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Calumet and Hortonville, Wisconsin Cincinnati Wartime Ads

National Association *Breweriana* Advertising

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COVER AND CONTENTS

With this issue we are beginning emphasis on Wisconsin, the state of this year's convention. The Schlitz brewery complex on the cover is one of the most colorful lithographs of a major brewery. This particular example resides in the Stroh archives, in an elaborately notched original wood frame. Ron Akin has provided material from his home town brewery in Hortonville, and Jon Huntington is showing items from the Calumet Brewery in Chilton. The other major article concerns Cincinnati's wartime brewery advertising, which arrived too late to be processed for the 50th Anniversary of World War II. The ads are still very pertinent. There is also a column by our new Assistant Editor Fil Graff, "The Ratskeller," on the flavor of special brews.

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President's Page

Like most of the East Coast, I sit paralyzed by another "Storm of the Century." It set snowfall records in this county for a January storm, and we still haven't dealt with the five foot drift blocking the driveway! The Graffs moved to Illinois in July 1979, just after the infamous President's Day storm, and strangely enough move back East just in time for the next record breaker. Is it something we ate, or are we just lucky?

I just finished the computer records for the 1995 business and collecting year, and was delighted to be reminded of the several treasure pieces which were added to the collection last year – a great calendar fan from Independent-Chicago, the John Graf portrait and factory scene litho from Milwaukee, a bunch of desirable mugs and steins, about 30 openers to add to my one-of-a-type collection, and two beautiful brewery trade cards. The Monarch Fall Fest finished my collecting year with a bang!

Great breweriana is getting harder to come by as the number of collectors increases, but last year proved to me again two facts: (1) there are darned few advertising or packaging things of which they made only one, so waiting for the best example you can find is worth it; and (2) hanging marginal quality items just to have an example will leave you with a pile of unsalable merchandise when you do upgrade. I'm looking at the first Stroh "Munich Child" tray I bought, thinking it now might make a suitable platter for feeding birds. I know we all have to start somewhere, but I am still angry at myself for wasting money on a piece I now wouldn't even put out to a garage sale. The obvious exception to (2) is the item of which only one or very few are known. I have several pieces in this category, still on display, still hoping for an upgrade.

At our October Board Meeting, Peter Blum, BC's Editor for the past five years, spoke to us about his plans to transfer some of the editorial responsibility, and asked me to begin to take up the slack. As a result, I am now the Assistant Editor, with plans for a stronger supporting role when my second term as President ends at the Milwaukee Convention. I haven't been an active contributor to The BC for some years, and I'm looking forward to writing again with both pleasure and trepidation.

The shift from administrative to editorial responsibility brings up the fact that this year NABA members will elect a new President, Vice-President and three Board Members. Some officers may decide to run again, but there will be vacancies in several positions. The Officers and the Board of Directors, our policy making body, need both new members and experienced "old hands" to reach sound decisions for the future of our Association. Service on the Board has usually been the entry level for officers, but there is no such requirement. Beyond a strong sense of dedication to NABA, the only By-Law requirement is attendance at the three annual Board meetings, one being at the Convention. Our Executive Secretary, Bob Jaeger, will announce positions to be filled and call for nominations in the next issue. It is not too early for members to think very seriously about serving the Association, and help direct our future growth.

Being snowed in at the moment, I am thankful for a fax machine in my office to send this page and the events schedule. I'm also thinking about six weeks ahead to the annual Blue & Grey Show in February, and Indy a month later. "Computing" a collection is a nice memory jogger, but as I have left my old NABA friends in Illinois, no longer available for a quick drop-in bragging session, and I need some hands-on breweriana to get the blood circulating again. Being snowbound, the doldrums between Monarch at Halloween and Blue & Grey in February seem worse than usual. At least I have a good supply of microbrewery product on hand to act as a tonic until I can sample draft products at shows. As our Microbe Chapter likes to admonish us, "Party Hearty!" until our first breweriana event of the season.

PROSIT!



Cincinnati Breweries Go To War

Henry Smith and John Boertlein

A little over fifty years ago, our country came to the final chapter of the century's most trying war experience. On the homefront, rationing was the order of the date. Everyone pulled together for America's cause. Virtually every brewery did their part for the war effort. Here is a look of some of Cincinnati's patriotic World War II advertising.



How much does it cost to bomb Berlin?

SUPPOSE, in the dusk of an English evening, 1,000 huge bombers soar over the Channel and head for Berlin.

By the time these planes return to England, their motors will have consumed 2,400,000 gallons of gasoline!

The cost . . . of the gasoline ALONE . . . will be more than \$300,000.

To pay for the gasoline used on ONE such raid, 16,000 Americans would have to invest at least 10 percent of their next pay check in War Bonds!

You get a big kick out of reading about these 1,000 plane raids. You know that such raids, if repeated often enough, will soften up the Axis. But . . .

What are YOU doing to help pay the cost of those raids? (In addition to the gasoline they use, it costs Uncle Sam TWO HUNDRED MILLION DOLLARS to build 1,000 four-engine bombers . . . plus the cost of training the 10,000 men who make up their crews!)

Modern war is expensive business . . . (about twice as expensive as the \$9,000,000 American wage earners are now putting an average of 10 percent of each pay check into War Bonds every pay day . . . but still it isn't enough!)

Our air raids on the Axis are increasing in frequency and intensity. When head operations really get going, the cost will be staggering.

More and more Americans must join the Pay-All Savings Plan . . . more than those already in the Pay-All Savings Plan must begin to jack up their War Bond purchases . . . must start to invest more than 10 percent!

Remember . . . War Bonds are the finest investment in the world today. You get back \$4 for every \$3 you invest. And . . . the more War Bonds you buy now, the quicker the Axis will be taken. . . . And the less the war will cost in the long run.

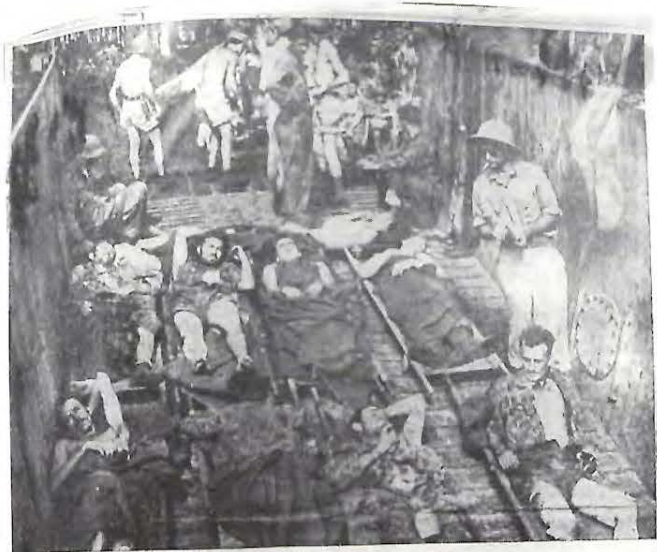
Think it over. And every time you're tempted to put a nickel in something you don't absolutely need—put it in War Bonds instead!

The cost of this advertisement has been contributed gladly to increase purchases of war bonds.

THE HUDEPOHL BREWING COMPANY
producers of
HUDEPOHL BEER

We are proud to state that the Hudepohl Organization has contributed MORE THAN ITS CURRENT QUOTA of pay roll savings for war bonds.

KEEP ON BACKING THE ATTACK!



Picture for the man who can't afford to buy an extra war bond...

YOUNG-HERNO-PEOPLE say: "I can't afford to buy an extra War Bond!" Perhaps you've said it yourself . . . without realizing what a ridiculous thing it is to say to men who are dying.

The very least that you can do is to buy an extra \$100 War Bond . . . above and beyond the Bonds you are now buying or had planned to buy. In fact, if you take stock of your resources, you will probably find that you can buy an extra \$200 . . . or \$300 . . . or even \$500 worth of War Bonds. Sounds like more than you "can afford"? Well, young soldiers can't afford to die, either . . . yet they do it when called upon. So is it too much to ask of us that we invest more of our money in War Bonds . . . the best investment in the world today? Is that too much to ask?

WE BOUGHT EXTRA WAR BONDS
4TH
WAR LOAN

The cost of this advertisement has been contributed gladly to increase purchases of war bonds.

THE HUDEPOHL BREWING COMPANY
producers of
HUDEPOHL BEER

We are proud to state that the Hudepohl Organization has contributed MORE THAN ITS CURRENT QUOTA of pay roll savings for war bonds.

Let's all BACK THE ATTACK!

