



# The BREWERIANA COLLECTOR

*A publication of the*

*National Association  
Breweriana Advertising*

*"America's Oldest National Breweriana Journal"*

Volume 171

Founded in January 1972

FALL 2015

**2015 Convention:  
St. Louis Brews  
a Great Event**

**Hoppy Trails:  
Colorado Brewery  
Adventure**

**Micro  
Industry  
Trends**



**How to:  
Repair a  
Damaged  
Chalk**

**Detective:  
Stock Ad  
Sign for  
Which  
Brewery?**

# NABA #45 - 2016

## INDIANAPOLIS • AUGUST 2-6

**R**  
RENAISSANCE®  
INDIANAPOLIS NORTH HOTEL



**Renaissance  
Indianapolis  
North  
Hotel**

<http://www.marriott.com/hotels/hotel-photos/indbr-renaissance-indianapolis-north-hotel/>



- **NABA's room rate for the 2016 Convention is \$99.00/night**

- **Rate includes complimentary wireless in all guestrooms**

- **Reservations: Direct to the Renaissance North 1-800-Marriott**  
**<https://resweb.passkey.com/go/NatlAssnBrew>**

- **Cutoff date for the special room rate is *July 20, 2016***

Awarded #1 in Event Satisfaction by Marriott International, the only Renaissance Marriott Hotel in Indiana has been unveiled in the charming suburb of Carmel, Indiana. The Renaissance Indianapolis North, an upscale, sophisticated hotel north of downtown truly reflects the vibrancy of the area. Inspired by the neighboring Carmel, IN arts & design district, this new Renaissance Indianapolis hotel boasts a modern, energetic design and creative spaces that blend unique style with advanced technology.

Conveniently situated in the Meridian Corridor, our Renaissance offers easy access to The Palladium, Indianapolis Motor Speedway, the new Lucas Oil Stadium, Monon Trail, Connor Prairie, Indianapolis Children's Museum, fine art galleries, world-class golf courses, attractions, and major corporations. This hotel is a modern treasure to be experienced; where hospitality is a fine art.









Please join us in raising a frosty beverage to welcome our Newest Members!

**Eric Lee**  
900 Ohio St  
Quincy, IL 62301  
c 217-577-5206  
elee79@me.com  
**Dick Bros. (Quincy, IL)**

**Rich Lenhard**  
PO Box 41  
Wentzville, MO 63385  
314-225-1200  
budbock777@att.net

**Mark Madden**  
3132 Donnycave La  
Maryland Heights, MO 63043  
c 314-537-0739  
markamadden@att.net  
**Missouri breweriana**

**Scott Mertie (Candice)**  
1300 Fort Sumter Place  
Brentwood, TN 37027  
c 615-943-8855  
smertie@comcast.net  
**Gerst**

**C. Suzanne Murin**  
850 N Washington St  
Hinsdale, IL 60521  
h 630-986-8382  
c 630-306-6068  
shmurin@gmail.com

**David Tiemann**  
11815 Smoke Valley Ct  
Maryland Heights, MO 63043-1664

**Dave Wilcox**  
19620 Calumet Ct.  
Farmington, MN 55024  
h 651-332-2188  
c 312-251-2426  
drwtlj@charter.net  
**Any old St. Louis brands, signs mainly**

**Scott Gray**  
1802 Cart Lane  
Myrtle Beach, SC 29577  
c 843-742-4500  
beercans@scoast.net  
**Signs, trays, cans, misc.**

**Jake Hafner**  
Civil Life Brewing  
3714 Holt Ave  
St. Louis, MO 63116  
jake@thecivillife.com

**Dan Hilton**  
13148 Greenbough Drive  
St Louis, MO 63146  
c 314-919-6907  
dan.hilton@nidec-motor.com  
**Missouri breweriana**

**Mark Jost (Fran)**  
2655 Hwy H  
Silex, MO 63377  
c 314-954-2554  
mark.jost@windstream.net  
**Antique advertising, St. Louis breweriana**

**Jody Knauf (Jodi)**  
PO Box 550803  
Jacksonville, FL 32255  
c 904-742-0626  
pepsinpete@aol.com  
**Photographs, signs, statues**

**Gary Lange**  
7780 S. 200 W  
Huntingburg, IN 47542  
812-683-2317  
langeb23@fullnet.com

**Jim Ashworth (Gayle)**  
PO Box 1301  
1865 Desha Rd  
Tappahannock, VA 22560-1301  
804-443-5305  
gayleroo1956@hotmail.com  
**Books & magazines, clocks, glasses, mini beers, mirrors, neons, postcards, salt shakers, signs, statues, tap knobs, tip trays/trays**

**Chris Byron**  
124 Ridge Dr  
Maryville, IL 62062  
fish62@charter.net

**John Centlivre (Adriana)**  
2223 Sore Oaks Pass  
Ft. Wayne, IN 46814  
260-403-0959  
jmcent@hotmail.com  
**All Centlivre brewery items. Related to family that owned brewery.**

**Joel Christadore**  
812 Montmartre Ct  
St. Louis, MO 63141  
jchristadore@foamsupplies.com

**Mark Ewers**  
5317 Henwick Ln  
Jefferson City, MO 65109  
573-690-7011  
mobrews@embarqmail.com

# HOPPY TRAILS

## A Colorado Brewery Adventure

by Robert Fondren

with photos by Allan Aprea, Jim Wolf, and Robert Fondren

Our Colorado brewery adventure actually started in Wisconsin. Allan Aprea, Jim and Jane Wolf, and I met in the Milwaukee airport on Thursday, April 23 (2015) and drove to Green Bay for the Titledown Show. We then flew from Milwaukee to Denver on the following Sunday (to attend the May 2nd Rush to the Rockies Show). Al's flight from Milwaukee was a few hours later than ours, so Jim, Jane, and I rented the car and drove to the nearest brewery to await Al's arrival. Coda Brewing is only about 10 miles from Denver airport.

We enjoyed the beers there, but discovered a totally flat tire on the rental van as we were leaving. We called the rental agency, and while a person from AAA changed the tire, we (of course) went back in for another beer.

After picking up Al, we headed to Colorado Springs for our first two nights in CO (April 26 & 27). We stopped for a good dinner at Rockyard Brewing in Castle Rock (about halfway to Colorado Springs) and then checked into our downtown hotel: the Antlers Hilton. This Hilton is built on the site of the historic Antlers Hotel and they display many photographs from the turn of the 20th century, which put the location into historic context. And, the hotel is right across the street from Phantom Canyon, which we had been to before but is a brewery we all enjoy. They had a Sunday night happy hour, so we had a pint before turning in for the evening.

The next day we planned on visiting as many breweries in the Colorado Springs area as we could. It's easy to visit lots of breweries and still drive safely when you have four people and you split flights.

After visiting the Colorado Mountain Roundhouse, we had lunch at Bristol. Their new brewery is located in a former school building; we ate at the bar in one of the old classrooms. On these trips, we also do regular sightseeing in addition to visiting breweries, so we stopped at Garden of the Gods on the way to Woodland Park.

The weather at Garden of the Gods was bright and sunny and the scenery was awesome. But when we arrived in Woodland Park about 30 miles up into the mountains, it was spitting snow. The brewery we wanted to visit, Bier Werks, was not



open that early in the day, so we drove back down the mountain. We had hoped to stop at the brewery in Manitou Springs on the way down, but they hadn't opened yet either.

So we continued back into Colorado Springs and visited Great Storm, Red Leg, and Trinity (photo next pg.). Al and I had been to Trinity before, but we both enjoy it, since they make excellent IPAs for Al's taste, and sour beers for mine. Since we were back on the west side of the city, we decided to drive back up to Manitou Springs to visit their



brewery, which none of us had been to before.

Manitou Springs is a beautiful small town nestled in the foothills of the Rockies. The brewery had a sour beer for me, so it was an excellent visit. We then went to two more breweries: Nano 108, and Rocky Mountain. Rocky Mountain is known for canning lots of their beers, so we purchased a sampling of over 15 different brews in cans.

Since we had enjoyed Phantom Canyon so much the night before, we decided to go there again and had another excellent dinner after walking about a half mile to Fieldhouse Brewing Co. That visit increased our total number of breweries for the day to 10.

On Tuesday we drove to Denver to stay near downtown for the next two nights (April 28 & 29). Before any brewery visits we stopped by John Smoller's house to see his outstanding collection. John took us to lunch, and it wasn't even at a brewery.

Our first brewery for the day was Dry Dock, which used to be the closest brewery to John's house until Copper Kettle opened. Dry Dock has won many awards for their beers, and the visit was excellent. Copper Kettle was the next stop; known for their excellent German-style lagers, Copper Kettle did not disappoint. Next, John led us to Station 26, a new brewery in a former firehouse.

We then headed toward our hotel, but we passed Alpine Dog on the way, so of course we had to stop. And then, there was Strange, where I had their award winning Cherry Kriek.

It was time to park the car, so after checking in we walked to Denver Beer Company. Jim and Jane tasted their Graham Cracker Porter.

Our next stop was Epic, and the visit really was (epic, that is), since they have about 25 different beers on tap. We were able to sample 12 of them. We then visited two new breweries that evening: Ratio and Zephyr. Unfortunately our last stop of the day gave us some of our worst beers of the trip. The next day I looked on the *Beer Advocate* website at their Denver brewery ratings, and Zephyr was last on the list.

