

# The Breweriana Collector

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Breweriana Advertising

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**THEO. HAMM BREWING COMPANY**

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# National Association Breweriana Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

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## COVER

The Hamm still life is filled with collectibles, arranged with care and executed with great skill. It is the prized item in the collection of hop dealer John Segal, who probably never met a hop arrangement he did not like. They do not come any finer than this lithograph.

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## President's Page

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APATHY! According to Webster, apathy is a lack of feeling; absence of passion; indifference. This lack of passion or indifference has been blamed for many of society's woes. Pick up a newspaper or turn on the evening news and catch a story of how people watched crimes take place without attempting to intervene. Most of us would say, "I could never do that. I'd go for help." How many times are we guilty of exhibiting apathy when it isn't a life or death situation? How many times are you included in a situation in which there are requested volunteers and you take a step backward?

As my predecessor has indicated, "if NABA is ever to be more to you than just a subscription to four magazines a year and the opportunity to attend a collectors' convention, it is absolutely essential that all of us as the members that "own" the association, step forward and contribute something beyond our annual dues." My question is "*What are you willing to do for your club?*"

It appears that the majority of the membership is content to participate in all the enjoyable activities the club has to offer. As convention time rolls around each year, phone calls go back and forth among the members making arrangements to room together or to meet and possibly get ahead of everyone else for a desired article. We can't wait to go room-to-room as it is like a kid going to the candy store. Often times, the auction is better than

any shopping a woman could possibly do. How much did you contribute to any part of this convention, a past convention, or the magazine?

As you no doubt noticed, there were three openings on the Board of Directors and the only candidates were two incumbents. Evidently, no other member felt he/she wanted to become involved in helping to run his/her organization. At the risk of sounding redundant, if NABA is to progress, we must have younger people with fresh ideas. If no one is willing to at least run for the Board of Directors, we are going to ultimately become a stagnant organization. The choice is yours. What do you want?

In a previous article I indicated our executive secretary, Bob Jaeger, has expressed a desire to retire from his position in the foreseeable future. We asked if anyone would be interested in this position and have yet to received a single response. This office is the backbone of our organization as it encompasses all aspects of the membership.

By now, the point of this article should be obvious. Our club as a whole can be described as having apathy. Are you willing to give of yourself and your time to make our club stronger and to ensure that our club will have a future? Please don't let the adjective "apathetic" apply to you as an individual.

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## From Your Editor

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This issue concludes the coverage of Minnesota breweries and breweriana with items provided by Minnesota collectors and the Hamm file in the Stroh archives. Also Bob Hajicek located an article about the brewery in East Grand Forks. And our Argentinian member Juan Carlos DeMarco wrote about early English ceramic beer bottles, which were widely exported to South America in the last century, and his meaningful journey to a source in England.

This issue also concludes my tour as editor after almost seven years. When a common ailment of older men reappeared a year ago, I knew that the prudent course was to notify our Board to find a successor. Then

last summer The Stroh Brewery Company, for whom I act as historian and archivist, acquired G. Heileman, and new brands brought new assignments, plans for relocating to larger quarters, and planning for the future.

We have been very fortunate that just at this time Fil Graff, who had been a frequent contributor to brewery collector magazines, became available to take over the editorship. Not only was the timing right, but Fil has the computer capability for desktop publishing which I lack. The Breweriana Collector will be in good hands.

The editor has a great deal of freedom, and each brings his own background and personality to the job. I had all the issues bound, and enjoy looking at early



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volumes when the BC was printed in a small format; it served us well then without color and typesetting. The magazine grew during George Hilton's tenure as Bob Jeager increased the size and added color gradually. George offered thoughtful editorials, often drawn from his background as professor of economics. I had spent my professional life in chemical and process work for the malting and brewing industry, and naturally felt at home talking about technical aspects of beer, of the men who brewed it and the industry of which I still am a part.

The Breweriana Collector grew again during my tenure when we switched to typesetting with its smaller font, and assumed a more professional look. I have been greatly helped by the many contributors for articles and photographs, and want to thank all who provided material for publication, and who had to deal with my picky editing. There is no such thing as too many submissions of articles. Every reader should seriously think of writing an article, no matter how short, about an interesting item or items in their collection.

My hope was to produce a well-illustrated magazine, where the language was grammatically correct, the style natural and occasionally elegant, and possibly with some humor. Reality gave me little elegance but typographical errors, as I was chronically slow and late. I never did manage to assemble a team of regional reporters, and never realized a secret hope of an April Fool issue. A good thing, because I certainly would have gotten into trouble. Irreverent headline would come unbidden to mind. My resignation took this form:

**EDITOR TERMINATED IN SURPRISE  
MOVE; GRAFF NAMED SUCCESSOR**

*President's Name Misspelled, Late Issues  
Cited by Board*

Indianapolis, March 22. Acting swiftly to prevent further deterioration in the quality of The Breweriana Collector, the Board of Directors of N.A.B.A. dismissed Peter Blum today . . .

Fil Graff had fun completing the article, giving me credit for not necessarily making a mistake by omitting the "L" in "Shoulter."

When Stroh bid successfully on the Schlitz Budweiser label in one of Bob Kay's auctions, I saw a hypothetical chance to ring Anheuser-Busch's bell:

**STROH TO REVIVE SCHLITZ  
BUDWEISER BRAND**

*"In Your Face" Move Surprises Industry*  
Detroit, Michigan. Declaring that "We are not the small Dubois Brewing Company," Stroh announced plans to introduce the historic Schlitz Budweiser beer, last brewed in 1918...

Anheuser-Busch has been trying for some time to come to an arrangement with the brewers of Budvar, the Czech owner of European right to the Budweiser name. When my wife and I visited the Czech Republic, my former homeland, last fall, I knew what A-B had to do:

**ANHEUSER-BUSCH BUYS CZECH  
REPUBLIC FOR 32.8 BILLION DOLLARS**

*Leases Back Everything but Pilsen, Budweis,  
Saaz Hop Fields in Cash Deal*  
St. Louis, Missouri. A jubilant August Busch III announced today ...

This is forbidden fun when you are connected to the industry and competitors have a historic respect for each other. On my level, Bill Vollmar, the archivist in St. Louis, and I have been able to help each other on occasion.

And now it is time to get a little serious. My condition responded well to treatment, and I hope to be able to help Fil whenever he needs it, as George Hilton has helped me. I plan to continue my column "What's Brewing" as long as there is interest for it and I have the access to industry news at Stroh. I have been a part of our Association's guiding team since 1980, following the Detroit Convention in '79. The years as editor have been a most challenging but also the most rewarding; the first look at each new issue always was a creative thrill which I had seldom experienced as an adult. I was a part of the team that developed Stroh Light and Signature, and when those brands were launched in 1978 and 1984, I felt equally elated. Being editor of The Breweriana Collector has to be the best job our Association offers. It could not have happened without the support of the Stroh family and so many of you.

And now let us welcome a new editor, and give Fil all the help he needs

*Peter Blum*



## Minnesota Glasses



Cohasset collector Pat Stambaugh is showing a splendid enameled glass for August Schell's Export Beer, an intricate monogram on a red shield, outlined in yellow, the text in red with a black outline. Two of his three Red Wing glasses advertise the Wiener brand. Valentine Uderman from St. Cloud had two versions of the trade mark design, a clear etched glass, and the one shown here, pale blue with a blue design.



**Above**, Reino Ojala submitted photos of several interesting etched glasses. Frank Aiple operated one of two breweries in Stillwater; it was owned at one time by his father Francis X. The brewery closed in 1896. Peter Bub was proprietor between 1870 and 1911; the brewery survived until 1969. The Heiland glass poses a small puzzle: Fred Heiland did not incorporate the Heiland Brewing Company formally; later there was a Jordan Brewing Co. Fred Busch knew his blue collar market; the idle rich could choose from his two competitors. **At right**, newer Hamm glasses from Pat Stambaugh's collection.



# Theodore Hamm's Brewery

TRY OUR



CELEBRATED  
EXCELSIOR  
BEER



Telephone 935.

Orders by Mail  
Promptly Attended to.



