



# The Breweriana Collector

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OF THE  
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

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FALL 1994



## Narragansett Brewing Co.

Single Copy \$6.00

Also Marion, Ohio – Clete Frey + Burger



# National Association Breweriana Advertising

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## COVER

This attractive Narragansett tray is from the collection of Michael McCarthy of Bridgewater, New Hampshire. The article on Narragansett begins on page 11.

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Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send application for membership, dues, change of address and advertising for the Membership Directory to Robt. 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 \$150 full page, \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section. Short ads are \$5 if limited to member's own collecting activity.

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It's after Labor Day; I'm "retired" (at least stopped full-time work for my long time employer, albeit two trips in two days this week to "consult"), but seem to have less time to do all we want to than when I was a full-time wage slave. The obvious key to the above plaint is "all WE want to do!" That's the very best part . . . having choices

The Graffs had a wonderful time at Greensburg. Even friends we see frequently seem more special in the setting a common interest convention. I got to meet a few new faces, and saw several Eastern collectors that I missed by not going to JFO or ECBA this year. Brought home a few new pieces, and greatly enjoyed the hospitality of the Rolling Rock Brewery (try their new Rock Ice when it reaches your area) who, in spite of their Canadian ownership, still seems quite "hometown." [Look out here comes a bad one.] They do not seem the least bit Labattomized. Al Spinelli, the Rolling Rock General Manager, and a long time Rocker, entertained us all at the banquet, and brought the new Rolling Rock Company Store merchandise down from Latrobe to sell. They were set up for, I think, two days, and the booth was staffed partially by Al's charming daughter, in her first "real" employment. The public show went quite well, and provided the best chance for the folks who opted for the satellite hotel to get exposure. It is the initial guess of the NABA Board that the two hotel concept was a room rate success, but didn't seem to work, if being included in our famous room-to-room activity was a criterion. We will consider this subject at future board meetings, as we have a proposal for 1998 that would also involve two hotels. Robbie and I trust that all who attended had a bang-up time, and those who didn't are properly envious!

I learned after the Convention was over that NABA has lost another member and a good, congenial friend. Rudy Yuhasz, who was an authority on Budweiser and other brewery Ceramarte steins, and a fine companion in Hospital Room conversation, died this past June. I saw his wife Darlene at our Flea Market over Labor Day Weekend, and failed to keep from crying when she told us of Rudy's death. She plans to stay in NABA, so the Yuhasz name will continue to appear regularly along with Zagielski, Zeppenfelt and Zynda on the last page of the Annual Membership Directory (I know there are other Y's and Z's than those named, but those were the first that came to mind.)

Speaking of the Membership Directory, year end is fast approaching, and another issue will soon go to bed. If for some reason you have neglected to renew your NABA membership, now's a good time to do so, if you wish to be included. This is also an excellent time for RECRUITING new members, as for the next few months, a new member will gain being listed in the Directory. That's not a bad selling point; if you know of some interested parties, invite them to OUR party by joining NABA. Show off this issue of *The Breweriana Collector*. Not only does it highlight the Convention (next year we'll be in Chattanooga), but is a good example of what color work adds to our journal. All this for the same \$20 a year . . . good news, no increase in dues! It is the continued steady growth in membership that provides the new dollars for improving *The Breweriana Collector* every issue. Editor Peter Blum has all kinds of additional ideas for expanding and improving the magazine which would increase printing costs. This can only mean higher dues, UNLESS the membership base continues to grow. In the case of NABA "more" (members) DOES mean "BETTER," because it is the annual dues that provide the wherewithal for our publications. NABA will spend it if we have it to spend, and whether we do or not is totally up to each of us.

I am now into my second term as President of NABA. I think back to my "inaugural" address two conventions ago, agonizing over the seeming inability to accomplish goals. But life delightedly goes on with no major media organ carping at my failures and omissions. It may well be better to be your own worst critic. Ah, life: the Indy Ad Show, the NABA Hospitality Room and the Breweriana Show this weekend, Canton in early October, Monarch over Halloween weekend, and then the predicted early winter (hasn't this been a weird summer?) will bring cold, snow and arthritis pains. But soon I'll be thinking about Spring, resuming my active habits, and hopefully adding several new shows to do. I hope to see many of you in Ohio or Chicago. It seems a little early now, but this is my last chance to wish you all the happiest of holidays, and a wonderful winter and New Year contemplating the breweriana treasures that the past year has added to your collection, and dreaming of conquests to come.





It is interesting and enjoyable to attend another group's convention. With ABA meeting this year in Colorado Springs, we made it a vacation. We were not the only ones – so many decided to come to Colorado Springs that hotels had to be switched to accommodate everybody. The convention ended up in the first rate Marriott, had interesting excursions and great company. It is unlikely that I will attend another ABA convention living where I live, but I have been at their best.

During a morning series of lecturers, Lynn Geyer presented a couple of observations worth passing on. He suggested that tip trays are actually coasters, and that the reverse lithograph prints called “printer's proofs” are really decals.

Why coasters and not tip trays? Well, a lot of beer was drunk in saloons where nobody was expected to leave a tip, but beer was delivered to homes where coasters could be used. The argument in favor of decals is that proofs would be positive and not be in the negative image like a decal.

Our convention lacked mountains, exotic rock formations and an old mining town reborn as a gambling attraction. But we had a tour of the country's most famous modern house, a pleasant picnic at Latrobe's, a first rate banquet, and what you will not find at other conventions – everything in our hobby up to very special pieces.

Sometimes one gets lucky and comes across the unexpected items for the collection, a special meal or occasion. For us it was dinner at the Latrobe train depot. This had been converted into a very pleasant restaurant, bar and lounge, and still serves as a depot. The large model trains running around the periphery of the dining room were icing on the cake. We hope that many of you also had special occasions at the convention.

In this issue are articles about Narragansett, the Marion Brewery in Ohio, and Cleve Frey of Cincinnati, a ham of Burger items. You may have to put up with bad puns, but you can influence the content of this magazine by submitting articles and photographs! The latter would be particularly welcome for the post-convention issue, when convention events and attendees are featured. Three of the color pages and the back cover are about Greensburg. I could have used more, so next time please send me copies of your better shots.

Looking at the previous issue, the fine photographs taken by Rich Wagner are again impressive. Color does add an additional dimension, and I believe it is money well spent.

This is our last issue this year. I wish all our readers very Happy Holidays! The illustration below is one of four seasonal scenes in a Strohm lithograph from the period 1893-1898.





## Kay's Beer Label Auction Report

**B**ob Kay's latest auction combined a nice mix to come up with something to appeal to almost every label collector. As in most auctions some labels went high and some were bargains. Almost one in ten of the labels offered were preprohibition and these oldies generated some real spirited bidding. High Grade by the Consumers Brewing Association of Goldfield, NV was an obvious reference to the mining activities in the area. It pictures a bespectacled granny type holding a glass of beer in one hand and a piece of gold ore in the other and she is quoted as saying "My boy struck Hi Grade." This little known brewery was in business only from 1908 to 1911. An awesome label! The Grangeville Brewing Co. of Grangeville, ID was in business from 1905 to 1910. Pictured are Bravo "The Best" from Baier & Ohlendorf of Freeport, IL; Imperial from Park Brewing Co. of Winona, MN; Cream of Michigan from the C. Kern Brewing Co. of Port Huron, MI; New Malt from the American Bottling Assn., Fargo, ND; Steil's Beer from Frank Steil Brewing Co. of Baltimore, MD; and Arizona Special Brew from Copper City

Brewing Co. of Douglas, AZ. If these breweries seem unfamiliar it's no surprise. None of them remained in business later than 1920! The Muenchener Kindl Brau label from Kessler of Helena, MT departed from the previous style slightly, by featuring a beautiful German style beer stein as the focal point in the design. Anheuser-Busch St. Louis Exquisite label went for \$130, while their very colorful St. Louis Lager Beer label brought \$70.

Post-prohibition 1930s labels also brought many bids. The Wisconsin Brewing Co. of Kenosha, WI was in business from 1933 to 1935. The Old Vienna Beer label is the only collectable from that brewery that I know. It brought \$136 in very spirited bidding. St. Clair Brewing Co., pictured, was one of four St. Clair labels offered. They brought between \$35 and \$65 each. The Wm. J. Wittekindt Brewing Co. of Evansville, IN was in business only three years, 1937 – 1940. Collectibles from these obscure breweries are quite hard to find. Their Hi-Hop label brought \$35.



↗ \$71



↖ \$75



↖ \$86



↓ \$76





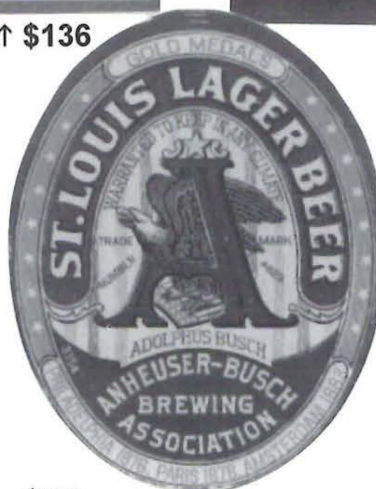
← \$41



→ \$76



↑ \$136



↑ \$35

← \$70



↖ \$35



← \$77



↖ \$35

↑ \$42

↖ \$130



# Peter Kroll's Auction Results

June 6, 1994



\$277

\$115

\$176

\$210



CS-10 \$400

CS-12 \$282

CS-15short \$396

CS-16 \$332



Driver's Union \$66

\$303

\$78

\$77



\$86

\$77

\$171

\$91

\$66

\$75



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## Micro/Brewpub Update

### Wisconsin

**W**isconsin is the home of major breweries, Heileman, Miller and Pabst and also popular regional breweries Huber, Leinenkugel and Stevens Point.

But like the rest of the country, microbreweries and brewpubs have been established and are thriving in the state. Following are brief summaries of microbreweries in the state, prepared by Ron Akin and Ken Kositzke (Appleton).

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#### Appleton Brewing Company – Appleton

The Muench Brewery building located at 1004 Olde Oneida St. was rebuilt after a fire in 1884 and was later remodeled in 1978 to become the "BETWEEN THE LOCKS" building. The **Appleton Brewing Co.**, with John Jungers as head brewmaster and president, was started in 1989 and is located on the first floor. It's Brew Pubs, Dos Bandidos Restaurant and Johnny O's Pizzeria, are supplied with fresh, cold beer piped in refrigerated lines from the brewery cooler to their taps. The brewery makes *Adler Brau* in different labels, such as Tailgate Amber, Mosquito Pilsener and Classic Porter. The brewery has expanded and will ship 22 ounce bottles. Brewery tours are available upon request. There are many promotional items available for purchase.

