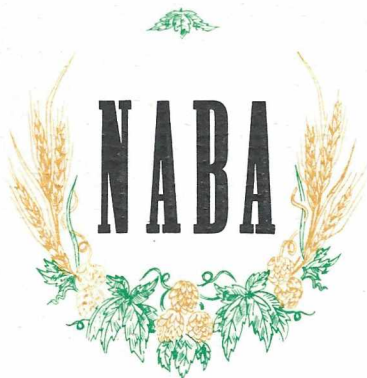


National Association Breweriana

Advertising

Newsletter



*An organization that covers all areas
of brewery advertising.
Founded January 1972*

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IN THIS ISSUE:

HAMILTON BEER - GOOD TO THE LAST DROP

DEATH OF A BEER DYNAST

BUY - SELL - TRADE SECTION

FREE ADS!!

STEVENS POINT CONVENTION

AUGUST 1-2-3, 1975

By now you should have received your packet of Convention material. The following three things were - - -

FOR YOUR IMMEDIATE CONSIDERATION:

1. Convention Registration Blank. (Gold sheet)
Return as soon as possible.
2. Membership renewal. (Green sheet)
Send in to John Pyrek Jr., as soon as possible.
559 St John's St.
Elgin, Ill 60120 ← NOTE the change of address.
3. Consideration for office. (Buff sheet)
Return to me by 10 May 1975 so the Board of Directors can place the names on the ballot. (Board of Directors are the election Committee.)

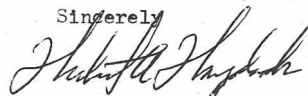
Your check for the Convention package will not be cashed before 1st of July.

The HOLIDAY INN of Stevens Point, Wisconsin will serve as Convention Headquarters.

Motel reservations should be made directly with the HOLIDAY INN, mention that you are with the NABA group.

If you have any other questions, please write.

Sincerely



President NABA

There will be a Trading Scession at KALT'S Resturant, Sunday May 18 at 1PM, all NABA members are welcome. 2856 N. Oakland Ave, Milwaukee, Wisconsin Call 414-332-7830

BOCK TALK

A reminder to members desiring to have the Annual Convention in their Area, they should get together and compile a package, as I recommended in the last newsletter. For further information please write and I will be more than happy to assist.

This spring has left behind three great advertising shows again, two of which I was able to attend and acquire additional Breweriana for the collection. Also of course, the additional pleasure of meeting with fellow NABA members.

It was reported by Leon Beebe, the host for NABA at Gaithersburg, that NABA was represented with members from nine states and that a good time was had by all. Sorry to have missed this one but I hope to make the next one.

We had a NABA get-to-gether and Board of Directors Meeting at the Holiday Inn #3 in Indy which was very well attended, as was the show. The Breweriana conversation was plentiful and a lot of knowledge changed hands.

The NABA get-to-gether at St Louis was handled by Roger Sapp and was also well attended, the Breweriana conversation lasted well into the night.

I received a offer in the mail, the other day advising of the availability of an original Budweiser Centennial wooden beer case, for \$25.00. I contacted Douglas Bakken, Archivist of Anheuser-Bush, Inc. and a NABA member and he reported the following -

"Anheuser-Busch, Inc. has authorized the manufacture of authentic wooden beer cases to commemorate the Centennial of Budweiser, the dates 1876 - 1976 are on the side of the reproduction. It is intended that various retail stores that handle Anheuser-Bush products will sell these to the public in St Louis. A grocery chain is currently selling them for \$9.95. The Anheuser-Bush gift shop has them available at the same price. Prices may vary slightly from the above amount, but it is expected that the cases sold in many states are subject to local restrictions."

Buyer beware - \$9.95 against \$25.00

NABA Constitution - Our organization is Incorporated in the state of Illinois and was the result of the efforts of John Murray our past President. To the new members, members who didn't read the NABA Constitution when it was posted all during the Convention last year, or members who missed reading about it in the Newsletter last fall, (Minutes of the Annual Business Meeting of NABA) Copies are available - send \$1.00 to cover cost, postage, etc.

Please do your part for our Annual National Convention - Return your CONVENTION REGISTRATION BLANK as soon as possible - your check for the Convention Package will not be cashed before 1st July.

Herbert A. Haydock
President NABA

ON THE COVER

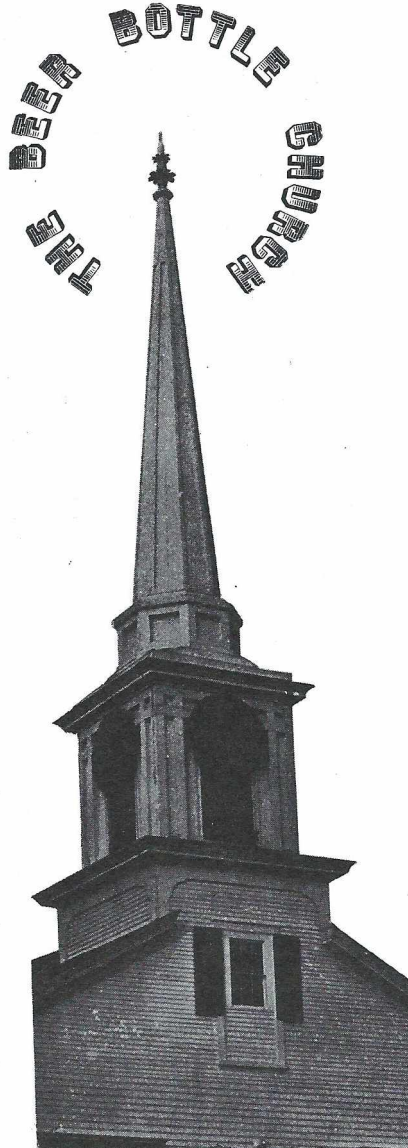
I'm sure you noticed the new front and back cover of our Newsletter. Would like to thank our fellow NABA member, Dar Elker, for lending his artistical talent in designing the covers for this edition and future editions. His generous cooperation is appreciated by all! Our big thanks, Dar!

Dick Hinds
Editor

AN "APPROPRIATE TOP TO THE steeple" were the instructions given to the architect of the First Baptist Church in Hampton Falls, New Hampshire, back in 1828 when plans were first being drawn for its construction. Today, one hundred and twenty-five years later, people driving through Hampton Falls on Route 1A often admire the beautiful little church on the green—but unless they read *Ripley's Believe It Or Not* or are natives of the area, few notice anything about the steeple that might initiate discussion as to the 1828 meaning of "appropriate." Look closely next time. That's right, at the very top of the steeple is a five and a half foot high beer bottle.

The story about how this worldly symbol attained such heavenly heights is a bit hazy and has at least two versions. The most popular one, however, begins in the 1850's when a brewery in Portsmouth offered to donate the five thousand dollars necessary for the brand new steeple *if* the symbol of their product was placed at the very top for all the world to see. Since this was the only substantial donation offered, it became a question of having a steeple under those conditions or no steeple at all. The former alternative was chosen and soon the new church became known as "the Beer Bottle Church," a nick-name that has endured to the present day. Some say this story is merely the product of an imaginative Boston newspaper man looking for a good yarn. If so, the facts on how the bottle actually got up there are still a mystery.

Of course, the church has much more about which to boast than its "appropriate top to the steeple." For instance, among its congregation remain Eugene Whitmore, Carl Edgerlie, John Greenleaf Whittier, Meshech Weare and Gov. John Wesley Powell who recently participated in the ground-breaking ceremony for the new addition to the church. Reverend Everett R. Scruton, pastor, has been raising funds for the completion of this addition and would welcome any outside interest. However, he's not making any "deals" with the local breweries that might tend to heighten the steeple. Some say it's 5½ feet too high now.



