

# The Breweriana Collector

JOURNAL

OF THE

## National Association Breweriana Advertising

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# MILWAUKEE



# CONVENTION

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# National Association Brewsteriana Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

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## COVER

The Fred Miller eagle tray on the front cover and the superb and probably unique Miller bock beer lithograph on the back cover are from the collection of John Brandt. Other rare Miller items from his collection are on page 13.

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## President's Page

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AS I begin my two years as president of NABA, I'd like to take this opportunity to thank Fil Graff for his tireless efforts during the last four years as president of our organization. I'm sure you all join me in wishing Fil the very best as he begins his new venture as the associate editor and ultimately the editor of the *Breweriana Collector*.

I hope that all of you who attended the convention enjoyed it as much as Jerry and I did and that you brought back some new treasures. As always it was good to see old friends and to meet several first timers.

Having been a member of NABA for twenty-one years, I am proud of this organization, I hope to be able to contribute to the continued growth and improvement of an association I feel is a class group of *Breweriana Collectors*. Over the past twenty-one years I have seen many changes take place in NABA. When I first joined, there was no room-to-room trading during the convention; beer can collectors were not welcome; and any advertising produced in the last fifty years was considered trash.

As the club started to grow in numbers, it continued to change the way it looked upon the hobby. Room-to-room trading became the fun part of our annual convention. Beer cans came to be a legitimate part of *Breweriana Collectibles*, and newer advertising, including microbrewery items, became a popular part of the hobby. Initially some of the older members had a problem with the changes that were taking place. The majority, how-

ever, began to realize that an era was ending. Gone were the days of finding a pre-pro litho or an early reverse on glass at a neighborhood garage sale or local flea market. The new collectors were having as much fun finding the newer items as the old collectors had seeking their rarities.

I guess this is what this article is all about. It's about change. We need to look forward to the changes that are going to take place in NABA in the next few years. We need to make sure these changes will be positive and will make our organization stronger. In the next few issues I intend to address some of what I feel we need to do to make sure we change for the better.

Your Board of Directors wants this to be a club that truly reflects the desires of its members. In order for it to do so, it needs input from each of you. It needs your thoughts and ideas relative to how the convention, the auction, the *Breweriana Collector*, and any other part of this organization needs to be changed. We will never agree on everything, but as I have learned, the more ideas we have, the more likely it will be that something good will come of it.

I look forward to the next two years and want each of you to know that I welcome your input. If I accomplish anything, I would like it to be a feeling on the part of all members that this is truly a democratic and responsive organization.

*Jim Shoulter*

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## From Your Editor

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This issue marks the beginning of my seventh and last year as editor. The year will give Fil Graff, our new associate editor and my designated successor, the time to acquire the equipment for desktop publishing and to become familiar with it.

The post-convention issue has traditionally been a look back at this most important event of our year. In this regard I am very appreciative to those who supplied photographs, notably ABA's editor Bob Pirie and Herb Haydock. I also had the opportunity to visit the ECBA convention near Boston. Many fine New England items were on exhibit.

The front and back covers and a color page of this issue feature rare Miller items in response to the outstanding hospitality provided by The Miller Brewing Company.

As has been my custom, the 1997 winter, spring, and summer issues will feature Minnesota breweriana, in line with that year's convention in Bloomington. Jim Beaton, Mike and Bob Hajicek, and Jeff Vick have been busy with articles of their Minnesota collections.

In 1998 we will be in Columbus. It is not too soon to outline that article you had always planned to write on a certain Ohio brewery's collectibles, and arrange for photographs. If you are not working on this by next spring, it probably will not get done.

We were saddened to learn of the accidental death of restorer Walter Neal from a blood clot as a result of a fall in his home. Walter Neal lived in Wadsworth, Ohio, and had a long career with the Acron Beacon Journal as artist and cartoonist. He was 70 years old, and had remarried in June.

*Peter Blum*



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## Convention Scenes:



*The visit to Pabst may have been our last chance to see the gracious hospitality hall and courtyard, where we posed next to the statue of Captain Pabst. The gift shop received a real workout.*



## Plant Tours



*Top, posing before the hop vines at the New Glarus brewery. Center, lunch at the New Glarus Hotel, then off to visit brewpubs. Bottom, a stop in the Plank Road caves was part of Miller's hospitality. Photos by Herb Haydock.*

## Convention



*Top left, President Graff presenting award for outstanding support to the Association during 25 years to Director Emeritus Herbert Haydock. Top right, Jean and Richard Leinenkugel during Wisconsin night.*

*Center, Label dealer Bob Kay found a peaceful place for his wares at the show. Bottom, Ron and Anita Kurek at left found a buyer for the small Schlitz keg.*





# Activities



*Top left, Ken Kositzke from Appleton, Wisconsin, is sorting through match covers at his table. Top right, Board member Bob and Judy Bockmann pause during registration. At right, a full table awaits customers as the show opens. Below, lunch at Fritz's on Second Street was part of the brewery tour.*





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## Steinology, An Invitation to a Mugging

Fil Graff

**D**oing an article on handled beer drinking vessels is like trying to describe the workings of a modern automobile on a postcard. Experts might be annoyed with the oversimplification; neophyte collectors would barely get enough information to be really useful. Here goes, with what is envisioned as “something for everybody.”

First, some definitions and distinctions of the handled drinking vessels of US brewery issue with brand or Brewery advertising on them discussed below. A very common misusage: a mug is a lidless handled vessel for drinking beer, a stein has a lid. Is a stein that has lost its lid then a mug? If collectors know it should have been lidded, then it is just an incomplete stein. If a small hole in the top of the handle is present, and there is no lid, it may in fact be a “stock mold” that may or may not have been lidded. One rule is nearly certain: if this vessel has a (liquid) capacity mark, like “1/4 L” near the top of the handle attachment, it is almost certain to be/have been a stein, the basic mold of which was intended for use in Germany, where a law roughly contemporary with the Rheinheitsgebot law (which specified the brews contents) dictated how it was to be legally served. [Some modern glass brewery advertising mugs from Germany don't have lids, but it is assumed these were made for export ONLY. They usually DO have capacity marks. The author assumes that the glass “boot” falls in this category. There were also some German commemorative and fund raising MUGS made for sale in Germany. Every rule has its exception.] There are many examples of US brewery advertising found on such German-made steins, many of which were made and decorated in Europe by Villeroy & Boch in Mettlach, Germany, and are so marked. There are also Mettlach “blanks” that were imported early on by companies like Thuemler (Rochester, later Pittsburgh, PA) and Albert Pick, Chicago, and decorated in the US that carry the Thuemler circle trade mark, or Pick name, as well as the Mettlach mark. It is assumed that eventually the US companies simply copied the V&B molds, and made the bodies themselves, to avoid transoceanic freight.

We speak of “mini-mugs,” an ounce or two capacity vessel, the smallest mugs and steins that carry advertising. These objects were often match holders (see the concentric rings on the base of many of them ... the match striker), as they are too small to be even samplers. Many of these appear to be only souvenirs. There are several examples of small ca. 3 to 4 oz. glass advertising mugs that WERE likely samplers, or perhaps “ladies mugs?” [See Ray Fredericks article on Mini Mugs, *BC*, vol 89, p. 8].

Mugs and steins of 1/4 liter capacity (a liter is 1.06 quarts, or about 34 ounces) are about equal to 8 ounces US, and is generally the smallest *drinking* vessel that contains brewery advertising. This size container is today's

Three mugs: a White's Utica for Hausmann's in Madison, Wisconsin, a necked-in Thuemler for Germania in Buffalo, NY, and the common Old Colony of Boston. Below, a mini-mug match holder from Prima in Chicago.





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“small beer,” and may have had the same use pre-Prohibition, or could have been for stronger brewed products like ales and porters.

The vast majority of US advertising mugs fall in the 12 to 16 oz range (the good old “pint”). The 10 oz. mugs (and steins) like the ubiquitous Old Colony, are more unusual, and often look like a 12 ounce, but have a false bottom.

Here is a good place to distinguish some of the materials used to make these vessels. The Hausmann's Beer, from Madison, WI, is a typical stoneware mug made and decorated by The White Pottery Co. of Utica, NY (called “White's-Utica”). Greyish clay, cobalt blue incised decoration, and a dull (matte) saltglaze. Other potters made stoneware (again the Old Colony, NOT incised but simply ink stamped, usually in black or orange), but White's made the majority we know, and these are much the best quality. Older White's mugs (and occasional stein) had a slightly browner clay, but this isn't really noticeable unless two mugs from different clay sources are side by side, or, God Forbid, you drop one! The greyish appearance is usually indicative of stoneware, evidently a cheaper ceramic than “china ware.” Most mass produced US made



*Four barrel-shaped mugs: A White's for Nunning of St. Joseph, MO; two Thuemlers, and a Manhattan Brewing Co. Indian from Chicago, of which only one example is known.*

ceramic vessels are of this “china” or pottery material, and are glazed with a transparent glaze at higher temperatures and a more sophisticated kiln than that needed for salt glazing. The finished product is an ecru to tan color, and allows multiple colors to be visible in advertising decoration. Some of these were decorated under the primary overglaze; some, like the early imported Mettlach blanks, were decorated over a preliminary glaze, and then lightly overglazed. Wear is not uncommon in this later finishing method. In rare cases, porcelain (a pure white material) was also used, with production centered around East Liverpool, Ohio. These vessels are obviously white in color. There is also glass, which can be either etched, embossed in the mold, engraved, and less frequently, hand painted or decorated with gold. There's also the occasional pewter mug or stein. Pewter was universally used for lids, because of its malleability and relatively low pouring temperature (the strap, hinge pin and inner leaves of the hinge were poured in place on the stein) and durability, but by the time of the blossoming of brewery advertising, most wholly pewter steins were presentation pieces, not for general issue.