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#### Rowland's Calumet Brewing Company – Chilton

**Rowland's Calumet Brewing Company** identifies itself as the third smallest brewery in the nation. Brewing equipment is located in a historic tavern at 25 N. Madison Street (Hwy 57/32) in Chilton. The building was built some time before 1870, originally to house Chilton's fire station. Almost all of the beer brewed is sold in the tavern. Plans are to keep the brewing operation small. *Amber, Dark, Pils, Wheat* and *Bock* beers are available on tap and beer is available for take out. Labels for take out containers are currently being revised. **Rowland's** hosts an annual Beer Fest which includes all Wisconsin microbreweries. This year's event will be held at the Calumet County Fairgrounds in Chilton, and will include a Spanferkel (suckling pig) and other food.

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#### Walter Brewing Company – Eau Claire

When the **Walter Brewing Company** buildings were purchased in 1990, the owners had plans for the

historic brewery. The first goal was to sell the brewing equipment which was too large for their plans for the brewery. This was also required to help pay for the acquisition of the brewery. This was completed. At the same time, the older Walter's label was revived, and *Walter's Beer* was contracted at the Fred Huber Brewing Co. in Monroe. Later the *Eau Claire All Malt* brand was contracted and it was hoped that other specialty beers be produced under this brand name.

The final plans were to open a microbrewery/restaurant in the Walter buildings. These plans have not materialized, and at last report the buildings were again for sale. *Walter's* and *Eau Claire All Malt* are expected to be continued under contract.

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#### Gray's Brewing Company – Janesville

Bob Gray and his son Fred, whose family brewed before prohibition, have rebuilt their soda bottling plant which was destroyed by fire in January 1992. The new building includes a microbrewery. Brewmaster Keith Wayne is turning out three brands in bottles and kegs – *Classic American Pale Ale, Irish Style Ale* and *Classic Oatmeal Stout*. They currently cannot keep up to demands on *Oatmeal Stout*. Bottling equipment was salvaged from the arson fire.

**Gray's** is located on Hwy 11 on the far west edge of Janesville. The address is 2424 W. Court Street. They have tours the first and third Saturdays of the month at 1:00 and 2:00 PM. They have their beers on tap in a tasting room at the front of the building which is decorated with a shelf of labeled and embossed bottles, photographs of early Janesville breweries, and old trays and signs from **Gray's** soda bottling company. Memorabilia is also for sale in the tasting room.

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#### Brewmasters' Pub, Ltd. – Kenosha

**The Brewmaster Pub, Ltd.** is located in an old stable house for show horses at 4017 80th Street in the city of Kenosha. It consists of a pub, and a restaurant area to the side of the pub. Brewing equipment is in a room just off the bar, and can be seen through glass windows from both the bar area and the restaurant. The basic brands include *Kenosha Gold, Royal Dark, Amber* and *Southport Light*. However, a great variety of other types of beer are also brewed, and the brands on tap here



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can change rapidly and can cover a wide range of types of beers, and celebrations of the season. Most all of these are available for takeout, bottled and labeled when requested. **Brewmasters'** beers are not available elsewhere to my knowledge.

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#### **Great Dane and Brewing Co. Inc. – Madison**

Financing is currently underway to construct a brewpub in the historic Fess Hotel in downtown Madison. Plans are to construct a 250 seat restaurant and brewpub two blocks away from Capitol Square.

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#### **Capital Brewing Co. Inc. – Middleton**

The **Capital Brewing Co. Inc.** is a microbrewery located in Middleton, now a far western suburb of Madison. **Capital** brand names include *Lager, Special, Bock, Dark, Wild Rice, Weizen, Maibock, Oktoberfest, Winter Fest* and *Wisconsin Amber*. Most of these brands are then trucked to the **Stevens Point Brewery** for bottling. Production has been steadily increasing, not only because of increased sales of **Capital** brands, but because of continuing activity in contract brewing. At present this includes brewing beers for **Sprecher Brewing Co.** and **Millrose Brewing Company**. Increasing brewing capacity is in process. A gift shop is with much memorabilia is located at the brewery. The brewery is located at 7734 Terrace Avenue on the far west side of Middleton, just off Hwy 12.

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#### **Century Brewing Company – Milwaukee**

This microbrewery/restaurant was installed in the historic old Century Hall on the near north side of Milwaukee. However, it only lasted about six months; when it was destroyed by fire, caused by a fire bombing on a next door hardware store. The owner rebuilt a small shopping mall on the site. During its operation, very limited bottling was done, and a very few labels and bottles survived.

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#### **Lakefront Brewery, Inc. – Milwaukee**

The **Lakefront Brewery** is the result of some Milwaukee homebrewers interest in brewing and selling their beer. With limited financial resources, brewing equipment was built from unused dairy equipment. The brewery was installed in an old store in the Riverwest area in the near north side of Milwaukee. Operations began by selling their beer in three taverns in the neighborhood. The brewery currently kegs and bottles *Klisch Pilsener* (named for the owners), *Eastside Dark*,

*Riverwest Stein Beer* and *Cream City Pale Ale*. Seasonal beers are also bottled including *Lakefront Pumpkin Lager, Lakefront Bock, Cherry Lager Beer* and *Holiday Spiced Beer* at Christmas. *Golden Maple Root Beer* is also produced, bottled by Black Bear Beverages. The beer is now readily available throughout Milwaukee and in a few other Wisconsin locations. Tours are available on Saturday afternoons, and are highly recommended for the visitor to Milwaukee. The address of 818 A E. Chambers Street is required as the brewery is not easily recognized. **Lakefront** cannot keep up with demand for its beer, and expansion is being considered.

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#### **Sprecher Brewing Company – Milwaukee**

This has been one of Wisconsin's first and most successful microbreweries. After beginning kegging operations, bottling equipment was installed. Currently **Sprecher** brand names *Special Amber, Black Bavarian, Irish Style Stout, Oktoberfest, Milwaukee Weiss, Hefe Weiss, Mai Bock, Dunkel Weizen* and *Milwaukee Pils* are available throughout Wisconsin and northern Illinois. A popular root beer is also produced, and **Sprecher** has also recently begun bottling water from the historic Hygeia Spring in Big Bend, Wisconsin. Recently **Sprecher** produced a limited edition of *Belgian Style Ale* in 22 ounce bottles. **Sprecher** has outgrown its capacity, first contracting some brewing to the **Capital Brewing Co.** in Middleton. Presently it is relocating its brewery to the former Globe Van Doorn building at 701 West Glendale Avenue in Glendale, Wisconsin.

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#### **Water Street Brewery – Milwaukee**

The **Water Street Brewery** is a brewpub/restaurant located in downtown Milwaukee, at 1101 N. Water Street just west of the old Val Blatz Brewing complex. It is a popular gathering spot for the business people and Milwaukee visitors. Some of the brewing equipment is enclosed in front window areas, visible as one enters the establishment. Old Milwaukee breweriana and historical photographs are on the walls. A variety of beers are brewed all of which are served only inside the premises. To my knowledge, **Water Street** beer is not available for take out, or served in other establishments. The pub/restaurant also serves the popular *Baumeister Root Beer*, manufactured at Kewaunee, Wisconsin.



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### **New Glarus Brewing Company – New Glarus**

It is well worth the trip to visit this new microbrewery in the picturesque town of New Glarus, which is noted for its Swiss heritage. Dan Carey and his wife have opened a new attractive facility. Four brands are currently being bottled and are available in four packs; *Edel-Pils Wisconsin Lager*, *Uff-da Wisconsin Bock Beer*, *Zwickel Wisconsin Lager With Yeast* and *Solstice Wheat Beer With Yeast*. Coasters, labels and clothing are available for sale at the brewery located at the junction of State Hwy 69 and County W on the east side of New Glarus.

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### **Oconto Brewing Company – Oconto**

The Main Event Sports Bar & Grill, 1200 W. Main St., Oconto, will debut “*Oconto Copperfest Beer*” on June 17, 18 and 19. This beer is being contracted from the **Appleton Brewing Company**. This establishment expects to begin full brewing operation within six months, returning the brewing of **Oconto** beers to the city.

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### **Mid-Coast Brewing – Oshkosh**

**Mid-Coast Brewing** is a contract brewery, beginning with the contracting of *Chief Oshkosh Red Lager* beer with the **Stevens Point Brewery**. **Mid-Coast** has now added its second beer, *Chief Oshkosh Munich Gold*.

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### **Cherryland Brewing Ltd. – Sturgeon Bay**

The former Ahnapee & Western Railroad Station in downtown Sturgeon Bay is the location of the **Cherryland Brewery**. Located with the brewery is a small restaurant operated by other owners. Sturgeon Bay is in Door County, noted as one of the midwest favorite vacation areas and for its cherry orchards. **Cherryland** brews its beers here, and also has them bottled at the **Dubuque Brewing & Bottling Co.** *Silver Rail*, *Golden Rail* and *Cherry Rail* are available in 12 ounce bottles. *Cherry Rail*, *Apple Bach* and the newest brand, *Raspberry Light* are in 22 ounce bottles. When visiting, ask for directions to see the old Sturgeon Bay brewery, now sadly in need of restoration. The **Cherryland Brewery** is located at 341 N. Third Avenue, at the north end of the main business section of Sturgeon Bay.

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### **Randy's Fun Hunters Brewery – Whitewater**

Randy's Supper Club has added brewing equipment in their Fun Hunter's barroom, and has begun brewing a dark ale; other brands are in process. The brewing

equipment is in a glassed off room, visible from the barroom. The supper club includes many photographs of early Whitewater, including a 1906 photograph of a parade float for the Fun Hunters Club, celebrating their 50th anniversary. The float consisted of a rowboat, and the Fun Hunters club was apparently a fishing and hunting social club, whose activities mostly centered at Lake Koshkonong. Randy's Supper Club is located on Hwy 12 (841 E. Milwaukee), on the east side of Whitewater. At present there are no promotional materials, although shirts and glasses are planned.

