

# The Breweriana Collector

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OF THE  
National Association  
Breweriana Advertising

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SUMMER 1996

*Just the Kiss of the Hops...*

not the harsh bitterness



*Harvesting Hops for the Beer that Made Milwaukee Famous. In brewing America's most distinguished beer, you use just the kiss of the hops to give you that inimitably delicate flavor found only in Schlitz.*

THE BEER THAT MADE MILWAUKEE FAMOUS

Single Copy \$6.00

## 25th Anniversary Issue Kaukauna Breweries



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# National Association Breweriana Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

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## COVER AND CONTENTS

Fifty years ago the Schlitz Brewing Company became the number one brewer with "Just the Kiss of the Hops" theme, and copyrighted the hop harvesting poster shown on the cover. Hops are no longer picked by hand, but advertising art from this period is providing inspiration for the brand. In addition to Schlitz items, this issue contains a feature article on the Kaukauna, Wisconsin brewing history by Mike Francis, and a short story about the Red Lodge, Montana brewery, via Jim Peters of Billings. We are also looking back at NABA's beginning 25 years ago, and at the first two conventions in Milwaukee.

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## President's Page

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Dear Friends,

This will likely be my last letter to NABA Members as President. A summary of the pluses and minuses of the past four years will be left to the historians among us, but now is the time to pass on some pats on the back to a group of extraordinary brewerianists, (mostly NABA members, and thankfully, mostly still alive and active) whose efforts on behalf of the whole hobby should be acclaimed, and to whom my "Thank You!" comes belatedly, and inadequately. In no particular order, I salute:

**Dale Van Wieren**, the editor of the revision of American Breweries (the original work of Don Bull, Manfred Friedrich and Bob Gottschalk,) my thanks and congratulations on behalf of the entire hobby!

**Herb and Helen Haydock**, for twenty-five years of continuous service to NABA, and to the hobby in general. Their huge collection will be invisible for a few years, but will reappear in all its glory in the new Milwaukee Convention Center.

Friends and Mentors in all phases of the hobby: **Bob Cox, Jim Shoulter, Norm Jay, Dan Potochniak, Rich LaSusa, Bob Kay, Willy Novak, Ernie Oest, Don Bull and Ed Kaye**, and many, many others who got me and many other collectors headed down the roads of their collection specialties "in the right directions," and turned a casual can collector into a raving generalist!

**Jody Farra, Reino Ojala, the Ressels & Bob Dabbs, Jack Muzio, Bill Ross, Wayne Kroll, Will Anderson, Randy Carlson** and the other seminal researchers and authors whose work stimulated our collecting interests, and provided the groundwork for today's brewery historians.

**Toby Hanns, Marcia Butterbaugh and Char Kielak** three devoted beer can collectors of the feminine persuasion who reached the presidency of BCCA, and continue to serve the hobby in both national and regional activities.

**Stan and Chris Galloway**, early NABA members who were among the founders of ABA, and who have devoted years of effort to make their club grow and stay vibrant.

**John Stanley**, current editor of Just for Openers, who has taken hobby documentation from the merely astounding work done by his three predecessors, to a plane unmatched in any other breweriana specialty, and not content to "just edit," serves as Treasurer of ECBA as well!

**George Hilton** who built the foundations and standards of excellence we almost take for granted today in The Breweriana Collector. And to his predecessors, **Ken Hauck, Doug Bakken, and Dick Hinds**. And to **Marcia**

(again), **Bob Pirie, Dale** (again), and all their predecessors, for producing the excellent magazines for their collecting organizations.

**Gordon Dean, John Murray, Dave Matthews, Dick Hinds, Paul Haudrich, Bob Gottschalk** and the other early members of NABA who got this whole thing going.

People (and I risk censure for all the omissions to this list!) like **Jack Kern, Rayner Johnson, Bob Fondren, Ron Jones, Dick Johnson, Dave Gauseponi, Mary White, Bill Luers, Craig Meyers, Paul Zagielski, John Mlady** and all the other essentially anonymous Chapter "driving forces" (past and present) in all the breweriana collecting organizations, for years of hard work and effort on our behalf, whose reward is often only the satisfaction of having an event run smoothly.

**Bob Chapin and Peter Blum**, my immediate predecessors in office, and all those who have served as Officers and members of the Board of Directors of NABA in the past 10 plus years, for devoting endless (and usually unacknowledged) hours to the Association, and for leaving a thriving organization in the hands of "the newer fellows."

**All the wives** (mine included!) **and husbands** of active members who devote time and effort to the betterment of the hobby; those who often do not share collecting interests, but tolerate and even encourage their spouses' efforts on behalf of other collectors.

And perhaps – personally most of all, **Bob Jaeger**, the only Executive Secretary I've known in NABA. From producing the Directory by hand every year, to collecting dues, to answering questions from people who see his name in print and want their case of Billy Beer cans appraised, to hosting the Hospitality Room at the Indy Ad Show, to handling the production and distribution of The BC, and other responsibilities we can only guess at, this quiet man has been the lubricant that has kept NABA moving forward for all the years I have been a member. How can we adequately thank someone who we couldn't have functioned without?

There are many more names and faces in my memory books' "Gratitude List," and if I have omitted anyone, it is because I am today thinking of only some specific people and events. Bless you all, named and unnamed above, and again a belated "Thank You" with all my heart for making my (and so many others) breweriana collecting possible.





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# Our First Newsletter

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NABA NEWSLETTER

No. 1, November 1972

Missouri

"Na-ba" members are hereby advised to reserve the week-end of Friday-Sunday, August 3-5, 1973, as the dates of the second convention of the organization. The Bel Air East, 4th and Washington Streets, located adjacent to "The Arch", and to Interstate 70 and Interstate 55 in St. Louis, will serve as headquarters for the meeting. This year's meeting will, in general, follow the successful example of the meeting in Milwaukee, and will include a selling-trading session; business meeting (very short); and appropriate tours and informal conversations with fellow collectors and spouses.

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Bock Talk  
The President's Notes  
John Murray

The executive board of N.A.B.A. held a meeting at the National Antique Advertising Show in Indianapolis on September 23rd. Officers present were John Murray, Herb Haydock, Richard Bucht, and Paul Haudrich. Other members present were Ken Bassett, Ray Mortimeyer, Doug Bakken, and Dick Hinds.

The plans for the St. Louis Convention were discussed, as were a membership drive, newsletter, changes in the constitution, and a clearer definition of what part of the collecting public we were attempting to reach.

The St. Louis dates were set as August 3 - 4 - 5. The Local Arrangements Chairman will be Ray Mortimeyer of Cuba, Missouri. Assisting him will be Ken Bassett and Doug Bakken, both of St. Louis, as a National Officer, Paul Haudrich will do a great deal of the preliminary work.

We added about 25 new members at the show, with a good national spread, the hope is that we will have about 100 members by the end of the year. The Board felt that if each member of the organization would be responsible for bringing in one new member, we would have a great growth record for our first year.

Some discussion was held as to what group of collectors we were trying to include in the N.A.B.A. As both the bottle and can collectors have National Organizations, we do not want to overlap, but would rather cooperate with these groups. The advertising field in trays, steins, mugs, signs, glasses, match safes, knives, top knobs, post cards, booklets, mirrors, pins and other assorted advertising give-aways is looking for a home that we feel we can give it.

Cont'd.



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The Advertising Show itself was one of the most breath-taking I have ever attended. Both N.A.B.A. members, Neil Wood and Ray Klug deserve a hardy slap on the back for creating a much needed vehicle for the Advertising Antique. I, for one, felt like a small boy on Christmas morning. About 30 N.A.B.A. members were exhibitors at the show, and the general consensus was that everyone would be back for the March show.

As a member of N.A.B.A., do not hesitate to write to me or any other officer if you have questions, ideas, or suggestions.

