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THE COLUMBUS CONVENTION STROH IRTP LABELS

National Association Brewery Advertising

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COVER

I have loved this small tin sign since I first saw it hanging in Naperville, IL almost 20 years ago! I visited it in Louisville, then Wheeling, and though I have lusted for it all these years, did not participate in the enthusiastic bidding in Columbus. After all those years away from home, this wonderful piece of Hoster advertising comes back to the city of its origin, where it will stay.

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PHOTO CREDITS: Peter Blum, Noel & Paulette Boelter, Fil Graff, Bob Kay, George & Martha Love, Bill Marentette, Stroh Archives, George Virgines.

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John Filson Graff, Jr., Lamplighters Farm , 10111 Lincoln Way West, St. Thomas, PA 17252-9513 E-mail: <fgraff@epix.net>

I wish to thank you for electing me NABA's ninth President. Over the next two years I pledge to do my best to maintain our reputation of being a strong national organization, rich in knowledgeable and dedicated collectors. My thanks to Jim Shoulter for turning our organization over to me and the new Board in such fine shape. We are blessed with a solid group of elected and appointive Officers! I extend my thanks for the contributions over the years of retiring Director Paul Zagielski; I congratulate George Baley and Bob Brockmann in their reelection to the Board, and extend a hearty welcome to our new Board Members Bob Hajicek and Kent Newton. This years Directors ballot was contested in every position, and I want particularly to thank those who took the time to run, even though not successful this time!

Our Convention in Columbus certainly was a success. Curtis Boster volunteered to take over as Chairman only a year ago, and did an outstanding job! Members from over 30 states converged on the Marriott, and it looks like most went home with a new treasure for their collection. The auction, conducted by NABA members (and both professional auctioneers) Mike Jones and Rick Schmidt took in over \$3000 revenue for the club operating fund.

It was decided at the Convention Board Meeting to continue the annual dues at \$20 for another year...a real bargain, and more so each year! You can help NABA's financial position in three ways: 1) attend the Convention and place desirable items in the Auction, 2) submit advertisements to our membership Directory and 3) place ads in the *BC's* Buy-Sell-Trade section. Your Officers and Board will continue to make the most of every dollar; the investment in computer equipment is paying

off in reduced publication costs.

Over the past several years, our membership has held stable at slightly over 1200 members. We don't strive to be the largest organization in the Breweriana field, partly because of the problems created for Convention planning when attendance become too large. But we do wish to see some growth. **The Board has instituted a program to reward those who recruit the most new Members with FREE ANNUAL DUES. Those that recruit a minimum of three new members (in the 12 months Convention to Convention) will receive a year's personal Membership FREE! Be sure your name is noted in the SPONSOR blank on every Membership application you hand out!** Applications can be obtained by writing Bob Jaeger.

It is time to start making your plans for our Rochester, NY Convention next year. Bob Jaeger is looking for some "local" help. Genesee did a great job supporting ECBA this year, and NABA looks forward to receiving the same fine hospitality from Rochester's regional brewery. The plans for Chicago 2000 are just about complete, and work on a Detroit 2001 Convention has begun.

The Officers and Board meet three times a year, and we are always receptive to constructive ideas to make the Association grow, and to help us do a better job as trustees of NABA's future. All our names and phone numbers are in the Membership Directory (except George Baley...he's at (616) 382-4833).

Wishing you good health and good luck in your collecting efforts!

Norm Jay



From the Editors Desk

By the time you read this, NABA should have an Internet Web Page up and running on line! Member John Stanley (of JFO and ECBA fame...John is a real do-er involved in many facets of the Breweriana hobby) has agreed to be Webmaster, and to host the Page on his server. I spoke to John just before this issue went to press; the page's URL is <www.mindspring.com/~naba>. [The "~" is a tilde, found on the keyboard with shift and the key next to the numeral 1.] He will be making many changes from what you saw if you visited the sample page mentioned last issue, to make the page more alive and easier to navigate through. If you have suggestions or comments, the URL is <naba@mindspring.com>.

My production schedule has been slipping somewhat from the "official plan", as I have been having major hard drive problems. The summer issue was about a week late getting to Crossmark, and this issue is about three weeks late getting started, as I was without ANY computer tools for two weeks because of a hard drive complete crash. Fortunately, it gave notice of impending disaster, and I was able to copy all the files before the drive went blooey (a scientific term for "kaput"). I have now installed a new hard drive, and Windows 98, and all seems to be operating smoothly again. Some new "environment" to get used to, but we seem to be back in business. Computers are now absolutely essential to me...I could not go back to the old cut-

and-paste production method if I wanted to (I don't!)...and I have been subject to the likely inevitable "computer problems" you hear about. This past two months has been definitely a love-hate relationship! But we persevere; some what late perhaps (is a week or so really that important? What is this, the IRS or something?), but presenting the kind of a *BC* you have every right as Members to expect. And besides, producing the magazine is more fun than chore, and I hope it will remain that way for years.

You readers DO help make it fun. In response to the Boswell Brewery question posed by Dave St. Clair, I have been deluged with answers, both at Convention from several members who saw the issue there, and since by mail and E-mail. The

answer (and I feel somewhat foolishly provincial for not knowing this) is that Boswell's Brewery was in Quebec, Canada. I never thought to look in Canada! Mandzuk and Sherk will have me for breakfast when we meet again! Boswell's survived until 1969 as part of The National Breweries, Ltd. and then Dow



Brewery, Ltd. Thanks to several who told me in person, and to those that wrote or phoned: Paul Burden and Larry Handy, and to Bill Marentette from Windsor Ontario, who sent me several pages of history, and a photo of a Boswell tray! Dave, I'll copy all the info Bill sent me and send it to you. You may want to revisit Prairie Rock as "an authority figure", and give them the information on their artifact! Ought to be good for at least a free beer or two!

A follow up on "...Kosher Keg": in a letter from Hamp Miller, he mentions working with Johnson & Johnson's ad agency on a promotion aimed at pharmacists. "I assigned our agency to investigate the ancient alchemy symbols, to be used in a promotion we were planning. The agency provided me with ten or so as I remember. One of these was the six pointed star. Their "research" indicated that it was a symbol for the "magic" of malt converting to sugar during the process of brewing alcoholic beverages. Due to its similarity to the "Star of David", and corporate dictates regarding using religious icons in promotional/commercial activities, I selected five other symbols [for use in this promotion]." Hamp, were you the one that planted the seed in my mind? That's exactly what I told Peter when we were discussing the article! He could find no such specific reference, thus the omission of that definition in the article.

In a letter from Warren Fuller, I was told that one "Gallopig Beggar" had sent him 25 "beer ads" unsolicited through the mail, and requested \$80 for them. Keep in mind that merchandise received through the mail unsolicited can be considered a gift. Warren took the high road, and offered to return the stuff upon receipt of \$2 postage and a mailing label. I likely would not have been so polite!

Now on to this issue. I have been blessed with several sets of Convention photos (Thank you George and Martha Love, and to Noel and Paulette Boelter again this year), so we have some color coverage of Columbus, including some much better shots of "Brewers Row" along Front Street. I was appalled to see that some real estate vandal had torn down the Schlee/Wagner stable pictured on the last 3 back covers, and that Home Brewing was now largely a vacant lot. I'm glad I at least had some Polaroid photos from my days wandering in Columbus, but apologize for printing photos of buildings that aren't there anymore!

Please see *Chapter Doings...* the Monarch Chapter Fall Fest has been rescheduled, honestly due to "popular demand." I cannot make it this year, but that is good news, indeed .

Fil Graff

Chapter Doings

Paraphrasing one of Mark Twain's bon mots after reading his obituary in a newspaper: "Reports of [the death of the Monarch Chapter] are somewhat premature." The Monarch Chapter Fall Fest HAS been RESCHEDULED for this year, after a change of weekends. It is now set for the weekend before Thanksgiving; not ideal perhaps, but there was so much clamor about cancelling the Fall Fest, it was decided a not-perfect date was better than no show! An active search by Monarch's new Board for a suitable site for 1999 is under way as you read this! As you can see from the following report and photo sent me by Paul Zagielski, Monarch Chapter is alive and well. I'll miss not going to Chicago in November due to a conflict, but anticipate resuming the annual journey in 1999.

From The Westmont Stroh Chapter (BCCA) "Streaker", a report from Laura and John Feinen: "We took our annual trek on Rt.20 to Lena and the **7th Annual Weekend at Paulys**. If beer cans could salute, they would lift their tabs to Paul and Rachel! As usual, this was a fantastic show.

When we got there on Friday afternoon, the Leinenkugel was already flowing. We shot the bull for a while with the usual suspects, and made some new friends too. Off to Lena when dinner time rolled around, and we ate some really good broasted chicken and fish at a local restaurant. Then it was back to the garage for more Leinies and good conversation.

We were up about 6:45 AM Saturday, and after drying out our tent (yes, it DID rain!) we headed up to Paul's display garage for coffee and donuts. Now this is not your average garage. It's a huge building more on the lines of storage for farm machinery. The building is full of the Zagielski's collections. Paul has a wonderful collection of Chicago breweriana and Green River soda items; Rachel collects drug store items and advertising. They both look for items branded "Monarch", and share a collection of malted milk dispensers. Spending time here gawking at the collections made the whole trip worthwhile. If

you haven't seen it, you should plan to come next year!

About 9 AM, the cars really started rolling in! This year, they had about 100 collectors from as far away as California (most of course, from Illinois, Wisconsin, Michigan, Minnesota, Indiana and Iowa.) After roaming among the campers and cars trading/selling/buying cans and breweriana all morning, there was a huge raffle, taking almost two hours to disperse the donated prizes. Then back to the business at hand, cans, breweriana and consuming Leinies. For the evening meal, Paul and Rachel always barbeque a pig, and boil up some great local sweet corn, and add all the fixins to go with. The food alone makes the trip out to Northwestern Illinois worth while (but I said that about the collection too, didn't I?)



A beautiful Saturday, and a HUGE raffle at Monarch's Weekend at Paulys.

After dinner, as the day-trippers thinned out, there was the traditional huge bonfire. For the first time, we ran out of draft, and Pauly had to make a relief run to town for some canned beer! John managed to gash his leg open by tripping over one of the tree stumps by the fire, but he always manages to injure himself somehow! This WAS a fantastic show!!!

COLT 45, and other National questions

It has been a strange several months for this collector of Baltimore's National Brewing "Mr. Boh" items. First, a phone call from a gentleman doing a movie in Baltimore, wanting some National Boh artifacts from the 50's to help decorate a bar scene. Then reading Carl Miller's excellent Breweries of Cleveland, with the Carling and Carling-National story. Next an inquiry from Peter Blum on some brand history for the Stroh Marketing group. Next, another call from the movie company to see if I had a photo of a National beer truck (I did, and it was sent). I was really getting my nose rubbed in National Boh...with some guilt, as I don't have the anything-with-the-Mr. Boh-head-on-it collection even unpacked three years after our move back east!

Then in this morning's mail comes a letter from George Virgines, a new NABA Member, and long-time firearms collector. George writes:

"It has been my pleasure to become a member of NABA. I have to say I enjoyed the copies of the Breweriana Collector magazine. It has opened a whole new hobby for me.

My main interest in collecting breweriana is the COLT 45 Malt Liquor product, especially the many types of collectibles they have produced.

