



The Breweriana Collector

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OF THE

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Breweriana Advertising

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MICHIGAN BREWERY STOCKS

National Association Brewery Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

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COVER

A MICHIGAN STOCK FROM ONE OF THE EDITOR'S FAVORITE BREWERY COMPANIES, NATIONAL (ORIGINALLY OF BALTIMORE), AND A WEE
TRIBUTE TO THE LEGENDARY "UNCLE ERNIE"

TABLE OF CONTENTS

Presidents Page.....	3
From The Editor's Desk.....	3
Chapter Doings.....	4
Convention 2001 Report.....	5
The Wagner Gambrinus.....	6
Michigan Stock Certificates.....	7
"Our Michigan Friends".....	11
Michigan Collections.....	13 and 19
The Gallery.....	16
The Blue Stroh Label.....	17
Chapter Member Profile-Bob Kates.....	20
"On the Other Side".....	21
Memories of LaCrosse.....	24
Colt 45 Glasses.....	25
Ex Libris (Book Reviews).....	25
The Rathskeller.....	27
Executive Secretary's Page/New Members.....	29
Buy-Sell-Trade.....	30
Events of Interest.....	31

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EDITORIAL INFORMATION

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

Presidents Page

As I write this, I look outside and see the same 1 1/2 feet of snow that's been on the ground for almost a month, and I yearn for Spring! By being confined I had time to reflect on what a great year it was for the Jays, and hopefully for you as well!

This past fall I kept busy attending the Welytok show in Milwaukee, Monarch in suburban Chicago, and Guzzle and Twirl in St. Paul. There seems to be a lot of action, but a real shortage of top grade breweriana items. Regarding the Monarch Chapter, I would like to personally thank Paul Zagielski for originating and running the Chapter for 14 years. He is stepping down (for real), but will stay involved. A blend of enthusiastic veterans and newcomers will carry on the tradition of this solid club. An October Fall Fest show is in the works.

If you will note the Officer roster on the opposite page, you will see a significant change. After 19 years of devoted service, Bob Jaeger is retiring as Executive Secretary, and John Stanley is going to try and fill his shoes. All of us at NABA express our sincere thanks for Bob's many years at the effective helm of NABA (he will of course remain a member!) We also want to express our appreciation to John for assuming this very important position.

In the couple of days before Christmas two good friends passed away. Both were serious opener collectors, and both had run JFO Conventions. Larry Biehl (Calumet City, IL)

was a NABA member; the other was Vic Keown of St. Anne, MO. My condolences to Fran and Mary Anne and the families.

It is less than 7 months until our Ann Arbor Convention. The committee, led by Jim Kaiser and Peter Blum, has put together an outstanding agenda, and we anticipate another big crowd. If you live in the area, there is still time to volunteer and help with the planning! Otherwise, plan on spending part of your vacation enjoying tours, collections, fine dining, the Auction, room-to-room trading and the great camaraderie at NABA 30!

In closing a reminder that each of you is important! You can help your club in a number of ways: 1) recruit new members; 2) write an article or two for the BC...the Editor is ALWAYS looking for interesting stories; and 3) run for an office. This is a self-nominating process, and a quick resume and photo should be sent to John Stanley. In the next few years there will be a number of vacancies in both the officer and Board categories. There is no "George" here to do it! It's up to YOU!

Our next Board Meeting is at Indianapolis in March. We are always receptive to constructive ideas, so let any of the Officers or Board hear from you!

Happy New Year, and new Millennium to you all!

Norm Jay



From the Editors Desk

After years of dealing with Bob Jaeger, in my capacity as a Board Member, Officer (Secretary, Vice President and then President) and now as Editor, we've had many petty disagreements, but I realize now how much I will miss his just being there as Executive Secretary. The transition to our new Exec, John Stanley, has taken place while this issue is in preparation, and by the time you read this, John will be doing the complete job. Bob is doing the Convention Mug from Naperville, and the ad section of the Membership Directory that should be sent to you with this issue. I've known Bob for close to 20 years now, I guess, and have counted on him particularly recently as the coordinator of the printing of the BC (a task that he says he will continue doing, thank Heaven!) Bob has weathered the changes from paste-up to full computer production of the magazine with his unending patience and good will. I will miss our occasional arguments, but wish he and Marion a wonderful FULL retirement.

NOW: Mechanics of transition: PLEASE make note of the new address for all NABA matters except editorial: **John Stanley, P.O.Box 64, Chapel Hill, NC 27514-0064!** John has e-mail, so can be contacted at <naba.mindspring.com>. Also note that any NABA application forms you may have show the WRONG address. One new form (with some editorial changes as well) is included with this issue, and additional forms are available through John Stanley.

A cautionary follow-up from the last issue! In the article reprinted from the *Barfly* magazine, there was mention of a Meisterbrau ruby beer bottle. According to a retired Anchor-Hocking sales executive, he has no memory of either Peter Hand or Meisterbrau ever sampling or producing beer in these

bottles. So the *labeled* bottles that were offered for sale again at Monarch are likely fakes! The Schlitz label is the ONLY one that should appear on these ruby bottles. It is noted though by our bottle expert that at the price at which they are offered, they are a good buy, as the bottles sell for more than that without labels in Wisconsin!

And one from several issues back: while he was paging through Vol 110, a non-collecting friend, Lou Hopf, spotted the ad for the racker. He produced a family photo of a Great-Uncle, taken on the job at Standard Brewing, Scranton in the



teens. Sure enough, a Schlangen racker, just like shown on page 10, vol 110, filling half barrels! And "Hopf" can ONLY be a family of brewers, right?

Fil Graff



Mary White, Chapter Coordinator

Again a busy quarter at the end of 2000! I attended the Monarch Fallfest Nov. 3-5 in Libertyville, IL. Paul Zagielski as usual put on a GOOD show! He announced that this was HIS last show. Paul has worked tirelessly for the Chapter since its founding, but has decided to hang up the towel. Norm Jay, NABA President, presented Paul with a plaque commemorating his many years of hard work.



Above: Norm Jay presenting Paul Zagielski with a plaque in appreciation for the YEARS of work for the Monarch Chapter. Below: a scene of some of the tables on the show floor.

All Photos: Mary White



The chapter, at a meeting in December, has reorganized, with John Bittermann becoming President, Stan Loula Vice President, and Dan Potochniak Secretary and Chapter Contact. Paul will stay on as Treasurer (hands off goes only so far!) The Fallfest show will likely move to a new location in 2001, closer to the center of Chicagoland.

The Queen City Show, the Sunday after Thanksgiving Nov. 26, 2000, had a record number of attendees for our one day shows, and a LOT of new faces as well as some holiday travelers. WOW! What a turnout. A good preliminary to our 25th Annual Luck o'the Irish show in March, we hope!

The Queen City Chapter is proud to be the first NABA Chapter to submit a Chapter member profile. We have visited several chapter members, and seen some great collections. The profile on Bob Kates follows; see the collection photos on page 20 in the color section.

The Chapter also sponsored an open house and book signing for "Over the Barrel", chapter member Tim Holians' new book on pre-Prohibition Cincinnati brewing history (reviewed in this issue.) This is the first of two volumes; the sec-

ond will be on post-Prohibition to the present.



Above: At the open house-book signing at member Mike Reis' home, Greg Buerger, Rife Denlinger and Don Johnson in the Derby Room (all beer ads!) At right: Carey Williams and his family, Dave Gausepohl and Helen Johnson.



QUEEN CITY CHAPTER MEMBER PROFILE

Bob Kates

Bob's first foray into breweriana collecting began with beer cans in about 1966. He started picking up different brands on trips around the country, and with the help of co-workers, the collection grew at a steady pace. Growth really accelerated when he joined BCCA, after finding out there were OTHER folks that collected the same thing.

By the late 1970's, Bob had built his beer can collection to about 4000 cans. Over the ensuing years, his collection emphasis has changed. He now collects ONLY Ohio cans, and has over 100 conetops, and 180 straight steel and punchtops from Ohio breweries.

What changed the emphasis of the collection was signage. The shift was slow, as Bob had trouble in the 70's finding what he wanted. By the 80's, more and more beer signs were surfacing, and collecting breweriana advertising soon became as important as collecting cans.

With the increased emphasis on advertising, Bob joined NABA and ABA. More show attendance and participation in internet auctions has greatly enhanced the opportunities to buy.

Bob now concentrates only on Ohio breweries, and has over 300 Ohio signs and other breweriana collectibles.

See page 20 of this issue for a quick tour of Bob's Ohio collection!

Convention Report

By Jim Kaiser, Convention Chair

NABA 30th ANNUAL CONVENTION DETROIT MICHIGAN

The 30th Annual NABA Convention will be held in the Detroit area from August 2 to 5, 2001. The convention hotel is strategically located in suburban Ann Arbor to be close to Detroit's many entertainment offerings without the rush hour traffic concerns.

The Holiday Inn - North Campus in Ann Arbor Michigan is located 30 minutes West of downtown Detroit. There are many places of interest in southeastern Michigan that will interest anyone who attends the convention, including Domino Farms (across the street) Greenfield Village, Henry Ford Museum, Detroit and Windsor (Canada) casinos, just to name a few. Oh!, by the way, there are more than 65 brewpubs and microbreweries in Michigan, 30 are within less than one hour of the convention hotel and 3 are in Ann Arbor.

Current plans are for an excellent house tour, individual brewery displays, a micro tour, the taste of Michigan hosted by several Michigan Beer Guild brewers and of course, the auction and all the annual events we look forward to each year.

This year we will be able to keep you up to date with

the latest information about your convention. The Detroit Convention has a web site! Fire up your computer and check it out at <<http://www.MI-brew.com/NABA2001>>. More and more will be available as convention time approaches. You will be able to print your registration form, join NABA if you are not already a member and see what we have in store for you this August. Our Convention Page is hosted by Gary Bauer. To visit his excellent site on Michigan Breweriana, go to <<http://www.MI-Brew.com>>. While you are there, also check out the various links; the site can take you to a LOT of breweriana websites!

The room rate is \$79 and the convention package also promises to be very reasonable. Mark your calendar to arrive in Ann Arbor on Thursday, August 2, 2001, or sooner.

The Michigan members of NABA extend their personal invitation to each one of you and promise you will enjoy our 30th annual convention.

Say "Yes" to Mich!gan in 2001

Jim Kaiser and the 2001 Committee



Wanted... an immodest proposal

From Fil Graff, Editor

WANTED: EDITORIAL ASSISTANT / ASSOCIATE EDITOR for Quarterly Association publication. Must love to write, and do it almost naturally; must be able to create meaty and interesting articles from sometimes pretty unsubstantial outlines. Must be modest enough to let SpellChecker and the resident Grammarian in their word processor correct his or her habitual mistakes. Reasonable familiarity with all aspects of breweriana a definite plus! Job pays absolute ZILCH, and has a limited expense account. Two year apprenticeship with promotion to Editor almost guaranteed! Current Editor in 4th year of job, still flourishing, but wearing down! Life span before burnout is approximately 6 years (the previous Editor lasted 7). Job satisfaction is the only reward, except for the occasional and very welcome letter from a reader, and seeing a magazine that YOU created! Article material from NABA Members flows in spurts, so Editor must be prepared to wing it completely, sometimes having to write an entire issue her or himself (this doesn't happen often, thank heavens!)

Apprenticeship usually starts with writing a regular column, and "editing the editor", and moves on to the eventual assuming of the production of the magazine (all done on a computer...the issue goes to the printer on a disk or CD). Word Processor, photo handling and issue composition are learned

skills; fortunately the software is pretty intuitive, and is a BIG help!

If you are interested, or would like at least to take a crack at a regular column, please contact the Editor of *The Breweriana Collector* by mail, or e-mail <fgraff@epix.net>. All applicants, regardless of age, collecting specialty, place of residence, height, weight, ethnicity, sex or employment, will be equally considered. There ARE one or two of you out there, I know, just waiting to be asked! Well, I'm asking!

Perhaps in advance of actual need, but a serious request! I was privileged to work slowly into this position under the careful tutelage of Peter Blum. The experience of writing a regular column, first, as an Officer, and then a second just for fun, led to doing some rewrites, then actual editing, and when Peter was ready to step down I gladly accepted the job. As I made many changes in the magazine (mostly in production methods by going to computer composition), my successor will likely do the same. But the *BC* is pretty much today what it was after it learned to walk in the early years: a substantive, sometimes even scholarly magazine for serious brewerianists. It needs continuity, and that's what this appeal is all about! NOW is the time for someone to step forward.

Chicago 5/24-86
Mr. Edward Prior
Bicy Gambrianus Brewing Co.
Columbus Ohio.

Dear Sir -

I herewith send you
a snapshot of a little clay
sketch which I have made
for your new premises.

I want the gentlemen
of the Co. to pass their opin-
ion as to how the general
appearance of the same
will meet their taste.

It is of course understood
that there are details which
are not done as being a matter

of second consideration on
the sketch.
Those things will be at-
tended to during the execution
of the same in stone.