The first stop the next day was Black Sky, which opens at 11 AM. Al is a big fan of Black Sky, since they have lots of posters advertising heavy metal music. Stop #2 was Comrade, about which we had heard a lot of good things. I have to say, their IPAs were excellent.

We then went to Joyride, which is on the west side of Denver adjacent to a lake. They don't serve food, so we asked the bartender for a recommendation. She told us about the fish & chips restaurant







a few blocks away, and I'm glad she did; the food there was excellent.

Our next stop was Renegade, where we sampled their Endpoint Triple IPA, which clocks in at 11%. At this point we had had enough driving, so we parked the car and decided to split up for a little while. I wanted to visit Declaration and Grandma's House (outside downtown), so I hopped on the Denver Light Rail and rode a few stops south. Grandma's House is an interesting brewery: the tap room is decorated with knick-knacks from the 1950s and 1960s, including a working 8-track tape player. I also had an excellent visit at Declaration, that included a tour of the brewery. I thoroughly enjoyed their excellent beers.

Meanwhile, Jim, Jane, and Al went to Prost, another excellent German-style brewery. When we met up again at Jagged Mountain, I learned they had taken Uber Rides to visit River North and Great Divide in addition to Prost, before meeting me at Jagged Mountain. Welcome to the 21st century and alternative urban transport. The last stop for the day was dinner at Wynkoop.

The next day we headed toward Loveland for the Rush to the Rockies Show. Our first brewstop of the day was the new Avery Brewery in Boulder. They feature high-alcohol and sour beers. Since Al was not driving he sampled their Maharaja Imperial IPA at 10%, the Hog Heaven Barleywine at 9.2%, and the Mephistopheles Stout at 15%. I had the Eremita VII and Eremita VIII sours, which are only available at the tap room.



After Avery we headed to Fort Collins to meet Greg Lenaghan at Black Bottle for lunch; after which, Jim, Jane and I went to New Belgium for the tour (we had reserved online) and Al & Greg set off to visit several other breweries.

New Belgium's tap room was closed for renovations, so they had a tent outside where you could purchase beers before the tour. I got a Hop Kitchen IPA, but it turned out I didn't need to—during the tour, they give you five beers, including samples of La Folie Sour Brown Ale (one of my favorites). After New Belgium we met Greg and Al at Horse & Dragon, our last brewery stop of the day before checking into the show hotel. As a part of the Rush to the Rockies Show, Jim Patterson's home collection was open for visitors, so we headed over once we were settled in our rooms.

On Friday morning, May 1, Jim, Jane, and I decided to tour the Anheuser-Busch brewery in Fort Collins. Even though I am not a fan of their products, the brewery is impressive and it is one of three breweries where their Clydesdales live.

After A-B we stopped at Snowbank (photo next pg.) a brand new, state-of-the art brewery that is producing excellent beers. We then went around the corner to the Fort Collins Brewery, where we had a very good lunch, including samples of their beers.



Our next stop was Odell. I enjoy all of the beers that Odell makes, so their sampler was a big hit. Jim then surprised me by suggesting that we stop at Funkwerks—featuring funky and sour beers. He had never been there, and since we were only about a mile away, we decided “what the heck.” We settled on a Tropic King, their 8% saison, which is not very funky but has great tropical fruit flavors. We also stopped at Zwei Bruder, 1933, and Big Beaver on our way back to the hotel in Loveland.

From the hotel, Al, Jim, Charlie Smith, Pat Porter, Greg Lenaghan, and I walked about a half-mile to Buckhorn Brewers to sample their beers.



Believe it or not, with the Rockies Show and BCCA Board Meeting on Saturday, we didn't visit any breweries on May 2. Since Sunday was our last full day in Colorado, we decided to visit breweries in Westminster, and Tom and Bette Fay joined us.

Our first stop on Sunday was Four Noses, where Al enjoyed their IPA, and Jim and Jane enjoyed the Coffee Porter and Milk Stout. We then went to Nighthawk, where I sampled the Sour Herb Saison and the Ciderweizen.

Our next stop was Wonderland. This was an interesting visit, since they were hosting a music competition called “School of Rock,” in which teenagers played and sang rock music. Some of them were actually very good. We had lunch at CB & Potts and then stopped at Big Choice. It was trivia day at Big Choice, so we showed our knowledge of obscure facts and enjoyed their beers.

Tom and Bette then headed back to Loveland and we headed toward Denver, hitting Saint Patrick's brewery on the way. We dropped Jim and Jane at his sister's house for dinner, so Al and I went to Bull & Bush and Fiction before checking into our airport hotel, wrapping up our Colorado adventure.

The total number of breweries I visited in Colorado on the trip was 51, and 27 were new for me. It was an excellent trip with great beers and great friends.





# LARGE TWO DAY Advertising & Breweriana AUCTION

**Friday, December 4th, 2015 at 10 AM**  
**Saturday, Dec. 5th at 9 AM (Breweriana)**



**Day 1 Auction-** Gas, Oil, Feed, Seed, Soda, Implement, Auto, plus other signs & advertising.

**Day 2 Auction-** All Beer advertising signs, etched beer glasses, 20 porcelain neon signs, foam scrapers, beer trays, beer crates plus all sorts of other Breweriana.

Check website for additional photos & information.

**WWW.MILLERSAUCTIONCO.COM**

**Location- 1625 Butts Ave, Tomah WI 54660**

**The Monroe County Fairgrounds • Held inside heated building • Food available**  
No Buyers Premium at the auction • 15% for online bidders.

Live internet bidding is available on **AuctionZip.com** Auctioneer ID# 12887

Terms: Cash or Check • 5-1/2% Sales Tax • Reg Wis Auctioneer Tim Barnum #1284

Auction Conducted & Clerked by Millers Auction Co #347-053, N8779 Hwy 95 Hixton WI 54635

Call Glenn at 715 299 2543, email- wisconsinjunk@yahoo.com • www.millersauctionco.com

**Currently Taking**  
**CONSIGNMENTS**  
Contact Glenn Miller at  
wisconsinjunk@yahoo.com  
or 715 299 2543





# 2015 CONVENTION: ST. LOUIS BREWS A GREAT EVENT

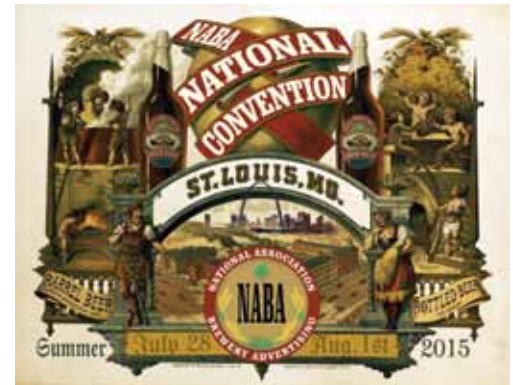
BY KEN QUAAS

**44 years and still going strong.** The “Gateway City” was the gatekeeper to a highly successful 2015 NABA Convention, as the organization convened for its 44th time on July 28th – August 1. St. Louis, the quintessential beer town, provided the perfect backdrop. Once the home of storied names like Lemp, Griesedieck, and Falstaff, St. Louis famously gave birth to America’s largest brewer, Anheuser-Busch, although to local dismay, its ownership now hails from Belgium. Nonetheless, St. Louis can boast a highly-respected and burgeoning local craft beer movement, begun by Schlafly in 1991 and being proudly continued by a host of first-class craft brewers, which are growing in number every year.

The Convention’s mid-week Bus Tour included a trip to the ancestral home of “The King of Beers.” The huge Anheuser-Busch complex, which is on the National Register of Historic Places and consists of 137 structures sprawled across 142 acres. Pictured at right is the historic brewhouse, constructed in 1891. Its huge, industrial size was a stark contrast to the infinitely-smaller craft breweries also toured by members during the Convention week.



NABA members enjoy seeing breweriana from Anheuser-Busch’s storied past, on display in their state-of-the-art visitor center.



NABA members enjoyed the brewery tour, and are shown here at the tanks where beechwood aging (historically used to help the fermentation process) takes place.



The beautiful, massive and iconic Clydesdale horses are a highlight of the tour. Originally a Scottish breed, these tall farm horses were bred to haul.





NABA members enjoyed exploring the Circular Stable, built in 1881 to house the Clydesdale horse teams that pulled the weighty beer wagons through St. Louis. This beautiful building, in the Romanesque architectural style, showcases some restored beer wagons, among other artifacts.



The new O'Fallon Brewery was a highlight of the brewery bus tour. Their "We Love Beer" credo is shared by the NABA membership, who enjoyed the tour and beers sampled there.

Despite competition for Midwestern collector attendance from the mammoth BCCA show in Milwaukee (held a mere month later) the NABA Convention proved to be a great midsummer gathering. Fueled by collecting camaraderie, a lot of eye-catching breweriana, and a constant flow of great craft beer in a comfortable hospitality room, this year's show was a hit for its 175+ guests.

"What's great about our NABA Convention is all there is to see and do [each year]," notes John Ferguson, NABA's president. "We had some great room-to-room trading all week. We had a brewery tour of past and present facilities. We had local members opening up their homes to fellow Convention-goers so that all could enjoy their private collections. We had some interesting seminars, our Annual Auction, a delicious and entertaining Banquet, and a beautiful space for the Saturday [Trade] Show."