I enclose my introduction to "COLT 45", with some photographs. Perhaps it will bring to light other collectors with the same interest in the brand."

George's short article follows:

"Colt 45! That is the name and logo that got my attention over 20 years ago. mainly, because at the time, I was connected with the Colt Firearms Company. I was an avid collector of Colt firearms way back then, and the brand name had an obvious appeal to me. I even thought there might be a connection, but soon found out that there was none.



My first find was a Colt 45 beer glass; it took over 20 years of viewing what seems like thousands of beer glasses to find it's match. I assume

this must be a fairly scarce item.

In the mean time, I was fortunate to find many more interesting pieces of signage. I hunted antique malls, flea markets and garage sales in states all over the country.

This brings up my main question: Who puts out these items? Is there a separate company, is there a catalogue available, and what other items are around? I would certainly appreciate hearing from anybody who could answer the above questions." [George Virgines, P.O. Box 13761, Albuquerque, NM 87192]

George, be prepared for a deluge of mail! I'll answer some of your questions, as they are an extension of "National month" in my correspondence.

The Colt 45 brand was established by Baltimore's National Brewing Co. The brewery's owner, Jerry Hoffberger, also owned the Baltimore Orioles baseball team, and was quite

active on the local sports scene. At the time, the Baltimore NFL team was the Baltimore Colts. This is a collector's guess, but I believe the brand logo was originally the same blue kicking colt that the football team used (the first Colt 45 can had a blue horse logo); the horseshoe was, and still is the logo of the now Indianapolis Colts (don't get me started on THAT! Like any Baltimorean, the "theft" of OUR team is still a sore point.) The brand was a great success in Baltimore, and was quickly spread to the other National Brewing plants in Miami, Detroit and Phoenix. It was National's first truly "national brand". In 1975, National Brewing was merged into the Carling Brewing Co., forming Carling-National Breweries, Inc. One of the stories circulating about the reasons for the merger was that Carling wanted the Colt 45 brand above all else involved. The glasses and mug shown in the photo above are from the Carling-National period, as is, I believe, all the signage that uses the tag "BY NATIONAL".

Carling-National continued to produce local brands from the various old National plants (Altes, A-1, my beloved National Bohemian), but ultimately did little to promote them, even locally. Colt 45 was a different story. Initially, Carling-National advertised Colt 45 as "A completely unique experience", a slogan that may date from before the merger. The appeal of a slightly higher alcohol content to certain parts of the population led Carling-National to such slogans as "It's got MORE!"



Carling-National plastic "tip trays"

and "Dynamite Taste", putting the brand into the field typified by Red Bull, Olde English 800, Magnum, Cobra, Midnight Dragon and other macho sounding names suggesting power and strength. Taste was largely forgotten in this market segment; the supposed blast from the higher alcohol was all that mattered.

Colt 45 alone couldn't save Carling from the inroads of the truly big boys like A-B and Miller. In 1979, Carling-National was sold to Heileman, who continued to promote the brand in special markets nationally. When Heileman was sold to the Stroh Breweries, the Colt 45 brand went with it. Colt 45 is still being produced by Stroh, but like many of the Stroh stable of acquired brands, receives little advertising attention today. I would severely doubt that there is a current Colt 45 brand item catalogue available. This, after all, isn't Anheuser-Busch!

George, as for what's out there, I will leave those who collect Colt 45 items, and have pieces that might belong in your collection, to answer you. I don't want this page to sound like an extended Want Ad, though it might be perceived as such.

This question wraps up a nice period of reminiscence for your editor. Answering new Members questions about collecting breweriana is one of the things The BC can do best; this question even leaves room for "audience participation"!

Fil Graff



Convention Gallery...the Tour and more

And then there was the Tour. Below are photos of the West side of a completely re-gentrified S. Front St. in Columbus, the old Brewery District. And so it was! The modern high rise in the left picture stands across the street from the Hoster Brewery, and the red brick building to its left is what remains of the Hoster bottling house. The green building with the pediment was at one time the Henry Biehl & Co. brewery (1878-1880). To its right (and now united structurally) was Schlegel & Co., another short lived brewery (and those are NABA "tourists" on the corner.) In the right picture the plain 3 story brick building left center was the Schlee Brewery, eventually absorbed into Hoster-Columbus in 1904. At the right of the picture is the Born Brewery, also later a part of Hoster-Columbus, now shorn of it's brewhouse, and with a somewhat modern front on the right-hand building. Across the street from Born stood the Wagner Brewery, now a weed-grown pile of rubble, but the home of the Gambrinus statue that graced the last three back covers. Like McMicken St. in Cincinnati, darn near solid breweries!



...and everybody on the busses adjourned to the Hoster Brewing Brew Pub for a much needed (it was HOT on Front St.!) beer and meal. Everybody but our Editor-Emeritus George Hilton. We "lost" him, but soon found him happily seated at the first stool at the Hoster bar, with a half empty glass! On the left, George, behind him Larry Jelinek and then Noel Boelter. I'm not terribly good at names, but I recognize John and Stu Dinger, Martha Love, Ed Culbreth and Terry Warrick in the bar scene at left. After lunch, back to the hotel; well some went back to the hotel. A bunch of diehards decided there were two other Brewpubs in Columbus we hadn't visited, so, it's load up some cars, and off we go again!



Now the picture on the left isn't the best, and may not be very flattering to either of the beer geeks pictured (Roger Levesque on left, Fil Graff on right), but it shows two appropriately attired pub crawlers in their element, doing their thing. Roger is wearing the shirt from Columbus Brewing, the previous stop (he changed in the car), and Fil is wearing an appropriate, albeit 4 year old Barley's shirt, in honor of the establishment we were visiting. Sample glasses arrayed in front of us, we let the good tastes roll. In the right hand photo, Herb Haydock, Dave Gausepohl, Bob and Jean Gottschalk, and Chris Levesque (now President of ECBA) are evidently still waiting for their beer! Guess they served the REAL beer nuts first!

Photos on this page by: Noel and Paulette Boelter, George and Martha Love, and Fil Graff

Convention Gallery...the Show and the people



There are times when practicality gets in the way of pride! I acknowledge I am terrible with NAMES! If I tried to hide the fact, and only use photos where I knew everybody, we have no pictures! With humble apologies to those slighted, I proceed. The Public Show on Saturday was as attractive and uncongested a set up as I remember. The left picture is the booths in the lobby area; the right in the Ballroom, with Treasurer Jim Kaiser preparing to take some cash money! Frank Zynda (a dead giveaway...he always wears a Zynda shirt!) seems pleased with Jim's offering. I know the faces, but the names won't come!



Saturday evening, after the show, it was Beer tasting and an outdoor Barbeque supper! At left, the table of Columbus' Gambirinus Brewing Co, with owner Dan Foster and his wife doing the serving. Don Schultz, Ken Ostrow and the ever-present Noel Boelter await selection. The sun came out, and the weather for dinner was most pleasant. I recognize Ray Johnson, Jody Farra and John Steiner at the table in the right-hand picture. Photos: Noel & Paulette Boelter



Ya know, someone said there was another brewery just a short walk from the Marriott...wonder why we didn't see or hear a word about them during Convention? Didn't see any of their beer either. Looks like somebody actually walked up there to see! John and Mary Connolly and Martha Love are cuddling George...wait, that's NOT George! He took the photo. I wonder...

Photos above: George & Martha Love



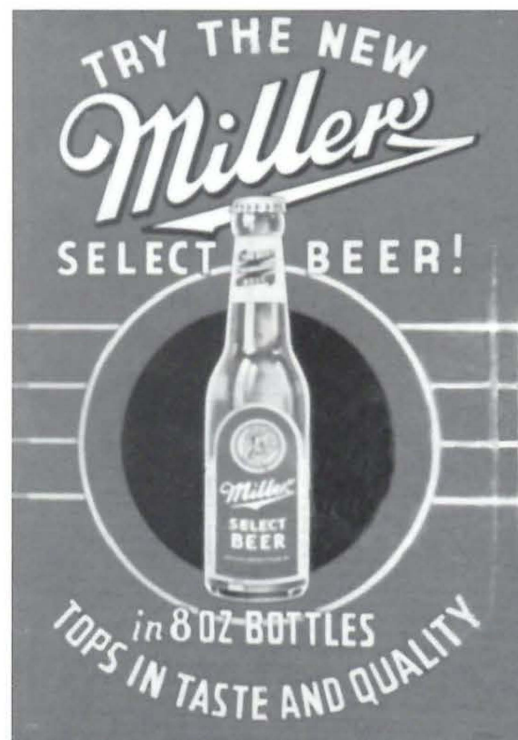
And since folks on the Internet are generally invisible, here's our new Web Page editor, John Stanley, with his wife Pat and Corky the Yorkie. John is a VERY active collector! Editor of "Just for Openers", Treasurer of ECBA, and perhaps NABA's next Executive Secretary (he volunteered when Bob Jaeger was recovering from surgery last year!)

ECBA, 1998

Warming up Rochester, NY!



Familiar faces at the ECBA head table...President Chris and Roger Levesque, and Editor of *The Keg*, and *American Breweries II*, Dale Van Wieren and his wife, Leslie Feathers.



Seen at the ECBA Convention, Rochester, NY this year were these rather nice tin-over-cardboard signs, both from somewhat out of the "EC" area. The Miller Select is an attempt at another brand to go along with High Life. It is quite similar in concept to the "Miller Beer" of today, except it retains the Girl in the Swing Logo. The Storz (Omaha, NE) sign, although a stock scene, is a particularly appetizing rendering. Imagine lobster for lunch! Now THAT'S an East Coast concept! The Akron Brewing tray (looks Coshocton origin) shows the brewery that still stands proudly today beside the Interstate.

Anticipatory reports from members of both NABA and ECBA indicate that the ECBA host brewery, Genessee and their High Falls subsidiary did a marvelous job of welcoming the ECBA. This bodes well indeed for NABA's 1999 Convention there!

Photos: Peter Blum

The Editors Toolbox

Phun with Photoshop

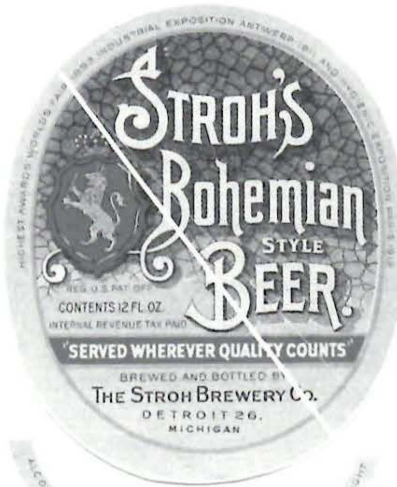
by Fil Graff, Editor



DETROIT 26.
MICHIGAN

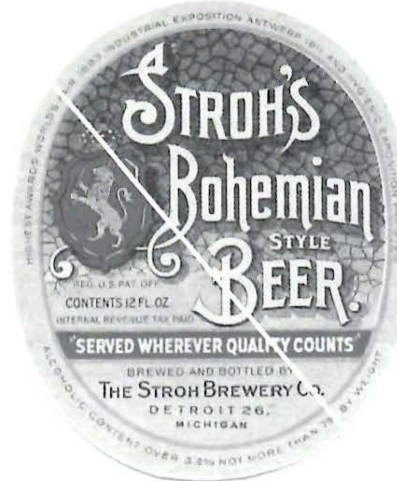
Problem...an article needs a label that we know exists, but don't have a copy of. Let's make one! We start with an existing label...