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## The First Buildings

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*The earliest surviving photograph shows what was probably a smokehouse at left. The Hamm Brewery was fairly isolated in the early decades. Courtesy Milton Blumenfeld.*



*This well-known photograph was taken from the other side of Phalen Creek culvert. The family homestead was then at left. A loaded wagon is climbing the hill at left. Unless stated otherwise, this and the following photos are from the collection of Minnesota Historical Society.*



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## The Hamm Brewhouse

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*A self-assured head brewer posed before the eight-tap grant, where wort was collected from different points below the lauter tun. The combined wort then ran into one of two brewkettles.*



*Hops are about to be added to a kettle from baskets holding weighted amounts. System remained unchanged until use of pelletized hops permitted automatic hop addition beginning in the late '60s. Minnesota Historical Society.*



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## Hamm People

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*Rare photo of Hamm's workers and foremen posed with a curved saloon sign, showing a hand holding a foaming mug, inscribed "Barley Malt & Hops." Men at left with wooden shovels were maltsters. Stroh Archive.*



*William Hamm, Sr.'s office had two telephones, a roll-top desk jammed full with books and papers, and some ads and a calendar on the wall at left. Production reached 250,000 barrels at the turn of the century. William Hamm gained national attention when he was kidnapped in June 1933, and released on payment of \$100,000. Minnesota Historical Society.*



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## Beer Delivery

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*Pre-prohibition keg delivery used two very strong horses. The object hanging to the right of the front wheel is a woven rope keg cushion, on which barrels were dropped.*



*New 1930s stake truck is posed on Minnehaha Street. Hamm's Beer sign is mounted on a pipe bridge, which carries cooled boiled wort from the brewhouse at right to the fermenting building at left. Minnesota Historical Society.*



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## Hamm Hospitality

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*A very masculine tap room was installed in the basement of the former main office, shown in the photograph on page 12. The large hospitality center on the top floor of a stock cellar, now in use, lacks the intimacy of the old tavern look, but offers a great view and is very suitable for large groups. Minnesota Historical Society.*

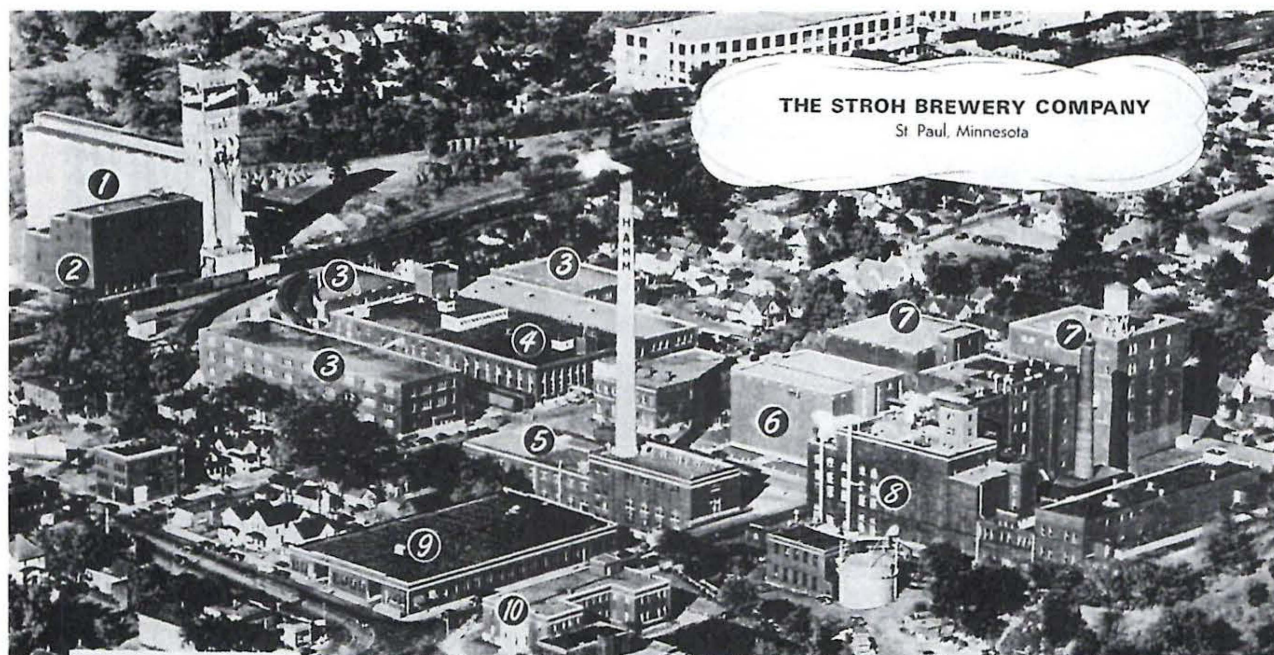




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## The Hamm Brewery After W.W.II

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This aerial photograph was taken about twenty-five years ago under Hamm auspices, and I superimposed the Stroh name when it reached the archives. The following buildings were identified by numbers:

1. Grain elevator. The tall structure is called the headhouse, where barley is elevated, cleaned and graded by size, and moved to one of the silos by a horizontal belt conveyor. Finished malt is also elevated and stored.

2. Malthouse, where barley is steeped, germinated and kilned. One of my fellow students at the University of Wisconsin after WW II was Ray Wiesner; we both had part-time jobs in the Barley & Malt Lab on the Ag campus. After graduation, Ray got a job at the Hamm malt house, and later became brewmaster. He retired shortly after Stroh took over.

3. Case warehouse, where packaged beer is stored prior to shipment.

4. Bottling plant.

5. Powerhouse. The smokestack has been painted white, without a name.

6. Fermentation cellar. This is one of the newer buildings, and replaced an older fermenting cellar which stood next to the power plant.

7. Stockhouses, where beer is aged and stored after fermentation. The stockhouse next to the fermenting cellar now houses the gift shop on the ground floor, and a hospitality complex on the top floor. Old storage caves still exist under the original stockhouse.

8. Brewhouse. Greatly expanded and modernized, the 1890s brewhouse shown on many lithographs is basically still there and in full use, because its ground plan was laid out generously.

9. Former garage, now a police station.

10. Former administration building, unoccupied probably since Olympia took over the operation in 1975.

Between the old garage and the powerhouse is a culvert, bridged by Minnehaha Street, which extends to the right foreground and continues a long way. That is the old Phalen Creek, and until a few years ago a railroad track was still there, shown on old Hamm lithographs. It is now a bike path.

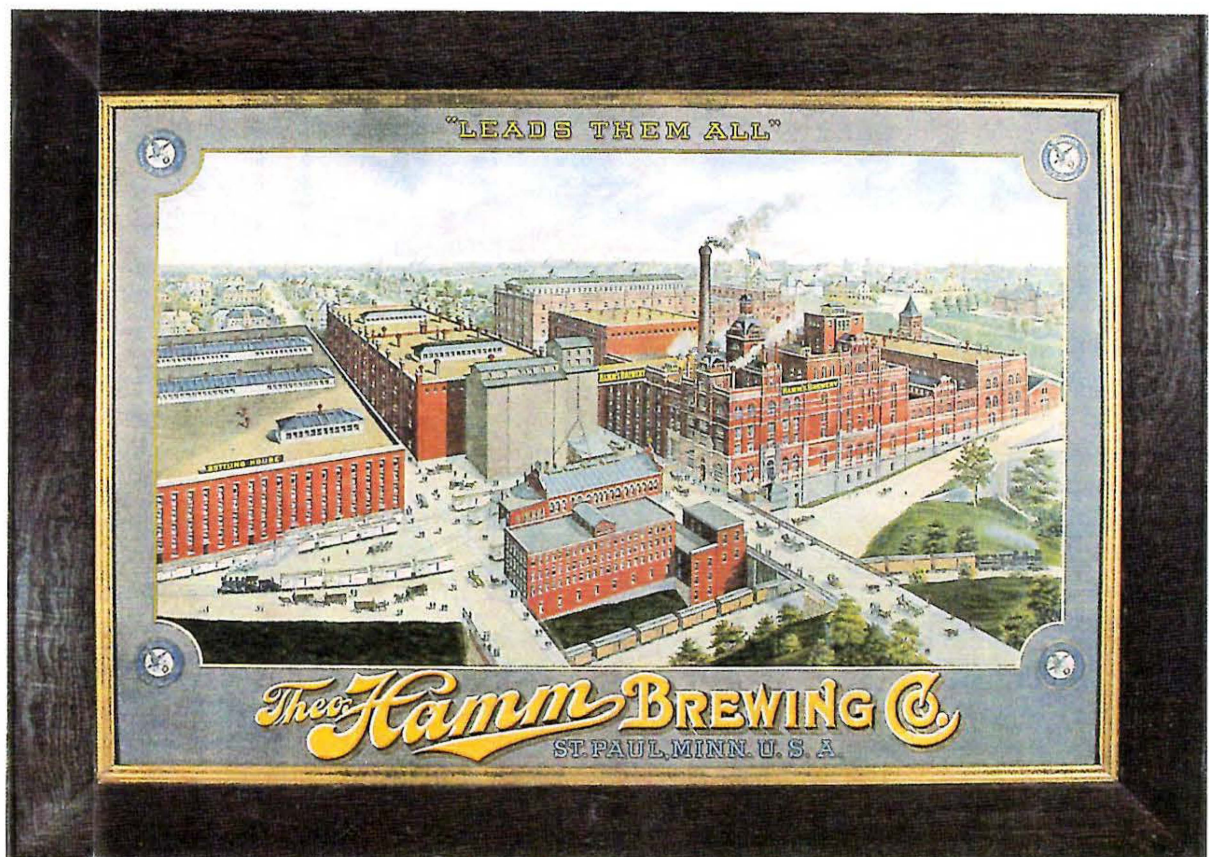
PHB



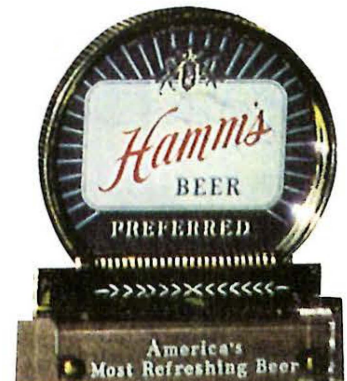
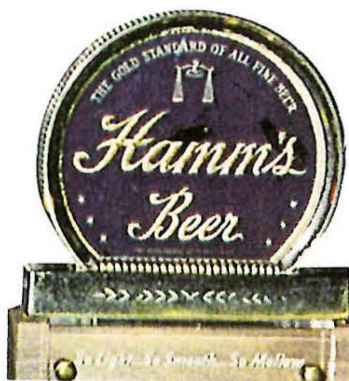
## Factory Lithographs



