



# The Bremeriana Collector

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## CHICAGO GEMS

# National Association Breweriana Advertising

A NOT-FOR-PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

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## COVER

The Seipp "You Can't Get Around" Shonk tray is one of the top five Chicago trays in terms of rarity, and uses the new transportation medium very creatively. Only a few are known in this fine condition. Collection of Bob Kay.

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Dues are \$20 per year domestic, \$25 Canadian, \$30 overseas. Send applications for membership, dues, change of address and advertising for the Membership Directory to Robert Jaeger, 2343 Met-To-Wee Lane Wauwatosa, WI 53226. Send advertising for The Breweriana Collector and manuscripts to Peter Blum at Suite 5000, 300 River Place, Detroit MI 48207. Advertising rates are \$80 full page, \$50 half page, \$25 quarter page. Short line ads in the Buy-Sell-Trade section are free to members, but are limited to member's own collection activity. Repeat of free ads is dependent on available space.

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## PRESIDENT'S PAGE

Our twentieth anniversary convention will begin in a matter of weeks under the experienced guidance of Paul Zagielski, who heads the Monarch Coaster Chapter, and V-P John Filson "Fil" Graff. Paul has selected a fine hotel with large meeting rooms and ample parking. While early registrations are preferred, not everybody can plan ahead, and some newer members may not be sure what to expect. Take the plunge - it is far from free, but this is your hobby, and it is fun on the nicest level.

This issue features Chicago breweriana almost exclusively. Bob Kay has provided photographs of outstanding items from his collection. Fil Graff has researched the brewing history of his current home town, Naperville. It is now a suburb but long ago was a day's journey from Lake Michigan, with its own history and breweries. A tale well told.

We are also indebted to Kurt Kuhlman for photographs from his 1990 Chicago calendar, and for his article on the Best Brewery. This first appeared in the Monarch Coaster Newsletter in 1985, and was also published in the ABA Journal the following year. The article is well worth reading, and is reprinted in abridged form for space reasons, together with an interesting update.

A member of a family long associated with the Pilsen Brewing Co. who prefers to remain anonymous, has provided a few unique photos. This is rare old stuff, and we appreciate the opportunity to see it. The lithograph shown on the cover of our membership directory is part of this collection.

What does a man do who has 3,000 different U.S. beer patches? If you are Jim O'Brien from Aurora, Illinois, you keep looking for more. Jim shows up in faraway places, occasionally still finding formerly unknown patches for his collection, and selling duplicates. He got into patches after collecting labels for decades, and he is also interested in painted-label bottles. We asked Jim what he had from Chicago. Back came more photos on a 1" grid than could be published. This is probably the first time in 20 years that patches have been shown in the Collector. Jim, you have finally arrived.

Bill Mitchell, a stein collector from St. Louis and the current President of Stein Collectors International, sent photographs of an unusual Anheuser-Busch ornamental goblet (see page 13). The hand paintings on porcelain and gold filigree have to be seen to be believed. Bill will bring the piece - called a Pokal in German - with him to Chicago. A-B collectors may wish to see it.

Each convention has its own flavor. After the laid-back resort mood of the Hunt Valley Inn outside Baltimore last summer, I expect the Hyatt Woodfield to hum. Chicago has its own tempo and likes to offer a good time.



Peter Blum  
President and Editor

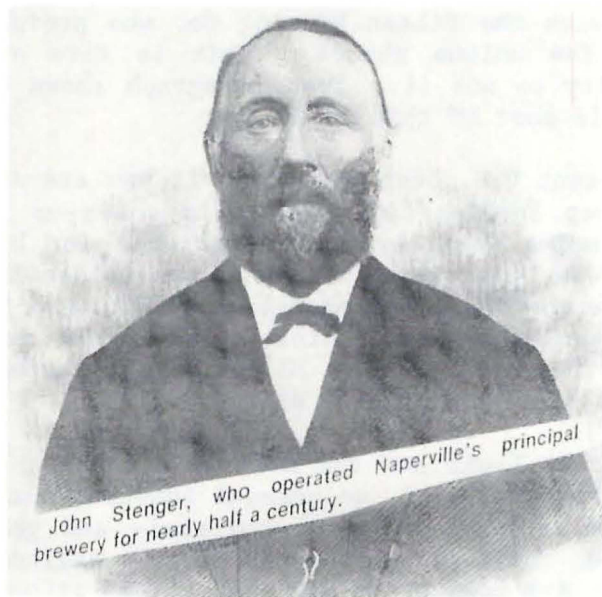
# NAPERVILLE IL. SMALLTOWN...BIG BREWINGS!

John Filson Graff, Jr.

The suburban Chicago town of Naperville was settled in 1831, several years before those living some 27 miles to the East, around Fort Dearborn, thought of founding Chicago. Not that Naperville today is in any sense a rival to "The City that Works" but it is now almost a real city, with several 10-plus story "skyscrapers". And it was the County Seat for a while, before some rowdies from the town to the north stormed Naperville one night and stole all the country records, effectively transferring the county government to Wheaton, where it still resides. But for a small village on the Plank Road west, it once did have its share of breweries.

The 1857 DuPage County History already listed two breweries, both unnamed. We know that their proprietors were John Stenger and Xavier Egernan or Egernann respectively.

The Stenger name was associated with the town of Naperville almost from its beginning. Peter Stenger, Sr. brought his family, including his sons Nicholas and John, to New York from their native Germany, and moved west to Illinois. Peter began to brew beer in Naperville in 1848 or '49, in the brewery begun by Jacob Englefritz in 1848. Peter evidently died in 1851, and Nick and John (who was in California for the Goldrush of '49, apparently with some success) took over its operation. They rebuilt the earlier small frame brewery, on what was now John's farm in the north side of Franklin St., and soon replaced it with a large stone brewery.



John Stenger's grandson, the late Augie Germann, interviewed in 1954, said the brewhouse was built in 1854, followed in 1856 by a malthouse of a similar style. Other local sources, as well as the brewery's name stone, date the malthouse from around 1854, and the brewery from 1856. At any rate, the two imposing stone buildings were one of the first breweries in Illinois to produce the then new Lager Beer. The stone came from a quarry on the Des Plaines River at Lemont owned by John Stenger.

The brewery complex covered some eight acres. It was situated on the southern side of John Stenger's 84-acre farm that extended from Franklin St. north to today's Ogden Ave., and which was bisected by the CB & Q Railway right-of-way dating from 1864. Some 400 feet of sheds extended north from the two stone buildings; the three story brewhouse was 56 by 120 feet in size, and produced 56 barrels a day in 1886, with the capacity to do twice that. Quoting Augie Germann: "...the Ice House was 200 feet [long], then came the cattle sheds, hay sheds, a horse barn for the 20 to 40 horses that drew the beer wagons, a harness shed and a cooperage where the barrels were made." To the west of the brewery and malthouse was the Stenger family mansion, also of Lemont quarry stone, facing south on Franklin street.

Vice-President and dealer/collector Fil Graff has written extensively on old brewery buildings, brewery chairs, and pre-pro Stroh items. Stroh's boy cooper mascot generated his nom de commerce, "The Brewer's Monk".

This 1956 photo from files of The Naperville Sun gives an idea of the scale of the Stenger operation. This was truly BIG business, from a traditional German courtyard brewery, unlike the tall gravity-flow U.S. breweries of later years.



Nick Stenger died in 1867, and John continued to run the brewery. County newspaper ads from 1869 list John Stenger a "Brewer of Ale and Lager Beer". In about 1870, he employed a young man who had apprenticed in a Chicago brewery; this fellow was a very competent brewer, and he rose rapidly to the position of General Brewery Superintendent. According to family tradition (here quoting from a letter from his grandson William Coors) "John Stenger had three daughters of marriageable age, [and] it soon became apparent to my grandfather that his future career with the Stenger Brewery was contingent upon his marriage with one of the daughters. Either the romance didn't gel, or my grandfather was not yet ready to settle down [I suspect the latter], because soon thereafter he departed Naperville and headed west. Obviously he had a brewery of his own on his mind. In 1873, he established it in Golden, Colorado, and by 1879 was well enough along financially to consider marriage and a family."

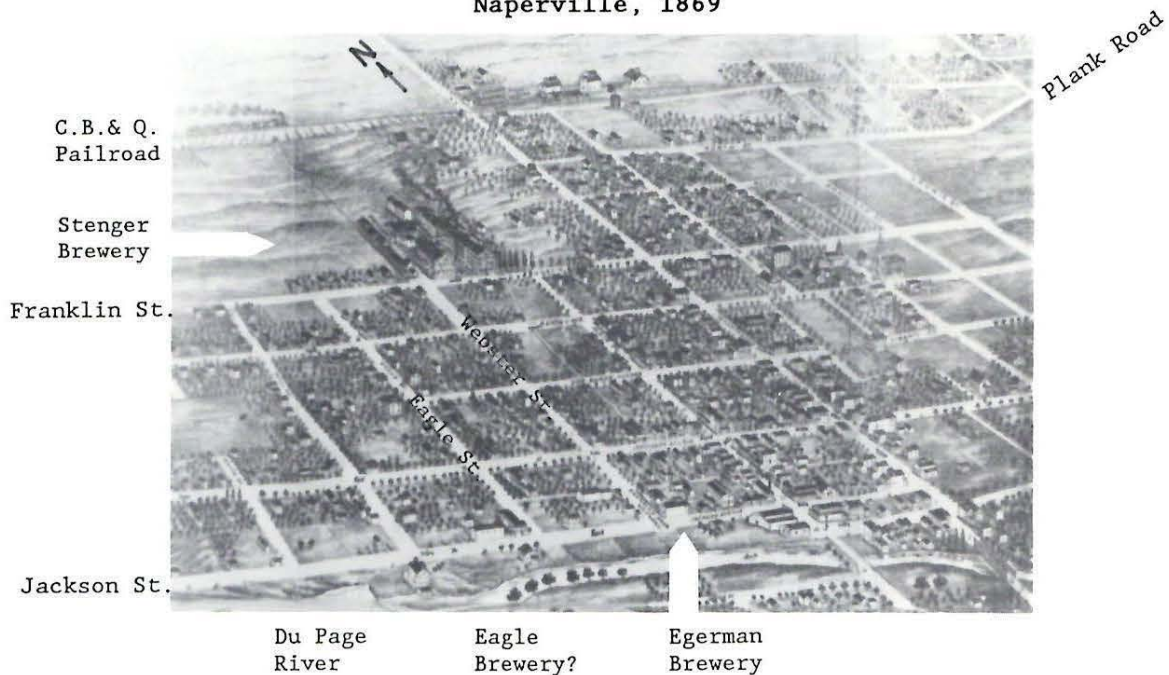
After Adolph Coors' departure, John Stenger continued to expand his trade, eventually selling his beer in an area as far north as Elgin, and as far southwest as Ottawa. But the competition from the newer, more efficient breweries in Chicago (read this: "they could make beer CHEAPER", a familiar problem to small brewers, even today) cut into his profits, if not into his actual trade, and in 1893, after he had been crippled in an accident, John Stenger sold out to Henn & Gabler. They formed The Chicago and Naperville Brewing Co., which operated until 1896, evidently as a distributor only. Henn & Gabler was then absorbed by the English syndicate operating as United Breweries Company.