Back to the bar, and more things to drink out of! There are a variety of shapes common to most mugs and steins. There is the *barrel*, the *tankard* (both straight sided and tapered), and what I call “*the Thuemler*,” although its origin is the commonest German stein. This is a straight-sided squat vessel, with a thicker ring



*A Stroh glass mug with gold rim, a pewter mug for Old Ale, brewed by Waukesha; the Faust (A-B) porcelain stein, and an Old Escanaba (MI) porcelain mug showing Niagara Falls.*

at the base, and a curved tapering near the top. There must have been tens of thousands of these made and sold, as I'd guess almost half my collection is of this shape, in various sizes up to 1 liter/1 quart. I've picked some particularly difficult-to-find examples to display here, among the more common breweries, starting with the *barrel*.

A minor diversion here. There is a sub-type of tankard stein that collectors from the area call "the Chicago Tavern Stein," because of the large number of examples from Chicago area breweries. They DO occur elsewhere, but The Albert Pick Co., a restaurant supply house, seems to have been particularly successful in selling to breweries from their Chicago office. These are fluted thick glass cylindrical tankards with heavily

*"Chicago Tavern" steins: a typical Chicago working man's stein; old age beer by Jetter of Omaha; Aurora, Illinois; and a 6 oz. A-B stein known with different names, probably a gift to VIPS.*





flared bases, or rarer, "thumb printed" barrels, both with mold applied handles, and generally pewter lids with a decorated porcelain insert (and one notable "failure" done in celluloid). There are common examples of all pewter lids as well. These vessels were made of heavy glass, both for initial cost to the brewery that provided them to their tavern customers (or their own "tied houses" and beer gardens) and durability, not gracefulness. Mostly 12 to 16 oz., they are "masculine" and utilitarian in design. Many Ohio River Valley glass houses had the unlidded ware in their trade catalogues as early as the 1880's. A display note: these "tavern steins" display best on a shelf, upside down, with their lids hanging over the edge, so they can be seen easily. The mail auctioneers almost universally photograph them this way, and often include a close-up of the lid. This subgroup of tankard steins could easily provide a whole article of it's own, but I'll limit this to several examples.

The advertising decoration on these steins was usually only on the lid, and the lidless version was usually embossed in the mold. Some are hand-painted, however, and there are a few examples known of acid etching and chemical gold designs on these mugs.



*Above, straight-sided tankards: Leisy, Peoria, IL, with "deer antler" handle; Ph. Lauer's for 1 qt. Swankey; a rare Iowa malting mug; and the colorful Kuebeler-Stang from Sandusky, OH.*



*Four rare Thuemlers: Belleville's Star Brewery in Illinois; Hupfel from N.Y.C.; Voigt, brewer of Rheingold in Detroit; and the Bellingham Bay brewery in Washington.*

There are some non-typical “mug” types, like the *loving cup*, a two or three handled vessel or the stoneware Pilsener, with should be a “glass,” except it is White’s-Utica. There is also the infrequent lidded hotel pitcher, designed for “carry-out,” or room service, both in glass and ceramic. Both materials are likely German made; the ceramic ones I know (like Los Angeles Brewing) are from Villeroy & Boch, Mettlach.

I have neglected several styles, like the infrequent brewery use of a “tourist” mug that shows some monumental building or feature of a given city, as Sandusky, OH with the Kuebler Brewery, or the “stock” inexpensive German decorated stein (or lidless, as a mug), with the brewery embossed in an undecorated part, like near the top lip, or, as Keeler of Chicago did, with its Eagle logo on top, and its name inside the ceramic insert of the lid. There are the “joke” mugs, with ceramic frogs in the bottom (my example is from Porter, Joliet), and the series mugs, one issued per year, as Sehring of Joliet gave away. There is the pitcher and mug set, like Leisy, Peoria IL, and Chr. Heurich of Washington DC (hard to identify at a glance, as the advertising is all on the inside bottoms!) or just the pitcher, like Indianapolis Brewing and Chicago’s Independent Brewing.



*Three odd vessels: a Utica White's Pilsener for Haberle of Syracuse, NY; a two-handled mug from East Liverpool, OH; and an ornate urn-shaped vessel from Wayne in Erie, PA. Below, the Adolphus Busch Mettlach.*

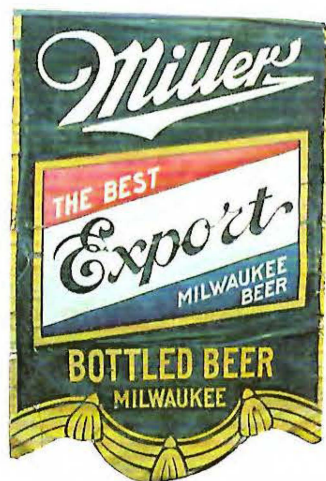
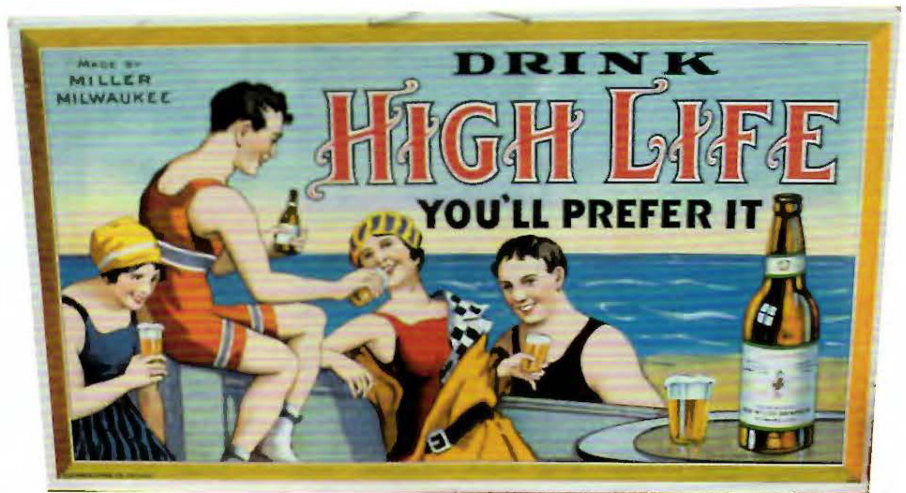
US Brewery advertising steins are less common than the advertising mugs, as they were obviously more expensive for the brewery to purchase. Mugs can be found from the very smallest (and earliest) post-Civil War breweries. New finds keep turning up, so the chase never seems over! This is not “dollar breweriana” by any means. Common pre-pro mugs can be found priced by dealers from \$60 to \$75, like the Old Colony, Robert Smiths Dusty Ale (be careful here, there are at least two major varieties!), the Schlitz Girl-on-the-Globe, or the short Pabst dwarves. But others can easily range from \$300 to \$500 each, and the portrait Mettlach steins like “The Adolphus” can sell for over \$2500, with the Moehn (Burlington, IA) being almost priceless. There is no justice (for a pre-pro collector, anyway) in the fact that a 100 year old brewery mug, of uncertain production and chancy survival rate, will sell for \$400, and a 15 year old A-B item, produced in the tens of thousands, sells for the same price, but that is collecting for you! This is a fun aspect of Breweriana collecting, and I'm proud (how I used to deny it!) to be part of the “Fraternity of Muggers.”



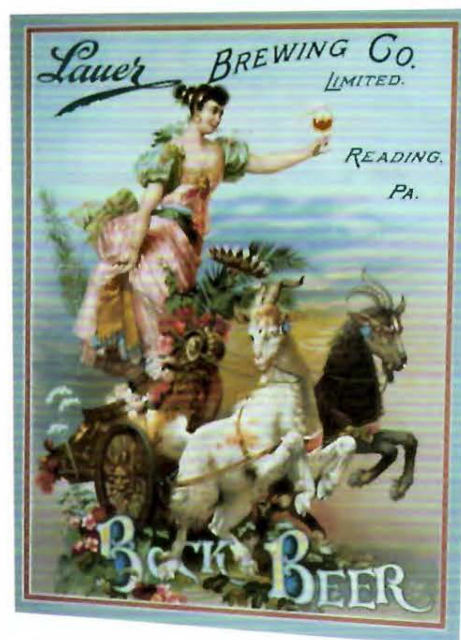


## Pre-Prohibition Miller Pieces

From the collection of John Brandt









# Convention



COLLECTORS' HISTORIANS' BEER LOVERS' YOU MUST HAVE AMERICAN BREWERIES II

ECBA Newsletter Editor and editor of American Breweries II Dale Van Wieren with his partner Leslie Feathers, ECBA treasurer. Judging from her ability with a laptop, she has been providing significant support for both publications.

