



The BREWERIANA COLLECTOR

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

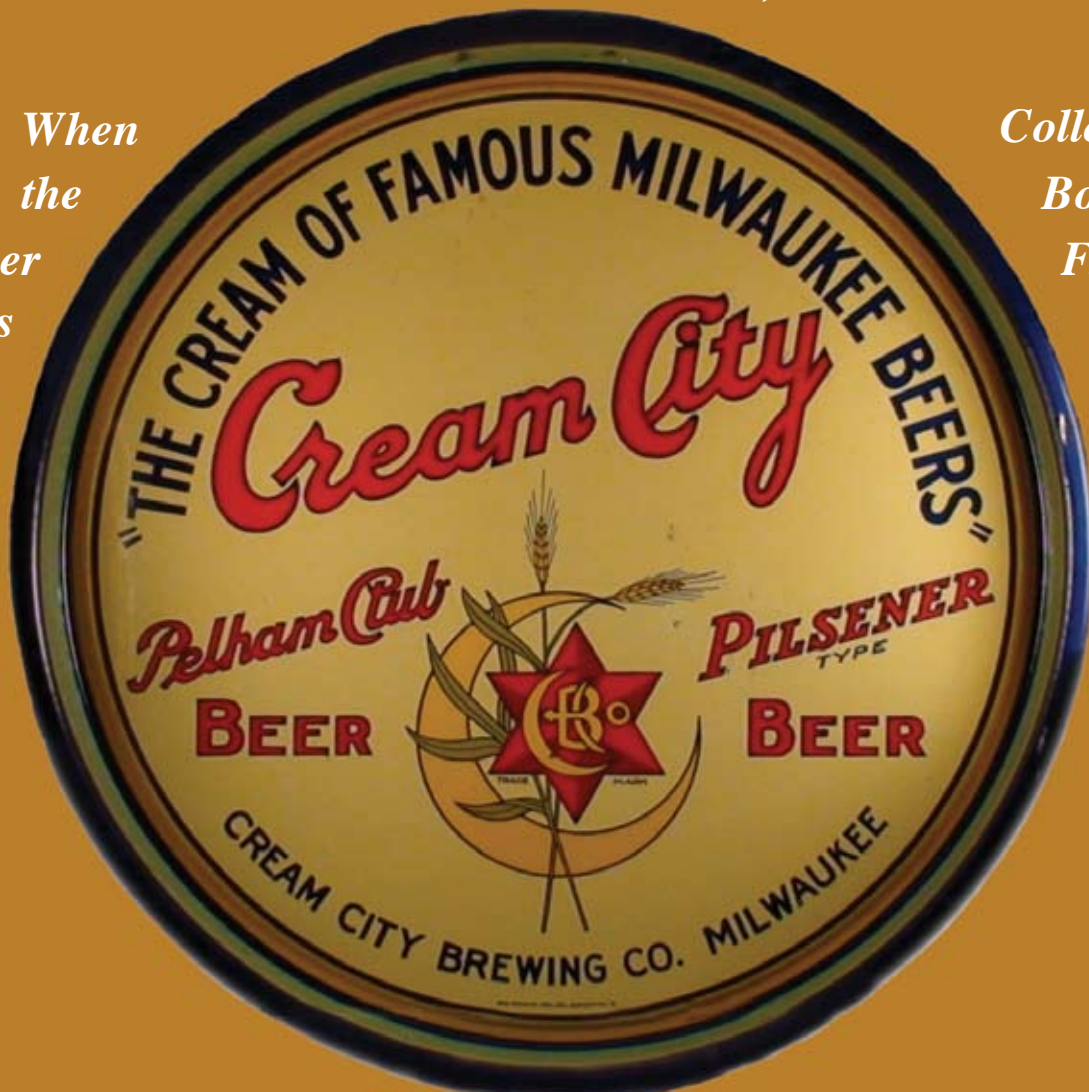
Volume 150

Founded in January 1972

SUMMER 2010

*"Point-ed" in the Right Direction:
150+ Years of the Stevens Point Brewing Company
Part 2: Post-War Era, 1946 - 1982*

*When
the
Beer
Was
Gone*



*Collector's
Bookshelf
F. A. Poth
Brewing
Company*

Single Copy
Cost \$6.00

2010 NABA Convention
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Tuesday, August 3 to Sunday, August 8, 2010



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SUMMER 2010

#150

FEATURES

8	"Point-ed" in the Right Direction Over 150 Years of the Stevens Pt. Brewery Part 2: Post-War Era, 1946 - 1982..... by Timothy J. Holian Collector's Bookshelf: Brewing Co. Souvenir Booklets: <i>F.A. Poth Brewing Co., Philadelphia, PA</i> by Larry R. Moter, Jr.
20	
22	Found on the Web: Empire State Brewery Trails: New York State Brewing History

STANDARD BREWS

5	President's Message by Larry Moter
6	Chapter Doings..... by Barb Bauer
14	Auction Hysteria by Bob Hajicek
16	Let's Talk Brewetiana <i>Wiedemann story registers with Cincinnati expert</i> by Rich La Susa
25	Labelology <i>Monroe & Stevens Point Mementos</i> by Bob Kay Travels with Barley by The Clintons

SHORT DRAWS

24	When the Beer was Gone..... by Brent Kastler
31	The Cherokee Brewing Company, As It Looks Today: A Photoessay by Kevin Kious & Donald Roussin
34	Executive Secretary's Report by John Stanley
35	New Members by John Stanley
38	Buy-Sell-Trade
39	Events of Interest

END OF THE DRAW

34	Executive Secretary's Report by John Stanley
35	New Members by John Stanley
38	Buy-Sell-Trade
39	Events of Interest

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COVER:

Front: Post Prohibition tray (The Novelty Ad Company, Coshocken, Ohio) from Cream City Brewing Company, Milwaukee, Wisconsin 1933-1937. Photo by Larry Moter.

Back: Pre-Pro corner sign from Stevens Point Brewing Co. Photo by Tim Holian.

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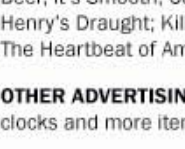
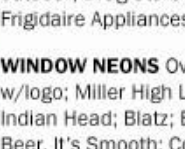
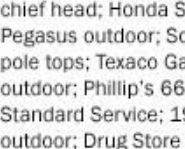
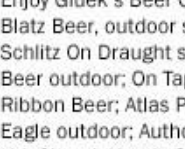
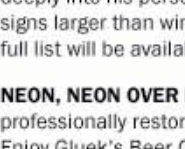
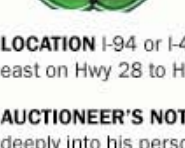
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ADVERTISING AUCTION

Kewaskum, WI
Sunday, July 18, 2010, 9AM
8am Inspection

LOCATION I-94 or I-43 to Milwaukee, then north on US 45 to Kewaskum, east on Hwy 28 to Hwy "S", then north 1.5 miles to N131 Hwy S.

AUCTIONEER'S NOTE Dean Blazek of DB Collectibles & Northern Advertising, Antigo, WI is digging deeply into his personal collection and is selling some very scarce and very desirable signs. Most signs larger than window size are crated and ready to ship or haul. Please come prepared to haul! A full list will be available closer to the sale date. Visit www.paulauction.com for updates and photos.

NEON, NEON OVER PORCELAIN, PORCELAIN & PAINTED SIGNS Signs include clean original, professionally restored, neon added, etc. ALL signs are ready to hang. Miller High Life Beer outdoor; Enjoy Gluek's Beer On Tap outdoor; Berliner Beer, outdoor; Blatz Milwaukee Beer, outdoor; Drink Blatz Beer, outdoor shield; Schmidt's City Club Beer, art deco; Schlitz On Tap, art deco w/globe; Schlitz On Draught shield; Milwaukee's Choicest Braumeister Beer, outdoor; Milwaukee Gettelman Beer outdoor; On Tap Meister Brau Extra Pale outdoor; Heileman's Old Style outdoor; Enjoy Red Ribbon Beer; Atlas Prager Beer; A-1 Pilsner Beer, AZ Brewery; Hamm's plastic outdoor; CASE w/ Eagle outdoor; Authorized FORD Service, All Makes with arrow; Ford script oval outdoor; Pontiac w/ chief head; Honda Scooters; Mobilgas Socony Vacuum w/full Pegasus; Pegasus full profile; Mobil w/ Pegasus outdoor; Socony w/Pegasus; Drain And Refill With Gargoyle Mobiloil Now; 2 styles of Sinclair pole tops; Texaco Gasoline Motor Oil; Texaco "T"; Gulf logo, outdoor; SHELL diecut; DX diamond outdoor; Phillip's 66 shield; Cities Service shamrock; Valvoline Gasoline Motor Oils sidewalk sign; Standard Service; 1946 Gulf Flex, Gulf Pride & Gulf Lube tin signs; Cooper Tires; Dog-N-Suds figural, outdoor; Drug Store Coca Cola, lg. outdoor; Drink Coca Cola hanging; 2 large 1941 Coca-Cola signs; Frigidaire Appliances outdoor; Red Owl die cut & more.

WINDOW NEONS Over 120 to include: 2 styles of Hamm's; Hamm's bear head & script; Miller Time w/logo; Miller High Life & Light; Pabst Beer & Pabst Blue Ribbon; Schlitz On Tap; Leinenkugels & w/ Indian Head; Blatz; Budweiser bowtie; Schlitz; Old Milwaukee; Old Style, Coors; Special Export; Stag Beer, It's Smooth; Corona Parrot; Rhineland tree; Summit Beer, Minn MN; Genny Cream; Colt 45; Henry's Draught; Killian's Red; Lone Star; Moosehead; Coca-Cola; Mountain Dew; Corvette; Cadillac; The Heartbeat of America w/Chevy bowtie; Pontiac; Marlboro; Camel; Vienna Hot Dog & many more.

OTHER ADVERTISING 1940s Sweetheart Soap electro-mechanical doll in basket; Beer & soda clocks and more items will be added.

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President's Message

Greetings on a beautiful spring May Day! I trust that the membership is just as happy as I that harsh winter weather has given way to spring. Spring symbolizes (to me) a rebirth & a change for the good. I feel that personally I have experienced a "metamorphosis" this spring. I have not quite figured out what this metamorphosis is, but somehow I think it is due to my attendance to the Packer Chapters' outstanding annual April show. Maybe I will figure it out and get on top of it or maybe it's on top of me?

This will be the last message of my tenure as President. Two terms, four years pass incredibly quickly. As one ages, the speed of the passage of time accelerates. As I reflect upon my tenure I also look to the future. NABA has a strong Board and able Officers. The new Officer team is experienced and ready to hit the ground running with the 3 V's (Vim, Vigor, and Vitality – my apologies to ripping off a slogan of the defunct Liedinger Brewing Company of Merrill, Wisconsin). I look to this new team, ably led by George Baley & Kent Newton, to bring new energy, ideas, and vitality. The returning Officers and Board members bring seasoning, wisdom, and knowledge to the team. Greg Lenaghan, our newest Board member, brings many years of hobby experience to the table and the perspective of having served as a board member/key convention planner with

BCCA. Let us all give them our support.

I would like to thank all my fellow Officers and Board members (both past and present) for serving NABA under my tenure.

I also want to thank everyone who assisted in the magazine by writing articles and/or submitting pictures, everyone who hosted and/or assisted in hosting a convention and/or convention activities. There are so many convention tasks with which members/spouses help, from the convention registration desk to the hospitality room; from tours to food; and many additional etceteras. So many folks gave a helping hand and it is greatly appreciated.

Our two appointed Officials, Executive Director John Stanley and Editor Lee Chichester, deserve thanks also for all their hard work and dedication and the patience to listen to me on my numerous phone calls. I would also like to thank Auction Chairman Dave Kapsos and all the members of the Auction team. After a decade plus of service, Dave is retiring as Auction Chairman and each of us needs to thank him for his dedication to NABA for performing this vital task. I would note the new NABA team is working on a transition. My final word of thanks is for you, the membership, for supporting our club. NABA is an Association by the members for the members and I appreciate you all.

The last item to report is I did attend one significant Club event. This was the new Packer Chapter's 30th Annual "Tittle Town Show" in lovely Green Bay, Wisconsin. This is one of the USA's great shows and one

I had longed to attend for many years but never had, due to work conflicts. I cannot thank the Officers and Members of the Packer Chapter enough for their hospitality. They may have the best raffle in the hobby. BCCA President, John Fatura, was in attendance too. Both John and I were coroneted as honorary cheese heads and given the appropriate symbol.

John is a true gentleman and an outstanding leader. I want to note that many NABA Chapters are BCCA Chapters and in all probability started as BCCA Chapters. I do believe and hope that demographics in 5-10 years (barring an infusion of new members) will cause NABA and BCCA to consider closer ties and cooperative ventures for the good of the hobby. This soon-to-be past Officer believes this may be a natural evolution/reinvigoration of the hobby as it evolves to its next phase.

See you in Stevens Point! If you live nearby and cannot register for the Convention, please visit us Saturday at the Show.

Adios.

—Larry Moter





Chapter Doings

By Barb Bauer

The Doggone Good Chapter (DGGC) of NABA held its winter breweriana show at Michigan Brewing Company in Webberville, Michigan on March 6. Owner Bobby Mason and his crew made everyone feel welcome as the public browsed the tables of breweriana set up by over 20 dealers against the backdrop of the massive brewing vessels, kegs and beer inventory.

Dealers received a coupon for half-off pints, and with a hand stamp, attendants received \$1 off pints. Members of the DGGC Convention Committee held a brief planning meeting to discuss details for the NABA National Convention being held in Bay City in 2011 at the Doubletree Hotel.

