



The Brewheriana Collector

JOURNAL

OF THE

National Association
Brewheriana Advertising

VOLUME 107

FOUNDED JANUARY 1972

FALL 1999



THE ROCHESTER CONVENTION BREWERS OCCUPATIONAL STEINS

National Association Brewery Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

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COVER

The "faces" of three beautiful German Brewers Occupational steins. Once personal treasures, these former family heirlooms are difficult to find, even at specialty auctions. No, not North American, or advertising either. Are you going to complain?

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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 <Jgraff@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: December 15, March 1, June 1 and September 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 March 1. The FALL issue is the POST-CONVENTION issue. All Convention related material, stories, photos, etc. MUST be received by September 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 sent to the author for approval BEFORE publication, to make sure the Editor hasn't edited you out of the article completely.

Presidents Page

Rochester is history, and Naperville (Chicago) is just nine months away. NABA added a number of strong Western New York collectors to our membership! My sincere thanks to Bob Jaeger, our Executive-Secretary, for chairing the Rochester Convention, to John DeVolder and Bob Gottschalk for handling many of the local details, and to Mary White, Helen and Herb Haydock and others who manned the Registration tables. One of the strong points of the NABA Convention is the auction. Bob Kay has a great professional group; I want to thank them all, especially Ricky Schmidt, this years sole auctioneer, and Dave Kapsos who served for the first time as auction clerk.

My congratulations to Dave Launt of Portage, MI for garnering five new members in the past year! He wins the complimentary 2000-2001 Membership. The Board agreed to have the plan to issue a free membership to the member who recruits the most new members in a year for a second year. The Board also approved another appointive position. Recognizing the increasing importance of the Internet as a communications media, John Stanley is now officially our Webmaster. I am also delighted to note that NABA has a new Chapter affiliated with us - Patrick Henry of Kalamazoo, MI. They will operate in joint sponsorship with BCCA. Mary White has done a great job being Chapter Liaison to our growing number of Chapters!

Stan Loula, our V.P and 2000 Convention Chairman, has his first article of a series in this issue (following the Editors Page) promoting the Chicago area and next years Convention. There is a growing trend in all the breweriana conventions that

members are arriving earlier in the Convention week. Distinct problems arose in Rochester, as we could not add any Tuesday or Wednesday room nights to accomodate a late influx of reservations, resulting in considerable logistic problems because of an overlapping competing Convention. The Board decided to start taking reservations for our 2000 Convention while the Rochester Convention was still in progress. We found many from Canada and the East Coast planned at least a weeks vacation in Chicagoland, and thus we had booked too few Sunday, Monday, Tuesday and Wednesday rooms. We had planned for 600 room nights, and when we left Rochester, 200 were already reserved! This was a first for us, but we were able to amend the hotel contract to cover the early arrivals, and hopefully avoided problems well in advance! If you plan to attend the Chicago Convention, please contact Stan Loula pronto! He will take your name, planned arrival, number of nights, and a credit card for guarantee. He is handling ALL reservations; you cannot book with the hotel directly! Another Convention reminder: if you have items you plan to put in the Chicago auction, please get photos and descriptions to Fil Graff before March 15, 2000, so they can be included in a Pre-Convention photo feature in *The BC*.

The next Board Meeting will be held at Monarch Chapters FALL FEST on November 6. We are always open to positive ideas! Write any of us on the Board and you can be assured your idea will receive our careful attention!

Norm Jay



From the Editors Desk

BITS AND PIECES FROM ALL OVER:

A new web page, featuring Falstaff, has been posted by John Smallshaw. URL: <www.jadetech.com/~smallsha>. And the page on Michigan Breweriana has been greatly expanded: <www.mi-brew.com>. And Bob Skilnik continues to add to his page on Chicago brewing history at <www.chicagobeerhistory.com>.

In a letter from Paul Haefner, some authoritative info on Ol' King Gambrinus: "from the 1998 (Third Edition) of *Flemish Cities Explored*, by Derek Blyth: In 1425 the Duke of Brabant (Jan the First) was responsible for founding the University in Leuven [Ed note: Belgium, still home of the oldest Catholic University in Europe, and also home of "Stella Artois" beer] to revive the sagging economy at that time. He was a popular person, who, fittingly, once issued a proclamation standing on a beer keg. Jan I was also known as Jan Primus. He won the eternal admiration of students throughout the Low Countries. Even to this day, many Dutch and Flanders towns boast a Cafe Gambrinus (corruption of Jan Primus) named in his honor." That appears to jive with what I'd always heard. Does anyone know what he really looked like? There are several different concepts shown in the article on occupational steins later in the issue.

And George Virgines, gun collector and brewerianist where guns overlap beer (as in the article he did for *the BC* on Colt 45 advertising), has found another item he is seeking info on. George, you're on:

"I'm still browsing the malls and garage sales and luckily, picked up a few items. Enclosed is a photo of an item I



found, but know nothing about.

"The sign is 20" x 9", made of plastic to look like wood, and real rope. Attached is an aluminum casting of a Colt Frontier revolver. The gun is numbered "2732 in our special series. We are proud to include this replica in our series of famous 'Guns That Won The West.'" I don't know if the brass badge on top, marked 'United States marshal' was part of the piece, or added later.

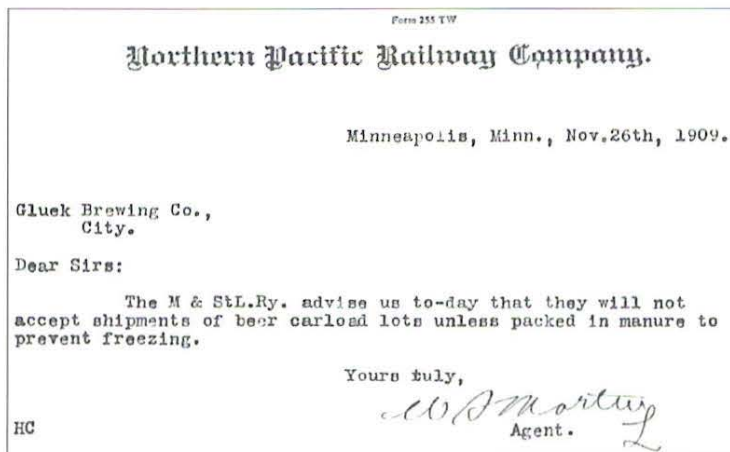
"Any information about this company and this gun series of ads would be most appreciated!"

George, all I know is that Eastside was in Los Angeles. There will surely be a reader who can fill you in on "the rest of the story"!

In a long letter from Molly Harris, she asks if anyone knows where there is a repository of old *Western Brewer* magazines. "No library of any kind in Minneapolis has copies." She knows the Chicago Historical Society has some, but will only allow certain issues to be copied. And Molly makes a suggestion: "Could all the breweriana societies take on, as an on going project, hiring a library or publisher to microfilm issues (all of an issue, since the ads are wonderful) so researchers throughout

the country could borrow tapes?"

A grand, if somewhat gruesome bit of packaging history from Elliott Gluek: "After reading in the Summer issue about shipping beer in casks in the old days, I remembered an item I saved from the brewery. I thought it amusing, and that you might enjoy it"



No further comment needed. However, a question does come to mind: How would the brewery answer the complaint that "Your beer tastes like S---!"? Blame the railroad, I guess.

I hope that the scene below, clipped from the Rochester *Democrat and Chronicle* by D.J. Summers, wasn't repeated a



SHAWN DOWD staff photographer
Sipping the competition Charles Benoit drinks a Sierra Nevada beer. Genesee Brewery is in the background.

month later when we were in town. It sure does point up the problems of a small regional brewer! Up that close you can smell the malt from the brewery! Mr. Benoit, whoever you are, you are committing close to a sacrilege! Our Treasurer was captured committing a similar impropriety as documented later in the issue.

The *New Yorker* magazine used to run an occasional column called "Social Notes from all over." The following bit, taken from the "Do You Remember" column from my local newspaper, The Chambersburg *Public Opinion*, seems to fall under this category:

"25 years ago, September 21, 1974: More than 19 million bottles and cans of beer were consumed in Franklin County during the past year, with the pint size in greatest demand numbering 17,474,520 sold.." That's 728,105 cases of pints (Pennsylvania had some peculiar tax laws...they taxed 16 and 12 oz bottles at the same rate, which made the pint a MUCH

better buy!), in a county whose population was about 100,000 in 1970. If I guess 1/3 the population were adult males, that's about 2 cases per month per drinker, a bottle and a half a day. Maybe not Joe Sixpack country, but adding the draft business from bars and clubs, that's a lot of potential for "local" breweries. I wonder how many "locals" or regionals were left in this market in 1974? Philly retained Schmidt and Ortleib, and Yuengling in Pottstown, and Rolling Rock were thriving. The Lehigh Valley breweries were gone except for Stegmaier (that closed that year), as were Harrisburg's. The Baltimore area had only Carling, National and Schaefer left; Queen City in Cumberland, MD also closed that year. All of these, and perhaps even Pittsburgh Brewing, would have had accounts in the area. But the Pabsts, Millers and A-B's, the giants of the industry, were here as well, and as can easily be seen by tavern visits today, won out here, as practically everywhere else. "Support your local Brewery?" A hard thing to do, when there is no advertising to remind you, and your favorite tavern or package store drops your brand for lack of demand. Two or three weeks of drinking one of the big guys brews, and it begins to taste like beer, and you forget the old brand, barely missing it when you read in the paper that the brewery closed. Sad.

On the Literary scene, there are several new books either in print, or shortly to appear. There is an ad for Bob Skilnik's *The History of Beer and Brewing in Chicago* in this issue. I highly recommend the book! There will be an official review in the next issue. As the NABA Convention will be in Chicago next year, Bob's book is well-timed, and might be considered required reading before coming to the Convention! Peter Blum's book on Breweries in Detroit is due at any moment, and should also make the high recommended list. For those of you who have an interest in openers (see John Stanley's article in this issue to whet your appetite), the new *Just for Openers* book by Don Bull and John Stanley is available. It is full of color pictures of practically all (if not ALL) the known types and styles of advertising openers and corkscrews. You'll need the annual update volume that the JFO club publishes to find a specific opener, but the new book is a dazzling and beautiful job of cataloguing these rather prosaic and often utilitarian items. I hope the selection of pictures in the article demonstrates that "openers" can be not only mechanically intriguing, but in some cases, small works of art. As one of the "one of a type" collectors John mentions, the book shows me clearly some of the ones I don't have, and has the collecting lust flowing again!

One last point, in the editorial department: if you are submitting articles to more than one breweriana hobby club, **PLEASE do not send the same copy to two or more clubs!** The Editors do occasionally talk back and forth, but generally not about specific content for their magazines. Having the same article printed in two club magazines may be a thrill for the author, but it makes the Editor whose issue hits the street last look like a bloody idiot! As none of us have a big backlog of either articles or volunteer authors to draw on, we have no real way of getting even with the submitter, but we ain't happy campers when it happens, believe me!

Until next year, have joyous a Holiday Season each and all! (and squash that Millennium bug!...)

Fil Graff



Chapter Doings

Mary White, Chapter Coordinator

First, the missing caption to the photo of The Queen City Board from the last issue: from left to right around the table: Dave Gausepohl, Don and Helen Johnson, Jeff and Debbie Dowers, Mike Ries, Mary White and Dan Forbes. The photo was added at the very last moment, and went captionless! [Mea Culpa!, Fil Graff]

Congratulations to Michigan's DOG-GONE-GOOD Chapter on their approaching 10th Anniversary! The organization meeting took place March 18, 1990, and the group began specifically as a NABA Chapter, I believe the first group so formed.

If you are a regular at the Monarch Fallfest, you already know of the date change. If not, it is Nov. 5-7 at the Hichin' Post Inn, Libertyville, IL. Make ALL arrangements (including Hotel reservations) thru Paul Zagielski, please! Not much time left from when you receive this issue, but Paul will do his best to accommodate you!

And NABA has a new Chapter! The Patrick Henry Chapter of Indiana and Michigan ("Patrick Henry", so you don't have to look it up, was the flagship beer brand for Kiley Brewing, Marion, Indiana, the post-Pro occupant of the old

Indiana Brewing Assn. plant. The brand became part of the Fox Deluxe family in 1942, and was also brewed in Grand Rapids, MI. The geography of the brand made it an excellent choice for the "west of Ft. Wayne, east of Chicago" group that formed the chapter in 1977.) This group, like several others, has the joint sponsorship of both BCCA and NABA, reflecting the can collectors growing interest in other advertising besides pure packaging! This is a very active group, and we heartily welcome them to NABA. We expect to see a lot of members at the Chicago Convention!

The Monarch chaps are already making plans for a Display Room at the Chicago Convention. See page 29 for a teaser...photos printed in *The BC* in 1991 of the display that year. It will be hard to top, but it will be, I'm sure. And I wonder if the Goose Island shirt, Siebens Institute coasters and *American Breweries I* that were taken from the Hospitality Room at the Hyatt that year will suddenly appear again?



Chicago 2000 Report

Stan Loula, Co-Chairperson

Make plans to join your fellow members of NABA at the 2000 Convention to be held in Naperville, Illinois (West Suburban Chicago) August 3-6, 2000, with some early-bird activities being planned for Tuesday, August 1st and Wednesday, August 2nd.

The convention is to be held at the Holiday Inn Select Hotel and Conference Center, 1801 Naper Boulevard, Naperville, IL 60563. This location is just south of I-88, the East-West Expressway at the Naperville-Wheaton Road exit. Surrounded by several Fortune 500 Corporations, the hotel is also near I-294 and I-55, O'Hare International Airport, Midway Airport and perhaps 50 minutes from downtown Chicago (depending upon traffic). The hotel is near great shopping (minutes from The Oak Brook Center - one of the country's finest out door malls) and many specialty and ethnic restaurants.

There is unlimited free parking. The hotel also has a free shuttle service available for trips within a 5 mile radius. We will have schedules for the Burlington Northern should you choose to take a train to downtown Chicago from Naperville to explore the "loop", its many stores and restaurants, the Art Institute or other attractions.

The room rate will be \$89.00 plus applicable state and local taxes, currently 9.6%. This is a substantial discount from their rate when the contract was signed in September of 1998.

At the present time we are planning to have 3 or 4 members' homes open for viewing of their collections on Tuesday afternoon. They are all within 20 minutes of each other and of the hotel. Tuesday will also see the opening of registration and the Hospitality room. As there are many brew pubs in the area, on Wednesday, for a small extra bus fee, we're planning

on a brew pub tour (lunch on your own) with a dinner at Walter Payton's "America's Brew Pub" in Aurora where you can visit his museum to see memorabilia from his Hall of Fame NFL career.

For those interested in history, Cantigny, the estate of the late Colonel Robert A. McCormick, former publisher of the Chicago Tribune, is 5 minutes North of the hotel. There you can see not only his estate with 10 acres of sculptured gardens but also the First Infantry Division Museum featuring life-size dioramas and sense-surround. Your kids will love to climb over the army tanks on display.

