

The Brewheriana Collector
JOURNAL
OF THE
National Association
Brewheriana Advertising

VOLUME 114

FOUNDED JANUARY 1972

SUMMER 2001



Single Copy Cost \$6.00

POSTER STAMPS
The G. WEBER BREWING CO.
PROHIBITION IN JOLIET, IL

National Association Brewery Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

FOUNDING MEMBERS: DICK BUCHT, HERB HAYDOCK, JOHN MURRAY

OFFICERS

NORMAN F. JAY.....PRESIDENT STANLEY D. LOULA.....VICE-PRESIDENT
JAMES L. KAISER.....TREASURER JOHN M. FERGUSON.....RECORDING SECRETARY
JOHN STANLEY.....EXECUTIVE SECRETARY

DIRECTORS

GEORGE J. BALEY ROBERT A. BROCKMANN LARRY MOTER
ROBERT A. HAJICEK KENT NEWTON MARY L. WHITE
HERBERT A. HAYDOCK, DIRECTOR EMERITUS

APPOINTEE OFFICERS

JOHN F. GRAFF, JR.....EDITOR, BREWERIANA COLLECTOR
PETER BLUM.....EDITOR EMERITUS GEORGE HILTON.....EDITOR EMERITUS
JOHN STANLEYMEMBERSHIP DIRECTORY EDITOR & INTERNET PAGE WEBMASTER
ROBERT E. KAY.....CHAIRMAN, AUCTION COMMITTEE

PAST PRESIDENTS:

JOHN MURRAY 1972-1975 HERBERT HAYDOCK 1976-1976 WILLIAM D. ROSS 1976-1977 DAVID P. MATTHEWS 1977-1983
ROBERT CHAPIN 1983-1989 PETER BLUM 1989-1992 JOHN F. GRAFF, JR. 1992-1996 JAMES P. SHOULTER 1996-1998

PAST EDITORS

DICK HINDS 1972-1975 DOUG BAKKEN 1976 KEN HAUCK 1976-1978 GORDON DEAN 1978
GEORGE HILTON 1979-1991 PETER BLUM 1991-1997

COVER

A FINE COLLECTION OF BOCK BEER CANS FROM QUEEN CITY CHAPTER MEMBER DAVE REED'S COLLECTION (SEE MEMBER PROFILE).

DON'T THINK WE'VE EVER SHOWN CANS ON THE COVER OF A BC BEFORE...IT'S HIGH TIME WE DID!

TABLE OF CONTENTS

Presidents Page.....	3
From The Editor's Desk.....	3
Chapter Doings / Member Profile.....	4
Fesenmeier of West Virginia.....	5
Tools of the Trade.....	7
Memories of LaCrosse II.....	8
Toronto Breweries.....	9
Joliet, IL, May 1924.....	11
Poster Stamps.....	13
Tavern advertising Mugs & Steins.....	17
Colt 45 Marketing.....	19
The Gallery.....	20
G. Weber Brewing Co.....	21
What's with "What Cheer"?.....	25
When a State goes Dry.....	26
Executive Secretary's Page/New Members.....	28
Buy-Sell-Trade.....	30
Events of Interest.....	31

PHOTO CREDITS:

PETER BLUM, FIL GRAFF, BOB KAY, GEORGE P. KASHOOLEK, JR. (MILWAUKEE JOURNAL), RICH LASUSA, BRENT LASWELL, ROBERT LESLIE, FRANK MRAZIK, REI OJALA, LOWELL PETERSON, THE STROH ARCHIVES, GEORGE VIRGINES

NABA Internet page URL: www.nababrew.org

EDITORIAL INFORMATION

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

Any and all articles relating to a breweriana subject are welcome. It is the Editor's job to put articles into a style and format appropriate for publication; potential authors need NOT be afraid of grammar, syntax and other "English 101" concerns. We need a good idea, a beginning, middle and an end, as many facts as possible, and LOTS of pictures! Articles are generally sent to the author for approval BEFORE publication, unless submitted in finished form.

ALL material contained herein is © 2001 by The National Association Brewery Advertising, with residual Copyrights to the authors.

Presidents Page

The column for the issue immediately before the Convention is a hard one to write, as we're never sure if you'll read it before or after the Convention! Jim Kaiser tells me (this in mid-June) that we're at about 40% of expected registrations, with many new faces on board. Jim has an extensive and talented Committee, so I have NO doubts our 30th in Ann Arbor will be one of our best.

I want to congratulate NABA Members Don and Cora Whelan for the wonderful jobs they did as Chairmen at the Just For Openers Convention in St. Joseph, MO in April. As many of you know, my personal collection is largely openers, and this year's JFO was a definite winner! Judy and I travelled on to Colorado to visit friends and relatives, and returned home via Sioux Falls, SD, where we attended the BCCA Dakota Chapter show, and an Open House at NABA Member Bob and Sara Post's home. The Posts have a collection well worth going out of the way to see! We recently had a visit from former NABA President Jim Shoulter and his wife Jerry (now living in Alabama) who were in town to visit both his daughters.

The contract for our 2002 Convention in St. Louis has been signed. The dates are August 1 to 4, 2002. Our host hotel is the Marriott-West on the western outskirts of St. Louis...the room rate is \$82 plus tax. Co-Chairmen Kent Newton and Bill Mitchell get a vote of thanks for all the work done to date!

Please put the dates on your calendar. If you are in the St. Louis metro area, why not volunteer to give the Chairmen a hand?

The transition from Bob Jaeger to John Stanley as Executive Secretary went more smoothly than any of us expected. This is one of the Association's most important jobs. I cannot thank Bob and Marion Jaeger enough for all those devoted years of service. In our 30 some years as a club, John Stanley is only out third Exec Sec. Bob was "Mr. NABA" for over 20 years!

I have one continuing concern, and that is the back up and eventual successor to Fil Graff as Editor of our journal, *The Breweriana Collector*. In the recent past, we have had a smooth and natural transition between Editors. At the moment, this does not seem to be happening. NABA is blessed with a lot of big time talent among the membership, and the time has come to answer the call!

If luck has it, and you are reading this BEFORE Convention, I hope to see you there! If afterwards, I hope you had as good a time as we expect to. Remember, **SEND PHOTOS and stories to Fil for the Post-Convention issue!** He will not be in attendance, and the next issue will be awfully bleak without your help.

Norm Jay



From the Editors Desk

I have received notice of the deaths of two long-time NABA Members. Fred Rice, Jr. of Miami, AZ died after a long battle with cancer. Jay Millman, familiar to many of us who dealt or bought at the Indy Ad Shows, died in mid-May. We send our condolences and sympathy to Nancy Rice and to Joan Millman and their families.

URGENT REMINDER: The Editor will not be at Convention in Ann Arbor! I depend 100% on NABA Members for Convention photos and stories for the Post-Convention issue! You came through for me after Rochester; *please* do so again this year! I'll need any material in my hands by *no later than September 15*, a good 30 days after Convention.

We are again blessed with several first-time contributors in this issue. John Bittermann and Brent Laswell sent articles in almost final form. Robert Leslie sent photos of his Fesenmeier collection, and Ted Wolfe a follow-up article. These Members have my gratitude, and the articles deserve your attention. Another first timer, Canadian Frank Mrazik, sent the Toronto brewery stationery items with an appeal to give the Canadian Brewerianists Convention a plug. It is a bit late to make advanced plans, but if the items catch your eye, why not tool on up to Toronto the week after Ann Arbor and pay a visit? We are blessed with a contingent of Canadian NABA members at our Conventions! As a basically AMERICAN oriented club, we don't give much attention to "foreign" breweriana. The article from Frank is one of the very few on Canadian items ever run in the *BC*. I told Phil Mandzuk at Naperville I was going to do it some day, and Frank provided the wherewithall. You know, we could be the "North American Breweriana Association" and

still be NABA.

I am particularly pleased with one of the feature articles this issue. Bob Kay has once again provided superb graphics, this time on a subject never covered anywhere in the breweriana media. Neither of us know where the term "Cinderella" referring to these non-postal stamps comes from. H. Thomas Steele, who wrote the book from which Bob got much of the information in the article states: "stamps that are not denominated for revenue are known as "cinderellas" or non-postage stamps. The most common examples today are Christmas and Easter seal stamps. There are many different types of cinderella stamps, but just as Cinderella was prevented from going to the ball, cinderella stamps have been excluded from most philatelic catalogs, exhibitions and displays." But dressed up as they appear here, they'd be a prize even for a Prince. I was familiar with the Schoenhofen-Chicago ones, but had no idea so many US breweries used them. If there are others that don't appear here, I'd be delighted to do a reprise article on the "new" ones in your collection!

English spoon holder, Canadian stationery, German Poster stamps...has the Editor lost his mind? Perhaps, but we print what we have, and what pleases our eye. Don't say it...don't even THINK it unless you have submitted an article yourself! That is the answer to all possible complaints about topics covered...if you don't like it, then write about something you DO like, and send it in!

Enjoy the Convention...I'll miss seeing old friends and making new ones! Tip a glass or two of microbrew for me, please!

Fil Graff



Chapter Doings

Mary White, Chapter Coordinator

Spring saw a lot of activity among Midwest chapters! The first of the second quarter shows, Gambrinus Chapter's "King's Spring Fling" was held at The Makoy Center in Columbus, OH, Sunday April 29th. We were all saddened to hear of the death the day before of a very active chapter member, Gene Aleshire. Gene, who collected British breweriana, was a familiar face at all the local Ohio shows. The show went on, as he would have wanted, but at a more somber pace.

Patrick Henry's annual show was May 19th at Kalamazoo, MI, and Queen City held a regular Sunday session on June 3rd. It was announced at the Queen City show that the chapter would soon (starting July 1) have its own website. Mike Ries has worked hard on this project to keep our members informed of happenings in the hobby, and people everywhere on what's happening in breweriana in Southern Ohio. Please check us out at <http://home.fuse.net/mries/qcc.htm>. Queen City

is proud to continue the Member Profile with a story on David Reed. Dave specializes in Bock breweriana; he and the late Bill Luers were quite active together in their joint specialty. We feel that sharing collections and specialties with fellow NABA members heightens all of our interest in the hobby, and certainly introduces you to collectors you may not know. ANY NABA Chapter is welcome to submit similar material for a Member Profile...we wonder why other Chapters haven't done so?

Do YOU want to form a NABA Chapter, or affiliate an existing breweriana group with us? Please contact me, or any other NABA Officer or Board member for information.

Hope to see you at the Annual Convention in Ann Arbor August 2-5!

Mary White, Chapter Coordinator



FEATURED CHAPTER MEMBER

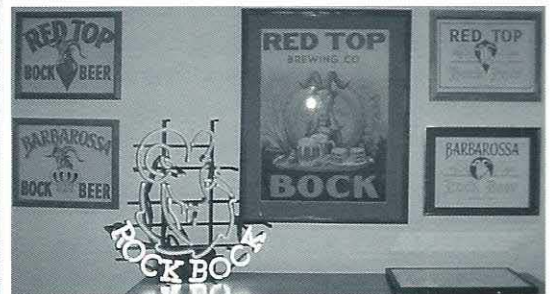
Dave Reed, Queen City Chapter

Our roaming photographer, Mike Ries, was at a Miami Valley (BCCA) chapter get together at the home of QC member Dave Reed, and these photos resulted.

