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COVER

THIS TUCHFARBER (CINCINNATI) FACTORY SCENE DATES FROM 1896, AND IS REVERSE-PAINT ON GLASS, USING GOLD LEAF AS THE PRIMARY COLOR. SPECTACULAR TECHNIQUE! THE GENESSEE IS DIFFERENT FROM MANY OF THIS TYPE, AS IT USES OTHER COLORS FOR HIGHLIGHTS, SO THE ENTIRE SCENE ISN'T JUST GOLD AND BLACK. IMAGES FROM TWO COLLECTIONS WERE USED FOR THE COVER THIS ISSUE.

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PHOTO CREDITS:

John DeVolder, Tom Flerlage, Bob Gottschalk, Fil Graff, Bob Kay, Bob Leslie, Rob Musson, Uncle Ernie Oest, Rei Ojala, Joe Olsen, Mary White

Presidents Page

I have just returned from a very active 3 days in Indianapolis Ad Show weekend. 1999 is in full swing and a lot of great breweriana has appeared over the winter. My compliments to the dealers who work so hard to turn it up! At least 100 NABA Members were in attendance at Indy.

One benefit of membership in NABA is our Hospitality Room at the Spring and Fall Indianapolis Ad Show. It runs from 8 to 12 PM the Friday night before the show at the Holiday Inn-North. Beer, Soda and snacks are provided; it is a great opportunity to make new friends and share experiences. We would really like to see more members attend.

The Spring NABA Board Meeting was held Saturday at the Beer Show. In Chapter news, Mary White has regular contact with our six affiliate chapters; their contact people and show schedules are now up to date on the NABA Internet page (<www.mindspring.com/~naba/nabahome.html>). We are expecting an application from a new chapter. Directors Kent Newton and Bob Hajicek are nearly finished indexing the *BC*. Our Webmaster, John Stanley is expanding and making improvements to the Web page. We are getting 10 or so hits a day, not spectacular, but a start. Have YOU visited yet?

In a couple of months we will elect or re-elect three of our six Board Members. Last year we had strong competition for the positions; I think this is the strength of any club. Many of you have abilities that could be of great benefit to NABA. Give some serious thought to how you might help your club, and then run for office! The only prerequisites are attending the Convention and two additional Board meetings a year, and of course, a willingness to lend a hand in the management of

NABA. I would likewise encourage all Members to give the ballot serious thought when it arrives, and then mail it in! 33 cents is pretty cheap democracy...we have had some very close elections!

At our last Convention we experienced a temporary monetary snag regarding payment of a large Marriott bill. The bill was paid on time by Jim Kaiser, our Treasurer, from the treasury. A law firm was engaged, and the Convention money was successfully recovered. The episode is now history, and in a positive way, it reflects the fiscal stability of NABA. We always try to maintain a cash cushion for emergencies, and thus experienced no cash flow problems. The "nest egg" has been restored. Convention procedures have been amended to prevent such a situation from recurring.

Our next *BC* should contain pictures of items for the Rochester Convention Auction. The Convention agenda certainly looks enticing! Upstate New York is a great place to vacation, and I sincerely hope you are making plans to attend. We are already receiving reservations for Naperville (Chicago) in 2000, and Peter Blum made a great presentation for Ann Arbor (Detroit area) in 2001. A contract is close to being signed.

My thanks to Recording Secretary John Ferguson for hosting the Hospitality Room at Indy. John has volunteered to be liaison for first-time attendees at Rochester. Also thanks to Member Carol Rettig for providing a room for the Board meeting, and of course, to the Officers and Directors who attended!

Good Luck on finding that next quality piece for your collection!

Norm Jay



From the Editors Desk

I LOVE letters, particularly when I learn something. In response to my caption plea for help identifying the naval personages in the Peter Doelger ad in Vol 103, Dan Potochniak came through (I KNEW he'd know!) These are well known heroes of the Spanish-American War period. The goateed gent on the left is Commodore W. S. Schley, Commanding the Flying Squadron, in the center is Rear Admiral George Dewey, Commanding the Asiatic Squadron, and at right is Rear Admiral Wm. T. Sampson, commanding the North Atlantic Squadron. Thank you, Dan!; you come through again!

And here's a pat on the back to NABA Members in general, from Jane Fehrs (guess what she collects?), a new member: "I have been delighted with my membership and the response to an ad I placed in BUY-SELL-TRADE last year. I was very impressed with the friendliness, honesty and helpfulness of the members who answered my ad; their offers to mail items to a stranger before receiving my check was an amazing return to the more trustful business practices of yesterday." Two specific members were cited for their assistance...I shall avoid embarrassing either by not naming them. Jane, we hope you CAN make the Rochester Convention to meet more of us in person.

Another pat on the back to a specific NABA Member. In December, the Griswold Senior Center of Worthington, OH held their monthly Men's breakfast, and Bob Leslie spoke on collecting breweriana as a hobby. He talked for 30 minutes, and

then opened it up for questions and hands-on inspection of the three tables of items from crowns and cans to lighted signs and



"Professor" Bob Leslie giving his breweriana talk to a SeniorCenter audience...

trays. Much of the collection shown then went on loan for display in the center's show cabinets. As Bob said: "It was a pleasant way of introducing many people to the hobby, and hopefully encourage membership in a breweriana collecting group."

A particularly nice deed by one of NABA's treasures! Anybody else do "promotion" like this?

And I'm beginning to suspect that folks DO read want ads! My not-so-subtle plea last issue was answered with enough ads that I'll have to steal page space from somewhere else in the issue to put them all! The power of advertising? I guess. And thank you, Merv Eisel. The Editor's collection of *BC*s will be complete, as a set of copies of the first seven issues is on its way to St. Thomas.

Fil Graff



Chapter Doings

From Mary White, NABA Chapter Liaison:

I was quite busy the last quarter of '98 with Chapter work, trying to attend some of the Regional Shows. The untimely death of our friend NABA member William Luers in Oct. '98 put a damper on some activities. Bill will be missed as a person as well as an active member of NABA. He was a great reference for us all in his knowledge of brewing and breweries.

The first show was Nov. 1, '98 Gambrinus Chapter at the Knights of Columbus Hall in Columbus, Ohio.

Then the Monarch Chapter Annual Fall Fest held at the Best Western in Libertyville, IL Nov. 20 - 23, 1998. As you can see from the photos, there was a good turn out with brisk activity; a lot of good pieces found a new home. Even the weatherman cooperated for Paul Zagielski, President /Show Chairman this year. NO SNOW!! Paul has already planned for next years show and promises not to have it the same weekend as the Windy City BCCA Show. The date conflict this year fortunately didn't seriously detract from attendance at Fall Fest.



Above: Part of the show floor at the Monarch Fall Fest. Below: L to R, Bob Jaeger, NABA Executive Secretary, Angie Glossa, Mary White, Chapter Liaison, and Bob Kay, Labelologist and Convention Auction Committee Chairman.



The Queen City Chapter hosted a great Fall show in Cincinnati, Oh., at the American Legion Hall, the Sunday after Thanksgiving, Nov. 29, '98. This show draws a lot of out of towners from several states en route from Thanksgiving Holiday who include this show in their travel plans. About 80 collectors were present and a vigorous afternoon raffle kept many around to win some of the goodies. More and more, good older pieces of breweriana are appearing at these regional shows.

Letters have been sent to all NABA Chapters listed in the membership directory to update the information on the officers of the respective chapters. To date we have received four

chapter returns with the information. We're interested in listing the correct information as well as listing any E-mail, website addresses and the person to be contact for the various chapters. Also, we've sent a few chapter applications to various groups wishing to become a part of the NABA family. Any "chapter" wishing to affiliate with NABA please contact me (Mary L. White, NABA Chapter Liaison), or any NABA Officer/Board Member to receive an application. I am trying to attend as many chapter shows as my time and work constraints will allow.

Happy Collecting and may you get that really great piece at one of the shows in 1999!

Mary White



Then, from The Blue and Grey Show, Fredericksburg, VA:

It was tee-shirt weather in Virginia on Valentines Day weekend for the Blue and Grey, at least for the Friday room-to-room activity! The Holiday Inn was completely sold out for two nights with a total attendance of almost 500 people registered. How this show has grown in 20 years!

Our hosts, the Capital City Chapter and BCCA's Richbrau and Rusty Bunch Chapters seem to outdo themselves every year. Not to be out done by the 1997 FallFest (snow hasn't been a "hard to do" here in February the past few years, so no point in trying to do that again!), our hosts arranged a hella of a wind and rain storm just at the close of the show on Saturday, and even blacked out the power in most of town for about an hour. Next trick?

As the BCCA was holding a Board Meeting here again this year, the joint was crawling with ex-Presidents. As the



BCCA Brass, the "formerly important". Left to Right: Immediate past-President Jack Isacson, and Rusty Wyar. At Right, a local favorite, Art Zerby. Have to give BCCA credit; they DO keep the former Officers busy and involved.

BCCA seems prone to form specialty Chapters at the drop of a hat, it was announced at the Board Meeting that a new Chapter "The First Wives", had formed, made up exclusively of mates of former BCCA Presidents. The first "First Wives" Chapter President? Monarch Chapter's Don Kielak, of course!

Because of the HUGE attendance, the Hospitality Room actually ran out of beer, and had to secure some from a local distributor. I think the count from Thursday through Sunday was in excess of 35 half-kegs, with draft brew from as far away as Kalamazoo Brewing Co. No, I didn't take notes, but do recall drinking some WONDERFUL brews. As usual, Cruise Director Raynor Johnson's brew crew did themselves proud!

Lest anyone doubt that this is a true breweriana show, and NOT just cans, feast your eyes on the Vitrolite (*continued*)



Above left: Jim O'Brien with his microbrewery bottles and growlers. Center: Dave Gausepohl, the former king of the "dollar brewerianists". Right: BCCA-ers LOVE their Can-totes®, and the neatness of the show tables reveals one reason.

on p.17 in the color section! This flat sign, evidently from a building front, was for sale at the show. It was far from being the only piece of top grade breweriana seen! The was everything from Applied label bottles to books on Zymurgy available on the show floor and in the rooms.

Ladies and gentlemen of Cap City, Richbrau and Rusty

Bunch...you done it again! Huge crowd, lots of brew, fellowship, a BCCA Board meeting, power outage, pizza, great hotel hosts, breweriana and cans galore, and THREE full days of opportunity. Could any collector ask for more?

Fil Graff



Follow-up

I received but one comment on the Grading System proposal, this via E-mail from a Member I cannot identify by just the e-mail address name [side comment to E-mailers: if the recipient of your message doesn't know your codename, how is he/she to identify you? Common courtesy dictates you put your real name SOMEwhere in the message.] I normally wouldn't print "anonymous" letters, but I don't think this was intended to be anonymous!

Hi Fil:

Thought I'd pass along my thoughts on the grading article in the latest BC. I agree that a standard grading system would be helpful and your grading chart response to Rinker is a good start. A few comments though with no suggestions for improvement, but rather something to think about:

The middle grades (C4, 5, 6) are generally what the vast majority of breweriana pieces fall into and remain too subjective and could be better defined. The "arms length test" incorporated into these 3 gradings does not do much to improve the objectivity of grading.

(1) Holding a tip tray (or any small item) vs. a full size tray (or any large item) at arms length to determine which of the 3 grades is not realistic for obvious reasons. My tip trays all look C6 or higher at arms length, but in reality are not all that high. A large tray or sign may have a small chip visible at arms length but be insignificant vs. the same chip on a tip tray that is significant.

(2) Do we hold the item at arms length looking straight at it, or have it at an angle, or in daylight, or in fluorescent lighting to spot any damage such as a small ding or crease or blemish? Again very subjective. What you see when light hits something at different angles is the hardest thing to describe or grade.

(3) I know my 56 year old eyes don't see the same thing they saw 20 or 30 years ago. Not everybody sees the same thing at arms length.

All this is not to criticize, but food for thought on how to improve the middle gradings taking into account most of us are average collectors collecting the average items, and most of them fitting into these 3 gradings. The higher and lower grades seem to be more clear cut and less subjective.

A comment on your % of Value without getting into gaps being too big or too small. What is value of the majority of breweriana? That's the real question. A percentage of an unknown is still unknown, but it would work for some things. Some of these value guides leave something to be desired. I could tell you some interesting stories about that Straub beer tray book and it's value guide.

Just my 2 cents and something to think about.

Respectfully,
Ruddy

Grist for the mill. I'll not make any comment on any letter received on the subject until I have more to consider. Frankly, I had hoped for more comments. Could it be that we don't WANT a fair and easily understandable grading system in the hobby? Is confusion and obscurity actually GOOD for buying and selling Breweriana? I agree that a general system will not be exact or truly objective for every type of breweriana, and that a small ding in a big tray can look like a BIG ding in a tip tray. We will need some more input on such fine strokes. Grading of breweriana should never become as weighted down with pseudo-scientific minutia like numismatics is, but something better than what is in common use is clearly needed! But only ONE reader with comments?