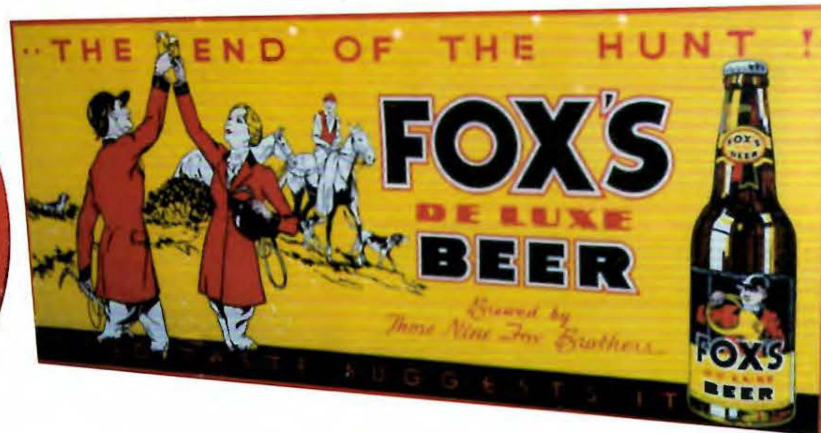
The die-cut mug at bottom left is a mechanical device – open the lid and out pops the amorous fellow. No horns on his bald pate?



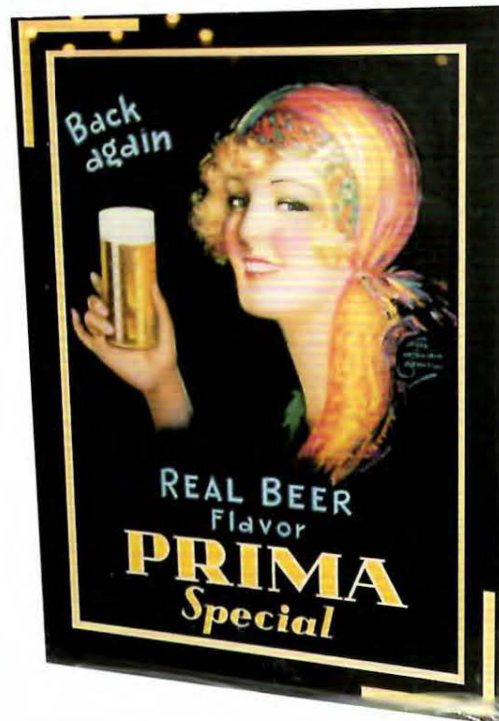


## Monarch Chapter Show

Seen at the Monarch Show, Palatine, IL, October 19

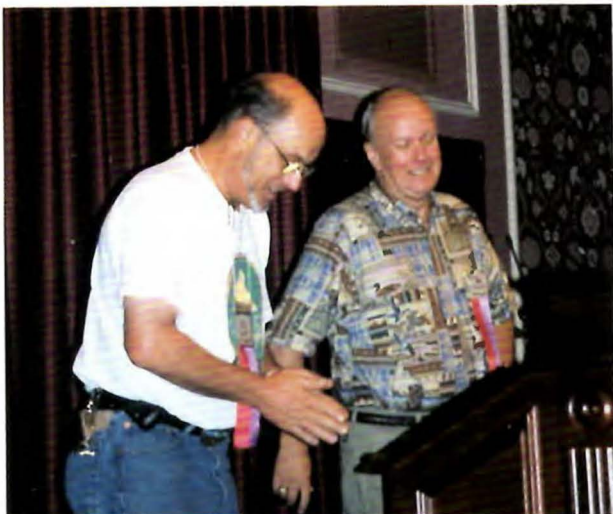


Stars of the show were three beautifully matted Prima ladies, cut from a sheet of four. Adolf Grenke kept one and showed the others. The armadillo sucking up Lone Star beer was for sale by Bob Junke of Cleveland, Ohio.





## Convention Ceremonies



*Above, soon to be past President **Fil Graff** is welcoming new President **Jim Shouter**. During ceremonies at right, Bob Flemming hands awards to Reino Ojala and Herb Haydock.*



*Your 1995-96 Board of Directors: Tom Flerlage, Peter Blum (Editor BC), Stan Loula, Norm Jay, Bob Jaeger (Executive Secretary), Jim Shoulter (Vice-President), Fil Graff (President), Bob Brockmann, Dave Gausepohl, John Ferguson (Regarding Secretary), Jim Kaiser (Treasurer), and Herb Haydock. Norm Jay replaced Jim Shoulter as the new V-P, with George Baley coming on the Board, and Paul Zagielski returning.*

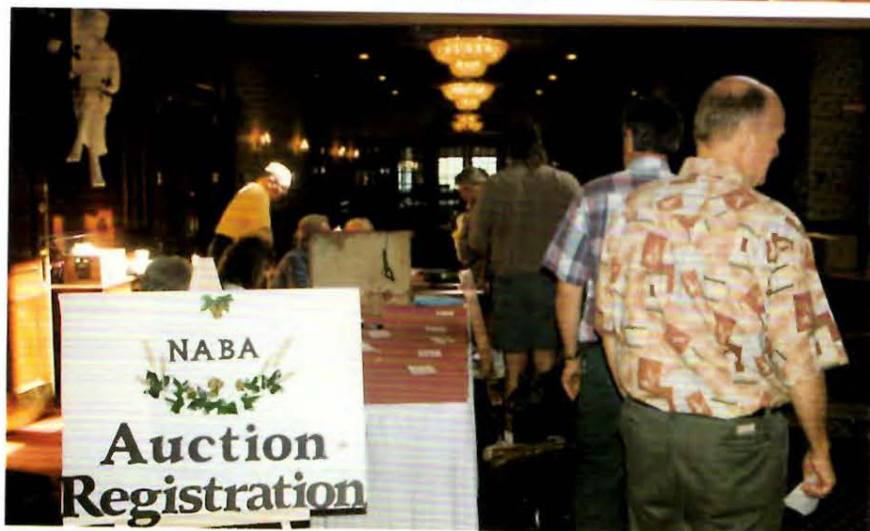
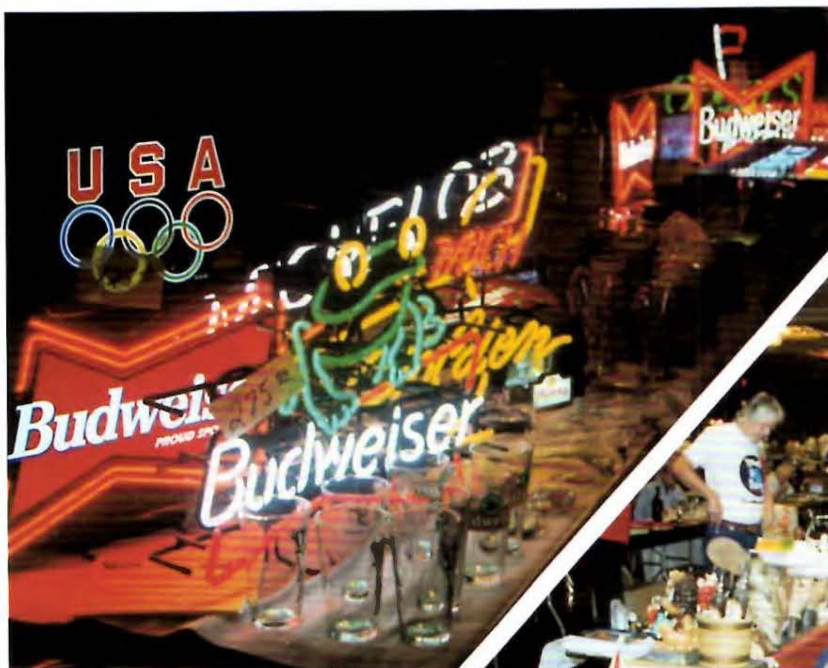


*Left: A table of microbrewers who served their beers and were honored during Wisconsin night.*



## Convention Glimpses

*Left and below, two photos from the giant show. The appeal of neons has increased in recent years.*



*Above left, rooting for the Indians, second generation Ohio dealer Tom Hug leads a seminar on pricing. Above, Hamp Miller (holding tray) is conducting one of his seminars on dating signs by printing techniques. Left, the line forms for the auction registration.*



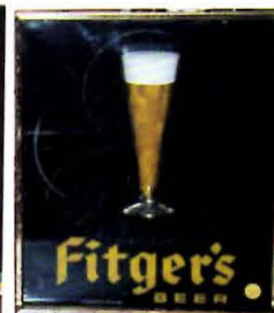
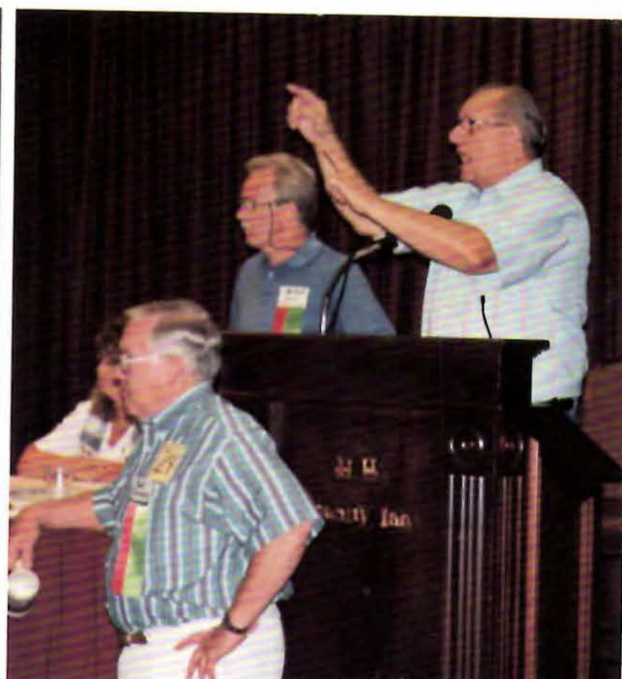
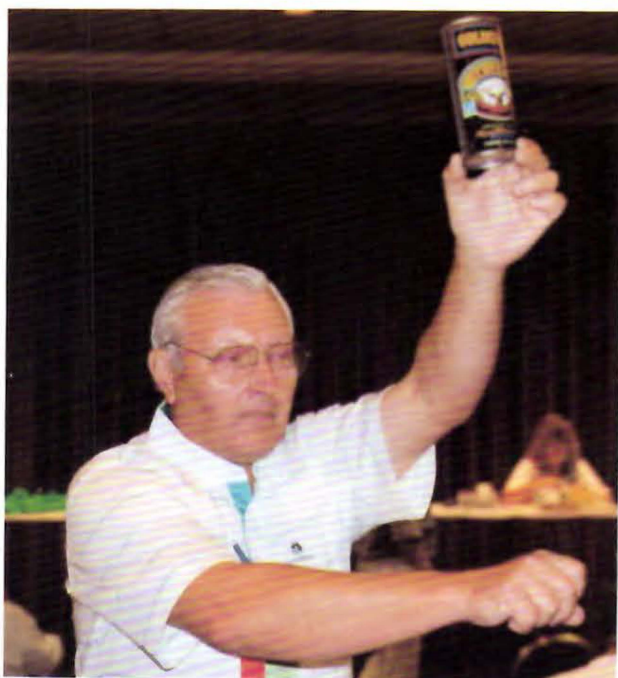
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## Auction Action