Dave is a collector of Bock breweriana, as you can see! He began collecting beer cans in 1972, and joined the BCCA. As many do, he collected everything...pull tabs, flats, cones. He went inactive during college, but picked up again in 1979. Dave

started focusing on Bock in 1988, and has collected it almost exclusively since then. Dave shared the passion for Bock with the late Bill Luers, and several pieces from Bill's collection now adorn his walls.

Dave and his wife of 16 years Julie have two sons, Benjamin (14) and Tyler (10).



and far right bottom row: some nice Cincinnati bock items. Center: two of Dave's favorite items, both from Louisville.

Clockwise from left top: Dave Reed himself, then a fine group of Bock bottles, and a wall dedicated to the late Bill Luers, with the Red Top piece in center from Bill's collection.. Above

Photos: Mike Ries, Queen City Chapter

Fesenmeier of West Virginia

from the collection of Robert Leslie

Here are some photos that have been in the ASAP hopper for some time now. The Fesenmeier Brewing Co., Huntington, WV (see mention in the article "When a State Goes Dry" on page 26) evolved from the old West Virginia Brewing Co., one of the more successful operations whose life was cut short by early Prohibition in West Virginia in 1914.

According to Ted Wolfe, the same ownership established Fesenmeier Brewing Co., which lasted until 1968 (*Am*

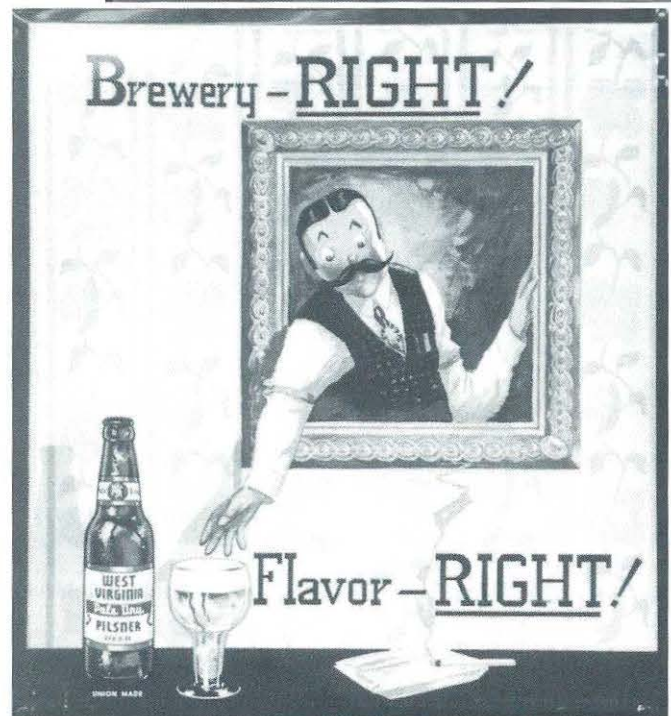
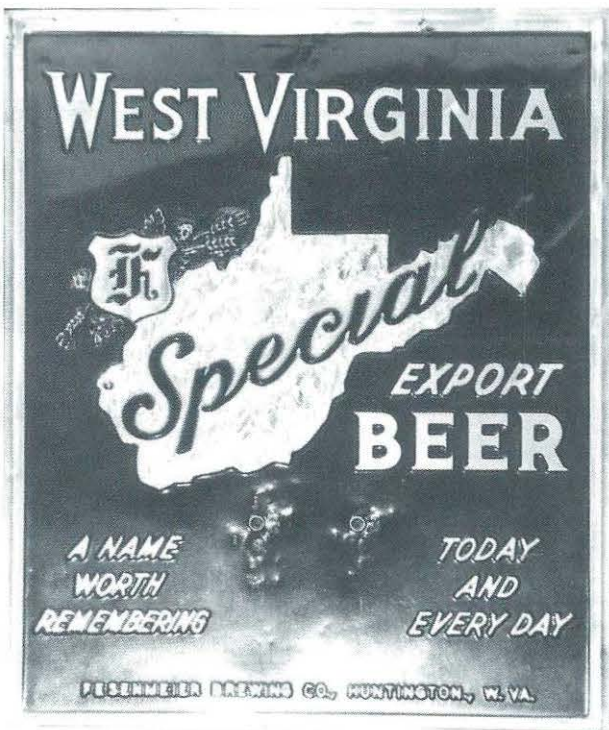
By's II). Another stab at profitability was made as Little Switzerland Brewing Co., but they only lasted 2 years.

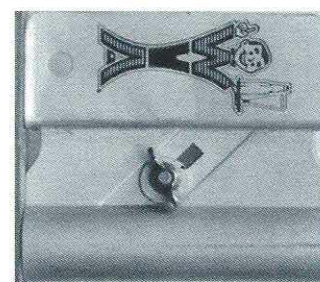
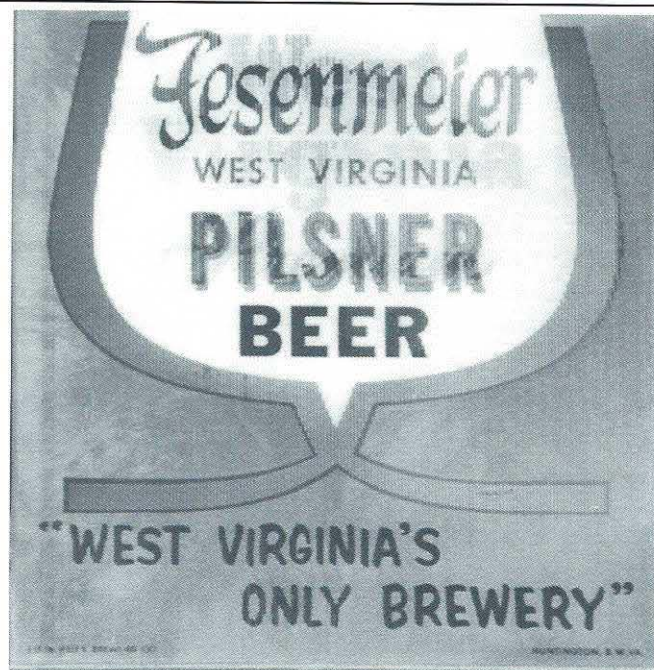
The flagship brand appears to be West Virginia Export Beer, using the state outline. The advertising pieces below show that there was some marketing confusion between the use of "West Virginia" and "Fesenmeier" as the primary identification for what appear to be similar products. Maybe a case of "anything to survive"?



Above and below: Two attractive hammered copper signs (Art Metal Co., Louisville). Maybe the Special Export was only available in bottles...a holdover from pre-Prohibition terminology. Right top: a large tin-over-cardboard sign, with three West Virginia branded bottles, and a scene of the famous race between steamboats "Natchez" and the "Robert E. Lee." Bottom: another tin-over-card in a nice pseudo-3D effect.

all photos: Robert Leslie





Schizophrenia in label content? From top left: A Plastic dual view sign...copy depends on which way you look at the sign...devisibly difficult to photograph! Here's the older West Virginia Premium in Fesenmeier dress, then at the other angle, Fesenmeier Brand, but with West Virginia snuck in.

Bottom left, a colorful framed card sign showing a nice 8 point buck...here's Special Export Beer with the new look. At right, a bit of a mystery. Just whose centennial were they talking about? Not the brewery, but the State of West Virginia itself, created from Virginia in 1863. So a nice logical tie in! By gum, there's more American History in this issue than you can shake a stick at! Bottom right: an unusual piece of Breweriana: a razor blade carton cutter...a necessity when the old solid fiber returnable case was abandoned in favor of the NR bottle and its corrugated box sealed with glue.

The Editor apologizes for running these photos in the black and white section, but space is space. Robert Leslie must have thought his photos of over a year ago dropped into a bot-

tomless pit, but they were just waiting for the right spot. And so we lead this issue's features with them.

Photos of YOUR collection? Send them!

Tools of the Trade

Analysing old photos



The B. Stroh Brewing Company's brewing department, ca. 1890. It is suspected that the young man in the suit and derby in the front row is young Fred Stroh, Jr. The three details are taken from the photo above. The drawing at right is from US Patent 187839, for the "brewers lamp" the three men carry.

We have all seen photos like this of the Stroh brewing crew from about 1890 before. Many breweries seem to have taken these photos every year, maybe even as a small sort of employee benefit. Having a series of them provides the opportunity to get familiar with the faces themselves, watching them age and their responsibilities shift. But the main fascination in these photos for the Editor is the tools of the various trades the men carry. In the top row, one can see malt shovels, a carpenter's hammer. Also visible, even in this scale is a plumber's wrench and the three strange objects detailed at right.

As many of you know, my other hobby is antique lighting, another disease I acquired in my years in Naperville from NABA members. Breweriana I caught from former NABA President Jim Shoulter, abetted by Norm Jay, Bob Kay and hosts of other co-conspirators. Lighting I caught from Tye Schwalbe. When I first saw the above photo, I had no idea what the three objects pictured were. It was analysis of the man at the top right detail that gave me the clue. These are lamps, specifically "cellar lamps"; heavy brass fonts with two rope wicks to burn a heavy oil (like rendered lard) with an open flame. They are not that much different in operation than the old "smudgepots" traffic departments used to use to warn motorists of construction. They provide a minimum amount of light, and smoke rather profusely in a draft, but they don't spill fuel all over if dropped or inverted.

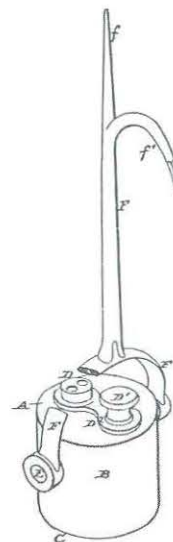
These lamps are equipped with two prongs, one a hook that could be placed over a beam (or a shoulder, as in the photo detail), the other longer and straighter, to jab into a beam. The lamp was patented Feb. 27, 1877 by Lorenz Fries of St. Louis, specifically as a brewer's lamp. The one in my collection is heavily engraved with the name Louis Seuss in fancy script. I have been told, but cannot corroborate, that Seuss was a long

time Anheuser-Busch employee. In spite of the suggestion that it might have been a retirement or major employment anniversary present, my lamp shows lots of the wear and tear that would come with years of use. Before electricity became common in remoter places like brewery cellars, this sort of lamp would have been the ONLY light a cellarman or brewmaster had when he was checking fermenters or barrelage.

I also own a pair of heavy iron pipe candlesticks (with push-up springs to keep the completely enclosed candle at the top (burning) position. This pair came from the old Peter Constans brewery in Newport, KY. Compared to these rather crude, but effective candle sticks (also equipped with a curved prong for hanging on a beam), the Fries brewers lamp is a sophisticated piece of kit!

