

The Breweriana Collector

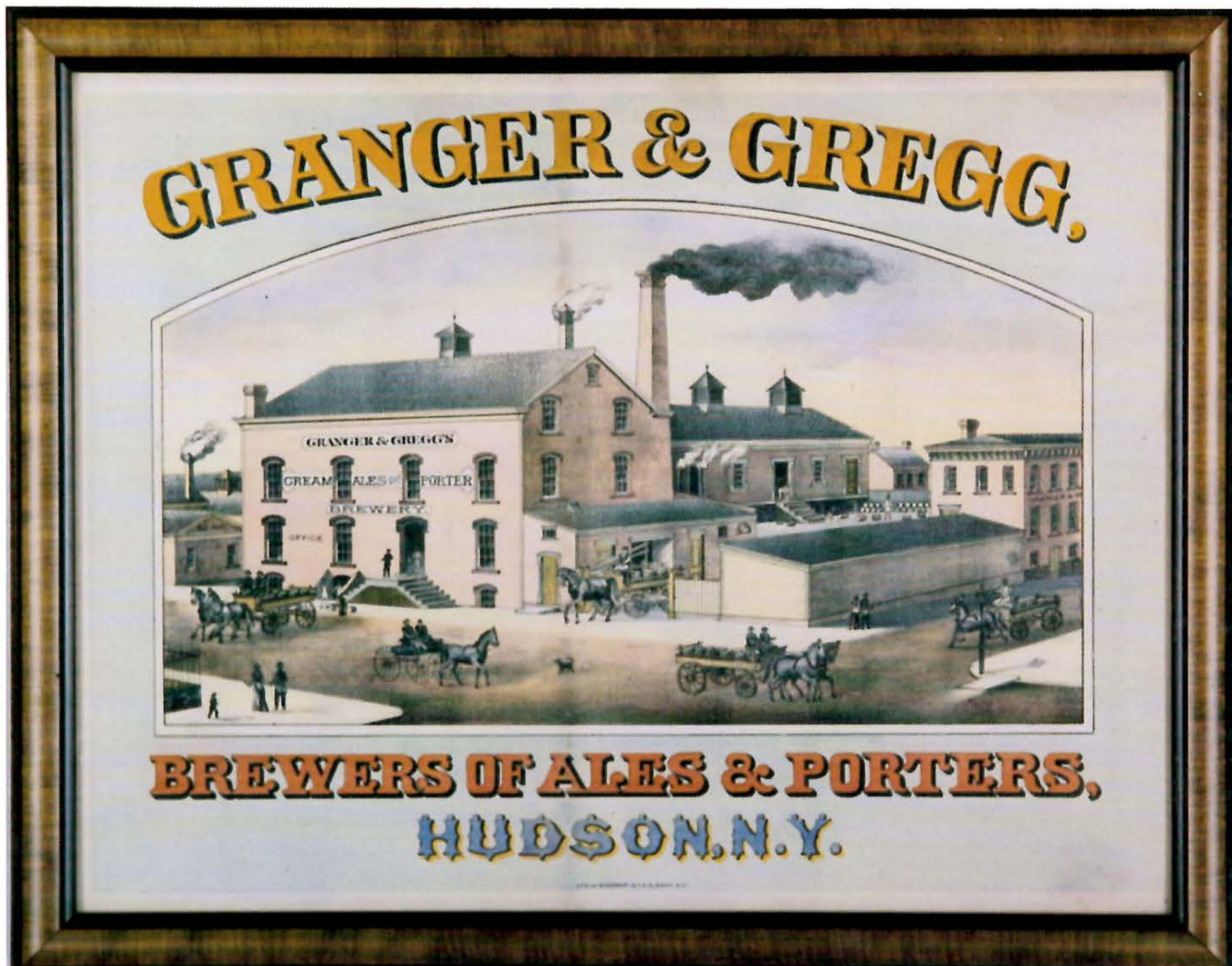
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THE BREWERIES OF HUDSON, N.Y.

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A GEM OF A CONVENTION

National Association Breweriana Advertising

A not-for-profit organization incorporated in the State of Illinois

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COVER

The Granger & Gregg lithograph dates from about 1880, and is the most prized part of the Upstate New York collection of William and Susan Droege.

TABLE OF CONTENTS

President's Page	3
From the Editor	4
Small Brewers Update	5
Breweries of Hudson, New York	7
Kay's Label Auction	16
Stevens Point Convention	17
Kroll's Glass & Mug Auction	24
Chapter News	25
What's Brewing	26
Executive Secretary's Pages	27
Events of Interests, Short Ads	29

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PRESIDENT'S PAGE



My friends, I have a weighty confession to make. I neglected to thank, and worse, to give the membership a chance to thank, Herb and Helen Haydock, the Convention Chairs, for the job they did before and during the 21st Convention. I have apologized to them, and now apologize to all of you who were there! Herb is one of the three founding members of NABA, and the effort he and Helen have expended on NABA's behalf over these past 20 some years cannot be fathomed. On behalf of the whole Association, I wish to thank the Haydocks for another fine convention! They seem to always be "The Best we've ever had," as is in a way only fitting for a growing and thriving organization. Their Committee functioned with seemingly effortless grace, providing many hours of delight for those who were fortunate enough to have been present. To the few, thank you all for your efforts on behalf of the many!

Moving the Auction to Friday did seem to confuse some members who neglected to read the printed schedule provided with the registration package, but moving it seemed to have a most salutatory effect on both the items consigned, and those sold. The number of buy-backs was quite low, and the great items we are accustomed to seeing at a NABA Auction were sold at reasonable levels, considering the state of the economy. We plan to try the Friday Auction again in 1994 in Greensburg, PA, and move the banquet to Friday night, so those who must leave early can still be with us for the major meal. Ron Kikta, next years' Chair, has promised some interesting times in Western Pennsylvania. I'll keep you posted as I hear of firm schedules.

There were several things that I noted with great joy at Stevens Point. The first, and one that I saw over and over, was the number of new members back to their second or third convention. The old criticism that the more senior NABA members seemed to shun the new collectors just doesn't hold water if Stevens Point is any criterion. The second was the response to Hamp Millers' Seminars on identifying old printing techniques. Some of the examples of recent reproductions he displayed were pretty scary in their apparent ability to fool even experienced collectors! Both seminars were well attended, and comments I heard afterwards indicate that he was very successful in the transfer of knowledge designed to help us avoid the \$1,000 mistake. I hope he can be persuaded to make these seminars a regular part of our Convention activities. They certainly merit your participation. Thank you, Hamp!

I was pleased that so many of you took me literally, and stopped me during my roaming to talk, share concerns, and a beer or two! If it was not for the meeting of new friends, and seeing old ones again, the Convention would simply be another mart for the acquisition of glitter goodies that I'd have no one to share with. But, ah, y'all made it a really memorable occasion for the Graffs, as I hope others did for you.

On administrative note: Since we have been using a bulk rate structure to mail *The Breweriana Collector*, we no longer get a reliable return of issues sent to old addresses, and so sometimes may send several numbers to an obsolete address. If you are moving, please notify Bob Jaeger! You'll then get you BC on time, without the club wasting money on repeat postage.

Speaking of money, after 11 years at the financial helm, Stan Loula will hand the key to the corporate treasure chest to Jim Kaiser, a collector of Detroit breweriana, and accountant by profession. Stan will continue to serve on the Board as a Director. He reported that the Association is in fine financial health, thanks in no small part to the continued growth in and renewals of membership. His recommendation to the Board that the dues be continued for at least another year at \$20 for US members is good news.

I'll close with another hearty thanks to Herb and Helen and the Convention Committee for all the fun they provided. Thanks to our hosts, the Stevens Point Brewery, and all those who participated with a broad range of excellent potables during Wisconsin Night, for providing such fine brews. Thanks also to Bud Imboden and Bill Mitchell, our retiring Board members, and a welcome to our new directors Dave Gausepohl and Stan Loula. For those of you who I see only once a year at Convention, cheers until next August. For the rest, see you at Indy, Monarch, some shop or mall, or browsing at a Flea Market.

The goods may be getting harder to find, but they are still there for those that hunt!



From Your Editor

- elitist:** Adj. 1. *Characterized by or favorable to elitism*
2. *Alleged behavior of N.A.B.A. members*

NABA's reputation for being standoffish at times is not a new phenomenon. We have discussed it at Board meetings, but then newcomers at conventions would tell us what a great time they had and what regular people we were – in spite of what they had heard. A dealer/collector I know was asked about becoming a member of NABA, and he replied that “they are only interested in pre-pro stuff.” He of course could never see the thousand of post-pro items on display in our rooms at our conventions.

This subject arises because as editor I have great leeway in the topics chosen and their manner of presentation. My preference is for interesting or thoroughly researched articles, and to show items which would not be seen at the usual can/breweriana show. Like my predecessor George Hilton, I want to see a journal which is both scholarly and readable; I would like *The Breweriana Collector* to be authoritative but without taking itself too seriously.

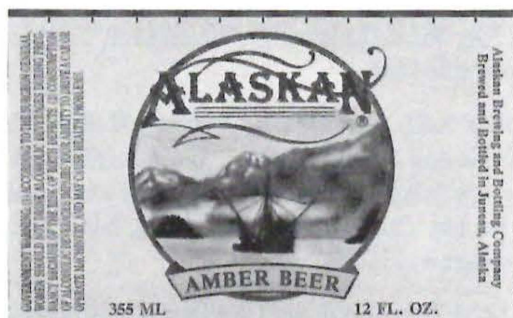
This focus of excellence in presentation and syntax could be seen as elitist. That is not my intention. While the high end of the hobby is an exciting part of our activities and I am bound to reflect this fact, I would like to cover a broad range of subjects. We have shown patches, and if collectors submit interesting photos of crowns or openers with some text, I will do my best to give them space.