The Hudepohl Brewery solicited sales of war bonds. Their "Back The Attack" campaign focused on the hardship endured by servicemen as depicted in ads showing wounded soldiers and church services in the jungle. Money costs of the war were spelled out, courtesy of Hudepohl beer, by answering the question, "How much does it cost to bomb Berlin?" Hudepohl also produced an olive-drab "combat crowntainer" to provide the boys overseas with a taste of Cincinnati "Pure Lager Beer."

V BUY WAR SAVINGS BONDS AND STAMPS V

It's a "Must" ON MY SHOPPING LIST!

... for it's a rule at our house these days never to run out of Wiedemann's. It adds just the "right touch" to meals or snacks. I make sure of my W.P.R.* the easy way by picking up a few bottles every time I pass our dealer's... and it's always ready for duty.

Your copy of the famous Wiedemann's Good Book containing many unusual recipes will be sent you on request. Drop us a card for it.

* WIEDEMANN PANTRY RESERVE
Containers of different sizes for various occasions.

BREWED BY THE GEO. WIEDEMANN BREWING CO., INC., NEWPORT, KY.

WIEDEMANN'S FINE BEER

"Traditionally American"

CENTRAL DISTRIBUTING CO. 415 ST. JAMES COURT

... THE BILL OF RIGHTS

The Bill of Rights consists of the first ten amendments to the Constitution of the United States. They were put into effect December 15, 1791 during the administration of George Washington. • Under the protection of the Bill of Rights, we, the people of this nation, have enjoyed 153 years of freedom, security and well-being unequalled by any other people in the history of mankind. • We are now engaged in a great war to defend these rights for ourselves and to preserve them for our children's children to the end of time. • For those who lose their lives in this great cause we can give only the tears of a grateful nation. For those who live to carry on the fight we must provide the things to fight with.

BUY MORE WAR BONDS

WIEDEMANN'S FINE BEER

BREWED BY THE GEO. WIEDEMANN BREWING CO., INC., NEWPORT, KY.

This is No. 1 of a Series of advertisements devoted to the war effort by The Geo. Wiedemann Brewing Co., Inc., Newport, Ky.

... THE BILL OF RIGHTS

The Bill of Rights guarantees freedom of religion, of speech, of the press and of assembly... In the 18th Century a German king upon the throne of England was the dictator of the American colonies... He denied them all of these rights... The Declaration of Independence proclaimed them as inalienable to the people... The Revolutionary War won them for the people... The Bill of Rights established them as the foundations of the Constitution... The dictators of Germany and their satellites have attacked us by land and sea and from the air, to rob us of our heritage and reduce us to servitude... Our fighting forces are paying a price of American rights with their lives... It is up to us to pay with our money...

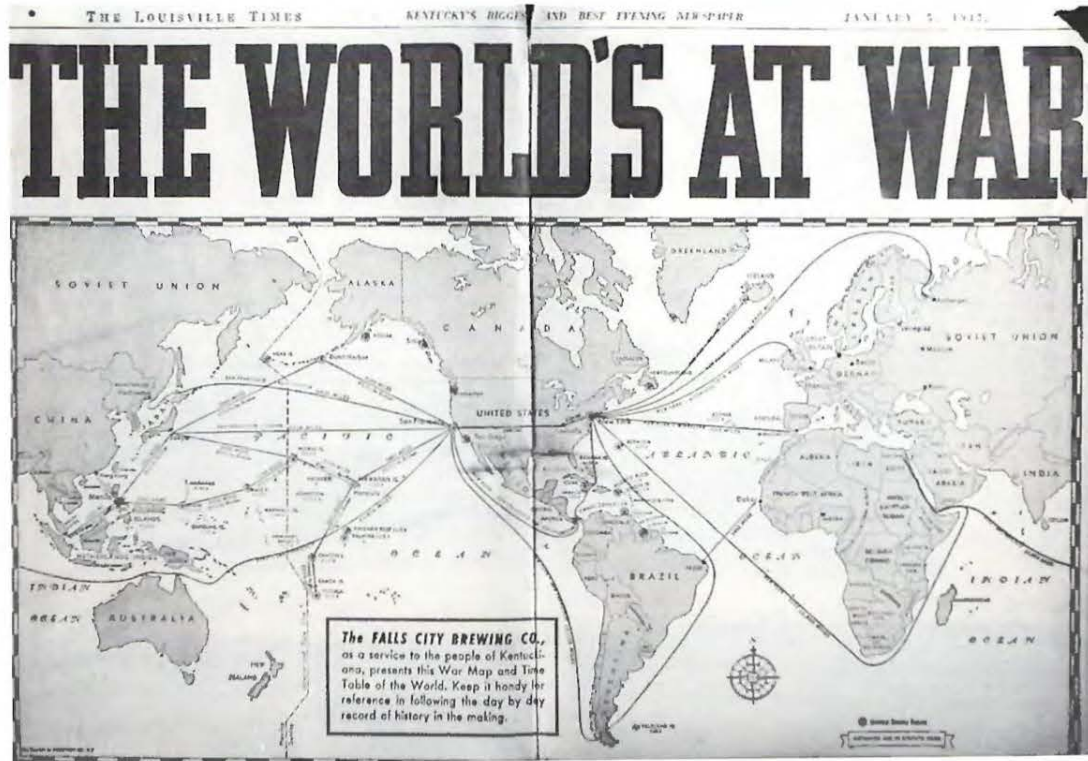
BUY MORE WAR BONDS

WIEDEMANN'S FINE BEER

BREWED BY THE GEO. WIEDEMANN BREWING CO., INC., NEWPORT, KY.

This is No. 2 of a Series of advertisements devoted to the war effort by The Geo. Wiedemann Brewing Co., Inc., Newport, Ky.

Weidemann's followed suit with almost daily variations of war-related ads. Among the most popular were the "traditionally American" series which featured the Bill of Rights and decried Nazi and Japanese oppression. Weidemann's also touted the W.P.R. (Weidemann Pantry Reserve) as the way for home front women to keep plenty of Weidemann's beer on hand for special occasions despite wartime rationing. Weidemann's best effort for "conserving for victory" was to re-establish a horse-drawn fleet of beer delivery wagons.



CONSERVING for VICTORY...

This extensive horse-drawn fleet, arranged in "V" formation, supplements our delivery service and enables us to conserve critical war materials and to cooperate with the Office of Defense Transportation. Made up of beautifully matched Belgians... which have become familiar to the people of greater Cincinnati... these teams maintain regular service to the

trade that serves you Wiedemann's Fine Beer. We are also conserving the Quality that has made Wiedemann's Fine Beer famous through the years. • Conserving too, the reputation that has been our most valued possession for four generations. • Wiedemann's Beer is traditionally American. Call for it by name.

The Geo. Wiedemann Brewing Co., Inc., Newport, Ky.

WIEDEMANN'S FINE BEER

Happy

1944 Begins for Bruck's Beer—the 88th year of continuous brewing excellence... in 88th year of service to the public, it is our pledge to the many, many thousands who enjoy and prefer it, that Bruck's 88th Jubilee Beer will continue being "The finest beer we've ever brewed—the best beer you've ever tasted!"

VICTORY

Up

Bruck's 88th Jubilee Beers

1856 THE BRUCKMANN BREWERIES Cincinnati's Oldest



HE'S OFF ON HIS FIFTY-FIFTH MISSION

There he goes again—out to pour more destruction on the Axis—once more to face the death of enemy fighters and flak!

He won't hesitate to go out on his fifty-sixth or his hundred and fifty-sixth mission. He knows he might not come back, but he keeps on going—giving more and more until the Halcyon

and Top crews are ready to "call it quits."

This is only your fifth mission—and a mission which is mighty easy on comparison with the ones he makes every week.

Stay in the fight by welcoming the Victory Volunteers—on leave double your Bond purchases and then keep on. Your buying means "honor away" for the Axis!



Back the Attack!—BUY MORE THAN BEFORE

The Bruckmann Breweries

CINCINNATI'S OLDEST



This is what we've been working for all along. This is the year to hit and hurt the enemy. This is the time when everything you do counts double. If we all get together and do all we can, we'll be over this hurdle and well on our way to complete and crushing victory.

No question about the men in uniform—they'll go "all out." But can we count on you to back them all the way? Your quota is where you work—you've got to buy your War Bonds and then buy more, until every last loose cent

you have is fighting. Tough? Of course, it's tough—unless it is a sacrifice you're simply not doing your share!

Make the sacrifice now—buy more than the extra \$100 Bond your country counts on you for—winning the war is worth any sacrifice you make. Besides, you aren't giving, you're lending to America! You'll get back every dollar you invest in War Bonds, with interest.

An extra \$100 War Bond now is the minimum for everybody—can't we count on you for more?



This sticker in your window means you have bought 4th War Loan securities.

Let's ALL BACK THE ATTACK!