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### Photographs Rarely Capture the Tension of a Live Auction

*A Miller three-panel sign with bright and "moving" illumination attracted collectors of newer but hard to find displays, resulting in spirited bidding.*



*Center left, Dick Caughey displays a Schell can. Center right, Rondi and Mike Jones in back and Bob Fleming in front watch the bidding, as Dave Mathews keeps track of competing bids. At bottom, Terry Warrick and Verne Vollrath are holding up a large Pabst litho, next to a Fitger lighted sign. Photos by Bob Pirie.*



## Sold at Auction



*Items for new owners, from top left: Oconto cardboard being held by Verne Vollrath; a large Dahlke porcelain sign; a dual lighted Ziegler outdoor sign; early Schlitz ROG on a chain; Tam O'Shanter ale neon; a blue wire tray holder for Fitger glasses, which was hotly contested; and a very rare Chicago mug from a minor brewery.*



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## Convention Auction Report

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he Milwaukee auction was the strongest in NABA history, with many desirable items on the block, and many interested collectors who came to buy. Auction Chair Bob Kay was satisfied with adjustments of auction rules, in particular the \$50 minimum evaluation by the Auction Committee that assured good quality material. A minimum opening bid of \$50 was also required.

Bob had asked that photos of auction items be shown in the Collector, and two signs were published. The early display of items to be auctioned is considered desirable, both to publicize the auction and for the seller. Please send items you wish to sell next summer in Minneapolis/St. Paul to The Breweriana Collector, 300 River Place, Suite 5000, Detroit MI 48207 – the sooner, the better.

Representative items and prices realized are listed below. As always, auction prices reflect the demand at a specific place and audience.

Andeker neon, \$70  
Atlas Brew art deco prohibition sign, \$285  
Bangor, WI beer box, \$70  
Blatz plaster picture, \$200; Blatz self-framed tin, \$500; Blatz bubbler, \$475  
Blatz small pre-pro cardboard sign \$95; Blatz wooden display truck, \$180  
Blatz framed sign, gentlemen in parlor, \$150  
A-B stemmed embossed glass, \$650  
Burlington, WI ball tap knob, \$120  
Calumet Brewery tray, \$130  
Carling Black Label motorized picnic basket, \$150  
Dahlke porcelain sign, \$300\*  
Fitger wire tray holder for glasses, \$1,475\* Fitger lighted sign, \$250\*  
Foxhead TOC, \$250  
Frankenmuth old TOC sign, \$350  
Goebel lighted dog sign, \$60  
Gund Peerless Prohibition cardboard sign, \$250  
Peter Hand Reserve ROG framed draft sign, \$140  
Hudepohl 1930s TOC sign with two conetops, \$1,575 (was shown in BC)  
Jung pre-pro Bertha tray, \$150  
Leisen & Henes girl on rug litho, \$350  
Miller art deco neon, \$725; Miller Reserve neon \$110; chalk girl, \$70  
Miller three scene lighted sign, \$425\*; Miller girl statue, \$105  
Morlein picnic scene litho, \$650  
North Star neon clock, \$625  
Old Milwaukee 1930s embossed bottle sign, \$250; Old Milwaukee TOC, \$175  
Old Style tin sign, \$540  
Oconto cardboard sign, \$120\*  
Olympia neon, \$60  
Pabst Farm 2-sided cow outdoor sign, \$300; large Pabst factory litho, \$1,250\*  
Pabst pre-pro malthouse machine litho, \$400  
Pabst glass backbar or register sign, \$75  
Potosi bock poster, \$55  
Rahr curved porcelain elks head sign, \$225; Rahr lighted sign, \$110  
Schlitz hotel bottle, \$150  
Schlitz litho, young woman in oval frame, \$975; Schlitz lighted statue, \$115  
Schlitz framed ROG, \$875; Schlitz ROG sign, glass on chain, \$375\*  
Schlitz 1930s cardboard stand-up, \$350; Schlitz large Famo banner, \$150  
K.G.Schmidt mug, Chicago, \$600\*  
Stroh ROG factory tour with 2 bottles, \$150  
Tam O'Shanter ale neon, \$160\*  
West Bend Lithia Bock print, \$120  
Ziegler lighted outdoor sign, \$600\*

*\*illustrated*

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# Micro/Brewpub Update

## Two Chicago Area Brewpubs

*Charles Jeske*

### **FOUNDERS HILL BREWING COMPANY**

**5200 Main Street, Downers Grove, IL 60515  
(630) 963-2739**

Founders Hill opened last June in the western suburb, and is easy to find. Take I-294 and exit at Ogden Ave. westbound, drive past Rt. 83 (Cass Ave./Fairview) to the next crossing, which is Main Street. Turn left (south); the brewpub is about two blocks after crossing railroad tracks, at the corner of Main and Grove. There is parking in a small lot behind the pub, on the street, or by valet for really thirsty customers.

The pub opens at 11 am on weekdays and stays open until well past midnight; Sunday hours are noon to 11 pm. The brewery and bar are to your left on entering, with the dining room to the right. The bar seats 18, and another 48 can sit at tables. There is a second floor for banquets with a seating capacity of about 500.

The head brewer is Karl Fitzloff, formerly with the Main Street Brewery in Cincinnati, who is assisted by Joel Williams from the Bohannon Brewery in Nashville. They brew five beers: Blacksmith Stout, Hidden River Red Ale, Heritage Wheat, Pierce's Pale Ale, and Scarlett's Raspberry Wheat. The pub serves a full restaurant menu from appetizers (even red ale steamed mussels), to desserts.

Collectors can purchase 3 oz. and pint glasses, T-shirts, and hats; matchbooks and a coaster are also available.

### **O'GRADY'S BREWERY & PUB**

**352 E. Golf Road, Arlington Heights, IL 60005  
(847) 640-0600**

O'Grady's is located east of I-53 on Golf Road. Exit I-53 at Algonquin Road and go left (east) to Golf, turn left again. Look for O'Grady's on the north side of Golf in the Plaza Shops Mini Mall. It is about six miles going west on Golf if coming from I-294.

O'Grady's is smaller than Founder's Hill and is owned by Dave and Daniel O'Grady, with their father. O'Grady's opens at 11 am and closes 11 pm Sunday to Thursday, and 1 am weekends. The brewery is behind the bar, which is at the right on entering; there are seats for about 36 at the bar and at tables. Next to the bar area

is an outdoor beer garden. The dining room has space for about 200. When I was there, a very pleasant lady named Vicky was bartender.

The brewer is Chris Akin. He had six brews on tap: Chicago Fire, Tom O'Grady's Blacksmith Pale Ale, Prohibition Porter, Magnificent Mild, Haymarket Pilsner, and Stockyard Stout. You may choose from a sampler, a 10 oz. half pint, a 16 oz. pint, or a pitcher. The food menu is typical American—soup, salads, burgers, chicken sandwich, steak, ribs, seafood, plus daily specials.

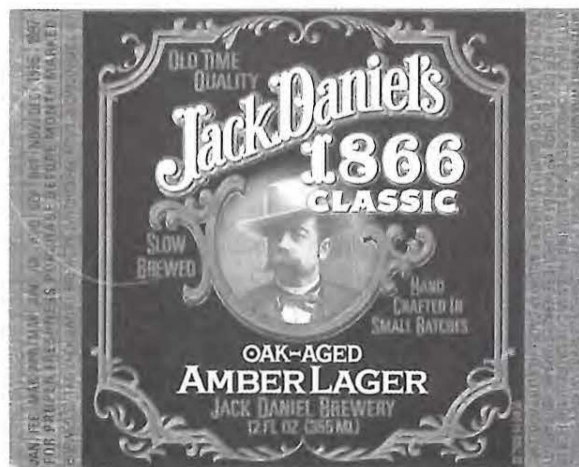
Collectors can purchase T-shirts, sweatshirts, polo shirts, pint glasses, coasters or matchbooks.