Just who manufactured these lamps is a mystery, but I have seen enough of the old photos containing them to show that they were quite popular. Perhaps the surviving old breweries have such artifacts in their collections, but I don't know of another one in a breweriana collection.

Yes, everybody has electric lighting breweriana in their collections, but how many have oil lamp breweriana? One never knows when hobby interests will cross fields, with a single object falling into several categories.



Memories of LaCrosse II

The Worlds Largest 6-pack

from Peter Blum and Lowell Peterson

In an article on Heileman-LaCrosse in the Winter 2000-2001 issue (vol 112) of the *BC*, the Editor lamented that we had no photo of the cluster of grain bins at the old Heileman brewery, painted like a six pack of cans. Well, doing some more digging, Peter found a photo in the Stroh Archives from 1970, and Member Lowell Peterson (from LaCrosse) sent a more recent photo (I assume that is Lowell providing scale in front of the cans). Both photos appear here. Can you imagine trying to keep up with label changes, even for a flagship brand? The artists even noted the differing background scenes on the cans at right. Is the gummint warning on the back side?

By the way, the shed in the older photo below was eventually painted off-white to match the can color!

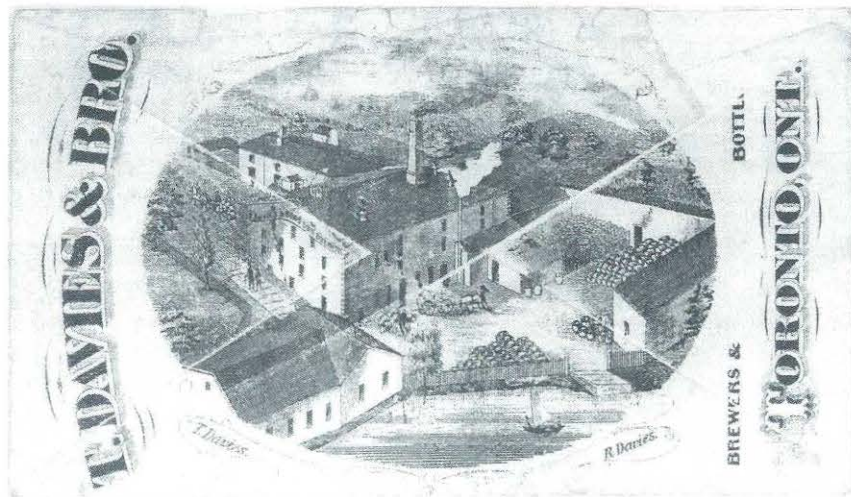


Toronto's Brewing Past

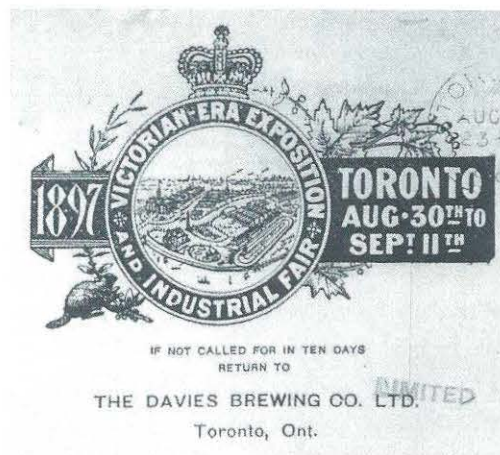
Frank J. Mrazik

The Canadian Brewerianists hold their Annual Convention in Toronto on August 8-12. These items from the 5 major Toronto breweries are a salute to our friends across the

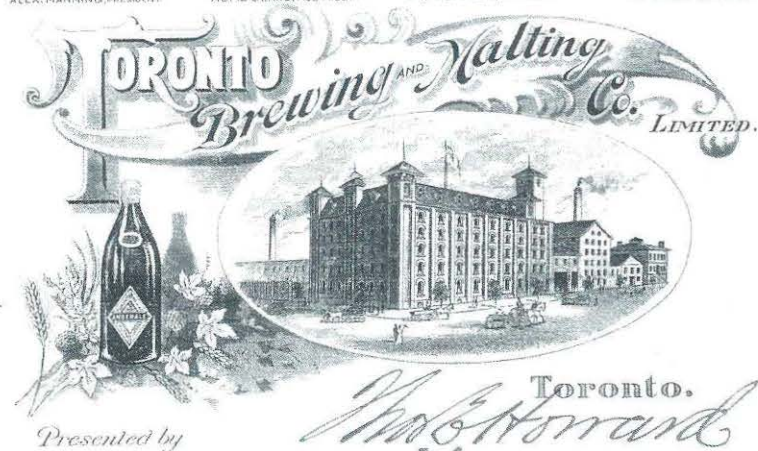
border in "the Great White North", with NABA's wishes for a joyful time to be had by all!



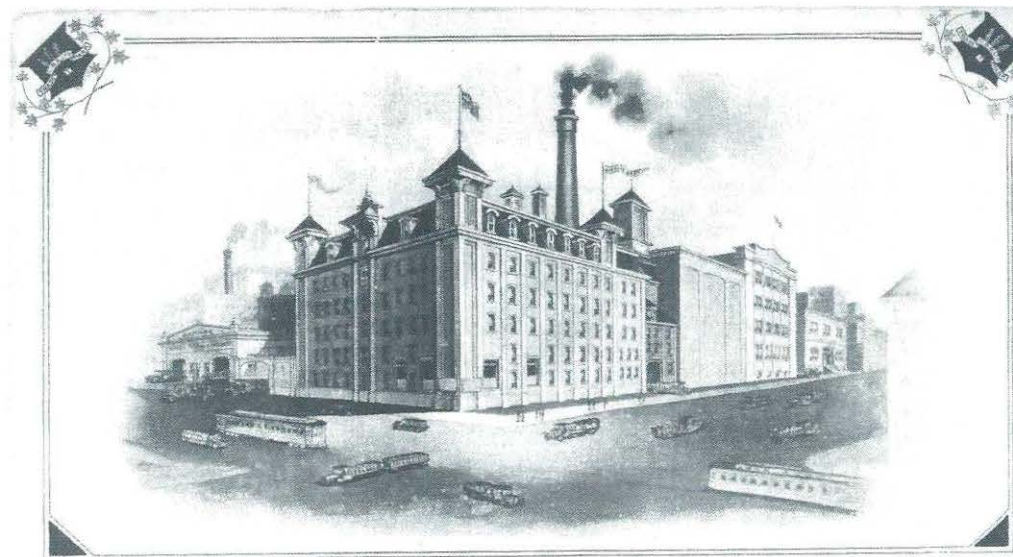
Left: The reverse of an 1877 envelope from Thomas Davies & Brother (1871-1879). At right, the cachet from an 1897 envelope from The Davies brewing Co. (1890-1901), celebrating the Victorian Era Exhibition and Industrial Fair.



ALEX. MANNING, PRESIDENT. HUME BLAKE, VICE-PRES. W. I. THOMPSON, MANAGER. H. E. REED, SEC. TREAS.

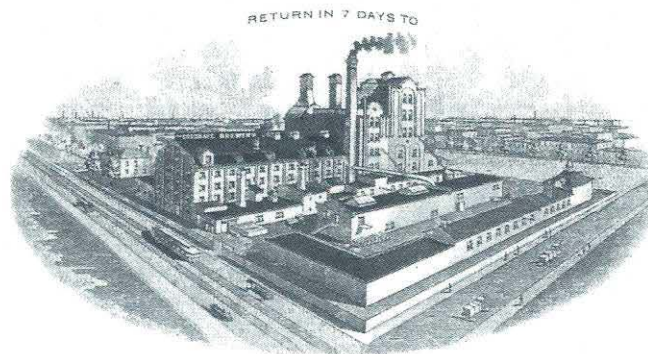
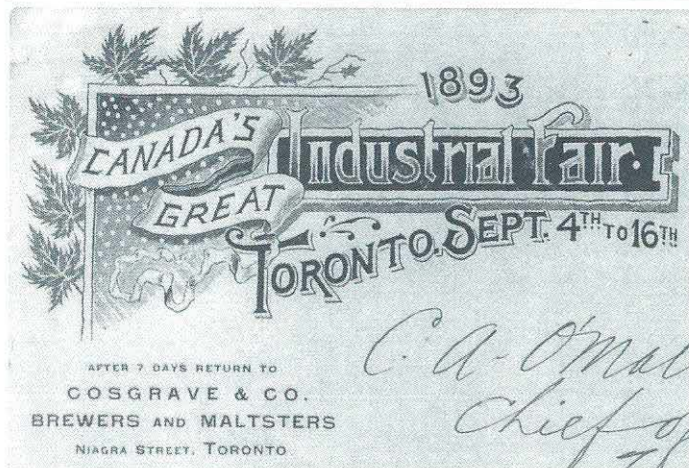


Left: A business card from Toronto Brewing & Malting Co., Ltd from about 1900. Above, the cachet from an envelope from 1899 with almost the same scene.



Left: On Nov 1, 1911, Toronto Brewing & Malting "amalgamated" with Cosgrave Brewery Co. (see next page). The brewery evidently sat idle until 1928, when it became The Canada Bud Breweries, which lasted until 1943. A new modern windowless stockhouse, powerhouse and bottling house appear on the envelope reverse from 1933 at left. The scale of the pedestrians and vehicles in this image approaches ludicrous (or at least Lilliputian) in an attempt to make the structures look larger. Old techniques, and it works!

This is the first article for the BC by Frank Mrazik of Montreal. He is a brewery stationery, coaster and beer label collector, specializing in OLD Canadian items. All images are items from his collection.



COSGRAVE EXPORT BREWERY CO. LIMITED
TORONTO, CANADA

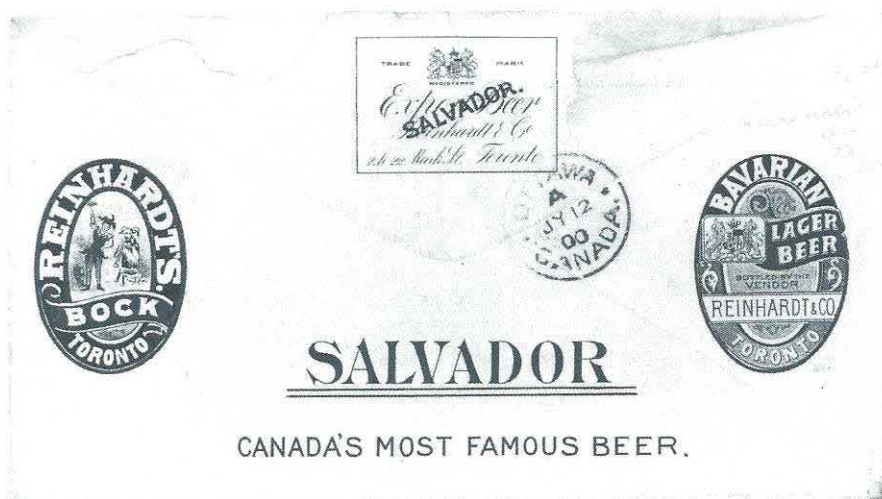
At left, the cachet from an 1893 Cosgrave & Co. envelope. In 1911 the company (the name was then Cosgrave Brewery Co.) absorbed The Toronto Brewing and malting Co. In 1930, the name became Cosgrave Export Brewery Co. Limited, and the envelope cachette at right (from 1931) shows they continued the malting part of the business. They closed in 1936.



