quality had been available on campus at his college. If you plan to stop at the Pioneer Haus for a beer on your way to Stevens Point be sure to call ahead as they might not be open during the summer.

Our last stop of the night was in the small town of Mineral Point. We had been here years ago, just as the Brewery Creek brewpub was being built. We promised ourselves a return as we were advised it would be bed and breakfast as well. What a concept! Located in a historic stone building in an equally old town, the place has the feel of a British pub, and offered four beers for sampling: Golden Ale,

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

Ballots for Officers and Board Slots: Please take the time to vote and note that if you are not happy with any of the candidates, the write-in option is available. All officers and three board positions are up for election.

Convention Registration: The Stevens Point Convention registration page is included as a separate form with this issue. Please note: there is a Pre-Convention tour with Herb and Helen Haydock at the Minhas Brewery in Monroe the Monday *before* the NABA Convention.

Membership Renewals Slips: The cutoff date for NABA dues is May 31st. A renewal page is included with this mailing. You only need to renew if your name appears on the back of the form (it means your mailing label has an expiration date of May 31, 2010). Please take the time to send in your renewal. Dues can be paid online using PayPal. Just send the amount you are paying to naba@mindspring.com. (note: Foreign Members can use this option, but please pay in US funds).

Directory Online: Please note the NABA Directory can be

accessed on online at the NABA web site, nababrew.com. Login (top line) = *access* and Password (bottom line) = *naba148*. Member's input is welcomed and thanks to George Baley for several good ideas already. Please note: any requested changes and any new members are updated real time so the directory will be continually changing.

New Members: Special thanks to George Baley (1), Marvin Gardner (1), Greg Lenganhan (1), Larry Moter (1), Kent Newton (1), Rejoins (4) and the NABA Web Site (1) for recruiting these new members (next pg).

APPLICATION FOR MEMBERSHIP

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

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

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

email address _____ Sponsor _____

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

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

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

Specific breweries, brands, cities _____

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

New Members

Arndt, Howard

2003 N Nicole LN
Round Lake Beach IL
60073-2286
847-740-4679

All Breweriana; Illinois

Binkley, Richard

27687 Illinois Highway 1
Ridge Farm IL 61870-9999
217-251-4746
richardbinkley65@gmail.com

**Playing Cards-Reverse on
Glass-Signs-Tip Trays-Trays**

Bryant, Scott

708 Evergreen Dr
Holmen WI 54636-9159

Chatfield, M W

30 Garfield Pl Ste 650
Cincinnati, OH 45202-4361
513-621-6265 C513-259-0422
F513-621-6264
mchatfield@fuse.net

**All Breweriana; Cincinnati &
Surrounding Area**

Ellmers, Sherrill

51619 179th Ave
Bemidji MN 56601-6707
218-333-1440

**All Breweriana; Union
Brewery of Louisville KY
(Co-Owners George Hettiger
Sr & Basilius Henry Huck [my
Grandfather])**

Gisburne, Michael (Jennifer)

3306 Greenwood Ln,
Saint Charles IL 60175-5625
630-513-1883
mgisburne@aol.com

**Calendars-Chairs-Glasses-
Lithos-Reverse on Glass-
Trays; Illinois esp Chicago,
Hamms**

Mayfield, Roy (Casey)

4144 Cessna Ln
Springfield IL 62707-3510
217-522-7207
yellowdogx2@comcast.net

All Breweriana; Central Illinois

Miller, Dale (George)

72 Lakeside Dr
Plymouth CT 06782-2506
860-283-6340
coasting72@gbcglobal.net

**All Breweriana; Craft &
Microbreweries**

Peters, Danny (Connie)

16520 Sapphire Ln
Honey Creek IA 51542-4350
712-545-3322
rooney1954@aol.com

**All Breweriana-Bottles-
History-Openers-Paper Items-
Signs**

Sandstrom, Jeff (Dea)

3035 S 2nd St
Springfield IL 62703-4062
217-544-2005 C217-341-2577
djhtjs5@comcast.net

**Cans-Coasters-Openers-Signs;
Reisch of Springfield,
Wisconsin, Midwest, Hamms,
Stag**

Sherrod, William W

205 1st St E
Conover NC 28613-2103
828-464-2401 F828-464-2416
billsherrod@charter.net

**Neons-Reverse on Glass-
Signs; Atlantic Beer & Ale**

Smits, Robert J

2933 Blue Spruce Dr
Green Bay WI 54311-6568
920-469-1466
stuffball1993@yahoo.com

Cans-Glasses-Tip Trays-Trays

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

Continued from P. 33

Amber Ale, Pale Ale, and Stout.

