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Old
Milwaukee
Brew



REAL BEER FLAVOR

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COVER AND CONTENTS

This issue features the story of Old Milwaukee, Schlitz's minor brand which came into its own in the 1960's after a generation on the back burner. The 18½" x 37½" metal sign shown on the cover came to Stroh from the Schlitz collection. While Schlitz presents an inexhaustible array of breweriana and many really high-end items, Old Milwaukee can be collected with a wallet of average thickness. We are indebted to Brad Davenport of Plymouth, Minnesota, for photos from his extensive collection to augment the older items in the Stroh archive. An interesting personal story about the Oconto Brewery by Lee Damkoehler and a follow-up on Kenosha are included in this Wisconsin issue.

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President's Page

Some serious things on my mind this time. Before my term is complete, and the opportunity lost, I offer the following thoughts:

With only a few months left as President, I find myself still dealing with a perception, occasionally openly stated by individuals and groups of the membership, that NABA is "run by a clique," and is "snobbish." This is the "our club" versus "your club" controversy that I honestly believed was ancient history. In the past four years, fully half the Board and Officers are new to the executive, and thus BY DEFINITION non-clique! Yet these perceptions somehow seem to persist. Can the elected body of NABA ever convince you that this is your club? Probably not, and it is likely the memberships' job to tell "us"! Just because some action, or management philosophy was good and proper 10 years ago does not necessarily make it correct or even desirable today. If NABA is ever to be more to you than just a subscription to four magazines a year, and the opportunity to attend a near world-class collectors Convention, it is absolutely essential that all of us, as the members that "own" the Association, step forward and contribute something beyond our annual dues.

It would appear to this reader of almost all the hobby related press, that other collecting organizations seem to reflect a larger percentage of members participation in their magazines than NABA does. If this construed as a fault of NABA, whose problem is it? And whose responsibility is it to fix it? As editors, neither George, Peter or (eventually) I can answer this question, any more than either Peter or I could answer it as President. Answers, directions, and change, if desired, can only appropriately come from the members themselves, each and every one of us! If NABA is to be something better than it is, it is time to rise up and help direct the alterations. Where do you want your Association to be in five years? What can you do to help it get there? This appeal is definitely not a "*Speak Now or Forever Hold Your Peace*" declaration, but it seems a very opportune time to speak up, act, suggest, run for office, write an article, become active in a chapter, volunteer to do a seminar at convention, or what ever YOU think needs to be done to improve NABA.

I am slated in a year or so to become the next editor of the BC. This is YOUR magazine, but the amount of member input to it seems relatively small (except, bless your hearts, for the way you respond when the editor asks for a specific article on a specific brewery or specialty. Any publication, but particularly one like the BC will evolve gradually, as the personality of the editor is directly reflected in his or her approach. I am a beer consumer, rather than a production brewer, or an economist, so my outlook on the source of our collectibles is somewhat different than either of my editorial predecessors. Where do YOU as readers want the BC to go? How should we approach the history of our subject breweries, or their advertising output? Do we remain an in-depth portrayer, or print more of an overview of the industry and the times involved? Should we spend more space on, for instance, some of the newer collectible items like micro-brewery advertising, or limited edition mugs and steins?

There are some things about The Breweriana Collector that the editor and NABA Board presently consider almost sacred: Convention coverage spanning three issues (Pre-Convention), The Convention, and Post-Convention issues), the abundant use of color pictures, the overall appearance of the magazine (graphic style, text appearance, etc.). These may now be traditional, and how the Board measures our output against the competition, but as the Board is only the current crop of managers of NABA, we know that nothing that the general membership doesn't want or doesn't like IS sacred!

This might well be the appropriate time to tell me what you will want to see in the BC, before I get editorially set in a style of my own. For example, the Winter issue contained a new column focusing on the products of what many consider one most vibrant and encouraging thing to occur in the brewing industry in years...the return of flavor and individual brewing styles to the market. As a consumer, this is important to me, and to at least one member who kindly wrote to comment on it. But is it worth a page an issue? There are potential articles and features that might please the editor greatly, but bore the

rest of the readers to tears. The point is, "No one edits the editor;" and if we are to enjoy a mutually satisfying magazine, the Editor (and particularly the Editor-to-be-someday) needs to know the wishes of the readers! Please give these questions some serious thought, and share your ideas with Peter and me. What would you include if YOU were editor?

If the tag of "snobbish" has any current validity, which I still do not believe, then all of us members are to blame! In a volunteer organization, where people are attracted by a common love for a particular cause, outlook or function, the organization thrives only as long as that community of spirit provides direction, purpose and inspiration for the membership at large.

If the membership isolates itself from the day-to-day operation for too long, the status quo sets in, then becomes self-perpetuating, and eventually those who

joined voluntarily become disenchanted, and depart the same way they came in! If our common bond is as broad as the collection of Breweriana, and the recording and perpetuation of the history of the industry it represents, then our publication may need to better reflect that same broadness and diversity.

Our next President will need your input to focus his attention on where NABA should be heading, if we are to continue to grow. And, as Editor-to-be-someday, I will need your input, suggestions, assistance, and moral support, if I am to help produce the BC you want.



NABA Auction News

Nowhere else are so many serious breweriana collectors gathered in one place as at the annual NABA Convention. Traditionally, one of the high points of every convention is the auction of rare breweriana. This Auction continues to be open to members only at insider commission rates of 10% for sales and 5% for buybacks. These exciting changes are planned for 1996 Auction:

1. All items submitted for auction must have a nominal value of \$50 or more. This is an effort to upgrade the quality of the auction merchandise. Hopefully, this will result in a much more exciting and rewarding auction. Auction check-in personnel are authorized to reject any item not judged to meet the \$50 minimum criterion.

2. Each member may submit up to five items for auction. Items will be auctioned as time permits, with No. 1 items first, No. 2 second, and so on. This is a significant departure from past practice of only two items per member.

3. Free publicity is available in the Breweriana Collector for items that members agree to reserve early for the auction. Members are encouraged to set aside choice items and submit pictures and descriptive information to the BC editor. The deadline for advance publicity is June 1, but the sooner the better. Free publicity? Are you kidding – that's worth a lot of bucks! What a deal!!!

4. Members are encouraged to voluntarily reserve items for auction rather than choosing items that don't sell in early room to room activity. If the members abide by this, the auction merchandise should be fresh meat, not leftovers.

The excitement is brewing early, so start now to get your reservations, plan your auction items, and get pictures and descriptions to the editor. Don't be left out!

Bob Kay
Chair, Auction Committee

The Rathskeller

“De Gustibus Non Disputantur Est”



I have to share a squib seen in the Readers Digest: an overheard exchange between a bartender at Disney World's English pub, and a customer who asked for an American beer. When informed the establishment served only English brews, the thirsty customer asked for “the closest thing to an American beer.” The bar keep returned with a glass of water!

When the RD can print a joke like this, the beer lovers plight has reached “establishment” status.

I want to give special mention to a couple of more Christmas Seasonals I had not tried when the Winter column was composed. Look for these next year:

Dark Chocolate Stout, (approaching a Russian Imperial stout, and a truly magnificent brew!) by Brooklyn Brewery;

Winterhook Ale, by Seattles' Redhook Brewery;

Celebration Ale, (no distribution east of the Mississippi in '95) by Sierra, Nevada.

This time, I'd like to talk about how I taste ales. I've found that those who state outright that “I don't like (ales/porters/whatever)” aren't able to say why, beyond saying “It's too bitter...too heavy.” I sense four distinct stages of taste. First: aroma – the smell of the product when the nose approaches the glass. It can be “floral,” “hopsy,” “herbal” or other relatively easily identified nose sensations, and is a precursor of what you will taste. Second: “the start” – this is the immediate sensation when the brew first hits the tongue and inside of mouth. Could be “sweet,” “bitter,” “malty,” “fruity,” even “pleasant,” “unpleasant,” “rich,” “thin” (or other senses of “quality”). Thirdly, there is “the middle,” the sensation left in the mouth after the liquid is rolled around in the mouth and swallowed. This is probably the most difficult to describe, and what the “mass consumer” of brews never gets to, as another mouthful is drunk before the “middle” is reached. This is where “American” beers are their weakest, and where any defects in the brew show up strongest. Overbearing hoppiness, an alcohol taste, skunkiness, excessive sweetness (from unfermented sugars), a charcoal taste, and likewise a pleasing sense of balance, or completeness, or satisfaction, come in this phase. This is where I say

“Damn, that is GOOD!” The last stage is “finish.” To me, when a 30 second or more period has elapsed there should be a pleasant hoppy sensation remaining on the SIDES of the tongue, and perhaps on the rear of the palate, as well as the memory of the malt sweetness on the cheeks and front of the roof of the mouth. I can sometimes at this stage roll my tongue around in my mouth, and almost recreate the whole gamut of tastes in the brew. If what remains here (a “bitterness,” rather than a “tartness”) is on the top of my tongue, I don't enjoy the result. I relate this to “cheap” hops, or over use of the finishing hops in the brew. This is “the aftertaste” I find in many US mass-produced lagers that causes me to quickly finish my beer, to prevent this, to me unpleasant, taste from appearing at all!

I conducted a few “teaching experiments” at Blue and Grey in February, with drinkers unfamiliar with the flavor range of the micro-brews available. Having the person analyze what they were tasting as they tasted it, allowed them to at least determine what it was they liked, or didn't like about the brew, and thus be in a position to seek out, or avoid similar tastes. I think that those who say they “don't like” a particular style of brew, or won't taste anything beyond the brand they regularly favor, are simply owners of “uneducated palates;” there is no guarantee that they WILL like any or everything if they analyze the brew as suggested above, but my “experimental subjects” at B&G told me later that trying a new beer/ale/stout/whatever with my “system” DID produce some surprises and pleasant experiences for their now “trained tongues.”

The “system” above is very over-simplified, of course. A quick exposition like this does not a sommelier or master beer-taster make! But try the four-step tasting method next time you're at your local brew pub, or find a bottle of micro-brew at your retailer. You probably won't like them all, but you will be able to say WHY, and the enjoyment of those that please you will be enhanced. “I used to be a wine snob; now I'm a BEER snob!”

The Brewer's Monk

Fil Graff

Chapter News

Luck O' The Irish March Show Had Much To Offer



Many NABA member attended and enjoyed themselves. Clockwise, from top left: Marv Gardner found a nice blob bottle with a great Wiedeman label; Executive Secretary Bob Jaeger and Marion, with Dave Gausepohl in the background; is Charlie Jeske (a frequent contributor to *BC*) getting desperate to find items? Not really, he was actually holding an interesting menu holder for "Bavarian Old Style – A Man's Beer;" Roger and Barbara Roy from Amelia, Ohio, are proof that love and mugs go together, and life seems pretty good to NABA director Tom Flerlage.



Kenosha Brewing History

There was a time when Muntzenberger, Griesbach, Old Style Vienna, Old Wisconsin Sparkling Brew, and several other local brands were served in glasses and bottles across the local Kenosha bars in considerable quantity. And though few recall it, a local brewery was turning out Old Kenosha Brew as recently as the mid-1930's.