Any changes the Co. may
like to have done on the
same, shall be done to suit.
Hoping you will favor me
with an early reply. I beg
to remain Truly Yours

Peter Toenneman
522 W. Superior St.

P.S. I have sent the same
sketch picture to Mr. Lehle's
Office and am awaiting his
reply.

One never knows what an article will produce! When I ran the photos of brewery Gambrinus statues as a sort of quiz several years ago (and NOBODY identified any of them at the time), it spurred Molly Harris into doing some research. The result: wonderful articles each for *The Breweriana Collector* and the *ABA Journal*. A week or so after the Fall 2000 *BC* hit the mails, I received an envelope from Ken Ostrow. Inside, the hand written letter and photo you see here. The letter is from the sculptor of the Wagner-Columbus Gambrinus, one Peter Toenneman of Chicago, soliciting comments from his customer, and enclosing a photo of the clay prototype. The customer evidently DID want a few changes, as the finished work had the head in a slightly different position, and the face and expression appear to have been altered, allegedly to make the good Duke of Brabant look more like August Wagner himself. As Toenneman sent a copy of the photo to Louis Lehle, the architect, the commission evidently came from Lehle, but was paid as an extra by Wagner.

What a treasure! And it came from the pile of business papers saved from the old Eberhart and Ober brewery in Pittsburgh. How it got there is anybody's guess! A lot of the paper came from breweries absorbed into, or serviced by the old Pittsburgh Brewing Co., but this wasn't one of them, as far as I know. Ken, who has added immeasurably to many of our collections over the years, is to be heartily thanked for saving this old correspondence from the trash! Now we know a bit more of "the rest of the story!"



Left: Toenneman's clay "sketch"; Above, the finished Gambrinus as it stood in the completed Wagner brewery in Columbus, OH (photo from *The World of Beer Memorabilia*, by the Haydocks.)

Michigan Brewery Stocks

by Larry Moter

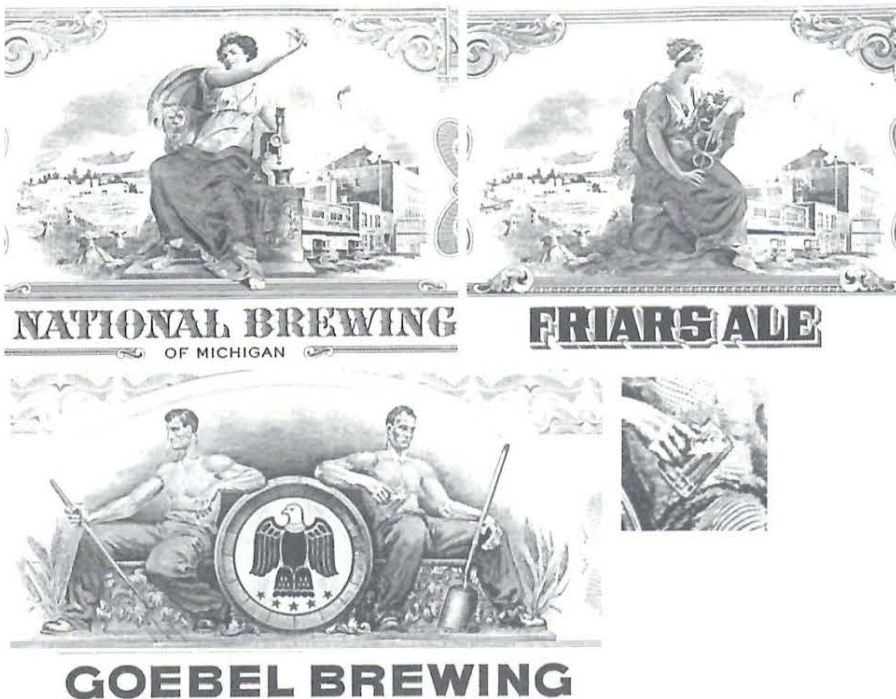
A review of the 1995 edition of *American Breweries II* reveals that the Great Lakes state, Michigan, had a significant brewing industry with 287 brewery sites. Many of these sites had multiple company/corporate entities over their lifetime. A prime example was the Sebewaing Brewing Co. located in Michigan's "thumb". This brewer, founded before 1875 at an unknown date, had 14 different ownership entities. The multiple ownership entities magnify the possibility that stock(s) were issued for each corporate entity. Oh, the challenge to find a stock from each entity! This is probably impossibility due to the fact that many of the early entities were proprietorships that existed before the evolution of modern corporate law and government regulation. Many of the post-Prohibition entities possibly destroyed the stock of their predecessor entity. A stock exchange was common from the old corporate entity to the new. Most old stocks were then taken to the incinerator to be destroyed.

Generally stocks survive for collectors by several different means. One method is to find stocks marked as "specimens". These were stocks distributed by printers to companies to review which version they preferred or distributed by companies themselves to various brokerages. These were in the days before electronic trading when stocks were physically exchanged "over the counter", thus

the stock term "OTC". Another method is for an individual to come in possession of the "stock book". The stock book of a defunct company usually contained canceled and unissued shares. A canceled stock is usually perforated and marked canceled. An unissued stock usually does not contain any writing or signatures. Collectors prize stocks that are signed (especially by a well known Captain of Industry), uncanceled, and without perforations. Usually Pre-Pro and small companies had personal signatures while with many Post-Pro companies, signatures of corporate officers were printed facsimiles. The last method of finding stocks is the hard way, singles or pairs out of estates. The sad fact of life is that most stocks and stock books from defunct companies were destroyed. Our hobby will never find stocks from many famous breweries.

Michigan is second to Pennsylvania for stock in my collection. Please review the list of stocks at the end of this article. I know of other single Michigan stocks that fellow collectors have in their collection. A few comments regarding the table. The latter Goebel is frequently found. Along with Frank Fehr, Cleveland and Sandusky, and Falstaff, this Goebel is an "easier" stock. The earlier Goebel, issued in 1934 is a much prettier stock with an unusual vignette. Its corporate entity was 1934-36 per

American Breweries II. A vignette is the engraved picture at the top center of most stocks. There are "stock vignettes" just like there are "stock trays". A special vignette with a corporate logo or factory scene is much more desired than a stock vignette like the many eagles found on various Goes (Goes was a printer of stocks). A beautiful factory scene vignette is illustrated in the Albert Brewing Co. stock furnished from the Stroh archives courtesy of Peter Blum. Please contrast with the plain stock of its immediate predecessor, the Mundus Brewing Co. One item to note from the table is that the stock market crash of 1929 did not deter people from investing in brewery stocks in the days surrounding the repeal of prohibition. Repeal proponents often cited glowing economic statistics concerning the benefits of Repeal and how Repeal would help end the great depression. Brewery stocks in retrospect were a highly speculative investment. By sheer ran-



Some stock vignettes from the certificates pictured greatly reduced in this article. These are "stock" images the certificate printers used to dramatize the paper share. The National Brewing certificate (it used the same vignette as both predecessor companies) has a Columbia-like lady with a microscope and a test tube. The Friars Ale vignette has the identical background, but the central figure is holding a caduceus, the common medical symbol. Hmmm...chemistry set beer? Healthy beer? The Goebel image from a 1964 share has a stock background and figures, with the Americanized post-war Goebel eagle on the barrelhead. But the laborer on the right is holding a glass beer mug! Obviously brewery oriented, as the heroic bare chested men sit among hops leaves and grain. But with a pitchfork and coal shovel?

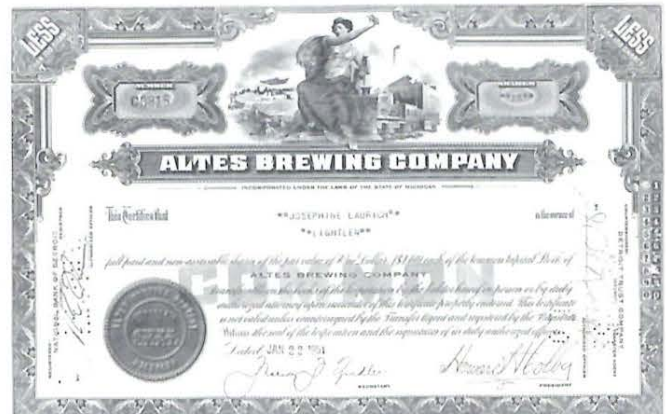
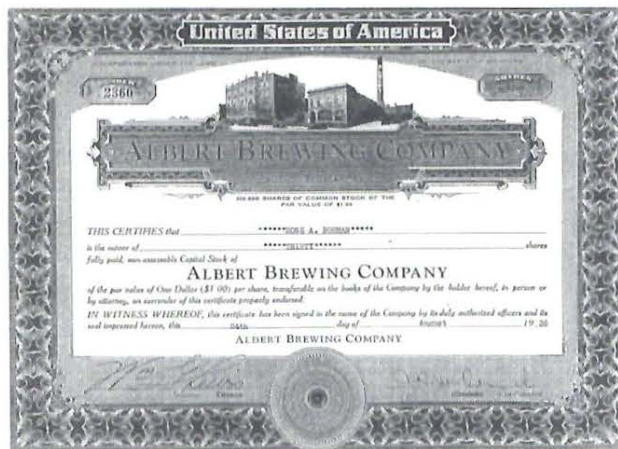
dom luck, I have two different Michigan stocks made out to a Martha M. Johnson. Martha invested in 1933 in non-producing (1934-5) Detroit brewery, the Independent Brewing Co. and also in 1933 in the Mundus Brewing Co. It is doubtful she got a return on her investment. Hopefully she did not end up sending her stock to the "shareholders protective committee" that is marked on the reverse of one Michigan stock, the Wayne Brewing Co. I would also note the certificate from National Brewing Co. of Michigan, made out to another well-known individual, a certain Mr. Ernest C. Oest (and his wife Elizabeth). I have several

Ernie Oest stocks in my collection from various states and sources. Mr. Oest must have had a different reason than investment returns because he certainly invested in a lot of defunct companies! What makes this interesting to me is that I know Uncle Ernie only by his legend; I acquired these stocks through "normal" means. I wonder if buying stock in the breweries of the time was another way Ernie kept his finger on collecting? What better way to be assured of a label source than by being a stockholder?