Two pre-prohibition factory lithographs chronicle the growth of the Hamm Brewery. In Reino Ojala's rare early scene, executed prior to incorporation in 1896, the only buildings on the left side of Minnhaha were the bottling shop and the office with awnings. A train engine is seen under the bridge in Phalen culvert, site of a track since the 1860s. The much newer lithograph shows extensive construction. The photograph was provided by Doug Kennedy in 1989.





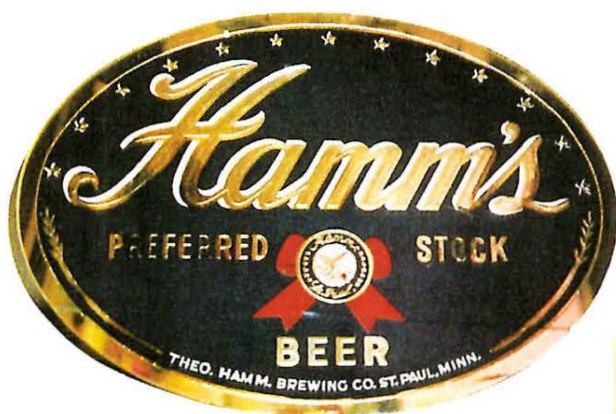


The fabulous reverse-on-glass sign is the centerpiece of Jim Beaton's collection. Convex 18 in. diameter, it was located in a bar in northern Minnesota. The two newer lighted signs also belong to Jim.

Joe Wendl is the proud owner of a 1930's lighted sign with streamlined base in the center, a very tough post-pro Hamm collectible. The fine pie plate tray at left is from Jeff Vick's collection.

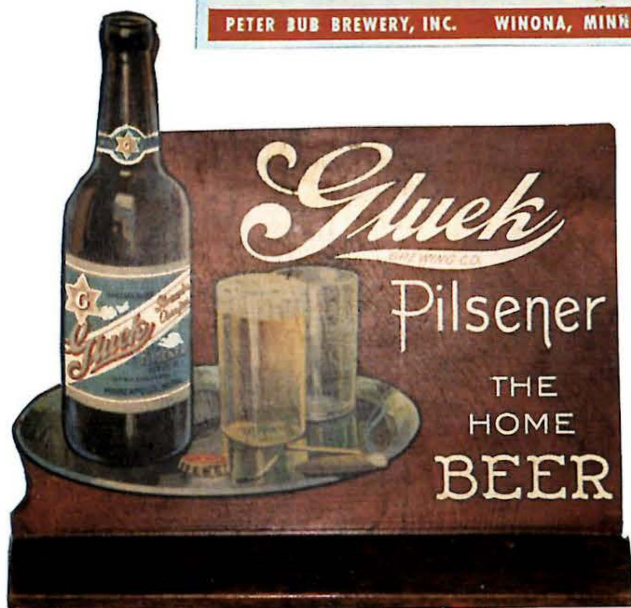
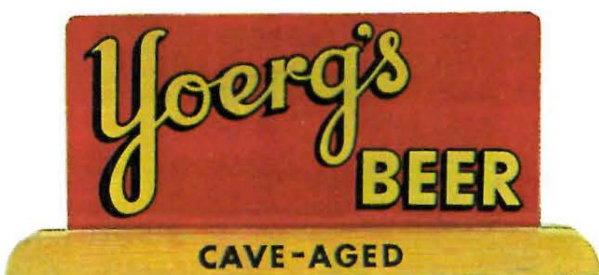


The lithograph of an eagle guarding four Hamm bottles is one of the most dramatic designs in brewing advertising. This photo was taken after the litho was sold at the '89 convention auction.

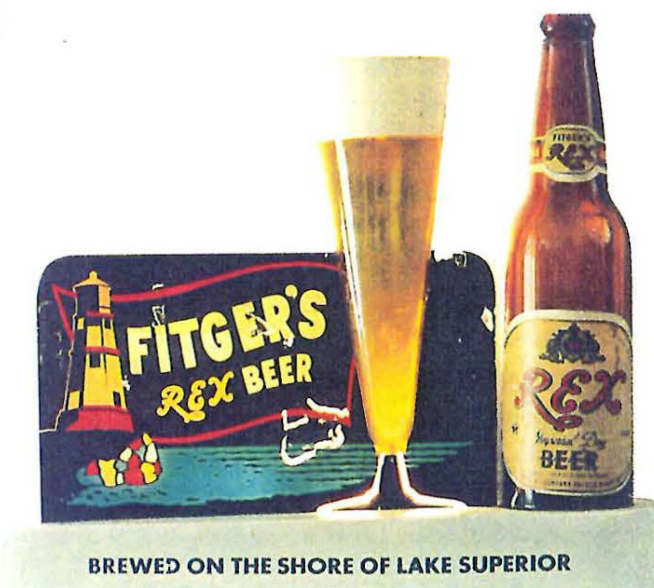
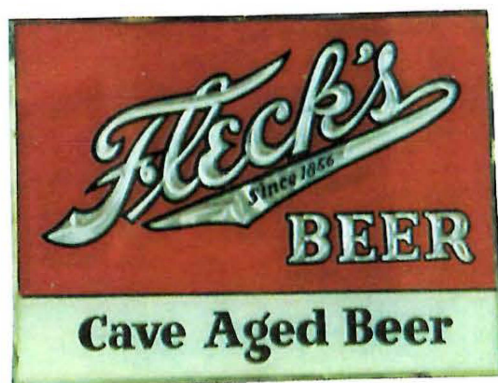


The attractive oval sign is one of Pat Stambaugh's newer favorites. Jim Beaton owns the two "smooth and mellow" tins, and the array of six Hamm oldies is from Mike Hajicek's extensive collection of labeled bottles. Zumalweiss was a prohibition product.





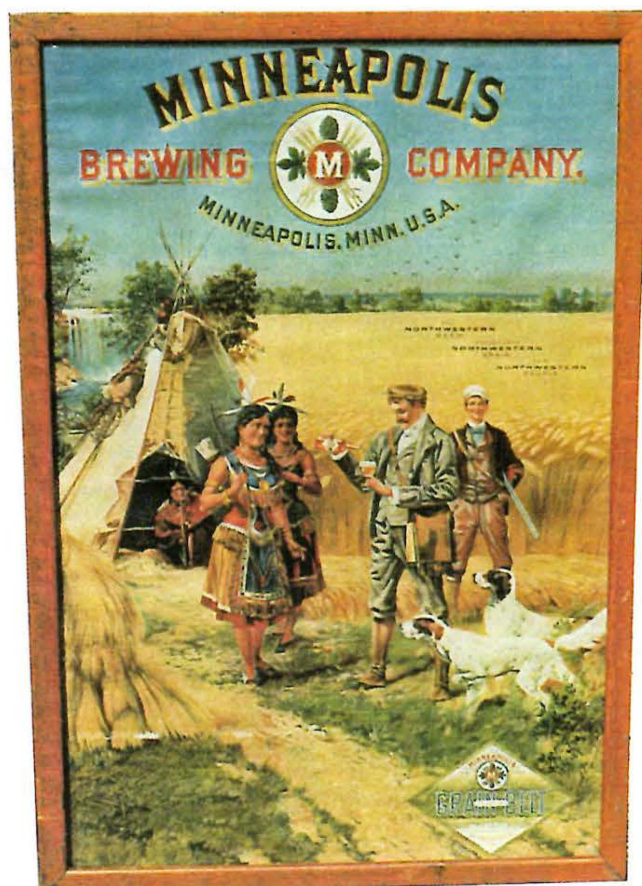
Anthony Yoerg started brewing in 1848, and the business was incorporated in 1896. Brewing resumed after Repeal, and continued until 1952. Jacob Kiewel took over Little Falls' only brewery in 1893, which the family operated until 1961. The Fleckensteins of Faribault used their caves on labels. Collection of Jim Beaton, except for Joe Wendl's Kiewel T-O-C, and Jeff Jensen's Gluek decal on wood by Meyercord of Chicago.