Bruck's 88th Jubilee Beers

THE BRUCKMANN BREWERIES

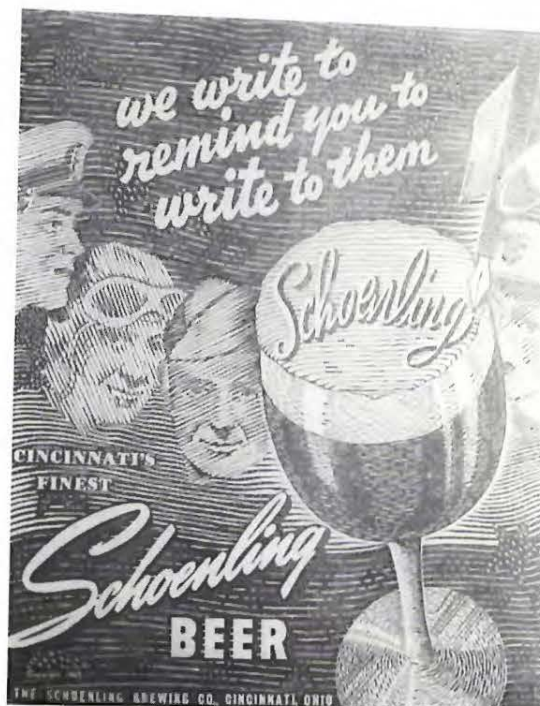
The Bruckmann Brewery raised spirits by offering Cincinnatians a "Happy V-ictory Year" at the beginning of 1944. Bruck's also pitched for war bond sales, showing combat scenes and reminding Americans, "This is the year to hit and hurt the enemy." The Memorial Day ad for Bruck's lists company employees in World War II. Among those listed, Robert Meister, Arthur Staub, and A. Wendling never returned to their brewery jobs—having made the ultimate sacrifice. Captain William Bruckmann, future president of the company, is listed on the honor roll.



Red Top asked for a New Year's resolution to buy more war bonds.



Brewed in Louisville, but sold in Cincinnati, Oertels '92 Beer reminded patriots of the need to conserve precious resources. "Spare Metal – Share A Quart!"



The Schoenling Brewery did its part to keep up home front moral. Cincinnati's Finest told the folks at home, "We write to remind you to write them."



== The Tiny Pre-Pro Hortonville, Wisconsin Brewery ==

Ron Akin



In the earliest photograph of the Hortonville Brewery, two men are standing in front of the modest wooden structure. These are probably owners Joseph Borsche and Sebastian Yogerst. The heads of two children are also visible.

RECOLLECTIONS

Nestled in the rolling farmland of East Central Wisconsin is the small town of Hortonville. Founded in 1894 by Alonzo Horton (who also founded one other community, San Diego, California), this was my childhood home. I never realized until many years after I had moved away at age 18 that the village had a brewery long before I was born. Nor did I know that the brewery was directly across the street from the house in which I first lived. As I recall now, the site of the former brewery had been converted to an automobile service station. At that time the only evidence of the brewery was an artesian well located near the gas pumps, and a stone building in back of the service station, that at one time had evidently served as the bottling room for the former brewery.

At the NABA 1986 Convention in Stevens Point, I was able to purchase the first piece of advertising I had ever seen from the Hortonville Brewery, the "Mildred" stock tray. Since then I have actively hunted for addi-

tional advertising, and have been pleasantly surprised to find some very nice items.

Information regarding this tiny brewery that existed in this small Wisconsin village is even more difficult to find. The brewery was founded in 1899 and operated to prohibition. Although Sabastian Yogerst and Joe Borsche have gotten most recognition as the original owners, Sylvester Yogerst, a son of Sabastian, once stated that the brewery was in existence before his dad and Borsche purchased it, but he could not remember who owned it (according to American Breweries it was Charles Hoier). It has also been learned from the 1919 Outagamie County Directory, the county where Hortonville is located, that the officers of the Hortonville Brewing Company at that time were Peter Olk, Robert Diestler and Barthel Sutter.

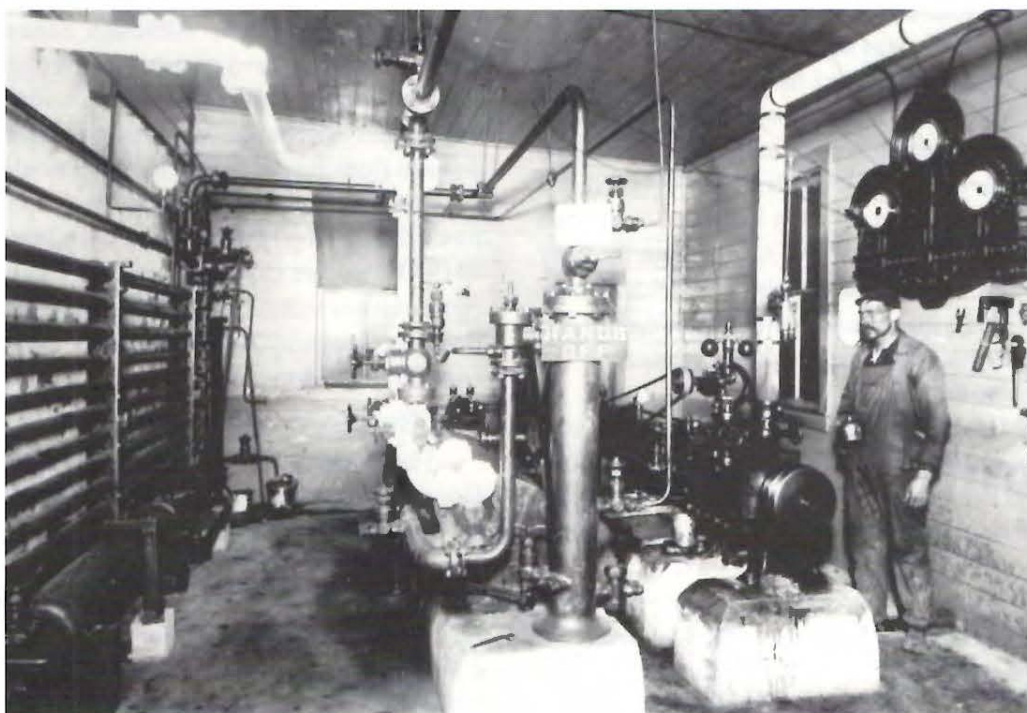
THE BREWERY

The Hortonville Brewery was located on the west side of town along what is now Highway 45 at 609 West Main Street, on the north side of the street, just past the

Ron Akin is a retired Full Professor at the University of Wisconsin – Oshkosh, where he served as department chair and an award-winning Track Coach. His wife, Kenlynn, is a first grade teacher, and their three children, David, Daniel and Julie, are all married. Ron has a large collection from the Oshkosh, Wisconsin Brewing Company, which was featured in the Spring 1993 issue of The Breweriana Collector. His small collection from the Hortonville Brewing Company is equally prized, perhaps more so for reasons of scarcity and home town origin.



Above: Open fermenters are of customary flat-bottom design and have a capacity of about 80 barrels. Cellar man in background is holding several coils of two inch beer hose. Pipes on ceiling and at side are for circulating ammonia refrigerant. Below: Well-maintained engine room has a steam-driven ammonia compressor to cool storage cellars.





Above: Racking cellar is cramped but contains good cooperage. Coils on ceiling show frost condensation on pipes containing circulating expanding ammonia. Below: Bottle shop is equipped with straight-line filler and simple basket pasteurizing tank. Boy in background standing in front of beer pump seems smaller than those usually seen in brewery group photos. Wall calendar shows September 1908. Original photos belong to Norman Yogerst.



Black Otter Creek Bridge. The brewery promoted its unique artesian well. I have a reverse-on-glass sign in my collection with the caption, "Artesian Well Water – A wholesome and delicious drink – the only water used for brewing." This is one of the very few breweriana items which I know to have been produced specifically for the Hortonville brewery.

The brewery was a very small operation, employing perhaps a dozen men in brewing the Wuerzburger and the "Hortonville Brew." Beer was supplied for the village of Hortonville, and for a few even smaller communities nearby – Dale, Medina, Fremont and Center Valley. A sleigh was used in winter.

Much of the work in the little brewery was done by hand, including washing the bottles. Corking was done by placing the full bottle on a foot-operated corking machine.

The few available pictures of the brewery show that the main building was constructed of wood. The aging room was filled with large 40-barrel oak vats. An adjacent engine room was a stone struction which stood for many years, and was the building I remember. It, too, has been demolished, and nothing now remains of the brewery. After Prohibition caused the brewery to close, all of the equipment, bottles and kegs were sold to wildcat beer producers. Most of the buildings were destroyed by fire in 1924.