AUGUST 1959 YANKEE

1975 NABA MEMBERSHIP UP 44% OVER 1974

Congratulations to you, the membership at large, for your role in increasing the NABA membership by 44% over last year at this time. While the membership chairman's duty is to encourage NABA's continued growth, the responsibility for recruiting the new members necessary to keep NABA a viable and dynamic organization is up to every individual in the existing membership. Let each one of us continue the good work and set a personal goal of enlisting at least one new member before convention at the "Point".

Remember, there is a prize of a free convention mug to the individual with the most enrollments by August 1. The current contest leader is David Sheffer of Baltimore, Md. with five new memberships, but there is plenty of time left to challenge David for the lead.

Would like to mention here that Dave Sheffer is set up at Renninger's (a large indoor and outdoor antique show located in Lancaster County, Pennsylvania) each Sunday. Dave will have plenty of membership applications and has offered his services in using this location as an outpost for the Eastern members of NABA and visitors to the area. We would like to thank Dave for his participation and active work in signing up new members!

Membership went from 243 from 29 states and D.C. to 351 from 31 states, D.C., and Scotland.

Top Ten States in Members

1974			1975			% +/-
1.	Illinois	32	1.	Wisconsin	43	+ 54%
2.	Missouri	28	2.	Illinois	42	+ 31%
3.	Wisconsin	28	3.	New York	30	+100%
4.	Ohio	21	4.	Ohio	29	+ 38%
5.	California	19	5.	California	29	+ 53%
6.	New York	15	6.	Pennsylvania	26	+160%
7.	Indiana	14	7.	Minnesota	25	+213%
8.	Pennsylvania	10	8.	Indiana	23	+ 64%
9.	New Jersey	9	9.	Missouri	22	- 21%
10.	Minnesota	8	10.	Maryland	15	+114%

Top Five Cities in Members

1974			1975		
1.	St. Louis	10	1.	St. Louis	11
2.	Milwaukee	6	2.	Minneapolis	10
3.	Cincinnati	5	3.	Milwaukee	9
4.	Indianapolis	4	4.	Baltimore	6
5.	7 tied w/	3		Chicago	6
				Indianapolis	6
			5.	Cincinnati	5
				Madison	5

* Statistics based on 1974 and 1975 NABA Membership Directories

Our Membership this date is 402, 24 April 1975

THE DEATH OF A BEER DYNAST

For the first fifty years, Ellis Wainwright's life had a lucky look to it. He was born rich and made himself richer. He married one of the most beautiful women in the city and when she died suddenly in 1891 he turned the loss into a kind of triumph by building for her one of the most stunning entombments ever designed. He commissioned the celebrated Wainwright Bldg., 7th & Chestnut, from L. Sullivan. He was a brewer, and in the old photographs he displays the great roast-beef face of the Germans who created the St. Louis brewing industry. He bore a strong resemblance to Adam Lemp and Louis Obert and his close friend Adolphus Busch. But he was not really "brewery Dutch"; while his mother had been German his father was an Englishman--the heir of a wealthy ale brewer in Yorkshire--and in this French town that sneered at Germans, Ellis Wainwright played his Englishness for all it was worth.

His brief marriage was to a girl of impeccable British lineage and name: Charlotte Dickson. His brownstone and granite house at 3645 Delmar Boulevard was designed in early English style. When a group of English investors began buying up St. Louis breweries in the 1890's, Ellis sold them his Wainwright Brewing Company at Tenth and Papin, at a price that made him wealthy for the rest of his life, and his English pedigree made him the natural choice when the investors sought a president for their St. Louis operation.

In the years of his management he doubled the profits of the brewery, which he had inherited from his father, and his two lager labels--Owl Brew and Pale Cabinet--were for a time outsold only by Lemp and Busch.

But at the turn of the century when Ellis Wainwright was entering his fifties, things began to go haywire. In the histories of the ruined beer dynasties, the troubles started when the brewers began to think of themselves as aristocrats or socialites or financiers or anything except fellows who brew and sell beer. So it was with Wainwright.

Around 1900 the prohibition movement was picking up steam, and the Missouri Supreme Court decreed that a brewery was not investment property, but merely a licensed institution and thus not protected by corporate laws. Wainwright sold his brewery stock and became a businessman-investor.

He bought into the St. Louis & Suburban Street Railway and in 1901 he was indicted for attempted bribery when his signature turned up on a \$135,000 note intended to buy franchises for the railway from the Municipal Assembly. There was evidence that Wainwright didn't know what the note was to be used for when he signed it, but the prosecutors were after blood and he fled to France, which did not mention bribery as an extraditable offense in its treaties with the United States.

He set himself up in a magnificent eight-room suite on the Rue de Boulogne in Paris, and with nearly \$4,000,000 in the bank and \$60,000 coming in each year from the Wainwright office building, Wainwright entered into a decline that seems not to have ended soon enough. When he was seventy and living again in the United States, he befriended a divorced American woman fifty years younger than he, and adopted her as his daughter. He was reviled and laughed

DEATH OF A BEER DYNAST (continued)

at by his friends and still the curtain would not come down: in the last year of his life, with most of his fortune gone and his brain destroyed by paralytic strokes, he became the prisoner of a clique of heirs who moved in on him to gain possession of anything the old man might have left.

Rosalind Velva Kendall was nineteen and newly divorced when she met the septuagenarian Wainwright at The Breakers, a resort-hotel in Florida. She had been born in Louisville, Kentucky and spent most of her young life there--her father, who bred horses, became invalided shortly after she was born and she was raised in the city by her grandmother.

Early on she developed a soft Southern honeychile manner, and she was a pretty girl: her large round eyes, cupid-bow mouth and perfect teeth were offset nicely by what she called her "kiddy nose", which was short and splayed. She had, too, the slightly foreshortened upper lip of the classic English beauties. Wainwright would tell her often how much she resembled his wife, the dead Charlotte.

Wainwright had been back in the U.S. since 1911. The prosecution's chief witness in the bribery case was dead, and the charges against Wainwright were dropped. At one time he had called St. Louis "the best city in the world," but it wasn't able to hold him: shortly after the end of his European exile he moved to Manhattan and rented a spacious apartment at 300 Park Avenue.

In New York, as he had in Paris, Wainwright lived the life of a retired aristocrat. He kept a Japanese valet names Komatsu, crowded the walls of his apartment with books, paintings and objects d'art, dined sumptuously and went to the opera: his favorites were Charpentier's "Louise"--which deals in part with an aging father's affection for his beautiful daughter--and anything by Wagner. And he traveled incessantly.

He was growing old: the thick dark hair was all but gone--only a silver fringe remained--and his once luxuriant black moustache had been barbered to a stubble. He had put weight on his short frame, and developed the florid complexion of one who suffers from high blood pressure. Only the grey eyes remained unchanged: clear, watchful and lit by a sort of wry humor.

Rosalind Kendall told of the circumstances that brought her to Florida. She and her husband, an army officer stationed at Fort Sill, Oklahoma, "agreed to disagree," as she put it, and after the divorce she returned to Louisville. "I had a friend there named Mrs. Morrison", Rosalind said. "She was going to open a shop in Florida. I went with her and stayed with her and helped in the shop. She was a designer and taught me.

"But Mrs. Morrison got sick and had to go back north," Rosalind went on in her magnolia voice, "and I was all alone. How did I meet Mr. Wainwright? Why, that is very hard to explain. Did friends introduce us--oh, yes, of course. But we were attracted to each other because we were both so alone. He hadn't anybody in all the world to care for him. I hadn't anybody, either."