Fil Graff

CUSTOM BREWCRAFTERS

A Unique Approach

By Bob Gottschalk

Imagine attending a beer tasting featuring 27 brews. That isn't unusual, but at the event I attended to celebrate a first anniversary, the 27 brews were all custom made by one brewer, Custom Brewcrafters.

I believe this to be a unique operation. It is located in Honeoye Falls, just south of Rochester, the only microbrewery in the Genesee Valley region. The owners are Mike Alcorn (President and General manager) and his wife Luanne (Vice-President of Sales and Marketing.) They provide special individual hand crafted brews for restaurants, bars, golf clubs and (so far) one yacht club. They work with the owners of the establishment to define a unique recipe, starting with the knowledge the proprietors already have of their clientele.

If desired, a special event is held for the client's customers/members, allowing them to share in the selection of the specialty brew(s). Sales personnel and the Brewmaster, David Schlessner are on hand to answer questions about the process of brewing, as well as to talk with the participants about the types of brews they enjoy and might like to see on tap. The tasters fill out specially designed forms indicating what they usually drink at the establishment, and are given several brews to drink that run the range of taste. Samples are tasted; each sample is ranked on a scale, notes are kept on what was liked or disliked, and a preference for the top choice is established. This information is gathered and run through a computer. Results help Brewcrafters and the client to develop the recipe that will become the "house brew."

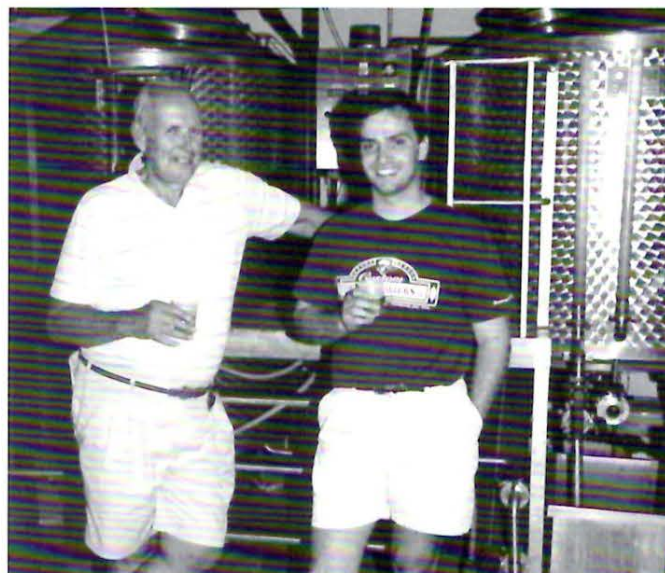
For clients not ready to try a completely custom brew, but want a local microbrew on tap, Custom Brewcrafters have a variety of their own house brands. We tasted their Private Stock Golden Ale, English Pale Ale, Wee Heavy Winter Ale, and Raspberry Wheat (summer) Ale.

Clients usually come up with their own names for "their" brews. A few examples: Jerry's Steinfeld, Old Toad Nut Brown Ale, Snarley's Golden Viper Brew, Slaughter Otter Ale, Crummer's Kick Arse Ale, Bug Jug Brown Hermit Ale and Jeremiah's Frog Grog Ale. I've seen bottled microbrewery product with stranger names...must be part of the new culture!

The brewery holds tours for the public at scheduled

times, and also by appointment. Half-gallon growlers with the brewery logo and slogan ("Brewing beer with Integrity-Distinctly for you) may be purchased at the brewery (full or empty.) They also have pint glasses, golf, tee and sweat shirts, tap handles and growler carriers. Several products are on tap, usually their Golden and Pale Ales, a seasonal, and several client brews.

I plan to continue a conscientious monitoring of this establishment as it grows beyond the present 27 brews. Nasty



Our fearless reporter, Bob Gottschalk (left) slavishly checking a batch of brew with Dave Schlessner, the Brewmaster. Note the fatigue uniforms and scowls of concentration. Obviously, HARD work (if you can get it!)

job, but somebody has to do it! I am quite impressed with the thoroughness with which each facet of the operation was planned and developed - from the design of their brand new equipment, through the brewing of their products to their marketing strategy.

[Editor's note: At this time I am not sure whether Custom Brewcrafters is included on a Convention tour or not. If not, Bob says it is definitely worth an independent visit!]

A filler? Well, yes, but an interesting one! Are you missing anything seeing this tray in the black and white pages? Nope, it's actually black and white, in porcelain.

This is the "Chamber of Commerce" tray, advertising all 4 of Rochester's remaining independent breweries (American, Genesee, Rochester and Standard) from about 1940.

Cooperation like this evidently wasn't uncommon in the city. There was apparently some cozy arrangement whereby American and Genesee BEER products were available in town, and Rochester and Standard ALE products. Outside the city, it was Nelly-bar-the-door competition; inside, peace and cooperation. This could account for what appears to be a predominance of Old Topper ALE advertising from Rochester Brewing, and a family of Ale brands like Old Ox Cart and Ox head from Standard. Maybe not such a bad deal for the "ale" houses...Rochester stayed an ale drinking town for years!



New Finds in Brewery Architecture

By Susan K. Appel

Over the past couple of summers, I've been party to the arrival of a dynamite new collection of brewery drawings at the Chicago Historical Society. I'm in the midst of studying them, but I can only hope to make use of a limited number of them for my project. Other collectors and enthusiasts and historian types really ought to know they're there, because there's just nothing else quite like this anywhere that I've found in all these years of digging.

In the course of my seemingly never-ending research into the history of brewery architecture, I have run across a remarkable and, as far as I am aware, unprecedented resource. Over the past two to three years, the Chicago Historical Society has acquired an extensive collection of architectural drawings for pre-Prohibition breweries and other buildings which originated in the offices of the Fred W. Wolf Co., Chicago. Wolf was a German-born architect and engineer who began practicing in Chicago in 1867. From the 1870s until his death in 1912, he was recognized as one of the pioneer generation of architects to dedicate themselves to the professional design of breweries and brewery components (brew houses, as well as malt houses, cold storage stock houses, bottling plants, office buildings, etc.). Wolf was also vitally interested in and important to the development of artificial refrigeration, acquiring the American rights to manufacture and distribute the German Linde Ice Machine in 1882. That relationship remained clear as late as 1998 and the demise of the Wolf-Linde Company, the descendant firm of the Fred W. Wolf Co., which had continued its involvement in refrigeration after Wolf's death.

In the course of his career, Wolf built up an extensive practice in both brewery architecture and refrigeration, incorporating in 1887 as The Fred W. Wolf Co. For many years he shared his architectural projects with a trusted employee, then partner, Louis Lehle, himself a major brewery architect as well. They practiced officially as Wolf & Lehle between 1889 and 1894, then split, each continuing on his own. After that, it appears that the Fred W. Wolf Co. focused more on providing refrigeration systems than on the buildings that housed them. Many of the CHS drawings reflect this. While some are designs for breweries or components by Wolf, they often show how Wolf's refrigeration systems were designed to fit into existing structures. At other times, the Wolf company seems to have supplied the refrigeration for new buildings/breweries designed by other architects. In a number of such cases, the Wolf drawings are complemented by blueprints from those other designers. These are, in many instances, the only actual blueprints of work by such architects that I have seen in many years of researching this topic, underscoring the value of the collection to my study.

The drawings now housed in the Chicago Historical Society refer to an impressive range of clients spread nationwide and beyond. I cannot hope to make use of all of this information, although I will continue studying the drawings in the coming months. I am passing along a condensed list of the breweries represented in this collection, in hopes of alerting others who might be interested in these breweries to a new source of information. Should anyone care to contact me on this matter, I can be reached at (217) 351-9059, or by E-mail at

<skappel@soltec.net>. The CHS person most involved with the Wolf-Linde Collection is Tim Samuelson, Curator of Architecture, CHS, Clark Street at North Avenue, Chicago, IL 60614-6099, (312) 642-4600, or at <samuelson@chicagohistory.org> by e-mail. The collection includes large portfolios or folders of drawings for specific clients. Some folders contain only a few sheets, others a great many. Often drawings are in ink on linen.

BREWERIES FOUND IN THE WOLF-LINDE COLLECTION U.S.A.

- CA: **FRESNO** (Ernst Eilert, Fresno Brewing Co.),
LOS ANGELES (Los Angeles Brewing Co.)
- CO: **DENVER** (Denver Brewing Co.)
- ID: **WEISER** (Weiser Brewing Co.)
- IL: **CHICAGO** (United States B'g Co./Bartholomae & Roesing, Best B'g Co., Brand B'g Co., U.S. B'g Co./M. Brand, United Breweries/ Chicago B'g Co., Citizens B'g Co., Columbus B'g Co., F. J. Dewes B'g Co., Eagle B'g Co., Ernst Bros. B'g Co., Garden City B'g Co., Independent B'g Assn., Keeley B'g Co. [Dallas (TX) Brewing Co./ A. Wagenhaeuser], McAvoy B'g Co., National B'g Co., Wm. Pfeifer/ Berlin Weiss Beer Co., Phoenix B'g Co., Ruehl Bros., Wm. Ruehl B'g Co., Peter Schoenhofen B'g, Conrad Seipp B'g Co., Geo. J. Stadler B'g Co., Standard Brewery, Star Brewery, Tabor B'g Co./Paul Pohl, Vogt & Sweeney B'g Co./Mullen B'g Co., Wacker & Birk Brewing Co.);
ELGIN (Elgin Eagle Brewing Co.);
FREEPORT (Baier & Ohlendorf);
HIGHLAND (Highland Brewing Co.);
JOLIET (E. Porter B'g Co., Fred. Sehring B'g Co.);
NAPERVILLE (Naperville Brewing & Malt Co.);
PEKIN (American B'g Co./Winkel Brewing Co.);
PEORIA (Leisy Brewing Co.);
PERU (Star Union Brewing Co.);
STERLING (Excelsior Brewing Co.);
WAUKEGAN (Besley's Waukegan Ale Brewing Co.)
- IN: **CROWN POINT** (Crown Brewing Co.);
EVANSVILLE (F. W. Cook B'g Co., Evansville B'g Co.);
FORT WAYNE (C. L. Centlivre Brewing Co.);
HAMMOND (Hammond Brewing Co.);
HUNTINGTON (Huntington Brewing Co.);
INDIANAPOLIS (John E. Sullivan);
MARION (Indiana Brewing Assn.);
MICHIGAN CITY (Ph. Zorn)
- IA: **CEDAR RAPIDS** (Christian Magnus Brewing Co.);
DES MOINES (Des Moines Brewing Co.);
NEW VIENNA (New Vienna Brewing Co.);
SIOUX CITY (Sioux City Brewing Co.)
- KY: **COVINGTON** (J. Brenner Brewing Co.);
HENDERSON (Henderson Brewing Co.);
LEXINGTON (Lexington Brewing Co.);
MIDDLESBOROUGH (Overbeck/New South B'g & Ice)
NEWPORT (Geo. Wiedeman)
- LA: **NEW ORLEANS** (Jackson B'g Co., Lafayette B'g Co.)