However, in this issue we are focusing on the oldest brewery we have ever described. A fortuitous meeting with Bill and Susan Droege of Germantown, N.Y. at Vic Hug's 80th birthday party resulted in the publication of his fine article. The Droeges collect breweriana from upstate New York. The two breweries of Hudson are described, where the C.H. Evans brewery was founded in 1786. That is only a decade after Independence, and about 50 years before brewing became firmly established here in Detroit. The early ale brewers present an interesting if very challenging field to collect. We are pleased to bring it to you, and thank Bill and Susan Droege for making their material available. And let's face it, 1786 has a nice elitist ring to it.

The major event during the past quarter was, of course, our annual convention in Stevens Point. By all accounts it was as good as it gets. In addition to being a market and an education, conventions generate the social fabric which adds so much to our collecting hobby. Conventions also generate photo opportunities, and thanks to Herb Haydock and Bill Luers we have a wealth of good photos. We saw the finest the hobby has to offer and took back many pleasant memories. If you have never attended, do try to join us next year in Greensburg near Pittsburgh.

SMALL BREWERS UPDATE

From North to South, starting from way West, the **Outrigger Brewery** will now allow Hawaii to once again have an operating brewery. Let's go north to Alaska and visit two breweries that call this state home. The first is the **Bird Creek Brewing Co.** in Anchorage, has a capacity of 1,200 barrels and is owned by Ike Kelly. The next stop is the town of Douglas, where the **Alaskan Brewing Co.** has brands such as Alaskan Amber, Smoked Porter, Alaskan Pale Ale, Wheat and Autumn Ale. The brewery has a capacity of 6,500 barrels and is owned by Gregg and Marcelle Larson.

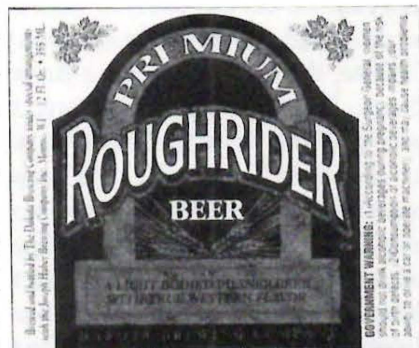


Heading south to Washington State, Olympia is home to the **Fish Brewing Company**. The pub attached to the brewery is called the Fish Bowl. The locals are said to be biting after sundown. The **Thomas Kemper Brewery** of Poulsbo has been purchased by the Hart Brewery of Kalama. This is one of the first consolidations in Microbrewery history. The **Winthrop Brewery** is doing well in Winthrop, also in Washington. The **Pizza Deli & Brewery** in Cave Junction, Oregon will soon open its second location in Grants Pass, Oregon, and further south, the **Mendocino Brewery** celebrated its 10th Anniversary on August 14th. Hermosa Beach, California is now the home of the **Hamilton Gregg Brew Works**. Albuquerque will have a new brewery, the **Rio Grande Brewing Co.** and has two Brewpubs, **Assets** and **Rio Bravo**. Rio Grande's owner Scott Moore is financing a 28 bbl unit himself and hopes to ship Bastard Lager by Christmas. The illegitimacy refers to the historic California necessity of fermenting lager yeast at the warmer ale temperature.

Jackson, Wyoming is home of the **Otto Brothers Brewing Co.** as in Charlie & Ernie Otto, with brands such as Teton Ale, Teton Pale Ale, Moose Juice Stout, and Old Faithful Ale. It has a capacity of 1,200 barrels. Also it has a take-home Growler Jug, a pint glass, and a set of coasters. In Denver, the **Tabernash Brewery** and **Lonetree Brewery** are now in business while the **Cheyenne Brewery** and **Pikes Peak** have opened in Colorado

Springs. The **Blue Water Brewing Company** is new to the Lake Tahoe area. Tulsa, Oklahoma is the home of the **Cherry Street Brewery**.

Close to the Canadian border in the university town of Grand Forks (N.D. State) we find the **Dakota Brewing Co.** At present, brewing is being contracted to the Minnesota Brewing Company in St. Paul, the former Schmidt Brewery. It has bottles of Roughrider and Roughrider Light. The owner is Phil Omdahl.



In Rapid City, South Dakota, we find the **Firehouse Brewing Co.**, headed by Mark Polenz. It is a brewpub located – where else – in an old firehouse, probably a first. It would be neat to see bar maids sliding down the poles. Your thirst is quenched by Wilderness Wheat, Firehouse Red, Rushmore Stout, Barley Wine, plus seasonal beers. Its capacity is 1,500 barrels. Three different coasters are known.

Johnny's Cafe & Brewpub has opened in Omaha. When the big flood of '93 swamped Davenport, Iowa, it inundated the **Front Street Brewery**. The brewhouse, located in the basement, was under water. Front Street flood insurance did not cover equipment or moveable items, but it is coming back to life. The New York Times gave the brewery some "good ink" mentioning its normally good location near the Missouri River and the determination of the owner to reopen, and even brew a Raging River Ale.

In South Barrington, Illinois is the **Millrose Brewing Company**, a pub and first for that town. Brands include Stout, General's Ale, General's Porter, Dark Star Ale, Country Inn Ale, Prairie Pilsner Ale. It has one coaster. The owners are William Rose and Scott Ansher. Cleveland, Ohio will soon be the home of the **Crooked River Brewing Company**, and Columbus, which is a hotbed of microbreweries with six in operation, will soon have the **Gambrinus Brewing Company** on stream. David Foster has an 8-barrel unit capable of 15,000 barrels annually. He will brew a Pilsener, Gambrinus, and a "red" brew called Augustiner, which is the old Wagner brand. Much of his production has already been allocated.

For those who like the East Coast, go to Camden, Maine and visit the **Sea Dog Brewing Company**. To clear the taste of salt water from your mouth, Peter Camplin's pub has brews such as Windjammer Ale, Penobscot Lager, Black Irish Stout, Toasty Nut Porter, Old East India Pale Ale and Old Bassywrinkle. Its capacity is 4,000 barrels. It's all right to weave a little as you walk out. Also in Maine, the **Lake St. George Brewery** has opened in Liberty. Bar Harbor now has three breweries with the opening of the **Arcadia Brewery**. **Andrew's Brewing Co.** is open in Lincolnville. The **Jasper Murdoch Ale-house** is busy in the 196 year-old Norwich Inn, in Vermont. Tim Wilson brews small batches of Whistling Pig Red Ale and other goodies. Middlesex in Massachusetts is where you can find the little 2-barrel system of the **Middlesex Brewing Company**. Also the **Ould Newbury Brewery** has opened in Newbury. Martha's Vineyard will soon have **The Brewery on Martha's Vineyard**. Presidential Pilsener, anyone?

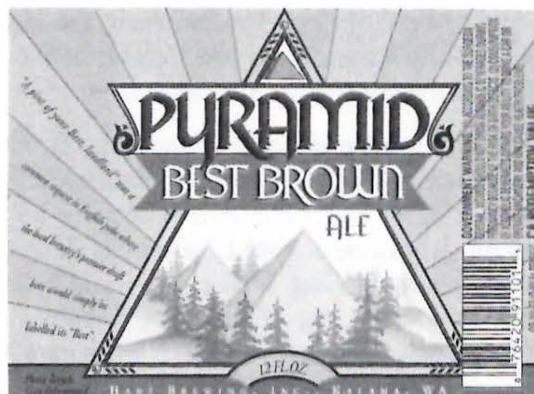
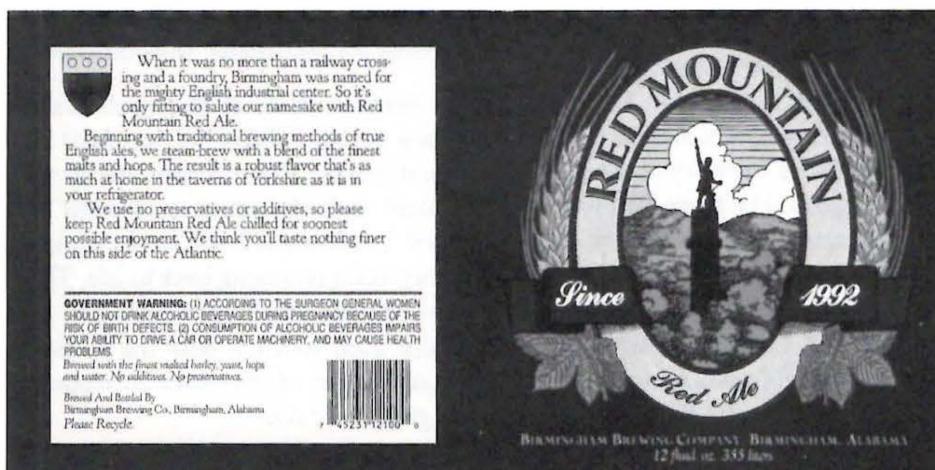
Heading South, the **Indian Valley Brewery** will soon open near Philadelphia. Richmond, Virginia is once again

home of the **Richbrau Brewery**. In Chantilly, the **Potomac River Brewery** is now on stream. Tennessee has three new breweries to brag about. They are **Bluff City** in Memphis, **Big River** in Chattanooga, and **Smoky Mountain Brewing** in Knoxville. The **Bohannon Brewery** in Nashville and **Bosco's** in Germantown are Tennessee's other Micro-breweries.