Brewery Collectibles Club of America (BCCA) National President John Fatura was in attendance, as was DGGC President Emeritus Mark Brooks, Past President Dan McShane and

NABA Treasurer Jim Kaiser.

Just before the raffle, DGGC President Barb Bauer led the crowd in observing a moment of silence in memory of Dave Van Hine, and followed this with a toast. Plans are already underway for the winter show to return to Michigan Brewing Company next year with expanded hours and more dealers. Next show for the DGGC will be August 28th at Veteran's Park in Bay City.

The 36th Annual BCCA Buckeye Chapter Winter show was held at the UAW Hall in Toledo on March 13. The hospitality of the Ohio collectors and their willingness to share their collections is unmatched. This massive show brings out the best in everyone when it comes to beer and breweriana.

When asked how he accounts for the growing popularity of the show, Buckeye Chapter President John Huff explains, "We keep the public involved. Advertise, advertise, advertise."

The Chapter has also reached out to Maumee Bay Brewing

Company of Toledo and invited them to the show this year to sell t-shirts and give out beer samples. Maumee Bay brewer Jon Koeser said they were very pleased when the Chapter approached them with the idea of starting a partnership. Jon brought along kegs of Maumee Bay's Buckeye, Strange Brew, Willy's Wheat and Fallen Timbers Red Ale.

This year's Buckeye Show had a total of 60 dealers with a record 134 tables of beer stuff that packed the UAW hall. Members of the public totaling 235 paid a mere \$2.00 each to come and buy, sell, get appraisals and learn about beer and brewing history.

The Grand Prize Chapter of the BCCA based out of Houston, Texas would like to announce that they have *reduced their yearly dues to \$0*. That's right. You can join the Grand Prize Chapter for free and receive their online newsletter. Dues will be \$10 a year for those who wish to continue receiving the paper copy of the newsletter. For more information on the Grand Prize Chapter, contact Ken Knisely at kenk2260@earthlink.net or visit www.grandprizebeer.com

Let me know what your Chapter has been up to by submitting your news, 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



Joe Wilson of Hamilton, Michigan consistently has one of the finest displays at shows along with quality items for sale. Here Joe poses at his display at the Buckeye Show in Toledo that was held on March 13.



At the NABA Doggone Good Winter Show held on March 6, NABA National Treasurer Jim Kaiser had this Voigt's Rheingold tray for sale for \$300.

In 1878 Voigt was Detroit's largest brewer with sales of 17,500 barrels. This tray dates somewhere between 1890 and 1917.

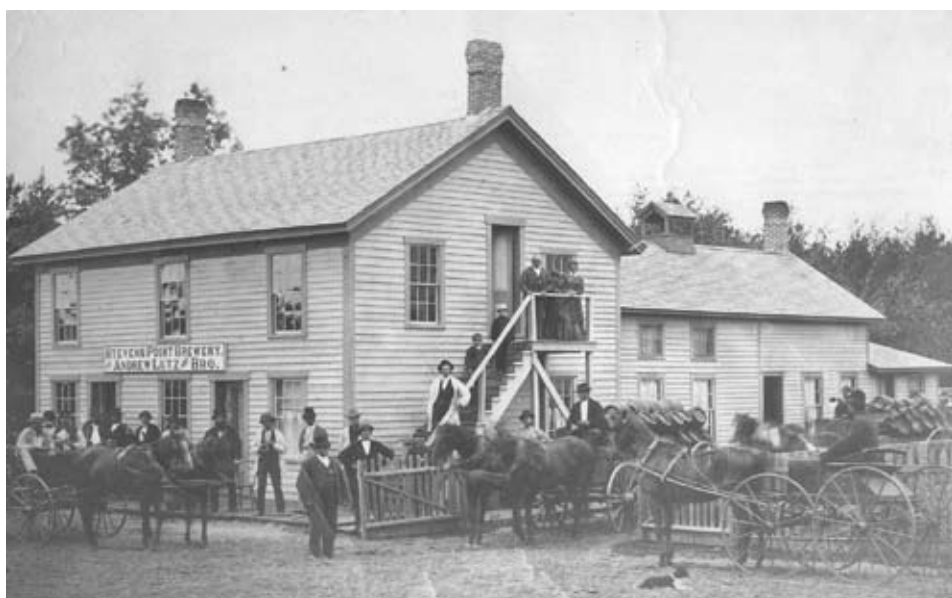
“Point-ed” in the Right Direction

Over 150 Years of the Stevens Point Brewery

Part 2: Post-War Era, 1946 - 1982

By Timothy J. Holian

The author wishes to thank the following individuals for generously sharing with him their insider knowledge and memories of the Stevens Point Brewery: Ken Shibilski, former president and owner; John Zappa, brewmaster; and Art Oksuita, director of operations.



Stevens Point Beverage Co. predecessor, Andrew Lutz & Bro.,
1867 - 1897

The end of World War II offered hope to the Stevens Point Beverage Company that business as usual might again prevail, with production and sales gains registered during the war era serving as a springboard to greater successes. 1946 manufacture of 20,666 barrels was down only 792 from that of the previous year, mirroring trends exhibited nationwide in the industry. But for 1947, output jumped to 34,505 barrels and then to 40,803 barrels for 1948, essentially double the amount

exhibited just two years earlier.

But the boom trend of the mid-to-late 1940s was a mirage: Stevens Point sales would exceed the 1948 level only once (1956) until 1974.¹ In fact the landscape of the brewing industry in Wisconsin and elsewhere would change rapidly during the remainder of the 1940s and especially into the 1950s, as large national brewers sought to grow at the expense of their smaller competitors. Local soldiers returning from the war often brought with them not a taste for hometown brews, but

rather for national giants such as Schlitz, Pabst, and Budweiser: products more readily available overseas and increasingly supported nationwide by high-profile advertising campaigns in popular formats such as magazine, newspaper, radio, and—with increasing frequency—television.

Regional producers likewise sought to expand sales where they could, with beers from brewers including Hamm (St. Paul); Rahr (Green Bay); Rheinfelder; Oconto; and Oshkosh-based Peoples and Oshkosh Brewing; as well as local rivals in Marshfield, Marathon, and Wausau (a common presence in Stevens Point retail outlets well into the 1950s). Increasing materials and labor costs also took a toll upon Stevens Point: the price of a barrel of beer rose by \$1.21 in 1946 alone and by the end of 1947 stood at \$20.04 (compared with \$14.41 during 1940, the last full year before the war).² The net effect was that traditional brewery markets in and around Stevens Point became more competitive every year, with company sales showing corresponding sluggish tendencies.

Ken Shibilski: I'd say up until about 1980, most of the smaller breweries didn't really compete in each other's core area [in Wisconsin]. I think probably Leinenkugel spread

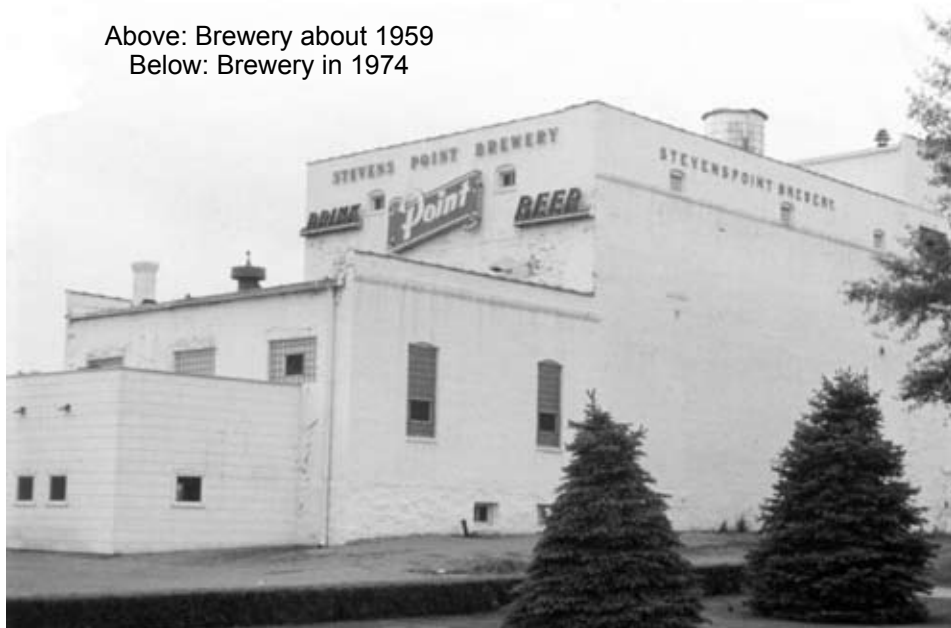
out more than anybody. But still, they didn't push real hard in certain core areas, like they wouldn't push in Stevens Point, and we wouldn't push up [in] Chippewa Falls. But even with Marshfield [Brewing Company], they would come into Stevens Point, and of course they weren't much of a competitor, because they just sold on price mostly. They didn't have the reputation and the loyalty that Stevens Point Brewery had.³

Both before and during the war years, the impact of increased competition was mitigated somewhat by the strong local focus exhibited by the brewery [Ed. Note: see Part 1 of this article in the Spring 2010 issue, V. 149]. With a marketing and sales radius of only fifty miles, Stevens Point carefully groomed its core wholesale and retail accounts to ensure maximum control over its fortunes. The measure was augmented with a strong program of support for community organizations and activities, including charitable groups and civic-minded ventures, such that the name of the brewery was prominently associated with virtually all high-profile activities in and around the city. By the end of the 1950s, the reputation of the brewery was one of a well-managed, efficient operation that both upheld core community values and presented a progressive model for business success.

Ken Shibilski: They had strong local support. Most of the beer was sold within twenty [or] thirty miles of Stevens Point, all the way from the repeal of Prohibition up until probably somewhere around the mid-1950s. Then they got a little bit further, probably within fifty miles, and that contin-



Above: Brewery about 1959
Below: Brewery in 1974



ued for quite a while. They developed that strong loyalty. One of the things they always did was to try to service the customers. That was the one [big] thing. The other part of it was, they always made sure they collected the money! (laughs) [The brewery] had a sales manager, his name was John Egenhoefer, a fine German gentleman, and they made sure they didn't get too far in debt...They made sure they produced a quality product, and the brewery was always painted white. That was always one of the things they wanted to do, because they had so many different pieces of block and stone and brick from different areas, plus it gave off a good image, so people were al-

ways impressed with the brewery. They kept it spic and span. They said, "Well, you could always eat off the floor at the brewery." That gave off a strong image with the cleanliness and the whiteness of the brewery on the outside.⁴

One major factor behind the stability of the brewery was continuity in the leadership of the firm: beginning with the 1924 purchase of the company by Ludwig Korfmann, Stevens Point was headed up continuously by either a Korfmann or a Shibilski for the next sixty-eight years. Calvin Korfmann, who became president of the brewery upon the death of Ludwig in February 1941, had followed in his

father's footsteps in the Reichel-Korfmann Company, supplying breweries across Wisconsin and gaining a practical knowledge of their operation from the inside out. He also augmented his knowledge of brewing science through coursework at the Hantke Brewers' School and summer internships at several of the Milwaukee breweries. The younger Korfmann also affiliated with other insiders as an active member of the Master Brewers Association of the Americas, serving as the secretary for District Milwaukee for twenty-two years. He also served as director and treasurer, beginning in 1946, of the Wisconsin State Brewers' Association.

Over time Calvin proved no less colorful than Ludwig, combining sound business instincts with a sense of flair for both public relations and community involvement. For example: he converted a field across from the brewery into a Little League diamond complete with dugouts and a scoreboard, which was named alternately Brewery Park and Korfmann Field; he contributed toward an electric football scoreboard for Goerke Field, used by area high schools and the Central State Teachers College (now University of Wisconsin-Stevens Point); and he helped offset the costs to erect attractive rustic signage for Meade Park within the city.

The high level of civic involvement displayed by Korfmann was all the more pronounced given the fact that his residence remained in Milwaukee. He did make occasional trips to Stevens Point to oversee business, and maintained a "home away from home" in a suite at the Whiting Hotel. But daily phone contact was the way he kept up with the brewery when not in the city.⁵

Ken Shibilski: I can remember Calvin Korfmann coming into town quite frequently from Milwaukee. My dad [Phil], he, and the guys in the office would go out and socialize around the community quite a bit. He was quite a dapper dresser in those days, in the 1950s. I can remember [him] wearing red pants or bright green pants, more like [what] you'd see on a golf [outing]. He'd wear bright shirts and he had a waxed handlebar mustache. And the guy was hardly ever sick. He hardly ever wore coats or anything. He said he had the right system.⁶

The first ten years after the end of World War II were generally a period of stability for the Stevens Point Beverage Company. After producing 36,663 barrels of beer in 1949, the firm held steady into the mid-1950s, reaching the halfway point of the decade manufacturing 39,391 barrels. In 1955 canned beer was offered by the brewery for the first time, using a standard flat top filling line, in response to an increasing demand for packaged beer. That demand had reduced Stevens Point draft beer production to approximately thirty-seven percent of total sales.

The following ten-year interval, however, was less kind: pro-

duction fell slightly each year from a post-Prohibition high of 40,935 barrels in 1956 to just 31,372 barrels in 1965, an overall drop by almost a quarter.⁷ Competition from remaining regional and increasingly strong national brewers continued to chip away at the core markets of the brewery. While Stevens Point remained satisfied to distribute within its comfortable fifty-mile radius, this policy essentially restricted the firm's ability to grow while it continuously tried to stave off the inroads made by its competitors.

Company advertising of the era reflected the down-home nature of the operation, including folksy sayings such as "Make It a Point to Drink Point Beer" and the slogan *Brewed with Wonderful Stevens Point Water*. While the brewery remained profitable, gross sales and total profits fell as Stevens Point continued to place a sales focus on affordability, marketing at local prices consistently lower than what premium beers commanded.