MD:	BALTIMORE ([Fred.] Bauernschmidt, Geo. Bauernschmidt, Eigenbrot B'g Co., Hecht Miller & Co./Bay View Brewery); CUMBERLAND (Paul Ritter Washington Brewery)	Jos. Schlitz Brewing Co.'s Beer Depot); SHENANDOAH (Columbia Brewing Co.)
MA:	BOSTON (Bay State B'y Co./Frank Jones B'g Co., Habich & Co./Norfolk Brewery/Norfolk B'g Co., Haffenreffer & Co., Massachusetts B'g Co./Alley Branch); LAWRENCE (Holihan Brothers [Diamond Spring B'y])	SD: YANKTON (Schwenk-Barth Brewing Co.)
MI:	DETROIT (Martz Bros./Detroit B'g Co., Champion B'g Co./Kaiser & Schmidt/Hauck, Eckhardt & Becker B'g Co., Millenbach B'g Co., C. Pfeiffer, Westphalia B'g Co., Westside Brewing Co.); MENOMINEE (Menominee River Brewing Co.); PORT HURON (C. Kern Brewery Co.); SAGINAW (J. G. Schemm Brewing Co.)	TX: DALLAS (A. Wagenhaeuser/Dallas Brewing Co./Keeley Brewing Co.); EL PASO (El Paso Brewing and Ice Co.); HOUSTON (American Brewing Co. Assn.); SAN ANTONIO (Lone Star Brewing Co., San Antonio Brewing Co.)
MN:	MINNEAPOLIS (C. Birkhofer B'g Co., B'g Co., Hennepin Brewing Co.); NEW MUNICH (Matthew Pitzl); ST. PAUL (Jacob Schmidt Brewing Co.); ST. PETER (Engesser Brewing Co.); STILLWATER (Joseph Wolf Co.)	UT: SALT LAKE CITY (Moritz & Cullen/Salt Lake B'g Co.)
MO:	JOPLIN (Middle West Brewing Co.); KANSAS CITY (Geo. Muehlebach); ST. JOSEPH (M. K. Goetz); ST. LOUIS (Empire Brewing Co., Gast Brewing Co.); WASHINGTON (J. B. Bush [sic - Busch])	VA: NORFOLK (Consumers Brewing Co.); RICHMOND (Roseneck Brewing Co.)
MT:	GREAT FALLS (Montana Brewing Co.)	WA: PORT ANGELES (Angeles Brewing & Malting Co.); SEATTLE (Seattle Brewery & Malting Co.); SPOKANE FALLS (Galland-Burke B'g & M'g Co.)
NH:	PORTSMOUTH (Frank Jones Brewing Co.)	WV: KEYSTONE (Branch Station/Flat Bldg. for New South Brewing & Ice Co., Middlesborough, KY)
NJ:	PASSAIC (Hygeia Brewing Co.)	WI: ANTIGO (Citizens Brewing Co.); ASHLAND (Ashland Brewing Co.); HARTFORD (Portz Bros./Portz & Werner); HORTONVILLE (Hortonville Brewing Co.); JANESVILLE (City Brewery/Louis Knipp); LACROSSE (John Gund Brewing Co.); RHINELANDER (Rhinelander Brewing Co.); SHEBOYGAN (Gutsch Brewing Co.)
NY:	BROOKLYN (Henry Kiefer, S. Liebmann's & Son, Ferdinand Munch Brewery); BUFFALO (Geo. Rochevot); GUTTENBERG (Standard Malt & Hop B'g Co.); MORRISANIA (David Mayer's Brewery); NEW YORK CITY (Flanagan, Nay & Co., W. A. Miles); TROY (Conway Bro's. & Kane, Stoll Brewing Co.)	WY: GREEN RIVER (Sweet Water Brewing Co.)
OH:	AKRON (Burkhardt's Brewery); CANTON (Canton Brewing Co.); CINCINNATI (Christian Moerlein, J. G. Sohn B'g Co.); CLEVELAND (Columbia Brewing Co., Isaac Leisy B'g Co., L. Schlather B'g Co.); COLUMBUS (C. Born Brewing Co.); DAYTON (C. Schwind); DEFIANCE (Chr. Diehl Brewing Co.); PIQUA (Lange Brewing Co.); SANDUSKY (Stang Brewing Co.); SPRINGFIELD (Springfield Br'ys/Vorge & Blee); TOLEDO (Eagle Brewing/Grasser & Brand)	CANADA ALB: CALGARY (Calgary Brewery & Malting Co.); LETHBRIDGE (Lethbridge Brewing & Malting Co.) MAN: BRANDON (Empire Brewing Co.) ONT: WALKERVILLE (Walkerville Brewing Co.) QUE: MONTREAL (H. A. Eker's Brewery)
PA:	ALLEGHENY [PITTSBURGH] (D. Lutz & Son); BEAVER FALLS (Anderton Brewing Co.); ERIE (Eagle/Erie Brewing Co.); IRWIN (Crescent Brewing Co.); MASONTOWN (Masontown Brewing Co.); MCKEES ROCKS (First National Brewing Co.); OIL CITY (J. J. Saltzman); PITTSBURGH (Keystone B'g Co., Paul Wuesthoff/	MEXICO CHIHUAHUA (Compañía Cervecería de Chihuahua) PHILIPPINES MANILA (Pedro P. Roxas)

The collection also includes drawings for non-brewery buildings, although in far fewer numbers than those that are brewery-related. There are also many sheets of what I would describe as mechanical drawings, sometimes detailed studies of specific parts, sometimes broader-scale drawings of installations of refrigeration coils and other equipment, with or without an architectural environment.

Susan Appel



In all, an incredible list! I trust that those of you not really into brewery history will forgive me the two pages this article consumed, but there is so much information covering so many areas that I felt obligated to get it into the NABA Member's hands intact, and as soon as possible. There is literally YEARS of research material here. Thank you, Susan, for sharing it with us!

Fil Graff, Editor

BASIC BREWERIANA

Tips and Techniques

from The Brewers Monk

How does one go about telling a pre-Prohibition label from a post-Pro one, at just a glance? Certainly, there are things like printing techniques and graphics style that take much study to know, and the tips listed below aren't always infallible criteria, particularly at the "glance" of the question.

There are certain phrases that appear over and over on labels that ARE sure dating methods. Many have to do with Federal regulations and may hang on long after the legal need is gone, many reflect tradition.

Some of the most obvious pre-Pro statements and label characteristics follow:

- "Containing no drugs or other added poisons"
- "Pure and without Drugs and Poison"
- "Guaranteed under the Food and Drugs Act, June 30, 1906, Serial No. ----"
- "See that every cork is branded"
- "For hotel and family use"
- "For home use"
- "Contents 13 (or 14) ounce"
- "Both Phones," or two to four digit phone numbers
- "Non-intoxicating beverage" [the industry's attempt to promote 2.75% alcohol beers as "non-intoxicating"]
- "Contains less than 2% alcohol by volume"
- "A Temperance brew"
- "Brewery's own bottling"
- bottled at a brewery branch or depot in "foreign" city
- bottler's labels
- "Large about 24 oz", "Small about 12 oz"
- "Warranted to keep in any climate"
- NO contents in ounces appearing
- very ornate script or other graphics
- simple brand names; common use of "Export" and use of "Pilsener" or "Muenchner" as a brand. By 1907, the government was cracking down on this practice, insisting on "Muenchener type (or style)"
- label text in German
- fancy shape die-cut body and neck labels
- Health claims!
- stone plate lithography
- several printing techniques on same label
- lithographers names on labels
- "Stock" labels with obvious brewery overprint, generally in black, particularly for Bock and other seasonals
- children pictured on labels
- Such and such "Brewing Association"
- Medals won at fairs and exhibitions displayed in detail

During the Prohibition period, labels are relatively easy to identify:

- NO mention of "beer", "ale" or other specific names. "Brew", "cereal beverage" or just "beverage" were all that were allowed.
- Most breweries changed their names from "--- Brewery or Brewing Co." to "--- Products Co." or "--- Manufacturing Co."
- "Alcohol Content less than 1/2 of 1% by volume"
- "L" permit numbers (after 1928)

After Repeal, label changes came fast and furious:

- U- permit numbers
- "Tax paid at the rate prescribed by Internal Revenue Law"
- "Internal Revenue Tax Paid"
- "Withdrawn free of Tax"
- "I.R.T.P."
- "The alcohol content of this package is in excess of 3.2 percentum by weight but not more than 7 percentum of alcohol by weight" (Ohio statement)
- "Does not contain more than 4 percentum of alcohol by volume." (Ohio statement)
- "Full Pre-war strength" (Might even mean WW I!)
- "Extra Strength", "High Test", "Full Proof" (until March, 1935)
- Union marks (Brewery and/or printers)
- Copyright marks
- City zones and ZIP codes
- greatly simplified label shapes and graphics
- "foil" labels (typically 1950's)
- edge-notched production codes
- the "UPC", Universal Product Code
- Government warning(s)
- holographic printing
- multi-city locations
- elimination of gilt or other metallic inks
- use of "breweries of convenience", semi-fictional company names when one brewer took over another's brands.

Louis Wehle and the Genesee Brewing Co.

By John DeVolder with Fil Graff

In his early days, Louis Wehle wanted only to make good old Bartholomay the best beer in the world. In his middle years, he would transform an old brewery name into a powerful and successful company. In his later years, he would find out that politics was not intended for the strong-minded businessman.

Louis Aloysius Wehle was born September 22, 1889, in the house located at 74 Gibbs Street, Rochester, N.Y. There were two older brothers, Edwin and Frank, and two younger, Harold and Raymond. His father John, was superintendent of the Bartholomay Brewery - very conscientious, never neglecting any detail.

Although his father died relatively young, Louis learned a lot about the brewing business from him. The family had moved to a larger house at 25 Gorham Street when Louis was nine. This house was closer to the brewery, and Louis would spend much of his time there, fascinated by the smells, the horses, the men, and...the beer. At age sixteen, Louis said goodbye to school. He was a smart student, but one that did not care for the regimentation of classes. The last straw came when the school principal confronted him with many attendance excuses that were very authentic looking, but completely bogus. They both agreed it was time for Louis to move on to other things. He took a job at the law firm of Hotchkiss and Tuck. They liked his work ethic, and suggested that he become an attorney. With the thought of many years of schooling ahead of him, and the fact that he did not wish to marry until he could support a family (some fifteen to twenty years by his figuring), he left their employment after a little more than a year.

At this time, his father's health was failing, and it seemed natural for Louis to work for Bartholomay. He would help his father take and fill orders, and handle complaints. In May of 1898, after Louis had been at the brewery two years, his father died. Louis was to fill his father's shoes, becoming Superintendent, and doing it his way, making and trying many changes. After another two years, he would ask for and receive a raise. He thought it should be more than the two dollars a week granted, and said so. Mr. Foster, the Treasurer of the company, suggested that if he were to get ahead in the brewery business, he should learn to be a brewmaster. It was arranged for him to attend the National Brewers Academy in New York City, class of 1909-10. He would become a friend with Augie Haffenreffer, and meet Mr. George Ehret, Senior. And HOW he loved the big city. Upon his return, he was promoted to Assistant Brewmaster at Bartholomay.

After saving and planning for about ten years, Libbie Raub and Louis Wehle were married on October 20, 1915. The following year, after Genesee again became independent when the English trust that had combined it with Bartholomay liquidated its American interests, he was offered the Brewmaster position at the Genesee Brewing Company. They would live on-site in a house provided for them by the brewery, with room for gardens, chickens, and a cow. Their first son, Jack was born in that house on December 21, 1916. Perhaps seeing the handwriting on the wall (the independent Genesee was on none-too-firm financial grounds, and the brewery equipment was dismantled in 1919), Louis would take the Brewmaster position at Lang's in

Buffalo in 1918. A year later came Prohibition, and he would be forced to brew near beer, and soft drinks.

In those early Prohibition years, Louis would think a lot about what to do with all the vacant retail buildings (bars) that the Langs and the other area brewers owned. After much thought and research, he would partner with Lang to form The Thrift Grocery Store, Inc. Not knowing a lot about the business, he would put an A & P man in charge. They were very successful, opening about one a week. Having troubles with a bakery's very sporadic delivery, he complained, only to be greeted with "If you don't like it, buy me out!" By 4 PM that afternoon Louis and Lang were in the bakery business. Wehle quickly came to like the business with its continuous quick stock turnover, good cash flow, with a small profit on all sales.

Before long, Lang apparently decided that Wehle was getting too powerful, or perhaps that he (Lang) could get along without Louis altogether. There was a falling out between the partners, and Lang bought out Wehle's partnership share (40%). When Wehle returned to Rochester, he went to work with his brothers in their bakery on Parsells Street. He invested in the business and expanded the bakery, and then bought a larger bakery (Anthony's). His emphasis was on cleanliness, professionalism, friendliness, and home deliveries. He eventually expanded his markets to Youngstown, Ohio and then to Milwaukee. In 1929 the banking firm of Spencer and Trask of New York was looking to get into the bakery business. After a few business discussions, Louis sold them on the idea of buying him out. He was extremely proud of the deal; selling to such high caliber men. He was proud too that the Rochester stockholders would receive 14 times their investment, and Youngstown would make a good profit; Milwaukee, however, would only break even. A check was issued to Louis A. Wehle for \$1,316,000. His bakeries would be merged with the Hathaway bakeries of Boston, and Louis was made VP and Director of the Western Division.



*The Genesee Brewing Co. as it looked in 1952 from across the river. The old Cataract Brewery is the tower at right.
Ernie Oest photo*

He was now forty years old. His thoughts would turn to the noble experiment...Prohibition. He felt certain that it could not last. It had made crooks out of honest people, and the old crooks more hardcore and increasingly violent. He felt that the time was right to begin plans for life after Prohibition. He looked around at all the deteriorating breweries in Rochester, and picked the old Genesee where he had briefly worked. The equipment was all gone; the buildings were approaching ruin. His first step was to buy the buildings (owned by restaurant men Jack Ward and Eddie Dettinger.) He knew however, that if he were to approach them directly, the price would be much more than for someone else. So he had a friend, Val Hamilton, broker for him, at a cost of \$35,000.

The second step was to select a brewmaster....Charles Fromm, from the old American Brewery. Third step was to purchase equipment; it was a buyer's market, as there were so many run down breweries from which to choose. He bought the contents of the George Muehlebach Brewery of Kansas City. Mr. Fromm supervised dismantling it all, and sent the equipment back to Rochester to reassemble. He bought more modern Pfaudler tanks from the Central Brewery of NYC. Because of the importance to the brewing process, he purchased the refrigeration units new. He bought a 10 barrel per hour bottling machine, but would buy a larger one later (the second such machine sold after Prohibition ended).