HORTONVILLE BREWERIANA

In spite of the small scale of operation and limited distribution, management defended its sales territory with a range of stock trays and plates, and a small range of merchandising items. My collection consists of three different types of beer trays, eight tin art plates with advertising on the back, a reverse-on-glass sign, two different embossed bottles, a wooden beer case, a pocket mirror with advertising, a large colorful poster showing a beautiful young woman holding violets and gazing soulfully at the viewer, several photographs, and a beer token. I very much doubt that there are many more items yet to be uncovered. Corner tavern signs advertising the Hortonville Brewery have been pictured on a 1909 post card showing Hortonville's main street, but the probability of finding one has to be like winning the lottery.

SOURCES

Akin, George S.

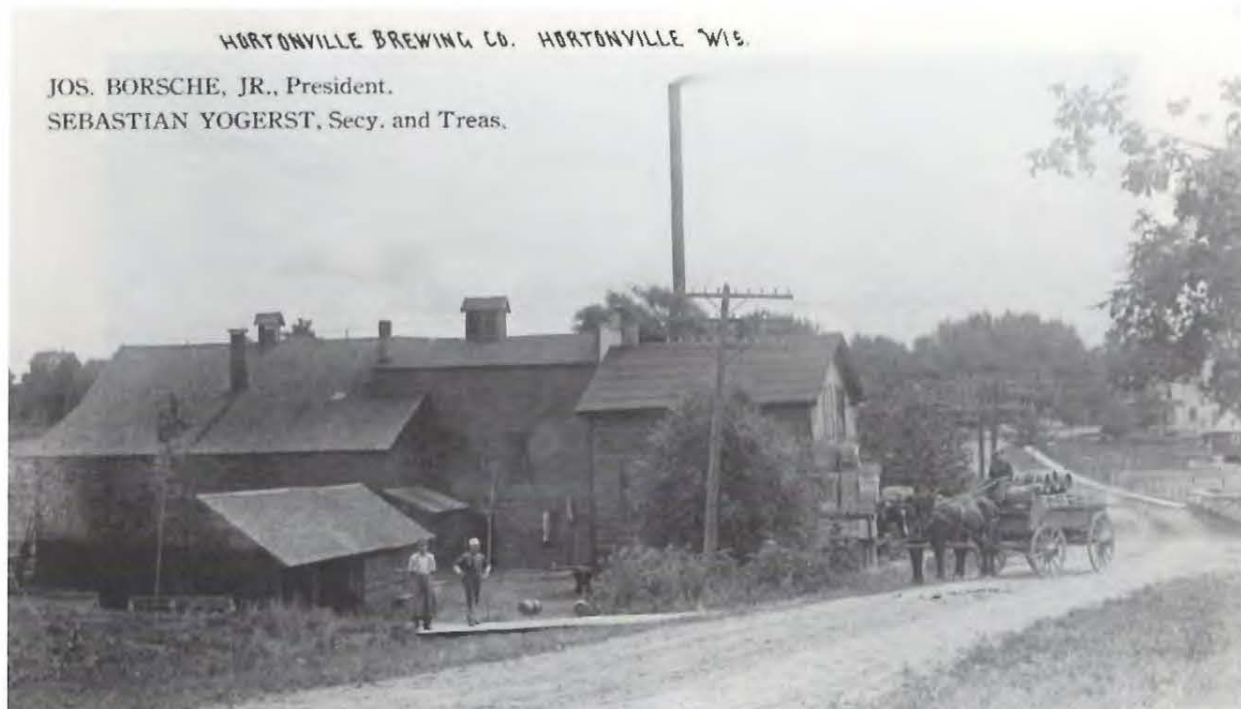
American Breweries, 1984.

Badger Breweries Past and Present, Wayne Kroll, 1976.

Freimark, Dave; Oshkosh, Wisconsin.

The Hortonville Star, August 2, 1973.

Yogerst, Norman; Missoula, Montana.



A postcard using a much later photograph shows a large extension to the rear, and a new building and shed at the front. Electricity has come to Hortonville, and stacked cases indicate bottled beer.

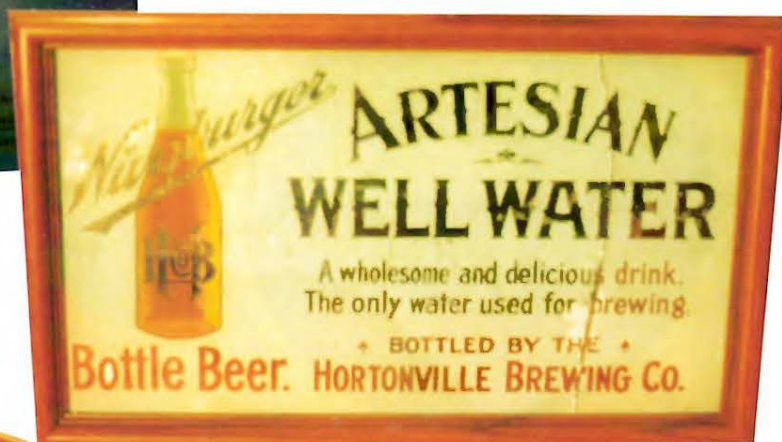
Hortonville Breweriana



Hortonville items in Ron Akin's collection contains a rare poster and a unique reverse-on-glass sign with the German spelling for Wuerzburger.



"Mildred"



Hortonville Plates



Seven art plates with Hortonville Wuerzburger advertising on the back provide a colorful and attractive display. The artist changed hair styles but favored the same soulful expression.

Hawaii Encore

We were able to show only a portion of Adam Zoghlin's Hawaiian bottle collection of 50 different bottles in the Spring issue (vol. 89, page 20). His collection includes 43 labeled bottles, 10 Royals and 33 Primos, and strong holdings of Primo signs, mugs and glasses. Collecting Hawaii is hard, but there is an up side: one has to go there to find the really good stuff. When not combing Waikiki looking for bottle caps (or bikinis), Adams does photographic advertising in Chicago. He often attends the Monarch show in October.



Jugs Are Beautiful

Jim O'Brien

One of the welcome improvements in beer packaging is the glass growler, the half-gallon jug used to carry beer or ale home from microbreweries and brewpubs. These growlers are, almost without exception, 64 oz. clear glass jugs, and nearly all have silk-screened labels. I know of only two full gallon growlers, Firehouse and Karl Strauss, from Rapid City, SD and San Diego respectively, and both are also available in the half-

gallon size. There is a two-liter (67.6 oz.) amber growler in use at the Tied House Breweries in California which has a most unusual shape.

At this time I am aware of over 200 silk-screen labels from 28 states, and the number keeps growing. The champion state seems to be Colorado with 24 so far. They are not permitted in every state, but there is pressure for revising prohibitory statutes in several states. Below are some jugs with interesting graphics.





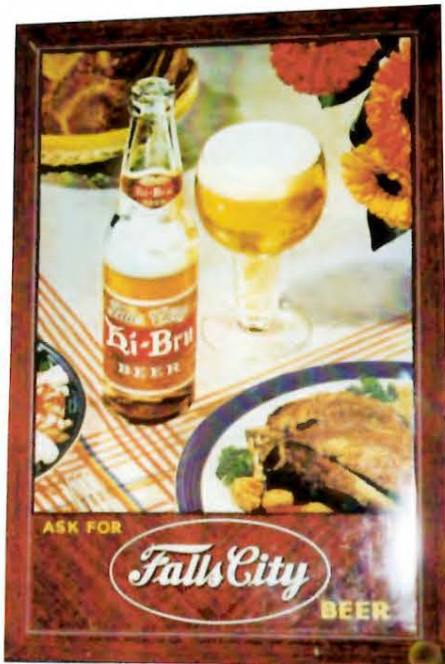
Beer and

Lobster Anyone?

The classic fine meal shown with beer is lobster. That was true when these pre-prohibition advertisements were executed, and would be true today, but brewers feel safer with a hot dog and burger picnic scene. For the most part, the lobsters are presented here without embellishment. Miller's lobster is too large for the platter, and only Premier of Philadelphia serves side dishes. Boiled or steamed lobster and cold beer – it doesn't get any better!



