

The Brewheriana Collector JOURNAL

OF THE
National Association
Brewheriana Advertising

VOLUME 108

FOUNDED JANUARY 1972

WINTER 1999- 2000



The Breweries of Naperville Labels, Labels, Labels!

National Association Brewery Advertising

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COVER

No, *THE BC* isn't turning into the Stein Collectors International magazine! Two issues in a row with mugs and steins? But that's the way it goes, friends! Here's a random selection of Chicago and Chicago area mugs and steins for your viewing pleasure.

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PHOTO CREDITS:

The BC Archives, Peter Blum, Ed Culbreth, Fil Graff, Bob Kay, Seattle Museum of History and Industry, Mary White
[Where the heck are the rest of you?]

NABA Internet page URL: <http://www.nababrew.org>

EDITORIAL INFORMATION

The Breweriana Collector, the quarterly Journal of NABA, is edited by John F. Graff, Jr., Lamplighters Farm, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Ph/Fax: (717)369-5546. E-Mail <fgraff@epix.net>. Issues are scheduled to arrive approx. Feb. 15 (Winter), May 1 (Spring), August 1 (Summer) and Nov 1 (Fall). **Article, Advertising and Events deadlines: 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

Fall in the upper Midwest has really been mild, and quite conducive to attendance at the various beer advertising shows! Since Convention, I was able to attend The Indy Ad Shows, Milwaukee Stein Show, two Welytok Milwaukee shows, Guzzle and Twirl in St. Paul and Monarch in Chicago. There was plenty of action! Great items are out there, but certainly getting a lot harder to find.

Before our next Convention, we will again have an election of Officers, including President, Vice President, Treasurer, Recording Secretary, Treasurer and three Directors. Your club is always looking for dedicated talent; this is the time to start thinking about the self-nominating process! All that is needed is a desire to work for the good of NABA, and the ability to attend Convention and two Board meetings.

By the time you read this letter our Internet site will include a complete index of all the articles in *the BC* since its inception. If you are looking for information on a particular brewery or beer related subject, you can order it from our Library at a nominal cost. My sincere thanks to Directors Kent Newton and Bob Hajicek for all their time spent putting the Index together. Related to this, our newly appointed Webmaster, John Stanley, helped by Bob Hajicek, has posted the most thorough and complete "Events of Interest" we have ever had! Please continue to notify them well in advance with information on your, or other shows!

At our Fall Board Meeting at Monarch in Chicago your

Officers reluctantly voted for an increase in dues for next year to \$25. This is the first increase in many, many years. We can no longer absorb or offset increasing costs, particularly postage and insurance, which just rose \$1.25 per member.

Our Naperville Convention is on the roll. Please refer to another Stan Loula article in this issue. Ann Arbor (Detroit area) plans are nearly complete for our 2001 Convention. Bill Mitchell and Director Kent Newton are co-Directors for St. Louis in 2002, and Director Bob Hajicek has made a proposal for Minneapolis in 2003. If any of you care to line up a group to promote a particular annual Convention site, we would be delighted to hear from you.

I am delighted to report that longtime member and head of our Auction Committee, Bob Kay, is recovering nicely from a benign brain tumor, and Director Bob Brockmann is making good progress in finding the right combination of drugs to regulate his heart beat. Our heart goes out to Director Mary White after the loss of her husband Clarence.

NABA has had a very successful year, and my thanks go out to a LOT of people who helped make it happen! I sincerely hope we have been an asset for you in enhancing your hobby!

Happy Millennium to all....

Norm Jay



From the Editors Desk

You're reading this? Guess that means that you (and I) survived the Millennium Bug (and now we can forget how to spell Millennium for another thousand years!)

I want to give special thanks to John Stanley, our Webmaster, and to Bob Hajicek, NABA Director and Events Coordinator, for the outstanding job they have done with the NABA webpage! Yes, I know the URL WAS complicated and awkward (it HAS been changed!), but the page deserves your attention. The Events page is likely THE most complete in the hobby! John has included everything, even event times and hot-linked E-mail contacts where he has them. John will post breweriana events from ANY affiliation...if you are involved in even a local show, and wish it posted, then get the information to Bob Hajicek, and "It will be SO!"

The new URL for the NABA web page is simple, easy to remember, and in effect now. Write this down, bookmark it, and visit the page occasionally to see what's new: **<www.nababrew.org>** . If perchance you miss this, the address is now a permanent part of the index page of *the BC*, and a reminder that the page has moved will be posted at the old address. I hope, before this issue goes to press, that the complete index of articles and topics from the very first BC (Vol 1, Nov. 1972) will be posted on the web page. If you are looking for info on a specific brewery, check the index. Photo copies of any page from any issue will be available for purchase as soon as arrangements are completed. As your Editor, I hope this Index will provide impetus for collectors to write articles! Is your favorite brewery virgin territory for these pages? Only YOU can correct that omission!

Dave Craig, NABA Member and Editor Of the Great White North (BCCA) Chapter PAW PRINTS, sent some clarification on Bob Kay's LABELOLOGY from the last issue. There were TWO Edward Drewrys: Ed, Sr., who stayed in St. Paul, and actually, according to Craig, died in 1926 at age 96 (he had been working at his desk a few days earlier). His son, Edward Jr., went first to the North Dakota territory, and then to Winnipeg, Manitoba in 1877 to found what became the Canadian Drewrys empire. Ed Jr. died in November, 1940 at the ripe old age of 89, after being a respected citizen of Winnipeg for 63 years! As for the US label statement "First brewed in Canada 1877", Dave says that likely refers to the specific BRAND, Old Stock Ale, but 1877 WAS the founding date of what became The Drewrys Limited in Canada. As it was this CANADIAN company that started the American operation after Prohibition, they were free to say whatever they wanted about their own corporate history! Besides, Ed, Jr., the founder, was still alive! No Christian Heurich (who lived to 104, still actively involved with his Washington, DC brewery), and 8 years short of his fathers life span, but 89 ain't bad!

In the "Social Notes from all over" (apologies to *The New Yorker* magazine of yore) department, in October, South African Breweries, the world's fourth largest brewer, purchased controlling interest in the two largest breweries in the Czech Republic, Plzensky Prazdrov and Pivovar Radegast, makers of the Pilsener Urquell and Radegast brands. In answer to the many fears expressed by Czechs that the family silver is being sold off piecemeal, SAB stated: "Certainly what we wouldn't try to do is undermine any traditional heritage the brand[s have] because

that's why we bought the brand[s]...". Why does that sound familiar? Oh, well, don't be surprised to read in a year or so that Pilsener Urquell ("Urquell", by the way, means original source...in this case, the Pilsener style we all enjoy as "American beer" was developed at Plzen in 1842) is being "contract brewed" in Canada, or Pittsburgh, and, as Miller said about Lowenbrau, or Carlings about Tuborg: "It's JUST like the original!" Ya sure, you betcha!

Dan Potochniak (Micro coaster collector extraordinaire) sent me a copy of a letter he'd received from a supplier of coasters to the Micro trade. Therein, the perils of dealing with businesses that are often rather ephemeral! I quote (with the names of the principals deleted to protect the deceased): "You might be interested to know that the three [Micro name] coasters are a limited edition! The company opened in March of 1999, closed in June of 1999. The karma of the venture unfortunately carried through to the coasters. The diamond shape was supposed to be a light rust color, but it was discovered to be a light pink on the first shipment. The problem was thought to have been corrected, but when the coasters were reprinted, the

second shipment proved to appear more purple. The original design and colors were scrapped, and the third shipment was perfect - except they arrived two days after the company closed its doors! They are currently in negotiations with investors, but IF the location reopens, it will be under a different name! So...you will be one of the few to utilize a portion of the 96,000 coasters produced!" Obviously, several folks, likely including the coaster maker, are out some hard-earned dollars, but there are some more RARE coasters out there!

Fil Graff

As this issue was on the way to the printer, we were saddened to learn that Ernest Oest (1914-2000), affectionately known as "Uncle Ernie", had died on Jan. 13, 2000. With his passing the hobby has lost one of its founders and most ardent supporters. He and his wife Elizabeth travelled extensively in support of our hobby. His jovial wit, good humor and puckish smile were ever present. Breweriana collecting has lost an icon, and he will be missed personally by many of us. Our prayers and sympathy go out to Elizabeth.

Bob Kay

Convention Chairmans Report

by Stan Loula

In the last issue of *The Breweriana Collector* we announced our Millennial Convention and outlined some particulars. Since then, we have received many calls from Members reserving rooms, to assure staying at our host hotel on the days they wish. Happily, the staff of the Holiday Inn-Select in Naperville (west suburban Chicago) has been very cooperative, and we should have no trouble accommodating your room requests if you contact us within the next 90 days. Please call me directly at (708) 656-0600. This is my office number, and you can leave a message or use my voice mail.

Convention registration forms will be going out with the Spring issue of *The BC*. Your hotel reservation will be confirmed provided you register for the Convention. This method, new this year, will enable you to get the preferred rate of \$89 per night, plus applicable taxes. You must register for the Convention to get the special rate, and even stay at the hotel, as we have a large portion of the rooms blocked for our use. Obviously, to participate in Convention activities, you must register and wear the badge which will be part of your Convention package. The package will be available at the registration desk located in the Hospitality Suite. I will be personally handling registrations, so it will be easy for me to check one against the other. We hope you will understand that the Convention is for registered NABA members only, and will cooperate.

The topics and speakers for our Thursday morning Seminars have been finalized. First, speaking on the subject of stein and mug repairs to porcelain and pewter will be Albert Hoch of Naperville. Al is a long-time member of Stein Collectors International, and holds their coveted Master Steinologist Award. Since retiring from the education field, he has become a much-in-demand craftsman in the restoration of ceramic and pewter drinking vessels. His remarks will be augmented by slides and samples of his work, and should prove of interest to many NABA-ites.

Second, NABA member Bob Kay, of Batavia, Illinois

will follow with a presentation on beer labels and their dating. Bob is a recognized expert on the subject; he sponsored label auctions in the past, and has frequently written for several breweriana clubs on the subject. Bob spoke a few years back at a NABA Convention, and has updated and expanded his talk for 2000.

Third, Bob Kay has arranged for Mr. Joel Oppenheimer of the firm of Kenyon, Oppenheimer, Chicago (art conservationists for 30 years) to speak on conservation problems with breweriana and paper works of art (lithos, posters, etc.) Joel has handled restoration work for many of us for years, and will include remarks on costs of preservation, solutions to preservation problems and some of the methods his firm employs. His slide presentation will show "before" and "after" examples.

Each of these seminars will take about 45 minutes, and will be open for questions. We hope to start about 9 AM, and finish around noon. You'd best save Thursday morning!

To lend some local color, we are pleased to announce that the Monarch Chapter, "Chicago's Own", under the leadership of Paul Zagielski, will be providing a display room of historic Chicago breweriana. We thank Paul and Monarch members in advance for helping to put this together. If you remember the Display Room in Chicago last time, you won't want to miss seeing the 2000 edition!

Remember, early bird activities include the anxiously awaited room-to-room (badges REQUIRED!), tours of local members collections on Tuesday afternoon, a brewpub tour (lunch optional) and an evening meal at one of the Chicago areas premier brewpubs on Thursday, August 3d.

We'll be seeing you in Naperville. We ain't done planning yet, so there'll be more on the Great Chicago 2000 NABA Convention in the Spring Issue!

Stan Loula, Convention Chairman



Chapter Doings

Mary White, Chapter Coordinator

Three events (well, two and a travelling "happening") to report on this quarter.

First, the pre-Convention tour leading up to the Rochester NABA Convention. As usual, the tour was conducted by the Microbes Chapter, with Roger and Chris Levesque spearheading. The travellers went as far West as Cleveland, Akron and Canton, and visited 26 Microbreweries in Ohio, and a total of 43 during the trip to Rochester.



"Tasting the GOOD Brew!" Left to right: Herb Haydock, Roger and Chris Levesque, Dale Van Wieren, Linda and Dan Forbes, and Jeff and Debbie Dowers.
photo: Mary White

I attended the Monarch fall fest in Libertyville, IL Nov 5-7. It was a GOOD show, and no snow to send us off on Sunday! Paul Zagielski really knocks himself out for this show. I believe Paul has established this show to be the first weekend in November each year, so mark your calendars for 2000! Some excellent pieces come out of the closet for these local shows!



NABA Treasurer Jim Kaiser waves at photographer (Peter Blum). Jay Jusko and Dennis Glossa (and one unidentified gent) are at the table at right.

The Queen City show was November 28, and it brought people from several states that had included the show as part of their Thanksgiving Weekend holiday. We saw a lot of NABA members at this show that we hadn't seen for a few years. There was some definite Christmas shopping going on for collectors on Christmas lists, and several good items changed ownership. Look for us to get together again at the Luck o' the Irish show in March! Be green (with envy?); or be there!

All the Chapters have e-mail addresses, and I for one,



The Queen City bash: Left to right: Bill "Doc" Black, Marvin Gardiner, and Dave Gausepohl.
photo: Mary White

need to get with it in 2000 and USE them! They are all posted on the internet page (A reminder, the NABA home page Internet address has been GREATLY simplified...find us at <www.nababrew.org>. ANYONE can remember that!) John Stanley, our webmaster has made some major revisions to the page as first posted. I think this will be an excellent way for chapters and individual members to keep in touch! Thank you John!

Chapter renewal forms for 2000 have been sent out, to make sure the information in the Membership Directory is correct. Do YOU want to form a chapter, or affiliate an existing breweriana group with NABA? Please let me know! It's a relatively painless process, and an information packet will be sent to you post haste, to get the process started!

I want to welcome the Patrick Henry Chapter to our



Neons and other light-ups from the show floor at the Monarch FallFest.

midst. I hope to have some reports and photos from Dave Launt and the gang for future issue of the BC!

All of us on the NABA Board wish you and yours a happy, prosperous (else how to obtain these treasures we covet?) and breweriana filled 2000. Hope the Y2K bug didn't bite you! Hope to see many of you at Chapter Shows and events in the coming year.

Mary White, Chapter Co-ordinator



Bay View Brewery- Century Brewing Association

but that's not how you know it!