Stenger's stone buildings stood until 1956, having been used to grow mushrooms from about 1917 to about 1953, first by the founder of the company, one A.V. Jackson, and then for its last eight years by The Illinois Mushroom Company. They operated six plants, and were among the first to market a "branded" mushroom (like Campbell Soup and Moonlight Mushroom do today). The site was purchased by The Illinois Bell Telephone Co., who cleared it and constructed a new local Central Office in 1959.



All that remains of these magnificent three-story stone edifices, patterned after breweries that the Stenger boys would have remembered from their childhoods in Germany, is the quarry stone block that the old photo above shows located below the gable on the south end of the Brewhouse building. This stone is now displayed at The Naperville Historical Society Museum Village, as part of the stonecutter's shop and yard.

## Naperville, 1869



Two other breweries operated in Naperville, both located along Jackson Street, on the ground rising to the north from the banks of the DuPage River.

Von Hollen and Kreutsch (or Kleutsch) is listed in American Breweries as operating in 1874 and 1875. Local records provide no dates, but state that Mr. Kleutsch operated a 2 1/2 story stone brewery at the northwest corner of Jackson and Eagle Sts., and "did extensive business at one point". The 1869 map "Birds Eye View of Naperville", typical of county atlas maps published at the time, shows a large building that could well have been, or become, the Eagle Brewery, but it is not identified.

1869 newspaper ads show Xavier Eggermann as a "Brewer of Lager beer." His brewery was located on both northern corners of Jackson and Webster Streets, four blocks south of the Stenger Brewery. Eggerman Bros. Brewery was shown at this intersection on the 1869 map, one block east of Eagle Street. Eggermann's son married John Stenger's oldest daughter, evidently after the departure of potential rival Adolph Coors.

American Breweries makes no mention of Eggermann at all, so it seems unlikely that the differences between "Xavier Eggermann" and "Eggerman Bros. Brewery" can be resolved. Tracing the history of the brewery building itself is even more difficult. Local records show that Joseph Schamberger operated at this same location, according to American Breweries from 1896 to 1897. Schamberger is identified locally as "a relative of John Stenger [who] made for a short period a White Beer that was very intoxicating." [Another son-in-law?]

Lagering tunnels on both sides of Webster St. have been uncovered, first on the east side when the city offices were expanded over the site of the brewery itself, and then on the west side when the ground was being prepared for the construction of Naperville's new library building. The "Library Tunnel", partially collapsed by a bulldozer (SURPRISE!) provided the only breweriana relics known from Schamberger-several amber blob-top, panel mold pint beer bottles, embossed "JOS. SCHAMBERGER BREWERY NAPERVILLE. These were found atop the tunnel roof, evidently thrown there by the workers celebrating the completion of the 80-plus foot "cut-and-cover" style tunnel. The need for this second tunnel would suggest that Schamberger's active dates were longer than noted above, or that he had some plans for growth that did not pan out.

Alas, except for a picture postcard of the Stenger brewery in a Chicago area collection, these bottles are the only known breweriana from Naperville's 50-some year brewing history. There are rumors of other bottles having turned up at auctions years ago, but in these days nothing else has surfaced. It appears that the largest, earliest and longest lived Naperville brewery, John Stenger's, may not have bottled beer at all, at least not in bottles embossed with his name. Not even a single label has surfaced. No mugs, no glasses, no signs either - somewhat surprising, if we consider Stenger's size (about 17,000 barrels per year in 1886 accounts), the local competition, and the amount of advertising that was done by brewers in Chicago, Elgin, and in neighboring Aurora and Joliet!

But modern day Naperville has at least partially redeemed this situation. During the city's 1981 sesquicentennial celebration, a STENGER BEER can and beer tray were produced and sold, both featuring a painting by the late local artist Les Schrader, of the two stone buildings of the Stenger Brewery abuzz with activity. The cans were filled with Joseph Huber's marvelous AUGSBURGER Beer, which in that pre-microbrewery day was probably as close to old-time taste and body of real beer as any production-oriented brewery could come.



#### ACKNOWLEDGMENTS AND REFERENCES:

Donald Wampach, who did much of the research on Stenger for the Naperville Sesquicentennial.

Betty Wampach, his wife, a Research Librarian at Nichols Library, whose Local History Room sits nearly above the site of "The Library Tunnel" from Schamberger's Brewery.

Laurie Kagann, the Librarian at The Naperville Sun.

Mary Lou Cowlishaw and Genevieve Towsley, whose articles and interviews, published in The Sun, preserved much of what is known today about the Stenger Brewery and Family.

Jim Shoulter, who made my interest in breweries and Naperville history come alive, and thereby created a monster! (Well, a "monk" anyway. Ed.)

American Breweries; Bull, Friedrich and Gottschalk; Bullworks, 1984.

One Hundred Years of Brewing, a supplement to The Western Brewer; H.S. Rich and Co., 1903 (reprinted several times in the 1970's by various publishers).

1891



1991

Kurt M. Kuhlman

In the fall of 1985 Jerome Hasterlik, the 79 year old former president of the Best Brewing Company, sat comfortably in the sunlit office he retained in the brewery complex and it was here that we journeyed together back through the days when Best held a piece of the highly competitive Chicago beer market.

#### The Early Days

The Chicago business known for more than seven decades as the Best Brewing Company had its beginnings as the Klockgeter & Company in 1885. Located at 1317 West Fletcher Street on Chicago's Northwest side, brewing began that same year. Some months later, the enterprise changed hands and became known as Kagebein & Folstaff, or the LakeView Brewery. "Kagebein & Folstaff was about as big as [what is now] the boiler house; just a little tiny thing. Well, my father Samuel and his brothers Charles, Henry and Ignatz bought and started the Best Brewing Company in 1891." A new and much larger plant was erected in 1893; so began a family brewing tradition that was to span some seventy years.

#### The Prohibition Years

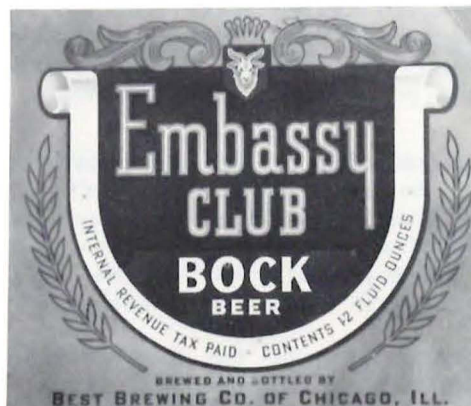
Prior to Prohibition, Best's beer business had been quite successful, with local taverns being their main customers. Upon its arrival in early 1920, Best began producing some alternate products. Root beer was tried, but it was quickly scrapped after about six months. Soon after, the brewery was closed for a short time and some of the equipment was removed. The compressors and ice machines were still there though, and a short time later, the plant was reopened and artificial ice was the product. Some 110 tons of ice were produced per day, with each large cake weighing approximately 400 pounds. The ice was sold to both peddlers and distributors, who in turn sold it to the general public for use in their ice boxes.

Some time later, a newfangled invention called the refrigerator began gaining in popularity. Rather than stay in the ice business exclusively, where a great deal of the sales would have been for box cars and fish houses, it was decided that Best begin to produce a malt syrup as well. This they hoped would help compensate for the slipping ice sales. Using the same brewing equipment, plus a few additional items, Best was able to manufacture malt syrup fairly easily and sold to bakeries and ice cream manufacturers. In addition, 2 1/2 and 3 pound cans were sold to grocery and general merchandise stores. Many breweries were producing a similar type product, and Anheuser-Busch and Pabst were two of Best's most stubborn competitors.

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Kurt W. Kuhlman, a 30 year old Chicago native and father of 2, has been collecting Chicago breweriana since 1974. An engineer working with aerial photography, Kuhlman greatly enjoys muskie fishing and professional sports in addition to collecting, researching and writing about Chicago breweriana.

As the final months of Prohibition dragged on, Best's ice business began sliding more and more rapidly. Mr. Hasterlik remembers: "It became more difficult because there were one or two of the ice companies that wanted [all of] the business. They wanted to get us out, plus some of the other ice companies around the city." The fact was, those larger ice companies had begun taking away Best's business by purchasing some of the distributors that the brewery had been supplying. Certainly, Best had the same opportunities, but wisely declined them. It was their hunch, that there was not much of a future for them in ice, and that they would rather direct the bulk of their efforts towards malt syrup. Though it would continue to melt away through the years, Best's ice business would not be sold until the early 1940's. Incidentally, the winning bid went to Chicago's own Lincoln Ice Company. Not investing in ice distributors turned out to be a wise decision to say the least, for Prohibition's days were numbered and they soon would be brewing beer again.



#### Beer Comes Back to Best

Bars were back in business throughout Chicago. An 8 ounce glass of the frosty brew cost a dime, while a 12 ounce stein or bottle was all of 15 cents. It was truly a day for celebration. The Chicago Tribune even went so far as to dub that day "New Beers Eve". Ah, beer was back at last.

It was just about this time when Samuel's sons Jerome and Joseph came of age, and began working with their father at the Fletcher Street plant. Jerome learned the trade at the Wahl Henius School on Fullerton Avenue, and Joseph got his training at the Siebel Institute of Technology located on Addison Street. Jerome recalls: "By that time, my uncles had died, and my father was the last of the original men. My father, brother, and I ran the brewery then. My brother and I did all of the leg work, and our father gave the instructions."