Wehle seemed to be obsessed with the thought of being in position to brew beer once Repeal happened. The thought that Prohibition might never end did not seem to enter his mind. But money did not seem to stretch as far as he would like; there was



Two pre-Prohibition Genesee labels. Liebotschaner was a very popular brand, and Louis Wehle chose it as the flagship brand to emerge from Prohibition. Bob Kay Collection

so much to do. The fact that the US economy was in the heart of the Great Depression did not help. He called on all of his past experiences and contacts to raise additional capital. The President of Central Trust Bank, John Murray, helped with his influence and advice. Wehle offered stock instead of payment whenever possible, to the contractors who worked on the revitalization of the old Genesee plant. He began to advertise in Rochester and surrounding areas months before Repeal, making old brand names like Liebotschaner familiar words again. He knew the importance of being on sound financial (and political) footing!

It is rumored that Mr. Wehle went to the Republican Convention in 1932 with a suitcase full of money, to be left if the Republicans would run on a 'wet' platform. They would not. Allegedly, he took the same suitcase to the Democratic Convention, and did not return with it. FDR was soon to make Repeal law, and Louis Wehle was from that time on a confirmed Democrat.

With two years of preparation, the Genesee Brewery delivered their first beer only 19 days after Repeal. To kick off the new brewery business, Genesee hosted a party at the brewery, inviting everybody that was anybody. However, with all the food, drink, and fanfare, the party was over run with gate crashers, and the food soon gone. The trucks had been loaded the night before, and were off on their routes before the crack of dawn. Second deliveries, then third. The money was brought back to the brewery; it overflowed the safe, overflowed the desk drawers, the office. Two deposits were made the first day, and police were called to stand guard that night...there was so much money coming in! Wehle somehow knew he'd been right.

In 1942, after the business failed, Wehle bought the Cataract Brewery at auction (the pre-Pro Standard Brewing Co. operation...Standard had reformed after repeal in the former Flower City brewery.) It was located directly across the street from his Genesee operation, and he quickly added the Cataract brands to his stable.



Three trays with the Cataract brands, and three more from the old Canandaigua Brewery, all produced 1933-1940 by Cataract, before being purchased (and continued) by Genesee right across Cataract Street. Photo: Bob Gottschalk

Genesee was Wehle's brewery. He would run it as the hard-headed, two-fisted businessman he was. The old school of business was his trademark; he would do most with his word and a handshake. Signing contracts, or putting information in print was detested. In the 1930's the competition was between the breweries (nothing like the advertising wars and inventive marketing of later years.) Louis was head and shoulders above the competition, having the hustle, connections and political pull the others could not muster. When other breweries were beset with with poor management, Genesee was steadfast. The best people were always hand picked for their selected jobs. Strikes would hamper the other breweries, but not Genesee. Louis never forgot his roots; the workers were treated with respect and as equals. They would call him Uncle Louie, or affectionately, 'the old man'. Crates of citrus fruits would often



Rochester was an Ale town! Here, two 1933-36 labels from Genesee...variations on the red and black theme common at the time. 12 Horse (much missed by the Editor!) was labelled "Full Strength Stock Ale", 9 Horse was but "First Quality Stock Ale". No, there was no "6 Horse" or "1 Horse"! Bob Kay Collection

be sent to the workers from Wehle's Florida farm. During one hard fought negotiating session, with the workers threatening to strike, Louis shut down the brewery to address all the workers out in the loading yard. Politely they were reminded that many would not be working were it not for him, that they should realize how well off they were. Should they strike, "I'll sell the brewery". Then in a fit of rage, the contract was torn up. "That's what I think of your contract!" Wehle shouted. The strike vote was soundly defeated. (Later it was learned that a blank contract met its demise.) Voting on matters annoyed him; it was his brewery and he usually did as he pleased.

In the 1950's an active Republican (Joseph Farbo) claimed Wehle was promoting a Democratic senatorial candidate at brewery expense. Somehow gaining some voting stock, Farbo went to the annual meeting to raise hell about it. To no



The Cataract Brewery, linked by a catwalk to Genesee across the street, in about 1958.

photo by Ernie Oest

avail. As a small consolation, Jack Wehle (Louis' son) would take Farbo aside to say "That's the way he is. What the hell can we do?" Louis Wehle lived the life of success. His critics would say he was arrogant. He was to have the chauffeur, the cooks, the farmhands, and more, to make his and his family's life more comfortable. If they were to work for him, he would work for them. He purchased a farm of some 80 acres in Scottsville (a Rochester suburb), which would grow to some 1800 acres. Distributors, dignitaries, and friends alike were wined and dined on this farm. Pheasants, quail, rabbits and deer were hunted during the day, with good food, drink and comradery at night. Another farm was purchased at Cape Vincent (Thousand Island area), where again acreage was expanded. Friends and clients alike were entertained, and the fishing trips were legendary. There would be a home in Palm Beach, a farm in Stuart, Florida, a ranch in Wyoming. Hunting safaris to Africa, ocean-fishing trips, fishing trips to Canada. Louis Wehle loved the outdoors!

He was to meet with FDR in the White House, to sip whiskey with Truman. He attended all the Democratic Conventions, starting in 1936. Enlightened by seeing what went on behind closed doors, Louis became a more powerful force in Democratic politics, from the local level to the national. He loved the posturing of the smoke filled rooms. Honorable men of wisdom and foresight were needed in politics, and he would do all he could to select the 'right' people, in the right jobs. Wehle became an intricate part of the 1954 New York State elections. Franklin D Roosevelt Jr. made a run for the gubernatorial nomination; after a spirited State Convention, Averill Harriman was nominated, eventually winning a close election. Shortly after, Louis was approached by several of his friends to apply to become a candidate for appointment as State Conservation Commissioner. He at first laughed at the thought, only wanting to spend the holidays in Florida with his family, enjoying his later years. The pressure continued, and he thought about the condition of the State recreational facilities. So much more could be done, and he was the man to do it. In a meeting with Harriman, he outlined his goals, and discussed how to reach them, impressing the Governor-Elect. Wehle made it clear from the beginning that to carry out his ambitious plan, he would insist on having the best talent; that there would be no place for anybody's friends in key slots. He received complete assurance from Harriman, and so took the job.

Seeking advice from the retiring Commissioner, Louis

was shocked at what he heard. He was told that the Commissioner had very *little* to do in running the department. He should leave everything up to his staff, and if he did, he would get along without much difficulty. Even his severest critics would never label Wehle a figurehead in any job he had ever undertaken, and he was not about to be one as Commissioner!

But vacant positions, he found, were filled only with civil service employees, a situation which could not be changed. Only four of the people he wanted would be appointed to the positions he wished for them. He was to learn too, that he would inherit the previous administration's budget AND policies. He found also that political critics threw unfounded accusations at him and his policies. When a columnist blasted him for cutting the budget in his second year, and was consequentially shown that the budget was actually increased by a substantial amount, the columnist did nothing to correct his accusations. A watchdog committee accused Wehle of not being on the job (normally in his office only one or two days a week). However, shown proof that he would make calls to his staff seven days a week, at all hours, from department installations from around the state, they abandoned their charges. The red tape and time needed to make even the simplest change was mind-boggling to him. The field workers were often shocked to see the Commissioner in the field, asking them for their thoughts, and recommending changes. He often called Albany directly from these facilities, to get immediate changes.

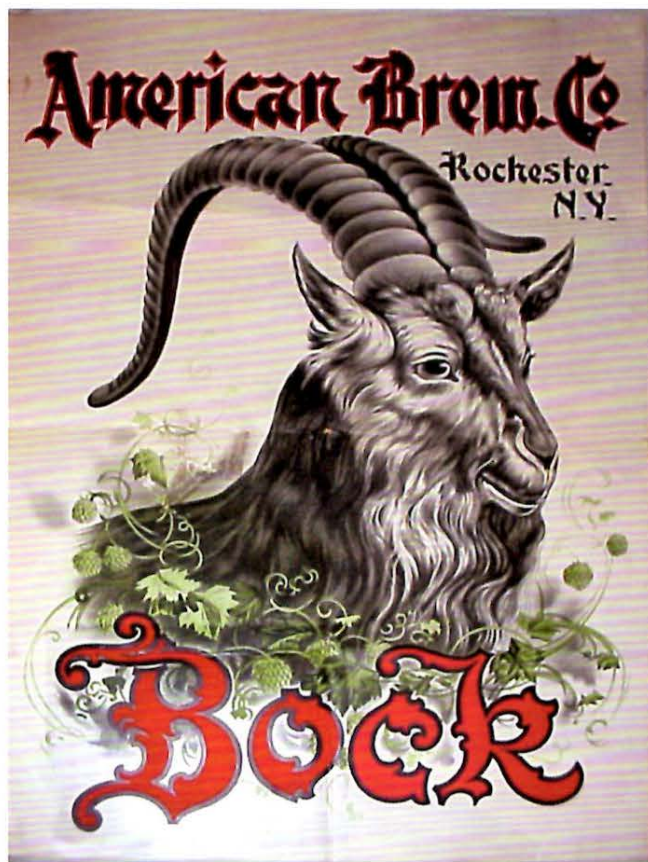
In the spring of 1955, while checking on the work the state Fisheries Department was doing in the St Lawrence River, he was informed that work was being held up for lack of boats. His phone call to procure the boats was met with normal red tape. The work was related to the bass spawning season, and Louis determined that in the time it would take to unravel the red tape to get the boats, the fingerling bass would have grown to legal size. Wielding his clout, he personally guaranteed payment, and the boats were delivered on time.

In an effort to strengthen game pheasants before their release to the wild, a plan was devised to raise them on an island at the mouth of the St Lawrence. The experiment failed miserably. Many drowned trying to fly to the mainland; others would simply die-some 15,000 all told. Louis held the chief of the Fish and Game Bureau, Dr. E.L. Cheatum, responsible for this failure. The personalities clashed, and Cheatum sued Wehle for slander, eventually winning a \$75,000 settlement. In June of 1956, citing health reasons, Louis Wehle resigned as State Conservation Commissioner. His son Jack took over more of the responsibility for the Brewery's management, and Louis began to enjoy more time with his family.

Louis A. Wehle truly lived a dream. He made several careers for himself, making a success of each. He was more a thinker than a dreamer, but a man of action more than anything. Louis Wehle evidently never did anything that he undertook half way. His life was full tilt, full speed ahead, and the success he achieved in his business career is a testimony to his hard work and devotion to every facet of the business. He would die in 1964 at the age of seventy-five.

As a footnote, the current Wehle family members, still active in the brewery management, have endeavored to live their lives in privacy; directly opposite the life that their grandfather sought.

John DeVolder



Friends, put on your dribble-catchers; you don't want to spot the images with drool! These beauties begin a section of prime Rochester and Upstate New York breweriana, mostly from a single collection that should have you panting! The top two Bock lithos are the only two of these ephemeral seasonal lithographs known. There should be others, as everybody did Bock beer in the spring, but these two are all that remain known in the area. Below, Left: This round reverse on glass sign gave me some difficult moments. What does "Faugh-a-Ballagh" mean, and why on a beer sign? Thanks to a Dutch friend from Rotterdam, who speaks Celtic, it turns out to be an Irish battle cry (used by Irish troops during the Civil War) meaning "Clear the Way!", or literally "Disperse the wrasses (a small fish)". It is guessed that "wrasses" wasn't a particularly complimentary term for some ancient Irish enemy. Thank you, Willemina! The charger at right is for Bartholomay's Rienzi beer. You will see the Knight on the white steed several times in this issue. If I was better musically trained, I'd know right off who he was, but I think Rienzi was the hero in a popular Italian opera. Lemp's (St. Louis) Sir John Falstaff was in an opera too, and he got several chargers! So much for culture!

photos: John DeVolder



Above: American Brewing's reverse-on-glass, likely commemorating the dedication of The Statue of Liberty. Black, gold and silver...beautiful! Above Right: Opener M-1-5 (both sides), a lithographed opener from Bartholomay; one side Apollo Beer, the other Chic Ale. At right, from Buffalo's German-American Brewery, a tray with three versions of the Maltosia label, and a factory scene.. Directly below: From near-by Canandaigua, a 14" oval tray. The Canandaigua brands were continued by Rochester's Cataract Brewing after Repeal. Below Right: As nice a set of labelled bottles as one could wish for, all the nicer because they are "mini-bottles"; all pre-pro sample bottles still corked and full of beer. Breweries did that before the Volsteaders stopped the practice. Post-pro minis had only water in them, if anything at all.

DeVolder and Gottschalk Collections





Top Left: Similar in spirit to the *Prima* calendar fans in the last issue, this one is from Rochester's American Brewing, dated 1897. Like it's Chicago cousins, there is no mark identifying the lithographer. Would think work this fine would be signed! Top Right: a framed paper sign from Oothout's, an early Rochester brewery that was gone by 1874! One does not find breweriana much earlier than this! Middle left: A tray from pre-Pro Genesee I'd call "Potential hanky-panky on the Lower Cataract." The indian has drawn either a glass or a bottle of beer from the conveniently abandoned wooden barrel, and beckons to two lady Indians heading his way in the canoe. A threesome? Hmmm. Above, another example of Bartholomay's winged wheel logo. Indianapolis Brewing used the same logo; there must be some mythological significance to the symbol, but it escapes me. At left: Knight Rienzi for Bartholomay again, this time in the same configuration that Bartholomay used on their Rienzi labels (see last issue).