It all began in about 1885 when Andrew Hemrich, an immigrant from Germany, and a partner, opened a small (200 barrels in the first year) wooden brewery on 9th Avenue way on the south side of Seattle. The photo at left is from 1886, when the trees had been cut, but it still wasn't necessary to remove the stumpage. The photo at right is of The Bay View Brewing Company, a few years later...still all wooden, but greatly enlarged. Hemrich's brand? "Rainier"!



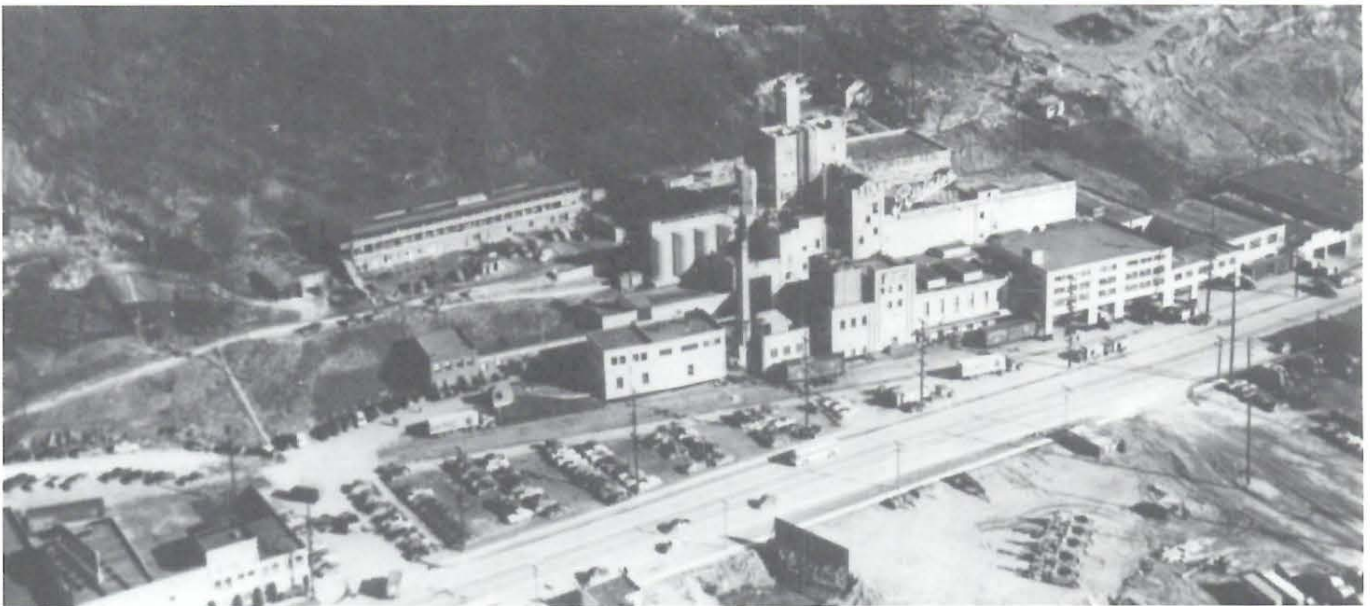
In 1892, the company was incorporated as The Seattle Brewing and Malting Co., absorbing most of its local competitors and sometime shortly thereafter, a modern brick brewery complex was constructed. The premium brand was called Rainier, after the mountain that dominates the eastern view from almost anywhere in Seattle. By 1916, it was the largest brewery in the state, and the sixth largest in the world.. But in that same year, Prohibition was enacted in Washington . The photo at right is from around 1920, closed, empty and awaiting something to happen.



In 1933, something finally did! The father and son team of Fritz and Emil Sick, who had acquired extensive brewery holdings in Canada, bought the moribund brewery, and opened it as Century Brewing Association. This typically heavily retouched photo was included in a packet of advertising material in 1934. There is steam coming from the bottle shop, but the overall impression is of a brewery not yet open for business. In 1935, the Sick's acquired The Seattle Brewing and Malting Co., and bought the brand Rainier back from a San Francisco brewer who had acquired it in 1916.



A photo from between 1935 and 1944. Rheinlander and Rainier are ensigned on the stockhouse, and Seattle Brewing & Malting Co. appears along the roofline. The building at top left is signed "Lester Apts Hotel"; Airport Way runs through the photo left to right, and there are but woods behind the brewery.



This photo dates from between 1944 and 1956. Rheinlander is gone from the main sign, and the roofline sign is changed to Sick's Seattle Brewing & Malting Co. The hotel, still evidently active, albeit signless, seems to have almost been incorporated into the brewery grounds. The famous "running R" appears on the topmost tower. Construction has begun on the distribution center across the highway. Emil Sick is prospering!

While debating what to use for these orphan pages, two packets of photos arrived from Peter Blum. One was a booklet of ad art, signage and label samples that Stroh was about to donate to the Seattle Museum of History and Industry. The other was a batch of glossies from the Museum. It is from a combination of these sources that the chronological portrait of the Rainier Brewery is drawn. I have never had the opportunity to view a 100 year plus span of brewery photos before, and jump at the chance to print them!

In 1956, the brewery was reincorporated as Sick's Rainier Brewing Co., and then in 1970, with Molson of Canada as principal stockholder, it became just Rainier Brewing Co. Rheinlander was back, but as a price brand, and not worthy of advertising on the building. The last photo, on the next page,

comes from the period 1956 to 1977, when the ownership passed to Heileman. Then to Stroh, and in the middle of 1999, with the famous Rainier brand belonging to Pabst, the brewery was closed, probably for the last time.

The last photo, on the next page, is essential Seattle! Mt. Rainier, probably old hat to the locals, stands sentinel to the east of the city, snow capped and shining even in mid summer. I don't know of any other city with a sight like it. On my first trip to Seattle, I arrived at night, but when I opened the curtains in my motel in the morning, I almost fell out the window! There it was, right in "my" backyard...100 or so miles away, but it is awesome!

My humble gratitude to the Seattle Museum of History and Industry for providing the wonderful photos!



Yes, I know, this is printed sideways! But it deserves the largest size possible in this magazine. Just a brewery photo, sure, but look at the mountain in the background! Coors has the Rockies, yes, but in the Golden area, they appear more like a ridge. Rainier just stands there alone, majestic and ever present! This fairly recent photo is likely in the pre-Heileman period (no sign of the "House of Heileman" signage). I-5 and I-90 are unusually quiet. I-5 has replaced the motel with a huge retaining wall. Maybe not a particularly pretty sight in the foreground for those that don't care for brewery architecture, particularly when all the old buildings have been shrouded in yellow brick, but who could fail to be impressed by Mt. Rainier?

The insert, by the way, is the famous "red R" sign, highlighted to make it visible. Photoshop gimmickry, perhaps, but it is almost invisible against the hillside behind it without some editorial help.

NAPERVILLE, ILLINOIS

Small town...BIG Brewings!

by Fil Graff

The suburban Chicago town of Naperville was settled in 1831, several years before those living some 25 miles to the East, around Fort Dearborn on the lake, thought of founding Chicago. Not that Naperville today is in any sense a rival to "The City that Works" but it is now almost a real city, with several 10-plus story "skyscrapers". And it was the County Seat for a while, before some rowdies from the town to the north stormed Naperville one night and stole all the country records, effectively transferring the county government to Wheaton, where it still resides. But for a small village on the Plank Road west, it once did have its share of breweries.

The 1857 DuPage County History already listed two breweries, both unnamed. We do know that their proprietors were John Stenger and Xavier Eggerman or Eggermann respectively.

The Stenger name was associated with the town of Naperville almost from its beginning. Peter Stenger, Sr. brought his family, including his sons Nicholas and John, to New York from their native Germany, and moved west to Illinois. Peter began to brew beer in Naperville in 1848 or '49, in the brewery begun by Jacob Englefritz in 1848. Peter evidently died in 1851, and Nick and John (who was in California for the Gold Rush of '49, apparently with some success) took over its operation. They rebuilt the earlier small frame brewery, on what was now John's farm, on the north side of Franklin St., and soon replaced it with a large stone brewery.

John Stenger's grandson, the late Augie Germann, interviewed in 1954, said the brewhouse was built in 1854, followed



John Stenger, who operated Naperville's principal brewery for nearly half a century.

in 1856 by a malthouse of a similar style. Other local sources, as well as the brewery's name stone, date the malthouse from around 1854, and the brewery from 1856. At any rate, these two

imposing stone brewery buildings were among the first in Illinois to produce Lager Beer, then quite new to America. The building stone came from a quarry on the Des Plaines River at Lemont owned by John Stenger.

The brewery complex covered some eight acres. It was situated on the southern side of John Stenger's 84-acre farm that extended from Franklin St. north to today's Ogden Avenue (bisected by the CB & Q Railway right-of-way in 1864). Some 400 feet of sheds extended north from the two stone buildings; the three story brewhouse was 56 by 120 feet in size, and produced 56 barrels a day in 1886, with the capacity to do twice

that. Quoting Augie Germann: "...the Ice House was 200 feet [long], then came the cattle sheds, hay sheds, a horse barn for the 20 to 40 horses that drew the beer wagons, a harness shed and a cooperage where the barrels were made." To the west of the brewery and malthouse was the Stenger family mansion, also of Lemont quarry stone, facing south on Franklin street.

Nick Stenger died in 1867, and John continued to run the brewery. County newspaper ads from 1869 list John Stenger as "Brewer of Ale and Lager Beer". In about 1870, he employed a young man who had been apprenticed in a Chicago brewery; this fellow was a very competent brewer, and he rose rapidly to the position of General Brewery Superintendent. According to family tradition (here quoting from a letter from his grandson William Coors) "John Stenger had three daughters of marriageable age, [and] it soon became apparent to my grandfather that his future career with the Stenger Brewery was contingent upon his marriage with one of the daughters. Either the romance didn't gel, or my grandfather was not yet ready to settle down [I suspect the latter], because soon thereafter he departed Naperville and headed west. Obviously he had a brewery of his own on his mind. In 1873, he established it in Golden, Colorado, and by 1879 was well enough along financially to consider marriage and a family."

After Adolph Coors' departure, John Stenger continued to expand his trade, eventually selling his beer in an area as far north as Elgin, and as far southwest as Ottawa. But the competition from the newer, more efficient breweries in Chicago (read this as: "they could make beer CHEAPER", a familiar problem to small brewers, even today) cut into his profits, if not into his actual trade. In 1893, after he had been crippled in an accident at the brewery, John Stenger sold out to Henn & Gabler. They formed The Chicago and Naperville Brewing Co., which operated until 1896, evidently as a distributor only. Henn & Gabler was then absorbed by the English syndicate operating as United Breweries Company. John Stenger, with at least two of his daughters married to brewers, lived many years in retirement on the farm, dying in April 1911.



This 1956 photo of the Stenger brewhouse, from the files of The Naperville SUN, gives an idea of the scale of the Stenger operation. This was truly BIG business, from a traditional German courtyard brewery, quite unlike the tall gravity-flow U.S. breweries of later years.

Stenger's stone buildings stood until 1956, having been used to grow mushrooms from about 1917 to about 1953, first by the founder of the company, one A.V. Jackson, and then for its last eight years by The Illinois Mushroom Company. They operated six plants, and were among the first to market a "branded" mushroom (like Campbell Soup and Moonlight Mushroom do today). The site was purchased by The Illinois Bell Telephone Co., who cleared it and constructed a new local Central Office in 1959.

All that remains of these magnificent three-story stone edifices, patterned after breweries that the Stenger boys would



have remembered from their childhood in Germany, is the quarry stone block that the photo on the previous page shows located below the gable on the south end of the Brewhouse building. This stone is now displayed at The Naperville Historical Society Museum Village, as part of the stonecutter's shop and yard.

Two other breweries operated in Naperville, both located along Jackson Street, on the ground rising to the north from the banks of the DuPage River. Von Hollen and Kleutsch (or

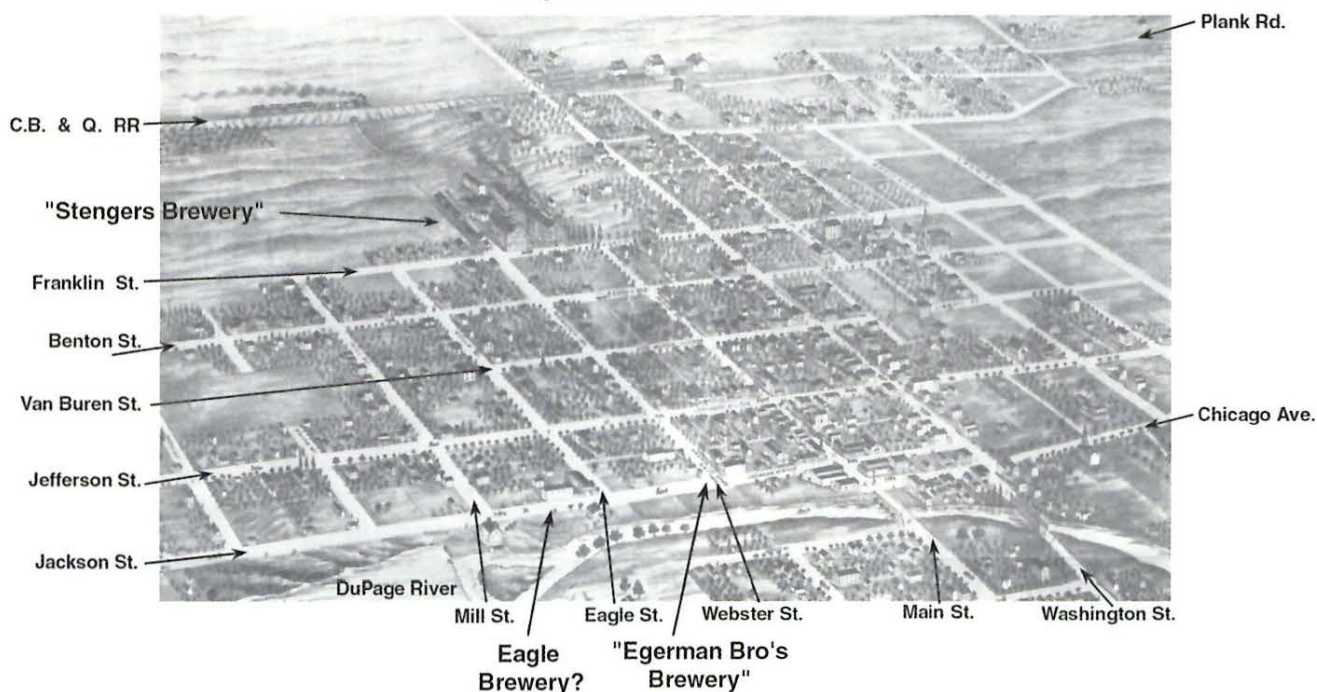
Kleutsch) is listed in American Breweries as operating in 1874 and 1875. Local records provide no dates, but state that Mr. Kleutsch operated a 2 1/2 story stone brewery at the northwest corner of Jackson and Eagle Sts., and "did extensive business at one point". The 1869 map "Birds Eye View of Naperville", typical of county atlas maps published at the time, shows a large building that could well have been, or become, the Eagle Brewery, but it is not identified.