During that period, Hasterlik reports: "We brewed our Hapsburg Beer and more economical brand called Best Made. The beer business started going very well, and we got bigger and bigger. Soon we needed more capacity for beer, so we discontinued the syrup business. We [eventually] developed a capacity at this brewery of about 250,000 barrels."

#### More Changes Come

Although their efforts were quite successful in the months immediately following Repeal, the Best Brewing Company was losing out on the tavern and liquor store business because the big breweries were becoming so successful with their advertising campaigns. Best meanwhile could hardly afford to advertise due to the large decline in sales which stemmed directly from those very same campaigns. What little advertising they did do, was in the form of newspaper ads and small display type promotions that were given to the taverns and liquor stores. Mr. Hasterlik pointed out: "The taverns [and liquor stores] would help the big breweries advertise . . . The big ones were taking all of the business. Budweiser had their big signs and additional advertising done in such a way, that we simply couldn't compete."

## The Chain Stores

When the competition for the tavern and liquor store markets became too tough, the Best Brewing Company turned their marketing efforts to gain as many of the so called "chain stores" for customers as possible. The idea involved developing private labels or house brands for each of the different chains. As it turned out, this was to be Best's most successful endeavor of all. They were to be the pioneers of "food chain" beer.

Such notable local chain stores as the A&P Tea Company, Hillman's, Kroger, and the National Tea Company turned out to be terrific sales outlets for Best. A tremendous amount of beer was sold through these stores. Locally, the Hillman's chain sold Best's products for some twenty five years.

A brand called Tudor Beer was originated by Best for A&P. Hillman's Superb Beer was created for that great chain, and a very popular brand called Embassy Club was made exclusively for Kroger. And let's not forget Best's "premium" beer Hapsburg Brand, which was produced for National Tea.

In addition to the local market, Best's products were popping up throughout the rest of the country as well. Private labels were developed for the Katz Drug Store chain in Missouri, and the Safeway Foods chain which spanned as far west as California. Some 3/4 of a million cases of beer were shipped to California per year. Mr. Hasterlik talked about the days when: "We had 54 differed labels . . . We shipped all over the country in rail carload and trailer load quantities."

The quality of the beer made in those days was first rate. The chain stores demanded high quality because they handled it as their own private brand, and they had reputations to keep up. Hasterlik recounted: "When we brewed beer, we were very careful to make a good beer . . . We maintained a very high quality. We dealt with the A&P Tea Company, which was a tremendous outfit. We sent them samples of our beer before we delivered it to them, and they approved the sample."

Although advertising, or lack thereof, had played a major role in Best's tavern and liquor store efforts, it really didn't mean too much in the chain store market. Advertising was costly, and the brewery really could not afford to do it on a very large scale. Basically, the only type of product promotion done by Best at the time was in the form of large product displays in the stores. The beer pretty much sold on the endorsement of the chain itself, and it is doubtful that many people gave much thought to it at all as they filled their grocery carts.

## Packaging

About the same time that Best was forced to abandon their sales of bottled and barreled beer to liquor stores and taverns (1935-1937), the American Can Company and the Continental Can Company were installing experimental canning lines. Best too, was a target for one of these lines. Mr. Hasterlik remembers: "We were one of the first breweries in this area to can beer. We bought an awful lot of cans from the American Can Company and the Continental Can Company. We knew the American can people very well. When they started making cans for beer, they put an experimental line in here. [Initially], we didn't sell any of it; they were just testing to see how they could do it . . . About a year or two later, we went into the can business."

Best packaged tremendous amounts of their beer in both 32 ounce cone top cans and 12 ounce flat top cans. The quart cones began in the late 1930's, and believe it or not, continued into the 1950's. Flat top cans and non-returnable bottles were used up until their closing in 1961. Barreled beer had been discontinued several years earlier with the demise of the tavern market.

Around 1937, one of their more popular brands Best's Hapsburg, was tried in a 12 ounce cone, but was discontinued shortly thereafter. Research indicates that to this day, not one of these 12 ounce beauties has been discovered. Keep your eyes wide open for this one!



Several grocery chain brands and Best labels from the collection of Paul Zagielski

### The Decision to Sell

The Best Brewing Company enjoyed many prosperous years after deciding to sell their products exclusively to the chain stores. Their sales were at their peak during those years, but things were changing once again, and it would soon be time to close the book on Best.

The year was 1960 when the Hasterlik brothers began thinking about getting out of the beer business. Jerome Hasterlik explained the reasoning: "Business got tough so that we weren't making any money. We weren't losing any, but we weren't making any. We were getting older and my father [Samuel] had died a number of years before. My brother and I were here alone. I wasn't married, and my brother wasn't married, and we were working our heads off. We decided, that we didn't need the money to live, and that we could enjoy ourselves and live equally as well as we were, if we hadn't had to work so hard. So we decided to sell."

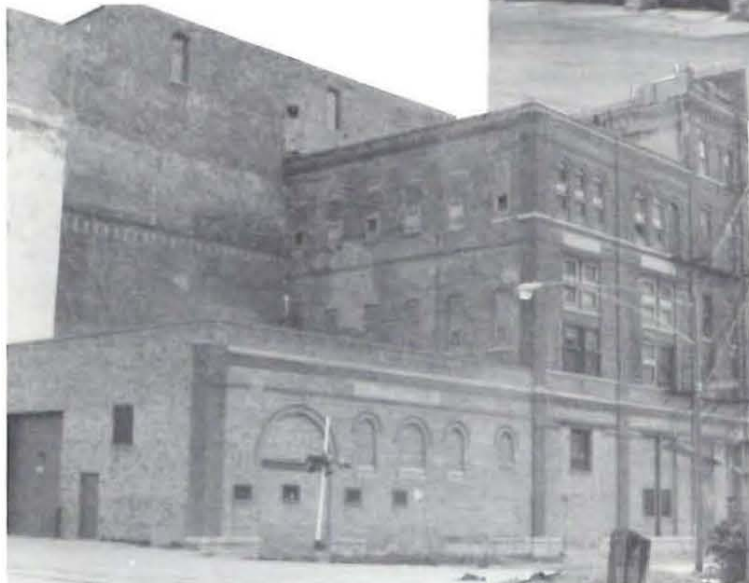
He went on to say: "About a year later, we sold to a company that was associated with us; the Metropolis Brewing Company. The reason they were associated with us, was they were interested in the Tudor brand beer.\* They originally sold it to the A&Ps in New York and in the East. They couldn't sell it here . . . We would undersell them because we had less freight, and were able to keep the business."

\* NOTE: Some time earlier, Best had struck a deal with the Metropolis Brewery of Trenton, New Jersey, who then began brewing Tudor Beer for distribution in the New York area. Metropolis was in business from 1950-1967, and later became known as Champale Inc.

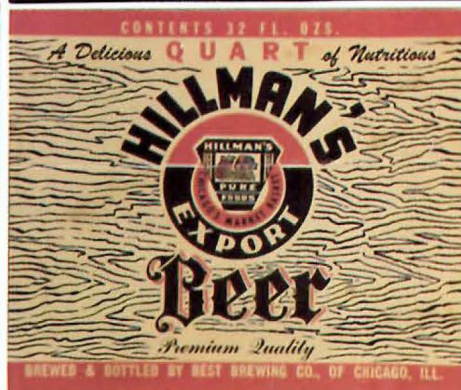
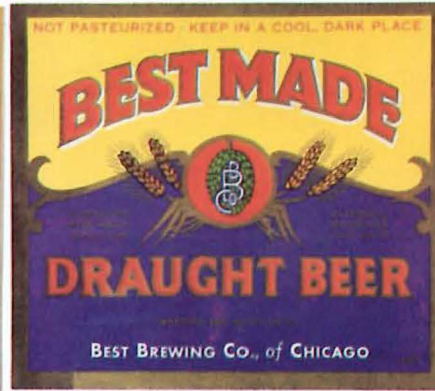
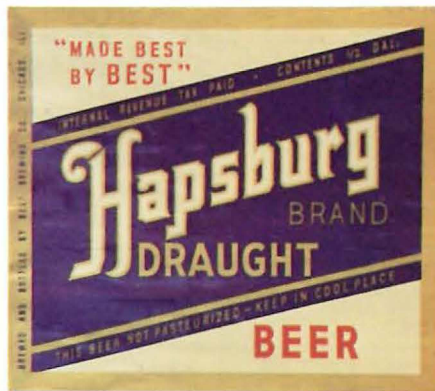
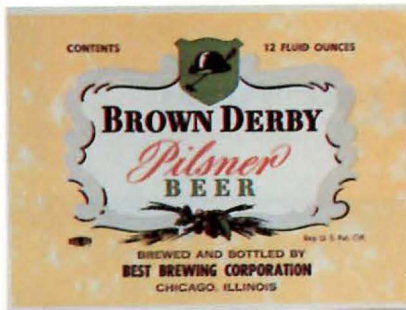
### Fond Memories

Jerome Hasterlik summed it all up: "You were in every phase of the business at a small brewery like this . . . We had to buy our malt, we had to buy our hops, we had to buy our corn or rice, whatever we used, and a million other things . . . It wasn't all roses; we worked our fool heads off, but I enjoyed it . . . It was a very interesting business."





The closed Best Brewery had the required external stairs and many bricked-up windows (left). Renovation of the nine buildings started in 1986 when Jerome Hasterlik sold the complex to a group of investors. After ten months and three million dollars spent on gutting interiors and rebuilding, the conversion provided 77 residential units and many recreational amenities. Photos at right show the restored exterior. The lobby now contains a small display of Best's products.