In addition, you can travel just a few miles South to the Naper Settlement, a 19th Century living history village on 13 acres with guides in period costumes on hand. It is also the home of the Martin-Mitchell mansion (1883), an elegant Victorian home that is open for tours.

Thursday we are planning on having two educational programs (topics to be announced at a later date); Friday will feature our annual breweriana auction, followed by the banquet. Saturday is the buy-sell-trade show followed by A Taste of Naperville, featuring suds from several local breweries and an informal Bar-B-Que dinner.

Our annual breakfast meeting will be held on Sunday, August 6th, followed by a time to bid farewell to friends both old and new, until we meet again in Ann Arbor, Michigan in 2001 for our 30th Annual Convention.

Stay tuned!

Bob, Norm and Stan



Convention Report

As the local press sees us...

by Matthew Daneman, photo by Elizabeth Nida

Reprinted Courtesy of The Rochester Democrat and Chronicle

Assembly celebrates malty memorabilia

Commerce is brewing as hops hobbyists gather here to trade in cans, coasters, more

BY STAFF WRITER
MATTHEW DANEMAN

Beer runs in Leo Blatz's blood, figuratively speaking.

The 45-year-old Buffalo man says he is a distant relative of the Blatz family of Blatz beer fame. ("We're a bit removed from the money and the brains," he said.)

Since 1991, he has been collecting Blatz memorabilia. His collection now tops 400 pieces, ranging from a dozen neon signs to the company's trademark application filed in 1851.

For Blatz and a couple of hundred other beer memorabilia hobbyists from around the nation, Rochester is the place to be this weekend, as the downtown Crowne Plaza hotel is host to the 28th annual Convention of the National Association of Breweriana Advertising.

"We collect anything that has the name 'beer' or 'brewery' on it," association Executive Secretary Bob Jaeger said.

Members have been at the hotel since early this week, buying, selling, trading items. They even, on occasion, sample a little of the suds.

"The beer of choice this week, of course, is Genny Light," said Dianne Linna, 51, of Dallas.

Dealers and collectors brought with them display cases filled with old bottle openers, neon signs, bar mirrors, rare coasters, and everything and anything somehow related to beer.

A lot of the wheeling and dealing takes place in hotel rooms, with people putting up signs on the doors indicating they have items for sale. Inside, beds and tables might be covered with beer memorabilia.

Collectors can be very specific in what they are looking for, said Mike Cunningham of North Royalton, Ohio, as he sat at a display table covered in a variety of beer wall signs.

As the Editor was not able to be at the Rochester Convention, it is fortunate he can fall back on the Rochester press for coverage of the event.

The Democrat and Chronicle (and thank you VERY much Tom Flint, for permission to reprint the article!) gave a rather brief, but complete picture of what they saw at our Convention. Is it what we saw, or thought?

The above story is probably typical of what a local reporter, sent on assignment to cover an event of which he or she has no basic knowledge, would write of his or her experience. There are the obligatory interviews with the "powers that be", and then the reporter strikes out to interview the real people. What appears in articles like this is usually completely dependent on who the reporter talks to! I remember watching TV coverage from a NABA Convention some years back, and wondering if I'd been at the same event!

Where are the \$1000 lithographs in which we take such pride? The pre-Pro reverse on glass signs? The turn-of-the-century brewery advertising mugs and steins? Not mentioned; not even ones from the local Rochester breweries!

The article provides a new and refreshing perspective on



ELIZABETH NIDA staff photographer

Pitcher pix John Govini of Hampden, Mass., looks at beer-related photographs yesterday at the Convention.

"There are people who want bottles, or labels, or cans," he said.

Linna specializes in items from Texas and the Cleveland area.

Finding spare wall space in her home that isn't already crowded with beer memorabilia is a challenge.

"I like the artwork," she said. "It's great decoration."

Her house is filled with the fermented fruits of 39 years of collecting -- signs and clocks and lamps emblazoned with brewery and beer names such as Champagne Velvet and Bluebonnet and Gold Bond Beer.

The hobby "helps keep money out of the bank," Linna said. "It's not cheap at all."

The convention moves from city to city each year. Last year it was in Columbus, Ohio. Next year it will be in Chicago.

It could be another 15 years or so until the convention returns to western New York. The last time it was in the region was 1983 in Utica.

The convention concludes today, running from 10 a.m. to 2 p.m. It is open to the public.

NABA, and a very welcome one at that. None of the people mentioned (except Bob Jaeger, our Executive Secretary) are "establishment NABA", with years of mentions in the BC. What Mr. Daneman saw was collecting as he might approach it; he writes of items that a young (in age) person who drank beer would be familiar with...beer cans, coasters and neons! Leo Blatz and Jack and Dianne Linna are no slouches when it comes to breweriana. When the writer mentions their collections, I sense that he'd never heard of the brands before.

If we "old timers" don't see ourselves as collectors of "cans, coasters and more", the reading public in Rochester now does! Perhaps we all should start thinking of breweriana in a broader sense, as those who join us as new members may see the subject. I guess reporters (and in my case, even Editors!) hear what they want to hear, or expect to hear, and I for one am delighted Mr. Daneman talked to those he did! This article is a new view of NABA for the Editor, and one that I am very glad to see!

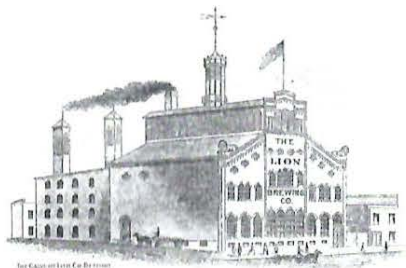
Fil Graff 

The new (1867) Stroh brewery, revisited

by Joseph Olsen

I hope everyone enjoyed the article on the construction of the Lion Brewery, reprinted from The Detroit Advertiser and Tribune, May 14, 1867, reprinted here in Volume #101 (Spring 1998). I have since come up with another article on the construction, from August 20 of that year. This second report creates a bit of a mystery to me. The article previously printed stated clearly the the front of the brewery has been painted to read "The Lion Brewery."

To quote from the second article: "The side of the building facing west, and which alone is exposed to view, is also painted like the front, and the whole appearance of the brewery is that of enormous size, strength and endurance. The words "Brewery of B. Stroh" have been painted on the front, and here we may say the cost of the painting and the gilding of the lions has been \$1400, the work having been done by Andrew Heiser, of this city."



The 1876 letterhead above (from the Stroh archives) seems to differ from both versions of the article. Maybe the name on the facade was modified in the 9 years between the opening and the letterhead, from "The Lion Brewery" To "The Lion Brewing Co.", but no records can be found to indicate this. As for being painted "Brewery of B. Stroh"...I wonder if the reporter hadn't been sampling too much of Bernhard Stroh's product, or had otherwise failing eyesight?

Stroh Brewery history tells us that Bernhard Stroh started brewing in Detroit, a town of about 20,000 people, in 1850. It is believed that he did call his operation "The Lion Brewery". We do know for certain that the business was filed with the State of Michigan as The Lion Brewing Co., in 1875. It operated under that name until 1885, when the company was renamed The B. Stroh Brewing Co., after its founder had died in 1882.



The exception that proves the rule....an envelope "obsolete" in 1885, but postmarked 1900!

I have been collecting Stroh breweriana for years, and have never seen ANY "Lion Brewery Co." items. All the "Lion BrewING Co." items I know of are from the 1875 to 1885 period. [There is one exception...an envelope from the old Lion Brewing Co., postmarked Feb 12, 1900, some 15 years after the name change. This either indicates some envelopes had been liberated from the brewery, and were being used by a "civilian" (the most likely scenario), or the Stroh company excelled in thrift, never throwing anything out!] I have a metal sign, painted black with gold lettering, that originally read: "Lion Brewing Company's Detroit TIVOLI Lager Beer", but had been overpainted "B.Stroh" where "Lion" appeared. In tiny letters at the bottom right, it says "reissued 1886", the year after the name Lion was dropped, and B. Stroh Brewing Co. adopted.



Now we "oldsters" (over 50?) all learned to respect the veracity of the press as children. It has only been in relatively recent years that questions of the factuality of some of the copy printed in the daily or weekly media have been

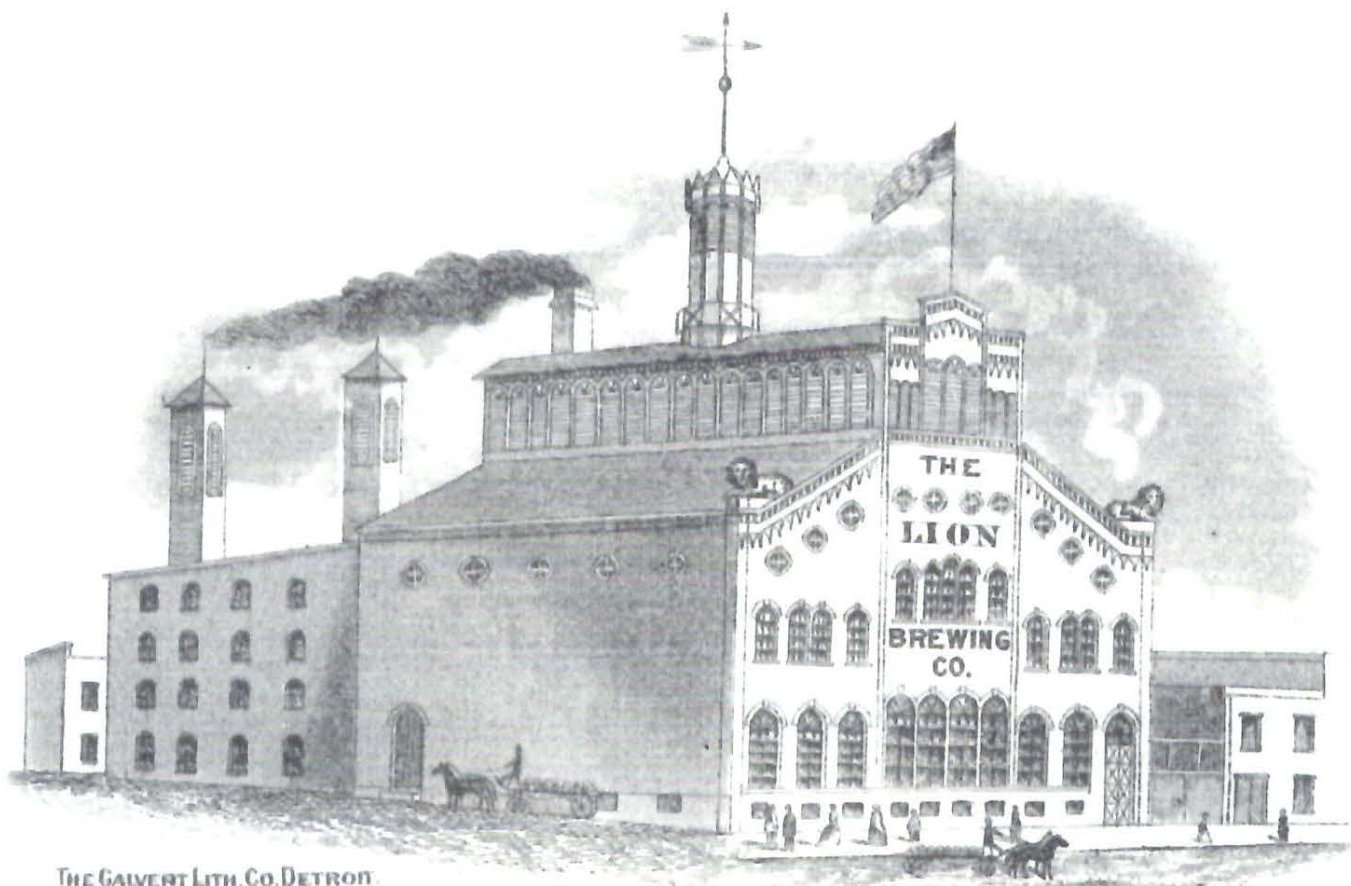
voiced. But I now really wonder; where WAS the tin outdoor B..Stroh nee Lion sign from Joe's collection. This is likely the earliest piece of "hard" Stroh advertising in a collection other than the Stroh family's. The detail image shows the "L" behind the B, the "I" behind the "S", the "O" behind the "TR" and the "N" clearly behind the "O". If one ever wondered what happened to printed signage when a brewery name changed, here's one answer!

Olsen Collection

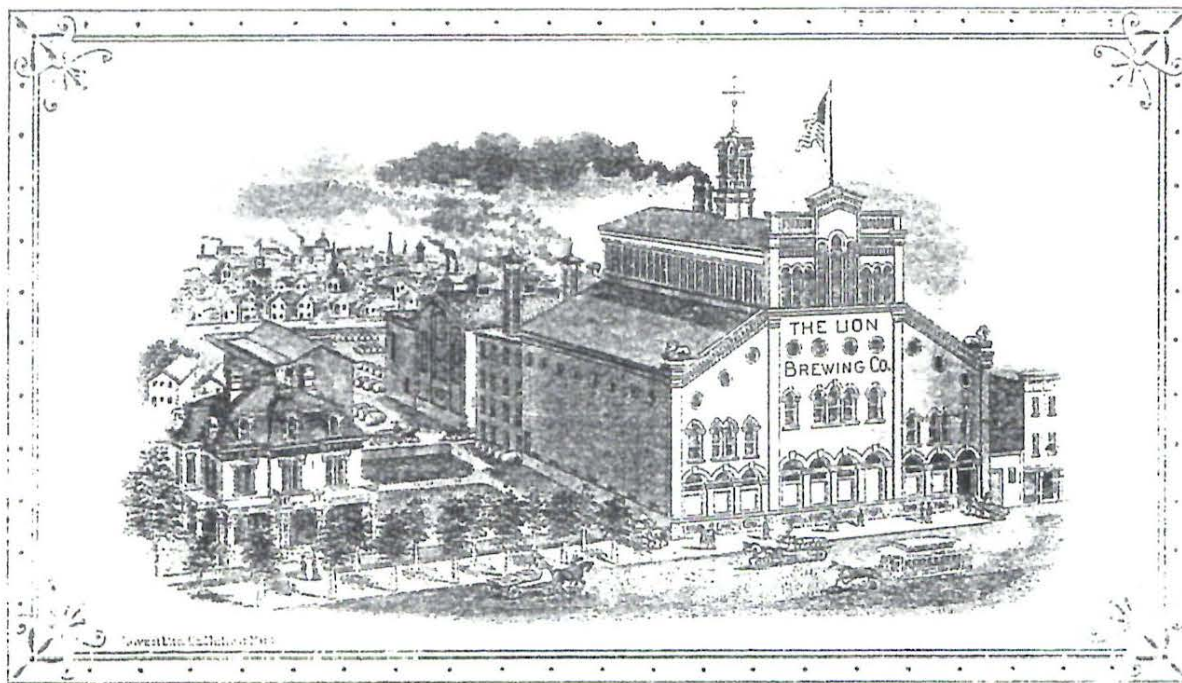
Advertiser and Tribune reporter on August 19th or 20th, 1867, when he was supposed to be covering the work progress on Mr. Stroh's magnificent new edifice on Gratiot Street?