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### Keg Lines

Members who are concerned about the preservation of their "paper" artifacts and want to protect them may want to take advantage of purchasing acid free manuscript folders from University Products, Inc. Holyoke, Mass. 01040. Price of "flush fold" folders are about \$13.00 per thousand (how about a joint order with a friend); and slightly more than that for folders with a 1-inch tab.

Persons who have large individual collectors in their basements might want to read Pamphlet #232, Protection of Records, National Fire Protection Association, 60 Batterymarch Street, Boston, Mass. 02110, which is available for \$1.50. In addition, members may want to check with their home owners insurance agent to "insure" that they are "insured" for any, heaven forbid, natural disasters.

Beatrice Adams, former employee of Gardner Advertising, St. Louis, has compiled an informal and interesting history of that agency. Some of their clients include(d): American Tobacco, Anheuser-Busch, Brown-Foreman Distillers, Jack Daniel Distillery, Pet Milk, Seven-Up, and Ralston-Purina. This paper volume is published by Western Publishing Company, St. Louis, 1972, and titled, "Let's Not Mince Any Bones".

For those of you who might have missed it, "The Underground Collector" Carol Brener, Simon and Schuster, New York Paper \$2.95, 1969, has extensive information about shops in New York City. While already dated, the 319 pages are packed with data, and include a "personality" sketch of many shops, subway directions, and a good index (shops and subjects).

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Well, now you have seen our humble beginning. The newsletter remained stapled sheets until Vol. 7, Spring 1974, when saddle-stapled issues began. They were half of our present size, but already showed our logo and our name in Gothic letters. The first issue of the small format had ten pages; the last, Vol. 48, Winter 1985, had 32 pages. The large format started with a color cover, thanks to Bob Jaeger, a printer now long retired, who helped increase the color pages and who still oversees many details, in addition to his duties as Executive Secretary.



# The First Annual Convention of the National Association Breweriana Advertising

ON AUGUST 4-5 the first annual convention of the National Association Breweriana Advertising was held at Holiday Inn Central in Milwaukee, Wis.

In attendance at the affair were almost 50 people from throughout the country whose hobbies include

the collecting of early brewery advertising pieces — collections which can easily run to over five figures in value.

The convention got underway on Friday evening, August 4, with a "Gay '90's Get-to-Gether" which was hosted by the Pabst Brewing

Co. in the Blue Ribbon Hall of its headquarters in Milwaukee. Interspersed during the affair were amicable beer drinking, the music of a small orchestra, the meeting of new and old friends, an explanation by a Pabst representative of the decor and pictures involved in the room (styled after the famous Guild Hall of Nuremberg, Germany), and an opportunity to view a portion of the brewery's collection of steins and mugs.

The following morning, Saturday, August 5, the N.A.B.A. people were guests of the Jos. Schlitz Brewing Co. for a late breakfast in its Brown Bottle hospitality room. Here the guests also could view some of the brewery's early advertising pieces.

During the luncheon that day at Holiday Inn Central, the convention was addressed by Wilbur Kurtz, archivist for the Coca Cola Co. of Atlanta, Ga., whose presentation also included slides of the company's early advertising.

Following the luncheon, the group's first business meeting was held. The by-laws were adopted and the following national officers elected: president — John A. Murray, Jr., Hinsdale, Ill.; vice-president — Herbert A. Haydock, Wisconsin Rapids, Wis.; recording secretary — Jack Muzio, Santa Rosa, Calif.; treasurer — Richard Bucht, Milwaukee, Wis.; and corresponding secretary — Paul L. Haudrich, Bridgeton, Mo.

## "Trade-Buy-Sell"

From 2:30 p.m. to 4 p.m. a "trade-buy-sell" session was held, with participation confined to N.A.B.A. members. At this time brewery advertising pieces that had been brought to the convention by the members were put on display in one of the motel's meeting rooms.



*N.A.B.A. national officers (rear, left to right): Jack Muzio, secretary; Paul Haudrich, corresponding secretary; Herbert A. Haydock, vice-president; John A. Murray, Jr., president; and Richard Bucht, treasurer. Seated, left to right, are Mrs. Haudrich, Mrs. Haydock and Mrs. Bucht.*



*Hosted by the Pabst Brewing Co. for a "Gay '90's Get-to-Gether," the N.A.B.A. people were able to view some of Pabst's stein collection.*





Shown above are some of the brewery advertising pieces put on display at the Holiday Inn Central by members of the N.A.B.A. for trade or sale.



Concluding event of the first annual national convention of the N.A.B.A. was a cocktail party and dinner at Kalt's Restaurant on the north side of Milwaukee. As can be seen above, Howard Kalt, owner of the restaurant and member of the N.A.B.A., is himself a collector of brewery advertising items as well as bottles.



These consisted of pieces which duplicated what the exhibiting collector already had, pieces which were no longer in line with his primary collecting interest, or pieces that had been acquired originally specifically for trading purposes.

In the evening, a concluding cocktail party and dinner was held at Kalt's Restaurant on the north side of Milwaukee. The owner of this excellent German restaurant, Howard Kalt, is a member of the N.A.B.A. and a collector. One of the restaurant's large dining rooms is walled with old beer trays and signs, and from the beams of the ceiling of the room hang countless old bottles and steins. As the dinner speaker, Jack Muzio, author of the beautifully illustrated, 36-page book, "Collectible Tin Advertising Trays," showed slides of trays representative of his collection and offered suggestions as to possible sources of "finds," types of collectible pieces, care and insuring of collections, etc.

Sharing in making the arrangements for the founding convention were Mr. Murray, Mr. and Mrs. Haydock and Mr. and Mrs. Bucht. The next annual convention of the N.A.B.A. is scheduled to be held in St. Louis, Mo., according to President Murray, although the exact dates and hotel have not yet been determined.



Early Jos. Schlitz Brewing Co. advertising pieces were on view for their N.A.B.A. guests at a brunch in the Brown Bottle Room of the brewery.

*Reprinted from the September, 1972, issue of the BREWERS DIGEST,  
an internationally distributed brewing industry magazine  
with headquarters in Chicago, Ill., U.S.A.*



## --- The Milwaukee Convention of 1977 ---



Howard Kalt, Chairman; John Murray, Director

Ken Hauck was editor of the *BC* in 1976 and '77 and he recently located photos taken during the 1977 Milwaukee Convention. It was easy to enjoy Milwaukee; Miller, Pabst and Schlitz all offered hospitality. The high point was dinner at Howard Kalt's restaurant, which in those years housed his extensive collection. We were a lot younger then, but the nice part is that so many of us will be able to return.



The auction preview has always been serious business.



Dave Mathews was our special auctioneer. Joe Fury (with glasses) was treasurer until his death in 1982.



The Pabst gift shop set up a table in the courtyard.



John Murray sharing refreshments with Dick Bucht from Land O'Lakes, Wisconsin.





A cool Mike Bartels could take it or leave it.



Beer tasting is hard work, but somebody had to do it!



A show was an important part from the first convention on.



Buffet lines have not changed; Bud Imboden liked what he saw.



Howie Kalt had a drawing. Nona Blum was standing in the background.



The dinner at Kalt's among the breweriana was a huge success.



# Glasses, Mugs & Steins

## Pete Kroll's Auction Results

The top selling item was a Budweiser CS32 German Wine set at \$590. Close behind was a rare fired on enamel beer glass from the long closed Fauerbach Brewery in Madison, Wisconsin at \$550, and a Budweiser miniature Senior Grande, CS6 at \$425. Budweiser steins are identified by CS numbers in Anheuser Busch publications. Actual prices paid were 10% more because of a buyer's premium on items selling for over \$200. The early (1970's) Budweiser items continue to attract much bidding interest.

Even some relatively new Budweiser steins brought fairly high prices. A CS106 (1989) Bald Eagle went for \$400 and a CS212 (1994) Osprey was purchased with a winning bid of \$412. Although these items are fairly

new, there is a lot of demand according to Kroll, because the number produced was substantially less than other steins in the series.