DEATH OF A BEER DYNAST((continued)

When the story of Ellis Wainwright's last years became known, the reporters had a ribald field day. Wainwright was cast as a senile sugardaddy while Rosalind was seen as a little predator with nothing in her head but greed. Newsmen recorded her every "oh-pshaw" and mispronunciation, and gleefully noted that she wore flesh-colored stockings. In 1920, only fallen women wore flesh-colored stockings. But in the old accounts Rosalind, whatever she was, survives: while the reporters are playing her for laughs her stories of her time with "Daddy" Wainwright come through as lively and touching, and maybe even true.

Shortly after their Florida meeting, Rosalind said, she returned with Wainwright to New York and he installed her in an apartment at 36 West Fifty-ninth Street. "I always lived near Daddy, but never in the same house," she said. "It wouldn't have done."

"But I saw him every day. I'd have my breakfast and he'd have his. Then I'd call for him, or he'd call for me. He loved to walk. We'd go walking in Central Park. I'd throw a snowball at Daddy and he'd throw a snowball at me. 'Rosalind,' he'd say, 'you're such a child. You make me young again.'

In the spring of 1921 Ellis Wainwright began an attempt to launch his young friend in a film career. A New York associate of Wainwright's, one Robert Markham, recalled that Wainwright introduced him to Rosalind and asked for help in getting her into the movies, "to give her a chance to make herself independent."

"He asked me if I could arrange to have a test made," Markham said. "I told him I thought I could. We went over to the Selznick studio and a test was made." Rosalind was put before the movie cameras in an office skit in which she played a stenographer. Then she donned a long formal gown and paraded about while the cameras shirred.

"She made a wonderful test," Markham said, "and the Selznick people wanted to give her the lead opposite William Faversham. Their proposition was that Wainwright would put up the money to the extent of \$250,000, of which \$50,000 would be paid on demand. His investment would be paid back when the money started coming in."

At first Wainwright liked the idea but a few days later he informed Markham and the Selznick studios that the deal was off. Markham suggested afterwards that Wainwright backed away because he feared the investment would "confuse his affairs too much"; more likely the old man enjoyed being generous, but balked at being played for a sucker.

Markham observed that Ellis Wainwright treated young Rosalind with "affection mingled with respect." His regard for her persisted, and on October 27, 1922, in the Surrogate's court of New York City, he adopted her. His reasons, as given in the adoption papers, were "to advance the young woman's interests, to give Wainwright the affection and companionship of a daughter and the satisfaction of doing an unselfish and generous act." Rosalind Velva Kendall Wainwright later gave another reason: "Daddy realized what evil-minded people would say, so he legally adopted me."

DEATH OF A BEER DYNAST (continued)

Rosalind spoke further about her life with her foster-father. "We had great times in the evening," she said. "I'd settle him in an easy chair--he was 72 and got tired, you know--and make him nice and comfy. I'd put pillows around him. We loved each other like father and daughter.

"We were happy. In the evenings we'd play checkers. Or else he'd teach me rummy. We'd play penny-ante and sometimes I won four or five dollars. My father was proud of me. He wanted me to know the operas. We'd go to the Metropolitan and beforehand he'd tell me the story of each piece. And he taught me about wines...

"Well, our happiness had to end, I suppose," Rosalind said. "Daddy took sick and then..." Wainwright became ill in January of 1923. He would live for nearly two more years and the curious events of those years are still something of a mystery.

In April of 1922, six months before he adopted Rosalind, Ellis Wainwright made his will. He wished to leave, he said, \$50,000 to the St. Louis Children's Hospital, \$10,000 to Bellefontaine Cemetery to maintain his wife's mausoleum, a few private bequests, and the remainder to Washington University. Much of his art collection was to go to the St. Louis Art Museum and his private stock of whiskies and fine wines would be bestowed on a New York friend named Harry Day. Rosalind was not mentioned.

Dr. Willy Rieser, of 50 East 79th St. in New York was a personal friend of Wainwright, and had been his physician since 1916: he was the doctor called in when Wainwright suffered his first stroke in January. The doctor said later that when he arrived at Wainwright's Park Avenue apartment he was told by Komatsu, the Japanese valet, that "Wainwright had been found sprawling on the floor, face down, unconscious. No one had seen him fall."

It was a stroke, the doctor decided, and Wainwright was made comfortable. Nurses were put on round-the-clock attendance and Dr. Rieser stopped by at least once a day.

Wainwright had been the sanest of men, but now he began to lose his mind. The man who spent evenings pouring over opera libretti and reading aloud to his daughter from Shakespeare and H. G. Wells now imagined that he was bankrupt, that there was a conspiracy to murder him. After one visit the doctor wrote, "Wainwright was very profoundly depressed, highly emotional, weeping, wringing his hands and distressed with illusions of poverty and helplessness. He said he was a poor man."

During a February visit the doctor noticed that some changes in the household had been made. One of the men in the retinue around the enfeebled Wainwright was a St. Louis lawyer named Marion C. Early. He was on retainer from Washington University, which was due for the largest chunk of Wainwright's estate. Another newcomer was Harry Day, the man who would inherit Wainwright's wines and liquors.

Dr. Rieser recalled later that "Mr. Day assumed all the functions of management of Mr. Wainwright's home, affairs, employment of nurses, payment of all bills, regulation of domestic environment." The doctor said that he attempted to have decisions on such matters taken up with Wainwright, but Day rejected the idea as "unadvisable."

DEATH OF A BEER DYNAST (continued)

Dr. Rieser noticed that one of the people conspicuously absent from Wainwright's bedside was his adopted daughter, Rosalind. Harry Day had given explicit orders that Rosalind was never to be admitted. A guard was placed at the door and the household help, who liked Rosalind, found themselves under instructions to keep her out.

Rosalind herself complained later, "The lawyers from St. Louis wouldn't let me in. I'd go by his apartment every day and stand in the snow outside and beg with them to let me in. I pleaded with them to let me see him...."

Dr. Rieser spoke of Harry Day's decision to bar Rosalind. Day claimed, the doctor said, that "Rosalind's visits were always followed by emotional tension and anxiety. He also said he believed that her visits were attended by financial exploitation of Wainwright, to which he wanted to put a stop. He said she was harmful to Wainwright and that Wainwright must be protected against her."

Dr. Rieser suspected that the opposite was true and that much of his patient's anxiety was caused by Rosalind's enforced absence. The old man did ask often of his daughter. One of the nurses who attended Wainwright was Mrs. Lillian Morello, who was on night duty with him from January to April of 1923. She spoke of the old man's fuddled concern.

"He went repeatedly to the telephone to call her," Mrs. Morello said, "and because of his feebleness and his inability to remember numbers, he could never get her. He could not remember her number or the exchange, but his idea was to get Rosalind. 'I want Rosalind --hello, I want Rosalind.'"

Mrs. Morello said that Wainwright was "always worrying about Rosalind, if Rosalind had food, if Rosalind were comfortable, if Rosalind had money. Mostly the conversations with me were Rosalind."

There are two recorded instances of meetings between Rosalind and her foster father during this period; one of them was recounted by the girl herself. "One day I broke past the guard," she said, "and ran into the room. Father recognized me and said, 'Little Rosalind, where have you been?' 'They wouldn't let me in, father, they wouldn't let me in.' He replied, 'You poor little girl. Make these people leave me alone.'"

