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Hawaii "Brewing on the Island"

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THE YONKERS N.Y. BREWERY

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COVER

John Boertlein's Gerst collection includes this vivid factory lithograph. His article on the Gerst brewery begins on page 9.

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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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Well, we at least have a contract on a house in Pennsylvania, although we haven't sold the Naperville house as of this writing. The "new digs" is a 12.5 acre farm outside of Chambersburg, on the old Lincoln Highway, US 30. The land is tucked into the slope of the southernmost hill in the Kittatinny Mountains, a "fold" mountain range on the west side of the Cumberland Valley. The house is a 1770/1790 stone building, built as a tavern and inn along the old road west. It is near Ft. Loudon, the last stronghold before the mountains and the colonial frontier. Me, living in an old tavern! Imagine what we can do to the front room (already restored to a tavern room by the previous owners) with the Breweriana Collection. The prospect boggles the mind, so if there is any among you who wants a beautiful neo-Victorian house in Chicagoland, come with your checkbook!

I have been passing the past few days trying to master a new program that should help Bob Jaeger speed up the mailing of the BC and the Directory. I succeeded tonight in producing a database and label format for mailing labels with postnet bar codes. When I am done, I will have touched each and every one of you. I am delighted so far at how many names I know, and can associate with faces and hobby fields. It is depressing however, even in an organization of about 1300 members, to type names of people that I have never met, largely (so far) to whom membership in NABA seems only a magazine subscription. I'm not knocking that position, as there are several clubs that are just subscriptions for me, but I wish as President that there was some way to get these reading members more active! I type names of members in the Chicago area that I don't know, even as BCCA or other club members. But I do type names from Colorado and other western states that I know well, and even see every year or so. What I think I'll do, before we head east, is to pick a few names from the "by State" list at the end of the directory, people close to me that I don't seem to know, and call them up to introduce myself. And I already typed one name in Chambersburg, PA, so I'll have a contact immediately upon settling in. Maybe a Central Pennsylvania Chapter . . . we have a thriving micro brewery in Chambersburg as a possible focus. But NO Pre-Pro breweries in the immediate area other than Hagerstown, MD (torn down for a Burger King location several years ago); I already check THAT out. And since Robbie is from there, Hagerstown Brewing will be a natural add-on to my collecting.

Enough of this! What I was trying to do was suggest some ideas to broaden your own collecting scope by adding NABA members to your circle of contacts. Or perhaps making some other Breweriana collectors aware of, and eventually part of, NABA (BCCA members are good targets, as there is more and more non-can items at sessions and in collections every time I look).

At the Board Meeting during the Spring Indy Ad Show, we learned that the Greensburg Convention was a financial, as well as social and collecting, success. Thank you, Chairman Ron Kikta! I have started getting some teasers from Chattanooga, and am getting pumped up waiting for the first weekend in August. Robbie and I started out the season by going to the Blue and Grey Show in Fredericksburg, VA, and were greatly impressed with the turnout, the quality of goods for sale and trade, and the smooth way the Capitol Cities and Richbrau BCCA Chapters handled the whole weekend. I would highly recommend this show for all breweriana collectors. We had a great time, saw a lot of familiar NABA faces, and came home with a couple of unexpected treasures from the rooms and show tables. It is a wonderful way to get out of the winter blahs!

I'll have seen many of you at Indy and such before you read this, and hope that many more will be able to come to see us at The Choo-Choo in August. One sad note: I learned at B&G that John Germann had died after a long illness. I remember him with great fondness from the Oldenberg gatherings Herb and Helen hosted Memorial Day Weekends a few years back, and will miss his enthusiasm and humor. All who knew John send condolences to Joyce, his wife of only a few years. So many of the grand "old-timers" are passing on . . . Beebe, Germann, Hostetter, Ramsey, Zruno . . . the knowledge represented will be hard to replace. But I remember each of these friends mostly because they were so active, and shared so much of themselves and their hobby savvy with us. The mantle of sharing what we know falls from their shoulders onto each of us, but, because sharing and even bragging a bit are so darn much fun, it is not at all a heavy burden.

Prosit, my friends!



From Your Editor

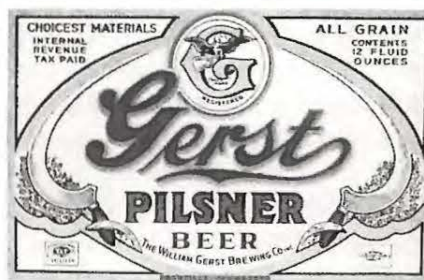
We are continuing the format of the last issue – articles on two larger breweries, and a short story on a smaller firm. With our August convention taking place in Chattanooga, my editorial interest is shifting South. John Boertlein of Cincinnati came through with fine material about Gerst of Nashville. Gerst was a major brewer, both as a person and as a firm. It is a good subject for the specialized collector – nothing is common but items can be located with patience. As with any major brewery, labels and bottles can be found.

The other subject covered is Hawaii, specifically the three plants which brewed the Primo label. My interest in Primo developed when Stroh revived the brand a few years ago, and we located the original 1907 label art in a fabulous scrapbook owned by the successor firm of the original lithographer. I am indebted to Chicago Primo collector Adam Zoghlin for fine bottle photos, and to Mel Tanaka of Honolulu for photos of buildings.

A reprinting article on the Yonkers Brewery seemed just the right size to pique the interest of our Eastern members. I am also thinking of the Schultz & Dooley BCCA Chapter whose newsletter I read and some of whose members I would like to have as readers. The Yonkers Historical Society came up with an excellent brewery photo, and Bob Kay had a case label. By coincidence a Yonkers mini mug is among Ray Frederick's fine collection, shown on page 8. Yonkers is a good story with bootlegger Dutch Schultz getting dishonorable mention but an "A" for effort and innovation.

According to the dictum not to fix something which is not broken, I will continue in the same manner. However, every reader is free to suggest changes. The only rule is that in order for anything to actually get into print, you must also submit the material – text, manuscript, photos, whatever. For the most part, what you will read is what a member has written. An editor can pull bits and pieces into a cohesive story and edit the text, but the framework of an article has to come from the membership. It is your magazine to supply and to enjoy.

Peter Blum
Editor



Chapter News

Queen City's Luck of the Irish Show at the Drawbridge Inn - Oldenberg Brewery complex March 17-18 attracted 200 collectors, according to Dave Gausepohl, who chairs this annual B.C.C.A. - N.A.B.A. event. It was the best attended show ever, and the weather was beautiful. The hospitality room was a friendly place Friday evening (see below). Dave also reported there were lots of walk-ins on Saturday. The next beer cans and breweriana show in the Cincinnati area will be on June 4 in the Blue Ash American Legion Hall.



Mike Ries and Debbie Dowers are attending registrations, while Chapter Secretary Mary White is explaining something to Elmer Hartog. At right, Helen Haydock dons a red cowperson hat fit for a Texas governor which she won in a raffle. Photos by Bill Luers.

Micro/Brewpub Update

David H. Gausepohl with Peter H. Blum

During the past few months the Midwest was blessed with the opening of a number of new brewpubs and micro-breweries. In Ohio two have opened and four are either expanding or have plans. Owner Chuck Graybill of the **Liberty** brewpub in Akron's Merriman Valley is thinking of expanding to bottles. The other new brewery is **Lift Bridge** in Ashtahula. Junior high school teacher Ken Frisbie and attorney Dan Madden are partners; their two beers are amber lager and pale ale – probably very similar in color. Cleveland's **Great Lakes Brewing Co.** has financing for a major expansion from 4,000 to 15,000 barrels and the newer **Crooked River Brewery** will brew a draft for the Gund Arena. Tom Burkhardt is also growing in his **Massillon Road Brewery**. Across the state line in Erie, Pennsylvania, a new brewpub named **Hopper's** has opened. The menu sounds quite

ethnic and the brands – Mad Anthony Red and Railbender's Bock are two of several – suggest a youthful clientele.

Tennessee is another state where new breweries have gone on-line. The **Blackstone Restaurant and Brewery** has opened in Nashville. Also **The Big River Grille & Brewing Works** of Chattanooga has opened a second location in Nashville. Knoxville now has two brewpubs with the opening of Calhoun's BBQ & Brew.