The **Birmingham Brewing Company** was mentioned in this year's Spring issue, and more information has been received. The capacity is 5,000 barrels. All the brands are part of the Red Mountain line, and include Red Ale, Golden Ale, Golden Lager and a Wheat Beer. The brewery has one bottling line.

Actress Kelly McGillis has opened **Kelly's Caribbean Grille and Brewery**, in Key West. It is located in an old Pan Am ticket office, and is decorated with an airline theme. I doubt if she herself sets them up, but it's worth a try if you are in Florida.

Dave Gausepohl and Charlie Jeske, Contributors
Peter Blum, Editor



—The Breweries of Hudson, New York—

C.H. Evans



The Hudson brewing industry started in 1786 in a two-story stone structure at the base of Prospect Hill. The first brewer was Benjamin Faulkins, who recorded in the local Gazette, "He did not doubt brewing might become a great utility to Hudson by giving his ale the name of Hudson Ale" and set his price at \$3.00 per barrel. Little did he know his successors, 128 years later, would be able to brag that "the sun never set" on the famous brew from Hudson, New York.

George Robinson, a Quaker, acquired the brewery from Faulkins in 1836, and nurtured it for 20 years, building a new brewery and two malt houses on Mill Street. In 1856 a partnership of Robert W. Evans and James L. Phipps purchased it. The new business, called Phipps & Evans, grew steadily under their management, and new buildings were added.

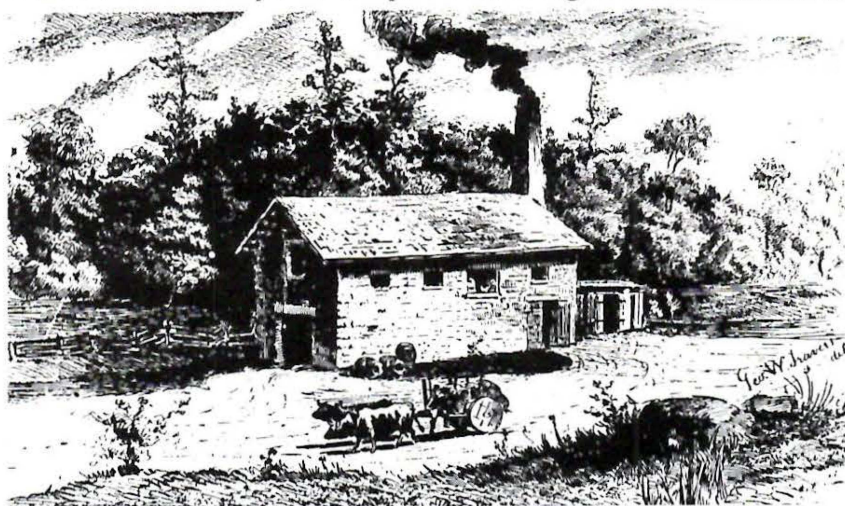
In 1865 Cornelius H. Evans, son of Robert W. Evans, came to the family business and was placed in charge of the Hudson brewery. In 1873 Cornelius, who had by this time purchased his father's interest, formed a new firm with James H. Gaul and J.H. Phipps, son of James L. Phipps. The new partners named it C.H. Evans & Company. This continued until 1878, when Evans assumed entire control of the brewery and its interests, Gaul taking charge of

the New York branch and Phipps retiring from the firm permanently (11).

Robert and Cornelius Evans were influential men of Hudson. Robert Evans was treasurer of the City of Hudson, and he also served as alderman of the First Ward and as president of the Hudson Acqueduct Company and director of Hudson River Bank until his death in May of 1868. Cornelius, who was educated at Hudson Academy, followed in his father's

footsteps and became active in public life. Starting as a city alderman, he became mayor three years later, serving three terms by 1878. His record of public works and improvements was so outstanding that it was stated in the History of Columbia County, "it may be said without exaggeration that his activity and public spirit have infused new life into . . . the City." He also became vice-president of the National Hudson River Bank and treasurer of the Hudson Acqueduct Company.

By 1878, the annual production of beer required 100,000 bushels of barley, and 150,000 pounds of hops, plus large quantities of malted grain. The water was brought in by pipe from springs one-quarter mile away. A forty-five horsepower steam engine and a work force of



Original Evans Brewery, 1786 (100 Years of Brewing).



Bill and Susan Droege have been lifelong residents of the beautiful Hudson River Valley. Bill became a beer distributor and this laid the foundation for their interest in collecting beer memorabilia after their marriage in 1971. They specialize in upstate New York lithographs, reverse-on-glass, and trays, with particular emphasis on the Albany, Troy, Hudson, Kingston, and Poughkeepsie areas. Their interests are travel, hiking, history, car shows, and their fine two Ford Model A's. Bill and Susan are now semi-retired.

fifty men supplied the power and labor for the brewery. By this time the brewery had an additional malt house at 78 State Street, with a huge sub-cellar made of massive stone arches and capable of storing 6,000 barrels of beer. The Company also owned a five-story building in New York at 127 Hudson Street, described as one of the largest bottling establishments in the city.

The Evans brewery was described with the effusive language typical of the period: "The history of the brewery was one of progress in every way, not only in enlarged facilities but in quality and reputation. In the manufacture of Hudson Ales, cheapness has been ignored. The best machinery and only materials of the highest and purest grades have been employed. The specialty of the brewery is Evans India Pale Ale, that which no purer, more delicate, health-giving and invigorating preparation from malt and hops can be found (6)." The Evans brewery only produced porters, ales and stouts. The right to use the name "Hudson Cream Ale" became a locally contested issue when Granger & Gregg, Hudson's other brewery, also started using the same brand name. Cornelius Evans tried to have the name Hudson Cream Ale copyrighted sometime in the 1880's. It was determined that the name of a municipality could not be copyrighted. This led the Evans brewery in 1886, to register its trademark emblem: a lion standing upright on a sheaf of grain, encircled by a crescent with "EVANS 1786."

The C.H. Evans & Company partnership understood, long before their competition, that the way to growth was

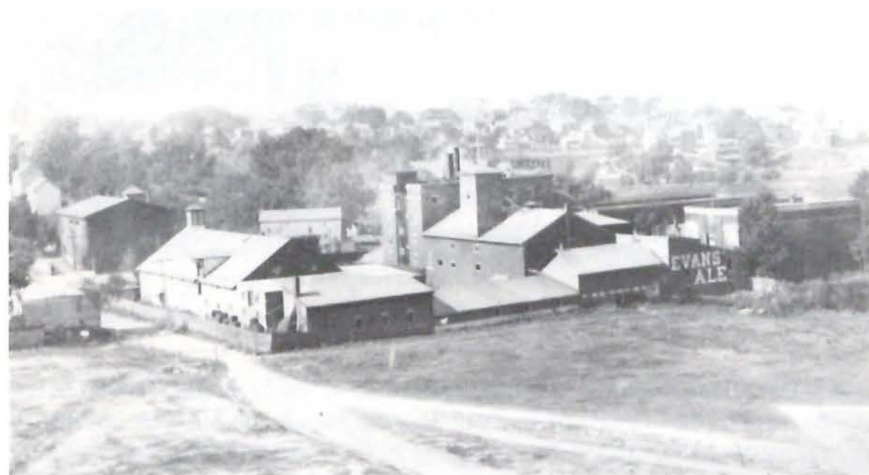
the ability to bottle their product and promote it. With this in mind, the bottling works (established in 1889) became the largest portion of their business, and its capacity quadrupled in 1895. Production at this time was in excess of 30,000 barrels

per year as reported to the United States Registry of Breweries, although the business journals of the day listed the production as 50,000 barrels per year as early as 1878 (5). Production peaked at 60,000 barrels annually in its heyday during the teens.

The following is an excerpt from a September, 1914 pamphlet, "Atlantic Deeper Waterways Association of Hudson, N.Y.," which was reprinted in *The Beer Book* (2). "England boasts that the sun never sets upon her flag; the Evans' of Hudson can boast that the sun never sets upon their Ale. This product of Hudson's oldest industry is enjoyed in many languages and by many nations. The ale and stout which are manufactured and marketed by the house of Evans have added to Hudson's reputation at home and abroad. Many a distant port knows of Hudson only as the home of the ale that is brewed in this city. A bottle of it on the table in a strange land is as sympathetic a bond of greeting as the mystic grip of any Lodge of the secret password of any Fraternity."



Robert W. Evans



The Evans Brewery at its peak, ca. 1910.

The brewing company underwent three minor name changes which might not be obvious to the casual observer, but which can be very important in dating records and advertising. After changing its name in 1873 from Phipps & Evans to C.H. Evans & Company, it altered its name in 1878 to C.H. Evans. When Cornelius' sons Robert W. and Cornelius Jr. joined the brewery in 1888 and assumed

management of the business, the final corporate name of C.H. Evans & Sons was adopted.


The brewery tried to survive during prohibition by producing Checona, "Evans' Non-intoxicating Ale." The original name for this product was Checo (standing for C.H. Evans Company) but it was determined that the name Checo had been taken, so the new name Checona was selected, standing for C.H. Evans Company of North America. The demand for temperance beverages was not strong, and the product was replaced soon by the ever increasing availability of bootlegged beer. This lack of sales forced the Evans family to close the brewery in 1924. On September 8th, it sold the land, machinery and buildings to the Warner Manufacturing and Ice Corporation of Kingston, New York for the paltry sum of \$110,000. The formulas and trademarks were never sold to the Kingston firm because the Evans family believed the purchasers to be backed by gangsters of the times.