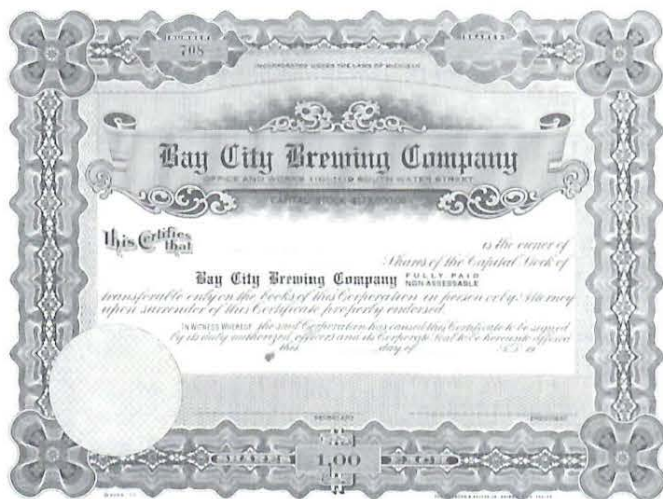
Larry Moter



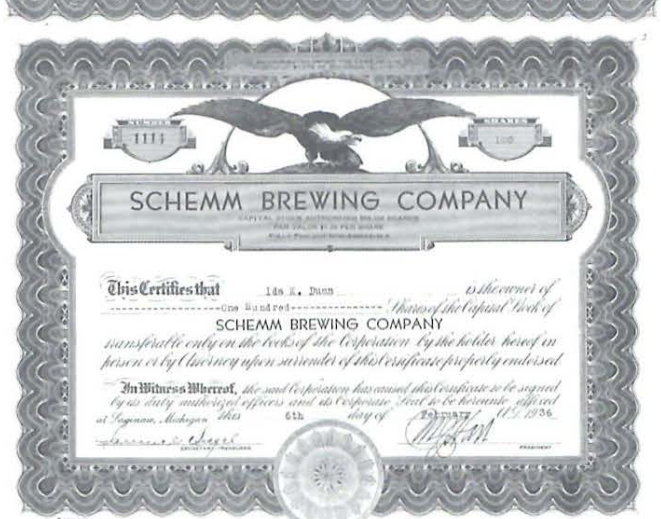
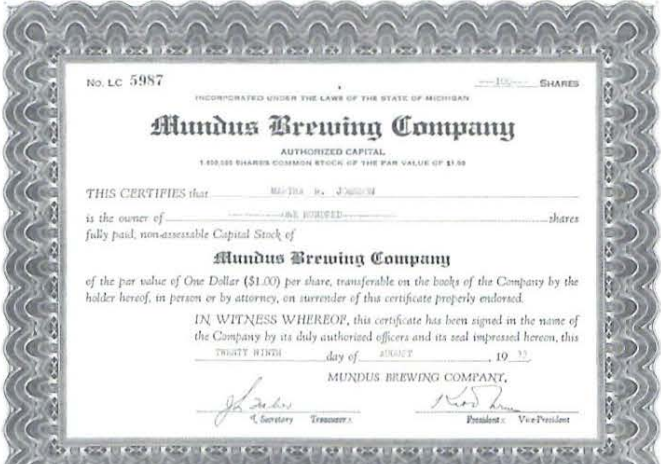
COMPANY NAME	VIGNETTE/ PRINTER	DATE OF ISSUE	TYPE STOCK	CITY
Albert Brewing Company	Factory Scene/ National Lithograph, Detroit	1936	Capitol	Detroit, MI
Altes Brewing Company	Stock/Columbian Banknote Company	1951	Common	Detroit, MI
Bay City Brewing Company	None/Richmond Backus Co. Detroit	unissued	Capital	Bay City, MI
Friars Ale Brewing Company	Stock/Columbian	1951	Common	Port Huron, MI
Frankenmuth Brewing Co.	Stock/Security Banknote Co.	Specimen	Common	Frankenmuth, MI
Frankenmuth Kentucky Brewing Company	Eagle/Security Banknote Co.	Specimen	Bond	Michigan
Goebel Brewing Company, Inc.	Modified Stock/ E. A. Wright Banknote Co. Phila.	1934	Common	Detroit, MI
Goebel Brewing Company	Modified Stock/ E. A. Wright	1964	Common	Detroit, MI
A. Haas Brewing Company	Stock/Goes 148	unissued	Capital	Houghton, MI
Honer Brewing Company	Stock/Goes	1946	Capital	Detroit, MI
Independent Brewing Co.	Eagle/Goes	1933	Capital	Detroit, MI
Kraft Brewing Company	None/Goes	1936	Common	Detroit, MI
Mundus Brewing Company	None/Goes	1933	Common	Detroit, MI
Michigan Brewing Company	Stock/Goes 148	1937	Common	Grand Rapids, MI
The Nat'l Brewing Company of Michigan	Stock/Columbian	1962	Common	Detroit, MI
Schemm Brewing Company	Stock/Goes	1936	Capital	Saginaw, MI
Sebewaing Brewing Company	None/Goes	1955	Capital	Sebewaing, MI
Tivoli Brewing Company	Stock/ Columbian Banknote	1934	Common	Detroit, MI
Voigt-Pros't Brewing Company	Eagle/E.A. Wright 1936		Capital	Detroit, MI
Wayne Brewing Company	Eagle/Goes	1937	Capital	Detroit, MI
The Wyandotte Brewing Co.	Eagle/ unknown	1896	Capital	Wyandotte, MI



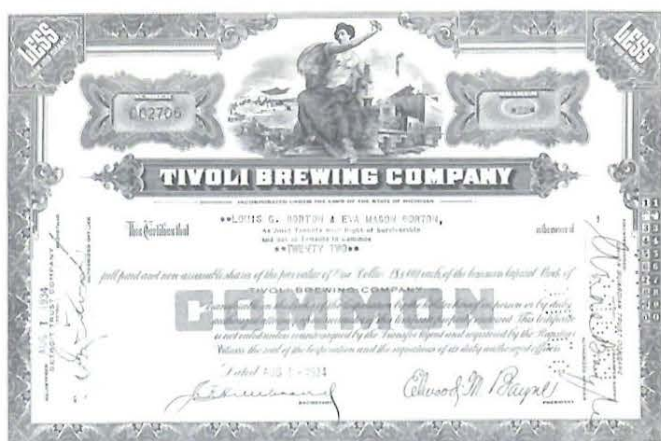
Left: Albert B'g, Detroit, 1935-38. Above: Altes B'g, Detroit, 1948-54



Certificates on this page, left to right, top to bottom: Bay City B'g, Bay City, 1934-1943; Friars Ale B'g, Port Huron, MI (successor after 10 years of inactivity to the old Kern B'g), 1945-1950 (this certificate was issued AFTER the brewery closed!); Frankenmuth B'g, Frankenmuth, 1933-1954; Goebel B'g, Detroit, first post-Pro certificate 1936-1964 (note the modified stock vignette, with the Goebel signature logo on the barrel); Goebel's second certificate, dated 1964; Haas B'g, Houghton and/or Hancock, MI, 1933-1952; and Honer B'g, the successor to Silver Foam B'g, Battle Creek, 1939-1948 (an honest brewer, using Old Abe as a vignette?)



Certificates on this page, left to right, top to bottom: Independent B'g, Detroit, never produced 1934-1935; Kraft B'g, Detroit, succeeded Von, B'g, 1935-1937; Michigan B'g, succeeded Grand Rapids B'g, 1935-1940; Mundus B'g, Detroit, succeeded the pre-Prod West Side B.C., 1933-1935 (and followed by Albert B'g, the first certificate pictured); National B'g of Michigan, Detroit, succeeded Tivoli and Altes, 1954-1967; Schemm B'g, Saginaw, 1934-1938; and Sebewaing B'g, Sebewaing, MI 1934-1960. The Kraft is marked "Temporary certificate"; wonder if they were around long enough to issue real ones? And one can't predict success by fancy stocks. look at Independent...they never produced a drop, and at Sebewaing...small and struggling, but they lasted profitably about 25 years!



Left to right, top to bottom: Tivoli B'g, Detroit, preceded Altes and National, 1933-48; Voigt-Pros't, Detroit, another non-producer, 1937-1937; Wayne B'g, Detroit, 1936-37; and the only pre-Prohibition example, Wyandotte B'g, successor to Marx Bros, Wyandotte, MI 1897-1904 (the bottom edge of this certificate is missing.)

“Our Michigan Friends” Caricatures from a Brewers Convention



Sorta like a fraternity party from the 1950's! From top left, clockwise: Edward Stang, American B'g Co.; August Goebel, Goebel B'g Co.; Adam Kolb, Kolb Bros. (Bay City); Bernard Stroh, B. Stroh B'g Co.; Conrad Pfeiffer, Pfeiffer B'g Co.; Charles Meeske, Upper Peninsula B'g Co.; William Miller, A. Haas (Houghton); John Moritz, Bay City B'g Co.; and John Henes, Henes & Keller (Menominee).

Images courtesy of Gary Bauer

Do these trays exist?

N.A. Stahling artwork

Photos by Bill Carlisle

As I was looking through some old *BC* records, I found an envelope sent to my predecessor by Bill Carlisle, evidently soon before I took over editing the magazine. The story was of the auction held in Coshocton, OH June 17, 1995 by the daughter of an artist who had spent nearly 50 years working for Meek and Beech, then The Meek Co, and finally American Art Works. Among the items auctioned were the stone proofs of several brewery trays: Magnus Beck (Buffalo), Stoll (Troy, NY), and Fred Bauernschmidt (Baltimore). The Beck tray I had seen before, so it was no surprise. The Bauernschmidt tray looked familiar (at least the factory scene portrayed), but my memory says it was a round tray, not rectangular as shown above. These



images have been “flipped” for clarity, as the artwork for stone litho plates are always reversed...think positive image on the stone, reversed on the proof paper or the roller used to transfer the ink to the tray, and positive again on the finished tray.

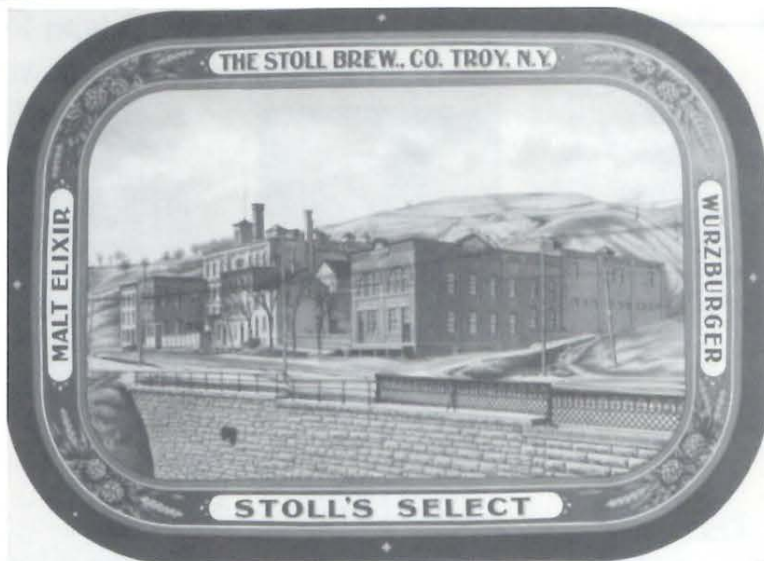
The Stoll tray at right was a complete surprise. I never did a lot of New York State when I was doing ground surveys of surviving brewery structures (never got to the Albany area at all), but I’ve had enough exposure to breweriana over the years to not be surprised when I see a new item...at least I recognize the brewery name. Not in this case! So I got to wondering; was this tray ever produced? I have seen and owned several examples of proof art, some readily identifiable as the reverse of a familiar tray or litho, some from breweries I know well enough to know the item was never actually produced. The brand changed, the building was severely modified, the owner liked the preliminary work, but never approved the final stone art, or the brewery changed hands or went broke.

There was another proof among the photos; one of a myriad of portrayals of the German village tavern interior, with the hunter, the monk and other locals enjoying each others company and a stein or two of beer. Lots of room around the central scene for the later artists to place brewery advertising. I wonder



if this particular scene was ever done?

It is improper and maybe even immoral to show work like this in black and white. IF anyone owns or knows of these objects in finished form, please send a



photo, and I’ll print both item AND art in the color section, where they belong!

And Bill: I’ve no idea where the envelope with these photos has been hiding all these years. Better late than never, though!

Fil Graff



From A Michigan Collection

photos by Jim Kaiser



There is not a lot of comment needed on Jim's great Michigan collection photos! A few note of interest: The Girl and Horse (a stock Coshocton tray) is from the little Biewers Brewery in Jim's home town of Mt. Clemens. He is always looking for Mt. Clemens items (there were 3 breweries there at one time); not a lot of advertising done to look for! The Von TOC is one of the few point of sale pieces from this Detroit brewery that lasted but 2 years. And yes, the Goebel TOC below it IS off center! And the Eagle logo is still German in origin, dating this piece before 1940 or '41, when it became VERY American!

Isn't this GREAT stuff? There's more on the next page!



More from Jim Kaiser's collection. An interesting brass and porcelain tray from Detroit's Goebel, with a variation of sorts of the winged wheel logo that Bartholomae used in Rochester, NY. This version is a two winged wheeled axle supporting the Goebel "G", and a glass of beer above that. Then some interesting smokers items, a Warwick China ashtray-matchbox holder from the latecomer Michigan Brewery, Detroit (1912-1920), a Stroh matchsafe with a hunting scene, and the large Goebel tavern-size match holder-striker made for them by Whites-Utica. The ash-tray answers a question that has bugged the Editor for years. This is only the third of these ashtrays from any brewery I have seen. Warwick made very few advertising items. Both the other ashtrays were from Upstate (WAY upstate, like Watertown) New York, and it was jokingly assumed that one salesman made one round of calls on prospects, got two orders, wrote them up, mailed them to his employer, and then froze to death. Maybe that is so, but he must have started in Detroit first, cut across Canada and then gone to Watertown!

The two items at right, both from Stroh, are of great interest to the Editor, being a Stroh collector. I was about to set the photo of the Waiter trade card aside (I have one framed behind me as I write), as it has been printed in the *BC* before. Then I noticed it says TEMPERANCE BEER. I cannot read the bottle labels to confirm this, but I suspect it is identical to the Bohemian Beer trade card. The fan, with the same scene, IS for the regular beer. I've never seen either of these items before. But then, 5 of the 6 items pictured on this page are new to me. This is one of the reasons I love doing the magazine; I learn something more about the hobby every issue!

Good job, Jim...excellent photos, a broad range of breweries, and several shockers to this particular Stroh collector.



The Gallery



A colorful supplement to Peter Blum's article on Heileman-LaCrosse: to tinted postcards. At left, the bottle shop as it appeared before the office wing was added. This is definitely a pre-Prohibition hand-tinted piece. Note the enlarged stork on the chimney. Right, a card postmarked 1950, again hand-tinted. The sign under the gable reads: "Heileman's Home Office", and the building has the same decorations as evident 50 years or so previous. New stairs, new doors, no shutters.