The Georgia Legislature has approved brewpubs. This should create several brewpubs in cities like Atlanta and Athens. Next year Atlanta is hosting the Summer Olympics and pub owners will not want to miss a captive audience. With any luck there will be some to visit in August while we are in Chattanooga – after all, Atlanta is only two hours away. Mississippi is now the only state without a brewery.

The **Redhook Ale Brewery** has announced that it will build a brewery at the former Pease Air Force Base in Portsmouth, New Hampshire. This will give this Northwest brewer a foothold in New England. Completion of this project is expected by summer of 1996. This is being funded by the 25% Anheuser-Busch stake in Redhook.

The **Widmer Brewing Company** of Portland, Oregon has leased the former Blatz Micro-brewery in Milwaukee. This brewery was closed by Heileman and for a number of years has been waiting for a new tenant. Widmer produces their products for sale on draft only. This plant was built in 1986 as a draft only facility.

The **Portland Brewing Company** introduced a new Wheat Berry Brew. Taking an idea from a combination popular in Berlin – glass of wheat beer with a shot of raspberry syrup – Portland's Wheat Berry combines a wheat beer with “just a hint of Oregon Marionberry flavor.” Portland brews and bottles MacTarnahaw's Ale, Oregon Honey Beer and Portland Ale, and also serve seasonals on tap.



Portland brews and bottles MacTarnahaw's Ale, Oregon Honey Beer and Portland Ale, and also serves seasonals on tap.

Tin Lithograph Restoration

Ray Frederick

At the close of the 1992 NABA Convention I acquired an 1895 embossed tin litho from the Baier and Ohlendorf Brewery Co. of Freeport, Illinois. The tin was in such poor condition that it was hardly worth a second look. I took it as a "throw in" on a trade only to see if I could restore it. I'm an optimist.

Someone cut off the top 2¼" of the tin with a pair of tin snips leaving an uneven jagged edge. The cut-off portion included the words "Baier and" and the top of the beer bottle. Half of the word "Ohlendorf" was missing. The overall condition of the paint was poor as it had peeled off in many spots. The paint was brittle and any effort to straighten the tin resulted in more paint peeling off.

The first priority in restoring the litho was to even the jagged edge. I located a sheet metal shop with a power tin shearing machine, and also had them cut a piece of non-galvanized tin of similar thickness to replace the missing section.

I then fit the pieces together on a semi-rigid surface, in this case matboard, using an abundant amount of white glue. Pressing down firmly allowed the excess white glue to seep out, and I wiped off the excess glue with warm, wet clean cloths. I then put the tin on a board on the floor and covered it with a piece of wax paper (glue does not adhere well to wax). On top of the wax paper I placed a piece of cardboard and on top of the cardboard a tool box weighing about 40 pounds.

About an hour later I checked the tin by removing its covering pieces and again wiped off any excess glue before it completely hardened. I put a new piece of wax paper on the tin, replaced the covering pieces and let the glue set for 18 hours.

With the help of an artist friend who offered valuable advice and assistance, the process of restoring the damage compatible with existing color and aging began. We first cleaned the new piece of bare metal with acetone and roughed the surface with emery paper. Next we applied a coat of white paint sealer to all the bare and damaged areas. A portion of the Ohlendorf lettering still remained,



Baier and Ohlendorf were partners from 1891 to 1912 in a brewery which had its origin in 1849. The lithograph exists also on paper and has a very interesting composition. The eye tends to follow the upraised arm to the brewery's name, leading to the bottle and down to the red Select letters. The red is picked up by her skirt, and a dynamic composition is revealed.

so it was fairly routine to reconstruct the lettering style and positioning for the words "Baier and" and the missing "dorf." We selected a bottle top type consistent with those used in 1895 from Will Anderson's *The Beer Book*. (The litho was dated 9-85 by the F. Tuschfarber Co., Cincinnati, Ohio.) The rest of the retouching went smoothly with the one exception of matching nearly one hundred years of aged white or cream background paint. After the retouching process was completed and the paint had set for more than 24 hours, an airbrush was used to spray sealer on the work.

Ray Frederick is a retired Navy Commander and senior level federal employee, and veteran of WWII and Korea. He started collecting beer cans 20 years ago with his youngest son, graduating to breweriana in 1980. Ray lives in Palm Beach Garden, Florida.

Pre-Prohibition Beer Mini Mugs

Ray Frederick

Collecting pre-prohibition beer mini mugs can be a test of perseverance and a developer of patience. During the past twenty years I have collected a wide variety of breweriana starting with beer cans, signs, lithos, etched beer glasses, openers, trays and even etched whiskey shot glasses. With most breweriana collectibles, space or lack of it becomes a problem. Ask any breweriana collector's wife. However, the space problem diminishes with mini mugs. They are small, usually 2¼" high with three or

four reaching only 3½". They are rare in that only 41 different mini mugs have been identified at this time. The actual size of the display in the picture is 25" x 20" and holds 34 different mini mugs.

In 1989, mini-mug pioneer Bob Kay listed 29 in his update of miniature beer bottles and go-withs. My purpose in preparing this article is to catalog the currently known mini mugs, showing a large number in my collection and listing those others known that I still seek.

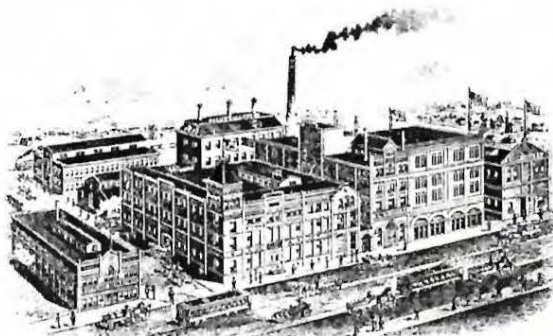


Top shelf: Washington, D.C. Export, plain; Union Kaiser (IL); Soo Falls; Bartholomay plain, 1911, lidded; Cold Spring (MA); Fred Krug (NB). **Second row:** Joliet Citizen's; August Lang (CA); Bunker Hill; Brehm & Son; Stang; Yonkers; Metz. **Third row:** Trommer; Pabst; Iriquois; Acme (GA); Galveston; Greensburg; Liberty; Hoster; Narragansett. **Bottom row:** Jos. Herb; Faust; Fabacher; Frank Jones; Chattanooga; Fitger; Sehring plain, 1904; Redwood. **Also known:** Rock Island; Prima Burg Brau; Rheingold; Schlitz Hotel; Capitol (NY); Brehm plain.

The William Gerst Brewing Company

By John Boertlein

HIGHEST AWARD GOLD MEDAL, TENNESSEE CENTENNIAL EXPOSITION, 1897



NASHVILLE, TENN. July 21-01

Recently I was talking to a Tennessee breweriana collector, inquiring about the Gerst Brewery. "What's to know," the fellow asked, "Gerst was a brewer for Moerlein's, and he moved to Nashville and opened up shop, so what?" "No! No! A hundred times no," I said to my friend, "brewing history is much more colorful than that."

The origins of the William Gerst Brewing Company lie in Alpirsbach, Wuerttemberg, Germany where William Gerst was born June 28, 1847. As a boy, young William worked in his father's brewery, learning the trade.

At the age of 19 Gerst came to America where he located in Cincinnati. He worked in the Foss-Schneider, then Jung, Wetterer, and Moerlein Breweries. From Moerlein's he went to Cincinnati's Jackson Brewery where he was brewmaster for eight years. He subsequently returned to Moerlein as brewmaster for another 14 years.

William Gerst's tenure at Moerlein also involved controversy. When brewery workers were struggling to organize labor unions in Cincinnati, Gerst fired a pair of union activists in 1888 for meeting in one of Moerlein's

cellars. The union called a strike because of his actions. Gerst was instrumental in breaking the strike, replacing the workers who had walked off the job within hours.

It's interesting to note that some 48 years later, in 1936, an ad for the William Gerst Brewing Company claimed that, "Throughout its career, the William Gerst Brewing Company had employed Union Labor." Attitudes changed with the times, and the early friction was now forgotten.