It was 1849, when Conrad Muntzenberger, a former soldier of fortune, opened Kenosha's first brewery. For 30 years, Muntzenberger was Kenosha's premier brewer. He was born in Germany, but as a youth he moved to Lyons, France, where he learned the brewer's trade while still in his teens. But brewing was too tame for young Muntzenberger (or he may have gotten himself into hot water), for in 1836 he joined the French Foreign Legion.

He left military life and Africa in 1840, settling in Wilkes-Barre, where improbably, he taught French to refined young ladies. Conflicting accounts are given for the years between 1842 and 1847. According to this article, Muntzenberger moved to Cincinnati, becoming a foreman at a brewery. Later, he opened his own brewery there, but sold out in 1845, and moved to Milwaukee where he worked for another brewer. American Breweries lists Conrad Muntzenberger as a brewer in Milwaukee.

What is not in doubt is that in 1849 he started his own brewery in Kenosha on North Water Street (now Fifth Avenue), on the harbor. There he built a good-sized frame building, which he painted bright red. A portion of this brewery remains visible in a lot about 4700 Fifth Avenue.

Muntzenberger's son Adolph followed in his father's footsteps, leaving home at 16 to learn the brewing trade at the John Huyek Brewery in Chicago. He returned to Kenosha at the age of 21 to take an active part in the family business. When Conrad Muntzenberger retired from active management in 1875, the brewery was worth \$30,000, a rather substantial amount in its day, with "most, if not all, the modern improvements," using 7,000 to 10,000 bushels of malt annually.

Adolph took over the operation, first with a partner, William Engle, but later by himself. Just a few years later, however, the brewery burned to the ground and the fire put Muntzenberger out of business.

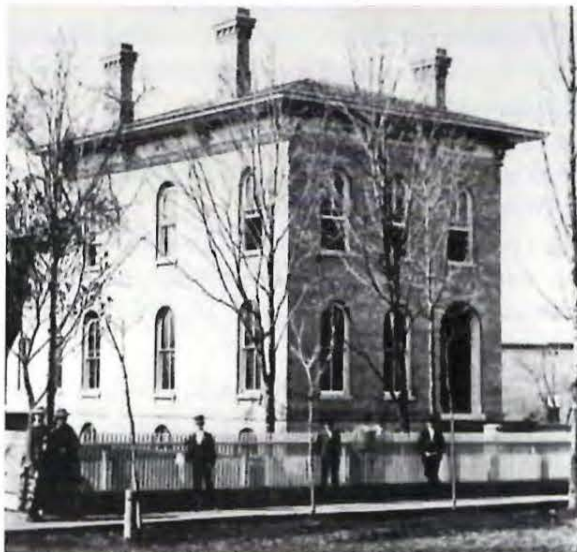
Kenosha had two other breweries in the late 1850's and 1860's. One was founded by N.A. Brown and known as Brown's Ale Brewing Co., but very little is known about this operation. It was located on the north side of 59th Street, between Fourth and Fifth Avenues, and William Mohrenberg is believed to have been its brewmaster.

The third local brewery of that era, and the one with the longest life, was founded in 1854 by John



Gottfredsen Brewery

The page on Kenosha's Pettit Malting co. in the last issue brought us an article written by staffwriter Don Jensen of The Kenosha News, published in April 1981, who likes to write about Kenosha's history. We are pleased to reprint an edited version of his story "Kenosha's brewing days a memory," courtesy of The Kenosha News. Unfortunately, there is almost nothing in the way of a Kenosha brewery collectible to illustrate his story. Photographs of G.J. Gottfredsen, his brewery and his home are courtesy of the Kenosha County Historical Society.



Gottfredsen's Italianate residence on 7th Avenue.

Gonnermann. He came to Milwaukee from Germany in 1849 at the age of 28, and worked there in a brewery. In 1854 he started his own brewery and malthouse in Kenosha. Two years later he sold a half interest to Jacob Gottfredsen, a Danish-born cigar maker, and the firm became Gonnerman & Gottfredsen. But Gonnermann could not settle down; he looked for riches in California, was brewery foreman in Chicago, and ended up a saloon keeper in Kenosha.

Meanwhile Jacob Gottfredsen was prospering. He had a handsome house built in Italianate style, which still stands at 705 61st Street on Library Square. His son Frederick joined the firm in 1877. The brewery, now J.G. Gottfredsen & Son, was located on Seventh Avenue at 46th Street, just two blocks west of Muntzenberger's. Gottfredsen's brewery was turning out about 1,000 barrels a year in 1890 when father and son leased the facilities to E. Griesbach.

New era label, collection of Robert Kay.



In 1893, Fred sold out to Pabst, but acquired its local distributorship.

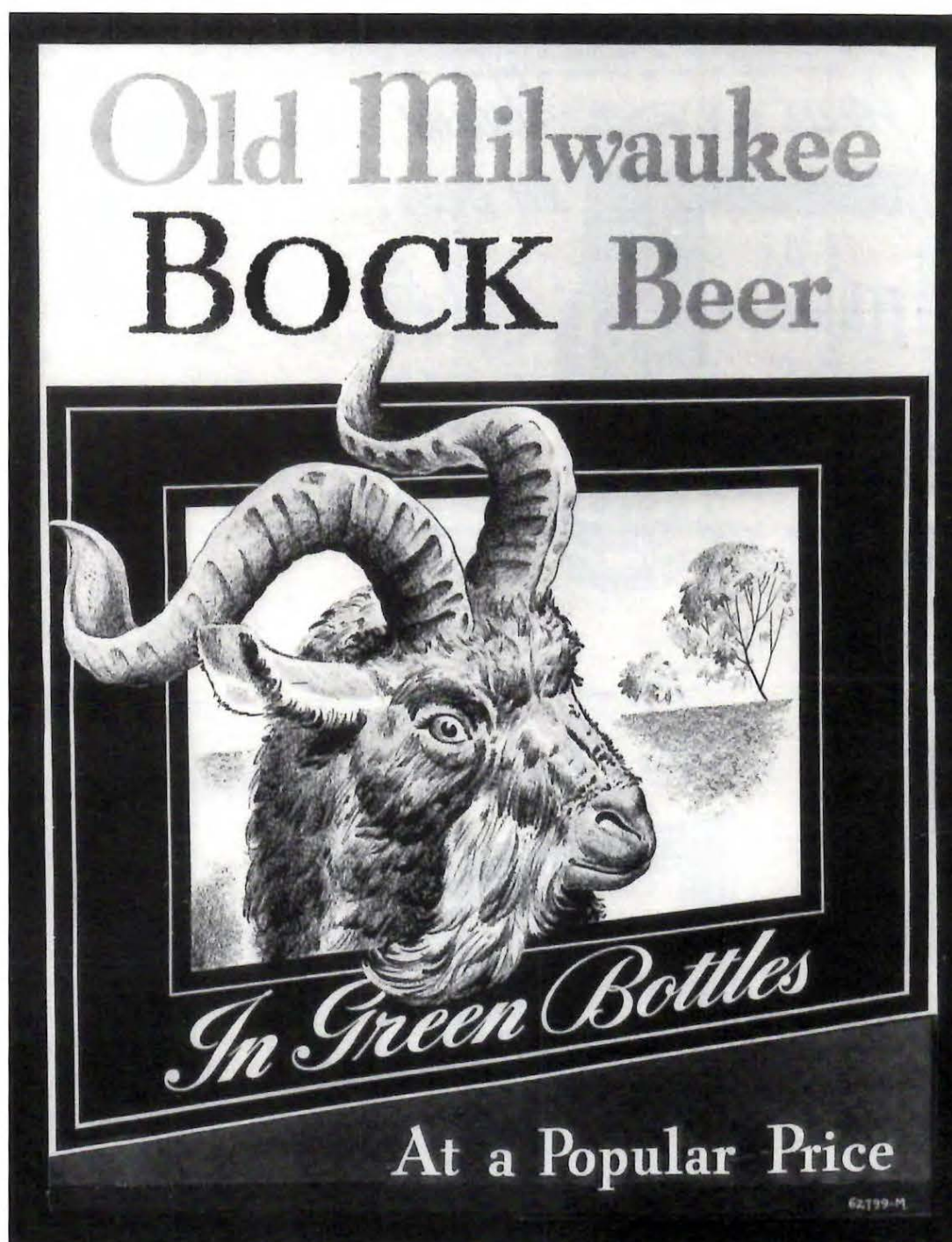
A fourth Kenosha brewer is worth mentioning, because Kenosha was a hotbed of the prohibition movement. The New Era Brewing Co. was founded in 1883 by Otto Zwietsch, who had worked for Gottfredsen for a time. New Era marketed a temperance beer through a Milwaukee agency; the venture lasted six years.

With repeal of prohibition in 1933, a new Kenosha brewery was founded. The Wisconsin Brewing Co. at 2111 63rd Place was begun by Anton Nemetz, John Burns and Bernard Lawrence. A new set of names appeared in 1935, indicating that additional funding was required: James F. O'Connor of Milwaukee was president; Harry F. Pfau of Racine, vice president, and Roland Henningfield of Kenosha, secretary-treasurer. The firm produced an average of 5,000 barrels of Old Style Vienna and Wisconsin Famous Sparkling Brew a year, but went bankrupt in 1936. It was sold at a sheriff's sale to a new firm, the Kenosha Brewing Co., which was headed by Emil Perplies, later of Jefferson, WI. Ernest Eggert was the firm's brewmaster. He produced 2,800 barrels that year – then it too went broke. Thus ended Kenosha's last fling as a beer producing town. But who knows – a brewpub may take up the challenge

G. J. Gottfredsen



Old Milwaukee
Interesting Items from the Stroh Archive



This striking Bock sign is known to Stroh only from this file print, labeled "No. 642" on the back. Script suggests 1940-1942 period.

To You...
FROM OLD MILWAUKEE

A *Great* NEW *flavor*
in beer!



In Emerald Green bottles AND CANS

Copyright 1941, J. J. Schlitz Brewing Co., Milwaukee, Wisc.

AT A POPULAR PRICE... One of America's truly fine beers—now smoother and more delightful than ever. Yes, and extra dry, too—keen edged without bitterness or bite. Meet this friendly beer today — Old Milwaukee.

To You.. FROM OLD MILWAUKEE

a *Great* NEW *flavor*
in beer!



A flavor you'll want to remember — and a name you can't forget. Old Milwaukee. Smoother than ever—yes, smooth and brilliant and extra dry, too—keen edged without bitterness or bite. Obey that impulse now. There'll never be a better time to meet this friendly beer.

AT A *Popular price* IN EMERALD GREEN BOTTLES

Copyright 1941, J. J. Schlitz Brewing Co., Milwaukee, Wisc.

Newspaper ads from 1941 indicate no agreement on just what to promote for Old Milwaukee — smoother, but also extra dry and “keen edged” — yet without bitterness or bite.