The first selection was in the starter beer category but we found it tasting of diacetyl. The Amber, on the other hand, was a very pleasant session beer that had good malt flavor and a slightly dry finish. The Pale had good mouthfeel and a dry finish as well. The stout was exceptional with strong roast flavor. It was the unanimous Four Paw Pick**** of the group. We also ate dinner at Brewery Creek and the food was excellent. We

ioned this as a restaurant with micro brewed beers, not a bar—as a result, the dining room serves the last food at 9:00, insuring a quiet night's sleep.) As we left for our room, we were provided a breakfast basket of breads, fruit, and sweet rolls. Juices and pop were in the room fridge. All in all, a good stop. For those interested in such things, Mineral Point has also become a bit of an artist colony with potters, fabric artists, glassworkers, and the like. **(Ed. Note:**

see article earlier in this issue about the Brewery Pottery Studio currently occupying the old Mineral Spring Brewery building). For the collector, brewery t-shirts and glasses are for sale.

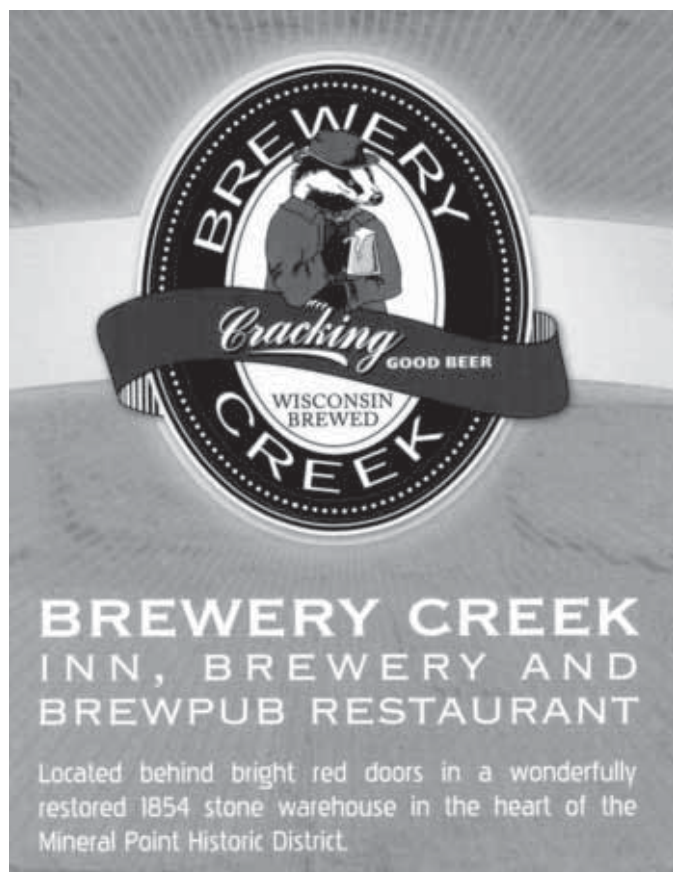
The next morning, we explored a little bit in Mineral Point before heading to Mt. Horeb, a town a little west of Madison. There we visited The Grumpy Troll which turned out to be one of the better beer stops of the trip. A total of 10 different beers were avail-

lager style beer was clean, crisp, and had a lot of mouthfeel—a really good beer.

The Slow Eddie Jalapeno was not a beer for everyone. The aroma was huge with green peppers, and although the pepper flavor was less prominent, it was still there. Interestingly, even though jalapeno peppers were used there was no heat in the beer. Don't touch this one if you don't like peppers! The Rye Bob was a malty, full-bodied beer with a dry finish, and at 4.2 A.B.V. you could have more than one. Too bad the cask version of this one had a distinctive diacetyl flavor. If not, we think it would have been a winner. The Erik the Red was well balanced with sweet malt beginnings and a dry finish. The CCCP Spetsnaz was not, as its old Soviet style name might suggest, an Imperial Stout—but rather a dry stout, and a very tasty one at that. It was full of chocolate, coffee and roast flavors and was the hands down unanimous Four Paw Pick**** of the group.

Getting to the hoppier beers, their American Pale was called Grumpy Creek and was full of grapefruit overtones and tons of hop aroma. It could have had a little more malt for the amount of hop, but was still a very drinkable beer. The Freedom American IPA was well balanced, but the hop flavor didn't come through until the very end. The Maggie Imperial IPA was good throughout—lots of malt, good mouthfeel and hop flavor. Overall, we found the beers here to be very good.