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### **Ale Brewery Opens in Cleveland**

*Condensed from an article by Jonathan Gaw, Cleveland Plain Dealer reporter*

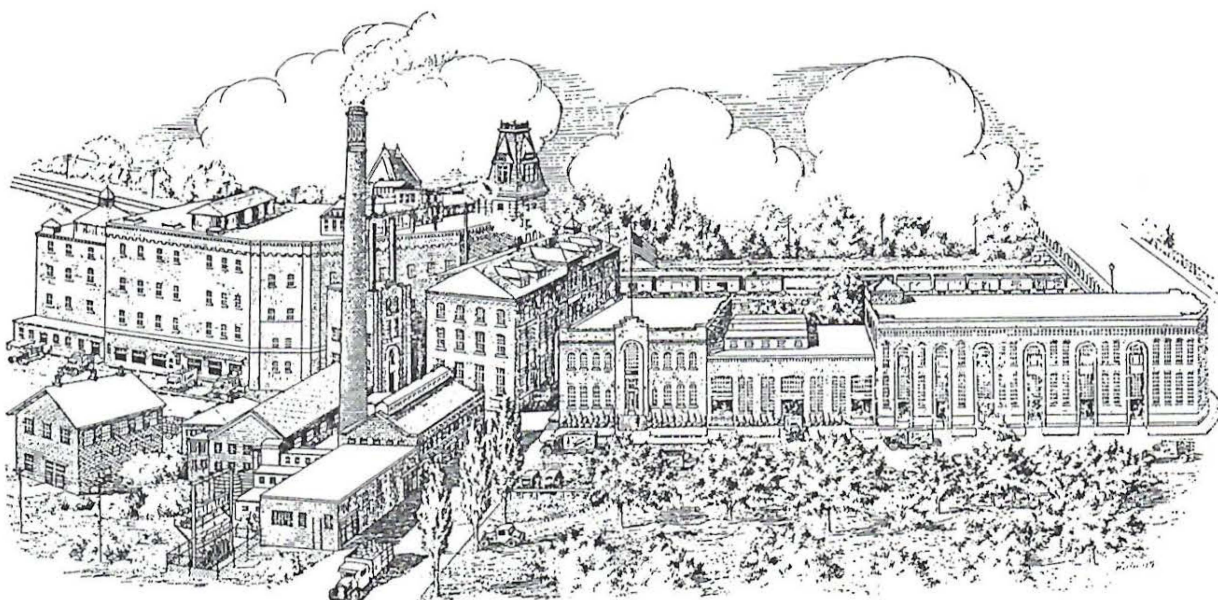
Banking on Clevelanders' loyalty to hometown products and hoping to capitalize on the nationwide thirst for local specialty brews, Crooked River began distributing its Settlers Ale yesterday. “There's a lot of beer consumed in this town, and all of it is shipped in from out of town,” said Stuart Sheridan, one of three partners in the venture. “That's kind of a sin.”

Crooked River is jumping into a growing market. In 1993, production of so-called craft-brewed beers, while still accounting for less than 1% of the total beer market, grew 40% to about 53 million gallons. Last year alone, 70 brewpubs and 30 microbreweries opened in the United States, bringing the total to 442.

Brewmaster Danckers and Sheridan met long ago while studying at Wabash College in Indiana. After graduation, Danckers went on to the University of California at Davis to get a master's degree in brewing and fermentation sciences. Danckers, who became a brewhouse supervisor for Stroh's Brewing Co.; Sheridan, who has a background in food sales and distribution; Tim Liston, owner of a computer software firm, and a few limited partners have sunk nearly \$4 million into the brewery over the past two and a half years.

Among the growing pains is a minor brouhaha between the newcomer and the established Great Lakes Brewing Co. Crooked River claims to be the only brewery in town, labeling Great Lakes, which operates a restaurant on Market Ave. in Ohio City, as a brewpub. Patrick Conway, co-owner of Great Lakes, bristles at that contention. “It's first microbrewery in the city,” said Conway, who pointed out that about 60% of the 4,000 barrels they brewed last year was sold through 120 venues throughout the city.





NARRAGANSETT BREWING COMPANY, Cranston, R. I.  
New England's Largest Brewery  
Established 1890

*By Michael McCarthy*

**"M**ade on Honor – Sold on Merit." With these words and ambitions, a group of New England investors\* began the Narragansett Brewing Co. in 1890. Started as a lager brewery, the Company grew rapidly from 397 barrels in its first year to almost 80,000 barrels in 1897. Ale was added to the product list in 1898. Sales continued to grow and doubled during the next decade. By 1908, 196,000 barrels were sold.

The brewery tried its best to survive prohibition with near beer and soft drinks. By 1932 the original ownership was no longer interested in the business, and sold a controlling share to the Haffenreffer family. Rudolf Frederick Haffenreffer, Sr. had immigrated from Germany and settled in Boston, where he started a growing brewing business in 1870. In later years Haffenreffer & Co. came to own many local and regional labels.

Narragansett prospered again after prohibition under the direction of R.F. Haffenreffer, Jr. and

long time General Manager Emil Schierholz. In 1936 Narragansett started canning their products, and over the years over four dozen different cans have been produced.

In the 1940s the brewery underwent major expansion. The very popular and successful *"Hi Neighbor – Have a Gansett"* slogan was born. In 1961 another historic milestone was reached when over one million barrels were sold in the region. Sales continued to grow and by the early 1960s 'Gansett was responsible for about 65% of the region's beer sales. The Haffenreffers in charge were R.F. III and his brother Carl Wilhelm. Who living in the area can forget 'Gansett, Curt Gowdy and the Red Sox during this period!

The Falstaff Brewing Corporation acquired Narragansett in 1965, but the merger was not successful and sales began to slip. The test marketing of Narragansett draft cans in Connecticut was a failure, as the product's flavor did not hold up (so much for the "Made on Honor – Sold on Merit" words). Then

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*Mike McCarthy is a self-employed machinist living at 23 Dix Street in Bridgewater, New Hampshire 03222. He has been collecting Narragansett breweriana for about a decade, and is always interested in any leads.*





in 1970 Anheuser-Busch opened their ultra-modern brewery in New Hampshire. Narragansett, which had built a new brewhouse but was limited in many ways by old buildings and failed to lure younger drinkers, became "*Our Own New England Beer*." But sales continued to decline and by 1980 the once powerful Narragansett had less than 18% of regional sales. Falstaff was taken over by Paul Kalmanovitz, who closed the brewery in 1981. It reopened briefly in 1983 and closed later that year, this time permanently.

Narragansett in its 90 plus years of Rhode Island operation, by changing label designs and advertising styles often, has created an enormous supply of colorful and interesting breweriana for enthusiasts to collect for many years to come.

\*According to Will Anderson's *Beers of New England*, these were J. Fehlberg, A. Borchardt, H. Possner, G. Gerhard, C. Moeller and J. Wirth.

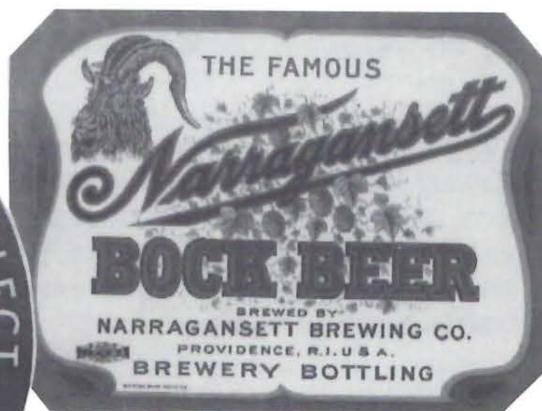
**Friendly Ale!**

Narragansett Ale is a friendly beverage..friendly to the taste..friendly to the digestion..Serve it, drink it on every social occasion.

For a better brewed — longer aged LIGHT ALE, mild and satisfying — demand Narragansett PALE ALE.

ON DRAUGHT — IN BOTTLES — IN CANS

*The Famous*  
**Narragansett**  
**PALE**  
*Banquet and PALE*



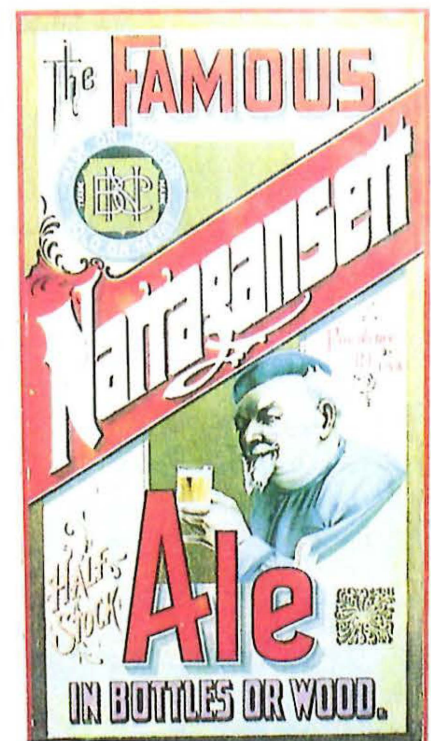


# 'Gansett Glamour

From the Collection of Ed Theberge

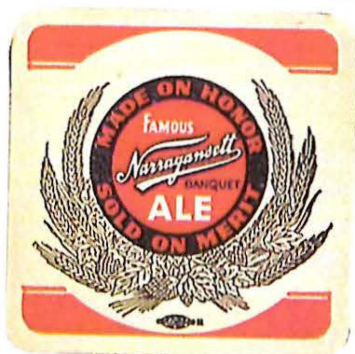
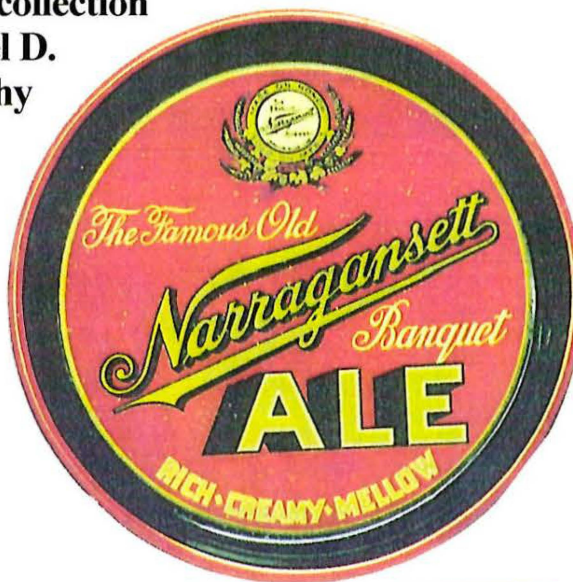


Lithographs of a saucy waitress and a calendar of a demure lady at the beach, the embroidered collar of her gown parted ever so slightly, show the high quality of pre-pro Narragansett advertising art.