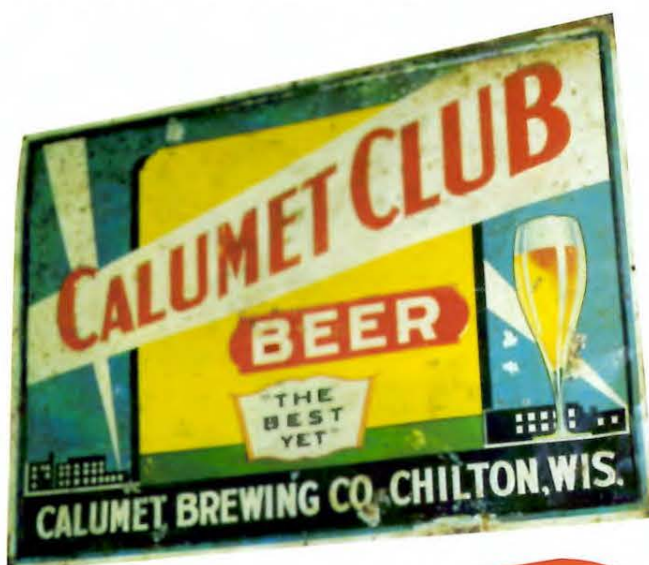
Good Food



Two versions of the Pabst oyster platter show a packaging change on the same theme. Bottles on the self-framed tin were corkscrewed, those on the vitolite were crowned. Oshkosh serves an untrimmed ham platter with lots of rye bread, while Gettelman's sandwich is in the background. The Falls City tin is an example of the man post-prohibition food arrangements.

Chilton, Wisconsin

Jon Huntington collects Calumet breweriana



The Calumet Brewing Co. of Chilton, Wisconsin

Jon Huntington

Chilton is a town of about 3000, situated 10 miles east of Lake Winnebago. It was first settled in 1845, and the early Indian presence is seen in the brewery ads from the 30's with peace pipes and feathered headbands. In spite of its small size, Chilton supported another brewery between 1860 and 1888.

The Calumet Brewery was started by Fred Gutheil in 1853, who operated it under his name until 1875. This 22 year period is an ownership record, because the brewery then had six owners or partner combinations before the Calumet name was adopted by John Landgraff in 1911. He operated the brewery until prohibition.

In 1934 a new Calumet Brewing Co. was formed with a stock issue of \$50 000. The main investor was Edward Bonk, manager of the Chilton Canning Co.; he was joined by Helen Sontag and Helmuth Arps. The new owners revived the Badger brand from Landgraff days. The venture was not successful, and in 1937 the U.S. Justice Department sold the brewery at public auction for delinquent taxes. The buyer was Henry Rahr III from the Green Bay Rahr Brewery. He used his corporate name Henry Rahr & Sons, but his ownership lasted only a few months. A can opener seems to be the only item ever seen from this brief period.

Before the end of the year Herman Rau and D. Humleker filed articles of incorporation, and by January, 1938, the plant was operating under the former Calumet name. Herman Rau was chairman, president and sales manager, his wife treasurer, and D. Humleker was secretary, brewmaster, chemist and purchasing agent, and his wife vice-president. This means



Calumet Brewing Co., Chilton, Wis.

The Calumet Brewery as shown on a pre-pro postcard.

that Rau was out selling and arranged for some nice advertising, Humleker ran the plant, and the two wives did the typing and filing. The brands were Calumet and Select Harvest, and three seasonals – Winter Brew, Christmas Brew, and Bock in spring. Plant capacity was given as 25,000 barrels, but actual sales were estimated at 9-10,000. The last full year of operation was 1941.

Local brewing returned to Chilton in the fall of 1990, when Bob Roland converted a former fire station at 25 N. Madison St. to a small brewpub. He has tripled his output to 270 barrels of Calumet Pilsner, Amber, Wheat and seasonals. It is a very congenial place, with an art deco back bar and a pool table.



Jon, a member of NABA since 1980, grew up in Manitowoc and has been collecting since age 12. In recent years he has focused on small breweries in the Manitowoc-Green Bay-Sheboygan area. His most recent find is a Henry Rahr keg wagon. Not long ago Jon purchased an old opera house hotel tavern in Michicot, which he hopes eventually to operate along with an antique shop.

Pettit Re-Elected Kenosha Mayor to Fourth Term!

Republican wins by 295 votes in Democratic City

This may have been the headline in the Kenosha, Wisconsin newspaper in the early spring of 1894, when O.M. Pettit, president of the M.H. Pettit Malting Co., made political news. The April 15, 1894 issue of *The Western Brewer* devoted a page to Mr. Pettit, and we are indebted to Randy Carlson for sending it.

Wisconsin not only had an extensive brewing industry in the decades before prohibition, but there were also many maltsters, large and small, who supplied the brewers with malted barley. The largest malting companies in the world – Ladish in Jefferson Junction, Rahr in Manitowoc and later in Shakopee, Minn., Froederdt and Kurth in Milwaukee – all had their beginning in Wisconsin where malting barley varieties were first developed.

O.M. Pettit was photographed sitting in his office below a large sign. Malting company signs are rare, and this one is a beauty, probably gold on black, in an elaborate gilt frame. Only the text on the right globe can be read: ESTABLISHED 1857/REBUILT 1868/INCORPORATED 1875. The globe at left probably had product information and claims.

O.M. Pettit was born in 1854, the son of founder M.H. Pettit, and in 1885 became vice president of the firm, “from which office he was later promoted to the presidency.” While dad being the owner may have helped just a little, O.M. seemed to have been very bright and energetic, and he certainly was a civic booster. He showered the *Western Brewer* interviewer with good facts about the city – nearly 15,000 people, a \$30,000 weekly cash payroll for its work force on Saturday, nineteenth century luxuries such as a water system for fire and domestic service, a



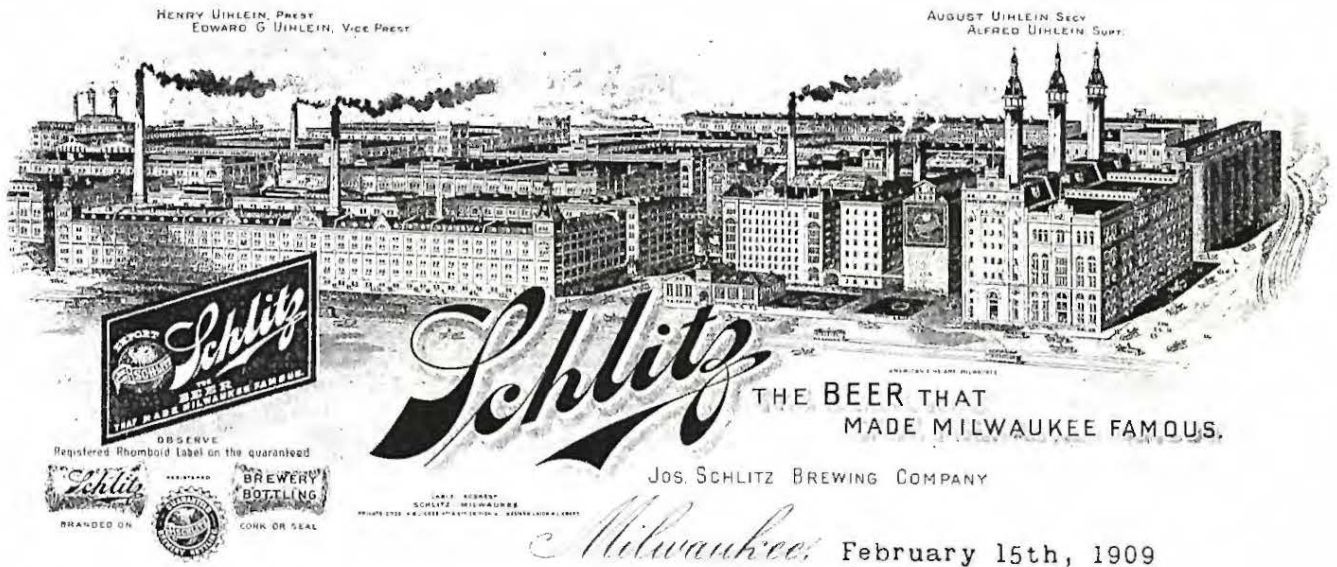
complete sewer system, street paving, gas and electric lighting, electric street cars, and so forth.

All but the largest maltsters failed during prohibition. Pettit may not have lasted that long, because the local brewers all folded during the 1890's, being so close to Milwaukee. But any maltster who authorized a fine sign is worth being remembered as one drives the interstate between Chicago and Milwaukee.

From the Archive

HENRY UHLEIN, PRES.
EDWARD G. UHLEIN, VICE PRES.

AUGUST UHLEIN, SECY.
ALFRED UHLEIN, SUPT.



Schlitz
THE BEER THAT
MADE MILWAUKEE FAMOUS.

JOS. SCHLITZ BREWING COMPANY

Milwaukee February 15th, 1909

BOCK

BOCK

BOCK

To Our Patrons:-

We beg to advise you that by the end of this week, we will be prepared to furnish you with Bottled Bock.

As you are aware the Brewery brews only a limited quantity of Bock for bottling purposes each year and when this is exhausted no more can be had. We ask you to send in any order which you may wish to place at once so that we can arrange, if possible, to execute your order in its entirety.