How did William Gerst Brewing Company come to be located in Nashville? By 1889-90 the brewing industry in Cincinnati had peaked. After 1890 local brewers had to compete with breweries in the South which had greatly benefited from improvements in refrigerating techniques. Christian Moerlein, owner of the Moerlein brewery, and William Gerst apparently recognized the opportunity to enter the Southern market. In 1890 Moerlein and Gerst purchased the Nashville Brewery from Burkhardt, Walker and Brothers. The brewery had been founded in 1863 by Stifel and Pfeifer, who produced only 700 barrels a year. The new owners named it proudly the Moerlein-Gerst Brewing Company. They installed its first refrigeration machine upon opening and added a bottling works in 1891.



The Breweriana Collector

John Boertlein lives in Cincinnati with his wife Gail, and two children, Stewart and Kyla. He collects breweriana from Cincinnati and other points South. The William Gerst Brewing Company and George Wiedemann Brewing Company of Newport, Kentucky are among his favorites. When he's not looking for beer advertising, John works as a police sergeant for the City of Cincinnati.



William Gerst, 1847-1933.

Cincinnati businesses experienced economic problems during the Panic of 1893. Christian Moerlein apparently felt some of the crunch. In January of that year William Gerst acquired sole ownership of the Nashville brewery. By March 1893, the William Gerst Brewing Company of Nashville was founded.

The brewery flourished in the years prior to prohibition, producing pilsner, ale, bock and light beers. Brands included "Nashville Lager," and "Old Jug Lager – Brewed from the choicest barley malt and Bohemian hops." As early as 1909, Gerst also developed its first Non-Intoxicating Malt Beverage – "Beerette," which became the forbearer of the prohibition-era brews in the South.

The Gerst plant occupied five acres on Nashville's Sixth Avenue South and Ewing Avenue. It consisted of the largest ice and bottling works in the South, malt and storage houses, hop house, cooperage department, and stables. In 1891, the brewery boasted machines of the Delavergne patent which created "artificial refrigeration" plus a capacity for the production of 100,000 barrels a year and the bottling of "2000 dozen" a day. The Brewery's physical plant expanded with the popularity of its beer. In 1896 a 250 barrel capacity, five-story brick and steel brewhouse was constructed at a cost of \$75,000. In 1901 a \$50,000, 220 ton ice-

making and refrigeration plant was built. A two-story, 103 x 83 foot racking room, wash house, and storage area were added the same year.

The popularity of Gerst's beer spread across the South. In 1904 a cold storage depot, reputed to be "one of the largest and best equipped in the vicinity," was opened in Huntsville, Alabama. Gerst eventually had branches in Chattanooga, Knoxville, Jackson and Tullahoma. Gerst even contemplated opening a depot in New Orleans in 1908, by then a beer producing center itself.

1908 also brought the 43rd Confederate Reunion to Nashville. The William Gerst Brewing Company was a proud sponsor. The plant was "*finely decorated from the ground floor to the roof with flags and bunting in honor of the Confederates.*"

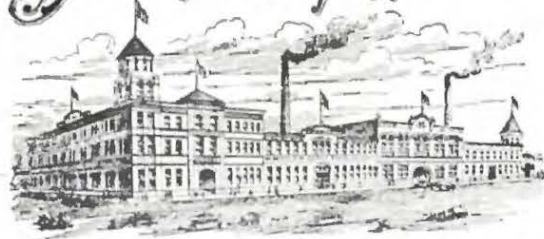
One year later, in 1909, Gerst received a registered trademark for perhaps its most popular insignia and brand name, "Gerst Dove." The familiar white dove, perched with wings spread inside a script golden "G," became the official emblem of the brewery. The trade-mark, which appeared on most Gerst advertising, accompanied the product until its end.

Around this time the Gerst family lived across the street from the brewery at Sixth Avenue South and Ewing Avenues. The factory scene lithograph displays the residence and its garden in all its splendor. From this house William Gerst would work at a second love – horse racing. The most notable of Gerst's racing endeavors was ownership of the 1910 Kentucky Derby Winner, Donau, named after the river near his boyhood home. William Gerst also bred and raced thoroughbred and standardbred trotters and pacers.

Until Prohibition was enacted and became law in 1919, the William Gerst Brewing Company produced 200,000 barrels of beer annually and employed 200 people. During prohibition the Company shifted to near beer and acted as an agent for ice and soft drinks in Nashville. In 1925 it was listed as one of three Tennessee manufacturers of cereal beverages. The business prospered, but it never regained its previously enjoyed stature.

William Gerst, one of the founders of the United States Brewer's Association and past-president of that group, never saw the end of Prohibition. He retired in

The MOERLEIN-GERST BREWING COMPANY Nashville, Tenn.



1931 and moved back to Cincinnati where he died on March 10, 1933. He is buried with his family near other prominent brewers of the 19th and 20th centuries at Spring Grove Cemetery in the heart of Cincinnati.

According to the July, 1933 edition of *The Western Brewer*, Federal Permits had been granted to 357 firms or individuals, to manufacture beer under the act of March 22, 1933. The only permit granted in the State of Tennessee was to the William Gerst Brewing Company in Nashville. Beer production resumed under the auspices of family members August L. Gerst, President; George J. Gerst and William J. Gerst, Vice-Presidents; and Albert G. Gerst, Secretary and Treasurer. In 1937 the famous "Old Lager" label was registered. The familiar "Gerst Pilsner Beer" came in 1939.

By 1940 Gerst readied itself to celebrate 50 years of continual brewing. At this time Gerst did not sell outside Tennessee, nor did it even solicit business in every part of the state. The company was quite content that their bottled beer sales increased 20 percent during the first five months of 1940, and

draft beer sales increased 100 percent. The growth was attributed largely to an extensive ad campaign celebrating Gerst's Fiftieth Anniversary.

According to the July 1940 *Brewer's Journal*, "Practically all authorities on advertising are agreed that the most successful of all advertising is that which is unique, that has a tinge of 'romance' and plenty of oomph. However, it must also be kept within the bounds of propriety and decorum, and it should be wholly convincing. The 50th Anniversary campaign of the Gerst folks of Nashville not only meets all these requirements, but it was so conducted by its sponsors that it has definitely enhanced the fine reputation of Gerst in Tennessee, its natural market."

The campaign was nostalgic and played upon a localized "Nashville In The Gay Nineties" theme. A horse-drawn carriage, occupied by characters portraying life in the 1890's highlighted the ads. "With those who thirst, the word is Gerst!" became an anthem for Tennessee.



By 1947, The William Gerst Brewing Company was producing 100,000 barrels of beer per year. "Pilsner," "Pale," and "Old Style Ale" were the labels of the day. Apparently the brewery looked like a good prospect to a combine of seven Nashville businessmen in 1950 when they purchased the enterprise for \$400,000. Although several Gerst family members held posts in the organization, the William Gerst Brewing Company was now owned by outsiders.

In 1952, "Gerst Old Style Ale," "Hom-Bru Beer," and "Gerst 57 Beer" went on the market in an effort to improve sales. 1953 brought "Old 64 1/4 Ale," and "Brew 77 Beer." In 1954 the William Gerst Brewing Company succumbed to the same pressures which hurt many other regional brewers – the ever-growing marketing efforts of national brewing companies.

The brewery's property became a warehouse. Parts were demolished, and parts were saved to house a seed company and an insulation installer's wares. The last remnants of The William Gerst Brewery burned on April 26, 1992, when portions of the bottling plant went up in flames. According to *The Tennessean*, Nashville historian Barry Walker was on the scene. "This is more than a fire, this is a piece of history going down the tubes," he said, "there won't be another beer building built like this again."

References

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The Western Brewer, March, 1933. July, 1933.

The Beverage Blue Book for 1925.

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Special thanks to Norman Jay for photos of his excellent Gerst collection; Henry Smith and Dick Hinds for technical support; and Melissa Sowell of the Public Library of Nashville.



Gerst Ladies



These four variations of feminine attractiveness should offer something for everybody. The lithographs belong to Norm Jay, and the tray is a favorite of John Boertlein. They don't come any nicer.