Convention chair and NABA board member Don Roussin, a St. Louis native, did an outstanding job to ensure a successful show. As a long-time St. Louis collector, historian, and author, Don was ever-present throughout the week, even conducting the brewery bus tour and opening his home to share his



**Above:** The new O'Fallon facilities, located within walking distance of the hotel, offered a great tour and tasty food. NABA Board Member Greg Lenaghan organized an impromptu, smaller tour (after the bus tour), and Ray Johnson (pictured) was one of many NABA members who got to sample O'Fallon's best-selling pumpkin ale straight from the bright tank.



**Left:** O'Fallon's imperial stout packed a punch and its rich taste proved popular after the tour.





Six Mile Bridge in Maryland Heights, MO, is the newest brewery in the St. Louis area. It was so new at the time of the Convention, that it was not yet open to the public. Husband and wife owners Ryan and Lindsay Sherring graciously welcomed the NABA Bus Tour, where brewmaster Ryan (right) gave a preview tour and importantly, tapped some inaugural beer for the group.



The Urban Chestnut brewery was an integral part of the Bus Tour, and rightfully so. Urban Chestnut recently opened its second and largest brewery and bierhall in a beautifully re-purposed 1920s era building that formerly housed a paper company. It is in the historic neighborhood of St. Louis called The Grove, which itself is experiencing a revival. Urban Chestnut is known for traditional German style beers as well as some interesting experimental types.

The brewery offers a self-guided tour and has well-presented signage (photo right) providing clear explanations of the brewery and its approach to making delicious and distinctive beer.



The first home visited on the Bus Tour was that of Ron and Lynn Snowden, where NABA members enjoyed a broad and impressive collection. Ron (above, left) shared information about the background and acquisition of the various pieces in his extensive assemblage of breweriana from the St. Louis area.





Convention chairs Don and Mary Ellen Roussin concluded the brewery bus tour with a stop at their home, where breweriana adorns the full capacity of their house – a true partnership in collecting.



A rare and beautiful round, reverse-on-glass Cardinal Beer sign colorfully stands out in the Roussin home

extensive collection. “I now very much appreciate the work others have done on all the NABA Conventions I have attended over the years – it took much more work than I expected! Fortunately, my wife Mary Ellen was very helpful, along with the core NABA leadership and many St. Louis area collectors—some of whom volunteered to open their houses for tours,” Don said.

“The hotel was perfect and very accommodating,” said NABA Executive Secretary George Baley. “And the ballroom was large and easily accessible for our big show, where we had

quite a few walk-ins. Don Roussin did a wonderful job. Our Conventions are not only a place to buy and trade for some great stuff, but they’re also a great place to share ideas and learn something new.” George, who literally wrote the book on back bar figurines (and is now planning an update of his 2002 authoritative book, *Back Bar Figurines*) presented an informative seminar on statue restoration (*Editor’s note: see summary on p. 32*).

The Convention attendees demonstrated the deep commitment that so many NABA members have to both the



organization and hobby: Members traveled to the Gateway City from across the country – spanning California to Florida – bringing with them a variety of breweriana to show, share, trade, and sell. In all, 24 states were represented at the gathering, with nearby and heavily-populated Illinois leading (20 attendees), followed by Missouri (14), Wisconsin and Michigan (12 each), Ohio (9) and Iowa and Minnesota (5 each).

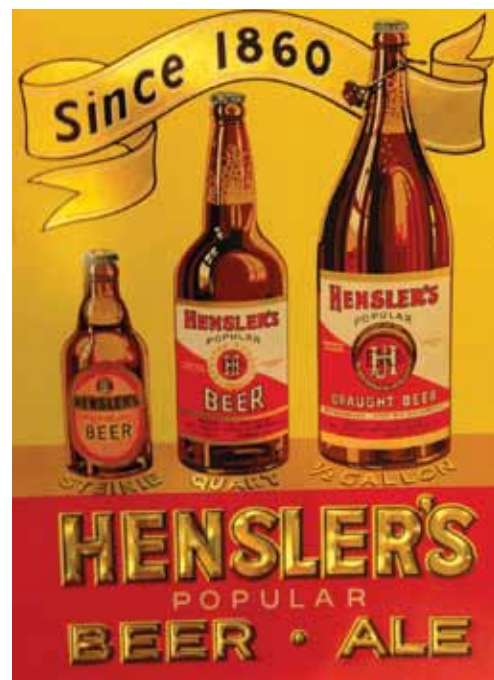
Plans are already being made for next year's 45th Convention, to be held in **Indianapolis August 2-6, 2016**. Mark your calendars for another great event!



**Above Left:** The hallmark of the room trades at any NABA Convention is the "bed of breweriana," of which there were plenty on display in St. Louis.

**Above Right:** This beautiful Hensler's tin-over-cardboard sign with recessed letters made its way from the long-defunct (1958) Newark, NJ brewery all the way to St. Louis.

**Right:** Dan Hoglund (left) traveled from Oak Ridge, TN and brought two dramatically large and beautiful Atlantic Ale & Beer signs with him, among other gorgeous pieces (a 1930s Red Top neon from Cincinnati was quickly purchased). Ray Mandarino (right) from Chicago is helping to display the sign, which was clearly a two-man job.



Food is always a critical part of the NABA Conventions. This year's Brewmaster's dinner featured a partnering of the Sheraton's Executive Chef, Eric Barbeau and Jake Hafner (above), the very-interesting founder of Civil Life Brewery, which opened in 2011 and makes a variety of English-style ales and German-style lagers. Jake colorfully calls himself "Captain of the Barley Ship."

	<b>NABA #44 Brewmaster's Dinner</b> <b>St Louis, Missouri</b> <b>Featuring</b> <b>The Civil Life Brewing Company</b> <b>&amp;</b> <b>Executive Chef Eric Barbeau</b>	
	<b>Appetizer Course</b> Wild Mushroom and goat cheese crostini paired with American Brown Ale <b>Salad Course</b> Westport Salad paired with German wheat <b>Intermezzo Course</b> Lemon and thyme Sorbet paired with English Pale Ale <b>Entrée Course</b> Grilled Flat Iron steak served with La Crème Potatoes and Broccoli paired with Big Scottish Wee Bit Heavy <b>Dessert Course</b> American Fudge Cake Paired with Big American Stout <b>Wednesday, July 29, 2015</b>	



The Saturday Banquet was well-attended and featured a variety of local craft beer that was coupled with a sumptuous buffet.





The NABA Auction is always a Convention highlight, and offered a wide range of breweriana for many interests. (Above) Members peruse the variety of items for sale prior to the bidding.



Auction Chair, Kent Newton, shows the audience a beautifully-framed image of an historic brewery.



Rusty Long, volunteer from the local chapter, holds an auction item high for potential buyers to see.



Members brought some of their collections' best pieces from the St. Louis area to display (above left). The Micro Beer Tasting prior to Friday's Banquet featured a stellar variety of local beers to sample. Representatives from Peel Brewing Company and Recess Brewing poured their beers for members. Volunteers served a breadth of highly-rated brews, including Backwoods Monster, from Murphysboro, IL. This smooth and flavorful imperial brown ale proved to be quite popular and NABA members managed to exhaust the generous supply while enjoying the camaraderie of their fellow collectors.







The Public Trade Show at the NABA Convention featured a wide assortment of breweriana for sale. The trading floor is yet another place at the Convention where new acquaintances can be made and old ones renewed. While members get a chance to buy and sell, the public is encouraged to engage in the hobby by coming to look, learn, and get ideas on values of items they may have at home.



One multi-table display at the Trade Show featured a variety of A-B items including the notorious Bull Terrier, "Spuds MacKenzie." Introduced in Bud Light TV commercials airing during the 1987 Super Bowl, Spuds quickly rose to fame and popularity as a "spokescharacter" for the beer. The lighted plastic version shown here (with the addition of a sweater and an awaiting breakfast) became a hot bar item across America. However, the "Spuds" craze was short-lived: by 1989 A-B discontinued use of the character following criticism that he appealed to children and by association, that A-B was encouraging underage drinking.



NABA President, John Ferguson, closes the Convention at the Saturday dinner.



# JUST IN: 2 LANDMARK COLLECTIONS, AND MORE!



DAN  
MOREAN'S  
**Breweriana.Com**

21 STURBRIDGE RD., BRIMFIELD, MA 01010

INFO@BREWERIANA.COM • 617-448-2300

# The Craft Beer Industry Booms in America

*Editor's note: The information in this summary has been gleaned from Fortune Magazine Online (fortune.com), and the websites craftbeer.com and Beer Muses blogsite. All of the breweries shown here (as well as many, many others) participated in the NABA Convention in St. Louis. Thank you to each and every one for your generous help in making the event a memorable one.*



Everyone who knows beer knows about the lightning-growth in craft beer enterprises. But are you aware of precisely how thunderous this boom really is?

Here are some notes and stats from 2014 & 2015 for your consideration.

The craft beer industry this year has grown so much that its economic impact has exceeded that of the US wine industry and the video game industry. A new report from the Brewers Association (a trade group for craft beer brewers) says that production is up 16% this year (as of the end of June), and the number of micro-breweries has increased by nearly 700 since mid-2014. (Last year, the industry's growth was 18% by volume and 22% by dollar share).