In 1960 Calvin Korfmann stated that "the brewery believes in maintaining price. We sell less beer, but make money on what we sell."⁸ The tactic kept the cost of beer artificially low, with the price of a barrel rising less than ten percent over as many years (\$21.80 in 1956 to \$23.15 in 1965). But with raw materials and manpower costs continuously on the rise—labor expenses alone grew essentially by one-third, from \$1.69 per barrel in 1956 to \$2.49 in 1965—the price game clearly was not a long-term strategy



for success, as demonstrated by countless other small brewers who had paid for the gamble at the cost of their existence.⁹

Ken Shibilski: Our Point Special was priced at what you call your local price, or your hometown price. And the big [brewers] were coming in with a certain price, and then discounting. Some of the discounts would come down to our price level or lower, and then you would lose some sales. So part of the strategy there was in changing the image, to raise the price of your beers, so you could get into the discount game too. Because when you were at the local pricing you couldn't get into the discount game, because there was no money then. You were losing money when you sold at a discount. So we had to bring it up, but to bring it up, of course you've got to change the image, which required changing the packaging and the quality and the advertising and do all those things. We wouldn't be able to survive at the old local price any more.¹⁰

One method employed by many small brewers to maintain production levels in a time of falling sales was to purchase the labels of defunct breweries, manufacture the beers under basic formulas, and ship them back to their original markets to capitalize on remaining loyalties. For most brewers it was a dubious measure at best, reaping only short-term volume gains. For its part Stevens Point resisted such acquisition strategies over time, instead focusing on maximizing its existing resources and not overextending its interests into markets with which it was not familiar.

Ken Shibilski: We felt we had a strong following in our own area and the shareholder controlling interest group never felt they wanted to take a chance on going too far out of our own area, but [rather] working hard in our own area with our own recognizable brands. We never went down that road. Heileman was a big one for that. Between Heileman and Huber, they were probably the two biggest in the state. Of course Walter's did buy the West Bend label. But I guess we never felt that we really had the means, having to build warehouses and store extra packaging, extra warehousing for the extra products, and developing the products that

would be a little bit different. I guess we just felt comfortable with what we were doing, and that we had a strong enough following locally where we didn't have to do that. We didn't want to get into the pricing game, and that's where most of those products were. We didn't feel we could make any money at it.¹¹

Continuity in the business was assured when, in 1970, Phil Shibilski assumed presidency of the brewery, four decades after beginning in the company as an accountant and more than twenty years after being named resident manager. In 1974 he was also named chairman of the board of directors upon the death of Calvin Korfmann.

The high regard **Phil Shibilski** had attained in the Stevens Point community over many years was demonstrated concretely in 1980, when a crowd of 800 people attended a reception to celebrate his half-century of service to the business.¹² Among those in the brewery setting, Phil was known for having a hands-on approach to business matters, showing inquisitiveness about all aspects of daily operations, and being keen to involve both friends and employees in lighter moments which celebrated the fraternal nature of the brewing industry.

John Zappa: Phil Shibilski had been here since the early 1930s, and [he was] just a very well-respected, nice person. He ran the company basically a bit conservative, but back to basics in business. You pay your bills. You keep [on a] timely basis with the government regulations and all. And you take care of your employees.¹³

Art Oksuita: Phil was here fifty-five years. He was just such a nice, down-to-earth guy, and just a no-nonsense, common sense [person]. He was your working man's management, if you want to call it [that]. He always had his spot in the office, and then at the end of the day we'd always have to come in and have a beer with Phil. [He'd ask,] "How's your day?" He always asked the good questions: "How did your day go?" "What's happening?" and what have you.¹⁴

Ken Shibilski: One of the things we always had [was] beer break at four o'clock, so some of [my father's] buddies would come over. That was a real interesting time, and when they weren't there, there was only three of us basically in the office: the accountant, myself, and my dad. We would have a beer and smoke cigars. There were some smoke-filled rooms in those days! It was a lot of fun to be able to kibitz and talk about the day and the beer, and whatever else you'd talk about when you're just sitting back.¹⁵



The intensely competitive nature of the industry placed ever greater pressure upon the company to fight for its survival. Brewery production for the remainder of the 1960s showed a slight increase: it rose briefly from 31,882 barrels manufactured in 1966 to a decade-high 36,894 in 1969; which offered optimism that the firm was bucking the trend of small breweries in the marketplace.

Any hope that the gains inspired soon proved illusory: output fell in each of the subsequent three years, culminating with 30,755 barrels brewed in 1972—the lowest level since 1946.¹⁶ For evidence of the changing landscape for small local and regional brewers in Wisconsin, Stevens Point had only to look at the rapidly growing list of competitors fallen by the wayside: Wausau Brewing (1961); Marathon City Brewing (1966); Marshfield Brewing (closed as J. Figi Brewing in 1967); Rhineland Brewing (1967); as well as larger regionals in Green Bay (Rahr Green Bay Brewing, 1966) and Oshkosh (Oshkosh Brewing and People's Brewing, in 1971 and 1972 respectively), among others.

With the Stevens Point Brewery increasingly isolated among the national giants, the thought emerged with greater frequency, even inside the company, that the days of the firm were numbered.

about five years, before it would close. Our sales were slipping prior to that, going downhill.¹⁷

John Zappa: I remember when I came here, the employees said, “Gosh, you know, the way things are going, we don’t have five years left here.”



I said, “What are you talking about?” I didn’t know. I was young. I said, “Well, gosh, if something happens here, we’ll just have to see what we can do.” But I wanted to give it our best shot, and everybody, as time went on, said, “Hey, this is working. This is working”... We got through it and we found our little niche again.¹⁸

As it turned out, a savior for the brewery emerged from an unlikely source. In July 1973 Mike Royko, a prominent columnist for the *Chicago Daily News*, published the results of an eleven-person taste test of thirteen American and nine import brews. Point Special was ranked first among all beers tested from the United States

Ken Shibilski:
When I first came to the brewery in 1972, I had in the back of my mind [a] framework of how much time I would be at the brewery,

and third overall, trailing only a German import, Würzburger Hofbräu, and Great Britain’s Bass Ale. The resultant publicity, combined with favorable tax law changes passed around the same time, boosted brewery sales by more than fifty percent over the next two years: 34,930 barrels produced in 1973 to 49,391 during 1974 and 53,632 in 1975.¹⁹

Most importantly: for the immediate future, the brewery came off of the critical list. Expansion, rather than mere survival, suddenly became a primary topic of discussion.

Ken Shibilski: When that happened I was away on vacation. Mike Royko just had—as I understand it from what my dad told me—called the brewery and wanted to get some beer for a taste-testing competition. So they put some together and sent it to him. And then he did his taste test of course. Then when I got back from vacation, I walked in[to] the office on the following Monday, and they said, “Hey, we’re number one, you know.” I said, “What do you mean, number one?” And our bookkeeper, Jerry Molski at that time, said, “Yeah, we won that contest by Mike Royko down in Chicago.” So I said, “Oh, okay.” You don’t know what kind of impact it’s going to have. But then we started having calls and people stopping in, and the sales gradually grew, and people were coming up and hauling a lot of beer out of here, going back to Chicago and the whole Midwest. Actually it helped around Central Wisconsin too when that happened. That was before even the tax credits of 1974 came to the brewery and we were able to use some of the monies to do some things in the plant. That was a Wisconsin tax credit...

When that happened it turned around, and we went from under 30,000 barrels [a year] all the way up to 40,000 barrels. That difference of 10,000 barrels gave us some profits to be able to start modernizing the plant and doing some advertising. So, specifically, I think the Mike Royko article was one of the things that saved the brewery from going under.²⁰

As word of the Royko taste test spread among beer enthusiasts, it served as a springboard to Midwestern cult status for the tiny beer from the tiny brewery in the tiny town. The good news was highlighted by Rick Nielsen, guitarist for the prominent rock band *Cheap Trick*, who wore a Point Special Beer button when he was photographed for the covers of two of the group's albums.²¹

As had happened during WWII, potentially lucrative customers were turned away—most notably Trans World Airlines, which sought 200 cases of canned beer per week from the brewery—under the policy that filling such large orders would deplete the local beer supply and potentially erode critical support in the home market over time. Despite the flurry of attention and potential for quick profits, brewery managers remained firm in their conviction to stay small and true to their roots. They embraced the tongue-in-cheek slogan that came to define the firm during the period: *When You're Out of Point, You're Out of Town*.²²

One substantial change took place in 1977. John Zappa was hired to become the new Stevens Point brewmaster.

Zappa had received training at two large breweries in the Twin Cities before coming to Wisconsin. His transition from big city to small town culture

Prior to John Zappa's tenure as brewmaster, the previous head brewer, **Ed Kurz**, had been a 1936 graduate of the United States Brewers Academy and had honed his skills in several breweries before coming to Stevens Point in 1945.

In addition to his long and distinguished tenure at Stevens Point, Kurz held the distinction of being the last brewmaster to reside on company property. The Brewmaster's dwelling was a white, shingled house located just east of the brewery offices, which the firm had maintained into the 1950s.²³

was eased somewhat by a rapid immersion into the job based on circumstance.

John Zappa: I was going to the University of Minnesota, in Minneapolis-St. Paul. I did need a job at the time and was paying my way. I picked up a job at Grain Belt Brewery in Minneapolis in the quality control labs. Grain Belt was a very, very good, well-run, large Minnesota brewery, regional at the time, they called it. And it was kind of a nice thing for me to be able to step in with my science background and get a summer job and then [it] helped me go through school, and this eventually sent me to brewing school, at Siebel's Institute in Chicago. [They] made me assistant brewmaster, and when Heileman purchased the rights to Grain Belt, I moved over to the Jacob Schmidt Brewery in St. Paul. It was owned by Heileman and [they] brought the Grain Belt beers over to that plant, along with one of the other brewmasters at Grain Belt. After a couple of years I was contacted kind of through the grapevine that the brewmaster was retiring here in Stevens Point. That was in 1977; he was going to retire in 1978. I was young and green in the industry, so to speak, and I'd gained a great background with the Heileman/Grain Belt organizations and just loved the concept of a small brewery. I came

to Stevens Point in 1977, and a few weeks later the brewmaster that was here went for a routine physical and he never did come back. He had a heart attack and wasn't able to come back to work. So I kind of jumped into it head-first. But everything worked out really, really great.²⁴

Another significant change for the company came in the early 1980s. Phil Shibilski began to scale back his involvement in the day-to-day activities of the brewery, yielding control of the operation to his son, Ken. Like his father, Ken entered the firm full-time as an accountant (albeit after early seasonal employment at a lower, more physically active level). Unlike his father, however, Ken initially pursued other employment, and only returned to Stevens Point and eventually into an executive capacity after some persuasive talk from his elder.

Ken Shibilski: I started working at the brewery during my college days. I'd work on the beer trucks on the long routes, where they needed help for the days, and so I would unload cases and put the empties back on. It would have been about 1959. I went to school at Marquette University, in Milwaukee, for my college degree. I can remember going out with my dad and [Calvin] Korfmann [to] a few of the places like the

Milwaukee Club and the Milwaukee Athletic Club, and some of the other places [where] they had meetings periodically. My dad would take me along, so I got exposure to the beer business both on the beer truck and through meeting different businesspeople down there, and people from the big breweries, like Schlitz and Pabst and Miller, and Gettelman. I knew Fritz and Tom Gettelman on a pretty good basis down there. It was an interesting experience, and when I graduated from Marquette, I thought, “God, that would be kind of neat, to get a job at one of these big breweries. They’ll be around forever,” like Schlitz or Pabst or Miller...About 1969 I was transferred down to Bolivar, Tennessee, which is about seventy miles east of Memphis. Before I left, my dad asked me to come work at the brewery. I said, “I don’t think I’ve got enough experience to do that, and at the level that you’d want.” So I didn’t take [the offer]. When I was asked to go to Tennes-

marketing Stevens Point beer—almost exclusively on a local level, with a product line limited to Point Special and Point Bock beers, and with little reliance on advertising—no longer provided a blueprint for success into the 1980s. No less importantly, Ken pursued an agenda of plant modernization and strategic expansion, advancing earlier “grow or go” efforts by his father, yet at a more ambitious pace.