A recent book about Legs Diamond claims he did indeed control the Barmann Brewing of Kingston, and

You may be an Ale Drinker, but it takes

Evans Ale

To make you an Ale Connoisseur



Turn it
Upside Down
Drink it all.
There are no dregs.

The success of 100 years
of brewing embodied in

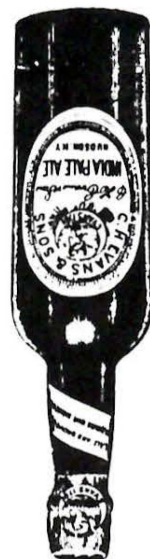
**Evans'
India Pale
Ale.**

*The drink for all who
love good things.*

Rich as Cream.
Without Sediment.
Free from False Fer-
ments.
Allowed two years to
ripen in the Wood be-
fore bottling.

At all Summer Resorts.

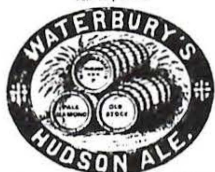
C. H. EVANS & SONS
Brewery & Bottling Works,
HUDSON, N. Y.



tried to do some bootlegging from this location. Because Warner Manufacturing and Ice Corporation of Kingston was affiliated with the Barmann Brewery, the Hudson location was raided by federal agents on October 1, 1929. All brewing equipment was removed, leaving the building vacant to receive its final insult of burning to the ground a year later. It is reasonable to assume that, had the Evans Brewery survived prohibition, it could have contributed greatly to the economic development of Hudson during the 1930's.

GRANGER & GREGG

CASKS ARE NOT SOLD.
Particular attention is requested for their return
as soon as empty for which customers are
held responsible



Ale at the Risk of Purchaser after Delivery

R. WATERBURY,
J. J. MARTIN

Hudson, N.Y.

Apr 9 1873
Wm M. Kain
Bought of
Waterbury & Martin,

BREWERS OF

WATERBURY'S HUDSON CREAM ALE.

Brewery, Cor. SECOND & CHAPEL STS.

N. B. Our Terms are strictly Cash on delivery of Goods.

CASKS,	2	1-2 CASKS,	1-1 CASKS,	ALL,	14.00
			<i>Monroe</i>		

Granger & Gregg is Hudson's lesser known brewery, but it rose to a large local stature by the turn of the century, even shipping beer to New York City. The beginnings of this brewery are in dispute among the early writings of Columbia County. The History of Columbia County by Ellis (1878) states the "brewery was also started by George Robinson, and probably several years before that

of Evans & Co." However, the Columbia County at the End of The Century, Vol. I, (1900) states "the Granger Brewery, which had its origin in 1858, when Benjamin Millard and Stephen B. Barnard, as partners, erected suitable buildings and began the brewing of ale." Production was a meager 40 barrels of ale a day.



In 1864 Ezra Waterbury purchased Barnard's interest, the brewery thus being known as Millard & Waterbury until 1872 and located at Second and Chapel. In that year Ezra Waterbury also purchased Millard's interest and became the sole proprietor of a brewery listed under his name in the U.S. Registry of Breweries for nine years. It appears from local City Directories that there were many changes of management and/or ownership during this period. They are in succeeding order with the address being given as North Second corner Chapel in each case:

1872 E. Waterbury & Son

1873 Waterbury & Martin (Romine Waterbury, son)

1874 Waterbury & Peabody

1880-81 Amos H. Peabody.

It is likely that Ezra Waterbury kept control of the brewery, leaving it in his name in the U.S. Registry of Breweries, so he could pursue his other interests, witnessed by his presidency of the National Hudson River Bank (C.H. Evans, vice-president), and his registry in 1873 of a malting business across the street at North Second and Diamond. Brewery property encompassed the land from Chapel Street to State Street, along North Second Street. Adding to the brewing character of the neighborhood, the Phipps & Evans Malt House stood on the northwest corner of North Second Street and State Street.

William Granger and Henry L. Gregg purchased the brewery in 1881, naming it Granger & Gregg. The brewery grew quickly with the previous experience of Granger as manager of the Albany Brewing Company. He was said to be the first brewer in America of "lively" ales (1). In 1886 the brewery was incorporated under the name of Granger & Gregg Brewing Company. The brewery's size and capacity were greatly increased in 1891, allowing production of 50,000 barrels by 1895. In

that year the brewery changed its name to The Granger Brewing Company when Septimus W. Granger purchased Gregg's interest. Again large additions were made to the brewing plant and capacity.

After touring breweries around the country, Granger decided the old brewing system of lagering beer in wooden kegs would soon change to more modern inventions of using glass-lined steel tanks, and fermenting under a slight vacuum. By March of 1899, the brewery was changed over to the new system of brewing and was considered to

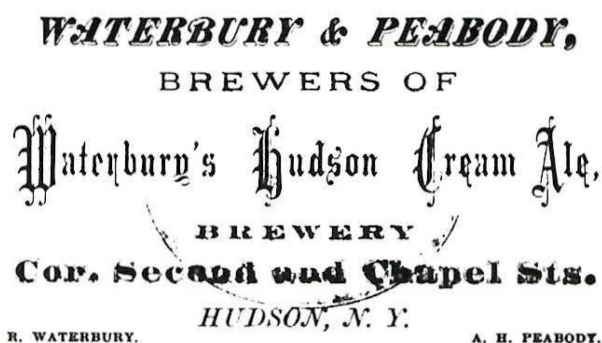


Brewery premises. Granger Brewing Company, Hudson, New York, 1859. (100 Years of Brewing, also source for illustration above.)



The former Granger & Gregg Brewery, as shown in the 1890's (top from 100 Years of Brewing) and about 1910. The building at far left is the original brewery.





be the most modern brewery in the state. (This seems to have been the Pfaudler "FF" system, Ed.) Five family members served as corporate and operating officers of the company.

Brewing records filed with the U.S. Government indicate a drop in sales over the next ten years, while local records showed no advertisement was taken in the 1903 Hudson City Directory for the Granger Brewing Company. A new entry listed for North Second and State shows Edward F. McCormick, a lawyer, as a bottler. In 1904 "Yuengling Hudson, N.Y. Breweries" appears in the Directory at the corners of Second and State, listing David G. Yuengling, President and W.E. Granger, Secretary. The Hudson City Brewing Company appears in the Directory at the corner of Second and State the following year, and the Yuengling name has disappeared. This coincides with the U.S. Registry of Breweries which records the Granger Brewing Company ceased operation in 1905 and was replaced by Yuengling Hudson, N.Y. Breweries, which also registered for one year only.

It appears that in 1903 lawyer Edward F. McCormick gained control of The Granger Brewing Company. It is not known whether it was a purchase or some financial problem with the company. In 1904 a Granger family member and David Yuengling returned to operate the brewery for one year. In 1905, Hudson City Brewing Company President Philip, Secretary Paul, and Manager Otto Schauble ran the brewery at North Second and State until 1907, even though federal records do not list this it.

Brands which we have identified from our research:

C.H. Evans

Hudson Cream Ale
C.H. Evans & Sons:
India Pale Ale
Burton Ale
Pale Ale
Brown Stout
Porter
Evans:
Stout
Hudson Ale
Cream Table Ale
Hudson Stout
Ale
Checo, Checona
Checona Ale

Granger & Gregg

Hudson Cream Ale
India Pale
Chief Ale
Burton Ale
Porter

Waterbury & Peabody

Cream Ale
Pale Diamond
Old Stock
Present Use

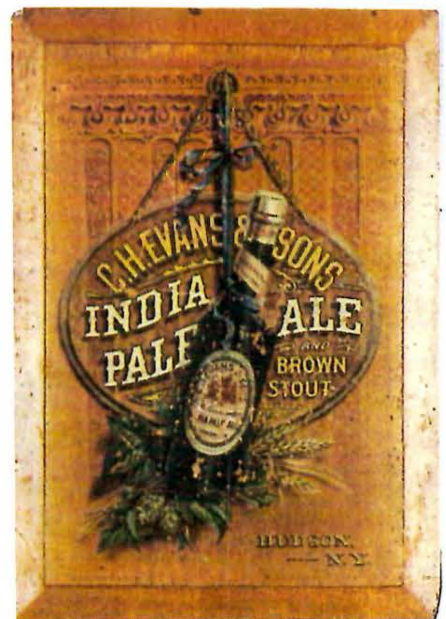
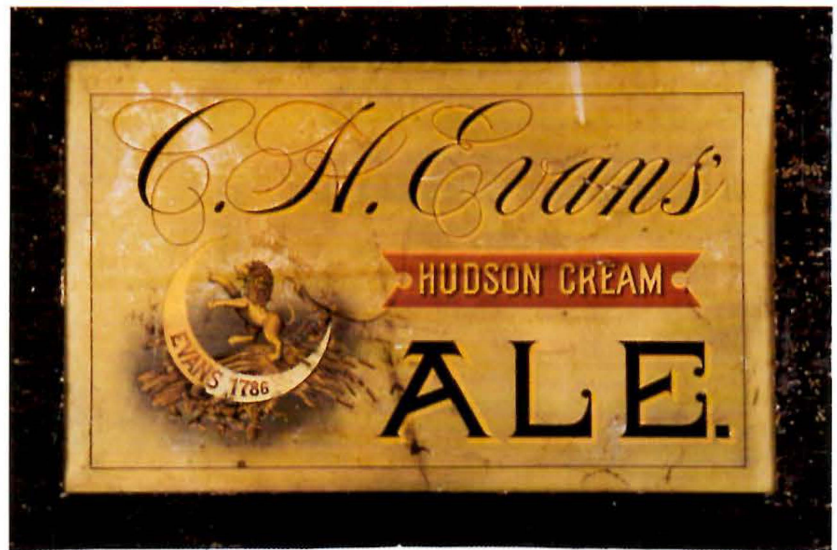
Hudson City Brewing