Unless you respond to our request promptly, we cannot guarantee that we will be able to fill your order or even any part thereof

Awaiting your reply by early mail, we remain,

Yours truly

JOS. SCHLITZ BREWING CO.
BOTTLING DEP'T.

Kroll's Glasses, Mugs & Steins Auction

A rare old fired-on enamel beer glass was bid to a record \$930 (1023 with buyer's premium) in Mail Auction #14. The glass was for "Standard Export Beer" of the Anaconda, Montana Brewing Co. Another fired-on enamel glass for, "Muenchner" from the Imperial Bottling Works in Denver sold for \$616. These glasses have an applied white background, with a colored logo overlay and usually gold edging. The Spring 1996 Auction will feature a fired-on enamel glass from the Fauerbach Brewery in Madison, Wisconsin. Budweiser steins continue to post strong prices for rare or unusual pieces. Please contact Glasses, Mugs and Steins, P.O.Box 207, Sun Prairie, WI 53590 for information.



\$150

\$29

\$33

\$60



\$69



\$51



\$39



\$80



\$31



\$290



\$250



\$460



\$300



\$616

Micro/Brewpub Update

Chicago – My kind of beer town

Charlie Jeske with Peter Blum

The Chicago micro beer scene is bubbling with activity and plans. At this time there are 17 breweries or brewpubs in or around the city. Chicago proper has two breweries and five pubs, of which two serve contract beers.

The two breweries are the **Chicago Brewing Co.** at 1830 No. Beasley Court, and the **Golden Prairie Brewing Co.** This draft brewery has moved to a new location at 2536 N. Elston Ave., which is the former Brand brewery building. Ale from the Evansville Brewing Co. will be available from the **State Street Brewing Co.** (708) 794-0074. The other contract establishment is the **SlopeSide Brewing Co.** (312) 665-2077, which handles draft beer from Star Union at Hennepin, IL.

Management of Chicago's oldest brewpub, **Goose Island**, which serves Honkers Ale and seasonals at 1800 N. Clybourn, are planning a pub at a recently opened packaging facility at 1800 W. Fulton. The pub, which is part of the plant, will open this spring. The new kid on the block is the **Rock Bottom Brewery**. It is located just north of the loop at Grand and State Streets, and has lot of space on two floors. Five draft beers are planned.

One brewery and ten brewpubs surround the city. Starting from the north in **Libertyville**, there is **Mickey Finn's** at 412 No. Milwaukee Ave. This is a very nice place, with a dining room and bar, a party room upstairs with bar and large TV for sports, and a patio for summer. Milwaukee Ave is west of I-294 on IL-176; turn right on Milwaukee to the first stop light.

Northwest off I-90 in South Barrington is the **Millrose Brewing Co.**, located at I-90 and Barrington Road North. Millrose also has a nice dining room, bar and a country store as part of the complex. If one continues on I-90 and exits at IL-31 South, one reaches the town of Elgin and the **Prairie Rock Brewing Co.** While "Prairie" is the Illini Indian word for "very flat," this seems an interesting place to visit if directions are followed: Keep going south on IL-31 to Chicago Street, turn left toward the river, and turn right on Grove toward the river boats. The brewpub is in a 1925 movie house at Grove & Prairie. There is of course a bar, also a gift shop, and a dining room for 500. The specialty of the house are the two original arc projectors, said to be the size of small cars. Okay, snowmobiles.

In **Naperville**, which long ago had breweries (see the Summer '91 issue), the **Taylor Brewing Co.** opened

at 500 East 5th Ave. That location is an old factory building next to railroad tracks, which sounds like a slum. Don't be misled; that renovated furniture factory is a congenial place where owner Glenn Taylor's Raspberry Wheat is in demand year round, and his burger was rated #2 in the entire Chicago area by the Tribune. Next is the first of two **Weinkeller** breweries. The newer of the two is in **Westmont** at 651 Westmont Drive. That is west of I-294, off Ogden Ave., just past IL-83, turn right at Westmont Dr. The first one is in **Berwin**, at 6417 West Roosevelt Road. It was part of the 1993 convention tour. Take I-290 to Austin Blvd. and go south to Roosevelt and turn right. The only brewery is the **Pavichevich Brewing Co.** in Elmhurst. Directions are complicated and begin at I-290 and North Ave. The brewery is at 383 Romans Road, which is somewhere near North Ave. and I-294. One obviously needs a highway map and a designated driver to read it.

A number of brewpubs are planning to open early this year. **Downers Grove**, west of IL-83, is getting the aptly named (at 5200) **Main Street Pub**. Take 55th Street west to Main, turn north. Also out west in **Aurora**, Walter Payton, formerly with Da Bears, plans to open **America's Brewpub**. If you are a south-sider, look for a pub in **Flossmoor's** old train station in the downtown area. Also south, in **Mokena**, which is at I-80 and IL-45, the **World's End Brewing Co.** will open in May south of I-80. Information suggests a very large investment – a 20-barrel brewery like Big Bucks in Gaylord, Michigan, 25,000 sq. ft. and seats for 500.



The Rathskeller

“De Gustibus Non Disputantur Est”



This is the first try at a column for *The BC* designed to keep beer and ale fans apprised of some of the more notable brewing accomplishments from the microbrewery industry. Those of you who collect micro-breweriana – labels, glasses, growlers, coasters, etc. – are encouraged to join NABA's **MICROBE CHAPTER**. Contact Roger Levesque, P.O. Box 826, S. Windsor, CT 06074; his newsletter is full of stories and articles covering brewpubs etc. I will include information on these operations when I see or taste bottled product from them (or their contract packers), but I want to focus on the products that may be available in your area. It is the beer and ale they brew which keeps them in business, and when they produce something particularly worthy of mention, we “*Support our local microbrewery*” when we actually purchase their products.

I don't claim to have a trained palate, but “I knows what I likes,” and if this intensely personal view is acceptable to NABA members, then I can approach this growing industry segment as a consumer in print. I have sources for brews produced and shipped into the MD-DC-VA-PA area; perhaps not as many brands as were available in Chicago, but enough to keep my tongue active. I'll try to emphasize product that is widely available, so interested members will have a reasonable chance of trying these brews for their own pleasure.

My plan is to develop a full bottle exchange with several regional beer lovers, because my area is somewhat deficient in West Coast microbrewed brands. Pennsylvania does have some peculiar liquor laws, so such may not be legally possible. I will have to stick my neck out and check with the authorities.

Although it may be too late to find the following in retail outlets, I want to start by strongly recommending the following seasonal products. They are delicious, and in the first case, totally unexpected.

Christman Brew, Anheuser-Busch 1995
Limited Edition

Winterfest Ale, A. Coors (10th anniversary)

Merry Christmas – Happy New Year Ale,
Anchor Brewing Co. (21st year, and
possibly the best ever)

Snow Goose Winter Ale '95, Wild Goose Brewing
Co., Cambridge MD

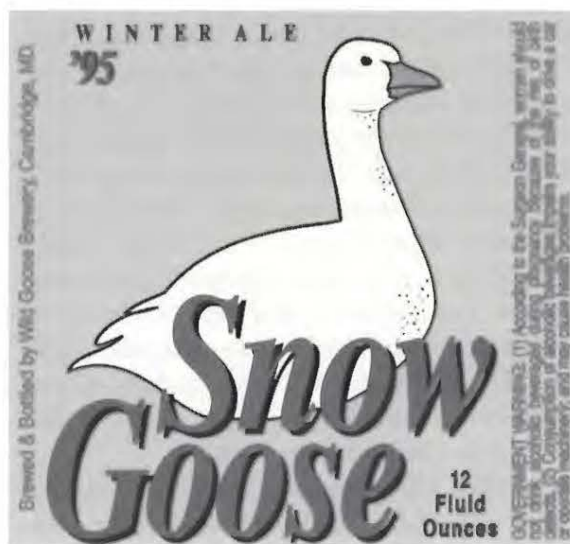
Hampshire Special Ale Winter '95, D.L. Geary
Brewing Co., Portland, ME

and special mention to Triple Bock 1995 by Samuel Adams, to be sipped more like a brandy than as a beer...bless your heart Jim Koch!

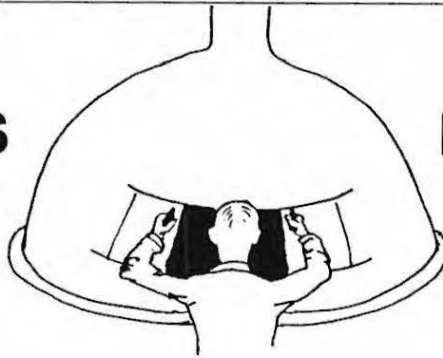
Please let me know if this idea and column pleases you, discriminating reader! If it's a waste of space, we'll try something else microbrewery-related.

