

The Brewheriana Collector

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COVER

An early litho (original size about 3" square) from Smith Brothers (McPherson and Donald) Colonial Brewery on West 18th St., New York City. Date? Late 1870's to early 80's. Maybe these are the Smith Brothers and their brewmaster checking the clarity of their India Pale Ale. Note the toby jug pitcher on the barrel. Yes, Rei, it DOES make a fine cover! Photo: Rei Ojala

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EDITORIAL INFORMATION

The Breweriana Collector, the quarterly Journal of NABA, is edited by John F. Graff, Jr., Lamplighters Farm, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Ph/Fax: (717) 369-5546. E-Mail <fgraff@epix.net>. Issues are scheduled to arrive approx. Feb. 15 (Winter), May 1 (Spring), August 1 (Summer) and Nov 1 (Fall). **Article, Advertising and Events deadlines: Jan 15, April 1, July 1 and October 1.** The SPRING issue is the PRE-CONVENTION issue so all material related to the Annual Convention (including items for the Auction that consignors wish pictured!) should be received by April 1. The FALL issue is the POST-CONVENTION issue. All Convention related material, stories, photos, etc. MUST be received by October 15 for inclusion!

Any and all articles relating to a breweriana subject are welcome. It is the Editor's job to put articles into a style and format appropriate for publication; potential authors need NOT be afraid of grammar, syntax and other "English 101" concerns. We need a good idea, a beginning, middle and end, and as many facts as possible, and LOTS of pictures! Articles are generally (if received well before the deadline) sent to the author for approval BEFORE publication, to make sure the Editor hasn't edited you out of the article completely.

As I near the end of my first year in office, I am heartened by the talent and dedication exhibited by so many of the NABA Members. We have a top-notch CPA as Treasurer, and a top-notch Attorney and Banker as Vice-President. This assures us that our finances are professionally handled. We have a workaholic Executive Secretary who loves to set up Conventions, handle our BC printing and mailing and taking care of all the Membership related duties. We have an Editor eloquently using his writing ability to produce a first class magazine four times a year. Behind the scenes, Bob and Marilou Kay maintain our annual Membership Directory, and John Stanley does the same for the NABA website.

It's a little dangerous mentioning specific people as I just did, as someone is going to get missed! In previous messages I've lauded our professional auctioneers, Board of Directors and all those who contribute articles and art to the BC. We pay NO salaries! Only the Executive Secretary and Editor are reimbursed for expenses. All NABA work is voluntary. This has been the way the work ethic has been passed down throughout the 27 years of NABA's existence. As we approach the next millennium, NABA is well positioned in psyche, manpower and finances.

Rochester is almost upon us as I write this. Pre-regis-

tration has been about as expected. We will be honored with the presence of all three of our founder-members; it will be the first Convention since Chicago for John Murray. Many attendees will be taking advantage of the beautiful Western New York area to take an extended vacation. Our local members have been very outgoing in handling Convention details. We sincerely hope that all members attending will have (or had, depending on when you read this!) a great time, and came home with something for their collection!

My thanks to Tom Flerlage for serving four years as a Director. There has been a very good return of ballots, even though the election of 3 Board Members was uncontested. Congratulations to Larry Moter who becomes a new Board member, and to Mary White and Kent Newton for their re-election to the Board.

It isn't too soon to start planning for the year 2000 NABA Convention in Naperville, IL (Chicago western suburb). We anticipate a real crowd! I hope we had the opportunity to at least talk a bit at Rochester, and that you come home perhaps poorer in US Dollars, but immeasurably richer in items for your collection!

Norm Jay



From the Editors Desk

One of the pleasures of Editorship is receiving Chapter newsletters! Just after the Spring issue went to press, I received a copy of PAW PRINTS, from BCCA's Great White North Chapter in Manitoba, BC. I was pleased to see involvement from two NABA Members, Editor Dave Craig, and a beer review column from long-time Convention drinking buddy, Phil Mandzuk. Yes, a beer review column in a chapter newsletter! "Drinking with ~~Phil~~...no, PHIL" is well done indeed. I plan to steal from Phil's reviews on occasion! Another superb newsletter, also from a BCCA chapter that I belong to, is Keystone Chapter's "BrewNews". Jay Herbein and Dave Krantz, with the help of the color photography of Mark Swartz (SERIOUS can folk; none are NABA members!) make this one a must for current can collectors, and fun to peruse for any brewerianist!

Why talk about BCCA Chapter newsletters? Well, these two examples are among the finest I've seen! Not to put Roger Levesque's "Micro Connection" from our Microbe's Chapter down at all...Roger has started to use color to excellent effect, and the chatty style of the lengthy newsletter always makes for a first class read, and puts Micro Connection near the top of the pile. [I don't mean to belittle any other newsletter in the slightest! It is just that some really stand out from the rest!]

What Chapter do YOU belong to? What do you do to support it AND its publication? Way too often, these newsletters are the work of ONE individual (the same can be said, to a lesser degree perhaps, of some national hobby publications as well!), and burnout is almost inevitable when one person does all the work. Several groups I belong to now are in the predicament of having an excellent newsletter or magazine, and no one to pickup when an Editor runs out of steam. This is not necessarily an appeal for NABA Members to take keyboard under finger and do an article for the BC (although that WOULD be appreciated!), but your chapter newsletter needs your help!

Several groups in our hobby are showing signs of trouble, and the cause in all the cases I'm aware of is the same...lack of ACTIVE participation in the affairs of the club! It seems no longer enough just to go to meetings and socialize! Someone has to fill elective offices, plan meetings, run conventions, serve on committees, write articles, edit the newsletter. Old "George" seems to be doing something else! "It" will have to be done by YOU, or some hobby clubs are going to die...and soon! The handwriting is plainly on the wall!

Another distressing note in the reproduction field. I received an E-Mail from a member asking if I had seen the glass tray being offered on the premier Internet auction. I went and looked, and it was the Kuebler calendar tray from Sandusky, OH, one of the ones we suspect was faked (reported several issues back). The images on the page were so small (maybe on purpose?) that even if we had found a sure way to tell real from fantasy, it would not have helped here. And the consignor was from the same town as the alleged originator of the fake trays. Can't sell them to collectors any more? Heck, just put them on the Internet! I responded to the questioner that I would not touch a glass tray with a 20' pole on the 'Net, and would get a written guarantee of authenticity from the seller if I bought it in "normal" fashion, face to face. The Internet is a great place to do business, but a scary place to buy if you don't know the seller, and exactly what you are buying. Caveat Emptor was written for this kind of sales environment. BE CAREFUL! It is way too easy to get stuck!

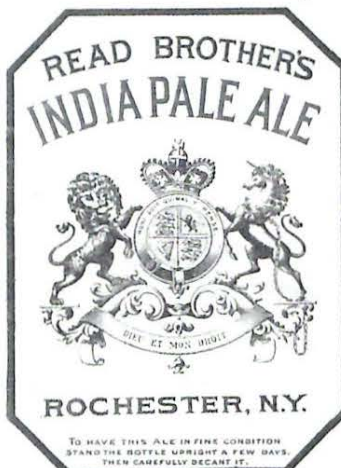
One procedural matter before we go on...please note that there is an "Editorial Information" box appearing on the contents page. This box will appear every issue, and it is hoped that readers, potential advertisers and regular contributors will use the information to time their submissions. PLEASE note the deadlines! I received but one item for Convention Auction cov-

erage, and that item should have been in the last issue, as this one won't reach many of you until after Convention! It's a great item at any time, but the idea was to publish items to be included in the Auction items *ahead of time*, not after they are sold!

My prayers, and those of all of us, go out to Board Member and Chapter Coordinator Mary White, whose husband Larry died after a long battle with cancer as this issue was being prepared.

One bit of follow-up this month, from Dave Craig of Canada: Dave refers to the Read Bros. label pictured on p. 21 of Vol. #105 (Spring '99). "Enclosed is a xerox of one of my labels, and that of the Read Bros. label.

"The similarity is amazing; the coat of arms especially. The extract label has a lion with a distinctive human face. Maybe the Read label is part of the English Syndicate era? The American IPA label has a more correct English coat of arms than the Canadian one, complete with the mottoes in French [*legacy of the Norman conquest!*]. "Dieu et mon droit" is "God and my Right" the UK royal motto. The motto in the belt around the central figure is "Honi soit qui mal y pense", French for "Shame on the person who thinks evil of it" [*I've heard it translated "Evil to him who thinks evil of me"*], the motto of The Order of the Garter. Anyhow, an interesting comparison."



Dave Craig's Canadian Malting Co. label at left, and the Read Bros. label on the right (saves you looking it up!)

Yes, it is rather interesting, from an across the border view, that the US company got the Royal Seal of Britain correct, whilst the Canadian company (Canada WAS a member of the British Empire then, wasn't it?) modified it to their use. Ah, well, so much for tradition!

The Apr/May BCCA magazine, *Beer Cans and Brewery Collectibles* contains an excellent article on grading beer cans. It recommends continuing the traditional 1 to 5 system used by can collectors for years, and brings up some telling points behind that recommendation. It's worth reading!

Also, as a sort of follow-up to Norm Jay's column this issue, I want to (at the risk of omitting someone) specifically thank the few sturdy members who are the core of the regular contributors to *The Breweriana Collector*. In no particular order, there is Joe Olsen, with his second recent article appearing this issue, Bob Kay, who regularly contributes "Labelology", Henry Smith for LOTS of photos, Rei Ojala who has kept me afloat with images and other material, Peter Blum, one of our Editor Emeriti, who helps with editing my editing,

and contributes articles, images and ideas, Charley Jeske for his "Pub Sleuth" column, Mary White for "Chapter Doings", and of course our President and Executive Secretary for their regular columns. I've had great help from Convention Chairmen, and we were blessed with several particularly memorable single articles like Richard Hager's Catalogue of Coshocton tray designs. Of the 27 pages of this magazine that have to be filled with interesting and informative content each quarter, the above named stalwarts can contribute a third or more of the copy and photos! The *BC* would be pretty dull without their help! Your Editor is running out of stuff from his own collection to use, so if we don't start getting contributions from other members, either you'll be buried in Graffian prose (Perish the thought...prose without real content = BS, plain and simple!), or the magazine will begin to shrink (and as a "signature" for the magazine is 8 pages, shrinkage will be noticeable very quickly.) **OK, I'm PLEADING for articles!** The hopper is almost empty, except for several promised article ideas that have never been, nor are ever likely to be, completed, and are thus not usable, and one article by one of the stalwarts for the next issue. As of now, there is that one 4 page article planned for the next issue...that's 23 BLANK pages to fill!

I'm not running out of steam, just material! Breweriana collecting (and antique advertising item collecting in general) in this rural area is getting more and more difficult, unless I want to switch to cardboard Bud and Miller signage, which I don't! *If the BC is to continue as the kind of magazine I inherited from Peter Blum, and George Hilton before him, some of y'all are going to have to step forward and start to contribute material!* We no longer have the Stroh Archives, with its wealth of Non-Stroh material, to fall back on. Now that the family has withdrawn from the brewing business, the non-Stroh items will likely be auctioned off, or otherwise disposed of, and the family collection will be much less accessible. The frequency of Stroh articles appearing here is due solely to the authors who submit them (Bless their hearts!), and the fact that a good bit of my collection is pre-Pro Stroh. My album is getting bare, either from use in the *BC*, or lending images to other authors and publishers for use elsewhere.

I'd really hoped never to have to write such a plea, but here it is! **The bottom line is simply: "Contribute material, or the magazine STOPS being what it is!"** There must be those out there with a collection, or a home-town brewery, or an IDEA for an article! If not, what are we doing in NABA?

Fil Graff



P.S.: I'm making a specific plea for Rochester Convention pictures and stories! For the first time in years, I will miss a NABA Convention, so cannot gather what is needed myself! PLEASE send me photos, stories...whatever! The Fall Post-Convention issue depends on YOU!