Rock Spring Lager
Shybell Ales

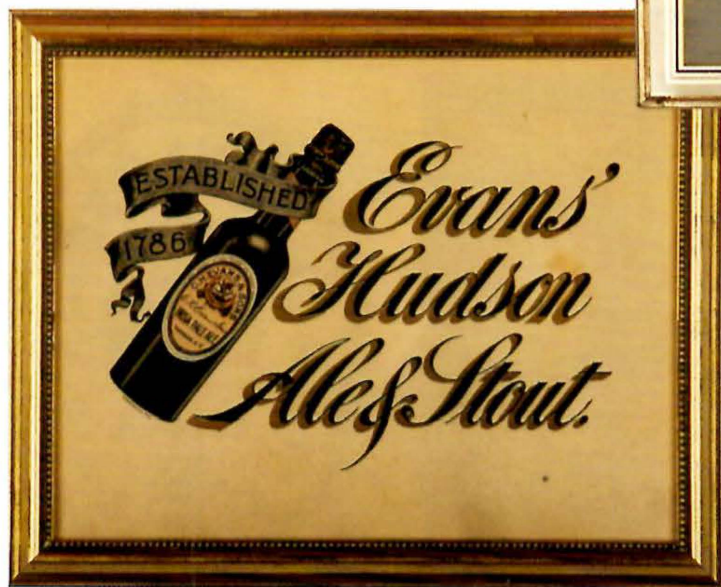
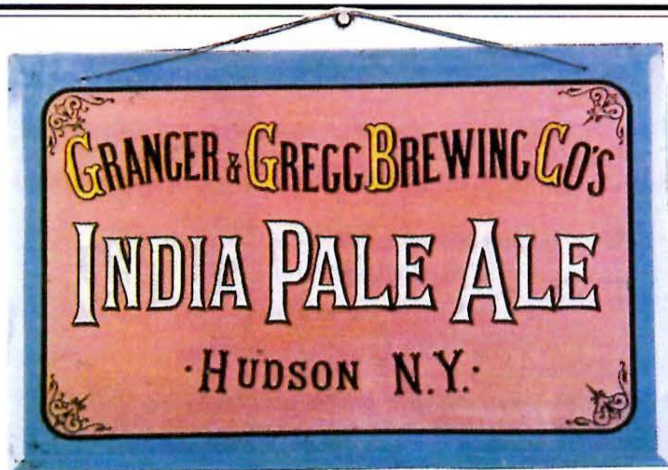
BIBLIOGRAPHY

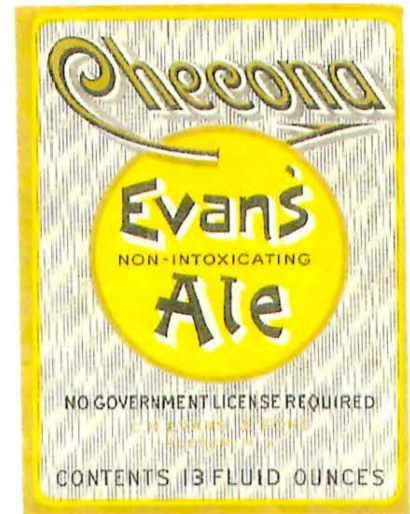
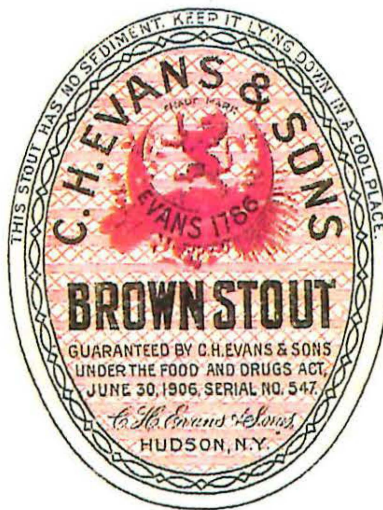
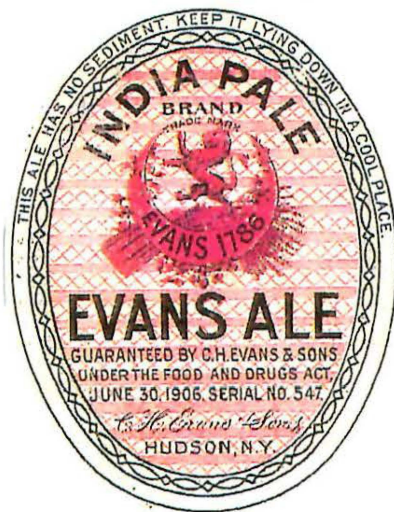
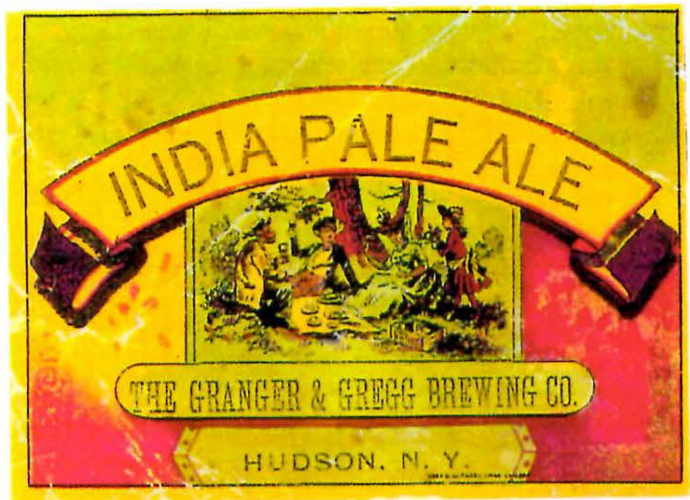
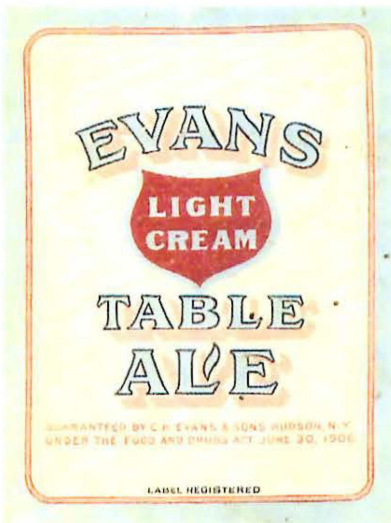
- (1) One Hundred Years Of Brewing; Published by H.S. Rich & Co.; Chicago, Illinois; 1903.
- (2) The Beer Book; by Will Anderson; published by The Pyne Press; Princeton; 1973.
- (3) The Register Of United States Breweries 1876-1976, by Manfred Friedrich and Donald Bull; printed privately by Donald Bull, Trumbull, Connecticut; 1976.
- (4) Sketches Of Hudson; by Stephen B. Miller; 1862; reprinted by the D.A.R. of Hudson; 1985.
- (5) History Of Columbia County, by Ellis; reprinted by Sachem Press; Old Chatham, New York; 1974.
- (6) Columbia County At The End Of The Century, Record Printing & Publ. Co.; Hudson, N.Y.; 1900; Vol. I.
- (7) Hudson City and Columbia County Directory, 1885-86 to 1893-94, 1897, 1898, 1900-1907, 1909, 1913, 1914.
- (8) Personal Interview with Robert W. Evans, Jr.; 1978.
- (9) Atlas of Columbia County, 1873 and 1888.
- (10) Insurance Maps Of Hudson, New York, Columbia County, Sanborn Map Co., April 1903.
- (11) A Century of Brewing, Hudson Ales and the Evan's' Brewery. George T. Travers, Moss Engraving Co., New York, 1886.

Fine old items from the Droege collection: An 1880's metal sign by Wells & Hope, a wooden sign by Tuchfarber, an interesting IPA label from Bob Kay for bottling in Toledo, a beautiful reverse-on glass for Pale Ale, and a metal sign for IPA. The early color scheme was evidently black on yellow.

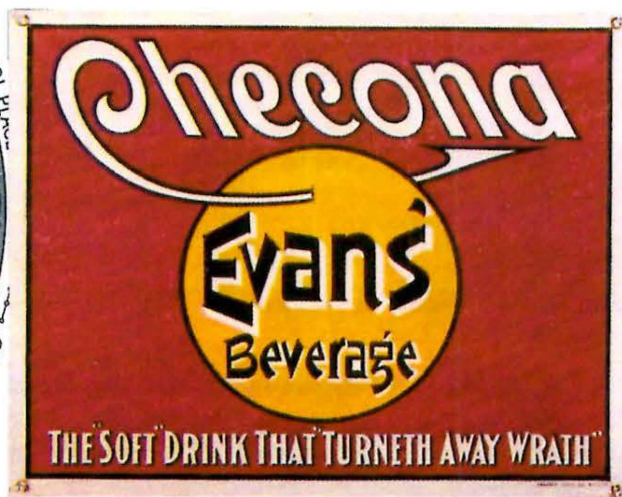
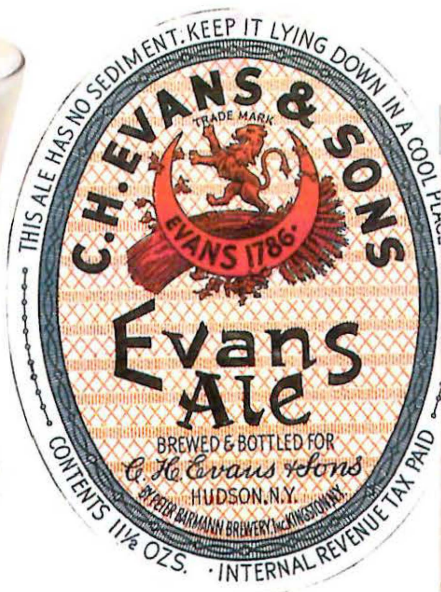


Left: A very rare Granger & Gregg and other fine R-O-G signs. The coaster, tap knob and small sign show a later script. The button shows William Granger as Chief of the Hudson Fire Department.