...cut the missing copy from another label...



...then paste it to the original, and Poof!, we have the label we need. How to keep it from being copied? Add a strike-out bar, just like the Post Office does for images of stamps. That was simple...just a rectangular patch. If we want a more complicated shape, our new program upgrade can isolate even irregular objects like the alcohol statement...

...outline it, copy, and then...



...just paste it on the label. The finished image is of another label that is known to exist, but is not in "captivity." Again, the strike-out bar! It is now Editorial policy that this bar will appear on ALL created or fantasy items that appear in the BC.

The NABA Board recently approved a major upgrade in our photo editing program, Adobe's **Photoshop**. I have been delighted with the old version, as it allowed me to prepare an issue without using any of the old copy-cut and paste techniques that were all my predecessors had to work with. Photoshop 5.0 was introduced earlier this year, promising all kinds of new features. The full version of this program is NOT a toy, and costs over \$500. It has as much in common with the version often bundled with scanners, etc. as a comic book has to an art magazine. Even upgrades are costly enough to cause hesitation as to whether we really need it or not. But new features like multiple undo, a "magnetic" tool for selecting irregularly shaped objects, and much better color utilization made this one a no-brainer.

I have some hesitation about printing this article, as such demonstrations can become manuals for the evil-minded to commit fraud. But anyone who has a computer, and any sort of photoediting capability can do this sort of magic, and probably already is. I am so pleased with my new tool that I wanted to show off what it can do for *The Breweriana Collector*.

The images at the left show the steps I went through to create some labels for Peter Blum's article on the Stroh IRTP label series. Several labels are missing from the Stroh Archives (please, if you have any of the labels Peter mentions in the text, PLEASE let him know), and I felt the article would be less than complete if they were not shown. As we had all the needed copy on other labels, I decided to create the missing ones. You can see the results on the color pages.

Another tool that the new Photoshop contains is an EASY way to change the perspective of photo images. Almost all of the photos of breweriana in this issue were received with distorted perspective, from taking photos from below, or off to one side to avoid flash burn. Such distortion is very hard to avoid when taking photos in the wild. As you can see from looking at the squared-up images, I can correct MOST of these problems without distorting the artwork. I mention this because I have been asked about whether a Member should submit an article on some subject if the photos are not "perfect." The answer: absolutely YES! I am surprised at the corrections that can be made in the upgrade of Photoshop. For example, the Hoster Ice House tile floor pictured in the color section had the entire bottom redone, removing bottles and glassware that obscured parts of the lower border. The image was squared, some flash glare toned down, and the colors were intensified.

As I get more familiar with the new tool, photo quality will get better! I discovered that I can even fix isolated portions of a photo that fall too heavily in shadow! There are several examples of this in the current issue...won't say which, as I'm not totally pleased with the results...yet!

As this editing job has to be fun if it is to be done at all, I greatly appreciate the willingness of the Board, and thus all the Members, to provide me with tools that make preparing each issue not only a challenge, but a joy!

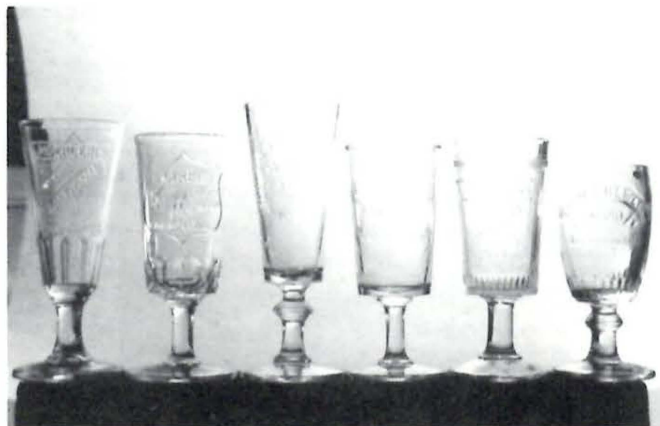
Fil Graff



PHOTOGRAPHY OF EMBOSSED BEER GLASSES

by Henry M. Smith
from The Breweriana Collector,
Vol 44, Winter 1984

Many members have found it difficult to photograph embossed glassware. The glasses present little contrast, have problems of reflected light, and often do not stand out well from the backgrounds. The secret proves to be using back-lighting, but that requires some extensive preparation. I'll describe the method that I have developed after considerable experimentation.



The photograph above shows the elements in the photography system; the concave cardboard, dark base and diffused light pattern. [It also demonstrates the problem of trying to shoot too many glasses at once!]

Here is a list of the equipment you will need:

- A 35 mm. camera that is fitted for interchangeable lenses. I assume you are basically familiar with the operation of your camera. If not, it might be well to get a basic how-to-operate your-camera book either at your camera store or at your public library.

- A 135mm lens.

- A set of three extension tubes to allow you to enlarge the object. I use tubes of 10 mm., 20 mm. and 32 mm.

- A tripod to allow you to place the camera anywhere you please.

- A cable release to let you trip the shutter without jarring the camera.

- Film. I use 135 mm. ASA 100 Daylight color film in rolls of 24 exposures.

- If you use Daylight film (which you can assume is the film you buy for general use), you will need a blue 80-B filter to correct for indoor light conditions.



A glass lettered for Christian Moerlein's National Export. The same shaped glass also exists for Export Lager.

- A 24" x 48" piece of pliable cardboard, white on one side. You can buy this at any art supply shop.

- Two 6-inch C clamps.

- About 8 feet of light rope or twine and four small sticks.

- Two lights with reflectors and clamps for temporary mounting. Use 100-watt bulbs. Depending on where you plan to work, you may need extension cords.

- A small pedestal on which to put the glasses. I use a 2x4 that is almost black.

- A table with edges such that you can mount the C clamps.



A beautifully proportioned glass from Foss-Schneider.

Start your set-up with the background. Take the piece of cardboard and punch four 1 inch holes in it, about three inches from each corner. Then form it into a concave background with the white side toward the camera. You want it mounted with the long edge horizontal. Draw the twine through the left- of right-side holes so as to keep the cardboard concave. Tie the twine around a small stick at each hole. Then do the same thing with the other side. Affix the cardboard to your table with the C clamps. You now have a stable reflecting background.



A nicely rounded glass for Lion Export.

The next step is to run your extension cords and hook up your lights. Place your lights beside the C clamps you used to affix the cardboard. Aim the lights at the center of the concave cardboard. This will give you a nicely diffused light pattern. Set your glasses on the pedestal in front of the cardboard.

Now unfold your tripod and mount your camera. Install a 20 mm. extension tube to the body and then mount your 135 mm. lens. Attach your 80-B blue filter and shutter-release cable. Move the tripod as required to get a rough focus and then use the barrel screw on the lens to get a final focus. If you find the glass you are photographing does not fill the frame, put another 10 mm. extension tube onto the camera. You are about ready to



A second design for Moerlein's National Lager. [This copy also appears in the squarer bottomed glass shown on p 10].

produce well, you should be able to see the clarity that the process produces.

I don't purport to have all the answers, but I have done a lot of work of this sort and will be glad to answer any questions that may arise. Send them to me with a self-addressed envelope to:

Henry M. Smith,
5459 Woodhaven Drive,
Cincinnati, OH 45211



This article, from the Editor's own archive issues of the Breweriana Collector, was reset in the type font used today, but otherwise unaltered. The photos were scanned from the original printed page, and suffer a bit from coming from uncoated paper. This article is well-suited

to be featured now as an example of the kind of instructive stories that have appeared in these pages in the past. Weren't around in 1984? We'll try to take care of that in future issues.



A rare and handsome design from John Hauck's Golden Eagle Brand.

start photographing.

Now comes the hard part. You have to engage in trial and error to get rid of all glare on the glass. Don't move your lights. Rather, adjust your glass away from the lights until you have gotten rid of the glare. You might write down what you do so as to have a record of good relative positions. You can then avoid making the same mistake twice. Remember that it is a trial and error process. You should expect to waste two or three rolls of film before you get satisfactory pictures. When you get the hang of it, you should be able to produce beautiful pictures, with just a bare touch of color in them. I have accompanied this article with photographs of several embossed glasses from my collection of Cincinnati breweriana. If the pictures repro-

There are a lot of "old" articles that have as much relevance today as they did when they were first printed. Fortunately for all of the readers of the BC, Henry is still busy photographing breweriana, and regularly shares his work with us.

On a very personal note, this is the first article I remember clearly from the BC. It was the following year in Cincinnati when I met Henry for the first time. We share an enthusiasm for Cincinnati breweriana, and have played the "I have this and you don't!" game with each other for 15 years now! While scanning the photos for this article, I was amazed at the quality of the images! I've never been able to match Henry's ability to capture a glass, be it embossed or etched, but what success I do enjoy I owe totally to this article!

Fil Graff



Here's another Gambrinus! This one has some personal memories attached. It stood for years in a little park beside the brewery offices of Baltimore's American Brewery. The building, considered one of the most beautiful US breweries ever built, still stands in semi-ravaged condition. The Gambrinus, which was removed to the Smithsonian for the recreation of the Centennial Exhibition, before the brewery was closed, still

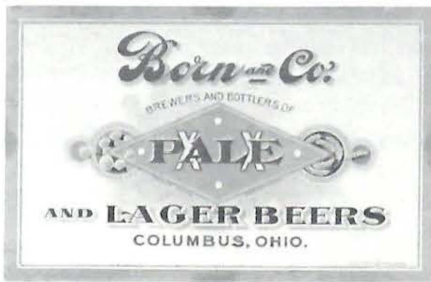
resides there. This image, copied from a newspaper, comes from the cover of George Hilton's very first BC as Editor; Number 24, Winter, 1979. I never got a photo of the King in place at the brewery, and despaired of ever seeing the wonderful old lead-alloy statue again.

Labelology

by Bob Kay

For those of you that missed my seminar at Convention, here are some of the choice labels from Columbus, to go along with the historical article in Issue #101. We'll save

the "best", most colorful ones for the following color page. I'm letting Fil loose on the captions...blame HIM if they aren't serious!



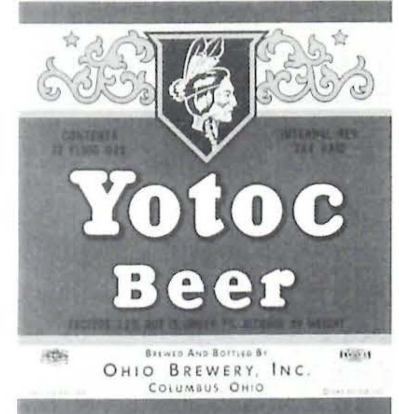
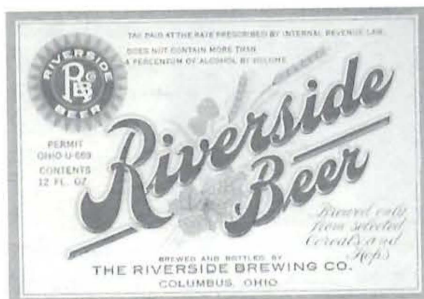
From Born, the REAL thing...XX (izzat "double strength?") And what IS in the bottle? Ale or Lager Beer(s)? Maybe Half-and-Half? Then from post-Pro Washington breweries: can't SAY it's XX anymore, but we can hint at it! At right, from dreary Prohibition...Joy? Why do I doubt it?