1869 newspaper ads show Xavier Egermann as a "Brewer of Lager beer." His brewery was located on both northern corners of Jackson and Webster Streets, four blocks south of the Stenger Brewery. "Egerman Bros. Brewery" is shown at this intersection on the 1869 "bird's eye view" Naperville map, one block east of Eagle Street. Egermann's son married John Stenger's oldest daughter Barbara, evidently after the departure of potential rival Adolph Coors.

The original American Breweries makes no mention of Egermann at all, so it seems unlikely that the differences between "Xavier Egermann" and "Egerman Bros. Brewery" can be resolved. American Breweries II has one of its few Illinois errors for this operation, calling it "Xavier & German." Tracing the history of the brewery building itself is even more difficult. Local records show that Joseph Schamberger (also married to a Stenger daughter, Mary Rose) operated at this same location, according to American Breweries from 1896 to 1897. Schamberger is identified locally as "a relative of John Stenger [who] made for a short period a White Beer that was very intoxicating."

Lagering tunnels on both sides of Webster St. have been uncovered, first on the east side when the city offices were expanded over the site of the brewery itself, and then on the west side when the ground was being prepared for the construction of Naperville's new library building. The "Library Tunnel", par-

Naperville in 1869



From the 1869 "Bird's Eye View" of Naperville, reprinted for the town centennial in 1931. Many of the buildings are gone, and both river bridges have been replaced, but one could navigate through downtown today with this map. The Naperville Historic recreation is located just south of the Webster St. caption.



The Schamberger bottle found ON the Library Tunnel roof by Tye Schwalbe..

tially collapsed by a bulldozer (SURPRISE!) provided the only breweriana relics known from Schamberger; several amber blob-top, panel mold pint beer bottles, embossed "JOS. SCHAMBERGER BREWERY NAPERVILLE. These were found atop the tunnel roof, evidently thrown there by the workers celebrating the completion of the 80-plus foot "cut-and-cover" style tunnel. The need for this second tunnel would suggest that Schamberger's active dates were longer than noted above, or that he had some plans for growth that did not pan out.

Alas, except for a picture postcard of the Stenger brewery in a Chicago area collection (but never found to photograph!), these bottles are the only known breweriana from Naperville's 50-some year brewing history. There were unconfirmed rumors of other bottles having turned up at auctions years ago, but in these days nothing else has surfaced. It appears that the largest, earliest and longest lived Naperville brewery, John Stenger's, may not have bottled beer at all, at least not in bottles embossed with his name. Not even a single label has surfaced. No mugs, no glasses, no signs either - somewhat surprising, if we consider Stenger's size (about 17,000 barrels per year in 1886 accounts), the local competition, and the amount of advertising that was done by brewers in Chicago, Elgin, and in neighboring Aurora and Joliet!

But a more modern day Naperville has at least partially redeemed this situation. During the city's 1981 sesquicentennial celebration, a STENGER beer can and beer tray were produced and sold, both featuring a painting by the late local artist Les Schrader, of the two stone buildings of the Stenger Brewery abuzz with activity. The cans were filled (in those pre-Stroh brand purchase days) with Joseph Huber's marvelous AUGSBURGER Beer, which in that pre-microbrewery day was probably as close to the pre-Prohibition taste and body of real beer



The tray and cans produced for the Naperville Sesquicentennial, featuring artist Les Schraders recreation of the old brewery. Brewers Monk Collection

as any production-oriented brewery could come. Interestingly, there were two runs of cans made. The first is one of the very few cans known with the word BEER not appearing on it anywhere!

ACKNOWLEDGMENTS AND REFERENCES:

The author acknowledges the help of the following, without whom the article would never have been completed.

Donald Wampach, who did much of the research on Stenger for the Naperville Sesquicentennial.

Betty Wampach, his wife, a Research Librarian at Nichols Library, whose Local History Room sits nearly above the site of "The Library Tunnel" from Schamberger's Brewery.

Laurie Kagann, the Librarian at The Naperville Sun, who provided access to the papers historical photo files.

Mary Lou Cowlishaw and Genevieve Towsley, whose articles and interviews, published in The Sun, preserved much of what is known today about the Stenger Brewery and Family.

Jim Shoulter, who made my interest in breweries and Naperville history come alive, and thereby created a monster! [Well, a "monk" anyway. P.H.B.]

American Breweries; Bull, Friedrich and Gottschalk; Bullworks, 1984.

American Breweries II; Van Wieren; East Coast Breweriana Ass'n, 1995

One Hundred Years of Brewing, a supplement to The Western Brewer; H.S. Rich and Co., 1903 (reprinted several times in the 1970's by various publishers).

It isn't often that an Editor has the chance to redo an article he had written some years before! This article originally appeared in the BC Volume 74, Summer, 1991, during the Editorship of Peter Blum, and just before the first Chicago Convention.

Why reprint it? Several reasons, aside from editorial vanity! The 1991 Convention, also listed as "Chicago", was located in the Woodfield-Schaumburg area, both towns too new to ever have had a brewery! The 2000 Convention, should you still not be aware of it, is actually located in Naperville, a mile or so from the site of the old Stenger Brewery. If the article was appropriate then, it is more so now. The second reason is more mechanical than sentimental. At the time, the magazine was done completely with paste-ups, with no opportunity to do anything with images beyond playing with the copier! I was able to enhance the images a good bit, removing a serious scratch on the negative of the Stenger Brewhouse photo, for instance. The map should be much clearer than when first printed, and I hope it will serve as a guide when Conventioneers visit this town where Robbie and I spent 15 happy years.

So you old timers may have read this all before. But go back to the Summer 1991 issue and compare the two articles. You'll see how better technology has made a much better magazine!

Fil Graff



The Stroh Bock Label

Fourth in a series

by Peter Blum

Many breweries in Detroit offered a bock beer in the 1890s, placing competing ads on the same newspaper page. The Stroh archive does not have any Detroit pre-pro bock labels, but the early post-pro bock labels were no doubt modifications of earlier designs.

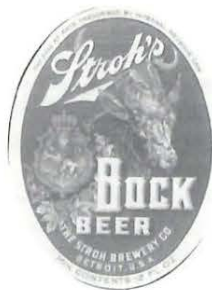


Fig. 1: 1937 Bock label

The Stroh bock label from the teens must have been the same as the 1937 label without the IRTTP and content lines on the rim. We know that it was 1937, because an approved application form with the Bock label mounted on the sheet has been kept. Every line of that brown label says pre-Pro (figure 1). The overall design is very good and strongly caprylic [Ed. Note: by extension, smelling goat-like], but could use some color in the crest.

A new oval design appeared in 1942, and was used with minor changes for some 30 years. The first version had the IRTTP text



Fig 2a: The 1942 IRTTP label, pattern for a 30 year series. A complete set of all the labels described in text appears on the following pages.

and of course no zip code, and is not often seen (figure 2A). In 1962 the IRTTP rim line was dropped, and "Detroit 26" appeared (figure 2B). In the early '70s the final version was adopted, with the new standard crest and the 48226 zip code (figure 2C). Smaller one-way labels with the 26 zip code were first issued in an oval shape, and beginning in 1962 the oval was placed in a dark brown rectangle. It also appeared in 1974 with horizontal top and bottom (figures 2D-F). One year later the same label received the new crest and zip code (figure 2G).

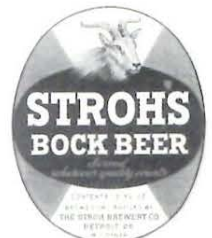


Fig 3: The 1951 evolutionary dead-end; coordinating the Bock label with the new beer can.

The evolution of label series 2 was briefly interrupted in 1951 by an attempt to coordinate the design with that of the can (figure 3). These labels are difficult to find. Labels 1, 2B, 2E, and 3 also exist with the alcohol content line "...over 3.2% not more than 7% by weight" for Ohio sale.

The bock label was completely redesigned in 1974 featuring a white goat's head surrounded by a wreath of hops, about as attractive as a goat's head can be pictured unless you are working for Disney.

The label is tan with a red "Stroh's own" and red border, and a new tan neck label "Family Brewers for more than 200 years". The first version has horizontal borders at



Fig 4a & 4b: The 1974 redesign, prompted by the high-speed labeler, and the straight SIDE version from 1975.

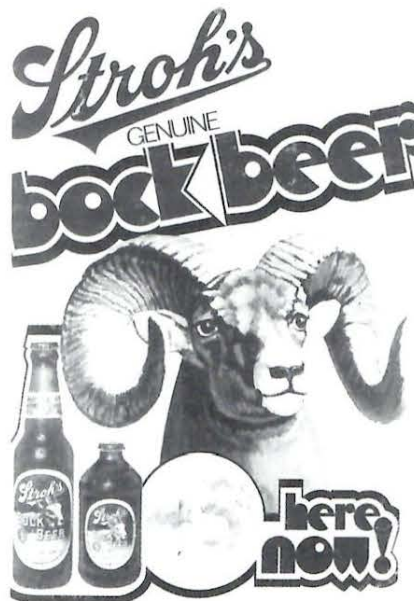
top and bottom. A year later the shape was changed to straight vertical lines. Both shapes came in returnable and one-way versions (figures 4A-B). When the foil label for Stroh Bohemian was introduced in 1980, foil was also used for bock beer. It is an attractive label, which only exists in the small returnable version (figure 5), but with two neck texts.



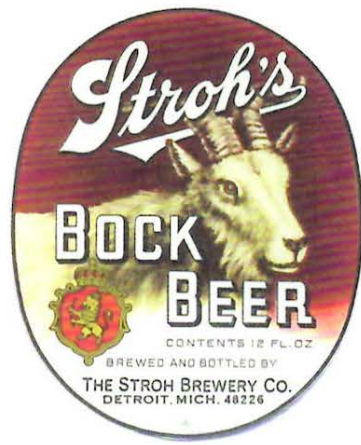
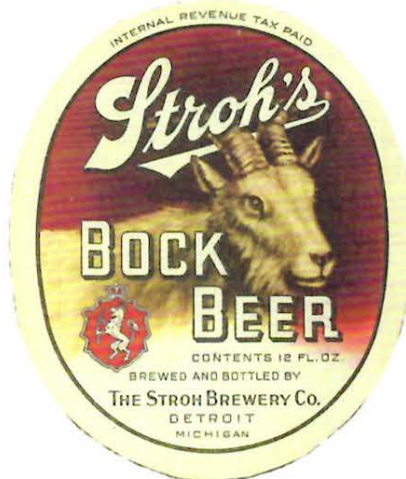
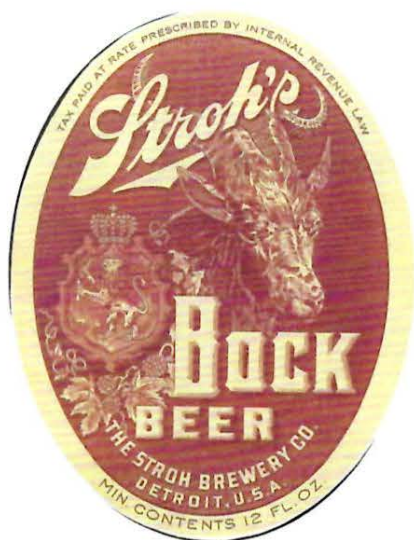
Fig 5: The last Stroh Bock label, in gleaming foil, from 1980 to 1982.

Sadly, Stroh discontinued the century-old tradition of brewing bock shortly after the acquisition of Schlitz in 1982. With a production of 23 million barrels in seven breweries, the small volume of bock brewed in Detroit was seen as a nuisance. The brand did not grow, the small volumes were difficult to distribute, consumers of bock were largely over 30 (and horrors, often over 50!), and nobody in marketing would get brownie points promoting bock. For years bock had served as a start-up brand in the early spring, but championing bock was a loser's position. History being cyclical, fifteen years later bock was revived in St. Paul as Dopple Bock under the Augsburger label.

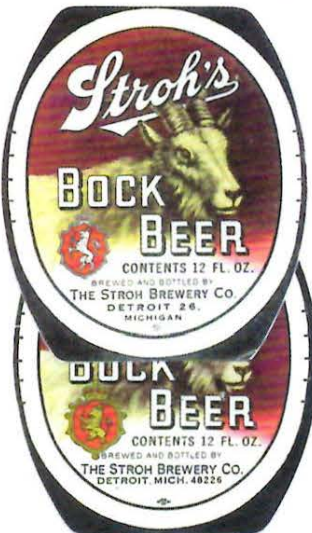
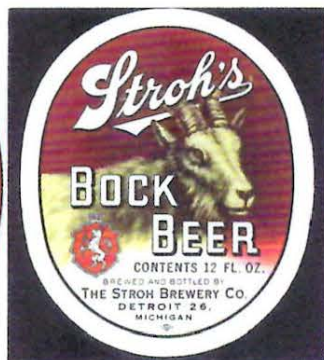
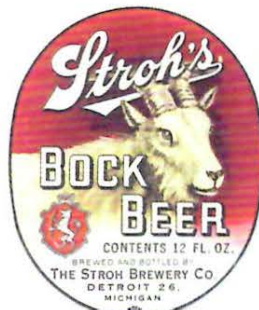
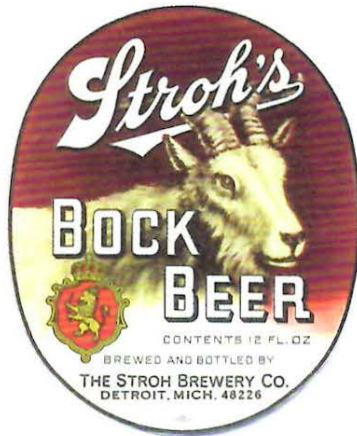
This is as good a time as any to reminisce about Decembers in the '70s, when bags of dark caramel and black malt arrived, and the brews of bock were scheduled. Stroh made a very good dark Muenchener from caramel extract for draft accounts, but the bock was brewed from scratch. Workers and staff would stop by to look at the unusual sight of very dark wort going into the kettles, and breathe the aroma of roasted malt. Storage tanks carried a special BOCK board. Finally, late in January, the first bock was bottled. A case was sent for tasting, bottles were chilled, and we gathered to sample the new vintage. The new bock had arrived, and with it, a new year of brewing had started.