The two framed ladies and the sign at bottom right were photographed in Nashville's Gerst Haus Restaurant. Other items are from John Boertlein's collection. The partridge scene is one of four well-executed game bird lithographs.



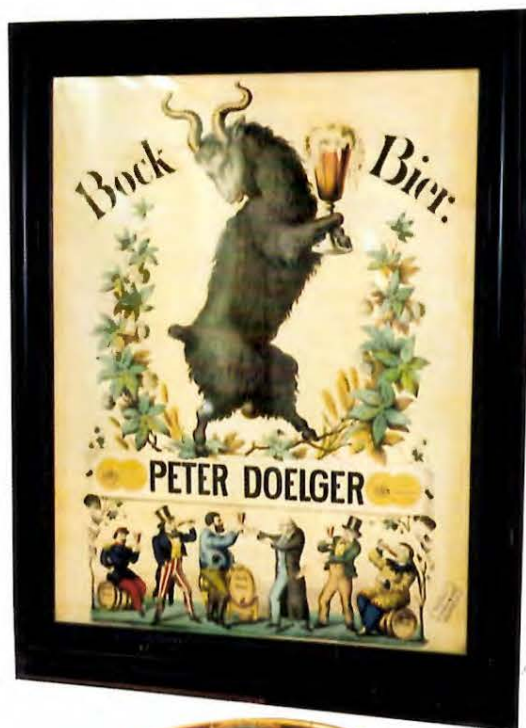
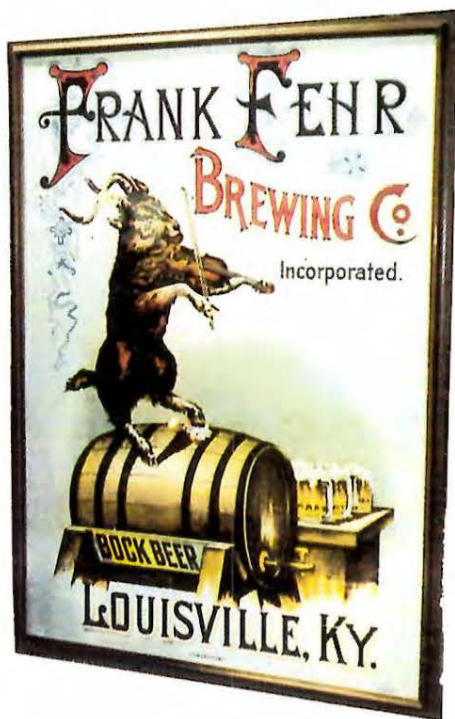
Items of Interest

Stroh Archives Acquire Interesting Items



In a relatively short time, the Stroh Brewing Collection was enriched by trade and purchase, mostly in the 1930-1940 period. Two exceptionally graphic outdoor signs by the Mathews Co. of Detroit show the earliest text for fire-brewing. Approximately 1' x 3', one shows two prohibition Lager bottles, and the other the first beer bottle label used after repeal. Not showy but very interesting is a pre-war round clear glass sign, beveled and heavily etched, mounted in a nicked porthole frame. The small 15" x 6" tin-over-cardboard at left shows the yellow IRTTP label. In the center is a tray which has been on Stroh's want list for a long time—the round version of the boy carrying a case.

Indianapolis Antique Ad Show



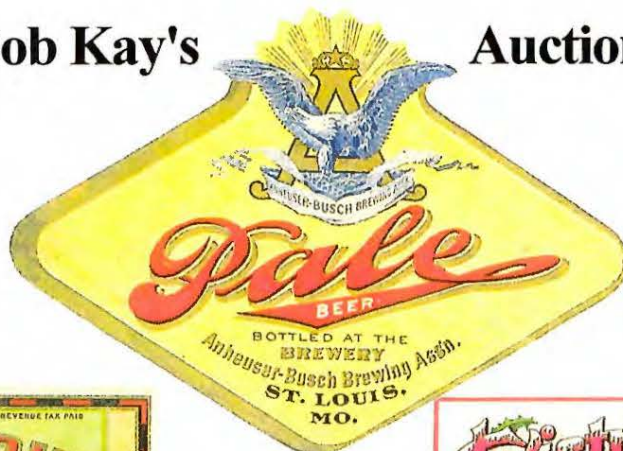
The Spring show was very well attended, and had much to offer at strong prices. Dealers reported generally good sales. Two large Bock lithos were shown, the Fehr by Mike Brown of Crestwood in Ohio, the Doelger by Tom Hug. Bill Bobbitt from Hillsboro, MO has the Obert tray, Fil Graff the Kaiser & Schmidt bride in almost virgin shape, and Harold Mann was sitting at the aisle and admiring an unusual Schlitz projecting tin sign.



From the Darrell Zwick Collection

A very nice collection of Michigan items was offered recently when Darrell "Toby" Zwick from Lansing invited area collectors to bid on his pieces. We are showing five which alone were worth the trip: a Silver Foam girl with garland from 1908, a rare Battle Creek T-O-C; a great Bay City factory litho on tin which glows; the Grand Valley, Ionia game bird still life for Friar's Ale; and a superb example of arguably Michigan's most attractive tray, Schemm's "Woman with Harp."





\$130



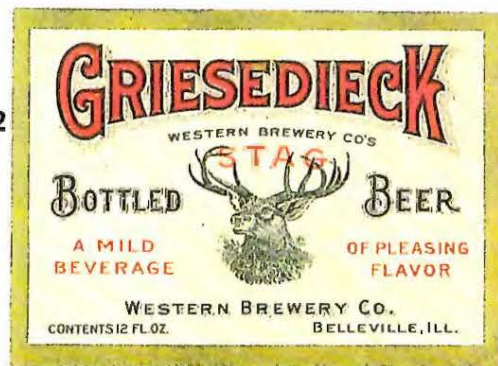
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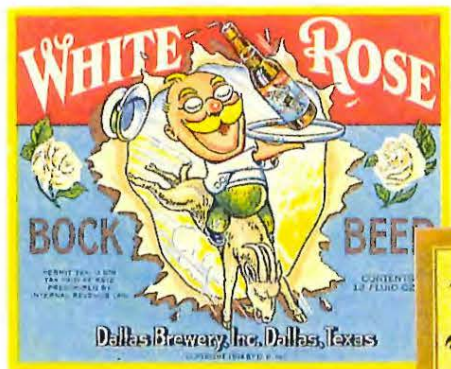
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\$30

\$30

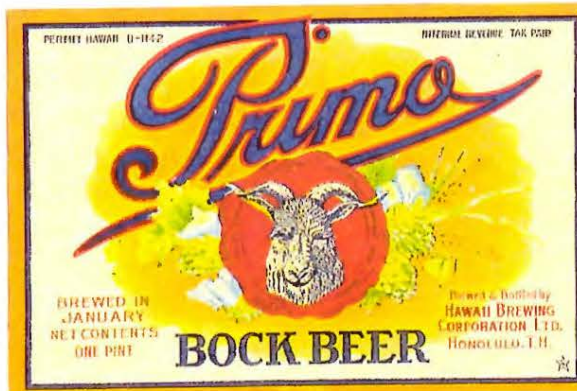
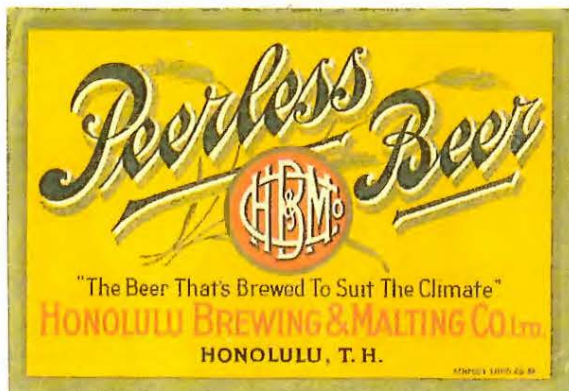


\$70



Hawaii Labels

Labels from Bob Kay's Auction



Primo Labels

Collection of Adam Zoghlin



Brewing on the Islands

Peter H. Blum



Hawaii is a long way from our membership center, but recent label auction prices indicate attention from at least a select group of collectors.