The nurse, Mrs. Morello, told of the morning Wainwright summoned his failing powers, forced his way out of the Park Avenue prison and met Rosalind at her apartment on Fifty-ninth St.

They embraced, and the old man asked, over and over, "Why have you not been to see me?"

"They don't let me go to see you," Rosalind said.

The old man was indignant, "Nobody has any business not to let you see me," he said. Come over and live with me, your room is there, that is your home."

After this incident, Harry Day's group moved quickly. On March 1, 1923, Ellis Wainwright signed a codicil to his will. No mention of Rosalind had been made in the original will, which was dated April, 1922; Rosalind was not adopted until six months later. But the

DEATH OF A BEER DYNAST (continued)

codicil did mention her. It said, in part, "It is not my desire that Rosalind Velva Kendall should in any way share in my estate upon my decease."

Now she was cut off, and Day and his friends added a belt to their suspenders. Rosalind was offered \$75,000 cash if she would sign away all hope of getting any of Wainwright's money. She signed, but later she would claim that she hadn't understood what it was she was signing.

In May of 1923 Wainwright's money was transferred, apparently without his knowledge, from the Central Union Trust of New York to Liberty Central Trust Co. of St. Louis. Dr. Willy Rieser had been taking all this in--he was on the fringes when Wainwright signed the codicil cutting off Rosalind and was convinced the old man didn't know what was going on--and telegraphed Wainwright's niece.

He asked that she or someone with a "personal interest" in Wainwright come visit him, and look into the sad circumstances. A few days later he got a telephone call from, of all people, Marion Early, the Washington University lawyer. He had been retained by the niece: she was an heir, too. Shortly after this Dr. Rieser quit the case.

One year later, in May of 1924, Ellis Wainwright was placed in an ambulance with two nurses, taken to a railroad train, brought to St. Louis and admitted to the Missouri Baptist Sanitarium. After a brief stay there he was moved into a five-room suite at the old Buckingham Hotel overlooking Forest Park. Rosalind followed from New York, but still she was barred from seeing him.

By this time Wainwright had suffered at least one more stroke and a complete nervous collapse, and he was described as "incompetent to manage or control his own affairs." In his suite at the Buckingham he was seen only by the small group who watched over him: when the chambermaids came to clean he was moved from room to room, always one room ahead of them. The stroke that would put an end to this chain of humiliations would not come for another six months.

He passed away on November 6, 1924. Days later Rosalind contested his will and the codicil that cut her off. Marion Early, representing the heirs, fought back with sensational charges: the adoption had been fraudulent, he said, and Rosalind had been Ellis Wainwright's whore. Medical experts took the stand and testified to Wainwright's distressing lunacy in his last years.

After secret negotiations between lawyers, the suit was settled out of court and Rosalind was awarded \$215,000 from the \$800,000 her foster father left behind. She announced that she would go to Italy to take voice lessons, and after she bowed out of the story it was revealed that her lawyers had taken nearly half of her money as their fee.

The brewery that made Ellis Wainwright rich closed during prohibition and never reopened; it was razed a few years ago to provide a parking lot for Ralston-Purina. Wainwright's ashes are entombed in Bellefontaine Cemetery, next to his wife and his parents, in the limestone mausoleum designed for him by Louis Sullivan. Recently the cemetery custodians tried to trace Rosalind, or anyone at all of the Wainwright lineage, but there are no further records of them.

HAMILTON BEER GOOD TO LAST DROP IN EARLY 1900's

What made Milwaukee famous almost did the same for Hamilton, Ohio. But businesses die, for various reasons, and so did Hamilton's flirtation with the brewing industry in the early 1900's. In 1914, however, Hamilton boasted of two breweries--one based on each side of the Great Miami River.

The smallest of the firms, The Martin Mason Brewing Co., was located on South C Street. Its product was known simply as "Mason Beer" to local beer drinkers. The three-story plant turned out 20,000 barrels annually, and was noted "throughout the state of Ohio for the purity and general excellence of its products, and the wisdom and liberality of its policy," according to its advertisements.

The company, founded by Daniel Beck and John Koeninger in 1852, was originally called the Eagle Brewing Co. until the facilities were rebuilt in 1896. That year, H.P. Deusher purchased it, and for the first time the company began operating at a profit. The former owners, Charles and William Mason, stayed on to manage the firm for a time.

Meanwhile, across the river, things were hopping at another brewery--Hamilton's largest--The Cincinnati Brewing Company. Its beer was commonly known as "Just Plain Uncle Peter" to Hamiltonians in 1914.

Actually, the company was formed by a Bavarian, Peter Schwab, who came to the United States in 1850. Schwab landed in New Orleans and went directly by boat to Cincinnati, and then on to Hamilton via the Miami and Erie canals. In Hamilton, he learned the cooper's trade (repairing and making wooden casks), and managed to save enough money so that he and several partners could purchase The John W. Sohn Brewery in 1868.

Although Schwab retired from the business in 1870, he decided in 1874 to purchase it from his former partners. In 1881 Schwab incorporated the brewery under the name of The Cincinnati Brewing Co.

The Tuesday, September 16, 1913 edition of The Enquirer carried Schwab's obituary. It read, in part..."The extinction of the Butler County patriarch leaves a wake of desolation and gloom... In the death of this valiant old gladiator of business and politics Butler County and the city of Hamilton have lost their foremost citizen; the state and the nation an illustrious patriot."

Before Schwab's death, though, the plant's main feature was a refrigeration system of making and storing ice. In fact, Schwab installed Hamilton's first artificial ice plant in 1890. The plant supplied the brewery with ice, as well as selling it to private customers.

At the time of Hamilton's flood, in March, 1913, Schwab had on order a new ice-maker, a 225-ton refrigeration system. But due to the flood, its arrival was delayed. Installation was finally completed on July 9, 1913.

In those summer months following the flood an ice shortage developed, and was known as "the ice famine." "There has never been a shortage of ice in Hamilton since that time and the Brewing Company will see that there is never a repetition of the famine," a 1914 newspaper ad said.

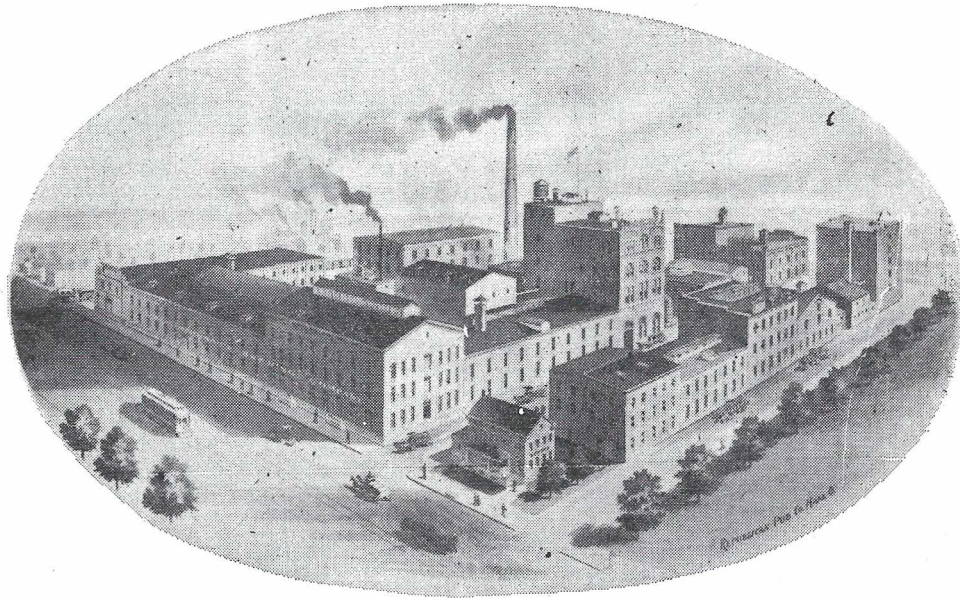
Hamilton Beer (continued)

Shortly after Schwab's death, the company purchased another refrigerator unit, boosting the plant's capacity to 650 tons of refrigerated storage space and an output of 225 tons of ice daily.