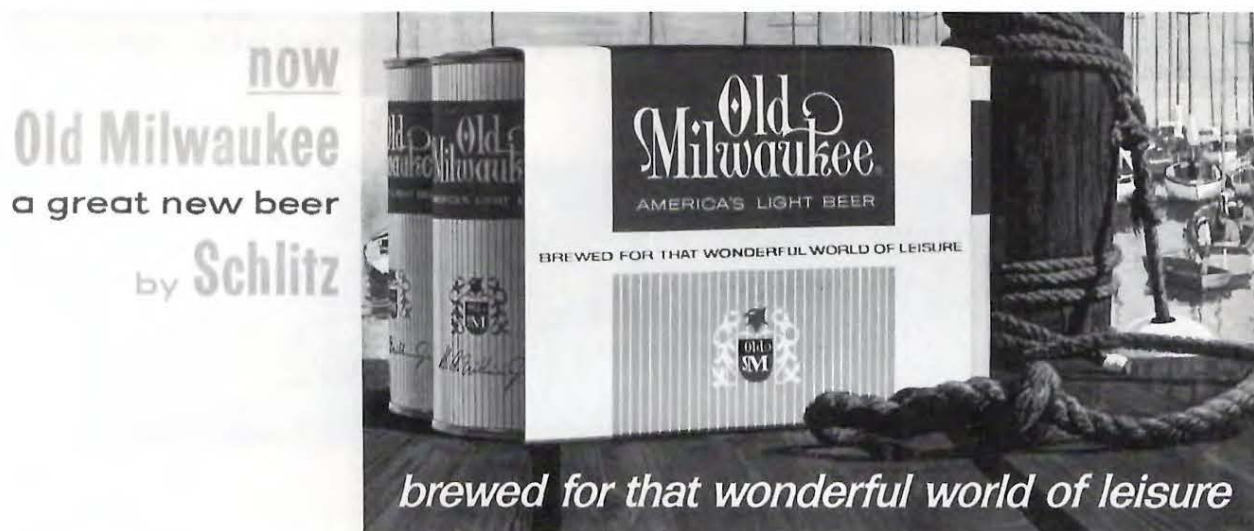
Robert Uihlein poses with Ralph Gibson (probably Schlitz's merchandising director) on the occasion of receiving prizes in merchandise categories for 1961 Old Milwaukee displays. The well bucket predated the "Refreshing as Springtime" theme.



A nice neon flanked by lighted panels was a 1962 window display.

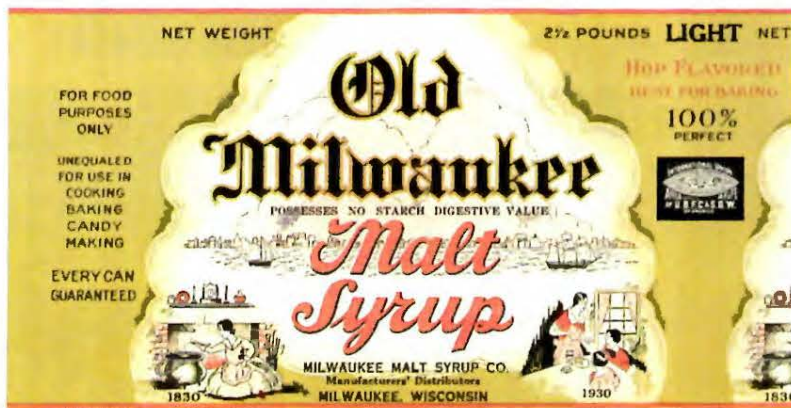
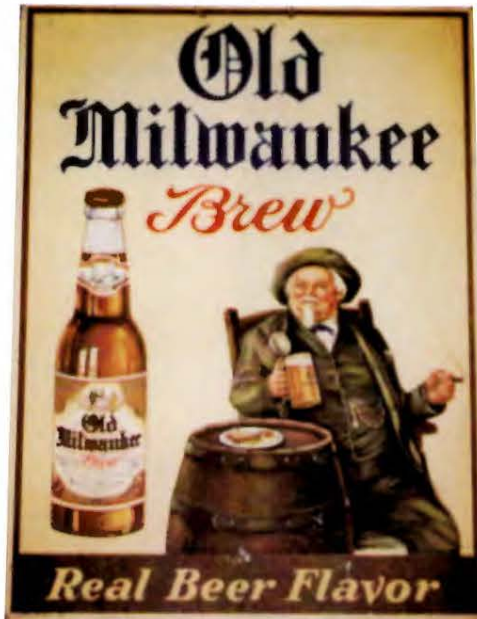
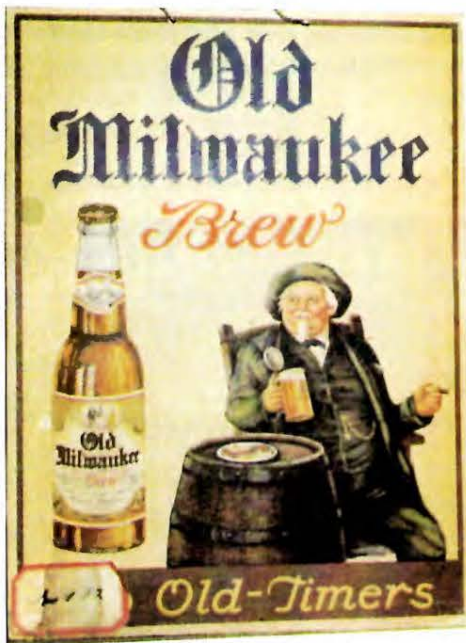


Above, a highly visible falcon-headed crest on a 1962 outdoor sign shows that Old Milwaukee marketers settled on "America's light beer" theme, a decade before the low calorie light segment became popular. Below, an ad file print, also from 1962, stresses the nautical theme with a text for leisure. Old Milwaukee still uses water sports in its advertising, now mostly fishing.

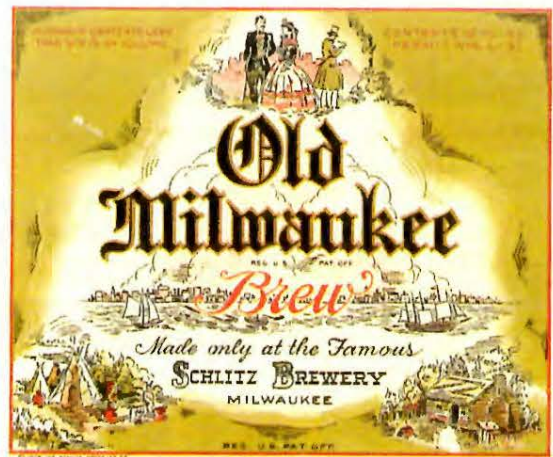


Old Milwaukee

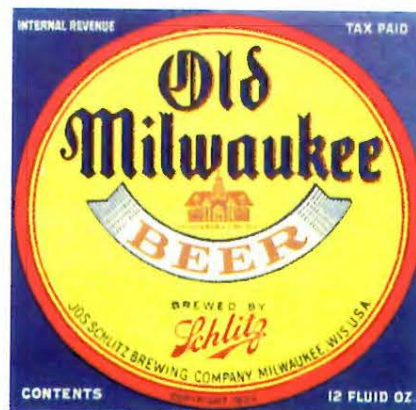
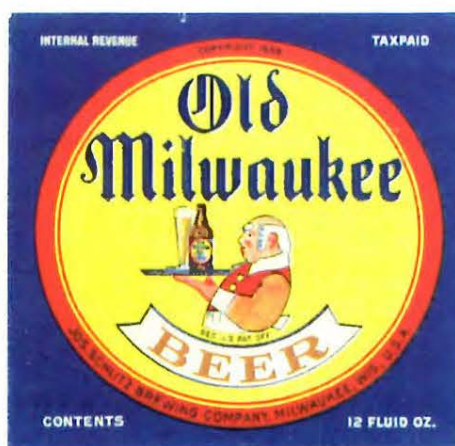
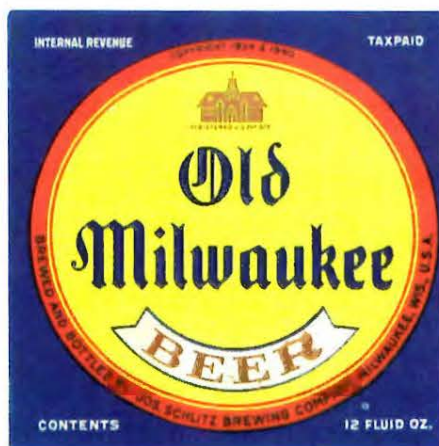
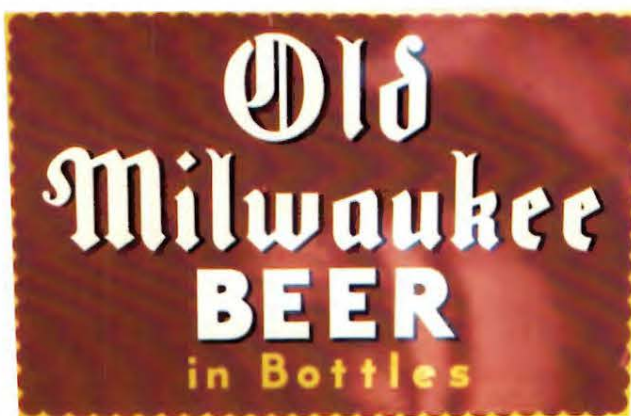
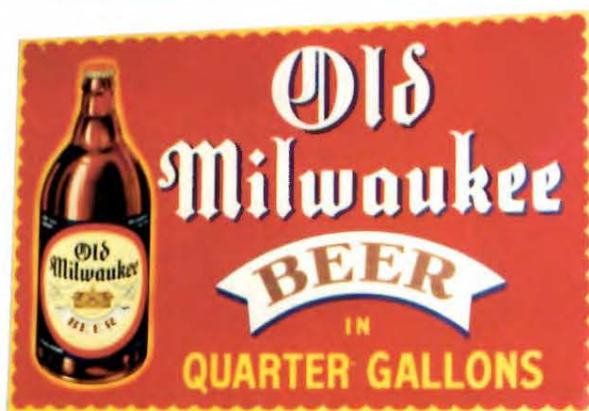
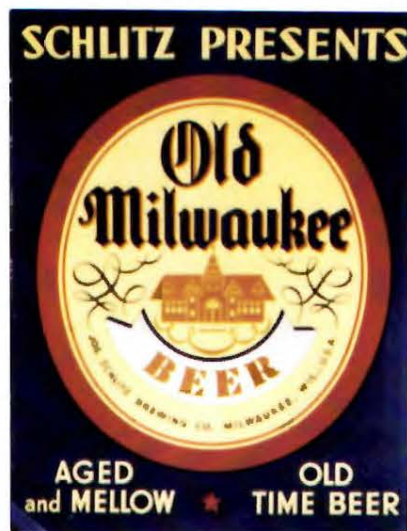
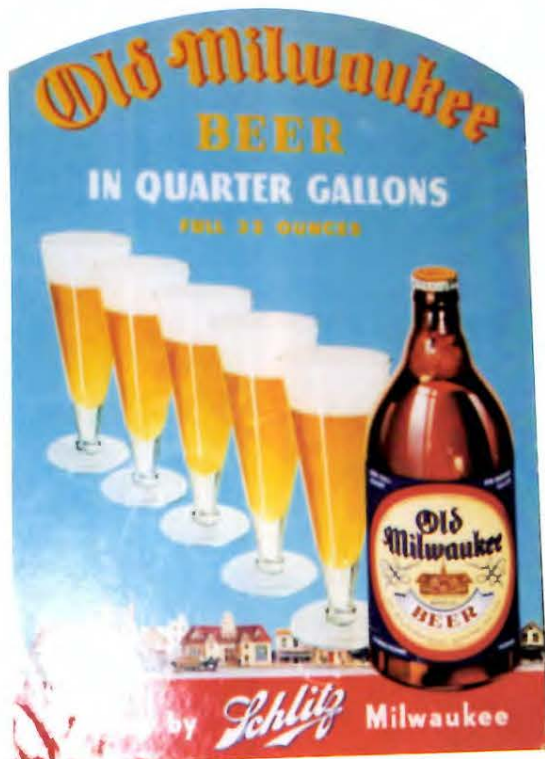
It all started as a “near beer”