Enamel beer glasses from after Prohibition also brought excellent prices. A 1951 Erin brew glass from Cleveland, OH went for \$369, a Grand Prize Lager Beer from Houston, TX went for \$45, a Silver Foam Brew 57 from Michigan went for \$120, and a Fox Head 400 Beer from Waukesha, WI went for \$57.

The next auction #16, will be in the Fall of 1996. Additional information on this auction and future ones is available from Pete Kroll, Glasses, Mugs & Steins, P.O. Box 207, Sun Prairie, WI 53590.





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# The Schlitz Palm Garden

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Leonard Jurgenson



*The Schlitz Hotel at the corner of Third Street and Wisconsin Avenue. The Palm Garden is the adjacent building at right.*

**T**he famous Schlitz Hotel in Milwaukee, built in 1889 by the city's most famous brewery, once stood on the southeast corner of Third Street and Grand Avenue, now Wisconsin Avenue. Located directly south, and adjacent to the Schlitz Hotel, was by far the best-remembered and most popular Schlitz establishment, the Schlitz Palm Garden.

It was publicly proposed on October 19, 1885 as a replica of the great beer halls of Europe. The Palm Garden was the first of its kind in the United States, and was originally referred to as an "Oriental Palace." The Palm Gardens, including all its oak furniture, was designed by Charles Kirchhoff Jr., a successful and respected Milwaukee architect. He designed many other buildings for the Joseph Schlitz Brewing Company including structures for the brewery, corner saloons, and several large homes for the owners of the brewery, the Uihlein family.

The Palm Garden was 50 feet wide and 110 feet long, with a barreled vaulted ceiling that rose to a height of 36 feet. It was constructed as a banquet and concert

hall at a cost of \$100,000. Above the Third street main entrance was a large stone arch that was fitted with a stained glass window with the inscription "THE SCHLITZ PALM GARDEN." This all-masonry indoor beer garden had cathedral-type stained glass windows on all sides except the north side, which abutted the Schlitz Hotel. The exterior roof was illuminated by eight arch lights and 120 incandescent lamps. Several clear skylights were built into the roof, and over 900 electric lights were installed on the interior arches. A large stage was located along the rear wall, and a massive bar and fireplace along another wall. The floor was covered with tile, giving the interior a color scheme of brown, red, green, and gold. An impressive display of fine art work was on view in its spacious interior, which was free of any pillars which would interfere. Neatly arranged through the interior were a large number of potted palm trees. A bicycle check room was located in the basement.

The Palm Garden opened on June 6, 1896, and provided table seating for 450 guests. It quickly became a popular and fashionable meeting place for the people



from all walks of life. Although it catered to families, the Palm Garden was also an important gathering place for politicians and celebrities such as President McKinley, Woodrow Wilson, Eddie Foy, and George M. Cohan.

A visit to Milwaukee was not considered complete without spending an evening at the Palm Garden, which featured Schlitz beer exclusively, and offered nickel sandwiches of baked ham, sausage, or roast beef. Admission was free, and entertainment was provided seven nights a week by its own house orchestra. Many popular musicians, singers, and entertainers, who were visiting the city, were invited to perform, including the renowned John Phillip Sousa. Entertainment, always first class, featured classical and semi-classical music; vaudeville or burlesque were never permitted. The Palm Garden closed each evening precisely at midnight. Although as many as forty barrels of Schlitz beer were served within a day, during that time it was considered to be one of the most ordered places in the country.

With the enactment of Prohibition, the Palm Garden closed its doors on July 19, 1919. Schlitz hired Kirchhoff & Rose to convert the vacant structure into a motion picture theater. Now called the Garden Theater, it reopened on October 20, 1920, with seating for 1,250. The main entrance was moved to Wisconsin Avenue. In September of 1927 the first sound or talking movie to be shown in Milwaukee played at the Garden Theater. In 1955 the "Garden" became known as the Little Theater. The main entrance was relocated back to Third Street, and listed as 632 North Third. After a few years the name was changed again to the Newsreel. The doors closed for the last time in 1960, and the building was razed in 1964.

The Schlitz Hotel, originally adjacent to the Palm Garden, was razed already in 1921. It was replaced with a two-story commercial building which housed the F. W. Grant department store, and was ultimately razed in 1980 to make way for a major downtown development. This combined historic site is now the main entrance to the Grand Avenue Mall on Wisconsin Avenue in downtown Milwaukee.



*The Palm Garden was large enough to host a sizable convention.*



## The Jurgensen Museum Display



Schlitz collector Len Jurgensen has items from his vast collection on display at a special exhibit in the Milwaukee Museum, which can be seen as part of convention tour two on Thursday, August 1. The Milwaukee Journal-Sentinel had a nice article on "The ads that made Milwaukee famous," which included this color photo. The newspaper kindly provided us with a copy of the original art.



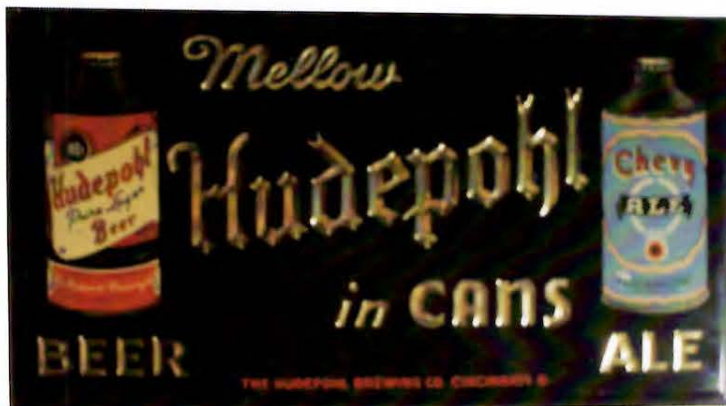
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## Start of the Museum Exhibit

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## To Be Auctioned August 2



Here are two items which will be on the block at the Milwaukee Convention auction. The Hudepohl tin-over-cardboard sign from circa 1938 shows two conetop cans and is in excellent condition. The embossed Old Milwaukee Brew outdoor sign from circa 1930 became available from a recent upgrade. Both signs carry very realistic reserves.



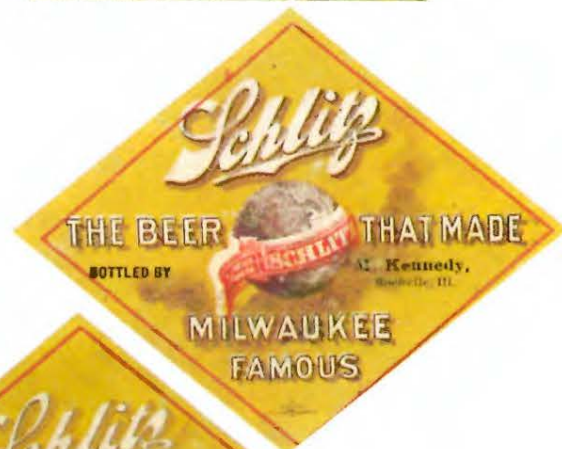




This great lithograph was copyrighted by Jos. Schlitz Brewing Company in 1878, and shows that even then the block-long frontage on Third Street was taken up with Schlitz buildings from Pleasant Street at left, to Cherry Street at right. The oldest buildings are at the corner of Pleasant and Third. *Stroh Archive*.