From top down: Two rare labels, two old oval Evans labels and a more recent one under Barmann's ownership, all from Bob Kay's collection; a prohibition label, glass and banner from Bill Droege.



KAY'S LABEL AUCTION REPORT

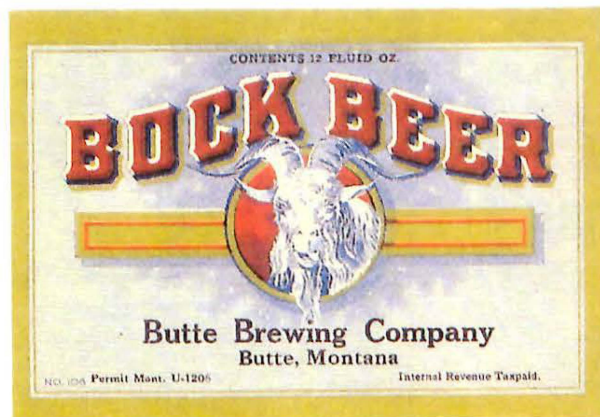
Bob Kay's latest Beer Label Auction suggests that labels are attracting more and more interest. A circa 1933 Hudepohl label fetched a record price of \$270. It is believed to have been the first from that brewery after repeal, and its 24 oz. size suggests that it was issued to use up remaining inventory of pre-prohibition bottles. This and other interesting labels are shown below.



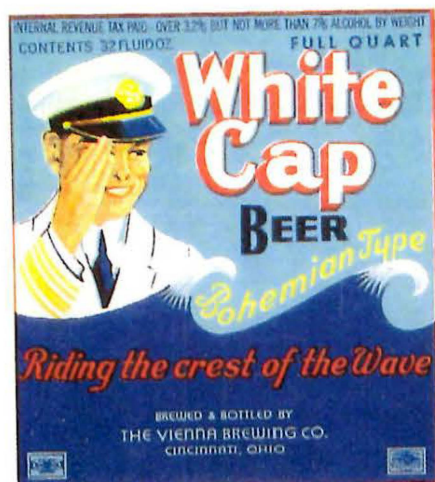
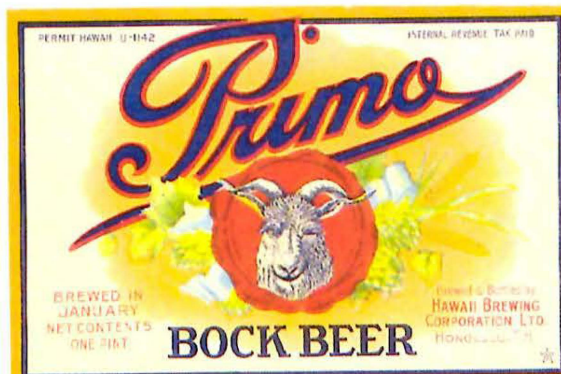
\$270



\$60



\$51



\$67



\$70



\$78



Bob Kay has a very extensive collection of beer labels, and he is interested in acquiring other collections. Every June and December he issues a popular mail/phone auction catalog titled Beer Labels, and the Collector's Corner with news and tips about label collecting. Contact Bob if you are interested in obtaining the catalog, or if you have any questions about beer labels.

PRE-CONVENTION TOUR



Left: An old truck does occasional parade duty for Huber in Monroe, seen early in the tour. *Below:* The pleasant Chalet in New Glarus continues the ethnic traditions of the Swiss settlers. *Bottom:* Dan and Linda Forbes from Arcata, California and Sue and Hamp Miller from Flemington, New Jersey are looking forward to dinner.

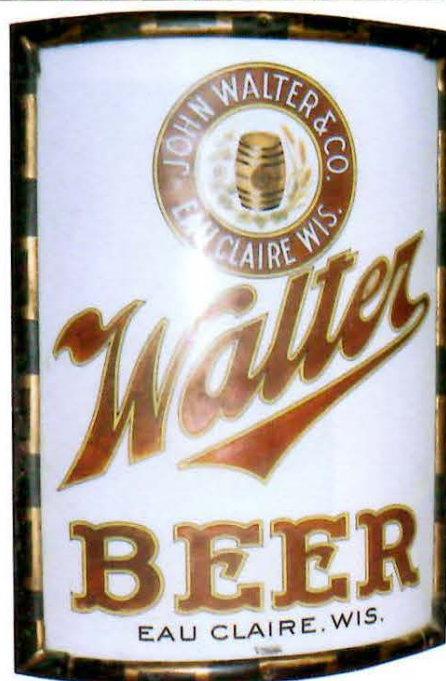


CONVENTION: AUCTION

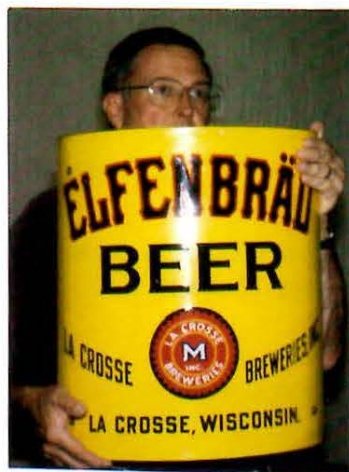


Above: A superb, self-framed Schlitz Miss Purity is held by Bob Brockmann, while Dave Mathews solicits bids and Donna Mathews and Rondi Jones follow the action. *Below:* A complete Leisy pitcher set is hoisted by Hamp Miller, Bob Brockmann, Dave Mathews and Terry Warrick for Mike Jones.





The great ABC reverse-on-glass label was shown by Vic Hug. Auction prices were: Elfenbrau \$870, Decatur mug \$300, coaster \$65, Schlitz Bock \$120.



ROOMS WITH A VIEW



Pre-collectors had a pizza party of their own to free parents for the banquet. *Below:* Part of a colorful room display which required close examination. Photos by Herb Haydock.



CONVENTION: BREWERY TOUR



CONVENTION: WISCONSIN BEER FEST



The Wisconsin Beer and Cheese Party was a relaxed and most pleasant get-together. After many friendly encounters, beer tastings and an ample buffet, Jerry Apps, author of Breweries of Wisconsin, spoke about researching where beer was brewed.

CONVENTION: BANQUET



The poolside social hour was the place to be before the banquet; newly elected board member Dave Gausepohl's "fancy threads" get an admiring look. While men dressed mostly informally except for head table occupants, ladies added much to a colorful and gracious event. Ken Shibilski, Chairman and CEO of the Stevens Point Brewing Company, addressed the group about the trials and occasional triumphs of running of regional brewery.



PETER KROLL'S AUCTION RESULTS

GLASSES, MUGS AND STEINS featured 1731 items in Auction #9 on May 22, 1993. Sales totaled over \$55,000 with the top selling item the Budweiser CS31 "CORACAO" decanter set at \$663. Close behind was the Budweiser CS50 2nd Holiday stein with green cases at \$610. The red case version goes for around \$200. There is a booklet out that identifies Budweiser Collector steins by "CS" number starting with beer mugs and steins that were issued in the mid 1970's. Early CS numbered Budweiser items did extremely well with many of them selling in \$200 to \$400 range. Newer items were often available at discounts to dealer asking prices.

Pre-prohibition mugs and steins did well, but couldn't compete with the current high interest in Budweiser items. A Cherokee Brewery mug from St. Louis sold for \$235. A Radeke Brewing Co. mug from Kankakee, IL went for \$194, a nice "1907" dated Schring Brewing Co. mug from Joliet, IL hit \$85, and a 1897 Brigham Young Pabst mug sold for \$91.

Scarce enamel beer glasses from long gone breweries also brought in some fairly high prices. An Atlas All-American beer glass from Chicago went for \$55, a Commander Milwaukee Beer glass from the 1940's sold for \$72, and a Heidel Brau glass from the Sioux City Brewing Co. hit \$47. Rare etched beer glasses originally produced in the early 1900's also did very well, with several in the \$200 to \$300 range. A Fauerbach from Madison, Wisconsin brought \$356, while an attractive Buffalo Brewing Co. glass from Sacramento, CA with a running buffalo on it brought \$165.

This auction also featured ball tap knobs – most sold in the \$20 to \$30 range. Although there were many items that sold for hundreds of dollars, there were hundreds of items that sold in the \$3.50 to \$5 range. Auction #10 will be out in the Fall of 1993. Additional information on this auction and upcoming ones is available from Peter Kroll, P.O. Box 207, Sun Prairie, WI 53590 (608) 837-4818 (evenings).



1940's, \$63 1950's, \$56 1950's, \$38 \$165 \$330 \$356 \$189



CS18, \$553 CS22, \$350 CS39, \$385 CS50, \$610 CS15, \$506 CS16, \$420

Chapter News

On Sunday, June 13, Monarch Chapter of NABA held its annual picnic/cookout/beer extravaganza/buy-sell-trade session at Fil and Robbie Graff's home in Naperville, IL. About 30 chapter members and wives attended, and several new Monarch and NABA members were signed up, attracted by pre-event publicity. As always, there was almost as large a variety of beers to be tasted and enjoyed as there were collecting specialties represented by the group. The weather remained beautiful, the brats and dogs flavorful, and the members enjoyed a nice variety of collection viewing, haggling over items for sale, and just plain good fellowship. Same time, same station next year.