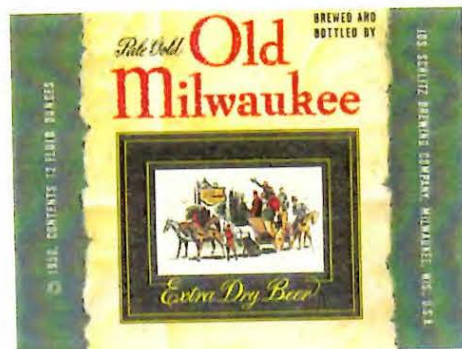
The Old Milwaukee Brew label copyright dates from 1929, and was executed in a mustard color which only a lifelong lover of bratwurst could find attractive. The first signs showed a goateed AARP poster gent, who would have sneered at the puny sandwich placed for him at the top of the keg. A rare early version of the 13½ easel card has a text about “Old-Timers,” which was soon replaced by “Real Beer Flavor.” The Old Milwaukee logo was also used for malt syrup in 1930. From The Stroh Brewery Co. archive.



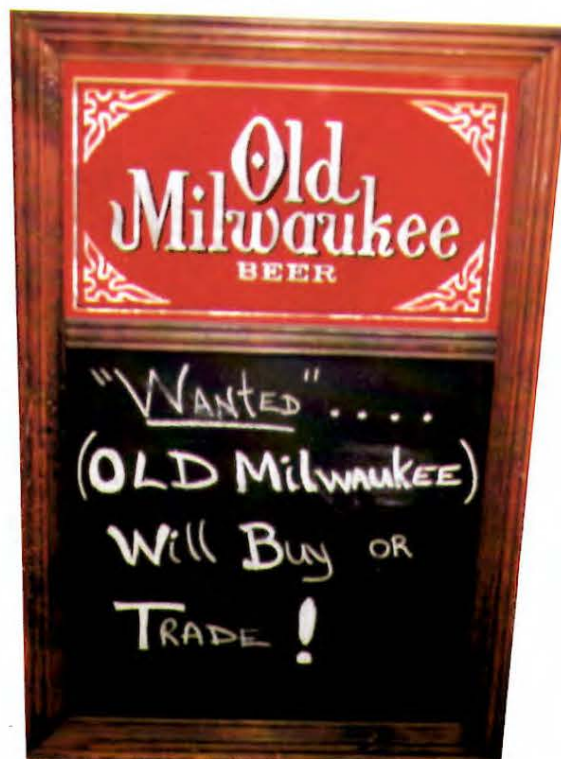
Cardboard easels, red metal signs and a myriad label variations in yellow and blue with a red ring were used in the 1930's. The quart bottle with five full glasses exists in several versions. From the Stroh archive.



The tavern scene label on "parchment" from the 1940's and 1950's was complemented by emerald green bottles. The design was modernized in 1960, and the red and white color scheme was introduced. After a couple of years the coach scene was omitted in favor of R.A. Uhlein Jr.'s signature, and the modern era of a major successful Old Milwaukee brand had begun. Early 1960's signs are from the Brad Davenport collection.



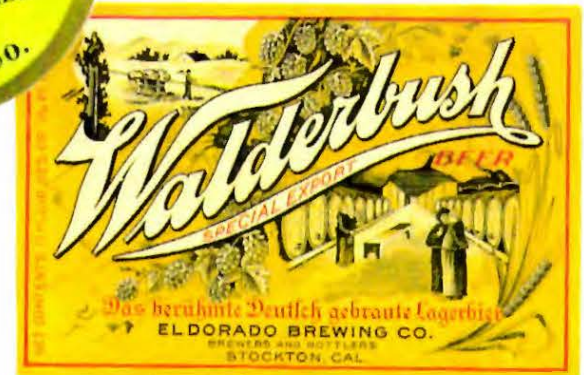
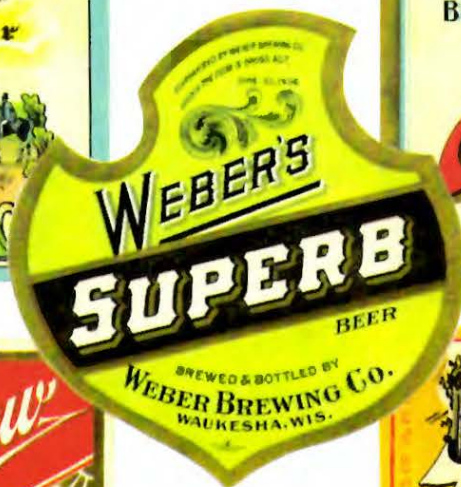
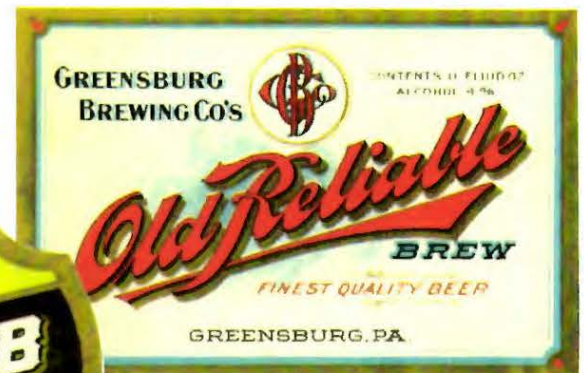
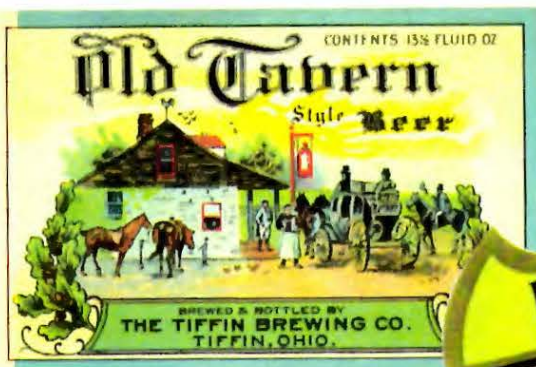
At right, a lighted 16 x 26" shadow box; *below*, a lighted 18 x 24" metal sign, both from 1962; *below*, a plastic 1965 sign; *bottom left*, a metal 1971 sign with strong graphics. Brad Davenport's collection.



Bob Kay's Label Auction Results

Bob Kay's last auction closed in January, and it's obvious that labels, especially pre-pro, are hot! **The Lone Tree Island** from the Niedermair Brewery in Neosho, WI (1914-1916, then 1933-1938 as Neosho Brew. Co.) brought \$340. The ca. 1900 **Munchener** label of Ruehl Bros. from Chicago has the detailed pre-pro lithography, bringing \$78. **Old Tavern Beer** from Tiffin, OH features a tavern scene in bright and tasteful colors, \$81. Remember our 1994 convention outside Pittsburgh? Here is **Old Reliable Brew** from the Greensburg Brewing Co. (1888-1920, 1933-1936); it brought \$53. **Weber's Superb** is an early die cut label from the turn of the century, \$47. The rare O. Wissler & Co.'s **Hillside Brew** from Chillicothe, OH brought \$100, but a **Walderbusch Special Export Beer** from the El Dorado Brewing Co. in Stockton, CA fetched only \$50, perhaps because it lacks multiple colors. It does feature the unusual slogan "*The famous German brewed lager beer*" in German.

Bob Kay is not planning further auctions at this time, as he is now selling labels directly through the mail and at breweriana shows. He is looking forward to attending this year's convention in Milwaukee.



Fire-Brewed Holiday Party

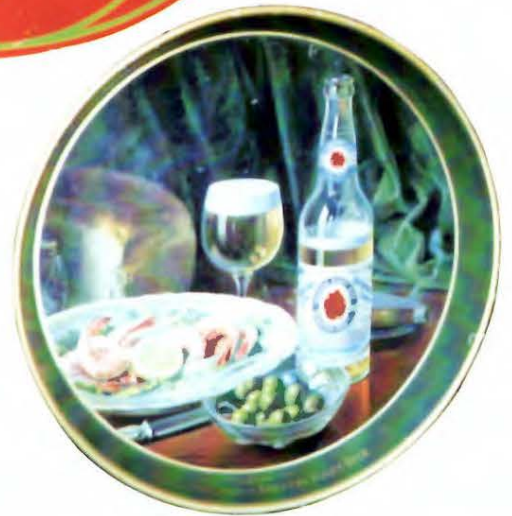
Dr. Don and Harriet Wild were host to Detroit area BCCA Chapter

The Wild basement breweriana museum – there is no better word for it – was the site of one of the great Holiday parties of Fire-Brewed history. *Below*, Don visits with guests. *At left*: “The Bock on the Rock.”

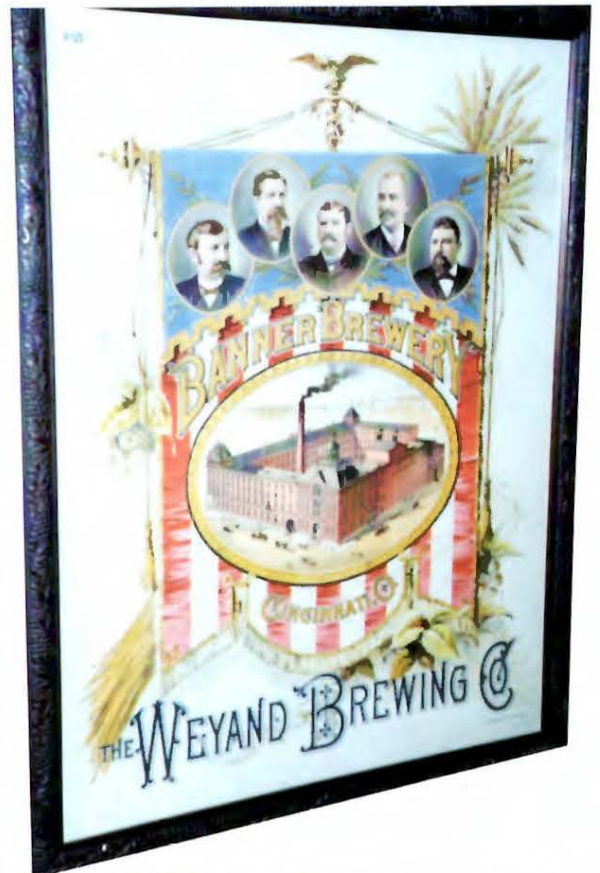


N.A.B.A. members Rick Schmidt, Vicky Zynda, and Chapter President Terry Warrick are obviously enjoying the party.