Craft brewers currently provide an estimated 424,000 jobs in America (including servers in brewpubs). This is a drop in the larger bucket of brewing industry jobs, which clock-in at 1.75 million (70% of the US's direct-brewing jobs are linked to large and mid-sized brewers and beer

importers, which is roughly the same figure as that from 2012).

The Beer Institute also conducted a recently-published study whose summary reports that the beer industry as a whole (includes not only brewers but also distributors, retailers, and importers) contributed \$252.6 billion (billion with a B) to the US economy last year.

**Perspective check:** this beer-related economic impact is more than twice that of the wine industry and slightly higher than the overall economic impact of the US video game industry.

Certainly, the macro-brewers like Anheuser-Busch and Miller/Coors are participants in much of this impact—but micro-brewers are speeding forward at an incredible rate: *in the first half of 2015*, they sold 12.2 million barrels\* of beer, which represents a 15% increase over *the same period in 2014* (craft brewers reported selling 21.2 million barrels during the entirety of 2014).

**\*1 barrel = 31 US gallons**

Retail dollar value of the craft brewing industry *exclusively*

during 2014 was estimated to be \$19.6 billion (up from \$14.3 billion in 2013).

This growth doesn't appear to have any brakes, either. The Brewers Assn. reports that, at the end of June this year, there were 1,755 new breweries in the planning stages. This is in addition to the 3,418 craft breweries that were operating for some or all of 2014 (this '14 figure includes 1,412 brewpubs, 1,871 micro-breweries, and 135 regional craft breweries).

Craft brewers produce *one out of every 10* beers sold/consumed in America.

Another factoid about the craft brewing industry in America: it's proving to be a great boon to US farmers as well as beer consumers! The average craft-style beer uses between 3 and 7 times as much malt per barrel as a macro-producer does (see note below about the documentary film, *Brewconomy*, about the industry in North Carolina).

The entire beer industry lays claim (additionally) to being a significant driver of tax revenue. The Brewers Assn. found that last year, taxes collected from the industry, its employees, and consumer taxes generated by sales of malt beverages topped \$48.5 billion.

So all beer lovers rejoice and raise a frosty one. Beer is more than malt, water, yeast, and hops—it's also a job creator, commercial activity booster, and tax revenue generator for our localities.

Take one state: North Carolina. A new documentary about the industry in one locale has just been released (for the trailer, see





Each year on the anniversary of Civil Life's tongue-in-cheek "State of the Beer Union" address (at the end of September), the company releases a new logo. At the time of this writing, the 2015 design had not yet been introduced. All logos are drawn by tattoo artist Joe Allhoff, who, the website says, "passes time between drawing our logos at Trader Bob's Tattoo Shop!" Might these "one-and-off" coasters be the next valuable breweriana collectible?

<https://vimeo.com/123738178> or search for "brewconomy film" in your browser).

The film is about how beer is affecting a very local economy, reports the director, producer, and creative force behind the documentary, Camden Watts. As in most of the US, great beer is a huge deal in North Carolina, and it's becoming Big Business, too.

One reason is because the NC political system supports this economic engine. Legislation allows NC brewers to create and sell beer up to 15% ABV; and also allows smaller brewers to self-distribute (easing the challenge for micros to make local connections and distribute fresh product in a wider area, without depending on big distributorships, which tend

to monopolize access).

In addition, what's known as the "pop the cap" legislation has allowed brewers to expand the styles they are able to offer. This profits not only micro-breweries, but also hop farmers and local grain producers (among others). In addition, it offers a boost to a wide variety of entrepreneurs and nonprofit groups who can partner with craft brewers on their "beta tests" of small-batch, seasonal, and experimental recipes by attaching their names to the special brews. In this way the craft brewer gets a marketing boost via a new outlet for his label, and the entrepreneur or nonprofit can use the product as give-aways or promotional items in support of their programs/services/products.

Of course, supply chains and industry regulations have powerful impacts on all business, and the brewing industry is no exception. This documentary helps explain the how's and why's of the industry in North Carolina, so the connoisseur can understand how the sourcing of raw materials and local/state politics and legislation affect the final product, its price, availability, and raw materials.

In the North Carolina reflected in the film, the viewer sees not only a booming economy, but also a community that takes a great deal of pride in its micro brewing legacy. This is a "must-see" film for all craft beer enthusiasts, whether you live in Wisconsin or Washington. "Great beer is worth the time it takes to be a more informed drinker," says beer specialist Chris McClellan (founder of the website, *The Brew Enthusiast* [www.thebrewenthusiast.com] a site dedicated to the long-term task of highlighting every craft brewery in the US).

McClellan's words ring so true.











N

A

B

A



# 44: ST. LOUIS 2015



# **Eastside Spectacular #9**

combined

## **Brewery Collectibles Show & Antique Bottle & Jar Show**

***SATURDAY, NOVEMBER 14, 2015 • 9 AM to 3 PM***

**Belleclair Fairgrounds (200 S. Belt East) Belleville, IL  
(just 15 minutes from St. Louis!)**

- 300 Tables of Collectibles•
- 500 walk-ins•
- Free Parking•
- Enormous Raffle•
- Food & Drink on Site•

***Public Admission starts at 9A for \$2 • Early Admission at 7A for \$20***

**CONTACT: Kevin Kious • 618-346-2634 • [whoisthealeman@aol.com](mailto:whoisthealeman@aol.com)**

## **Members**

Be sure to check your mailing label info on the *back cover* of this issue.

PLEASE NOTE the “EXPIRES” date printed on your label.

If your “expires” date is nearing, then it’s time to  
**RENEW YOUR MEMBERSHIP!**

***Don’t miss a single benefit of membership in NABA!***

To renew, visit our website [nababrew.com](http://nababrew.com)  
or see Application (P. 37) for contact info  
and a hardcopy membership form.

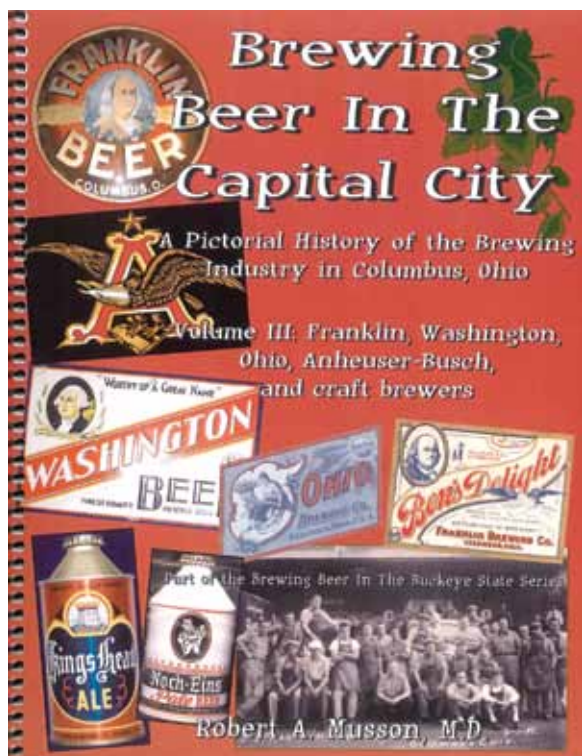
**Don’t Forget! Renew Today!**





## Collector's Bookshelf

Reviewed by Larry Moler  
accneca@aol.com



Have you ever had a panic attack? I did with this book review due to my own ineptness. Let me explain.

This has nothing to do with this outstanding book. Dr. Robert A. (Rob) Musson had been kind enough, earlier this summer, to mail a copy of his latest Ohio brewery history book so I could include it in the next NABA *Breweriana Collector*. The panic attack occurred when I could not find the book.

I searched my house high and low. Fortunately, I found it in my office, hidden under some 1934-35 Anheuser-Busch letterheads (possible parts of a future article). Boy, did I breathe a sigh of relief.

During my house search, however, I found numerous Dr. Rob breweriana books, primarily on Ohio (and a few Pennsylvania). Geographic concentrations include Cleveland (Forest City), Cincinnati (Queen City), Dayton (Gem City), Toledo (Glass City), Akron (Rubber City), the Tuscarora area, the Mahoning River Valley, Yuengling, Pittsburgh, and Fort Pitt.

## *Brewing Beer In The Capital City A Pictorial History of the Brewing Industry in Columbus, OH*

Vol. III: Franklin, Washington, Ohio,  
Anheuser-Busch, and Craft Brewers

*Part of the Brewing Beer in the Buckeye State Series  
by Robert A. Musson, M.D.*

Via email, Rob also gave me a “head’s up” that new books are under development: one for Cincinnati (Vol. #6), and *200 Years of Brewing in Allegheny County* (a fairly comprehensive history of Pittsburgh). After searching through all my Dr. Rob books, it dawned on me that he is the most prolific writer of quality breweriana books in our day. His energy is unlimited and he has great support from local collectors for pictures and historical research. We are very lucky in our hobby to have him with us.

His new *Capital City* book is another impressive addition to the Buckeye State Series. It tells the story of three really cool local breweries: Franklin, Washington, and Ohio Brewing Company. The book tells chronological history of each one: from birth (Franklin in 1903; Washington in 1905; and Ohio in 1908) through their Prohibition trials and tribulations; and after Prohibition through the survivors’ closings (Franklin in 1921; Washington in 1952; and Ohio in 1948).