The NABA Chapters

We talk about our Chapters frequently in the *BC*, and have a fairly regular column recording chapter events. There is a complete page on the chapters on our Web Site (What, never visited? Get to it! <www.mindspring.com/~naba/nabahome>), and the Chapters are listed prominently in the Annual Membership Directory. I wonder if that is enough? So listed below is your Editor's view of our affiliated Chapters. I belong to several, and am sent newsletters by all but one (subtle hint.) Many of the Chapters I know well, as I participate in as many of their events as time and distance permit. Look at the geographical areas represented below. If there IS a Chapter near you, why not JOIN it! If not, why not start one? I am a firm believer that collecting in isolation breeds stagnation, and ultimate loss of interest. There is nothing that pumps up a collector like bragging rights, or showing off a well-displayed collection to fellow collectors (or even complete strangers...us compulsives will take an audience anywhere we find them!

If you and a group of friends are interested in starting a chapter, contact NABA's Chapter Coordinator (and Board of Directors Member) Mary White (10094 Beacon Hills Dr., Cincinnati, OH 45241) She can provide counsel, applications, etc., and as a Chapter officer herself, has a lot of background in organization, maintenance and event planning.

So here we go, in alphabetical order:

Capital City Chapter (Washington National Capital area: Maryland, D.C. and Northern Virginia)

President: Bob Fondren
Secretary-Treasurer: Charles Bacon
Vice President-Newsletter Editor: J. O'Keefe
 Address: c/o Bob Fondren, 7 Lawrence Lane,
 Fredericksburg, VA 22405
 E-Mail: <fondren@erols.com>
 Newsletter: quarterly

Major Events: Annual **Blue and Grey** show in February, Holiday Inn-South, Fredericksburg, VA now in 21st year! Regular chapter meetings and summer picnic.

Affiliations: Joint Chapter BCCA and NABA

[The Blue and Grey is a show I feel is in the top couple of Chapter shows anywhere in the US! Cans, Breweriana, HOT room to room, and a huge show floor. 100% of the hotel is theirs for the weekend! Like Micro brews? This is the place! Hospitality Thursday evening thru Sunday AM, with LOTS of area brews to sample and enjoy.]



Blue and Grey, 1999: a small section of the show floor. There is SO much besides cans it is difficult to get meaningful photos!

Gambrinus Chapter (Columbus and Central Ohio)

President: Doug Blegen
Vice President: John Chiado
Secretary: Robert McClure
Treasurer: Brian Crewe
 Address: c/o Doug Blegen, 985 Maybelle Way,
 Westerville, OH 43081
 E-mail: <drblegen@aol.com>
 Newsletter:
 Major Events: Annual "King's Spring Fling", regular chapter meetings
 Affiliation: Joint Chapter BCCA and NABA

Dog-Gone Good Chapter (Michigan, Frankenmuth and Detroit area)

President: Mark Brooks
Vice-President: Kevin Lentner
Secretary-Treasurer: Dave Alsgaard
 Address: c/o Dave Alsgaard, PO Box 213,
 Frankenmuth, MI 48734
 E-mail: none listed
 Newsletter: quarterly "Dog Gone Good Dispatch"
 Major Events: Summer Superswap, chapter meets
 Affiliation: NABA

The Microbes Chapter (National at-large Microbrewery and micro-collectibles)

President: Gary Feldmann
Vice-President: Dale Van Wieren
Treasurer-Newsletter Editor: Roger Levesque
 Address: c/o Roger Levesque, PO Box 826,
 S. Windsor, CT 06074
 E-mail: <chris.roger@snet.net>
 Newsletter: several per year "Micro Connection"
 Major Events: pre-convention microbrewery tours
 Affiliation: Joint Chapter: ECBA and NABA

[The Microbes is a loosely organized group of microbrewery affectionadoes from all over the country. Besides the obvious enjoyment of the brewed product, they collect business cards, coasters, glassware, shirts, hat tacks...if a micro produces it, there is likely one among them that collects it. The Micro Connection is one of the most enjoyable newsletters I read. Maybe not great literature, but a font of information and great good humor. Learn "Rogerspeak", a whole new language!]



The Microbes on tour: 1998 at the Market Street Brewpub. Tough job, but somebody's got to do it!

Monarch Chapter (Chicagoland & Northern Illinois area)

President: Paul Zagielski
Secretary-Treasurer: Rachel Zagielski
Address: c/o Paul Zagielski, 8939 Cedarville Rd.
Lena, IL 61048

E-mail: <yusay@acroinc.com>

Newsletter: quarterly "Monarch Chapter Chatter"

Major Events: FallFest in November, now 19th year; spring trade session, host: Annual Weekend at Paulys (now 8th year); hosted NABA Convention in Chicago (1991)

Affiliations: originally part of a defunct National coast-er club, NABA's very first chapter.

[The Monarch FallFest is another of the top Chapter Shows in the US. Almost 20 years old, it grew from a one day session to a sold-out show weekend event in just 3 years! Everything from cans and coasters thru pre-Pro breweriana and current mugs and steins. A great way to top off a busy year of collecting!]



The Monarch FallFest, 1998. The whole atrium of the Hitchin' Post Inn becomes the show floor, plus the adjoining rooms.

Queen City Chapter (Cincinnati, Southern Ohio, Northern Kentucky area)

President and Newsletter Editor: Dave Gausepohl

Vice-President: Jeff Dowers

Secretary: Mike Ries

Treasurer: Mary White

Address: c/o Dave Gausepohl, 3488 Ridgewood Drive

Erlanger, KY 41018

E-mail: beerdave@fuse.net

Newsletter: quarterly "Queen City Brewsletter"

Major Events: Annual Luck o'the Irish Show, St. Pat's weekend in March, three "Mini-Show" trade sessions a year.

Affiliations: Joint Chapter BCCA and NABA

[Queen City is a very active Chapter, whose members have figured prominently in the actual mechanics of NABA Conventions for years, and it has provided NABA with several long-serving Board Members. Luck o'the Irish has always been a blast!]



The Luck o'The Irish in the first year in their new home, the Holiday Inn, Ft. Mitchell, KY. "Doin' it in the 'Dome!"

Chapter Doings

by Mary White

The first quarter of '99 was an active one for NABA chapters, despite snow, freezing rain, a tornado and just plain winter blahs! We attended the **Blue and Grey** in Virginia in February, which Fil covered in the last issue. This is ALWAYS a good show, and a lot of good breweriana was available.

The Queen City Chapter held its 23rd **Luck o'the Irish** Show at the Holiday Inn, Ft. Mitchell, KY in March, and we drew an exceptionally large group of collectors this year. Many familiar old faces, and a gratifyingly large number of new ones, making for a lot of new items at the show. The traditional "Hospitality Raffle" Friday night was one of our best ever.

We are happy to report Elmer Hartog, who suffered a stroke during the show, is recovering, and improving at a fast pace. We were able to get Dorothy to relax a bit, and actually enjoy some of the festivities! Tom and Helen Lange spent their 10th anniversary with us this year. They haven't missed a show in 14 years, including on their honeymoon!

Photo for this page didn't arrive in time to be included. Sorry! Maybe next issue?

On April 9th, a tornado blew through the Northern Cincinnati suburbs, missing the Blue Ash Legion hall literally by a mile. The Chapter was able to hold the first **Mini-Show** session of the year there in June, with an excellent turnout by the area NABA

members. The Chapter is pleased to report that NABA Member Dan Forbes of Arcata, CA (to he and Linda, suburban Cincinnati!) has joined the Chapter Board.



The Gambrinus Chapter held their 10th Annual **King's Spring Fling** May 8 at the Columbus Veterans Memorial Hall. This show gets bigger and better every year!

As Fil noted above, anyone interested in forming a NABA Chapter, or affiliating an existing Chapter with NABA, please contact me (or any Officer or Board member)!

I hope you all are using the "Events of Interest" page either in the BC or on NABA's internet Home Page to plan attendance at Chapter Events! Hope to see you in Rochester at Convention!

Mary White



Stroh's Wooden Beer Cases

By Joe Olsen

If you wanted to buy beer 150 years ago, it would have to be draft beer. Bottles were not economically feasible for beer, because of the high cost of manufacturing them. Glass bottles required hand labor to make and the filling of bottles was a slow process; it made sense only for expensive fluids like whiskey and medicines. By 1880 most of bottle manufacturing was done by machine, and the lower cost made bottling of beer practical. After pasteurization came to the brewing industry, the shipping of bottled beer over long distances became a reality and a thriving business for the larger brewers. Bottles were nestled in straw and packed into barrels. These were not the heavy oak kegs used for beer, but straight-sided barrels which held three dozen quarts or six dozen pints.

Bottled beer received a boost in the 1890's when brewers started to compete for the home trade. One could telephone the local brewery, and a horse-drawn cart would stop at your house, and deliver a case of your favorite beer, usually 24 pints or 12 quarts to a case. Now only a microbrewer can sell directly to a customer, and he will deliver beer as far as your table in the pub or place at the bar.

I collect Stroh items and have been drinking Stroh's since the early 1950's, and I do not recall seeing beer bottles in anything other than cardboard cases. But of course there were wooden cases before cardboard, and the subject of my article is the history of Stroh wooden cases. Unlike the article that appeared in the *Breweriana Collector* in winter 1996 (vol. 96) showcasing the huge Minnesota wooden case collection of Jeff Vick, my article is only about wooden cases of one brewery in Michigan - Stroh's.



Photo 1: The first known B. Stroh case, from an 1890 photo of Bottling Department workers.

A few bottles are known, but there is no evidence that they were ever shipped in a case. Stroh wooden cases are known starting after 1885 with the B. Stroh Brewing Company, and following with The Stroh Brewery Company beginning in 1902, then The Stroh Products Company during the Prohibition years, and since

1934 again with The Stroh Brewery Company.

Wooden cases were used during Prohibition by those who bottled near beer. When beer returned in 1933, wooden cases were still being produced, but after a few years, heavy cardboard replaced wood. Peter Blum has talked with an old timer, who started at Stroh's in 1934 and recalled a "mountain of wooden cases being cut up and junked" in the middle '30's. As far as Peter knows, not one had been saved when he joined Stroh's in 1970.

B. STROH CASES

The earliest Stroh case known is from the B. Stroh Brewing Company period. The "B" is for founder Bernhard, who died 1882, three years before the change from "Lion" to "B. Stroh". I have never seen a B. Stroh case myself, but know they existed from photographs showing both the "pint" and "quart" sizes, probably 12 fl and 25 ounces.

The first type of B. Stroh case is displayed in a group photograph of bottling department workers, who chalked "1890" on a small bottling surge tank. The case is for 24 bottles of Bohemian Lager Beer (Photo 1 at left). A worker posing with others on a B. Stroh Brewing Company wagon is holding a tall, narrow case with 8 large bottles. An identical empty case in the foreground shows the same script as in photo 1, except the word "Lager" is absent, perhaps for space reasons. This writing on this case is too faint to be reproduced here.



Photo 2: From "the girl in the pink dress" litho, a somewhat simplified logo on a lidded 12 quart case. Bohemian Beer from 1893-1902 The complete litho appeared in color in Issue #99.

also shows the side panels, which are decorated with the lion crest trade mark set in geometric patterns. Photo 3 illustrates that design on a later case, which has the "registered" text.

Sometime during the 1890's, Stroh started brewing an Export brand in addition to the Lager. The word "Bohemian" was omitted from the cases, but was kept on labels. The Stroh collection has a promotional brochure dated 1891, well within the B. Stroh period. It lists analyses for the Export and Lager brands, the Export having somewhat more alcohol and body. Cases for B.

Stroh's new Export exist, but the brewery's name is not shown on the case; just STROH'S EXPORT BEER in a very bold angular script. A good illustration of an Export quart case from the B. Stroh period is part of a die-cut litho in the Strohm collection containing an 1896 calendar (Photo 4). The corresponding pint case appears in an incomplete lithograph of the "children series" (photo 5); it is undated but obviously from the same period.

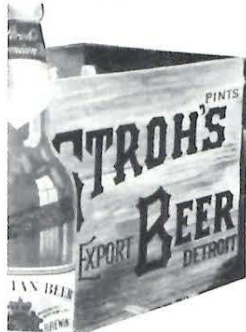


Photo 3: The case end with the Lion Trade Mark, and "Registered" text. All actual cases from the Olsen Collection.