The physical plant itself was also enlarged after Schwab's death. A bottling works plant was erected next to the brewery and additional machinery was purchased for brewing.

From its position on South Front Street, the brewery continued to ship beer across the country by using the Cincinnati and Indianapolis Railroad. "The products of The Cincinnati Brewing Company are famous in many sections of the country," an ad read. "The excellence and splendid qualities of the beer have commended it to those who appreciate such a beverage and the result is sending out daily great shipments of its product to many parts of the U.S. Although the factory and main offices are located in Hamilton, the Cincinnati Brewing Company is well and favorably known in many sections."

Unfortunately, World War I and the Prohibition Act of 1918 forced the Hamilton breweries to discontinue their operations. But for several years the Cincinnati Brewing Company remained one of the few places in Hamilton where ice could still be purchased by the public.



South Front Street Brewery

HISTORY OF THE DAKOTA MALTING AND BREWING COMPANY

— -by Larry Bonzer

The first thinking of a brewery in the state of North Dakota was in the summer of 1959. It was at that time that Mr. Clyde A. Johnson, who ended up as President and General Manager of the Dakota Malting and Brewing Company of Bismarck, North Dakota, was visiting in the state of Montana. While on his visit, he went to the city of Great Falls to go through the Great Falls Brewing Company.

On visiting the brewery in Great Falls, he was introduced to a Mr. Jensen, the President of the brewery. He had a long visit with Mr. Jensen, and as he was about to leave, Mr. Jensen asked him, "how many breweries are there in North Dakota?" When Mr. Johnson replied that there were none, Mr. Jensen asked, "well why doesn't somebody build one?" "You've got plenty of room!" Mr. Jensen then proceeded to inform him of success that could be found in the operation of a brewery (bear in mind this was in 1959).

Mr. Johnson then returned to Bismarck with all this information that Mr. Jensen had given him on the operation of a brewery. He decided he would take this information to the group of businessmen who had started the Dakota Fire Company, since they had been very successful in the formation of this firm. He presented all the figures and data on the Great Falls Brewing Company to the group. They became very enthusiastic about starting the first brewery in the state of North Dakota, and decided to go ahead and do it. They decided they would build the brewery on the corner of Main Avenue and 26th Street, right in Bismarck.

They set up a securities company, which took two or three months to do. Then they began selling stock so they would have some capital to start the company. The stock was sold at a maximum amount of \$5,000 and a minimum amount of \$100. By the end, they had sold approximately 3,600 people in North Dakota \$1,000,000 worth of stock. It was set up on a public issue of stock, and the 3,600 investors were informed that this would be strictly a "risk" stock.

The five men that had now sold this stock, which included Mr. Johnson, knew nothing of the brewing industry--they were laymen as far as the brewing industry went, so they had to find someone to manage the plant who was acquainted with the brewing of beer, etc. They found themselves a Mr. Frank Bauer, who had previously been employed by a brewery in Milwaukee, Wisconsin. At the time, they believed Mr. Bauer to be knowledgeable enough to handle the operation.

Mr. Bauer moved to Bismarck and agreed on a salary of \$12,000 per year. He then ordered all the necessary equipment to begin the commercial brewing of beer.

After the building was completed, the machinery installed, and the plant got into operation, the first batches of beer brewed were of a most inferior quality. The brewing of this inferior product went on, and the Board of Directors, which consisted of the five men mentioned earlier, didn't know what was wrong. This went on until 1962, when they finally discovered what was wrong. Mr. Bauer had not installed an activated carbon water filter and was brewing the beer with raw Bismarck city water.

DAKOTA MALTING & BREWING CO. (continued)

This brought the removal of Mr. Bauer and the board installed Mr. Clyde A. Johnson as the new President and General Manager of the company. At the time of Mr. Johnson's takeover, the brewery owed the bank \$150,000 and also owed various suppliers \$150,000. Naturally, the first thing Mr. Johnson did was install the necessary water filter. But the beer had developed for itself in that first year of operation such a bad reputation that it was very difficult to prove to the consumer that the beer was now a good product.

Because there were no funds left, Mr. Johnson reduced the office staff from three to one and the production staff from 22 to 11 since there was no money to pay them and there wasn't enough work for them all anyway, according to the sales they had at that time.

The accounting of the company was done by an outside accountant, and since the brewery owed him several months of back salary, he quit, saying he couldn't afford to work for nothing. So, Mr. Johnson, along with his other problems, had to now take on the job of accountant and bookkeeper.

Mr. Johnson worked hard trying to create a market for the beer, but sales continued to plummet because people just wouldn't try the beer after remembering what the early batches tasted like. However, the brewery did manage to stay open.

The first winter in business, the production crew was cut from 11 to 6 men. When Friday rolled around, Mr. Johnson and the Brewmaster would get together and plan the next week's work. One Friday, the Brewmaster told Mr. Johnson that there just wasn't any work to be done. He didn't know what to do to keep the men busy. So, Mr. Johnson made an arrangement with the unemployment office whereby he would lay them off for a week and the next week they would come back and work at the brewery. This arrangement continued from that October on through March 15. At that time the six men were kept on full time. Sales began picking up and five more men were put on. The first full year the brewery produced and sold 8,000 barrels of beer. Sales continued to grow through the second year, and in that year the brewery produced and sold 12,000 barrels. By the third year, 1965, the brewery was just beginning to build a fairly good market, as they sold 20,500 barrels. They figured out that 18,000 barrels were a break-even point; so in 1965 the brewery did make a little money. This escalation of production came about somewhat by the acquisition of the Western Beer brand from the Butte Brewing Co. of Butte, Montana. This, coupled with the rising popularity of their own Dakota Beer brand, is what raised their production figures. Since the beer was catching on so well in Montana and North Dakota, they decided to open up certain areas of South Dakota, as they developed a distributorship in Rapid City and later one in Harriet.

The way Mr. Johnson finally activated this sales boost was by actually getting out and seeing the people really taste the beer. It did no good to advertise through the mass media because of the bad image Dakota Beer created for itself in the beginning. He decided the best way to get the beer to gain in popularity was through various clubs and organizations throughout the state. He started with the wildlife clubs. He wrote the clubs for their roster of members and then wrote each member, telling them that the brewery would donate a free keg of beer and bring along a speaker from the

DAKOTA MALTING & BREWING CO. (continued)

Fish and Game Department with a film if they would organize the program, etc. In this way, he got people to actually taste the brew. By doing this he proved that they really did have a good product.

Though the brewery was finally making money, they still owed many old bills that couldn't be paid right away. Many of these bills were to advertising agencies. One of these agencies, based in St. Joseph, Missouri, couldn't wait any longer. They brought a judgment against the brewery for money the brewery owed them and turned it over to the sheriff. The sheriff was to make the collection. He went down to the brewery and confiscated all the beer the brewery had ready to be hauled out by distributors (5,000 cases). Then the sheriff planned to have a sale of his own of the beer.