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### **THE JACK DANIEL BREWERY**

Lynchburg, Tennessee, home of fine sipping whiskey, now also boasts of a 2,400 barrel microbrewery—at least the ladies at Jack Daniel Distillery in charge of publicity do the boasting and boosting. There is some poetic license about oak barrels and the historic flavor of oak in the publicity releases, but then who needs to believe every little thing a Southern woman tells you. The beers (American Ale, Amber Lager, and Pilsener) suited my taste—a moderate flavor level, well-balanced, true to type, enjoyable. My compliments to brewer John Barrett, even if most of the beers are brewed at Schoenling in Cincinnati.

PHB.





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# The Rathskeller

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“De Gustibus Non Disputantur Est”



Our Editor and I had an interesting discussion the other week about the terminology to apply to various “non-traditional” breweries. We both agreed that “Pseudo-micro-marketer” and “pseudo-microbrewery-producer” were somewhat unwieldy (if accurate) terms for the likes of Samuel Adams and a whole host of Majors who have established teeny-weenie sounding company names to market their versions of microbrewery products.

I tend to go with the use of “craft brewing,” whether the brew comes from an F.X. Matt (who obviously has the capability to do “small batch brewing,” whether it be for themselves, or a contract customer), or from Coors, who probably doesn't.

A “microbrewery” must remain just that ...a producer of packaged brew destined largely for off-premises consumption, with small capacity (once under 10,000 barrels per year, but now, with the success of some of the operators, beyond that in several cases. Some “micros” are approaching the size of the surviving small regional brewers.) A “brewpub” is usually restricted in size, serves meals, without primary packaging for external sale. The “contract brewer” (this is where definitions currently in market use can get pretty fuzzy) is one who uses the facility of a production brewer (of any size) to either produce, or simply provide facilities for, a brew that is sold by the contractor as his own ... once it leaves the brewery, it is the property of the contracting party. These companies may not have any intention of ever having their own brewery, but they brew/have brewed a product that is supposed to be different than the mass-produced brews of today; i.e., “craft brewed,” rather than mass produced. These products can be as distinctive as the brews from a local brew pub, or as mainstream as Sam Adams’ “Lightship;” it is the formulas and the ingredients that set these brews apart from the Buds of the world. We, as consumers, assume that the producers of these brews use no extenders, do go a step or two beyond the normal malt/hops for

a fuller body and richer taste. The newest arrivals on the craft brewer scene are the Big 4, with the Elk Mountain, Plank Road, Blue Moon and Northern Plains Brewing Companies. These totally fictitious breweries (although they may have some historical validity – Plank Road was the name of Millers first brewery, and it is now located in the remains of Gettlemanns old plant to give it a different address) claim “craft brewing” techniques, even though the products are brewed in the huge vats that produce rivers of the breweries flagship brands. The only ethical justification (and who ever got “ethics” and “marketing” into the same article before?) for the premium price charged for these products is the ingredient cost, and many of the “craft” beers and ales produced so far by the Big 4 DO show more attention to flavor, body and differing styles, much to their credit.

I don't want to quibble over ethics, or definitions; I am quite content to enjoy the beer or ale that *anyone* markets. Five years ago, I had little choice but foreign beers when I looked for variety. These days, a trip to Potomac Wine and Spirits down the road, or to any good beer store (out-of-state ... this is Pennsylvania!) can net me five or ten new products to try. I don't like them all. Some are just not well done, some aren't my taste, but by cracky, they are out there, and I have OPTIONS! I have fears that the giants with deep pockets will try to bury the little guys again, just as they did after WW 2. There are a lot of financially pretty shaky small brewers out there. These guys depend on a small, fiercely loyal coterie of drinkers who are not swayed by glitter goodies or TV ads promising a macho image. If you have a favorite, then it is pretty much up to you to help keep it afloat! Your neighbors all drink Bud or Coors Light, and are probably beyond converting. I'm not suggesting that any of us stop experimenting with new “micro” brands and new craft brews as we seen them; God Forbid! I do sometimes worry about not “supporting my local micro brewer” when I'm in a store buying other brands, but by the time I pop a crown, such worries are forgotten!



I have a bit more space this issue, and will keep right on adding brews to the review list right up to composition time. Here are the current batch, with many from new operations:

**Pilsener Beer- Weeping Radish Brewery** – I never thought I'd get to try a product from this very early pub, but lo, there was a hand bottled liter, with Hutter porcelain stopper in the cooler! This one was very hopsy (almost ale-like) throughout, with a residual hop bite on the roof of my mouth. I suspect most beer drinkers would find this a bit high in bitterness units (probably mid to upper 20's), and thus "too strong."

**Hocus Pocus Ale- Magic Hat Brewing** – A pleasant, mildly hopped brew. Little initial bouquet, and an unusual back-and-forth peak of hops then malt then hops again at the finish.

**#9 Not Quite Pale Ale-Magic Hat Brw'g** – An apricot flavored ale, with a strong fruit middle and a nice ale hop finish. Different, and not likely for everybody.

**Blind Faith Ale- Magic Hat** – A classic, full flavored dark ale, happily not a unique product today. This is one of the best I've tasted!

**London Porter-D.L. Geary Brw'g** – Very reminiscent of a Bass/Guinness "Black and Tan." Both the ale and stout components are readily detectable. Not as "sweet" a US Porter (like beloved Yuenglings), but with a strong stout bitterness. This should really please the Anglophile! It was "heavy," but delicious and complex.

**India Pale Ale- Breckenridge Brw'g** (contract, Buffalo, NY) – Wow! Herbal, hopsy, nicely balanced; a wonderful example of type. Tastes like it would "last forever" in the bottle.

**Avalanche Ale- Breckenridge** (Contract, Buffalo) – A sweetish (fruity?) Start and middle, mild hops finish with a honey (?) overtone. My taste sense was evidently on strike this evening, as I couldn't get a handle on the flavors.

**India Dark Ale ("IDA" New Amsterdam Brw'g** (Contract, F. X. Matt, Utica) – This is a real pleasure! Rich, porter-like malt sweetness balanced with excellent hops. The finish goes on and on, trading between hops and residual malt sweetness, tapering off to a pleasant side-of-tongue hops memory. Some home brewer likely worked months on this one, and produced a smasher-oo!

**Red River Valley Red Lager-Northern Plains Brw'g, St. Paul (Stroh)** – A rich coppery color, malty

sweetness over good body and short hoppy tartness. Not your average Strohs (at least the post-Schlitz Strohs)! The flavor reminds me of the original (Huber) "Augsburger," a long time easy-drinking favorite of mine.

**Honey Brown Ale-Northern Plains/Stroh** – A good example of this increasingly popular old-time favorite. Honey sweetness (rather than malty) balances the hops throughout. Rich, pleasant and hearty.

**Strawberry Blonde (Ale)-Pete's Brewing, St. Paul, MN (Minnesota Brw'g)** – Very strong (artificial) fruit bouquet, and unpleasant metallic artificial flavor. I, for one, am getting tired of Pete's "gimmicks." No sense of either malt or hops, and a thin, watery taste.

**Wicked Maple Porter-Pete's, as above** – Per the label, "Smoky maple flavor, with caramel." Tastes like a kid's cereal with a mouth-filling burned candy bar (Walnetto?) finish.

**Hefeweizen-Wild Boar Brw'g, Dubuque** – Very, very good! Tart, citrus-y, medium body, smooth velvety mouth feel. The first product from this small brewer, with new-ownership number??, that I've really liked.

**Summertime (Kolsch style)- Goose Island Beer Co., Chicago** – [Beer school: Kolsch is a beer from Cologne, top fermented, pale in color, not high in alcohol.] Quite refreshing; liken to a Hefeweizen, with a citrus-y flavor, an interesting hoppiness, but not strongly hopped like its German counterpart.

**Kodiak Brown (Nut Brown Ale)-Midnight Sun Brw'g Anchorage, AK** – Rich and satisfying! Nutty, herbal and hopsy overtones throughout, with a pleasant hopsy/herbal finish. And, bless their hearts, OPEN DATING (but no year). 2nd week Oct. ('95) sample drunk 3rd wk. Aug '96 (the oldest date on three brews found near Chicago) was still "good."

**Mammoth Extra Stout-Midnight Sun** – Thick, well balanced and nice, but not particularly notable. Lacking the "Guinness" bite or the common US Micro malt sweetness. Just a very pleasant after dinner libation.

**Old Rasputin Russian Imperial Stout-North Coast Brw'g, Ft. Bragg, CA** – Excellent, excellent! Not as strongly hopped as a traditional Russian, and more Guinness-y" in taste, without the residual bitterness. Rich, chocolaty and delicious; a good sipping brew!

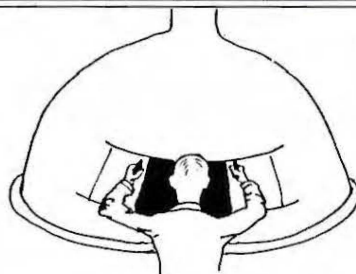
Fil Graff

The Brewer's Monk



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## WHAT'S



## BREWING

Fil's column in **The Rathskeller** points out the myriad of choices available today. An unfortunate corollary is to disparage major brewers for producing essentially similar and flavor-poor beers. I wish to take issue with equating strong flavor with quality. Product uniformity, balanced flavor, and trueness to type can exist at any flavor level.