From the collection of Dan and Becki (Kolb) McShane, this wonderful Tuchfarber Reverse-on-glass sign. Yeah, it's a stock piece, with the lobster image appearing on both signage and trays from other breweries, but this is as near to breweriana perfection as you're likely to get! In the days of the sign, lobsters and shrimp were REAL luxuries, and would be almost unknown in upper Michigan before the days of Air Freight. They came by rail, and were proportionately even more expensive than today. So if Kolb Beer was good enough to drink with lobster, it must have been pretty luxurious stuff! See how much subliminal information can be packed into an image with no caption? By the way, the McShane-Kolb collection was featured in the Winter 1995 issue (vol 88), in an article on the brewery. Below: Your name is Adam Kolb McShane, and your Great great great grandfather was George Kolb, Sr, who founded the Kolb Brewery. A little Photoshopped magic, and we have a sepia-toned photo in the studio style of the early 20th century! Another generation of collectors! And to the left, thanks to Gary Bauer, is an image of young Adam's namesake (from "Our Michigan Friends")

Photos: Dan McShane

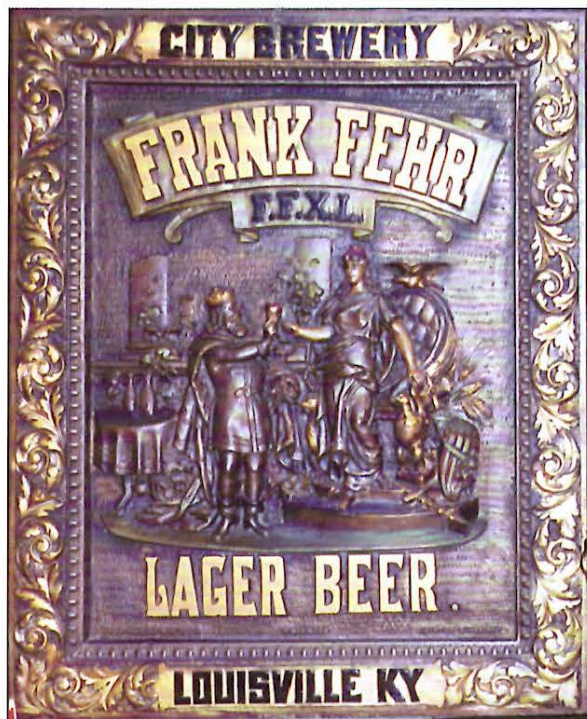


Something that happens when the layout doesn't QUITE work up...a filler! This is Strohs' only "tip" tray, a Shonk, though here more likely intended as a coaster for home use. This one was used as an ashtray, as many were!



ADAM KOLB
BORN 1877
DIED 1910, BREWERS





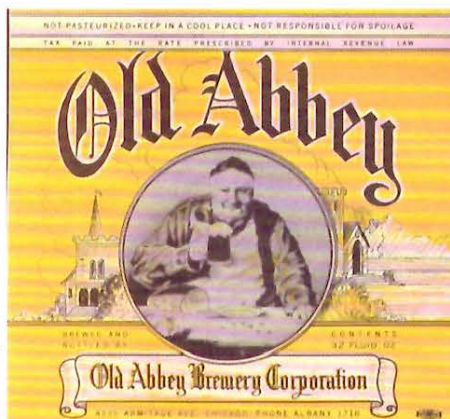
Seen at Rochester Convention: Fehrs composition (?) sign, featuring our Gambrinus toasting Columbia on her throne. Adolphus Busch-ian symbolism!
Photo: Peter Blum

Here's one of the puzzles that makes breweriana such a fascinating topic: Obscure Chicago post-Pro brewery, a previously unknown can (cone top format, made as drinking mug) with no IRTF of other Federal markings. The brewery operated from 1936 to 1941, just in time for cans. Speculation: a sample can made by unidentified can company to induce Old Abbey to can. The label above is likely what the can company used for copy. Old Abbey is thought to have been one of Capone's wildcat breweries gone legit; if so, then Canadian Ace likely would have done their canning. This is the first time the can is pictured...NOT in the new BCCA book reviewed in this issue.

photos: Larry Moter and Bob Kay



Breweriana LIVE: NABA Member Frank Henry, serving as an extra in the upcoming movie "61", about the home run battle between Mickey Mantle and Roger Maris. The scene was filmed in Detroit in August, 2000, and the Falstaff label is authentic to the period. The actual beer? Too late to be Stroh's!
photo courtesy Frank Henry



Yes, I know...Christmas was two months ago, but how do I use great seasonal photos like this one of the Second Street entrance off Galena St. of the Schlitz Milwaukee brewery?

Not ever really having the opportunity to wish our membership a Happy and Blessed Holiday season, I'll settle for my wishes for a

Happy, Healthy, Prosperous and Breweriana-filled New Year, this first of the new Millennium!

Fil Graff (seconded by Peter Blum, who provided the photo for just such a purpose.)

The Blue Stroh Labels

by Peter Blum

The Stroh brand, once a 6-million barrel franchise in the mid-seventies, was in a decline a decade later. A new advertising agency, Hal Riney of San Francisco, was chosen in 1989 to revive the brand. Not everything that Hal Riney implemented was successful - the new ads featuring German locales, music, and Stroh history failed to catch on. In retrospect and with good hindsight it is obvious that a little Old World flavor went a long way, and had to be balanced with something current and catchy. But Hal Riney staff got rid of the white label and came up with an attractive blue design featuring the lion crest and the slogan "Family Brewed and Family Owned since 1775".

In the decade 1989-1999 over one hundred different blue labels were issued, given that for the most part there were five fill volumes (7, 12, 16, 32, and 40 fl. oz.), returnables or one-way bottles, several redemption texts or none, and the design was modified several times. But basically there were five main series that a Stroh collector can consider.

1. The initial series shows the blue field set in a narrow gold frame. Seven breweries are listed on the left side: Lehigh Valley, PA : St. Paul, MN : Longview, TX : Los Angeles, CA : Winston-Salem, NC : Memphis, TN : Tampa, FL. A long "best usage" text is on the right side. This series predates the mandated alcohol warning. The export label was also issued for two contract breweries, Sleeman in Guelph, Ontario with a 341 mL fill volume at 4.4% alc./vol., and the Pabst brewery in Tumwater, WA.

2. The blue field was squared to leave a wide vertical gold strip on each side for the alcohol warning text at right, and a state redemption listing where applicable at left, plus a

recommendation for best flavor usage. Individual plants are no longer listed.

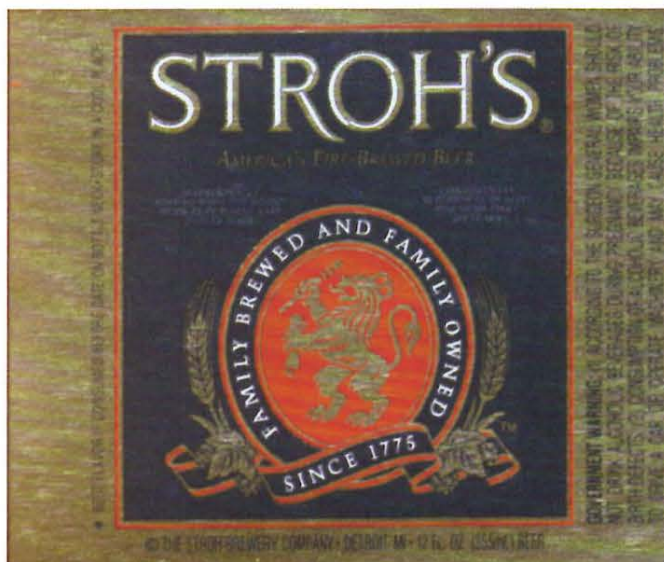
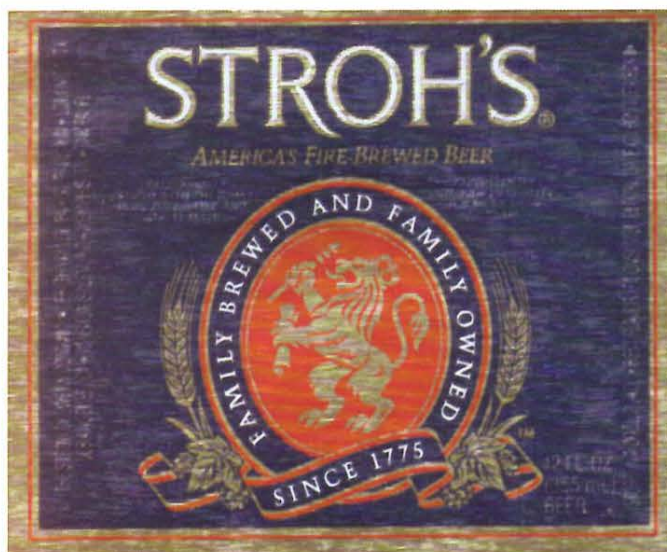
3. For some plants, the slogan "America's Fire-Brewed Beer" was replaced with "Premium Quality American Beer". This text also appears on a large 22 fl. oz. (650 mL) label with a blue UPC bar.

4. The Universal Price Code appears on the left panel, and the usage recommendation is reduced to "store in a cool place".

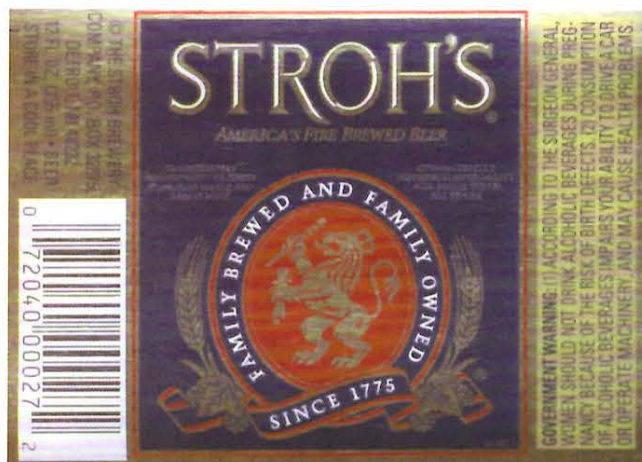
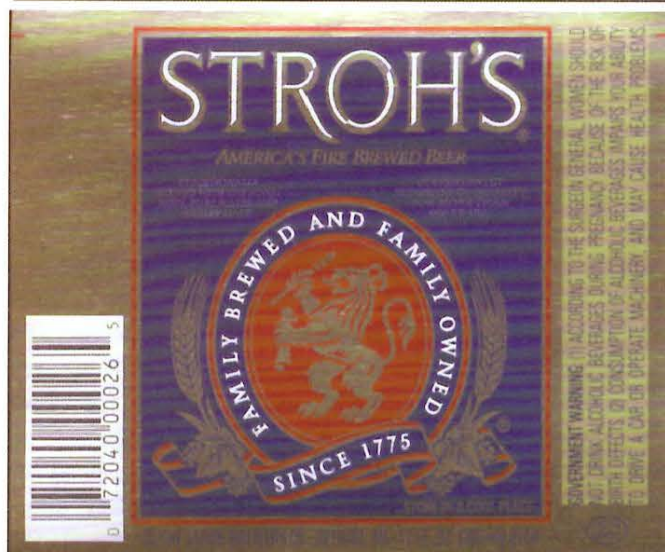
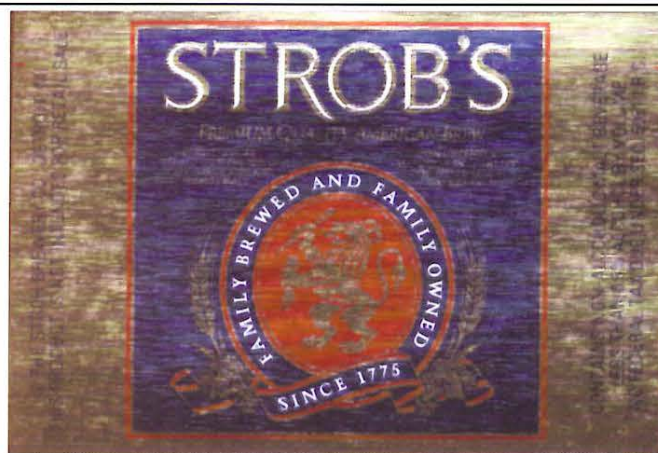
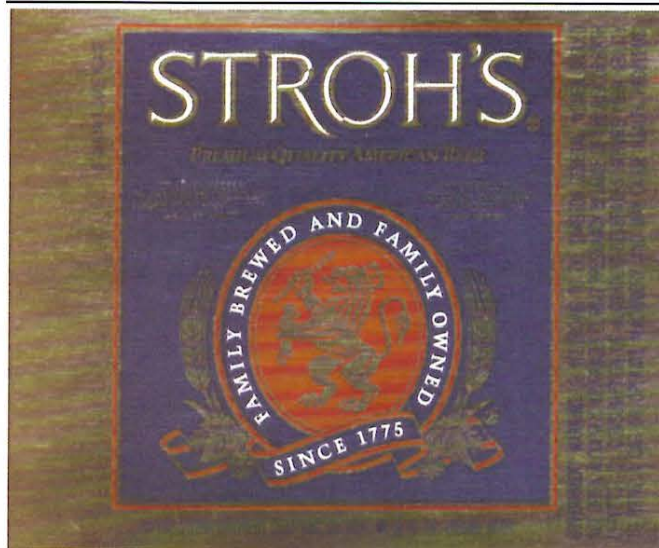
5. In the last series of 1998-1999, the text in the left panel also faces left. The manufacturer's text, formerly "The Stroh Brewery Co., Detroit, MI." now includes "P.O. Box 32875". There are no 7 oz. labels in this series.