Dominion Brewery Co. Ltd. (1889-1899) was the shortest lived of the breweries shown. Wonder if Robert Davies, the "Manager" was any relation to the Davies Brewing Co. family. Whatever, he evidently didn't believe in using much ink on his envelopes! Two logos (cachet at top, envelope reverse at right), both from 1890.



Above and right: Cachet and reverse from two 1900 envelopes from Reinhardt & Co. 1889-1908). These are the most graphic of the pieces illustrated. Right bottom: the cachette from an 1896 postcard.



This is the first time that Canadian Breweriana has been featured in an article in the *BC*. This issue will hopefully arrive in time for some last-minute decisions to go to Toronto and join the Canadian brewerianists at Convention. Judging from the Canadians we see at US affairs, they know how to have a good time!



“Binness as Usual”

A month in Prohibition Joliet, IL

By John Bittermann

A fellow collector called to inform me that he had acquired the complete volume of March, 1924 for the local paper, The Joliet Herald News, and that there were several articles about the Porter Brewery that I might be interested in reading. Much to my surprise, there was much more than that. Joliet citizens I found were quite active in wildcat breweries all over the state. This is the story of one month of Prohibition in Joliet and other nearby breweries.

The month opens with an announcement that Federal Judge Wilkerson issued a court order for the destruction of the Elgin Ice and Beverage Company for operating without a license and being a public nuisance. This was the former Elgin Eagle Brewing Co. and correctly, according to *American Breweries II* the first brewery destroyed by the Feds for violating Prohibition. The brewery was owned and operated by Richard J. Burrill and Lawrence J. “Butch” Crowley, both of Joliet. The confessed “bribers and brewers” had been fined in excess of \$25,000 and sentenced to six months in jail. According to DA Olsen, “it had become apparent that the only way to make beer outlaws respect civilized government was to jail them and destroy their equipment in full view of an outraged public.” It was also noted that several offers to purchase the equipment by various Canadian breweries had been refused and, more importantly, that this was the first on a list of 14 breweries to be targeted in the Chicago territory which included Joliet and Aurora

The next day the paper reports that the destruction is almost complete with 3,000 bbls. of beer having been dumped into the river with a street value of \$80,000 to \$100,000. The 38 vats had been turned into kindling and sledges and torches taken to the copper mash kettles, rendering them useless. The reported value of this equipment was more than \$200,000.

Several days later on Friday, March 8, Judge Wilkerson issued another order of destruction— this time for the E. Porter Products Company of Joliet. Porter, like the two other breweries in Joliet (Citizens and Sehring) had been under control of Deputy Marshalls for almost a year, all three having been served with temporary injunctions in April of 1923. Thomas McFarland and his brother Patrick (“Packey”), both former heads of the brewery had already won an appeal avoiding jail time for violating the temporary injunction. This time they were both taken into custody for trial and sentencing sometime in April. On Tuesday, Porter would become the sixteenth brewery

closed in the Chicago territory, and only the second nationally to have its equipment destroyed. With supplies becoming thin, beer prices were reported to be between \$65 and \$70 per barrel. Current supplies were suspected to be coming from Kankakee and various “storage plants”.

Mid-afternoon Tuesday, after “five years as an outlaw brewery earning enormous profits and dividends for its stockholders, through the sale of thousands of barrels of contraband beer in defiance of the state and national prohibition act”, Marshall Levy arrived to oversee the destruction. He was joined by Deputies Oros and W. Hassett and General Agents Niehoff and Brerton, all of whom were present for the destruction of the Elgin plant. Thursday’s paper notes that an “amber foam-topped torrent filled the sewers and threatened to flood the brewery, forcing agents to run hoses down the drive and into the I&M Canal, resulting in foam a foot deep in the drive and a white line extending for several miles in the canal.” As at Elgin, the 31 wooden vats were turned into kindling, the bottling machine was axed and the copper brew kettles were dismantled with torches. In the end, almost 3,000 bbls of beer with an estimated value of \$140,000 were dumped. The total destruction would take a week.

One week later on March 20, Judge Lindley of U. S. District Court in Danville granted Chicago Federal Prohibition agent Brice Armstrong a search warrant for the Mascoutah Brewing Company in downstate Illinois. Several motions to quash the warrant were denied. At the time of the raid, six residents of Joliet were taken into custody: Edward Nicholson, Edward Newton, Jack Opton (or Upton), Bernard Katchall, Thomas McGuire and Richard Morgan. Arraigned before U.S. Commissioner Frizzel in East St. Louis, all were released on \$5,000 bond. Two days later all six were found guilty on five counts, including possessing, transporting, manufacturing and sale of beer, as well as creating a public nuisance, with sentencing to be pronounced on March 31. They were also to be tried for the manufacture of Alcohol without a permit during the May term of Federal Court. Under terms of Prohibition law, they were eligible for terms of one year and a day on each count and fines of \$5000 dollars each. During the trial, it was revealed that Nicholson was president of the concern, Morgan, Newton and McGuire officers, and Upton and Katchall employees. A seventh man was also named: Joseph B. McFadden, a real estate agent also from Joliet. The high point of the trial came when it was revealed that Nicholson under the alias George Jacobson shipped a carload of beer from Mascoutah to

Matteson (about 30 miles outside of Chicago) on January 28. Unfortunately for him, that car was placed on a rail spur east of Joliet where it sat for several days until discovered by Federal Agent Walter George. Judge Lindley defended George for breaking the car's seal without a warrant noting "a federal officer in the face of a known violation of the law had the right to act in the interests of law enforcement without waiting for formal papers." Agents believed that shipment was the first of many, especially with the recent closing of the breweries in Elgin and Joliet. As for McFadden, when located he expressed surprise at his indictment, saying he acted only as agent for the purchase of the brewery on Nicholson's behalf and noting that if agents were looking for him they weren't looking very hard. The next day McFadden turned himself in claiming he took title to the brewery per Nicholson's attorney but that a transfer deed was to have been executed on November 23, 1923.

Unfortunately this is where our story ends. The operators of the Elgin brewery are serving time. The McFarland brothers from the Porter plant are awaiting trial and the six residents involved with the operation of the plant in Mascoutah are awaiting sentencing on five counts, and trial in federal court on one other charge. Meanwhile, poor Mr. McFadden has some explaining to do especially if the transfer deed was never executed. Only a trip to the library and several hours in front of a micro-film machine will answer the question of what happens next. One can only hope April, 1924 is as exciting as March in Prohibition era Joliet!

This is John Bitterman's first article for the BC. John (from Joliet) has been a member of the Monarch Chapter and NABA since the mid-80's after he discovered us at a Monarch picnic. John has worked hard (and quietly) to amass an excellent collection of Chicago & Northern Illinois breweriana.



The destruction of the Porter brewhouse, April 12, 1924. The five men shown are assumed to be Marshall Levy (likely with the papers in right foreground "overseeing the destruction"), Deputies Oros and W. Hassett, and General Agents Niehoff and Brerton. Porter was only the second US brewery to have its equipment destroyed by Federal Alcohol agents (Elgin Eagle was the first, several weeks earlier). As Porter reopened after Prohibition for a few years, one wonders how complete the "destruction" was. But it did put the wildcat brewery out of business for at least a time, forcing the Chicago mob to get their beer from more remote breweries in Illinois and Wisconsin.

Photo from the Rich LaSusa Collection.

Poster Stamps

By Bob Kay

Source: *Lick'em Stick'em: The Lost Art of Poster Stamps*, by H. Thomas Steele

A new format in graphics and advertising caught the eyes of the world at the turn of the 20th Century. Miniscule in size, universal in appeal, and blazing with all the colors of the printing spectrum, this was the poster stamp, and esoteric rarity among breweriana collectibles. As the name suggests, it is a poster in stamp form. Always gummed and a little larger than regular postal variety, these stamps normally were printed in

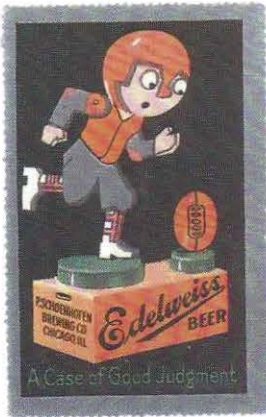
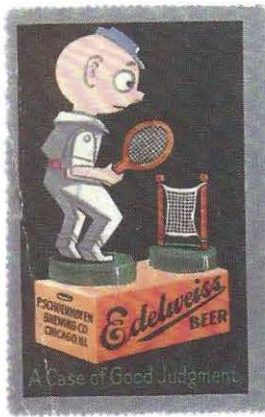
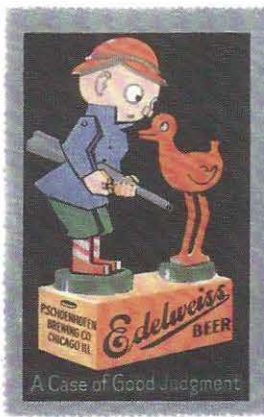
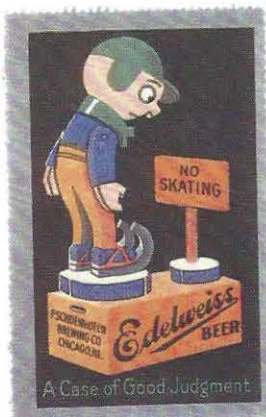
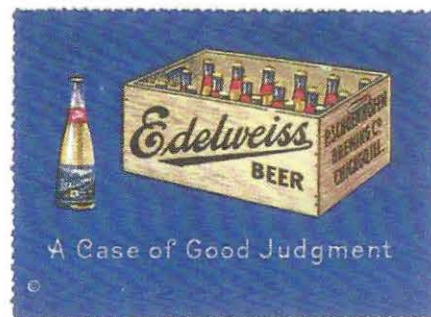
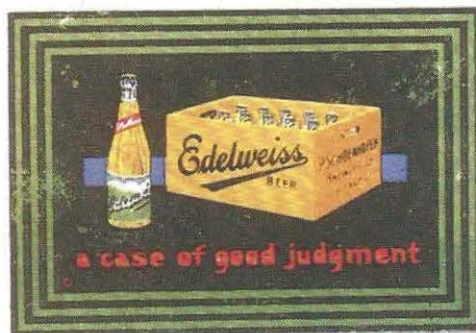
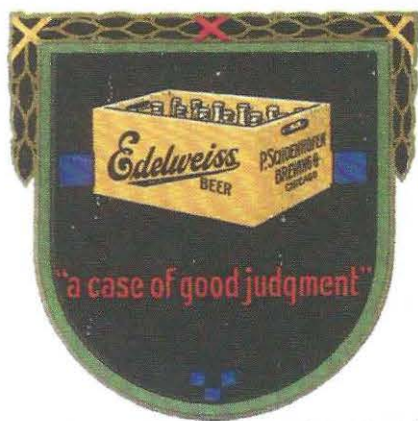
perforated sheets so they could be torn apart and stuck to invoices, envelopes and correspondence, or simply saved as sheets in albums. Today's collectors call this form of advertising "Cinderella". Beer Cinderella's represent a very rare and select subset of the Cinderella population. A collection of poster stamps advertising beer products from several countries is shown here. Cheers!