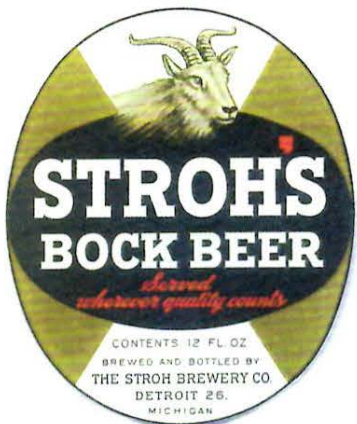
And while reminiscing, the bock poster from the 60's at left has always amused me. The artist probably figured that large horns were better, and the bock drinkers couldn't tell the difference between a goat and a Bighorn Sheep ram. Or maybe he just couldn't FIND a suitable goat! Don't mess with THIS Billy! Oh...the bottle labels show "Detroit 26", while the poster tag has the zip code. Ah, well...throw-away advertising, after all.



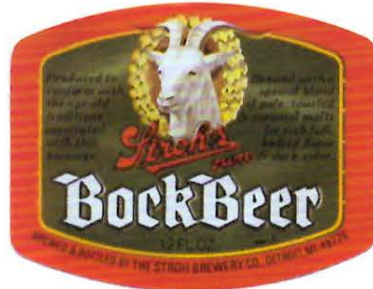
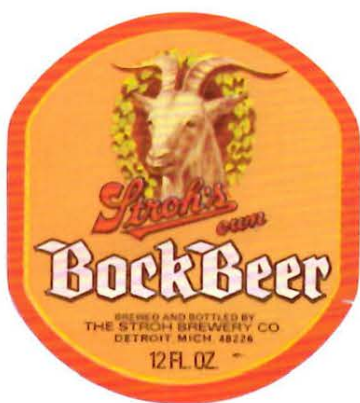
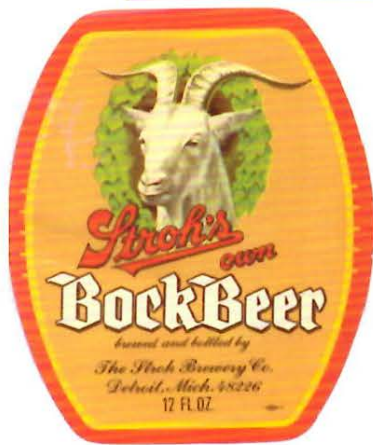
Left to Right: Fig 1, the 1937 Bock label; Fig.2a, the 1942 label with neck label above; Fig 2b, 1962, no IRTP, and postal zone added. Why was "Genuine" dropped?



Left to Right: Fig. 2c, early 1970's, with the "new" crest and zip code; Fig 2d, NR label matching 2b; Fig 2e, 1962 NR in rectangle frame; Top, Fig 2f, 1974 oval side NR, old crest and postal zone, Bottom, Fig 2g, 1975 same, but with new crest and zip code.



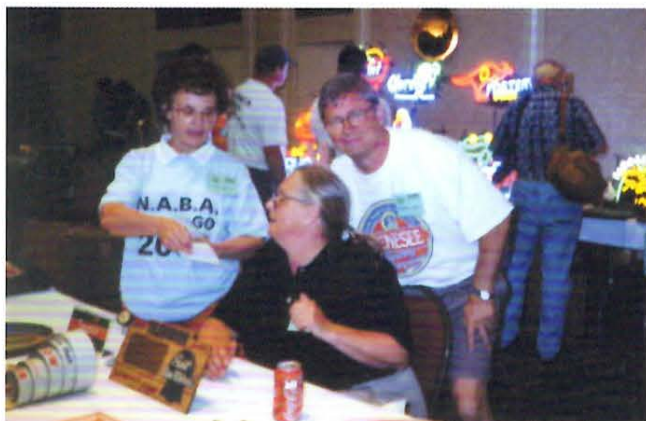
At left: Fig 3, the label from 1951 that matched the regular can; Right: Fig 4a, the flat topped label from 1974, and Fig 4b, the flat sided label from the following year, with neck label above. Bottom left: Fig 5, the foil label from 1980 to 1982. Bottom right: the two neck labels used with the foil label, Fig 5.



Peter Blum 

Rochester Convention revisited

photos by Ed Culbreth and Peter Blum



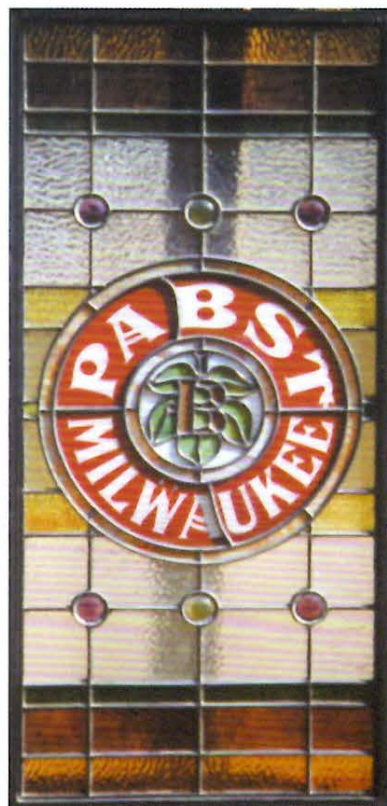
The Show Floor at Rochester: Left, Director Mary White and Jack and Dianne Linna from Texas. Right, Director Kent Newton selling hard (customer unidentified).



Above: John Dinger and Jack Linna navigate the "overflow" area at the show. At Right: our exuberant Canadian beer taster extraordinary, Phil Mandzuk, showing off a T-Shirt from Cherryland Brewing, another stop on his trip East from Winnipeg to Rochester.



Above: Director Kent Newton, with John and Stu Dinger at the Auction. The Dingers and Newton seem to dominate this batch of photos! Maybe YOU could take some photos at Chicago? At right: a beautiful Pabst stained-glass tavern window, now in the Culbreth Curmudgeon Collection in Texas. I'd suspect that this piece was from a "tied house"...it's much fancier than the reverse-on-glass tavern window from the Chicago breweries.



MALT SYRUP

Stayin' alive by doing good

by Peter Blum

The Jos. Schlitz Brewing Company produced malt syrup labels during Prohibition on a large scale under many names and for many distributors. There were three "house brands", Schlitz unflavored and Hop flavored syrups, and "Old Milwaukee." This later brand was further developed during the Dry Years as "Old Milwaukee Brew", and later became a beer brand.

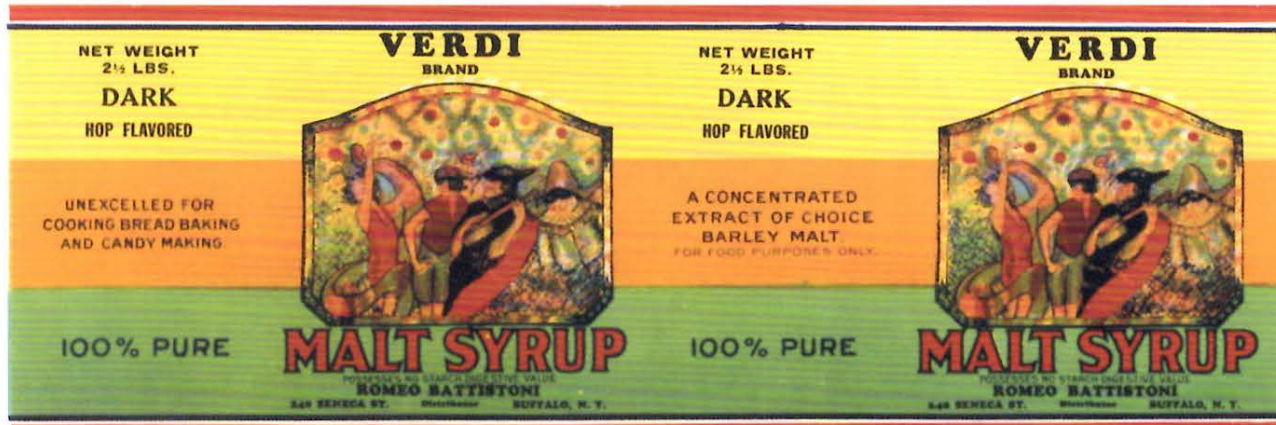
Many labels were generic designs, printed for distributors to give the impression of local production. The most interesting labels carried a strong ethnic theme, complete with spe-

cific European brand names, crests and symbols, national colors and even language. Syrup for German, Polish and Czech consumers were obvious choices. Oddly, there were labels with an Italian theme, with names like Garibaldi and Verdi, which suggest to me more wine than beer! This early ethnic market segmentation is very interesting, and indicates that much syrup distribution was a neighborhood business. Niche marketing LONG before discovered by the business schools!

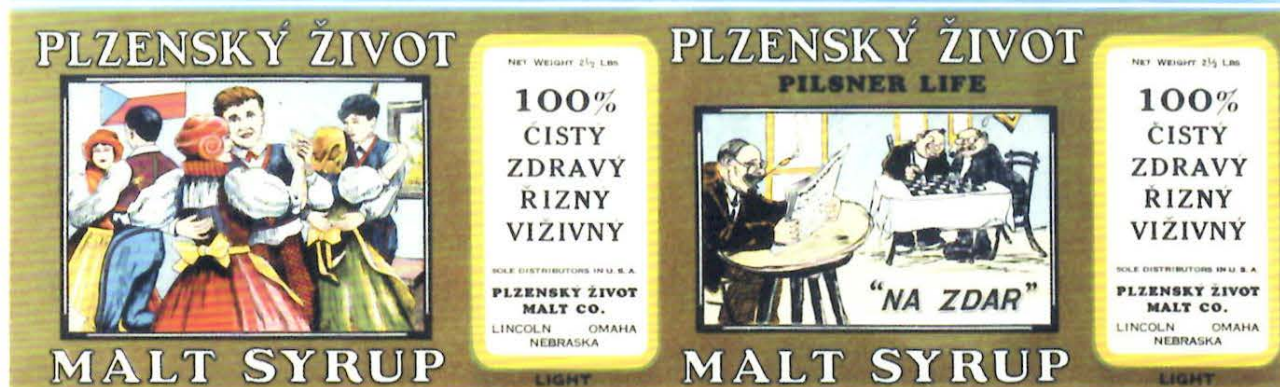
Peter Blum



Three "standard" Schlitz Malt Syrup labels. "Old Milwaukee", of course, became a Schlitz beer brand after "The Great Experiment" ended.



Ethnicity? English? Baltimorean? German? Even Italian? Private labeled product was available for every possible national taste? Niche marketing? You bet!



From Top: With liberal use of native tongues, National flags and colors, labels appealing to Polish Nationalism (with and an "American" Revolutionary war hero), Italian patriotism, and two labels aimed at Czechs. "Plzenský Život" is Pilsen Life, "Na Zdar", a greeting or toast.)

Tosetti Brewing Co. of Chicago



Ernst Tosetti shared one trait with his competitor in St. Louis, Adolphus Busch...they both evidently liked colorful and somewhat crowded lithographs! But Tosetti evidently also had a sense of humor, and was not above poking a little fun at his competition. The litho at top left (and these three as far as we know "only one in captivity" are all from the Brockmann Collection) has about *everything* (I couldn't FIND the kitchen sink, but that doesn't mean it's not there somewhere!) included, bottles with labels, a factory scene, the brewery trademark, a founders portrait, and the two Mettlach steins, all this among flowers and architectural details. This is perhaps the most colorful of the Chicago brewery lithographs. At top right, the Germania figure is being offered bribes by 4 brewers, to emphasize the message: "Tosetti means QUALITY without presents." The 4 verses: "Please take this knife. Our beers inferior, but now you'll think it is superior"; "This deck of cards I give you here. Be kind - don't notice our poor beer"; "Our beer is meanest in the nation. This stud rescues our reputation" and "This matchbox is so nice I think; my beer so bad you're sure to drink." It's a good thing Tosetti was joking, or there would be a LOT less breweriana out there! And at left, the obligatory wasp-waisted pretty girl, here balanced rather precariously on a plinth, admiring a glass of Tosetti beer. Wonder who is her designated stander?

These images were reworked from a picture story on the display room at the 1991 Chicago Convention; squared, and retouched to remove flash glare (something practically impossible for an Editor to do back then). The Monarch Chapter promises another display room in Naperville this year. You'll HAVE to be there to see it! And don't miss the collection tours, either! **CHICAGO 2000...be there!**

Manhattan-Canadian Ace Labels

from "Da Capone Brewery"



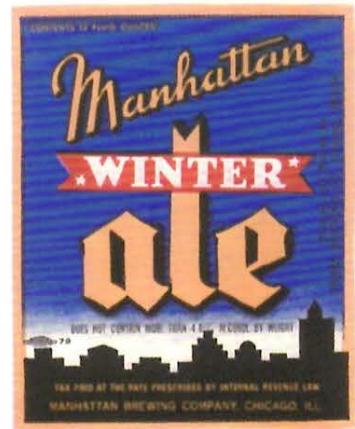
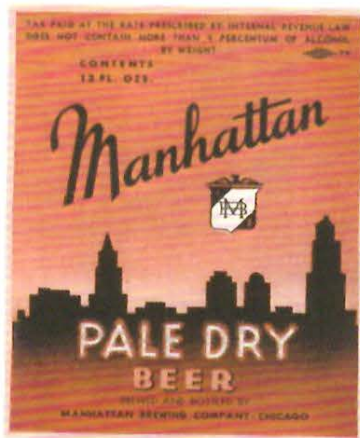
From 1934 to 1939, Manhattan concentrated on building a brand. At left, the first house brand, "Old Manhattan" This basic label design also appeared in a Bock, and an overprint for a strong beer at 6%. The balance of the labels in this group



represent attempts at a Premium beer. Center, just Manhattan (again with a U-permit) as Premium Beer. Right, a return (?) to the Old Manhattan format (with no U-permit) with "SPECIAL BREW". The order of the labels shown does not seem quite logical, but the editor has used the U-permit, and then label copy in this placement. Lower left: Back to Lager Beer, but with the Special Beer seal. Lower left, as upper center, just Manhattan Premium Beer. The appearance of the wreath around the MBC log on the label lower right seems an aberration. Bob notes that the entire effort to make a premium brand at this stage appears unsuccessful.