Items from the collection  
of Michael D.  
McCarthy



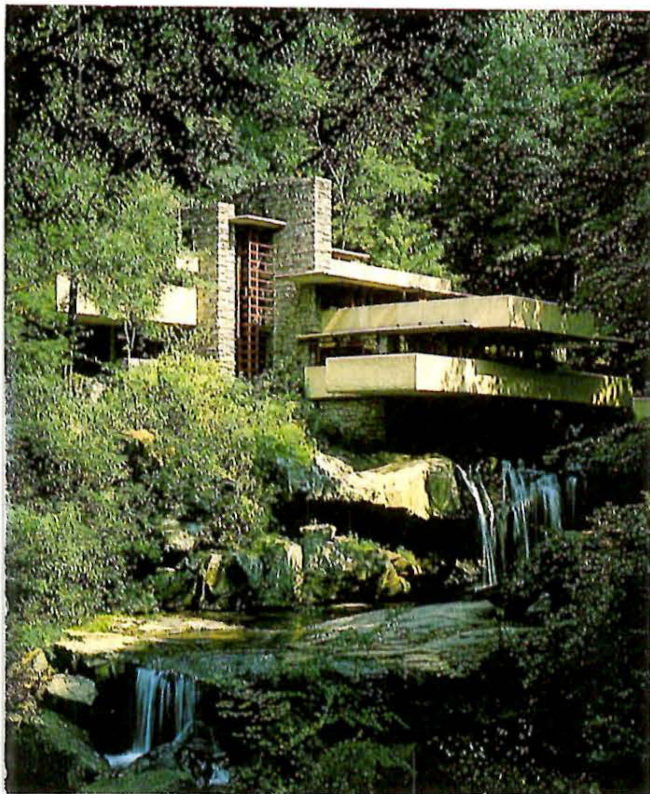


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# NABA Convention

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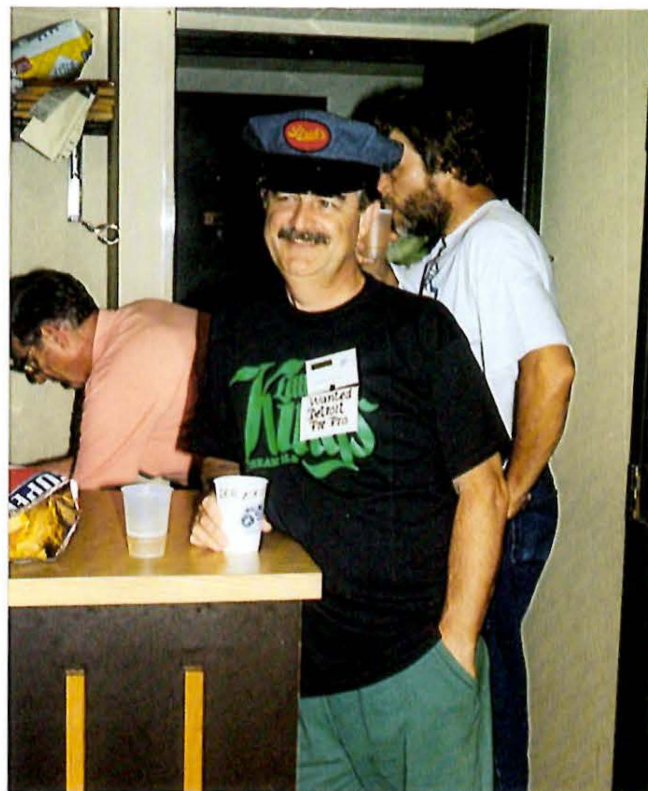
## Culture, Collectibles, Conviviality and Comedians



*Above: Built for Edgar J. and Liliane S. Kaufmann in 1936 by Frank Lloyd Wright, Fallingwater's cantilevered terraces are still impressive. An optional tour visited the spectacular setting on Wednesday. Photo courtesy of Western Pennsylvania Conservatory.*

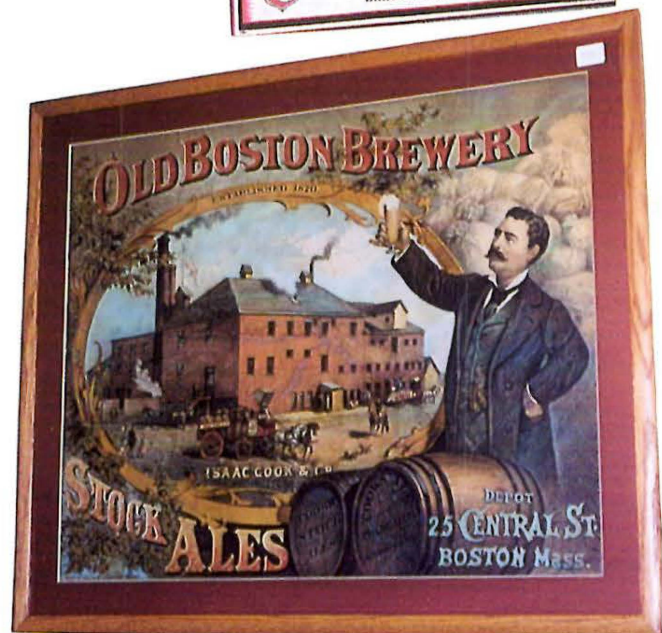
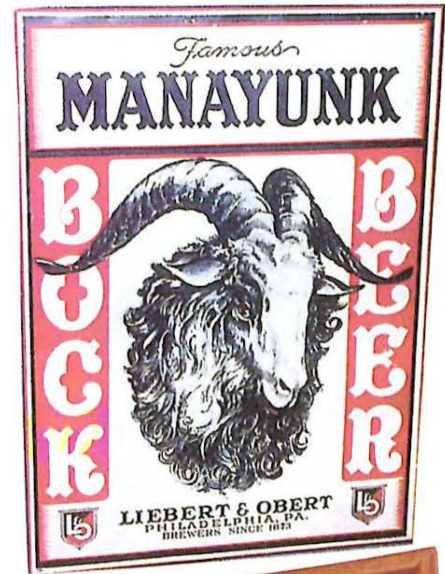
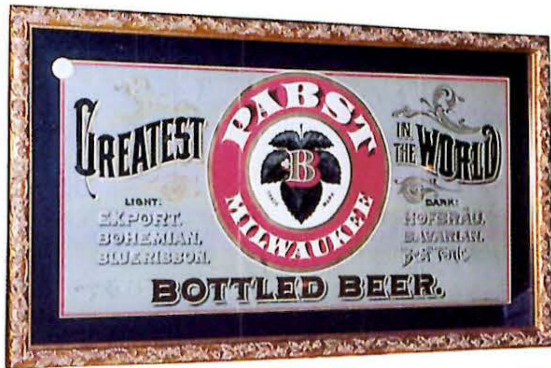


*Below: A Stroh delivery man from the eyebrows up, a relaxed Jim Kaiser samples the local beer after a hard evening of checking rooms.*



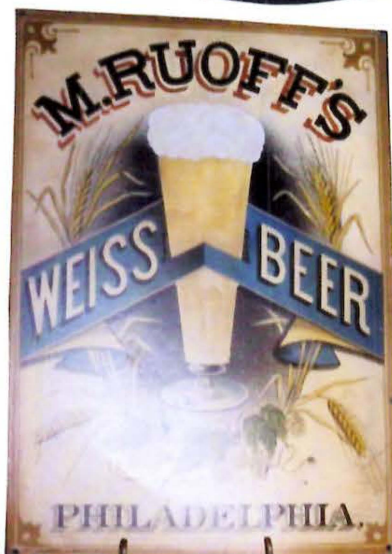
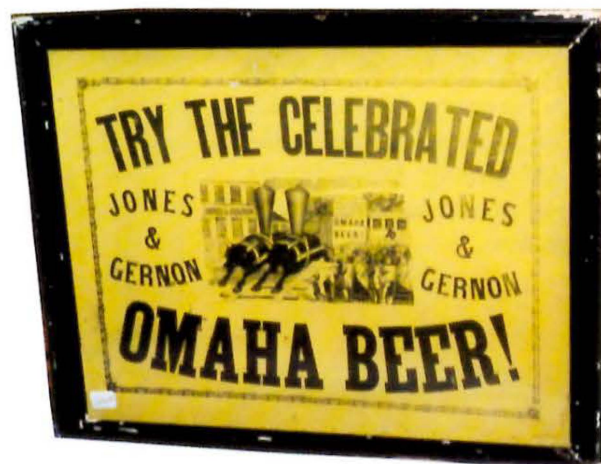