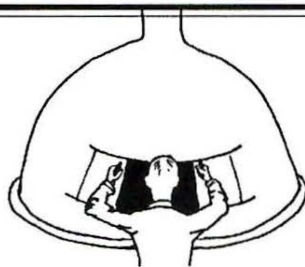


Above: Adolf Grenke, Paul Zagielski and host Fil Graff are enjoying refreshments on the porch.

Below: A mixture of Monarch men plus Mary Anne Thelo are mingling. Rich LaSusa and Charlie Jeske are in the foreground, with Bill Rex, Fred Thelo, Dick Devine, Dan Potochniak and Paul Z. recognizable in the back.



WHAT'S



BREWING

After a brief border skirmish, the US-Canadian Beer Agreement is in place and has scared Labatt into launching the popular-priced Wildcat in Ontario to prowl the province, and repel an expected invasion of US brands. Molson is expected to follow. Canada also came up with a new category to taste: Ice Beer. The concept of increasing the alcohol content by freezing out some water really got its start about 30 years ago, when large breweries realized they were shipping a product containing 90 percent water at considerable expense. The idea of concentrating beer at a central brewery and reconstituting it at small branch bottling plants made economic sense. The technology was available and worked also with beer, but there was a huge legal and psychological barrier: the Food & Drug Administration ruled that such beers had to be labeled "reconstituted."

Major U.S. brewers are testing their own versions – Ice Draft by Anheuser-Busch and Icehouse by Miller – but these will not contain more alcohol in the final product. Icehouse will be introduced in Lansing, Michigan and Oakland, California as part of the Plank Road Brewery brand family. Ice Draft will debut in Western states.

Anheuser-Busch has reacted to the flat beer market and its slightly but persistently declining sales by announcing a ten percent reduction in salaried employees. About 1,200 will be affected; not since Schlitz went into a steep decline 15 years ago have we seen such a large staff reduction. Anheuser-Busch has been very active on the international scene. Czechoslovakia is putting a one-third stake of Budweiser (the city) Budvar up for auction to private firms, and Anheuser-Busch is expected to bid for it to settle legal aspects of selling Budweiser (the brand) on the continent. In the meantime, Budweiser and Michelob are being promoted in the UK. The domestic market is declining, with German and Danish brewers the leading importers. Japan may be an easier target, and Anheuser-Busch has entered into a joint agreement with

Kirin. Its newest brewery is imitating Anheuser-Busch's family recreation concept on a small scale, and in the north of England, Scottish & Newcastle is looking at a theme park concept. The shrinking world has definitely reached the brewing industry.

Theme parks are not without unexpected hazards. Anheuser-Busch's public relations people probably held their collective breath about the movie "Free Willy," a lonely Orca which is liberated from an aquatic theme park. What does this have to do with Anheuser-Busch and beer? A-B's Busch Entertainment Corporation bought Sea World, which has whale shows in four cities, from Harcourt Brace Jovanovich four years ago for 1.1 billion. Just to be on the safe side, a 60-second TV commercial was prepared showing a pretty trainer snuggling up to a toothy killer whale. Come back Willy, and get your hug.

Miller posted modest growth in the last six months, but there are no easy solutions or hot brands. Coors has peaked and is undergoing major organizational changes to become efficient and flexible. The situation for Stroh and Heileman is essentially unchanged, as each is looking for the right brand or message, or to climb on the right trend.

The current trend to climb on does not really fit major national brewers. Mini or midi brands are growing. Samuel Adams sold a quarter million barrels last year, mostly brewed under contract, and is among the hottest brands this year. Rolling Rock (owned by Labatt), Leinenkugel (Miller), and Augsburger (Stroh) are also doing well. In the Northwest, Redhook is on a roll and was able to obtain financing for major expansion. The going price for a six-pack in Seattle is high enough for other brewers to lose sleep. The entire micro-brewpub segment is competing more with imports than with the major domestic brewers, and is the only segment except non-alcoholic beers where growth is seen.

PHB

EXECUTIVE SECRETARY'S REPORT



The 1993 Stevens Point Convention was the best attended Convention in the history of NABA. Many thanks to Helen and Herb Haydock and all other members who help make the 1993 Convention the best yet.

A big question at Conventions is who gets what room? Everyone prefers a room next to the pool. So if you find a Motel with all rooms on the first floor and all the rooms next to the pool, please let us know.

An election for Directors was held with the following results: David Gausepohl, Stanley Loula, and Paul Zagielski were elected. Many thanks to Bill F. Mitchell and Clinton Imboden for the terms served as a Director. James L. Kaiser was appointed Assistant Treasurer and Robert E. Jaeger was reelected Executive Secretary for a one year term. All other officers still have a year of their terms to serve.

This summer my wife and I attended the ECBA Convention in Pennsylvania. The 1994 NABA Convention will be in Greensburg, a suburb of Pittsburgh, August 5-6-7. A very interesting area for a vacation, and not too early to start planning. The Board of Directors picked Milwaukee, the site of our first convention, for the 25th Anniversary Convention in 1996.

As in the past 20 years, there will again be a 1993 Convention Mug and it will list the names of all members that attended. Each member received information about the 1994 Membership Directory. Now is the time to request any changes and to send in ads for the 1994 Directory. Welcome to the following new members. May the NABA be of help in your finding breweriana for your collection.

1994 N.A.B.A. CONVENTION
AUGUST 5-6-7, 1994
GREENSBURG PA.

Sincerely,
Robert E. Jaeger
Executive Secretary

NEW MEMBERS

ALMEIDA, MICHAEL (Eleanor)
9 Newton Street
Fairhaven, MA 02719
508-993-9828
Books; magazines; mugs steins
Budweiser; Miller, Coors, Stroh's

ARNONE, LARRY (Cherie)
40102 E. Renick Road
Oak Grove, MO 64075
816-625-7679
Any Beer Truck Banks; mugs steins; salt
shakers; Budweiser, Hamms

ASHBY, GARRY (Laura)
77 Worthington Park Road
Newark, DE 19711
302-234-3256

BAKER, WILLIAM (Wilma)
611 Valmont Drive
Deer Field, OH 44411
216-584-6883
All breweriana; glasses; mirrors; mugs steins;
signs; trays; Blatz

BECKER, JOHN H.
P.O. Box 245
Libertyville, IL 60048
708-223-5510
All breweriana; coasters; glasses; openers;
reverse on glass; trays; Beckers Beer

BERGMAN, DAVID L.
1514 16th Street S.
Fargo, ND 58103
701-234-0828
All breweriana; coasters; lithos; openers;
signs; trays

BISHOP, DONALD G.
21811 Canterbury Street
Grosse Ile, MI 48138
313-676-4498
All breweriana; cans; coasters; mugs steins;
signs; Oktoberfest Breweriana

BOELTER, NOEL (Paulette)
200 14th Avenue St.
South St. Paul, MN 55075
612-457-9049
Coasters; labels; paper items; (Pre-Pro)

BROWN, JAMES P. (Sharon)
35 Falconer Street
Beacon, NY 12508
914-838-3479
All breweriana; books; magazines; cans;
glasses; history; mugs steins

BRYANT, DONALD (Loretta)
3011 Firestone Drive
Sterlings Heights, MI 48310
History; openers; post cards

CARLSON, JOHN E. (Sue)
55 Gillman Street
Irvine, CA 92715
714-786-0760
Clocks; history; mirrors; mugs steins;
signs; trays

DONALDSON, JOSEPH F. JR. (Peggi)
8427 Winter Berry Road
Jacksonville, FL 32210
904-783-3214

DUNNING, WALTER (Kathy)
3727 Joan Drive
Waterloo, IA 50702
319-233-0917
Cans; mini beers; signs; tip trays; trays

EAVENSON, JOHN (Roz)
1508 Mono Court
Copperopolis, CA 95228
209-785-3345
Bottles; cans; mugs steins; signs; trays
All Breweries & Brands

EVENSON, KELLY L. (Sue)
4022 Glenhaven Drive
La Crosse, WI 54601
608-787-0189
Ash trays; bottles; coasters; mugs steins;
openers; trays; Southwest Wisconsin; Heileman,
Peerless, Gund, Casseville, Potosi, Arcadia

Continued – New Members

FERRARA, NICK (Betty)
162 Edison Avenue
Cherry Hill, NJ 08002
Tap knobs; All Breweries & All Brands

FILLION, KEVIN R.
16 Sea Street
Methen, MA 01844
508-686-1350
All breweriana; clocks; lamps; mirrors; neon
signs; signs; trays; La Batts; Molson; Bud-
weiser; Pabst; Holihans; Narragansett

FINK, DON
108 E. 7th Street
Lansdale, PA 19446
215-855-9732
Beer Label Auctions; Philadelphia; Scheidt's;
Finks of Harrisburg, PA

FONGER, MIKE (Linda)
2953 Hwy. BB
Cottage Grove, WI 53527
608-839-8208
Bottles (Embossed) cases; Wisconsin
items only

FRANCIS, MICHAEL K. (Ann)
1612 Stafford Lane
Kaukauna, WI 54130
414-766-5303
All breweriana; Mellow Brew & other; Electric
City Brewing Co.; Kaukauna WI

GRESHAM, STANLEY W. (Dawn)
220 S. Suffolk Street
Ironwood, MI 49938
906-932-2730
Glasses; mini beers; signs; statues