Fil Graff

The Brewer's Monk



WHAT'S



BREWING

The Year of the Elephant

The year 1995 was not unlike that elephant being described by blind men. If you were one of the top three brewers – Anheuser-Busch, Miller or Coors – and were touching its back, it was pretty flat with a rough feel to it, and a slight downward slope. Financially this was of no major concern, as all three were trimming expenses, and in the case of A-B, shedding professional sports assets long associated with the company. The fact is that major domestic beer franchises are under pressure and face very gradual erosion; insurance and growth are increasingly seen in global associations.

If you are a second tier brewer like Stroh, Heileman or Pabst, and are touching the trunk, you are liable to find yourself in the grip of a strong force which may blow cold water at you in the form of high aluminum prices and relentless competition. Both Stroh and Heileman lost some ground, which they were trying to fill with exports and contract beers. Pabst was able to balance domestic decline with export to China.

In addition to increasing its contract business, Stroh also launched “Bull” malt liquor extensions for export. Compared with domestic vodka, even a ten percent alcohol by volume. Compared with domestic Russian vodka, even a ten percent alcohol by volume Black Bull is relatively civilized. The most interesting label news concerns the redesigned Schlitz rhomboid. After a dozen years of bright red on white, the successful 50th anniversary World War Two can design opened the door for an updated traditional Schlitz label. There is the globe, the “Kiss of the Hops,” and the slogan about Milwaukee’s fame, and more muted colors. The big question is whether drinkers will respond.

If you were a small brewer or an importer, you were feeling the smooth upward curve of the tusks. Heineken is now the seventh largest U.S. supplier at close to three million barrels. There obviously is an image factor involved; Heineken is brewed in very large automated plants which are basically indistinguishable from those of our present or former Big Three modern breweries. Labatt, including Rolling Rock, sold over two million barrels in 1995, and the importer Barton (Mexican brands, St. Pauli Girl and others) had a twenty percent increase to 1.3 million barrels. No wonder U.S. brewers want to be exporters.

Genesee, which had not been given a good long-term prognosis, because regional brewers had been facing extinction for decades now, posted its first positive sales volume in a long time. Unfortunately the 1995 aluminum price increase wiped out any thought of a profit. Genesee is still running at two-thirds of its former volume, but at least there are vital signs.

Nobody expects 1996 to be different. Domestic brewers will be “hanging tough” and show nimble footwork and quick reflexes, importers will sell the allure of far-away hop fields or traditions, and small brewers will boast of hands-on skills. The consumer is the obvious winner, as choices have multiplied even in very small locations. The total brewing industry is healthy; for the individual brewer, it depends where on the elephant you are. A note of caution: those smooth tusks end in sharp points. Competition is not necessarily restricted to the largest firms.

PHB



Executive Secretary's Report



The fall meeting of the NABA Board of Directors was held at Palatine, IL. The minutes of the past meeting as well as the Treasurer's Report were approved. Results of the Chattanooga Convention were reported. Room-room activity and auction items are being reviewed. The Auction Committee is studying how to auction more items for each member, and items of better quality.

As in the past, a 1995 Convention mug can be ordered. Names of members who attended the Convention will appear on the mug. This year's 25th Anniversary Convention in Milwaukee will be our largest. Already 106 rooms have been reserved. Reserve your hotel room now!

John E. Horn of New Richard, Ohio, died after a very brief illness on November 5, 1995 at age 79. John liked coasters and corkscrews, and was well known to Cincinnati area collectors. John is survived by his wife, Ardea, three children and five grandchildren. We extend our sympathy to his family.

Sincerely,
Robert E. Jaeger
Executive Secretary

Please welcome the following members.

New Members

ANDERSON, MARK (Mary)
15827 Arbor Crossing
Granger, IN 46530
219-273-9579
Cans, neon signs, signs, Montana signs

ANTCZAK, SCOTT
2227 S. 76th Street
Milwaukee, WI 53219
414-327-2478
All breweriana, glasses, labels,
neon signs, tap knobs, trays
Braumeister, Gettelman, Leinenkugels,
Walters, Blatz, Pabst, Huber

ANTOSIAK, JEFF
3874 Burkoff Drive
Troy, MI 48084

BIERMAN, BILL (Ginger)
2510 Grants Lake Blvd. #36
Sugarland, TX 77479
713-277-3935
Glasses (Barrel type), mini beers,
mugs, steins, neon signs, pitchers, signs
American Beers

BIERSCH, DEAN
Gordon Biersch Brwg. Co.
4240 Hollis Street, Suite 340
Emeryville, CA 94608

BONGE, JON
Will's Northwoods Inn
30 30 Racine
Chicago, IL 60657

CAIN, MICHAEL
9760 17th Street
Zion, IL 60099
708-872-2926
Clocks, mirrors, signs, statues,
thermometers
Leinenkugel's, Hamm's

CHAVEZ, JOE (Jon Ann)
3920 W. Sligh Avenue
Tampa, FL 33614
813-886-3734
All breweriana, mirrors, neon signs,
pitchers, signs, tap knobs

CHEREK, LEROY J. (Dianne)
305 Pinecrest Avenue
Wausau, WI 54401
715-848-9279
Foam scrapers, glasses, labels, tap knobs,
tip trays, trays

CHESMAN, TOM
1400 S. Hwy. Drive
Fenton, MO 63099
314-827-1805
Neon signs, signs, reverse on glass
Budweiser

COX, MARK A. (Helen)
209 Coolidge Lot-4
Connersville, IN 47331

GAIBLE, TOM (Nancy)
5416 Overlook Drive
Milford, OH 45150
513-831-6285
All breweriana, bottles, cans, mugs, steins,
neon signs, signs

GANTER, RALPH
R.R. 9 Box 361
Reading, PA 19605
610-378-9643
Openers, old deep trays
Reading, Sunshine, Deppen, Lauer's

GIBSON, THOMAS J. (Karen)
415 Loudon Avenue
Beaver Dam, WI 53916
414-885-5392
All breweriana, bottles, labels, paper
items, signs, trays
Ziegler Brewery Beaver Dam Wisconsin

GRIMM, JEFF
P.O. Box 44
Bellbrook, OH 45305
513-298-9831
Glasses, lithos, mugs, steins, signs,
tip trays, trays

HALLOCK, CHRIS
5108 S. Webster Street, Apt. D
Kokomo, IN 46902
317-864-0358
Bottles, cans, glasses, history, signs
Champagne, Velvet Terre Haute
Brewing Co., IN

HILLIARD, JOE (Alane)
47 Silver Hill Road
Milford, MA 01757
508-473-8372
Cans, glasses

JONES, MICHAEL
5 Blunts Hall Drive
Witham Essex
England CM8 1LZ
01376 512568
British beer labels
British Brwg. research

LIVINGSTON, JOHN (Heather)
315 66th Street
Newport News, VA 23607
804-245-7319
All breweriana; Berghoff

OBER, RICHARD J.
6304 Hampton Court
Aliquippa, PA 15001
412-378-7020
Eberhardt & Ober, Ober & Koenig
Amber Brewery, Frank L. Ober & Bro.
Ober Bros. Brewing Co.
Western PA Brewings

O'BRIEN, JIM (Margaret)
P.O. Box 885
Sugar Grove, IL 60554
630-466-4679
Bottles & Growlers
Silk screen labels only patches

OLDIGES, ANTHONY (Shirley)
251 S. Frankfort Street
Minster, OH 45865
419-628-2287
Cans, labels, neon signs, openers,
signs, trays
Wooden Shoe Beer

PAULSEN, ROB (Julie)
221 W. Lewis Street
Mankato, MN 56001
507-625-3197
Bottles, glasses, mirrors, mugs, steins,
signs, tap knob
"Blatz Beer" only

RED ELEPHANT SALOON
P.O. Box 2432
107 S. Main Street
Hailey, ID 83333
208-788-6047

ROGERS, BOBBY
551 Corona Avenue, Apt. A
Kettering, OH 45419
513-297-0858
All breweriana, bottles, cans, history, signs
Pabst Blue Ribbon

ROSS, JOHN F.
9820 S. Ridgeway
Evergreen Park, IL 60642
708-423-3024
Mirrors, neon signs, signs, trays
Chicago Area

SCHULTE, DAVID
1948 W. Wilson #3Q
Chicago, IL 60645
312-837-6398
All breweriana, bottles, cases, history,
neon signs, signs; Chicago

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

STASINEY, HOYT R. (Kathy)
1600 W. 143rd Street #308
Burnsville, MN 55306
612-898-5427
All breweriana, clocks, signs, statues, trays

STAYBACK, AARON (Teresa)
P.O. Box 452
Rolling Prairie, IN 46371
219-778-4054
Books, magazines, cans, mirrors, mugs, steins