## NABA Convention : Up For Auction

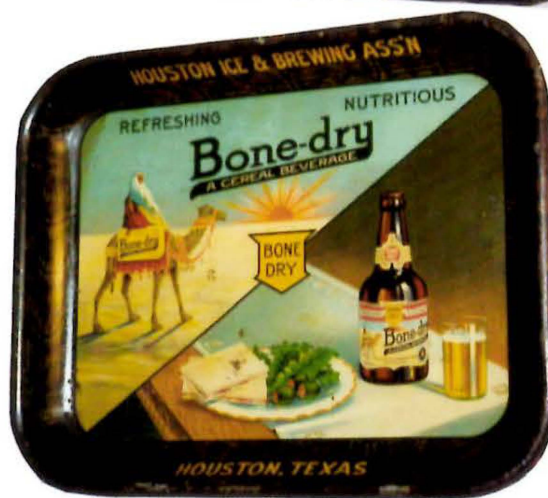




## NABA Convention: In Rooms



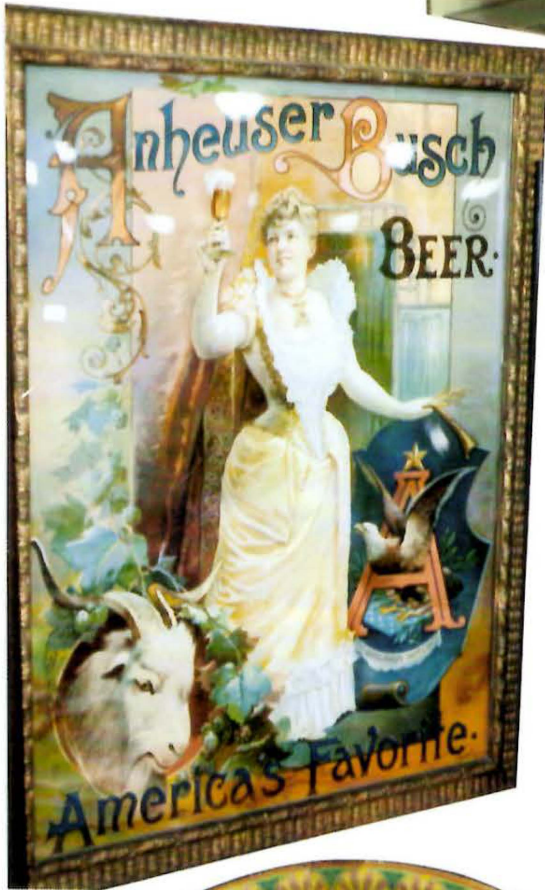
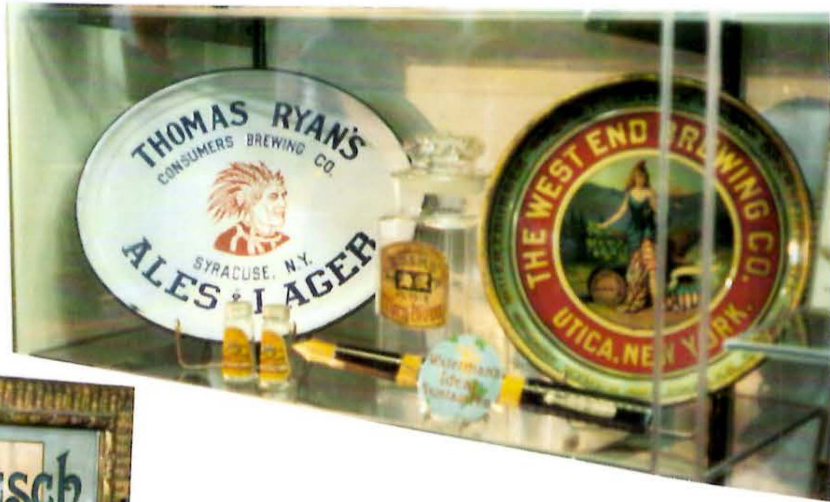
*Interesting items shown by Hard Mann (top and center) and by Vic & Tom Hug (bottom).*





## Indianapolis Antique Ad Show

Business was brisk at the Indy Ad Show on Saturday, September 17, with a large crowd in line for the 10:00 AM opening. Many dealers in general advertising also showed brewery items.



Harold Mann, who usually manages to find the outstanding piece, showed this one-of-a-kind A-B lithograph. The stein tray below was displayed by Fil Graff. Each stein on the tray is inscribed with a different brand. It must have been topical in 1901 – Adam Scheidt of Norristown, PA, showed American officers and diplomats in China, drinking Lotos beer. The Scheidt piece (below right) was shown by Jay Millman of Denver, PA.



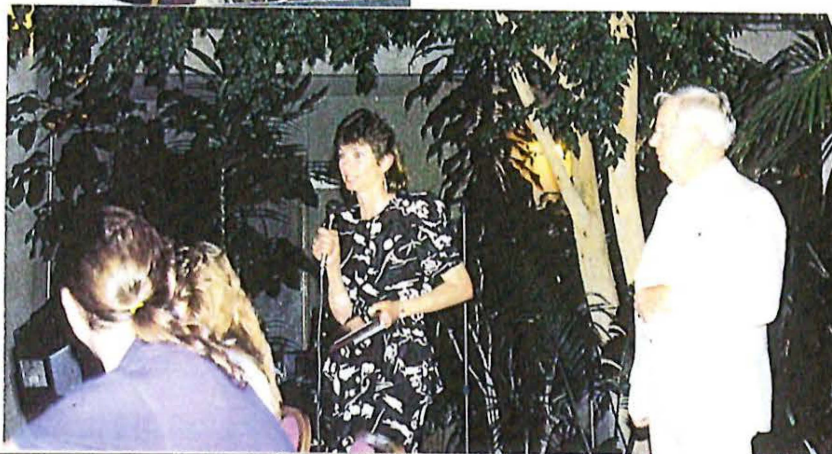


## ABA Convention



*Left: Banquet at the pool atrium of the Colorado Springs Marriott. The man standing at left is Chris Pastor, former ABA president.*

*Right: Christine and Stan Galloway, the driving force behind ABA, were honored for their contribution over many years.*



*Left: Lilly and Carlos Gallegos of West Valley City, Utah, Nick Clous of Aurora, Colorado and Brett Dusek from Denver at the start of the microbrewery tour. Below left: Stan Summers from suburban Detroit (at right) enjoys a laugh at the trade show. Below: Ruth and Jim Beaton from Bloomington, MN, later attended our convention.*









# Mister Burger Beer

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Clete Frey has been in the beer sales business for 32 years. He started in 1962 as a truck driver – route salesman for the Burger Brewery. It was part of Clete's job to put up all the advertisement displays at the different stops along his route. When the Burger Brewery closed in 1973, Clete went to work for the Hudepohl Brewing Company, doing the same job as he did for Burger. Then in 1986 the Hudepohl Brewery merged with the Schoenling Brewery to become the Hudepohl-Schoenling Brewery or the Cincinnati Brewery. The merger of these two breweries created two divisions: the brewery division and the sales distributing division within the same company. Clete worked in sales at the Hudepohl-Schoenling distributing division for three years until it was sold to a local distributor by the name of Ultimate. Clete then worked for Ultimate until it was taken over by the Bennett Beverage Company. This is

where Clete is working now as a salesman for beer products. Clete Frey began saving or collecting breweriana three years after he started working with Burger. After 27 years of collecting, someone in 1992 called him and offered to get him this six foot Burger sign, which is now the pride of his extensive Burger Beer collection.

How does Clete's wife Jan put up with all of his beer junkie? He said, "At first she was against it, but now she sees what it means to me and the people we meet. She really loves it and enjoys going to the conventions and shows. We meet a lot of good people in this hobby."

Clete thinks that the Hudepohl-Schoenling Brewery will be around for a long time. The brewery has started making items such as Ice Tea as well as specialty beers along with their mainstay products.

*Henry M. Smith*





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# The Brewery of Marion, Ohio

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*Abridged from an article by Carl Miller in the Marion Star*



*The Marion Brewing and Bottling Co. was designed by noted brewery architect Wilhelm Greisser of Chicago, and was photographed shortly after it opened in 1896.*

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## In The Beginning

It all began in 1894 when a group of area businessmen founded The Marion Brewing & Bottling Company. Mansfield business owner Frederick Walter was said to have been the primary figure behind the venture and, accordingly, he was elected the brewery's first president.

By November of the following year, construction of the monumental new brewery at 640 Bellefontaine Ave. was complete and the first batch of brew was begun.

Charles Earnest, brewmaster at the Marion brewery, was not about to release his inaugural brew even one minute before its maturity, lest his reputation be tarnished from the outset.

After nearly an entire winter's wait, the citizens of Marion were given the first taste of their hometown beer in February of 1896. Called simply "Marion Beer," about 100 kegs of the brew were released, two-thirds of which were consumed by saloons within the city. The remainder was sent to outlying areas.

Advertisements for the new Marion brew made rather bold claim that, *"The Best Beer In The World Is Made In Marion. That Is The Verdict Of All."*

Those wishing to put that claim to the test were initially forced to do so exclusively at saloons. Bottling

for household purposes, which was often a secondary consideration for brewers, did not begin at the Marion brewery until later in the year.

Nonetheless, the Marion Brewing & Bottling Company, as suggested by its name, saw a bright future in bottled beer. Among the Marion brands which were available in bottles were Amber Ale, Cordial Brew and Walhalla Export.

By about 1910, however, the Marion brewery had become best known for a brand called Banquet Brew, which was promoted vigorously as the brewery's feature product. Households were encouraged to place orders for Banquet Brew by telephoning the brewery, from whence a case of the bottled beer would be promptly delivered.

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## Harding Held Stock

Indeed, The Marion Brewing & Bottling Company was truly a local entity. Nearly all of its directors, and most of its stockholders, were prominent local business owners and men of fine repute within the community.

Clearly the most noted individual to be connected with the brewery was Warren G. Harding, who held stock in the Marion brewery for much of its existence. During his bid for the presidency, Harding once commented, "I am not a prohibitionist and never pretended to be . . . I have been owner of brewery stock for 25 years."

Among the directors of the brewery over the years were such local business figures as Timothy Fahey, president of the Fahey Banking Company; Godfrey Leffler, founder of the contracting firm of Leffler & Brand; William E. Scofield, senior member of the law firm of Scofield, Durfee & Scofield; and Oswald Wollenweber, president of the Wollenweber Lumber Company.



*Carl Miller, a native of Cleveland, is a researcher of Ohio's breweries and a collector of antique brewery memorabilia. His interest in the study of beer and breweries began during the 1970s when beer can collecting was a popular fad. In addition to work as a project coordinator for a Cleveland advertising agency, Miller spends much of his time traveling to various Ohio cities in search of historical records, photographs, and memorabilia from Ohio's past breweries. He is currently writing a book about the history of Cleveland's brewing industry.*



Despite this pool of presumably keen business savvy, the Marion brewery did not operate on a particularly large scale, even by the standards of its day.

The brewery's annual capacity was reportedly 25,000 barrels (31 gallons per barrel), but its actual output seems never to have reached that capacity. In 1897, the brewery sold approximately 7,000 barrels, and a whole decade later, production had only increased to about 8,000 barrels.

### Prohibition Looms

Beginning around the turn of the century, the war which had been waged against the beer and liquor industry for decades began to gain new strength. The fight was particularly active in rural Ohio, where prohibition was favored by the majority.

In 1908 the Rose Law was enacted, which allowed all Ohio counties to prohibit the operation of saloons within their boundaries by a popular vote. Marion County promptly voted to shut down all of its 49 saloons, essentially wiping out the Marion brewery's primary market.

Surprisingly, the new law was accepted with a healthy degree of optimism. Several of the city's saloons vowed to remain open, serving only non-alcoholic beverages.

The brewery began plans to produce near beer, a de-alcoholized version of real beer. A spokesman for the brewery was quoted as saying, "With the manufacture of near beer, we expect to make more money than we have through the manufacture of our present brew."

But performance of the non-alcoholic beer did not meet expectations, and the brewery was soon seeking outside markets for its original brands. As most of the surrounding counties also voted themselves "dry" under the Rose Law, the brewery undoubtedly relied heavily on the Mansfield and Columbus markets for its survival.