John Zappa: [Ken] had a saying he had heard from wherever: “When the elephants are on the floor, you’ve got to dance around them.” And [that’s] exactly the posture he took. And it’s been successful. Have we made mistakes? Absolutely. But we’ve made some good decisions too. You have to have that passion to try, or you say, “Hey, is it worth it?” Well, we always felt it was.²⁶

Art Oksuta: I give a lot of credit to the Shibilskis, that they were willing to take the risk and put some investments into the company, to ensure its survivability, because I think that if it wouldn’t have been for the Shibilskis, I don’t know if this company would have survived...Ken’s heart was in the brewery and he wanted to ensure that everything continued, and I think he was a little bit more progressive [than his father] and he was willing to take some more chances. By “chances” I mean that, when we decided to put in a new brew-house, that was a huge undertaking for us, and we had to do it because our equipment was wearing out. But at the same time, there were breweries literally our size that were closing. So, to me, that was pretty risky of him. They could have



see, I went to Tennessee. But after a couple of years, my dad said, “Well, I’m getting ready to retire. You either come back or I’m going to have to get somebody else.” I looked at my opportunities in Tennessee and looked at how many small breweries were closing at that time. That was 1972. And I said, “Well ... (*laughs*) I guess I couldn’t lose out on getting a good business background and experience in working in a small business,” where you worked a complete company all the way from marketing to cleaning the floors to producing the products. So I said, “That would be quite a good experience.” I came back pretty much as a chief accountant, and after a couple of years of being assistant general manager—in 1974—[I became] general manager in 1976 and president, in 1981, of the company.²⁵

In many ways Ken continued the successful policies of the preceding Korfmann and Shibilski administrations. But in a significant departure, he also came to understand the changing demographics of the beer marketplace. The old ways of selling and

Continued on pg. 28



Auction Hysteria

by Robert Hajicek



Above: Hamm's Large Cooler Sign, 51-1/2" x 11" x 4" deep, lighted. Theo. Hamm Brewing Co., St. Paul, MN - \$1,399

Close Right: Royal Style Ale and Dictator Lager Tin Litho Ashtray with Glass Bottom, 4-1/2" dia., Globe Brewing Co., Utica, NY - \$78

Far Right: Anheuser-Busch Tray 12-3/4" x 10-1/2", 1900 Standard Advertising Co., Coshocton, Ohio Anheuser-Busch Brewing Association, St. Louis, MO - \$530



Old Shay Beer and Ale Sign, Reverse Paint, Metal Frame, Fort Pitt Brewing Co., Pittsburgh, PA - \$129



Potosi Barrel Glass Yellow and red enamel with gold rim, 3" tall Potosi Brewing Co., Potosi, WI \$109



Manru Golden Anniversary Ale Tap Knob Schreiber Brewing Co. Inc., Buffalo, NY - \$184



Sunshine Beer Litho-Cardboard Bottle Topper 1958, 9-1/4" x 7-1/4", Sunshine Brewing Co., Reading, PA - \$62



Dutch Club Bottle Cap Print
17" x 14" Glass Plate with Paper.
The eBay description states "this is the original printer plate that was used to make cork back bottle caps. The protective paper cover will come off". You be the judge of what it is, the description does not make sense to me. Pittsburgh Brewing Co., Pittsburgh, PA - \$63



Golden Age Beer
Lighted ROG
16" dia.
Golded Age
Breweries, Inc.,
Spokane, WA
\$2,375



Left: Hamm's Salt Shakers, pair
Leo Kenney, Basin, Wyo.
Theo. Hamm Brewing Co.,
St. Paul, MN - \$154

Below: Hamm's Glass Ashtray,
3-1/4" dia., Theo. Hamm
Brewing Co.,
St. Paul, MN - \$167



Left: Lone Star Glass Pitcher
8-3/4" tall
Lone Star Brewing Co.,
San Antonio, TX - \$68



Above: Rheingold Beer
Tin Litho Opener, 3-3/4"
long, S. Liebmann's
Sons Brewing Co.,
Brooklyn, NY - \$92

Right: Tactical Nuclear
Penguin Imperial Stout
Bottle, 330 ml Full
Brewdog, Fraserburgh,
Scotland - \$200





Let's Talk Breweriana

By Rich La Susa, Brewery Historian

Wiedemann story registers with Cincinnati expert

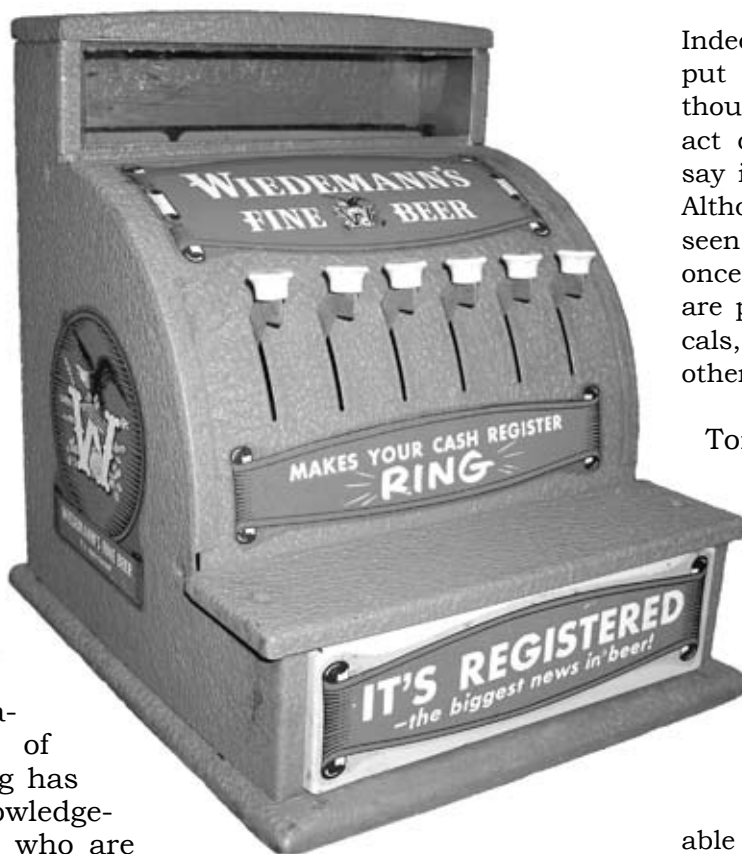
Although I haven't started packing my bags for summer travels just yet, I do anticipate a trek to the Rockies, attending breweriana shows and visiting brewpubs.

Before doing so, however, there is work to be done, to share with you what readers have said about my recent columns. None of their comments, I can safely say, require a censor's scrutiny.

One thing the National Association of Breweriana Advertising has in abundance is knowledgeable, expert collectors who are willing to share their expertise with other collectors and history enthusiasts—that being me and you, readers of this superb publication.

Tom Waller from Cincinnati is an expert on breweriana and brewery history from that region. His response to my call for assistance in my Winter 2010 column was filled with authoritative, definitive information that makes *The Breweriana Collector* special.

"I read with interest your article... 'If It Says Beer, Someone Collects It.'" It is certainly true and I couldn't agree more,"



Tom wrote. "I was intrigued by the part of your article, 'This doesn't register' that addressed the Wiedemann's cash register. I hope I can shed a little light on the subject and answer some of your questions."

Shed light, he did. The cash registers are not as rare as I and others believed; finding one in top condition is the challenge. We'll let Tom tell you in his own words about this piece that was issued by the George Wiedemann Brewing Co. of Newport, KY:

Indeed there was such a piece put out by Wiedemann, although I do not know the exact date...It would be safe to say it was in the early 1950s. Although the registers are not seen too often, they do come up once in a while. Usually they are pretty worn, with torn decals, missing register keys, and other forms of visible abuse.

Tom explained what to look for if you find one of them:

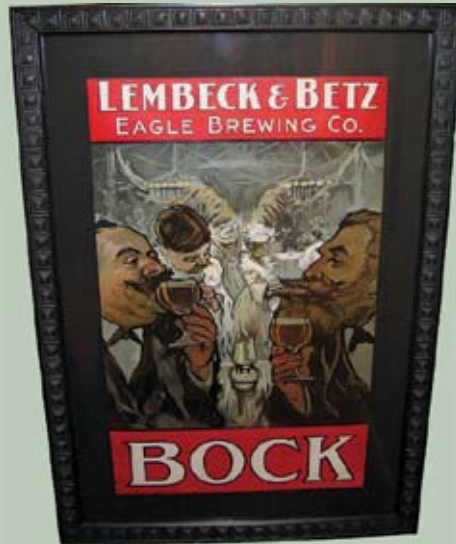
The first thing to go is usually the clear plastic piece at the top... where the sale amount would normally show on a cash register. After looking at them for several years, I was finally able to come across one in the best condition I have encountered. The clear plastic was intact and all the keys were there. The outside was in remarkable shape for a piece that would have served as a magnet for any child to play with.

There is no doubt this item was produced for the brewery and intended for distribution to its dealers as an incentive to boost sales, Waller said. "I would imagine that it could have sat on a back bar until it ultimately fell into the hands of some grateful child."

Continued on pg. 18

Lithographs Wanted

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



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

GUZZLE 'N TWIRL 37



**The LARGEST SHOW in the upper midwest
hosted by the North Star Chapter**

**Sat., October 9th
10 a.m. to 3 p.m.**

**Aldrich Arena
1850 White Bear Ave.
Maplewood, Minnesota**



Admission:

7 a.m. Table Holders
9 a.m. North Star Chapter Members
10 a.m. General Public

\$4.00 Admission Fee

Guzzle 'n Twirl begins Friday afternoon at the Holiday Inn - Maplewood. \$6.00 registration fee at the motel includes room to room trading, snacks, beverage and prepaid admission to the show. The show starts Saturday morning at Aldrich Arena with 300+ tables of beer collectibles.

Reserve Your Lodging NOW!

Call the Holiday Inn - Maplewood at 1-651-731-2220 ext. 0 and mention the show to receive the \$79 rate for a double queen or single king. Call BEFORE OCTOBER 1st to guarantee rates and availability!

For information or table reservations, call Dave Wendt at 651-731-9573 or email Brent Kastler at brent@kastlerart.com



Bob Kay's

Beer Label Shorts

Now that books picturing 1950 and earlier US labels are available, emphasis is shifting to "new finds." I am now uploading discoveries to my website so that interested parties can remain up-to-date, without having to purchase another book. This will be a continuing process as new finds are discovered and catalogued. A few recently-found labels are pictured here.



L to R: Jolo = Joplin Low Alcohol for Prohibition. Dynamite new find from TX. Blue Ribbon from the Nestler Brewing Co. of Provo, UT, only in business during 1904.

Please contact me if you know of labels to add to the new find pool.

<http://bobkaybeerlabels.com>



When found intact, there is no shortage of identifying marks—words, phrases, numbers—that make it easy for a collector to verify authenticity.

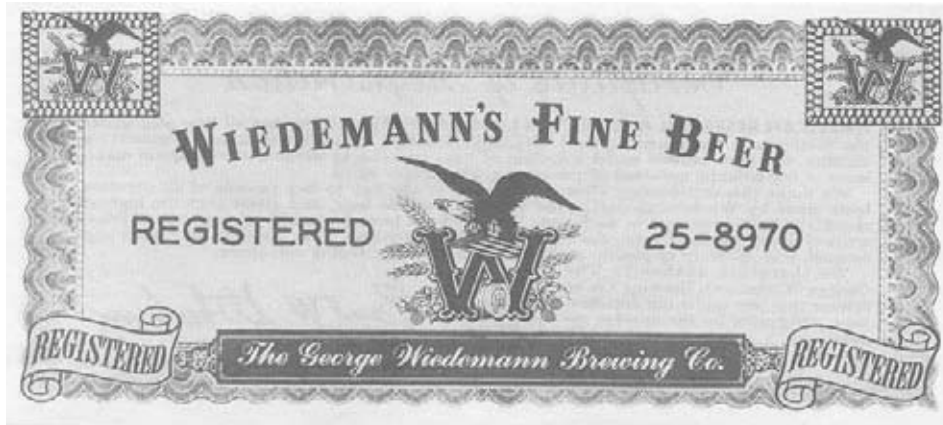
“Wiedemann’s Fine Beer and Registered 25-8970 appear on the front, along with [the words] *The George Wiedemann Brewing Co.*,” he said. One also should find a large Wiedemann logo on each side. “That was not mentioned in your recollection,” Waller said.

I only saw the register referenced in the prior article for a brief moment, and its importance did not “register” on me at the time. If it had been a piece of Chicago brewery advertising, I am certain I would have paid more attention to detail—and likely the seller’s \$125 asking price as well. Beyond probable incomplete note-taking on my part, it is possible the side logos were missing. I do not recall seeing them.

Each of the six register keys has a W engraved on it,” Waller said. “Depressing any key causes the drawer to open—and a bell to ring—and the phrase *It’s Registered* to appear where the dollar amount normally would. What was really unusual about this piece, however, was not the outside, but rather what was on the inside. Contained in the drawer was “money” and a brochure...The money was in the form of seven Wiedemann bills made to look like cash. Each bill contained the famous Wiedemann eagle and W logo in the center.

The person who created this advertising campaign had an obvious sense of humor and skillfully incorporated a play on words.

The brochure explains the campaign’s objective, Waller said:



The front of the brochure says, “Make your cash register ring!” The same wording was used on the front of the register. The tie-in was clearly that Wiedemann Beer was “registered.”

There is a strong clue to what all of this means on the reverse side of the register, a hint as to where the term *registered* originated for this campaign:

It is a “Certificate of Registration” from the American Research and Testing Laboratories that all beer sold under the Wiedemann name and marked *registered* had been certified, after examining the records of 83 separate tests made by Wiedemann during the processing of the beer.

The certificate was “signed” by Paul W. Stokesberry, director of the laboratories. Information about this process and the laboratories possibly involved is limited, Waller said. “It would appear this company was made up of chemists and may have been located in Chicago, IL. There was a (Paul) Stokesberry who received some type of patent from the U.S. government in 1949; he was a real person.”

Wiedemann, like most companies, registered its trademark with the U.S. Patent Office.

The first known record of its trademark applications was on October 14, 1937, for the name Wiedemann. The phrase *Wiedemann’s Fine Beer* was registered...on September 20, 1950...It is unclear if the term *It’s Registered* [in the campaign] was intended to show its registration with the testing laboratories or the U.S. Patent Office. Perhaps it was both.

The Patent Office angle is covered in a brochure that accompanied the cash register when it was new. The brochure alone is an historian’s trove.

The color brochure...was clearly intended for the dealer. It tells him the Wiedemann name “means big, big profits,” and “look what this means to you!” Inside, the brewery gives examples of its many forms of advertising, including newspaper ads, television, radio, billboards, and a “Wide Variety of Display Pieces” [breweriana].

Under the television category, one of the contemporary shows airing was *Boston Blackie*. The show had a relatively short run in of 58 episodes that began in 1951. This further narrows down the probable release of the cash register. (The *Boston Blackie* for whom the show was named was a private detective. The show was based on a



motion picture series that ran from 1941 to 1949.)

Waller questioned my description of the size of register I saw at the flea market. "What is not clear is if this is the same register that you saw 10 years ago," Waller said.