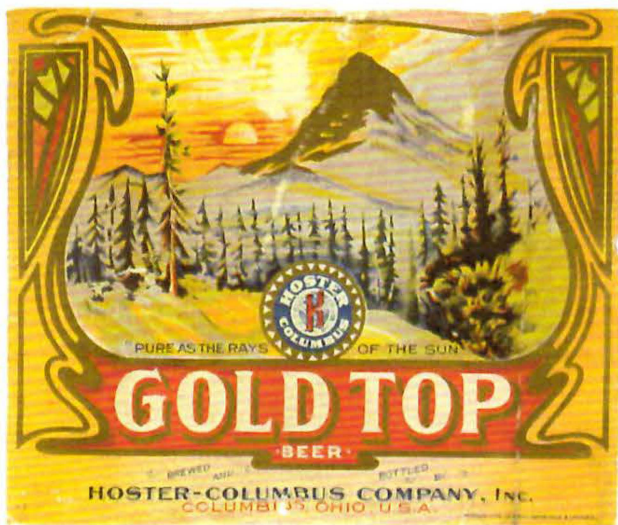
Not QUITE the same...the Government couldn't stop messing around with labeling! At left, likely the 1st post-Pro label from Wagner. Permit Number and the "...not more than 4 percentum..." copy. Second, right around 1936, still with a Permit Number, but with the full text IRTP copy, and Ohio's "...not less than 3.3% and not more than 6%..." disclaimer. At right: no more Permit number, no Ohio "3.2%" copy, but still with the full IRTP text. The Union labels in the lower corners appear to represent both the Printers AND the Brewery Workers.



From Hoster, a Muenchner label with a hansomman playing Munichfest waiter. At center, a label I thought was Prohibition, until I spotted the tiny words "Absolutely Pure Beer" in the ribbon held by the eagle. Franklin evidently wasn't shouting BEER very loudly. The Ohio Brewing label seems unusual for Columbus, because of the trapezoidal shape. It is later in time than the graphics suggest; the dark red and gold background and borders almost hide the rather scanty copy. Dramatic label, but maketh a poor copy!



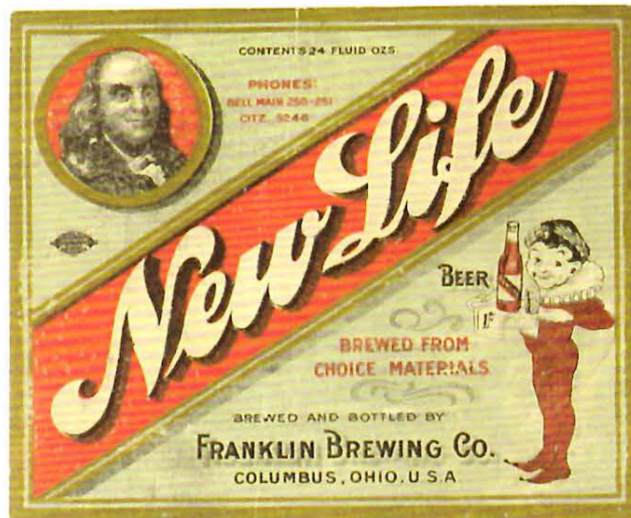
"Hey, Harry, they just changed the Company name! What do I do with all these labels?" No problem; just apply the Chicago principle and overprint them. "Waste not, want not!" At right, Yotoc from post-pro Ohio Brewery. What's a "Yotoc?" Sounds sort of Aztec, but he looks like an Eastern woodland indian. Maybe a Shawnee? Pretty label, at any rate, in shades of brown and yellow-gold.



"Lustrous" is the best word I can use to describe the Hoster Gold Top label above. What a beauty! Hoster, of course, stands at the "top" of the Front Street Brewers Row. Down the block a bit, on the other side of the street stands Schlee. A much older label, in the style of the times. Rich red and gold; bespeaks QUALITY



On down Brewers Row, next to Schlee stood Born. The left section of this building stands today, in "adaptive reuse". Across the street (on the Hoster side) stood Gambrinus and post-Pro Wagner. Proud of the brewery, they were! Gambrinus, which is all that remains today, has put down his beer to show off the facilities!



Off Brewers Row, but still very much mainstream were Columbus' Ohio Brewing and Franklin Brewing, in both the pre- and post-Prohibition eras. "Noch-eins" was produced in both periods, after Ohio Brewing folded by Washington Brewery. Translation: "Another one!" or "One More". "New Life", like the Ben's Delight on the preceding page, is a bit of a mystery to me. "Choice Materials" doesn't sound like much of a recommendation, and again, the word "beer", although more visible here, is still but a minor element of the copy.

Nice tour of Columbus! Perhaps not as big a brewing center as Cincinnati down on the Ohio River, but quite a respectable and rich brewing history. Hope you enjoyed the trip! Until next time.....

Bob Kay





Many of you may not have even seen this glorious stained glass window at Convention! It passed from Ken Ostrow to it's new owner, Ed Culbreth on Tuesday night, and by Thursday, was crated up for the trip to Texas. Dated 1934, it is from the Bavarian Brewery in Covington, KY, thought to be the left half of a pair of windows, probably from doors to the Hospitality Room. There was never an opportunity to take a photo to do the window justice, as the sun wouldn't cooperate! With sunlight bright behind it, the colors are brilliant (far more dramatic than the poorly lit photo here). Even without "proper" lighting, it is a jewel; one of those rare probably one of a kind pieces that all brewerianists dream of, but seldom even see! The text: "Gut Heil zum besten Glück" is "Good Fortune with the Best of Luck."

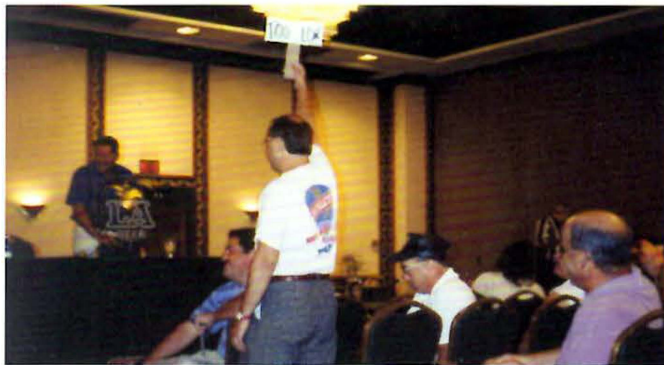
Convention Gallery



Those that make it all happen get FAR too little recognition! At left, Convention Chair Curtis Boster, setting up a display of signage for sale in the Registration Room. And, as has been the case for many Conventions, Mary White and Helen Haydock capably handled Registration, with major assistance from Bill Luers.



Mike Brown stands seemingly in awe of the magnificent Hoster factory scene (it appeared on the cover of Vol 100) in the Hospitality Room display of Curtis Boster's Columbus breweriana from all periods. The display continued to draw admiration all weekend! [The white-out in the left image is glare from the window, not a flaw in the litho! The editors retouching skill (?) failed him in trying to "fix" it. We should have drawn the drapes.]



The Auction was, as usual the most awaited element of the Convention. The primo piece was, I guess, the Hoster tin sign that appears on the cover. Marv and Rafe, our 'critics', had the signs back this year. Maybe "TOO LOW" was a comment when one of Marv's pieces was hammered down? Maybe not, as he had comments on a lot of transactions. Even if you bought nothing, there was enough laughter to make the afternoon pass pleasantly!



Left: some of those that help make the Auction happen...Tom Waller (partly hidden behind Jay Hoster), John Boertlein, Terry Warrick and Vern Vollrath (that's John Conrad in front of Verne). At right, a particularly nice 1940s Cincinnati tin-over-cardboard from Clyffside Brewing from the Auction selection.

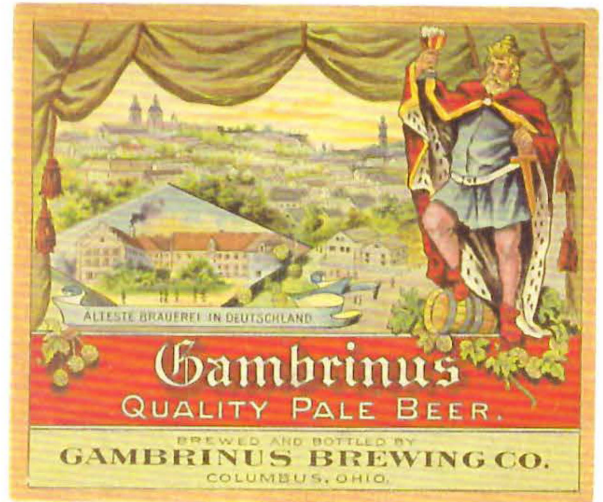
Convention Gallery



With not a lot of Tennessee pieces to chose from, the Loves lit on this great 1893(?) tin sign from Memphis. photo: George Love

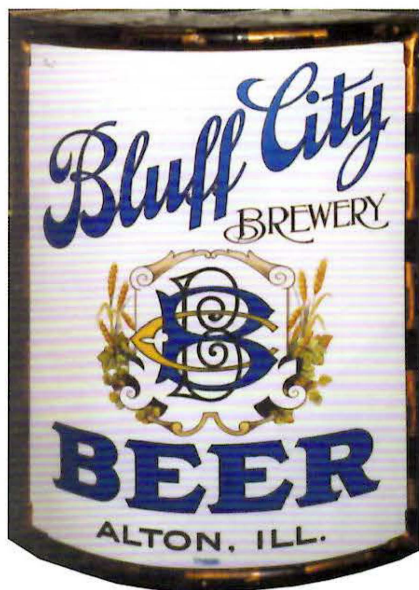
Not exactly a lithograph from the Convention, but a pre-Pro version of the Wagner Augustiner label on page 13. Interesting, as this one shows the "Alteste Brauerei in Deutschland", the "Oldest Brewery in Germany", rather than the Columbus brewery. The Gambrinus here is just as he appears on the statue that is all that remains of the brewery.

Label from the Kay Collection

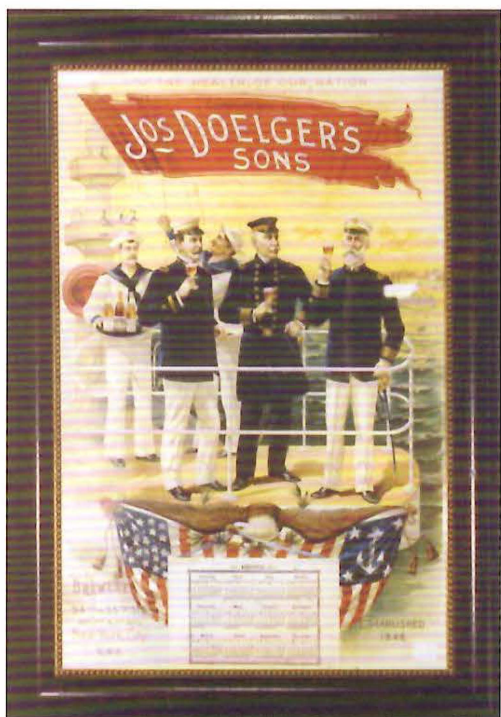


The magnificent tile Hoster logo that once lived on the floor of the Hoster Ice Machine Building, now wall mounted in a tavern near its old home. When I first saw it 10 or 15 years ago, a truck was parked above it! No, you can't take this home for your front hall.