*Walhalla Export suggests that fallen Germanic heroes were not all that fussy about their beer (a rare label from Bob Kay's collection).*

*Tip tray or coaster shows 'The Invitation' (Collection of Bill Carlisle).*



Despite the cries of the anti-saloon factions, abolishing the saloon, it was discovered, did not solve "the liquor problem," and Marion County returned to legalized drinking establishments in 1911.

However, the citizens of Marion County rarely ignored an opportunity to show their support for the prohibition movement. In a 1915 referendum for statewide prohibition, Marion County voted 4,726 to 3,588 in favor of prohibiting the possession, sale, and manufacture of alcoholic beverages inside Ohio. Although that attempt failed, a similar vote in 1918 succeeded in effecting statewide prohibition. A year later, the entire country followed suit with adoption of the National Prohibition Amendment.

The Marion brewery, like breweries nationwide, faced a bleak future. The owners of the Marion brewery, not wishing to venture the necessary capital to enter new fields, elected not to continue in business. Consequently, the brewery, which had been valued at \$135,000 and had employed between 15 and 25 men, closed its doors for good.

The old brewery buildings, stripped of all of their brewing equipment, were used for various purposes over the years. Automobiles were stored in the brewhouse during the 1920s, and the bottling plant served as warehousing for a biscuit company.

By 1938, the brewery had been taken over by the Betty Zane Corn Products Company, which processed popcorn there until the 1970s. After sitting idle for a number of years, the brewery's main building was demolished in 1980, leaving only a parking lot in its place.

In Marion, two small buildings at 636 Bellefontaine Ave. are all that remain of the once thriving brewery, and serve as somewhat of a humble monument to an era long forgotten.



## From the Archive



DEAR SIR:

Please take notice that we have this day transferred our interest in the Joseph Schlitz Bottling Works, Limited, to the

### JOSEPH SCHLITZ BREWING CO.,

who will carry on the business as heretofore.

Thanking the trade for the many favors received, we are,

Truly yours,

The Joseph Schlitz Bottling Works, Limited.

Referring to the above, we kindly solicit a continuance of your valued orders, which at all times shall have our prompt attention.

Truly yours,

Joseph Schlitz Brewing Co.

P. S.—Please address all communications to the

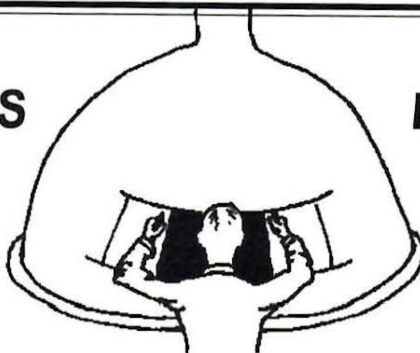
**JOSEPH SCHLITZ BREWING CO., Bottling Department,**

MILWAUKEE, WIS.



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## WHAT'S



## BREWING

Business sometimes makes strange partners. One of the oddest liaisons heard so far is that Anheuser-Busch, whose breweries spill more beer during packaging than brewpubs serve, purchased a minority interest in the Redhook Brewing Company in Seattle. Anheuser-Busch will provide distribution. Redhook is not a tiny brewery – shipments may reach 100,000 barrels this year, but Anheuser-Busch is about 800 times bigger. It may lead to a similar type of arrangement which provided Miller with Leinenkugel, Labatt with Latrobe and Stroh with Augsburgers seasonals.

Will Zima zoom, zink or level off? The Coors clear malt beverage benefited from a strong and well-executed marketing effort. It was hard not to see a print ad, and the fact that Coors placed Zima outside the beer category got the right people to try it. "Clear" beer just did not make it as a product for Miller. Zima's performance now is seen as "quite satisfactory." While the future of any new product cannot be predicted, marketers at Coors must be pleased – they beat Miller, who wrote the book on new category introduction with Lite 20-odd years ago.

Miller made up for the Clear Malt failure with its IceHouse success, which was launched without a huge ad campaign. Among smaller brewers, Stroh is having some success with Bull Ice. If the name, the label and the product meet in the right way, there is a chance for success – if not, even a good product will get lost in the crowded marketplace.

The Ice Beer field is now choked by dozens of entries. Labels are mostly blue and silver or black. A line-up of cans shows graphics unconnected to the main brand. With so many ice brands, only few can be winners. But marketing people have no choice but to compete, and production people are running out of tanks

to keep the many brands apart. Heileman has opted to snow the market with line extensions of regional brands in the hope that some of 30 new products to be out before the holidays will float. One reads about 15 new Heileman ice brands by spring, out of a 150 brands and line extensions.

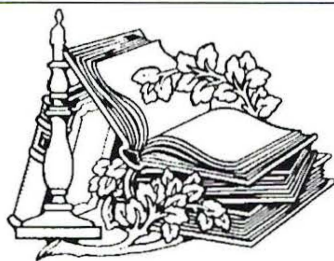
It used to be that brewing for somebody else under contract was almost a last-gasp operation. Brewers who supplied supermarkets with their house brands 25 years ago were in real trouble. Now with microbrewers starting up everywhere and many of them outgrowing capacity, contract brewing has become a respectable and important component for many brewers.

On the international scene, the North American Free Trade Agreement has helped to connect Canada's John Labatt Ltd. with Mexico's beverage giant Femsa (for Fomento Economico Mexicano S.A.). Femsa owns convenience stores, the world's largest Coca-Cola franchise, and its beverage division, Femsa Cerveza, owns the Cuahtemoc breweries, whose brands – Tecate, Carta Blanca, Superior and Dos Equis – control almost half of Mexico's beer market. Labatt plans to spend \$510 million for an initial 22% stake in Femsa Cerveza. The two brewers would distribute their partner's beers in their own countries, and combine their operations in the U.S.

The Stroh Brewery Company and Rajasthan Breweries Limited (RBL), of Rajasthan, India, have signed a licensing agreement that will allow RBL to produce, distribute and market Stroh's and Stroh's Super Strong beers throughout India. The agreement was announced in August at a press conference in New Delhi. As a result of this venture, Stroh's will be the first international brand of beer produced in India.

*PHB*





## Book Review

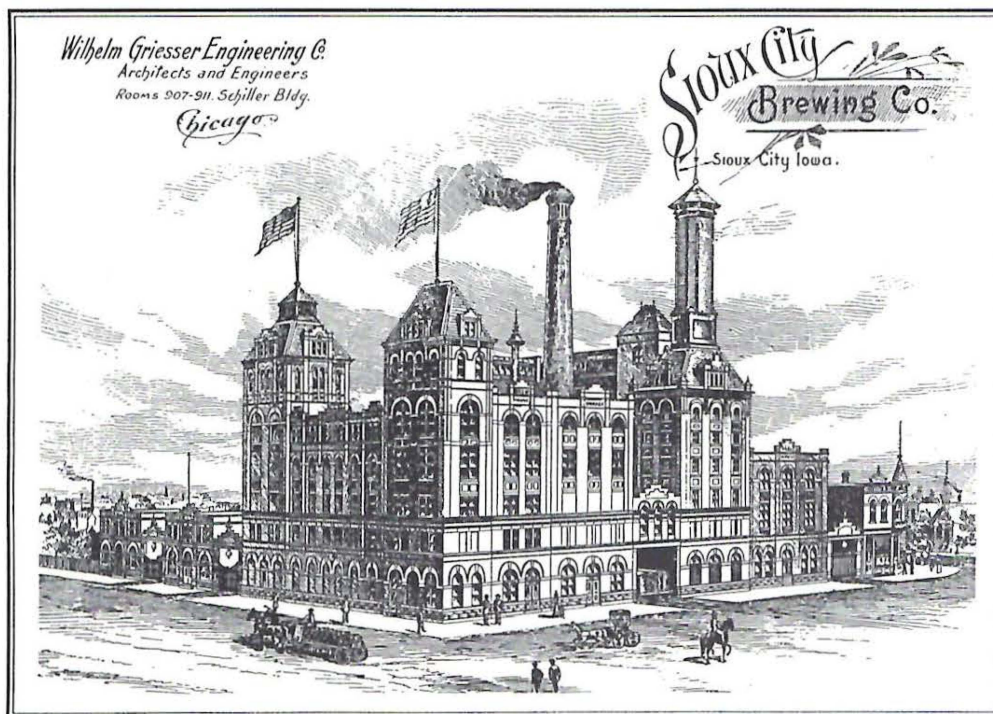
Randy Carlson, **The Brewers of Iowa: A Historical Look Back** (Carlson Brewery Research, Box 758, Walker, MN 56484), \$10.

Randy Carlson has brought forth his second calendar on the breweries of Iowa. Even though it is not a book, but a wall calendar, it contains a good deal of information on Iowa breweries, past and present. As in his 1994 calendar, he presents historical information, serious and facetious, on the breweries of Iowa interspersed with the dates on the calendar. Each month has an illustration, typically a woodcut or steel engraving of a pre-Prohibition brewery. These include the works of the great figures of brewery design of the late 19th Century: Louis Lehle, Bernard Barthel, Wilhelm Griesser and, of course, Fred Rauthert, who did Dubuque Star. My fondest hope is that these people eventually get recognition for how good they were. They had a common style, a sort of Germanic Romanesque, and were constrained both by the functional requirements of the gravity-flow brewing process and the configurations of the land sites. What they did within these constraints produced an almost infinite variety of sizes and shapes that still delight the eye when one encounters what remains, whether in Iowa or across the nation.

On present-day breweries, the good news is that there are now six in Iowa: Old Depot in Adel, Millstream in Amana, Babe's in Des Moines, Fitzpatrick's in Iowa City, Front Street in Davenport, and the Dubuque Brewing Co. in Dubuque. The last mentioned is the former Dubuque Star, which in the most recent of its death-defying acts is attempting to operate as a micro-brewery, using the tavern under the offices as the Dubuque Brew Pub. In truth, it always seemed to me that the brewery's best hope for survival was some version of this, making use of that bar for on-site consumption, preferably with a beer garden on the lawns or on the levee out front along the Mississippi. Clearly, when I drive out to California in October, the trip has to be via Dubuque – not for the first time.

As before, Randy has done a fine job. No doubt the membership can determine what date it is without this calendar, but for the historical tid-bits and the illustrations of some really glorious old breweries, it is well worth having.

GWH



1898





## Book Review

**The Mettlach Book**, 3rd. edition. Gary Kirsner, hardcover 376pp. with 16 color pages. Published by Glentiques Ltd., Inc. P.O. Box 8807, Coral Springs, FL, \$38.