Mr. Johnson, not thinking this was legal, phoned the Internal Revenue Service office in St. Paul, Minnesota and asked them about it. They informed him that there could be no sheriff's sale under those circumstances. Two men from the Internal Revenue Service flew into Bismarck the next day and told the sheriff he could not proceed with his sale. But he paid no attention and went on with the sale as planned. When the two men from the Internal Revenue Service tried to stop the sale, the attorney for the advertising agency phoned the Tax Department Office in Chicago to ask their opinion. They referred him to the head attorney of the Alcohol Tax Department in Washington, D.C., and he reversed the decision of the St. Paul office declaring the sheriff's sale was legal. So the 5,000 cases of beer were sold at \$1 below the dock price. This took place on September 10, 1965.

That was the end game, because there were other judgment holders who knew if this could be done, they would do it also, and the brewery just wouldn't be able to keep beer on the floor.

It was here that the brewery ended, and on September 30, 1965, the Dakota Malting and Brewing Company of Bismarck, North Dakota officially closed.

PLEASE MAKE THE FOLLOWING CHANGES TO YOUR MEMBERSHIP DIRECTORY:

- Page 17 - FLAGLER - delete Lighters - add Cans, Trays & Signs.
- Page 85 - under Pa., Wayne - FLAGLER, J.
- Page 96 - delete FLAGLER under lighters. Add FLAGLER - Cans 91, Signs 103 & Trays 105.
- Page 17 - add - Richard G. Fisher, 2122 Robbins Ave. Apt. 338, Niles, Ohio 44446 (216) 544-2817.
- Page 83 - under Oh., Niles - FISHER, R.
- Page 99 - Add FISHER, R. Signs 103 & Trays 105.
- Page 21 - under GREENHAGEN - 3423 Washburn Ave. N.
- Page 53 - change address to: Ron Silverman, Box 494, Chagrin Falls, Ohio 44022. (216) 543-5029.

If there are any other corrections, please write - President NABA.

"PUT YOUR \$\$\$ CONFIGURATIONS AND
523223 WHERE YOUR COMPUTER IS"

--by Dar Elker

The art of collecting breweriana these days has become a computer analyst's dream. The small, local breweries are going under so quickly that subscriptions on a monthly basis to the Bureau of Alcohol, Tobacco, and Firearms "Brewery List" is absolutely necessary in order to fully realize the rapid change and status of beer can and bottle label values as well as to fully visualize the ever-shrinking number of surviving breweries producing and selling more beer than ever.

Every time a brewery closes its doors for the last time, a source of the collectors' dream and realization vanishes or, at least, becomes more difficult to locate. And every time an old "brand" is discontinued, the same sadness prevails while the value of the brand's related breweriana skyrockets into two--or even three--for one, and in \$\$\$ the exchange is higher yet.

In our beer can and bottle and bottle label collecting future, there are several changes in the wind that will make the present "configurations" obsolete. Before outlining the changes, however, I would like to comment on the configurations themselves and, by way of what I think is a typical example of a nationally distributed beer. Please take note of an article published in the April-June '70 issue of BEER WHOLESALER wherein is hyped the National Brewing Co. of Baltimore, Maryland. The article is about "malt liquor" (the non-generic term) and tells how, from 1939 to the mid-60's Malt Liquor was little more than a specialty brew in most beverage shops. National Brewing Co. is quite proud of its role in acquainting the public at large with malt liquor. The success story of Colt 45 Malt Liquor started in October of '61 when National bought the old Regal Brewery in Miami and then spread Colt 45 to all 50 states and 20 countries outside the United States.

Colt 45 is packaged in seven, eight, eleven, twelve, fourteen, sixteen, thirty-two, and forty ounce containers, in addition to half and quarter barrels (draught). Except for quart and larger sizes which are in glass only, National packages Colt 45 in the following materials: returnable and one-way glass, and aluminum and steel cans. These packages are then cartoned in a variety of configurations in various parts of the United States and abroad. State (and in some states even county) regulations require an additional 139 variations such as special labeling, special size packages, and even different strength produce. Also, a different product goes to the military. The principal jurisdictions requiring modifications include West Virginia, Maryland, Oregon, Georgia, Alabama, Mississippi, Arkansas, Florida, Minnesota, Kansas, Idaho, Vermont, Oklahoma, California and, of course, all military and overseas customers.

A good number of foreign brewers distributing beer into the U.S. are presently using and labeling their products with variations of "12 U.S. FLUID OUNCES/355CC" and so on. ATF has given the wine industry until 1979 to make metrication part of their labeling. Since it would be in the consumer's interest to follow suit and since other packaging changes will become mandatory, the beer industry could participate in a voluntary program of metrication.

PUT YOUR \$\$\$ CONFIGURATIONS & 523223 WHERE
YOUR COMPUTER IS (continued)

The mandatory packaging changes for beer will take effect in 1977 and basically, ATF would require that all ingredients used to make a malt beverage product, be shown on the label in descending order of predominance, by weight. In addition, the regulations would require a statement of sodium content (if the product contains more than 1 mg. per ounce) and would prescribe standard nomenclature for flavorings, colorings, and other additives.

Another milestone marking the end of one era and the beginning of another, is the Joseph Schlitz Brewing Company's recent introduction of OLD MILWAUKEE BEER to the West Coast market with "523223" and the accompanying automatic price read-out design system's mark. More and more often these pricing marks are appearing on nationally distributed goods and present just one more configuration for the astute collector of beer cans, bottles and labels to keep his eyes open for, or add to his computers memory bank.

BUY - SELL - TRADE SECTION

WANTED: BEER STEINS,, pewter topped with advertising from American breweries. Must be old and in good condition. Albert Schafer, 6255 Caldwell Ave., Chicago, Ill. 60646.

ROCHESTER, N.Y. BREWERIANA WANTED - Pre-prohibition tin trays, signs, mugs, pocket mirrors, etc., in fine condition. Burton Spiller, 169 Greystone Ln., Rochester, N.Y. 14618.

SCHLITZ BREWERY ITEMS WANTED - Old branch, agent, bottler bottles & plain blob tops, cone top cans, advertising related items. Charlie Lange, 4157 N. 79 St., Milwaukee, Wis. 53222.

STILL TRADING OBSOLETE NEUWEILLER 12 oz. steel can banks, mint, for beer trays, mint only. Send offer to Earl Orth, 806 Flexer Ct., Allentown, Pa. 18103.

TAVERN TABLES - Choice selection of oak tables with beer pockets. Round, square, iron, & wood legs, SASE for photo, price. Judie Pieper, 142 W. Laflin Ave., Waukesha, Wis. 53186, (414) 544-6136.

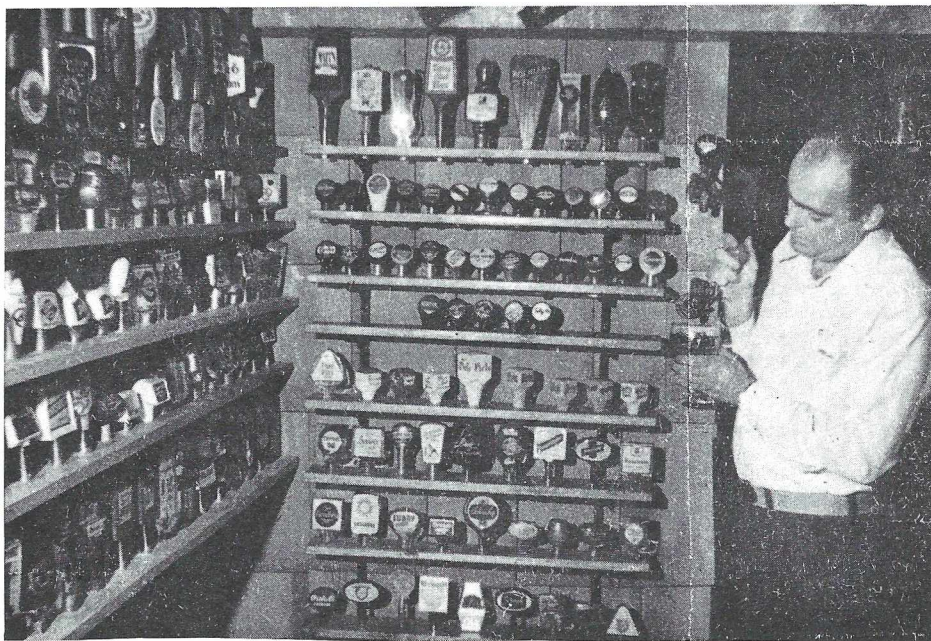
WANTED - Brewery Histories, directories, handbooks, 1933-1968 issues of breweries authorized to operate; buy or borrow - Bob Gottschalk, 115 Peachtree Rd., Penfield, N.Y.