Photo: George & Martha Love



VITROLITES! Always dazzling, always expensive! Bill Bobbitt showed the Bluff City, Jim Warwick both the Schlitz and the Cumberland Brewing. A great real-life follow-up to the pictures in Issue # 100 (Winter '97-'98), but the new photo editing tools handle them much better!



Peter Doelger's (New York City) version of the US Navy in 1899. Admirals and such dignitaries standing on the bow of a battleship, being served Doelger Beer by enlisted men? Why do I doubt this? I assume, as it wasn't uncommon in the period to use well-known faces in advertisements, that these may be real Flag-rank officers, but don't know military history enough to identify them. Dan Potochniak, where are you when I need your expertise? Nice sentiment, anyway: "To the Health of our Nation" appears above the Doelger flag.
Shown by Tom Hug



Above: A wonderful Wiedemann (Newport, KY) scene....the whole drinking man's lunch! Swiss cheese, radishes, mustard home-baked German bread, and a pipe, plus two bottles of good beer! Most interesting to the Editor is the Baltimore Loop Seal closure (enlarged at right from below the Royal Amber bottle). This early cork-replacement closure by William Painter of Baltimore was widely used, as it was sanitary and inexpensive. I don't believe I've ever seen an image of the rubber closure with a metal ring for easy removal itself in an advertising piece. Closures and their openers would make a good BC article! See page 23 for a start in that direction.



all photos: Peter Blum





The (huge) staff of *The Breweriana Collector*
and all the Officers, Board of Directors and the Executive
Secretary of *The National Association of Breweriana Advertising*
wish you and yours the Happiest of Holiday Seasons,
and a prosperous, healthy and breweriana-filled New Year!

The STROH IRTP Label

"White" Series

This is a follow-up on the Stroh Label article in Volume 100. Response to the first article revealed LOTS of labels missing from the Stroh label catalogue collection...missing, but not "lost". Here, from bottles in the archives, and other collectors, are the labels now known to be missing from the initial article. Text (and these labels repeated in B & W), begins on page 21.



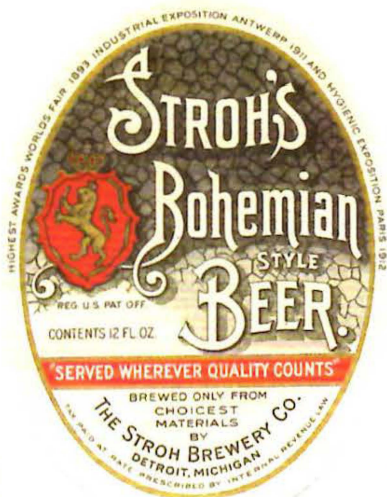
1



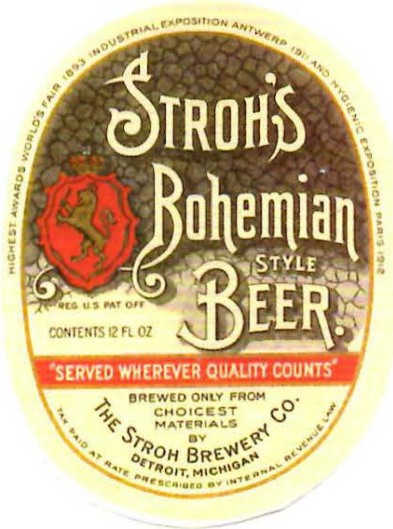
2



3



4



5



6

The STROH IRTP Label

"Yellow" Series



Detail from #7
the "yellow" lion



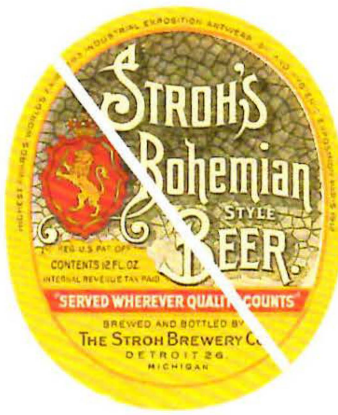
Detail from #9
the "gilt" lion



"WAR BONDS"
neck label



7



8



8a



9



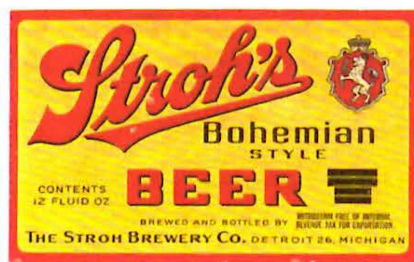
10



10a



11



12

Labels 8, 8a and 10a above do NOT exist in Stroh Archives. 10a was scanned from signage (see issue 102); 8 and 8a were created in Photoshop as examples, hence the white bar. Use of this bar on constructed or fantasy items is now editorial policy in the BC.

LABELS

by Peter Blum

The texts "Tax paid at the rate prescribed by Internal Revenue Law" or "Internal Revenue Tax Paid" was mandated between 1933 and 1951 on labels for domestic beer consumption. So-called IRTP labels are interesting and attractive. They usually start with design from before Prohibition with their classic graphics, and end before the use of foil and bold but simplistic treatment. And unlike pre-Prohibition labels, they are usually available and affordable.

My article on the Stroh oval labels in the Spring '98 issue generated a letter by Richard Milne, pointing out that I missed a label: a yellow IRTP which has the mail code Detroit 26 (Number 10a in color section). Then Stroh collector Joe Olsen visited, leaving us copies of ads which showed two different texts in the last ivory IRTP labels. With interest aroused, I looked through our collection of labeled bottles, and found another overlooked IRTP variation. Stroh IRTP labels are a specialized field indeed, but let's do it right. A possible benefit for the non-Stroh collectors is the attraction of a label design adopted 90 years ago, and how it evolved after repeal as regulatory and marketing demands changed.

Ivory Labels:

1. When Prohibition was repealed in the spring of 1933, the brewery's name was The Stroh Products Company. The slogan "America's Favorite" was revived from pre-Prohibition years. This first IRTP label had many lines of text; all would be either changed or dropped in subsequent years. The copy shown here is perforated with the date May 15, 1933, just days after beer became legal. At that time the alcohol level was restricted to "less than 4 percentum by volume," or essentially 3.2 percent by weight.



2. This restriction on alcohol was lifted later that year, bringing changes in the label design. Although the difference between "weak" and "strong" beer is only about 1 percent alcohol by volume, it was an important marketing factor. Stroh brought back the red horizontal band, which

had been used for near beer with the caption "SERVE ICE COLD," and now promoted the "FULL PRE-WAR STRENGTH" of the early teen years. The example shown was perforated 2-17-34.

3. The third IRTP label forms a bridge to later labels with the new slogan SERVED WHEREVER QUALITY COUNTS. The U-603 number were omitted in 1936. This label lists an alcohol range "over 3.3 not over 6 % by weight". We have not seen this label without the alcohol restriction.



4. In 1937 two minor changes were implemented. The "min." was deleted from the 12 fl. oz. contents line, and the slogan about quality counting was placed in quotation marks. Two alcohol level variations were required: one without any text, and with "... over 3.2 % not more than 7% by weight" for Ohio.

5 and 6. A change to a more rounded shape occurred in 1938. There are two versions, one with the original text BREWED ONLY FROM CHOICEST MATERIALS below the red band, and BREWED AND BOTTLED BY, one word per line, which appeared in 1940. Comparing these two texts now, "Brewed and bottled by" says nothing about quality, and seems quite obvious -but it may not have been that obvious in 1938, or there may have been another reason. In any case, "Brewed and bottled by" remained on Stroh labels for decades. Labels #5 and 6 were also printed with alcohol limits for use in Ohio.



Yellow Labels:

7. In 1939 the clear bottle ("flint" in the trade) was replaced by dark brown glass to protect beer from an off



Detail from #7
the "yellow" lion



Detail from #9
the "gilt" lion

flavor caused by sunlight, first by Schlitz, and in 1940-41 by Stroh. To complement the dark glass, the label color was changed to a deep yellow, and the use of gilt was

omitted. Along with the color change, the lion was redrawn in yellow, with white crown jewels. The IRTP line was moved below the crest, the "BREWED AND BOTTLED BY" was placed on one line, and "THE STROH BREWERY CO.", which had followed the curve of the oval at the bottom, was straightened. This label lists no zip code.



7



8

8. For a long time, I thought that this was the initial yellow label, to be followed by labels with gilt, with and without the Detroit 26 zip code. But an examination of our bottle collection showed a label with the yellow lion and the 26 zip code. It makes sense only if these two non-gilt labels were used for a particular area or purpose.

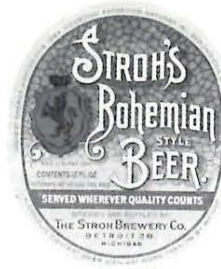
9 and 10. The use of gilt to outline the oval, the horizontal band, and the lion is in place for two IRTP labels, which also span the introduction of two-digit zip codes. The neck label "BUY U.S. WAR BONDS * STAMPS" is known with label #9 (no zip code.)



8a



9



10



10a

11 and 12. There is one more IRTP label design to describe, the only rectangular label between 1908 and 1978. In the late 1930s and early '40s, the short "steinie" bottle was promoted by bottle manufacturers and brewers for easier cold storage at home. Stroh also bottled some of its Bohemian in steinies. There being insufficient space for the oval label, a horizontal rectangular label was used. It is one of the least-known Stroh labels, with a very plain design of red lettering on yellow. This label is known both with and without the Detroit 26 zip code. To the best of my knowledge, Stroh beer in steinies was not shipped to Ohio.



11



12

Overslamped for export

The Stroh archive is interested in having every variation in the corporate collection. The following variation are missing, or are only on bottles:

Ivory, wide oval:

#5 with alcohol limits text ("Brewed only from...")

#6 without alcohol limits text ("Br'd & Bottled by...")

Yellow oval:

#7 with alcohol limits text (no gilt, no zip code)

#8 w/ and w/o/ alcohol text (no gilt, with zip code)

#9 without alcohol text (with gilt, no zip code)

#10 without alcohol text (with gilt, with zip code)

Rectangular:

#12 (with Zip code)

Please contact me for sale or trade regarding these variations.

Peter Blum



Editors note: The labels above with the white strike-out bar were created for this article in Photoshop. They are NOT in Stroh's Archives, and ARE wanted, as Peter notes above!

Closures and Openers

A Primer for Identification and Dating

by Fil Graff, with a LOT of help from his friends!

Working on the photos for this issue prompted the memory of an article I've planned to do for years! The image of the Baltimore Loop Seal closure on the Wiedemann litho on page 17 (the first time I recall ever seeing that closure clearly featured in an ad) was the trigger. What follows is an amalgam of images and text from several sources (all from NABA Members). I did an article on bottle top styles some years back for *The ABA Journal*...this is more complete, and included images of the closures.

Collecting bottles themselves is not the only way what follows can be useful. The images of sections of advertising pieces from my collection shows perhaps the most important reason for the advertising collector...dating lithos, trays and other items. I have used these closure styles to date conversion to crown closures for several breweries, as many of them did a "Look what WE'VE done!" ad, showing the new closure, and in some cases, even the new openers required. It's rather like the "instructional can" many breweries put out in the late 30's and early 40's. The customer didn't know how to open these new-fangled packages, so the can companies printed an instructional panel, showing the "can punch" (who today would have thought that the old "church key" needed instructions?) and how to use it. Customers armed with corkscrews would have had a difficult time opening the new crown bottle with one; hence I suppose, the instructional ads.