A brochure dated "Season 1901" and signed B. Stroh Brewing Co. lists four brands: Bohemian, XXX Pale ("delicately flavored, light in body"), Pfaffen-Brau ("old-fashioned dark



Above, Photo 4: The quart case, now just Stroh's. Export Beer, 1896. At right, Photo 5, the Export Beer (1893-1902) pint case from the "girl in the blue dress" litho (shown in color in a conjectural reconstruction in Issue #99)



beer"), and Brown Stout ("especially prepared for convales-



Photo 6: The Editors personal favorite of all the Stroh children, "The boy with the Brown Stout". The case is incomplete, but the different copy suggests this layout may have been used only for specialty products. Complete litho, in color, is found in Issue #100.

cents"), but no longer a Lager brand. Special cases for these brands no doubt were made, and probably did not change much if at all in going from the B. Stroh to The Stroh Brewery period after 1902. Thus the case for 8 bottles of Brown Stout in one of the "children lithos" is by The Stroh Brewery Company, and we assume that the corresponding B. Stroh Brown Stout case was very similar. The case is only partially shown, but the text is quite distinct from other cases (Photo 6). Illustrations or examples of cases for XXX Pale or Pfaffen-Brau are not known at this time; items from these two brands are extremely scarce.

THE STROH BREWERY CASES

The next series continues the angular letters that had been used prior to 1902 for Export, and were kept for about 25 years in



Photo 7: From about 1910, a continuation of the angular type seen in photos 4 and 5, but now for Lager beer. "Small Bottles?" Likely the 12 1/2 to 13 oz. bottle that replaced the pint in most markets. One can also see why wooden cases were abandoned...they WARP!

slightly different versions. The script is very distinctive, and the end panels maintained the intricate lion crest and, flanked by TRADE MARK in large letters, and surrounded by a geometric design seen before. When Michigan started Prohibition in 1917, Stroh brewed a Temperance Beer for a few years to comply with the State law. I have a Lager case modified to serve for Temperance



Above, Photo 8: an old Lager case over-stencilled for Temperance Beer (1917). Below, Photo 9: Same stencil for Temperance beer, but on a "current" Export case. (ca.1918) (Photo 8), and also an Export case with Temperance stencilled in small letters above "Beer" (Photo 9). I am still looking for an Export pint case without the "Temperance" stencilling.



STROH PRODUCTS CASES

The word "beer" could not be used during national Prohibition on dealcoholized beer packages. Stroh revived the term "lager" on the label, but cases showed only "Stroh" and "Detroit". I



Photo 10: A Stroh PRODUCTS case from Prohibition. No more "Beer"; just Stroh Bohemian Lager (0.5 % alcohol, 1917 - 1933.)

have two cases from this period. One has the traditional ornate lettering (Photo 10); another version (which appears in a photo of the Stroh bottling line and dated 1917) has block lettering (Photo 11). Both carry the words "REGISTERED" and "24 Small Bottles."



Photo 11: A case for Bohemian Lager that appears in a bottling line photo dated 1917. As there were already "Dry" states in that year, Stroh was brewing regular Temperance (2.5% alcohol) and near beer (0.5%)

TRANSITION TO THE STROH BREWERY COMPANY

Two of my most interesting cases are actually the newest, dating from the post-Repeal years of 1933 and 1934. Both show the same text, now again including the word "beer" on the sides (Photo 12), but they have different end panels. The earlier case lists the Stroh Products Company and the initial limitation on alcohol of "3.2 per



Photo 12: Beer's Back! Bohemian Beer but still in a Stroh Products case. (1933-1936)



Above, Photo 13: The end panel from a May 1933 case. Stroh hadn't changed corporate names yet, but they had cases ready when Prohibition ended! Below, Photo 14: A May, 1934 case, with the "new" company name. This is the last Stroh wooden case in regular distribution.



centum" (Photo 13), and is dated 5-3. Not bad, as Prohibition ended in May 1933, and indicates that Stroh was expecting Repeal and prepared for it. A later case, dated 5-34, is by The Stroh Brewery Company (Photo 14). Both these cases carry the IRTP text. The 1934 case is almost certainly the last wooden case used in general production. Cardboard cases were in use by 1936.

I have included the handsome Signature case, which was actually sold with 12 bottles of Stroh's Signature in 1986 (Photo 15). This was probably the high point of promotion for Signature beer, and carried Peter Stroh's signature. In closing, I have added the souvenir wooden beer box, which was sold in the Stroh gift shop during the 1980s. The design was taken from the rectangular label of a century ago. While this box was never meant to hold beer, it made a very handsome gift or memento (Photo 16).



Above, Photo 15: 1986...a new beer, and a most spiffy presentation case! Below, Photo 16: This display box from the 1980's will perhaps drive collectors in the next millennium NUTS! A return to the B. Stroh Bohemian Beer label from the 1890's, red, yellow and black printing, and a hinged lid. Several other breweries did these "retro" cases in the 1980's; they should be highly collectible!



I hope that you have enjoyed reading this article as much as I enjoyed putting it together. Some day I may even own a wooden B. Stroh beer case. All collectors have their dreams!

The assistance of Peter Blum and information from The Stroh Brewery Company archive is gratefully acknowledged.

Joe Olsen

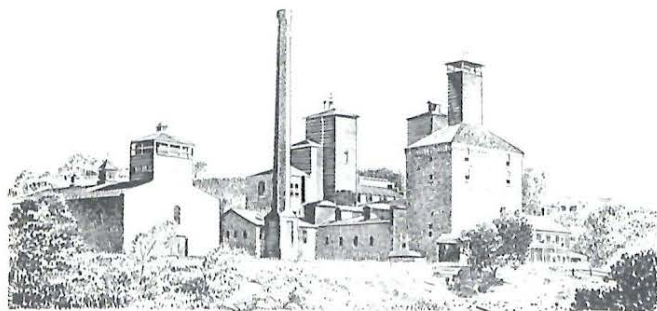


Joe dipped into his extensive Stroh collection for photos of all the wooden cases in his article. The ad cuts and employee photo are from the Stroh Archives.

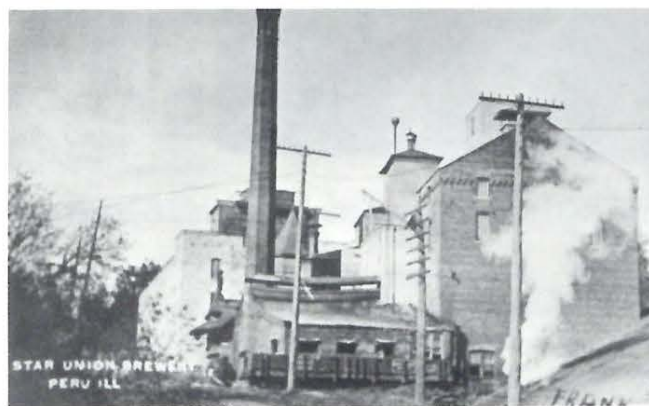
[Editor's Note: The wooden case was generally replaced in the mid 1930s by the "solid fiber" (multi-ply waterproof kraft paper) case still used today for returnable bottles. Several breweries also tried steel cases. I still use a Kings Brewery (NYC) steel case (with partitions removed) as a work box at shows! There are several articles in this Issue relating to cases.

The Star Union Products Co., Peru, IL

by Bob Kay



Although on the same site since its beginnings in 1845, very few pictures of the early brewery have been preserved. Above is an artist's version of how the plant looked in Civil War days, sketched from old tintypes and available data. Right, a 1911 photo postcard from the Editors collection.



The Star Union Products Co. marks 1845 as its birth date. It has always been somewhat of an anomaly that Star Union labels boost "Since 1845" and both American Breweries II and 100 Years of Brewing, published in 1903, list the brewery as established in 1856. Recently a 100 Year Anniversary Booklet dated 1945 from Star Union has been found by Norm Jay that reinforces the 1845 birth date. It indicates that the brewery was indeed established in 1845 and after a succession of owners Henry Hoerner bought out all stock holders (except Phillip Link) in 1880, and changed the name to the Star Union Brewery Co. For all but the last few years of its existence Star Union remained under the control of the Hoerner-Link group and its descendants.



What's an article on old breweries without the traditional brew crew photo? This is from right around 1880, when the company was renamed Star Union Brewing Co. The brass corner sign in front reads Union Brewing Co. The Editor has always been fascinated by the tools of the trade carried by the workers...malt shovels, bung hammers, cooper's axes and shaves, a "beer thief" and keging pipes in this picture. The original caption from the 1945 book: "Even in the 'nineties, a sizable force of men were employed in the Star Union Brewery. Here is a group of brew plant employees-- handlebar mustaches and all-- taken back in the days before modern bottling equipment...when all Star beer was sent out in wooden cooperage. In those days many brewers were itinerant young men, who went from job to job and slept in barracks. Now brewery employees are substantial citizens, with families and homes of their own."

Chicago.

The Prohibition Era: Much has been written about breweries that struggled for survival during the dark days of Prohibition. Star Union was one of those that chose to stay open. The company invested hard-to-come by capital to make artificial ice during Prohibition along with a line of sodas, ginger ale and near beer. Finally, in 1927, the company name was changed to Star Union Products Co. to recognize the predominant non-brewing activities during the dry years. In the latter stages of Prohibition, Star Union gave up making their own near beer and instead contracted from the Schoenhofen Company in



Left: Uncle Ernie took this photo in 1950 from almost exactly the same angle as the 1911 photo (top, right). The rooflines have changed, but not much else! Above: The Bottling house, last remaining building in 1984. Still in use by a local beer distributor, the then long obsolete Star Model sign still hung on the long wall facing the tracks. This building was across the road, at left in Ernie's scene.



Photos: left, Ernie Oest, above: Fil Graff



Real draught (keg) beer is sold to lovers of Star Model beer, distributed through taverns and other retail sales outlets. This half-gallon size is very popular for take-home use.

Pasteurized quart-size Star Model is also very popular, and available at most taverns. This is the economical way to buy Star Model for home use. A quart gives five or six servings.

The famous Star Model bottle beer in the 12-ounce export size. More and more beer drinkers call for Star Model in bottles. This year each bottle has the special 100th anniversary neck label attached.

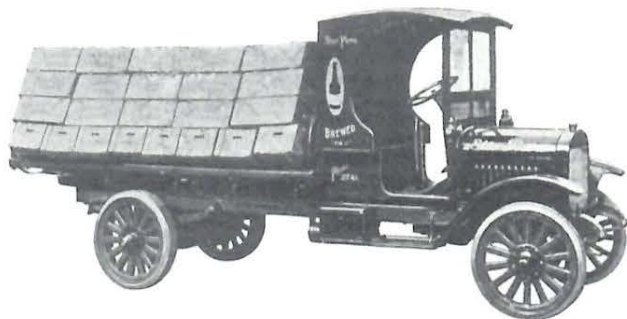
Another favorite from the Star Union brewery is the Star Pilsner style beer. Many beer lovers prefer this type of beer and they call for it by name — "Star Pilsner."

And here is the premium beer from the Star Brewery — Sepp'l Bräu. We call it the beer of unquestioned excellency. If you want a special taste thrill, try a bottle of Sepp'l Bräu.