Indianapolis Spring Ad Show

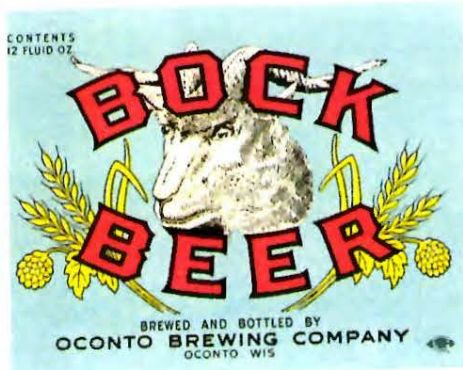
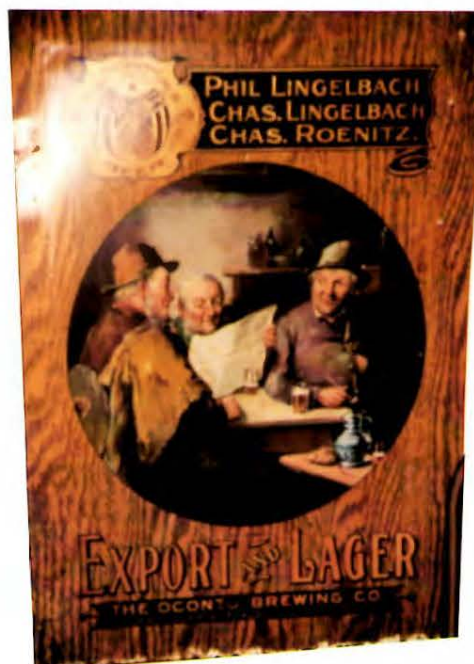


The Iroquois corner sign, F. Muench's 1880's litho of his Brooklyn brewery, and the Weyand paper litho in the shape of a banner were shown by Vic, Tom and Alice Hug. Tim Blair from Harrisonville, MO, brought a pair of the oval "A" and eagle metal signs, possibly from a wagon. The American Beauty Beer tray is a puzzle; at least I know that the Prima Tonic was shown by Fil Graff.

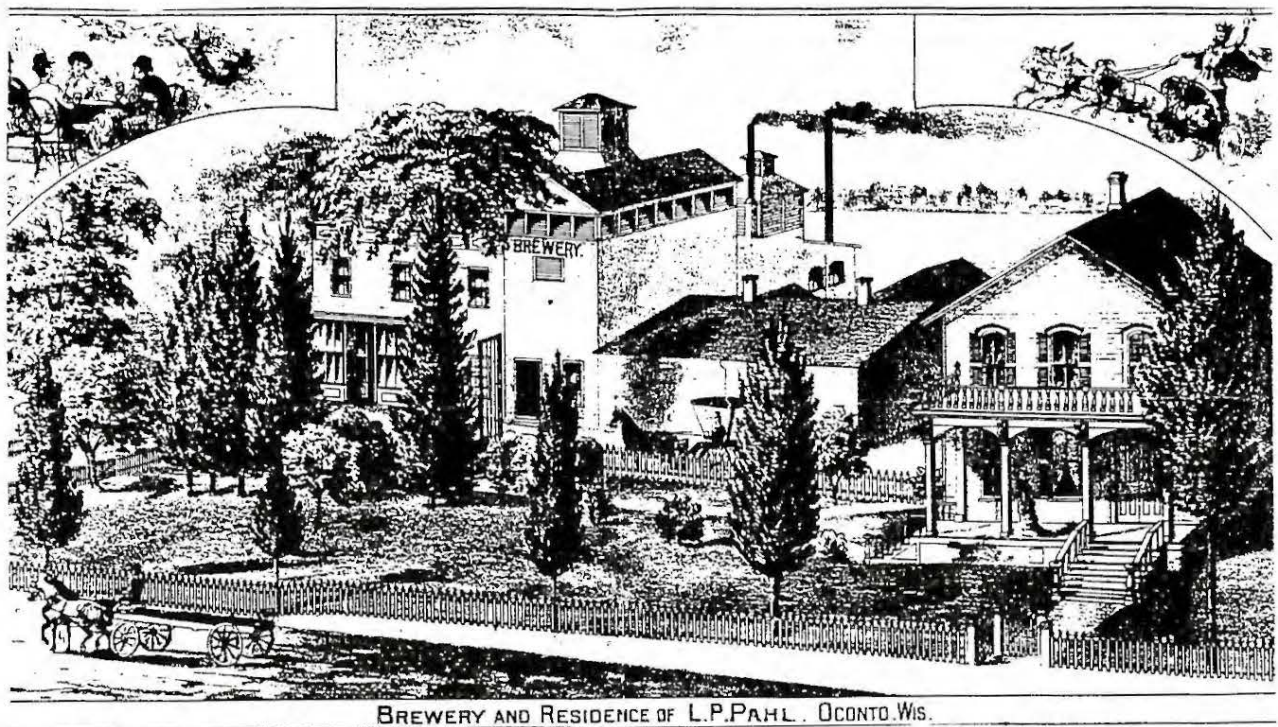


Oconto in Color

From the Oconto, Wisconsin Brewery Collection of Lee Damkoehler



The Oconto Brewery



*Lee G. Damkoehler
Recollections of my mentor, Sigmund Lingelbach*

The home of Oconto beer was one of the oldest settlements in Wisconsin and was as rough a lumber and river town as existed anywhere in the Middle West. The moderating influence of beer, such as it was, began in 1858 when Anton Link and Louis Pahl founded the first brewery. Pahl took over the plant in 1863 and continued to operate it for 28 years. George Dagen then acquired and incorporated the firm as the Oconto Brewing Co. Philip Lingelbach and C.H. Roenitz purchased the brewery in 1901, and operated it until the advent of Prohibition.

This bare outline leaves much unsaid. The only surviving illustration from the Louis Pahl period is a copy of a lithograph in George E. Hall's Bicentennial Recollections of Oconto County, but its original location could not be learned. The property shows that small size in the 1890's was no obstacle to a sense of prosperity.

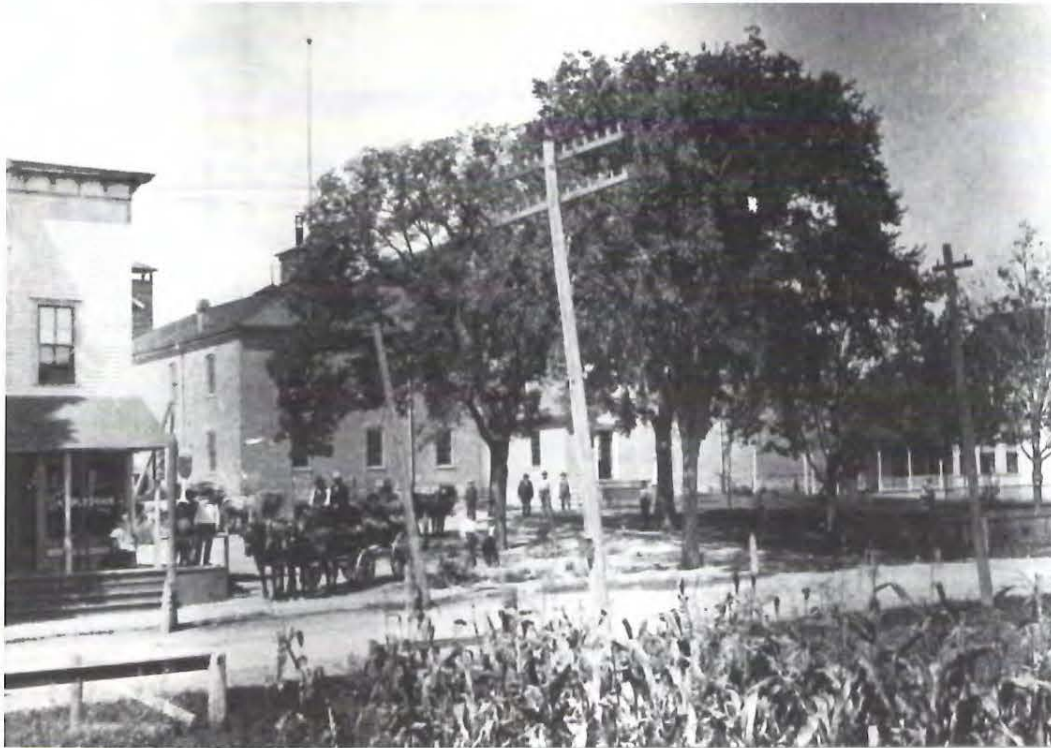
THE LINGELBACH FAMILY

My long friendship with Sigmund Lingelbach, grandson of Philip and a fourth generation brewmaster, started about nine years ago when I learned that he was living in nearby Oconto Falls. As an avid home brewer I was interested to talk to Sig about brewing and the Oconto Brewery. We also had another tie as navy veterans, Sig having served in the Pacific during World War II, and I during the Vietnam era. Sig had a large brewing library, and over time I was able to purchase from him – or was given by him – many noteworthy books on brewing.

Sig had an incredible memory and was able to recall his 45 years of brewing experience in a vivid manner. The Lingelbach story began when his family emigrated from Bierstadt, Germany. His grandfather Philip was



Lee Damkoehler left the Navy about the time the Oconto Brewery closed, and he was able to pick up some labels and a pony keg, which formed the start of his collection and his interest in the brewery's history. Lee was a printer for 20 years, and is now interested in expanding his home brewing experience to the micro scale.



The Oconto Brewery at the turn of the century. The building at left was the brewery saloon. Sheboygan County Historical Society Research Center.

employed at the Best Brewery in Chicago, then moved to Sheboygan, where he and his son Sigmund worked for the Schreier Brewery (Schreier is now a large malting company - ed.). In Sheboygan Philip met Charles Roenitz, and when he moved to Oconto in 1901 to purchase its brewery from Jake Speise, Roenitz became his partner. As time went by, Philip's son Sigmund was seeing Roenitz's daughter Johanna with honorable intentions, and thus it came about that Sig Jr., who was born in the family home in 1912, had Oconto Brewery blood from both parents.