Joseph Olsen





GRATIOT ST BET. HASTINGS & RIVARD STS.



These two cuts from Lion Brewery Co. stationery are dated top 1877, and bottom 1883. Both cuts by Detroit's Calvert Lithography, both "official" brewery use. OK, what DID the lettering on the brewery facade look like? The bottom image, which shows some expansion to the rear, and the Stroh family home built next door, has 2 lines of lettering on the facing, the top image has 4. Was the artist at the same place the Advertiser and Tribune reporter was? At any rate, can you imagine making the engraving plates for these images? One line at a time; difficult to imagine even in these enlarged views. The top image (same as shown in the article above on a billhead), is only 3 5/8" wide, 2 1/4" tall on the original. The bottom image appears more like copper-plate engraving, with softer details and no evident straight-line shadings.

Just For Openers

is it "just for you?"

By John Stanley

William Painter was intimately involved in the search for an economic and functional solution to problems with the then standard cork beer bottle closure. He hit pay dirt when he invented the modern crown closure. When he also invented the bottle opener for his crown in 1894, little did anyone realize the ramifications of such a seemingly innocent invention. Luckily



Fig.1: And you thought openers were just church keys and the occasional corkscrew? This is JFO M-78-1, from Pabst, a 1914 patent by Hesuah. Button hook, scissors, cigar trimmer, crown opener and key ring, all in one!

for bottle opener collectors it meant hundreds of more inventions for a better way to get the crown cap off of a bottle. Companies such as Painter's employer, Crown Cork and Seal, The Throat and Opener Co. (later Vaughan) of Chicago; John L.

Sommer of Newark, NY and Louis F. Grammes of Allentown, PA would produce many styles of openers. From the turn of the century through Prohibition they were a very cheap way for breweries to advertise their products. Everybody needed them, and consumers often even carried them with them attached to key rings or as pocket pieces. The trend continued after Prohibition and with the invention of cans in 1935, Vaughan of Chicago quickly jumped into this new type opener market with a can piercer (called colloquially, the "church key."). Along with wire openers, can piercers are far and away the largest produced style of openers ever. By 1960 can piercers were being made by the millions. The advent of pop-top cans in the early 60's spelled the demise of can and bottle openers. Today they have enjoyed a rebirth with the micro-brewery boom and use



Fig.2: One of the many "flat" crown openers, this C-24-2 is thought to be a salesman's sample. There is no copy on the bottle label.

of plastic in production which keeps costs low and allows widespread use of the latest "opener technology".

Just For Openers (JFO) is a nationwide organization with 330 members today. Formed in 1978 by Don Bull (now of Wirtz, VA), JFO has been one of the leading sources of information for opener and corkscrew collectors for over 20 years. From a small initial membership in its first year it quickly grew



Fig 3 & 4: A cast iron pre-Pro crown lifter (D-15-1) from Excelsior Brewery of St. Louis; both sides are shown.

in size and spread nationally. Besides being the founding father of JFO, Don also published the first books on beer opener collecting. He began with *Beer Advertising Openers - A Pictorial Guide* in 1978. Three years later in 1981 followed a second book, *A Price Guide to Beer Advertising Openers and Corkscrews*. These two books were the early "bibles" for beer opener and corkscrew collectors. Don also served as JFO "Editor" for its first five years. The next Editor for five years was Ed Kaye of Fort Myers, FL who along with Don also published an updated opener guide entitled *The Handbook of Beer Advertising Openers and Corkscrews*. Art Santen of St. Louis, MO took over in 1989 and the fourth and current editor is yours truly, John Stanley of Durham, NC, who assumed duties in



Fig 5: B-11-1, with two varieties of the unusual colored attachment near the key chain hole, and the back side view in the center. This pre-Pro crown lifter is for Rainier Beer, from the Seattle Brewing and Malting Co..

1994. Unlike most organizations JFO has only one officer, one board member and one elected official and that is the JFO Editor. The position is volunteered for and is truly a labor of love for the opener hobby.

JFO prides itself in having few if any rules. If you like openers and corkscrews of any kind you are welcomed as a member. Since 1979 an annual convention has been held in April. The first convention was hosted by Don Bull in Trumbull, CT. Conventions followed in St. Louis (twice); Indianapolis

(twice); Denver (twice); Ft Myers, FL; Chicago; St Louis; Frankenmuth, MI; Durham, NC; RTP, NC; Cincinnati (twice); Reading, PA; St. Joseph, MO; Lisle, IL; Buffalo; San Francisco; Naples, FL. The 2000 Convention is planned at the Hyatt in Lisle, IL (just outside Chicago) and the 2001 Convention is planned at the Ramada Inn in St. Joseph, MO. Dates for the



Fig 6: This 1904 patent wall mount opener from Pabst is the earliest wall or bar mount crown remover known.

2000 Convention are April 26-30. Any and all opener collectors are welcomed to the convention. Emphasis is placed on room-to-room trading, a Convention auction and a Saturday show open to the public. The Convention runs from Wednesday evening to Sunday morning. It has been, and continues to be, the best place for a collector to obtain opener and corkscrews for his or her collection. We also have a display contest at the Saturday show that enables attendees to see many rare and hard-to-find items. Anyone wishing to attend next year's JFO convention can contact the current NABA President, Norm Jay, who is the JFO convention host for next year.

Almost all breweriana collectors have a few openers or corkscrews in their collections. JFO members have enjoyed tremendous success over the years expanding their collections whether they have just a local or regional interest or collect all areas of openers and corkscrews. With space limitations, many collectors (we have a lot of former can collectors) turn to open-



Fig 7: Three figural crown lifters. Top: A-60-1, Narragansett Lager, Cranston, RI; Middle: B-1-20, Susquehanna Beer, Nanticoke, PA and bottom: A-14-1, Rainier Beer, this time from San Francisco, showing the Golden Gate Bridge. By the way, the letters were assigned to specify a "type", and the first number indicates the style, in the order of "discovery", and the last number is the order in which a specific opener copy was listed. "A"'s are flat figurals, "B"'s are 'key' shaped, etc.

ers and corkscrews. They require small display areas, unless of course you are like former editor Art Santen, who has over 27,000 openers and corkscrews in his collection (not ALL brewery advertising)! Most opener collectors can be divided into the following groups; general collectors (they collect everything); type collectors (they try to get one of each type of opener or



Fig 8 & 9: Another multi-purpose cast iron opener, with both sides shown. This cigar box opener (D-8-2, from Cincinnati's Lion Brewery) has both a crown lifter AND the small hook to remove the Baltimore Loop Seal closure, another William Painter patent. The tapered end slips under the box lid, and the hammer reseats the brad that held the wooden cigar box closed

corkscrew); regionally specialized collectors (they collect from their home town or surrounding area and may also collect because of family connections to a brewery) and finally specialized collectors (they collect openers from one series of types such as "A" types (flat figurals) or "E" types (wire openers)). Whatever the collecting interests, JFO tries to offer information and material for any collector.

With a year's membership you receive four newsletters. Each newsletter has a main focus, with January's being "New Additions" to the "Handbook", April's is the Membership Roster issue, July's is the Convention issue, and October's is "New Discoveries" to add to the *Handbook*. Each newsletter allows a free ad to any member. An auction of about 300 openers and corkscrews is offered each issue. From the common to the rare, the auction offers a chance for all members to add to their collections. General articles are about "Opener Trivia", breweriana show write-ups and the current editor's wife, Pat, offers a column called "Spouse's Corner" which relates to being the other half of an avid opener collector. She sheds light on what makes an opener collector tick and helps new collectors understand opener collecting in general.

In June of 1999, Don Bull and John Stanley collabo-



Fig 10: B-45-1, from Lemp, St. Louis/ C.H. Reilly Dist. Salt Lake City. The "I" denotes copy on reverse side. This stamped steel opener has a corkscrew, button hook, Autolite key (the diamond-shaped hole, for turning on old acetylene car headlights), a crown lifter and hole for key chain.

rated on a new book, *Just For Openers: A Guide to Beer, Soda, & Other Openers*. Soda advertising was added, and for the first time beer opener and corkscrew collectors have a color reference guide. Its 160 pages show close to 900 beer openers and corkscrew types, followed by a soda and miscellaneous opener type section. Prices are included along with any known history.



Fig 11: A knife-corkscrew combination, P-108-1 from Pfeiffer of Detroit. There are many varieties of the knife-screw combination that date from the period before the crown closure became the normal way to seal a beer bottle (note there is NO crown opener here.) Adolphus Busch gave away thousands of openers like this (there are 23 different A-B and Adolphus Busch personal styles shown in the new JFO book!) in lieu of calling cards, with handles in cloisonne in at least 4 colors, pearl, nickel, brass; the variety of knife-screw types makes an interesting collection all by itself!

A section on patent information and cleaning openers concludes the book. In 1994 John Stanley republished Ed Kaye's 1984 *Handbook* with all updates from 1985-1994 included. Each year a new *Handbook* has been issued and a 1999 *Handbook* is currently for sale. With the publication of the color *Just For Openers* book, the *Handbook* now offers only listings for the nearly 900 beer types. Over 12,000 listings are referenced by type with each listing given a number for cross-referencing. Each year "additions" to the listings (printed in the January newsletter) and "new discoveries" or new types (shown in the October newsletter) are combined with the current *Handbook* and a new *Handbook* is produced (usually available the end of January). Ordering information for both books follows this article.

Using *The Handbook* requires some understanding of how it is organized. Don Bull originally started with an alphanumeric system with major type categories assigned an alpha character with "A" for flat figurals, "B" for key shaped, and so on. All of the known "A" types are assigned a number. The largest type category is corkscrews or "P" types with 147 different styles known. Listings when they are made for individual types are assigned a number. The largest category with the most list-



Fig 12: Three crown remover-key holders with Autolite keys. Top, A-15-43, the eagle from Mascoutah, Illinois; Middle, B-29-8, from the Illinois Brewery, Sorroco, NM (this is the basic "key" shape, but the chain would have to be removed before the Autolite key could be used) and Bottom, B-9-8, from the Augusta brewing Co., Augusta GA.

ings are for the type "E-14" with 850 different brewery brand and company names listed. This type is the most common wire opener known. For the JFO newsletter auction each lot lists the JFO Handbook classification number. An A-9-34 would designate a baseball player figural (A-9) and number 34 is for the White Eagle Brewing Co of Chicago. Using this system allows JFO members to easily exchange trade lists without pictures and full descriptions and the trading parties to know exactly what each is referring to.

Besides the JFO convention to obtain openers, members can acquire openers through mail trading. A large network exist among members. Other means are of course through beer shows, which are especially good in the midwest and northeast. Finally the hottest place is the online computer auction eBay. At any one time a buyer can have up to 4000-5000 opener and 600-800 corkscrew items available for purchase. The numbers are always increasing and as many new participants learn, those numbers include a lot of junk and a lot of non-bottle openers in the opener category (example Topps Baseball Cards for this year have the words "Season Opener" in their title and you pull all of these items up when searching for "Opener"s). Regardless, a lot of nice openers and corkscrews are available. Competition for openers is pretty strong and for corkscrews it is extremely competitive. Whether one likes it or not, eBay is the flea market and beer show of the future. It is too easy to sit home and bid, especially when nice pieces are available. On the down side you certainly miss the personal interaction with buyers and sellers that you enjoy at shows.

For beginning collectors, I would recommend that you start with broad interests, or, on a restricted scale, perhaps just openers from your favorite brewery. Once you have collected for some time, concentrate on openers that really interest you. Patience is required and good collections do not happen overnight. Over time a nice collection of openers can be built and usually inexpensively. Corkscrews can elevate costs to much higher levels when compared to openers. Openers run from \$1 to about \$200 at the high end (there are certainly some that sell for more). Corkscrews on the other hand run from \$1 and can go for several thousand depending on rarity, markings and desirability by other collectors. Membership in the JFO organization can bring great satisfaction and a lot of challenges to breweriana collectors at moderate costs. Personally, I feel no breweriana collection is complete unless it has some openers and corkscrews; but then I'm perhaps a bit prejudiced!

Annual dues for JFO are \$20 and should be sent to: John Stanley, PO Box 64, Chapel Hill NC 27514. If you have questions, E-Mail: <jfo@mindspring.com>. *The 1999 Handbook of Openers and Corkscrews* can also be ordered from John for \$12 (postpaid within the US). To order the new color book, *Just For Openers*, send \$23.95 plus \$3.20 shipping for a total of \$27.15 to, Bullworks, PO Box 596, Wirtz, VA 24184.

Also check out the JFO website at <<http://www.mindspring.com/~jfo/>> and Don Bull's corkscrew website at <<http://www.bullworks.net/>>.

John Stanley



The Hinchliffe Brewery of Paterson, N.J.

by Peter Blum

The city of Paterson in northern New Jersey's Bergen County never was, in my early days in the US, an attractive town, and I understand that "those were the good old days." It was an important industrial town in the last century when locomotives were built there. Later it was textiles, and when that industry moved south, other manufacturing of unspecified nature moved into the old brick structures. Being a factory town, there were breweries since the 1860s and '70s, and two of them, Graham/Burton and Sprattler & Mennel, survived into the 1940s. But what interests me here is a brewery which was closed during Prohibition, never to see beer again, but which had a second life as a malting firm. That was the old Hinchliffe Brewing and Malting Company, and for a few years before World War Two, I worked there.

In 1935 my maternal grandfather, the senior partner with his brother in a malting firm with plants in Moravia and on the Elbe river near Dresden, sent his son Alfred Brack and a cousin to the United States. Their mission was to purchase a malt house, so the family would have the option to emigrate if Hitler's policies made it necessary. The malt house they bought was part of a brewery-malt house which had not seen any activity since 1920, the old Hinchliffe property on Governor Street in Paterson, N. J.

My grandfather had anticipated the worsening situation in Central Europe correctly, and at a time when an affidavit of financial support was required for immigration, my uncle's business position enabled the family to be saved. When I arrived in the spring of 1939 at age 16, the firm - optimistically called National Malting Company - had some accounts with regional brewers. Business turned bullish when war broke out. South American breweries, who had used the firm's malt from Moravia's Hanna region, now paid a premium for malt from similar barley grown in the Northwest.

Two events at the old Hinchliffe plant may be of interest to brewery historians. About 1942, the workers - including myself - volunteered to dismantle the old copper brewhouse vessels in the dormant brewhouse building. The copper was donated to the war effort, and we got some "good ink" in the local paper. The brewery building was later purchased by the First Caramel Malting Company, a producer of roasted malts.

In the light of my recent years as a brewery historian and archivist, the other event still makes me wince in

retrospect. Larger offices were being built, and we cleaned out a walk-in vault filled with old Hinchliffe business papers. The vault was in a rounded tower-like profusion. I have no recollection of seeing specific material, but the floor was thick with papers and cardboard. It was just garbage to us.