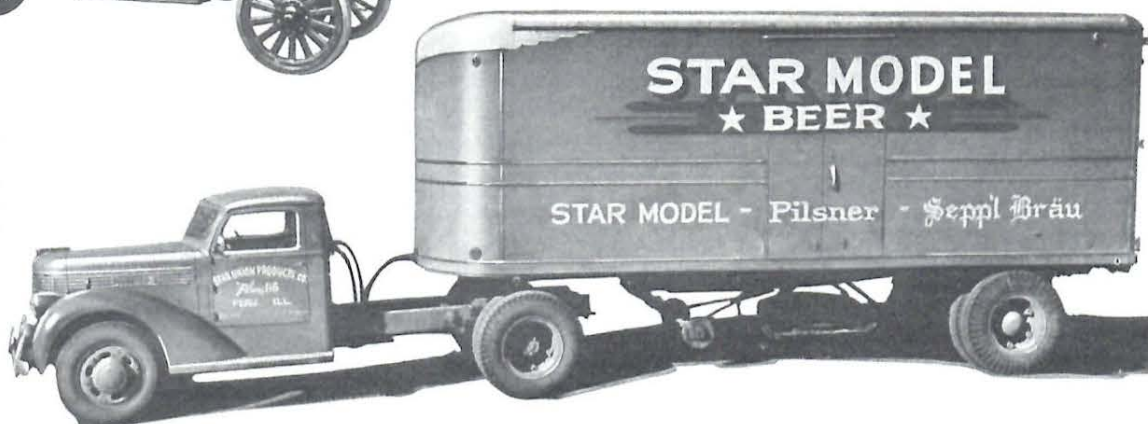
Star Union operated two bottling lines, one for the standard 12 oz. size, and one for quarts and half-gallon "picnics." From the 1945 Centennial Anniversary book, this photo and original caption provides a nostalgic perspective of the way it was. The "picnic" bottle remained in use in Illinois and Wisconsin (particularly) instead of the "growler" into the 1960's. Empties were often taken back to the local brewery by consumers for fresh draft beer, where the "growler" pail or jug was basically a bar refilled item.

business of making real beer. The manufacture of artificial ice and soft drinks that was so carefully developed and nurtured during the dry years was continued after Repeal, and to reflect this more diverse product line they chose to continue the Star Union Products Co. name. Early Repeal beer brands were *Star*

Union Beer, *Union Club Beer*, *Table Beer*, and *Star Malt Tonic* (also known as *Star Maltron Beer*.) Soon the brand mix settled down to three main brands. *Star Model Beer* established itself as the flagship brand, while *Star Pilsner* was a second brand (perhaps it was the low cost or fighting grade), and *Gota Lejon Pilsner*, A Superior Quality, was their super premium offering. Sometime before or during the war, Gota Lejon was dropped and *Sepp'l Bräu* was introduced as the new super premium brand, or according to the labels, "The Beer of Unquestioned Excellency." Bock Beer was a seasonal special and *Star Union* and *Union Club* were primarily draft offerings



Star was as proud of it's fleet as any brewery! At left, an early truck of the type that replaced horses for local and even area deliveries. Below, from 1945, "one of our fleet of 32 vehicles. These huge vans hold 500 cases of Star Model."





AN IMPORTANT office in the distribution of Star Model Beer and other products is that of the Peoria branch. Located at 3026 So. Adams Street, Peoria, this fleet of trucks, staff of efficient drivers, and office personnel under the direction of FRANK B. LEONARD, handle the large sales of Star Model Beer in Illinois' second largest city. Star Model has long been a favorite brew of Peorians, and much of this is due to the efforts of Mr. Leonard, who has been with the company for many years.

Photos and Caption from the 1945 book. Peoria MUST have been important to Star Union, as the photo above shows fully 25% of their fleet stationed there. Not bad, for a town with 3 breweries of its own (Gipps, Premier-Pabst and Peoria Brewing)!

The End: Probably for all the obvious reasons, the brewery was sold to "da boys in Chicago", Canadian Ace Brewing Co. in 1963 and the Peru operation was closed for good in 1966. As usual very little is said of the failing years. Historically, the sale and closing has to speak for itself. Canadian Ace continued the Star Model label after the brewery closed, but alas, Canadian Ace also failed in 1968 and the well known Star Model brand was no more.

Acknowledgments: The 100 Years 1945 Anniversary Booklet is from the collection of Norm Jay. Labels are from the collection of Bob Kay. The 1950 photograph of the brewery was taken by Ernie Oest. The Editor has added several images from his collection.



Wherever you see fine beers sold you see the familiar Star Model carton which holds 24 bottles. Many families buy Star Model by the case for home use from their favorite dealers.

Bob Kay



Editor's Note: There is some confusion today when looking at photos of Peru breweries. There WERE two, Star-Union and Peru Beer Company. Both started about the same time, both sat along the Rock Island railroad tracks, and physically, the brew houses and power plants were quite similar. Compare the photos on the first page of this article with the factory scene of Peru Beer Co. in the color section.

Left: The take-off table of the 1945 labeler, with bottles hand-loaded in cases. Below: The "solid fiber" or fiberboard case replaced the old wooden case in the mid-1930's (see article on Stroh cases). It was still washable, but was much lighter, and took up less "cube" in transit and storage. This case is still used today for returnable bottles..

Star Union in color

KATHRYN H. ELLIS, Pres. & Gen. Mgr. IRENE HOERNER, Vice Pres. LESTER M. LINK, Secretary HOWARD LINK, Treasurer

STAR UNION PRODUCTS CO.

INCORPORATED JUNE 6, 1927 TRADE MARK TELEPHONE 116-117

STAR MODEL-UNION CLUB BEER
GÖTTA LEJON PILSNER
SODAS ALL FLAVORS
ARTIFICIAL ICE

PERU, ILLINOIS




KATHRYN ELLIS, Pres. & Ch. of Board IRENE HOERNER, Vice Pres. FRANK J. KLEIN, Exec. V. Pres. & Gen. Mgr. HOWARD LINK, Treas. & Supt. LESTER LINK, Secretary

STAR UNION PRODUCTS CO.

BREWERS OF FINE BEER SINCE 1843 TRADE MARK TELEPHONE 116-117

STAR MODEL - STAR UNION
STAR PILSNER - SEPP'L BRAU
SODA - ALL FLAVORS
ARTIFICIAL ICE

PERU, ILLINOIS
July 31, 1950



Two letterheads, the top from 1937, the bottom dated 1950. Colorful? Yes, in an era where monochrome or two color letterheads were more common. But what is unusual about these is the officers listed. In 1937, ladies as President and Vice-President of a brewery? Yes, in this case Katherine H. Ellis was Henry Hoerner's daughter; she took over when her brother Martin died in 1937. Irene Hoerner was also a Hoerner daughter. The Links were the descendants of Hoerner's original partner, Phillip Link. The brewery stayed in family control and management until sold to Canadian Ace in 1963.



Above, left: From 1880 to 1891, the brewery was known as the Union Brewing Co., and/or the Star Union Brewery Co. The Export lager label uses the Star Union name. Above, center: From 1891 until National Prohibition, the brewery name was tweaked from Star Union Brewery Co. to Star Union Brewing Co. The factory scene label uses the latter name. Above, right: This label, and the one below it document the dreaded change from beer to near beer. The copy on the label below states Non-Intoxicating 'beverage', and less than 1/2 of 1% alcohol. Below, left: a 1920's Root beer label.





Here are some choice pieces from the collection of the late Jerry Preiser and his wife Bonnie. The Preisers were regular fixtures at Indy shows, Kane, Monarch's FallFest and flea markets and auctions all over Central and Northern Illinois for years. It's hard for me to believe, but Jerry has been gone 10 years now. The Star Union tavern chair (lower right) sits in my office, a constant reminder of the friendship of a wonderful man! **Above:** this tray (from Richard Hager's Coshocton catalogue, it is #134, "Janice"), was one of Jerry Preiser's great prides. A wee bit of rim damage, but a sparkling example of fine lithography, dating 1916-1918 from Meek. "The Beer that pleases all", Star Union Brewing Co. **Top Right:** three Star Union Meek tip trays (clockwise from top, #12, #19 and #15.) **Right center:** a 1950's pressed and printed cardboard sign unusual for its black background. **Bottom right:** the back from a pressed oak tavern chair with the abbreviated Star Union Brewing Co. logo. They were one of the few Illinois breweries (other than several Chicago ones) that outfitted their taverns with tavern furniture (EVERYBODY in Milwaukee did it, as that's where most of the chairs were made.) **Bottom left:** Two aluminum "button" signs. The design variation likely heralded a label change, but the Editor has no documentation verifying that. Made by Leyse Aluminum Co., Kewaunee, WI. [See the excellent article on this company in the BCCA magazine, Apr/May 1999.]

On a very personal note, the submission of this article by Bob Kay brings back many memories for me. Jerry and Bonnie were two of my very favorite "slightly out-of-town" Chicago area collectors. Bonnie has kept up the collection, and graciously allowed Bob to photograph likely THE best collection of Illinois River Valley breweriana anywhere. This article has been a wonderful trip down memory lane for The Editor! **Bonnie, is that Peru Beer chair still up in the attic for me?**

Fil Graff

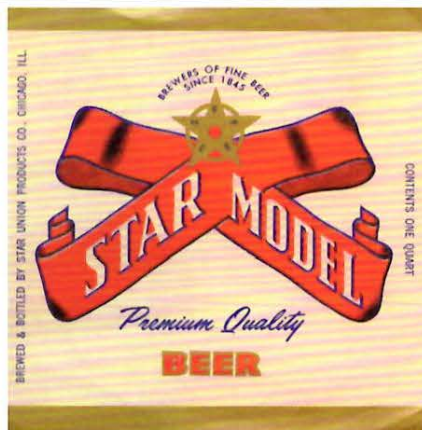


The Gallery

More from Peru, IL



The Peru Beer Co. did not survive WW II, but the wonderful office building up atop the bluff was still standing in 1984, just as it appears in the self-framed tin factory litho from before 1910. A bit of artistic license here...the bluff is actually about 300' high, and the office cannot be seen from the brewery site. Look at the blow-up of the two vehicles at bottom right; the red "truck" is definitely a "horseless carriage!"



A packaging dilemma: Did Star Union ever can beer? At far left, a flat-top can of Star Model would lead one to believe that. BUT, as far as we know, there was never a can line at Peru when the company was independent. The quart label to the immediate left is the same COPY as the can, and is from the post-1966 Canadian Ace period (Star Union Products Co., Chicago, IL); the same label with Peru was used before Peru was closed. Conclusion: Canadian Ace-Peru canned the beer when Star Union was just a Canadian Ace AKA, on a can line salvaged from one of the breweries they acquired.



This great label just REEKS of history! Originally printed for use on the Special Club near beer, it is a Prohibition label recycled by Schoenhofen in Chicago who produced the first post-Prohibition Star Union beer. The "Alcohol Contents less than 1/2 of 1% by Volume" legend has been printed out, and the legend "Does not contain more than 4 percentum alcohol by Volume" added. Added as well is the mandatory "Tax paid at the rate prescribed by the Internal Revenue law." The Prohibition Schoenhofen permit No. Ill L-6 has been printed out, and the Beer permit "Dist. No. 7-U-700" added. The only Prohibition wording NOT printed out, surprisingly, is "Non-Intoxicating Beverage." I know, this is all kinda hard to see, even with the label blown up! Blue printing on yellow just doesn't show well!

The neatest thing about the label to the Editor is the punched date code. Prohibition ended April 9, 1933, and the punching (using Julian dating, I believe) is "139 * 33." The 139th day of a normal year is May 19th, only 5 weeks after Prohibition officially ended.



Above: Two "Dresden art plates" from the Meek Company. At right, # 306 (?) "Jack Falstaff" (on the reverse, an undated calendar; and a message from The Health Bulletin Co.), not in Richard Hager's catalogue. At left, #93, "Minetta", with a 1909 calendar. Yes, the "new" plate has been sent to Richard for inclusion in his magnum opus! **Right:** Highly edited for clarity, the mark from the back of the Falstaff plate.



Both items from the Preiser Collection, photos Bob Kay



A marvelous 1875 reverse glass sign from Boston! The tiny red lettering at bottom left is (I think) "L. Kratz Sohn, Bruckerei Frankfort #M 1875, K Linderman." The central scene is basically a photograph that was been slightly altered/added to by the artist...the left part seems "art", while the building is a photo. The copy is so clear that on the three story building beneath the stack, a sign between the second and third floors that had been painted out, still shows traces in the image. That's REALISM! The steam is photograph, the smoke painted. Shown at the Blue and Grey in February by Ken Ostrow (who else?)