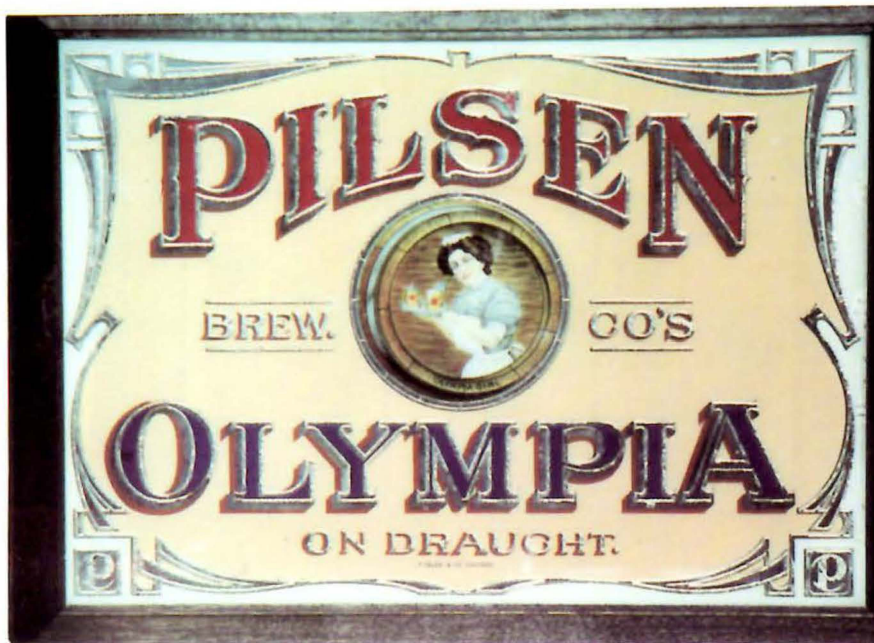


BEST SYRUP &

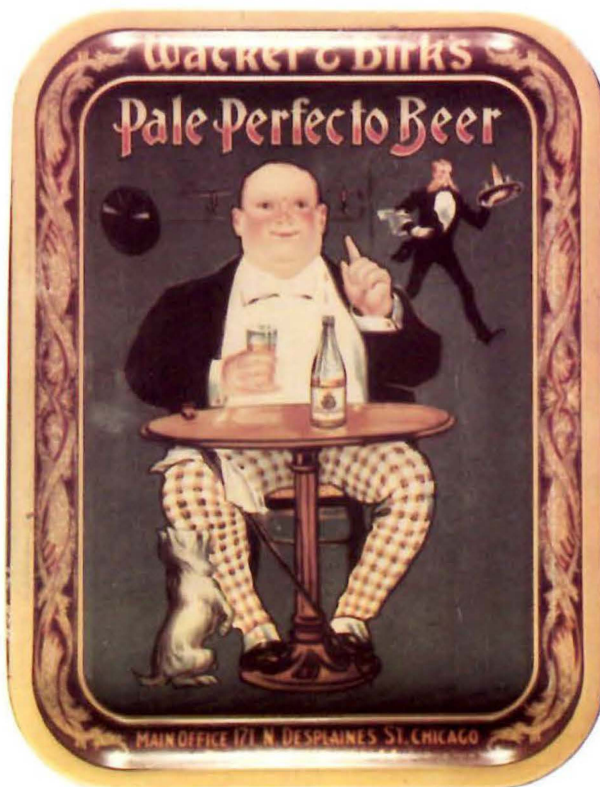
BEER LABELS

## CHICAGO FROM KAY'S COLLECTION





A quartet of special Chicago beauties of near zero attainability. Bob Kay thinks his vitrolite Schoenhofen sign is one of a kind, and we know that the two Pilsen signs are. That leaves the Wacker & Birks customer tray, which has an irresistible if slightly wacky appeal. Other examples are known, but rarely in near mint condition.

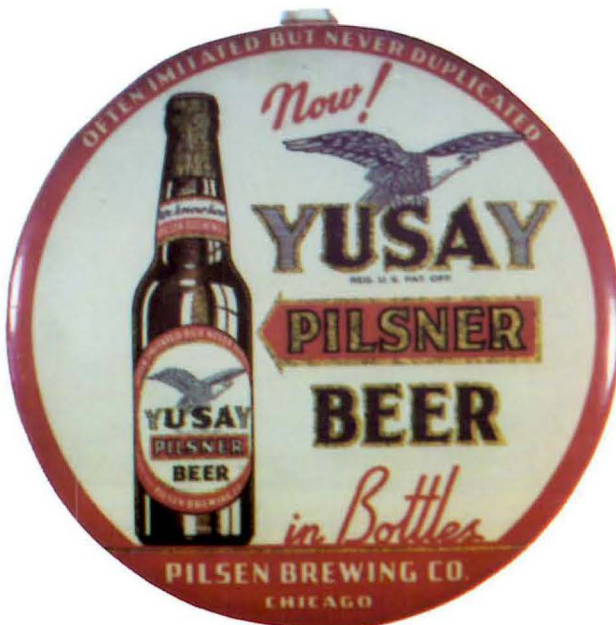


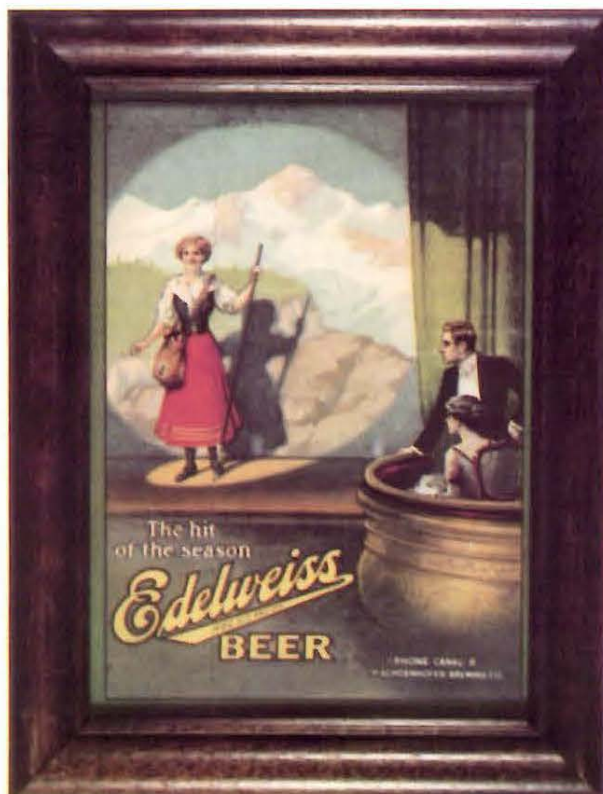
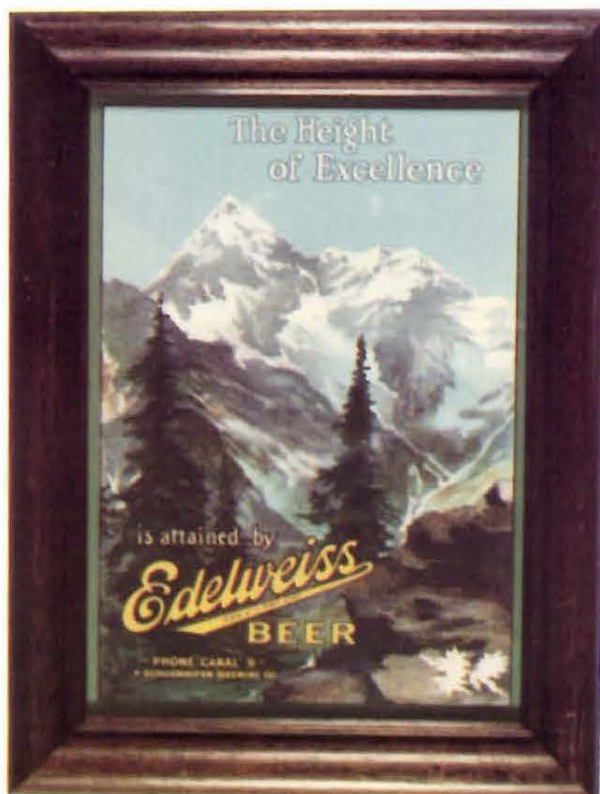
The Standard litho is a triple-header of artistic and historic merit. Like the ornate R-O-G Garden City sign by Chicago maker Paul Pause and the Rheingold sign, these are the only examples known. The Malvaz Tonic ad is an interesting carry-over from pre-prohibition copy.





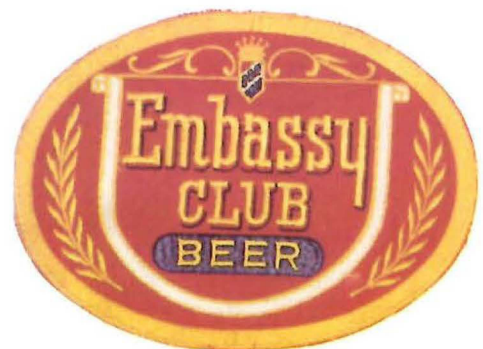
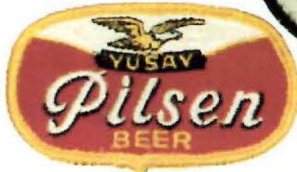
A trio of tough Chicago trays and two fine buttons can be seen in the Kay collection. The Standard tray featured the rare combination of an American bald eagle with the German brewer's slogan. Northwestern thought that any woman gutsy enough to ride a buffalo might as well go topless, while Peter Hand chose a very gentle approach with roses, scrollwork and a fine border of hop vines. The YUSAY button showed Pilsen's effort to circumvent official denial for use of the USA brand name.





Edelweiss ads from the back cover of old Chicago playbills are a very desirable local collectible item, and form a great display when framed in a grouping. A Swiss miss was often featured, who offered beer to weary but well-behaved climbers. She yodeled softly but carried a very sharp stick.

# CHICAGO PATCHES

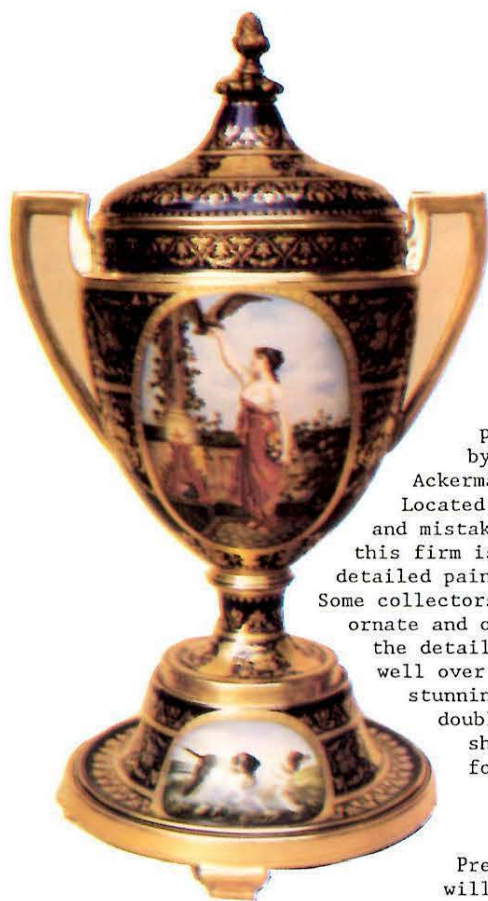


From Jim O'Brien's Collection

Small patches are mostly between 3 and 4" in length. At just over 5", Chicago's Own Monarch Beer is also the rarest. Ambrosia, Canad. Ace, Edelweiss and Pilsen are also tough to locate.