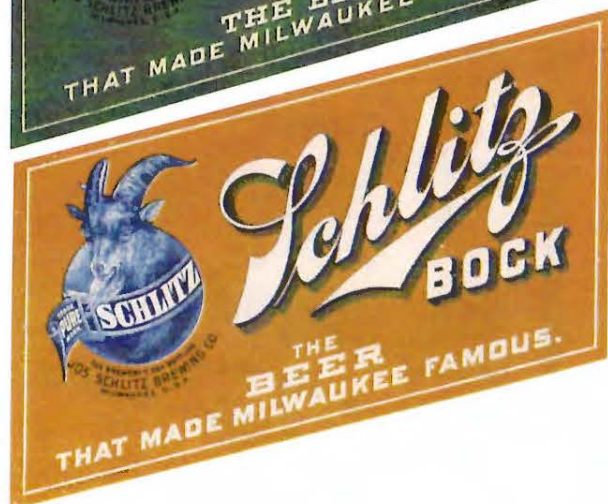
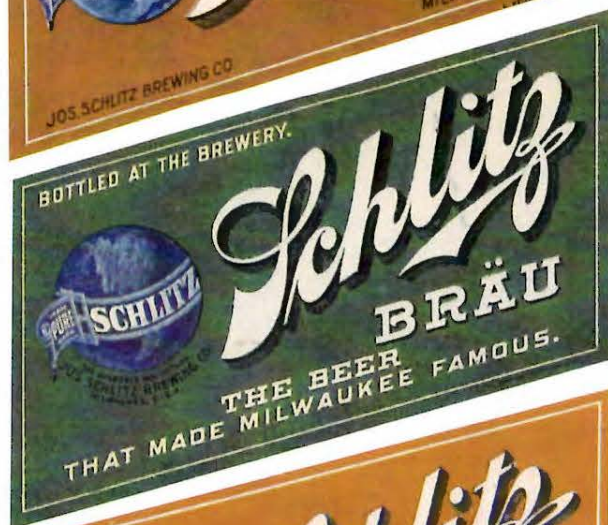
Not The Ordinary  
The Stroh Archives has a





# Schlitz Label

very good collection





## Red Lodge Montana Items

Collection of Mike Majerus, Red Lodge



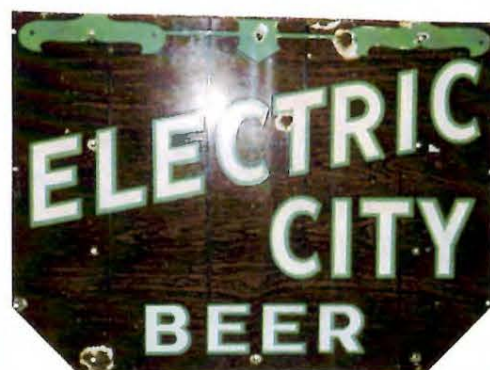
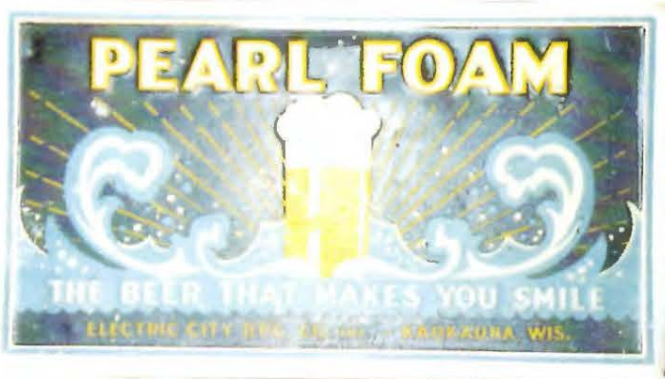
Labels from the Kay Collection





# Kaukauna Items

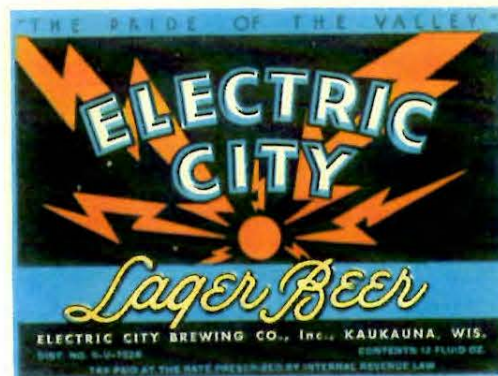
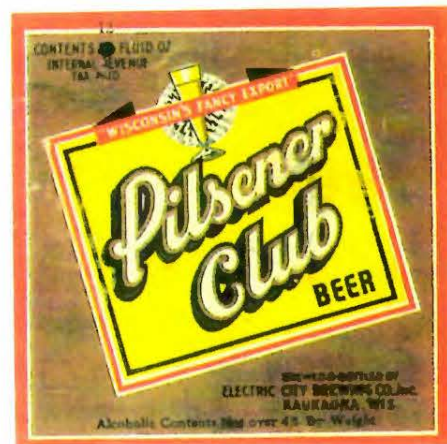
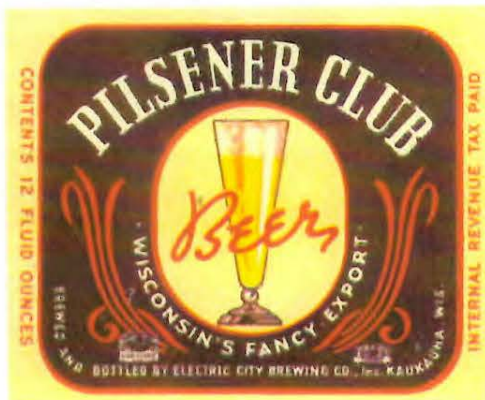
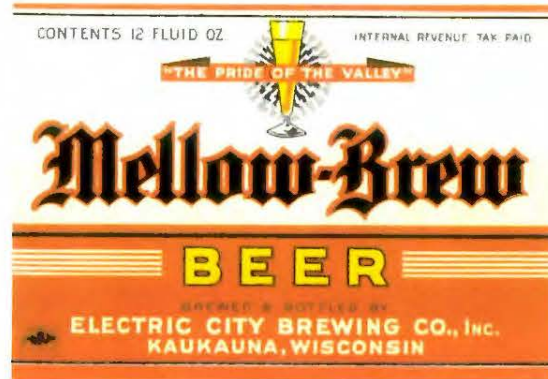
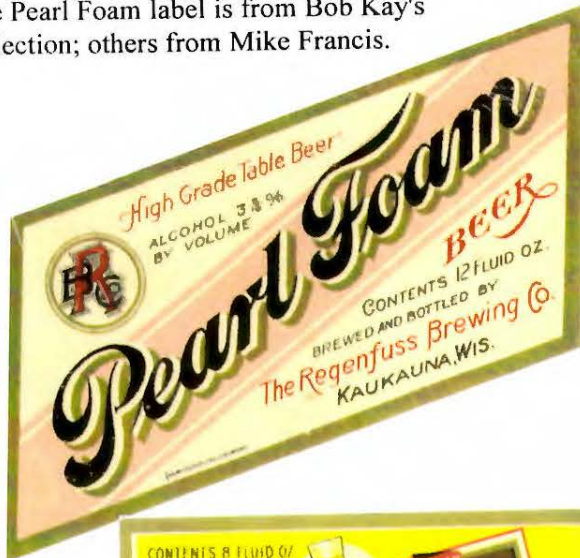
## In the Collection of Mike Francis





## Kaukauna Labels

The Pearl Foam label is from Bob Kay's collection; others from Mike Francis.





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# Brewing in Kaukauna, Wisconsin

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Mike Francis



## EARLY KAUKAUNA BREWING HISTORY

**I**n 1886 Michael Kline sold his interest in his father's flour mill and with the assistance of his partner, Adarn Hiltz, built the first brewery in what was then known as South Kaukauna. The brewery had a capacity of 120 barrels per month, and was erected at an expense of about \$5,000. Later that year Kline & Hiltz leased the brewery to Jacob and John Peter Helf. The Helf brothers purchased it in 1889 for \$3,500 and remodeled and greatly expanded the plant, also known as the Kaukauna Brewery, to a production capacity of 5,000 barrels of beer annually.

Jacob Helf took on a new partner by the name of John Brill in 1893, to help with the southside brewery, after his brother John Peter left the partnership to build a new brewery on the northside of town with his new partner Charles Ristau. This period of having two operating independent breweries in Kaukauna lasted less than two years. On August of 1895, the Helf & Brill Brewery was destroyed by fire. Helf & Brill immediately began rebuilding their brewery on the same site. Although substantially smaller than the previous brewery, the new plant had the same production capacity.