Photo: Fil Graff



One of the less common Budweiser girls, this self-framed tin is scheduled to be (or was, depending on when the magazine arrives!) in the Auction at Convention in Rochester. The label appears to be post-Carl Conrad, and is all in English.

Brewing History

Equipment and Supplies



Henes and Keller Co.

MANUFACTURERS 73429

Improved & Revolving
BOTTLE FILLING MACHINES.



ALL SHIPMENTS OF MACHINES AND PARTS
THEREOF MUST BE ADDRESSED TO FACTORY
HENES & KELLER CO. MILWAUKEE, WIS.
60-64 19 ST.

MAIN OFFICE: MENOMINEE, MICH. - FACTORY: MILWAUKEE, WIS.

373

SOLD TO *Phoenix Brgy.* *Menominee, Mich.* *5/21* *1906.*
Pittsburg Pa.

THIS INVOICE IS DUE 30 DAYS FROM DATE. REMIT IN CHICAGO OR NEW YORK. EXCHANGE INTEREST ADDED AFTER 30 DAYS. DUELS NOT PAID AT MATURITY ARE SUBJECT TO SIGHT DRAFT.

BAEUERLEIN

Ent'd. P. Reg. Fol.

File No. *11103*

Order No.

Voucher No.

Thuemler & Mfg Co.

PITTSBURG, PA.

Date Rec'd *June 17, 1902.*

Sold to *Bauerlein Brewery, Bennett, Pa.*

Terms: *Net 30 days.*

40	Doz.	#489-8 oz. Tumblers Dec. #301 at 40¢ per Doz. 2 Bbls. at 35¢ each	\$16.00 70	\$16.70
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Brewerianists that have started collecting in the last 5 or so years may wonder where the information on old breweries comes from. One answer is the dedicated mining of old paper records, like these found in the old E&O Brewery office some years back. **At top:** a 1906 billhead from Henes and Keller to Pittsburgh Brewing Co, Phoenix Brewery (24th and Smallman Sts, Pittsburgh, 1899-1920). A similar filler is shown in the Stroh wooden case article on page 7. **At bottom,** a 1902 billhead from Thuemler to Pittsburgh Brewing Co., Baeuerlein Brewery, (Evergreen and Ohio Sts., Bennett's Station/Bennett/ Pittsburgh 1899-1920), referred to in the article on glassware on page 22.

The opportunity to FIND such documentation is rare indeed today, as there aren't that many old brewery offices left untapped. The E&O office was evidently the repository for the Pittsburgh Brewing Co. consolidated files, hence the multiple locations. Another trove of such documents was Canadian Ace in Chicago. Today? Computers, faxes and black and white letterheads, if there is any paper saved at all!

These billheads were selected purely for the colorful art, with no thought of significance. Moral: Whatever the criteria for selection you may use, SELECT and save a piece of history!

Editor's Collection



Many of you know that your Editor is quite fond of the Munich Child. Here is another American version, from Pabst of Milwaukee. The scene is an almost direct copy of that on a Hofbrauhaus stein in my collection. The poor kid is in obvious agony. Bad enough the stein is empty, but the barrel is also. But worse, he has a cat. What? Yes, the cat is the symbol of a hangover in Germany. Ever heard cats fighting? The clamor they make reminded a German folklorist of the noise in his head when he had a hangover. Thus "Katzenjammer", or cats' clamor, the hangover. A long running US comic strip, featuring stereotyped Germans colonials in Africa and two rambunctious children was called The Katzenjammer Kids. Does anyone know if the Pabst stein pictured (normal Pabst logo with green hop leaf in red circle) exists?

photo: Fil Graff

Mixing Business with Pleasure

Connecting a hobby with a Job

by Fil Graff

My gainful employment was almost always connected with packaging. I remember walking through the printing floor of American Can in Baltimore, on the way to the PA's office, on the day they ran the first sheet of plate of a new National Bohemian can. An extra closet in our first apartment was full of lidless cans I hadn't seen before, most also from American Can, picked up on visits to the caser when they were using beer flats I'd sold them. No, I didn't collect cans (then). When I discovered from an article in the Baltimore Sun magazine that an old friend (BCCA # 734) DID, I gave him all the sample cans, and the flat from that first sheet of National's Saul Bass-designed Chevron can. What was in the flats I gave Bob Cox? Heaven knows, but many were from breweries like Queen City and Cumberland Brewing, that in those days would run 2500 cases of product for anybody that would have the cans printed!

cartons, supermarket pre-packaging trays, pint and quart containers for the berry industry, the grey molded pads found between ALL the bulk fluorescent light bulbs, and other industrial packaging. It was with this division that I moved to Chicago, where I was exposed to the kind of breweriana I now favor. Beautiful, well crafted artwork called "lithographs", painting/decals on the reverse side of plate glass, corkscrews and figural openers. There was, indeed, a collectible life BEFORE cans! I was introduced to several area collectors that were a tremendous influence on my collecting, most of whom are NABA members, and still good friends.

A shift now to the activities of one of those friends. It is a hot day at Brimfield, and Bob Kay is scouring the field to see where he can spend his last \$10 or so. He came across a beer flat with a grey paper pad and 6 beer bottles in it. "Hmm," he



A sample Keyes Fiber "J-Pak", made of molded pulp on a wooden tool for the Peoples Brewing Co of Trenton. The labels (for Trenton Old-Stock Beer) have the U-permit number (1933-1936) and the 4 Percentum Alcohol mandatory. The tray was packed as part of an (unsuccessful) trial to replace the wooden partitions in the old wooden beer cases still in use after Repeal.

photo: Fil Graff

By the time I left the corrugated box industry in 1965, I had started to collect cans, and began my fascination with the taste of beer itself. I bought and drank any beer I could find in a new can. There was but one I remember that I tasted, and poured out...something called Ivy League Beer from Metropolis Brewing in Trenton, NJ. Why anybody would think that adding Juniper berries to beer (to make it taste like gin?) was a good idea was beyond me, and still is. But, it was a can for the wall! My new job was with a company that made molded pulp products; I was selling food service items like plates, dishes and trays, but there was another part of the company that made egg

reports thinking, "this looks like something Fil's company makes." As it was only \$20 (and he wasn't seriously collecting labels as yet), he bought it for me. When I saw it, some weeks later, I had to agree that it looked like the pad Keyes made in Europe for packaging champagne bottles, bought it from Bob, and sort of forgot about it. Several months later, I was at the Engineering Office at the Maine plant, and remembered to ask one of the old timers if he'd ever seen, or heard of, beer trays we'd made in the old days. Nope, but he'd look around the old records. The bottles in the tray were from Peoples Brewing Co. of Trenton (NJ)...I didn't know enough about label markings to

realize they were from before 1936 (the U-permit!), or that the partially trimmed off copy (Alcohol Content not more than 4 percentum by Volume) placed them close to the end of Prohibition, so I wasn't much help in giving my designer friend a time frame.

It took about a month of part time looking, but Henry came up with an old blue print for a "J-Pak", a tray to hold 6 bottles of beer in a one-up, one down configuration, the most efficient use of space for these irregularly shaped bottles. The drawing was done in 1931. Later checking found that a sample tool had been made, and in 1933, several thousand sample trays had been sent to a brewery for testing.

What led me to remember this story was the preparation of the article on Stroh wooden cases, and the pictures of the solid fiber returnable cases in the Star Union article. A bit of history... some basic packaging Breweriana (I warned you I would slip some in where ever I could!) In the beginning, bottled beer was packed in barrels, cushioned with straw. Then came the wooden case...much less trouble to pack and unpack, it gave much better protection to the bottles because of the wooden partitions between them, took up less space, and served as a vehicle to return the bottles to the brewery for reuse! A bit heavy to lug around, but I suppose no worse than the wooden kegs holding up to a full 31 gallon barrel the deliverymen worked with. The wooden case survived prohibition, and was the standard for the first few years of repeal. But the breweries were trying, even from before beer was again legal, to do away with the problems of the heavy and dirty cases. One big problem with them was the partitions that gave the protection to the bottles. They were about 3/8" thick wood,

and installed in the case before the bottom was put on. They were difficult to clean around, and if a partition broke, the case had to be pulled apart to replace them! So Keyes Fiber, the company I later came to work with, who specialized in innovative uses of the heavy molded pulp one still sees today in apple trays, for instance, began to work on a way

to get rid of the partitions, while keeping the durable wooden case (now generally without the lid that had typified the pre-Pro versions. A design was submitted, sample tooling (made of wood, rather than the cast and machined bronze that production tooling was fabricated from at the time) purchased, and samples were made for testing.

If it were not for the single tray of labeled bottles, evidently put back in the tray by the Joe Six-Pack consumer of the day, we never would have known where they went! Office records weren't kept, but Engineering records, detailing the actual item, were. The tray Bob Kay found at Brimfield, some 40 years after it was originally used, came from that sample run!

The Peoples Brewing Co of Trenton filled the bottles, likely shortly after the April 1933 date of Repeal, and sent them...somewhere. The test wasn't a success evidently, as production tooling was never ordered, and the item never received a formal Keyes Die number. I would guess that the package lying on its side was a bother to the consumer, and having to invert every other bottle to put them on a shelf was a real pain! About this time, another part of the paper industry was working on a much better idea...the solid fiber case. Only paper, to be sure, but a special water-resistant grade, assembled from several plies with a waterproof adhesive. They could use inexpensive "chip board" partitions (replaceable easily, if the need be), and could be washed in the standard case washers the breweries already had. Interestingly enough (well, interesting to me, anyway), my late father was the New York Sales manager for one of the companies that developed the product, and had the Ballantine, Schaffer, Piels (and Metropolis!) accounts as good customers until he retired!

At any rate, Keyes lost this battle, but the product was resurrected years later for a beverage that shipped better on its side...Champagne! After identifying the sample tool number, I asked if by chance the old tool was still around (Keyes had kept an amazing assortment of old wooden patterns for tooling, machinery, etc.). Alas, I was about 30 days late in asking, as the old mold shop had been cleared for plant expansion, and all the old un-needed tooling had been "recycled" into boiler fuel! But I have what is likely the only surviving example of a product the company I spent 28 years with had made for my hobby industry! Thanks to an alert friend, and a slow day at Brimfield.



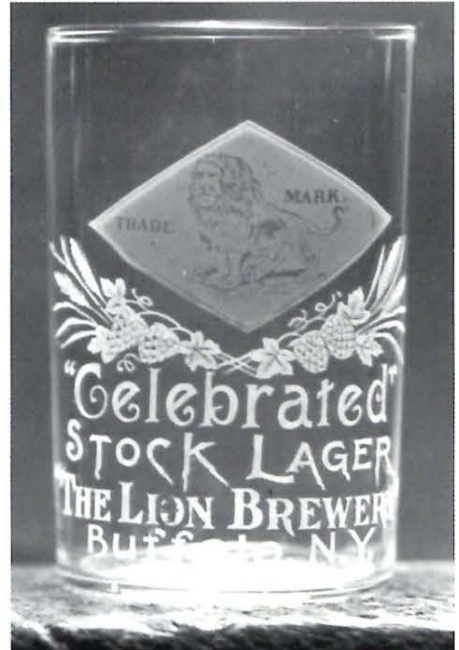
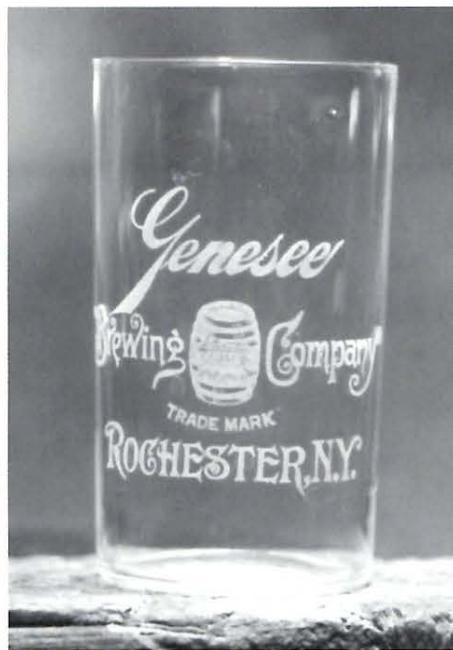
The "J-Pak" with some of the bottles removed to show the cushioned pockets in the tray. The two lateral ribs allowed the trays to sit one upon another, maintaining the cushioning.