# Mixture

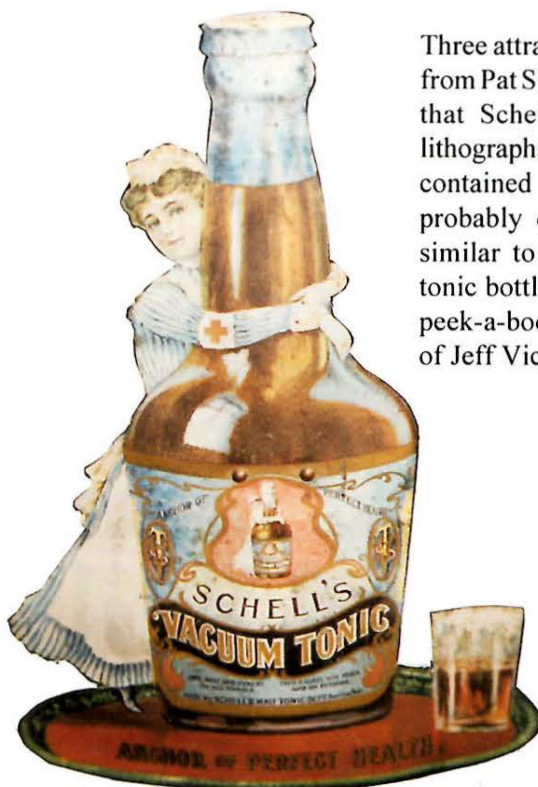
Brad Wilmes from North Mankato has two outdoor neons from the 1930s. The rectangular one is 30 x 40 in., the 50 x 60 in. shield is still in its crate. The two cone tops and a rare Standard Brewing Company labeled bottle (1900-1908) are Joe Wendl's. The curved Kato sign and the old die-cut Cold Spring sign are Jim Beaton's.



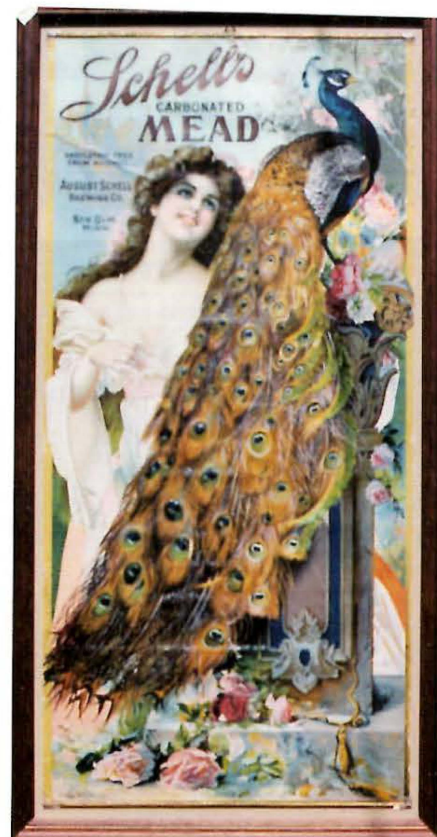
Two pointers flushed some forbidden game during a hunting trip. The native in the teepee is getting restless, but hey, its only Grain Belt. Collection of Terry Basey.





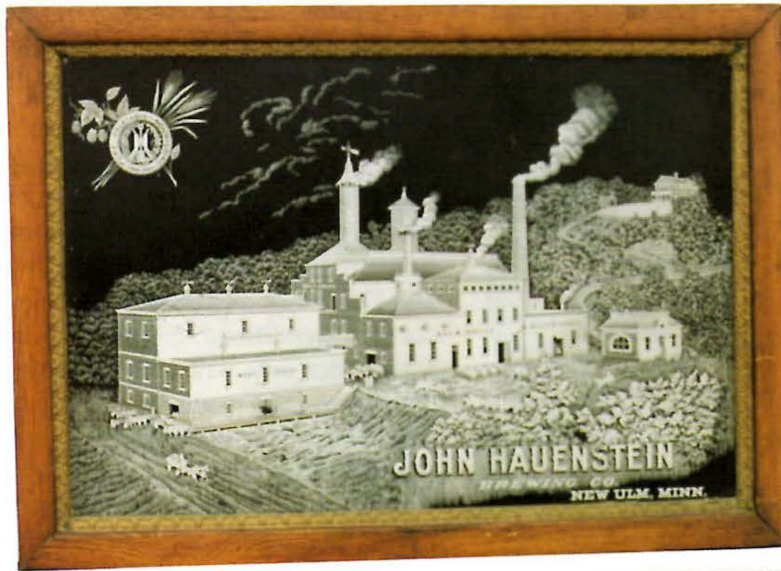


Three attractive framed old signs from Pat Simon's collection show that Schell used mostly stock lithographs. The carbonated mead contained no alcohol, and was probably diluted boiled honey, similar to a malta. The die-cut tonic bottle with a nurse playing peek-a-boo is unique. Collection of Jeff Vick.





## Breweries



Two signs and a tray of the John Hauenstein Brewery are from Pat Simon's extensive New Ulm collection. The old black and white print is interesting, because all the early buildings were identified – packaging at left, brewhouse in the center with the malt house in the back, and the boiler house at right. All show what was presumably John Hauenstein's home on the hill at right.







Some old and also newer items from New Ulm, all but one from Pat Simon's collection. The stock tavern scene in an ornate enamel frame is rare for Hauenstein. Schell used the deer or elk in the rolled tin and also a tray, and probably other item for their Deer Brand. The heavy chalk of three older men with steins belongs to Jim Beaton and is almost certainly pre-pro. The Schell museum has the only other example known.







*David Harmening poses before the remaining Hauerstein building in June 1994, the brewhouse which he bought in 1993 and is renovating gradually. He is now living with his wife on the top floor, and hopes someday to install an elevator. A non-profit group is helping to raise funds for this project Photo by Karen Kirk of the New Ulm Journal.*

**T**he Hauenstein Brewery was the subject of a comprehensive article by New Ulm collector Pat Simon in the Winter '89 (Vol. 64) issue. The following brief history is based on an article by Journal staff writer Lee Smith, which was illustrated by the photograph above.

John Hauenstein was a native of Bavaria, who learned the cooper trade (barrel making) and brewing during his teens. He immigrated at age 21 in 1852 and settled in New Ulm five years later, working as a cooper. In 1964 he founded the brewery with a partner, Andrew Betz. Hauenstein became sole proprietor in 1869.

A tornado destroyed the brewery in 1881. The loss totalled \$40,000, but the stock of beer was saved in underground cellars. John Hauenstein set up a

temporary kettle outdoors and had the brewery rebuilt, and operated it until he retired in 1896 at age 65. His son Charles was the next president until his death in 1926, and then Charles' son Hans took over. Roger Schmid served as the fourth and final president of the Company, which ceased brewing operation in 1969. The name and trademark were sold to Grain Belt.

The brewery had stood empty for twenty-three years when Harmening bought it and began work to clean the building. He hauled away forty truckloads of demolition debris that were once the chimney and boiler house, and had the building re-roofed. Harmening expects the restoration to be a lifelong process, given his own limited resources and sporadic backing. Who knows, perhaps someday a microbrewer will move in and Hauenstein beer will flow again. ■



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# The Brewery In East Grand Forks

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Robert A. Hajicek



**T**he recent spring floods which devastated Grand Forks, North Dakota and East Grand Forks on the Minnesota side of the Red River, received national attention and concern. Perhaps all of us are a little familiar with the area now. We hope the residents will recover and rebuild their communities. The following story was taken from *A Meeting of the Reds, East Grand Forks, 1887-1987, Vol. 2* – RAH.

The Red River forms the western border of Minnesota, with North Dakota on the other side; it flows north through probably the most fertile agricultural country in the nation. Durum wheat, malting barley, flax, sunflowers, and mustard are some of the cash crops for growers to choose from. While one speaks of the “Red River Valley” as, for instance, the main area for malting barley production, there really is no valley. The land is mostly table flat, the horizon miles away, broken up by the windbreak tree plantings of increasing heights at right angles to offer protection to homesteads. At Grand Forks they say the “there is nothing between us and the north pole but a picket fence.” I have been in Grand Forks in January, and they were not kidding – Ed.