After the new brewery was finished, Jacob and John Helf bought out their partners and formed the Helf Brothers Brewing Company. Both the north and southside breweries were part of this corporation, but as part of the agreement between the brothers, once the southside brewery was back in operation, only the malt house was operated at the northside location.

The Helf Brothers Brewing Company lasted until June 1902 when Jacob and John once again dissolved their partnership and operated their own independent breweries. John Helf restarted the northside brewery with an annual capacity of 3,000 barrels, and built a bottling house at the site. This brewery was also known as the City Brewery. In 1906 John Helf sold the City Brewery to John Regenfuss for \$8,300 and moved to Milwaukee.

Meanwhile, Jacob Helf operated the southside brewery, known once again as the Kaukauna Brewery, until his death in 1908. Jacob Helf's widow continued brewing until 1912, when the property was sold back to Jacob's former partner John Brill. The brewery building was razed shortly thereafter. The property then passed back to Michael Klein, one of the original owners of the southside brewery and became part of his dairy farm.



*Like many others, I got into breweriana by collecting beer cans in the 1970's, although beer was never produced in cans in Kaukauna. My passion for local history eased me away from cans toward Kaukauna brewing history and the collection of its breweriana. In 1993 I packed away the cans, joined NABA and concentrated solely on Kaukauna breweries. Besides an amateur local historian, I am an electrical engineer with a wife, Ann, and two children, Laura and Adam. Would anyone with information on Kaukauna brewing history or breweriana please contact me: Michael K. Francis, 1612 Stafford Lane, Kaukauna, WI 54130, (414) 766-5303.*





*Leo Regenfuss, John's son, in front of bottling house, about 1916. The malt kiln now has a large Pearl Foam and MuenchenerKindl sign.*



*Three daughters of John Regenfuss were posing in the snow, about 1917, next to a Muenchener Kindl sign on the brewery wall.*

### REGENFUSS BREWING COMPANY

Previous to purchasing the old city brewery from J.P. Helf, John Regenfuss worked for the Walter Brewing Company of Menasha, and was therefore quite familiar with the brewing industry. He and his brother Jacob formed the Regenfuss Brewing Co. in 1906 with \$20,000 of capital stock. The officers of the company were: John Regenfuss, president; his brother Jacob, vice-president; his wife Mary, secretary-treasurer. Under the Regenfuss ownership, the old brewery underwent almost constant enlargement and modernization. By 1910 the brewery's capacity had increased from 3,000 barrels to more than 8,000 barrels annually, and by the time prohibition started in 1920, capacity was up to 15,000 barrels and provided employment for more than 10 families.

1910 saw the introduction of Pearl Foam Beer, the Regenfuss Brewery's first name brand. Its slogan was

*"The Beer That Makes You Smile."* Pearl Foam was originally the brewery export brand while Regenfuss Beer was sold locally. This changed in 1915 with the introduction of Muenchener Kind'l Brau export beer, the second and last name brand of Regenfuss. From then on, Pearl Foam was known as the local table beer, while Muenchener Kind'l Brau was elevated to the level of fancy export.

The Regenfuss Brewing Co. survived Prohibition by using the brewery to produce near beer, soft drinks, and malt. John Regenfuss ran the corporation until his retirement in 1929 due to ill health. His daughter Marie managed the plant until the brewery was sold in April 1933 to Theodore Oudenhoven and Arthur Jones. John Regenfuss never lived to see the resumption of brewing in Kaukauna. He died in 1932 at the age of 73.





*Electric City Brewing Co. in 1939, the year the new office building at right was completed. The old malt kiln has been razed.*

#### **ELECTRIC CITY BREWING COMPANY**

Immediately upon taking possession of the old brewery, the new owners began the enormous task of remodeling and enlarging the plant. A crew of 15 men worked until early August getting the plant ready to operate. On August 3, 1933, after receipt of its federal permit, the old Regenfuss Brewing Co. began the manufacture of its first beer in nearly 14 years.

Before September 1, when public sales of beer were due to begin, Jones and Oudenhoven decided that the change in its ownership necessitated a name change as well, to Electric City Brewing Company. Kaukauna had been known for many years as the Electric City because of its early use of hydroelectric power.

The first brand name introduced the Electric City Brewing Co. as a resurrection of Regenfuss's Pearl Foam Beer, chosen because it carried name recognition within the community. Pearl Foam was only produced until 1934 when Electric City Lager was introduced. This brand was a local favorite because of the use of the Electric City name, as well as the attractive lightning bolt design for its advertising that even now is still associated with the City of Kaukauna.

The brewery's management wanted to expand the sales territory beyond the confines of the Kaukauna area, so in 1936 the Electric City Brewery attempted to develop a brand that would have a wider appeal than one simply named for the brewery's home city. Their first try was with Bohemian Style Brew. Little is known about this short-lived brand. No labels or advertising, except

for one newspaper ad announcing its introduction, is known to exist. (If anyone has further information on Kaukauna's Bohemian Style Brew, I'd like to hear from you.)

In late 1936, Electric City introduced what would become its mainstay for the remaining 11 years of operation—Mellow Brew Beer. This beer not only found a market in the Kaukauna area but also as far north as Antigo, along the lakefront of Lake Michigan, as well as in Milwaukee. Due to Mellow Brew's success, further expansion was needed at the brewery to satisfy the demand of these new markets. Over the next 10 years, the brewery was continually expanded in a building program that would eventually increase the brewery's capacity to almost 40,000 barrels.

Arthur Jones with a group of other investors bought out Theodore Oudenhoven's share of the Electric City Brewing Co. in 1940. Although several others are listed as corporate officers in the 1941 Kaukauna City Directory, by 1943 Arthur Jones was sole officer, manager and owner, having bought out the other investors as well.



*John Regenfuss, President, 1906-1929.*



## **MELLOW BREW GOES TO WAR**

With the start of U.S. involvement in World War II, the Electric City Brewery found yet another market to sell its product. As the war progressed, more and more of its beer was sent to the towns surrounding military bases throughout the U.S. This meant that progressively less product was available for the local markets, causing resentment from the local community. Electric City introduced Kaukauna Lager in 1942 to try to satisfy the local demand. Supplies to local taverns were so restricted, however, that most taverns were usually out of Kaukauna Lager shortly after its delivery. The brewery promised that after the war Mellow Brew would return to Kaukauna, providing enough beer to satisfy everyone's demands. In 1943 Electric City introduced its last brand, Pilsener Club. Because of local resentment towards the brewery, most ads for Electric City simply listed the brand name and where it was available for purchase, without identifying the brewery.

### **A NEW OWNER**

In 1945, with WWII winding down, Arthur Jones sold ownership of the Electric City Brewing Co. to Richard Hansen of Birmingham, Alabama. Arthur Jones was retained as manager to operate the brewery for its new out-of-state owner. Little else is known about Hansen, except for court records stating he was living in Muskegon, Michigan during bankruptcy proceedings in 1947. (If anyone has information on the Hanson family of either Birmingham, or Muskegon, and their connection to the brewing industry, I would like to hear from you.) At war's end Kaukauna eagerly awaited the return of Mellow Brew Beer. Hansen however, continued to ship most of the brewery's production to the military bases that had been so profitable for the brewery during the way.

With the military markets finally drying up, Mellow Brew Beer returned to the Kaukauna market in March 1947 but it was too late. Increased competition, as well as local resentment towards the brewery, led to bankruptcy proceedings in June 1947. Reorganization was not deemed possible because the limited market share. In January 1948 the brewery and its equipment were sold at auction, bringing an end to almost 60 years of brewing in Kaukauna.