The group of labels at right needs no comment! RARE is a grossly over-used word, but these are! 1943 labels, just before the introduction of the Canadian Ace brand. There is one menu cover known showing both Manhattan and the first "Canadian Type" beer. As for the product in the bottles? Well, the article suggests they may have all come from the same brew.

The author, I hope will pardon the Editors showing off by repairing the seriously damaged Porter label. I think it should look like the Ale label, bottom left, but I cannot get the restored colors quite right. But I'm pleased with the patching job!





Above, a case study in how to drive Federal Regulators up a tree! At left, in August of 1939, Manhattan introduces "Canadian Type Beer" with "Imported Hops". Whoops, can't say it that way. Center, in November, 1939, they try again. Ever seen the IRTP stated bolder? Does that really help sell beer? Right, in mid-1940, the AMERICAN origin is made abundantly obvious. And just think, the Feds were also dealing with Pilsen Brewing (NOT a mob brewery!) and their "USA" (finally "YUSAY") brand about the same time. Things were NEVER dull in Chicago ("The city that makes the Fed WORK for a living!")



Well, the Feds are finally happy! So in 1940, a new Manhattan logo is designed, and the Canadian Ace label stays as shown left and center above until 1947. That year, the company changes its name to reflect its primary brand, and because, as the President said to Senator Kefauver: "Manhattan has such a bad reputation." Note on all three of these labels the mention of the brand's primary market in the east, Albany, NY.



My heart wants to use ALL the labels Bob sent with his article, but I cannot! Here are some greatly reduced views of the progression of the brand. From left: a new brand logo in about 1949: "The Ace of Beers" (or ales in the second label..). The third (beer) label has another variant brand logo, with no wording; the fourth (also beer) has another variant logo (still pre-1950, and the one that lasted until the end in 1968), the winged ace with the company name around it. Thence to the foil era of the 50's, with a black field beer label, and then a modern looking oval field, and the end of the picture frame border. The beer may have been questionable, but this is a pretty spiffy display of an orderly (well, sometimes) evolution of a very distinctive label..

Editorial Comment: Too many labels in this issue? Perhaps, but your Editor can only use what he has! If it wasn't for the generous contributions of Peter Blum and Bob Kay, there would be practically NO breweriana at all to show! Rather than grumbling to yourself (or others), get out your camera and take some photos, and do an article that WILL please you! Mad Magazine used to have a by-line "Whatever fits, we print!" I, unfortunately, am stuck with: "Whatever I have, I print!" That's the way it is, friends! Only YOU can change that!

Manhattan-Canadian Ace

aka "Da Capone Brewery"

by Bob Kay

Whenever you think of Chicago breweries the Manhattan/Canadian Ace Brewery comes to mind. No history of Chicago brewing is complete without a retelling of the lore and legend of this almost legendary operation. Undoubtedly, this was the most notorious of the gangster controlled breweries; it was often called the *Capone Brewery* although it's unlikely that Capone was ever on premises more than a half dozen times. One thing is certain, representatives of at least two prominent and often warring mobs held significant shares of Manhattan stock during the prohibition beer wars. Alex Greenburg, himself a mob figure, gained controlling interest in the brewery by buying up shares from the descendants of these mob figures who were eliminating each other in rapid fashion during this bloody period. Part of the fun of collecting breweriana is relating the collectibles we cherish to the historical facts of the period. Beer labels provide the perfect vehicle for this! With that in mind let's take a look at some Manhattan/Canadian Ace labels. But first a little background:

The original Manhattan Brewing Co. began in 1893 at 39th and Emerald streets near the stockyard district. Initial products were lager beer and ice. Charles Schaffner was president and John Eisenbeiss was the brewmaster. Bottling was considered in 1902, but apparently could not be justified. By 1915 with the threat of prohibition becoming stronger and stronger many breweries were unable to commit needed capital to remain viable. We can only guess at the scenario, but somewhere along the way Manhattan fell into the hands of Chicago bootleggers. The brewery, under gangster control, was reorganized in November 1925 as the Fort Dearborn Products Company. They were also known as The Malt Maid Products Co. Whoa! A brewery reorganized in 1925? But that was during prohibition? Remember we are talking about Chicago here! This operation wasn't the only mob controlled brewery to reorganize formally in the dry years. The old Henn and Gabler Brewery, closed since 1908, was also formally restructured in 1925 as The McDermott Brewing Co., to produce near-beer (yeah, right). But that's another story! During prohibition, shares in the old Manhattan brewery were owned by a group of bootleggers which included the Torrio-Capone gang as well as others. Alex Greenburg of the Torrio-Capone gang emerged from the prohibition wars as the principal stockholder as many of the other stockholders were eliminated (or "bought it", as it was known) during the beer wars. Upon Repeal the name was changed back to the Manhattan Brewing Co. While this company had the same name and address as the original Manhattan Brewing Co., no other relationship is apparent. Efforts to make legal beer began in May of 1933, and the first beer was sold on July 15th. However, making a profit with *legal* beer proved much tougher than with bootleg during prohibition, and by February 1934 the brewery was heavily in debt. As a survival tactic they began under-selling competition with low cost or 'price' beer. The market was ripe for a 'price' beer and they were out of their financial difficulties within a year. There are many references in police logs as to the ways this turnaround may have been implemented, but for this story we'll say it was "smart marketing." However, the market place still proved very competitive. While

sales in 1934 consisted of mostly keg beer, two bottling lines were already in operation. Old Manhattan Lager Beer was their first house brand label.

Attempts were made to sell a premium or full-price beer as early as 1934. Old Manhattan Special Brew, Manhattan Special Brew, and Manhattan Premium labels were tried but they didn't fit well with Manhattans 'price' beer strategy and were largely unsuccessful. Of course, at Manhattan, a premium beer was reflected more in the label than in the brew. While only a few examples are pictured, there were numerous versions of these labels. Typically, the taller labels had a companion neck label and went on 'long necks', while the wider labels went on steinies. Bock and draught varieties were also made. As beer packaged in bottles and cans for home consumption gained in popularity, Manhattan jumped into this arena with both feet. In 1935-36 the steinie 12 oz bottle and the 12 oz can were introduced. The half gallon bottle was introduced in 1936-37 and the quart bottle in 1938. To accommodate these, numerous new can and bottling lines were added. These new packages brought with them a host of new brands and labels.

Consistent with handling primarily a 'price' beer the brewery did little or no advertising, however, competitive pressures finally prompted them to begin providing a few signs to retail outlets starting in 1937. As a result of their well known reluctance to provide substantial promotional material, Manhattan collectibles are considered quite choice.

In an effort to break away from the Manhattan image the brewery decided to promote a new premium beer, first called Canadian Beer, in the fall of 1939. Use of the word Canadian in the brand name kicked off a running battle with the fed's because of the inference that it was made in Canada. This lasted well into the 1950's and generated some very interesting label varieties for the collector.

The first variety, from October 1939, is quite rare! It actually says Canadian Type Beer, not Canadian Ace, however Type was in lighter ink and much smaller than the other wording. There is no doubt that they wanted it to look like an import because, the city of origin, Chicago, Ill, was so small you needed a magnifying glass to read it. Obviously, this didn't cut it with the Feds as approval was denied or quickly withdrawn.

In November 1939 the name was changed to the more familiar Canadian Ace Brand Beer and the wording "Made in the USA" was added to the label. However, the Certificate of Approval for this label was withdrawn after only two weeks due to continued objections. It seems that "Made in the USA" still wasn't prominent enough. Pictures of this label on 1940 ads suggests that they were allowed to use up label inventory.

The third example with "*Made in the USA*" in the red ribbon across the bottom of the label probably hit the market in mid 1940. It appeared as both Beer and Ale varieties. Note that these first three examples all had the same trade mark; one which portrays the feeling of an import beer.

The fourth example reflects a change to the more familiar trade mark with the initials 'M B Co'. I'm not sure if this change was forced or voluntary. It appears to have taken place around 1941.

Sales of Canadian Ace were very small in 1939, 10% of sales in 1940, 14% in 1941 and 27% in 1942. By 1943, when wartime malt rationing began, sales of Canadian Ace had reached 60% of their volume. At long last they had made it into the marketplace with a premium (fully priced) brand. This coupled with wartime shortages marked the end of their 'price' beer marketing strategy.

There's an interesting side bar to the beer and ale bit. It seems that during a routine inspection of the brewery during February of 1945 the Feds discovered that both beer and ale were filled from the same kettle. A follow-up letter from the Treasury Department during April of 1945 states among other things "...the malt beverages referred to above are considered misbranded and constitute a violation of the Federal Alcohol Administration Act.... in view of your previous [bad] record with respect to violations of this section of the Act and the widespread consumer deception involved in the instant case, favorable consideration cannot be given to an offer (to settle) of less than \$2000...". Of course, Manhattan fought back pointing out that while you can't call a beer an ale, there is nothing in the regulations that says an ale cannot also be called a beer. Got that? They also pointed out that this had been their practice for quite some time and that it had never before been questioned. It seems the brewery may have won that round as the beer and ale labels continued presumably still from the same kettle.

In 1947, the name of the Brewery was changed to the Canadian Ace Brewing Co. Alex Greenburg explained to the Kefauver Committee investigating criminal activities in Chicago, that the name was changed 'because Manhattan Brewing Co. had such a bad reputation.' Greenburg had survived the prohibition gang wars as the CEO and principal stock holder of the syndicate brewery. However, in December of 1955 he too 'bought-it' Chicago style. He was gunned down in the parking lot of a restaurant just a few blocks from the brewery.

Of course, when the name changed to Canadian Ace Brewing Co. new labels were printed. The first shows the trade mark with 'C A B Co' initials. Later the winged ace replaced the initials. At least three versions of the winged ace are found on labels. One says 'The Ace of Beers'. Many Canadian Ace labels show an Albany, NY distributor. Canadian Ace was marketed widely in New York, especially Manhattan. Consequently, many of the elusive Canadian Ace collectibles are found in the east.

In the 1937-40 era, perhaps just before the Canadian Ace label was developed, a variety of new Manhattan labels were also developed. These included a Summer, a Winter and a Premium Ale, a Pale Dry Beer similar to the can label, a Premium Porter, and a Half & Half Premium Stout. However, Canadian Ace's quick success coupled with wartime shortages led to the demise of these Manhattan brands. By 1943 they had disappeared. This, of course, resulted in some rare and highly sought after cans and labels. The Manhattan can labels and the oval bottle labels carried the word premium. These labels seem to document Manhattan's desperate attempts to break into the premium beer market.

By no means is this represented as a complete set of labels. Manhattan was notorious for issuing short-run one shot labels for both bottles and cans. Of course, that is why they are so collectable!

Tentacles from this infamous brewery reached out and built quite an empire before finally closing in 1968. They were notorious for picking up labels from failed breweries and for selling bottles and cans with pseudo brewery names. The BCCA Composite lists 33 different brewery names used by Canadian Ace. Of course, justice was served; The Eastern Beverage Corporation of Hammonton, NJ picked up the Canadian Ace label when they closed in 1968.

[This article is expanded slightly from my 1993 BCCA article on Manhattan/Canadian Ace.]

[Editors note: Canadian Ace is famous in breweriana legend for constant attempts at manipulation of the Federal beer laws. The mob connection was strong, leading to some rather questionable practices, like counterfeiting other brands! My favorite Canadian Ace story is told by a long time NABA member of an uncle who worked as an accountant at the brewery. His uncle was told by Alex Greenberg to 'get off the the brewery floor and get back to where he belonged!' one day after the official shift had ended, but after he had witnessed the change of labels on a bottling line from Canadian Ace to Budweiser!]

From *American Breweries II*; Van Wieren

IL133a Manhattan Brewing Co. (39th St & 3901 Emerald Ave)

1893-1933

aka. Malt Maid Products Co. & Malt Maid Co. (boot leg brewery, part of Al Capone empire, 1923-1932); Fort Dearborn Products Co. (1925)

133b Manhattan Brewing Co. (3900/3950 S. Union Ave & 39th St)

1933-1947

133c Canadian Ace Brewing Co

1947-1968

aka: Ace Brewing Co. (1958-1962),
Ace Hi Brewing Co. (1958-1962),
Allied Brewing Co. (1954-1957),
Berlin Brewing Co. (1964-1965),
Bismarck Brewing Co. (1963-1968),
Cold Brau Brewing Co. (?),
Crest Brewing Co. (1961-1964)
Empire Brewing Co. (1959-1963),
Essex Brewing Co. (1957-1961)
Essex Brewery, Ltd. (1957-1961),
Gipps Brewing Co. (1956-1963),
Gold Brau Brewing Co. (1958-1968),
Hapsburg Brewing Co. (1964-1967),
Jester Brewing Co. (1953-1957),
Kings Brewing Co. (1959-1962),
Koenig Brau Brewing Co. (1955-1967)
Kol Brewing Co.,
Leisy Brewing Co. (1960-1964),
Lubeck Brewing Co. (1960-1964),
Malt Marrow Brewing Co.,
9-0-5 Brewing Co. (1962-1965),
Old Missouri Brewing Co.,
Old Vienna Brewing Co. (1952-1964),
Pilsen Brewing Co. (1962-1968),
Prima Brewing Co. (1955-1964),
Prima-Bismarck Brewing Co. (1956-1960),
Royal Brewing Co. (1964-1966),
Schultz Brewing Co.,
Star Union Products Co. (1963-1968),
Superior Brewing Co. (1963-1965)
Tudor Brewing Co.,
United States Brewing Co.,
Westminster Brewing Co. (1958-1962),
Westminster Brewery, Ltd. (1958-1962),
Windsor Brewing Co. (1956-1960)

Bob Kay



“Westward (sometimes) Ho!” the Brewer

Immigrants, and sometimes, just Migrants

by Fil Graff

The label used as a filler on the ads page later on in this issue reminded me of some article notes I had made 10 years or so ago about itinerant brewers, and large brewing families that spread out across the US when they outgrew the family brewery. The “Rochester” beer label used is from Chicago’s Bartholomay and Burgweger Brewery. This Bartholomay was evidently kin to the Rochester NY family (as he may have been to the Chicago Bartholomae family...different spelling of what is likely the same family name), and with a partner, headed west to Chicago, where they bought the second of John Hoerber’s breweries. After 5 years, they sold the brewery, and Burgweger headed west again, this time to Kansas City, where, with J. D. Iler, they founded the Rochester brewery.