Franklin’s post-Pro resurrection is an interesting story. First, it became a new brewery called Riverside Brewing Co. in a “remodeled packing warehouse,” operating under that name in 1933-34. During 1934, it was taken over by a newly organized brewing group calling themselves an old industry name—Franklin Brewing Co. Franklin ceased in 1952 and sold out to the Chicago group that owned the Pilsener Brewing Co. of Cleveland, makers of POC. Pilsener permanently closed this plant in 1954.

The breweriana pictures of the brands of these breweries are outstanding (see sample photos next pg.). There were many beautiful labels, cans, signs, and etceteras coveted by collectors. Ben Brew and Kings Head ale were the major Franklin brands. Noch Eins & Washington Beer (Pale & Pilsener) were Washington’s major brands. Ohio’s flagships were Blue Book Beer & Red Book Ale.





Serving tray, circa 1935.



Reverse glass corner sign, circa 1915  
(Matt Russell collection).



Above: Rare plastic back bar sign  
circa 1949.

Below: Rare cardboard/foil sign  
circa 1948.



Pre-Pro label, circa 1915.



Pre-Pro label, circa 1910.



Noch Eins was made by the Ohio Brewing Co. before Prohibition, but the rights to the brand were later acquired by Washington Breweries, which produced it after Prohibition. This label is circa 1915.



Rare tin-over-cardboard sign  
(Larry Moore collection).



J-spout cone  
circa 1940.

For this treatment, I'm going to gloss over the Anheuser-Busch section because A-B is so well known to the collector community. Suffice it to say that it's in there.

The author has included an excellent section on the craft brewing segment of the industry in Columbus, detailing past and present brew pubs and microbreweries. A great brew pub to visit in its day, located in the German Village area of Columbus, was the Hoster Brewing Co., which sadly ceased operations in 2002. There are so many new breweries in the Columbus area it is virtually impossible to keep current with this exploding scene.

*Brewing Beer In The Capital City* is a great book and great read. Dr. Rob's books are always well organized, edited, and illustrated with great pictures. This volume is no exception.

### Ordering information:

[www.ZeppPublications.com](http://www.ZeppPublications.com)  
[grossvater@zoominternet.net](mailto:grossvater@zoominternet.net)

Collector's Bookshelf continued right.

### CONSTRUCTION OF THE NEW WASHINGTON BREWERY WILL BE COMMENCED AT ONCE

THE WASHINGTON BREWING CO.  
COLUMBUS, OHIO  
S. BARTHEL, ARCHITECT & ENGINEER,  
CHICAGO, ILL.

*Columbus Citizen*, November 18, 1905.

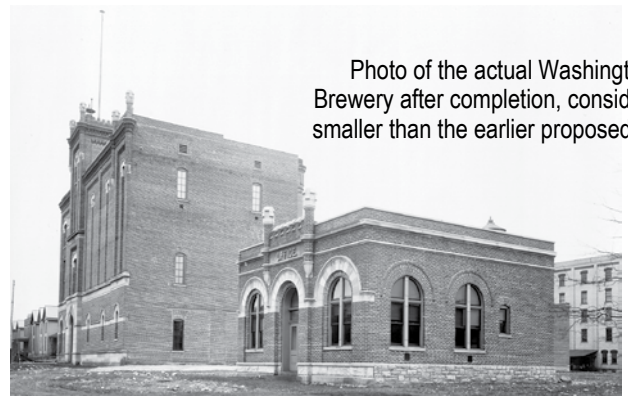


Photo of the actual Washington Brewery after completion, considerably smaller than the earlier proposed plant.



Ohio Brewing Co. as it appeared in the 1980s. The brewhouse has since been razed.





I'm very excited to announce the publication of an updated edition of the 2009 *St. Louis Brews: 200 Years of Brewing in St. Louis 1809-2009*, written by Don Roussin, Kevin Kiouss, and the late Henry J. (Hank) Herbst. I can unequivocally state that if Hank could see this update he would be proud to have his name on the cover. There is a special dedication to Hank at the beginning of the book.

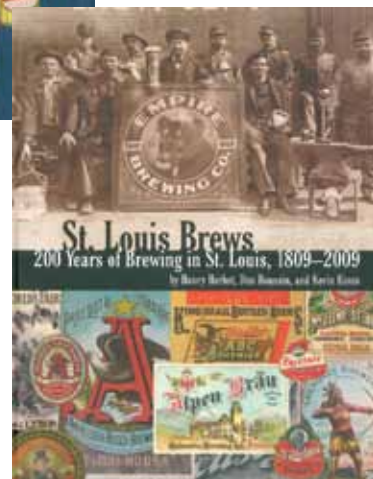
This second edition, according to Don & Kevin's acknowledgements, has been produced with new partners. Here's what they say: "*St. Louis Magazine* has partnered with Reedy Press to release this second edition, with updating and rewriting by SLM culture editor, Stefanie Russell (now listed as a co-author), and with design work by production manager, David Brickley." I loved the first book and its design, but I can, without hesitation, assure you that the layout and graphics of this new edition are far superior.

Excerpting and paraphrasing the acknowledgements, there are "several things that led to this second edition . . . the explosion of the craft brewing industry," InBev's 2008 takeover of Anheuser-Busch, the evolution of InBev, the introduction of innovative beer styles by long-established craft breweries such as Schlafly, and the addition of an updated breweriana gallery (*Da good stuff!*).

I've included a cover shot (below) of the original edition, so you can judge for yourself the new format's impact.

Without doubt, this is a great book made better, and a must-have for St. Louis collectors.

New edition back cover at left: Former edition cover shown below.



**To order**, email  
Don Roussin at  
donald.l.roussin-jr@  
boeing.com.  
Ask for a signed copy!

## WANTED

Miniature/Sample Edelweiss Maltine  
Pre-Pro Bottle, Chicago, with  
complete Labels.  
Miniature/Sample Pre-Pro Ballantine  
& Co. Export, Newark, NJ.



## ALSO

Miniature Beer Bottles

Please e-mail me for my complete  
want list:

Victor Visalli, 201-845-0463,  
vicvis067@yahoo.com



(Photo credits, Leo Rouse, minibeerbook@gmail.com)

*Remembrance by Larry Moter of  
Dr. Herman Wiley Ronnenberg  
Aged 68, d. June 2, 2015*



Dr. Herman Wiley Ronnenberg  
Photo from: University of Idaho Press,  
Moscow, Idaho, taken in 1993.

It was with sadness that I noted the passing of Herman Wiley Ronnenberg of Troy, Idaho, “after a brave battle with cancer,” said the obituary, excerpted below ([www.shorltsfuneralchapel.com](http://www.shorltsfuneralchapel.com) for the full memorial).

I had the privilege of reviewing many of Herman’s books for NABA. They were western (and immigrant) themed for the Inland Northwest, chiefly featuring his beloved state of Idaho. I met Herman at a Bay City NABA Convention and had the luxury to hoist a few with him and talk shop at a local downtown brewpub. He was a great fellow whom I wish I had the geographic proximity to have known better.

Per his obituary in the *Lewistown Tribune*, Herman received “the prestigious Esto Perpetua Award from the Idaho State Historical Society for his lifetime work with Idaho brewing history.” Herman was a man who left a big footprint in the Inland Northwest’s brewery history. Thank you Herman for your contributions.

“Herman wore many hats in his lifetime, including teacher, librarian, professor, restaurant & bar owner, historical writer, bookstore owner, and publisher. . . what he was most known for was his passion for beer and brewing, earning him the moniker, ‘Dr. Beer.’

“Over his lifetime, Herman amassed an extensive collection of beer memorabilia, including cans and bottles, openers, signs, books, and anything else he could find relating to beer. He was very proud of his collection and built a museum at his home in Troy to accommodate it.”

## **NABA Members & Advertisers**

**The Membership Roster published  
in the *Breweriana Collector* is changing its issue date.  
The WINTER 2016 (*NEXT*) issue will include  
the MEMBERSHIP ROSTER pull-out section.**

**Deadline for advertising:  
DECEMBER 1**

**Mark your calendars and consider submitting an ad  
that *will last 12 months* with  
this valuable reference tool.**





Blue Point Neon Sign  
30" x 17" x 7"  
Blue Point Brewing Co., Patchogue, NY - \$104



**Left:**  
Penn Dark Tap  
Handle  
~12 inches tall  
Pennsylvania  
Brewing Co.,  
Pittsburgh, PA  
\$158



**Right:**  
Ballast Point Tap  
Handle  
Grapefruit  
Sculpin IPA  
Ballast Point  
Brewing Co.,  
San Diego, CA  
\$127



**Above:** Bottle Caps, Set of Six  
Early to mid 1990s  
Beach Beer Brewing Co., Santa Monica, CA - \$343

**Right:** Great Dane Tap Handle  
About 9 inches tall  
Great Dane Pub & Brewing Co., Madison, WI - \$115



# Auction Hysteria

by ROBERT HAJICEK



13 Different Coasters from Magic Hat  
Magic Hat Brewing Co., South Burlington, VT - \$87



Deschutes Brewery Neon Sign  
40" x 9"  
Deschutes Brewery, Bend, OR - \$229



Seven Craft Beer Tap Handles  
Sierra Nevada Pale Ale  
Rogue Dead Guy  
Breckenridge Agave Wheat  
Ballast Point Sculpin  
Ballast Point Calico Amber  
Firestone Walker Union Jack  
Flying Dog Double Dog  
\$205