Bob Kay



Left: Here is an example of a very early and rare poster stamp, showing how it might have been used. It is apparently way ahead of its time, as the Cook and Rice Brewery name was last used in 1885.

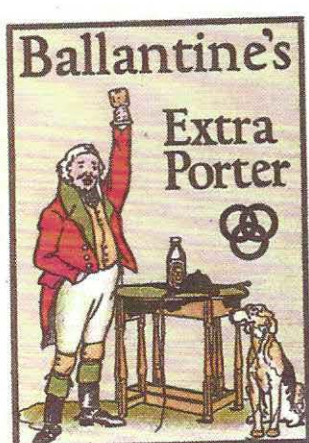
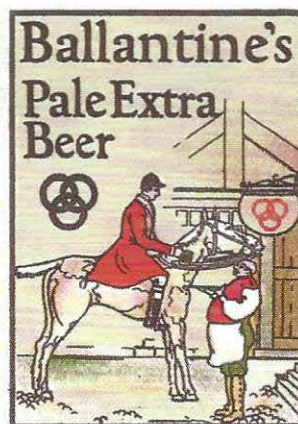
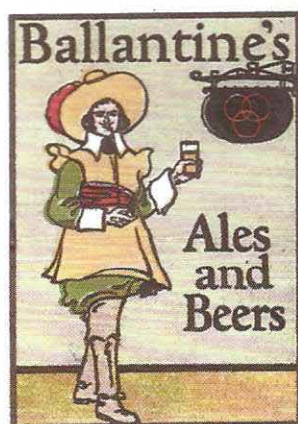
Below: The P. Schoenhofen Brewing Co. of Chicago made several varieties of poster stamp, all promoting their popular ad theme "A Case of Good Judgement". They issued a series of very colorful and attractive full page ads in Chicago Playbills. However, a downturn in the economy forced a drastic reduction in ad expense in the early teens. The Poster Stamp came to the rescue, as a much cheaper one-half page black and white ad was substituted with a place to add a poster stamp. Voila! A color ad!



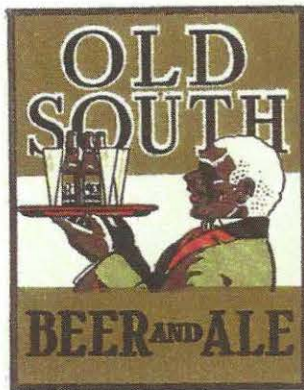
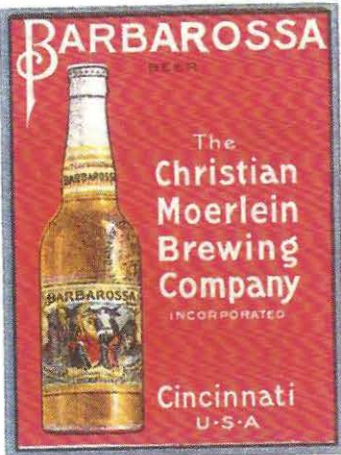
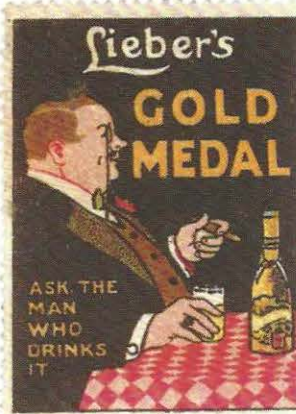
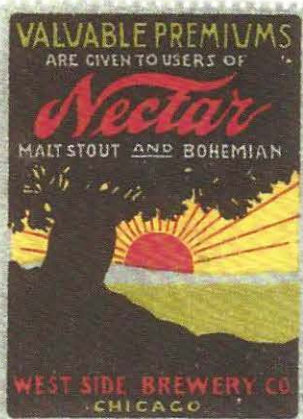
Above: The Edelweiss little sportsmen stamps came in a variety of poses and costumes. An interesting artistic combination of flat wooden toy arms and legs, and a dimensional body and head. How many were there in the series? We don't know, but between these and the Prohibition era ones on the next page, there are seven shown.



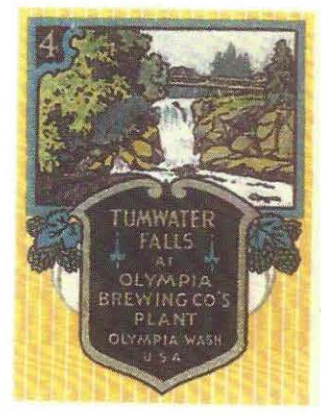
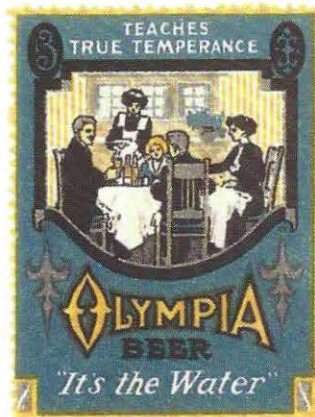
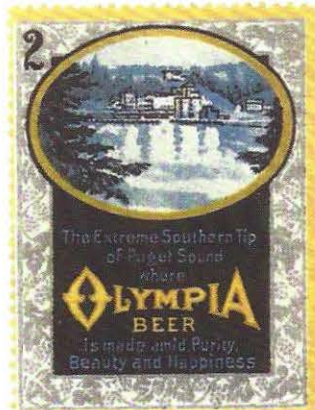
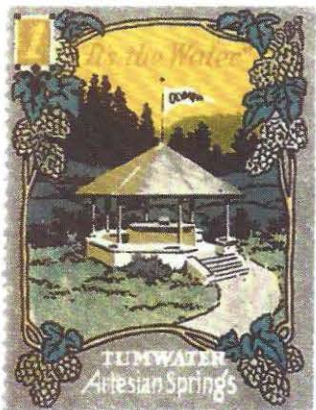
With the bleak times of Prohibition, proud brewery names were often compromised, in this case to simply Schoenhofen Company. Ad budgets were omitted or severely reduced. However the poster stamp was an ideal solution to advertising in a low budget era.



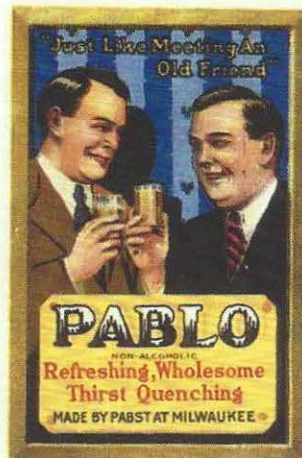
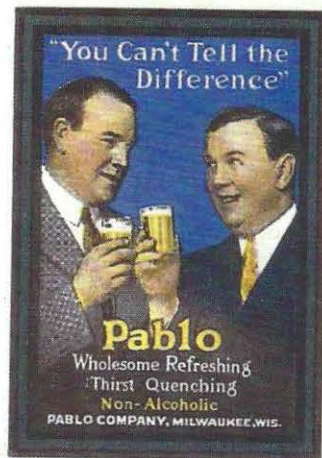
Series poster stamps from P.Ballantine, Newark, NJ and Goebel Detroit.



Above: A composite of poster stamps from all over the USA, Below: Olympia Brewing Co., Olympia, WA issued a set of numbered Poster Stamps. 1 thru 4 are shown.



Right: Pabst-Milwaukee had an answer on how to spend little on PABLO, their new Temperance beverage, yet have a colorful and memorable message. A series of poster stamps to the rescue again!



The stamps pictured here are heavily biased toward US examples. Undoubtedly many more foreign examples are out there.



Germany produced poster stamps (or "Reklame Marken"...literally advertising stamps) around 1907. Munich, Nuremberg and Cologne all claimed the honor of having originated this "new" medium. Their sole purpose: to advertise and promote a product or event. The Muller Extra stamps have marking of several years of what seems to be a contest. The first is marked "III prize Monument Dedication", the second "Contest 1913 I prize", the third "Contest 1913 III prize" and the fourth "Contest 1913 V prize."

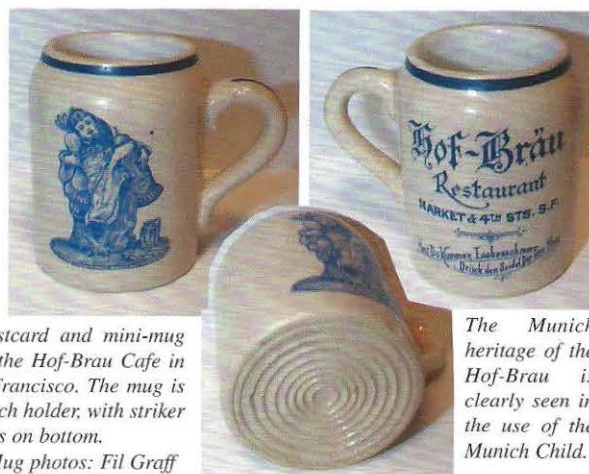
Similar sized advertising appeared on British match boxes, intended for pub use. These are labels, so not truly "Cinderella." Two are pictured at right....but that's a whole other story! "Cinderella goes to the Pub" would have been a good title, IF they were Cinderella!



Tavern Advertising

another Breweriana stepchild

By Brent Laswell



A postcard and mini-mug from the Hof-Bräu Cafe in San Francisco. The mug is a match holder, with striker circles on bottom.

Mug photos: Fil Graff

The Munich heritage of the Hof-Bräu is clearly seen in the use of the Munich Child.

Back in the days before Prohibition, when local breweries thrived and beer was a nickel, it was common for taverns and beer gardens to promote their establishments by putting their names on various items such as steins, mugs, plates, and postcards. It not only was a good PR trick but enhanced the prestige of a well-established business. These advertising pieces possessed outstanding quality in art and design and were great souvenirs of memorable times spent over a beer. While later steins and mugs lack the beauty of earlier examples, they still make nice advertising collectibles for the breweriana aficionado.

Unfortunately with the exception of places such as Mader's in Milwaukee and The Berghoff in Chicago, where one can still quaff a brew and soak up their nostal-

gic atmosphere and Gemütlichkeit, most of the old historic pubs are now gone; but from the following pictures, one can gauge the effort they went through in order to promote themselves through advertising.