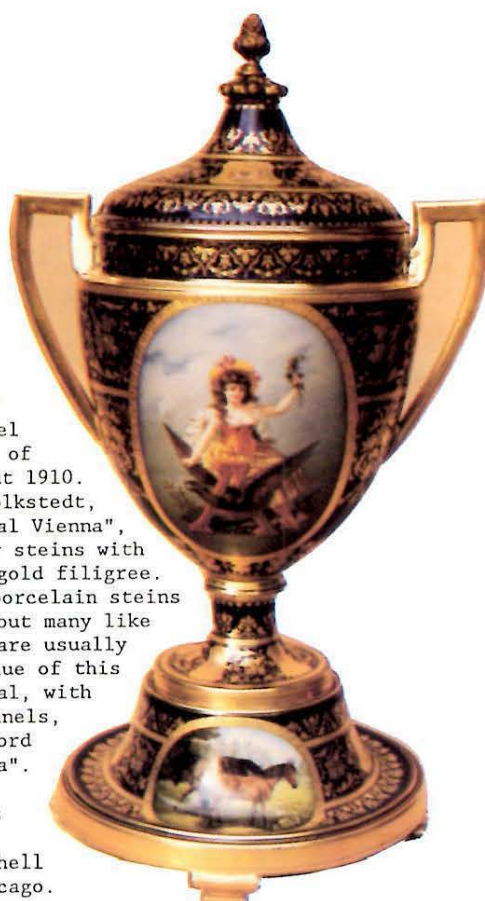
Large back patches measure mostly 8-10" in length. Lederbrau by Atlantic is the rarest Chicago patch.

## A-B "ROYAL VIENNA" GOBLET



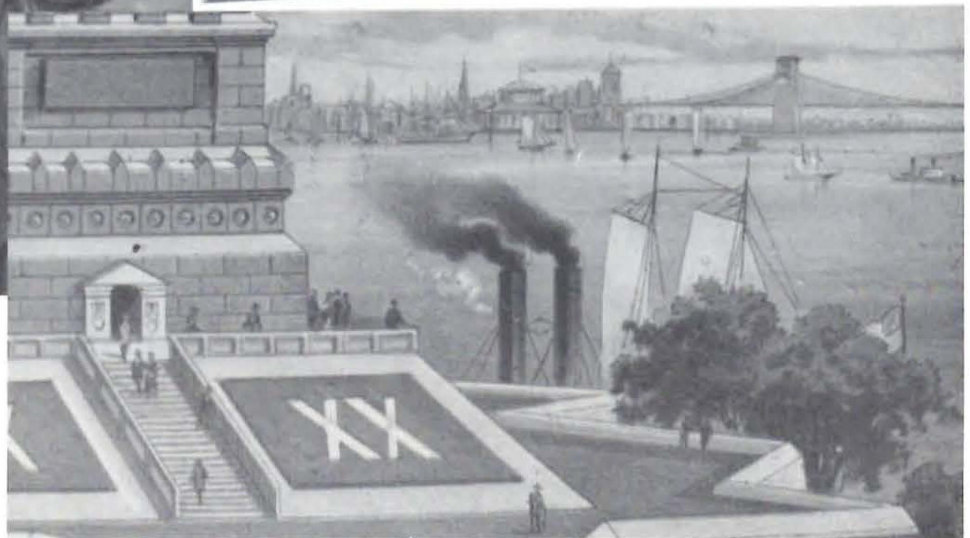
What may well be the most ornate Anheuser-Busch item is this 24" presentation vessel by the German firm of Ackerman & Fritsch about 1910. Located in Rudolstadt-Volkstedt, and mistakenly called "Royal Vienna", this firm is known for fancy steins with detailed paintings and heavy gold filigree. Some collectors consider such porcelain steins ornate and overly romantic, but many like the detailed art. Prices are usually well over \$2,000. The value of this stunning and unique Pokal, with double A and eagle panels, should be in a record for a "Royal Vienna".

Stein Collectors International  
President Bill Mitchell  
will bring it to Chicago.

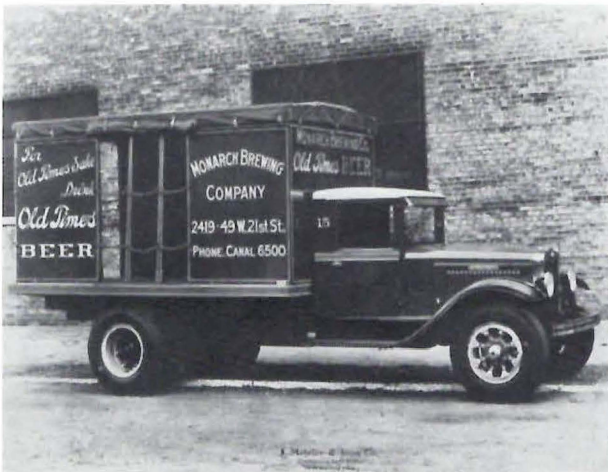


# LIBERTY STATUE IN CHICAGO

The most unusual lithograph in the Kay collection - and this probably includes any collection - is the Statue of Liberty executed locally by Shober & Carqueville. The newly opened monument was a topical subject then, which caught the attention of The Michael Brand Brewing Co. With a foaming glass of XX Extra Pale lager held high and the Brooklyn Bridge in the background, the Windy City could have taught Madison Ave a lesson in opportunistic marketing. Far out!



# CHICAGO: BEER RETURNS & SO DO TRUCKS



These truck photographs were collected and first published in a 1990 calendar by Kurt W. Kuhlman, and are here reprinted for the Chicago Convention Issue.

# A BREWERY TOUR IN WHITE SOX COUNTRY

Upon learning the content of Fil Graff's proposed tour of Chicago breweries at the forthcoming convention, my impression was that it had been devised by a Cub fan of the most bigoted possible persuasion. It is heavy on the North Side and includes a stop at the Goose Island brewpub, such a citadel of Cub fans that it sends out foraging parties to Wrigley Field several times a season. My first thought, naturally, was to organize a rival tour of breweries in White Sox country. My second thought was that this was impractical on several grounds. I have no desire to be a schismatic within NABA and, for reasons to be apparent, my preferred site for a beer stop is not well suited to organized tours.

White Sox country is Bridgeport, the last citadel of the South Side Irish population who were in the early years of the century the principal support of the team. This is the late mayor Richard J. Daley's home and political base, and something about as traditionally Chicagoan as you can get. It takes its odd name from its original function as a port at the Chicago end of the Illinois & Michigan Canal of 1848. In the area are the remains of several breweries. The best preserved is the former Henn & Gabler plant of 1892 at 3439 S. Racine Avenue. Its post-Prohibition incarnation as the Frank McDermott Brewing Co. expired in 1937, but the complex survives as a warehouse for truck and automobile parts. White Eagle at 3735 S. Racine, which gave up in 1950, served as a plant for freezing meat until 1979, but is still standing. At 39th and Emerald, on the south border of Bridgeport, are the shipping facilities of Manhattan, later Canadian Ace, now servicing a building supply distributor.

On the west side of Halsted Street between 37th Street and 37th Place are the remains of Ambrosia. The bottling house, still lettered prominently for the brewery, is on the north side of 37th Place. More interesting is a restaurant formerly surrounded by the brewery, Shaller's Pump -- so called because it pumped Nectar Beer directly out of the brewery into its draft apparatus. The restaurant is excellent and incredibly cheap, but it is so tiny that it could hardly accommodate an organized tour. Also, it has variable hours dependent on when the White Sox play. Its patronage, apart from local politicians from Democratic ward headquarters across the street, is mainly White Sox fans dining before or after games. I particularly recommend this tour for Sunday afternoon, August 4, following our convention, ending with dinner at Shaller's. The White Sox will be playing a day game at the new Comiskey Park. Usually Shaller's opens at 5:00 following day games, but in mid-day a note is posted on the door showing the opening hour. Park in the lot immediately to the north of the restaurant; it is the site of the Ambrosia brewhouse.

A little farther afield are two notable breweries. At 18th and Canalport is the office portion of the pre-Prohibition Schoenhofen-Edelweiss plant, one of the best examples of Chicago School industrial architecture. At 22nd and Spaulding is the Mutual brewery of 1907, another Chicago School building, albeit a more eccentric one,

Last year Fil and I endeavored to show you where the heart beats in Baltimore. Take this tour of Bridgeport and you'll really know where it beats in Chicago.