A photograph taken by Ernie Oest in the 1950's shows the plant as I remember it. I never noticed the pedestal in the center of the building at right, on which King Gambrinus stood long ago. The First Caramel Malting Company had installed large fans to cool roasted malt; ductwork and fan outlets are visible on the former brewhouse building in the center. As is the case in many old brewery photos, this is a pretty depressing sight! But look at the factory litho on the following page to see how an artist envisioned the building in its heyday..

12 years later, after leaving Paterson for war service, the University of Wisconsin, and six years at Pabst in Milwaukee, I became associated with the large maltster Albert Schwill on Chicago's south side. Schwill's major customers were Falstaff in St. Louis and Stroh in Detroit, and both became future employers, where I had the opportunity to move from malting to brewing.

A fast forward. During a visit to Stroh's Allentown brewery, I arranged to visit Hamp Miller when he and Sue were still living in New Jersey. The centerpiece of his fine collection was a stunning Hinchliffe factory litho! [See page opposite in the color section] I recognized the rounded corner tower, the brewhouse, and what probably had been the stock house at the right, and of course the malt house at left, facing the short Ann Street.

After the Korean War, the National Malting Company became a supplier to Schaefer in Allentown, and developed powdered roasted malts for specialty teas. After my uncle's death, the business was carried on by a cousin, and eventually sold to another maltster who could service the clients from a larger plant. The old Hinchliffe buildings were shut forever about 1985.

Peter Blum





This great Hinchliffe lithograph dates from the 1901-1905 period (Meek & Beach, no motor vehicles) during the early years when the Paterson Brewing and Malting Co. owned and operated all six local breweries. The multiple roof structures at right may have been just embellishments, as they were later removed. A statue of King Gambrinus was mounted in a niche under the gable in the center of the stockhouse at right. This litho now belongs to William Dlouthy, an ECBA member, and still lives in New Jersey in his collection.

Ed. Note: The girl with the garland intrigues me! She is practically identical to the girl used by Independent Brewing of Chicago, on items made by both Meek and Beach and Chas. Shonk, and mugs for two breweries by Thuemler. Wonder if she was more than just a pretty face, and symbolized something? This "garland girl" might make an interesting story, some day



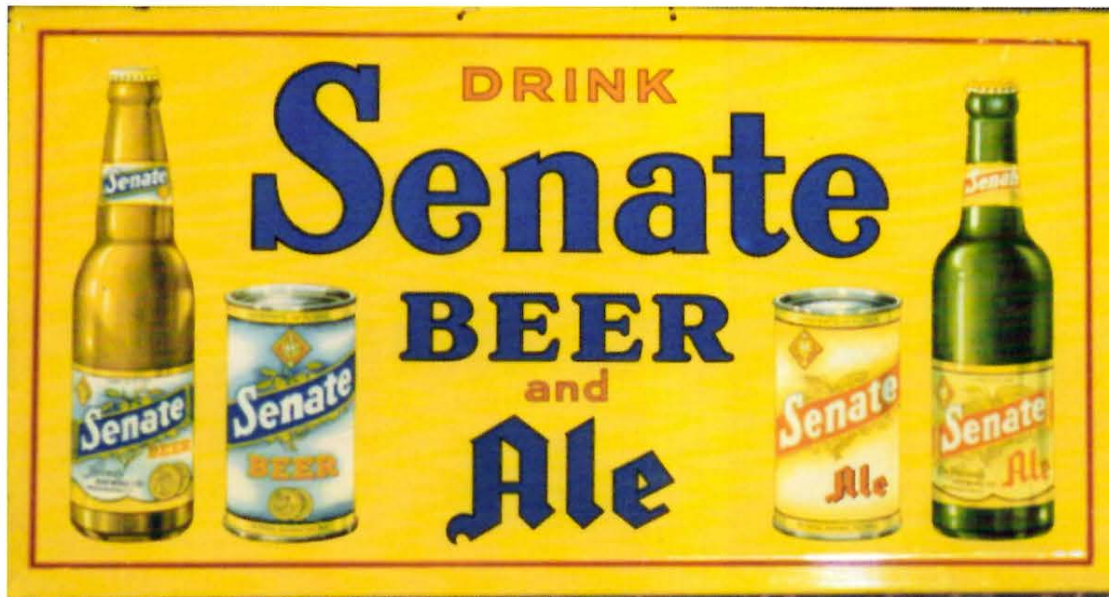
A beautiful and rare reverse-on-glass in oak frame Ale sign, from the same collection that now owns the factory litho.



BASIC BREWERIANA: Detective work! I had to do it! At left, from a Meek and Beach tray (number likely from 25 to 29, from the catalogue in Issue 101), 1901 to before before 1904, Center from a Shonk tray after 1904 (that year marks the appearance of a new Independent Brewing trademark), and right, the Hinchliffe girl, also Meek and Beach. The artist who did the Hinchliffe litho naturally copied the M&B Garland girl and position of left arm. (the Shonk tray came later), adding a bit more veil, and changing the sash and garland. Not much difference other than that! As the mug art is basically only two color line art, I didn't include it. All right, who else has a piece of brewiana (or other advertising) with the same or very similar girl? She does appear on another Independent tin sign from Standard Advertising, which dates the character from before 1901. Who does she represent, or is she just one of those "pretty faces" copied by anybody that fancied her? I have to assume she wasn't a registered Trade Mark!



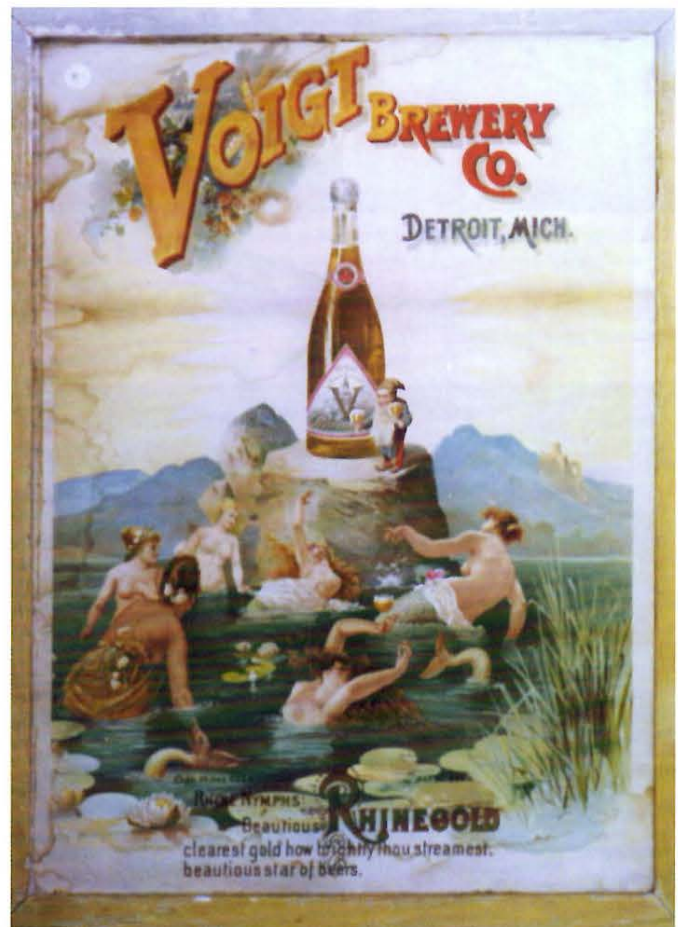
For a brewerianist who also collects antique lighting, this has to be the ad that has everything! A gas lamp (the tube is a rubber hose that runs to a ceiling gas outlet), a "Look what we've done" scene with crown and opener, and a great label. This ca 1900-05 lithographed tin sign was purchased by our Curmudgeon, Ed Culbreth at Columbus in 1998. The Editor assumes it is NOT a stock sign, as the book title behind the bottle is "The History of the Alamo."



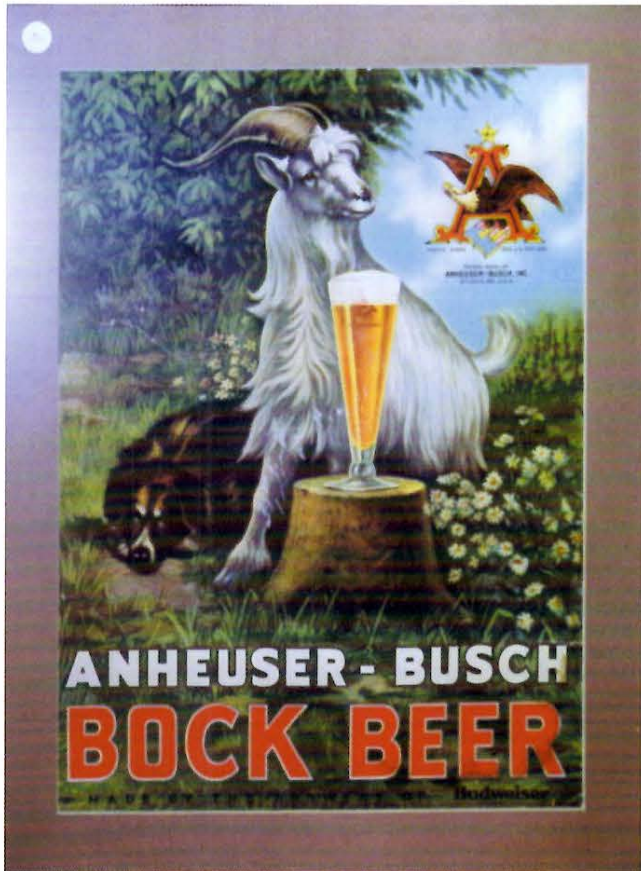
Christian Heurich stayed active in his Washington, DC brewery until he died at the age of 104 (I believe). There is a certain ageless style to Heurich advertising that makes even this 1940's tin-over-cardboard sign look pre-Prohibition. Not really old-fashioned in appearance, but even the cans have a style that is a reminder of a kinder, gentler time, when beer was more than belly-wash, and breweries still made ale as an accompaniment to food, not just a quick blast of higher alcohol. This beautiful pristine condition!



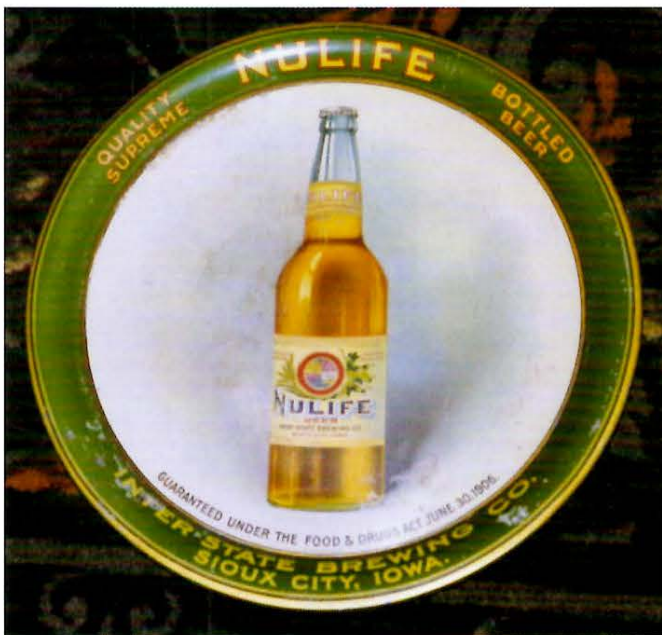
An 1896 Bartholomay calendar that has been well-loved over the years, but unfortunately, not well cared for. The paper is in poor shape, with much edge damage, and the calendar pad appears to have been reattached with tape that had badly yellowed. Still, wouldn't this look great hanging in a den? Style, grace, Victorian elegance....it has it all. She was not included in the pre-Convention issue, and I hope she went home to a Rochester collection after the Auction!



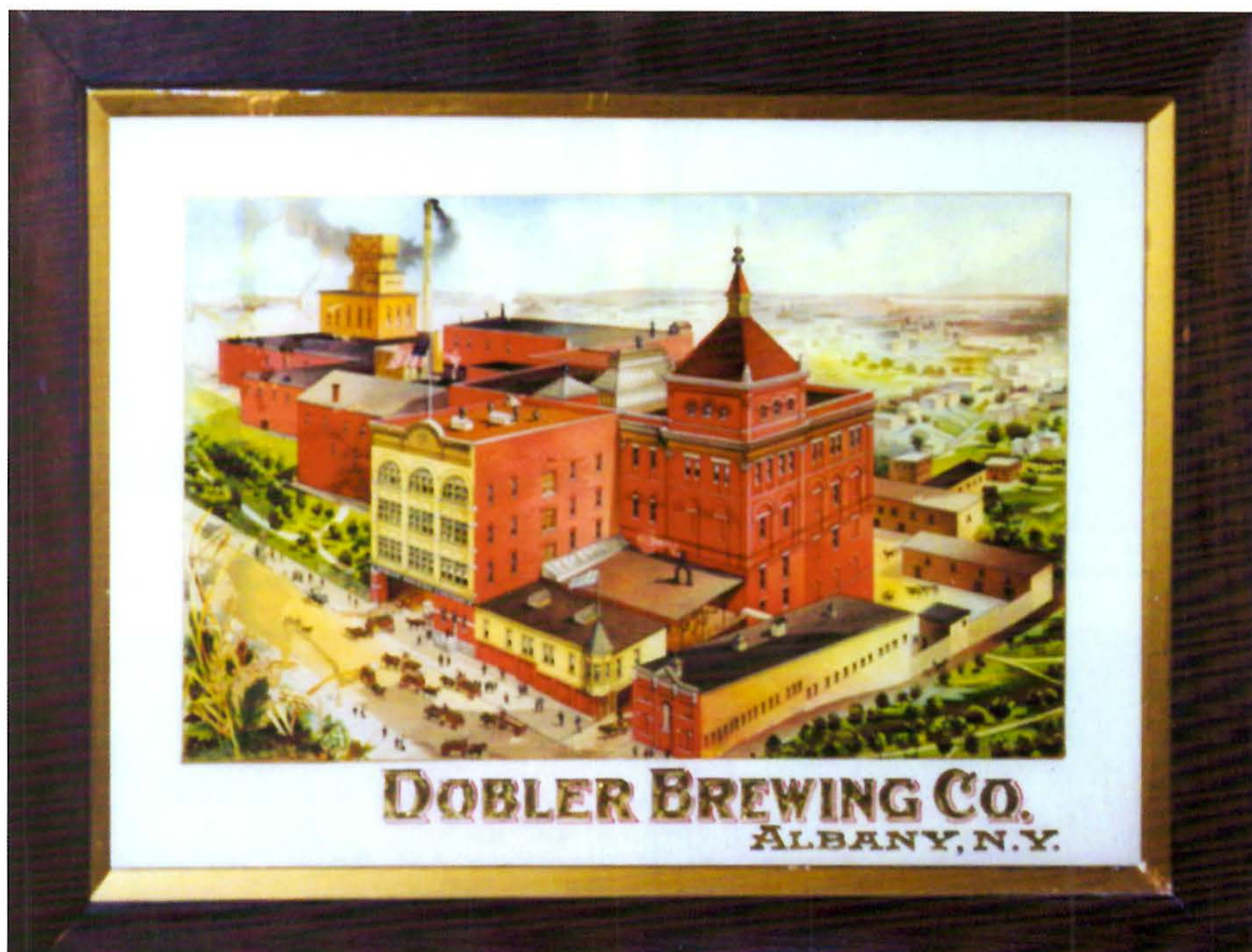
"The Dusk of the Gods", Rhine maidens from Voigt, Detroit. The hansom-manchen has a great job...beertender to a swarm of naked mermaids! Again with this litho, the paper condition is not good, but this is largely water staining, which can be removed by an expert restorer. This auction item was a bit of a shocker to Ricky Schmidt, the Auctioneer, as his call bid was immediately accepted by a Detroit area member! End of bidding, and the piece has a new home, after some restoration is done. Isn't this a spectacular litho?