## **THE BREWERY TODAY**

What remained of the brewing equipment after the auction was sold for scrap in the 1950's when the building was used by various companies for warehousing and light industrial purposes. The building has changed hands several times since then and is presently used by a mechanical contracting firm.

The majority of the former brewery buildings are still intact. The brewery office, bottling house, and brew house are still recognizable from the exterior. The interiors of the buildings, however, have been remodeled several times by the various companies using the building, leaving little indication that it once was used as a brewery. The only obvious sign of the long brewing history of this site is the now faded Mellow Brew Beer sign painted on the side of the former brew house.

### **ACKNOWLEDGMENTS**

I would like to thank the following people and organizations for help with this article: Appleton Public Library, Fox Valley Genealogical Society, John Fritsch, the Helf Family, Jon Huntington, Kaukauna Public Library, Bob Kay and the Regenfuss Family.

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4. Sanborn Insurance Maps, 1890-1945.
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6. American Breweries II, Dale P. VanWieren, 1995.



*The former brewery buildings, photographed last year.*



EST. 1911

# Red Lodge

## Brewing Company

RED LODGE, MONTANA

**A**t the turn of the century, rumors of land rich with coal brought many miners to the newly settled town of Red Lodge. Nestled in the foothills of Montana's Beartooth Mountains, this little town became a haven for miners looking to quench their thirst with a cold brew after a hard day's work. This demand, along with the readily available glacier-fed mountain water, made Red Lodge a natural allocation for a local brewery.

The concept of opening a brewery in Red Lodge was initiated in 1910 by Julius and Walter Lehrkind, brothers who came to the US from Germany in the late 1800's. The Lehrkind family was well-known throughout Montana for their successful brewing operations, including the Bozeman Brewing Co. in Bozeman (1897-1918), the Park Brewing Co. in Livingston (1905-1918), and the Carbon County Brewing Co. in Silesia (1899-1905), which burned down in 1905.

In early 1910 Julius (manager of the Bozeman Brewing Company) and Walter (former manager of the Silesia Brewing Company) decided that a trip should be made to Red Lodge to investigate the brewing opportunities. With Walter's previous knowledge of the Carbon County area, it was decided that he and his cousin Fred would make the journey from Bozeman. They reviewed the possibilities and located a sight for constructing a building. In his announcement of their plans, Fred stated: "The chief object that attracted me to Red Lodge was the most excellent water supply here. It is undoubtedly the best water in the country, so proved by state and federal

government analyses. Without good water, good beer cannot be made, and you have the water here that makes the very best beer."

The Red Lodge brewery was designed by architects Link & Haire of Billings. The buildings covered 125 feet square on the ground floor, including a four-story brew house on the front, a three-story stock house on the back, and a separate building on the side for the bottling house and office. This was a standard layout for breweries in this era as, for reasons now forgotten, it was illegal to brew and bottle in the same building.

The contract for construction was awarded to Anton Roat of Red Lodge in July, 1910. The building was to be constructed with brick from the Fromberg Brickyard by local union labor at a cost of \$75,000. The newest and most modern brewing equipment was used,



*Jim Peters, who provided an interesting article on the Billings Brewing Company for the Fall 1992 issue, came across the Red Lodge article in the Montana Beer Can collector's newsletter. The article has been edited for The Breweriana Collector. Jim has been collecting Montana breweriana for about a dozen years. He is particularly attracted to trays and labels, and has several Red Lodge signs and bottles (see page 18). Jim is married to Bonnie, who operates a heart & lung machine; their children are eight year old Larissa, and Nicholas, age 3. Jim works as a supervisor of the Billings Public Works Department.*





*The old brewery building was built at the north end of Red Lodge and is still considered one of the town's most dominant and interesting buildings. Collection of Mike Majerus.*

giving the brewery a 35,000 barrel per year capacity. The brewing system was installed for perfect sanitation and hygienic properties using automated processes for brewing, which included the use of pipelines. The building was said to be absolutely fireproof.

Construction was started in July of 1910 and completed in February of 1911. The first beer was advertised to be available in May of 1911. The beer was to be a genuine lager beer having a five-month aging process. It was said to have a 2.5% to 2.75% alcohol content, quite typical of the barley malt then available in the mountain states.

The brewery, like many others in the state, was very successful; they were easily able to supply draft and 24 oz. bottled beer to the 18 bars in Red Lodge and the surrounding area. The first beer off the production line was called "Rose Bud Brew Beer – Purest and Best Of All." Their most popular beer became "Montana Bud – Pure and Wholesome." The only other beer they brewed prior to Prohibition was "Glacier Beer – It's The Water."

A fringe benefit of an early labor contract with the Montana State Brewers Association gave brewery workers eight pints of beer each day, to be drunk at designated times at the brewery.

C.J. Duerrwachter was the brewmaster at the Red Lodge Brewing Co. When Prohibition caused brewing

operations to cease in 1918, he brewed a near-beer called "Bud-O – Always On Top" and bottled some soft drinks.

The Lehrkind families decided to close the brewery in 1921, and moved to Livingston and Bozeman, where they began building a business for bottling and distributing Coca-Cola. Paul Lehrkind shipped the brewery equipment to California and started the San Diego Brewing Co. after Repeal.

The brewery was turned in the Red Lodge Canning Co. in 1926 for canning locally grown peas. Duerrwachter resumed his brewing career in 1933 as brewmaster for the Billings Brewing Co., commuting weekly to Billings by train. The building is now a machine shop owned by Julius Pilati, a grandson of Anton Roat, the original building of the brewing.

#### *References*

Cornerstones, The Newsletter of the Carbon County Historical Society, 1994.

The Republican Picket, 1910.

The Red Lodge Picket Journal, January 1919.

Red Lodge, Saga of a Western Era, compiled by Shirley Zutan and Harry J. Owens, 1979. Photos from the collection of Michael Majerus, Red Lodge.



## Executive Secretary's Report



### Our 25th Year!



I will try and give you a few tips to make the Milwaukee Convention more enjoyable. First exit at 293B or Hwy. T from 94 West. Turn right on T, then get in left lane immediately for Golf Road. Turn left and Country Inn is one mile on the right.

Registration and Hospitality Room will be open Wednesday. Miller Night will be Thursday with a Picnic for all registered members.

The Auction is Friday. You may have five items in the Auction. Each item must be \$50.00 each or more.