The following text is taken directly from Wayne Kroll's 1976 "Badger Breweries", a compendium of embossed bottles from Wisconsin, with an excellent preface on packages.

"The search for a foolproof and economical means of stoppering beer bottles went on for a long time. The history of bottle closures can also be of value to the collector in dating his bottles. The most logical bottle stopper was the cork, but this proved to be rather inefficient. The major problem with the cork was keeping it in the bottle, since beer had the tendency to force the cork out, or loosen, and cause the beer to go "flat." Listed and illustrated below are some of the most common stoppers used in the beer industry.

momentarily be smaller, and would thus fit into the bottle, then expand to fit securely. In order to keep the cork in the bottle, wire was placed over the cork and secured to the neck of the bottle. An ice pick was used to break the wire at the time of consumption. This wiring process was very slow and costly (especially the corks). Each time the bottle was to be used new wire had to be installed. These wired bottles are extremely rare today. See Figure No. 1 below.

(2) Tin Disc - In the 1880's, Alfred L. Bernardin of Evansville, Indiana, invented a tighter corkage for beer bottles by using a tin disc, over the cork, which was held in position by a narrow wire band attached to the neck. This prevented the wire from cutting into the cork, but was also costly and time consuming. Examples of this tin disc, wire band, stopper are very rare. See Figure No. 2 below

(3) All-Metal Cap - Later Bernardin designed an all-metal cap to fit over the cork. It was secured by a metal neck-band. It appears that the Trimmed Blob type of bottle was manufactured to accommodate this stopper. See Figure No. 3 below. I have never seen one of these in place.

(4) Lighting Stopper - Karl Hutter, of New York, purchased the patent for the Lightning Stopper from Charles de Quillfeldt in the late 1870's. Quillfeldt had invented it in 1875. By the 1880's this stopper was very widely used on beer bottles. It was a solid rubber plug held in place by a wire bail. This type of stopper had the advantage of being used over and over, thus they were more economical and practical. Many old beer bottles still have this type of stopper attached. See Figure No. 4 below.

(5) Hutter-Porcelain Stopper - This stopper was patented by Karl Hutter in 1893 and was used extensively right up to Prohibition. Picnic bottles even used them during the 1930's. The porcelain, with a rubber ring attached at the bottom, was held in place with the same type of wire bail that was used on the Lightning Stopper. See Figure No. 5 above.

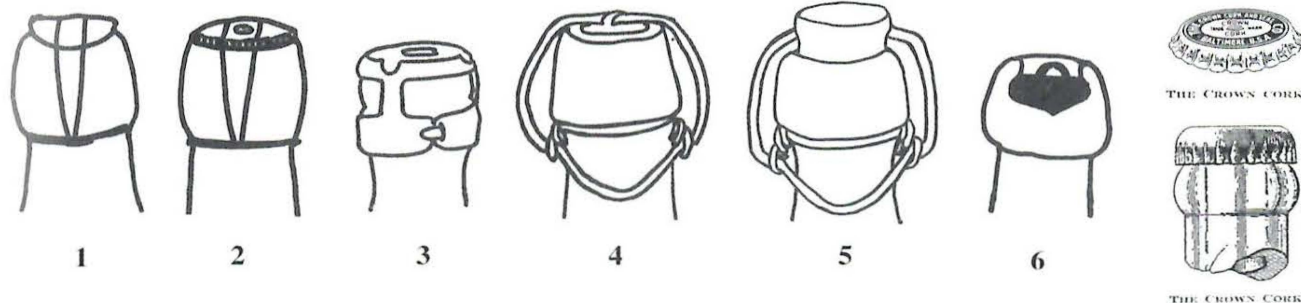


Image from "Badger Breweries" by Wayne Kroll; Copyright 1976

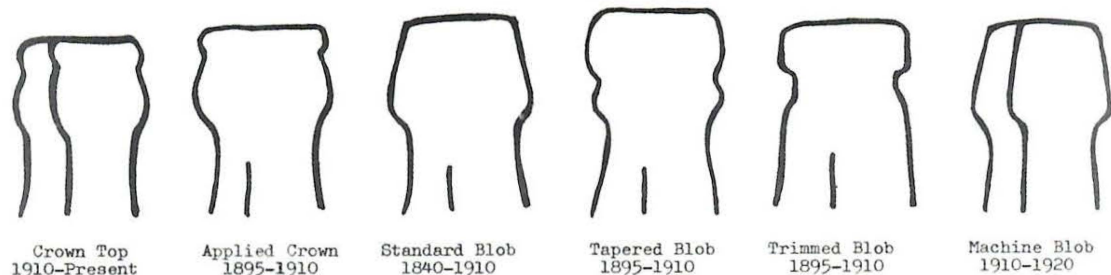
(1) Corks - Corks were put in bottles that were manufactured with a smooth, slightly tapered, neck interior. This can be easily seen by looking down the top of the bottle. The tapering is larger at the top and usually extends down about an inch. Corks were put in the bottles by "squeezing" them in a machine to make them smaller than the top of the bottle. The corks would

(6) Baltimore Loop Seal - In the late 1880's, William Painter, of Baltimore, invented what became known as the Baltimore Loop Seal. The Loop Seal was an internal rubber gasket that was pushed into a ring-shaped groove just inside the mouth of the bottle. A small iron loop was placed on the top of the stopper so that it could be pulled out with a hooked tool. The

loop seal was faced with a waxed cloth so that it would be sanitary. It was very cheap to use and could be applied easily. This type of stopper was widely used, but because it was not attached to the bottle (like the Lightning and Hutter Stoppers) few have survived to the present day. See Figure No. 6 below.

(7) Crown Cap - Painter revolutionized the stopper industry in 1892 when he invented the universal bottle cap. This is the same bottle cap that is used today*. This also necessitated a change in the method of manufacturing bottles. Painter loaned glassworks the tools for finishing the crown top bottles. Gradually the old blob top bottles were replaced by the crown top bottles. In 1903, Michael Owens invented a machine to manufacture bottles in one complete operation. Up to that time (actually the machine was not used until 1905) all crown bottles had to be finished by hand. This can be seen on all old crown bottles by following the seam up the side of the bottle. If the seam ends just below the crown top, the bottle was finished by hand. If the seam extends all the way to the top of the crown, the bottle was completely machine manufactured. In a matter of twenty years the old blob top bottles ceased to be used except in a very few cases (picnic beer bottles of the later period have machine made blob tops to accommodate the Hutter Stopper). The big transition from blob top to crown top was completed throughout the bottle industry by about 1910.

"It is important to remember that each of the dates given above are very general. For instance, Crown Top bottles could date as early as 1905. 1910 was selected as the beginning,



since most glassworks did not convert to this system immediately. Applied Crown bottles could have been made as early as 1892, but again, most glass companies were slow to convert to this process. In some cases the transition period was to take ten years. It is also apparent that some Applied Crown bottles are much older than the blob tops. It is also important to remember that none of the above labeled blob top bottles take into consideration the interior of the lip. Generally speaking, the cork type of blob is older and rarer than the later loop seal variety. However, just because a bottle is not a loop seal does not mean it is a cork type bottle. The cork variety has a distinctive tapering on the interior that cannot be mistaken."

The following vignette images show corks with corkscrews, transitional closures (like the all-metal cap to the crown on the Buffalo Co-op B'g tray), and crowns and their openers.



Top left: corked bottles with wire retainers, and a corkscrew, Stroh; top center: an early Stroh Waiter image with corked bottle and screw; top right: all-metal closure and crown closure, Buffalo Co-operative Brewing; left bottom: old man showing his wife the crown from her bottle of Moerlein; center bottom: the familiar Stroh waiter with crown bottles and opened crown on tray; bottom right: "The Handsome Waiter", with crown bottle and opener...this is a dual purpose tool, for Loop Seal and crown, both products of Wm. Painter's fertile mind.

Below, the bottle top profiles, again from "Badger Breweries" and some images from the "Just for Openers" handbook, showing several dual purpose openers for William Painter's Baltimore Loop Seal, AND the new crown closure.



Images from: "1997 Handbook of United States Beer Advertising Openers & Corkscrews"

Some "new" tools to use to help us understand our collections! Thanks to Wayne Kroll, and to John Stanley and Don Bull of JFO for the use of their work!

Fil Graff 

Long Ago, but not so far away...

When Breweries had LOTS of money!



A well-remembered room, beloved by generations of Milwaukee-ites! These are the famous Schlitz "Brown Bottle", the Milwaukee brewery's rathskeller, used by organizations as a centrally located meeting place, and by countless brewery visitors as a warm and comfortable visitors center. The photo dates are uncertain, but probably in the 1950's. The picture on the wall at left, above, hung in the brewery "Directors' Room" at the turn of the century. The picture below is of the smaller room visible through the door at the back of the top photo.

Photos from The Stroh Archives





I'm going to dispense almost completely with commentary this issue, as there are so many products to review. The list contains samples of the GREAT, the Good, the bad and the downright UGLY.

I am beginning to think that the end of vanity branded beer may be coming to an end. The serious Microbrewer, with an investment to protect, continues to brew products that stand up and demand notice. Sure, they screw up once and a while, or maybe this reviewer gets a bad bottle of product, but they are doing their damndest to serve the discriminating taster with brews that will enchant or at least stimulate his or her palate. The vanity label, from a non-existent brewery or group of investors who have registered a brand, shows more and more that it takes a brewer to brew. An example is found near the end of the review this issue. Devil Mountain B.C. of Cincinnati must be a brand of convenience for Samuel Adams from the old Schoenling Brewery (they are VERY careful not to say on the label!). The first batch of their products I reviewed I identified as a sort of "starter set" for folks who had tired of Bud, but didn't really want a challenge. This issue's review is of a product I tried twice, once on draft, once in bottles. Both were promoted as a unique experience, both were LOUSY! The brewery name (and this is proudly announced on the packaging) is from a pioneer microbrewery in California. What this has to do with a marketing mill in Cincinnati, parented in Boston, I cannot guess. I think, as I have done with any new Pete's, Blue Moon or Brewery Hill product, is to assume that I am being taken right from the git-go, and simply avoid buying pseudo-micro products altogether!

First, a remainder from pre-Convention, and then a bunch from the Hospitality Room, tour and brews brought by members. Bottled beer hasn't been a favorite of Convention Chairmen, but it sure offered the opportunity to try some products totally new to me. In the interest of space, and to avoid repetitively typing the same thing over and over, "Brewing Co." will hence forth be abbreviated B.C..

DeGroen's Marzen Beer, Baltimore B.C., Baltimore, MD.

An Octoberfest style beer with a deep amber color, rich nose and an essentially malty taste. My sample was somewhat out of date, and suffered a bit from the acetyl taste of dying brew, but was still an exceptional product!

J.W. Dundee's Honey Brown: High Falls B.C.
(Genesee), Rochester, NY

This is a preview of Convention 1999. Full bodied, pleasant dark amber color, essentially a honey-sweet malt flavor with a pleasant hops bite at the finish. Nice to drink...a very well con-

ceived mass-market product.