Photos: John DeVolder



Above: A self-framed tin sign from pre-Pro Genesee. Very subtle advertising with the copy only on the label of the bottle. The yachtsman at right has RYC on his cap, probably "Rochester Yacht Club". Only problem seen...there is no opener anywhere in sight. How do they get into the bottles? They look too well-bred to use their teeth. Below is a stained glass from what was likely an Iroquois (Buffalo) "tied house". The center is a reverse painted glass logo section that unfortunately has lost a good bit of its paint. Rob Musson, the owner of the piece, reconstructed the leading holding the sign together (NO broken glass pieces!) and built a wooden frame, lit from the rear, to hold it. It is 6' long, and likely one of a kind. A bit large for the collector living in a studio apartment.

Photos: above, John DeVolder.; below. Rob Musson





Top Left: A flat Vitrolite from Haberle-Syracuse, likely from a building front (perhaps another 'tied house' .) Top Right: A reverse on glass sign from pre-Pro Genesee. The pendant above center is the Bartholomay logo in gold and silver. Who said Adolphus Busch was the only one who did nice jewelry? Below the pendant, two early genesee flat top cans. Center Left: This is one of the Editor's all-time favorite factory scenes...The Bartholomay Brewery at night. ("Well, I see we have them working second shift, Harry! Ready for another Rienzi?") Center Right: An 1895 calendar from Rochester's short-lived Union Brewing (1889 to 1899). Telephones in Rochester homes already! Below Right: A beautiful die cut trade card (?) from Bartholomay. Dan'l, can you identify the uniforms? The officer at left is obviously cavalry, at right perhaps Navy?

If you get the idea that the Rochester brewers and their neighbors did some particularly fine advertising, our minds are in synch. The well-known lithographers were located in Cincinnati, Chicago, Coshocton, Milwaukee and New York, but there was a brewery clientele here in the Upstate region that generated an almost unparalleled body of work for the masters of the printing trade.

Photos: John DeVolder, Bob Gottschalk, Fil Graff





Above: It is surprising how different artists see the same logo. At left, the Bartholomay Brewing "Winged Wheel" and pretty girl rider. Younger than springtime, scantily clad, being pulled through the sky by her team of birds. At right: The same Bartholomay logo, and same idea, but a more matronly rider, decorously draped, with the wheel riding on storm clouds. Quite a contrast! Below left: Spring and frolic from Genesee, with maidens in peasant dress paying court to Cupid. Below Right: The 1893 calendar from Rochester Brewing. Of course, Chris Columbus in center (Columbian Exhibition was going on in Chicago), surrounded by pretty maids. Is this page the "Girllery?"



The Stroh Label...another look

by Joe Olsen



A letter and some images from Joe Olsen, a Detroit Stroh collector:

"The article on the Stroh oval labels, and the follow up articles by Peter Blum were exceptionally well done. I, being a Stroh collector, greatly appreciated them.

"It's for this reason I've sent along copies of the Temperance and Wurtzburger label mentioned, but not pictured in the first article. Also inclosed is the Stroh label punch coded 1910, an absolute must for the article!"

I am amazed that the two pre-Prohibition labels don't fit conveniently into the pattern shown in the articles! The Bohemian style Beer at left has the "Highest award..." common

to the earliest oval labels, but the America's Favorite Lager beer doesn't appear on any of the labels until after Repeal! The Wurtzburger type label (apologies for the image...it is on a bottle, and somewhat sun faded) has the full "Exhibition" copy in the top margin, but again, "America's Favorite." Incidentally, America's Favorite appears in ad copy as early as the period between 1895 and 1898-9; this "1910" use on a label is the earliest I can identify. ["1910" in quotes, as there is now some doubt about whether the last two digits are actually the YEAR.]

The Temperance Beer fits neatly into the prohibition label set with the 2 "Bohemian Style Lager" labels from Stroh Products. BUT...it is evidently before FEDERAL Prohibition, because it uses the word "beer."

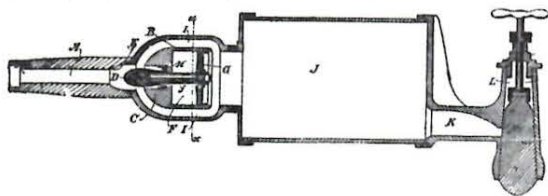
Another Mystery Explained

By Rei Ojala

I have often wondered what purpose was served by those unusual beer faucets, sometimes seen at shows with usually the "Schlitz" brand in the side. The article below was copied from the March 1898 *Western Brewer*. The copy doesn't

really explain what the device is supposed to do, but I'd venture better foam control. Anyway, here it is, with all the lawyer talk included."

AUTOMATIC PRESSURE EQUALIZING BEER FAUCET. No. 598,579. Francis W. Shields, Luigi A. Spinelli and Carlos R. Martin, San José, Cal. Filed May 17, 1897. Serial No. 636,886. Patented February 8, 1898. (No model.)



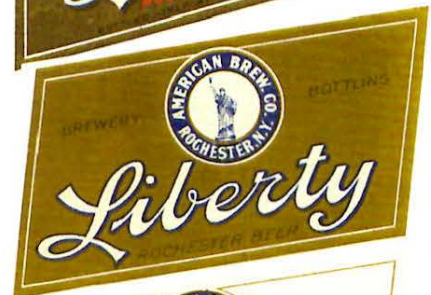
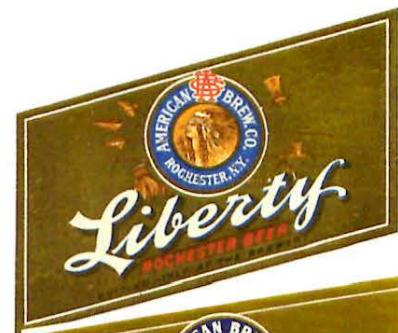
Claim.—1. In a faucet for drawing effervescent liquids, a casing having at one end a hollow stem adapted to be directly connected with the cask or receptacle and having at the opposite end a draw-off or faucet, an expansion chamber connected with the draw-off or faucet, and a press-

ure regulator in said casing in line with and interposed between the expansion chamber and the hollow stem.

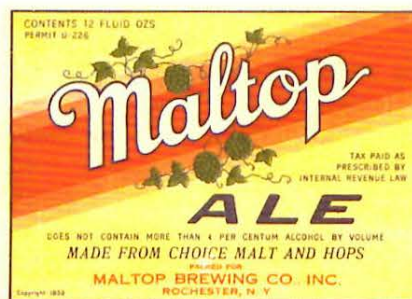
2. In a faucet for drawing effervescent liquids, a casing having at one end a controllable cock or valve, a contiguous expansion chamber from which the liquid is delivered to said cock or valve, a hollow stem at the opposite end of the casing adapted to be directly connected with the cask or receptacle containing the liquid, and a pressure regulator between this stem and the expansion chamber and consisting of a valve casing having passages for the liquid, and having a central body chambered at one end, a valve in said body and adapted to close the passage between the stem and valve casing, and a piston movable in the chambered end of the valve casing and connected with the stem of the valve.

Labelology

from the Bob Kay Collection



Here are some labels from breweries mentioned in this issue, but not really covered in depth. Left: A "Prohibition" 112% alcohol brew from Rochester's American Brewing, with NY permit number. Center: An unusual post-Pro label from Cataract, featuring the Canandaigua brand. "Bottled by Cataract..." (who brewed it?) and also still a fancy die cut shape, unsuitable to modern labelers. Wonder of Charles Doelger was related to the Doelger brewing family from New York City? Right: Three labels from American brewing, evidently displaying the declining fortunes of the brewery, 6 color to three color to two color. Note also the change of logo from the indian head to the Statue of liberty. The images are set so that the center logo is level; I suspect that the bottom two labels were NOT designed to be applied with a straight left and right edge, demanded by modern labeling machines.

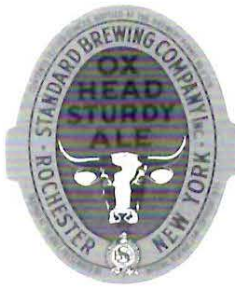


Bob Kay has always told me labels tell stories! At left, The Maltop Beer labels from the pre-Pro Flower City Brewing Co. At right, a copyright 1933 label for Maltop (produced by Standard Brewing, from the U-permit number) for a wanna-be brewer after repeal. Maltop Brewing never produced, according to [AmBys II](#).

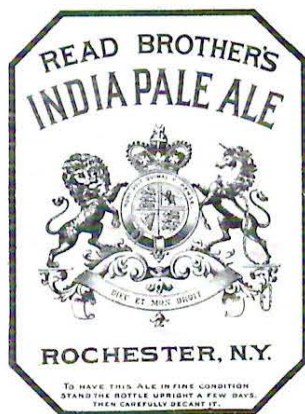
Below, a series of oval labels from Standard Brewing, Rochester. The Golden Brown Ale bears a 1937 copyright, and Ox Head and the Standard Ale have 1935 copyrights. As if the Federal "U" permit number and the full Tax copy weren't enough, New York had an Alcoholic Beverages Control Board, and they had a license number and copy that had to appear on the label as well. A veritable jumble of prescribed words and numbers to clutter up the copy. In spite of all the gobbledegook, the Standard label was instantly recognizable during these years by its shape.



Below: Several of post-Pro Rochester Brewing's Old Topper family of beers and ales. There were at least 5 different ale formulas sold by Rochester brewing; the two above, Snappy Ale, Stock Ale and (just plain) Ale. The oval centerpiece with the wooden sign brand box design continued past the end of the IRT era essentially unchanged. The top-hatted silhouette was all that was needed for instant brand recognition. Rochester an Ale town? See the article at the bottom of page six. Rochester and Standard had the alleged exclusive on ales in the city. NOT a bad deal, for a while.

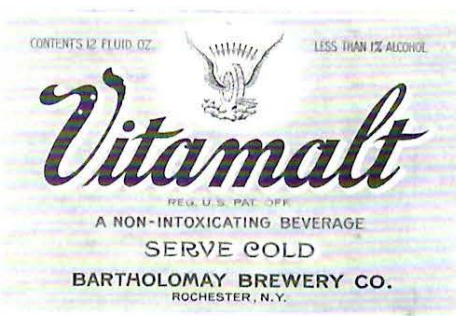


Above: Variations on a (for a long time, at least) successful theme from Rochester's Standard Brewing Co. Compare the "Ox Head Ale" (1934 copyright) above with the "Old Ox Head Ale" (1935 copyright) on the previous page. Might someone have mentioned that the animal on the label above isn't an ox?



Left: A simple black, red and white label, evidently pre-Prohibition, from "Read Bros". There was a Read & Bros. in Troy near Albany, but none listed in ABs II in Rochester. The bottom lines read "To have this ale in fine condition, stand the bottle upright a few days, then decant it." Is that really how one has to handle ales?

Right: As pale and insipid as the "less than 1% alcohol" beverage within, this bile green, blue and red label for one of the last Bartholomay products certainly indicates that there had been better days behind. When US Prohibition was mandated, Bartholomay hung up their malt shovels, and became a dairy.



Ernie Oest's Family Album

Below: From the album of "Uncle Ernie" Oest. For years Ernie and Elizabeth drove all over the US photographing breweries. Standard-Rochester lasted until 1970, American was dead in 1950, Standard in '58, and Bartholomay was still the dairy it had become in 1920.



Moerlbach Rochester Standard-Rochester
Rochester, N. Y. 1958



American
Rochester, N. Y. 1958



Flower City Standard
Rochester, N. Y. 1958



Bartholomay
Rochester, N. Y. 1952

“Got BEER?”...Your *Father's* Moustache

images from the Ojala Collection

Anyone who has had the pleasure of pouring over old family picture albums has likely run across portraits like the ones below. They were posed at the local photographer's studio (often with his name and studio embossed in the border) against painted backdrops and featuring props that would have been selected as appropriate by those in the photo. Rei Ojala, because



of an interest in old bottles and related breweriana, had collected such portraits for years, if they feature an identifiable beer brand. Here are some of the choicest images from his collection, in most cases, scanned directly from the originals. As Editor, I have taken the liberty to blow-up the bottles so the labels can be more easily seen, and overlaid the enlarged portion on the image where possible without destroying the essence of the scene.

First, a complete photo from Minneapolis (so you can see the entire photo, including the border), this group of three gentlemen friends. The Gluek bottles are evidently studio props, and from the enlarged portion, are clearly filled with soapsuds! Notice there are no glasses of

5 cards each, so I assume poker was the game. In the exploded insert above the complete image, a blow-up of one bottle. Lightning stopper, bottle half full of foamy stuff. YECH! I venture the real beer was better tasting!



Next, evidently also from the Minneapolis area, the photo can be dated from between 1898 and 1902 because of the Grain Belt label clearly visible. Another studio shot, but the glasses look like they contain real beer!