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## NICHOLAS HOFFMAN INVESTS BADLY

A group of Nicholas Hoffman's friends borrowed money from him in 1886 to start a brewery in block 34 of Trail's Addition, along Washington Avenue at the southwest corner of Dakota, in the east end of East Grand Forks. Nicholas Hoffman was a successful farmer and land speculator, and he had amassed a small fortune by 1890. The brewery was large and well built, but had not generated expected profits. Hoffman was forced to take over the operation himself and by 1896 he had lost

most of his money. Despite his efforts, a Boston company foreclosed, and placed the brewery in the hands of receiver W.H. Pringle. On August 12, 1896, while discussing the fate of his property with Pringle, Hoffman went into an adjoining bedroom, closed the door, and shot himself. He died immediately.

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## FROM BOOM TO DOOM

After Hoffman's death, Thomas White gained control of the East Grand Forks Brewery and he and his family built it into a thriving business. In Minnesota's Polk County, East Grand Forks and Crookston were the centers of saloons and brewery cold storage buildings. Farmers were against the saloons because alcohol had a negative effect on the productivity of field workers. Polk County voted dry on May 24, 1915. Saloons and brewer's agents were given six months to dispose of their stock. However, breweries did not have to close, but were prohibited from shipping intoxicating beverages into dry counties.

Six months later, on November 23, East Grand Forks went dry. The entire city was hit hard by the saloon closings, and saloon owners and saloon employees were devastated. Many left to find work elsewhere. Some owners stayed and opened soft drink parlors. The 1916 city directory listed twenty such parlors. In March 1916, Mayor Kelleher, a dry, issued a stern warning to proprietors of soft drink establishments that he intended to see that the dry laws were strictly enforced. Mayor Kelleher wrote “It does not stand to reason that this number of places can exist, under the circumstances, without breaking the law.” A few weeks later, four soft drink parlors were raided and the proprietors charged





*Label and rolled tin sign collection of Robert Hajicek.*

with selling liquor. Polk County attorney Yougquist, disturbed by the frequency of arrests of drunks in his dry county, and convinced that malt beverages were to blame, ordered the sale of all malt liquors, whether intoxicating or not, stopped on April 20, 1916.

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#### A VERY BRIGHT IDEA

By 1915 the son-in-law of Thomas White, John McNerny, was manager of the East Grand Forks Brewery, and had developed an innovative scheme to keep the brewery profitable and legal. The State of North Dakota had a Prohibition article written into the State constitution, but under the law, individuals could manufacture beer for their own use. McNerny and the attorney for the brewery devised a plan whereby North Dakota residents signed contracts to purchase malt, hops, sugar, and other ingredients from the brewery and to turn those ingredients into beer for personal use. The plan allowed the brewery to operate as it always had, except that the labels placed on bottles bore the names of individual contractors rather than that of the brewery. Beer of course was not brewed in small batches. Apportioning production appeared to fulfill the letter, if not the spirit, of the law.

It was an immensely profitable business. Daily receipts sometimes approached \$1,600. The "cooperative" brewery had over 5,000 partners according to company books, and by 1917 had become East Grand Forks' largest single business.

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#### WILD BILL LANGER

By then, the booming trade in beer had come to the attention of North Dakota's reform Attorney General William Langer and his Law Enforcement League led by Superintendent F.L. Watkins.

"Wild Bill" Langer had established his reputation as States Attorney for Morton County, one of North Dakota's most notorious bootlegging centers. By 1916, he had been so successful in shutting down "blind pigs" that he earned The Non Partisan League's endorsement for Attorney General of North Dakota.

The Non Partisan League, a progressive reform party that grew out of agrarian discontent, endorsed only those candidates who promised to enforce the law. Langer won election easily, and set out to fulfill his campaign promises. Langer's first target was Minot, another of North Dakota's bootlegging centers. A raid on that city's blind pigs on May 7, 1917, resulted in 156 arrests for violation of North Dakota's Prohibition laws. Langer then turned his attention to Grand Forks.

Langer had written the State Attorney of Grand Forks in January of 1917 that the East Grand Forks Brewery was violating the law: "This department has also received advice that the East Grand Forks Brewing Company, or someone operating what was formerly known as the East Grand Forks Brewery, are practically disposing of their entire product, beer, in North Dakota points."

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#### LANGER LOOSES BATTLE, WINS WAR

Langer, discouraged by continuing reports of brewery shipments to Grand Forks, organized a raid on the brewery. Langer had no jurisdiction in Minnesota, so as the legal basis for the raid, he used the Webb-Kenyon Act, a federal prohibition law that outlawed the shipment of alcoholic beverages to dry states. On July 23, 1917, Langer, Assistant Attorney Generals H.A. Bronson and Dan V. Brennen, Enforcement League Superintendent Watkins and his assistant, and Sheriff E.F. Kelley and Deputy O.J. Bolstad of Crookston, raided the East Grand Forks Brewery in the middle of the night. Armed with warrant obtained in Crookston, the raiders confiscated hundreds of pounds of records, later sent to Fargo, and arrested McNerny. He was charged with twenty-seven counts of bootlegging.



A jury in the United States District Court in Fargo found J.H. McNerny not guilty in the charges of the brewery case on November 25, 1917. Despite having records of the company, the names of 5000 members of the cooperative, and three months to prepare a case, Langer had lost. But it was hardly a serious defeat. "Wild Bill" Langer needed no solid legal ground upon which to base his case. His conviction that he was right was justification enough for his actions, and he could be self-righteously indignant when the occasion demanded. Langer knew the East Grand Forks Brewery was finished.

On October 6, seven weeks before the verdict of not guilty for McNerny, U.S. Deputy Revenue Collector

G.A. Aubol of Crookston ordered the dumping of 11,586 cases of beer into the Red River, the entire inventory of the East Grand Forks Brewery and worth 34,750, into the Red River. In any event, twenty-four hours earlier the federal tax on beer had doubled from \$1.50 per barrel to \$3.00, and with the brewery's main market in North Dakota lost because of Langer's zealous enforcement of Prohibition, the beer was not worth the tax.

The brewery never reopened. Potato dealer O.J. Barnes bought the property, tore down most of the buildings, and put the land back into production. Langer's raid effectively ended the brewing business in East Grand Forks permanently. ■



*Collection of Jeff Vick*

## NABA Auction News

The auction of rare breweriana is traditionally one of the high points of every convention. The Auction continues to be open to members only at insider commission rates of 10% for sales and 5% for buy-backs. Nowhere are so many serious breweriana collectors gathered in one place as at this convention so we can again look forward to plenty of opportunities to add to collections. Here is how the auction works:

1. All items submitted for auction must be brewery collectibles and have a nominal value of \$50 or more. Items of lesser value may be grouped into a single auction lot worth \$50 or more. The \$50 minimum is a continuing effort to upgrade the quality of the auction merchandise. Auction check-in personnel are authorized to reject any item not judged to meet the \$50 minimum criteria and the item must receive an opening bid of \$50 or it will be passed and assessed a \$50 buy-back commission.

2. Each member may submit up to five items for auction. Items will be auctioned as time permits, with No. 1 first, No. 2 second, and so on. There is no guarantee that all items submitted will be auctioned.

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

The Auction will be on Friday afternoon with check-in of auction items on Friday morning. The excitement is brewing early, so now is a good time to start your auction planning! Be there!!

*The Auction Committee*



# How I Met One Of The Price Potters of Bristol

Juan Carlos DeMarco

To live in Argentina means to be very far from everywhere. That does not mean we do not like our country – we really do love it. But on many occasions, for instance when you decide to start a business, you are depending on the relationship to First World countries – your contacts in North America and Europe.

That is no problem in 1997, when the world of communication can put you in touch almost anywhere in seconds. But imagine the situation between 1845 and 1925. Then it was very different! Contacts with Europe was even more important, but communication and shipments took a very long time. That was the way when breweries in South America – primarily Argentina, Uruguay, Chile, Peru, and also Cuba – decided to deal with British potteries for the supply of stoneware containers for their beers. What started with a few incised bottles in the middle of the 18th century, later became a rapidly growing trade with large orders for embossed and transfer stoneware bottles. For many decades British ships were shipping stoneware bottles to South America, and bringing back grain to Europe.

The classical potteries like Port Dundas, Kennedy, Grosvenor, and Price, among others no less important, supplied the South American market with high quality bottles. I am somewhat of a fanatic about stoneware bottles, and they still look beautiful to me in 1997! I had always wanted to go to Great Britain, not only to research those bottles, but to walk where those potteries stood, or to try to find some descendents of those potters, or perhaps to find something which could transport me briefly to a time a hundred years ago.

Thanks to Mike Sheridan of *Bottles and Bygones*, I received some articles about potteries which will help me very much with my next catalog of stoneware beer bottles. Through one of them I discovered the address of Timothy Newell Price, the son of the last owner of the very famous Price, Sons & Co. from Bristol, England.

I send him photographs of seven different bottles from my collection, that were used in Argentina and Uruguay, with some information like size and color, and a few words about the breweries which used those models. To my pleasant surprise, Tim answered by

letter promptly, telling me that he is trying to locate as many examples as possible from the family pottery. He did not know that Price had exported bottles to South America, because the factory records were lost in the 1940s German blitz when Tim was just a boy.