Gary Kirsner, who conducts stein auctions and publishes under the business name of Glentiques, has a third edition of his comprehensive book on Mettlach steins in print. Between the first edition of 1983 and the second edition of 1987, the book graduated from a paper-bound standard size working source to a hard-cover "coffee table" volume with expanded chapters in English and German. The third edition is essentially a modification of the second edition with relevant prices. The book has been downsized to more convenient dimensions of 11 x 8¼. With the same number of illustrations and beautiful color photographs, The Mettlach Book remains the Mettlach Bible.

Half of the pieces listed in the second and third edition are steins. Other Mettlach items are described in chapters on beakers, plaques, vases and other wares, and brief chapters have been added on early wares, chromolith wares and current production. Only about 15 items are of specific interest to the collector of U.S. brewery steins. The most famous Mettlach in this class is the Anheuser-Busch stein with Adolphus' portrait, #2136, here valued conservatively at \$2800. The Ehret, Moehn, Tosetti, Keeley and Bartholomay steins are also illustrated.

The Mettlach Book will be an important addition to the library of stein collectors who do not have a prior edition. Anybody seriously interested in Mettlach ware may well wish to have a price update after seven years. When it comes to Mettlach, Kirsner's experience is a definite plus.

*PHB*



## Executive Secretary's Report

The 1994 N.A.B.A. Greensburg Convention was very well attended. Many thanks to Chairman Ron Kikta and the many members who made things work. The tour of the home "Falling Waters" designed by Frank Lloyd Wright was great. Again as in the past there will be a convention mug listing the names of all the members that attended the 1994 Greensburg Convention.

An election of officers was held with the following results: Fil Graff, President; Jim Shoulter, Vice President; Hampton Miller, Recording Secretary; and James Kaiser, Treasurer. The following were elected directors: Norman Jay, Herbert Haydock and Robert Brockmann. Thanks to John Brandt and Rick Procasky for their past service on the Board of Directors.

The 1995 N.A.B.A. Convention at Chattanooga will be held August 4, 5 and 6. There are many tourist attractions in the area, so make plans to see them. The 45 million dollar Aquarium is outstanding. The Convention site is the former railroad station – really a super place. For members that live in the Southeast part of the country, the Chattanooga Convention is the first in your area. Only your support will make the Chattanooga Convention a success. The 1996 Convention will be the 25th Anniversary of N.A.B.A. This will be held in the greater Milwaukee area.

Please notify us of an address change and your new phone number. If you wish to make any change in the 1995 Membership Directory in regard to the items you collect, please mail it in now. The Membership Directory is a great place to advertise because every member keeps the directory for a year.

Welcome to the following new members. If you have any questions about N.A.B.A., please write the Executive Secretary. We hope N.A.B.A. will be of help to you in collecting breweriana!

Sincerely,  
Robert E. Jaeger  
Executive Secretary



## New Members

ACKERMAN, GLENN  
28780 Front Street #A9  
Temecula, CA 92590  
909-676-5508  
Dealer; toys  
Anheuser Busch

ALESHIRE, GENE (Candace)  
481 Clairbrook Avenue  
Columbus, OH 43228  
614-870-0645  
United Kingdom Breweriana  
275 Ml. cans

BALEY, GEORGE (Jane)  
310 Grandview  
Kalamazoo, MI 49001  
616-382-3767  
Ash trays, cans, statues, trays  
Patrick Henry & Michigan Brwgs.

BARTA, CYNTHIA (Scott)  
13006 Larchmere Blvd.  
Cleveland, OH 44122  
216-721-2274  
All breweriana  
Cleveland Brwgs. & Brands

BENDULA, BOB  
6708 Metro Park Drive  
Mayfield Village, OH 44143  
216-449-1418  
Glasses, lithos, mini beers, mugs steins,  
tip trays

BIANCHI, MARK (Chantal)  
3417 Linden Berry Lane  
Charlotte, NC 28269  
Barrels, coasters, mugs steins, neon signs,  
signs, tap knobs

BICKERT, BEN  
2965 Merrimont Drive  
Troy, OH 45373  
513-335-4808  
All breweriana, lithos, paper items, signs,  
thermometers, trays  
Prima, Budweiser, Schlitz

BLAXTON, JOSEPH (Sue)  
8209 Old State Road  
Evansville, IN 47710  
812-867-3577  
All breweriana, cans, neon signs

BOLIA, MICHAEL  
2020 N.W. 63 Avenue  
Sunrise, FL 33313  
305-742-2614  
All breweriana, foam scrapers, mugs steins,  
salt shakers, tap knobs, tip trays, trays  
All brands

BOSTER, CURTIS  
P.O. Box 32301  
Columbus, OH 43232  
614-224-2611  
Cans, signs, trays  
Columbus Ohio Brwgs.

CHRISTENSEN, DOUG (Bettie)  
301 W. Goebel Drive  
Lombard, IL 60148  
708-629-4067

CLINE, ROBERT (Dawn)  
248 Abbington Avenue  
Buffalo, NY 14223  
716-832-0924

CORNELIUS, JAMES E. (Marlene)  
1536 Beechwood Blvd.  
Pittsburgh, PA 15217  
412-422-7212  
Dealer; neon signs, signs, thermometers,  
tip trays, trays

DISTELRATH, ART (Ann)  
2950-A Pierce Court  
Ft. Meade, MD 20755  
410-674-2604  
All breweriana, history, lithos, tip trays  
Bula Beer of Ashtabula, OH  
Erie, PA Brwgs. Esp. Pre-Pro Wayne,  
Consumers, Koehler's

DOEL, DUANE  
280 Kohler Street  
Tonawanda, NY 14150  
716-692-2017  
Tap knobs

DUNN, TIM  
23820 Edward  
Dearborn, MI 48128  
313-274-5366  
All breweriana, glasses, mugs steins, neon  
signs;  
Stroh's, Newcastle

DYE, VAN MOL & LAWRENCE  
Spencer Moore  
209 Seventh Avenue N.  
Nashville, TN 37219  
615-244-1818  
All breweriana

FACTOR, STEVEN  
227 N. Preston Avenue  
Elgin, IL 60120  
708-888-2785  
Books magazines, history  
Especially labels

GABEL, STEVE D.  
1708 Orleans  
Keokuk, IA 52632  
319-524-5342  
All breweriana, signs, trays  
Burgly Dick's

GARDNER, JANICE K. (Albert)  
Rt 2 Box 134  
Neola, IA 51559  
712-485-2512  
All breweriana; Pabst Blue Ribbon China

GORTON, JEFF (Helaine)  
216 Worth Street  
Fulton, NY 13069  
315-598-4968  
Bottles, coasters, mini beers, openers, tap  
knobs, tip trays  
Syracuse, Watertown,  
Oswego, NY brewery items

GRANT, MIKE  
424 Lincoln Street  
Carlstadt, NJ 07072  
201-933-1538  
All breweriana, coasters, paper items, post  
cards, tap knobs; Budweiser only

HUDENSKI, BUD (Barbara)  
101 Craigwood Drive  
Coraopolis, PA 15108  
412-264-5540  
Tap knobs (Ball & Glass)  
All breweries

IRELAND, CHAD (Kim)  
40 West Burrell Street  
Blairsville, PA 15717  
412-459-5150  
All breweriana  
Rolling Rock, Latrobe Brewing

JACKS, EUGENE (Doris)  
29097 Netherton Road  
Newman, CA 95360  
209-862-2000  
Corkscrews, mirrors, mugs steins, openers,  
signs, trays  
All Brwgs.  
All Brands Especially openers

JOHNS, STEVE  
4216 Upton Avenue S.  
Minneapolis, MN 55410  
612-922-5110  
Bottles, cans, clocks, glasses, neon signs  
signs  
MN breweriana

JOHNSON, MARK V.  
4 Kettle Court  
Baltimore, MD 21244  
410-281-0003  
"Spuds Mackenzie" breweriana; mint only!  
Anything and everything

JOYNER, JOHN (Sharon)  
6020 Gentle Knoll  
Dallas, TX 75248  
214-931-6510  
Clocks, leaded windows, mirrors, neon  
signs, show promoter signs, thermometers,  
trays