WANTED - EAST COAST TRAYS & OPENERS. Special interest in buying Buffalo and Philadelphia items. Dave Simon, 51 Flagler St., E. Brunswick, N.J. 08816.

WANTED - LEISY BREWERY TRAYS, Jack Linna, 7616 Clark Ave., Apt. 4, Cleveland, Ohio 44102 (216) 651-1184.

BLUE LABEL BEER (Superior, Wis.) reverse painted on glass back bar sign, wood frame, mint, 1941, to trade for old beer tray in like condition. Can make several trades. Wes Mueller, 3333 5th Ave., South Milwaukee, Wis. 53172.

White Plains man goes 'beerserk'



DAN O'CONNOR, BREWERIANA COLLECTOR

As any beer-drinker knows, it takes only minutes to down a can of that special brew. But collecting artifacts of the brewing industry and tracing the history of the breweries can take a lifetime. Three years ago Dan O'Connor was just looking for a few items to dress-up his new basement bar. He gradually went "Beer-serk", and now owns more than 300 beer and ale tap knobs. His playroom is filled with tap knobs, beer trays, bottles, coasters, and signs he collected from flea markets, antique shops and the two breweriana collecting organizations to which he belongs. As an active member of the NABA and ECBA, he trades with several members of both organizations to increase his collection of tap knobs.

Rather than just collecting tap knobs, he is most interested in the "knowledge behind the knob". Information such as the dating of the knobs, manufacturers production numbers, and the history of the breweries are the most important aspect of collecting. His favorite knob is an Old Guard Porter, a brand, according to Rheingold Breweries, was only marketed in bottles in 1934. Other favorites include Weber Pioneer (10,000 barrels 1957) Theresa Wisconsin, White Cap beer, Two Rivers Wisconsin, Burkhardt's Akron, Ohio, and Goenner, Johnstown, Pa. He says he is still looking for a Hull's knob.

Dan O'Connor, Breweriana Collector (continued)

His bar is complete with his own draught beer system, using a quarter keg. "There's nothing like draught beer", says O'Connor. He only drinks local beer, Schaefer and Rheingold as they are the only two breweries left in Brooklyn, a burough of New York City.

The thrill of the hunt is the best part of collecting. Dan went on several cross country trips, and while his wife and two children enjoyed the sun and fine weather of the south and west, he managed to find time to visit each and every shop and flea market he saw along the way. You never know when you will come across a new item to add to your collection.

BUY - SELL - TRADE SECTION

New members of the association may not realize they are entitled to a free 25 word or less ad in each edition of the Newsletter published during the year. In view of this, I would again like to state the rules for submitting your ad:

1. Each ad must be typed, complete with address, and ready to insert into the Newsletter. Any ads not complete will not be accepted.
2. As previously stated, each ad should not exceed 25 words including address and phone number if desired.
3. The ad should try to be kept to a particular item or group of items. Example: "WANTED: Embossed Cincinnati Blob Top Beer Bottles" - NOT "WANTED: Embossed Beer Bottles".
4. Anyone submitting an ad selling a particular item must make sure that item is not sold until the Newsletter is published. In this way, all members will have an equal chance of trying to buy.
5. Ads cannot be accumulated. Example: A person might want to submit one 100-word ad during the year instead of the 25-word ad in each of the four Newsletters published annually. This will not be allowed.
6. Deadlines for submitting ads in each Newsletter will be approximately two (2) weeks before planned publication. For the next edition, this will be as follows:

<u>Planned Publication Date</u>	<u>Deadline Date for Ad</u>
1st week of July	June 15

Any ads received after deadline date will automatically go into next issue.

7. Only NABA members may submit ads.

Please mail all ads to your Newsletter Editor, Dick Hinds, 313 Poplar Ave., Cincinnati, Ohio 45215.

BUY-SELL-TRADE (continued)

SELL OR TRADE HAMM'S BEAR BEER DECANTERS, 1972 - \$20.00. 1973 - \$13.00. Hamm's Bear salt & pepper shakers \$7.00. \$1.00 postage. Jim Crampton, 437 Catalpa Ave., Brea, Calif.

BEER CANS OVER 10 YEARS OLD WANTED. Buy or Trade. A variety of non-dump spouts and obsolete flat tops available for trade. Bob Myer, Box 1002, C.C. Sta., Oakland, Calif. 94604.

BUY-SELL-TRADE - SCHLITZ BOTTLES. Send description and/or clear pictures (will be returned). Other Schlitz items considered. Bryant D. Truitt, P.O. Box 313, Glenview, Ill. 60025.

WANTED - Any kind of advertising items from ANHEUSER-BUSCH, trays, bottles, signs, etc. Include price when writing. James Cate, 10069 Newcastle, El Paso, Texas 79924.

WANTED - PRE-PROHIBITION TRAYS in excellent condition featuring brewery scenes or girls. Please include picture (if possible) and price. Marv Cummings, 515A E. Main, Waterford, Wis. 53185.

TAP KNOBS WANTED - I will buy or trade. Especially want small, round, chrome, insert type. Also buying collections. Dan O'Connor, 48 Park Ave., White Plains, New York 10603.

WANTED - BREWERY CLEAR GLASSES, embossed before 1919, would like pictures of same if available and prices. John J. Collins, 1129 Audubon Rd., Park Hills, Ky. 41011 (606) 581-0287.

WANTED - BUFFALO BREWING CO. of Sacramento, Calif. items buy or trade. Newton A. Cope, 1000 Mason St., San Francisco, Cal. 94108. (415) 474-5400.

WANTED; EMBOSSED CALIF. BEERS AND RELATED ITEMS, trays, signs, mugs, etc. Buy, sell, trade. Dave Streit, P.O. 143, Felton, Calif. 95018.

THE BEER BOOK, Illustrated guide to American Breweriana: 9 x 11", 224 pages, hardcover. Normally \$17.50, from author \$14.95. Will Anderson, Possum Ridge Rd., Newtown, Conn. 06470.

LET'S TRADE - TAP KNOBS - send for my trading list. Herbert A. Haydock, 1660 2nd Ave. South, Wisconsin Rapids, Wis. 54494.

WANT TO BUY & TRADE - CURRENT BEER GLASSES with breweries advertising on them. Bill Wolfsheimer, 3609 Kimble Rd., Baltimore, Md. 21218.

EAST BREW NEWS and new list of breweriana for sale. Send two stamps. Need area show dates. Don Sarver, 2430 Alma Rd., Baltimore, Md. 21227.