Also of note about the Grumpy Troll is that it seemed to be a real popular local spot. The place was packed with people having lunch on an early Saturday afternoon. Afterwards, we wished we had stayed for lunch, as the food looked quite good, too. The bartender was



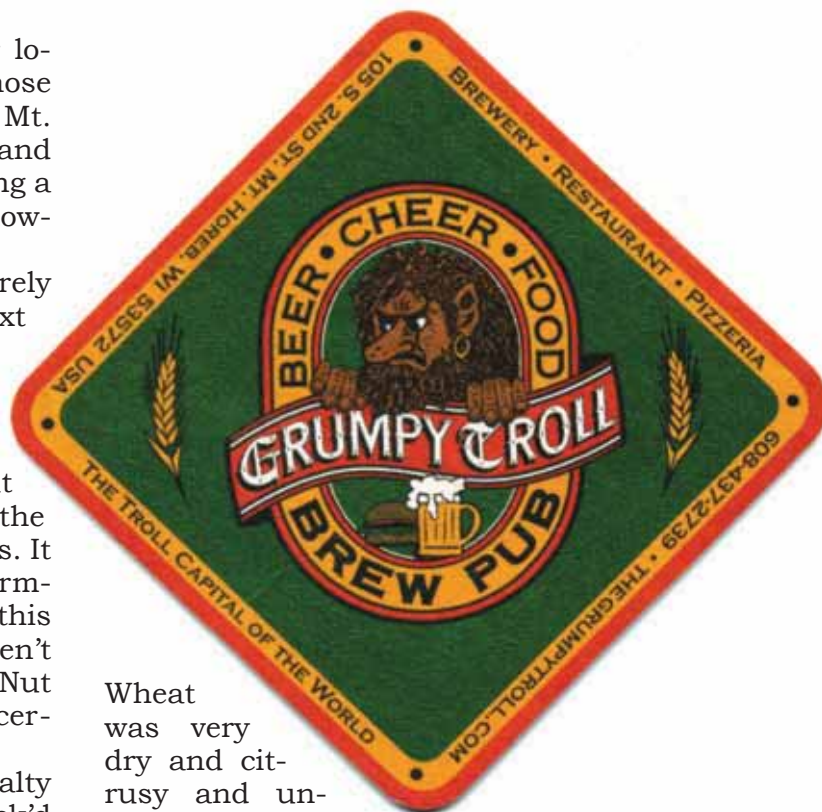
had booked rooms for the night, and although there are rooms available upstairs from the dining room, we elected to stay in the cottage, just a short distance away. This unit offered two side-by-side suites with a small sitting area, kitchen, bath, and bedroom. (If you elect to stay in the main building, note that the owners have fash-

able and of these, one was also served on cask, so we rolled up our sleeves and dove in. The first was Trail Side Wheat which was a good, medium-bodied American style. The Ensign Fred was an unfiltered, light, starter beer that was also a safe 3.2 A.B.V. Their most popular beer was the Captain Fred, and it was certainly easy to see why. This

friendly and helpful, and this would be our local if we lived in the area. One side note for those interested in such things (as Mary is): the Mt. Horeb Mustard Museum is no longer there and has relocated to Middleton. So much for getting a Poupon U shirt! T-shirts and glasses were, however, available for sale at the Grumpy Troll.

Well, we're running out of space and barely halfway through the stops we made! The next one was the über operation of New Glarus Brewing in the town of the same name. This place was really busy on a Saturday afternoon, and a total of seven beers were available for tasting. (We tried six, opting out of the Raspberry selection.) The first was the Spotted Cow, one of their more famous brands. It was a light, easy drinking beer in a Belgian farmhouse style, although sweeter than most of this type. Although certainly drinkable, we weren't sure why it was so famous. The Fat Squirrel Nut Brown was light in both color and body, but certainly had a nice flavor.

The Cabin Fever Honey Bock was really malty and had good body: a tasty brew. The Crack'd



Wheat was very dry and citrusy and unlike most in the wheat or wit style, although quite drinkable nonetheless. The Golden Ale was a Trappist style at 7.0 A.B.V. and alas, the note-taker appears not to have made any further notation on this one. (The tasting room/gift shop was standing room only, making note-taking slightly difficult.) The Organic Revolution was advertised as an American Pale but certainly was not typical of the style. It was quite malty and more in the style of a lager—not one the hop-heads would like.

One last comment on New Glarus: these guys have gone big time with a beautiful new facility with lots of room for beer geeks to taste, tour, and buy souvenirs. For us, however, the beers were not as outstanding as we had expected, given all the things we have heard about this brewery. Not that the beers were bad, mind you. In fact, they were all quite drinkable. We just thought, with the cult following they seem to have, that there would have been more of a “wow” factor. Based on the crowd there the day we visited, though, it is clear that New Glarus is doing something really well, and in a big way. Given the dozens of 20 and 30-somethings there, it was clear that they were educating and inducting a whole generation on the joys and flavors of craft brewed beers, and that is good news indeed.