- KERNECHEL, JON H. (Bernie)  
130 S. 12th Street  
Allentown, PA 18102  
610-439-0605  
Dealer; glasses, mugs steins, neon signs,  
signs, tap knobs
- KIPP, FRANK  
6125 15th Avenue S.  
Minneapolis, MN 55423  
612-869-1203  
All breweriana  
Jordan Brwg. Jordan MN  
Glueks, Grain Belt Minneapolis  
Schmidts St. Paul
- KRUEGER, TRACEY  
225 N. Perkins Blvd.  
Burlington, WI 53105  
414-763-5160  
Bottles, cans, trays  
Wisconsin & Minnesota Brwgs.  
Burlington, WI, Brwg. items
- LISTON, TIM  
P.O. Box 588  
Berea, OH 44017  
216-228-6940
- LUCE, RANDALL H. (Mary)  
4928 W. Midland Drive  
Greenfield, WI 53219  
414-546-0446  
All breweriana, neon signs, paper items,  
signs, statues, thermometers
- MADRO, KATHY (Bob)  
904 Jenkisson Avenue  
Lake Bluff, IL 60044  
708-234-4461  
Labels
- MC DONALD, THOMAS  
2219 11th Avenue  
Chetek, WI 54728  
715-924-3946  
All breweriana, clocks, lamps, neon signs,  
signs, mirrors
- MORRIS, CALVIN (Florence)  
10678 Fallis Road  
Loveland, OH 45140  
513-683-3754  
All breweriana, ash trays, bottles, glasses  
neon signs, signs trays
- MORRIS, CHARLES (Lynda)  
5328 N. 73rd Street  
Milwaukee, WI 53218  
414-466-6918  
Books magazines, cans, labels,  
mirrors, signs, trays
- OYLER, DICK (Nancy)  
306 Wessinger Drive  
Lexington, SC 29072  
803-359-7202  
All breweriana, dealer; glasses, mugs steins,  
signs, statues  
Rolling Rock, Duquesne, Old Shay Western  
PA Brwgs. Atlantic,  
Baseball and other sports items
- PING, MARJORIE A.  
Miller Brewing Co.  
3939 W. Highland Road  
Milwaukee, WI 53201
- PRINCIPATO, SHARON F. (John)  
P.O. Box 1328  
Sorrento, FL 32776  
407-880-4608  
All breweriana Hamm's  
Signs any brewery
- RADER, JEFFREY K.  
4800 Jefferson #102  
Kansas City, MO 64112  
816-691-2546
- RAUCHFUSS, TOM (Kay)  
1021 Darby Court  
Pottstown, PA 19464  
610-326-6838  
Calendars, glasses, lithos, mugs steins,  
reverse on glass  
Budweiser
- SARGENT, RONALD C.  
1770 Morgantown Avenue C-2  
Fairmont, WV 26554  
304-363-5082  
All breweriana, cans, mini beers, mugs  
steins, pitchers, salt shakers  
All Domestic Breweries
- SEIFER, BARRY  
1510 Harding Road  
Ann Arbor, MI 48104  
313-761-5600  
All breweriana; brwg. equipment, glasses,  
lithos, signs
- SEMAN, JAMES  
2623 Overland Street  
Natrona Heights, PA 15065  
412-226-2463  
Budweiser, Anheuser Busch
- SHELKONS, JOHN (Janet)  
785 Athalia Street  
Baden, PA 15005  
412-869-9487  
Bottles, cans, clocks, foam scrapers, mugs  
steins, paper items, patches, signs, statues,  
tap knobs, trays  
Pittsburgh Brewing
- SIMMONS, ROBERT W. (Barbara)  
1653 Berkford Court  
Atlanta, GA 30319  
404-455-3065
- SLAGLE, WILLIAM E. (Virginia)  
310 E. South Street  
Corry, PA 16407  
814-664-8245  
Clocks, coasters, matches, mirrors,  
neon signs
- SLUCAS, DAVID (Chris)  
2650 Plover Road  
Wisconsin Rapids, WI 54494  
715-424-2136  
Cans, lamps, mirrors, mugs steins, neon  
signs, tap knobs
- ST. CLAIRE, DAVE (Margaret)  
95 Foxboro Lane  
Gurnee, IL 60031  
708-402-5530  
All breweriana, cans, foam scrapers,  
openers, tap knobs, trays  
Indiana & Wisconsin Brwgs.  
Esp. Northeastern Wisconsin
- STUFFLEBEAM, DENVER W. (Wanette)  
1725 Lynn Drive  
Orrville, OH 44667  
216-682-5592  
Bottles, glasses, labels, lithos, mini beers  
salt shakers
- SUMMERS, STAN (Pat)  
5880 Livernois  
Rochester, MI 48306  
810-650-7926  
Coasters, glasses (etched), signs, tip trays
- WATT, RALPH (Yvonne)  
1114 N. Santa Rosa  
Wheaton, IL 60187  
708-260-0296  
All breweriana, Stroh's
- WEBER, JAMES  
7598 S. Manor Avenue  
Oak Creek, WI 53154  
414-764-2497  
All breweriana  
Weber Brwg. Waukesha, WI
- WHITE, TONY (Jeanne)  
P.O. Box 3248  
Winchester, VA 22604  
800-336-9848  
All breweriana  
Reisch, Spring field, IL  
Breweries
- WHITEHILL, JOHN S. (Regina)  
P.O. Box 261  
Pittsfield, PA 16340  
814-563-7231  
All breweriana



# WHEN IT COMES TO BEER STEINS

*WE WROTE THE BOOK .....*

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*Released July, 1994*



The most thorough book covering the production of Mettlach steins & other wares ever written. A hardcover book of 376 pages, 8½" x 11", with 16 pages in color. Over 1500 items illustrated (150 in color). There are over 3000 items described and priced (50% are steins). History of the factory, production facts, the marks and much more. \$35.00 (plus \$3.00 shipping).

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The Beer Stein Journal is a quarterly publication covering all major areas of collecting. Antique beer steins are the focus of most of the articles and regular columns. There is also a series of articles about modern steins, including Anheuser-Busch steins and limited edition steins produced by German manufacturers, Ceramarte and other worldwide companies. Subscriptions are \$20.00 per year. Single copy price is \$6.00.

## BEER STEIN AUCTIONS

We conduct six auctions of beer steins each year at various locations around the United States. We are interested in receiving consignments of all types of quality antique beer steins as well as many of the more popular modern steins, including Villeroy & Boch and Anheuser-Busch. We are also interested in purchasing steins. Individual catalog prices range from \$5.00 to \$15.00 or you may subscribe for \$30.00 for one year (a minimum of six catalogs). Post-sale results are included.

**Our January 1995 Auction will include a large selection of Anheuser-Busch CS steins. Mention this advertisement and send only \$2.00 to cover postage for this catalog.**

## GARY KIRSNER AUCTIONS

*and*

## THE BEER STEIN JOURNAL

**P.O. Box 8807**

**Coral Springs, FL 33075**

**Phone: (305) 344-9856**

**Fax: (305) 344-4421**



## Events of Interest

- |                |  |
|----------------|--|
| October 28-29  | <b>Monarch Fallfest NABA, Palatine, IL.</b> Quality Hotel Rt 53 & US 14. Paul Zagielski, 8939 Cedarville Rd, Lena, IL 61048, (815) 369-2135. |
| November 4-5   | <b>Valley Forge Brewery Collectibles Show, Geo. Washington Lodge.</b> Larry Handy, P.O. Box 593, Warrington, PA 18976, (215) 491-9557.       |
| November 5     | <b>Atlantic (BCCA) Annual Strohfest, Winston-Salem Brewery.</b> Glenn Raisner, (919) 869-2499.   |
| November 5     | <b>Tri-State Breweriana Show, Bronson, MI.</b> American Legion Hall, 131 New York St. Bob Smith, (616) 763-9609.                             |
| November 27    | <b>Beer Cans &amp; Breweriana, Blue Ash, OH.</b> American Legion Hall on Williamson Rd. Dave Gausepohl, (606) 341-7223.                      |
| December 11    | <b>Brew City Ad Show, Serb Hall.</b> 5101 W. Oklahoma, Milwaukee, WI. Jim Welytok, Townline Rd., Sussex, WI 57089, (414) 246-7171.           |
| January 7      | <b>Mid-Michigan Winterfest, Flint, MI.</b> UAW Local 1659 Hall. Gene Goulet, (810) 742-5353.   |
| February 17-18 | <b>Annual Blue &amp; Grey Show, Fredericksburg, VA.</b> Holiday Inn South. Ray Johnson, (703) 971-3549.                                      |
| February 12    | <b>Milwaukee Bottle &amp; Ad Show.</b> Ramada Airport Hospitality, Sat. eve. John Brandt, 639 E. Sumner, Hartford, WI 53027 (414) 673-6541.  |
| March 9-12     | <b>Reno Mini-Convention, Sands Hotel.</b> Jim Derwody, (702) 828-0338.   |

## Buy – Sell – Trade

**THOROUGHBRED RACING AD ITEMS WANTED:** Signs, trays, statues, ads, glasses, etc. Can trade too! Lisa Kryston, 53 Frontier Way, Tinton Falls, NJ 07753. Mail only!

**WAVERLY WANTED:** Would like to know who owns the Waverly Brewery sign in the Spring '93 issue, and any other Waverly Brewery advertising. John L. Smith, 8125 Chatauqua, Wichita, KS (316) 681-0927.

**GRIESEDIECK NATIONAL TRAY WANTED:** I am looking for the rectangular National tray. Brent Laswell, 4545 Kingwood Dr. #3024, Kingwood, TX 77345 (713) 360-5060.

**TOY TRUCKS FOR SALE:** First Gear 1/34 scale. Miss Budweiser #1, O'Doul (Dec. 94), Esslinger, and Burkhardt, \$35 each; Stegmaier \$65. G & J Collectibles, 28780 Front St. #A9, Temecula, CA 92590-2848. 1-800-889-TOYS.

**COLORADO LETTERHEADS WANTED:** Letterheads and any breweriana from all Colorado breweries. Also looking for years of service pins from any U.S. brewery. Bill Frederick, 5118 S. Osceola, Littleton, CO 80123 (303) 347-9771.

**OLD BREWERY HYDROMETERS WANTED:** Peter Blum, 300 River Place, Detroit, MI 48207.

**"SPUDS MACKENZIE" BREWERIANA WANTED:** Anything & everything. Mint only please! Mark Johnson, 4 Kettle Court, Baltimore, MD 21244 (410) 281-0003.

**COLLECT BOTTLE OPENERS OR CORKSCREWS:** Join "Just for Openers." Quarterly newsletter costs \$15 per year. John Stanley, 3712 Sunningdale Way, Durham, NC 27707-5684.

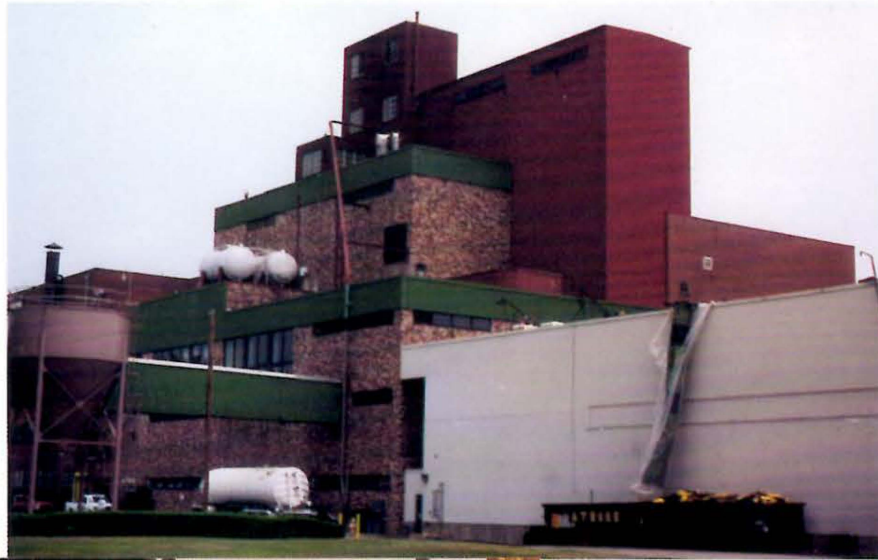
**NABA Convention - Chattanooga, TN  
August 4-5-6, 1995**



# Convention Highlights

## THURSDAY

Picnic at Latrobe under shady trees and a presentation



## FRIDAY AFTERNOON

Auction!  
The preview has just started.

## FRIDAY NIGHT

Banquet.  
President Fil Graff presents photo of old brewery print to speaker Al Spinelli, Latrobe's Vice President of Operations.