Large brewers ended up with a limited flavor palette through little fault of their own. Most brewers at the turn of the century fielded four to five brands, and large brewers even more. When beer returned in 1933, lager/Pilsner was the beer in demand. Other brands were added after a couple of years, but attempts to market ale, premium brands, or pre-pro amber brews like Wurzbürger generated only limited acceptance. Seasonal brews like Bock or Winter/Xmas beers did better, but this was only a temporary blip each year.

Premium beers were revived after World War II, but lower-priced brands did much better in decades of rising prices. When drinkers were again willing to pay for extra flavor, the memory of the ability of domestic brewers had been lost. That segment went largely to imports, and is now shared with craft beers from brewers small and large. Like Fil, I am very glad of the many choices. However, while he feels that "the Big 4 DO show more attention to flavor, body and different styles," I feel that many of the craft beers and ales by small brewers ARE showing more attention to flavor uniformity and freedom from defects. And we tend to forget amidst the cheers for stronger flavors that far more Light/Lite beers are consumed – a category largely unknown before 1970 – than imports plus craft brews.

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The year is ending with Anheuser-Busch stronger than ever, as Miller is down-sizing staff and planning to focus on core brands with better ad messages. Red Dog is no longer the frisky pup which set records for a new

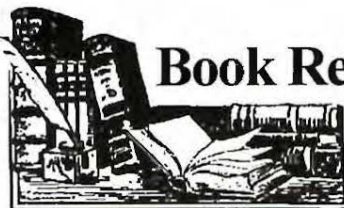
product, but Lite has rebounded, and Philip Morris is fully committed to its brewing division.

The sad news from Milwaukee is the projected closing of the Pabst brewery. It was not entirely unexpected, as much of the production was transferred to LaCrosse well before the acquisition of Heileman by Stroh last July. Pabst was my first employer, in 1952 when it was a strong #3 brewer. There are many pleasant memories – Men's Club dinners (the salaried staff was then all male) and a talk in the hospitality hall, with card games afterwards; dinner at the Pabst pavilion on the day preceeding the State Fair opening, with everybody singing "What'll You Have - Pabst Blue Ribbon!" as the mood turned festive; fine Christmas lunches on the last workday and a turkey for all employees. I had a chance to return to the hospitality hall during the convention tour. It was a closure for me; almost nothing had changed inside the room. Schlitz was the evil empire at the bottom of the hill, where it had the advantage of not having to truck barley from freight cars to the brewery's malt house, and Miller was practically in the western suburbs then. Pabst sponsored boxing on small TV sets and blended 33 brews into one great beer. For a few years I thought it would stay like that.

Pabst-Milwaukee is not the only brewery to close this year. The Stroh-Heileman merger in July caused industry observers to speculate on possible closings. Given the need to operate at the fullest capacity and proximity to larger Stroh breweries, the Heileman plants in San Antonio (Lone Star) and Baltimore (Carling) were considered to be at risk. Lone Star was closed, although the Buckhorn Museum and hospitality facilities are being maintained. The former Carling plant in Baltimore was a nice place to visit during our 1990 convention. Unfortunately it is bracketed between large breweries in Allentown and Winston-Salem. It will be closed in December, having survived much longer than expected.

PHB





## Book Review

### **A History of the A. Gettelman Brewing Company: One Hundred and Seven Years of a Family Brewery in Milwaukee**

*Nancy Moore Gettelman, A History of the A. Gettelman Brewing Company: One Hundred and Seven Years of a Family Brewery in Milwaukee (Procrustes Press, P.O. Box 630, Brookfield, WI 53008) xii + 171 pages. Hardbound, \$36.95. Softbound, \$22.95.*

The two long-surviving Milwaukee local brewers, Gettelman and the Independent Milwaukee Brewery (= Braumeister) were similar in size and scope to the Chicago local brewers. The similarity ends there, for the Chicago brewers were not cheek-by-jowl with four large national brewers, but the two Milwaukee firms were. Gettelman, the larger of the two, produced a good line of products, advertised and marketed aggressively, and survived until 1961, when it sold out to its close neighbor on West State Street, Miller.

Histories of breweries tend to overlap with genealogy, for most of the companies were family enterprises from beginning to end. This firm had its origin in 1854 as the George Sweickhart Brewery. Adam Gettelman married Sweickhart's daughter, Magdalena, bought an interest in the firm in 1871, bought out another son-in-law in 1876, and thereafter ran the brewery on his own. If this sounds like something out of the history of Schlitz, or some brewery well known to you, don't be surprised, for many a good brewer became head of his enterprise by marrying the boss' daughter or widow. In this instance, the brewery never left the hands of the Gettelman family until the end, when the brothers Fred and Tom Gettelman arranged the sale to Miller. The brewery was old and small, but Gettelman had a good reputation for quality, and a variety of brands at a time when Miller marketed only High Life. Gettelman's top brand, the \$1000 all-malt beer, was particularly well regarded, and its Milwaukee's Best went on to be Miller's bottom-of-the-line product, the current college student's delight.

There is a further analogy to genealogy: brewing histories are typically written by members of the

family, and this one is no exception. The author is the wife of one of the surviving Gettelmans, but an author in her own right. She previously wrote *The Himalayan Journey of Buddhism*; the lady's breadth of interests is really remarkable. She has done a professional job, nicely written and comprehensive over the company's history. The text ends on page 148 with an undated newspaper account of a reunion of old Gettelman employees at Miller, apparently in 1987, with the elderly Fred and Tom Gettelman in the foreground. It would be interesting to know if they are still living; we may hope so.

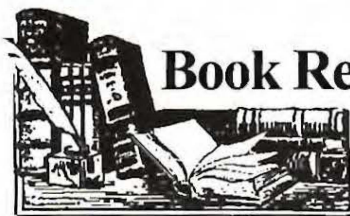
The remainder of the book is an appendix with a comprehensive presentation of the company's labels in black-in-white, and several pieces of documentary material. Some of this, such as a chemical evaluation of the beer in 1935, is quite interesting, but some, such as the text of the National Prohibition Act, can hardly be interpreted other than as filler. A time series of the brewery's output would have been useful. Output reportedly peaked in 1950, and could never recover after a 76-day strike in 1953, but it would be helpful to have documented this.

In sum, this is a more professional job than most histories of local breweries. Especially to the large number of members who specialize in Wisconsin, this book is recommended

GWH







## Book Review

### **The Great State of Maine Beer Book: A Lively and Engaging Look at Maine's Brewing Past and Present**

*Will Anderson, The Great State of Maine Beer Book: A Lively and Engaging Look at Maine's Brewing Past and Present (Anderson & Sons' Publishing Co., 7 Bramhall Terrace, Portland, ME 04103. Paperbound. 180 pages.*

Once Will Anderson moved to the State of Maine, a book on beer in Maine was inevitable. This, may it be said at the outset, was no easy project. Maine had a prohibition law of 1851 that was, in general, not enforced. There was no problem in getting beer, but the breweries were literally illegal, so that they did not generate the documentation in their licensing that breweries elsewhere did. The licensing data provided the basic material for Friedrich & Gottschalk's volumes on American breweries. They came up with only four breweries in the state. Anderson was forced to search state business directories, local directories, local newspapers and oral history from old residents to work out his account. His thoroughness is very impressive. He has advertisements and newspaper accounts of various brewers of small beer, who must have been pretty ephemeral operators. If small beer in the 19th century in Maine was what it was in England in the 18th century, it was a low-alcohol, lightly brewed beverage, produced mainly for consumption with meals because it was in general unsafe to drink British water until after 1840. The British had to drink liquids that had been boiled, accounting for their national characteristic of drinking tea in the daytime and beer in the nighttime. Some of this seems to have carried over into Maine. As Anderson says, small beer was designed for quick consumption. Anderson says that in his account of the historic Maine brewers, he endeavored to err on the side of inclusion. That is as it should be in an effort to document something that is not covered by official documentation.

About a third of the book is devoted to the historic breweries. The second third covers the experience of

Maine in National Prohibition. Given the contempt for prohibition that the state experience had generated, proximity to Canada, and easy access to the Atlantic Ocean, Prohibition never had a chance up there. Anderson reports that while searching the history of Prohibition in Maine, the principal impression he got was "the sense of grand adventure of it all." His chapter is mainly devoted to a series of news clips on enforcement, mixed with jokes the newspapers published on the subject. The transition back to legality in 1933 is documented with accounts and, especially, with newspaper advertisements of brewing companies, restaurants and bars. Anderson's favorite is a mysterious ad that ran for a week in a Bath newspaper: "BEER Anywhere—Anytime. Call 208."

The final third of the book is devoted to the microbrewery-brewpub movement of recent years. In Maine this development was very recent, for it had to wait upon legalization in a state statute of 1985. The state is highly dependent on the tourist trade, so that brewpubs combined with restaurants found a ready market. As I have previously observed in these pages, documentation of such enterprises is extremely important. They are genuine breweries, but their failure rate is high, and they are likely to leave little documentation unless enthusiasts leave accounts of their operation.

Anderson has done his usual thorough job. The book bubbles with enthusiasm for beer and for Maine. A college friend of mine from Portland referred to himself as a "Maineiac." Anderson is clearly another, and the book may produce quite a few more.

GWH





## Executive Secretary's Report

The following members were voted to serve to two year term as officers of NABA: James Shoulter as President, Norman Jay as Vice President, John Ferguson as Recording Secretary and James Kaiser as Treasurer. The following members were elected as Directors: George Baley, Robert Brockmann and Paul Zagielski. Robert Jaeger was reappointed Executive Secretary.

To those members who left the Board only words are your reward. Thanks, Well Done, Super Job, and so on are due to Fil Graff, Hampton Miller and Herbert Haydock.