CRAFT/MICRO



Eagle Brewing Co. Etched Glass, 4-3/8" tall  
Eagle Brewing Co., Juneau, Alaska - \$1,850



Red Fox Ale/Beer  
Foam skimmer holder,  
5" x 7" x 6"  
Largay Brewing Co.,  
Waterbury, CT - \$770



Peoples Porcelain Curved Sign  
14" x 16-3/4", single sided  
Peoples Brewing Co., Duluth, MN - \$715



Moose Beer ROG  
15" diameter, convex, glass only, no frame.  
Moose Brewing Co., Roscoe, PA - \$3,050



Moehn Porcelain Sign  
18" diameter, single  
sided, convex  
Moehn Brewing Co.,  
Burlington, IA - \$677



Pabst ROG Lighted Sign  
8-1/4" x 19-1/2" x 3" with new  
fluorescent bulb/socket and cord  
Pabst Brewing Co., Milwaukee, WI - \$710





Hamm's Porcelain Sign  
36" x 54", single sided, no neon tubing.  
Theo. Hamm Brewing Co., St. Paul, MN - \$3,500



Louis Knipp Etched Glass  
3-3/4" tall with gold rim  
Louis F. Knipp, City Brewery,  
Janesville, WI - \$720

Below:

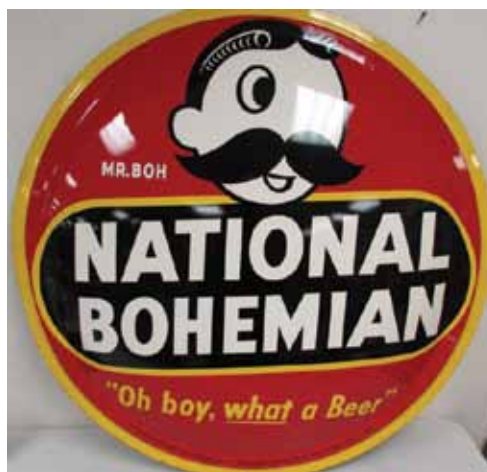
Two DIFFERENT Griesedieck Signs that sold  
about 2 weeks apart, from different sellers with  
different buyers.



Griesedieck Bros. Bullet Sign  
Griesedieck Bros. Brewery Co.,  
St. Louis, MO  
Sold June 3, 2015  
\$1,122



Griesedieck Bros. Bullet Sign  
Griesedieck Bros. Brewery Co.,  
St. Louis, MO  
Sold May 17, 2015  
\$1,275



National Bohemian Metal Sign  
41" diameter  
Two brewery names listed on sign:  
The National Brewing Co., Baltimore, MD  
The National Brewing Co. of Mich.,  
Detroit, Mich. - \$2,313



DuBois Budweiser ROG Sign  
13-1/4" x 17-1/4" in wood frame.  
DuBois Brewing Co., DuBois, PA - \$560

# NABA Breweriana Detective

## Another stock advertising sign: For which brewery?

*Doug Harman has a question for readers:  
Have you seen this stock advertising sign in use?*

*Do you have an idea for a future NABA Breweriana Detective?  
Please contact Lee Chichester: [falconer@swva.net](mailto:falconer@swva.net).*



I have acquired this Celebrated Lager Beer watercolor, signed A.R. Baker Lithographer, Indianapolis (photo on the left is unrestored, photo on the right is restored). The best I can determine from City Directories is that this person was in business from the 1880s to the early 1900s.

I also discovered the following quote at the website, <http://www.hoosierbeerstory.com/Add-10In.html#schmidt>, under the link to Indianapolis Brewing history (see the Indiana brewing history book, *Hoosier Beer* by Bob Ostrander and Derrick Morris):

Mr. Bosenberg is sole agent for the justly celebrated C.F. Smith's Lager Beer, manufactured at Indianapolis, Indiana. The qualities for which this beer is most distinguished are its healthfulness, purity, brilliancy of color, richness of flavor &c, the result of excellent water, intelligent care of its brewers conjoined to the use of apparatus possessing all the best modern

improvements made in this country or elsewhere, and to the superior quality and quantity of the ingredients used. No claims are made for this beer that cannot be substantiated.

*Rochester Sentinel, Feb 29, 1888*

I am unsure, however, if there is any connection between this advertising piece and the C.F. Schmidt Brewing Co. and/or its "celebrated" lager beer, C.F. Smith's. Intriguingly, C.F. Schmidt Brewing Company (1850-1887) is the only write-up in the research I did that mentioned "lager beer."

My best guess is that the sign dates to the 1880s. A brewer's name, presumably, would have been added to the yellow banner, and a brand label to the bottle.

I'd love to know if anyone has seen this image in use to advertise a brewery's lager beer.

*Editor's Note: Respond to [falconer@swva.net](mailto:falconer@swva.net) and I'll link you to Doug.*







# Past Tyme Pleasures

Presents an Absentee Antique Advertising Auction

**NOVEMBER 14, 2015**



View auction catalog on Web mid October or to reserve a color catalogue and prices realized, telephone or send your check today for \$20 for November or \$30 for both November 2015 & May 2016 auctions catalogues to:

**Past Tyme Pleasures**  
**5424 Sunol Blvd. #10 - 242**  
**Pleasanton, CA 94566**



CA Bond 158337

Ph: **925.484.6442**  
 email: **pasttyme2@gmail.com**  
 web site: **www.pasttyme1.com**

Sale consists of 250+ items with a fine selection of rare signs, calendars & posters, die cuts, trays, tins, ephemera and advertising items relating to Brewiana, Tobacco, Winchester Store, Saloon & General Store, Soda fountain, Western, and more. Bidding via telephone, fax, mail, email, & online. On line Catalog & Bidding available from our Web site approx Nov. 1st. Please call for appointment to preview at our Studio located at: 6747 Sierra Court, Suite K, Dublin, CA 94568 Great Auction, don't miss it! 15% Buyers Premium

We are currently accepting quality consignments, one item to an entire collection for our **2016** auctions. For information call Steve Howard @ 925-484-6442

# How to Reproduce/Repair a Damaged Part of Chalk Breweriana

by George Bailey



Damaged statue.



Duplicate statue.



Sometimes you come across a 3-dimensional (often) chalk statue that has experienced damage to a portion of the structure. At the last Convention in St. Louis, I had the opportunity to present a short seminar on a technique to repair such breweriana.

The key to successfully implementing this technique is having access to an exact, undamaged duplicate of the item needing repair. If you do not own or cannot borrow a piece which, if not pristine, at least has the part you need to replicate in its original condition, then this technique has little value and you should move on to some of the other great articles in this issue of the BC.

If a replica is available, however, the technique works great, is easy to achieve with materials that are available and inexpensive, and produces a near perfect replacement part for that damaged piece of breweriana.

This method is not limited to size or shape or material of construction. I mention chalk, but it

would also be applicable to wood, glass, metal, or plastic. The great thing about this process is that the putty is absolutely safe when applied to the original master section being reproduced. This is not true for some other methods of restoration or repair.

As an example, I have repaired a piece of missing ribbon on a Pabst girl statue. Once cast, the replacement part needs to be painted and glued in place, of course, and that aspect of the restoration will be the subject of a future article.

There are no limits to this application; *however, in good*

*conscience, such repairs should be disclosed if the repaired item is intended for resale.*

This casting system requires two materials called Amazing Casting Putty and Amazing Casting Resin. The cost for 300 grams of putty and 16 fl. oz. of resin are \$20 each. A box of each will be sufficient to do several medium sized repairs. Anyone wishing to try the process out can get a package of the putty and resin through NABA for \$40 ppd. **(Send your check to: NABA Supplies; 1585 W. Tiffany Woods Dr., LaPorte, IN 46350).**





The putty part of the process, which will make the mold from the undamaged duplicate, consists of two materials that resemble the Crayola Ltd. product trademarked as Silly Putty™ or the 1950s modeling compound called Play-Doh; both of which kids use to make small pliable characters. Unlike Silly Putty™, however, the components of Amazing Casting Putty, when mixed in equal parts, produce a blend that can be shaped and squeezed around the 3-D part requiring reproduction. The blend hardens in just minutes.

Here's how:

1. The mix ratio is 1 to 1 of equal amounts of the "A" container and the "B" container.
2. Next, the two parts are kneaded together until the blend becomes a uniform yellow color. Rolling and squashing the putty between your hands helps blend the compound. It is best to work quickly so the blend is achieved in one minute.
3. Roll the putty into a ball (you must eliminate any "creases" in the mixture). This should be done in no more than 15 seconds.
4. Starting at the highest point of the required repair on the duplicate (undamaged) item, roll the ball over the part you are making an identical mold of, being certain to "squeeze" the putty into any crevices. Continue to work the putty down and around the item until completely covered. This should be completed in no more than 2 minutes.
5. Allow the part to sit until the putty has cured to a soft, flexible material. Temperature and thickness of the putty will play a role in how fast it cures. The warmer it is, the faster it will harden. At room temperature this takes about 15-20 minutes.