I WANT CHICAGO OR ILL. BEER LABELS and will pay 10¢ apiece. I reserve the right to reject those already in my collection. Mail to John F. Pyrek, Jr., 559 St. John St., Elgin, Ill. 60120.

COORS BREWERIANA WANTED: trays, bottles, signs, malted milk items, etc., or any other Colorado breweriana. William Frederick, 2692 S. Federal, Denver, Colo. 80219.

BUY-SELL-TRADE (continued)

WANTED - TAP KNOBS, FOAM SCRAPERS, TRAYS, POST CARDS, CONE TOP CANS, any odds and ends with breweries. David Sheffer, 1016 Iris Ave., Baltimore, Md. 21205.

SCOTTISH CANS, 30 different - \$20.00 including complete "girls" set plus free beer coasters and very old beer label. Charles Schofield, 343 West Princes Street, Glasgow GH9EX, Scotland U.K.

I NEED A WINDOW NEON SIGN from your local or extinct beer brand. What do you want in trade? John Mathot, 2A Brackett Rd., Framingham, Ma. 01701.

WALTER'S FACTORY TRAY for trade on another factory tray. Rim has paint missing, picture near mint. Doris & Bob Beckler, 1201 County Line Rd., Van Dyne, Wis.

WANTED - OLDER EASTERN PA. BEER TRAYS, especially Seitz, Kuebler, Bushkill, Horlacher, Supreme, Viking, Catasaqua, Daeufers, Northampton. Barry Hunsberger, Cedar Ridge Apts. T-29, Blackwood, N.J. 08012.

WANTED - WASHINGTON STATE BEER TRAYS. Olympia, Ranier, Pacific, Inland, Columbia Everett, etc. Irvin Erickson 1318 75th, Everett, Wash. 98203 (206) 353-4958.

RECENTLY OPENED A SHOP SPECIALIZING IN OLD ADVERTISING. Interested in buying all types. David H. Woods, 901 N.W. 17th, Okla. City, Okla. 73106.

ADVERTISING PITCHERS WANTED - both beer and liquor. Have large assortment of brewery items for trade, or will buy. Write Frank Pierce, 1395 E. 52nd St., Brooklyn, N.Y. 11234.

WANTED - ITEMS FROM BARTELS BREWING CO., Mike Bartels, 205 Howard St., Findlay, Ohio 45840.

WANT TO BUY & TRADE - Pre-prohibition etched & embossed beer glasses. James Maxwell, 601 Parkview, Bryand, Ohio (419) 636-3253.

ETCHED & EMBOSSED BEER GLASSES FOR SALE. Send 10¢ stamp for list. John Murray, 475 Old Surrey Rd., Hinsdale, Ill. 60521

WHOLESALE-RETAIL-BUY-SELL-TRADE. Latest 60-page catalog featuring many collectibles. Beer, soft drinks, etc. Send 50¢ coin or stamps to Palmetto Antiques, Ulmer S. Carolina 29849.

WANTED TO BUY - PAPER LABEL AND/OR BLOB CINCINNATI BEERS - Bob Blum, 2437 St. Albans, Cincinnati, Ohio 45237.

BEER CANS WANTED - Will buy or trade for cans or bottles or other beer items. John P. Paul, 809 Depot St., Cincinnati, O. 45204.

HAVE BREW 747 PROMOTIONAL SIX-PACK, still full (with novelty items), by United Airlines. Interested in obsolete cans, Midwest trays & beer coasters. Don Kurtz, Box 961, Ogden Dunes, Portage, Ind. 46368 - (219) 762-1216.

WANTED - Any information or breweriana relating to Chrystal Beer Co. of Medford, Oregon (1934-46) needed for research purposes. Contact Dar Elker, P.O. Box 2073, Leucadia, Ca. 92024.

NEW MEMBERS

Ronald Nagelschmidt	38 Pleasant St.	Norwich N.Y.	13815
Laurel Zollweg	2456 Lawton Ave.	Toledo, O.	43620
Gordon Vong	21 N. Bruner	Hinsdale, Ill.	60521
Gary Hansberger	29 W. 606 Mack Rd.	W. Chicago, Ill.	60185
James W. Rafferty	929 Hutchinson Rd.	Flossmoore, Ill.	60422
David F. Rovsek	3470 Dry Creek	Marietta, Ga.	30060
Oddle Lilgreen	11 Garden Circle	Babbitt, Minn.	55706
Michael Rabin	15 E. 55th Street	New York, N.Y.	10022
Glenn C. Kuebeler	2410 Dacia Dr.	Wilmington, Del.	19810
E. L. Melchior	Box 416	Kennett Sq., Pa.	19348
Raymond R. Thorpe	3711 N. Bell Ave.	Chicago, Ill.	60618
Phillip D. Fouch	20944 Eastwood	Warren, Mich.	48089
William J. Frederick	2692 S. Federal #101	Denver, Colo.	80219
Donald A. Bull	21 Frelma Dr.	Trumbull, Conn.	06611
John B. Mathot	2-A Brackett Rd.	Framingham, Mass.	01701
Gary A. Lichtenberg	1814 E. Marquette St.	Appleton, Wis.	54911
Edward S. Poplaski	269 Maple St.	Kearny, N.J.	07032
Gerald M. Mulligan	31 Bittern Lane	Bayville, N.J.	08721
Peter Lundell	35 Barbara Lane	Oakland, N.J.	07436
Dan E. Forbes	98 E. 13th St.	Arcatta, Calif.	95521
Vernon A. Bauckman	12717 Gordon Blvd.	Woodbridge, Va.	22192
Al Winterfield	961 Clintonville Rd.	Wallingford, Conn.	06492
Kenneth Hostetter	R.D. 4	Hanover, Pa.	17331
James J. Pierce	10 Webster Ct.	Binghamton, N.Y.	13903
Larry R. Martinson	Lot 113 Greenfield Estates	Forest City, Ia.	50436
Kenneth E. Keitel	Schnapps Haus - W62, N579 Washington Ave.	Cedarburg, Wis.	53012
Robert Daskeh	241 Spencer	Ferndale, Mich.	48220
Ken A. Robertson	320 Central Ave.	Cranford, N.J.	07016
Robert B. Lord	314-2 Springside Dr.E	Shillington, Pa.	19607
Leonard L. Lasko	2745 Tremont St.	Philadelphia, Pa.	19136
Earl L. Lauer	1711 Benton Ave.	Eau Claire, Wis.	54701
Hubert A. Bellman	11959 Philadelphia Rd.	Bradshaw, Md.	21021
David Stark	1088 Greenbriar Ln.	Northbrook, Ill.	60062
Michael Malicki	1410 S. 58th Ct.	Cicero, Ill.	60650
Roy E. Bolus	20944 Eastwood	Warren, Mich.	48089

CHANGE OF ADDRESS

George Yanolko	2333 S. 3rd Street	Allentown, Pa.	18103
Gordon B. Dean	Sheridan Place	Houghton, Mich.	49931
also collects - ROOT BEER ITEMS in all categories.			




State of Wisconsin:

FIVE POINTS OF INTEREST, PLUS THE POINT

1. Heilmann's Brewery at La Crosse
2. Huber's Brewery at Monroe
3. Leinenkugel's Brewery at Chippewa Falls
4. Miller, Pabst and Schlitz, of Milwaukee
5. Our President's beer tray collection
at Wisconsin Rapids
6. Stevens Point Brewery & the 4th Annual
NABA Convention August 1-2-3, 1975
at Stevens Point

"MAKE IT A POINT TO BE AT THE POINT!!!"

NATIONAL ASSOCIATION
BREWERIANA ADVERTISING


313 Poplar Avenue
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First Class