The photo below is from Vol 1 of the Jordan (MN) Bicentennial “A Newspaper looks at a Town”, by Gail Anderson, covering 1853 to 1900. “Bean” Langer and Herman Patterson are enjoying Old Style Lager from Schutz and Hilger's City Brewery in Jordan. They may be holding local smokes as well, as Jordan had a cigar factory. Again, the painted studio backdrop. Herman appears quite modernly dressed, almost 1940's.



beer in the photo...no joy in Mudville! Note the “ice cream chairs”, and the painted backdrop with window. The gents hold





From a photographer in Colby Wisconsin, these two gents are likely celebrating a birth of a son and grandson perhaps, with a cigar and a bottle of Blatz beer (the brand is lost, but the triangular label and Blatz hop flower, "B" and brewer's star are clear.

And last, what appears to be an extended family celebration in Southern California. It appears to have been taken in the family home, rather than a studio. The darker beer is from



San Diego Brewing ("Diego" clear on the neck label of the embossed bottle), the lighter beer is Red Ribbon from (Mathie?) Los Angeles.

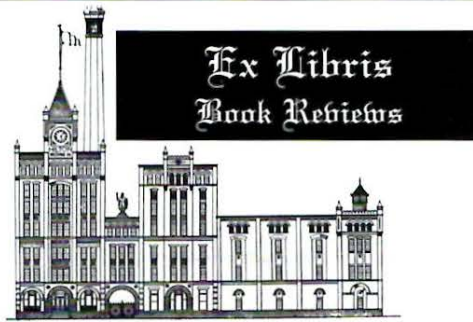
Look in your family album...you might discover some of this unintentional and oft overlooked breweriana in their family closet! Milk? Hey, who needs it!



Rei Ojala and Fil Graff



"Dear Cousin Alfred: We are spending the week at Mr. Bartholomay's Cottage Hotel on the lake, after riding out from town on the train. Bathing, sailing, great food and lots to do! Myrtle is enjoying dressing up to the Joneses, and playing whist on the porch overlooking the water, while I find the atmosphere in the bar conducive to friendships, and lots of that good Rienzi beer. See you Monday when I get back to work. Your friend, Cousin John" Well, why not an imaginary postcard? This is a black and white metal plate litho from the DeVolder collection.



George M. Hilton, Editor Emeritus, Proprietor

Vintage Anheuser-Busch, an Unofficial Collector's Guide; Donna Baker, Schiffer Publishing Co., 1999. Softbound, 160 pages, \$29.95

This new book, as is the case with most "Schiffer Book[s] for Collectors" is largely graphic. But oh, what graphics! I suspect every breweriana collector knows the story of Adolphus Busch and his love for color, mythology, and pretty girls in his advertising. Baker's book shows this, and much more.

The items in the book are evidently all from the collection of Peter C. Jordano and his Pacific Beverage Co, a California A-B distributor. Many of the larger A-B distributors have been collecting antique Anheuser-Busch advertising art of some years, for display in their offices. One who has seen a fair scope of what has been available in A-B advertising might quibble that such and such a piece isn't in the book, or that they have a particular piece in better condition than shown. Perhaps, but please remember that this is but one collection; what IS shown is truly awesome in scope. As an active dealer in breweriana for some years, I was surprised and delighted to see several pieces I had never seen, nor heard of before!

The text in the book is sparse, but what there is, it is to the point, and seems accurate. I do question one statement: it is claimed that A-B "did not actually acquire rights to the Budweiser name and trademark until 1991". The A-B trademark dates from 1878, and the company fought round after round of court battles over many years, stopping the use of the name by other breweries one at a time until only Dubois Brewing Co. remained with a competitive Budweiser brand in use. The "actually acquire" statement is, I think misleading, although it wasn't until the mid to late 1990's that A-B finally bludgeoned The Slovak Republic into "agreement" over A-B's "exclusive" use of the trademark. That is another story entirely; someday it will be documented.

Baker traces the three major themes of early A-B (quite naturally, largely the Budweiser brand); pretty girls, western themes and the Clydesdales, devoting a chapter to each before branching out into other areas like trays, signage, corkscrews and knives, bottles and labels and mugs and glassware. One section is devoted to the advertising and packaging of non-beer items produced by A-B, a subject I have rarely seen covered. The book does not touch the current production of "limited edition" A-B steins, and there is only one "modern" advertising mug shown. There is a good chapter covering commemorative items, and a section on the early Budweiser cans as well.

There are a few production quibbles about the book that could be raised. As Editor of the *BC*, I wish Schiffer's photographers would read Henry Smith's article on how to photograph glassware so the copy is legible when reproduced! The illustrations are generally well-captioned, but some of the caption copy, for me at least, raises more questions than it answers.

Is this a book that should be on EVERY brewerianist's library shelf? You betcha! Is it the definitive guide to all the known Anheuser-Busch advertising material? No way. It is a largely excellent depiction of one vast collection (shown as is, with no attempt to hide the fact that everything is not in pristine condition), and will reveal

even to the advanced A-B collector items he or she has never seen before. As does the author, I want to thank Peter Jordano for sharing his collection with us! NABA's Harold Mann provided the price guide information, and based on what I have seen similar A-B pieces sell for (or sold myself), the ranges he lists are for today, pretty accurate. Pre-Prohibition A-B advertising collecting is not for those on a peanut butter budget, and the number of collectors of the dominant US beer brand are likely to keep it that way.

Reviewed by Fil Graff



The Ultimate Corkscrew Book, Donald A. Bull, Bullworks, 1999. Hardbound, 320 pages, 744 color photographs.

In this case, I don't think "ultimate" is just hype! Not when the book contains 3746 corkscrews and related pictures, and an all important price guide. No more guessing what corkscrews are worth. All other corkscrew reference books are now encompassed in one volume. The book is a true piece of art with many breweriana corkscrews and knives pictured along with corkscrews from any and all categories. The five pound book is divided into four parts, Eclectic Corkscrews (59 sub-categories), Figural Corkscrews (24 sub-categories), Corkscrew Knives (15 sub-categories), and Miscellaneous (7 sub-categories).

A review of sorts may be found in the volume itself. In the Foreword, corkscrew expert Ron MacLean states; "This volume is the armchair guide to corkscrews. By perusing the 3600 illustrated and documented examples, it is possible to gain an understanding of the diversity and creativity that occurred in the past several hundred years. Perhaps this book should more correctly be named "Everyman's Guide to Corkscrews" as it covers the entire range of this twisted hobby! The wisdom contained within these covers is mind boggling in both depth and scope. Don Bull has succeeded in accurately cataloguing and illustrating a variety of objects so diverse that many lesser mortals would have seen the task as impossible. His text covers a broad variety, from items of quantity to those of quality, from the mundane to the exquisitely rare. This text will open the eyes of every devotee, from the novice to the true addict. In the end it may even cause the odd collector to abandon the search as a hopeless pursuit, but for most of us it will revitalize our energy and provide the motivation to hunt with even more fanaticism!" When it comes to corkscrews, Don Bull is one of (if not THE) acknowledged experts in the world of corkscrews; if the above praise seems a bit effusive, so be it, but after this opener collector read the book, it is difficult to argue with.

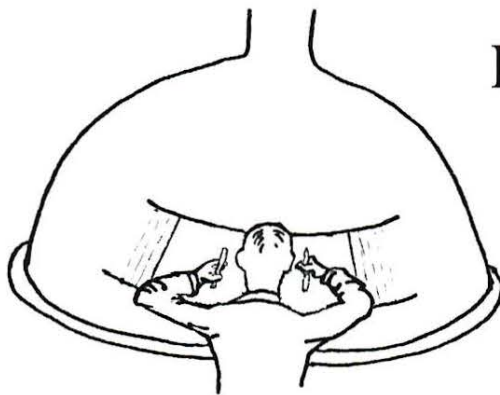
The cost is \$89.95. To get your autographed copy, send a check to Bullworks, PO Box 596, Wirtz, VA 24184. Add \$3 shipping for US Mail Book Rate or \$8 shipping for US Priority Mail. Foreign shipping rate is \$12 by sea. Unlike most other collectibles, corkscrews are so diverse that finding those worth several hundred or even a few thousand dollars priced under \$100 happens every day. When you buy "The Ultimate Corkscrew Book" you will learn, at the very least, what is rare and what is common. One good find could pay off the price of book!

Reviewed by John Stanley



WHAT'S

BREWING?



Not much, anymore

A Reprise Edition...The Demise of Stroh, and other thoughts The Jinx of Third Place

Long ago it used to be easy to have a career with a brewery once you got started. That was the hard part, because there was a lot of family influence when hiring. That has disappeared of course, but in recent decades the usual brewery work history required changing breweries, and many had to find jobs elsewhere. The expected closing of all but the Allentown Stroh plant further reduces the prospects of a lifetime tenure in brewing.

My first job after getting a degree from Wisconsin was at Pabst in Milwaukee. That was in 1952, and Pabst was in third place, blending "33 fine brews into one great beer", and sponsoring boxing on very small scenes. Six years later the outlook for Pabst was gloomy, and I took a position with Albert Schwill, a malting company on Chicago's south side. It was a good move, and it seemed to get better after Falstaff bought that firm. Falstaff was the #3 brewer and business was good. I became interested in brewing, and was transferred to St. Louis to operate a pilot brewing plant. Ten years later Falstaff's sales were falling. In 1970 Stroh needed somebody to manage their pilot brewery and I needed a new position.

During the 1970s the sales of Stroh's beer more than doubled. The purchase of Schaefer and Schlitz catapulted Stroh from the 8th position to #3, behind Anheuser-Busch and Miller. Third place, however, was to last less than a decade. And now we have to add another once great brewer to the list of business casualties of the past 30 years; to Ruppert on New York's east side, Ballentine in New Jersey, Schaefer in Brooklyn, Schlitz, Hamm, Lucky Lager, Heileman (with the companies it absorbed, like Carling-National, Weidemann, Sterling, Ranier, Blitz-Weinhart) and all the others. I almost said Pabst, for to me Pabst was that sprawling plant of gray-cream brick on Juneau Street south of 12th.

It was easy to disbelieve the months of rumors, largely in the Milwaukee press, but picked up by the media everywhere, about Pabst buying most of The Stroh Brewery Co., but there had been the feeling here in Detroit for months that some action was being considered. The economy seemingly can support hundreds of brewpubs, but only three really viable national firms in the brewing industry. Probably this holds for most nationally advertised products as well. Of course it is a shame - the Stroh beers had never been better, and the Heileman purchase made good sense and provided cash flow, until two much larger competitors raised the ante.

It is sad when a family firm cashes in the remaining chips and gets out of a game it no longer can afford, but it is the realistic move. I just wish that the buyer was also a brewing family, but that is just personal sentiment after seeing the fifth generation of Strohs grow into position of responsibility. What do you say to somebody whose family brewed beer in America for 149 years (and that is not counting two generations in Germany)? You say very little, because you know they had been wrestling with very difficult decisions for months.

Perhaps this column should analyse the reasons for Stroh's failure, but it would be gratuitous criticism at this time. Somebody else will have to write about any mistakes that were made by Stroh and of their consequences; I am too close to the situation to be dispassionate. Stroh was a class act, and in a much larger sense, I too am family.

Peter Blum



The Rathskeller

“De Gustibus Non Disputandum est”



Our regular Pub Sleuth hasn't been heard from this month, so here's a bit of sleuthing of my own. On a trip to Nashville, I had the opportunity to revisit a couple of brews I'd previously tasted, but not reviewed. I stayed away from the lighter-bodied brews, and went straight to my taste favorites, ales and stouts.

Bohannon Brewing Co, Market Street Brewery and Public House (134 2d Ave N., Nashville):

A very pleasant atmosphere in Nashville's "District"...dark woods, high ceilings, many TVs tuned to the NCAA basketball tourney. The gift area was heavy toward shirts and hats, and bottled beer for take-out. There were 8 or so brews on tap; I naturally concentrated on the ales and specials.

Vanilla Creme Ale: "The most highly requested specialty brew [here]", but a product for which there is absolutely NO need! If one wants creme soda with alcohol, then order it!

Nut Brown Ale: What should be nutty and malt sweet is flat and acidic

Hefeweizen (cask conditioned): Very nice indeed! Served at room temp., with a big wheat flavor and the spicy Bavarian yeast taste to balance it.

Cream Stout: Delicious chocolate malt flavor with a somewhat acidic hops finish.

Stout (cask conditioned): An excellent "real ale", served at room temp. Soft and rich, the chocolate malt is subdued by a roasted flavor. No bitterness; it is smooth, filling and delicious.

While at the bar, I had the Crawfish cakes appetizer, highly recommended by the barkeeper. A New Orleans version of the crab cake, or Coddie, its heritage was evident. Spicy and a delicious adjunct to brew sampling! Market Street is the oldest of Nashville's brewery-brew pubs, and bottled product was available when I lived in Chicago. I hadn't been exposed to the brew-pub trend toward cask-conditioned ales before, and can see why they are popular! The American beer and ale drinker IS beginning to respond economically to offerings completely foreign to the normal US brewery offering!