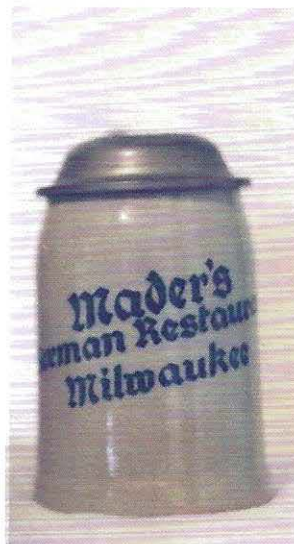
Brent Laswell



Brent Laswell is a pre-Pro mug, stein and tray collector from Texas. He specializes in Midwest and Northeast breweries. This is his first article for the BC.



Left to right: A stein from The Berghoff in Chicago, still owned and operated by the founding family (a brother to the Fort Wayne brewing family). A mug from a St. Paul tavern, and a mug from a Philadelphia saloon (no fanciness here...saloon didn't have the bad connotations later added by the Drys!)



At left, a mug from Bartholomay's (Rochester, NY) New York Rathskeller, with the dancing waitress from Munich as the central theme. Then two vessels from Milwaukee's Mader's, still a wonderful place for a meal and a good dose of "gemütlichkeit", as the 80th anniversary mug (1982) in the center says.

At left, a stein and a mug from Kolb's New Orleans. There was once a famous Milwaukee restaurant named Kolb's, owned by the late Howard Kolb, a long-time NABA member. At right, a stein and a mug from Luchow's, New York City. The mug seems to reflect August Luchow's importing business, rather than the famous German restaurant that until recently bore his name.



Below, left to right: A German-made mug from the Alt-Heidelberg in Cincinnati, a Mettlach-appearing mug from The Atlantic Gardens on New York's Bowery and the pewter lid with porcelain insert from Cafe Mozart. This glass stein lid was likely from a hotel restaurant. See the article by Bob Brockmann on Albert Pick & Co. and their "Chicago Tavern Stein" in Vol 109 (Spring 2000) for more on this type stein.

all photos except Hof-Brau mini by Brent Laswell



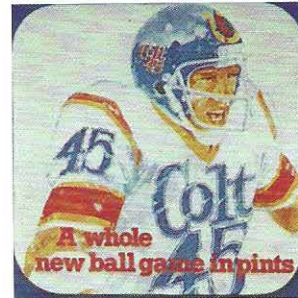
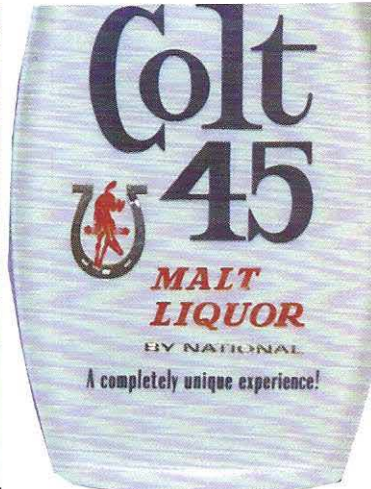
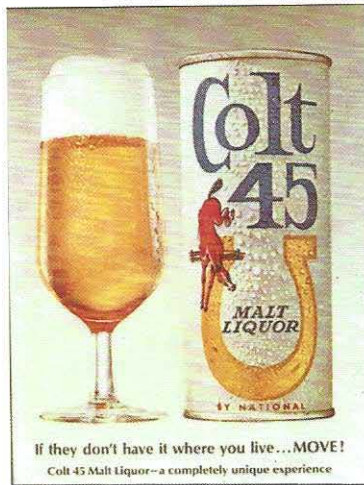
Colt 45...marketing strategy

photos from George Virgines

Our Colt 45 collector, George Virgines, has provided another study of brand advertising.

Colt 45 malt Liquor started out as a departure from the hoppy and dry taste of National Bohemian Pilsener...Colt 45 was a malt liquor, higher in alcohol, full bodied and sweetish. As Baltimore's National Brewing put it "a completely unique experience." They even made humor in their magazine ads for the brand: "If they don't have it where you live...MOVE!" Then the alcohol content became the feature; larger containers like a 16 oz. pint became the rule, and ad copy shifted to power words like "Dynamite Taste" (what does dynamite taste like, anyway?)

By the time the brand was acquired by Heileman, the market was clearly a cheap quick drunk. 40 oz. jugs, "The POWER of Colt 45...it works every time!" Does "works" mean "gets you drunk"? Ultimately, all logic was abandoned..."It's got more!" Less good grammar, but more WHAT? Here's a bad example of ad slogans that went from the sensible to the ludicrous as the target market changed from the country club to the ghetto. Pabst is probably still producing the brand, but likely without any ad support! Judging from where the slogans were heading, that may be a blessing.

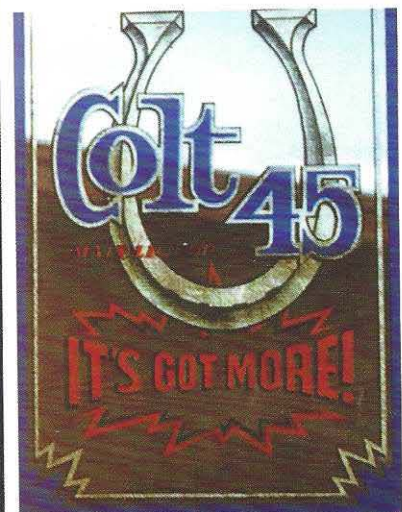
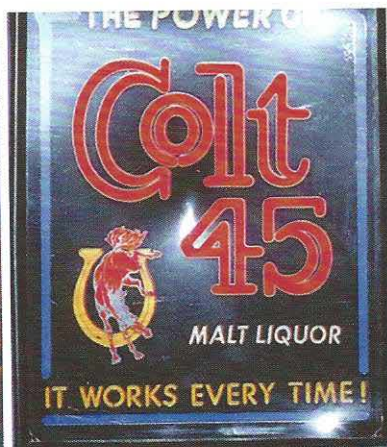
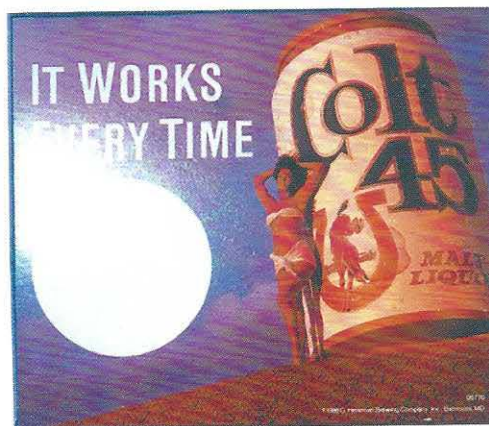
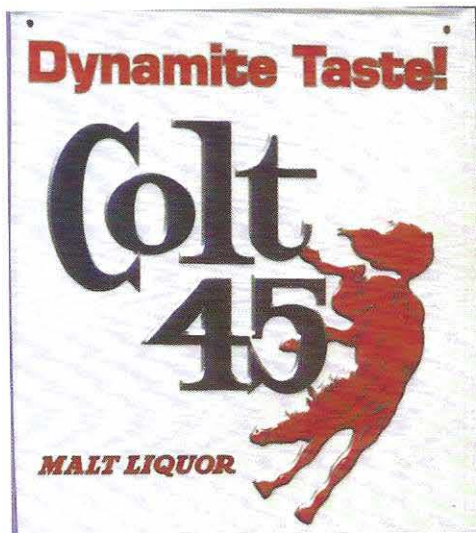


Top row: magazine ad, National Brewing, Baltimore; plastic change tray, National; Coaster (perhaps Carling-National, but still Baltimore based because of association with the Colts football team.

Second row: tin sign, probably Carling-National; strathmore sign, late Carling-National, early Heileman. A major shift in target market is evident here.

Third row: No doubt about where Heileman was trying to sell the higher alcohol brew! The model in the sign at left is of undetermined race; middle, a Power mirror; at right another mirror that says nothing about the product but that it has more. More what than who else has? More WHAT?

An interesting study in brand degradation and the ad man's "art"!



The Gallery



From the Editor's "There'll always be an England" department: a paper bottle from Worthington's (Burton-on-Trent) India Pale Ale. Inside, a cup with 6 silver plated tea spoons (not "teaspoon", but short spoons for tea). Found at the huge Newark Market, this was a must-have. Still not the vaguest idea WHY tea spoons in a beer bottle, but still, a very nice piece of advertising! If Anheuser-Busch could put a string holder in a metal Malt Nutrine bottle, why NOT tea spoons in a paper IPA bottle? Photo: Fil Graff

Ever wonder why so many brewerianists go to the Indianapolis Ad Show to shop (and gawk)? This photo of Ken Ostrow's booth, from Spring 2000 Indy should answer any questions! We fortunate NABA Members get to see merchandise like this at Convention, but where does the general public? Indy is one big answer! Photo: Peter Blum



At left: So next year we go back to St. Louis for the third time. This is a souvenir of the first NABA St. Louis (our second Convention over all, in 1973. A MUCH smaller group then, and this expensive looking stained glass window hanger was a special order item. The Gateway Arch, a riverboat, the A-B logo and brewhouse tower. There is a list of names in the upper right panel: John Murray, Herb Haydock, Paul Haudrich, John Muzio, Robert Gottschalk and Dick Hinds...all but John Muzio are still NABA Members!

The days of souvenirs like this are gone...we can't even get enough members to order a mug to keep the tradition alive!



A series of blotters from the Wehr-Hobelmann-Gottlieb Brewing conglomerate in Baltimore. At right, the vignettes, which I call "The Misadventures of the Hanselmanchen." A sad story...no explanation needed.



The G. Weber Brewing Co.

Theresa, Wisconsin 1853 to 1961

from an article in the Mar. 19, 1961 *Milwaukee Sunday Picture Journal*

Bear in mind that the newspaper article that is the source of what you see here is dated 1961, not 1861 or 1891! This material appeared in Weber's last year of operation, but the photos could have been taken at many small breweries 60 or 70 years before. Weber was one of the last local breweries hanging on by the skin of their teeth in that year; they had some company (Effinger in Baraboo, Oconto, Two Rivers, West Bend and Walters were a few), but TV and mass advertising were drying up markets rapidly.

Here follows the scant text of the article. It is the photos that tell the story! There is no writer cited.

sits the 101 year old G. Weber Brewing Co., at peace with the world. The brewery is the nation's smallest, brewing 1000 barrels of beer a year. G. Weber is strictly a three man operation, consisting of brewmaster Gilbert Radke, deliveryman Walter Zastrow and Gebhard L. Weber. Beer production at the brewery is still largely a hand operation. G. Weber was founded by Ullrich Oberly in 1849. Four years later Benedict Weber bought into the brewery which later took the name G. Weber after his son, Gebhard, who was the grandfather of Gebhard L. Weber. G. Weber produces Pioneer beer, a brew which someone - a patron no doubt - called "the beer that made Milwaukee jealous."