The annual Bock flyer is perhaps the most ephemeral of all the beer lithos. They were printed on light-weight paper, designed to last only a few weeks, and were generally stock pieces (the A-B above a possible exception). Most known were warehouse of distributor finds, never having been displayed. The Anheuser-Busch at left has the traditional goat, and what looks like a sleeping collie dog. The glass marked "Budweiser" seems to contain just that, not the bock advertised! The Regal Products (San Francisco, CA 1933-1935) is obviously a stock print, with a goat rampant astride a keg, entwined with hop leaves, his whiskers dragging in a glass of good dark beer.



Talk about obscure breweries! Interstate in Sioux City, IA started in 1908 (unusual, as Iowa had more bouts with local and state prohibition than anywhere else I know), and lasted until the state went dry for the last time in 1916. This must be the very first (and only?) tray they produced, as it carries the 1906 Pure Food and Drug mandatory, which lapsed in 1908. And the mug at right....what can one say? This is the most colorful mug I've ever seen, with decoration all around its girth. A Mettlach treasure from the John Murray collection, likely unknown to any one but him until it was put in the Rochester Convention auction.. It produced some spirited bidding, and now has a new home FAR away from it's Buffalo, NY place of origin. Lake View Brewing CO.? 1885 to 1920! With work this fine, how come they are so unknown? Where are the rest of these glorious mugs?



A very colorful factory scene from Dobler brewing, Albany NY. This is all horse-drawn wagon era, likely from between 1893 and 1908, the brewery's last period of independent ownership before Prohibition. The brewery operated as a division of Christian Feigenspan, Newark, NJ until 1920.



At left, this 1898 calendar litho is from Pottsville, PA, despite the Mt. Carbon name.. As Pittsburgh absorbed surrounding areas into the Corporation, so did Pottsville. This litho was tagged by the photographer, who evidently has a thing for wasp-waisted lady drummers, as "the best piece at the Convention". It was offered by William Droege. Lady NABA-ites, aren't you glad fashion has changed? 36-15-40 must have been awfully uncomfortable!

The lithoed tin corner sign isn't from New Ulm, Patrick! It was an ad for a Brooklyn, NY brewer named William Ulmer, who brewed on Beaver and Belvidere Sts. from 1871 till he died in 1899. The brewery continued until Prohibition.



all Convention item photos by Peter Blum

The Rochester Convention

barge trip on the Erie

photos by George Love



A Convention side trip: a cruise on the restored and rewatered Erie canal! Martha Love and Marian Jaeger, and one of the barge's crew, preparing to depart.

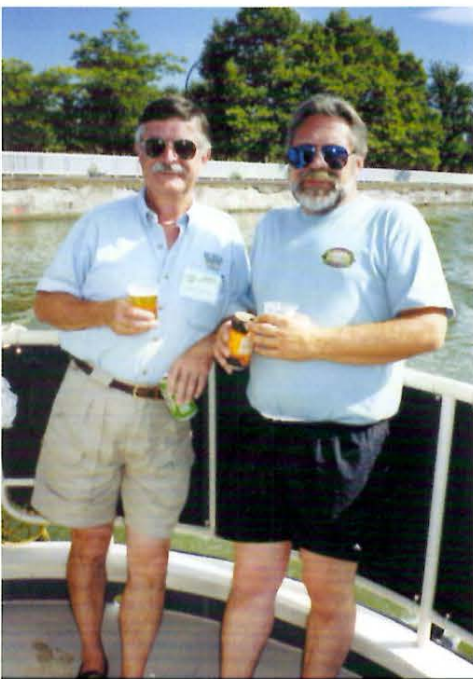


Under a bridge, and approaching a (new) lift lock gate on the canal. The barge is an island of tranquility, as the canal is below the level of the surrounding area. Except for the sound of the motor (no mule-towed barges here!), one could be back in the times when the Erie Canal was the main shipping route through central New York State..



On-board hospitality: Left to Right, Mary White, Herb and Helen Haydock, a familiar face that I cannot find a name for, and Lois Loula. There are two cans of J.W. Dundee Honey brown on the table...good Genesee product!

At right, Stan Loula reads up on Canal history. His wife Lois faces away from the camera, with Helen Haydock on the other side. Jim and Cheryl Kaiser are seated at the table near the bulkhead.



"Oh, the E-ri-e was risin', and the [beer] was gettin' low, and I scarce did think I'd get a drink 'till we got to Buffalo-oh-oh, 'till we got to Buffalo!" The cruise patrons were likely glad the Editor was NOT present, because I probably would have remembered ALL the verses to this old Canal song by the time the cruise ended.

History note: The Erie Canal was the primary way to move freight west in the pre-railroad days to eventual transport on the Great Lakes. Completed in 1825, it ran from the Hudson River at Albany all the way across the state to Buffalo and Lake Erie. It was the first man-made link in water transport that eventually reached the Mississippi River by the Illinois and Michigan Canal from Chicago to Peoria and the Illinois River. Next year, in Chicago, you can visit THAT part of history, if so inclined! The "barge" that plies the Erie canal's rewatered sections today is assuredly modern, but retains the size and shape of the old mule-drawn barges. See, you can learn something more than just BEER at a NABA Convention! Plan to come to one. Chicago 2000 would be a good place to start!

At left, Jim Kaiser (our Treasurer) and Phil Mandzuk from Canada enjoy beers at the bow of the barge. Phil, quite properly, drinks Honey Brown, while Kaiser has a Heineken. James, we are supposed to support our local brewery, where ever we are!



Left: Faces spotted: roughly left to right, in front unknown and Mary Connolly. Behind, (maybe) Terry Warrick, Judy Brockmann, Fred Frank, Betty Imboden, Mary White (hair), Herb Haydock, Bud Imboden, Helen Haydock and Jim Kaiser (sunglasses model), Cheryl Kaiser, Bob Jaeger, ??, Joan (shoulder) and Al Kogoy, and John Dinger.

Below: No, not from the canal trip....there was no "first class" on board. From the banquet, a table full of BC contributors! At left, Martha and George Love. At Right, John Connolly and his wife Mary, and Al (of Stegmaier fame) and Joan Kogoy. photos: John Connolly

In spite of the duplication of several faces, and several faces I simply could not attach names to, the Editor is grateful to the Loves and the Connollys for these photos!



Chicago 2000...be prepared to drool!



It's not just every town that can boast...

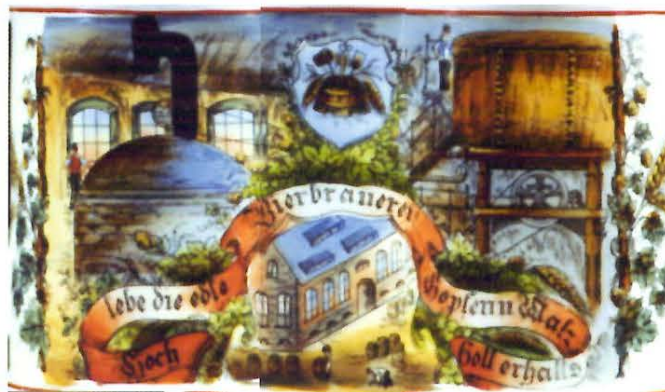


The German Brewer's Occupational Stein

Photos by Henry Smith from the Waller Collection



Andreas Raab



Unnamed



Hans Hollbock



Eduard Born



Mendelin Schnerberger



Johan Bregler



Markus Stellner, Teamster (Bierfuhrer)

The wrap-around designs on these steins are here unfolded so the whole design can be seen at once, something that would never happen in life! These steins praise the occupation of brewer, and rely heavily on traditional symbols and slogans to do so. Note that Born, Hollbock and Schnerberger's steins are essentially the same side panel graphic design, but with much different treatments and coloring. The Bregler stein is interesting because the implements are different (a yeast skimmer and hop sieve). Also note on the right panel the "Schussenleisl", the barmaid at a shooting match that was borrowed from her native Munich by Schlitz of Milwaukee. The rampant lions look like racing greyhounds with poodle cuts and dragon tongues. Gambrinus abounds, looking like a Merlin, a slender French king, and a Roman God..Is this what they call "artistic license?"

Occupational Steins from Germany

The Brewer, or brewery employee

By Thomas Waller, with photos by Henry Smith

Whether getting up in the wee hours, or working the late shift, at one time or another we all have to work. At times work can be difficult, to say the least. If the truth be known, most of us would admit we take pride in our work, regardless of the perceived status of our occupation.

It was a real sense of pride that caused Germans near the turn of the 20th century to create so-called occupational beer steins. These steins are easily defined as those having a decor designed to reflect the livelihood practiced by the owner. They could be purchased as a personalized stein by the owner or given as a gift by others. Many occupationals represent presentations by professional organizations, trade unions, or co-workers. They could commemorate a special occasion or celebrate a well-earned retirement. In this respect occupational steins can be compared to the traditional gold watch often presented to retirees by American companies.

These steins closely resemble Regimental military steins produced during the same period. In fact, both types bodies were often interchangeable. Perhaps their closest American cousins are occupational shaving mugs common in the United States years ago. Although less elaborate, they too displayed a motif or symbol associated with the owner's trade, along with

the owner's name, usually in gold leaf.

Occupationals are made of virtually any stein material, although they are most commonly seen in pottery, porcelain and glass (with inset porcelain lids). Perhaps the most desirable of these are created in porcelain. Although 1.0 liter sizes exist, they are far more common in the .5 liter variety. Occupational steins are characterized by their glistening white bodies and steepled pewter lids. Large colorful transfers appear on the steins. Often the stein makers used accent painting highlighting the transfer. The decoration used to represent the occupation was either a scene common to the trade, or a grouping of symbols such as tools readily associated with the business. Many steins combine both representations.

An added bonus to these, and most porcelain steins, is the lithophane located in the bottom of the

stein. Created by varying thicknesses of porcelain in the mold, their beauty is apparent when held up to a light. Unlike modern porcelain examples, where a woman's nude figure is seen, antique varieties usually display home scenes or pictures of notable persons, such as kings.

The occupational steins run the gamut from common laborers to businessmen and bankers. They include butchers, bakers, brewers, blacksmiths, machinists, masons, carpenters, roofers, and wagon drivers (teamsters), and many others found during the era. Usually, the owner's name is proudly painted across the face of the stein. Sometimes the name can be found engraved across the outside rim of the lid.

Unfortunately reproductions of occupational steins were produced in the last few years and care must be taken to avoid mistaking them for originals. Typically these new steins have non-pewter metal lids that appear new. They usually contain a lithophane of a female figure as previously mentioned. Genuine porcelain occupationals were produced around the turn of the century although some examples can be found from the 1920's. Few of these porcelain steins carry a manufacturer's mark. If a mark was applied, it could easily rub off of the non-porous underside of the stein. As with all antiques and collectibles, it is prudent to thoroughly research your collecting interests and to know the seller!

My interest in



This pastoral scene of lovers kissing is the lithophane in the bottom of Herr Hollbocks stein.



Fig 1: A stein named to Hans Hollbock, evidently a brewery worker. The traditional brewers sign appears at top, with a sampling cup, a mash stirrer and a malt shovel sticking up from a brewery vessel. Perhaps that is a representation of Herr Hollbock leaning on a vat in the center foreground.



Fig 2: The stein named to teamster Markus Stellner. The inset is the thumbtiff, a draft horse in full harness. This may be a retirement stein, as it shows a boy, a young man leaving home, the scene above, and an older well-dressed couple strolling arm in arm.



Figure 3: We all have our "grails"; Tom's was the Andreas Raab stein he first saw in the book that introduced him to *Occupationals*. This is the very stein pictured in that book, now in Tom's collection!

occupational steins began by accident when I purchased 10 beer steins in a liquidation sale. Two of the steins stood out more than the others and I began to research their origin. Eventually I discovered they were occupational steins representing the butcher and machinist trades. The first book I was able to locate was a small paperback titled "Steins and Prices" by June Dimsdile. The book, published in 1970, was a very basic guide to steins and their values at the time. One chapter provided information and photos about occupational steins. After reading this book I knew what type of stein I wanted to collect.

The very first photo in the chapter showed a beer brewer occupational. It was quite a beautiful piece showing a colorful figure of King Gambrinus,

proudly holding his product. The stein had been presented to Andreas Raab. As I collected steins I always went back to this photo and "pined" over my desire for it. Years went by before I saw such a stein. Imagine my surprise when 25 years later I saw the very stein pictured in the book, offered at auction! Needless to say, it now rests proudly on my shelf! (figure 3)

After collecting occupational steins for many years,



Fig.4: The full scene on the Raab stein, unwrapped thru the magic of Photoshop. The slogan in the ribbon below Gambrinus translates as "Long live the Noble Brewery". The slogan near the lid, Eber soll die Welt verderben als vor Durst der Bierbrauer sterben roughly translates as "Sooner should the world rot than a brewer die from thirst." The left panel is a brew kettle, the right a fermenter or lagering tank.

Herr Stellner's stein tells a story one needn't speak German to understand (but it does help!) The motto on the lid reads "God bless our diligence"; the lid shows a farm boy; the right panel shows a lad leaving his hometown, and his crying mother. The center panel, "Hoch lebe der Bierfuhrer" or Long live the beer (wagon) driver, shows Stellner atop his wagon, passing the brewery. The left panel, "So leben der Bierfuhrer", shows a well-dressed couple; "This is the life of the Beer teamster".



my favorites, as you may have guessed, are those associated with the brewing industry. The "BierBrauer" or Brewmaster is understandably a common theme in brewery occupationals. Scenes of the brewery, or its inside workings, are seen along with the symbols of the trade, as discussed earlier. For the beer brewer these were naturally the bucket, stirrer and scoop in a barrel. Besides the motif on the stein, most contain appropriate inscriptions hailing the virtues of the trade. "Hoch lebe die edle Bierbrauerei" (Long live the noble brewery") is one such example. Another reads "Hoch lebe das edle Handwerk der Bierbrauer" (Long live the noble craft of the beer brewer). To both sayings we can only answer a hearty "amen."

As occupational steins were once a prized family possession, their intrinsic value often limits their availability in the mainstream market. Rarely are examples found outside of specialty dealers and auction houses. When found, these colorful relics make for a beautiful display. They are reminders of our daily toils and living examples of the hard work of our ancestors.