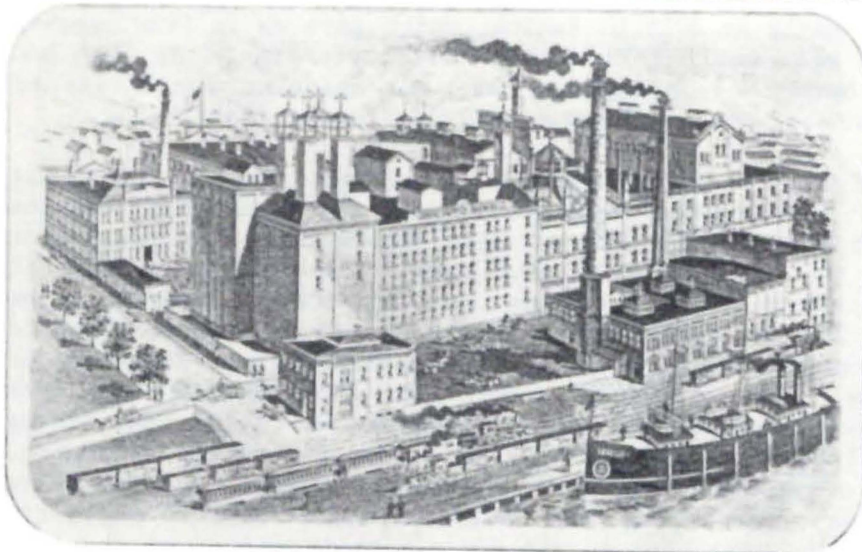
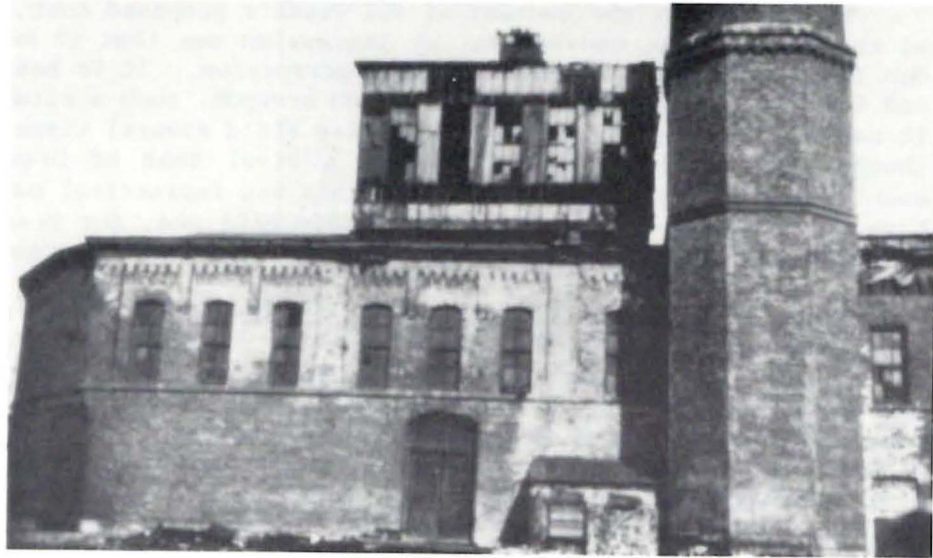
GWH

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Retired UCLA professor George W. Hilton was editor of The Breweriana Collector for 11 years through 1990, and serves in the position of Editor Emeritus.

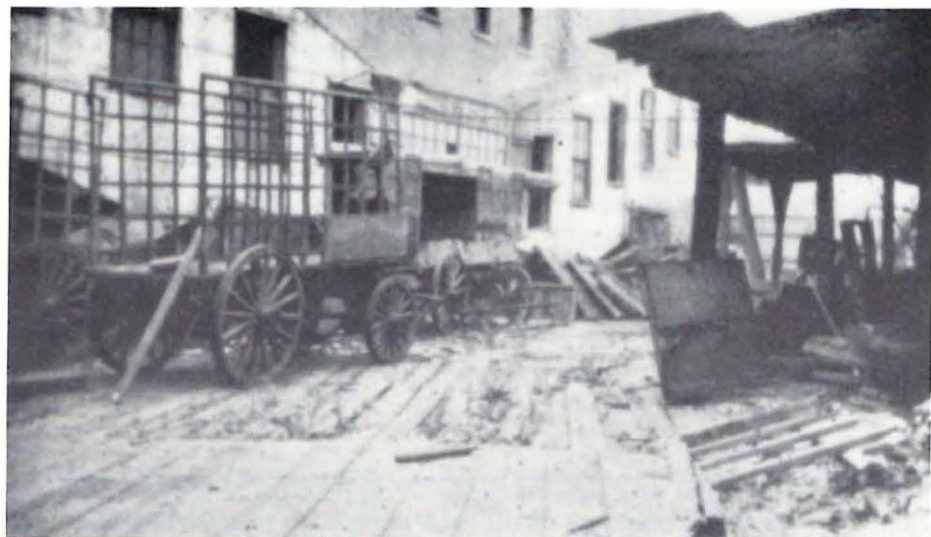
# PROHIBITION

Two prohibition era photos of Chicago breweries in disrepair and desolation were published in a German book on the brewing industry of the U.S. (Die Brauindustrie in den Vereinigten Staaten, Gesellschaft fur Geschichte und Bibliographie des Brauwesen, Berlin 1932).



The top photograph shows the kettle house of Seipp's brewery. Its large octagonal chimney base can readily be identified on the engraving copied from 100 Years of Brewing. Even allowing for an exaggerated scale compared to trees and trains, Seipp was a large operation.

Below is what was left of the transportation yard of Keeley, askew with old wagons and trashed sheds.



## SCENES

Chicago history researchers have located probably the only authentic photograph of the mob takeover of the Atlas Brewing Company. According to the Chicago Police Department, it is believed that Sal ("Nitti the Neat") Nitti wanted to document the friendly relations between his team and the brewery.

The men have not all been positively identified, but are known, or believed to be, from left, Nitti's personal bodyguard and a backup capo, Nitti, wearing much the same type of suit in which he was later killed, the steward of the plant local Nitti had taken over, a cop on Nitti's payroll, the hapless brewmaster - who may have worried that any slight mistake in quality would be the end (actually, Nitti left the brewing staff pretty much alone according to oral history among retired brewmasters) - and at right, attorney Hymie Weinberg, who often fronted for the organization in takeover operations. One can see that Nitti was very much in charge, and that Weinberg was pretty well "connected". A rare photograph of a bad chapter in Chicago's brewing history.



Courtesy Chicago Police Department

For more information on  
this photo, see page 27

## REGAL AND RARE

There was a time in the early days of NABA when cans were not considered proper breweriana. While some of our friends were can collectors, the unspoken hope was that our sisters or daughters would not marry one of them. Today we are much more flexible. For one, there is a growing interest in breweriana by members of BCCA. A quick walk-through at any can show tells that story better than words. And also, cans are part of the history of a given brewery.

With this as background, we are ready to feature the first can in the history of the Collector. It was shown to interested parties at the June 1990 show of Stroh's Fire-Brewed Chapter by a fortunate Michigan owner. There, rusty but very real, was probably the rarest can from Michigan, the Regal from Detroit.

The Regal Brewing Company opened with high hopes and solid financial backing in 1935. At that time Detroit had a huge labor force and an equally large thirst for beer. The brewery was built from scratch, with no money spared in the construction. There was one good year in 1936, but by the following summer the pent-up demand for beer had been met by established brewers. The owners sold the brewery to Ekhardt & Becker in 1938, who closed it.



Regal operated at most for only three years. Very little breweriana has survived - a few signs and labels are known. A rare ale label and the redesigned Special Lager label are in the Stroh collection. It is the ale label which ties in with the can design. There is the same shield with RB in a red circle, the same REGAL lettering, and at the bottom, the same text: BREWED IN DETROIT BY REGAL BREWING CO., although only partially readable. The can raises many questions. Was it planned already for 1936, and how long was the canning operation? We were very pleased that we could see it, and learn more about one of Detroit's least known brewing operations.

P. Blum

# WHAT'S BREWING

While brewpubs have turned the clock back to give us hearty beers of the 30's and even the teens, large brewers are cooking up nouvelle brassage - nicely presented but lean. The leanest of the new wave brews is Extra Light, or Ultra Lite if you are of the Miller persuasion. Non-alcoholic beers have also joined the mainstream. Old Milwaukee NA is the latest entry, and is in the class of the two leading domestic NAs, Sharp's and O'Doul. Not that long ago Heileman was the only domestic brewer in that field with Zing and others.

A-B is soliciting ideas for new Michelob family advertising. There almost certainly will be a Michelob Golden Draft, and perhaps a M. Golden Draft Dry. This is sounding more like wine than beer. Is this the beginning of a trend? Will there be a Michelob Golden Draft Extra Dry Spätlease (from the late hop pickings) someday? Don't laugh. Kirin is breathing fire with Ichiban (No. 1) beer, brewed from first wort, and is promoted as being made from the "first pressings". First wort is typically 1/4 to 1/3 of the kettle full volume, but contains about 2/3 of the total extract. There is nothing wrong with spargings, which replace the material held in the mash with hot water.

Industry sources have been reviewing the microbrewing scene. The Association of Brewers reported that 17 micros and 33 brewpubs opened in 1990, and that 5 micros and 9 brewpubs closed. The most spectacular failure was the Honolulu Brewing Co., which folded under a huge debt. On the positive side, Sierra Nevada (Chico, CA) and Redhook (Seattle) exceeded 15,000 annual sales barrels and outgrew the micro class.

There is a certain amount of "rediscovering the wheel" by microbrewers. Problems of quality consistency and cost of advertising have been faced by large brewers for a long time. There will be other casualties, because brewing good beer day to day is hard, and making money is even harder. But the Micros have given us the missing dimensions of excitement and exploration. Micros have given us also a new area of affordable collectibles, along with Ceramarte steins. Although, looking at prices being paid for A-B steins less than 20 years old, one has to grin sheepishly when saying affordable.

Not all states permit brewpubs, which gives microbrewers a captive market and often a better start. Michigan long has rejected any tampering with the three-tier system, and Texas just recently killed brewpubs in the Liquor Regulations Committee. Microbrewers have microclout.

The success story of 1990 was Rolling Rock, a real sleeper, which under Labatt's umbrella racked up a double-digit increase and sold 713,000 barrels.

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More on the mob photo of the Atlas Brewery: You were being fooled! This is a 1950 photo of Stroh personnel with contractors installing a new pasteurizer. At left is Ed King, Stroh's construction manager. The tall bodyguard is Gari Stroh, Jr., who was then doing his apprenticeship in the brewery. The man at right was probably also with Stroh. The others, except for the plant guard, belong with the contractor.

There are two lessons in this. You tends to see what is suggested. And you should smile when a photograph is taken, or else you may end up looking like a gangster. Apologies to all paisani and the Chicago Police Department. PHB



MILLER MIRROR SET: All 6 collector's items. Value. \$1500. Asking \$1000/offer 673-4799  
 MILLER MIRRORS: 1st edition Sportsman, set of 6 \$650 or offer 251-1865 after 5  
 MILLER Sportsman mirrors. 1st edition, complete set of 6. \$450. 1-452-4798

## EXECUTIVE SECRETARY'S PAGES

The big news is the Chicago Convention August 2-3-4, expected to be the largest ever. 1991-92 dues must be paid in order to attend. The expiration date on your dues card must be May 31, 1992. Also, if your dues are not paid, this will be your last Breweriana Collector issue.