My interest developed from the Schlitz brand Primo, which Stroh revived and promoted as a “cult” brand with modest success; it now is sold in selected Pacific markets as part of Stroh’s expanding International Division. The green Primo label is based on the original label of 1905, which was saved in a “blow your mind” scrapbook by the successor of the original Milwaukee lithographer.

The brewing of Primo had its origin in 1898 when investors with Anglo-Saxon names – Hocking, Hobron, Halstead – established the Hawaii Brewing Company and engaged a New York architect with brewery experience to plan a six-story brewhouse and a four-story stockhouse. Building materials and machinery were shipped in a chartered schooner. The resulting red brick building would not have been out of place in Baltimore.

Two years later the corporate name was enlarged to Honolulu Brewing and Malting Company, Ltd. The 1900-1901 Directory of Honolulu also listed ancillary businesses of ice and cold storage. In addition to Primo, an early brand was Peerless, “The Beer That’s Brewed To Suit The Climate.”

The brewery did not produce near beer during prohibition, but remained partially open by focusing on supplying ice to residences and a growing hotel industry. Brewing of Primo was restarted in December 1933.

Samuel T. Hill, George B. Case and C.A. Hills founded the Hawaii Brewing Corporation with a new plant at the corner of Kapiolani and Cooke Streets. Brewmaster John Dirnberger released the first Primo on May 2, 1934. He was succeeded by Julius Binder, and later Gabriel V. DeCoito, who joined the brewery in 1934, had a long tenure.

The Primo brand provided steady employment. In 1955 Harry M. Birsner, Primo’s general manager, awarded six 30-35 year service pins and twenty-one 15-25 year pins. A few years later the Hawaii Brewing Corporation was acquired by Beatrice Foods of Chicago. Aaron G. Marcus was president, and J. “Vince” Purcell vice president and general manager. The operation expanded under Beatrice, including the installation of a new can line in 1956.

The old plant on Queen Street had a second lease of productive existence when it was reopened by the American Brewing Co., Ltd. After several trials brewmaster Walter Glockner formulated the Royal brand in 1937, which carried the firm through the war. The brewery closed in 1962.

Back at the Hawaii Brewing Company, 1961 was a year of production mistakes which hurt the Primo brand severely. A new aluminum can, dubbed “shiny stein,” was rushed into production with the conventional lacquer. This exposed aluminum under pasteurization often enough to cause off-flavors. After dumping 23,000 cases and working six months to get the right lacquer, the brewery was ready for the next can error, and it was a lulu. Besides the wrong lacquer, the can lids were not quite large enough. A new, larger concave lid was ordered. It fit, but dipped into the beer, which now was under higher pressure. Primo drinkers got Primo showers when opening the new can. Manager Purcell ordered 10,000 cans to be dumped and hoped that “the public will forgive and forget.”

In 1963, Schlitz purchased the Hawaii Brewing Co. effective December 31, and J. Vincent Purcell announced that Schlitz planned to build a new brewery. The publicity and Schlitz technical and financial support restored Primo to the Island’s No. 1 position. At that time the Kapiolani plant employed 90 persons. The new brewery was built near Pearl Harbor on Kamehameha Highway and opened July 1966. It had a capacity of 200,000 barrels, one-third larger than that of the old plant, and

was a radical departure both technically and architecturally. Buildings in a landscaped setting were no more than two floors tall. This was made possible by omitting the traditional brewhouse. Schlitz management decided to concentrate unfermented wort in its Van Nuys, California plant and ship it to Hawaii in special containers. There it was fermented, aged and packaged.

This worked well and sales rose from 60,000 to 200,000 barrels under Schlitz management. Then came a strike which permitted fresh mainland beer, mostly Olympia, to compete with old Primo. The Pearl City brewery rapidly lost sales which a change in the advertising agency could not reverse. Schlitz finally built a new brewhouse. This was opened in December 1974 with much publicity and hospitality, but the erosion of the brand could not be reversed. Schlitz also experienced a national sale decline beginning about 1975 which must have affected the Hawaii operation. The brewery closed in 1979. The buildings were sold in 1980 and several businesses are now located there, including a car dealership.

In recent years microbrewers have tested the desire of Islanders for special brews, so far without success. A bit of advice from an old hand: you can call it what you like, but is best to brew "a beer to suit the climate."

References

- Old Honolulu: A Guide to Oahu's Historic Buildings, 1969.
Husted's directory of Honolulu, 1900-1901.
Honolulu Advertiser January 9, 1955 Mag. sec. 9:1
June 1, 1966 B8:5.
Honolulu Star-Bulletin October 10, 1958, 14:2
September 10, 1961 Home 5:3
November 11, 1963 1:4
February 18, 1965 A3:1
March 4, 1980 A4

The photographs and information by Mel Tanaka of Honolulu and Chicago Primo collector Adam Zoghlin are greatly appreciated. Labels from Bob Kay's auction.



The Hawaii Brewing Co. plant at the corner of Kapiolani and Cooke Streets, 1963. Stroh archive.



The frame of the Hawaii Brewing Corp. plant, Kapiolani & Cooke, was saved by the builder for the Imperial Plaza Condominium (1991). Mel Tanaka.



The shell of the Honolulu Brewing & Malting Co. plant, Kakaako (1991). Mel Tanaka.

The Yonkers, NY Brewery

From the mid-1800s right up to Prohibition no fewer than seven communities in Westchester manufactured thousands of barrels of beer each year. Mount Vernon, Yonkers, New Rochelle, Peekskill, Pelham, Bedford and Rye, all had their local breweries. One brewery, however, stands out from all the rest: the Yonkers Brewery.

It was Edward Underhill, a local businessman, who started the brewery in the days when factory owners built their empires in Yonkers. Underhill acquired a building occupied by the Waring Hat Factory on Chicken Island in the heart of the city's business district. Surrounded by the Nepperhan River, the island had been

named when a farmer, Henry Dingee, raised chickens there. The island disappeared in the 1880s when a dam was removed and a branch of the Nepperhan River was diverted by a flume. (To be precise, the brewery involved three families—the Underhills, the Jacksons, and the Belknaps.)

In 1858 the first barrel of brew was rolled out of Underhill's brewery and it was the start of a prosperous business in ales and porters, the traditional English malt liquor. By 1889 lager, a lighter amber colored beer, had been added to the brewery's list of products. Within three years the original output increased to 25,000 barrels of beer a year. The Yonkers brew was distributed



The Yonkers Brewery, circa 1900. (Photograph courtesy of Joyce Pidel.

The story was reprinted from the Fall 1994 issue of The Yonkers Historical Society Newsletter, Rosalie D. Flynn, Editor.

throughout Westchester and the northern Bronx and it wasn't long before the slogan, "YB Dry" was a household phrase.

However, it was not until Prohibition that the brewery achieved its fame. The State Cereal and Beverage Company, a front company, obtained a license to produce non-alcoholic "near-beer" and kept the factory going by using cooling apparatus to manufacture ice cream and other products. But most people knew that was not all that was being produced. Arthur Flengenheimer, alias Dutch Schultz, was using the Yonkers brewery for his bootlegging operations. While near-beer came out of the factory by day, the real beer came out by night.

Schultz lived with his wife and two children in Tuckahoe. He kept his operation underground, paid off the authorities, and no one bothered him—until September 29, 1930. That day city workers were cleaning a sewer when they discovered a 500-foot hose emptying mash. Shortly after, Mayor John J. Fogarty received an anonymous letter tipping him off to an elaborate subterranean network of beer hoses, intertwined with the city sewers. An investigation was launched and police officials dug up a mile-long network of hose that originated at the brewery. City officials burned the hose and revoked the brewery license for near-beer.

Although "The Beer Hose Mystery" was never solved, the prevailing theory was the Dutch Schultz's gang, dressed as repairmen, went out in trucks at night, opened manholes and descended underground to lay the hose. Beer was then pumped through the hose to distribution points where it was barrelled and peddled to local speakeasies.

Operations ceased temporarily in 1932 when a local newspaper printed a story about Schultz and his gang. The mob dumped beer in the Nepperhan Creek flowing alongside the brewery and left town in anticipation of a raid. Newspapers throughout the metropolitan area ran stories about the aroma of beer in Yonkers' city streets.