SUMMERTON, ALBERT L. (Ruth Ann)
10215 4th Street East
Treasure Island, FL 33706
813-360-7893
Mugs, steins, tap knobs
Budweiser

SUTTON, EDGAR W. (Ed) (Polly)
1339 Hermitage Avenue
Charleston, SC 29412
803-795-1906
Mirrors, mugs, steins, neon sign, tap knobs

TAYLOR, GENE
5230 N. Normandy
Chicago, IL 60656
312-775-3154
Signs only
Pabst, Falstaff, Hamms,
Budweiser, Miller & Meister Brau

VECCHIO, ART (Mary Anne)
321 Chesapeake Lane
Bloomington, IL 60108
708-893-9563
Books, magazines, lithos, mugs, steins, neon
signs, tap knobs, trays
All Breweries & All Brands

WEATHERHEAD, JOHN D.
5224 S. Guerin Pass
New Berlin, WI 53151
414-425-4481
Mini beers, openers, salt shakers

WINCHESTER, BRUCE
3633 Fairfax Apt. #110
Eau Claire, WI 54701
715-835-8826
Cans, lithos, mirrors, reverse on glass,
neon signs, signs
Milwaukee, Oshkosh, WI

YEATON, PETER
464 Boston Post Road, Unit #41
Amherst, NH 03031
603-673-9938
Lamps, lighting, tin advertising, trays,
sports advertising
Knickerbocker

Buy – Sell – Trade

ERIE, PA BREWERIANA WANTED: Buying Wayne, Consumer, Imperial, Koehler, etc., especially pre-pro items. Need Erie tray pictured p. 16 Fall BC. Art Distelrath, 3714 Cambria #A, Ft. Irwin, CA 92310 (619) 386-1194.

BOOKS, MAGAZINES FOR SALE: My entire collection of books, periodicals, auction catalogs, etc., related to brewery collectibles (1970 to present) is up for grabs. Send SASE for 7-page list. Paul Burden, P.O. Box 218, Medfield, MA 02052.

National Association Breweriana Advertising 1996 Annual Convention July 30 – August 4, 1996

Please call to make your room/suite reservations as soon as possible. They will go quickly!

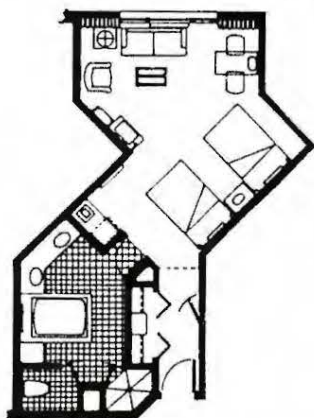
Reservations must be made prior to July 1, 1996.

Call 1-800-247-6640 – Ask for Reservations.

Rates:

Standard Room: \$73.00 Single/Double/Triple/Quad

Executive/Governors Suites: \$119.00 Single/Double/Triple/Quad
(Plus tax)



Executive Suite

Executive House Suites



Country Inn Hotel
& CONFERENCE CENTER



Governor's Suite

Suite Amenities

- Large picture window with golf course view
- Whirlpool bath for two with TV/stereo remote
- 2-3 20" TVs with video cassette player
- Separate oversized shower
- Wet bar
- Twin sinks with large vanity
- Coffee maker with complimentary coffee and tea
- Lighted magnifying mirror
- Refrigerator stocked with complimentary beer and soda
- Hair dryer
- King or double beds
- Built-in hamper
- Full-length mirrored closet doors
- Work station with data port
- Iron and ironing board
- 2-3 telephones with voice mail
- Built-in safe
- Balcony on Governor's Suite only



The Gambrinus Chapter of the BCCA & NABA invites you to the

King's Spring Fling!

7th Annual Beer can & Breweriana Buy/Sell/Trade show

Saturday, May 18, 1996 9 AM-3 PM

Vets Memorial Hall, 300 W. Broad St., Columbus, Ohio



- ♦ A large show: 130+ tables sold last year.
- ♦ No stairs! Spacious extra wide doors lead directly to the trade floor.
- ♦ A large buy/sell/trade area with generous, uncrowded aisles.
- ♦ A raffle featuring a neon, conetops, flattops, signs, and breweriana.
- ♦ A silent auction and a 50/50 raffle.
- ♦ Only 5 minutes to Hoster's Brewpub for dinner after the show.

Suggested Motel for overnight stay: Clairmont Motor Inn, 650 South High St. - (614) 228-6511. Rates are: \$34 (+ tax) for 1 or 2 persons, \$4 per additional person. The Clairmont is within a minutes walk of Hoster's Brewpub and a number of other restaurants and bars in the historic German Village section of Columbus.

The registration fee is \$10, which includes one 6' table. Additional tables are available at \$10 each. No charge for non-trading family members or guests. For further information, or to reserve tables, contact: Doug Blegen, 985 Maebelle Way, Westerville, Ohio, 43081 - (614) 890-0835.

Events of Interest

- March 3 **Madison Bottle (and Advertising!!) Show**, Quality Inn South, Madison, WI. Contact: Bill Mitchell (715) 341-1471.
- March 7-10 **Nevada Convention & Beer Show**, Sands Regency Hotel Casino, Reno. Contact: Jim Derrnody (702) 323-2891.
- March 10 **Brew City Ad Show**, Serb Hall, 5101 W. Oklahoma, Milwaukee. Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089 (414) 246-7171
- March 15-17 **Luck O'The Irish Show (Queen City Chap.)**, Oldenberg Brewery, Ft. Mitchell, KY. Contact: Dave Gausepohl (606) 371-4415.
- March 23-24 **Indianapolis Antique Ad Show**, South Pavillion Bldg, State Fair Grounds. Also Beer Can/Breweriana Show at Fairgrounds same weekend. NABA Hospitality at Holiday Inn, US 421 & I-465; 8 PM Fri. Mar.22, Poolside.
- March 29-30 **Keystone (BCCA) Spring Thaw & Crownvention**, Holiday Inn, Chambersburg, PA. Contact: Mark Swartz (717) 263-8295 or John Vetter (703) 591-3060.
- April 13 **Annual Spring ECBA Meet**, Merchants Square (off I-78), Allentown, PA. Contact: Larry Handy (610) 439-8245.
- April 24-28 **Just for Openers Convention**, Hyatt Hotel, Lisle, IL. Contact: Norm Jay (708) 665-9322.
- April 27-28 **Brewery Show** (w/ 200 dir Antique Show), Vanderburgh 4-H Center, Evansville, IN. Contact: Brent Pace (812) 471-9419.
- May 3-4 **Valley Forge Brewery Collectibles Show**, Market Place/Expo Center, Downingtown, PA. Contact: Larry Handy (610) 439-8245.
- May 5 **Brew City Ad Show**, Serb Hall, 5101 W. Oklahoma, Milwaukee. Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089 (414) 246-7171.
- May 18 **Gambrinus Chapter 7th King's Spring Fling**, Veterans Mem'l Auditorium, 300 W. Broad St., Columbus, OH. Contact: Doug Blegan (614) 890-0835 or Art Zerby (614) 885-5561.
- June 7-8 **4th Annual Great American Beer Fest**, Stoudts Brwg. Co., Adamstown, PA. Contact: Stoudts at (717) 484-4385.
- June 12-15 **ABA XV Convention**, Tulsa, OK. *ABA Members Only*. Contact: ABA, P.O. Box 11157, Pueblo, CO 81001.
- June 22 **Stroh's Fire Brewed Show**, Wyandotte Pennwalt Club, Biddle St., Detroit. Contact: Terry Warriek, (313) 928-0551.
- July 30 - **NABA Convention**, Country Inn, Waukesha (Milwaukee), WI. Members Only; Registration Information by mail.
- August 4

The Breweriana Collector and the Membership Directory are published by National Association Breweriana Advertising for its membership. 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 Robert Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Send advertising for **The Breweriana Collector** and manuscripts to Peter Blum at Suite 5000, 300 River Place, Detroit, MI 48207. Advertising rates are \$150 full page, \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section, \$5 if limited to member's own collecting activity. The Editor has the right to edit all submissions to conform to proper style and appearance, and may defer publication of a submission for reasons of space or layout.

National Association Breweriana Advertising (NABA) publishes **The Breweriana Collector and Member Directory** solely to facilitate communication among its members. No effort is made by the Officers, Directors and Editorial Staff to check any articles for accuracy of content, to investigate value or the authenticity of any article offered for sale or trade, or of the business reliability of persons placing advertisements. NABA, its Officers and Directors disclaim responsibility for inaccuracies which may occur in its publications, and liability for any transaction to which it is not a party.

MILWAUKEE

CONVENTION

AUGUST 2-3-4, 1996