The 1996 Convention is now history. The size of the Buy-Sell-Trade Session was the largest ever. The beer was always there, thanks to Miller Brewing Co. and Pabst Brewing Co. There will again be a 1996 Convention Mug. The mug will be the 25th and will be an Anniversary Mug. If you attended the Convention, your name will be listed on the mug. The next Convention will be Minneapolis, MN, August 1, 2 and 3, 1997. Fill Graff will be the Convention Chairman.

The 1995 Convention glass for Big River Brewery Sold for \$20 in a Mail Auction. This was not NABA's intent but it sounds great.

Good to have the following New Members. If all members would just sign up a new member every year, our membership could double. New members should feel free to contact any member for help on Breweriana.

Sincerely,  
Robert E. Jaeger  
Executive Secretary

## New Members

BENZ, THOMAS J. (Margaret)  
W3149 Koschnick Road  
Watertown, WI 53094  
(414) 699-2892

BEAROR, EILEEN S. (Dave)  
RR #2, Box #2050  
Middlebury, VT 05753  
(802) 462-2355  
All breweriana, mugs steins  
Anheuser Busch

BREWMEISTER'S TRADING POST  
Herbert James & Susan Rabus  
322 N. Franklin Street  
Port Washington, WI 53074  
(414) 268-1505  
All breweriana, coasters,  
leaded windows, mugs steins,  
neon signs, tap knobs  
Primo & Port Washington  
Port Brewery items

BUNCE, LEO  
910 N. Douglas #B  
Loveland, CO 80537  
(970) 663-5993  
Bottles, coasters, crowns, tip trays  
Miller, Gettleman, Wisconsin & Colorado

BUSSEY, JOHN  
6940 Pine Lake Court  
Lincoln, NE 68516  
(402) 430-7101  
Bottles, cans, glasses, signs,  
tip trays, trays  
Nebraska, Rocky Mountain  
States & Narragansett items

CLARK, THOMAS (Maria)  
626 S.E. 6th  
Newton, KS 67114  
(316) 283-1451  
Calendars, cans, clocks, signs,  
tap knobs, trays  
Minnesota Breweries

CURRY THOMAS (Sandra)  
17018 Whitehaven Drive  
Northville, MI 48167  
(313) 420-3546  
Anything from Goebel Brewing

DANBER, EDWARD  
5448 Quisenberry Drive  
Dayton, OH 45424  
(513) 233-3751  
Cans, coasters, neon signs, signs  
Coors

DE MARCO, JUAN CARLOS  
Calle 50 No. 735  
(1900) La Plata  
Argentina  
(54) (21) 207595  
(54) (21) 37285  
Bottles, Pottery, Stoneware

DOYLE, JOHN G. (Pam)  
P.O. Box 97  
Chelsea, VT 05038  
(802) 685-4519  
Bottles, corkscrews, lithos, reverse  
on glass  
Tin over cardboard signs

DRNEC, BRIAN (Joan)  
13616 Cherry Lane  
Orland Park, IL 60462  
(708) 349-6897  
Cans, coasters, glasses, signs,  
tip trays, trays  
Old Chicago Breweries

EBBE, KEN (Kathy)  
2907 Northbrook Drive  
Middleton, WI 53562  
(608) 836-9633  
Bottles, cases, glasses, mirrors,  
signs, trays



- FOX, BILL  
2422 Shadowood Pkwy.  
Atlanta, GA 30339  
(770) 951-2085  
Cans, glasses, mirrors, neon signs  
All Chicago Breweries
- GABEL, GARY (Michelle)  
3716 Corn Valley Road  
Grand Prairie, TX 75052  
(214) 642-5167  
All breweriana, glasses, mugs steins,  
neon signs, signs, trays  
Miller High Life, Miller Maid
- GROSKOPF, RALPH J. (Agnes)  
16206 Lake Villa Avenue  
Tinley Park, IL 60477  
(708) 429-4627  
Ash trays, glasses, pitchers, trays
- GUENTHER, JEFFREY S. (Lynnette)  
4733 W. Tesch Avenue  
Milwaukee, WI 53220  
(414) 321-3217  
All breweriana, neon signs, signs, statues,  
tip trays, trays  
Blatz, Jung any Pre-Pro
- HECHT, THOMAS C. (Debra)  
12553 Ann Street  
Blue Island, IL 60406  
(708) 597-6541  
Bottles, glasses, history, tap knobs  
Potosi Brwg. Co.  
Potosi Wisconsin
- HEINECKE, GEORGE J. (Peggy)  
8264 Pioneer Drive  
Muskego, WI 53150  
(414) 679-0150  
Labels, mugs steins, tap knobs, trays  
West Bend Lithia  
Old Timer's
- HOYT, JOHN C. (Marilyn)  
2117 2nd Street East  
Menomonie, WI 54751  
(715) 235-2778  
Glasses, mugs steins
- JONES, JOHN W.  
453 Ogden Road  
Springfield, OH 45503  
(513) 322-1677  
Bottles, mugs steins, neon signs,  
signs, tip trays  
Anheuser Busch, Miller, all
- KEASEY, ROBERT H. JR. (Karen)  
8490 Roanoke Drive  
N. Charleston, SC 29406  
(803) 863-9200  
All breweriana, cans  
Krueger, Redtop, Old South,  
Pennsylvania Breweries
- KIEHNAU, DALE  
P.O. Box 33  
Baileys Harbor, WI 54202  
(414) 839-2141  
Mirrors, neon signs, signs
- KOCH, ROD  
2726 Lloyd Street  
Bellevue, NE 68005  
(402) 293-8742  
Mirrors, mugs steins, trays
- KORBAL, RICHARD  
8414 S. Iaramie  
Burbank, IL 60459  
(708) 423-0512  
All breweriana, bottles, history  
photos, signs, trays
- KROLL, WAYNE (Carol)  
W3016 Green Isle Drive  
Fort Atkinson, WI 53538  
(414) 593-2338  
Books, magazines, bottles, glasses,  
history, photos, post cards  
Wisconsin only
- LARSON, DEREK (D'Anne)  
4235 Villanova  
Houston, TX 77005  
Texas Brewieriana
- LAUNT, DAVE  
305 Gingham  
Portage, MI 49081  
(616) 327-8754  
Cans (Quart, cans, flats)  
Signs (Tin over cardboard)  
Michigan & Northern Indiana
- LIGHT, GILES A.  
P.O. Box 957  
Johnstown, PA 15907  
(814) 539-7753
- LITTLEFIELD, JOHN C.  
2616 NE 8th Avenue  
Ft. Lauderdale, FL 33334  
(305) 564-1845  
All breweriana  
NY & New England Brwgs.
- MAAHS, DON (Elouise)  
506 S. Goble Creek Road  
Kelso, WA 98626  
(360) 636-1669  
Glasses, mugs steins, neon signs,  
pitchers, signs, tap knobs  
Schlitz, Adlerbrau,  
Old Style, all others
- MAAHS, ROBERT (Susan)  
678 Gore Road  
Kalama, WI 98625  
(360) 673-4038  
Glasses, mugs steins, trains  
Strohs, Coors
- MALZ, KENNETH (Sue)  
121 Cedar Lane Drive  
Jordan, MN 55352  
(612) 492-6893  
Jordan Brewieriana  
Jordan MN, MN Labels
- MATUSH, JIM (Deb)  
1455 Cragwood Drive  
St. Louis, MO 63122  
(314) 965-1106
- MC CREADY, DARREN  
3215 Polk Street NE  
Minneapolis, MN 55418  
(612) 781-7522  
Lamps, signs  
Blatz, Falstaff, Gluek, Hamm's
- MC GOVERN, MICHAEL P. (Julie)  
3767 W. Baker Road  
Shelby, MI 49455  
(616) 861-4863  
Tap knobs
- MIDDAUGH, BILL  
3422 Jewell  
Howell, MI 48843  
(517) 548-4016  
All breweriana, mirrors, mugs steins,  
neon signs, reverse on glass
- MIELKE, GREG  
802½ N. Minnesota Street  
New Ulm, MN 56073  
(507) 359-2908  
All breweriana, glasses, mirrors,  
neon signs, signs, trays  
August Schell & John  
Hauenstein Breweries
- MONESERRATO, JOHN (Geraldine)  
59-27 59th Road  
Maspeth, NY 11378  
(718) 894-8317
- NASH, BOB  
1079 W. 38th Street  
Kansas City, MO 64111  
(816) 531-3191  
Glasses (Embossed)  
Pre-Pro Kansas City Breweries
- OLSON, MICHAEL L. (Mary)  
309 Knopp Valley Drive  
Winona, MN 55987  
(507) 454-1499  
Bottles, cans, coasters, glasses, labels,  
mugs steins, neon signs, tap knobs,  
trays  
Leinenkugel
- PABST, STEVEN B. (Eileen)  
368 Riverview Drive  
Grafton, WI 53024  
(414) 375-3637  
History, leaded windows, mirrors,  
neon signs, photos, signs  
Pabst Brewery
- ROBLES, MARK  
143 Knapp Street NE  
Grand Rapids, MI 49505  
(616) 365-0750  
Cans, openers, signs, tap knobs  
Mexican brands, Stroh's Black  
Label, Schell's, Sierra, Hi Brau,  
Land O' Lakes, Robin Hood Cream,  
Busch, Red Cap
- SCHMUGGE, JAMES  
27806 W. Grasslake Road  
Spring Grove, IL 60081  
All breweriana