PRE-PROHIBITION TIMES

According to Sig, the brewery before prohibition had a 100-barrel flat-bottom open kettle with a 12" conical skirt on the inside and a galvanized round hood mounted above. The kettle was fired direct with wood or coal. Oconto malted its own locally-grown barley by the old floor method, which required manual turning with wooden shovels. A typical coal-fired, two-floor kiln produced pale malt; dark malt was purchased from the Rahr Malting Co. in Manitowoc, a large maltster which also specialized in roasting malt to different colors. The open fermenters were redwood, the aging

tanks cypress, and the beer was clarified by a Kiefer cotton pad filter (typical equipment even until the 30's - ed). The copper shop produced barrels from Wisconsin oak in four sizes, which were filled by a two-arm racker. Wooden cases for bottled beer were made in local shops.

Pre-prohibition brands included a Lager, an Export, and a Weiss beer. A Bock was brewed in the spring with an original extract of 15 Balling (percent solids before fermentation). A heavy-bodied malt tonic, soft drinks and root beer completed the product line. Oconto beers



Photo taken at time first beer was sold after Prohibition, September 1, 1933. Courtesy Oconto County Historical Society.

were sold mostly locally, because in those years two Sheboygan brewers, Gutsch and Konrad Schreier, paid the Oconto Brewery to stay out of Sheboygan.

Before the brewery had an ammonia compressor for cooling wort and beer, workers had to cut ice in Green Bay to last the year. Brewery workers received eight tokens daily, good for 12 oz. beer from a dispensing machine in the Sternwirt. Otto Steinhaus, the brewery's coppersmith, made drinking mugs for everybody. Delivery was by six teams of two horses each. Once a year the horses were brought to Pecor's Point on Green Bay for a bath, as part of the annual employee family picnic, where a rich chicken chowder and lots of Oconto beer were featured.

In the 1900's the brewery's two most popular places of business were the saloon next to the brewery on Superior Avenue, and a spacious beer garden at the corner of Park and Main, "complete with swinging gates, long oak bar, pillared back bar, large mirrors, fancy cabinets and ornate instruments with drums, piano and bugles" according to Hall's description. Years later the saloon became the Hugo Lingelbach garage, a sad descent from beer and tobacco to Buicks and tires.



The Oconto Brewery, 1950's.

brewery sold 5-gallon cone top metal cans. These jugs had a wood jacket and were filled hot from the brew kettle, corked and sealed with wax. This wort was sold to wildcat breweries, which were located throughout Wisconsin. Oconto had customers in Racine, a farm in Clintonville, Marinette, and in Menominee, Michigan. One day Sig was taking a truckload of brewer's wort to a wildcat operation in Racine with a helper. They stopped for a meal, and when they came out of the restaurant, the wort was gone but money was left on the front seat!

PROHIBITION PROJECTS

The wet or dry issue had been a hotly debated topic for many years, but Oconto always voted wet in local elections until the 18th Amendment became law. The Reverend Eisenbach, a Lutheran minister, had a standing order for two cases per week. During prohibition, the



The Oconto Brewery, 1965.

THE LINGELBACHS LOOSE OUT

The Lingelbach family took charge of the Oconto Brewery in July 1933. I have an ad from the 1933 Oconto County Reporter about "Oconto Eagle Beer Oconto's famous amber beer again flows from our great vats to help supply the public with a beer that never fails to satisfy." Eagle was an amber Vienna type beer fermented by a German yeast strain. Unfortunately sales did not come up to expectations, and the firm went into receivership in 1935.

The Oconto Brewery was acquired by the Kolocheski family – Ruben, Mary and Alice – of Green Bay in 1937. They spent 1938 repairing and renovating the plant, and in 1939 it was again brewing Oconto beer. Adolph Grahammer, a German brewmaster of the old school, was later hired in December 1952. Grahammer had rigid standards and was



Brewery float, 1955.

keen on sanitation, which helped to improve quality. During his tenure as brewmaster, sales increased from 14,000 barrels in 1952 to 35,000 in the early 1960's. In 1965 Oconto became part of Van Merritt, and was out of business within two years. Adolf Grahammer's retirement job turned out to be mayor of Oconto, a position to which he was re-elected for several terms.

HAVE BREWING EXPERIENCE, WILL TRAVEL

After the Lingelbach family lost the brewery, Sig became a journeyman brewer, working under his father at George Walter in Appleton, and at Marinette-Menominee in 1938. After the war Sig took the Siebel brewing course. He worked at the Rahr Malting Co. in Manitowoc, then at Spearman in Pensacola to be with his father, at Ann Arbor (1947), Shawano, WI (1948), Perplies in Jefferson (1949) and as assistant brewmaster at Gettelman in Milwaukee, looking for a position with a future as small breweries were closing. Finally, in 1955, Sig became brewmaster at LaCrosse Breweries, Inc.

In 1956 Sig left for Honduras where he spent 15 years as head brewmaster for the two plants of Cerveceria Hondurena, in the capital city Tegucigalpa, and San Pedro Sula. Before he went to Honduras, he bought two wooden chests which were lined with galvanized metal for his brewing library. He knew that he would not be able to ask anyone there for advice, and that this library would be very important for his success in brewing. Years later, when I bought a book from him, we would go into his basement and to these same chests, still very important to Sig and now to me.

Sig's last position was at the Shell Brewery in New Ulm, Minn. He retired from brewing while at Schell, and returned to Wisconsin to spend time with his family and the American Legion. Sig passed away on January 7, 1996. I enjoyed his friendship and knowledge, and miss him very much.

REFERENCES

Hall, George E. U.S. Bicentennial Recollections of Oconto County. Oconto, Wisconsin, 1976.

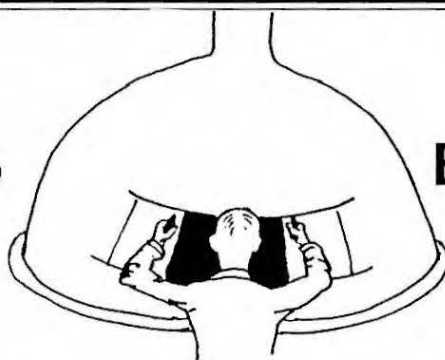
Kroll, Wayne L. Badger Breweries, Past and Present. 1976.

Unless specified otherwise, all photos are from the collection of Lee Damkoehler.



Adolph Grahammer

WHAT'S



BREWING

After several attempts over many years, The Stroh Brewery Co. was finally able to reach an agreement with the owner of G. Heileman to acquire the No. 5 brewer in July.

The recent Heileman saga began with the ambitions of Australian industrialist Alan Bond to enter the U.S. brewing industry. For a while it seemed as if Bond could do no wrong. Australian business boomed, including his holdings in mining, brewing, and a host of other investments. Australia was no longer on the wrong side of the globe, and when Bond's yacht won the America's cup, fame and fortune made it difficult to resist temptation. He decided to bring Australian daring to the U.S. brewing scene, and bought Heileman for an astounding 1.3 billion dollars.

By comparison with Stroh's acquisition of Schlitz a decade earlier, Bond paid at least twice what Heileman was worth, even if one factors in the need to outbid anybody. Schlitz had three very large state-of-the-art plants, two smaller plants built in the 1950's, various other assets and sales of 14 million barrels. The price: about \$550 million. While many of the larger Heileman plants had been extensively modernized, there were also older and smaller plants which made sense only if they could be operated at full capacity. Both Stroh and Bond used borrowed funds and both had expected better sales to service their debt. Heileman's debt of about 800 million was just too much, and this resulted in bankruptcy in 1994.

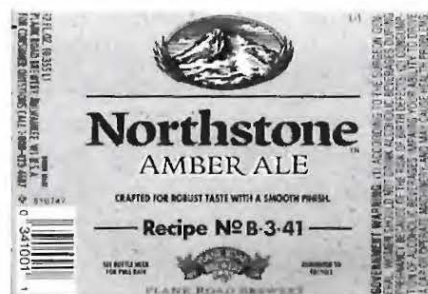
Now it seemed Stroh's chance to buy Heileman at a realistic price. The Wiedeman and Sterling plants had been closed, and staff reduced. But very late in the negotiations, Stroh was outbid by the private Dallas investment firm Hicks, Muse, Tate and Furst, who offered 430 million. With their excellent track record, it must have seemed that good lean management and smart financial support would be enough to reverse Heileman's balance sheet. But the middle 1990's turned out to be a serious period for even the largest brewers. There was no time for a learning curve. After two years

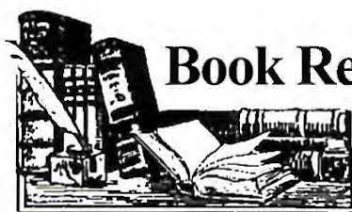
of fighting stagnant sales and the remaining debt, the otherwise profitable Hicks, Muse cut their losses and bailed out.

The Heileman asset which attracted other brewers is the Colt 45 malt liquor brand. While Schlitz developed this segment and was leader for many years, the decline of Schlitz's fortune in the 80's had a fallout on its malt liquor, and Colt 45 pulled ahead. According to industry sources, the Colt 45 brand is valued at 150 million, but its sale would leave Heileman a severely crippled firm. The Stroh package is estimated about twice that amount and would permit a better survival scenario for Heileman plants and staff. For Stroh, the merger would create a window of opportunity to regain momentum. Merger proceedings seem on track.

In the meantime, Anheuser-Busch and Miller have renewed and escalated their rivalry. Troops have been called to battle stations and the heavy artillery of big budget advertising and new brands are filling the air and shelves. The underlying cause of much of this activity is a very tough question: how should major brewers respond to the new market forces of some former microbreweries, now far from micro and the fastest growing segment, and the cause of flat sales of the largest firms? The Wall Street Journal reviewed the touchy issues of contract brewing, in-house micro-labels and investments by major brewers in specialty breweries. It does not look like the dust will settle anytime soon.

PHB





Book Review

Rumrunning and the Roaring Twenties: Prohibition on the Michigan-Ontario Waterway

Philip P. Mason, Rumrunning and the Roaring Twenties: Prohibition on the Michigan-Ontario Waterway (Wayne State University Press, Detroit, MI 48201, 1995.) 185 pages.

If one had to endure Prohibition, Detroit was a pretty good place to do so. Philip P. Mason, Distinguished Professor of History at Wayne State, demonstrates that enforcement was a fiasco. The city was the principal single point of entry for foreign liquor; he estimates that smuggling was the second largest industry in Detroit. Some 25 percent of the population of Windsor, Ontario – a good big city – was engaged in smuggling. Canada had its own Prohibition, left over from wartime restrictions, but it was inconsistent and easily circumvented, especially since Quebec did not go along with it. Canada gave little or no assistance to efforts to put down the liquor traffic across the Michigan border. The Americans did it by themselves, and failed continuously. The Detroit and St. Clair Rivers had a vast number of inlets, yacht basins, industrial wharves and the like from which rumrunners could operate. The rivers were usually only a mile or so wide, and the rumrunners became adept at dodging the American enforcement craft. In the 1920's, as now, thousands of people crossed the border each day, far too many to inspect closely for smuggled material. Canada gave up such Prohibition as it had in 1927. The Ambassador Bridge was opened in 1929, and the Detroit-Windsor Tunnel in 1930. Prohibition in Michigan did not have a chance thereafter.