With the repeal of Prohibition the brewery reopened. By 1935 sixty Yonkers' workers were producing 240,000 kegs of lager beer. But the operation was doomed to failure. Thomas Brogan, Yonkers contractor and Democratic state committeeman, bought the brewery in 1936. (*Ed. Note: Rumor had it that Brogan purchased the brewery for the collection of*

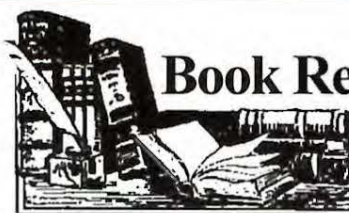


Yonkers keg label, blue on yellow-orange. Collection of Bob Kay.

automobiles stored on the site. Dutch Schultz's widow filed suit against Brogan and thirteen others in 1938. She stated that her husband, gunned down in 1935, owned the factory and that Brogan and others had conspired to cheat her and her two children of their rightful inheritance.

Brogan withdrew his interest in the brewery in 1938, and the following month the brewery went bankrupt. The contents of the brewery were auctioned in 1939, and the building eventually was razed. A municipal parking lot, just behind Getty Square in downtown Yonkers, marks the spot where the brewery once stood. Schultz's widow never won her case; after years in court, Brogan's name was cleared in 1944.

***Note on memorabilia:** Except for the photograph keg label and the mini mug on page 8, nothing could be found in the time available. Joyce Pidel obtained the photo from an uncle who was associated with the brewery, but nothing else came to her. The Yonkers Historical Society has no memorabilia, and "Uncle Ernie" Oest, the ultimate authority, had no lead either.*



Book Review

The Breweries of North America: The 1995 Calendar

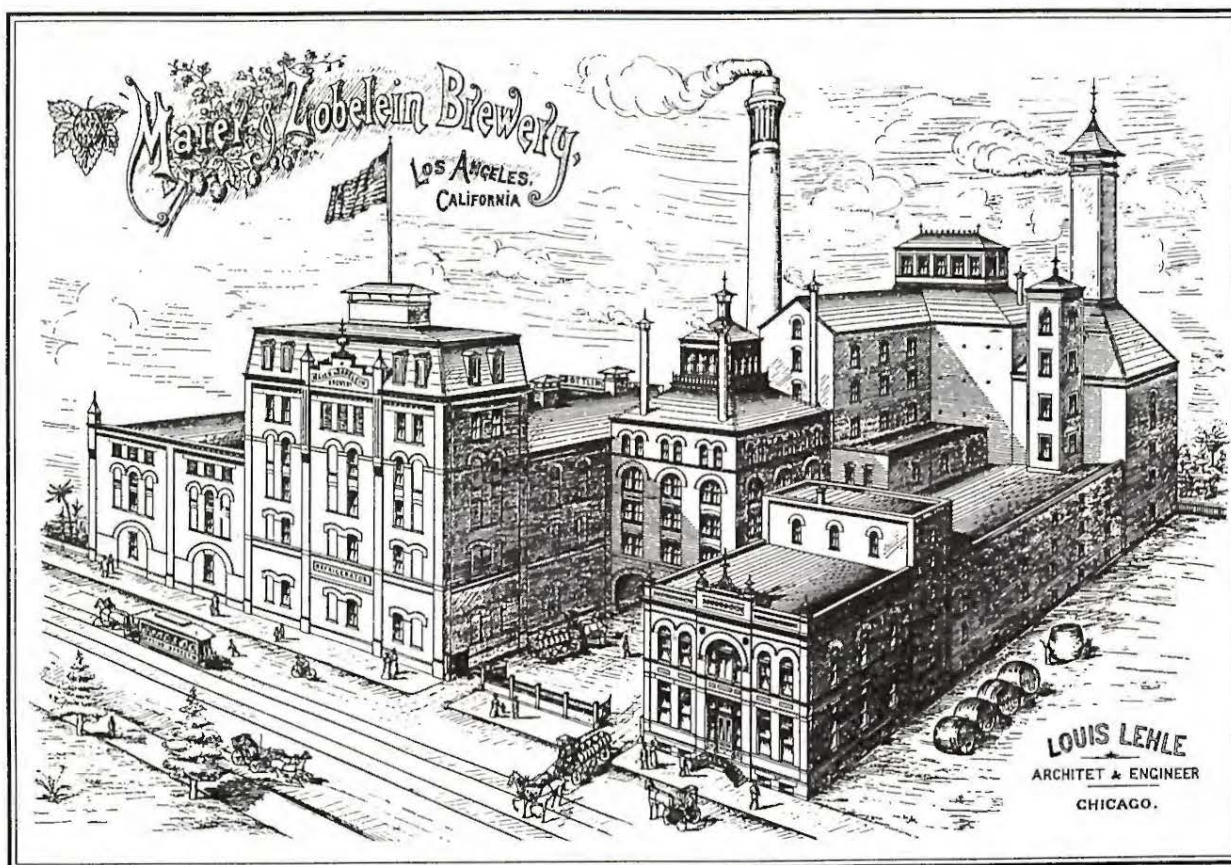
Randy Carlson, *The Breweries of North America: The 1995 Calendar* (Carlson's Brewery Research, Box 758, Walker, MN 56484). \$10, postpaid.

Member Randy Carlson, who earlier brought out a calendar for 1995 for the Iowa micro-brewers, has produced a more general calendar for the year based upon illustrations from *The Western Brewer* of 1895. Such illustrations, woodcuts or engravings, alternate with color plates of labels and stationery. The cover is a dazzling advertising broadside by the Chicago architect Wilhelm Griesser of five of his breweries. One of these is the big but short-lived Gottfried brewery on Chicago's southwest side, the best over-all view I have ever seen of this plant. Most of the engravings in the interior of the calendar are of breweries of the prolific Louis Lehle. The various breweries are fascinating for their diversity within the common architectural style of Germanic Romanesque. Most of the breweries date from the early 1890's; it is depressing how many of them had short lives because of Prohibition.

In the body of the calendar Carlson provides for each date either a news item from 1895 or a trademark first used on the date. Each of the color plates has a short history of the featured brewery.

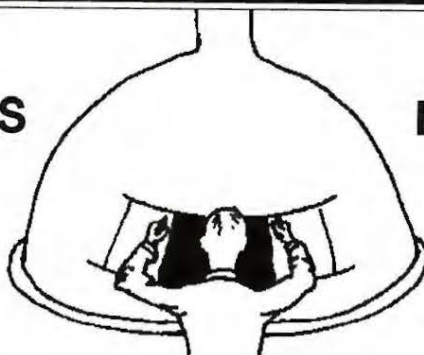
Whether or not one has Carlson's Iowa calendar, or some other calendar on his wall, this one is well worth having for the artwork and information it presents.

GWH



Open 1882 – Closed 1920

WHAT'S



BREWING

As U.S. brewers reviewed last year's performances, most saw good as well as not so good news, and made resolutions accordingly.

Anheuser-Busch really had no bad news at all, but in order to avoid complacency, chairman August Busch III told his distributors that A-B will look at brands and procedures aggressively. He wants to avoid the slippage of market leaders in other industries (IBM, GM). Retail sales were up 2%, international sales up 48%, there are seven new brands and Bud Light's lead is growing. What is really scary – or great, depending where you sit – is that A-B has about 9% of the global beer market, and its share is going up.

Miller also had a good year and is expecting a better one in '95. Sales grew half a percent in volume, a bit less than desired. Miller is building up Plank Road brands and exports, whose operating profits grew from \$4 to \$47 million last year. Another strong area turned out to be Red Dog, which has become a young drinker's cult brew. Miller also acquired a majority stake in the small Celis brewery in Austin, Texas. It was the second time that Belgium wheat brewer Pierre Celis and his family sold a brewery. The first time was in Belgium, to the giant brewery holding company Interbrew (Stella Artois etc.) Weak points were the decline in Lite and in budget brands.

Adolph Coors reported higher \$ sales, earnings and a very good year for the Coors Brewing Company. 1994 sales volume was 20.36 million barrels, up 2.7 percent

from last year. The product mix is mostly at premium prices, and some new brands are being released this spring. With Killian's Red having started a trend, other beers under the Killian name can be expected. The next is Killian's Irish Brown Ale.