There are several interconnections in this story. In 1950, Peoples Brewing of Trenton became Metropolis Brewery, the maker of the awful Ivy League Beer. I never tasted Trenton Old-Stock beer, and frankly, never had a single product from there (including "Champale", the last gasp of the brewery) that I liked. My dad continued to keep his brewery customers (and drinking alternately Ballantine, Schaffer and Piels!); even after his company dropped the solid fiber case, he sold them corrugated!

He was a sufficient "old timer" to receive a case of Ballantine Burton Ale at Christmas each year, with bottles labeled with his name on them, for about 10 years until Ballantine sold to Falstaff. The Burton Ale spent 14 years in oak kegs before bottling, and is still today the finest brew I have ever tasted! After Jack retired (for two weeks), he went to work for...Keyes Fiber! I never got to ask him if he remembered the J-Pak being tried at Peoples...he would have been selling development ideas against it!

Convention area Glassware

*from the Maxwell Collection, photos by
Henry Smith*



Not a lot needs to be said about these beautiful etched glasses from Rochester and Buffalo. The copy is so clear in Henry's photos, they don't need captions! The etching technique, which succeeded the earlier heavy embossed glassware from the 1870's through about 1890, has been refined so that glasses like the Lion Brewery glass (bottom right) use both etching and color printing (likely silk screen). Look at the human faced lion printed in black on a blue background, and combined with a plain Hydrofluoric acid etching. The etching was done by printing a mask (not effected by the acid) on the glass, and then applying the acid that etched the glass. Imagine making the mask all by hand...like a negative of the finished art. The curve of the glass itself had to be factored in when the stone master was being prepared. The mask was then likely transferred to

rubber, and applied to the glass. Considering all that went into the preparation, these little gems are technically the match for a lithographed metal tray. Yes, one sees "poor strikes", where the mask didn't attach to the glass, or got smudged, or blocked the copy. But these less-than-perfect items seem comparatively rare; fortunately, there seem to be a lot more good ones than bad out there! The quality control (or whatever it was called in those days) must have been severe! According to an invoice in the Editor's collection, 8 oz etched tumblers cost a brewery 40 cents a dozen in 1902! That's THREE CENTS each, for those of you like myself who are numerically challenged.

I managed to sneak a bit more "Basic Breweriana" into this article. Once launched, an idea has all kinds of places to go!

100 Issues ago

from N.A.B.A Newsletter #6, Winter 1974

THE RELATIONSHIP OF THE AMERICAN CAN COMPANY TO BREWERIANA ADVERTISING

John D. Burroughs

This article is primarily concerned with the production periods of advertising pieces related to the beer-whiskey industries by the American Can Company. Although this organization was formed in 1901 from a conglomeration of over a hundred can making companies, I have been unable to verify brewery industry until it acquired the production abilities and facilities of the Charles W. Shonk Company in 1906. As we are aware, the Shonk Company produced many diversified advertising materials for the beverage industries from its inception in 1878 until it combined with the American Can Company. From 1906 the variety of items would indicate that America was involved in the dissemination of tinware breweriana of all types throughout the country and this situation continued at least until 1919--the advent of prohibition. There is one small area of controversy and that pertains to the time of our country's involvement in W.W.I. The American Can Co. produced wartime materials; however, I have not been able to ascertain whether the advertising materials were suspended during our participation in this war or not and whether, if suspended, was it resumed after the war until 1919. As to the prohibition era I was able to determine that the production specifically of beer trays was discontinued from January 1, 1920 until March of 1933.

With the passing of the 18th Amendment in 1933 the production of alcoholic advertising pieces was again instituted. In 1937, the company decided to cease the production of large display items although the tray and counter type displays were continued.

These operations continued until 1942 when the equipment was again converted to wartime use. In fact, the containers for 30 caliber machine bullets were then produced on this equipment. This interim lasted until 1946 when the peacetime production again reverted to tinware advertising pieces. The advertising field lasted until 1959 when a new line of host-hostess type of trays was introduced, which was devoid of advertising. This facet of the field lasted until 1961 when all production of varied miscellaneous items both trays and otherwise was ceased by the American Can Co.

The production of advertising pieces by American Can had been limited to one factory which was located in Maywood, Illinois. This particular plant has been known by various designations over the years--the "Shonk Works", the "Manufacturing Specialties Division", the "Proviso Plant", and also the numerical code number of "71A".

Items that have been produced have included indoor metal signs with cardboard backs, plain indoor metal plate signs and those with pressed frames in oval, round or oblong shapes. The outdoor metal signs included pressed frames, beaded edges or flanged frames in rectangular or round shapes with or without brackets. Other metal specialties included ashtrays, wall racks, adjustable door signs, thermometer signs, price card holders, metal tags and license plate emblems. The metal trays were deep or shallow, straight or flared sided, round, oval or oblong shaped. Included were both the serving and change trays.

All of the items were basically produced from cold rolled black steel plate. Some aluminum trays were produced experimentally in the 1940's but the old role of economics crept in and none were produced commercially.

NABA NEWSLETTER No.6 was the last large format (8 1/2 x 11") mimeographed issue. Dick Hinds was Editor, and John Murray was President. NABA was about 2 years old, and was "pushing 250 members" from over 30 states. Dues? \$7.50 for the year 1974-75. We have come a long way, at least in magazine production methods! First images printed? Issue #7.

from The Breweriana Collector #56, Winter 1987**Rare Schlitz Photograph**

Joseph Schlitz, as it is well known, was bookkeeper to founder Anton Krug, married Krug's widow and saw to it that Krug's nephews -the Uihlein brothers- had their future in the business. Schlitz himself perished in 1875 on a voyage home, when the S.S. Schiller went down off Land's End. Formal engraved portraits of Schlitz are fairly common, but we have seen nothing which actually places him in the brewery.

Recently a fellow Michigan member of Stein Collectors International, Don Limpert from Manchester, bought a couple of old photographs from the estate of the former owner of the local brewery. One showed the brewery, the other brewery workers in a typical posed setting including two framed posters, which were too faded to show anything. Don lent me both photos to be copied. After surface dirt had been removed, one could clearly read "JOS SCHLITZ" on these posters. And sitting in the front row, next to a man who looks like the principal owner, is Joseph Schlitz himself!

Executive Director Harry Anderson of the Milwaukee County Historical Society identified the three men on either side of JS and to the right of center as the Uihlein brothers August (in shirt sleeves and vest), Henry (behind barrel) and Alfred. We believe this to be the only known photograph showing the owners with the workers, and an important find.

It was not until 1873-75 that all three Uihlein brothers resided in Milwaukee. The photo truly brings history to life: the Uihlein brothers are working well together, the brewery is prospering, and the future seems in good hands. We do not know how the photograph reached Manchester, but Don Limpert is working on that angle. Very likely one of the men who owned the brewery in Manchester had worked for Schlitz , and kept the photo as memento.

Peter Blum



August Uihlein, Joseph Schlitz, Henry Uihlein, Albert Uihlein

The Pub Sleuth

by Charlie Jeske

On the way down to The Luck of the Irish show, Bruce Marks and I made a couple of side trips. The first was to Lebanon, just North of Cincinnati.

Mighty Casey's Eatery & Pub

20 E. Silver St., Lebanon, OH Directions: Off I-75 at exit 29 (Oh 63) and West 7 miles. In town, turn left at stoplight at OH48 for one block, then right on Silver.. Casey's is on North side of street. Hours: Sun.-Thurs. 11 AM to 10 PM, Fri. and Sat., 11 AM to Midnight

This is a small place. The owner and brewer is a gent called Riley (just Riley; no other name) who had plans some years back to open a health club on the site. Plans change, and Mighty Casey's opened in December or 1998. As you enter, there are a few coin operated games, with the pub to the right, and brewery ahead in the center. The menu has item such as The Widow-Maker burger (with tomato, chilies, onion, garlic and "secret spices", and topped with pepper cheese) and an inviting tidbit, Babe's Big Blue Nachos (blue corn chips topped with molten cheddar, "pre-Pecos" chili, jalapenos, black olives, sour cream, green onions and a side of salsa).

All the house brews were still in the tanks, so I had a bottle of Otter Creek Lager. Riley also served Katadin, Red Hook and Three Floyds. As for breweriana, Riley has Pints, tasters, a Growler, hats and tee-shirts (and Riley did the logo himself!).

From Caseys, we got back on Oh 48 and drove North to Centreville, where one of the Thirsty Dog chain is located.

Thirsty Dog Brewing Co,

45 Aley-Bell Rd., Centreville, OH 45459 (937) 438-8081. Directions: We came off the state route, but the pub is located on the Expressway frontage road. Turn West on Aley-Bell Rd. and stay to the right, taking the first right turn; do not cross the expressway!

Thirsty Dog has a dark interior, but a nice bar with friendly bar persons! There are plenty of tables to enjoy the food. The menu includes Brown Ale Pork Chop, Wild Alaskan Salmon, Grilled Strip steak, Wild Mushroom Ravioli, and a Tennessee Smoke House platter with pulled pork BBQ and smoked chicken with bourbon baked beans.

All this can be washed down with any of six house beers: Old Leg Humped Porter, Brown Nut Ale, Irish Setter Red, Robinson English Ale and a seasonal, Raspberry Ale. For those non-beer drinkers, there is a wine list.

The collectibles are coasters, a pint glass and a tee-shirt and hat.

Until our next adventure...Support any microbrewer you come across!

Charlie Jeske

Promoting the Hobby

by Phil Pospychala

In a letter following up the Editor's question asking if anyone else was doing as Bob Leslie did to promote the hobby, were the the following comments:

"Last fall I gave a lecture, with examples, on Chicago's brewing history. It was for the Senior Citizens at Winchester House. One lady remembered she did not like the taste of Edelweis, and another said her husband worked for United States Brewing Co. Many remembered drinking Tavern Pale, Atlas Prager, Fox Deluxe, etc. I displayed cone tops, reverse on glass signs, coasters, glasses and a couple of nice cardboard items. True, these senior citizens aren't going anywhere; but some promised to give my information to their children and grandchildren. I also displayed a copy of the NABA BC, and explained how age has nothing to do with brewery advertising appreciation. By the way, the color photos in the BC were well received!

"I also display in a local library for one month in each year, and you can see from the photo that I use all the available space! I've found young people just standing in front of the display with their mouths open. None of them know about local brewing history. They are excited over the older advertising, and I feel some will eventually become collectors. A few adults think these beers are still being brewed!"

Phil has the reputation of not wasting any space in a display! The BC's very first color cover (Issue 49, Spring 1985) shows part of his collection, and the story more of it. Not much wall shows in any of the photos!



A (LOCKED!) display case at a local library with Phil Pospychala's annual display. Like his collection, it's a bit of everything post-Pro Chicago!



This has been a rough year for my local breweries! Wild Goose got swallowed up by Frederick Brewing. Frederick was riding a wave built up from their fantastic new brewery, but the wave has collided with a sea wall! The brewery can produce 100,000 or more barrels a year, production last I heard (even combined with Wild Goose and Brimstone) was only about 31,000. Major problems, and the owners were almost begging a few months ago for someone to buy them out. Marjorie McGinnis announced in April the acquisition of a license "to produce and market a brand of malt beverage" expected to sell about 70,000 barrel equivalents in the US next year. I shudder to think what this "malt beverage" might be, but the volume involved could be the salvation of the brewery and the beers and ales I love so much!