The good news from the Auction Committee is a reduction of the commission rate from 15 to 10% and in buy-back rate from 10 to 5%. This will benefit all who place items in the auction. There were no nominations for Director other than by the three incumbents, so Bud Imboden, James Shoulder and Paul Zagielski will continue to serve another term. Many thanks! All other officers have a year of their term remaining.

We are sorry to report the death of Leon P. Beebe of Tuscon, who was a member for over 15 years. He will be truly missed by many collectors.

Some problems in the our hobby remain. Note the photo of the Pabst-Crush bottle. Is it really possible? If so, is it real? A Canadian member reports that color-copies of labels from French Guiana and Guam are being sold as authentic from a source in Germany. The other problem concerns spurious prices in ads to defraud the unwary. Please note that NABA can only warn, but has no legal power to undo a bad deal.

Welcome to the following new members. We hope NABA will be of real help in your collecting, and give you pleasure. It is still a great hobby.

Sincerely,

Robert E. Jaeger  
 Executive Secretary

### NEW MEMBERS

AMMELOUNX ANDRE  
 P.O. Box 136  
 Palatine Il 60078  
 708-490-0817  
 Dealer-mugs steins

ANDERSON FRED R. (Alberta)  
 P.O. Box 358  
 Avon Il 61415  
 309-465-3543  
 All breweriana-cans  
 signs-trays

BALKO EDWARD A.  
 559 Westchester Drive  
 N. Huntingdon Pa 15642  
 412-864-0983  
 Coasters-labels-matches  
 openers-tap knobs  
 Western Pa. items

BECK DONALD A. (Shirley)  
 8623 Co. Road #36  
 Oak Harbor Oh 43449  
 419-898-1921  
 Clocks-history-lamps  
 neon signs-thermometers  
 reverse paint on glass  
 Pabst, Miller, Old Brwgs.

BECKER MERLIN (Martha)  
 Rt 3 Box 160  
 Little Falls Mn 56345  
 612-632-2832  
 All breweriana-mugs steins  
 Schmidt "City Club"

BOLLAGEN PHIL  
 P.O. Box 20998  
 Greenfield Wl 53220  
 414-327-6220  
 Playing Cards

CARLSON ROBERT N. (Sheila)  
 815 Third Avenue  
 International Falls Mn 56649  
 218-283-2543  
 Books magazines-clocks  
 lamps-neon signs-signs

CARTWRIGHT STEVE (Karen)  
 409 Shannonford  
 Wake Forest NC 27587  
 919-556-0682  
 Books magazines-paper items

CASTILLO JAMES K.  
 7020 Rhodes Court  
 Woodridge Il 60517  
 708-964-9625

COPENHAVER HARRY T. (Judy)  
 8800 Orchard  
 Hinsdale Il 60521  
 708-325-3113  
 Clocks-glasses

CRANDALL RICH (Dorothy)  
 10652 S.E. Idleman Road  
 Portland Or 97266  
 503-775-5378  
 Foam scrapers-glasses  
 mugs steins-signs  
 statues-trays  
 Blitz Weinhard, Lucky Lager

ELSINGER ROBIN (Elisabeth)  
 N3027 Hwy P.  
 Rubicon Wl 53078  
 414-673-6789  
 Ash trays-knives-mirrors  
 tap knobs-tip trays  
 Miller, High Life & Lite

FOX WILLIAM J. (Susan)  
 1018 Betty Drive  
 Lake Zurich Il 60047  
 Cans-glasses-mirrors-trays  
 Warsaw Brwg. Corp. Warsaw Il.  
 All breweriana Chicago Brwgs.  
 All items checked

GIESIGE BILL (Kathy)  
 16285 Painter Road  
 Defiance Oh 43512  
 419-395-1989  
 Mirrors-mugs steins  
 neon signs-signs-tap knobs  
 Stroh's

GISBURNE ROBERT  
 P.O. Box 88024  
 Carol Stream Il 60188  
 708-690-0084  
 Cans-sports schedules  
 Meister Brau, Hamms, Japanese

GLADSTONE GENE  
 4643 Littlebury Drive  
 St. Louis Mo 63128  
 314-487-6034  
 Neon signs lighted signs  
 unlighted beer signs

HALL PHILIP R. (Patricia)  
 606 E. Franklin Street  
 Raleigh NC 27604  
 919-829-9536  
 Clocks-knives-neon signs

HALLEWAS MARTIN  
 Helperwestsingel 14  
 9721 Bo Groningen  
 Holland  
 50-2-64-620  
 Cans-dealer-glasses

HARRELL ALAN  
 6157 Sheridan #22B  
 Chicago Il 60660  
 312-712-1383  
 Mugs steins

# NEW MEMBERS

- HENSEL RALPH R. (Bonnie)  
629 Highland View Drive  
West Bend WI 53095  
414-334-2965  
Bottles wanted  
H.A. Goehring Silver Creek WI.  
S.P. Mayer West Bend WI.
- HESS DAVID  
2996 Casper Street  
Kalamazoo MI 49001  
616-382-5322  
Mirrors-mugs steins  
Anheuser Busch
- HOOVER LARRY D. (Debbie)  
721 Hickman  
Fulton MO 65251  
314-642-0044  
Glasses-mirrors-mugs steins  
neon signs-signs  
Anheuser Busch
- HUFF R.G. BOB (Lois)  
605 Cheshire Drive  
Bloomington IL 61704  
309-663-7677  
Glasses-mugs steins  
openers-signs-tap knobs-trays  
Stag Beer
- HUNT JOEL A. (Lois)  
518 S. Swain Avenue  
Bloomington IN 47401  
812-339-9431  
Corkscrews-knives-labels
- JONES JAMES P.  
Wrigleyville Tap  
3724 N. Clark  
Chicago IL 60613  
312-528-4422  
Clocks-lamps-mirrors  
neon signs-statues-tap knobs  
Hamm's, Bud, Old Style
- KAPSON KEN (Alice)  
920 W. George  
Chicago IL 60657  
312-248-4422  
Books magazines-calendars  
dealer-lithos  
paper items-signs
- KARLOS DAVID  
6213 Mourning Dove Drive  
Mc Farland WI 53558  
608-838-8041  
Bottles-cans-labels  
signs-trays  
Fox Head & Weber
- KASEN DAN  
1776 W. Winnemac Avenue #201  
Chicago IL 60640  
312-878-4543  
Crowns-mugs steins-trays
- KING JACK T. (Brenda)  
P.O. Box 86  
Vacaville CA 95966  
707-448-9156  
Mirrors-mugs steins  
salt shakers-signs-trays  
Anheuser Busch
- KNOBLAUCH BILL  
2620 Argolis Way  
Sacramento CA 95826  
916-978-5421  
Bottles-cans-lamps  
mugs steins-neon signs  
signs-tap knobs  
Coors
- KRUTZ CHARLES  
5603 Colfax Avenue  
Alexandria VA 22311
- KUBILIUS TONY (Paula)  
15411 David Lane  
Oak Forest IL 60445  
708-687-0997  
All breweriana-coasters  
neon signs  
All Wisconsin coasters
- LAGOIS PETE  
RR # 2  
North Gower Ontario  
Canada KOA 2T0  
Cans-coasters  
matches-openers  
Molson Grwgs. Pittsburgh  
Brwg. Co.
- LEE JERRY  
4758 Brawley Court  
St. Louis MO 63128  
314-894-3077  
All breweriana-glasses-mirrors  
mugs steins-neon signs-signs  
A & B, Coors, Strohs
- LITTLEJOHN DAVID (Cathy)  
1200 S. 113th Street  
West Allis WI 53214  
414-453-1433  
Labels  
Wisconsin & Micro's (Nationwide)
- LOEWE MARK  
147 W. Kennedy Drive  
Streamwood IL 60107  
708-213-0050  
Lamps-neon signs-signs  
Hamm's, Miller & Pabst
- LOVE GEORGE A. (Martha)  
4301 Forest Plaza Drive  
Chattanooga TN 37343  
615-877-8006  
All breweriana  
Chattanooga
- MALEWICKI EDWARD V. (Kay)  
508 Dakota Street  
Winona MN 55987  
507-452-3420  
All breweriana-clocks-mirrors  
mugs steins-glasses-signs
- MANNILLO TOM (Michele)  
749 Glantz Drive  
Lorain OH 44055  
216-233-5841  
Mugs steins  
Anheuser Busch
- MASER TOM (Lisa)  
1001 2nd Avenue S.W.  
Le Mars IA 51031  
712-546-7787  
All breweriana-cans  
neon signs-signs  
Iowa cans & breweriana
- MATHEWS DAN (Marie)  
1245 Flandrau  
St. Paul MN 55106  
612-778-9003  
Clocks-lamps  
reverse paint on glass  
salt shakers-signs-statues  
Hamm's
- NEILL BOB  
401 15th Avenue So.  
Great Falls MT 59405  
406-727-8212  
Calendars-lithos-signs  
tip trays-trays  
Montana Breweries
- NEWMARK MICHAEL (Gayle)  
549 Buxton Avenue  
West Hempstead NY 11552  
516-485-0509  
Cans-glasses-mugs steins  
openers-signs-tap knobs
- NIESE EUGENE  
1440 Langrum Road  
Put-In-Bay OH 43456  
419-285-3835  
All breweriana-barrels  
mirrors-neon signs  
show promoter-thermometers
- NUMMI DON JR.  
1204 Faxon Street  
Superior WI 54880  
715-394-9554  
All breweriana-corkscrews  
signs-tokens-trays
- O'LEARY BILL  
314 Stanley Road  
East Meadow NY 11554  
516-221-2325  
All breweriana-bottles  
cans-mugs steins
- CWEN BOB (Judy)  
10332 Stoneybeach Pointe  
Traverse City MI 49684  
616-946-2534  
Cans-openers  
tip trays-trays  
Detroit & Traverse City Brwgs.
- PLANCHET JEAN YVES  
B.P. 23  
Lannoy France 59390  
Books magazines-labels  
pinbacks
- RANK DAVID (Ann)  
1101 Philippen Street  
Manitowoc WI 54220  
414-682-5869  
Cans-coasters-glasses  
paper items-signs-trays
- ROHMAN HAROLD (Esmer)  
144 Hillview Road  
Tunnel Hill GA 30755  
404-673-4830  
All breweriana-glasses  
mini beers-mugs steins  
openers-trays  
Budweiser, Miller
- RYAN MICHAEL E. (Darlene)  
N5411 N. Rocky Ridge Road  
Ladysmith WI 54848  
715-532-6475  
Bottles  
Wisconsin blob top bottles
- SCHNETTLER DUANE J.  
3305 W. North Union  
Bay City MI 48706  
517-684-2889  
Mugs steins
- SHIMEK TOM (Martha)  
13449 W. Good Hope Road  
Menomonee Falls WI 53051  
414-255-2237  
Cases-chairs-glasses  
tap knobs-trays  
Leinenkugel, Schlitz
- SHOUMAKE BILL  
402 Monroe Street  
Niles MI 49120  
616-684-2859  
All breweriana  
Hamm's Beer
- SPRAGUE BRIAN (Minnie)  
Rd # 2 Box # 233  
Venango PA 16440  
814-398-2885  
Barrels-bottles-brwg. equipment  
cases-mugs steins-trays  
Koehler (Erie Brwg.) Iroquois,  
Du Bois Western PA & Western  
NY Brwgs.
- TANAKA MELVIN  
3511 Pilikino Street  
Honolulu HI 96822  
808-546-2480  
Bottles-cans-labels  
Hawaii Brewing Corp. (Primo)
- ZIER ROBERT  
706 W. 8th Avenue  
Oshkosh WI 54901  
414-231-5079  
Mugs steins