*Continued - New Members*

SCHNEIDER, HOWARD (Donna)  
W186 S6850 Jewel Crest Drive  
Muskego, WI 53150  
(414) 679-4391

All breweriana, lamps, neon signs, signs,  
statues, tap knobs  
Blatz, Schlitz, Hamm's,  
Milwaukee area breweriana

STEINHART, PAUL  
2330 S. Oakdale Drive  
Waukesha, WI 53186  
(414) 574-1796  
Cans, clocks, lamps, reverse on glass,  
signs, trays  
Wisconsin Breweriana

STERR, A. MICHAEL  
2445 Whippletree Lane  
Brookfield, WI 53045  
(414) 789-7997

SWEENEY, DAN M. (Millie)  
2008 E. Walnut Avenue  
Victoria, TX 77901  
(512) 575-6747  
Mugs steins  
Budweiser  
Other brewery items also

STYGAR, MARK  
140 Marley Road  
New Lenox, IL 60457  
(815) 485-3421  
Coasters, glasses, mugs steins

SUTTON, RON (Heather)  
5955 Jacille Avenue  
Kalamazoo, MI 49004  
(616) 345-3968

TOERNER, DAVID P. (Mary)  
2016 Oak Tree Drive East  
Kettering, OH 45440  
(513) 438-0883  
Bottles, cans, labels, openers,  
post cards, signs

UNGER, KEITH (Anna)  
3506 W. 230th  
Jordan, MN 55352  
(612) 492-2049  
All breweriana, mirrors, neon signs,  
reverse on glass, signs, trays  
Jordan Breweries

VINER, CARL  
2418 S. 13th Street  
La Crosse, WI 54601

VINNER, HARRY (Wilma)  
3628 Calvert Road  
La Crosse, WI 54601

WERNER, ELMER C. (Mary Ellen)  
1665 S. Imperial Avenue  
El Centro, CA 92243  
(619) 352-4103  
Glasses, history, mugs steins

WESTERMAN, ALFRED  
11585 Russell Road  
Zion, IL 60099  
(847) 244-7606  
Bottles, cans, labels

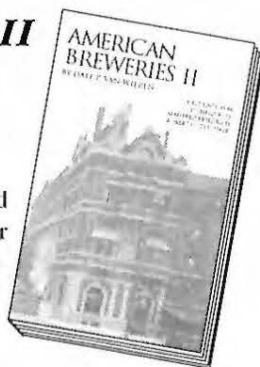
WOODCOCK, JIM (Donna)  
10642 161st Street  
Chippewa Falls, WI 54729  
(715) 382-4290  
All breweriana, cans, clocks,  
signs, statues  
Leinenkugel's

ZATKO, GEORGE J.  
1315 S. Cuyler  
Berwyn, IL 60402  
(708) 484-8888  
Mugs steins, neon signs, signs,  
statues, tap knobs, trays

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SALE:** 500 etched & embossed, all differ-  
ent, some very rare, by the piece or all. Joe  
Yedlicka, 18020 Farm Hill Rd., Salinas,  
CA 93907 (403) 663-3508.

**“A BEER FOR ALL SEASONS” HAMM OR  
FALSTAFF SIGN WANTED:** Has moving disk  
with 4 seasonal scenes. Gene Taylor, 5230  
N. Normandy, Chicago 60656 (312) 775-  
3154.

**MIRRORS WANTED:** Miller Sportsmen  
and Wildlife series, Bud Light Baltimore  
Stadium. Nelda Wekwert, 15319 Rushmore,  
Taylor, MI 43180 (313) 955-6740, Fax  
6741.

**BLOOMER BREWERY ITEMS WANTED:**  
Labels, openers, coasters, etc. – no item  
too small! Todd Lagesse, 1608 6th Ave.,  
Bloomer, WI 54724 (715) 568-2981.



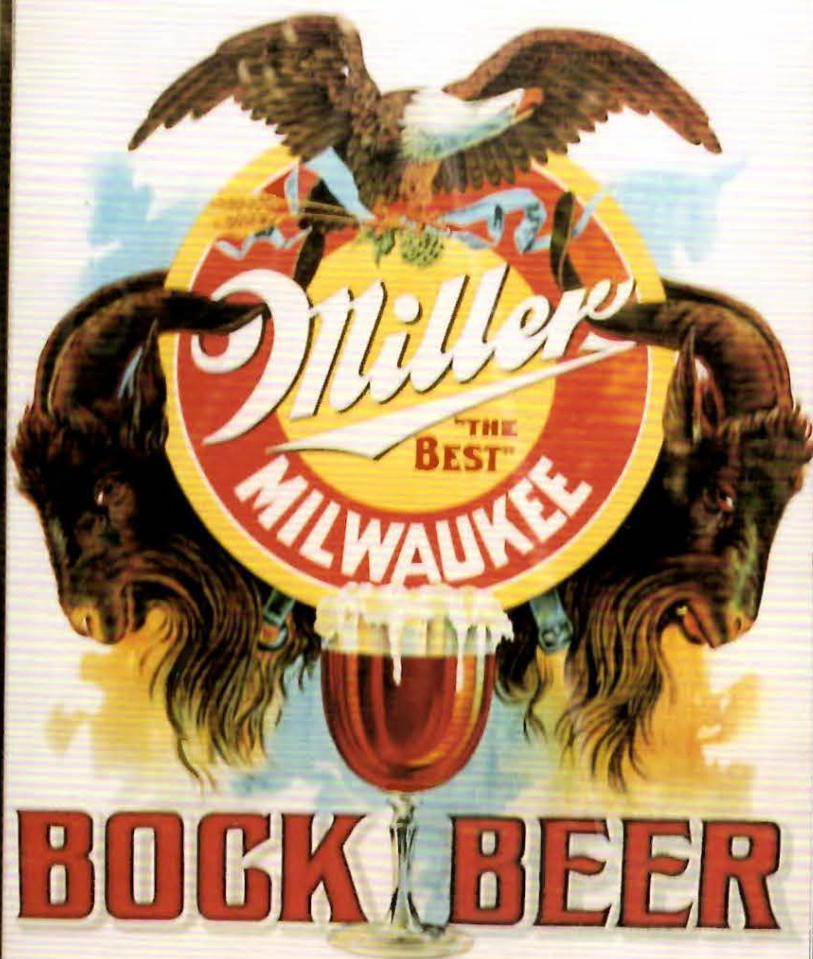
## Events of Interest

- Nov. 30, 1996 **23rd Annual Turkey Trot (Three Rivers Chap., BCCA)**, Ft. Wayne, IN. Contact: Leroy Art (219) 432-6839
- Dec. 1, 1996 **Beer Cans & Breweriana (Queen City Chapter)**, Amer. Legion, Blue Ash, OH. Contact: Dave Gausepohl (606) 371-4415
- Dec. 8, 1996 **Brew City Ad Show**, Serb Hall, 5101 W. Oklahoma, Milwaukee. Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089 (414) 246-7171.
- Dec 13, 1996 **Holiday Session, Northstar Chap. BCCA**, Strohaus, St. Paul, MN. Contact Ron Keller (715) 386-9753.
- Jan. 11, 1997 **Mid-Michigan Winterfest (BCCA)**, Flint, MI. UAW Local 659 Hall. Contact: Gene Goulet (810) 742-5353.
- Feb. 1, 1997 **Mid-Missouri Mini Meet** (4 BCCA Chapters), Holiday Inn I-70, Columbia, MO. Contact: Bruce Mobley (816) 385-6256.
- Feb. 9, 1997 **Milwaukee Bottle & Ad Show**, Ramada Inn-Airport. Hospitality Sat. Eve. Contact: John Brandt, (414) 673-6541.
- Feb. 16, 1997 **Monarch Chapter Trade Session**, Mickey Finn Brewery, Libertyville, IL. Contact: Paul Zagielski (815) 369-2135.
- Feb. 14-16, 1997 **Annual Blue & Grey Show (BCCA)**, Fredricksburg, VA Holiday Inn South, Contact: Ray Johnson (703) 971-3549
- Feb. 16, 1997 **Metro North Beer Can Show**, K of C Hall, 870 Main St., Clawson. Contact: Dave Kelso (810) 294-1059.
- March 2, 1997 **Madison Bottle (and Advertising!!) Show**, Quality Inn South, Madison, WI. Contact: Bill Mitchell (715) 341-1471.
- Mar. 12-16, 1997 **Nevada Convention & Beer Show**, Sands Regency Hotel Casino, Reno. Contact T. Lardinois (702) 786-1363.
- March 9, 1997 **Brew City Ad Show**, Serb Hall, 5101 W. Oklahoma, Milwaukee. Contact: Jim Welytok, Town Line Road, Sussex, WI 53089 (414) 246-7171.
- March 9, 1997 **Mid-Michigan Swing Into Spring (BCCA)**, home of Dan Bora, Madison Heights, MI. Contact: Dan Bora (810) 542-5195 (10AM – 4PM).
- Mar. 14-15, 1997 **Luck O'The Irish Show (Queen City Chap.)**, Best Western I-71, Blue Ash, OH Contact: Dave Gausepohl, (606) 371-4415.
- Mar. 15-16, 1997 **Indianapolis Antique Ad Show**, South Pavillion Bldg., State Fair Grounds. Also Beer Can/ Breweriana Show at Fairgrounds same weekend. NABA Hospitality at Holiday Inn, US 421 & I-465; 8PM Fri. Mar. 22, 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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