Tom Waller



[Ed. note: My German isn't good, but with the help of Peter Blum, all the slogans were translated. I believe, because of one German word, and the specific scenes shown, that most of these steins were from brewery workers. In Figure 4, to the left, the last word on the banner is "Bierbrauerei", which translates as Beer brewery, but means the INDUSTRY of brewing. One stein has the same slogan, but the last word is "Bierbrauer", or brewer. This may have been a brewmaster's stein, as it hails the man, not the industry in general.]

The (real?) Iron City Brewing Company

by Ed Dannels

The less famous Iron City Brewing Company was located in Lebanon, PA. The brewery supplied the thirsty populace with quantities of ale, beer and porter from the year 1889 to 1920, and perhaps even through Prohibition. Note the date of founding! There WAS an "Iron City Brewing Co." founded in Pittsburgh in 1888, and it operated under that name until the formation of the Pittsburgh Brewing Co. trust in 1899. The Pittsburgh Iron City is of course, the one we think of when the brand is mentioned. Only about 3.5 hours apart by today's Interstate system, in pre-Prohibition days they might as well have been in different countries!



From the Coshocton catalogue (Issue 101), this likely H.D. Beach tray is catalogued as #6-B. This is from the Lebanon Iron City, though there is no town shown to prove it. It should date from between 1901 and 1905, if the Editor read Richard Hager's article correctly!

The other "Iron City" brewery was located on the southwest corner of North Eighth Street at Mechanic Street in North Lebanon Township, Lebanon PA. The first proprietors of the brewery were Jacob Grave, Will Lineaweaver and August Eigenauer. These three partners were manufacturing Lager beer in 1889. They boasted that "our facilities for manufacturing the best of Lager Beer are unsurpassed in the state." They eagerly

invited visitors to see their extensive establishment.

On March 31, 1894 the brewery was sold to George Ehrhorn, an immigrant from Hamburg, Germany. During the six years that George owned the Iron City Brewery, he produced a lager which he named Rheingold Beer.



A simple Cobalt and white tip tray with the Lebanon Iron City logo.

Rheingold became exceptionally popular with the citizenry, and was widely known for its superiority.

After George's death in 1901, his widow Anna, and his son Frederick, took over the operation of the brewery. Fred followed his father's footsteps and continued to produce high quality brews.

In January of 1915, Fred Ehrhorn and his wife Justine, sold the brewery for \$52,000 to Harry Wunderlich and Gustave Schneider. However, this new partnership was short lived, and in April of 1918, the brewery was sold to Francis Perot's Sons Malting Company of Philadelphia.

The most famous beer to come from this brewery was their celebrated Rheingold Beer. In addition to the Rheingold, the Iron City Brewery produced Canada Malt Ale, and also a Porter, both popular beverages with the local trade. Annual production of the brewery was about 7000 barrels a year.

Of course, after Prohibition ended the Pittsburgh Brewing Company made the brand name "Iron City" famous over a much larger area, and the Rheingold Beer brand ended up in New York City.

The last remaining Iron City Brewery building in Lebanon was destroyed by a disastrous fire on the night of February 19, 1992. At that time, the building was being used as a warehouse by a local Lebanon appliance and furniture dealer.

Ed Dannels



This round low rim tray has what seems to the Editor's eye the artwork and style of a Coshocton tray (rather than a Shonk or Kaufman & Strauss), but is not shown in Hager's catalogue. No doubt about the brewery, as Lebanon PA clearly shows.

“Mining” labels...Drewry’s, a case study

Labelology means, among other things, the act of studying and enjoying labels. Let’s take a once rather common brand, Drewrys, to illustrate. First a little background. The early labels state that Drewrys was first brewed in Canada. Oh? Member Dave Craig informs me (and American Breweries II agrees) that Ed Drewry settled in St. Paul, MN in 1859, formed partnerships with several men, operating a brewery on Payne Street that was about 2 blocks from the Hamm’s Brewery. In 1868, it was Drewry and Son. When Edward died in 1880, his wife operated the business. It continued brewing as Edward Drewry and Drewry and Sons until it closed in 1912. There certainly WAS a Canadian Drewry operation! His son, Ed Jr., went to Winnipeg in 1872 and managed a brewery there before taking control of it in 1877. It certainly looks like the family was involved on both sides of the border. The first US post-Repeal labels say “First Brewed in Canada”; why the American Drewry’s brewery wasn’t considered important enough to mention is anybody’s guess. But we now know that Drewry’s family beer was brewed in St. Paul, MN as early as 1859! It might have been ignored because it failed before Prohibition, while the Canadian operation was quite successful. Anyway, let’s fast forward to Repeal and Drewry’s reintroduction to the US.

The Corporation was headquartered in Chicago, but first Repeal production was by Sterling in Evansville, IN in the 1933-34 era. Application of labelology allows us to determine that this was contract brewing as the labels say “Distributed by The Drewrys Ltd., USA, Chicago, IL”. Use of “distributed by” rather than *brewed and bottled by* was the tip off. These Evansville labels first use a stern-faced, mustached Mountie (you know, the guy in the red coat and drill sergeant’s hat...The Royal Canadian Mounted Police...Dudley Dornight) holding both a glass and bottle of beer, and carry the slogan “First Brewed in Canada 1877, Now Brewed in the USA”.

In 1936 Drewrys purchased the reopened Muessel Brewing Co. in South Bend, IN, renamed it Drewrys Ltd. USA, Inc. and began their own production. The labels that followed have

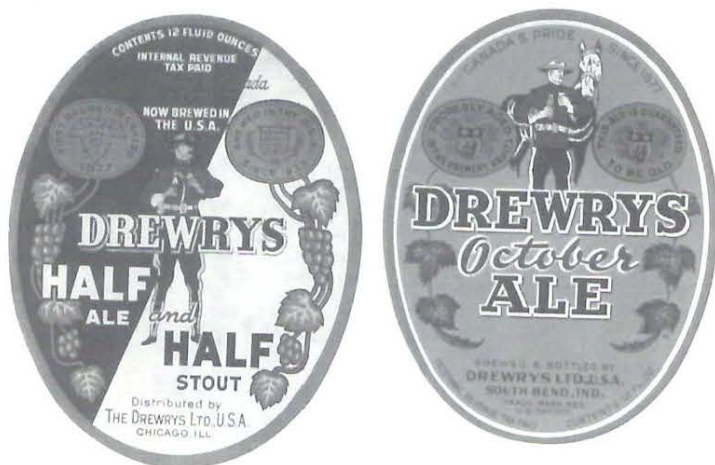


Fig. 1: At left, our stalwart subject, in ca 1933, proud, but horseless. At right, after moving to South Bend, he could afford a horse. These early labels still have a distinct pre-Prohibition feeling, and represent beer types of an older day.

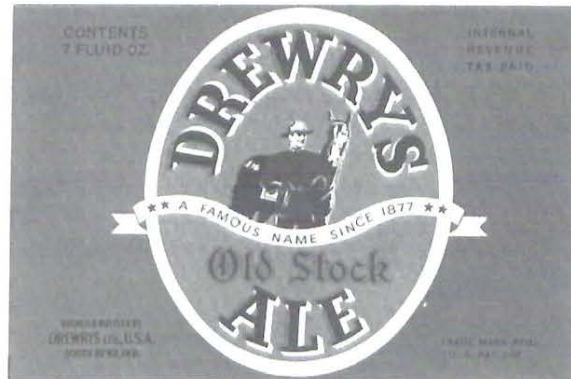


Fig. 2: Still somewhat grim faced, our hero has lost his beer, but HAS gained a better looking horse! This is a design for a high speed labeler of the early 50's.

proved extremely fertile hunting grounds for students of Labelology. Perhaps most interesting are the changes with time in the way the Mountie is pictured. For example, after the move to South Bend, the Mountie gets a horse! Then in the early 1950's he loses his beer (and his mustache)! Taking away the Mounties beer was an obvious sign of the times! Rumors of objections to picturing one of Canada's finest drinking beer, and

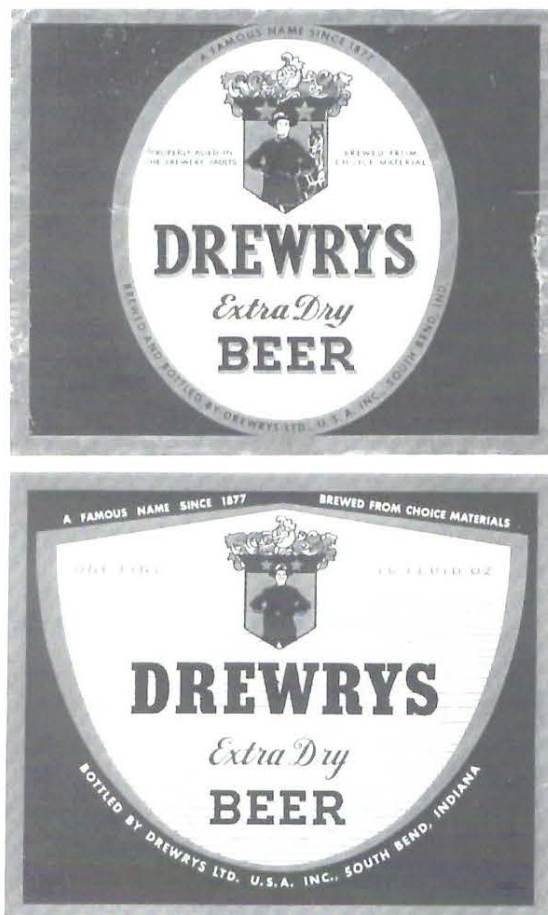


Fig.3: At top, in an effort to “modernize” the brand’s look, the Mountie, now younger, and with a big friendly smile, is enclosed in a shield, but he still has half his horse! At bottom, everybody had horizontal lines, more easily read content lines. The shield with the Mountie shrinks, and the horse disappears, but the smile gets bigger!

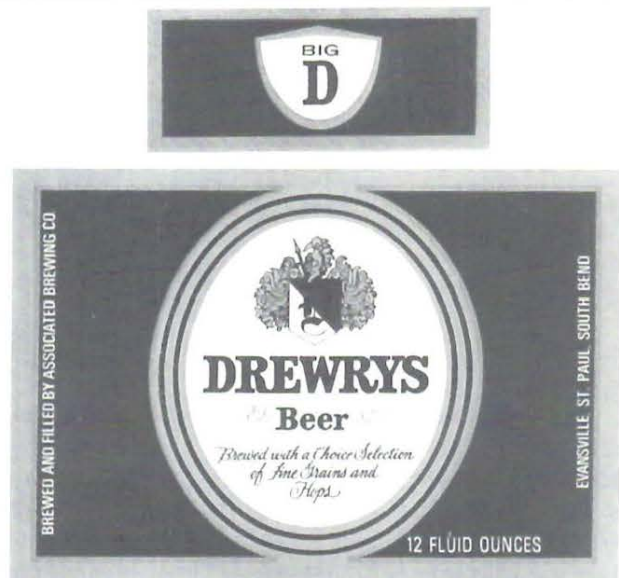
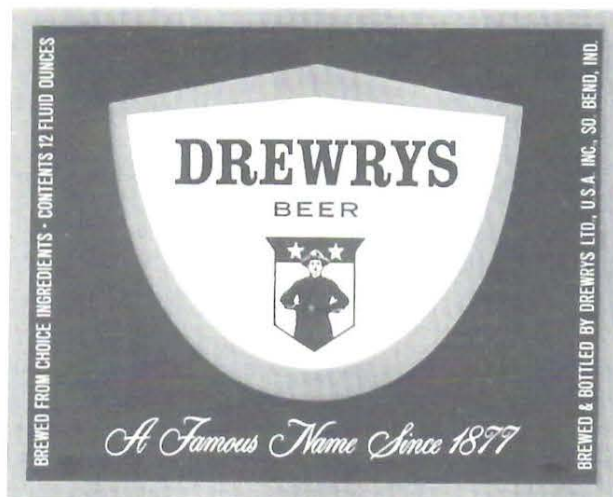


Fig.4: At left, the flagship brand is sinking, along with the rest of the company. A graphic artist might describe this label as "clean". I would say "spiritless"; the gold background of the shield is gone, as is the decorative crest, and the Mountie's face has been reduced to a bunch of dots. At right, with the new owner Associated, the old family friend is gone; the neck label says it all...it's just "Big D", another off- brand price beer.

the implications thereof to the younger set undoubtedly led to the Mountie going on the wagon, at least as far as beer labels are concerned. Not long after, in a complete label redesign, the horse lost his ass (oh pardon, his rear quarters...really!) Then,

in a shift to the shield label format, he lost his horse. By this time, we must assume the public was rapidly losing interest! Then the helmet and garland vanished, and by the time Drewry's folded its tent, and Associated Brewing Co. took over, the Mountie himself vanished. He did make a brief reappearance after the Heileman hiatus when the brand was sold to...Evansville Brewing, operating the old Sterling plant, where the brand first appeared after Prohibition ended.

Here's a list of some of the more obvious changes found on Drewrys Beer and Ale labels.

First Brewed in Canada 1877, Now Brewed in the USA - ca. 1933-36 (Evansville labels)

Canada's Pride Brand - ca. 1936-38 (first South Bend labels)

or *Canada's Pride Since 1877* - ca. 1936-38 (South Bend labels)

Canada's Pride Brand Since 1877 - ca. 1938-50

A Famous Name Since 1877 - ca. 1950-66

Famous Since 1877 - ca. 1950-66

While we stop here, there is much more to be gleaned from Drewrys labels as they move to Associated (1966-72), Heilemans (1972-88), Evansville Brewing Co. (1988-98) and then to Pittsburgh Brewing Co. (1998-), although the brand does not seem to have appeared under Pittsburgh's banner.

Beerfully yours!