Indeed, Prohibition did not have much of a chance earlier, either. Mason reports that 400,000 cases of Canadian whiskey arrived in Detroit in May, 1927, alone. By 1928 the city had an estimated 16,000 to 25,000 speakeasies and blind pigs – two variants of liquor dispensaries, the distinction between which Mason never makes clear. He has a fine quotation on the difficulty of finding liquor: "It was absolutely impossible to get a drink in Detroit unless you walked at least ten feet and told the busy bartender what you wanted in a voice loud enough for him to hear above the uproar."

Mason extends his enquiries into stills and home-production of liquor to fill out the picture of ineffective enforcement. Most of the book is concerned with hard liquor, not a great deal with beer. Because liquor is so much more valuable relative to its weight, it lent itself to smuggling better than beer did. Several of Mason's illustrations show smuggled beer bottles and kegs being confiscated, however. Much of the book is illustrative material. The text is set in large type in a double-column format. The text is no longer than a major article in *The New Yorker* or *American Heritage*.

Mason, however, has done a good job on a difficult subject. Almost by definition, an author cannot effectively quantify illegal activity. All he can do is describe it, show the efforts and consequences of law enforcement, and draw inferences for future policy. The book is about all one could ask as a demonstration of the futility of prohibiting something for which there is abundant public demand in a country with borders as long and porous as America's.

GWH



This beer-laden truck was too heavy for the Lake St. Clair ice

Executive Secretary's Report



Our 25th Year!

The National Association Breweriana Advertising was founded in 1972 and the first Convention was held in 1972 also. This means the 1996 Convention will be the 25th Convention. A 25th Anniversary is hard to believe! For those members who made the success of NABA possible, only a *Thank You* can be your reward.

Important! Reserve your room now because the '96 Convention has a cutoff date of July 1.

If you have any trouble making a motel reservation, please call me at (414) 257-0158.

Standard Room: \$73.00 Single/Double/Triple/Quad
Executive/Governors Suites: \$119.00 Single/Double/Triple/Quad
(Plus tax)



Executive Suite

Executive House Suites



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



Governor's Suite

Nominations for Officers and Directors of NABA will be held. Candidates are asked for a brief statement of their background and interests which will appear on the ballot. The term of office is for two years. 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. The following Officers will be elected: President, Vice President, Recording Secretary, Treasurer and three Directors. The Executive Secretary is appointed by the Board.

May 31, 1996 is Dues Date unless the expiration date on your membership card is May 31, 1997. Please send \$20 (\$30 for Canadian and \$40 for overseas members) payable to NABA and mail to NABA at 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. If you have moved, please send us your change of address and phone number.

It is still not too late to order a 1995 Chattanooga Convention Mug. Just send \$20 to NABA and mail to NABA at 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Mugs will be shipped soon.

Welcome new members! Feel free to phone or write any members of NABA for help in your collecting Breweriana or to give you needed information.

Sincerely,
Robert E. Jaeger
Executive Secretary

**THE CONVENTION INFO PACKAGE
WILL BE SENT SOON.**

New Members

ADLYS, EDWARD J. (Denise)

8401 SW. 28th Street
Davie, FL 33328
954-423-9963
All breweriana, brewing equipment,
cans, clocks, signs, tap knobs
Older Brwgs. & Brands

ALLISON, VICKIE

9 E. Wabash Street
Frankfort, IN 46041
317-659-5214
All breweriana, clocks, glasses,
mirrors, mugs, steins, neon signs
Anheuser Busch, Bud, Bud Light

BACHMANN, KURT

57883 Hanover Road
Washington, MI 48094
810-338-7134

BASTIAN, JEAN A.

608 Vine Street
St. Clair, MI 48079
810-329-3361
All breweriana
Schlitz

BENIAK, JIM

719 N. 114 Street
Wauwatosa, WI 53226
414-774-8374
Cans, labels, lithos, signs, trays
Wisconsin Brwgs. & Brands

CONKLIN, TIM (Jennifer)

1607 County Road 611
Cape Girardeau, MO 63701
573-334-0823
All breweriana, cans, reverse on glass,
signs, tip trays, trays
Cape Brwg & Ice, Appleton Brwg. (Mo)
Stag, Griesedieck Bros.

DONAHUE, BOB

3849 S. Whitnall Avenue
Milwaukee, WI 53207
414-481-1533
Books, magazines, clocks, glasses,
lead windows, reverse on glass,
trays
All Wisconsin Beer trays

DORFF, LESTER (Joan)

412 N. Walnut Street
Gaines, MI 48436
517-271-9132
Bottles, calendars, clocks, mirrors,
paper items, signs
All Brwgs. & Brands

EATON, WILLIAM (Joyce)

1 Longstreet Avenue
Round Hill, VA 20141
540-338-7427
Mirrors
Anheuser Busch, Steins
Bud Girl Mirrors 18 x 13½

EGGL, JIM (Sheila)

Hector & Jimmy's Bar
891 Pilgrim
Birmingham, MI 48009
810-685-8779
All breweriana, clocks, lithos, mirrors, signs, trays

FARMER, DOUGLAS (Claire)

2315 Buckhurst Run
Fort Wayne, IN 46815
219-485-6167
All breweriana; Berghoff, Centilivre,
Hoff Brau (All Ft Wayne, IN)

FILER, ROBERT W.

554 W. Vienna Street
Clio, MI 48420
Glasses, mugs, steins
Budweiser Spuds McKenzie Breweriana

GAVIN, RONALD J.

1721 Depot Road
Duanesburg, NY 12056
518-895-8165
Bottles, coasters, signs, trays
Upstate N.Y. Breweries

GERICH, ROGER (Sarah)

115 West Water
Washburn, IL 61570
309-248-7111
Ash trays, cans, openers, tip trays, trays

GERSONDE, BRIAN

3553 S. 158th Street
New Berlin, WI 53151
414-827-9084

GORMAN, PETER A. (Debbie)

21 Jeffreys Ave. Morningside
Mutare Zimbabwe
Coasters, glasses, labels

HAGERSTRAND, MILT (Marilyn)

1140 Aldoro
Waukesha, WI 53188
414-542-7049
Foxhead, Weber; Waukesha only

HARLOZINSKI, STAN (Mary Ann)

58125 Pecan Road
South Bend, IN 46619
219-287-1163
Anything that has Budweiser
Clydesdales Horses

HECKMAN, BRUCE (Irene)

2725 Creek Bend Drive
Troy, MI 48098
810-641-1701

HEILNER, BILL

P.O. Box 937
San Antonio, TX 78294
210-225-2933, Ext. #142
All breweriana; Anheuser Busch only

HEINICKE, DAVID (Noree)

789 Tenny Avenue
Hartland, WI 53029
414-367-4970
Cans, trays

JACOBS, BILL (Joyce)

3101 S. Debazan Avenue
St. Pete Beach, FL 33706
813-360-8493
All breweriana, thermometers
Redtop, Falls City, Oertels 92

HOLLYWOOD, RICHARD E. (Joan)

1436 Blair Street
Easton, PA 18045
610-258-4590
Mugs, steins
Anheuser Busch, Budweiser, Ceramarte

HOSTAK, CHRIS

1526 Durand Court S.E.
Rochester, MN 55904
507-282-0016
All breweriana, glasses, neon signs, signs
Minnesota & Wisconsin Brwgs.

HULL, JONATHAN

36 W. Main Street
Marshalltown, IA 50158
515-753-8862; 515-753-3757
Pre-Pro trays, signs from Montana, Iowa,
Wisc, Minn, Ill, Anheuser Busch
Any Pre-Pro tin or paper items

KIRKMAN, STEVE

P.O. Box 1
Morrisville, NC 27560
919-362-4938
All breweriana, history, signs, tap knobs,
trays; Anything Schlitz

KLAES, GARY (Patty)

3211 Caughey Road
Erie, PA 16506
814-835-4279
Bottles, cans, glasses, labels, mirrors,
neon signs, paper items, signs,
statues, tap knobs, thermometers,
trays, openers, lithos
Anything from Erie or Pa.

LACY, DARREN (Sally)

149 North Street
Ostrander, OH 43061
614-666-2211; 614-793-5166
All breweriana, mirrors, mugs, steins,
neon signs, signs, tap knobs
Anheuser Busch, Budweiser and all
microbreweries

LAHR, TERRY (Peggy)

7817 Newberry Court
Stillwater, MN 55082
612-351-0551
All breweriana, glasses, playing cards,
signs, tokens, trays
Hamm's

LEE, CRAIG (Sandy)

4900 Emstan Hills Road
Racine, WI 53406
414-554-1931
Bottles, signs, tip trays, trays

LOY, GREG (Karen)
316 Lynwood
Ottumwa, IA 52501
515-682-6779
Ash trays, bottles, cans, corkscrews,
foam scrapers, glasses, mugs, steins,
openers, signs, statues, tip trays, trays

PAGE, CHUCK (Rita)
704 S. Cedar
Belton, MO 64012
816-331-2415
Clocks, glasses, mugs, steins, signs, tap
knobs, trays, Schlitz

PENDLETON, ABE
303 E. 20th Avenue
Columbus, OH 43201
614-299-9330
Books, magazines, cans, clocks, lamps,
matches, mugs, steins

PERRY, DUNCAN
Na Vrsvach 45
140 00 Prague 4
Czech Republic
(42/2) 429-3082
Publisher
Beer & Breweriana

PETERS, RICHARD (Cherie)
5246 S. 51st Street
Greenfield, WI 53220
414-423-7889
All breweriana
Schlitz Brewery Pre-1982

PRESCHER, MICHAEL
Nordring 95
D-50259 Pulheim
Germany
2238-54605
Glasses, mugs, steins

REMSON, RICHARD
119 Bernice Drive, Apt. 1A
Bensenville, IL 60106
708-595-6472
All breweriana, cans, coasters, labels
All Micro Breweries

PHILLIPS, JOHN E. (Sharyn)
1290 Melrose Drive
Mansfield, OH 44905
419-589-5956
Coasters, labels, paper items
Ohio Breweriana

RICH, DANIEL (Judy)
P.O. Box 432
Grants Pass, OR 97526
541-479-4528
Glasses, mugs, steins, signs, trays

ROPER, L.V. SAM (Kathleen)
201 S. Cherokee Box 276
Girard, KS 66743
316-724-8454
Bottles, cans, clocks, lamps, mirrors, mugs,
steins, neon signs, paper items, signs,
tap knobs, trays

ROSDAHL, KEITH (Mary Beth)
21547 W. Morton Drive
Lake Villa, IL 60046
708-356-1730
Glasses, mini beers, reverse on glass, salt
shakers, signs, statues, tap knobs
Wisconsin Breweries

ROSENOW, DEAN (Marguerite)
8301 Oakmere Road
Bloomington, MN 55438
612-944-2244
Corkscrews, glasses, knives, mugs,
steins, neon signs, openers, pitchers,
tap knobs, trays

ROSSLER, ROBERT (Virginia)
P.O. Box 427
Rosendale, NY 12472
Coasters, labels, trays
Ballatine

ROWE, KENN Z. (Ellen)
3840 N. Damen #3
Chicago, IL 60618
All breweriana, bottles, cans, history,
signs, trays