Interesting export labels were developed for Canada, China, England, France, Italy, Russia, and Sweden. There even is a generic export label, listing the content as "Beer : Ol : Cerveja : Bier : Birra : Cerveza", and "Best before end of month on shoulder of bottle" in each language.

Several unusual projects brought about special labels. For a time the Rajasthan Breweries in India were licensed to brew Stroh, and large labels for 650 mL at 5% ale. v/v and a red Super Strong at 8% v/v were issued. A promotion featuring The Three Stooges generated a special can and label in 1998. Perhaps the oddest label was used for layouts when the real label could not be legally used, because the beer contained no alcohol and was not placed in commerce. This fake product was called STROB'S, and there was a text that "This product is not intended for retail sale".



Left: The first Hal Riney Stroh blue field label, with 7 breweries listed at the left side of the field. Right: from late 1989, the initial "Government Warning" label. You know: "Don't get pregnant while driving a tractor after too many beers, you naughty boy, you!"



Left to right, top to bottom: Label 3, with "premium Quality for some plants"; The "Strob's" label (and there evidently were no CANS to match this label... pity!); Label 4, from 1992, with the UPC; Label five (1998-9), adding the PO Box to the address); then left, the Canadian "Imported Importee" label, and above, the 1998 variant with the 3 Stooges Trivia note. Looking at the labels all together tells us something is wrong, but did we notice when they appeared on bottles?

When the brewery was sold last year, "Family Brewed and Family Owned" was replaced with "Traditional Brewing Heritage". I often eat lunch at a restaurant that displays some 1940s beer signs, and still serves Stroh, now from Milwaukee. The beer tastes fine, although at my age Stroh has tasted a bit light for several years, and minor

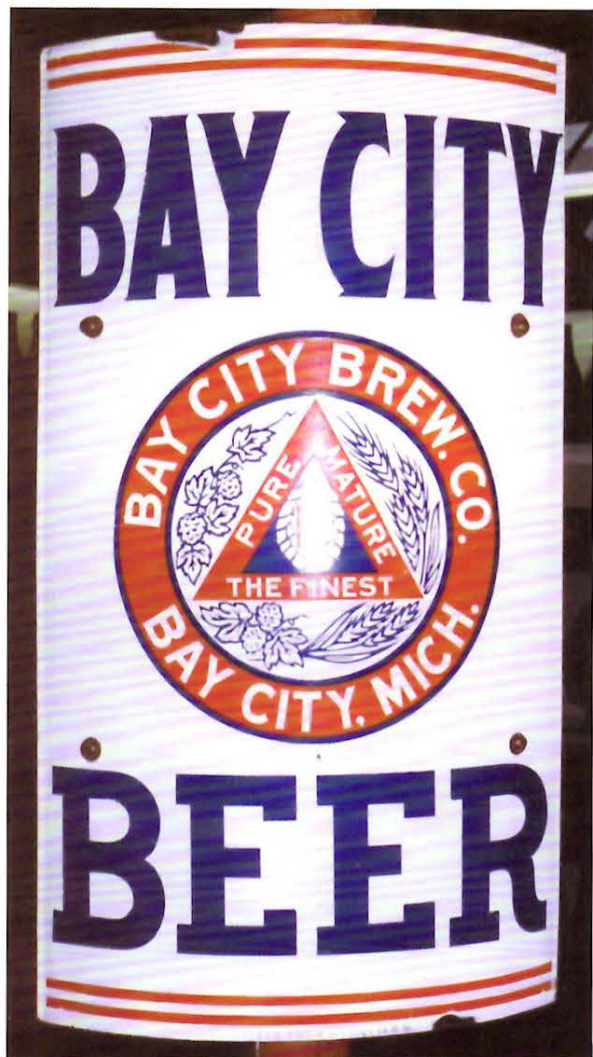
differences would now go undetected. I am sure that people at Miller or Pabst would gladly send me Stroh labels were I to ask, but I have closed the book. I started a Stroh label collection long ago, and Stroh to me means "Family Brewed and Family Owned."

Peter Blum



From A Michigan Collection II

photos by Rick Schmidt



Top left: A porcelain over steel corner sign, about 2' tall, from around the turn of the last century. Top right: A Bay City Brewing Co. tray, earlier than the corner sign because of the logo. Directly above: Bay City Brewing Co. bottles...2 "Finest" (as on the tray), 3 Wenonah and 2 Holiday Beer, one with a complete Lightning stopper. At left: Michigan tap knobs: top row: 2 Kopplitz (Detroit), 3 Schmidts (Detroit), 3 Strohs. Second row: 4 Frankenmuth, 2 Strohs and a Finest from Bay City. Third row: 2 Phoenix (Bay City), a Goebel (Detroit) and 3 Sebawaing. Fourth row: a Sebawaing and 3 Pfeiffers (Detroit).

There is only so much Bay City to be found...a man has to do SOMETHING to keep active!



OK...you're one of two collectors in a small town with a rich brewing history, and the other collector family is a descendant of one of the brewers! Nasty pickle, but that's what Rick Schmidt and Dan and Becky (Kolb) McShane deal with at every auction! I'd guess the McShanes get preference on Kolb items, and Rick has gathered a fine collection of Bay City

Brewing items. Despite having a Detroit brewery with his name on it, Rick collects Schmidts only as another "non-Bay City" brewery. Life is good, and collecting keeps friends on their toes! The Schmidts and McShanes are good friends, and want to stay that way! And you thought Rick was just a good auctioneer? What about diplomat?

QUEEN CITY CHAPTER PRESENTS The Bob Kates Ohio Collection



For your viewing pleasure, Queen City Chapter presents what is hoped to be the first of a LONG string of Chapter member collection profiles! Here, the Ohio (well, there IS that little nook by the stairs and the bathroom with signs from elsewhere) collection of Bob Kates, from the Cincinnati area. That's Bob behind the bar, and Don Johnson and Dave Gausepohl and Jeff Dowers also can be identified among the visitors.

ANY NABA chapter may (and dang well should!) submit similar material. Can't think of a better way to get a bit of Chapter publicity, and to introduce us all to collections and collectors we don't know well. QC has been doing these home visits as informal chapter meetings for years. Great idea, and a fine photo spread from one of the visits! *Photos: Mary White*

==On the Other Side: Brewing in Northern Kentucky, 1837-1919==

by Timothy J. Holian

Assistant Professor of German
Missouri Western State College, St. Joseph, MO

The history of brewing activity and beer culture in Cincinnati presents a representative example of the rise and decline of regional brewing in a major Midwestern population center. For years observers have noted the many contributions of legendary producers such as Moerlein, Hauck, and Windisch-Muhlhauser, giving rise to the notion that Cincinnati was one of the most important brewing centers in America during the pre-Prohibition era. But a detailed examination of brewing in the area is incomplete without coverage of northern Kentucky, and a host of breweries in neighboring Covington and Newport. Their stories are no less compelling than those of their more luminous Cincinnati competition. An examination of pre-Prohibition brewing activity in these locations reveals a number of circumstances that not only made northern Kentucky a major player in the making and selling of beer in the Ohio Valley, but also helped lay the roots for a prosperous industry whose effects would be felt in the region in the decades after Prohibition finally came to an end.

The success of brewing activity in Cincinnati during its earliest years played no small role in the decision to make and sell beer in nearby settlements. As other towns were established around the city, the need grew to develop brewing concerns that could satisfy demand in the immediate area. Northern Kentucky in particular was an inviting location for a new brewery: located directly across the Ohio River from Cincinnati, it offered easy access to the city, a rapidly growing population base, and many of the same basic transportation and natural resource advantages that had helped Cincinnati grow in stature. Fully aware of the possibilities for a successful brewing enterprise, Peter Jonte—who with cousin Friedrich (Frederick) Billiods in 1832 already had established a brewery in Cincinnati at the corner of Abigail and Sycamore Streets, a business he would run with success until the sale of the firm in 1855—took the first step to bring commercial brewing across the river by early 1837 when he founded the Peter Jonte Covington Brewery, the first in a long line of northern Kentucky breweries which, save for the Prohibition era, endured virtually uninterrupted until 1983. Jonte announced in several 1837 newspaper advertisements the founding of his second brewing concern, at the corner of Sixth and Scott Streets in Covington, and promptly laid claim to a reputation as the first major brewer in the Cincinnati area:

This New establishment is now in full and successful operation, and will keep on hand a constant supply of STRONG BEER, and all other articles in the Brewery line, of as good quality as can be had in the West.

The Proprietor believing such an establishment was wanted in the young and growing City of Covington, has ventured to be the first in vesting his capital in the experiment, relying upon the patronage of a liberal community; believing if his prices and quality of the articles justify, the citizens of Kentucky will give their home establishment a preference.

The Covington Brewery promises to furnish the article as good, at least, and as low as can be had at any other establishment.

Within a few years the Covington Brewery became a successful operation, and by the time Jonte offered the Kentucky brewery for rent in July 1842, the business had been built up into a substantial operation:

[Peter Jonte] will rent his brewery, situated in the flourishing city of Covington, opposite Cincinnati. It is an excellent establishment, with a good brick house 30 by 45 feet, also a frame 35 by 42 feet, both two stories high, together with a Malt house 40 by 16 feet, and a kiln 14 feet square, and several other edifices; 2 cellars, also a first rate well of never failing water, and an engine to grind grain and pump water from the well. The brewery is in a fine location at the upper end of Scott Street, and now in successful operation, and has a constant demand for Ale and Beer. Every thing is in good repair, and furnished with every necessary utensil, barrels, kegs, &c. The whole will be rented for five or ten years, at a bargain.

Ultimately the venture proved unappealing to Jonte: by the mid-1850s the Covington Brewery had passed into the hands of Charles Geisbauer, who by December 1856 expanded the brewery's main structure—to four stories in height and to dimensions of fifty-three feet by 165 feet—and operated the company successfully into the late 1870s.

Brewing activity expanded in northern Kentucky during 1850, when Peter Constans established the Newport Brewery at the northwest corner of Monmouth and Liberty Streets; the business prospered under his leadership until 1874, when a relative, Louis Constans, joined him in a partnership. Two years later Peter was out of the brewery business, and another relative, August Constans, assumed Peter's share of the operation. But the new family connection survived for only about a year before the Constanses sold the firm and left the brewing business. In 1877 John Butcher bought the enterprise in conjunction with a man named Schussler, and continued the operation for some five years. The brewery never managed to attain success under the leadership of Butcher, and by January 1882 the firm was obliged to close its doors. On January 4 the Constans Brewery property was ordered sold by

Master Commissioner Gus Artsman, according to an order of sale made by the Campbell County Chancery Court. Butcher had run up a series of debts during the last several years of the firm, and was sued by Adam Wagner and others for compensation. George Wiedemann—who by this time had already established his own successful brewery in Newport—purchased the Constans Brewery for \$37,000, which represented the highest bid for the assets of the plant.

The technological revolution that modernized and expanded the brewery workplace—and the continued viability of Cincinnati-area brewing operations in a strong local market—served as a strong incentive for still other entrepreneurs to enter the trade, and to create successful companies that incorporated the latest developments in the manufacture, packaging, and sale of malt beverages. One noteworthy firm, under the leadership of George Wiedemann from the 1870s onward, would play a major role in the local brewing industry for over a century. Wiedemann was born in Saxony in 1833 and lived in the German area until 1853, when he emigrated to the United States. Shortly after his arrival he settled in Williamsburg (Brooklyn), New York, where he was employed in an existing brewery operation. The experience there proved short-lived, and he made his way just three months later to the Midwest, where he resided briefly in Louisville and worked in another brewery. After six months in Louisville Wiedemann again changed locations, when he accepted a position in Cincinnati in the Walnut Hills brewery of Georg Franz Eichenlaub. Wiedemann eventually joined John Kauffman in his new brewery on Vine Street, where he worked as a foreman. Well aware of the profit potential in the local industry, Wiedemann solidified his reputation as an experienced brewer for ten years at the Vine Street facility, and in 1870 took advantage of an opportunity to operate a brewing business with John Butcher, at the Jefferson Street Brewery in Newport.

Jefferson Street was a small firm at the time of the partnership, established some five years earlier and with a capacity of only fifteen barrels per day. Wiedemann brought a depth of experience to the firm that previously was lacking and, more importantly, a vision of the future potential of the company. Key to the plans of Wiedemann to expand the firm was the knowledge that despite a rapid increase in population, only one other brewer—the Peter Constans Newport Brewery—had operated in Newport during the 1850s and 1860s; at the end of the 1870s the Wiedemann brewery was the largest seller of beer in northern Kentucky. Despite the presence of competition from nearby Covington and Cincinnati breweries, Wiedemann sought to expand the plant and solidify business first in the Newport market, and later still in Covington and Cincinnati. For unknown reasons Butcher and Wiedemann dissolved their partnership by mutual

consent in 1878, and Wiedemann purchased the interests of Butcher for \$28,000. One likely motive for the split was the decision of Butcher to pursue another brewery venture: the Peter Constans Newport Brewery was purchased in 1879, a decision which backfired when the Constans plant fell into bankruptcy around 1880. Ironically, the brewery was purchased by Wiedemann in January 1882 for \$37,000, a move which solidified the status of Wiedemann as the leading Newport brewer.