Bob Kay

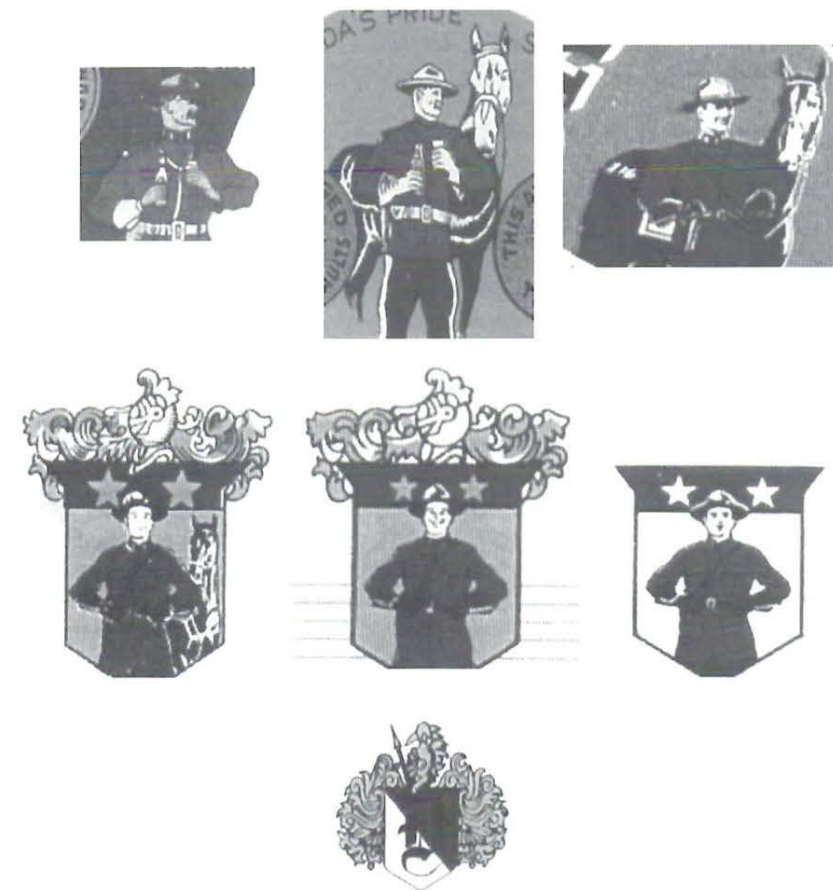


Fig. 5: The devolution of a proud brand symbol. These are enlargements of portions of the complete labels shown in the article, so the Mountie himself can be seen better. As these labels are mostly red field, black lettering and detail, and gold accent, relative shadings are impossible to see. But I think the message gets across! From stern and mature, to clean living and beer-less, to young and eventually horseless, to essentially expressionless and then to unemployment. Lo, how the mighty...



As I prepared this issue for the press, I received an advance copy of Bob Skilnik's EXCELLENT new book, **The History of Beer and Brewing in Chicago** (see ad on page 30.) As the Convention is there in 2000, and this book is a darned near complete coverage of the whole Chicago brewing experience (and a good read to boot!), I'm tempted to recommend the book as an "official" Handbook for the Convention! A full review will follow next issue.

I find myself looking for and reading the increasing number of locally produced newspaper articles that cover the subject of beer. Our local paper (Chambersburg *Public Opinion*) is part of the Gannett organization, and often reprints such articles in the Food section. Here is part of one such, from The Norwich (CT) *Bulletin*, by Ken Stroebe:

"Image isn't everything in the microbrew industry, but it is something, and most beer makers work long and hard to come up with images they think will appeal to a broad cross section of brew buffs.

"Some - like Magic Hat and Pete's Wicked - use humor to hawk their products. Others - like Samuel Adams and Capital Brewing - use history and patriotism. For others - like Sierra Nevada and Boulder Beer - the great outdoors is the selling tool.

"Dutiful consumer that I am, I have to admit I put some stock in image. It could be the best beer in the world but if it's called Bad Infection Ale and has a picture of a festering wound on the label [Ed note: *Hmm, wonder when some Micro will give this idea a try...might sell to "ER" or "Chicago Hope" fans!*], odds are I'll never actually give it a try."

I suspect that I have in fact tried "Bad Infection Ale", albeit produced under some other brand name! Looking back over the list of brands reviewed, or mentioned elsewhere in *The BC*, I suspect the "least likely-to-appeal to the Bud drinker" brands I see are "Dead Guy Ale" and "Diaper Pail Ale". Gritty McDuff's "Black Fly Porter" with its label image of a swarm of Maine Black flies could well fall into this category as well. I never tried Diaper Pail, but the other two are among my favorites. Conclusion: label humor sometimes is rather "dark", but a good pun, when suggestive of content, IS a good way to get the attention of a micro fan looking for something different to try. And even the regional brewers give humor an occasional try; think of "Pigs Eye", the de facto flagship brand of Minnesota Brewing. A brand name so unlikely, it was almost never produced, but I suspect today it outsells "Landmark", the brewery's flagship brand.

On a different tack: I was recently asked what my favorite beers were. I stumbled, blurted out a few names that came quickly to mind (probably including the one I was cur-

rently drinking.) After giving it some thought, I come up with the following list. They are perhaps not my "favorites", as that sort of implies regular consumption, but these are certainly among the most memorable. In the order they were written down:

Red Tail Ale, Mendicino B.C., CA
Snow Goose, Wild Goose/Frederick B.C., MD
Merry Xmas/Happy New Year, Anchor Steam, CA
Bigfoot Barleywine and Celebration Ale, Sierra Nevada, CA
Pilsener Urquel from Czechoslovakia
Oatmeal Stout and Taddy Porter, Samuel Smith, UK
Chimay Cinq Cents, Belgium
Omegang Abbey Ale, Omegang B.C.
Trippel and Abbey Ales, New Belgium B.C., CO
90 Shilling Scotch Ale, Hoster B.C., Columbus OH
80 Shilling Scotch Ale, Appalachian B.C., Harrisburg PA
Sublimator Doppelbock, Frederick B.C., MD.
Captivator Doppelbock, Hoster B.C., OH
Triple Bock, Sam Adams
Rogue Oregon Golden Ale (or any of the others!), Oregon B.C., OR

and my whole life favorite:

Ballantine Burton Ale, from way back when.

Having offended everybody I omitted, on to some current products!

Vigilante Porter, Yellow Rose B.C., San Antonio, TX
1996 7 '97 "World Beer Championship" Gold Medal. Saying that this isn't the best porter I've ever had downgrades its inherent quality and trueness to type. Ruby brown in color, sumptuous malt nose, a rich, well-balanced middle and sweet malt then hop tang finish. The label reminds me that Porter was called "The Entire" when first served from one cask. It is that; everything but wimpy. Obviously meant for local consumption, these bottles are date coded. Thank you, Ed Culbreth!

Wildcatter's Crude Stout, Yellow Rose B.C., TX
Texas crude! I like to call a really dark stout "driveway coating", and this qualifies. Completely opaque, rich, rich roasted malt flavor and an almost chocolate finish. Not one negative comes to mind (or tongue)...this is a very drinkable, but not 'world class' stout.

Abbey Belgian Style Ale, New Belgium B.C., Ft. Collins, CO

I had this one for the first time about 6 years ago, when still travelling for business, and still think it is superior to most of the

"abbey" ales from Belgium, and an equal to Chimay's regular ales. Brown in color, with a fruity-yeasty nose and a malt-dominant flavor. It is brewed to the Belgian "double ale" style. Some day, I'll have a tasting of this, their Tripple (see below), Omegang and Cinq Cents. No way a favorite would emerge, but what an experience that would be!

Trippel Belgian Style Ale, New Belgium B.C., CO

My first taste of this brand. It is so complex and delicious that descriptive words fail me! It is rich, smooth, full of Saaz hops that come and go on the tongue and end in a glorious finish that recalls the whole brew. Astoundingly good! The "best before" date suggests a year of bottle life. God is good! Jan Prima would approve. ALL words fail me.

[Both these New Belgium ales are fermented in the bottle, both seem to have a one year bottle life, and both should be drunk FROM A SNIFTER at about 50 deg F.]

Blue Paddle Pilsener Lager, New Belgium B.C., CO

Just a lager? After two great Belgian ales? Not quite a "mass market" brew, any more than **Pilsener Urquell** is in the US. This all-malt is long on noble hops, and quite short on ordinarity. Unapologetically hoppy, with a strong finish like a good ale. Different, and interesting, but too hoppy for casual drinking, even for me.

Fat Tire Ale, New Belgium B.C., CO

This is a classic American ale. CLASSIC! If you see it, just buy it! The \$200 you may have missed by not passing GO will be returned in the pleasure! Any of these New Belgium brews fall in that category! I found these in the middle of Missouri in a Kroger store, and have no idea how far they ship.

Schlafly Pale Ale, The St. Louis Brewery, Inc, St. Louis, MO (Schell)

A medium bodied ale claimed to be in British style. Nice ale nose, a hop dominant flavor, and better than average finish. I expect good brews from Schells, and they deliver on this one.

Schlafly Oatmeal Stout, The St. Louis Brewery, Inc. (Schells)

A reasonably good stout, but with a body more like a Porter. Good tan head, malty and smooth taste and a hops-toasted barley taste in the finish. Not top rank, but well-crafted and enjoyably drinkable.

Rodeo Oatmeal Stout, Crested Butte Brewery and Pub, Crested Butte, CO (Broadway B.C.)

Big, black and moderately bitter. I detected no sign of the malty sweetness of oatmeal; this approaches Guinness in flavor and texture.

Bagnell Brown Ale, Osage B.C., Osage Beach, MO (bottled by Pony Express B.C. Olathe KS)

An enjoyable brew, from a brewer previously unknown to me. Ruby-brown color (head disappeared WAY too quickly), and a rich ale taste with roasted malt overtones, and a deep in throat finish. MUCH better than average, and better than any product of the bottlers I've had.

Hunters Unfiltered Wheat Ale, Osage B.C.

This would be a "clear beer" lover's nightmare! Weiss beer (but an ale) cloudy with live yeast, it is hoppy throughout, with a slight metallic finish. Interesting, but not nearly as good as several of the type previously reviewed.

Osage Lager, Osage B.C.

This is very good! Very fine flavor, good body and a Pilsener-

type finish. The big feller on the other side of the state should do as well!

Flying Monkey Amber Ale, FMI B.C., Merriam, KS

Not a bad product; good color, nice head and the expected ale taste and finish. A bit metallic on the tongue, but the coding indicated an out-of-date bottle.

Stoudt's American Style Pale Ale, Stoudt B.C. (The Lion, Wilkes-Barre PA)

Full-bodied and very hoppy (Carole Stoudt's label comment: "assertive cascade hop character".) It's the Cascades that are the problem, the brew has no balance at all, just hops, and metallic tasting to boot. BADLY DONE!

Ybor Brown Ale, Ybor City B.C., Tampa, FL

Oh boy, YES! An English-style dark ale with a full body, malty flavor and toffee notes deep in the finish. Complex, well crafted and delicious!

Brooklyn Pilsener, The Brooklyn Brewery (F.X. Matt, Utica, NY)

"Brewed in the style of New York's pre-Pro German-American brewers." Oh? At any rate, not Utica Club. It does sort of remind me of the Piels and Schaefer of my youth on Long Island. Big body, rather more hoppy than "modern" lager, a step up from Bud and several from the Lights, but still rather bland. Mass market appeal, I suppose.

Blue Star Great American Wheat Beer, North Coast B.C., Ft. Bragg, CA

This one passes the "I've been mowing for 4 hours and I sure am thirsty" test! Light, but flavorful, with a nice lemony bite to the finish. An almost perfect thirst quencher when a cold lemonade just won't do the trick!

There are of course more, but they shall wait for next time!

Fil Graff, "The Brewers Monk"



While I have your attention (I hope), a gentle reminder. We all receive a copy of *The Membership Directory* sometime after the first of each new year. In the past year or two there have been many changes made to telephone area codes, and even street addresses where the 911 system is newly installed. We all have the "Zip +4" code that is becoming more and more important for the timely delivery of your mail. Hundreds of you are likely on the Internet now. Maybe collecting interests have changed since first you gave our Executive Secretary a listing. PLEASE, take a moment RIGHT NOW, and take a look at the 1999 Directory. See anything that needs amending? No Zip + 4 listed? No Internet address? A postcard will do, but PLEASE send Bob Jaeger (see the Buy-Sell-Trade section for HIS new address!) the updated information! **PLEASE!** Or, if you are "wired", you can e-mail the information to Bob Kay, who computerizes the directory information, at <beerlabel@aol.com>. It recently cost me a \$1 information call because one of the former NABA VIPs had neglected to change his area code THREE years ago!

Executive Secretary's Report



Here we are approaching the year 2000, a new Millennium, and we are in NABA's 29th year. The first of the "NABA Newsletters" was dated November, 1972, and nobody was worried about any Y2K bug (did anyone think in terms like "Y2K" back then?). Fil tells us that the computer is compliant, so we need not fear missing an issue!

A few words about the Rochester Convention: it involved a good deal of work, but I certainly do not advise any future Chairperson to plan to completely change residences two days before leaving for their Convention! NOT a good idea, but that is the way the various contracts worked out. Also, there was some question raised about holding two similar conventions in the same city two years in a row. NABA was booked into Rochester BEFORE the other breweriana club switched their location from Cleveland to Rochester last year; NABA was committed, and could not change. Not everyone wants to go to the same city two years running, so our attendance was hurt by the "same city two years running" problem.

I do want to thank John DeVolder and Bob Gottschalk for all the pre-Convention and detail planning for events and arrangements they did for all of us! Also, the "usual suspects" did yeoman duty manning the Registration, Hospitality and Auction in Rochester. NABA is truly blessed with a cadre of willing workers, and we all owe them a big "thank you!" To the Members who took the time to send Thank you notes: this is usually all the reward a Convention Chairman gets! Thank you for your kindness. There are always ways to improve things that come to mind after the show is over, but there is only one chance, and then it's over.



There will be a Convention Mug again this year...your name will be on it if you attended. Order forms should accompany a future issue of *The BC*.

The Board has decided to extend the bonus program for recruiting members another year. One needs to sign up three new members to qualify, and the top recruiter will receive a complimentary years dues.

Please note Fil's plea for corrections to the 2000 Annual *Membership Directory* found in the Rathskeller column. We cannot produce a meaningful Directory without your cooperation! Zip + 4! E-mail addresses! New area codes! Changes come fast and furious, and your club NEEDS to be kept abreast.

Speaking of changes, I gave Fil some incomplete information for the last issue on MY new address. All NABA correspondence to the Executive Secretary should be addressed to:

Robert E. Jaeger
1380 W. Wisconsin Ave., Apt. 232
Oconomowoc, WI 53066-2681
Phone: (262) 560-1948

Please welcome the New NABA Members listed below, and help them in any way possible to add to their collections!

Sincerely
Robert E. Jaeger
Executive Secretary

New Members

Andrew, Morton S.

7098 Buckley Rd.
Liverpool, NY 13088
(315) 413-0164

Biechler, Paul (Ann)

Home Arcade Corp.
1108 Front St.
Lisle, IL 60532
(630) 964-2555
<arcadehom@aol.com>

Dealer: Neon signs- Beer, Soda and
misc. advertising

Bunce, Leonard E.

609 E. 41st St.
Loveland, CO 80538
(970) 663-5993
Bottles-coasters-crowns-tips trays
Miller and Gettleman; WI & CO

Dannels, Edward W. (Kathy)

140 On the Green Dr.
Lebanon, PA 17042-9474
(717) 274-8451
All breweriana-lithos-signs-trays-clocks
Lebanon Breweries

Flemmons, Kenn (Mari)

22 Edgelawn Dr.
Little Rock, AR 72212
(501) 221-3976

Gandt, Joel (Eileen)

7509 Piney Pointe Dr.
St. Louis, MO 63129-5712
(314) 846-6938
<joeleg@earthlink.net>
Lemp B.C., St. Louis, Binzel B.C. &
Oconomowoc B.C., Oconomowoc, WI

Houser, Don

100 Cemetary Rd.
Fly Creek, NY 13357
(607) 574-8955
All breweriana-bottles-mugs & steins-tap
knobs-tip trays-trays

King, Jeffrey S.