J.W. Dundee's Honey Brown Light: High Falls

Peter Blum liked this, and convinced me to try it. I am flat out NOT a fan of anything "Light Beer"! But I found this surprisingly equal in flavor profile, but lacking the body and color of its full strength counterpart, and the flavor is proportionately milder. A slightly watered down version? I'm glad I tried it and its big brother together, and tasted the "real thing" first. Still it was MUCH tastier than the "B", "C" or "M" light brands! MUCH!

Flying Dog Classic Pale Ale: Broadway B.C.,

Denver (for the Flying Dog Brewpub, Aspen)

Classic it is! Just a good, solid American Ale; full body, long lasting head, light copper color, nice flavor balance with hops dominance and long clean finish. This, and its brand mates have some very distinctive labels!

Road Dog Ale (Scottish ale): Broadway B'g

Lovely ale nose and deep ruby color. A dryish chocolate malt middle leads to a finish that allows recreation of the whole brew in your mouth. This one (tasted in the Hospitality Room, and drunk there MUCH too cold in 12 oz bottles) is a 50 deg. brew, and much tastier at that temperature. [The label has provision for "Best BY...", but it wasn't used.]

Old Scratch Lager: Broadway B'g

Brewed in the style of an American Steam beer. Somewhat milder in flavor and body than the most famous example of the type, but pleasantly flavorful and gassy with an herbal finish.

Sudwerks Pilsener: Sudwerk Privatbrewery Hubsch,
Davis, CA

I declared at Convention that this was the finest American Pilsener I'd ever tasted! Sitting at home, under controlled conditions and a better serving temperature (45 to 50 deg F, thus a bit warm), it IS! Beloved original Baderbrau (now unfortunately altered by its new owner), thou hast slipped to second place! There IS a noticeable malt sweetness in the middle that tasters at Convention though was untypical of a Pilsener, but I think it adds a brief, interesting dimension to the brew, rather than being a "defect". Maybe NOT a typical Pilsener, but wonderful!

Among the bottled product from the Hospitality Room (and honestly, I DID try to "sample" everything I tried, but sensory overload and lack of notes reduced me to saving the six-packs from brands I liked but honestly don't recall specifically), there was **Katahdin Red Ale** and **Golden Beer** from Casco Bay B.C., Portland, ME, **Otter Creek Mud Bock Spring Ale** and **Summer Wheat Ale** from Otter Creek B.C., Middlebury, VT, a new **Best Brown** from Gritty McDuff's, also of Portland, and **Wallaby's Ayers Rock** ("Aussie style Pale Ale") and **Great**

White Wheat (an "American Crystal Wheat Ale", both, as I recall near-misses to my taste, from Wallaby's B.C., Cleveland. There was also something from Bregner in Ft. Collins, CO, and several from Cherryland B.C. in Michigan. I am afraid I'm not doing the large and diverse selection provided by a Columbus beer wholesaler justice. I was astounded at the variety and geography represented!

Now, some brought home from the Brewery tour:

Hoster Vienna Style Amber Lager: Hoster B.C., Columbus, OH

With a fine copper color and tan head, this big-bodied Lager has a hops crispness in the middle, and a nicely balanced yet hops dominant finish. Don't look too far out of the Columbus market area for this one or its brand mates...they come from a truly TINY bottling operation! *Special note: Hoster Brewing Co. has added both "Best by" AND alcohol content to their labels, as well as serving temperature. May their tribe increase!* [5.9% alc/vol.]

Hoster Dortmund Style Goldtop Beer: HBC,

This is the "mild" version. Golden amber, with a cream head, this is maltier in the middle and more evenly balanced in the finish. The use of Noble hops is evident throughout. I found it a very pleasant medium-bodied lager with plenty of beer flavor. [5.5% alc/vol]

Hoster Rev. Purley Classic Pale Ale: HBC

"Rev. Purley"? Don't know him, but an ale this good bearing his name is quite a compliment. Hops dominate throughout this dark amber brew, and at the finish, the Cascade hops unfortunately override the Nobles and blanket the roof of the mouth. "Pale" in the old American sense ISN'T equal to "wimpy". [5.24% alc/vol...lower than either lager!]

Hoster 90 Shilling Scotch Ale: HBC

On draft at the brewpub, I found this a bit sweet for the type, yet had 3 while there, it was so good. The bottled product was equally enjoyable. Brewed to be served at ca. 50 deg...thank you for saying so on the label!...there is a delicious chocolatey malt dominance that is NOT true to type, but is so tasty that it didn't matter. I suspect that this was formulated for a longer aging, and the 'extra' sweetness would then go to perhaps 7.5% alc/vol. A wonderful, thoroughly enjoyable brew, what ever it may or may not be called.[6.1% alc/vol]

Hoster Captivator Doppelbock: HBC

Warning: this magnificent product is seasonal.RUN (do not walk!) to Columbus around Christmas to buy some of this in bottles (and while there, don't miss having BOTH the snifter glass servings allowed)! I won't even try to express how wonderful this is, beyond saying it is unbelievably good! Now there are three identifiable brands in the American Department of my Utopian "Flavor Library" (see vol. 101 Rathskeller for a dissertation on the other two).

One brought down from Cleveland for me to try:

Bockzilla Bock Beer: Western Reserve B.C., Cleveland OH.

Grossly over sweet! Drinkable if teeth-chatteringly cold. In date when I had it at Convention (and couldn't finish it at walk-around temperature; I don't dump beer often), this sample was about 6 weeks out of code. With a bock, this shouldn't make much difference. It does have a beautiful ruby hue, and a stout-like tan head. As the home sample warmed, a woody-yeasty

taste developed. NOT good, not even close.

At the Saturday Night Cook-out, the brews I liked best from out-of-town were from Great Lakes B.C., Cleveland. I've had these brews before, and sampled 4 that night: **Elliot Ness** (a Vienna-style lager), **Edmond Fitzgerald Porter**, **Dortmunder Gold** (an early GABF Gold medalist) and **The Holy Moses**, a Belgian style ale fermented with spices. If you see brews from Great Lakes, buy them...these folks seem to do no wrong.

And now, some new ones from the home stock:

Pullman Pale Ale: Riverside B.C., Riverside CA

A nice light copper color and white head. Flavor seemed overweighed to a cloying hoppiness. As it warmed in the glass, a better balance in the middle appeared, but the finish remained whole-mouth bitter.

Nutfield Nor-Easter Ale: Old Nutfield B.C., Derry, NH

Right from the first pour, I was prepared to like this. Copper color, huge tan-cream head, and a strong ale nose. An excellent American Ale! Flavor leans to hops, but in balance with a good malt body. The finish is a good reminder of the whole brew.

Grain Trader Wheat Ale: Pacific Hop Exchange B.C., Emeryville, CA

Rather bland; I can't pick a particular fault. It's pleasantly though lightly hopped with a wheat dominant cereal taste. Maybe that's it...reminds me of "cereal beverages", IE: NEAR BEER.

'06 Stout; Pacific Hop Exch. B.C.

Lovely, rich chocolate malt flavor with an excellent dry finish. A classic English Stout, eminently drinkable!

Jet City Pale Ale: Jet City B.C., Seattle, WA

Not particularly exciting; a mild and smooth ale with a nice but not dramatic finish. Would likely please a tyro ale drinker more than a real aleophile.

Jet City Rocket Red Ale: Jet City B.C.

Nice copper color and big hoppy nose. A mildly sweet taste with good body and mild side-of-tongue hops finish. Again, seems brewed more for an introductory taste.

Olde Cape Cod Smugglers Ale: The Lion, Wilkes-Barre, PA

Should one be suspicious of a brew that uses a cutesy "e" in its name? Little nose, and no head. Overbalanced toward malt, and an unassuming common hops finish. No more than a 5 on a 1 to 10 top scale.

Devil Mountain Tasmanian Pale Ale: Devil Mountain B.C., Cincinnati OH

The taste the label describes as "intriguing" I found "odd". I guess it's the Tasmanian Hops they brag about that gives this brew a wooden taste. I had this on draft at a local steak house a few weeks ago, and returned the glass as being stale. The bottle (the code mark on the case indicated it WAS in date) I tried at home has the same wooden taste that blends easily into the acetyl taste of dead ale. BUMMER!

If I have offended any investor in pseudo-brewery label products, or brewers who take the low road to sell product, I am not sorry! There is too much good stuff out there to keep my taste buds atingle to mess with dreck! Until next time.....

Fil Graff



Executive Secretary's Report

A list of the newly elected (and re-elected) Officers and Board members appears on the inside front cover, and in The President's Page. I want to thank all of you who voted in the election; we haven't had a completely contested Board election in some years, and the Member response was gratifying. All of the names on the new list of Officers are familiar: Norm Jay has moved up to President, and Stan Loula has become Vice President. There are two new names on the Board: Bob Hajicek won a seat in the election, and the Board appointed Kent Newton to fill the one year remaining on Stan's term as Board Member. I was reappointed for another one year term as Executive Secretary. My congratulations to the new Officers and Directors!

I wish to thank Jim Shoulter for his years of service to the Association, and wish him well as he enters retirement, and a move to Alabama. And many thanks to Paul Zagielski, a Director since Monarch became NABA's first Chapter, who has also retired from the Board.

Now that the Columbus Convention is history (and wasn't it a great one?), it is time to start thinking about Rochester 1999. The dates are July 30 thru August 1, 1999, and the hotel rates at the Crowne Plaza are \$78 per night. The next issue will contain an article about Rochester breweries, and more information about the Convention schedule of events.

An urgent note: to ensure you receive the BC, your address must be correct. We are using bulk rate whenever possible, and this means the Post Office will not forward incorrectly addressed issues! They simply get thrown away!

NABA pays the postage, and you don't get the issue; a double waste of your dues money! It is entirely up to you to keep NABA informed of address changes! Please check your mailing label and see! And while on the subject, please send me your "Zip plus 4" and an E-mail address if you have one (PLEASE make sure the numbers are clearly defined and easy to read!)

I am encouraged to see several new author by-lines in the past few issues, but I want to remind all of you that what you see in the *BC* depends totally on what you as members submit to our Editor! Write an article for submission NOW while the reminder is fresh in mind!

Another reminder to the old-timers: the new members listed below joined NABA hoping to learn about breweriana, and to find new treasures for their collections. When one of them calls or writes you, please give them the courtesy of a reply! When any Member writes soliciting items of information, it is only common courtesy to include an SASE (self-addressed stamped envelope, for those that don't do code)!

The thoughts of impending winter, Holidays and snow always seem to slow me down. Spring, and the resumption of collecting activities, shows and such is not far away; rest up and don't let the doldrums get you down! There'll be two issues of the *BC* to help keep your spirits up.

Sincerely
Robert D. Dwyer
Executive Secretary

New Members

Baird, Brian (Marlane)

1212 Elderon Drive
Wilmington, DE 19808
(302) 633-6823
All breweriana-cans-clocks-signs-thermometers-trays
Any brewery, any brand

Bristol, Scott

895 Pontius Rd.
Cincinnati OH 45233
(513) 941-1852
Clocks-lithos-neon signs-reverse on glass-signs-statues

Buerger, Greg (Judy)

8512 Prilla Lane
Cincinnati OH 45255
(513) 474-2181
All Breweriana-Cincinnati breweries

Campbell, Scott C. (Christine)

521 Wisconsin Ave.
Oconomowoc WI 53066-2727
(414) 569-5772

[Ed. Note: This is the very first time I've typed a Zip + 4 address in *New Members*! Thank you Scott!]