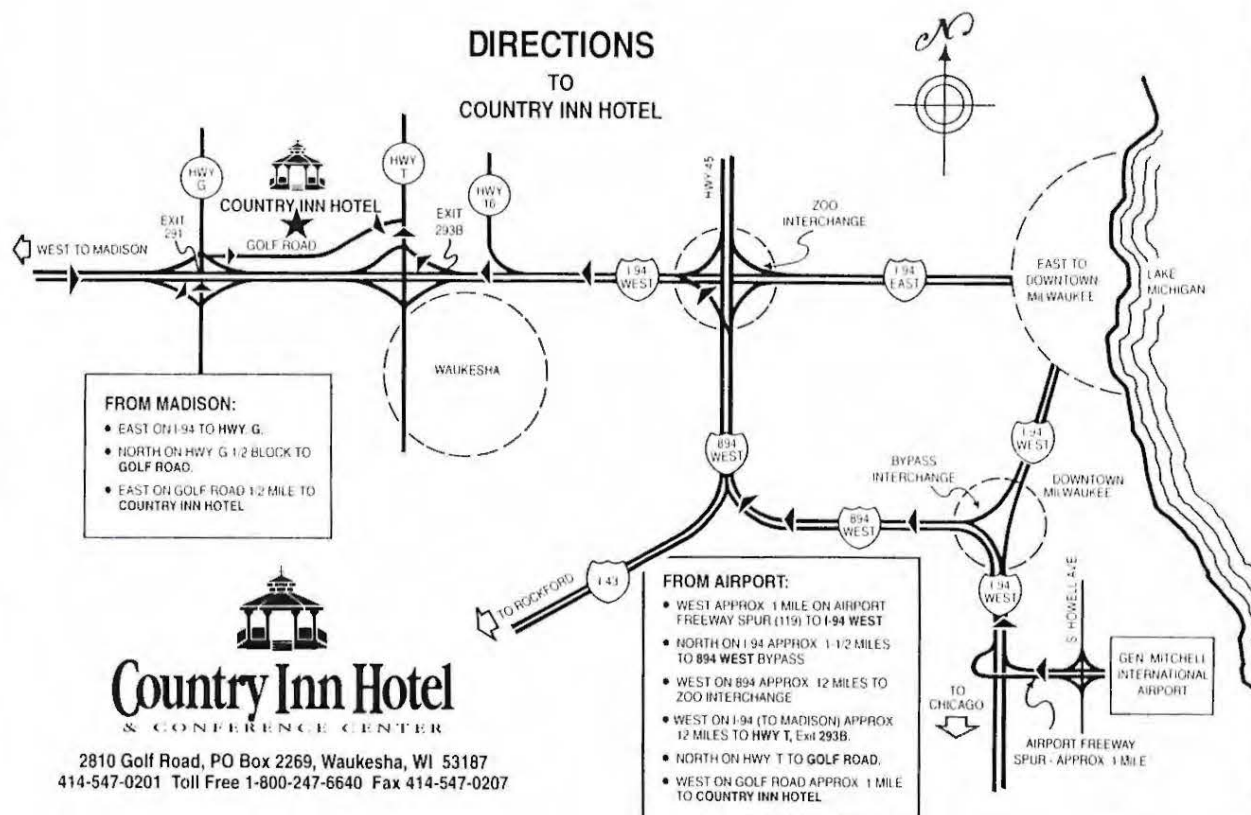
If you are a member of NABA and not registered for the Convention, you may still attend the Buy-Sell-Trade Show. The hours are 10:00 to 3:00 on August 3rd. Please bring a hand cart to move your Breweriana items – it will make life more enjoyable.

The election of officers and directors will be held. The ballots must be mailed to NABA, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. The deadline is July 29th.

Dues were due May 31. If the expiration date on your dues card is not May 31, 1997, your dues are not paid. Please send \$20 (Canadian members \$30, overseas members \$40) to NABA, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226.

Hope to see you at the Convention.

Sincerely,  
Robert E. Jaeger, Executive Secretary





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# The Rathskeller

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“De Gustibus Non Disputantum Est”



Writing a regular column is more difficult than I suspected! With “The President’s Page,” I could ramble (major character defect some of you may have noted previously) wherever my mind took me, but I have to stay topical here. I feel that I should usually avoid criticism of brews that I didn’t particularly favor, as I should not hesitate to slam products that are simply pretentious or badly brewed. I would be greatly helped in this criticism conflict if more Micro-breweries would “open date” their beers! I am a strong proponent of a clearly defined shelf date on the bottle or label (*putting it on the shipping case does nothing for me*), to avoid buying brew that is old and stale. Open dating does not solve the problem of bad handling by either the distributor or the retailer (the *major* cause of skunkiness or other taste related defects), but it can help me to avoid blaming the brewer for product that is less than perfect!

On to some brews! These first ones are perhaps “leftover” winter Seasonals, no longer available, but to look for next winter:

Evansville Brewing (the former Sterling Brewery, Heilemannized and now owned by local interests): 1995 **Santa Claus Christmas Amber Beer** the roasted malt sweetness gave a balance I’ve not previously found in Evansville brews. Still a hint of “cheap hops” at the finish. This is the tastiest beer I’ve had from this brewery (their first “seasonal” special?)

**Hoosier Red, 1995-6** (found in Indy, on close-out): A nicely balanced brew with no particular flavor peaks. A tasty, but not strong or “cheap” hoppiness suggests better quality ingredients. A “premium” product from this brewery, and a good omen for the future!

Huber Brewing, Monroe, WI: **Berghoff Hazel Nut WinterFest Ale**: Likely lager brewed with ale-like hops. Smooth and typically well balanced. The hint of nut

sweetness accents the hops finish, and is also evident in the initial bouquet. I would have loved to have had this one on draft while dining at The Berghoff in Chicago!

Pavichevich Brewing, Chicago: **Baderbrau Winterfest Beer**: Darker, richer and hopsier than Ken’s regular Baderbrau (to my taste, a clone of Pilsner Urquel). Beautiful balance all the way through. I had to *work* (such a task!) at picking up highlights, and even then I could only conclude that I liked it a lot, but couldn’t really say why...a wonderful sipping beer!

Miami Brewing Co., Miami, FL: **Hurricane Reef Amber & Golden Ales**: Sent by a Florida friend, so I’m not sure how widely distributed. *Very* fine true ales, rich, well balanced hopsy taste with pleasant but not dominating hops finish. One of the brews in this series is to be a **Beers Across America** selection; Look for it!

F X. Matt, Utica, NY: the **Saranac** series: Interesting and flavorful versions of old lagered standards, with interesting seasonal micro-quality products like **Chocolate Amber Beer for Spring**. Hard to go wrong with anything with this brand!

Kansas City Brewing Co., Kansas City, MO: **Yardbirds Saxy Ale** (named for Charlie Parker, famed KC jazz saxophone player): A relatively new non-bottling Micro (contract brewed in Chicago), this was a disappointment to me, as I expected more. Bland and uninspiring. My samples were perhaps out of date, thanks to the complicated distribution system mandated by the peculiar PA alcohol laws.

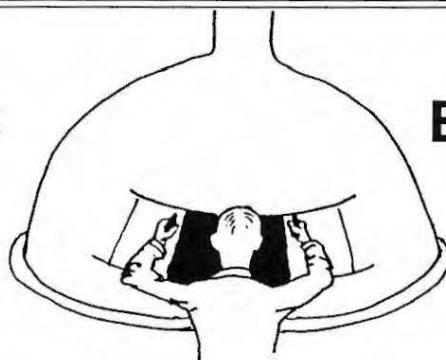
I’ve likely over filled my allotted space, so I’ll stop for this issue. Micro brewers, PLEASE date your products! Don’t tell us it can’t be economically done. Even the old edge-clip system is better than nothing!!

Fil Graff

The Brewer’s Mank



## WHAT'S



## BREWING

### June Report Card

It is safe to say that *Consumer Reports* is not on the required reading list of brewery executives. The June issue is probably an exception. It contains an eight-page article on beer, in which that magazine gives a somewhat chilly report on label language ("How beer labels oversell...") and alleged attempts to position marketing toward young drinkers ("A sober look at beer"). The article also includes estimated cost component comparisons between mass-produced beer, and craft beers from a regional brewer and also brewed under contract, as well as taste results and ratings.

One of the really worthwhile approaches was to classify beers by groups along a bitterness vs. malty (e.g. "body" brewer's terms) axes. Too often self-proclaimed experts compare apples and oranges, and downgrade regular lagers compared to special lagers or ales. Taste comparisons were carried out within each of six groups (non-alcoholic, light, regular and ice beers, imported lagers, craft lagers, and craft ales).

The article also stressed that beer is best when fresh, and advised consumers that craft beers by a national brewer, or local microbrewer, were preferred to products shipped great distances. The taste panel sharply downgraded all non-alcoholic beers and detected off-flavors in the Miller's High Life, Genuine Draft, and Lite, although Miller's Red Dog and Icehouse were given the same high rating as Budweiser. The negative comments on Miller products are puzzling, because a comparison between Budweiser and Miller Genuine Draft by *Consumer Report* staffers produced little discrimination from habitual consumers of one brand or another. A couple of domestic beers with high reputations received unexpectedly low scores and comments indicating old or a questionable prod-

uct, and well-known imports like St. Pauli, Beck's, Pilsner Urquell, and Amstell Light obviously suffered from the transport.