I had duplicates of the three of those bottles, fortunately the most important, and brought them with me on my last trip to the United Kingdom. Tim is a retired teacher who now lives in Reading, a town 30 minutes east of London. As you can imagine, we had a long, long talk, an experience so exciting for me that it is hard to describe. The fact that Tim was recovering some bottles made by his ancestors through me, which in due time would be donated to the Bristol Museum as part of the Bristol's history – my bottles in an English museum – was just too much for me!

Tim presented me with three different stoneware bottles to take back home for my collection. But most important to me was the opportunity to meet a delightful English gentleman, who impressed me with his great personality. At the end of our conversation, we shared some pints in one of those pubs which you can find only in Britain.

Ladies and gentlemen, I do not know if this episode is of interest to you, but it was the high point of my trip to England, and now I can say: "I met one of the Prices of Bristol!"



Juan Carlos is holding a Newcastle brewery bottle he received as a present from Tim Price, who is showing a rare blue label stoneware from the José Cambon Brewery in Magdalena, Buenos Aires Province, he received from Juan Carlos.

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*Juan Carlos DeMarco learned English as a high school exchange student in Wyandotte, a town "downriver" from Detroit. He also learned about love at Theodore Roosevelt High, so both linguistically and romantically his year here brought maturity and the ability to communicate emotion. He lives in La Plata, an attractive university city of 600,000. There he obtained a JD degree, but rather than practicing law, he is in business partnerships. He still follows Detroit sport teams on ESPN avidly, and he is a moving force behind an organization of Argentinian breweriana collectors, the Circulo Cervecerero Argentino.*

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## The Rathskeller

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"De Gustibus Non Disputantur est"



Thanks (of course!) to The Rathskeller's intensive campaign for open dating on beer bottles, we now are beginning to see more than just Sam Adams and a few other pioneers with at least "Best By.." dates on the labels, or printed on the bottle. With one campaign now concluded, there is another matter effecting the "drinkability" of many of the specialty products produced by American brewers, and that is appropriate or best serving temperature. Americans have become used to storing beer in the 'fridge, and drinking it right away; most mass-market brews are simply brewed to be consumed in the refrigerator temperature range. They begin to "taste funny" as they warm up, and are sometimes even downright unpleasant when at room temperature. I remember hearing the owners of an early Texas microbrewery (Rheinheitsgebot, Plano TX) complain that they could not get the local vendors to raise the cabinet temperature to above 40 degrees, and thus sell and serve their beer at anything *but* "ice cold" refrigerator temperature, which they felt wasted the ingredients they used. I was told to let a bottle sit on the front seat of the car for 20 or 30 minutes, roughly time to get back to the motel, before drinking it, to get the full flavor of the beer.

I notice that with the rebirth of old traditional brewing formulas, there are frequent times in my tasting when I'm disappointed with a brew at the start, and don't begin to grasp its complexity until it warms up in the glass. Some brews I know are meant to drink warmer than American Lager, and I usually prepare for this by leaving the bottle out for a while before opening it. But with all the new (to me) types of brews available, there is no ready guideline for serving temperature. So what if the brewers themselves (and who would know better) put a suggested serving temperature right on the label? I *know* that I should know better than to quaff an ale at 34 or so degrees, but what is the best temperature for Russian Imperial Stout? or some of the delicious fruited brews? Mr. Brewmaster, please tell me, and the beer-tender who cares, what *YOU* think is the optimal serving temperature. Put it right on the label; unlike the open dating, it doesn't constantly change, so could be as much a part of the label copy as the brand and type of product!

The brews this issue are a real hodge-podge of styles, listed in the order I tasted them.

**Rivertown Brown**, Dubuque Star:

Opaque brown, with some ruby highlights in strong light. A lager nose; its toasted malt sweetness is barely balanced by the hops. One taste throughout, and a small back-of-the-throat hops finish.

**Whiteface Pale Ale**, North Country, Saratoga Springs, NY:

A sharp ale nose, even at refrigerator temp, but only a thin bitter taste and warm throat hops finish. I felt there should be more than this, and it did get somewhat sweeter and tastier as it warmed. The finish strengthened, but turned sour. I was disappointed in this "robust [it IS that] and spicy English-style ale."

**Abe's Honest Ale**, Flatlanders Brewing Co., Lincolnshire, IL:

A very nice 'straight-up' ale with no embellishments or frills. It remains me of nice fresh Bass Ale (a high compliment!)

**Hefeweizen**, Widmer, Portland, OR:

This quite complex brew starts with a distinct citrus (from the unfiltered yeast-wheat combination) taste, which develops into a dominant hops flavor as the brew warms in the glass. I found it fuller of body than many other hefeweiss brews I've tried, and full of yeast cloudiness. Excellent!

**Wild Irish Rogue**, Oregon Brewing:

Rogue features clever names, good merchandising in their painted label bottles, and often quite good brews. I loved their "Dead Guy Ale", a Halloween special. This one is almost black in color, with a nice thick long-lasting creamy tan head. It has a HUGE flavor and a stout-like chocolate-laced-with-hops finish. WOW! Not for the faint of tongue or the light lager drinker. Thank you, John Maier!

**Bert Grant's Scottish Ale**, Yakima Brewing:

I guess this used to be just "Grant's Scottish Ale" before "Saint Bert" retired and sold Yakima Brewing. I enjoyed this one much more with the second bottle, which I drank at close to room temperature. Cold, it is still tasty, but a shadow of what I remembered. Perhaps a change of formula to "popularize" one of America's pioneer microbreweries?

**Bert Grant's Perfect Porter**, Yakima:

Not perfect, and perhaps not Bert's either! When at refrigerator temperature (wrong for a porter or stout), there is a strong chocolate-malt nose, middle, and a dif-



ferent but still chocolate finish. A second bottle, warm, was better, but flawed by a definite charred malt off-flavor.

**Abbey Ale**, Blue Moon (Coors, by Schoenling): A peasant malt-sweet flavor, but a metallic "off" hops finish. More bock than Belgian.

**Belgian White**, Blue Moon (Coors/Schoenling): Not terribly exciting, but, true to type, with a pleasant light bodied weiss flavor with good lemon overtones.

**Black & Tan**, McSorleys, Detroit (Stroh): A disappointing "stout and lager" blend. The rebirth of a brand named for a famous old NYC watering hole dating back to 1842, from Schmidt to Heileman to Stroh. Samples had a harsh sourness that overrode any sense of malt sweetness. Somewhere there was some very destructive handling of these particular bottles, as it SHOULD have been better. I like Yuenglings Black and Tan better (somewhat ironically, currently from the same Stroh Lehigh Valley brewery!)

**English Style Ale**, Blind Pig, Temecula, CA.: '96 GABF Gold Medal winner, and evidently deservedly so! Rich ale nose, crisp, dry and flavorful, with a lovely back-of-throat finish. Beautiful copper-gold color to boot. First Class!

**Bayhawk Amber Ale**, Bayhawk Ales, Woodinville, WA.: A lovely color, but little nose at refrigerator temperature. The hops are dominant, and sour (totally side of tongue); unbalanced and vaguely unpleasant.

**Old Man Ale**, Old Nutfield B'g, Derry, NH: Good standard English bitters. Nothing spectacular, or particularly notable, and in no way disappointing. This is a nice sound microbrewery product (and isn't it a pleasure to be able to say that!)

**Harpoon Alt**, Mass. Bay Brewing: Rich copper color with a strong malt nose. Full bodied, rich, well-balanced flavor. A great mouth-feel and deep-in-throat hops finish. Delicious!

**Fat Tire Amber Ale**, New Belgium Brewing, Ft. Collins, CO: Lovely, lovely! Rich and full bodied, with a warm hops taste and strong finish. Excellent balance between the nutty-spicy malt taste and the hops tongue and nose. [Their Abbey Ale, not tasted by me in several years, is remembered as one to die for!]

[A side trip: I had lunch in May in a tavern in Bethlehem, PA that I have loved since college days. With several orders of genuine Polish pierogies, sour cream and fried onions, I thoroughly enjoyed a pint each of Rogue's **Dead Guy Ale**, and Brooklyn's **Black Chocolate Stout**. A steel-town lunch approaching the fabled Irish 7 course meal (a large boiled potato and a six-pack)! Both brews very favorably reported on previously in this column.

**Brimstone Raspberry Porter**, Brimstone, Baltimore: The raspberry aroma is quite apparent throughout. The fruit and malt sweetness quickly passed to an acidic sour-

ness. Hops finish evident deep in my throat, but I couldn't "taste" it.

**Marzen Beer**, Clipper City, Baltimore: A perfect capturing of the style! Rich, well-balanced, with malt sweetness predominating and a warm hops accent. This is the best brew I've had from this bottling micro (I think an off-shoot of Baltimore's Sissons brewpub).