Stroh still has work to do to stabilize the Stroh and Old Milwaukee brands, although improvement is seen. Exports are doing well, Old Milwaukee has a new Red and the specialty Augsburg line is brewing an Alt, the original German amber type. Of special interest to collectors is the Schlitz campaign for the 50th anniversary of World War II. It will include period billboards, a modern version of the 1940's can, and merchandising items.

Heileman's new management reversed the previously announced blizzard of new brands, opting instead for a more patient and focused approach. Hicks, Muse, Tate and Furst, the holding company which bought Heileman, admitted it made mistakes in the first year and expressed confidence in the new team.

You see the problem – with everybody pushing higher-priced specialty beers, which compete with imports and micros, the questions is how big can that segment become and how many ways can that pie be sliced. Brewers below Miller have to watch their budgets, and even Philip Morris does not mint money. The year calls for placing what chips one has on just the right squares.



PHB



Executive Secretary's Report



It's that time again. It's Convention time. By now you must know it will be in Chattanooga Tennessee August 4, 5 and 6. There will be events starting as early as August 1st. The city is a place of many tourist attractions. The best attraction is the 45 million dollar Aquarium. Our hotel is the Holiday Inn which is the Chattanooga Choo Choo Railroad Station located on 30 acres.

You will receive the Convention information in a special mailing. It is your responsibility to reserve a motel room. If you miss the cut-off date for the motel reservation, you are out of luck. The next motel is far away.

Nomination of three directors of NABA will be held. Candidates are asked for a brief statement of their background and interests, which will appear on the ballot. Nominees must attend spring and fall board meetings as well as all Conventions. You may nominate yourself. If you nominate some other person, you must have his or her permission in writing. There is no payment made by NABA for motels, meals or travel.

May 31 is DUES DATE unless the expiration date on your membership card is May 31, 1996. Please send \$20 (\$30 for Canadian and \$40 for overseas members) payable to NABA and mail to NABA, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. If you have moved please send us your change of address and phone number.

WELCOME to the following new members – hope the NABA will be of help in your breweriana collecting!

**DUES YEAR
ENDS MAY 31**

Sincerely,
Robert E. Jaeger
Executive Secretary

New Members

ABRAMS, BRIAN

3650 S. West Street
Coloma, MI 49038
616-468-8683

Mirrors, mugs steins, neon signs, signs; Anything racing with beer and tobacco sponsors

ACH BERNARD J. (Sharon)

975 S. Cherry Street
Friend, NE 68359
402-947-3241

All breweriana; calendars, signs
Storz, Metz, Falstaff & Schmidts; Esp. advertising using hunting, fishing subject matter

ADELMAN, EDWARD JR.

6539 Melinda Drive
Nashville, TN 37205
615-352-0731

Lithos, mirrors, neon signs, photos, signs, reverse on glass

BEEBE, STEVE (Shelley)

903 Fernwood Road
Woodstock, GA 30188
404-591-4967

Cans, mirrors, mugs steins, neon signs, signs, statues

BERNSTROM, BILL (Jackie)

8610 Red Oak Drive
Eden Prairie, MN 55347

Cans, neon signs, trays, paper items, photos, signs
Miller, Grain Belt

BLEVINS, SCOTT LEE (Kathy)

6437 U.S. Rt. 127 North
Camden, OH 45311
513-452-7496

All breweriana, mirrors, mugs steins, neon signs, signs, trays
Ohio Breweries

BURKE, JEROME

28635 N. Jackson Avenue
Wauconda, IL 60084
708-526-1220
Signs

CAMERON, LARRY, (Susie)

1603 Chaput Drive
Bellevue, NE 68005
402-733-7182
Mugs & steins

CARLSON, RICHARD M.

349-6 Howard Avenue W.E.
Jamestown, NY 14701
716-487-3285
Labels, pads; Post-Prohibition labels including neckties; World wide 1933-1945

CARPENTER, MARY (John)

1911 Arbor Street
Mountain Home, AR 72653
501-424-6605
Chairs, pre-pro glasses, lithos, pre-pro mugs steins, reverse on glass

CONNOLLY, JOHN P. (Mary)

513 Raleigh Drive
Forked River, NJ 08731
609-693-1394

Bottles full, cans full, mugs steins, tap knobs
Anheuser Busch
Budweiser items

CROSSEN, GARY

P.O. Box 159
Streamwood, IL 60107
708-519-1192
Dealer

Breweriana with girls on it

DE CARO, JOHN A. JR.

340 Patton Drive
Springboro, OH 45066
513-885-3281

All breweriana, cans, cases, mini beers, mugs steins, trays

DEWEY, HARVEY (Sharon)

643 Paradise Valley Court S.
Danville, CA 94526
510-735-8602
Statues, trays

DONOHUE, DEBBIE (Jim)

5205 15th Avenue S.
Gulfport, FL 33707
813-327-4434
Bottles, clocks, mugs steins, dealer medals, mirrors; Budweiser Cydesdales

New Members

DUNCAN, CURTIS
511 S. 3rd Street
Owensville, MO 65066
314-437-4250
Mugs & steins
Anheuser Busch

GREGORY HARLOW (Carolyn)
851 N. Fair Oaks
Oak Park, IL 60302
708-386-3340
All breweriana, openers, tip trays, trays
Schoenhofen, Edelweiss

GUEWARD, ROBERT C. SR. (Roberta)
208 Haller
Romeoville, IL 60441
815-886-1138
All breweriana, glasses, mugs steins,
patches, signs
Big D Brewrys

HAWK, GARY W. (Janet)
W272 N1347 Spring Hill Drive
Pewaukee, WI 53072
414-542-0060

HEDGES, JOHN (Pam)
PSC 76 Box 2006
APO AE 09720
Lajes-Azores 542119
All breweriana, books, magazines, cans
coasters, glasses, labels

HILLVER, CHUCK (Patty Ann)
3642 Reed Road
Indian Mound, TN 37079
615-552-3011
All breweriana, cans
Pabst & Colorado Brws.

JENSEN, BARB
442 Ela Street 3-South
Barrington, IL 60010
708-991-3300
Bottles, coasters, glasses, labels, tap
knobs, trays; "Horse" related items

JOHNSON, DAN (Sueanne)
P.O. Box 612
62 Buckley Hill Road
North Grosvenordale, CT 06255
203-923-2324
All breweriana, trays; Ballantine

KOST, TONY
4027 N. LeClaire
Chicago, IL 60641
312-736-2746
Match safes, mini beers, openers, signs,
tip trays, trays
Chicago brands

LA COMB, ARTHUR (Andrea)
4369 Jefferson Drive
Hillsboro, MO 63050
314-789-4147
Cans; New York

LECH, WILLIAM A. (Elizabeth)
12512 Pickford Court
Huntersville, NC 28078
704-875-9050
Mugs steins, neons, signs, tap knobs, markers

MANZ, JAKE (Melanie)
5227 N. 37th Street
Galesburg, MI 49053
616-731-5327
Glasses, mirrors, mugs & steins, tap knobs

MARTIN, ROBERT
729 E. Okla Blvd.
Alva, OK 73717

MATT, HENRY M. (Annette)
Box 36
Rushville, NE 69360
308-327-2089
All breweriana, mirrors, mugs & steins,
playing cards, trays, watch fobs

MISSLER, GREG
16274 CR 34
Bellevue, OH 44811
419-483-3227

MURRAY, JOHN W.
808 Nursery Road
Anderson, IN 46012

PACZYNSKI, KATHLEEN (Jeffrey)
2833 Meadow Lane
Schaumburg, IL 60193
708-372-6339
Coasters, glasses, labels, pitchers, trays
Hamm's & Chicago

QUAN, WILLIS (Lillian)
26816 63rd Avenue
Lawton, MI 49065
616-624-6013
Cans, mugs & steins, openers, reverse on
glass, tap knobs, trays; Stroh

REGENFUSS, DAVID
5726 Cambridge Lane #1
Racine, WI 53406
414-884-0183
Crowns, history

ROTHLISBERGER, RAYMOND J.
11895 Hwy. 99
Burlington, IA 52601
319-752-6749
All breweriana, watch fobs
Moehn Brewing Co.
Casper Heil Brewing Co.