Castle, James L. Sr. (Kaye)

6073 River Road
Flushing, MI 48433
(810) 230-9117
All Breweriana-all breweries-all brands

Cherven, James L.

1566 Pinewood Dr.
West Seneca, NY 14224
(716) 675-9499
All Breweriana-Buffalo NY breweries

Cochran, Dan

4713 Brae Lock Court
Grove City, PA 43123

Collins, Darren D.

120 Cassil St.
Mt. Vernon, OH 43050

Colson, Mike (Michelle)

3044 Melva Ave.
Columbus, OH 43224
(614)261-0255
Bottles-cans-coasters-neon signs-signs
Columbus, OH breweries

Fisher, Jim

4040 Fischer Road
Clarksville, OH 45113-9622

[Ed. Note: ANOTHER helpful new member! But friends,
why not list your phone and collecting specialties?]

Hearliht, Daniel A. (Jennifer)

19 Bill Edwards Drive
Springfield, OH 45504
(937) 322-4009

All breweriana-barrels-signs-labels-neon signs-photos-
signs-trays

Hornbeak, Trent (Rhonda)

3265 Hgwy 11B
Dresden, TN 38225
(901) 364-2884

Bottles-corkscrews-knives-mugs-steins-neon signs
Anheuser-Busch

Huston, Jon M. (Carol)

7585 E. Redfield Rd. #102
Scottsdale, AZ 85260
(602) 948-9906

Long, Bob (Donna)

1744 Hopkins Ave.
Norwood, OH 45212
(513) 351-4561

Mears, Mark (Carol)

1421 Oxford
Grosse Pointe Woods, MI 48236
(810) 463-0207
All breweriana

Mellon, Greg (Cheryl)

494 Helen St.
Columbus, OH 43223
(614) 274-3445

Michalik, Michael (Debra)

114 Long Acre Ct.
Frederick, MD 21702
(301) 698-0214
Clocks-coasters-paper items-reverse on glass-signs-trays

Parry, Jack

P.O. Box 1397
Los Gatos, CA 95031
(408) 425-5501

Shrimplin, Jeff C. (Jessica)

P.O. Box 2
Conesville, OH 43811
(740) 829-2134
Light-up clocks-pinbacks-reverse on glass-signs-trays
Ohio breweries

Wallace, Tim (Char)

R.R. 1, Box 27
Oakford, IL 62673
(Trading Post tavern)
Illinois Breweriana

Whistleman, David L.

230 S. 19th St.
La Crosse, WI 54601
(608) 784-1929
All breweriana-lithos
Peerless and Gund

Wimsatt, Edward (Nancy)

4447 E. Mohave Drive
Beavercreek, OH 45431
(937) 429-1526
Crowns-glasses-lithos-neon signs-reverse on glass signs

Zerpke, Peter (Renate)

1334 West Chartwell
West Vancouver, British Columbia V7S 2R5
Canada

Looks like several Ohioans may have joined NABA
for the Convention in Columbus! I hope that you will find ample
reasons to renew next year, and become part of the NABA reg-
ulars!

And for all the new members who look to this page to
see if we REALLY listed your name, PLEASE, if you haven't
sent Bob Jaeger your Zip +4 postal code, take a minute now to
do so. [That's **Bob Jaeger, 2343 Met-to-wee Lane,
Wauwatosa, WI 53226-1612**] And while you're at it, how
about adding a phone number and collecting specialty? The
Membership Directory should be more than just a list of names
and addresses! On the Internet? Tell Bob your URL!

For those that can't find the Editor in the Membership
Directory (my formal name IS John, but I go by "Fil", which
confuses some folks:

Fil Graff
Lamplighters Farm
10111 Lincoln Way West
St. Thomas, PA 17252-9513
(717) 369-3577
<www.fgraff@epix.net>

In the immortal words of Mr. Spock: Live long and
prosper! Wishing you all lots of success in your breweriana
hunting!

Fil

Pop Quiz

I warned that there would be a quiz some day! Here it is, from a letter submitted to Bob Jaeger by a non-NABA member from Kenosha. For you Wisconsin collectors, this ought to be easy!

What we're looking for is the BREWERY and BRAND that used the following slogans, and, if you can, about when they were used (extra points for the third part!):

1. "It's the water."
2. "As refreshing as Wisconsin's Northwoods."
3. "An honest brew that makes its own friends."
4. "Follow the P _____."
5. "Wouldn't it be great."
6. "Been a long time brewin'."

7. "Ask for it by name."

8. "A beer is a beer is a beer, until you've tasted _____."

9. "Thirst things first."

10. "From the Big Eddy Spring."

Send a facsimile copy (hand-written copies are acceptable as long as they are readable), a box top plus proof of purchase seal from any 6-pack of beer, along with your name and address (might as well send your ZIP plus 4, and any corrections to your address along to Bob at the same time!) to Bob Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226-1612.

Prize? You want a PRIZE???

BUY-SELL-TRADE

BLATZ BREWERIANA WANTED: I will gladly purchase or trade for any **BLATZ** beer items. Call (800) 543-9399 9 AM-5PM EST, or write to: Leo Blatz, 2829 Sheridan Dr., Tonawanda, NY 14150

B11 F98-7

MILLER NASCAR SIGN WANTED: Looking for Miller High Life NASCAR beer sign. Plastic bubble type, 1989 gold Buick Regal, with #12 on it. Driver is Bobby Allison. Write to: Kevin Myers, 4115 Columbo Ln., Lorain, OH 44055 or phone (440) 277-7378

My1 F98-1

TRUCK BODY DECALS FOR SALE: 6 Beautiful lithographic 1950's A-B "A & Eagle" trademark water-type decals with instructions, \$12 each. Also: A-B Christmas cards from 1987 and 1988, suitable for framing; 2 card set \$5. Budman stickers (over 30 to choose from) \$1.50 each. Send SASE for list. Will consider trading for A-B postcards and breweriana. Tom Howen, P.O. Box 134, Lovington, IL 61937

Ho1 F98-1

NABA MEMBERS (EACH AND EVERY ONE!!): Please send Bob Jaeger your "Zip plus 4" postal code! Correct any area code changes! Add an E-mail address to your Directory listing! **NOW IS THE TIME!** Get it **RIGHT** in the new Membership Directory. Help us get you your **BC** on time, every time! Bob Jaeger, Executive Secretary, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226-1612

ATTENTION CHARITABLE-MINDED MEMBERS: Your Editor would LOVE to have (donated) copies of BC issues #1 thru 18, and #'s 28, 30 and 35 to complete his archives. I am starting to reprint articles of note, and cannot if I don't have the issues! Can anyone help? Fil Graff, 10111 L.W.W., St. Thomas, PA 17252-9513

The Breweriana Collector and the Membership Directory are published by National Association Brewery Advertising for its membership. Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send applications for membership, dues, change of address and advertising for **The Membership Directory** to Robert Jaeger, 2343 Met-to-wee Ln., Wauwatosa, WI 53226. Send manuscripts and advertising for **The Breweriana Collector** to Fil Graff, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Advertising rates for the **BC** are \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section, \$5 if limited to member's own collecting activity. Full page ads will be considered as a separate "flyer" insert. The Editor has the right to edit 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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Events of Interest

- Nov. 6-7 1998 **VALLEY FORGE BREWERY COLLECTIBLES SHOW**, Market Place/Expo Center, Downingtown, PA Contact: Larry Handy, (610) 439-8245
- Nov. 13-14 1998 **25 th Annual GUZZLE & TWIRL**, O'Reilley Hall, North St. Paul, MN Contact: Dave Wendl (612) 731-9573
- Nov 21 1998 **JERSEY WEEKENDER/FULL MOON SHOW** (BCCA), K. of C. Hall, South River, NJ Contact: Joe Radman, (732) 946-3416
- Nov 21 1998 **GATOR TRADERS FALL FLING** (BCCA), Community Center & Legion Hall, St. Pete Beach, FL Contact: Kent Scovill, (813) 381-1345
- Nov 21 1998 **!! RESCHEDULED!! MONARCH CHAPTER FALLFEST**, Hitchin'Post Inn, Libertyville IL Contact: Paul Zagielski (815) 369-2135
- Nov. 28 1998 **24 th An. TURKEY TROT** (Three Rivers, BCCA), F.O.P. Lodge 14, Ft. Wayne, IN Contact: Leroy Art (219) 432-6839
- Nov. 29 1998 **QUEEN CITY CHAPTER SHOW**, Amer. Legion Hall, Blue Ash, OH. 9AM to 2PM Contact: Jeff Dowers (513) 851-8986
- Dec. 13 1998 **BREW CITY AD SHOW**, Serb Hall, 5101 W. Oklahoma, Milwaukee, WI Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089 (414) 246-7171
- Jan. 9 1999 **MID-MICHIGAN WINTERFEST** (BCCA), Flint, MI. UAW Local 659 Hall. Contact: Gene Goulet (810) 742-5353
- Feb. 27 1999 **MID-MISSOURI MEGA MEET**, Holiday Inn ExpoCenter, Columbia, MO Contact: Bruce Mobley (660) 385-6256
- Mar. 7 1999 **MADISON BOTTLE (and Advertising!!) SHOW**, Quality Inn South, Madison, WI Contact: Bill Mitchell (715) 341-1471
- Mar. 14 1999 **MILWAUKEE ANTIQUE BOTTLE & ADVERTISING SHOW**, Grand Milwaukee Hotel Contact: John Brandt (414) 673-6541
- April 21-25 1999 **JUST FOR OPENERS CONVENTION**, ~~~~~, Naples, FL Contact: Bob McNary, (941) 353-8458
- July 28-Aug. 1 1999 **28 th Annual NABA CONVENTION**, Holiday Inn-Crown Plaza, Rochester, NY

Appeal to our readers: Your Editor has less and less time to chase after events Chairpersons to update this column! I will no longer CALL people to check dates! PLEASE, if you have a regional event (of any club or chapter affiliation) that you wish to be considered for listing in this column, please contact Fil Graff at (717) 369-5546 (phone or Fax), or E-mail fgraff@epix.net

POLICY STATEMENT

The National Association Breweriana Advertising was founded to preserve the history of the brewing industry in the United States, to enhance the collecting of related memorabilia and to serve as a medium for the education of its Members in this field.

The Association does not act as an arbiter of disputes between its Members, serve as an appraisal service or act to guarantee the authenticity of any piece of breweriana being sold, purchased, traded or in any other manner acquired or disposed of, whether by a Member or other person.

The Board of Directors of the Association reserves the right to refuse admission to membership or deny renewal of membership when in its sole judgement such action would be in the best interests of the Association, whether for cause or not.

The acceptance of advertising in its quarterly publication *The Breweriana Collector* or in its annual Membership Directory does not constitute an endorsement of the product, merchandise or service being offered. The Editor of *The Breweriana Collector* and the Executive Secretary of the Association can refuse any and all ads submitted and refuse to return payment received therefor in their sole discretion or at the direction of the Board of Directors.

Did you miss...

COLUMBUS, 1998 ?

Then you missed...



...Canadians who didn't go to THEIR Convention...



...Mutt and Jeff, the bar tourists...



...hospitality, and a GREATshow!...



...viewing "artifacts,"
like Norm Jay (President) and Fil Graff (Editor)...



Maybe you ought to start planning NOW for

ROCHESTER in 1999 ?