RUIZ, DAMIAN (Renea)
3939 Rio Grande Blvd. N.W. Unit 6
Albuquerque, NM 87107
505-343-7671
Calendars, clocks, knives, leaded windows,
lithos, neon signs, reverse on glass,
pinbacks, signs, tip trays
Anheuser Busch

RUSSELL, JOHN
1648 W. Brynmawr Avenue
Chicago, IL 60660
312-334-0158
Cans, labels, mini beers, tip trays, trays
Chicago & Midwest Breweries

RYLANCE, DAVE (D.D.)
210 Daffodil Drive
Killeen, TX 76542
817-554-3150
All breweriana
Anheuser, Busch, Budweiser

SERGEANT, GARY J. (Durinda)
1020 Cresbern Court
Villa Hills, KY 41017
606-341-2422
All breweriana, bottles, clocks, neon
signs, signs, trays
Cinn/N.Ky. Breweries

SCHMIDT, RANDY (Judy)
N6225 Hwy. 162
Bangor, WI 54614
608-486-4618
Calendars, lamps, neon signs, signs
Schmidt, Schmidt's City Club

SCHNIEDER, DARLENE (Richard)
1720 W. 3rd Street, Box 32
Sprague, NE 68438
402-794-5725
All breweriana
Budweiser

SOLIK, J. STEVE
1319 S. Clarence Avenue
Berwyn, IL 60402
708-795-9338
Cans, coasters, labels, mugs, steins
Old Style, Special Export,
Breweries

SPURGEON, PAUL
16690 180th Street E.
Hastings, MN 55033
612-438-2185
All breweriana, mugs, steins, signs
Hamm's, Budweiser steins

STEPHENS, BRAD (Gina)
1906 Franklin Drive
Papillion, NE 68133
402-592-3959
All breweriana, labels, paper items
Metz, Jettlers, Krug
Any Nebraska brewery

TEMP, JOHN
W4463 Hwy 14/61
La Crosse, WI 54601
608-788-0636
Heilemans, Gund, Peerless, Michels

VALESKI, STEPHEN J. (Susanne)
57 L Street
Turners Falls, MA 01376
413-863-8692
All breweriana, calendars, coasters
signs, tap knobs
Hampden Brwg., Williamansett, MA
Springfield Brwg. Co., Springfield, MA

WETHERBEE, JAMES (Kata)
3210 Norshire Terrace
Bowie, MD 20716
301-390-4319
Corkscrews, openers, signs, tap knobs

WHYNOT, CHRISTOPHER
2 Gail Place
Topsfield, MA 01983
508-887-5223
Foam scrapers, glasses, mugs,
steins, tap knobs, match safes,
tip trays

WIELAND, JOHN (Jacque)
27 Onyx Avenue
Larkspur, CA 94939
415-924-4934
Bottles, history, labels, trays
Chas Wieland Brwg.

WISWALL, JOHN D.
22 Harvard Avenue, Apt. 8
Medford, MA 02155

YORK, JOHN E. (Betty Jo)
953 Francis Street
West Palm Beach, FL 33405
407-835-1645
Bottles, clocks, glasses, signs,
statues, thermometers

DUES YEAR ENDS MAY 31

Buyer Beware!

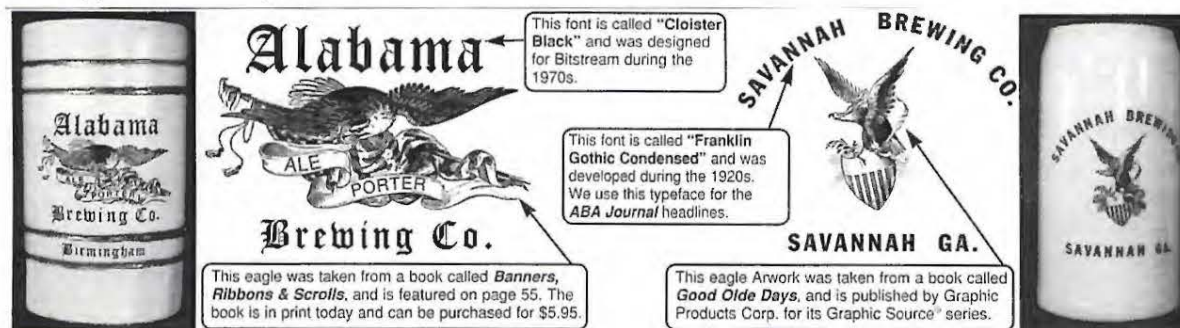
In the Jan.-Feb. issue of the ABA Journal, there appeared a photo of a stoneware mug from the Alabama Brewing Co., submitted by Ray Fredericks of Florida. According to Ray, his son found the mug in an antique store in Huntsville, AL. Ray also showed a mug from the Savannah Brewing Co. at our convention in Chattanooga. Several N.A.B.A. members have received photos of these two mugs, offering them for sale. Questions were raised about the authenticity of these two mugs. When photos were sent to ABA Journal editor Bob Pirie, a graphics expert, the following article appeared in their March-April issue, which is reprinted here in slightly edited form.

Two Southern Pre-Pro Mugs, Fact or Fantasy?

"The unknown pre-prohibition ceramic mug in the last issue (Alabama Brewing Co.) brought instant feedback. One member said: "I saw this last fall at Chattanooga, and thought it questionable for several reasons. The logo does not match other advertising from that brewery, and the mug from White's Pottery (Utica, NY) used colors not usually found in their work." Another collector pointed out that Alabama Brewing Co. produced lager beer, not ale and porter. According the 100 Years of Brewing, the plant had a capacity of 30,000 barrels annually of lager beer.

"Our editor immediately looked into these two letters, and declared the mug "out of time," because of several design styles not used during the 19th century. First, the eagle was designed in the 1880's and can be found in several public domain clip art books today. Second, the typeface was developed in the 1970's. Pirie, who has been collecting clip art and type fonts for 20 years, recreated the two line drawings in less than ten minutes via Macintosh computer.

"Another pre-prohibition mug photo was sent to ABA for identification. Pirie concluded that the second mug (the one that appeared in Chattanooga - ed.) is also "out of time." Another eagle art work in the public domain was used with a type face developed in the 1920's.



N.A.B.A. congratulates Bob Pirie for the detective work, and thanks him for the timely publication of the existence of these fakes. This is not the first time that fantasy breweriana from Southern breweries has been seen. Several years ago there appeared "previously unknown" supposedly enameled glasses from Florida and Texas breweries. Take care, collectors!

Fil Graff, President

Buy – Sell – Trade

SPEARMAN FOR SALE OR TRADE: Have Spearman, Pensacola unused Gr. 1 1930's stock certificate, \$25 or trade for southeastern breweriana. Also have Spearman framed poster with aircraft carrier and biplanes. Kip Sharpe, 3249 Autumn Ridge Dr. West, Mobile, AL 36695.

MINIATURE BEER BOTTLES FOR SALE: Collection of 160 bottles, mostly in pairs and in great shape, \$800 for all. Send large S.A.S.E. for list. Also: **ETCHED AND EMBOSSED BEER GLASSES FOR SALE:** Collection of 100 glasses, some tough, some common, \$7000 – for all. Send large S.A.S.E. for list. **MINIATURE WHISKEY JUGS, OUTDOOR THERMOMETERS, PEANUT JARS AND TINS COLLECTIONS ARE ALSO FOR SALE.** Please write or call Darrell H. Zwick, 4717 West Holt Road, Holt, MI 48890, (517) 694-8290.

PRE-PRO MINI BEER MUGS WANTED: will buy or trade for additional pre-pro mini-mugs for my collection. Have good signs, brewery postcards, etc. Ray Frederick, 9801 Dahlia Ave., Palm Beach Gardens, FL 33410 (407) 626-3807.

NARRAGANSETT TRAY WANTED: Reward offered for green tray showing billboard with bottles and "Gansett Pilsner" text in good condition. Narragansett collector Mike McCarthy, 23 Dix St. Bridgewater, NH 03222 (603) 744-5699.

ANHEUSER-BUSCH/CERAMARTE MUGS FOR SALE: Please send a large SASE for 2-page list, many very desirable items. **WANTED:** A-B pre-prohibition lithos, R-O-G, other quality advertisements. Damian Ruiz, 3939 Rio Grande Blvd. NW #6, Albuquerque, NM 87107 (505) 343-7671.

Events of Interest

- 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**, Sheraton Hotel, Tulsa, OK. ABA Members Only. Contact: ABA, PO Box 11157, Pueblo, CO 81001.
- June 22-23 **Summer Indy Ad Show**, State Fair Grounds, Indianapolis. (No NABA Hospitality Room at Summer Show.)
- June 29 **Stroh's Fire Brewed Show**, Wyandotte Pennwalt Club, Biddle St., Wyandotte, MI. Contact: Terry Warrick, (313) 928-0551.
- July 9-13 **ECBA Convention**, Ramada Inn, Andover, MA. Contact: Ken Ostrow (617) 527-4705.
- July 20 **Mid-Michigan & Rusty Bunch BCCA Summerswap**, Frankenmuth, MI. Contact: Dave VanHine (517) 652-9818.
- July 30 - Aug 4 **NABA Convention, Country Inn**, Waukesha (Milwaukee), WI. Members Only; Registration information with Spring Issue BC or by mail.
- August 9-10 **4th Annual Monarch Chapter Weekend at Pauly's**, Lena, IL. Contact: Paul Zagielski, (815) 369-2135.
- August 11 **Beer Cans & Breweriana (Queen City Chapt.)**, American Legion, Blue Ash, OH. Contact: Dave Gausepohl (606) 371-4415.
- August 14-17 **Canadian Brewerianists Convention**, Viscount Gort Hotel, Winnipeg, Manitoba. Contact: Dave Craig, 22 Bonavista Pl., Winnipeg, Manitoba, Canada R2J 3B8, (204) 257-2355.
- August 22-24 **Mile High Summit IX Show**, Holiday Inn-North, Denver, CO. Contact: Mike Barden (303) 320-0790.
- August 24 **Doggone Good Chapter Show**, Frankenmuth Heritage Park, Frankenmuth, MI. Contact: Mike Brooks (517) 624-5749.
- August 23-24 **Great Northeast Trade Show**, Howard Johnsons, White River Jct., VT. Contact: John Doyle, PO Box 97, Chelsea, VT 05038 (802) 685-4519.
- September 19-22 **BCCA Convention XXVI**, Hyatt Regency, Indianapolis, IN. Contact: BCCA, 747 Merus Ct., Fenton, MO 63026.
- September 21-22 **Indianapolis Antique Ad Show**, South Pavillion, Indiana State Fair Grounds. Also Beer Can/Breweriana Show on Fairgrounds same weekend. NABA Hospitality at Holiday Inn, US 421 & I-465, 8 PM Fri. Sept. 20 Poolside.

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.

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NABA CONVENTION • MILWAUKEE, WI • AUGUST 2,3&4th,1996

MILLER BREWING REMINDS YOU TO:



Miller Brewing Company, Milwaukee, WI