Mixed putty on the piece to be replicated.



Flexible mold of the piece to be cast with the resin.

If by chance you did not prepare enough putty for complete coverage, you can prepare (mix) more putty and add it to the first part. The newer putty will bond to the first portion, although a small seam at the juncture of the two portions is likely.

Now that you have a mold of the part you need to replace, this system is designed for use with the Amazing Casting Resin. You might, however, be able to substitute plaster of Paris or some other casting agent for the brand-name resin. I have not tried anything other than the Amazing Casting Resin, which works great!

Once the mold has hardened, it cannot be recycled or melted. You can, however, cast additional parts (if necessary) from the same mold.

Now you are ready to cast the replacement piece. The casting resin system is a two part liquid with part "A" being clear and part "B" yellow, similar to epoxy. The amount of resin that will fill the cavity of the mold, and result in a full replacement part must be estimated.

1. A mix ratio of 1:1 by volume or weight is required.
2. Pour the two equal amounts of resin into a paper cup. Do not use Styrofoam. Mix with a popsickle stick for 30 seconds or until you have a clear yellow liquid.
3. Slowly pour the resin into the mold (no release agent to be placed in the mold is necessary when using the brand products).
4. When the resin changes from yellow to opaque white (5-10 minutes), it should be hardened.
5. Remove the casting from the mold.
6. If you under-estimate the amount of resin to mix, you can prepare and add more, but this should be done as soon as possible after you've realized you need more.



The resin mix will turn opaque white in about 5-10 minutes, when hardened and ready to remove from the mold.



The finished casting will be hot/warm to the touch. If the resin mix was not close to a 1:1 ratio, the cast part can be placed on a dish in an oven set at 120-130 degrees F for 15 minutes to complete the process. **DO NOT MICRO-WAVE THE FINISHED CAST PIECE!**

Even detailed lettering on the same Pabst girl can be replicated (see photos at right).

Finally, the completed casting can be machined or sanded to fit; painted, stained, and finished once it is cured.

In a future *BC*, we'll discuss the final steps involved with making this specific repair, as well as other 3-dimensional repair possibilities.



## IN MEMORIAM

**Brian Sicher of Easton, PA, 56 years old:d. May 15, 2105 in his home.**

**Brian was the husband of Diane N. Neri Sicher. He was a warehouse manager for Ferguson Enterprises of Allentown for the past 20 years. Brian was a member of BCCA, ECBA & ABA as well as NABA, and collected (in addition to breweriana) many types of vintage advertising.**

**He regularly attended the Blue-Gray Show & will be greatly missed by all in the hobby.**



# Beer Machine Assists Micros with “Beta,” Specialty, and Small Batch Beers *(And it ain’t all that bad for home brewers, either)*

*Ed. Note: this material has been gleaned from the PicoBrew website ([picobrew.com](http://picobrew.com)) plus various home brewing “how-to” internet blog sites.*

PicoBrew is a Seattle startup founded by brothers Bill and Jim Mitchell, along with friend Avi Geiger. Their idea for simplifying and “codifying” the brewing process is based on research linking the coffee craze with the microbrew craze. People have become quite particular about their coffee and will spare no expense in getting Italian and Swedish-engineered machines to make the best cup of espresso or latte they can manage, right at home.

The Mitchell brothers saw a parallel market: consumers who love excellent beer. But there was personal experience involved in the startup, too.

Bill, who in 2010 was a Microsoft VP, was also a home brewer. He found that he spent much of his valuable time cleaning up after the brewing process. In addition, when he found a mix he especially liked, he had trouble replicating it: no two of his batches ever turned out the same.

The Mitchell family legacy includes innovations in edibles: Bill & Jim’s grandfather created Tang and Pop Rocks. So, Bill called his food scientist brother, Jim, and they talked through possible ways to simplify and standardize the process using technology. The brothers shortly quit their day jobs and brought Geiger (another Microsoft vet and engineer) into

the founding of PicoBrew, whose original goal was to bring home and micro brewers into the 21st century. The Zymatic® is the first fully automatic, all-grain, tabletop brewing machine.

About the size of a large microwave, the Zymatic® streamlines the brewing process, and is controlled with robust software that tracks temperatures and soaking times, add-ins and measurements. Basically, the machine moves the wort into the fermenting tank via hoses and pumps, when all the conditions and additions have been accomplished. Then, with a little input from the brewer, it cleans itself up afterwards.

In early 2014, Zymatics® were beginning to be shipped to the company’s Kickstarter campaign investors. The campaign had begun in September of 2013 with a goal of \$150,000. Three days after it opened, the campaign was fully funded, and easily surpassed the initial startup need, with a total of \$660,000 when the campaign ended in November that year. Part of the campaign’s success was the result of recommendations

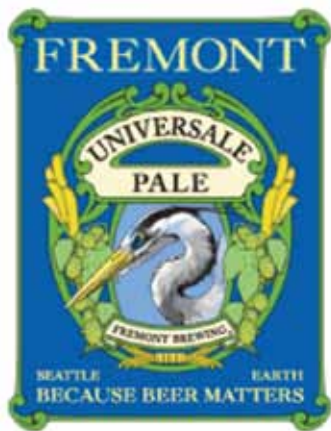


from brewers who had worked with the system, including Seattle’s Fremont Brewing.

The well-off home brewer is not the sole target consumer for this product. Despite the original high-end coffee comparison, as well as some reports that the Zymatic® would be the “Keurig for Beer” (not exactly ‘push-button’ and certainly more expensive: a Zymatic® is selling in today’s market for about \$2K), it is the booming microbrewery industry that has truly adopted the technology.

Matt Lincecum, Fremont Brewing’s owner, reported to Bloomberg Business reporter Dina Bass (April 2014) that his





use of PicoBrew's Zymatic® for test batches of new micro recipes saves him a lot of money. Whereas running a "beta" beer in his regular tanks costs between \$1,500 and \$2,000 each batch, with the Zymatic®, it's about \$3. He also noted that he can set the appliance to run his beer and then forget about it—quite different from typical nano or home brewing. If he doesn't like the \$3 result, he can tweak the recipe before he commits his tanks, raw materials, and time to a larger public offering.

PicoBrew's VP of Marketing, Donald Brewer (truth) reported in July that this expanding role of their technology in the micro industry is a segment they had not fully considered at the beginning. It has become a tool for innovation and experimentation in the microbrewing industry.

### How it works

Here's what you get when you buy a Zymatic®

*(from the website)*

- The Zymatic® machine itself and one 5 gallon ball-lock Cornelius keg
- Hoses and connectors for standard ball-lock keg connection
- Power, networking, and USB cables [and proprietary software]
- The step filter and four adjunct containers, which hold your grain and hops

- Replacement inline filter screen
- Custom silicone Keg Seal for attaching the foam collapser and airlock (fits a standard Cornelius keg opening, does not fit a "race-track" opening)
- The foam collapser and food grade anti-foam
- Keg insulating parka, keg cleaning brush
- Cleaning tablets, cleaning wands and powdered brewery wash
- User manual



The stainless steel box is about 20.5 inches by 14.5 inches by 17 inches. Inside is the "step filter," a plexiglass box with chambers that are screened above and below. In the largest compartment you place up to 9 lbs. of grain; the remaining 4 smaller compartments (can hold up to an ounce of whole hops) are for hops (either whole or pelletized) and other adjuncts.

On the right of the box are 2 connections for tubing, terminating in ball lock connections. One tube has a screen to catch small pieces of grain; the other has a sample port, so you can test the brew's specific gravity during the process.

At the top/front is an OLED display and a knob for selecting either the recipe you wish to create, or the type of cleaning mode you want. Recipes come from the machine's connection to the PicoBrew "cloud" and your personalized account there.

On the back of the box are the grounded (3-prong) power

plug and connections for ethernet and USB ports. It is important to realize that accurate brewing with the Zymatic® REQUIRES an internet connection, as the software, recipes, and personal/individual tracking are all in PicoBrew's "cloud." Certainly, if a connection is lost during brewing, the unit will try to reconnect; but if that does not happen, brewing will continue, simply without the logging function monitoring the process in real time.

When you turn it on, the software first connects to your home network via ethernet or wi-fi. It logs into your PicoBrew account, where it accesses recipes. These can be input by you, or you can use the online Recipe Crafter: pick and choose from lists of grains, hops, etc. to test new creations. You can also add recipes from the Community Library of



A brew underway in the Zymatic®

recipes, growing every day. Once you've built or chosen a recipe, add it to your account, and it will show up on the OLED when you power up the machine.

Once you've loaded all the ingredients into the step filter, you place it into the front opening, and tell it to begin your brewing session.

During the mashing cycle, your PicoBrew account will show graphs of times and temperatures so you can track your recipe's progress. If things go wrong dur-

Continued pg. 39



# ♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦Buy♦Sell♦

**WANTED: All Fox Head** breweriana from Waukesha, WI.  
David Kapsos, 608-838-8041 or foxhead@charter.net

V172

**WANTED: Latrobe, PA breweriana.** Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10easyst@comcast.net.

V172

**WANTED: Miniature/Salesman's Sample Edelweiss Maltine** Pre-Pro Bottles, Chicago, with complete labels; and Miniature/Salesman's Sample Pre-Pro Ballantine & Co. Export, Newark, NJ. Victor Visalli, 201-845-0463, vicvis067@yahoo.com

V173

**RHODE ISLAND** breweriana wanted from Narragansett, Hanely, Providence, Roger Williams, Eagle, Molter's, Consumers, Hand, Rhode Island, Kent, etc. Paying top dollar for pre-Pro lithos and ROG signs and/or unique pieces. Contact Ed Theberge at One Pine Lane, Warren, RI 02885 or ejtheberge@cox.net or 401-245-5037.