And Lancaster Malt Brewing did go into Chapter 11. Last I heard, the restaurant might survive, but the brewery perhaps not. I cannot find bottled product around anywhere recently. Now this is no surprise to readers who discover a micro-brew they love, and suddenly find it's gone! Happens all the time, even with the "big guys"...remember The Stroh Brewery Company? Friends, either there are too few real beer drinkers out there, or they are all "lousy and disloyal customers" like myself, who want to try everything that's available, or there are just too many microbreweries for the market share. I strongly suspect it is a combination of all three factors. Roger Levesque keeps shouting "SUPPORT YOUR LOCAL MICROBREWERY!", and we should listen to the plea. A-B doesn't need you, ALL of you) or me, and the little guy does! But does "local" include the larger regionals that produce such fine product? And there are micros-gone-corporate like "Bud Hook" that still make product well worth LOOKING for! I guess we all do what we can, and the economic chips will fall where they may. But an awful lot of my brewery tee-shirts are long obsolete! Can't drink the shirts, but they are powerful reminders of the fatalities in this still burgeoning industry.

On to some brews!

Hard Rock Cafe Light Gauge Beer, Hard Rock B'g, Detroit, MI (Stroh, probably Winston-Salem)

AWFUL! One sip of this insipid pale yellow stuff and I poured it out! Haven't done that in years...one sip was enough.

Spanish Peaks Nut Brown Ale: Spanish Peaks B.C., Bozeman, MT (Schells, New Ulm)

So-so. A nice amber-copper color with a good white head, but not much flavor. The hops at the end and into the finish dominate, and are NOT good. No, so-so is too high a rating...POOR!

Spanish Peaks White: Spanish Peaks/Schells

"Ale with orange peel, coriander and black pepper." Maybe it would have been a White Ale without the salad garnishes. Instead of the lemon-yeast flavor, it has an herbal middle with a quick tang of pepper. I guess they accomplished what they wanted, but I'm not sure why I drank the whole bottle.

Spanish Peaks Porter: Spanish Peaks/Schells

Porter? Not quite, but a fairly good dark ale. Metallic-tasting Cascade finishing hops spoil it, completely dominating both end and finish.

Spanish Peaks Black Dog Ale: Spanish Peaks/Schells

Just ale, but done with excess Cascade hops, again the unpleasant metallic taste in the whole mouth. Count 'em up, that's 4 out of 4 bummers from this brand!

Nor-Wester Oregon Pale Ale: Norwester Beer Co., Lake Oswego, OR

An excellent full-bodied bitter ale! Nor-Wester's attempt to go national failed big time last year, but Saxer Brewing in Oregon bought the brands. This is a new brew with a big ale nose, long lasting head and a nice malt-hops balance in the middle. There is a lovely, crisp hops finish. Oregon hops don't HAVE to taste like the inside of an old GI can!

Saratoga Classic Pilsener Beer: Ten Springs B.C., Saratoga Springs, NY

Excellent Pils, hops slightly dominant throughout, with good flavor and nose and a warm Saaz hops finish. The label has moved Pilsen from Bohemia to Germany; I suspect the Czechs might object!

Karl Strauss Amber Lager: Special license, Stevens Point Beverage Co., Stevens Point, WI

It has been many years since I visited Strauss' brewery-restaurant in San Diego, but I remember I was very impressed with the beer. This effort is way beyond the normal efforts of Stevens Point...big body and flavor, and a hoppy finish. Label says it was brewed under Strauss' personal supervision. It *is* good, but not THAT good! Bet Strauss uses better hops himself.

Blue Ridge ESB Red Ale: Frederick B.C., Frederick, MD

The British "national drink" bitters, made American style. Lovely copper color, mild ale nose, and big ale taste. All American ingredients, with particularly fine use of Pacific Coast Hops. VERY fine!

Hoster's 90 Shilling Ale: Hoster B.C., Columbus, OH

A reprise tasting. In the 10 months since the bottles were brought home from Convention, this brew has mellowed. The sweetness is gone, turned to a more complex hops-malt balance.

It has aged, and lost some of its youthful bounce, but matured into something much closer to its namesake. It is still a joy to drink, but won't last quite a full year.

Rogue Oregon Golden Ale; Oregon B.C., Newport, OR

I suppose this is John Maier's "plain vanilla" ale. If only some other brewers ales at BEST were this good! Maier is a master "hopster", using native product to maximum advantage. This is an uncomplicated, delicious and well-crafted brew. BRAVO!

Rogue Mocha Porter; Oregon B.C. Newport, OR

Oh, Wow! Thick enough to chew, this completely opaque brew ends with a wonderful coffee-chocolate taste. A marvel of malt roasting! What I perceived as a tiny char bitterness may just be Maier's superb hopping; the overall balance is so even that it is beyond my tongue to tell. This brew pushes Porter back toward its Stout parent.

Fat Angel Ale; Magic Hat B.C., S. Burlington, VT

"A paler shade of ale". For this brewery, this is almost wimpy! Good color and a mild ale nose; it tastes just like an ale should, with a deep in-throat hops warmth at the finish, but not a strong hops bitterness. Maybe Magic Hat's "starter" product?

Sierra Nevada 1999 Summerfest Beer; Sierra Nevada B.C., Chico, CA

A fine lager beer with a hint of citrus (not from ale yeast, as this is bottom fermented.) Golden color, a fine lacy head. Mass market beer drinkers: TRY THIS! It might just convert you to the ART of brewing. Micro breweries aren't flocking to the lager bandwagon, because aging takes up too much vat time, but there are some spectacular successes like this!

Back Country Scottish Ale; Sleeping Giant B.C., Helena, MT

JOY! Another really good Scottish 80 Shilling ale! A bit less sweet than either Hoster's 90 Shilling or Appalachian's 80 (both previously reviewed), this is truer to type than either, but no less drinkable. Dark, full-bodied and EXCELLENT!

Pacific Pale Ale; Shark's Tooth Beer Co., Berkeley, CA

Nice amber color, good body and good lacing (but the head didn't hold up), and initial ale taste. Somehow the impression of malt sweetness registered, but I couldn't isolate it as I sipped. Interesting brew, and more complex than I could analyze as I enjoyed it.

Saxer Pilsener; Saxer B.C., Lake Oswego, OR

Modeled after a classic Pilsener, but "we departed slightly to create a richer malt profile, and more intense aromatic hopping to satisfy our Northwest customers." Right on (and this Easterner liked it as well!) A BIG beer, full-bodied and well hopped. EXCELLENT!

Abita Golden Beer; Abita B.C., Abita Springs, LA

A rather Ho-Hum brew from this early bottling micro near New Orleans. Headless, with a quick mild-hoppy middle and bland finish. It does have a faint hops-tart echo. I wouldn't bother with this one. Dixie (and even Bud) does it better.

Bert Grant's Summer Ale; Yakima B&M Co., Yakima, WA

The label touts the introduction of a new hop variety, "Amarillo," which "offers a bright, citrusy aroma and pleasant, mellow flavor." The ale has a light copper color, with a thin head and medium body, a light orange taste undertone, and little traditional hops bitterness. It's different, but....

Bert Grant's Glorious Golden Ale; Yakima B&M

Golden, yes. Glorious? More hype than substance. It's a pretty good American Ale with a pleasant flavor and a moderate but tasty finish. If quality and distinctiveness are the norm in microbrews, this is just ho-hum. As a stand-alone, it's pretty good.

Hope everybody enjoyed Rochester, and that there will be some Beer reports sent to me from some of the excellent Upstate micros!

Hros't !



Fil Graff

The NABA Seer...1987 style

While reading through Issue #56, I came across the "NABA 1996 Convention Report". An excerpt follows; just remember where you read it first!

"Dear George;

"...At the close of the Convention, Herb and Helen Haydock announced they had bought the local [host] brewery and would immediately begin to dismantle it for transportation to Wisconsin Rapids where it will be part of a breweriana museum they plan to open soon. We were all, of course, happy for the Haydocks but it was a bittersweet happiness since we knew it probably meant this would be our last visit to the Republic De Nueva.

"At the Sunday business meeting brunch, it was announced that the 1997 Convention would be in connection with the Anheuser-Busch brewery in Milwaukee, followed in 1998 by the Kirin Brewery in Racine and in 1999 by the Anheuser-Busch brewery in Green Bay. The year 2000 Convention tentatively is set for the Miller-Stroh-Heileman-Coors-Pabst Microbrewery at Pt. Barrow [Alaska], with Peter Blum, host.

"See you at the next Convention.

Wayne"



News on the home front. Marion and I have sold our home in Wauwatosa! We close the deal on July 23, and then leave immediately for the Rochester Convention. After 27 years in one place, we hope never to have to move again! Our apartment is on a lake, and there is no grass to mow, no painting to do, and no snow to worry about (we have them all, but it's "not MY job!") Really the easy life. The new address for us, and for all NABA mail is at the end of the column, in large type!

After the Convention we're off for the West Coast to visit the kids and do some touring; California, Oregon, Washington and British Columbia. Plan to be back to the new home in mid-September.

The Board of Directors reluctantly approved a dues increase for 2000-2001, our first in many years. **Renewals and new memberships will be \$25.00 for next year.**

We are still desirous of having your zip plus 4 code! It does us little good for sorting mailings, but the Post Office says it DOES speed delivery. The nine digit code allows immediate bar coding, while the lack of one means someone has to sort and identify it by hand for coding.

If you ordered a 1998 Columbus Convention mug, you should have received it by now. We will have a mug for Rochester, and will return to the practice of including the names of every Member that was registered on the mug.

The Milwaukee Beer Museum is getting closer to being a reality, and will be represented at our Rochester Convention. This will be a good chance for you to find more out about it, particularly how you might help! Milwaukee is a great place on a Great Lake for a Beer Museum!

The new address for NABA will be:

NABA

1380-W Wisconsin Ave.

Oconomowoc, WI 53066-0208

(phone number will follow next issue)

Sincerely
Robert E. Jaeger
Executive Secretary

New Members

Aumann, Bill A. (Joanne)

219 Highland Ave.
Hartford, WI 53027-1225
(414) 673-6227
Fax: (414) 673-2817
Mugs and Steins

Barone, George (Nancy)

94 Ridgeview Avenue
Cheshire, CT 06410
(203) 272-2656
E-mail: <geobarone@ix.netcom.com>

Burditt, Bruce (Connie)

3215 East 190th St.
Prior Lake, MN 55372
(612) 447-5515

Clay, Kevin

1538 Eolus Ave.
Encinitas, CA 92024
(760) 632-8394
E-Mail: Claymalt@aol.com
Clocks-lithos-mugs-steins-photos
reverse on glass signs

Cottingham, Bruce A. (Pat)

46 Jewel Lane
Greenhills, OH 45218
(513) 851-0485
Calendars-clocks-coasters-glasses-mirrors-
mugs-steins-neon signs-signs-trays
Cincinnati breweries

Dionne, Clifford

17 Highland St.
South Hamilton, MA 01982-1614
(978) 468-9043
All breweriana-glasses-history-photos (factory scenes)-tap knobs (Rhode Island)-tip trays-trays (porcelain-brass) *Narragansett, Providence, Eagle, Hanleys, Hand Br's*

Ehrheart, Robert S., Jr

235 Bruckner Street
Dunkirk, NY 14048
(716) 366-6900
E-mail: <collision@froggernet.com>

Gnesda, Richard A. (Michelle)

20516 Washtenaw St.
Harper Woods, MI 48225-2230
(313) 886-5767
All breweriana-bottles-openers-glasses-signs-trays
Any Detroit brewery, Goebel and Stoneys

Green, Charles

10911 Main Rd.
Berlin Heights, OH 44814
Foam scrapers-lithos-reverse on glass-statues-tap knobs-trays

Gula, Joseph J.

5335 Boulevard Pl.
Indianapolis, IN 45206
(317) 726-0810
E-mail: <Joeff@concentric.net>

Lardonis, Claude K "Turkey" (Linda)

1700 Aquila Ave.
Reno, NV 89509-3101
(775) 786-1363
E-mail: <Lardonis@powernet.net>
barrels-gallons-party cans-German and California cans

Moran, Ted (Bonnie)

24 Bloomingdale Road
Tillison, NY 12486-1309
(914) 658-3466

Morton, Andrew

4565 Limeledge Road
Marcellus, NY 13108
(315) 673-1388
E-mail: Amorton338@aol.com
Books-magazines-cans-history-menus-paper items-
signs **Pittsburgh area, mostly IRON CITY**

Moshier, Roy L. III

2815 Charlotte Avenue
Fort Wayne, IN 46805
(219) 471-7336
All breweriana-mugs-steins-tokens
Anheuser-Busch, Sebewaing Brewing Co.