I can't say with certainty, but most likely it was. The estimated dimensions I provided—18 in. by 12 in. wide and 16 in. deep—were a best-guess. I did not measure the register. It had been positioned among a large collection of spice tins, which may have given me a false sense of proportion. It just looked larger than a miniature register. After carefully examining the less-than-crystal-clear photo I took of the piece, I believe it is of the scale Waller described:

Those dimensions are much larger than the ones I have seen. Mine measures 6.5 in. wide by 7.25 in. deep and 7.875 in. high, more in line with the size of Tom Thumb registers.

I still want to know if other breweries used a cash register as a sales promotion gimmick. It doesn't appear likely.

"I have never seen another brewery using this type of advertising piece," Waller said. "What was essentially designed as a toy provides an insight into one brewery's marketing skills.

Those that have survived almost 60 years provide an interesting piece of breweriana and a fun glimpse into the past."

NABA member Mark Benbow from Virginia, a consummate brewery historian, offered his opinion of the Wiedemann cash register before I had heard from Waller and, as usual, it was right on the money.

"[An] article from 1951 gave me an idea," Mark said. "That's when Wiedemann began using the 'It's Registered' ad campaign. Could the toy cash register be a pun playing on *Registered*? Maybe it was a give-away to merchants...part of a promotion, 'Make Your Cash Register Ring' by selling Wiedemann Beer."

Mark said he bid on a Wiedemann register on eBay in 2001 or 2002. "I bid on it but lost. I haven't seen one since but I did think it was legitimate."

Rick Natter, a long-time breweriana collector from Colorado, told me he owns a Wiedemann cash register. "What do you want to know about it?" he asked. "Every bar has to have a cash register, doesn't it?" Some collectors not only have good information, they have a sense of humor.

Bottle crowns follow-up: Finding bottle crowns in unusual places was a topic in my Autumn 2009 column. It elicited a

response from NABA member John Cartwright from California.

"I have found crowns in some strange places," John wrote. "Once in the early 1980s, I was putting a foundation under an existing home and on the bottom side of the main support beam, someone had nailed a bunch of crowns in a nice tight pattern. I was able to salvage them by carefully prying them off. All were late 1930s or early 1940s crowns, Hemrich, Jockey Club, Martin, and other great Northwest brands."

In the early 1990s, John did repair work on another home. "In the backyard was a concrete patio and walkway. At intervals around the perimeter of the control joints, crowns were placed in the concrete (face up) to create a nice little architectural design element. Due to the length of time in the weather, none of the crowns were distinguishable."

If you have found crowns or other breweriana in unusual places, share your story with us so we can talk about it.

Repro Apache sign: There are breweriana subjects I prefer not to talk about but doing so is sometimes difficult to avoid, particularly when other collectors ask me to opine.

Some of you may be aware of the excitement Apache Beer advertising creates among breweriana collectors in the Southwest. This 1930s brand of the Arizona Brewing Co. has achieved mystique status, chiefly because of scarcity and eye appeal.

You can imagine the buzz that swept through the Arizona collecting community when an Apache "Chief of Them All" neon sign appeared in an eBay auction earlier this year. It was

La Susa Continued on pg. 22

Collector's Bookshelf

Reviewed by Larry R. Moter, Jr.

Brewing Company Souvenir Booklets: F.A. Poth Brewing Company, Philadelphia, PA

One of my collecting obsessions in recent years has been the procurement of various types of Brewery/Brewery History books/booklets. One of my favorites was issued by the F.A. Poth Brewing Company located in the "Brewery town area" of Philadelphia, former site of many breweries.

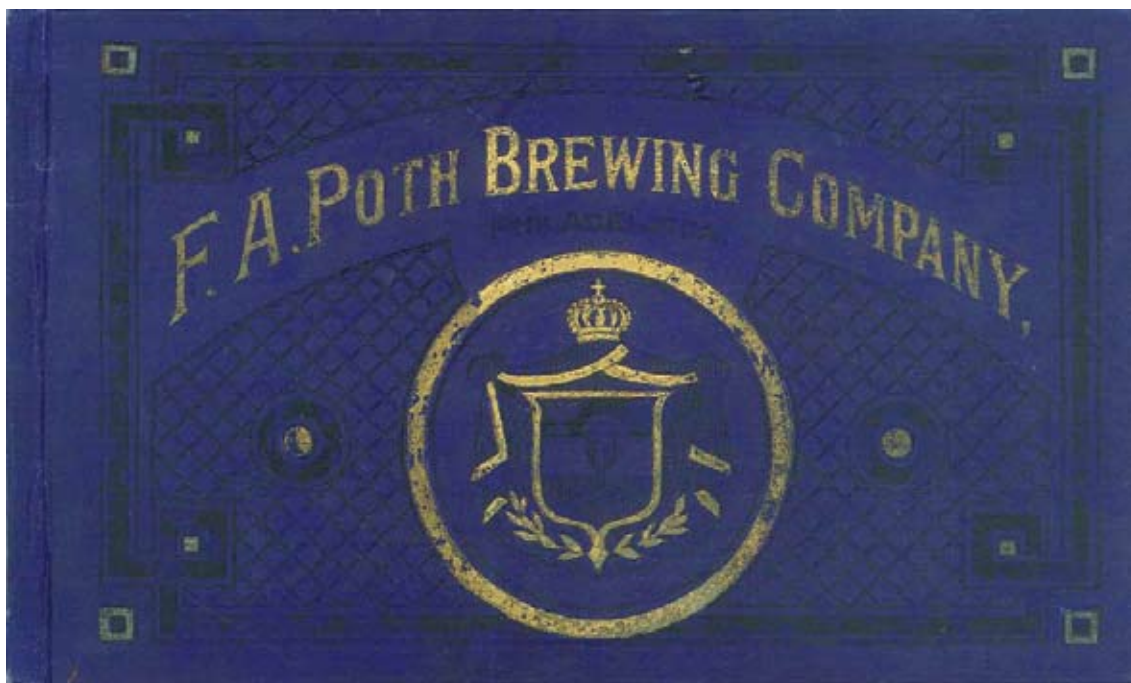
The Poth booklet (5 in. x 8.5 in.) is of high quality. It has a blue cover embossed with gilt lettering, and gilt-edged pages. The interior features "chro-

molithographed" scenes. Here we've scanned the cover and three scenes so you can see some of the offerings.

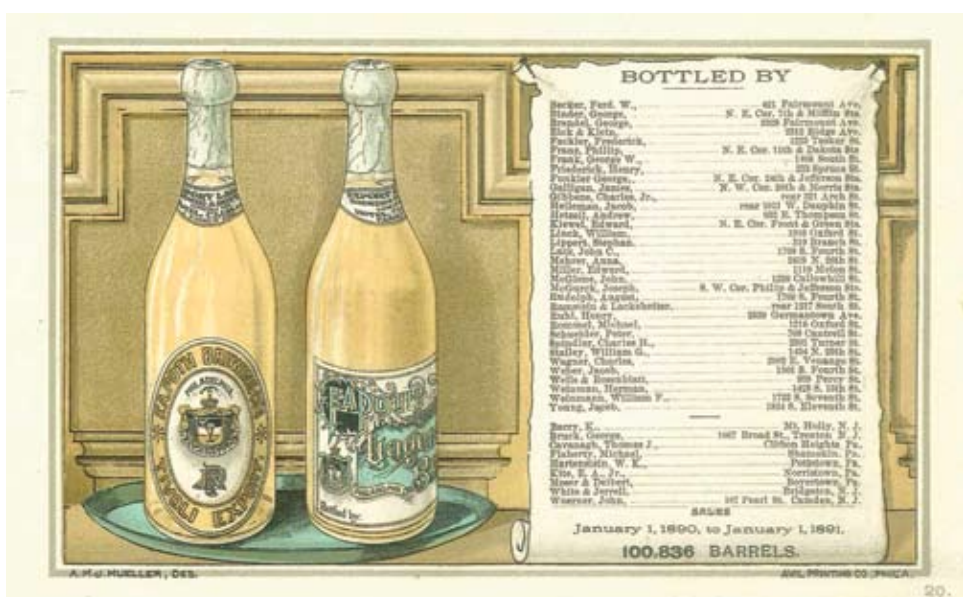
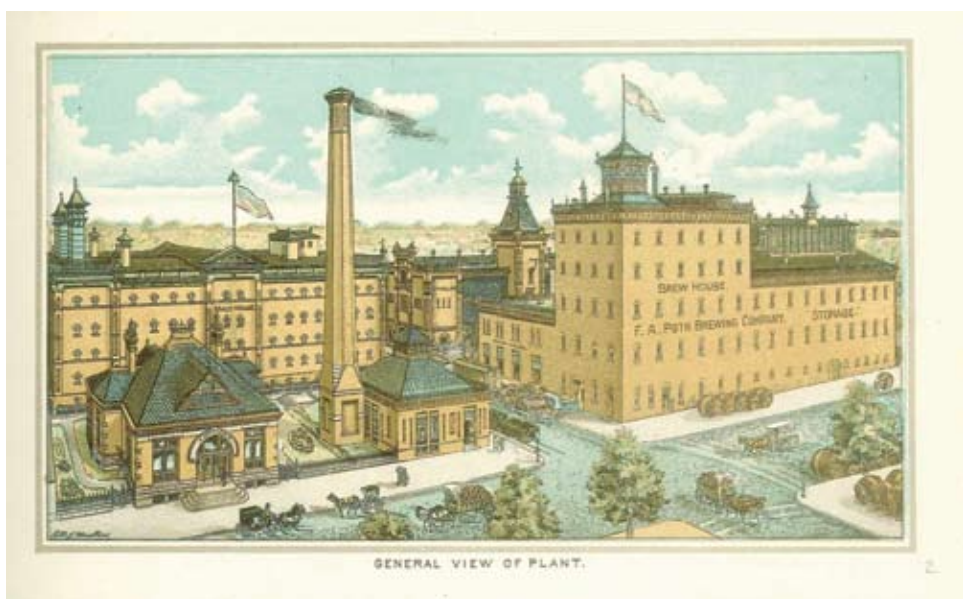
Scene 1 is the "Souvenir Album" page. Scene 2 is the "General View of the Plant." Scene 3 is a list of bottlers, with depictions of two bottles of products, "Tivoli Export and Lager Beer." Scene 3 also reveals the date/era of the book by stating that Poth sold 100,836 barrels of beer between January 1, 1890 and January 1, 1891.

Other pages depict the Of-

fice Buildings, Beer Stube, Main Office, Private Offices, Boiler House with Interior, Refrigerating Machines & Engine Room, Interior Brew House, Fermenting Room (open fermenters), upright Beer Storage (wooden vessels), on side wooden Beer Storage, Racking Room & Wash House, Shipping Department with Rail Refrigeration Car, Stable & Interior, Malt House & Interior, Kiln House, and a sample Depot at Trenton, New Jersey. All-in-all, a most informative book about a brewery and all



The deep blue cover has gilt lettering and decorations — the darker, background patterns are black ink..



of its component business/operational parts!

Reviewing this book makes me wish I could have been there to tour Poth in the early 1890s, sample product in their Beer Stube, and then visit all the other nearby breweries in Brewery town. From a poster I bought many years ago from Pennsylvania brewery historians, Rich Wagner and Rich Dochter, nearby breweries were: Bergner & Engel, Weger Bros. (Theis Brewery), Bergner & Engel New Ale Brewery, J & P Baltz Brewing Co., Arnholdt & Schaefer Brewing Co., Rothacker's Lion Brewery, Henry Flach's Brewery, and Henry Mueller's Brewery. The air of the neighborhood must have been aromatic as the dickens with the malt & hops of the wort.

The Poth location preserved pictorially in this book served as the home of the now-defunct Red Bell Brewing Company from 1996 to 2002.

a beauty, so much so that some collectors checked their bank balances to see if they had enough money to purchase it. Telephone calls and e-mails coursed through the community, alerting collectors “an Apache neon was on eBay.” Such an appearance, like the sign itself, would be rare, indeed!

The buzz soon turned into angry murmurs when experts determined the neon was, you guessed it, a reproduction: a piece that has been “floated” by a Colorado collector for a few years. Arizona breweriana experts that have dealt with the collector said the guy claimed he owned the sign and told them he believed it was an original, vintage piece; but he really didn’t know for sure. His explanations about how he acquired it changed with the seasons, they said.

The sign that appeared on eBay is a fabrication: a reproduced proximity of an authentic 1930s Apache sign, said Ed Sipos, an Arizona breweriana expert and brewery historian.

He has written a book about the history of Arizona breweries that we hope will be published within the next year.

Stories I have heard about the sign are intriguing, but circumstances (in my opinion) are a bit muddled. Questions remain unanswered about the sign’s actual owner and origin. Also, are there two signs (an original and a copy)? Are two owners involved, or one?

“The guy who said he owned it gave me a story that he had purchased it in Bisbee [Arizona] about 30 years ago,” Sipos said. “We have learned this account is not factual.”

Prospective buyers should have paid more attention to what the unidentified eBay seller wrote before they got too excited about the prospects of owning the sign. To his credit, the seller was up-front about it being a reproduction.

When he asked the seller about the history of the sign (before bidding on it), Todd Barnes, another Arizona breweriana collector, was given this explana-

tion: “This sign is less than a year old. As the listing states it’s a...reproduction of the original sign. A man in Colorado asked me to do it for his Apache Beer collection and then bailed out on me. [It] was made by measuring the original, according to the guy that commissioned me to do it. He has disappeared, and in fact I have no idea if he even had the original.” Some suspect the Colorado guy just had a photo of an original sign.

There is little we can do to discourage the making and selling of reproduced vintage breweriana and beer cans—and there are plenty of both on the market. What we can do is offer a bit of advice to our collector friends: Always follow the maxim: “buyer beware.”