Like this idea? Good, as there’s plenty more (if you don’t, better stop reading now!) Another itinerant brewer mentioned in this issue was Adolph Coors. He initially worked in an unnamed Chicago brewery, then headed all of 20 miles west to take a position with John Stenger in Naperville, IL. After two years there, the wanderlust struck again, and Coors headed west to the Denver area, when he was financed by Jacob Schueler, and together they founded the Golden (CO) Brewery. After 7 years, he bought out his partner, and the rest, as they say, is history. Another brewer receiving passing mention in this issue is John Hemrich. In 1855, he built a small brewery in Keokuk, Iowa. He ran it until the mid 1880’s, when he evidently tired of Iowa’s constant flirting with state Prohibition, and moved his family to Seattle, WA. One of his sons (Andrew) started the Bay View Brewery with a partner there. Bay View became the cornerstone in assembling the Seattle Brewing and Malting Co., known as “The House of Hemrich” (see, the Heilemans had nothing new!). Members of the Hemrich family, and “Hemrich Investments” were involved in several Seattle breweries, even starting two after Prohibition.

John Gund was another brewer who moved around a bit, although over a smaller area. He arrived in the US in 1848 at age 18, and worked for two years for Anton Heeb in Dubuque. He leased a brewery across the river in Galena, IL in 1850, staying there for two years before moving upriver to LaCrosse, where he built a small new brewery in 1854. After 4 years, he partnered with Gottlieb Heileman, and arrangement that lasted until Heileman brought him out in 1872. The following year, John built another brewery in LaCrosse which lasted until Prohibition. One of John’s sons, George “retired” from this last operation in 1890, and moved to Seattle. He bought into the Claussen-Sweeney Brewing Co. which was consolidated into Seattle Brewing and Malting in 1892. George Gund was elected President of SB&M in 1896. In March of 1897, he retired again, and went back east to Cleveland, where he purchased the recently rebuilt Jacob Marr Brewery and started the George Gund Brewing Company (the post-Prohibition survivors were Sunrise and Tiptop.)

Another brewer who worked both sides of the Mississippi was Fritz Staemle (or Stemmele). He worked as Brewmaster at Genesee until February of 1895, when he went with Henning Brewing in neighboring Mendota, IL, where he remained until 1906. In 1907, he bought the John Dostal brew-

ery in Maquoketa, Iowa, operating largely during one of Iowa’s frequent bouts of Prohibition. John Dostal must have been a close acquaintance of Staemle (another spelling!). He operated the Maquoketa brewery, either alone or with partners and son Joseph, from 1865 to 1887, when he left to go west to Denver, where he started the Western Brewery that eventually became Neef Brothers. Evidently another of John Dostal’s sons, John P. ran a brewery in Iowa City that became Dostal Brothers (John M. and George A.) The Iowa Brewing Co. The Dostal operation here ran on and off (remember, this is Iowa!) From 1871 to 1902. During a break in that period (1886 to 1890), John P. Dostal went to Aurora, IL and started the company that ultimately became the Aurora Brewing Co. In 1902, the Dostal brothers moved east to Bucyrus, Ohio, where they started Dostal Brothers again!

Another emigrant to Denver was Phillip Zang. In 1861, he started the Phoenix Brewing Co. in Louisville, KY after quickly outgrowing his first operation. In 1868, he sold the brewery, and moved west, where in 1869 he bought into the Rocky Mountain Brewery. By 1870, he owned it outright, and the Phillip Zang Brewery became one of Denver’s largest pre-Prohibition operations.

Back to Chicago for another southern migration: in 1890, F.C. Lang, J. Henry Zitt and Charles Hutchinson founded the Independent Brewing Association, hoping to counter the beginning of a consolidation trend. In 1896, they were bought out by “victims” of that consolidation, the Ernst brothers (Emil and Leo). Lang and Zitt took their money south to Lexington, KY, where they founded the Lexington Brewing Co., with themselves as principals.

And how about some extended brewing families? First, still in the Kentucky area: In 1874, Frank Senn, who had arrived in the US with his father John in 1853, and settled in Louisville in 1859, began to brew on his own. In 1876, he brought his brother(s) into the operation. The next year, he bought out his brothers to partner with Phillip Ackermann to form Senn and Ackermann, which lasted until Central Consumers Corp., headed by Frank Fehr, closed the brewery in 1914. Frank’s brothers (one was Martin Senn) began their own brewery in Louisville in 1878. The operation was purchased the following year by Wegenast and Huber. Undaunted, Martin went across the river to Washington, IN. and started a brewery there with a partner in 1890. It lasted less than a year. By 1895, Martin Senn was back in Louisville with another new brewery. In 1897, it was purchased by Wegenast and his new partner, Berger.

Another family that had much better success over the years was the Schorrs. The first Schorr brewery I found was Michael Schorr in Waterloo, IL 1884 to 1902 (later incorporated as Waterloo Brewing Co.). Michael’s brother founded the Schorr Brewing Co. in St. Louis in 1901 (Schorr-Kolkschneider the following year). Another brother, John W., purchased the Memphis Brewing Co. in 1885, and incorporated it as Tennessee Brewing Co. with himself as President, and a son, John B. Schorr as Secretary. The Schorr family maintained control of this brewery until it closed in 1955! Also, in 1905, another Schorr, Albert S., purchased the City Brewery in Hannibal,

MO, running it until it failed in 1910. From 1905 to 1910, there were 4 different breweries operated by Schorr family members! I have always wondered if this "American" family wasn't related to the Pshorrs of German brewing fame?

A father and son combination had a varied brewing history in the Ohio River Valley. George J. Renner (senior) arrived in Cincinnati in 1850, and worked around the trade, at one time being general foreman for Gottfried Koehler. In 1861, he joined the firm of DeGlow & Co. In 1866, the company, by then DeGlow, Best and Renner, built a new brewery in Covington, KY. In 1872, DeGlow was out of the business, and in 1873, it evidently failed. From 1874 to 1879, Renner was general foreman for the Geisebower brewery. In 1881, he moved to Wooster, OH, and in 1882, bought into John Grabers brewery to form Graber and Weber. George J. Jr. joined the firm in 1883, and stayed on after his father again moved, this time to Mansfield, OH, in 1884. George, Sr. bought into the Weber brewery, forming Renner and Weber, which lasted until Prohibition. George Sr. was not through wandering yet. In 1888, he turned interest in the Mansfield brewery over to a business agent, and moved to Akron, where he started his first sole ownership operation. His journeyman apprenticeship evidently paid off, as the George Renner Brewing Co, he founded there lasted until 1953, and gave another son, William D. a nice sinecure. But back to George, Jr. who stayed in Mansfield. In 1885, he left the business there, and moved to Youngstown, OH where he bought out Matthias Seeger, and began what would later become the Renner Co (aka Renner Brewing Co.) that lasted until 1962.

As for the Walters family, that is too big a subject to tackle without a lot more genealogical work than I am prepared to do. Suffice to say they owned and operated breweries all over Wisconsin, and all the way out to Pueblo, Colorado! It also doesn't cover the Heims, the Schemms, the Leiseys, the Dicks,


or even the Buschs! Maybe in another 10 years, another article.

*The information in this article is sourced from 100 Years of Brewing, American Breweries and American Breweries II. What would an Editor do if our predecessors and contemporaries hadn't taken the time and great effort to gather all this information, and then publish it for our use? Do **YOU** have a gem or two stashed away in your information files? Putting it into writing, even for a limited circulation magazine like The Breweriana Collector, or the Keg, or ABA Journal, or Beer Cans and Breweriana, the hobby publications of the major breweriana clubs of today, will at least document and preserve the information for future generations of researchers and collectors.*

*Is this drivel significant? I guess that depends on whether you have any interest or not! I recall some years back having a brewer's grandson ask me things about his family that one would have thought he would know better than I. But it was the old business he was interested in, and his Grandfather had, so to speak, "taken the money and run." when Prohibition shut the brewery down. Two generations of the family didn't speak of it at all. No artifacts had been saved for the future generations. If it weren't for a bunch of collectors at Convention in his home town, he may never have been introduced to his heritage. In a large way, that is why I spend the the time and effort to do this magazine. As an organization, we are committed by charter to preserve and pass on the History of American breweries and brewing. This may be seen as a nasty and unfair question, but **ARE YOU DOING YOUR PART?***



Fil Graff



The Breweriana Collector

JOURNAL OF THE

National Association

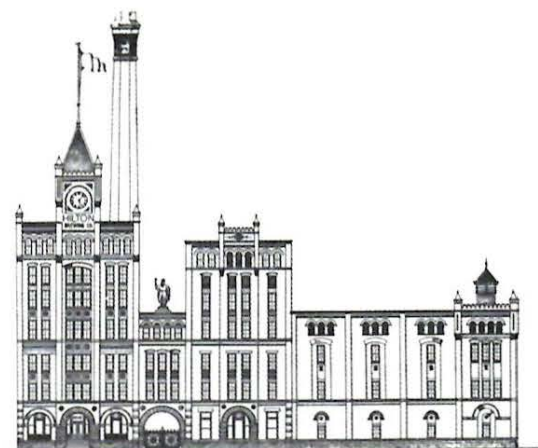
Breweriana Advertising

ISSUE PRODUCTION SCHEDULE

ISSUE	COPY DEADLINE	TO CROSSMARK	TO MAILER	TO SUBSCRIBER
FALL <small>(Post-Convention)</small>	September 1	October 1	October 15	Nov 1 (target)
WINTER	December 15	January 15	January 30	February 15
SPRING <small>(Pre-Convention)</small>	March 1	April 1	April 15	May 1
<small>(NOTE: Auction items for GALLERY inclusion MUST be submitted by March 1 !)</small>				
SUMMER	June 1	July 1	July 15	August 1
<small>(NOTE: Summer Issue is NO LONGER Pre-Convention issue! It MAY arrive before Convention, but is NOT planned to do so!)</small>				

Book Reviews

by George W. Hilton, Editor Emeritus



The History of Beer and Brewing in Chicago 1833-1978, Bob Skilnik, (Pogo Press, 4 Cardinal Lane, St. Paul, MN 55127). Paperbound, xiv + 263 pages. \$17.95.

Previously, brewing histories of major cities seemed to me books that one could judge by their covers. They were mainly exercises in German American genealogy, organized around the major brewing families of the city. The trends were uniform between cities. The volume at hand has disabused me of that idea. This one is really different. The author is apparently scion of a family that operated a tavern on Chicago's South Side. He is also a graduate of the Siebel Institute in Chicago. In some fashion, he also developed a voracious appetite for scholarship, such that he dug in developed archival material, and even the files of prosecutions of some of the less savory characters in his history.

The book, perhaps inevitably given the author's background, is organized mainly around the saloons, not around the brewing families. For example, he treats extensively the efforts at a tied-house system when British investors were seeking dominance in the industry. Similarly, he deals with the relations of Schlitz and other national brewers with the Chicago saloon keepers. Prohibition in this book is not treated as simply an interlude, but rather as a centerpiece to the history, directed to its impact on the saloon keepers. By making their profession illegal, it made them prey to criminal elements, beginning with Johnny Torrio, continuing through the Capone organization and for decades beyond Prohibition with the amorphous group locally known as "The Mob." I doubt any of the membership of

NABA needs any further reasons to detest Prohibition, but this book has plenty. Prohibition raised the price of a barrel of beer to the saloon keeper from a \$6-\$8 range to \$50-\$55, and incidentally deprived the city of some \$8 million per year in revenue.

In his treatment of the post-Prohibition years, Skilnik is closer to orthodox organization of brewing histories, recounting the efforts of the Chicago breweries to survive in the face of rivalry by the national brewers. This account is organized as between the Mob breweries such as Manhattan-Canadian Ace, and the simon-pure outfits, such as Atlantic. The travails of the last survivor, Peter Hand-Meister Brau, are treated in great detail.

Apart from the intellectual equipment Skilnik brought to his book, mentioned at the outset, he brought an enthusiasts passion for surviving artifacts. The book closes with the most complete account of surviving brewery buildings in Chicago known to me. This extends down to the extant east wall of the Carl Corper-Westminster brewery on south Union Avenue. This would be an excellent book to keep in one's automobile for tours of the surviving breweries and tied houses.

About all one can say negatively about the book is that his publisher let Skilnik down by providing him with extremely murky processing of the black-and-white illustrations. Even the familiar drawing of an unexecuted brewery of Louis Lehle that runs at the head of this column gets a full-page reproduction so fuzzy that one cannot make out the lettering. In sum, however, this is a superb job, up to what the subject matter deserves.

Hometown Beer: A History of Kansas City's Breweries, H. James Maxwell and Bob Sullivan, Jr., (Omega Innovative Marketing, 1050 W. Blue Ridge Road, Kansas City, MO 64145-1216). Hardbound, 300 pages. \$59.95

This is a particularly extensive example of a standard brewing history of a city. It is organized in typical fashion, first by early brewing, then company-by-company once the pattern of dominant firms emerged. It is rich in the German-American genealogy of the industry. The book is very much enthusiasts' history, with exceptionally thorough photographic treatment of

artifacts. The authors drew upon their own collections, but also on other collections of Kansas City enthusiasts. The authors appear to be serious bottle collectors and rely heavily on bottles for their illustrations of the early period. Inevitably, Muehlebach, which emerged as the dominant firm in Kansas City, is very thoroughly covered. The color photography of latter-day Muehlebach artifacts is particularly well done.

Kansas City was never the brewing center that St. Louis was. The authors compensate by treating the penetrations of the local market by outside brewers, Anheuser-Busch and Lemp from St. Louis, Goetz from St. Joseph and some others.