Despite the many successes registered by Wiedemann into the early 1880s, occasional setbacks hindered company progress. A fire on October 10, 1883 left the brewery malt house in ruins, although reports implied that the fire might have been contained had the firefighters been adequately prepared to battle the blaze: in the words of one local newspaper, "The need of a steam engine was shown by a lack of water, and when it was got there, there was no force to it." In 1894 another blaze did minor damage to the brewery stables; upon examination firefighters found that a match had been dropped from a neighboring alley onto a haystack in an empty stall, an apparent act of arson. But a silver lining was evident in the case of the 1883 fire, and helped ensure a period of rapid expansion after the purchase of the Constans plant. In early 1885 the outdated Constans plant was closed and demolished, to make room for a malt house to replace the fire loss of two years earlier. On December 22, 1885 the new structure was placed into operation with a production capacity of 200,000 bushels of barley, and a storage elevator with a capacity of 160,000 bushels. The new state-of-the-art facility featured direct rail connections with the Louisville & Nashville and Chesapeake & Ohio railroads, and automated equipment which cleaned, scoured, and weighed barley used for brewing. But the success of the new operation was dealt a blow on October 27, 1890, when yet another fire did some \$50,000 in damage to a portion of the structure and consumed several thousand bushels of grain.

A continued rise in production soon necessitated further construction, and during late 1887 and early 1888 Wiedemann solicited bids for work on a new building, designed by Chicago brewery architect Frederick Wolf to reach five stories in height, 170 feet in frontage, and 130 feet in depth. In 1888 the new brewhouse was constructed between Sixth and Seventh Streets, and provided for a total annual capacity of 80,000 barrels through the use of a 300-barrel copper brew kettle, a fifty-ton refrigerating machine, two large automatic Greenwald engines, and a refrigerating house with a storage capacity of 20,000 barrels. Within a year the new edifice clearly had served its dual purpose: to increase brewery modernity and capacity as well as impress observers, as made clear by the boastful claims of an April 1889 Kentucky newspaper report:

The capacity of the brewery is now so great that hereafter pure old lager, rivaling that of Bavaria, will be turned out to a thirsty and appreciative people at a rate surprising to behold. Already orders are pouring in from various portions of [Kentucky] and Tennessee; yea, the firm is even encroaching on the rights of Cincinnati brewers by receiving orders from up in Ohio.

And to show that there is nothing mean about the firm, an invitation is extended by it to all visitors to the city both this Saturday and Sunday, at any time during the days, to call and see the new brewery, partake of lunch and go away happy.

In 1893 a bottling facility was completed, one which was able to package 36,000 quart bottles—almost two hundred fifty barrels of beer—per day. By the late 1890s brewing capacity at Wiedemann reached 100,000 barrels per year, and the physical layout of the company was the object of high praise from the community:

All the buildings are of stone, brick, and iron, and are practically fireproof. The front of the buildings is of pressed brick, ornamented with stone and terra-cotta trimmings. The main building is four stories high, has a frontage of two hundred feet and a depth of one hundred and thirty, and is surmounted by a formidable tower. In this building are the company's cold-storage rooms, the brewhouse, milling rooms, and the engine and boiler-rooms. Each department is equipped with the very latest appliances used in the production of a superior quality of beer.

Extensive mechanical improvements to the Jefferson Street facility, conducted over two decades, rendered brewing operations more efficient, but also necessitated the acquisition of more real estate. To facilitate further expansion the business filed for incorporation in May 1890, with total capital stock of \$500,000 divided into shares of \$500 each. Later in the same year Wiedemann purchased the Jacob Dorne property at the head of Monmouth Street, just across from the Chesapeake and Ohio depot, for \$4,500. But despite the success of the concern, brewery expansion was not always without controversy. In April 1893 Wiedemann purchased the former German Baptist Church at the corner of Sixth and Columbia Streets, with plans to transform the structure into a new office building. In the process the occupants of the church—a black congregation under the name of Corinth Baptist—were obliged to relocate, a move which raised the ire of some area residents. Temperance and prohibition advocates also were quick to denounce the Wiedemann move as an assault of alcohol producers upon

the religious community, as well as the desecration of a place of worship. The conflict was not the last with area religious groups: in 1908 temperance crusaders rallied around St. Mark's Lutheran Church and its pastor, H.W. Hanshue, when Charles Wiedemann threatened to make good on a \$3,000 debt owed the brewery by the church, despite claims by St. Mark's trustees that the payment would force the church into insolvency. Temperance activists quickly assailed the brewery for maintaining an anti-church policy, and implied that the unwillingness of Wiedemann to delay collection was based on temperance work performed by Hanshue. In turn, Wiedemann responded that the affair was "a simple business proposition. I hold the note duly signed by the Trustees, and it has to be paid when due."

Despite the generally high reputation of the Wiedemann concern, accusations of wrongdoing also hindered the firm, as evidenced by an August 1885 report in the Cincinnati Enquirer that a Newport brewery—Wiedemann was the only brewer in Newport at the time—was seized by revenue officials for the use of counterfeit tax stamps, a charge vigorously denied by company management. In 1903 the Commonwealth of Kentucky filed suit in Campbell County Court against the Wiedemann Brewing Company, under the premise that the brewery owed \$65,000 in taxes based on the issuance of \$1,000,000 of capital stock in 1891 and 1892. The case was dismissed in December when Wiedemann attorney George Washington successfully argued that the capital stock was not taxable because the brewery was not operating under any franchise, grant, or privilege, and thus enjoyed benefits similar to those which might be gained by any individual. But such cases proved the exception rather than the rule, as Wiedemann grew continuously until the onset of Prohibition in 1919, and remained one of the most viable independent Cincinnati-area beer producers until its absorption by the Wisconsin-based G. Heileman Brewing Company in 1967, reigning as the lone operational brewery in Kentucky from 1978 until its closure by Heileman in early 1983.

The article above is an excerpt from *Over the Barrel*, by Timothy Holian, reviewed in this issue. The Editor offers it as a sample, and hopefully a bit of a tease. I did not feel it would be right to boil down the copy to fit space, as the author's style would be compromised. Maybe this isn't fair, but you CAN buy the book to read the rest of the story.

Memories of LaCrosse

The old Heileman office building

by Peter Blum and the Stroh Archives

The large building with the timbered second floor, Pennsylvania Dutch art, and the German brewer's slogan "Hopfen und Malz - Gott Erhalts" (Hops and Malt God Uphold) was a famous Heileman landmark in LaCrosse.



A sunny summer day around 1910...the entire building crew (plus at least one onlooker who rode up on his bike!) on the lawn in front of the office part of the building. Note the stork on the roof (actually on a hidden chimney) above the gable. See the color section for an earlier postcard depiction, before the office was added.
all photos: Peter Blum from Stroh Archives

Wisconsin for over a hundred years. It stood on Third Street and Winnebago, facing the brewery. Originally built in 1842, it was at one time the home of Gottlieb Heileman according to an article in the *LaCrosse Tribune*. It is possible that the traditional German symbol of home and hearth, a stork on a chimney, dates from the residence period. The bottling department occupied it at the turn of the century, certainly the most picturesque place to bottle beer anywhere. A newer adjoining one-story brick building toward the corner was the office.

We next see the building about 1934, in one of those "new truck line-ups" photos, which seemed to have been de rigueur for promoting real beer after Repeal. The first



floor had been extended toward the rear for hop storage, and the exterior of the old office building was finished to match the former bottling house. The interior was transformed into the offices and a hospitality room. The building would stay essentially unchanged for the next twenty five years, through war and peace.

When night watchman Robert E. Lee made his rounds at midnight on Friday, December 11, 1959, he saw nothing



In this 1958 photo, the stucco has been removed from the first floor walls, and landscaping and a covered doorway had been added to what was then the Hospitality Center and offices.

ing amiss, but when he looked out from the third floor of the brew house later, there was smoke, followed by flames. By all accounts it was a spectacular fire, which took two hours to control, and was not completely extinguished until next morning. The fire was thought to have started in the hospitality room. While company records were either unharmed or recoverable, all offices except president Krumm's were badly damaged and all supplies were lost.

The historic building was too badly damaged by fire and water to rebuild. Krumm parceled out the various administrative functions. The brewmaster had to make way for sales and purchasing, accounting was shifted to the rear of the taste test and chemical lab., advertising was bundled off to an old USO building several blocks away, and shipping was done from a warehouse. With Heileman's business improving, it was a good time to build larger offices and a new hospitality building. NABA conventioners visited there in 1981; it would have been great if it had been the old German building, but at least we have some good photographs.

While both the author and present Editor remember the new building, with "the world's largest six pack", a cluster of grain storage tanks painted to look like Old Style beer cans at its north end, neither of us has a photo of it! The brewery across the street? Yes. The Gambrinus? Yes. Historical blindness? Do we only become concerned about something when it is gone?



A close-up of the stork, from a World War Two photo.

Peter Blum



Colt 45 Glasses

Photos by George Virgines



Our intrepid Colt 45 collector, George Virgines, has offered some additional Colt items as "additional information and another attempt to get some questions answered." The items above, left to right: 6 1/4" hourglass (or "meister") marked "By National Carling National Breweries, Inc., Balto., MD"; an insulated plastic mug, 6 1/4" tall, marked "By National - The National Brewing Co. of Balto, MD - Also Phoenix Miami Detroit"; a 6 3/4" glass with gold trim, marked only "Award"; a 3 3/4" Old Fashioned glass circled with gold horseshoes and marked "The National Brewing Co., Baltimore, MD."; a 5 1/4" tankard, marked "Award"; a 7" tall paneled waist glass with only the Colt 45 marking.

OK? Now the questions. Does anybody know what the

"Award" glasses were for? The Editor has seen similar glassware from National Bohemian and National Premium that he assumed were donated by the brewery to be used for prizes at bowling tourneys, etc. Then there is the "cocktail" glass; was this part of a set of barware the brewery sold or gave away? And does a National collector have any idea about the dating of the "un-brewery" items?

George also is interested to know about other Colt 45 decorations. ALWAYS looking to add something to the collection!

Ex Libris

Book Reviews by Fil Graff

Beer Advertising: knives, letter openers, ice picks, Cigar cutters and more; Donald Bull, Schiffer Publishing, 2000. 176 pages (most color), \$29.95 cover price

I'll get right to the point here. Don Bull, a world-class collector and documenter of beer (and wine) openers, has abandoned his subject, sort of! There ARE actually a lot of knives, etc. included that have openers, corkscrews, etc. attached, but the book is about advertising items with a point. That is not a succinct topic "point", but a sharp thingy. Don originally titled the book "Sharp Beer Advertising", but some literal minded people thought he was doing a book on Miller's no alcohol beer. After several other false starts, the present unwieldy title was pointed out, and accepted. Unwieldiness aside, the point is that this is a GOOD book! Educational, colorful and fun. Don continues to lace his text with sidebars, alternately titled "Beerbits", Bizbits" or Bullbits", depending on the reference. These one or two liners are often humorous, but contain one or two wee bits of pointed wisdom for the collector.

The lavish use of color (which typifies Schiffer efforts, by the way) really makes this book stand out. It is full of colorful labels (from Bob Kay's collection), postcards and trade cards used as backgrounds for the objects, pointedly identifying them with a particular brewery. The book is organized by topic (type of style of object, arena of use, etc.), and does include an index by brewery/brand name, as well as a price guide for each item. So don't think this is just another coffee table book with nice pictures (it might be used as that also); it IS a useful book for breweriana collectors! Maybe I'm pointedly prejudiced, as Don has included several of my collection items, and I was privileged to be appointed to do a read-through in galley, to make corrections and (pointed) suggestions. I enjoyed that task, as the book was pointedly well done, and have enjoyed the finished product more! Any sharp brewerianist will enjoy the book, and his collecting skills will be honed by exposure to additional types of objects his/her favorite brewery might have employed to whet the public's appetite for their beer. Sharpen your pen or pencil (they are included in the book, of course!) and write a check...buy the book! You won't be disapPOINTed.

United States Beer Cans, the Standard Reference of Flat Tops and Cone Tops; Beer Can Collectors of America, St. Louis, 2001, \$89 cover price (Direct orders from BCCA, \$80, and BCCA Members get add'l \$15 discount)

This volume is a truly monumental effort of some 5 years duration by the three editors (Bruce Gregg, John Page and Tom Waggoner) and a large group of can collectors from all over the US who pooled their collections. There are almost 7300 flats and cones (no, NO pull or punch tab cans!) appearing, in crisp, clear color photos; each can photographed is the best example known. There have been several can books published in the past, but nothing like this one has ever been attempted.