Well, we have much more to tell (Capital Brewery, Great Dane, Tyranena and Hop Asylum) but that will have to wait until next time. Until then, Cheers!

SATURDAY MAY 15TH, 2010 - 8AM 'TIL 2PM

Patrick Henry
BCCA & NABA CHAPTER

ANNUAL BEER COLLECTIBLES SHOW
BUY • SELL • TRADE

FOOD AVAILABLE
Hot Dogs, side dishes and other concessions

ADMIRE
FREE Coffee and Donuts

At the "Year Round Golf" dome
12733 NORTH US 131, SCHOOLCRAFT, MI (BEHIND WENDY'S ON US 131), (ABOUT 7 MILES SOUTH OF I-94)
SIGNAGE WILL BE ON THE HIGHWAY NORTHBOUND AND SOUTHBOUND.

OPEN TO THE PUBLIC FREE ADMISSION
CANS • SIGNS • BOTTLES • NEONS

COME JOIN US FOR A DAY FULL OF BREWING MEMORABILIA FROM PAST AND PRESENT. ADD SOME NEW PIECES TO YOUR COLLECTION OR JUST SHARE SOME GREAT STORIES WITH PEOPLE FROM NEAR AND FAR.

GREAT DOOR PRIZES!!

ON TAP
(TO BE VENDED)

Dealer tables are \$10 each.
Dealer setup time is at 8AM.
(early set up available May 14TH 4-8PM)
For more info, or questions: upbeers@bigglobal.net



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.

V154

ROUND BUTTON SIGNS WANTED: Serious collector of 9" - 9.5" round button signs wants to buy your signs, either one or a whole collection. May be TOC, just tin, or Leyse Aluminum. Fair prices paid. Send photo & prices to: Barry Hunsberger, 2300 Meadow Lane Dr., Easton, PA 18040. 610-253-2477; BarryMGD@aol.com

V158

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 AUG. 4 - 8 2010

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

BCCA CANVENTION #40

Sept. 8 - 11, 2010 • Hotel TBA • Valley Forge, PA
 Contact Dave Gausepohl
 beerdave@fuse.net

Events of Interest

Queen City Chapter Show

American Legion Post #630
Blue Ash, OH

June 5, 2010

Dave Gausepohl • 606-371-4415
Debbie Dowers • 859-371-2233
beerdave@fuse.net

COLLECTORS CARNIVAL
ANTIQUES & COLLECTIBLES SHOW

AUGUST 7 & 8

Vanderburgh Co. 4-H CTR
EVANSVILLE IN
BRENT PACE • 812-471-9419
bppace@evansville.net

July 9 & 10, 2010

MIAMI VALLEY (BCCA) CHAPT.
36TH ANNUAL Mini-CONVENTION

Overlook Park (E. of Waynesville OH)
CONTACT DAVE REED, 513-248-4464
wolfe1985@fuse.net

NORDLAGERS & NORTH
STAR CHAPTERS
ANNUAL SHOW

JULY 9 & 10

NORTHEASTERN SALOON
& HOTEL
CLOQUET MN

BERT WHITINGTON • 218-393-0657

August 5
Mid-Michigan & Rusty Bunch
BCCA Summerswap 10

Heritage Park
Frankenmuth, MI
John Fatura
jafa@chartermi.net

*Dog Gone Good
Super Summer Swap 21*

August 28

*Veteran's Memorial Park
Bay City, MI*

*Rick Schmidt • 989-326-2876
rsai9@chartermi.net*

Sept. 17 & 18
3rd Ann. Fall Fest
Beer Collectibles Show

St. Mary's Country Club
St. Mary's, PA

Larry Handy • 215-412-2344
Bud Hundenski • 412-264-5540
Ron Kikta • 814-749-7183
oldmonarch@atlanticbb.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

June 11 & 12 2010
Swap-A-Rama #31

Knights of Columbus Pk
Florissant MO (St. Louis area)
Kevin Kious, 618-346-2634
whoisthealeman@aol.com

August 14
Horlacher Weekender
Show

Macungie Park Hall
Macungie, PA
Larry Handy
610-439-8245
ohhugo1@aol.com

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

May 6 - 8, 2010
Rush to the Rockies

Ft. Collins Marriott, Ft. Collins, CO

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

FOR MANY MORE SPECIAL
EVENTS OF INTEREST, SEE
NABABREW.COM>EVENTS
BE SURE TO CHECK WITH THE
CONTACT PEOPLE TO ASSURE
SCHEDULE ACCURACY

"A Day At Leinies"
Annual Show
(North Star Chapt)

August 14, 2010

Leinenkugel Brewery
Chippewa Falls, WI
Dave Wendt, 651-731-9573



*Hope to see you in
Stevens Point, Wisconsin*