**Nut Brown Ale '97**, Wild Goose: Another classic performance! Every brew Wild Goose produces makes me a bit less envious of the West Coasters! Lacking the malt sweetness of (for instance) Sam'l Smith's, this is a lovely dark English-style "bitter". Good body, great flavor!

**Sun Rage Sour Mash Ale**, Frederick Brewing: Made from partially "soured" (unrefrigerated) wort, mixed with honey to offset sourness. I detected little sweetness or hops flavor; it was just sour. Promoted as a summer brew; I'd prefer a hefe-weizen, thank you.

**Saranac Wild Berry Wheat**, F.X. Matts: Fruit-flavored hefeweizen, and mildly successful. The lemon-citrus flavor of the yeast dominates, but a pleasant raspberry and honey tone and mild fruit nose are interesting highlights. Light of body, and quite refreshing, perhaps not for everybody's taste, but well crafted and true to style. Vastly superior to the "fruit-ades" coming out of Wilkes-Barre.

**Devil Mountain Summer Mountain Brew**, Cincinnati: Another hefe-weizen, with some additional spice overtones. This is a bit heavy for a weiss beer, but crisp and flavorful.

**Harpoon Summer ESB Ale**, Mass. Bay: Somewhat lighter in body (the "summer"? ) than a traditional English Burton, but lacking none of the flavor and nose.. An interesting effect: lighter, but not "weaker". It is somewhat flatter (less bubbly) than a regular ale.

**Nor'Wester Blacksmith Porter**, Nor'wester Brewing, Portland, OR: A pleasant enough brew without particular distinction. Sort of "middle of the road", with nothing wrong, but not among the better Western Porters either.

**Brimstone Rock Beer**, Brimstone, Baltimore: Not much flavor at refrigerator temp., except a strong metallic hop tone in middle and finish. The label is Halloween-ish, but I can't confirm my "badly out-of-date" impression, as the brewery doesn't use the edge coding provision on their label!

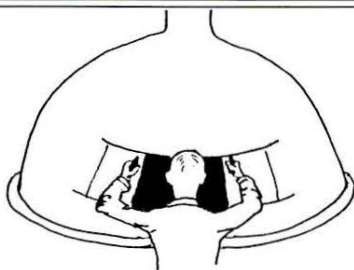
I hope we have some local wonders to taste when I see you in the Twin Cities for Convention 26!

Pros't...

Fil Graff, The Brewer's Monk  
[If you dinna see it, the wonderful "scientific" explanation of the fermentation process printed in the Spring *BC* is worth a look. The article "Sex and the Single Yeast" goes great with a glass or two of beer, if you can keep the beer down while laughing! Science munches on!]



# WHAT'S



# BREWING

## *Back to Basics*

There are strong indications that two brand extensions – the Drys and the Ices – have peaked. The Drys have evaporated, and the only Ices still moving are Millers's Icehouse, also A-B's Natural Ice, which is a price beer, and probably the Canadian Ices. The Ice Lights or Ice Lite all melted. By comparison non-alcoholic beers did better, but now they also reached a plateau. Total sales amount to less than two percent of all domestic beers sold, with O'Doul's, Old Milwaukee NA and Sharp's being in contention. They are quite drinkable and a great improvement over years past. It seems that non-alcoholic beer fills a limited need well, but everybody else sees it as an oxymoron. The Light segment is still growing and accounts for 38 of all domestic beer, in spite of strong sales of imports and availability of brewpub heavies. This bimodal consumption pattern is more pronounced than ever.

1996 has been a rude awakening for those microbrewers which grew large enough to acquire their own plants. Breweries are expensive to operate, specially as these plants are at a size that was shown to be economically inefficient already thirty years ago. The high selling price for well-known craft beers becomes essential, but even so red ink is seen for the first time. Boston Brewing's Samuel Adams remains the leader and is still growing in sales.


National megabrewers are facing another competitive summer, with an Anheuser-Busch-Miller price war a distinct possibility. Miller is posting some good numbers after price adjustments. Coors also is cautiously optimistic – management is pleased but does not dare to brag for fear of annoying Higher Powers. Pabst may be slowly going down for the third time. One hears about a lot of ill feeling in Milwaukee, which always was a good Pabst town.

Probably the most interesting brewer to watch this year is Stroh, which acquired a fiscal and marketing window of opportunity for long-term survival with the Heileman purchase last summer. There is a famous – or infamous – cover of the Economist magazine which shows camels mating, the cow none to pleased, with the

caption, “*The trouble with mergers.*” The union between Stroh and Heileman was said to be just about “seamless,” meaning minimum heavy camel breathing. Mergers always mean job losses, in this case offices in LaCrosse and Rosemont, Illinois, and breweries in Baltimore and San Antonio, but Heileman was not dismembered and fed to the sharks. The LaCrosse brewery is fully utilized, and the two western breweries, Blitz-Weinhard and Rainier, are getting more attention. Industry observers with sharp pencils calculated a greatly improved cash flow. The mood is very positive.

For the long term something major seems to be needed for Stroh to stay competitive. There is no substitute for a “hot” brand, and all brewers will settle for a warm one. Stroh's best seller is Old Milwaukee, still on a roll from taking top honors in a consumer magazine taste test, but OM does not command much respect at the cash register. It has to be the best beer for the buck. It would be good if the Stroh brand can be revived. That, however, would require an inspired message, the right timing for a revival, a noteworthy spokesperson, some memorable event, and probably rabbinical if not divine intervention.

At the relatively young age of 63, Russell G. Cleary, former chief executive officer of the G. Heileman Brewing Company, died May 1 following open heart surgery. Cleary was the driving force behind Heileman's growth for twenty-eight years, bringing it to the #4 position by acquisition. This gained him respect for being a very tough competitor. He sold out to Australian Alan Bond in 1987, but the high price saddled the firm with an insurmountable debt.

I met Russ Cleary only once, at a Master Brewers conference in LaCrosse, where he hosted a riverside picnic. There I told him about my interest in brewing history, and he pointed out the location of other former local breweries: Gund, Michel, Erickson. He has been called the ultimate guerilla fighter, but he also was a very gracious host. 

PHB





## Executive Secretary's Report



### Our 25th Year!

The BIG NEWS is the '97 Convention starting July 29. The Marriott Hotel is very busy, because the Mall of America is nearby. Reserve your room early, or you may not get one! Please check the blue information sheet for details of local attractions.

Your dues for 97-98 have to be paid (expiration date on dues card May 31, 1998) for you to be able to attend. Mail dues to NABA, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226 (U.S. \$20, Canada \$30, overseas \$40), but please do not include them with your registration.

After 6½ years and 26 issues, Breweriana Collector editor Peter Blum will retire. Peter was also a director, president, and convention chairman. The good news is that NABA has found a computer-capable replacement in Fil Graff, who has been practicing on the new desk top equipment purchased for him. All ads and manuscripts for the Breweriana Collector should be mailed to Fil Graff, 10111 Lincoln Way West, St. Thomas, PA 17252. Articles on breweries and breweriana are always welcome.

Hope to see you at the Convention.

Sincerely,  
Robert E. Jaeger, Executive Secretary

## New Members

BAKER, AL (Donna)  
4986 Safari Circle  
Eagan, MN 55122  
(612) 454-9000  
Lithos, neons, signs, thermometers  
Hamms, Genesee

CLAUSIUS, GARY R. (Tammy)  
340 Indiana Ave.  
North Fond Du Lac, WI 54937  
(414) 921-9146

GILBERTSON, DAVE  
2440 Thomas Ct.  
Onalaska, WI 54650  
(608) 783-6915  
All breweriana, also neons  
La Crosse, WI breweries

HILDRETH, WHITEY (Kathy)  
2941 N. 75 Street  
Lincoln, NE 68507  
(402) 466-5364

KLEIN, JACK J. (Susan)  
9754 Lee Valley Road  
Blanchardville, WI 53516  
(608) 527-5171  
Coasters, glasses, lithos  
Closed Wisconsin breweries  
Pre-Pro etched glasses

KUEHL, KELLY J.  
P.O. Box 1364  
Sheboygan, WI 53082  
(414) 459-4153 Ext. 310  
Labels

MENTZER, STEVE (Tonya)  
2416 Bel Aire Lane  
Poland, OH 44514  
(330) 757-1015  
Cans, cases, labels, paper items, photos,  
post cards, R-O-G, signs, tap knobs  
Renner Brew Co.,  
Youngstown, Ohio

MITCHELL, GERALD P. (Liz)  
6744 Ilden Avenue S.  
Cottage Grove, MN 55016  
Labels, neons, signs; Fitgers, MN