GROSSMAN, KEN
Sierra Nevada Brwg. Co.
1075 East 20th Street
Chico, CA 95928
916-893-3520
All breweriana; Brwg. equipment; mugs
steins; statues

HASHER, JAMES P. (Jo)
1014 W. 2nd
Weiser, ID 83672
208-549-2758
All breweriana; bottles; cases; glasses; mini
beers; mugs; All Breweries & All Brands

HEATH, PHIL (Monica)
205 Proudley Avenue SW
Massillon, OH 44646
216-830-1354
Cans; trays; Ohio Breweries

HENSLER, MARK A. (Jennifer)
7514 Newkirk Drive
Hamilton, OH 45011
All breweriana; bottles; history; signs; trays;
Red Top; Hensler; All Cincinnati Brands

HILL, CHARLES F.
Box 120
State University, AR 72467
501-933-8264
All breweriana; mugs steins; tap knobs; trays
Budweiser, Miller

HRON, JEFF
Box 423, 4412 Windsor Road
Windsor, WI 53598
608-846-9222
Books; magazines; clocks; glasses; lamps;
neon signs; signs; Hamms; Olympia; Miller

JOHNSON, JIM (Brenda)
1708 W. Crescent
Park Ridge, IL 60068
708-696-4271
Glasses; lithos

KEPNER, TODD
17603 Whitney Road, Apt. 111, Bldg. 2
Strongsville, OH 44136
216-243-9264
All breweriana; Rainier, Red Cap, Genesee;
Schmidt; Old Frothingslosh; Harley Davidson

KINGSLEY, STEVE (Julie)
R.R. 1 Box 279
Wadena, MN 56482
218-631-4264
All breweriana; mirrors; mugs steins; playing
cards; salt shakers; Hamms; Bud

KNITT, KEVIN
1612 N. Edgewood Avenue
Appleton, WI 54914
414-733-5652
Glasses; mugs steins; Adler Brau; Chief
Oshkosh; People's Point

LENTNER, KEVIN (Mary Ann)
4505 Maple Road
Frankenmuth, MI 48734
517-652-9865
All breweriana; Frankenmuth & Northern
Michigan Breweries

LOEFFLER, GARY (Barbara)
W7498 McHugh Road
Holmen, WI 54636
608-526-3924
Glasses; signs; trays

LOWENTHAL, DAVE
15719 Rosehaven Lane
Canyon Country, CA 91351
805-252-1506
Bottles; glasses; lithos; match safes; mugs
steins; thermometers; tip trays; trays
Pre-Pro only

MAIER, JOSEPH K.
1121 N. Waverly Place #705
Milwaukee, WI 53202
414-272-3692
Lithos; signs; thermometers; tip trays; trays
Miller; Pabst; Schlitz; Blatz

MAWET, JOSEPH
rue Raymond 23
4800 Verviers
Belgium 087-31 36-17
Labels

MERGEN, DONALD J. (Tina)
325 Hwy. 61
Potosi, WI 53820
608-763-2321
Bottles; cans; signs; trays; Potosi & Holiday

MC DONALD, CHRIS (Dana)
210 S. McArthur Street
Macomb, IL 61455
309-833-2604
Bottles; cans; clocks; glasses; lithos; mugs
steins; neon signs; signs; statues; tip trays;
trays; Falstaff; A.B.

MC LEAN, DENISE E. (Gary)
7256 Union Road
Paso Robles, CA 93446
805-239-4530
All breweriana; bottles; glasses; mini beers;
salt shakers; Golden Glow; Fredericksburg;
Acme, Eastside; Dubuque Brewing & Malting

MONTGOMERY CLAREL (Phyllis)
466 U.S. 27 South
Berne, IN 46711
219-589-8090
Signs; statues; tip trays; trays; Strohs &
Jack Daniels

OSSWALD, TONY (Irene)
40 Huth Road
Cheektowaga, NY 14225
716-835-3767
Clocks; glasses; mugs steins; neon signs;
signs; tip trays; Iroquois, Simon Pure; Steins;
Beck's; Phoenix; Manru; All Buffalo N.Y. Brwgs.

REIN, WILLIAM (Aurelia)
4831 West 107th Street
Oak Lawn, IL 60453
708-425-7670

ROSEBROCK, LARRY
8722 W. 86th Drive
Arvada, CO 80005
303-423-1952
Mugs steins

ROWE, MICHAEL S. (Teresa)
908 Poplar Street, P.O. Box 2027
Terre Haute, IN 47802
812-232-2466
All breweriana; Terre Haute Brewing Co.
C. V. or Champagne Velvet

RUTLAND, JAN (Larry)
12 Droms Road Exit
Scotia, NY 12302
518-399-3956
Bottles; history; Show promoter

SEARLS, ED (Rhonda)
1306 Chemung Street
Coal Township, PA 17866
717-648-6618
All breweriana F & S; Fuhrmann & Schmidt

SHENBARGER, KENNY
8001 South 87th Avenue
Justice, IL 60458
708-458-0929
Paper items; signs; tip trays; trays

SPICER, JOHN N.
P.O. Box 185
So. Milwaukee, WI 53172
414-481-5630
Signs Hamms motion; Hamm's

SWANSON, THOMAS B. (Marilyn)
2431 Robin Oak Ridge
Minnetonka, MN 55305
612-546-8226
Bottles; Bottles from defunct breweries

TIEGS, OTTO (Jeanne)
1816 Clermont Street
Antigo, WI 54409
715-623-4960
Bottles; history; labels; beer bottles & labels
from Wisconsin

WARNIK, JOHN
10437 S. Georgia Lane
Oak Lawn, IL 60453
708-423-3559
All breweriana; glasses; openers; signs; tip trays;
trays; All Chicago area

WENDL, DAVE
1060 McKnight Road So.
Maplewood, MN 55119
612-731-9573
All breweriana; bottles; cans; glasses; matches;
reverse on glass; Minn. Iowa Wisc.

WHISTLEMAN, DAVID
1624 Ferry Street
La Crosse, WI 54601
608-784-1873
All breweriana; lithos; Peerless & Gund

WILHELM, DONAVIN P. (Renee)
135 N. Main
Potosi, WI 53820
608-763-2327
Cans; glasses; matches; neon signs; openers;
signs; trays; Anything from Potosi Brewing Co.

WIND, JAMES R. (Annette)
5115 Sunset Road, P.O. Box 1975
Manitowoc, WI 54221
414-684-9463
All breweriana; mini beers; mugs steins;
Anheuser Busch

ZAREMSKI, MIKE
282 Ridgeland
Elmhurst, IL 60126
708-530-2805
All breweriana; Best Brewing Co. Chicago

ZWARG, DAVID L. (Cara)
1231 Devon Avenue
Los Angeles, CA 90024
Bottles; mini beers; neon signs; openers; salt
shakers; signs

EVENTS OF INTEREST

- Oct. 29-30 *Monarch Fallfest (NABA) Palatine, IL.* Quality Hotel Rt. 53 & US 14. Paul Zagielski, 8939 Cedarville Rd., Lena, IL 61048 (815) 369-2135.
- Nov. 5-6 *Valley Forge Brewery Collectibles Show, Geo. Washington Lodge.* Larry Handy, P.O. Box 593, Warrington, PA 18976 (215) 491-9557.
- Nov. 6 *Atlantic (BCCA) Annual Strohfest, Winston-Salem Brewery.* Glenn Raisner (919) 869-2499.
- Nov. 13 *Tri-State Breweriana Show, Bronson, MI.* American Legion Hall, 131 York St. Bob Smith (616) 763-9609
- Nov. 28 *Queen City BCCA & NABA Cans & Breweriana, Cincinnati, OH.* Brownsway at Gailley VFW Post 3740. Dave Gausepohl (606) 371-4415.
- Dec. 12 *Brew City Ad Show.* Serb Hall, 5101 W. Oklahoma, Milwaukee, WI. Jim Welytok, Towline Rd., Sussex, WI 57089 (414) 246-7171.
- Feb. 11-13 *Annual Blue & Grey Show, Fredericksburg, VA.* Holiday Inn South. Ray Johnson (703) 971-3549.
- Feb. 13 *Milwaukee Bottle & Ad Show.* Hospitality Room Sat eve. Marriott at airport. John Brandt, 639 E. Sumner, Hartford, WI 53027 (414) 673-6541.

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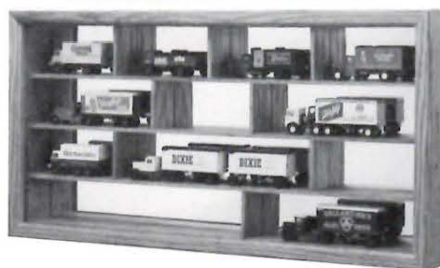
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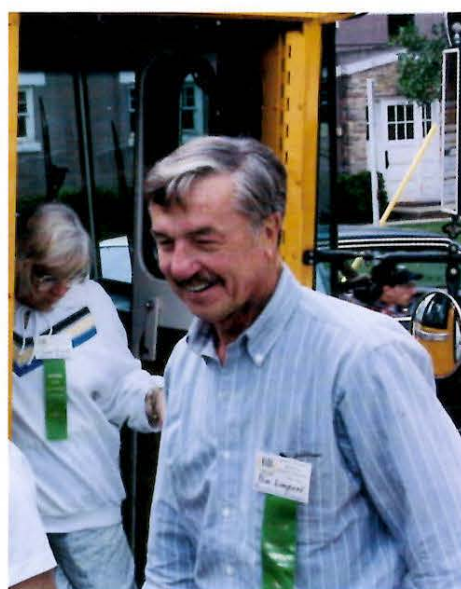
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