Rare pieces do appear in internet auctions. It is prudent to ask the seller to provide provenance—written evidence, if possible—to support a claim of authenticity.

Talk is cheap; unknowingly buying a fake sign can be a mistake, and an expensive one.

Found on the Web

Empire State Brewery Trails: New York State Brewing History

www.iloveny.com/brewerytrails/brewinghistory.html
Maps: www.iloveny.com/brewerytrails/mapoftrails.html

Just a Taste of NY Brewing History

Some came from Ireland and some came from Germany. Wherever they originated, they brought their thirst for good beer to New York State. These ambitious men and women established a legacy for New York State that continues to this very day. And in each corner of the state, there is a story to be told—a brewing history that the entire world can appreciate. So read on and enjoy “just a taste” of New York State’s brewing history.

In some cases, just a taste of something makes you want more. Our hope is that this sample of New York’s brewing history will serve as an ap-

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petizer to jumpstart your Empire State Brewery Trails adventure. There are a multitude of great stories to be heard, as well as many great brews to be sampled. So choose a designated driver, and hit the Brewery Trails to start your journey!

Water, Water Everywhere

Many immigrants from Germany settled into what is now New York's lower Manhattan area. Due to a large influx of brewers to this lucrative business location, the street became known as "Brouwers Straet" or "Brewers Street." By 1657 "Brouwers Straet" was so busy with the comings and goings of the brewery business that residents asked the local authorities to have the road paved with round stone, because wagons, bringing kegs of beer in and out, often got stuck in the mud. The mud presented other problems for the residents and customers as well, who deemed the street "unfit for public use." The neighbors pledged to furnish the stone for the street, themselves. And with this action, "Brouwers Straet" began to be called "Stony Street," and became the first paved street in all of America. Centuries later, "Stony Street" emerged on maps as "Stone Street," the name it is known by today.

The need to pave a street was a small problem in comparison to the issue of the area's lack of clean water. In addition to addressing an imperative health concern, the immigrants wanted to re-establish a part of their culture in America. It seemed only natural for them to favor beer, since drinking it was a custom of their native countries, and in their new setting, it was considered healthier than drinking the available water. Drinking beer was an easy answer to an unhealthy water issue, however, the brewers were finding it hard to meet the increased demand, because clean water is also a necessity to the brewing process.

For years preceding this era, the residents had been struggling with the dreadful quality of the water. Many ideas were conceived, and many others were even employed, to alleviate this drought, but none of the methods tried was able to keep up with the ever growing population. Finally, in 1842, thirty-five million gallons of fresh, clean water began flowing daily from the Croton River. What seemed an impossible situation was relieved when a forty-one-and-a-half-foot-long stone aqueduct was constructed to transport the clean water from northern Westchester County into reservoirs in Manhattan. This is how brewing history expanded in that part of New York State. And with the stage set, the starring roles were ready to be cast.

George Ehret

In 1857, a 22-year-old German named George Ehret came to America to connect with his father, who had immigrated to the New World five years earlier. The young Ehret was to become one of the greatest brewers in America.

After arriving with his family and reuniting with his father in what is now New York State,

Ehret started working for Anton Hupfel, who owned a brewery in Manhattan. Ehret was such a competent worker, he ascended to brewmaster within six years. Two years after becoming brewmaster, he had saved up enough money (perhaps supplemented with a loan from his employer) to start his own brewery. Ehret chose a location near the East River known as "Hell Gate," on the upper east side of Manhattan. Ehret appropriately called his new business, "George Ehret's Hell Gate Brewery." (Editor's note: see article *Brooklyn Brewing Part 2*, appearing in the Spring 2009 issue for more details about Ehret's Brewery.)

In 1870, a fire destroyed the brewery. What any other businessman would see as a disaster, Ehret saw as an opportunity to improve and expand his business. By 1877, Ehret's Hell Gate Brewery was the largest in the entire country. Ehret held this prestigious rank for the next eighteen years. In 1927, when George died, his heirs sold the brewery to Jake Ruppert.

Jake Ruppert

Jacob Ruppert Jr. was born to a small time brewer: Jacob Sr. had started his brewery in 1862, also on the Upper East Side of Manhattan, just a few blocks away from Ehret's brewery. At The Jacob Ruppert Brewery, Jacob Jr. (known as Jake in his youth), assisted his father and learned the trade. Jake also served in the Seventh Regiment, National Guard of New York, and was subsequently appointed a Colonel on staff for Governor David E. Hill, and earned his title Colonel Ruppert—a title that stuck with him even when he became a Congressman in 1899. Colonel Ruppert served four terms, and then returned to the brewing industry after his public service.

The Ruppert family did so well financially that Colonel Ruppert began investing in Manhattan real estate. Among his investments was the acquisition of a baseball team named the New York Highlanders. After the team's sale to Ruppert, they were renamed the New York Yankees. Ruppert parlayed his investment by purchasing the contracts of some of the best known players in the history of baseball. He was responsible for bringing the Yankees Babe Ruth, Carl Mays, Lou Gehrig and later, Joe DiMaggio. With this star lineup, Ruppert was raking in the cash, which would later help the family brewery survive during Prohibition.

Upon the death of Ruppert Sr. in 1919, Colonel Ruppert took over as president of the brewery. He used the synchronistic connection between sports and beer to boost both of his businesses. 1923 brought the completion of Yankee Sta-

Continued on pg. 31

When the Beer was Gone

By Brent Kastler, VP, North Star Chapter, ABA, BCCA, NABA

Editor's Note: This article first appeared in *The North Star News*, April-June 2009, V. 36, #2. Visit www.northstarchapter.com for more information. Used here with permission of the author.

Many beer can collectors have cans in their collections that served other purposes when the beer was gone. As someone who has been picking up cans for a long time, I have some examples in my own collection.

Creativity with the beer can after its contents were consumed can be fascinating. I have seen cans adapted to funnels, scoops and simple storage containers for a work shop. One interesting example I recalled was one that had an oil spout soldered to the top of a can.

Then of course there is the "Polish Cannon" made out of cans with tops and bottoms removed and the cans duct-taped together. I don't know what we as kids were thinking when we built one for ourselves. We would leave the bottom two or three cans' tops in place but punch extra holes in them. The cannon itself was probably seven or eight cans in length. A small hole would be made at the rim of the bottom can where lighter fluid could be squirted in. After filling the lighter fluid, the cannon would be shaken spreading fumes and liquid throughout. A tennis ball would be dropped into the open end. The person firing it would have a firm grip and aim away, while someone else would light a match at the small hole near the base. It was like firing a bazooka and sounded like one too!

We were fortunate to not get into any trouble with this home-made weapon of mass destruction. Ironically, one of my early can discoveries was on a farm and in the granary was a "Polish Cannon" made out of Griesedieck Bros. flat top cans.

I also have more cans in my collection that were found serving a different function than



holding beer. An Edelweiss flat was from an auto enthusiast friend of my Dad's. As a thirteen year old, I recall going over to Harry Moyer's garage where he kept his vintage autos. There on the shelf were six Edelweiss cans and two Pabst cans that were all IRTTP versions. Each had various nuts, bolts and screws in them. He gave them to me on the condition that I replace them with other cans. I think I went home and drank eight cans of soda opening the bottoms and leaving the tops in place so they could be used as containers.

Another find by one of my friends involved 8 oz. Gluek's Stite cans. Apparently his grandmother had four cans in her sewing cabinet holding buttons. I was glad to get one of the cans from him.

As young collectors we had a lot of time on our hands so a couple friends and myself would map out possible sources for finding cans. A visit to a run-down mechanic's shop run by Ralph Miner seemed to have potential. Old Ralph had the

"reputation" – neatness wasn't an attribute. I'm not sure he even bothered to clean up after taking a head gasket off a car. The visit turned up a Kingsbury crowntainer. It was completely blackened with oil and grease and had a rubber hose attached to the spout. I'm not sure I had to pay anything for it as it was hiding on a very cluttered workbench.

Garage sales also were a good source to scout for cans. I would ride my bike from one to the other in the summer months mainly to see what was inside the garage. I have a Hamm's Preferred can that I spotted on a work bench shelf that was used as a pencil holder. When I asked if the can was for sale, the people were surprised. I dumped out the pencils and gave them their asking price: 25 cents.

One last item I recall finding involved a work bench area once again. Hooked to a pegboard was a Drewry's horoscope can holding small tools. A small price was paid – less than a dollar – and it made its journey to my shelf.

It's still possible to come across cans this way even though it has gotten more difficult. It takes some persistence and time to scout. Garage sales are still a method to see what's inside and auctions have potential as well. Remember that even somewhat damaged cans can be fixed with new lids and dent removal.

Happy hunting!





Labelology

By Bob Kay

Monroe & Stevens Point Mementos

Monroe and Stevens Point, Wisconsin is where **it's** going to happen this year. Of course I'm talking about the 2010 NABA Convention and the Pre-Convention Tour, so let's get in the mood to renew acquaintances, and of course, add to our collections. First let's brush-up on Monroe!

There was only one early brewery in Monroe from which we are likely to find collectables. It started in 1845 and continued to grow, undergoing many name changes and reorganizations along the way. The names most familiar to collectors include Adam Blumer, who became an owner in 1891. At that time it was generally known as the Blumer Brewery until 1947 when Joseph Huber assumed control. The period from 1947 to 2006, generally under control of Huber, saw many reorganizations and temporary name changes, eventually settling into micro-brewery status in the 1990s. Most early labels during the Huber reign list the Joseph Huber Brewing Co. There were, however, some interesting exceptions such as: Swiss Brewing Co., 1959-65; Heim Brau Brewing

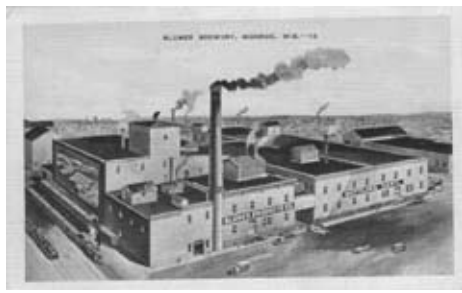
Co., 1970-75; and Berghoff-Huber Brewing Co., 1989-90. It helps to know there was really only one brewery in Monroe during this period. In 2006, the brewery was purchased by Canadian interests and renamed the Minhas Craft Brewery. The Minhas Brewery now has the Haydock Brewery Collection on display, and is the primary site of the Pre-Convention Tour (see p. 37 for Pre-C-T registration and info).

Now let's check out Stevens Point. Although there were two early breweries in Stevens Point, finding anything from the Polish Brewery, 1907-1914, or the renamed National Brewery, 1914-1916, is a long shot. However, the other brewery, known early-on as the Stevens Point Brewing Co., then as the Stevens Point Beverage Co. after 1924, produced many treasures for collectors which will be obvious during the Convention.

An assortment of early labels from Monroe and Stevens Point are pictured. I'm looking forward to seeing you all at the Convention — as they say, The Excitement is Brewing!!



Blumer Brewing Co. c1900



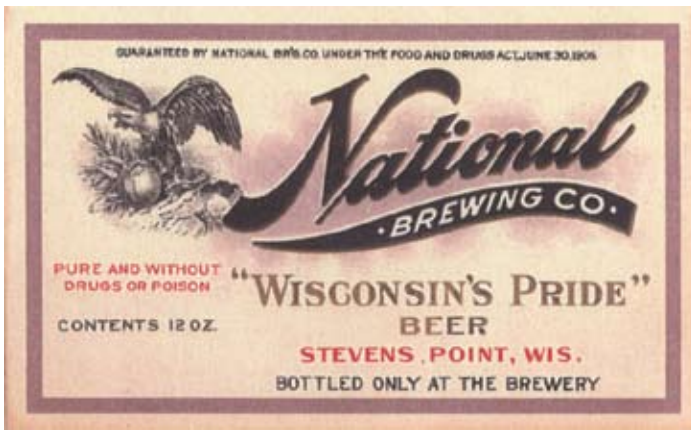
Blumer Brewing Co. c1930s



Stevens Point c1930s

Many collectors like to add pictures or factory-scene post cards to their collections. It's a nice way to authenticate the source. Examples from Monroe and Stevens Point are pictured. If you take the Pre-Convention tour, you should be able to update these with a 2010 photo of the Minhas Craft Brewery, since you will be there anyway to sample their current beers and to collect labels.

Continued next pg.



Stevens Point's Polish/National Brewery was a short-timer as far as Wisconsin breweries go. No labels using the Polish Brewery name have been found. This circa 1915 label with the National Brewing Company name is one of the few collectables from this brewery.



During the Blumer reign the Monroe Brewery was officially known as:

- Adam Blumer, Monroe Brewery, 1892-1906
- Blumer Brewing Co., 1906-1920
- Blumer Products Co., during Prohibition
- Blumer Brewing Corp., 1933-1943
- Blumer Brewing Co., 1943-1947

The above label is the only one known that gives the full Adam Blumer name.



Note the slogans on these circa 1905-ish labels:



The Beer that Tastes Like More
The Beer that Makes Milwaukee Furious
The Beer that Made Milwaukee Famous

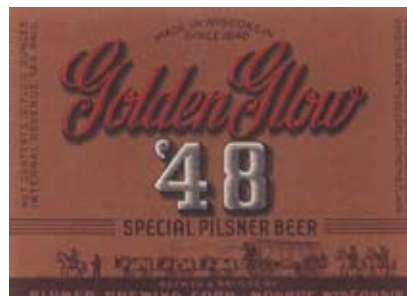


Looks like Schlitz objected to Point using a rhomboid shape similar to theirs. We can see Point's answer!