37 King Phillips Path
Duxbury, MA 02332
(781) 837-9630
<jedediah@rcn.com>
Lithos-reverse on glass-tip trays-trays
pre-Pro Kings (MA and NY)

Rockhold, Max T.

622 N. Monroe St.
Clinton, IL 61727
(217) 935-5970
<Raniyan@davesworld.net>
All breweriana-cases-clocks-neons-trays
Falstaff & Griesedieck Bros.

Schwartz, Richard (Iris)

307 Wright Ave.
Colonial Heights, VA 23834
(804) 520-1601
History-paper items-post cards
Lemp & pre-Pro St. Louis Breweries

Smallshaw, John (Yolanda)

4650 Shagbark Ln.
Brookfield, WI 53005
(262) 790-6905
<smallshaw@jadetech.com>
All breweriana; Fallstaff & Falls City

Smith, John

4200 Seabury Dr., Apt. Q119
Wichita Falls, TX 76308

Surdyk, Thomas (Cynthia)

1800 S. Layton Blvd.
Milwaukee, WI 53215
(414) 383-2422
All breweriana-clocks-lithos-signs-statues-
thermometers

Zeppenfelt, Mark H.

4881 Cypress St.
Wescosville, PA 18106

A short list this issue, but WELCOME to each
of you none the less!

NABA CONVENTION EXHIBIT...CHICAGO, 1991

The Exhibit Room. Several local collectors pooled their trays for a display of Chicago's finest, and a great exhibit it was! Below, inkwell and pen set by Pilsen is a rare, unique and colorful pre-prohibition item.



Part of a color page from Volume 75, Fall 1991, from the post-Chicago Convention issue, as a pure TEASE! The display room contained the cream of several Chicago area collections. What could top this in 2000? I suggest you make your reservations NOW, and be there to see for your-

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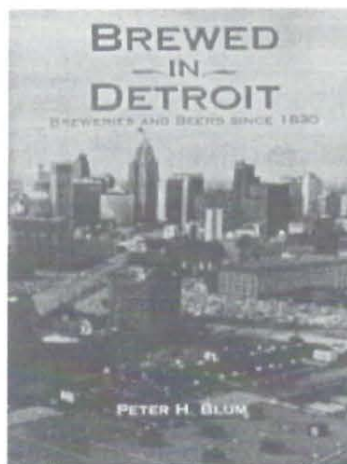
Breweries and Beers Since 1830

Peter H. Blum

"Peter Blum, with his unique writing style, has assembled a comprehensive collection of information from many literary sources and blended them with his interviews containing documented firsthand personal accounts from descendants of the brewers to create a rare treat for anyone with an interest in Detroit history."—James Kaiser

"Whether you are a student of breweriana, have an interest in history or are merely curious about brewing in the Detroit area, you will certainly enjoy this book. It is well-researched with fascinating photos and detailed account of the local beer industry."

—William Marentette



304 pages, 160 b & w
and 17 color illustrations
\$34.95 hardcover

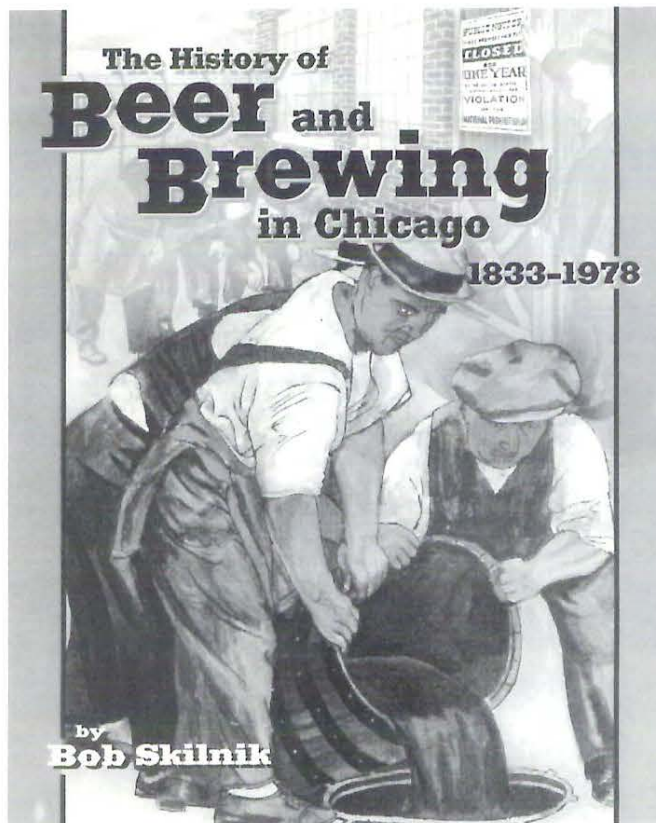
"A truly comprehensive and well-authenticated portrayal of the 'golden era' of beer brewing in Detroit and its environs."—Herman K. Rosenbusch

"Mr. Blum's book is a unique study of the ethnic, geographic and political history of brewing in Detroit and the surrounding area. . . . The book is both entertaining and informative."

—Don Wild

"Peter Blum's long association with Stroh, his academic training in brewing chemistry and his unparalleled scholarly interest in the history of Michigan brewing all combine to make him uniquely qualified to produce the definitive work on Detroit breweries."

—George Woodman Hilton, Professor Emeritus of Economics, UCLA



NEW BOOK ANNOUNCEMENT!

The History of Beer and Brewing in Chicago 1833-1978

The impact of beer on Chicago's history has been largely ignored by scholars. Yet, for 150 years, the brewing industry wielded enormous influence on the City's economic, political and social development. Breweries, their related suppliers, and their distribution networks, including saloons, employed many thousands of people and contributed large amounts of taxes to the City's treasury.

Brewery historian Bob Skilnik discusses the events and policies which affected the brewing industry and the City, from the Golden Age of Brewing, to National Prohibition, bootlegging and crime syndicates, through Repeal, and to the eventual closing of the last major Chicago brewery in 1978.

This new book is a trade paperback containing 260 pages, a full glossary, an Index, and a Bibliography. The book has 50 black and white illustrations and a four-color signature of beer advertising.

The book is available from you local bookseller, or you may order it directly with your check or money order for \$17.95, plus \$2.00 postage and handling, from the publisher:

POGO PRESS, Incorporated

4 Cardinal Lane,
St. Paul, MN 55127

TEL & FAX: (651) 483-4692 E-mail: pogo@minn.net

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

Bll F199-3

WANTED TO BUY: Top condition Lithographs, Die cut cardboards and trays from Nebraska, AZ, CO, UT, ID, MO, NV, NM, OR, WA, WY, FISHER (Utah) etched glasses, Tivoli (Colo) tray with woman w/red hat, Tivoli sunburst tip tray. **John Bussey** (402) 430-7101 E-Mail: <topcue@aol.com>

Bu1 F199-5

FOR SALE: BREWERIANA COLLECTOR from Spring '81 to present, NABA Directories from '82-'99, BCCA, ABA, ECBA Journals, Beer Cans Monthly, Brewery Collectibles & Can O Rama magazines. **Jerry Maxim**, 5 Kennedy Rd., Pt. Jeff Sta, NY 11776-1809 (516) 928-0884 E-Mail: Skedmax@aol.com

Mx1 F199-1

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

The F199-1

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

Par F199-1

WANTED: OLD ROLLING ROCK(Latrobe Brewery) & Monastery Beer (Loyalhanna Brewery) advertisements and memorabilia. **Jim Mickinak**, (724) 539-7941 or e-mail: <easyst@internet.net> MicF199-1

PLEASE NOTE: The NABA Office has a new Address! Bob Jaeger has moved! New Address: 1380 W. Wisconsin Ave., Apt. 232, Oconomowoc, WI 53066-2681. Phone: (262) 560-1948

ATTENTION ALL NABA MEMBERS: PLEASE review your listing in the current Membership Directory! Send **Bob Jaeger** any changes, particularly **AREA CODES**, and include your Zip plus 4! Incorrect and incomplete addresses are a **PAIN**, and will begin to hold up delivery of your **BC!**

The Breweriana Collector and the Membership Directory are published by National Association Brewery Advertising for its membership. Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send applications for membership, dues, change of address and advertising for The Membership Directory to Robert Jaeger, 1380 W. Wisconsin Ave., Apt 232, Oconomowoc, WI 53066-2681. Send manuscripts and advertising for The Breweriana Collector to Fil Graff, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Advertising rates for the BC are \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section, \$5 if limited to member's own collecting activity. Full page ads will be considered as a separate "flyer" insert. The Editor has the right to edit submissions to conform to proper style and appearance, and may defer publication of a submission for reasons of space or layout.

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

Events of Interest

- Oct. 22-23 1999 **ECBA FALL FEST**, Four Points Hotel, Greensburg, PA
Contact: Jim Mickinak, (724) 539-7941
- Oct. 30 1999 **ANTIQUÉ BOTTLE, ADV'T'G & STONEWARE SHOW**, Burnsville Nicollet Jr. H.S. Burnsville, MN
Contact: Steve Ketchan (612) 920-4205 or Information (612) 707-2653
- Nov. 5-6 1999 **VALLEY FORGE BREWERY COLLECTIBLES SHOW**, Kimberton Fair Grds, Phoenixville, PA Contact: Larry Handy, (610) 439-8245
- Nov. 5-7 1999 **MONARCH CHAPTER FALLFEST**, Hitchin' Post Inn, Libertyville, IL
Contact: Paul Zagielski (815) 369-2135
- Nov. 7 1999 **GAMBRINUS CHAPTER BEER COLLECTIBLES SHOW**, Makoy Center, Hilliard, OH
Contact: Doug Blegen (614) 890-0835
- Nov. 12-13 1999 26 th Annual **GUZZLE & TWIRL**, Super 8 Motel/O'Reilley Hall, North St. Paul, MN
Contact: Dave Wendt (651) 731-9573
- Nov 20 1999 **GATOR TRADERS FALL FLING (BCCA)**, Community Ctr & Legion Hall, St. Pete Beach, FL
Contact: Kent Scovill , (813) 381-1345
- Nov. 27 1999 **25 th An. TURKEY TROT** (Three Rivers, BCCA), 2025 Olladale Dr., Ft. Wayne, IN
Contact: Leroy Art (219) 432-6839
- Nov. 28 1999 **QUEEN CITY CHAPTER SHOW**, Amer. Legion Hall, Blue Ash, OH. 9AM to 2PM
Contact: Jeff Dowers (513) 851-8986
- Dec. 12 1999 **BREW CITY AD SHOW**, Serb Hall, 5101 W. Oklahoma, Milwaukee, WI
Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089 (262) 246-7171
- Jan. 29 2000 **MID-MICHIGAN WINTERFEST (BCCA)**, Flint, MI. UAW Local 659 Hall.
Contact: Gene Goulet (810) 742-5353
- Feb. 13 2000 **MILWAUKEE ANTIQUE BOTTLE & AD SHOW**, Four Points Sheraton, Milwaukee, WI
Contact: John Brandt (262) 673-6541 (new area code)
- Feb. 10-13 2000 **21st Annual BLUE & GREY SHOW (BCCA/NABA)**, Fredericksburg, VA Holiday Inn South
Contact: Ray Johnson (703) 971-3549
- Feb. 28 2000 **MID-MISSOURI MEGA MEET**, Holiday Inn Expo center, Columbia, MO
Contact: Bruce Mobley (660) 385-6256
- Mar. 9-12 2000 **25th NEVADA CANVENTION & BREWERIANA SHOW**, Sands Regency, Reno, NV
Contact: Jim Dermody (702) 828-0338 or "Turkey" Lardinois (7-2) 786-1363
- Mar. 16-18 2000 **24th QUEEN CITY CHAPT. LUCK O' THE IRISH SHOW**; Holiday Inn, Ft. Mitchell, KY
Contact: Dave Gausepohl, (606) 371-4415
- Mar. 18-19 2000 **INDIANAPOLIS AD SHOW**; State Fair Grounds, Indianapolis, IN
Contact: Kim or Mary Kokles (972) 240-1987
- Mar. 17-18 2000 **NABA Hospitality Room** at Holiday Inn, US 421 & I-465; 8 PM Fri. Mar.14, Poolside
BREWERIANA SHOW, Our Land Pavilion, Indiana St. Fair Grounds, Indianapolis, IN
Contact: Carol Rettig, (317) 261-1405
- Apr. 26-30 2000 **JUST FOR OPENERS 22nd Convention**, Hilton Hotel, Lisle, ILL
- Sept 7-10, 2000 **BCCA 30th Annual CANVENTION**, Adams Mark Hotel, Mobile, ALA
- Aug. 3-6, 2000 **29th ANNUAL NABA CONVENTION**, Holiday Inn-Naperville (Chicago area), IL

Note to our readers: Bob Hajicek is the Editor and contact for the NABA Events page! Please get all info you wish included to Bob (see Contents page for closing dates!) at: PO Box 4202, Hopkins, MN 55343, (612) 595-0878.

POLICY STATEMENT

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

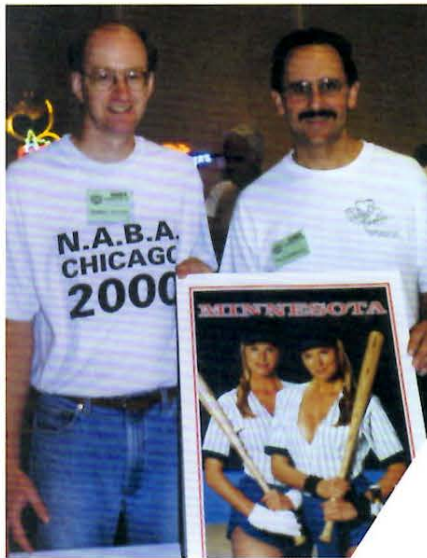
The Association does not act as an arbiter of disputes between its Members, serve as an appraisal service or act to guarantee the authenticity of any piece of breweriana being sold, purchased, traded or in any other manner acquired or disposed of, whether by a Member or other person.

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

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



NABA Vice-President Stan Loula, and his wife Lois at the Banquet



What is this, the Minnesota twins? At any rate, Board Member Bob Hajicek (and Pat Stambaugh) doing some wishful thinking on double dating, and reminding us of NEXT YEAR in CHICAGO!

1999

Start thinking about Auction items for CHICAGO!



Addie and Toby Zwick at the banquet

Best Start thinking about the first weekend in August, 2000! Make your Hotel reservations with the Convention Committee

...NOW!

While you're thinking about it!

ROCHESTER

The NABA Millennium Convention:
August 2 -6, 2000
Naperville, Illinois

The Convention Board of Directors Meeting...No, no; wrong picture! An auction star from the Convention, a tray from Burkhardt's of Akron, OH.



Tye Schwalbe....Yes, he knew we were in Columbus last year, but a great factory litho is still a great one!