The can colors and the copy were carefully edited over and over, with sample pages were reviewed by collectors at meets across the US, and new photos taken if a better example turned up. I am not primarily a can collector, but do maintain cans from two breweries. I was astounded to see a can from one of them I'd never seen before. I suspect this will be the reaction of collectors everywhere! There are many cans included that have only ever been seen by a handful of collectors. The book is expensive, yes; but it comes as close to being a complete survey of an important breweriana category as is ever likely to be produced. What would you pay for a complete pictorial of all the US pre-Pro beer trays? Or lithographs? The book also has LOTS of can lore and can history in an excellent Introductory section. Also included is a complete explanation of the BCCA 5 point grading system.

My heartiest congratulations to the editors, photographers and crew that put this beautiful and useful volume together, and to the BCCA for making it possible. It is without peer in our hobby; never has a collecting category been so well and so attractively presented! Here's a world standard for collecting book quality! If you have any interest in cans at all, BUY IT! It will enhance your collecting, and may even turn you on to a new-old field!

Beer Memorabilia; Martyn Cornell. Apple Press, London, 2000. 160 pps, full color. About \$25 US.

I am reviewing the English edition of this book, that ended up on my desk via unknown means. I understand there is a US edition in the works.

Cornell has written and profusely illustrated a guide to world breweriana, with a good percentage of US examples, much of which came from the pages of the *BC!* Like previous attempts at producing a volume covering the whole field (Haydock's *The World of Beer Memorabilia* as a primary, and familiar example of the genre), he probably leaves single subject collectors unsatisfied. But he attacks the subject with vigor, covering advertising, packaging, bar items like coasters and glasses, and even gift items and ephemera. The color is uni-

formly good, although some of the image resolution leaves a bit to be desired.

I was asked several years ago to do a book on "breweriana" by one of the hobby publishers. My response was "What PART of breweriana?", and when told "ALL of it, of course", I politely declined. As I read through Cornell's excellent book, I keep recalling why I didn't accept the offer. Nobody will ever be fully satisfied with a digest; if someone perchance did a COMPLETE book, nobody could pay for it! Perhaps it is inevitable that we only have the opportunity to read through books like this, snacking, but not getting a full meal!

Beer Memorabilia IS a good effort, well written and well illustrated. Maybe more *Time* magazine than the *NY Times*, or a can of Pringles rather than a full course meal, but worthwhile, and a valuable addition to your Breweriana library! If and when I receive note of US publication, I'll pass on the word!

OVER THE BARREL, The Brewing History and Beer Culture of Cincinnati, Volume One-1800 to Prohibition, Timothy J. Holian; Sudhaus Press, St. Joseph, MO; 2000. 356 pps, some color. Cover price: \$24.95 [Order direct from author (see Directory for address) or at bookstores.]

I am, by researching history, predisposed to like a book on my favorite brewing community, Cincinnati. I did a fairly exhaustive brewing history some years back (formatted like *American Breweries*), to help me with the tours of the city I occasionally did in those days. So I thought I knew what to expect when I opened Tim's book. But this book is almost everything that two previous attempts at histories of the area aren't; complete, interesting, full of collateral information like stories of the brewers themselves. The book is as much a social history of first the English, then the German population of the city as it is of breweries, and it is rich with detail. One can almost smell the cigar smoke and stale beer in a beer hall!

Tim covers the whole metropolitan Cincinnati area: the city itself, Northern Kentucky, Southeastern Indiana and the rest of Hamilton County. In a very nice touch, he connects brewers who started working in Cincinnati to their ultimate destinations; men like Gottfried Fleckenstein (Faribault, MN), John Hauenstein (New Ulm, MN) and Henry Weinhard (Portland, OR).

This is a "city history" that, like Jim Maxwell's recent one on Kansas City, will be dipped into for years, reading for enjoyment, and mining for information. It is extraordinarily well researched, extensively illustrated with period images, thoroughly indexed, and heavily footnoted for those that wish to pursue further study of source material. "Vas you effer in Zinzinnati?" If so, Holian's book is like another visit; if not, you'll wish you had been! And a second volume, on the Post-Prohibition period, is coming! I await that event with a good bit of anticipation.

The Rathskeller

"De Gustibus Non Disputandum est"



This may likely be the last Rathskeller column. A request has been received asking that a disclaimer, identifying the column as the "personal opinion of the writer, and not that of NABA, or any of its Officers, Directors or other Members" be added. As this clearly suggests that a law suit is to be filed against the writer for slander, product defamation or such nonsense, it is perhaps best to simply discontinue the column after a five year run. It is hard for me to conceive, even in this litigious society in which we live, that these words would be considered weighty enough to trigger a suit, but lawyers are always out for a case, I guess. This IS an opinion column (the sub head reads "one cannot argue with taste"), but I refuse to write pap and comforting words about a product, no matter who it is from. Great brews are here exalted, good ones are praised, mediocre brews are so identified, and bad brews (unless they are part of a group of products from a particular micro), are rarely reviewed at all, as I prefer NOT to say bad things about ANY Micro product! The products from the majors are largely ignored, unless they by chance produce a noteworthy brew that comes to my attention.

I hope that someone else will take up a column to fill the space "The Rathskeller" has occupied. Stopping it will cut one more link between the writer and our hobby. I LOVE beer, even when collecting the artifacts celebrating its existence has become more than normally difficult for me. If our hobby becomes the target for lawyers and do-gooders, can Neo-Prohibition be far behind? One last group of reviews (properly sanitized so as not to offend anybody)...

Here are a few from Texas, courtesy Ed Culbreth:

Cactus Queen Ale, Yellow Rose B.C., San Antonio, TX

A very nicely balanced American Ale, with an interesting malt note at the end, and an excellent deep-in-chest hops finish. Label ID's as an IPA, and it does become more like that type as it warms to the 50 deg recommended temp. But at "normal" drinking temp, if judged as an IPA, I'd likely flunk it. It just doesn't have an IPA's muscle. I wonder if the voluminous text on the label is for some Yuppie Bubba to read as he drinks from the bottle?

Yellow Rose Pale Ale, Yellow Rose B.C.

Label text says it is an ESB. I say no, but as an ale, it's OK. Ingredient claims were not apparent in the sample, and a banana-citrus flavor note tells me they used the "wrong" yeast. Drinkable, but not anything it claims to be. I sense this brewery also tends to over-carbonate, but the initial enthusiastic head doesn't last, and doesn't lace the glass.

Bubba Dog Beer, Yellow Rose B.C.

Label text identifies a wheat content, and the citrus-banana flavor note (strong!) is typical for a hefeweizen. An "American Style" wheat beer? Oh, well. Unfiltered (correct for a hefeweizen), but the over-carbonation vanishes quickly, leaving a flat drink.

Honcho Grande Brown Ale, Yellow Rose B.C.

Sample was spoiled, and undrinkable. Mentioned only as another available brand. Sorry, Ed...I'm definitely NOT impressed with Yellow Rose!

Landmark Cream Ale, Landmark B.C. (by Gluek, Cold Spring, MN)

OK, and drinkable. Nice hops undertone and finish. I just found nothing special.

Extra Pale Ale, Slo Brewing Co., San Luis Obispo, CA

An English bitter. Good body, a strong hops finish and nice hoppy finish. A very drinkable brew, but far from unique. Ain't that nice to be able to say?

Brooklyn Lager, Brooklyn Brewery (by Matts, Utica)

A remarkably good lager, brewed with a pre-Prohibition formula. Full bodied, well hopped, approaching copper color with a nice head that laces the glass well. A treat to both the eye and tongue!

St. Stans Amber Alt, St. Stans B.C., Modesto, CA

Hard to ask for more in an ale! Lovely to the eye, a well balanced but hop-dominant flavor and great deep-in-chest finish. Silly legend aside, this is an absolutely top-drawer brewer! This sample is interesting labeled a "Malt Liquor". It's just a marvelous "Best Bitter".

Allagash Dubbel Reserve, Allagash Brewery, Portland, ME

Lovely, lovely! Ruby-copper in color, with a huge, durable head, rich malty-spicy flavor and delightful hops finish. A classic Belgian Abbey Ale in corked flat-bottomed champagne style bottle. In a class with Chimay (Belgium), Omegang (NY) and New Belgium (Colorado); pretty fine company!

Allagash Tripel Reserve, Allagash Brewery

A VERY strong Belgian Ale. As the Dubbel, this is very complex, with a winey flavor when cold, and a long lasting deep-in-chest finish. "Champenoise" bottling with the yeast. Drink this as a cordial, or with strong cheeses. Although the flavor progression isn't that strong, its overall effect would dominate any non-red meat meal.

Weinkeller ESB, The Weinkeller Brewery, Berwyn, IL

I remember this was one of my favorites at the brewery, and it still is! Rich, hoppy, dark copper in color with a beautiful last-

ing head. This is an excellent example of the type!

Bristlecone Brown Ale, Uinta B.C., Salt Lake City, UT

Alleged an English Nut brown Ale in character, I found it overly Cascade hoppy, particularly at the finish. For me, a failure. Rapidly disappearing head, bitter Cascade undertone; not well brewed for my taste!

Boulder Fallfest Amber Ale, Rockies, B.C., Boulder, CO

Very pleasant, with a nice malty burst in the middle, and longish hop dominant finish. Minimal head, but otherwise very nice. Great? No, but a decent and drinkable brew.

Millstream Wheat Beer, Millstream B.C., Amana, IA
A very pleasant, somewhat sweet lager. Good body, strong hops undertone and tongue-tingling finish. VERY drinkable!

Post Road IPA, Post Road B.C., by Matts, Utica, NY
A very nice IPA with requisite hoppiness and long finish. A very good formula, well brewed as usual by the masters at Matts! An easy "9" on the Mandzuk scale.

Post Road Pumpkin Ale, Post Road B.C. (Matts)

One doesn't have to be a Colonial to enjoy this very traditional American seasonal ale. This version is not like eating pumpkin pie, although the pumpkin and nutmeg flavor is definitely there, blending with the malt and hops. I enjoyed it with a pork chop meal, but might not have as just a drink.

Rogue Dead Guy Ale 1998, Oregon B.C., Newport, OR

Two years old now in the bottle! This ale has mellowed well, acquiring a rich nutty flavor, and tempering the hops blast a bit. Full bodied, flavorful and delicious! Wonder how much longer it would last? Glad I found a lost bottle of this one!

Rogue Shakespeare Stout, Rogue Ales, Newport, OR
New company name, I guess. Here's a pure and simple English Stout. The hops flavor apparent throughout, but is well balanced with the dark malts. OUTSTANDING!

Barney Flats Oatmeal Stout, Anderson Valley B.C., Boonville, CA

It was a joy to find product from this brewery here in the East! A fine, full bodied malty stout; semi-sweet flavor with chocolate tones and a nice long, but subdued, hops finish. My sample did not hold its head, but that's the only flaw I noted in this classic "driveway coating."

Hop Ottin' IPA, Anderson Valley B.C.

IPA says it all; a hop head's delight! They dominate, but don't bury the flavor throughout and produce a nice warm chest finish. Full bodied, a nice herbal nose, and an absolute winner!

Boont Amber Ale, Anderson Valley B.C.

A huge head and nice copper color, so it is a treat to the eye! This is a medium bodied American Ale, well balanced and not particularly strong in any feature. Just a nice, drinkable brew in the American tradition.

Otter Creek Stovepipe Porter, Otter Creek B.C., Middle Creek, VT

A very nice, dark ruby brew (head laced the glass, but didn't last) with hops dominant throughout. More a stout than an ale blend, as Porter technically should be, but excellent!

A Winters Ale, Otter Creek B.C.

"In the tradition of the famous dark ales from Scotland. Auburn in color, its sweet and satisfying maltiness, creamy texture and

warm spicy finish are sure to take the chill off." That's what THEY say. I say an OK seasonal with a Cascade hops bitter finish. Not MY Winter Ale, thanks.

Copper Ale, Otter Creek B.C.

A very good Alt beer style ale. A fine bubbled head that lasts well, a good rich flavor with a nice balance, but a rather metallic hops finish. Cascades? This is the only "off" flavor on my tongue.

Thunderhead Cream Stout, Portland, B.C., Portland, OR

Driveway coating at its best! Thick, dark, chocolatey, rich and sweetish with a subtle hops-under-malt finish. Very filling, and quite drinkable.

Allagash White, Allagash B.C., Portland, ME

This newish brewery specializes in Belgians; this is a typical belgian wheat beer. Slightly spicy, and properly lemony, it is a very drinkable refresher.

Merry Christmas-Happy New Year Ale #26, Anchor B.C., San Francisco, CA

Fritz Maytag's annual taste adventure. Unabashedly spiced, this year is nutmeg and coriander (I think). This years sample is still young, and who knows where it will be in 5 years. This'll warm you up, and delight the palette!

Winterhook Robust Winter Ale, Redhook Br'y, Portsmouth NH

Delicious, and different than I remember. There is an interesting burst of malt sweetness just before the throaty hops finish (that moves down to the chest). A lovely brew indeed!