PARKER, JOHN R. (Paula)  
11645 26th Avenue N.  
Plymouth, MN 55441  
(612) 553-1156  
All breweriana, ash trays, glasses, R-O-G,  
signs, tap knobs  
Hamm's, Spuds, Budman

PETERSON, DERWOOD (Barbara)  
131 Louisa Street  
Warrior, AL 35180  
(205) 647-2272  
Chairs, clocks, glasses, lamps,  
lead windows, mirrors, neons,  
R-O-G, statues, thermometers

SCHULTZ, SCOTT R. (Kalen)  
6425 Marlin Drive  
Brooklyn Center, MN 55429  
(612) 533-3713  
Coasters, glasses, mugs steins, openers,  
salt shaker, tip trays  
Minnesota Breweries & some Wisconsin

SMITH, SUSAN J.  
28301 N. Hwy. 1  
Fort Bragg, CA 95437  
(707) 961-1956  
History, signs, thermometers  
Acme, Buffalo, Grace Bros., Enterprise

VENTZKE, CRAIG (Vickie)  
1837 Park Blvd.  
Fargo, ND 58103  
(701) 293-1547  
All breweriana from Hamm's &  
Grain Belt

WOODELL, LARRY  
10719 Pheasant Lane  
Woodstock, IL 60098  
(815) 338-9154  
Cans, mugs steins, patches,  
pitchers, trays

WOODSON, JIM (Mindi)  
5312 Juniper  
Roeland Park, KS 66205  
(913) 432-5039  
All breweriana from Pony Express,  
Country Club

ZANE, MICHAEL (Joanne)  
1218 Office Park Road #4  
West Des Moines, IA 50265  
(515) 267-0332  
All Florida Breweriana

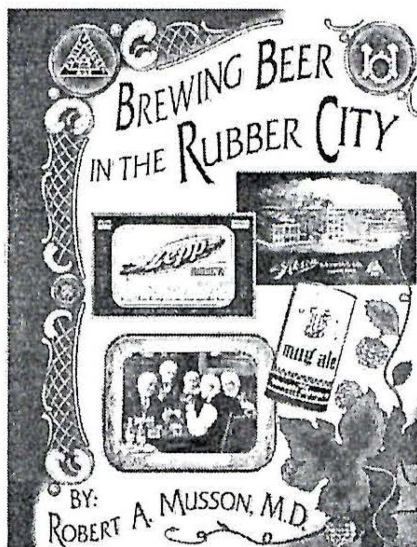


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## **Buy – Sell – Trade**

**FOREIGN ITEMS WANTED:** All Dutch breweriana made for export (glasses, mugs, signs, etc.), prefer Heineken and Amstel; old glasses, mugs, coasters from German breweries; old U.S. glasses and mugs; also glasses and mugs from Africa, Asia, Australia, Canada, Central and South America. Michael Prescher, Nordring 95, D-50259 Pulheim, Germany.

**UPSTATE NEW YORK WANTED:** Trays, embossed or labeled bottles, coasters and signs from Albany, Troy, Schenectady, Amsterdam, Utica and surrounding areas. Ron Gavin, 1721 Depot Rd., Duanesburg, NY 12056, (518) 895-8165.

**BLOOMER BREWERY WANTED:** Labels, openers, coasters, matchbooks, etc. No item too small. Please call Todd in Bloomer toll free at 1-888-4BEER 77.

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

**SCHLITZ ITEMS WANTED** – anything you might have, but am especially looking for Schlitz lighters in good working order. Steve Kirkman, P.O. Box 1, Morrisville, NC 27560-0001, (919) 362-4938.

**REISCH AND SPRINGFIELD BREWERY ITEMS WANTED** by Daryl Ponder, 3105 St. Helens Ct., Springfield, IL 62704, (217) 793-8015.

**BEER CAN COLLECTION FOR SALE:** 800-900 cans mint – pre 1980. Flat tops and pull taps. Rick Carlson, 901 East Jefferson St., Morris, IL 60450, (815) 942-9106.

**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 John Filson Graff, 10111 Lincoln Way West, St. Thomas, PA 17252. Advertising rates are \$150 full page, \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section, \$5 if limited to member's own collecting activity. The Editor has the right to edit all submissions to conform to proper style and appearance, and may defer publication of a submission for reasons of space or layout.

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



## Events of Interest

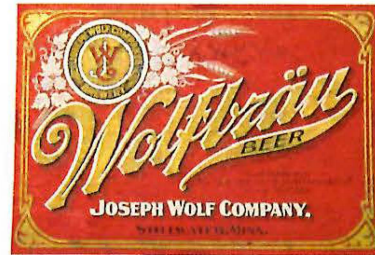
- July 3-5, 1997 **Mile Hi Summit X (BCCA)**, Hampton Inn, Silverthorne, CO. Contact: Gordon Bragg (303) 460-8543.
- July 11-12, 1997 **Miami Valley (BCCA) 23rd Ohio MiniConvention**, Armco Park, Middletown, OH. Contact: Bob Cates (937) 426-8349.
- July 17-19, 1997 **ECBA Convention**, Eden Inn & Conference Center, Lancaster, PA. Contact: Jake Reider (610) 987-3184.
- July 19, 1997 **Mid-Michigan & Rusty Bunch BCCA Summerswap**, Frankenmuth, MI. Contact: Dave Van Hine (517) 652-9818.
- July 31 - Aug. 3 1997 **NABA Convention**, Marriott Hotel, Bloomington, MN. **Members Only**; Registration Information with Spring Issue BC or by mail.
- August 10, 1997 **Queen City Chapter Show**, Amer. Legion Hall, Blue Ash, OH. 9AM to 2PM. Contact: Jeff Dowers (513) 851-8986.
- Aug. 8-10, 1997 **4th Annual Monarch Chapter Weekend at Pauly's**, Lena, IL. Contact: Paul Zagielski (815) 369-2135.
- Aug. 8-9, 1997 **Gator Traders (BCCA) Show**, Jacksonville, FL. Contact: Chris Brown, (904) 924-3496.
- Aug. 22-24, 1997 **Great Northeast Trade Show**, Best Western, White River Junction, VT. Contact: Gary Cushman, (802) 685-4519.
- Sept. 4-7, 1997 **BCCA Convention XXVII**, Hyatt Regency, Atlanta, GA.
- Sept. 20-21, 1997 **Indianapolis Antique Ad Show**, South Pavillion, Indiana State Fairgrounds. Also Beer Can/Breweriana Show on Fairgrounds same weekend. NABA Hospitality at Holiday Inn, US 421 & I-465, 8PM Fri. Sep. 19 Poolside.
- Sept. 21, 1997 **Detroit Metro North Beer Can Show**, K of C Hall, Clawson, MI. Contact: Dave Kalso, (810) 294-1059.
- Oct. 3-5, 1997 **Keystone Chapter (BCCA) Autumn Fest**, Holiday Inn, Chambersburg, PA. Contact: Mark Swartz (717) 263-8295.
- Oct. 4, 1997 **Springfield Breweriana Bonanza**, Schafer (A-B) Distributing, Springfield, IL. Contact: Greg Zimmerman (217) 629-7758.
- Oct. 8-11, 1997 **Cornhuskers 15th Midwest Breweriana Convention (BCCA)**, Harveys Riverboat Casino & Hotel, Council Bluffs, IA. Contact: Ward Haesler, (402) 421-7406.
- Oct. 10-11, 1997 **Canton Meet & Show**, Holiday Inn-North, Canton, OH. Contact: Jack Kern, Massilon, OH.
- Oct. 12, 1997 **Madison Bottle (& Advertising!!) Show**, Quality Inn South, US12/18, Madison, WI. Contact: Bill Mitchell (715) 341-1471.
- Oct. 18, 1997 **Collinsville Breweriana Show**, Gateway Convention Center, Collinsville, IL. Contact: Dave Ohlendorf (618) 656-4754.
- Oct. 19, 1997 **BrewCity Advertising Show**, Serb Hall, Milwaukee, WI. Contact: Jim Welytok, (414) 246-7171.
- Oct. 19-20, 1997 **Jersey Weekender** (Garden State/Jersey Shore – BCCA). 2 shows in 2 days! Contact: Steve Pawlowski (908) 298-0942 and Joe Radman (908) 946-3416.
- Oct. 24-25, 1997 **18th Annual Coalcracker Octoberfest**, Ramada Hotel, Wilkes-Barre, PA. Contact: Jerry Matones (717) 693-3612 or Len Chylack (610) 692-2015.
- Oct. 24-26, 1997 **Monarch Chapter Fallfest**, Hitch Inn Post Hotel, Libertyville, IL. Contact: Paul Zagielski (815) 369-2135.
- Oct. 25-26, 1997 **Brewery Show (w/200 dir Antique Show)**, Vanderburgh 4-H Center, Evansville, IN. Contact Brent Pace (812) 471-9419.



AUGUST 1-3

MINNEAPOLIS

CONVENTION



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