Nelson, David (Connie)

1526 2nd Ave, R.R #1
Mountain Lake, MN 56159
(507) 427-2078
All Breweriana
Schells, Hauenstein, Cold Spring, Kato, Fitgers, etc.

Panek, John E. (Claudia)

1790 Hickory Knoll Drive
Deerfield, IL 60015-2047
(847) 945-5493
Bottles-glasses-paper items-trays
Chicago breweries

Pupo, David

563 Raven Way
Naples, FL 34110
(941) 592-0314
Bottles-glasses-paper items-post cards-signs-trays
Dotterwych, Haugh & Western NY breweries

Rice, Lance J.

4958 Mapleview Drive
Vermilion, OH 44089
(440) 967-0210
Books-magazines-cans-signs-trays
Falstaff Brewing Co.

Spiller, Burton

49 Palmerston Road
Rochester, NY 14618-1216
(716) 244-2229
E-mail: <bottlebug@aol.com>
Lithos-match safes-mirrors-paper items-tip trays-trays
Bartholomay Brewing Co, Rochester NY

Stein, Bill W. (Betty)

12154 Mississippi Drive, W.
Champlin, MN 55316
(612) 427-2316
Books-magazines-calendars-lithos-mugs-photos
Show promoter **HAMMS**

Szumla, James T. (Laurie)

130 Parkedge Drive
Cheektowaga, NY 14225-4028
(716) 897-2311
E-mail: <Jtszumla@aol.com>
Bottles-coasters-glasses-lithos-mugs-steins-post cards-
tap knobs-tokens-trays
Western NY breweries

Tate, Tom (Cathy)

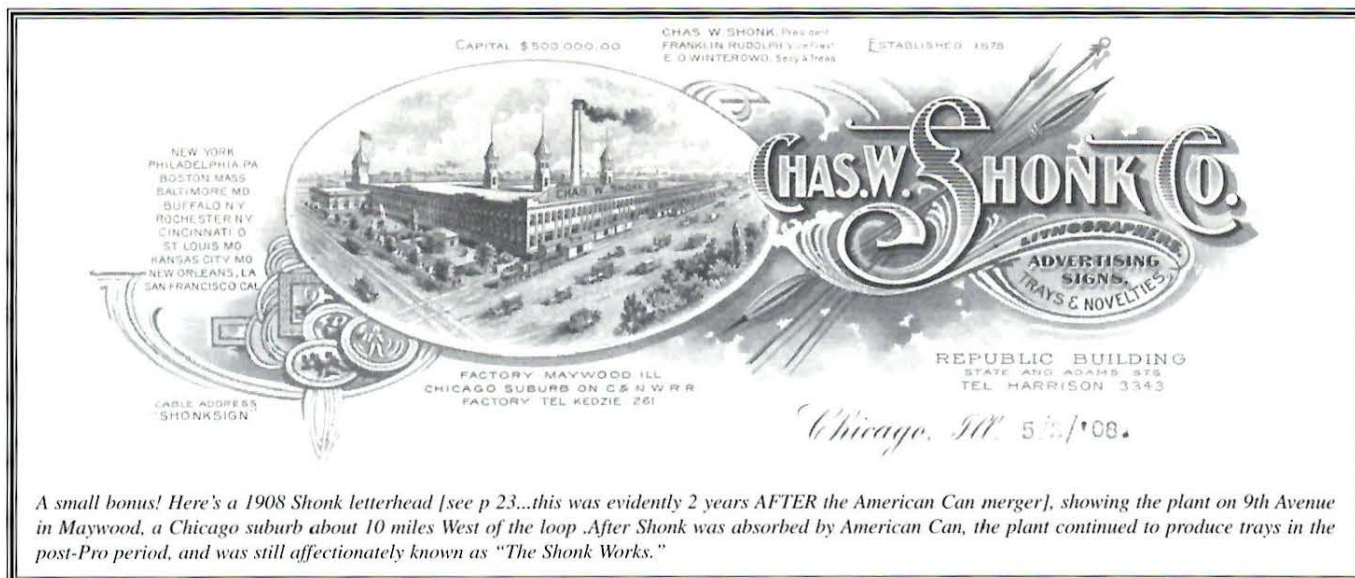
795 S. Rosemary Point
Homosassa, FL 34448
(352) 795-6871
All breweriana-bottles-labels. **All Breweries**

Vanderveer, William (Karen)

123 Swaps Ct.
Orland Park, IL 60467
(708) 301-8537
Books-magazines-bottles-glasses-History-lithos-trays
Pre-Pro Porters and Ales, all US Breweries

Welcome aboard, friends! Hope you enjoy the cruise.

Fil Graff, Editor



LIMITED EDITION MINI BEER POSTER

First ever mini beer bottle poster
has been produced

in a LIMITED EDITION of 1000.
The poster is 18 1/2" by 27 1/2" high
in brilliant colors. Rare MINIS are featured
among the not-so-hard-to-find specimens.

Mini sizes represented are:
3", 3 1/4", 4" and 4 1/4".

All posters are on a heavy stock with
a high-gloss varnish finish.

On the back of the poster is a chart
identifying the mini beers featured,
and a history of mini beer bottles.

The poster was produced by
John Weatherhead, and avid mini beer
and Go-with collector.

Each poster is numbered, and available
for \$20 plus \$5 shipping and handling.

You can order your poster by calling

(678) 393-8501,

or writing:

John Weatherhead

10630 Haynes Forest Drive,
Alpharetta GA 30022

MINI BEER POSTER
A great collectible from the past.

BASIC BREWERIANA

Ever wonder about the ubiquitous grey salt glazed
mugs with the cobalt blue lettering? The best, always deeply



The 16 oz. barrel mug (no handle)
from Rochester Brewing Co. Not
the most common of White's shapes,
it is a rather difficult vessel to hold.

incised, were made by what is
known as "Whites-Utica." You
should have seen LOTS at
Convention this year. The manu-
facturer was N.A. White and Son,
after Noah White bought out his
original partner in 1839.
Officially "Central New York
Pottery" from 1890 to 1898, then
just White's Pottery 1899 to
1907. I always wondered why the
salt glaze mugs seemed to repre-
sent the earliest period of pre-Pro
advertising mugs. Why? Well,
White's stopped producing
stoneware in 1907, and was out
of business by 1910.

Like knowing the dates of
tray makers, the dates of mug makers explain a lot, like why
there are no post-Pro "Shonk" trays, or no Whites-Utica from
the last decade before Prohibition!

BUY-SELL-TRADE

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

B11 Su99-4

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: <ed@vintageadvertising.com>

TheSu99-2

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

MaxSu99-1

WANTED:INDEPENDENT MILWAUKEE BREWERY (Pre-Pro
and Pre-Braumeister only): labels, bottles, trays, lithos, cardboards,
glasses, stationery, etc. Jack Parry <brew@westcoastdiecast.com> or
phone (813)425-5501

ParSu99-1

PLEASE NOTE:

The NABA Office has MOVED!

New address (effective July 23) for
the Executive Secretary:

Bob Jaeger

1380-W Wisconsin Ave.

Oconomowoc. WI 53066-0208

The **Breweriana Collector** and the **Membership Directory** are published by National Association Brewery Advertising for its member-
ship. Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send applications for membership, dues, change of address and advertis-
ing for **The Membership Directory** to Robert Jaeger, 1380-W Wisconsin Ave., Oconomowoc WI 53066-0208. Send manuscripts and advertis-
ing 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 con-
sidered 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.

National Association Brewery Advertising (NABA) publishes **The Breweriana Collector** and **Membership Directory** solely to facili-
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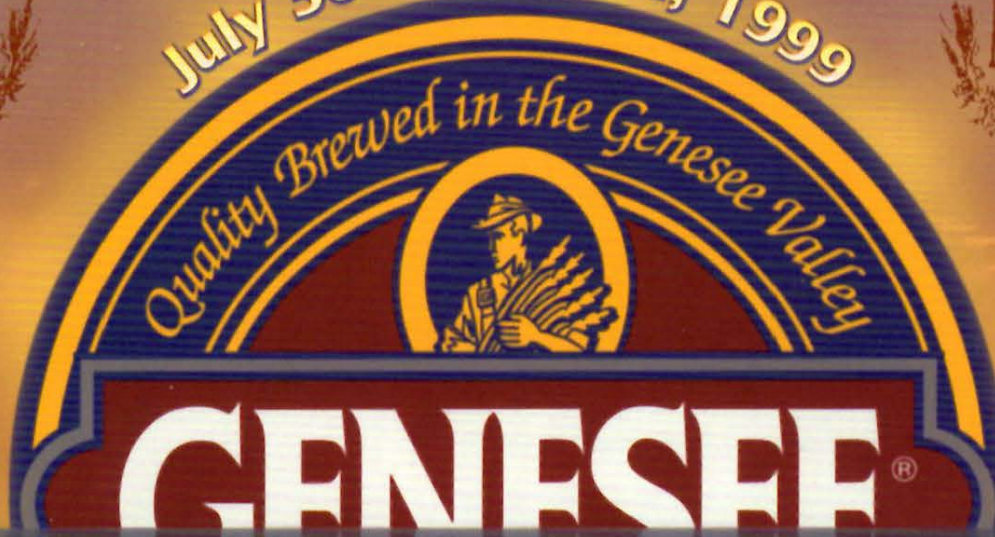
Events of Interest

- 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**, American 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
- Aug. 14-15 **KC ANTIQUE BOTTLE SHOW** (with Breweriana), Kansas City Market Center, Kansas City, MO
1999 Contact: Jim Maxwell, (816) 942-0291 (evenings)
- 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, Indianapolis, IN
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. 1-2 **KEYSTONE CHAPTER (BCCA) AUTUMN FEST**, Quality Inn, Chambersburg, PA
1999 Contact: Mark Swartz (717) 263-8295 or <mswartz@epix.net>
- Oct. 2 **SPRINGFIELD BREWERIANA BONANZA**, Ramada Inn South Plaza, Springfield, IL
1999 Contact: Greg Zimmerman (217) 629-775
- Oct. 7-9 **CORNHUSKER 17th MID-WEST BREWERIANA CONV.**, Holiday Inn-Conv. Center, Omaha, NE
1999 Contact: Heather Hain (402) 896-9917
- Oct. 10 **ANTIQUA 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
- Nov. 5-6 **VALLEY FORGE BREWERY COLLECTIBLES SHOW**, Market Place/Expo Center, Downingtown, PA
1999 Contact: Larry Handy, (610) 439-8245
- Nov. 6-7 **MONARCH CHAPTER FALLFEST**, Hitchin' Post Inn, Libertyville, IL
1999 Contact: Paul Zagielski (815) 369-2135
- Nov. 12-13 **26th Annual GUZZLE & TWIRL**, Super 8 Motel/O'Reilly Hall, North St. Paul, MN
1999 Contact: Dave Wendl (612) 731-9573
- Nov. 20 **GATOR TRADERS FALL FLING (BCCA)**, Community Center & Legion Hall, St. Pete Beach, FL
1999 Contact: Kent Scovill, (813) 381-1345
- Nov. 27 **25th Annual TURKEY TROT (Three Rivers, BCCA)**, 2025 Olladale Dr., Ft. Wayne, IN
1999 Contact: Leroy Art (219) 432-6839
- Nov. 28 **QUEEN CITY CHAPTER SHOW**, American Legion Hall, Blue Ash, OH. 9AM to 2PM
1999 Contact: Jeff Dowers (513) 851-8986
- Dec. 12 **BREW CITY AD SHOW**, Serb Hall, 5101 W. Oklahoma, Milwaukee, WI
1999 Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089 (414) 246-7171

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.

See What's New In
ROCHESTER

July 30 - August 1, 1999



NABA's 28th ANNUAL CONVENTION



Holiday Inn - CROWNE PLAZA
July 28 thru August 1, 1999