Many of the artifacts illustrated are of out-of-city brewers with imprints of their Kansas City depots. The treatment of Schlitz's incursion into the Kansas City market is particularly well done. Schlitz absorbed Muehlebach in 1956, including a relatively modern brewery of 1937, and maintained Muehlebach's dominance of the local market into the 1970's. It closed the Kansas City brewery in 1973, preferring to open a new one in Memphis. Eventually, whoever writes The Decline and Fall of the Joseph Schlitz Brewing Company will find this a good source on the loss of one local market. (I hasten to add

Brewed in Detroit: Breweries and Beers since 1830; Peter Blum. Wayne State University Press, 4809 Woodward Ave., Detroit, MI 48201, Hardbound, 353 pages. \$34.95

As George is in Michigan, working on another book, I hesitantly step in to review the long-promised book by my illustrious predecessor. Frankly, it was worth the wait!

The brewing history of Detroit goes back to the early days of English settlement. The book begins naturally with the history of the Stroh family and its brewery, as Peter worked for Stroh for years, and continues as the family brewing historian. There follows an overview of the city's brewing history and the stories of the rest of the Detroit breweries (ALL of them for which there is any historical record!) The author has used first an ethnic base for his chronicle, tracing the early English, then German then Polish brewers, then the "mutual" breweries, owned by taverners. As the book is largely about economic survival or the lack of it, Peter breaks the industry in the post-Prohibition era down according to when the particular company went under...failure after Prohibition ended, failure before World War Two, and then survival after the war. Then follow individual chapters on the two major long-term Detroit brewers other than Stroh: Pfeiffer and Goebel. There is also brief coverage of the current crop of microbrewers in the area, Detroit maltsters, and a section on neighboring Canadian and surrounding Michigan breweries.

There is, as one would expect from the likes of Peter Blum, a brewer, collector of breweriana and former Editor of this magazine, a wealth of detail on the breweries, the brewers themselves, and the beers they brewed. Pretty much the sort of things one would hope to find in the brewing history of a major city. What makes the book a real treat for me is the section at the end of each brewery story listing the breweriana that has been identified with the particular brewery, and a family tree of the descendants of the founder brewers. And as a Stroh collector, and one who has studied the brewing structures of Detroit with some thoroughness, the color photographs of breweriana items, and the black and white photos of the old breweries when still active are a particular joy. There are many items pictured that come from the personal collections of Detroit area NABA members, and the Stroh Corporate and family collections are well represented.

Is Brewed in Detroit different from other city brewing histories? In many ways, no, as it traces the same discouraging trend away from the neighborhood brewer, to the local brewer, to the regional and then national brewery company. The Stroh family managed to span all these periods, and this makes them quite different from most. But the same competitive and eco-

that no one is likely to do this until the final generation of Schlitz management has died.)

We are clearly moving to a degree of coverage in which every major American city will have its brewing history. Cleveland's seems to me the best to date, but this is a very good one, of which Kansas City should be proud -and so should the authors.

George W. Hilton



conomic factors doomed all the breweries Peter describes...changing consumer taste, the inability of a small business to quickly adjust to market shifts, old and obsolete plants, lack of capital to advertise competitively with the colossi who dominate the TV screen. As much as anything, it documents the gullibility of the average beer drinker, whose taste is swayed by the amount of advertising he is exposed to, not by the enjoyment of the beer he or she is drinking. In this, Detroit was just like Kansas City and even Chicago; cities whose brewing histories are also reviewed this month. But there was something different in Detroit, and it may have been the fact that there was one family continually involved in the operation of a brewing empire for just short of 150 years in the city. Yes, in the later years, the local Stroh brewery was closed, and yes, the public began to switch to other more heavily advertised brands, but there was still a Stroh at Strohs! Some day, a definitive history of the company will be written, when the reasons for the ultimate sale of the brewing part of the corporation can no longer hurt the feelings of the participants or the family. Because this book was written by a long-time Stroh employee, the company is, of course, well covered. The final blow fell just as the book was going to the printer, and the last paragraph or so was all that was altered. There is a bitter-sweet sadness in the timing of the volume, in the works for years before the end was clearly in sight. But Strohs were there within 20 years of the first Detroit brewery business, and they were the last one surviving

Brewed in Detroit takes its rightful place on the shelf with brewing histories of Cleveland, Louisville, Kansas City, Chicago, Cincinnati, and those of individual brewing companies like Coors, Gittleman and Hamms. As in several other areas of collecting, the period from about 1980 up through perhaps the next 10 or 20 years marks the end of a period where the actual participants, or even those familiar first-hand with the products, survive to tell their stories. Peter Blum is one of these...long working in the business, and a loyal and devoted employee and friend of the Stroh family. He has woven together the threads of a dying culture in a city where he has lived and worked for almost 30 years, and done it quite well.

Am I somewhat prejudiced as a reviewer? Maybe so, as the author, and many of the contributors to the book are friends. Did I enjoy the book maybe more than a reader who has no ties to Detroit and its breweries would? Perhaps again. Is this any reason NOT to review or recommend a book? I have done both; I leave the answer to the question up to you.

Fil Graff





Good Habits

Several issues back, I complained about not being a particularly good customer to ANY microbrewery. At about 700 bottles per year, and my interest in trying almost anything the industry offers, I am just not loyal enough to be much economic help to my "local microbrewer", where ever "local" happens to be. But recently, I find that several brews are attracting my repeat purchases, even in case lots.

NABA Conventions are, in my case, a good place to be introduced to "local" beers, and to form HABITS. Since the Columbus Convention, I have driven through Columbus 5 or 6 times, and each time find myself wheeling off I-70 to stop at Hoster and get a case of 90 shilling Scottish Ale. In October, there I was again, and when I walked in just after lunch, the Manager greeted me with a hearty "You're BACK!" I ordered my case of Ale, and while Bill went to get it, I enjoyed one on draft at the bar. I noticed a new sign, informing the patrons that Hoster was offering the 90 Shilling in Cask Conditioned form as well. A sampler glass was requested, and I was able to do something I have wanted to try since I had my first "hand pulled" ale...taste two essentially equal products, one charged, the other hand-pulled. Now I see why "real ale" fans rave so! The cask conditioned version was like velvet or silk on the tongue! Same flavor as the gas charged product, but with none of the carbonation tingle. This is a pleasure to be undertaken likely ONLY at a brewpub, as cask conditioning won't survive in bottles, but an experience I heartily recommend! Carbonation can hide some of the brews subtleness by blunting the taste buds with its bite. The cask conditioned ale depends solely on the skill of the brewer, with no assist from carbonation (either "real" or added.) Victor Ecimovich, Hoster's brewmaster, proved his mettle on this one! This is admittedly not a fair comparison, because beer isn't ale, but "B" or "M" or even "C" would have even less taste if it wasn't for the CO₂ charge; cask conditioned ale isn't "flat", but it doesn't tingle the tongue either. Velvet on the tongue; that's the sensation.

I was able to repeat the experiment at Appalachian Brewery in Harrisburg in November, again with a Scottish ale, and found the same delight in the hand pulled ale. As someone who grew up with "charged" brews, I can now understand what the "Real Ale" folks in Great Britain (and the US, to a much lesser degree) got so excited about. If one grew up with hand-pulled ale, the switch to the charged product would be alarming.

The habits? Oh, the Hoster 90 Shilling ale, of course. This is the second case this year! And I find myself hieing down to the local distributor (this is Pennsylvania...if you want "B" or

"M" or "C" or any of the tasteless light products, every bar and dealer has them; it could be worse, as there could be no Yuengling to fall back on, but microbrews are hard to find, except at the distributor level) and buying case lots of Appalachian's 80 Shilling Ale. Appalachian has also smartly packaged two six packs each of their primary brews, Water Gap Wheat and Purist Ale in a case, so often there are the remnants of three full cases in the beer locker at the farm! Not bad for a disloyal customer!

While visiting my semi-local beer retailer the other week, I noticed a large display-type box with some impressive Millennium copy. Turned out to be a gallon picnic sized bottle of B, with a fancy label and foil trim, plus 4 normal B pilsener glasses. All this bounty for only \$49.50 plus tax! I also located a 6 pack of the same brand in 12 oz bottles, with fancy Millennium label, for regular price. All right, I confess, I tried one. It'd been years, and I wanted to see if my taste memory was correct. Nothing, as Peter Blum continually reminds me, TECHNICALLY wrong with the beer, except absence of taste, color, body and distinctive beer character. The balance of the 6 pack will be guzzled by someone New Years Eve, I hope! I'll not try another...a BAD habit I don't want to acquire.

Uncle Otto's Oktoberfest; Portland B.C., Portland, OR
Good body, rich, dark amber color. Flavor is more ale, but there is a malty sweetness as part of the finish. Not a particularly great brew, but interesting, if a bit underwhelming.

Kings Peak Porter; Uinta B.C., Salt Lake City, UT
A very fine meal in a bottle. Mahogany with ruby highlights, a nice tan head and big roasted malt flavor. Finish is strongly roasted malt rather than hoppy, like many sweet-finishing US Porters. New brewery to me; this brew strongly recommended!

Jinx Ale; Magic Hat B.C., Burlington, VT.
Another excellent ale from the "Blind Faith" crew! Large flavor is easily predictable from the BIG nose; it is hop dominant throughout, but without strong bitterness. A new hop variety? Or just brewers magic? I can't say, but I sure enjoyed it!

Boulder Ultimate Weiss; Rockies B.C., Boulder, CO
A "Bavarian Style Weiss beer", it is classically dry, yeasty and crisply refreshing. This is a bit more hops tart than others I've tasted. The tartness cut into the thirst quenching character of this type of wheat-based beer.

Hunters Unfiltered Wheat Ale; Osage B.C., Osage Beach, MO
Rather bland, but with a metallic hops taste at the finish. Only fair. Better ingredients would make a better brew!

Merry Christmas-Happy New Years Ale 1999;

Anchor B.C., San Francisco, CA

The 25th year for Fritz Maytag's annual celebration. Micro fans, this means the movement whose products we love is over 25 years old! This year, as every year, the brew is slightly different. Rich, deep mahogany color, spicy and complex. For my taste, last year was a near miss; this year is back on track. Unique, and magnificent!

Winterfest 1999-2000; Coors B.C., Golden, CO

Proof again the big guys can make a fine quality, full bodied and tasty brew if they choose to! I doubt this is a true top fermented ale, but it is a very credible addition to Holiday enjoyment, and available almost anywhere. If this is the only Winter seasonal you have access to, you are not badly off. Thank you, Bill Coors!

1999 Celebration Ale; Sierra Nevada B.C., Chico, CA

From another of the micro movement pioneers, this is a very special, spicy and hoppy brew all the way through. Not much room here for the light beer drinker! I've always like this product in the past, but think this year it's a bit overdone. [While visiting over the Holidays, Noel Boelter, a home brewer, nailed the defect...it's an IPA, not a seasonal! Way too much finishing hops!]

Snowballs Chance Ale and Snow Goose Winter Ale;

Frederick B.C., Frederick, MD

This brewery has been absorbed by a combination of other micros, likely for the huge bottling capacity. I'd guess these products were brewed before the change in ownership, and sincerely hope that the new owners won't mess with them! I've reviewed both before; it's nice to report that they are still WONDERFUL!

Sam Adams Winter Lager; Boston Beer Co.,

Cincinnati, OH

I know I've reviewed this before, but I look for it every year. It's another seasonal brew that should be available almost everywhere in the US. A wheat-based lager "with Winter spices", it has a pleasant dark amber color with thick tan head, a malty-spicy flavor and long, warm hops finish. I think one of Jim Koch's very best!

Baderbrau Lager; Baderbrau B.C. (Goose Island),

Chicago, IL

I'd hoped that the Halls would have taken the opportunity of a new Baderbrau version to return to the original Baderbrau formula. But no. This IS a quite decent effort, labeled "Vienna Style". Good body, a pleasantly balanced malt and hops taste, and a good hops finish. I'd definitely buy this, but I still miss Ken Pavichevich's original!

Thomas Creek Pilsener; Thomas Creek Brewery,

Greenville, S.C.

Evidently a new bottling micro. This is a darned good beer! Not a big body, and rather anemic color, but a proper sharp Pilsener taste and good Saaz hops finish.

Pipkin Pale Ale; Pipkin B.C., Louisville, KY

[According to the truly tiny print on the neck label, "Pipkin is one of the finest brewing malts available."] Another new bottling micro. This is a good American Ale, but, delightfully for ale drinkers, nothing unique in the flock of well-crafted ales available today. It has a bit too much Cascade hops in the finish for my tongue.

Kona Longboard Lager; Kona B.C., Kona, HA

Looking at this in the glass, I thought the product had been mislabelled! Yeast cloudy, a vaguely citrus nose...thought it was a Weiss. But no, just a different lager. Not great, but different. Kona is now evidently bottling their own product.

Captivator Doppelbock Lager Beer; Hoster B.C.,

Columbus, OH

Getting this one took a bit of manipulation, but my local came through! 12 oz bottles this year. This is another that could be eternal in the bottle; definitely one to "cellar" for the future. A very special treat! I've had this brewing marvel several times before, both bottled and on draft. This is definitely a snifter drink...sip and enjoy slowly! I had my first this year at room temperature. Almost all you need to know of this brew you can detect from the nose...spice, roasted malt, Saaz hops, all in beautiful balance and followed by a warmth that is most noticeable deep in the chest. Thank Heavens for a friend in Columbus who mailed me a six-pack! My second bottle was at about 40 deg. It was slightly sweeter with less hoppy flavor, but the same wonderful finish. There is nothing but praise possible for an effort like this! St. Victor of Ecimovich has done himself proud...again! Gambrinus himself would be pleased...I am ecstatic!

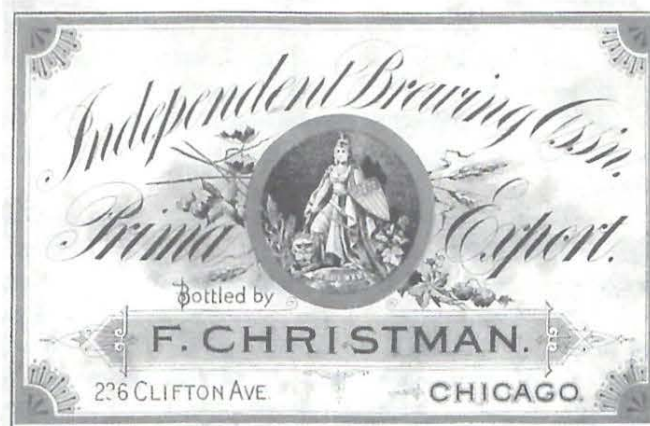
Broad Street Barleywine; Appalachian B.C.,

Harrisburg, PA

Drove up to Harrisburg with the Boelters just to try this draft-only Seasonal, and would have driven as far as Chicago! In the 11 to 12% a.b.v. range, it is a lovely ruby-mahogany color; malty, spicy and with a huge body. In the same family as Hoster's "Captivator", this doppelbock brew is a snifter-serve, sip slowly and enjoy delight! Noel, Polly and I had it with some smoked salmon doused in Porter, and two wee glasses (the limit, even when you know Beau, the bartender) was "enough." it is pure joy in a glass!