## BUY - SELL - TRADE

**Labels & Letterheads For Sale:** late 40's-early 50's from 25 states. Send SASE for list of breweries or states to Mark Brooks, POBox 213 Frankenmuth MI 48734

**NY State Trays Wanted:** Watertown Cream Ale, Haberle Black River Ale w/fish, Standard Old Ox Head/ Ox Cart Sturdy Ale, Genesee Dicken's Ale. Send condition & price to Andrew Abel, 1311 California Ave. #301 Santa Monica, CA 90403.

**Hawaii Labels Wanted:** Mel Tanaka of 3511 Pilikino St. Honolulu HI 96822 wants early Hawaii Brew. Corp. labels (Premier, Pilsener Type, Salvator and Primo).

**Chicago Paper Wanted:** labels, letterheads, ads, envel's, checks, invoices, brewery/truck/tavern photos. Also prohibition/bootlegging/speakeasy info and memorabilia. Kurt Kuhlman 1707 W. Melrose, Chicago 60657-1003 (312) 528-0347

**Lighted Signs & Neons Wanted:** especially outdoor or moving scenes. Please send list & prices to Bob Carlson, 815 Third Ave. International Falls MN 56649

**Old Canadian Labels to buy or trade.** Please contact Frank Mrazik, 107 Alepin Ave. La Salle, Quebec H8P 2C9 Canada.

**Old Style Stein Wanted:** William Davis is looking for 1986 Lidded Old Style stein. 607 20th St. S.E., Cleveland TN 37311. Call (615) 472-8843 after 6pm.

**Quality Lehigh Valley PA Items Wanted:** Bushkill, Daenfer, Horlacher, Kostenbader, Kuebler, Lieberman, Neuweiler, Northampton, Old Dutch, Supreme, Uhl, Veile, etc. Contact Barry Hunsberger, 2300 Meadow Lane Dr., Easton PA 18042.

**Old Glasses & Match Safes Wanted:** Etched or embossed beer glasses, match safes wanted by Jim Maxwell, 601 Parkview, Bryan OH 43506 (419) 636-3253.

**Nude Beer Items Wanted:** Bottles, labels, six-pack holders, whatever. Mike Hennech, 2721 Stark, Ft. Worth TX 76112.

**Ohio Breweriana Wanted:** Items from Drerup (Ottawa) and Diel (Defiance) Breweries. Ron Kruse, 233 Fair St. Ottawa OH 45875, please call (419) 523-6309.

**Waukesha, WI Wanted:** anything & everything (ads, bottles, photos, trays etc) from Fox Head, Weber, Imperial, Milwaukee-Waukesha, Bethesda. David Kapsos 6213 Mourning Dove Dr. McFarland WI 53558 (608) 838 8041.

**Hamm Items Wanted to buy or trade.**

**Brewery Business Cards For Sale:** Over 5000! Send SASE and want list to Craig Myers 1893A Tamarack Circle S. Columbus OH 53229.

**Tap Knobs Wanted:** to buy, sell or trade. Don Coffen, 229 N. Brown St. Rhineland WI 54501 (715) 369-3451.

**Jacob Schmidt:** any pre-pro signs & lights wanted; also City Club. Kent King, 1992 3rd St. White Bear Lake MN 55110. (612) 462-2478.

**Hamm Glass For Sale:** Hamm's Right Time, mint, \$275 firm. Dan Mathews, 1245 Flandrau, St. Paul MN 55106; (612) 778-9003, please leave recorded message.

# EVENTS OF INTEREST

- Aug. 2-4      NABA 20th Convention, Chicago (Hyatt Regency Woodfield)  
Paul Zaglowski 8939 Cedarville, Lena IL 61048 (815) 369-2135
- Aug. 15-17      Canadian Brewerianists Annual Convention, Montreal  
Loren Newman, 2978 Lakeview Tr. Bright's Grove, Ont. NON 1C0
- Aug. 17-18      National Bottle & Ad Show, Memphis Convention Center  
Gene Bradberry, 4098 Faxon, Memphis TN 38122 (901) 323-7319
- Sep. 11-15      BCCA CANvention, Santa Clara, CA  
BCCA, 747 Merus Court, Fenton MO 63026-2092
- Sep. 21-22      Antique Advertising Show, Indianapolis, State Fairgrounds  
NABA Hospitality Fri Sep. 20 9pm Holiday Inn North poolside
- Oct. 11-12      ECBA-NABA Breweriana Show, Canton OH Holiday Inn  
I-77 at Exit 109 to 4520 Everhard; Jack Kern (216) 854-5282
- Oct. 11-12      Texas Beer & Breweriana Show, Dallas/Ft. Worth  
Raffle, BBQ. Jon Ruckstuhl, P.O.Box 612164, Dallas TX 75261
- Oct. 13      Antique Advertising & Bottle Show, Madison, WI  
Quality Inn, Hwy. 12 & 18. Dealers call (715) 341-1471
- Oct. 17-19      Cornhuskers BCCA 9th Annual Can & Breweriana Show, Omaha  
Holiday Inn Cntral I-80 & 72 St. Bill Baburek (402) 551-9239
- Oct. 20      Brewery Collectibles Show, Red Carpet Lanes, Milwaukee  
5727 S. 27 St. Jim Welytok, (414) 246-7171
- Oct 25-27      Monarch Fallfest, Palatine IL  
Quality Hotel, Rt. 53 & US 14. Paul Zaglowski (815) 369-2135
- Oct. 27      Schultz & Dooley Annual Fall Show, Schenectedy NY  
IUE Hall, Erie Blvd. Dennis Hefner (518) 877-6199

## PRE-PRO MUGS FOR SALE

IL: Lehigh, Joliet (Shield, 1908), \$130      MO: Royal, K.C. (Eagle), \$65  
OH: Leisy, (Emblem), \$85      WA: Rainier, (Old Judge), \$55  
WI: Independent Burg Brau, (Brewery), \$85      WI: Pabst, (Elves), \$80

## PRE-PRO TRAYS FOR SALE

CA: Milwaukee, San Fr. (3 Men), \$225  
Golden Gate, San Fr. (Eagle, birdseye view of city), \$150  
CO: Schneider, (Mountains & hops), \$350      MA: Harvard (Beer maid), \$450  
MI: Leisen & Henes, Menoninee (Brewery), \$500  
NY: Boulton Sons, Troy (Monks), \$350  
OH: Burkhardt, Akron (Brewery), \$350      Renner (Grossvater, 4 Old men),  
United Breweries (Bullfrog, 2 Dutch girls), \$150      \$225  
OR: Gambrinus, Portland (Pre-1901 Lager king), \$450  
PA: Standard, Scranton (Card players), \$350  
Chartiers, Carnegie (Lady), \$250      WA: Olympia, (Waterfall), \$150

TOM POLANSKY, BOX 1728, BUELLTON, CA 93427

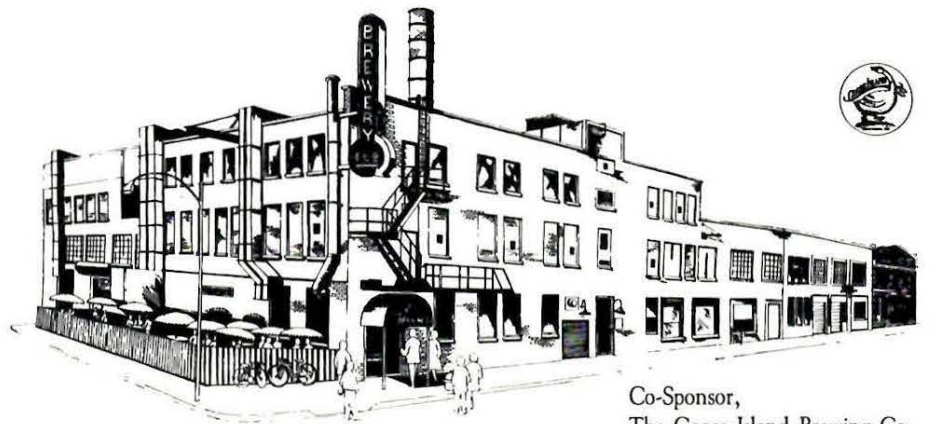
All Prices Postpaid

# NABA's 20th CONVENTION in CHICAGO

*Your Kinda Town!*

**AUGUST 2-3-4, 1991**

*Hosted by*  
**"Chicago's Own", The Monarch Chapter**



Co-Sponsor,  
The Goose Island Brewing Co.



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Come Do "The Toddlin' Town" for  
NABA's 20th Convention      Monarch's 10th Anniversary