Pyramid Snow Cap Ale, Pyramid Br'wys, Seattle, WA and Berkeley, CA

A LOVELY potable! Beautiful balance with the maltiness noticeable and delicious in the middle, and an English Fuggles Hops finish. Most enjoyable, and HIGH-test!

Fest Amber Lager, Weeping Radish B.C., Roanoke, NC by Clipper City, Baltimore

Here is the flagship brand from Weeping Radish, one of the East's very first Micros. Hearty in body and flavor, with a nice crisp hops finish. An Octoberfest type, this is a very pleasant drink for a winter evening.

Sea Dog Cabin Fever Winter Stock Ale, Pugsley B'g LLC, Portland, ME

A nice big-bodied malty brew, with a balanced hoppiness and a good finish. Nothing particularly unique, but much better than just "good."

Lionstone Red Ale, Lionstone B.C. contract by Stevens Point

This old family recipe from an American distilling family is quite interesting. Red it is, and ale-y also, and the combination of Cascade and Willamette hops adds a pleasing complexity to the brew. Sure doesn't taste like a "Point" product! This brew I like...a lot!

Crooked River Select Lager, Crooked River B.C., Cleveland, OH

A very fine tasting lager! You wanna WHASSUP? This is definitely NOT it! I'd place this in the Pilsener Urquel class...Saaz hops for sure! Close to a TEN!

Nice to end with a winner!

Ave Atque Vale.....The Brewers Monk

Executive Secretary's Report



Despite the increase in dues from \$20 to \$25, the NABA membership holds steady at 950 members. The annual *Membership Directory* is enclosed with this issue. I would like to thank the NABA board members for having confidence in my assumption of the duties of NABA Executive Secretary. Bob Jaeger did a tremendous job during his long tenure in this position. NABA owes him a huge vote of thanks! I wish to thank Bob and Bob Kay for the smooth transition in taking over this position. My first challenge was the *Membership Directory* and one of my first duties was to add any missing "zip plus 4" information. I was largely successful, but about 20 members who will have "9999" as their plus 4 zip code (if these members know their plus 4 zip, let me know). Fil has reset the Membership Application, and the "plus 4" is stressed! There is a copy of the new form in this issue. Please discard any old ones you may have (WRONG ADDRESS!), and use the new form. Additional copies are available from me. We DO have a recruiting contest again this year...use the forms, please!

My primary breweriana interests are beer advertising openers and corkscrews. I first started collecting



in 1977 and joined NABA in 1988. I have been Editor of "Just For Openers", the newsletter for the national opener collectors group for some years now. My first NABA convention was in 1994 at Greensburg, PA. My first real NABA job was to start up the NABA Web page, now about 1 year old. I am a bit of a computer junkie...this will be a new skill for this position, and I hope a personal e-mail address will make communicating with me and NABA easier! If you have questions, please use it.

Please verify your directory information and send me any corrections. Any suggestions or ideas would be welcomed and I hope to serve NABA for many years to come. My address (and thus the contact address for any NABA business):

John Stanley, NABA, PO Box 64, Chapel Hill NC 27514-0064.

My e-mail: <naba@mindspring.com>

Looking forward to seeing you all at Chapter Shows and the Annual Convention in Ann Arbor!

John Stanley
Executive Secretary

New Members

Armour, Conn C (Sharon)

2011 Stefani Ct
Carrollton, TX 75007-3529
972-492-3017
Ash Trays-Leaded Windows-Lithos-
Mugs-Steins-Paper Items-Trays.
Coors, Falstaff, Lemp

Bednarz, Stephen A (Madonna)

112 E Dorset Ln
Schaumburg, IL 60193-2912
847-352-0832
stevemadonna@juno.com

Caveney, Gerald W

6005 S Grant St
Burr Ridge, IL 60521-5140
630-789-8901

Crowl, Kevin (Melissa)

PO Box 84
Platte City, MO 64079-0084
816-858-3986
kmcrowl@ionet.net
Calendars-Cans-Clocks-Photos-ROG
Signs. *Goetz-Missouri Breweriana*

Dillner, Jeff

16676 Grants Trl
Orland Park, IL 60467-5394
708-873-9876
cheezycottage@aol.com
*Oly, Mammes, Black Label, Miller,
Budweiser*

Dillner, Scott

107 N Kinzie St
Thornton, IL 60476-1113
708-877-1702
sdill20138@aol.com
Web Site: www.cheezycottage.com

Fitzloff, Karl

444 Franklin
Downers Grove, IL 60515
(630) 963-2739
jfitzloff@aol.com

Jordano, Peter

550 S Patterson Ave
Santa Barbara, CA 93111-2498
805-964-0611
pjordano@jordanos.com
All Breweriana: *Budweiser, Buffalo
Brew., Lemp, Faust*

Liedel, John (Barbara)

17253 Arlington Ave
Allen Park, MI 48101-2824
313-274-0619
All Breweriana-Mugs-Steins-ROG-Signs-
Tip Trays-Trays; *Strohs, Goebel & all
Detroit MI Brwys*

Remson, Richard

7231 S. Wolf Rd., #109
Indian Head Park, IL 60525-4950
abad510@netzero.com
All breweriana-cans

Seiler, Lucy U

2 E. Meadow Rd
Wilton, CT 06897-4702

St Claire, David

14101 Maplewood Ct
Green Oaks, IL 60048-1592
dstclair@allstate.com
All Breweriana: Cans, Foam Scrapers,
Openers, Trays, Tap Knobs. *IN & esp.
Northeastern WI Breweries*

Stealey, William L (Terry)

12944 Tiny Ln
Desota, MO 63020-3537
636-337-0436
bootsbubbysmokey@aol.com
Bottles-Cans-History-Signs. *Falstaff, St.
Louis Area, Southern IL, other MO*

Sullivan, Daniel J. (Kathy)

4508 Codybrook Ct.
Liberty Township, OH 45011
(513) 844-8133
sullivan.dj@pg.com
Foam scrapers-Tap knobs-Trays-Rubsam &
Hormann trays with cards or card playing

Wright, Lewis M

3745 Allen Rd
Cato, NY 13033-9749
(315) 626-2452

WELCOME ABOARD!

WANTED: LEMP BREWERIANA !!!!!

Serious collector seeks all types of pre-Pro Lemp items especially chargers, trays, and signs. Please contact me prior to selling any Lemp item - why sell for less???



JOEL GANDT

7509 Piney Pointe Drive

Saint Louis, MO 63129-5712

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[See review page 26 this issue]

BUY-SELL-TRADE

WANTED: BOSTON & MASS. PIECES. Serious collector in search of older trays, signs, lithos, tip trays, thermometers, matchesafes, etc. Looking for ABC (Boston), Burkhardt, King's, Roessle, Rueter, Pfaffs, Houghton's, Alley's, Van Nostrand, Bunker Hill, Norfolk, Suffolk, J.W. Kenney, Haffenreffer, Star, McCormick, Commercial, Croft, Pickwick, Mass. Brewing, Boston Beer Co., etc. Please call **Jeff King** at (781) 837-9630 or e-mail <jedediah@rcn.com>

JK1-W100-1

WANTED!: Etched/embossed Beer Glasses! Brewery pocket match safes! Traders too! **Jim Maxwell**, 601 Parkview Ave, Bryan, OH 43506 Phone (419) 636-3253

JB1-W100-2

WANTED: Budweiser NASCAR motion sign for my collection.

Richard Becci (815) 895-9394

RB1-W100-1

EVERYBODY HAS EVERYTHING THEY NEED? These collector ads are only \$5 each! You can't beat that with a stick! There is no hobby press ad even close to the price! Wassamatta you?

The Breweriana Collector and the Membership Directory are published by National Association Brewery Advertising for its membership. Dues are \$25 per year domestic, \$35 Canadian, \$45 overseas. Dues year is June 1 to following May 31. Send applications for membership, dues, change of address and advertising for **The Membership Directory** to John Stanley, P.O. Box 64, Chapel Hill, NC 27514-0064. Send manuscripts and advertising for **The Breweriana Collector** to Fil Graff, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Advertising rates for the BC are \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section, \$5 if limited to member's own collecting activity. Full page ads will be considered as a separate "flyer" insert. The Editor has the right to edit submissions to conform to proper style and appearance, and may defer publication of a submission for reasons of space or layout.

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Events of Interest

- | | |
|----------------------|---|
| Feb. 15-18
2001 | 21 st An. BLUE & GREY SHOW (BCCA/NABA), Fredericksburg, VA Ramada Inn South
Contact: Ray Johnson (703) 971-3549 |
| Feb. 24
2001 | 11th MID-MISSOURI MEGA MEET , Holiday Inn Expo center, Columbia, MO
Contact: Bruce Mobley (660) 385-6256 |
| Mar. 15-18
2001 | 26th NEVADA CONVENTION & BREWERIANA SHOW , Sands Regency, Reno, NV
Contact: Jim Dermody (702) 828-0338 or "Turkey" Lardinois (7-2) 786-1363 |
| Mar. 15-18
2001 | 25th QUEEN CITY CHAPT. LUCK O' THE IRISH SHOW ; Holiday Inn, Ft. Mitchell, KY
Contact: Dave Gausepohl, (606) 371-4415 or <beerdave@fuse.net> |
| Mar 30-Apr 1
2001 | KEYSTONE (BCCA) SPRING THAW & CROWNVENTION , Quality Inn, Chambersburg, PA
Contact: Mark Swartz (717) 263-8295<mswartz@pa.net>or John Vetter (703) 591-3060 |
| April 1
2001 | BEER CAN & BREWERIANA SHOW , American Legion, Blue Springs, MO
Contact: Red Jones (913) 596-1580 |
| Apr 6-7
2001 | TITLETOWN TRADEATHON XIX (BCCA), Holiday Inn-Airport, Green Bay, WI
Contact: Pete Vann (920) 499-6061 |
| April 7
2001 | ECBA SPRING MEET , Merchants Square Ant. Mall, Allentown, PA
Contact: Larry Handy (610) 439-8245 or <ohhugol@aol.com> |
| Apr. 18-22
2001 | JUST FOR OPENERS 23rd Convention , Ramada Inn, St. Joe, MO
Contact: Don Whelan (816) 324-3606 |
| May 4-5
2001 | Semi-Annual VALLEY FORGE SHOW , Kimberton Fairgrounds, Phoenixville, PA
Contact: Larry Handy (610) 439-8245 or <ohhugol@aol.com> |
| June 3
2001 | QUEEN CITY CHAPTER SHOW , Raffles Blue Ash Banquet Center, Blue Ash, OH
Contact: Dave Gausepohl (606) 371-4415 or <beerdave@fuse.net> |
| June 12-17
2001 | ABA CONVENTION XX (Members Only), Charlotte, NC
Contact ABA Office, Pueblo, CO |
| Jul. 19-21
2001 | ECBA CONVENTION , (ECBA Members Only); Doubletree Hotel, Lowell MA
Contact: Larry Handy (610) 439-8245 or <ohhugol@aol.com> |
| Aug. 2-5
2001 | 30th ANNUAL NABA CONVENTION , Ann Arbor (Detroit area), MI
Members Only; Info with Spring BC |
| Aug 8-12
2001 | CANADIAN BREWERIANIST CONVENTION , Toronto, Ontario
Contact: Loren Newman (519) 869-2198 <brewiana@MNSi.net> |
| Aug. 12
2001 | QUEEN CITY CHAPTER SHOW , Raffles Blue Ash Banquet Ctr, Blue Ash, OH.
Contact: Jeff Dowers (513) 851-8986 or <pints.pooh@gateway.net> |
| Sept. 6-9
2001 | BCCA 31st Annual CONVENTION , Radison Plaza Hotel, Syracuse, NY
Contact: BCCA office: (636) 343-6486 |
| Nov 25
2001 | QUEEN CITY CHAPTER SHOW , Raffles Blue Ash Banquet Ctr, Blue Ash, OH.
Contact: Jeff Dowers (513) 851-8986 or <pints.pooh@gateway.net> |



Didja ever
see so
MUCH
breweriana
in **ONE**
room?

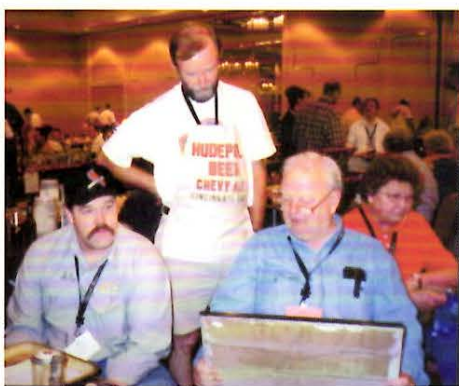


NABA's 29th Convention, Chicago

Record attendance, record auction receipts

Were you part of the record fun?

How long will you keep saying: "Next year, maybe?"



What, ya dinna
make the **SHOW**
in
NAPERVILLE?



all photos
by Ed
Culbreth