SCHULTZ, HAROLD (Sharon)
914 Huron Drive
Elgin, IL 60120
708-695-7832
Coasters, mugs & steins, openers, trays

STEPHENS, BRAD (Gina)
1015 Bryn Mawr Drive
Papillion, NE 68128
402-592-3959
All breweriana, labels, paper items
Metz, Jetters, Krug; Any Nebraska

VERGES, AL
6138 New Beaver Creek Drive
Knoxville, TN 37931
615-938-1209
All breweriana, bottles, cans, coasters,
neons, signs

VICTOR, STEVE (Vicky)
8419 W. Roseview Drive
Niles, IL 60714
312-258-8101
Cans, signs

WEATHERMAN, BILL (Barbara)
1006 Nelson Court N.E.
Leesburg, VA 22075
703-777-8325
All breweriana, ash trays, neon signs, tap
knobs, tip trays, trays; Coors

WEKWERT, NELDA (Stanley)
P.O. Box 247
Ramsay, MI 49959
906-663-6817
Mirrors, mugs & steins, tap knobs

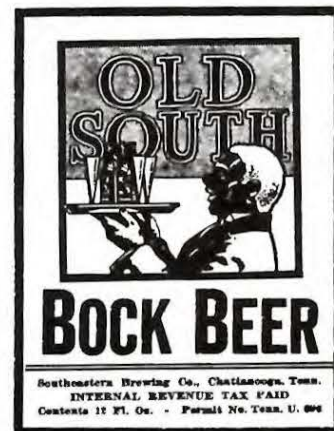
WESTLAND, II, DEANE B.
1612 South 13th Avenue
Saint Charles, IL 60174
708-513-6090
Books magazines, bottles, cans, coasters,
glasses, history, lithos, neon signs, openers,
post cards, tap knobs, barrels, leaded windows
Illinois & Chicago Brwgs.

WHELAN, DON (Cora)
1200 W. Maple Street
Savannah, MO 64485
816-324-3603
Corkscrews, glasses, openers; Schlitz

WILLIAMS, LARRY (Rhonda)
409 E. Forrest Hill
Peoria, IL 61603
309-682-3329
Foam scrapers, glasses, match safes,
openers, playing cards, tap knobs

YOERG, CHRIS
2090 Locust Street
Denver, CO 80207
303-399-1491
Barrels, bottles, cans, clocks, signs, tip trays
Yoerg Brewing Co.; St. Paul Mn

ZIMMERMAN, BRENT J.
1820 Strand Lane
Mosinee, WI 54455
715-693-4660
Mugs steins, signs, statues, trays; Blatz, Grain Belt



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Events of Interest

- May 20 **Gambrinus 6th King's Spring Fling**, Veterans Memorial Auditorium, 300 W. Broad St., Columbus, Ohio. Doug Blegen (614) 890-0835.
- June 11 **Annual Heileman Hiatus, Heileman Brewery, Lacrosse, WI.** Ken Tolstyga (414) 553-9188.
- June 11 **Brew City Ad Show, Serb Hall, 5101 W. Oklahoma, Milwaukee.** Jim Welytok W241 N8938 Penny Ln, Sussex, WI 57089 (414) 246-7171.
- June 17 **Stroh's Fire-Brewed Show, Wyandotte MI Pennwalt Club, Biddle St.** Terry Warrick, 9335 Ruth, Allen Park, MI 48101 (313) 928-0551.
- June 20-25 **ABA XIV Convention, Wilkes-Barre, PA. Howard Johnson Hotel.** Contact ABA, P.O. Box 11157, Pueblo, CO 81001. Members only.
- July 20-22 **Mile High Summit Show, Breckenridge Ski Resort, Co.** Mike Barden, 4824 E. 18th Av., Denver, CO 80220 (303) 320-0709.
- July 12-15 **ECBA Convention, Kingston, NY Holiday Inn Holidome.** Charles Breiner, 937 Claryville Rd., Claryville, NY (914) 985-2846.
- July 15 **Mid-Michigan & Rusty Bunch BCCA Summerswap '94, Frankenmuth Heritage Park,** Dave Van Hine (517) 652-9818.
- Aug. 4-6 **N.A.B.A. 24th Annual Convention, Chattanooga, Tenn.** Holiday Inn Chattanooga Choo-Choo. Members only. Info in mail.
- Aug. 10-12 **Canadian Brewerianists Convention, Holiday In., Guelph, Ont.** Loren Newman, 2978 Lakeview Tr., Bright's Grove, Ont. N0N 1C0.
- Aug. 11-13 **Third Annual Monarch "Weekend at Pauly's," Lena, IL.** Paul Zagielski, 8939 W. Cedarville, Lena, IL 61048 (815) 369-2135.
- Aug. 25-26 **Great Northeast Trade Show, Howard Johnson White River Jct., VT.** John Doyle, P.O. Box 97, Chelsea, VT 05038 (802) 685-4519.
- Sept. 7-10 **BCCA Convention XXIII, St. Louis, MO Regal Riverfront Hotel,** 747 Merus Court, Fenton, MO 63026-2092.
- Sept. 22-24 **Antique Advertising Show, Indianapolis, State Fairgrounds NABA Hospitality Fri., Sept. 16, 8 PM, Holiday Inn North poolside (US 421 & I-465).** Also Beer Can/Breweriana and Flea Market.
- Sept. 30 **Cornhuskers BCCA 13th Midwest Show, Omaha Holiday Inn Central.** Bill Baburek, 2822 S. 33rd St. Omaha, NE 68105 (402) 346-5147.

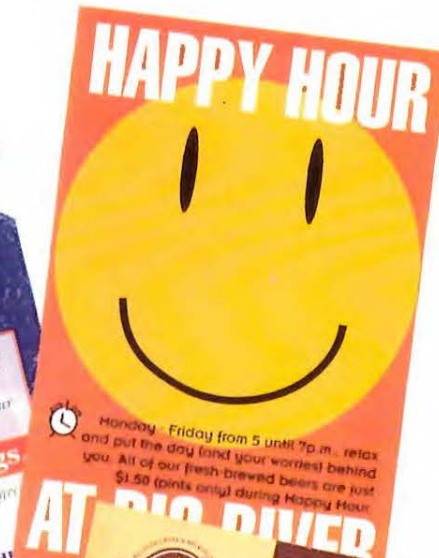
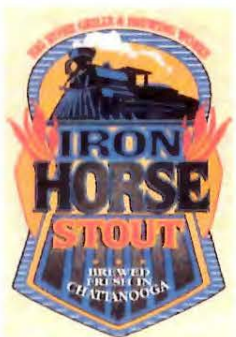
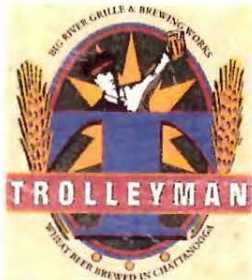
Buy – Sell – Trade

Collect bottle openers or corkscrews, join "Just for Openers." Quarterly newsletter costs \$15/ year. John Stanley, 3712 Sunningdale Way, Durham, NC 27707-5684.

Books, Magazines For Sale: Out-of-print books, magazines, articles on beer and beer collecting, i.e., One Hundred Years of Brewing, collecting Tin Advertising Trays, etc. SASE Jack Muzio, Rt. 1, Box 448, Eureka Springs, AR 72632.

Foam Scraper Photos: Professionally photographed color prints of 658 foam scrapers, both sides, \$200 - firm. Also, **Mini Beers For Sale:** Send SASE for list. Garf Steen, 9349 S.W. 219 Ct., Dunnellon, FL 34431 (904) 489-4715.

Colorado Letterheads Wanted: Letterheads and breweriana from all Colorado breweries, also years of service pins any U.S. brewery. Bill Frederick, 5118 S. Osceola, Littleton, CO 80123 (303) 347-9771.



**NABA CONVENTION
CHATTANOOGA, TN.
AUGUST 4-5-6 1995**