V176

**BACK ISSUES** of the BC for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147 - current. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to 1585 Tiffany Woods Dr, LaPorte, IN 46350-7599 NABA

## APPLICATION FOR MEMBERSHIP

PHOTOCOPY, FILL OUT, AND MAIL TO: NABA, 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599  
**OR** join online via our secure server, using a credit card or PayPal: See NABABREW.COM and hit the "JOIN" button.  
I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$30, Canada \$35 (US); and overseas \$45 (US); Family +\$5. 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 \_\_\_\_\_

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.*

## Officially Recognized NABA Chapters

*"Events of Interest" display ads are for NABA Chapters only.*

*Events of non-affiliated groups are still welcome, but will be listed as text ads.*

### **Buckeye** (NW OH, SE MI)

**Contact:** John Huff, 7300 Crabb Rd,  
Temperance, MI 48182; cadiac500@aol.com

### **Capital City Chapter**

(Washington DC, MD, No. VA)

**Contact:** Jim Wolf, 9205 Fox Meadow La,  
Easton, MD 21601; jwolf@goeaston.net

### **Chicagoland Breweriana Society**

(Chicagoland)

**Contact:** Ray Capek, 3051 Ridgeland Ave,  
Lisle, IL 60532; rbcapek@sbcglobal.net

### **Craft Brewery Collectibles Chapter**

(At Large)

**Contact:** Dale Miller, 72 Lakeside Dr,  
Plymouth, CT 06782;  
coasting72@sbcglobal.net

### **Gambrinus Chapter** (Columbus, OH)

**Contact:** Doug Blegan, 985 Maebelle Way,  
Westerville, OH 43081;  
dblegan@msconsultants.com

### **Gateway** (MO/IL St. Louis Metro Area)

**Contact:** Kevin Kious, 908 Daniel Drive,  
Collinsville, IL 62234;  
whoistheailman@aol.com

### **Goebel Gang** (South Bend, IN)

**Contact:** James Mahler, 16590 Huron Dr.,  
Buchanan, MI 49107; dumper5@sbcglobal.net

### **Great White North Brewerianists** (Canada)

**Contact:** Phil Mandzuk; philman@mts.net

### **Hoosier Chapter** (IN)

**Contact:** Mike Walbert, PO Box 6133, South  
Bend, IN 46660; mikewalbert@att.net

### **IBC Chapter** (Indiana)

**Contact:** Mike Pope, 1144 Tuckaway Ridge  
Ln, Nashville, IN 47448;  
huber1960@sbcglobal.net

### **Just For Openers** (Earth)

**Contact:** John Stanley, PO Box 51008,  
Durham, NC 27717; jfo@mindspring.com

### **Miami Valley Chapter** (Dayton, OH)

**Contact:** Bob Kates, 2474 Apricot Dr,  
Beavercreek, OH 45431; bkates@woh.rr.com

### **Michigan's Dog-Gone Good Chapter**

(Frankenmuth, MI & Detroit area)

**Contact:** Dave Alsgaard, 577 E Chippewa  
River Rd, Midland, MI 48640; 989-631-7239;  
dalsgaard@charter.net

### **Monarch Chapter** (Chicagoland, Northern IL)

**Contact:** Alan Bormann, 1506 Applegate Dr,  
Naperville, IL; abormann6735@wowway.com

### **North Star Chapter** (MN, WI, Midwest)

**Contact:** Brent Kastler; 612-987-8771;  
brent@illumineassociates.com

### **Packer Chapter**

(WI & Adjacent States – IA, IL, MI, MN)

**Contact:** Ken Trembl, 721 E Mission Rd, Green  
Bay, WI 54301; barbiken@netzero.net

### **Patrick Henry Chapter** (Kalamazoo, MI)

**Contact:** Joe Wilson, 3849 Forest Trail,  
Allegan MI 49010; 269-355-2715;  
upbeers@sbcglobal.net

### **Port of Potosi** (SW WI, Eastern IA, NW IL)

**Contact:** Larry Bowden, 960 Broadway,  
Platteville, WI 53818; listbrew@gmail.com

### **Queen City Chapter**

(Cincinnati, So. OH, No. KY)

**Contact:** Dave Gausepohl, 8930 Evergreen  
Dr, Florence, KY 41042-8713;  
859-750-4795; beerdave@fuse.net

### **Reisch Brew Crew** (Central IL)

**Contact:** Greg Lenaghan, 2507 Huntington  
Rd, Springfield, IL 62703;  
g.lenaghan@comcast.net

### **Schultz & Dooley Chapter** (New York State)

**Contact:** Bill Laraway, 627 Kenwood Ave,  
Delmar, NY 12054; brew.coll@verizon.net



*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

## Advertising Guidelines

### 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

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email. With text and photos, however, we can compose. Over-sized or undersized ads will be changed to correctly fit your paid space.

### PAYMENT

US funds must accompany order.  
Make check payable to NABA.

### DEADLINES

Issue	Materials Receipt	Publish Date
Spring	March 1	April
Summer	May 15	June
Fall	September 1	October
Winter	December 1	January

Advertising is 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.



ing this time, the professionals at PicoBrew can review these readings to analyze the problem.

But it's not the electronics or software that make the Zymatic® unique: Inside the box is a heating element, a pump, and a rotating arm. This system delivers temperature-controlled water or wort to the proper place in the brew at the proper time. It is described as a "no-sparge, Recirculating Infusion Mash System" (RIMS) process. Home brewing sites report that RIMS processes offer a greater probability of getting an evenly-distributed mashing result, thus extracting the maximum amount of fermentable sugars from the grains used in the recipe.

At the start, the machine pumps water from the attached keg through the heating element and back into the keg. When the water temps hit your target for the recipe, it begins pumping the water into the grain chamber. The wort continuously recirculates all through the mash, and when it's time to "add hops" the machine's arm delivers the wort to the hops/adjuncts chamber(s).

**Average recipe: 2.5 gallons  
(it is possible to make larger  
batches by brewing to a higher  
gravity and then diluting it)  
Average mashing time: 4 hours**

Now, the wort must be chilled before the yeast is thrown. The Zymatic® does not have a chilling system, but there are several choices a brewer can consider. Placing the keg into a tub of ice (continuing the Zymatic® circulating process speeds chilling) will cool the wort to pitching temperature in 30 to 40 minutes. This will also tend to aerate the wort. Faster chilling can be achieved by putting a plate or counterflow chiller inline between the Zymatic® and the keg.

Cleaning is a snap. Dump the grain and hops from the step filter, replace the plexiglas unit into the machine, and turn the "mode" to rinse. The Zymatic® also has a cleaning cycle the company advises you run after every 5 batches. After the rinse, the step filter, screens, and hop containers can go into your dishwasher.

In about a week, a micro-brewer will be taste-testing a new recipe or a special/seasonal brew with his/her staff and friends. If you buy your own Zymatic® then you'll be enjoying a frosty beverage of your own creation in the comfort of your home without all the traditional fuss and bother of the typical grain-based homebrew process.

#### **Manufacturer's notes:**

- Brews all BJCP beer styles in an average of 4 hours
- Produces 2.5 gallons of finished beer batches
- Recipe library containing thousands of beer recipes
- Predictive Recipe Crafter for custom recipe creation
- Pre-packaged recipe ingredient kits available
- Connects to PicoBrew web service via WiFi or Ethernet
- Supports all-grain and mini-mash brewing
- Brews up to 1.090 gravity beers without adjuncts
- Supports 4 different timed hops additions



Annie Johnson, American Homebrewers Assn's 2013 Homebrewer of the Year is PicoBrew's Master Brewer. She and the staff test new recipes every week, brewed by the Zymatic®, and add the winners to the Community Library with their "Beer of the Week" website promotions.



www.nababrew.com

**Breweriana Collector**

National Association Breweriana Advertising  
c/o George Baley  
1585 W. Tiffany Woods Dr.  
LaPorte, IN 46350-7599

PRSR STD  
U.S. POSTAGE  
PAID  
MILWAUKEE, WI  
PERMIT NO. 3480

Please note: the "EXPIRES" date in the panel above indicates the time at which your membership is due for renewal.  
Keep this up to date and you won't miss any BC issues.

★ **WANTED** ★  
BY PRIVATE COLLECTOR  
& PART-TIME DEALER



**BREWERIANA**  
& OTHER GREAT  
ADVERTISING

ESPECIALLY: FACTORY SCENES • TIN SIGNS  
TIP & SERVING TRAYS • CAB & BULLET LIGHTS  
SINGLE ITEMS & QUALITY COLLECTIONS

★ **SCOTT ROSENMAN** ★

443-756-3222 CELL  
VISIONS@VISIONSM.COM  
1300 YORK ROAD  
SUITE 320, BUILDING A  
LUTHERVILLE, MD 21093

PLEASE CALL OR SEND PHOTOS