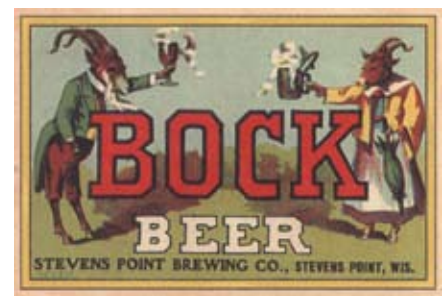
Below & on the next page are a few early labels from Monroe and Stevens Point

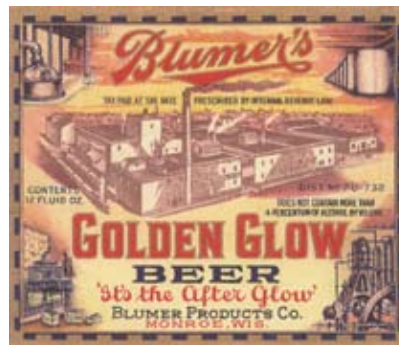


Less than 1/2 of 1% alcohol

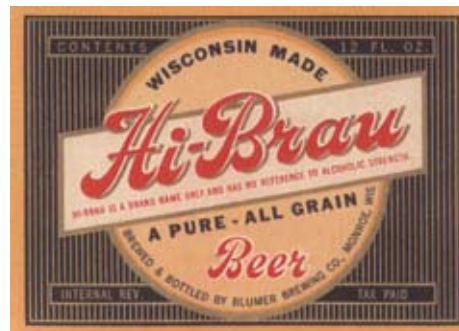


Made in Wisconsin since 1848

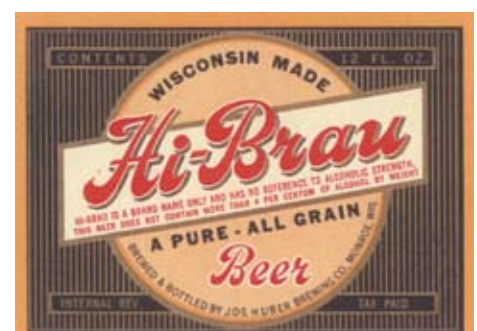




"U - LIKE - IT"



Blumer Brewing Co., 1943-47



Jos. Huber Brg Co., 1947-50





just closed the place up, sold the assets, and pocketed the money. But he actually took the risk, and they modernized the plant.²⁷

Ken Shibilski: It was more of a defensive strategy, because your own local loyal customers that you had were disappearing. A lot of them were getting old, and as you get older you don't drink as much beer. And some of them were dying off. Your younger people are more influenced by some of the high-financed advertising that was coming out, and you were losing some of the loyalties that you once had, and those relationships. So you had to look to get customers elsewhere.²⁸

By 1982, as the Stevens Point Brewery celebrated its 125th anniversary, the survival of the firm appeared to be secure. Special advertising materials were commissioned to mark the occasion under the slogan, *125 Years of Brewing Excellence*. Special events for area wholesalers and retailers reinforced the strong relationship between the company and those with whom it worked closely to market and sell its products. There was good reason to enjoy the moment: the number of operating breweries in Wisconsin had been whittled down to just seven at the time, compared with forty-six across the state thirty years earlier.

Limited expansion from

1973 to 1978 had brought Stevens Point beers into metropolitan Milwaukee and other selected markets as much as 100 miles north and 150 miles south of the city. This new territory accounted for only about twenty percent of overall company sales, given the firm's steadfast desire to concentrate on its traditional base.

A new canning line, purchased from the closed Henry F. Ortlieb Brewing Company and installed in July 1982, brought the brewery into the aluminum can era and upped output from 150 units per minute to 400 per minute. Other new and reconditioned equipment—including a boiler, bottle washer, semi-automatic case packer, and glass-

lined fermenting tanks—like-wise made production more efficient within the plant.²⁹

Brewery officials noted that, while Stevens Point continued to receive many offers to distribute its beer well beyond existing sales areas, future expansion would be limited only to contiguous markets capable of adequate supervision, and at a pace that would pose no threat to what had been a successful business model. But the rapidly intensifying pace of the beer wars, and the continuing attrition of smaller firms soon forced changes in this philosophy. As the 1980s matured, Stevens Point management revisited many past policies regarding the product line, marketing practices, and sales range of the brewery. In the end, the brewery was able to reinvent itself strategically to avoid the complacency which previously had cost many other, similar firms their existence.



Editor's Note: See Part 3 of this historic account in the next issue to learn of the modern day Stevens Point Brewery.

Be sure to visit it first-hand during the upcoming 2010 NABA Convention or as a vacation spot.

All illustrations used here courtesy of the Stevens Point Brewery and the author. Special thanks to Stevens Point Brewery Director of Marketing, Julie Birrenkott for compiling archival photos.

End Notes

¹ cited in John Stastny, *A History of the Stevens Point Beverage Company* (MA Thesis: University of Wisconsin-Stevens Point, 1979) 28, 30, 33, 38, as derived from a fact sheet procured from the Stevens Point Brewery at the time of his study.

² cited in Stastny 16, 26, 27.

³ Ken Shibilski interview with the author, 5 Nov. 2008.

⁴ Ken Shibilski interview with the author, 29 Oct. 2008.

⁵ Nancy Moore, "Stevens Point Brewery," *Brewers Digest* 35.12 [Dec. 1960]: 34-36; Ross Heuer, "The Stevens Point Brewery Celebrates '125 Years of Brewing Excellence'," *Brewers Digest* 57.8 [Aug. 1982]: 12.

⁶ Ken Shibilski interview with the author, 29 Oct. 2008.

⁷ cited in Stastny 28, 30, 33.

⁸ cited in Moore "Stevens Point Brewery" 35.

⁹ cited in Stastny 31, 33.

¹⁰ Ken Shibilski interview with the author, 29 Oct. 2008.

¹¹ Ken Shibilski interview with the author, 5 Nov. 2008.

¹² Heuer, "The Stevens Point Brewery Celebrates '125 Years of Brewing Excellence'," 12.

¹³ John Zappa interview with the author, 4 Aug. 2009.

¹⁴ Art Oksuita interview with the author, 10 Mar. 2010.

¹⁵ Ken Shibilski interview with the author, 29 Oct. 2008.

¹⁶ cited in Stastny 38.

¹⁷ Ken Shibilski interview with the author, 5 Nov. 2008.

¹⁸ John Zappa interview with the author, 4 Aug. 2009.

¹⁹ cited in Stastny 38.

²⁰ Ken Shibilski interview with the author, 5 Nov. 2008.

²¹ Specifically, Rick Nielsen wore a Point Beer button on the albums *Heaven Tonight* and *Live at Budokan*, by popular acclaim the two most successful albums released by Cheap Trick. In June 1979 Nielsen gave a phone interview to Danny Clayton, a disk jockey at WSPT in Stevens Point, and cited his own example of procuring the brew from out of state: (RN) "As a matter of fact we had a friend of ours, he brought us two cases of Point Beer just about a day ago, and we're just enjoying that right now." (DC) "Yeah, we'll get into that right away. You wore the Point Beer button on the album covers." (RN) "Well, because it was rated Number One, and I want to be rated Number One. Plus, it tastes good, and we've got good taste." (DC) "If you're ever up this way, be sure to stop in here at WSPT." (RN) "If I'm ever up that way? Well, how do you think I get that Point Beer? I've got to come up there with our van, and we fill it up once a year." A link to the interview is located at the Reel Radio website, contributed by Pat Martin, and is available to subscribers at www.reelradio.com/patmar/index.html#wsptcomp7780. The connection came full circle on June 2, 2003, when the band

End Notes Continued next pg.



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).

End Notes (cont.)

played a concert in Stevens Point, at Brewery Park. See www.chacha.com/question/has-cheap-trick-ever-played-in-stevens-point,-wi.

²² Heuer, "The Stevens Point Brewery Celebrates '125 Years of Brewing Excellence,'" 14; Mark O'Keefe, "Wisconsin's Tiny Point Brewery Is Survivor of Beer Baron Wars," United Press International wire story, 19 Mar. 1984. The slogan "When You're Out of Point, You're Out of Town" was a sendup of the well-known Schlitz Beer advertising campaign of the mid- to late 1960s, which ended radio and television commercials with the tag phrase "When You're Out of Schlitz, You're Out of Beer."

²³ Moore, "Stevens Point Brewery" 36-37.

²⁴ John Zappa interview with the author, 4 Aug. 2009.

²⁵ Ken Shibilski interview with the author, 29 Oct. 2008.

²⁶ John Zappa interview with the author, 4 Aug. 2009.

²⁷ Art Oksuita interview with the author, 10 Mar. 2010.

²⁸ Ken Shibilski interview with the author, 5 Nov. 2008.

²⁹ Heuer, "Stevens Point Brewery Celebrates" 10-12.

Found on the Web: Continued from pg. 23
dium—the Ruppert family would often change the well-known expression, “the house that Ruth built” to “the house that Beer built.”

The True Brewing Legend—Hops

Hops (Latin name *Humulus lupulus*), are perennial plants that flower for many seasons. A climbing vine, hops can reach 15 to 25 feet in height by the end of one growing cycle. The cone-shaped flowers are the part many refer to as hops, and are an essential ingredient in brewing beer. The bitter hops flavor offsets the sweetness of the malt used in the brewing process and creates a wonderful harmony of flavor and aroma. Another reason hops are used is for their antibiotic effect in beer: hops stop spoilage from the wild bacteria sometimes found in beer. Before the days of refrigeration, hops acted as a preservative.

Hops Crop in Central New York

History shows that hops were first brought to America in 1630. However, it was not until 1808 that hops found their way to New York State. In Madison County, James Coolidge planted the state’s first recorded commercial hop yard. The other farmers in his area paid no mind to this “strange” crop until 1817, when he sold it for \$1000 a ton in New York City. Then the other farmers wanted to jump on the bandwagon.

The climate and the soil conditions in Central New York are perfect for growing hops and by the mid 1800s transportation was getting better, and therefore less expensive. By 1840, 43 counties in New York had at least one hop yard. Just nine years later, New York was the leading producer of hops in the nation, with eighty percent of the

American hop crop coming from Central New York. In 1855, still leading America in production of hops, the state was harvesting over three million pounds of hops annually. Crop productions continued to skyrocket year after year. Between 1879 and 1880, yields peaked at over 60 million pounds per year.

The hop market was soaring, and along with it, hop prices. Many farmers wanted to make their own quick cash. The famous writer James Fenimore Cooper wrote in his work *Reminiscence of Mid-Victorian Cooperstown (NY)*, “Those were the days when the hop was king, and the whole countryside was one great hop yard, and beautiful. It was the hop that built many of the big farmhouses, now abandoned. Many a farmer made the value of his farm out of a single good year’s crop.”

The abandoned farmhouses Cooper spoke of came as a result of many unforeseen tragedies. First, in 1909, downey mildew (also known as the blight or the blue mold), ruined the hop crops: Two years later, farmers hit by this blight were out of business. In 1914, the farmers who survived this first adversity were hit by aphid attacks. And finally, the few hop farmers that remained were forced out of business because Prohibition had made the use of hops almost obsolete.

The “ghosts” of this time can still be seen throughout Central New York. You can visit museums that hold artifacts of a time “when hop was king” or tour hop kilns, once used to dry and store the hop flowers. Although these hop barns now lay empty and abandoned, visitors can envision the boisterous activities they used to know.

== The Cherokee Brewing Company == As It Looks Today

A Photoessay by Kevin Kious & Donald Roussin

The Fall, 2009 issue of *The Breweriana Collector* featured an excerpt from *St. Louis Brews: 200 Years of Brewing in St. Louis*, on the Cherokee Brewing Company. Fortunately for students of brewery history, while beer has not been brewed at the 2726 Cherokee Street address since the St. Louis Brewing Association closed its Cherokee branch in 1899, some of the complex still stands. For readers who share our passion in visiting such sites, we provide some recent photos of what stands there today.



A view of the Cherokee Brewery and beer garden, from a trade card issued during the company’s zenith.



Cherokee Brewery of today, front view (left); back view (right).

The two remaining brewery buildings are shown in this photo (above), facing west. The large brick building is the stockhouse. The building on the left, with the white façade (added in 1922) is the brewhouse. The first floor of the stockhouse now serves as an ethnic grocery store. Visible on the right wall of the stockhouse are traces of where the office building was attached, before being demolished a

decade ago. Our book incorrectly states that the office is still standing. Sorry, it slipped by us during editing, so we wanted to clear the air here! The right photo shows the "rear" view of the remaining Cherokee buildings. Of note: a large beer garden was once operated in conjunction with the brewery, behind and to the right of where this photo was snapped.



Two views of the Cherokee lagering cave.

The wall pictured above was built by the brewery to partition a lagering cellar. The Cherokee Brewery lagering cave can still be accessed via a trap door in the basement of the stockhouse. While the steps on the iron stairwell

have long since rusted away (or been lifted by collectors?) one can still gain access to the cave down a rickety old ladder. As questionable as the ladder is, the alternative mode of gaining access by jumping is not recommended!



The Cherokee goblet (left) is one of the tougher St. Louis glasses to find.

There are several variations of the Cherokee Garden mug (right). All are rare.



Travels with Barley

By Fred & Mary Clinton

Well, when we last wrote, we were in the middle of a grand excursion to Wisconsin to scope brewpubs for your visiting pleasure on your way to Stevens Point in August. We and our traveling companions, the Zyndas, found so many good spots, we couldn't squeeze them into a single article, so here we are with part two of our *Badger Chronicles*.