The Beer that made Milwaukee Jealous

On a rise near the Rock River in the tiny community of Theresa

Photos by George P. Koshollek, Jr. of the *Milwaukee Journal*

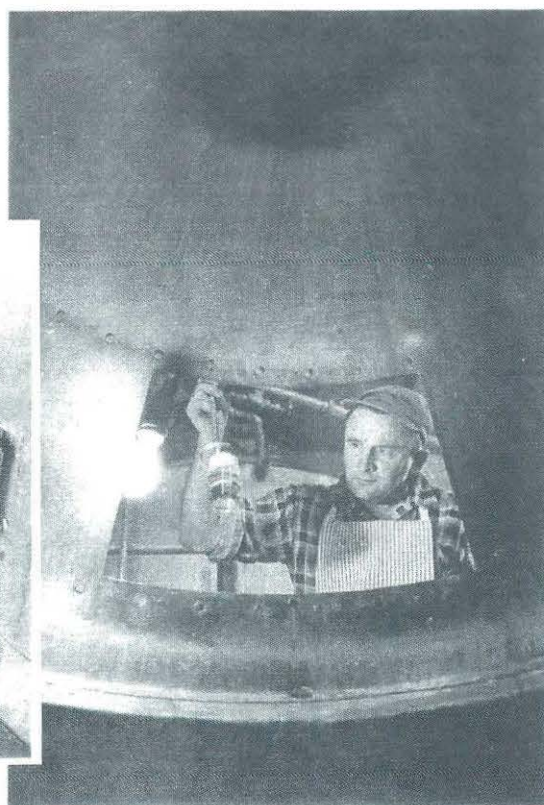
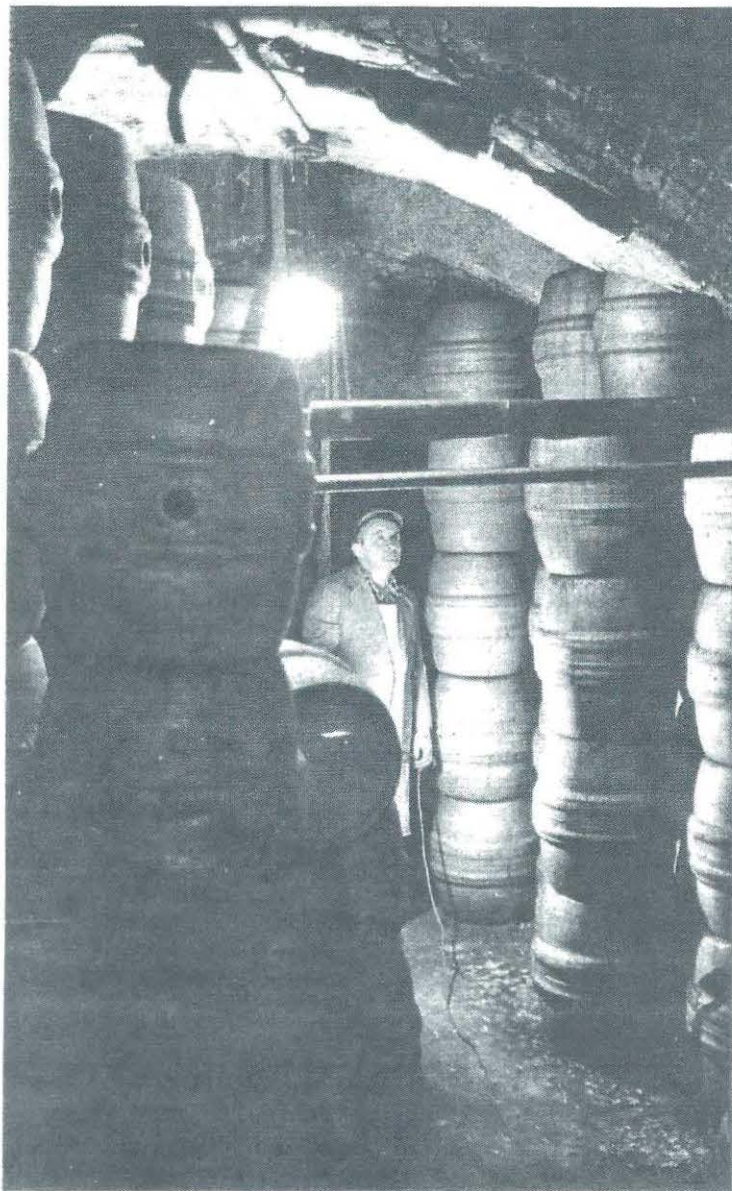


left: "Surrounded by empty beer kegs, brewmaster Radke stands amid the steam of the wash house."

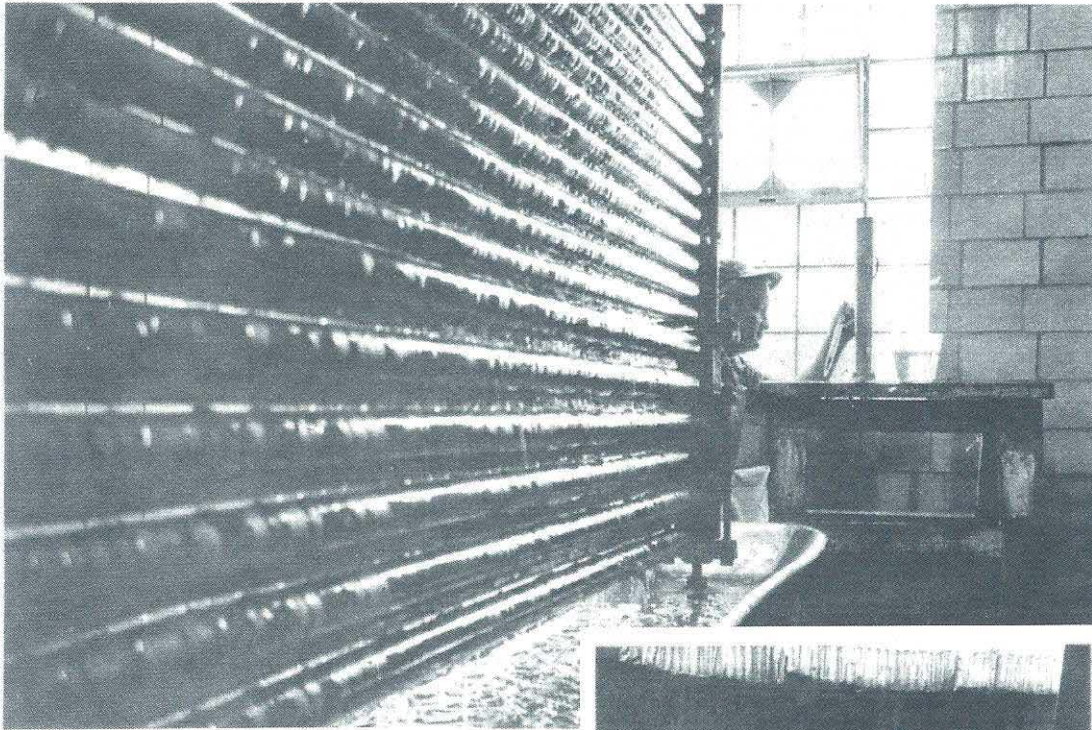
Bottom left: "After the kegs are cleaned, Weber uses an inspection light for a closer examination."

Bottom right: "Here is an old Pioneer brew label, a reminder of the time when Indians canoed along the near-by Rock River. The German verse reads: 'How brightly golden it bubbles in the glass, how it slides down the gullet, a delightful refreshing drink, gladdening body and soul. Like our ancestors, we ask that God preserve it long, and make well flourish the hops and the malt.'"

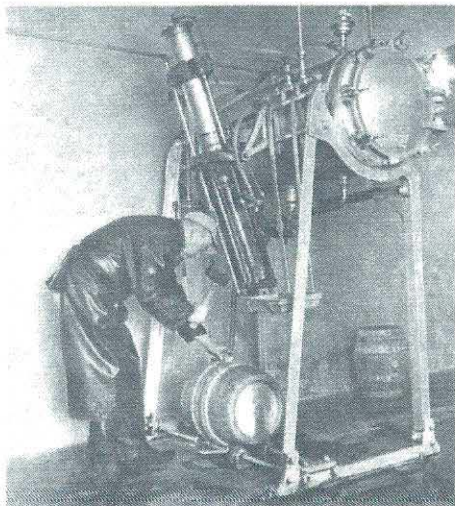




Above, clockwise from left top: "Radke explores the cool old cave (cellar) where beer was stored before the days of refrigeration. Now empty kegs are kept here." "This is the fermentation room. Here yeast is added to the wort in the brewing process." "Although G. Weber is a small operation, there's plenty for the brew-master to do. Radke [left bottom photo] separates hops buds which help to improve the biological stability of the beer, as well as give it a pleasant bitter taste. He must also check the temperature [center] of the mash in the tun or vat and [right bottom] inspect wort through an opening in the brew kettle."



Left: "Here wort flows over the cooler as Radke checks for quality and temperature."



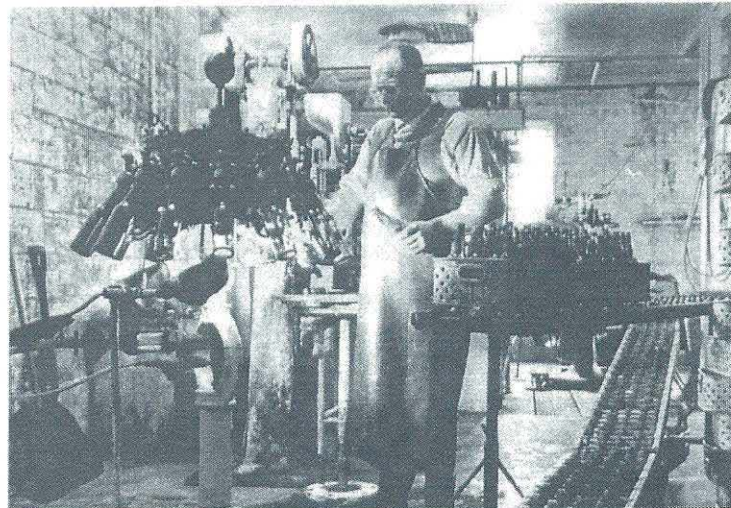
Far left: "With a firm swing of the mallet, Weber pounds a bung into a keg in the refrigerated racking room."