Among major craft beers, Samuel Adams, Leinenkugel Red, and Sierra Nevada Pale Ale were rated highest, Molson's Golden and Labatt's Blue led the import category and Old Milwaukee and Stroh were ranked best among regular and ice beers. Anheuser-Busch light beers outranked Coors Light and Miller Lite slightly, but also contained more calories, and Miller got even by placing Sharp's ahead of O'Doul's among nonalcoholic beers, and with lower calories. Coors Cutter, Heileman's Kingsbury and Old Milwaukee NA also were rated higher than O'Doul's.

Even taste panels composed of experts are not entirely objective. There also is a difference between results of blind taste tests, no matter how carefully carried out, and what is happening in the marketplace. Consumers do not taste "blind," but bring a mental image and expectation which can override tastebuds. But there are enough cases where once strong ad campaigns weakened, the image eroded, and flavor shortcomings were exposed with very serious results.

PHB





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## Chapter News

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### Capital City Chapter Ignores 10 Inch Friday Flakefall

The 17th Annual Blue and Grey Show at Fredericksburg, VA in February was another great success! There were many NABA members present, including Bob Kay and Jim O'Brien from Illinois, John Stanley up from North Carolina, and Ken Ostrow down from Massachusetts. Rayner Johnson and his beer-getters rounded up 39 different micro draft brews for the hospitality room for the 190-some pre-registrants from 22 states and Canada. Brian Luts, regional sales manager of the Wild Goose Brewery in Cambridge, MD was banquet speaker. Brian introduced us to a superb new Oatmeal Stout, soon to be available in bottles, and participated in a heated discussion of "open-dating" for beer.

The Capital City Chapter, who put on the Blue and Grey with the Richbrau and Rusty Bunch BCCA Chapters, has elected to affiliate with NABA, so we will have the privilege to co-sponsor this first-rate event in the future. There was a great deal of breweriana for sale,

from neons to labels to pre-pro bottles, openers and trays, as well as a wealth of microbrewery items, and plenty of first grade beer cans. Blue and Grey is the first "full line" breweriana show of the year in the East, and a welcome break from winter cabin fever. Hope to see you there next year!

JFG Jr.

### ECBA Micro Chapter Joins NABA

*Roger Levesque*

We are in the midst of a micro-brewing renaissance, and wherever the industry goes, our hobby is sure to follow. The explosive rate of growth of the micro-brewing industry gave rise to the Microbes, an ECBA and now also a NABA chapter. What micro collecting lacks in antique status and monetary value, is made up by collecting and living current history. We communicate with one another through **The Micro Connection** newsletter of the Microbes.

From bigger is better to small is beautiful. Time to focus in on local flavor. Take a look at the logos and labels of microbreweries. They reflect local history, local geography, and local culture. New brewers also use their creative talents when naming their beers.

We encourage all NABA members, who have an interest in micro collecting – including micro tasting and touring – to join the Microbes. Annual dues for NABA members are \$5.00 – and should be credited to the **Micro Chapter** and mailed to Roger Levesque, P.O. Box 826, South Windsor, CT 06074-0826. For those who have already joined us, welcome aboard the Microbe train, and have a safe and pleasant journey!



Left to right: Coaster collector Matt Johnson, Brian Luts of the Wild Goose Brewery, and Raynor Johnson.

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## Buy – Sell – Trade

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**PRE-PRO MINI BEER MUGS WANTED:** Will buy or trade to obtain 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.

**LEINENKUGEL WANTED:** The older the better! Signs, clocks, mirrors, bar items, thermometers, door pushes, etc. Michael Cain, 9760 17th St., Zion, IL 60099, (847) 872-2926.

**ORIGINAL BLATZ FLAGS FOR SALE:** For your tap dancers, ball players, can and bottleman statues. All have the beautiful colors of orange, green, and yellow. Five different flags, \$8 each. Paul Gust, W. 177 S. 7799 Kristin Dr., Muskego, WI 53150, (414) 679-4545.

**NARRAGANSETT WANTED:** Any 'Gansett Brewing Co. advertising from 1930s through '50s. Mike McCarthy, 23 Dix St., Bridgewater, NH 03222, (603) 744-5699.



## Events of Interest

- |                  |   |
|------------------|---|
| July 30-August 4 | <b>NABA CONVENTION</b> , Country Inn, Waukesha (Milwaukee), WI. Members Only; Registration Information with Spring Issue <i>BC</i> or by mail.  |
| August 9-10      | <b>4th Annual Monarch Chapter Weekend at Pauly's</b> , Lena, IL. Contact: Paul Zagielski (815) 369-2135.  |
| August 11        | <b>Beer Cans &amp; Breweriana (Queen City Chapt.)</b> , American Legion, Blue Ash, OH. Contact: Dave Gausepohl (606) 371-4415.  |
| August 14-17     | <b>Canadian Brewerianists Convention</b> , Viscount Gort Hotel, Winnipeg, Manitoba. Contact: Dave Craig, 22 Bonavista Pl., Winnipeg, Manitoba, Canada R2J 3B8, (204) 257-2355.  |
| August 22-24     | <b>Mile High Summit IX Show</b> , Holiday Inn-North, Denver, CO. Contact: Mike Barden (303) 320-0790.   |
| August 24        | <b>Doggone Good Chapter Show</b> , Frankenmuth Heritage Park, Frankenmuth, MI. Contact: Mark Brooks (517) 624-5749.   |
| Sept. 19-22      | <b>BCCA Convention XXVI</b> , Hyatt Regency, Indianapolis, IN. Contact BCCA, 747 Merus Ct., Fenton, MO 63026.   |
| Sept. 21-22      | <b>Indianapolis Antique Ad Show</b> , South Pavillion, Indiana State Fair Grounds. Also Beer Can/Breweriana Show on Fairgrounds same weekend. NABA Hospitality at Holiday Inn, US 421 & I-465, 8PM Fri., Sept. 20 Poolside. |
| September 28     | <b>Schultz &amp; Dooley BCCA Annual Fall Show</b> , Germania Hall, Troy, NY. Contact: Dennis Hefner (518) 877-6199.   |
| September 29     | <b>Madison Bottle (&amp; Advertising!!) Show</b> , Quality Inn South, US12/18, Madison, WI. Contact: Bill Mitchell (715) 341-1471.  |
| October 4-5      | <b>NABA-ECBA Breweriana Show</b> , Holiday Inn 1-77, Canton, OH. Contact: Jack Kern, (216) 854-5282.  |
| October 6        | <b>Detroit Metro North Beer Can Show</b> , K of C Hall, Clawson, MI. Contact: Dave Kalso, (810) 294-1059.   |
| October 9-12     | <b>Cornhuskers 14th Midwest Breweriana Convention (BCCA)</b> , Harveys Riverboat Casino & Hotel, Council Bluffs, IA. Contact: Bill Baburek, (402) 346-5147.   |
| October 20       | <b>Brew City Ad Show</b> , Serb Hall, 5101 W. Oklahoma, Milwaukee, WI. Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089, (414) 246-7171.  |
| October 25-26    | <b>17th Annual Oktoberfest</b> , Ramada Hotel, Wilkes-Barre, PA. Contact: Jerry Matones (717) 693-3612 or Len Chylack (610) 692-2015.   |
| October 25-27    | <b>Monarch Chapter Fallfest</b> , Quality Hotel, Rt.53 & US 14, Palatine, IL. Contact: Paul Zagielski (815) 369-2135.   |
| October 26-27    | <b>Brewery Show (with 200 dealer Antique Show)</b> Vanderburgh 4-H Center, Evansville, IN. Contact: Brent Pace (812) 471-9419.  |
| November 8-9     | <b>Valley Forge Brewery Collectibles Show</b> , Market Place/Expo Center, Downingtown, PA. Contact: Larry Handy (610) 439-8245  |
| November 8-9     | <b>23rd Annual Guzzle and Twirl</b> , O'Reilley Hall, North St. Paul, MN. Contact: Mike Reilly (612) 730-6192.  |

**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