After leaving New Glarus we headed to Madison by way of Middleton and stopped at Capital Brewery. Not knowing their hours, we had tried to call, but no one ever answered the phone. When we got there late on a Saturday afternoon, we found out why: they were in the middle of entertaining thousands of customers at their Bockfest. We slipped in just under the wire as the bash was to end at 4 PM. There were four beers to sample, and, you guessed it, two were bocks. The doppelbock was very smooth and tasty, but at 7.8%, certainly not a session beer. The Maibock was right on style with just the right amount of malt sweetness. There was a



blonde available, but we didn't have the opportunity to try it. The amber was the session beer of the group and had good balance.

One note we should make about our trip to Capital: with our arrival, the average age of those in attendance went up substantially. This was definitely the place to be for the 20-somethings! We're not sure about glasses, shirts etc. as the place was in, shall we say, a

crowded disarray that day. But we suspect they have both.

After checking into our hotel, we decided to have dinner at Great Dane. This operation has three locations in the Madison area and we opted for the one in Fitchburg as our hotel van would ferry us there. We had a fine dinner and sampled their ten beers as well. The Landmark Lite was the starter beer but it had a slightly different taste that the group found, well, grassy. The Crop Circle Wheat was in the German style and was full of banana and clove. We thought it very true to the style. The Verückte Stadt (crazy state?) German Pils was a little low on hop bite but was otherwise a very drinkable beer. The ESB was very tasty indeed with a skillful blend of hop and malt.

The next beer we sampled was the Emerald Isle Stout which, alas, was so full of diacetyl that no other flavor could be detected. The Velvet Hammer was a robust and malty bock without being overly sweet, and was quite pleasant. The Cascade Mountain Porter would

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

New Executive Secretary:

By the end of the year a new Executive Secretary will be in place. It has been a great ten years serving the NABA membership and it is time for a new person to take over the position. At some point a new webmaster will also take over. If anyone is interested in either position please contact George Baley.

Stevens Point Convention:

The Stevens Point registration page can be accessed on the NABA Website. A page for the Pre-Convention Tour with Herb and Helen at the Minhas

Brewery in Monroe the Monday before the NABA Convention is also included.

Membership Renewals

Slips: A renewal page is included with this mailing. **You only need to renew if your name appears on the back of the form (your mailing label has an expiration date of May 31, 2010).** This issue will be the last you receive unless you send in a renewal. For your convenience PayPal buttons with the dues amounts have been added to the Join Application page on the NABA Website.

Directory Online:

Please note the NABA Directory can be accessed on online at the NABA web site (www.nababrew.com). Login (top line) = **access** and Password (bottom line) = **naba148**. Changes are made to the online directory continually so your information should always be up to date.

New Members:

Special thanks to ABA Ad (1), Helen Haydock (5), Herb Haydock (5), Kent Newton (3) and the NABA Web Site (1) for recruiting these new members.

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

Bassett, Kenneth

502 Carson Rd
Fergusin MO 63135-2320
314-521-6203
dkbass1923@hotmail.com

**All Breweriana; American of
St Louis MO & Other Small St
Louis Breweries**

Berra, Joe (Ann)

E3130 Cedar Valley Ln
Chaseburg WI 54621-7550
608-483-2602 F608-483-2770
anjoromo@mwt.net

**Clocks-Mirrors-Signs; Pabst,
Potosi, Grain Belt**

Brockman, Sandy (Richard)

400 Kramer Ave
Junction City WI 54443-9135
715-457-6681

Haydock, Joe (Marcia)

2031 Greentree Rd
Junction City WI 54443-9742
715-344-8839

Haydock, John (Carol)

317 Case Ave
Junction City WI 54443-9657
715-457-6472

Jones, Jared (Gayle)

PO Box 289
Livingston IL 62058-0289
618-637-2016
canman@madisontelco.com

Levin, Stephen (Petra)

446 N Lake Way
Palm Beach FL 33480-3633
561-835-3600
F561-835-3625
rlopes@goldcoastbeverage.com

All Breweriana

McGarigle, Mark (Michelle)

1641 Mountain Ave
Wauwatosa WI 53213-2331
414-607-8887
mmcgarigle@wi.rr.com

**All Breweriana-Bottles-Lithos-
Reverse on Glass-Signs-Tap
Knobs-Tip Trays-Trays; Mil-
waukee WI**

Parsons, Jackie (Mike)

8123 Brinkworth Ln
Houston TX 77070-3201
281-890-7333

Roth, Randy (Tammy)

2630 Hickory Dr
Plover WI 54467-2528
715-344-6292

Roth, Rick (Beth)

1652 Burgundy Ln
Stevens Point WI 54481-9419
715-341-9930

Roth, Rodney (Danielle)

633 W 1st St
Junction City WI 54443-9471
715-457-6887

Roth, Roger (Lisa)

2531 Hickory Dr
Plover WI 54467-2532
715-344-9315

Roth, Ronald (Cindy)

209 Morgan Ave
Junction City WI 54443-9014
715-457-2857

Roth, Russell (Leah)

West 1st St
Junction City WI 54443-9434
715-347-3111

Sgro, Gregory (Leslie)

7 Wienold Ln
Springfield IL 62711-2405
217-529-2443
greg@casevista.com

**Cans-Lithos; Manhattan
Brewing (Chicago IL)**

WANTED

Griesedieck beer
memorabilia:
lamps, lithographs,
trays, signs
(neon or unlighted)

*Please, no paper
items.*

Jack Bart
203-921-6400
tiloup18@aol.com

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

be the choice for coffee lovers with lots of black patent malt. The second porter they had was their Black Earth which was really chocolate-y with a dry finish. A nice, robust brew!

The Old Glory APA was, as the name implied, an American style pale, and Fred found it to be a tasty one indeed. The Texas Speedbump IPA on cask was exceptionally well balanced and scored a very impressive 8.5 on the Zynda IPA scale. After considerable deliberation, the panel settled upon a tie for the Four *** Paw Pick: the Black Earth Porter and the Texas Speedbump shared the top podium spot.

The following day we visited the Great Dane location in downtown Madison. There were a total of 11 beers to sample and we dove right into the tasting. The Nitro Dark Mild was a pleasant change from the usually light-colored starter beer. It was malty, but as indicated, mild enough for the neophyte. Mr. Natural's Organic Nut Brown was decent without any diacetyl, although we would have liked a touch more chocolate in it. The Devil's Lake Red Lager was a very well balanced beer with good mouthfeel and a light, fry finish.

We moved on to the Dominator Doppelbock which was very "moorish": could have had quite a bit more of this brew that was loaded with malty sweetness and good body. The Peck's Pilsener was a real award-winner, with great mouthfeel and flavor, and a crisp edge. The Extra Pale Ale was an excellent example of an American Pale Ale with sufficient body to match the dry hop finish. The Stone of Scone Scotch Ale was very malty and smooth, although we did get just a touch of di-

acetyl. The diacetyl was quite prominent in the Century Sweet Stout. The Emerald Isle Stout at this location was far superior to the night before and was a very respectable dry stout.

We also sampled the Black Earth Porter we had tried the night before—still great. We then had the Belgian Barley Wine, which had Belgian farmhouse aroma, huge sweetness at the front followed by a floral quality, and then a dry finish. This would make a great "dessert" beer. Finally, the Potter's Run IPA was on a gravity feed and was full of huge malt flavors and a fine hop finish. The Four **** Paw Pick? A tie again, this time between the Barley Wine and the IPA.

From there, we journeyed east to revisit a great spot we had visited before: Tyranena in Lake Mills. Well, we are pleased to report that there was no diminution in quality in the intervening years. This remains primarily a brewery with a small tasting room on site. The Sunday we visited offered up nine beers to sample and we started with the Three Beaches Honey blonde. This was a very chewy starter beer with much more mouthfeel than most in this category. The Headless Man Amber Alt was very true to style and had a nice balance between malt and hop. Stone Tepee pale Ale was an excellent American style pale ale that was well balanced and had good body. Even better, though, was their Bitter Woman IPA which scored very high on the Zynda scale.

The Rocky's Revenge Bourbon Brown Alt was barrel-aged and had just a subtle touch of bourbon in the finish. Sometimes, these "bourbon" beers are a little too much like alcohol and not enough like beer, but we

found this one to be quite tasty. The Chief Blackhawk Porter was a terrific robust Porter with an abundance of roast malt flavor.

The next sample was the Smoked Chipotle Porter which was very subtle on the smoke and even subtler on the pepper. The Down and Dirty Chocolate Oatmeal Stout had distinctive chocolate flavor and was a very drinkable dry stout. We closed out with the Spank Me Baby wood-barrel-aged Barley Wine. This was a HUGE beer chock full of malty sweetness.

As a testament to the quality of the beers, the panel each had their own choice for Four **** Paw Pick with Vickie choosing the Brown Alt, Frank the IPA, Mary the Stout and Fred the Porter. In view of this, we determined that Tyranena was our Four**** Paw Pick brewery of the trip.

But! We still had one stop to go, and that was back to Madison to the Ale Asylum. This brew pub had ten beers to sample and so we did. The starter beer was Gold Digger Blond, which was citrusy and very light, a decent brew for the type. Next we tried the Madtown Nut Brown, which struck us as unusual because of its very earthy taste. It wasn't a bad beer, just different enough to confuse us. The third beer, called Ambergedden Amber, was well balanced with malt and had a pleasant dry finish. Beer number four was called Happy Ending Belgian Abbey and it had the necessary candy sugar sweetness and good mouth feel: a nice beer.

We moved next to the Con-torter Porter which had big chocolate and black patent flavor and body to match. Beer six was the Mercy Grand Cru, a fairly high alcohol brew we thought decent for the style.



Moving darker we tried the Big Slick Oatmeal Stout and found it quite tasty with medium body; it was more sweet than dry. Now we come to one Fred has been waiting for: the Sticky McDoogle Scotch Ale. This one was not as malty as some but was well balanced and very drinkable.

We generally save the hoppy beers for last since, as most of you know, a really hoppy example can knock your taste buds

out for a while. So next up was the Hopalicious Pale Ale. It had a big hop aroma without huge hop bitterness and was a nice, well balanced American pale ale. Then came the Four**** Paw Pick as it turned out: the Ballistic IPA. This was a very nice beer with very well balanced malt and hop flavors.

We'd like to note here that it was, indeed, fortunate that we normally try these hoppy beers last: the day of our sampling was the day the Olympic gold medal hockey game was played between the US and Canada. Frank had to slip out on some of the sampling so he could go to the car to catch the end of it on the radio. The good hoppy beer Frank was able to sample at the end helped, in some small measure, to soften the blow of the US loss.



By the way, the Ale Asylum had a goodly number of shirts and glasses for sale.

Well, we hope we have given you enough reason to not only head to Stevens Point, but perhaps to add an extra day or two so you have time to meander through all the great brewpubs the Badger state has to offer. See you there! Cheers!

Haydock's World of Beer Memorabilia Museum PRE-CONVENTION TOUR

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Welcome to the end of the day.

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

Your stay is one of our 34 guest room features:

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Guests can enjoy restaurants nearby and direct access to Cheese Country trail.

800 6th St. • Monroe, WI 53566
608.325.1500 • 800.800.8000 • super8.com

A Monroe "must see!" (608) 325-3461

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

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

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

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

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

Total cost will be \$35.00 per person.

NABA Pre Convention Tour Mail to:
The Haydocks, 1660 2nd Avenue South,
Wisconsin Rapids, WI 54495

NABA Member: Name: _____ \$35.00
Street: _____
City: _____
State: _____ Zip Code: _____

Guest Name: _____ \$35.00
Total check or money order enclosed \$ _____

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



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 - 132; 134 - 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

NABA
39th Annual
Convention
Aug. 3-8, 2010
Holiday Inn & Conven. Ctr.
Stevens Point, WI
John Stanley
naba@mindspring.com

38th Annual ECBA
Convention
July 14 - 17, 2010
Radisson Hotel
Rochester, NY
Larry Handy
610-439-8245 • ohhugol@aol.com

BCCA
CANVENTION #40
Sept. 8 - 11, 2010
Radisson Hotel Valley Forge
King of Prussia, PA
Contact Dave Gausepohl
beerdave@fuse.net

CCBA
CONVENTION XXXI
AUG. 4 - 8 2010
HOLIDAY INN
KITCHENER, ONTARIO
MORE INFO:
commuterdelight@hotmail.com

Events of Interest

EASTSIDE SPECTACULAR

**Belleclair Fairgrounds
Belleville, IL**

November 13, 2010

**Curt • 636-797-5220
Kevin • 618-346-2634**

COLLECTORS CARNIVAL
ANTIQUES & COLLECTIBLES SHOW

AUGUST 7 & 8

VANDEBURGH CO. 4-H CTR
EVANSVILLE IN
BRENT PACE • 812-471-9419
bpace@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

September 23-25
Midwest Breweriana
Convention

Mid-American Ctr.
Council Bluffs, IA

Sharon Krivanek, 402-543-2413
mrsckbud@yahoo.com

Brewery Collectibles Show
(6 BCCA Chpts)

Sept. 24 - 26, 2010

Holiday Inn "Holodrome" Suffern NY
Dee Lander • 508-627-6652
deelande@aol.com
www.beershowcase.com

October 22 & 23
Coalcracker OctFest

Ramada Hotel
Wilkes-Barre, PA
Jerry Matonis • 570-693-3612
jmat973447@aol.com

August 14
Horlacher Weekender
Show

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

Oct. 8 & 9, 2010
37th Annual Guzzle N'Twirl

North Star Chapt. BCCA, ABA, NABA
Holiday Inn E
St. Paul, MN

Dave Wendt • 651-731-9573
Brent Kastler • brent@kastlerart.com

Oct 23 - 24 2010
Collectors Carnival
Antiques & Collectibles

Vanderburgh Co. 4-H Ctr
Evansville, IN
Brent Pace • 812-471-9419
bpace@evansville.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



*See You "Round the Corner"
in Stevens Point, Wisconsin*