Big River Grille and Brewing Works (111 Broadway, Nashville. open 7 days):

This is another branch of the brewpub that was our primary brewery sponsor at the Chattanooga Convention. Chattanooga (at the time) brewed the same formulas as Nashville, but softened them somewhat for the reportedly somewhat less sophisticated audience. Nashville was supposed to brew "the real thing."

A rather cold room, with about a quarter dedicated to

pool and billiard tables. Maybe my taster was broken after a visit to Market Street, but I found nothing in common with the Chattanooga experience.

IPA: a hefty brew, but somewhat sweet in the middle. A near miss.

Blue Star (cask conditioned), a dark amber ale: served at room temp., with a great malt taste, but little hops finish. The floral-sweet (yeast, I think) finish WAS interesting.

Nashville Steamer: a "golden ale" brewed with a honey-sweet malt. Excessively sweet, but bland except for the acidic Cascade hops finish.

Sweet Magnolia American Brown Ale: A 1998 GABF Gold medalist; no idea why!

Thick Brick Red Ale: This is ALE! Rich, with a long Cascade hops finish.

Iron Horse Stout: Rich with a chocolate-roasted coffee taste with no char at all. It has a long roasted malt dominant finish.

Overall impression: I never got past the sampler. NOTHING yelled "DRINK ME!", and my mouth was cloyed with a "cheap hops" aftertaste for several hours to the point where I didn't feel like eating! I was greatly disappointed, as I had enjoyed the Chattanooga pub a great deal.

Blackstone Restaurant and Brewery: 1918 West End Ave, Nashville. Dave Miller, Brewmaster (author of two books on beer: Brewing the World's Great Beers, Homebrewing Guide)

Didn't try any food, other than some overpriced "ale cheese" (with VERY good bread) at the bar. Miller prints the bitterness (International Bitterness Units) and Original Gravity on the sampler menu, something I've not seen before.

Altbier (IBU 23 OG 1.051): Malty taste rolling into a nicely blended malt-hops finish. A malty ale, but not my idea of an Alt.

Nut Brown Ale (IBU 23 OG 1.050): Pleasant, if a bit mild. Has a nice ale finish, but this brew is done MUCH better at other brewpubs!

Red Springs Ale (IBU 29, OG 1.050): an excellent UK-type bitter, but with US hops, which tended to sharpen the taste and negate its parentage. A pint of this went down quite well.

"Double Triple": being pushed by my bar-mate as great! A rich copper color, heavy semi-sweet middle. The finish is overdone with Cascade hops, leaving a metallic taste.

All and all, I was somewhat disappointed with the memories of the two nights "work". I will go back to Market Street/Bohannons for both the beer and a crack at the full menu.

Proceeding with the column's normal fare, the tasting of bottled product:

75th Street Brown Ale; 75th Street Brewery (K.C., MO, Chicago, IL (Goose Island)

A very nice big-bodied and malt dominated flavor, with chocolate overtones, and a somewhat subdued ale finish. This was a 1997 GABF Gold Medal Winner, but I'd bet that was the draft version!

Kodiak Brown Nut Brown Ale; Midnight Sun B.C. (Anchorage AK) Portland, OR (Portland B.C.)

A nice coppery color and roasted malt dominant flavor, but a rather bland finish.

Oasis Extra Special Bitter Ale; Oasis Brewery, Boulder, CO

This is the brewery's "capstone" ale. Excellent, and in a class with Mendicino's Red Tail Ale and the original Red Hook formula. That's pretty lofty company!

Original Honey Beer; Portland B.C., Portland OR

The honey sweetness in the start and middle disappears, then comes back to cloy the roof of the mouth in the finish. Different, but then so is psoriasis.

The Raven Special Lager; Baltimore-Washington Beer Works, Baltimore, MD

Oh, another bottling microbrewery. A decent body, and strong pouring head (that didn't last). Overall, a disappointing beer, leaving little to write about. Yawn!

Jolly Scot Ale; Appalachian B.C., Harrisburg, PA

Perhaps I'm being picky, but not a true Scottish ale. Like the Hosters that I liked so much, it is essentially sweet, but eminently drinkable. Actually, I like it better in the bottle than I did on draft at the brewery! Very good, very drinkable!

A reprise: After the holidays I drank a couple of bottles from my "lay down" stock..1993 and '94 Sierra Nevada Bigfoot Barleywine Ale. These were wonderful when new, and other than a bit of sediment in the 1993, were still alive and delicious. I have missed these "Bigfoot Expedition" seasonals the past few years, as wise drinkers further west scarf them all up! High in both malty-spicy flavor and alcohol, they retain their distinctiveness even after 6 years in the bottle.

Arapahoe Amber Ale; Great Divide B.C., Denver, CO

This is an easy call, as the label says it all: "A malty amber ale with noticeable hops, a clean copper color, and refreshing carbonation." All that, and a notch-coded bottling date. Here's "truth in advertising" in an excellent American Ale.

Mild Ale; Goose Island B.C., Chicago, IL

This is a type I haven't had before, an English ale brewed with roasted malts and a comparatively mild hopping. Dark in color, with a flavorful middle and subdued finish. A flavorful brew that one who doesn't love hops could enjoy with great relish.

Newcombs IPA; McCoys Public House and Brewery, (K.C., MO) (Goose island) Chicago, IL

Huge ale nose, hoppy-citrusy middle and very strong but not overpowering hops finish. Big body, big nose, big taste, and a real belly warmer!

Hampshire Special Ale, Winter 1998-9; D.L. Geary B.C., Portland, ME

A lovely rich bodied winter ale; big flavor and long lasting hops finish with a deep in the throat warmth. Wonderfully well balanced. This has to be one of the finest US seasonals!

Oliver Ironman Pale Ale; Oliver Breweries, Baltimore & Cambridge, MD

BIG American ale flavor! The finishing hops lack the highest quality, but that's almost a quibble. Not world class, but a good solid effort for this (new?) microbrewery that evidently acquired the old Wild Goose plant.

Chesapeake Gold Ale; Clipper City B.C., Baltimore

Nice clear notch code "purchase by" date. Hugh Sisson has produced a nice clean medium bodied ale here, Slightly cloudy in appearance, it has a long lasting lacy head. Not a particularly dramatic, but pleasant and well-crafted.

ImPaedAle; Middle Ages B.C., Syracuse, NY

Here's a *classic* IPA! This brewery was highly recommended at Blue and Grey, and lives up to the accolades with this one. BIG, hoppy and wonderful! Look for Middle Ages bottled brews when around Rochester for Convention, and take some home!

Wizard's Winter Ale; Middle Ages B.C.

A big-bodied malty seasonal with spicy overtones. For some reason, this one didn't strike a favorable note from me. It is not at all flawed, it just didn't strike my fancy.

Expansion Draft beer; Crooked River B.C., Cleveland, OH

"Classic American beer" says the label. It pours like a Coors, and has the flavor and body of a Bud. Nice notch-coded label with month only. My sample was June (1998?), and perhaps past its prime.

Burning River Pale Ale; Great Lakes B.C., Cleveland

Wonderful! This one was tasted at Columbus, but the results lost in the volume. Rich and well-balanced, with a fine ale hops dominant finish that has a nice lasting quality. A clear perforated "Best by" date on the label, Great Lakes is definitely one of the class act bottling micros!

Bell's Kalamazoo Stout; Kalamazoo B.C., Kalamazoo, MI

Stout with a definite attitude (this can be said of a lot of Larry Bell's brews!) Rich, opaque black color, with a dark tan head. No concession to "light" or "popular taste". It has a strong roasted malt taste and a nice hoppy finish. VERY drinkable, and very filling. The roasted malt flavor turns chocolatey as the brew warms. [I think it was **Bell's Porter** that we drank at Blue and Grey...very similar, but a touch lighter, but no less delicious!]

Harpoon Munich-type Dark; Mass, Bay B.C., Boston, MA

Called an "American brew" on the label, I found it difficult to classify. In nose and initial taste, I'd say a German Dunkel; in finish, it is more ale-like. Essentially sweet in character with a slow developing but distinct hops finish. Interesting, and different.

Having trouble finding bottled micro-brews in your area? Let me suggest subscribing to one of the several "beer of the month clubs." I have been subscribing to Beers Across America from the Chicago area since its inception, and although I occasionally receive beers I've had before, and some I don't really care for, BAA (and others, I'm sure) do a good job of spreading their business all over the US, and providing a good variety, both in style and geography, for your drinking enjoyment. Not inexpensive, but home delivery is a real convenience!

Until next time: *Prosit!*

Fil Graff



Executive Secretary's Report



Well, another year has passed, another NABA Hospitality Room at Indianapolis, and the hunt begins again to find something for the Collection in 1999.

A reminder to Members that the **Membership Contest** is still on. You must recruit at least 3 new members to be eligible. It's a good thing President Norm Jay can't win, as he has recruited 13 new Members up to this time [NABA Officers and Board Members are not eligible].

Also a reminder that this year there will be an **election** of 3 Directors. The term is for 2 years. Board Members must attend 2 Board Meetings and the Convention each year. No travel expenses, meal or lodging expenses are reimbursed. Serving NABA is a pure labor of love! As yet, no nominations have not been received.

As the rumor mongers had it, there WAS a financial problem with the Columbus Convention. The rumors now can stop because all is well, all funds have been received, and the Board of Directors approved the final Convention report.

The 1999 Rochester Convention Registration package was mailed in a separate first class envelope. If you have not received it by the time you read this, please let me know. The important thing is to register for the hotel. The cut-off date is June 30. There will be many things of interest to do at the Rochester Convention. On the subject of Conventions,

the NABA Board voted to have the Convention in 2000 near Chicago (Naperville) and in 2001 in the Detroit area (Ann Arbor).

If the *expiration date* on your Membership card does not read **May 31, 2000** your dues must reach me by May 31!. It's still only \$20 a year! Please mail to NABA, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226-1612. NABA is the last club to raise its dues., but dues may be \$25 for 2001. Postage, printing and expenses always increase. A small amount increase is possible for 2001; it may be needed for NABA to stay financially sound .

The Milwaukee Brewery Museum is having many events in and around Milwaukee. The purpose is to raise money for the Museum. The Museum is waiting for approval of Non-profit-Educational status by the Federal Government. I represent NABA on the Museum Board of Advisors and will keep you informed of progress.

(P.S. Please, get Fil off my back and send me your 9 digit Zip Code!)

Sincerely
Robert E. Jaeger
Executive Secretary

The following LONG list of new members have joined NABA. Let's make them feel Welcome!

Alonso Richard N.

6705 Grimes Road
Jordan, NY 13080
Syracuse NY Breweriana

Arreazola Jev (Trish)

1721 Shannon Drive
Janesville, WI 53546
608-756-2284
<Jarrearola@aol.com>

All breweriana; Miller Brwg Only

Augustine Todd

3727 Harrison Avenue
Cincinnati, OH 45211
Cans-signs-trays

Bauer Gary

1101 Lyons Street
Mt Pleasant, MI 48858
517-773-4143
All breweriana; Michigan

Bell John R. (Sheila)

18 Hillside Road
Plainville, MA 02762-2247
508-695-1754
<Jsmbell@aol.com>

Bottles-cans; Dixie Brewery, New Orleans

Chaney, Jim (Debbie)

P.O. Box 694, 8038 Main St.,
Miami town, Oh 45041
513-353-1363
All breweriana: Burger Beer,
Burger Brewing Co., Cincinnati Oh.

Daniels Doug (Linda)

6200 Northampton Lane
Springfield, FL 62707
217-483-6990

New Members

<reichsgold@aol.com>

All breweriana-cans-Lithos-signs: Reisch

De Vassie Trever L.

2191 Ward Road
Columbus, OH 43216
614-478-8782

All breweriana-Br'y equip.-clocks-
coasters-glasses-Lithos-neon signs

Dixon Thom L. (Jeri)

5495 Mc Farland Road
Indianapolis, IN 46227
317-787-9751

Lithos-match safes-paper items- pinbacks-
playing cards-tokens: All Indy & Indiana

Doughty Albert Jr.

415 N. Zane Hwy.
Martins Ferry, OH 43935
Bottles-cans-history-mugs steins-openers
Early Ohio, West Virginia Breweries

Gaffney Philip F. (Joyce)

1500 Capital Avenue
Madison, WI 53705-1226
Bottles-glasses-mugs- post cards:
Hausmann, Fauerbach, Breckhelmer
Madison

Griffin Walter (Mary)

1811 Jackson Street
Lafayette, IN 47904-2907
765-447-1796
<wmgriff@gte.net>

All breweriana-lithos-signs: Thieme &
Wagner, Bohrer Lafayette In.
Champagne Velvet Terra Haute In

Haberkamp Don (Diana)

274 Shawnee Circle
Bartlett, IL 60103
630-213-2621
Bottles-mugs-steins-signs ChicagoBr'ys

Hammer Russell T. (Patricia)

73 Monteith Street
Portsmouth, NH 03801-3622
603-436-1129
All breweriana-bottles-trays signs-foam
scrapers-tap knobs: Frank Jones, Eldredge,
Portsmouth, True Jones Breweries

Hill Robert C.