Pros't!

Fil



A ca. 1895 label from the Kay Collection...a study in black and gold on old paper. It's from the period before the Ernst Brothers began to develop character logos for their brands.

Executive Secretary's Report



According to some, the new Millenium is here!

Not being a computer person, I, for one had no computer problems. I guess we can all celebrate the real start of the Millenium in 2001, with no threat of "Y2K" problems. 2000 should be a banner year for NABA! This year should have the largest Convention ever, with a record number of attendees. All Convention material will be sent either with, or at the time of, the Spring issue. Don't delay registering! Do it when you get the packet, please. And remember to call Stan Loula to make your hotel reservations...you CANNOT do it at the hotel!

2000 will unfortunately see a dues increase to \$25, due May 31, 2000 (but welcome any time before then!) As Norm notes in his column, we have to keep NABA on a sound financial footing.

2000 will also mark a complete turnover in the elected officers of NABA. All but 3 Director slots are up for election; if you have a nominee, or would consider running yourself, now is the time to let me know! The only requirement beyond a real interest in the preservation of the Association is the ability to attend Convention and two Board Meetings during a two year term!

There will again this year be a New Member recruiting contest! The prize is a free years dues, paid by the Board. A minimum of three recruits, and the qualifying NABA members will be entered in a drawing to determine the winner, should there be a tie in the highest number of new members.

A reminder to those who attend the Indianapolis

Advertising Shows (and perhaps some incentive to come, should you be wavering in the decision), NABA holds a Hospitality Suite in the Atrium of the Holiday Inn Select-North on the Friday night before the show both Spring and Fall. It's a good place to meet fellow Members, share some refreshment, and exchange ideas. It's always fun, and it is FREE to NABA members!

The 2000 Directory is in the works as I write this. I appeal over and over that when you have an address or phone exchange change, PLEASE drop me a note informing me! If you haven't provided a "Zip plus 4" nine digit Zip code, please do so. This speeds up your receipt of *the BC*! I sometimes have to guess what it is you have sent, so would beg for a CLEAR hand, particularly in numbers and e-mail addresses. A wrong guess because I can't read the writing makes your effort to update us rather useless. Often I guess right with addresses, but e-mail "url's" are a mystery to me, and I'll get many wrong!

If you have questions about NABA, just write or phone, and I WILL get you answers.

A hearty NABA welcome to the new members listed below!

Sincerely
Robert E. Jaeger
Executive Secretary

New Members

Anderson, Mark (Laura)

W10382 880th Ave.
River Falls, WI 54022
(715) 425-8063
<lmanders@pressenter.com>
Cans, signs

Black, Craig (Susan)

1785 Whitemont Drive
Brookfield, WI 53045
(414) 785-9868
Chairs-glasses-signs-thermometers-
tip trays-trays

Flynn, Gary (Victoria)

2579 W. Shore Drive
Lumi Island, WA 98262

Isler, Donald E. Jr.

8536 W. 95th St., Apt 7
Hickory Hills, IL 60457
(708) 233-0438
Bottles-glasses-history-openers-
photos-post cards
pre-Pro Chicago breweries

Langdon, John B.

2226 Utah, N.E.
Albuquerque, NM 87110
Mugs-steins-signs

Nadicksbernd, James M. (Amy Jo)

3951 Davis Ave.
Cheviot, OH 45211
(513) 661-0548
All breweriana-bottles-cans-mirrors-
mugs-steins-signs

Patterson, David C. (Tess)

5218 Maryland Ave. N.
Crystal, MN 55428-4206
(612) 535-5172
All breweriana
All Minnesota breweries

Platt, Jeff

P.O. Box 1251
Milwaukee, WI 53201
(414) 645-1580
<milbrew@execpc.com>
Brewery equipment-photos-post cards
Show promoter

Rima, Neil (Marcia)

P.O. Box 276,
Strawberry, IA 52072-0276
(319) 933-6006
All Brewerians-HAMMS

Schroeder, Todd

641 Glendale
Dacono, CO 80514
(303) 944-3482, (303) 833-4181

Setaro, Larry

6 Concord Ave.
Danbury, CT 06810
(203) 743-4094
Green Bay Packer and Boston Celtic
pocket or wallet schedules

Westendorf, Mark (Chris)

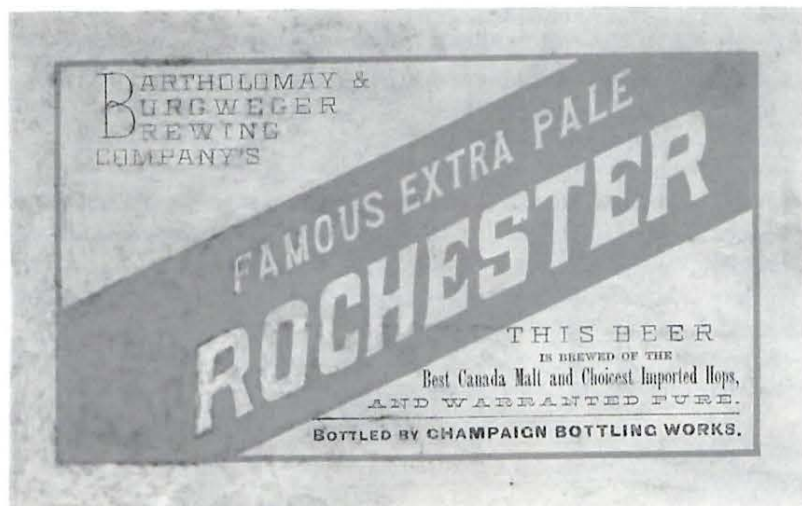
106 Irene Street
Watertown, WI 53094-5109
History-neon signs-photos-signs
Gettleman and Schlitz

Winter, Daryl L.

3904 Botanical
St. Louis, MO 63110
(314) 776-5740
All breweriana, FEHR Brewing

Wolfe, Theodore M., Jr

2608 Brunswick Ct.
Morgantown, WV 26508
Cans-bottles-labels-history
West Virginia breweries



What, another label? And what does this have to do with micros?

Actually, it's Convention related ...last year, this year, and maybe some future year. Where's it from? NOT the obvious. It's Bartholomay and Burgweger Brewing Co. of Chicago. Bartholomay (with a "y", not "ae" like the Chicago family) had relatives there, didn't he? But that may not be the complete story. B&B was in business from 1882 to 1887, when they sold the brewery. Bartholomay with a "y" seems to vanish, but Herr Burgweger went to Kansas City, where he partnered with J.D. Iler, opening the Rochester Brewery! So, a tale of three cities in one label. [Label from the Kay Collection]

BUY-SELL-TRADE

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

B11 W100-2

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

Bul W100-4

WANTED TO BUY : KINGS BREWERIES of MA & NY. Looking for signs, lithos, corner signs, ROG, trays, TOC, etc. Also New England trays. Please help! Jeff King, 37 King Phillips RPath, Duxbury, MA 02332 (781) 837-9630

K11 W100-2

WANT TO BE "IN THE KNOW"?: Check out the NABA Home Page on the Internet! NEW address that is EASY to remember! THE most complete events listing anywhere; complete indexes of the BC from day one by subject, brewery, author! Where is it?

<www.nababrew.org>, that's where!

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 Brewery 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.

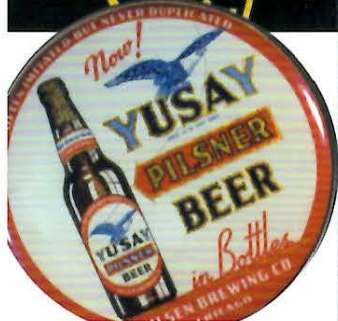
Events of Interest

Jan. 29	2000	MID-MICHIGAN WINTERFEST (BCCA) , Flint, MI. UAW Local 659 Hall. Contact: Gene Goulet (810) 742-5353
Jan 30	2000	NORTHSTAR (BCCA) FREEZE YOUR CAN; Super 8, Maplewood, MN Contact: Dave Wendl (651) 731-9573
Feb. 6	2000	METRO NORTH BEER CAN SHOW , K. Of C. Hall, Clawson, MI Contact: Dave Kalso, (810) 294-1059
Feb. 13	2000	MILWAUKEE ANTIQUE BOTTLE & AD SHOW , Four Points Sheraton, Milwaukee, WI Contact: John Brandt (262) 673-6541 (new area code)
Feb. 17-19	2000	2nd HAMMS CLUB Breweriana Show . Medina Convention Center, (Minneapolis area) MN Contact: "Hamms, Please" (612) 789-5151
Feb. 17-20	2000	21 st An. BLUE & GREY SHOW (BCCA/NABA) , Fredericksburg, VA Holiday Inn South Contact: Ray Johnson (703) 971-3549
Feb. 26	2000	MID-MISSOURI MEGA MEET , Holiday Inn Expo center, Columbia, MO Contact: Bruce Mobley (660) 385-6256
Feb. 26	2000	WINTER SUPERSWAP 8 , Doggone Good Chapter, Stone Pony Saloon, Frankenmuth, MI Contact: Mark Brooks (517) 624-5749 or <markabrook@aol.com>
Mar. 5	2000	MADISON ADVERTISING & BOTTLE SHOW & SALE , Quality Inn-South, Madison, WI Contact: Bill Mitchell (715) 341-1471
Mar. 9-12	2000	25th NEVADA CONVENTION & BREWERIANA SHOW , Sands Regency, Reno, NV Contact: Jim Dermody (702) 828-0338 or "Turkey" Lardinois (7-2) 786-1363
Mar. 12	2000	Mid-Michigan SWING INTO SPRING (BCCA) , home of Geo Bryja, Warren., MI Contact: Geo. Bryja (810) 285-9429 or Dave van Hine (davevanh@aol.com)
March 12	2000	HORLACHER (BCCA) MARCH MELTDOWN , Macungie Park, Macungie, PA Contact: Larry Handy (610) 439-8245
Mar. 16-19	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 ANTIQUE AD SHOW , South Pavillion Bldg, State Fair Grounds NABA Hospitality at Holiday Inn, US 421 & I-465; 8 PM Fri. Mar.14, Poolside
Mar. 17-18	2000	BREWERIANA SHOW , Our Land Pavilion, Indiana St. Fair Grounds, Indianapolis, IN Contact: Carol Rettig, (317) 261-1405
Mar. 24-25	2000	ATLANTIC (BCCA) ANTI-FREEZE (Cans and Breweriana); Travelodge, Columbia, SC Contact: Dick Oyler (803) 359-7202
Mar. 24-25	2000	MISS. VALLEY (ABA) BR'IANA BLOWOUT , Alton-Woodriver Sportsmans Club, Alton, IL Contact: Bill Cress (618) 466-3513
Mar. 26	2000	NORTH STAR Chapter (BCCA) 27th Anniversary SHOW , (Minn/St.P area) Contact: Dave Wendl (651) 731-9573
Mar 31-Apr 2	2000	KEYSTONE (BCCA) SPRING THAW & CROWNVENTION , Holiday Inn, Chambersburg, PA Contact: Mark Swartz (717) 263-8295<mswartz@pa.net>or John Vetter (703) 591-3060
Apr. 8	2000	Annual SPRING ECBA MEET/BREWERIANASHOW , Merchants Square, Allentown, PA Contact: Larry Handy (610) 439-8245
Apr 14-16	2000	TITLETOWN TRADEATHON XIX (BCCA) , Holiday Inn-Airport, Green Bay, WI Contact: Pete Vann (920) 499-6061
Apr. 26-30	2000	JUST FOR OPENERS 22nd Convention , Hilton Hotel, Lisle, ILL Contact: Norm Jay (630) 665-9322
May 3-6	2000	6th Annual RUSH TO THE ROCKIES SHOW , Holiday Inn-Univ. Park, Ft. Collins, CO Contact: Nick Clous (ABA Columbine Chapter), (303) 344-8874
May 20	2000	GAMBRINUS CHAPTER 11th KING'S SPRING FLING , Makoy Center, Hilliard, OH Contact: Doug Blegan (614) 890-0835
June 3	2000	TRI-STATES BREWERIANA SHOW (3 BCCA chaps) , Eagle Point Park, Dubuque, IA Contact: Mike England (515) 965-2448
June 4	2000	E. PENNA TRI-CHAPTER SHOW (BCCA) , Leesport Farmers Market, N. Of Reading, PA Contact: Jerry Matonis (717) 693-3612 <JMat973447@aol.com>
June 4	2000	QUEEN CITY CHAPTER SHOW , Raffles Blue Ash Banquet Center, Blue Ash, OH Contact: Dave Gausepohl (606) 371-4415

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. And a MUCH more complete list is posted on the NABA website <nababrew.org>!



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



SALVATOR
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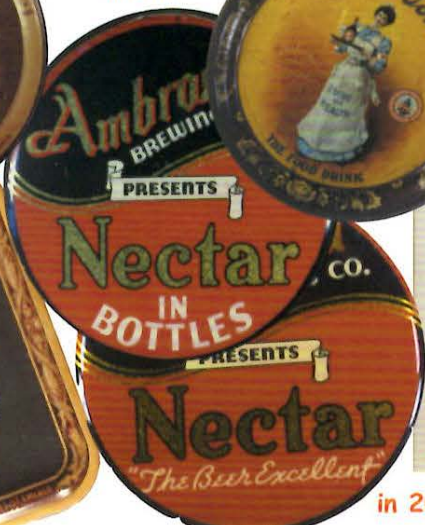
NABA's 29th Convention **CHICAGO 2000**

August 3 through 6, 2000

Holiday Inn Select, Naperville, Illinois



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more...



in 2000 in NAPERVILLE!