10011 Liszt
Portage, MI 49024-6638
616-323-3990
Cans-menus back bar Breweriana

Hoosier Micro Distributors

1537 W. Edgewood Avenue
Indianapolis IN 46217
317-784-6206

Hopkins Jerry

7486 Amboy
Dearborn Hts., MI 48127
313-274-4527
All breweriana: Budweiser, Miller etc.

Jenkins Stephen (Elizabeth)

502 12th
Ballinger, TX 76821
915-365-5184
<Southernbrew@juno.com>
All breweriana-bottles-glasses labels
Texas Breweries

Kious Kevin (Patty)

908 Daniel Drive
Collinsville, IL 62234-3719
618-346-2634
All breweriana-history: Hamm's,
Champagne Velvet, Southern Illinois

Kulikowski Dick (Anne)

6505 Vista Avenue
Wauwatosa, WI 53213
414-476-1370
Bottles-clocks-glasses mirrors-signs
Miller High Life

Lehmann Brian T. (Jennifer)

4875 Easy Street, Apt. 8
Hartland WI 53029
Lamps-menus-signs- thermometers
Miller Brwg.

Leo Tom

117 Jonquil
Rochester, NY 14612
716-392-0588
Cans-TOC-ROG- wood signs-crowns

Mc Murtery Hugh G. (Kay)

120 Tauton Street
Plainville MA 02762
508-643-1336
All Mass. Breweriana especially Pickwick

Michaelsen Mike (Deya)

1417 Hilgard Avenue
Simi Valley, CA 93065
805-526-3545
Pre-Pro Anheuser Busch

Moher Thomas

6100 Brookview Avenue
Edina, MN 55424
612-927-9881
Lamps-lithos-paper- signs-tap knobs-trays
Grain Belt, Blatz

Morean Dan J.

13 Greenleaf Street
Malden, MA 02148
781-324-3330
<dan@breweriana.com>
All breweriana-cans-dealer: Boston Br'ys

Niel Keith

1511 Nassau Street
Kalamazoo, MI 49001-1411
Cone top cans-Michigan cans
TOC-reverse on glass-back bar

O'Sullivan John P. (Joan)

6479 Carriage Hill Drive
Grand Blanc, MI 48439
810-694-0353
Barrels-books magazines dealer-history-
medals statues: Strohs ,Miller, Goebel

O'Sullivan Peter F. (Helen):

N2097 Valley Road
La Crosse, WI 54601

Pelletier Gary

13141 Finch Way
Apple Valley, MN 55124
612-432-3905
All breweriana: Hamms & Grain Belt

Pennington Harold

707 N. Bartlett Avenue
Plainfield, IL 60544
815-436-2219
Labels-mugs steins-trays: Joliet IL Br'ys

Pohl Mike (Catherine)

1890 Jay Road
Belgium, WI 53004
920-994-2634
All breweriana-bottles-clocks-glasses-
mirrors-neon signs: Jung Brewery

Ring John R.

5808 Thorndale Lane Apt.4
Richmond, VA 23225-2867
804-232-3530
Bottles-calendars-cans-clocks-crowns-
matches: Northeastern Wisconsin Items

Ross Gary J.

11 Village Lane
Bethany, CT 06524-3416
203-393-1793
Mugs steins-openers paper items-tip
trays-trays: Rheingold & Ct. Br'ys

Skalla Robert

2617 Winchell Avenue
Kalamazoo, MI 49008-2135
616-383-8151
Cans-glasses-reverse on glass- tin over
cardboard-die cut cardboard

Skilnik Rob

16106 Dan O'Connell Drive
Plainfield, IL 60544-8031
815-439-0439
<toddlintown@mediaone.net>
Chicago Breweriana -Publishing Book
History of Beer & Brewing in Chicago

Smart Dale (Cindy)

4985 S. Sunny Slope Road
New Berlin, WI 53151
414-529-9549
Bottles-history Wisconsin only

Tibbitts Pat

2413 Wade Hampton Blvd. #11
Greenville, SC 29615
864-609-5461

Toohy William

1757 Lancaster Drive
Youngstown, OH 44511
330-793-4458

Ward Erna (Alfred)

P.O. Box 252
Port Leyden NY 13433
315-348-6190
All breweriana-cans openers-post cards
Heileman's, George Zeisler & Sons etc.

Widdows Ron (Sue)

441 E. High Point Drive
Peoria, IL 61614
309-693-0903
<Thewidds@aol.com>

Wilson Joseph

3645 30th Street
Hamilton, MI 49149
616-896-1051
Michigan cans-bottles-TOC-reverse on
glass-Back bar: Upper Peninsula MI

Witman David C. (M.J.)

1205 Hartwick Lane
Vestal NY 13850
607-724-6888
Bottles-cans-signs tap knobs-trays
NY State & NY City

Zap Bill

3065 N. Rockwell
Chicago, IL 60618
773-583-0505
Dealer in Advertising

Zielinski Stephen T.

4108 N. Colgate Circle
Milwaukee, WI 53222
414-466-9303
Bottles-cases-glasses-trays
Hamms, Gettelman, Fox Head

Whew! A delightfully long list, but we got it all in! Welcome aboard NABA, friends! May you enjoy your membership, and have a long and joyous journey collecting breweriana! Thanks to all of you who provided "Zip plus 4"

Fil Graff

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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BUY-SELL-TRADE

WANTED: BLATZ BREWERIANA: Will gladly purchase or trade for any **BLATZ** beer items. Call (800) 543-9399 9 AM-5PM EST, or write: Leo Blatz, 2829 Sheridan Dr., Tonawanda, NY 14150 B11 sp99-5

FOR SALE: 5 BUD SERVICE MASCOT MIRRORS; \$600 plus shipping, O.B.O. . Burt Andrews, 3650 Lark Dr., Kalamazoo, MI 49008-1412; (616) 353-8918 after 5 PM And1 sp99-1

WANTED: FEHR'S BREWERIANA (Louisville et al): Trays, signs, gadgets, what-have-you. Jane Fehrs, 9 Windmill Pl., Armonk, NY 10504-2829; (914) 273-3631 Fe2 sp99-1

MADISON, WI BREWERIANA WANTED: Pre-Pro Mugs and glasses from the *Fauerbach, Breckheimer and Hausmann* breweries. Phil Gaffney, 1500 Capitol Ave., Madison, WI 53705-1226, or call (608) 233-3480 9AM-5PM CST Gaf1 sp99-1

WANTED: ANY COLT 45 Malt Liquor memorabilia; G. E. Virgines, P.O.Box 13761, Albuquerque, NM 87192 Vir1 sp99-1

FACTORY SCENES WANTED: Minnesota & Wisconsin paper and tin factory scenes. Also Minnesota (Grain Belt, Hamms, Schmidt, Gluek) pre-Pro and 30's-40's signs. Mike Hajicek, 4601 Shoreline Dr., Spring Park, MN 55384-9759 Phone: (612)471-8729 Hajsp99-1

WANTED ETCHED/EMBOSS beer glasses and also beer pocket match safes. Write or call: Jim Maxwell, 601 Parkview Ave., Bryan, OH 43506 (419) 636-3253 Maxsp99-1

WANTED: RHODE ISLAND Breweriana - Trays, lithos, calendars, ROG and TOC signs from Hanley, Narragansett, Molters, Providence, What Cheer, Hand, Roger Williams... Top \$\$ for top quality pieces! Ed Theberge (401) 245-5037 E-mail: <ejt@efortress.com> Thesp99-3

FELLOW COLLECTORS: I need your help! Please send photo of any glass steins with porcelain inserts in the lid. I am trying to determine how many different US BREWERY steins of this type there are, for a proposed **BC** article. Thanks! Bob Brockmann, 601 Thorsen Ln., Batavia, IL 60510 Brksp99-1 free

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John Weatherhead

10630 Haynes Forest Drive,

Alpharetta GA 30022

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Events of Interest

- May 2 CANCELLED!!! BREW CITY AD SHOW**, Serb Hall, 5101 W. Oklahoma, Milwaukee
1999 Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089 (414) 246-7171
- May 6-8 5th Annual RUSH TO THE ROCKIES SHOW**, Holiday Inn-Univ. Park, Ft. Collins, CO
1999 Contact: Nick Clous (ABA Columbine Chapter), (303) 344-8874
- May 7- 8 BREWERY COLLECTIBLES SHOW at Philly Fest**, Ortleib B'g Co.Big "O", Phila,PA
1999 Contact: Larry Handy (610) 439-8245 (formerly The Valley Forge Show)
- May 8 GAMBRINUS CHAPTER 10th KING'S SPRING FLING**, Vets Mem'l Aud., Col., OH
1999 Contact: Doug Blegan (614) 890-0835
- May 16 E. PENNA TRI-CHAPTER SHOW (BCCA)**, Leesport Farmers Market, N. Of Reading, PA
1999 Contact: Jerry Matonis (717) 693-3612 <JMat973447@aol.com>
- May 29 PATRICK HENRY 22th Annual TRADE SESSION**, Am. Legion hall, Battle Creek, MI
1999 Contact: Dave Launt (616) 327-8754
- June 6 QUEEN CITY CHAPTER SHOW**, American Legion Post 630, Blue Ash, OH
1999 Contact: Dave Gausepohl (606) 371-4415
- June 12 21st Annual SWAP-A-RAMA (BCCA)**, K of C Park, Florissant, MO
1999 Contact: Gregg Kreyling, (314) 429-1952
- June 16-20 ABA CONVENTION XVIII (Members Only)**, Holiday Inn-Westport, St. Louis, MO
1999 Contact ABA Office, Pueblo, CO
- June 19 JERSEY SHORE CHAPTER (BCCA) SHOW**, K.of C. Hall, South River, NJ
1999 Contact: James Mitchell (973) 989-0202
- Jun. 19-20 SUMMER INDY AD SHOW**, Our Land Pavilion, State Fair Grounds, Indianapolis
1999 [No NABA Hospitality Room at Summer Show]
- July 9-10 MIAMI VALLEY (BCCA) 25th Ohio MiniConvention**, Armco Park, Middletown, OH
1999 Contact: Bob Kates (937) 426-8349
- Jul. 15- 17 ECBA CONVENTION**, , Reading, PA (ECBA Members Only); Public Show Saturday 7/17
1999 Contact: Scott Parzanese, (610) 926-0347
- Jul. 17 MID-MICHIGAN & RUSTY BUNCH BCCA SUMMERSWAP**, Frankenmuth, MI
1999 Contact: Dave Van Hine (517) 652-9818
- July 28-Aug. 1 28th ANNUAL NABA CONVENTION**, Holiday Inn-Crown Plaza, Rochester, NY
1999 Registration info with Winter Issue, *Breweriana Collector*
- Aug. 6-7 MONARCH CHAPTER WEEKEND AT PAULYS VIII**, Zagielski's, Lena, IL
1999 Contact: Paul Zagielski, (815) 369-2135
- Aug. 8 QUEEN CITY CHAPTER SHOW**, Amer. Legion Hall, Blue Ash, OH. 9AM to 2PM
1999 Contact: Jeff Dowers (513) 851-8986
- Aug. 14 23d ANNUAL HORLACHER WEEKEND SHOW**, Macungie Park Hall, Macungie, PA
1999 Contact: Larry Handy; (610) 439-8245
- Sept. 9-12 BCCA CANVENTION #29**, Mission Palms Hotel, Tempe, AZ
1999 Contact: BCCA office, (314) 343-6486
- Sept. 25-26 INDIANAPOLIS ANTIQUE AD SHOW**, South Pavillion, Indiana State Fair Grounds
1999 NABA Hospitality at Holiday Inn, US 421 & I-465, 8 PM Fri. Sep.24, Poolside
- Sept. 24-25 BREWERIANA SHOW**, Our Land Pavilion, Indiana Fair Grounds, Indianapolis, IN
1999 Contact: Carol Rettig, (317) 261-1405
- Oct. 2 SPRINGFIELD BREWERIANA BONANZA**, Ramada Inn South Plaza, Springfield, IL
1999 Contact: Greg Zimmerman (217) 629-775
- Oct. 10 ANTIQUE ADVERTISING AND BOTTLE SHOW**, Ramada Inn, I-90 Madison, WI
1999 Contact: Bill Mitchell (715) 341-1471
- Oct. 17 BREW CITY ADVERTISING SHOW**, Serb Hall, Milwaukee, WI
1999 Contact: Jim Welytok, (414) 246-7171
- Oct. 17 METRO NORTH BEER CAN SHOW**, K of C Hall, Clawson, MI
1999 Contact: Dave Kalso, (810) 294-1059
- Oct. 22-23 20th Annual COALCRACKER OCTOBERFEST**, Ramada Hotel, Wilkes-Barre, PA
1999 Contact: Jerry Matonis, (717) 693-3612

Note to our readers: Bob Hajicek has agreed to take over editing the NABA Events page! Please, in the future, get all info you wish included to Bob at: PO Box 4202, Hopkins, MN 55343, (612) 595-0878.

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