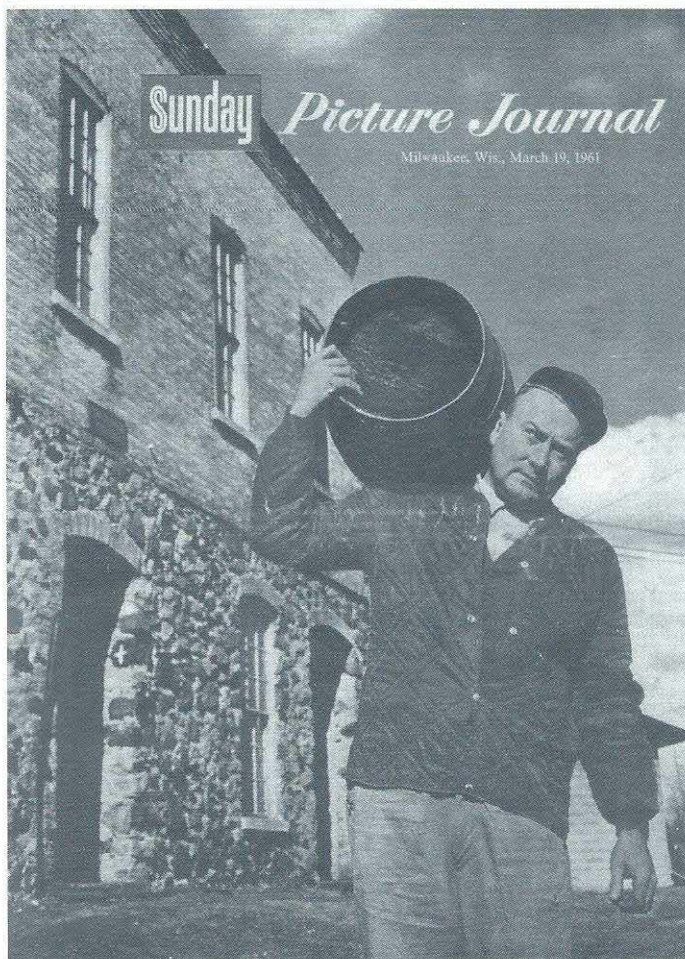
Left: "Another case of Pioneer beer is on its way. Deliveryman Zastrow works in the bottle house too."



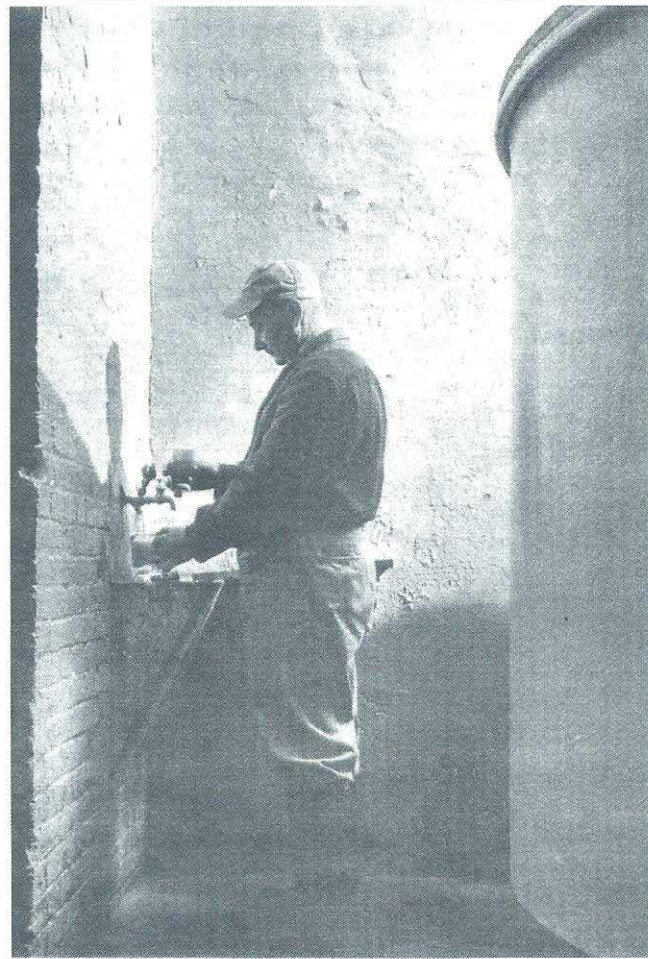
Below far left: "The brewery has a bottling operation but does not offer customers cans. Zastrow operates a capping machine."



Below: "One by one, Weber places bottles under the spout of the filler machine. Pioneer Brew is put into two sizes of bottles, then is pasteurized."



Cover caption: "The smallest brewery in the United States is at Theresa in Dodge County. This is Gebhard Weber, the bottle house superintendent and a descendant of an early owner."



"Taking a breather, Weber draws himself a beer from the brewery tap. Because of the small production, the brewery does not operate all the time. Pioneer Brew is distributed mostly in near-by counties."

"Percolator Brewing"...a follow up

A follow-up to the Bartosz article in the Spring issue, where I poked fun at the slogan "percolator brewed": Peter Blum sent the following explanation of the term.

"Our Editor rightly questioned what was meant by "percolator-brewed", as the term is usually applied to making coffee, rather than beer.

"New breweries built after Prohibition had access to many equipment improvements. A new brewhouse was built for Auto City in 1934. This included installation of new and efficient wort heating equipment in the kettle, known as a percolator. This is essentially a large section of double-walled copper or stainless pipe, perhaps 2 ft. in diameter and 3 feet high, mounted vertically above the kettle bottom and equipped with steam inlet and outlet. Once the wort covers the percolator, it provides a strong rolling boil.

"Claiming 'percolator brewed' as a special process was largely an advertising gimmick. It IS important however to boil the wort vigorously. I know of a case where brewhouse capacity was increased by mounting an extension jacket on top of the existing kettle. This resulted in a very tall kettle, and the capacity of the bottom steam jacket was now only enough to produce a simmering boil. The resulting beer had an off-flavor, as ferulic acid, a wort constituent, was no longer removed during boiling. The off-flavor could be reproduced on a pilot scale, confirming

its cause. A percolator was installed, restoring the normal boil and final beer flavor."

Joe Olsen sent copies of labels from Blue Top Brewing, Kitchener, Ontario. Blue Top used "It's Percolated The Modern Process" as a slogan on their labels for a few years before their demise in 1952 ("percolating" didn't save them either!) I keep hearing the Maxwell House coffee "boopa-boopa-BOOP-boop" theme playing in the background! This IS an interesting hobby, Joe!



What's with "WHAT CHEER"?

By Rei Ojala

Rei Ojala has the knack for documenting lesser known facets of our hobby. This time, an interesting mug, and some American History to boot.

I guess we have all seen these two words together at some time. But what the heck do they mean, and where do they originate from? Through the years "What Cheer" has become a name for a wide variety of manufactured goods and places. One of the earliest civilian shooting ranges dating from 1875 carried this name as well as large bore black powder cartridges developed for long range target shooting. A turn of the century sidewheeler steam ferry and a hotel in Utica, N.Y. (still in business, operating as a bed & breakfast) share this name as well. Punch up "what cheer" on an e-Bay auction search and, like a recent 20 dollar bank note, you may come up with something from What Cheer, Iowa, a small town in the southeast part of the state.

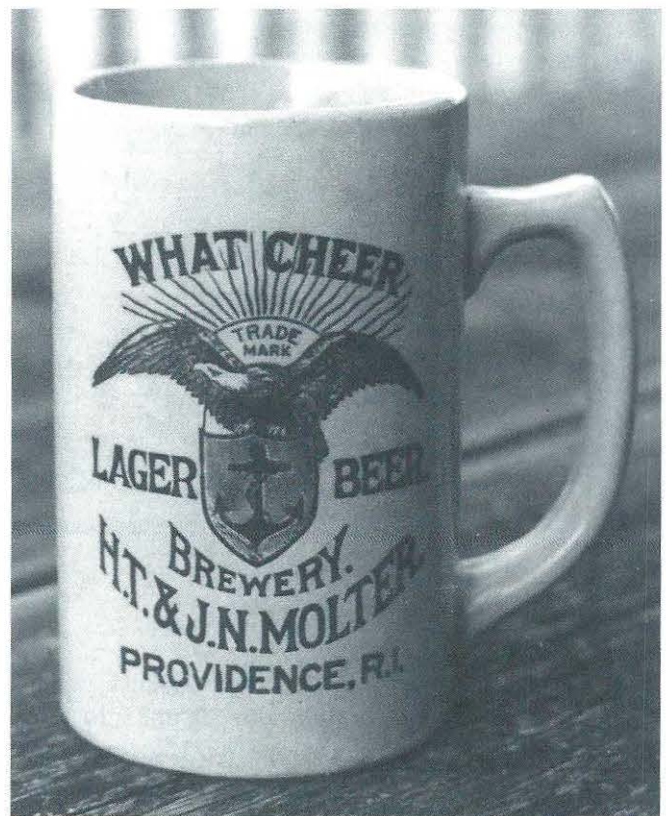
Turns out "what cheer" was an old English greeting which is written even in some of Shakespeare's plays, but historically in this country it became known as a result of the founding of Rhode Island. Here comes some American History: Roger Williams was the son of James Williams, a London merchant tailor, and at the age of 11 already adopted radical views from local nonconformist preachers. He became a clergyman and after emigrating to the new land across the Atlantic, was almost deported back to England because of his reformist preaching, advocating separation of church and state. He was friendly with the local Indians to the point of learning their language. Later in life he lived with the Dutch and taught himself that language also. Besides being an intermediary between white settlers and native Americans, he was also a farmer, spending many tedious hours clearing land and hoeing acres of corn rows. He was born in about 1603 (exact date unknown) and died in 1683. Quoting from James Ernst's book "Roger Williams, New England Firebrand" [*The Macmillan Co, NYC, 1932*]: "A third exile [expansion of the original colony] was ordered some time after the March election in 1636. Reconnoitering trips were made to find a place west of the Plymouth claims. On one of these trips, according to tradition, the natives greeted Mr. Williams from the top of a great rock with "wha-cheer, netop?" That is "what good news, friend?" He decided to locate on the Mooshassue river, not far from Seekonk, near a spring of fresh water. From the Narragansett Indian sachems Canonicus and Miantonomo, he "obtained the place, now called Providence" in return for "his many kindnesses and services to them", and thus came to own the land of the what-cheer rock. Early land agreements

with native Americans were of course verbal, as they had no written language and no concept of actually owning and fencing property.

The What Cheer lager beer mug pictured below is from either Providence's Molter Brothers (Henry T. & John W.) 1895-97, or the successor company, Henry T. Molter, aka What Cheer Brewing Co. 1897-1911. The Roger Williams Brg. Corp. operated in Providence in the 1930s. I wonder if they brewed a "What Cheer Beer"? If they didn't, maybe they should have. [*According to the New Who's Who in Brew, by John Vetter, there was NO post-Pro use of that brand, more's the pity. In modern usage, it sounds like a GOOD name for a beer.*]

What Cheer, NABA!

Rei Ojala



Reino (abbreviated, pronounce it "Ray") Ojala is a retired Northwest pilot. He and his wife Liisa have decorated the bottom floor of their home as a tavern, displaying Rei's eclectic collection of pre-prohibition breweriana. The Editor would hope that it will be on the tour when the Convention returns to the Twin Cities in a few years!

"WHEN A STATE GOES DRY"

A view from 1916

comment by Ted Wolfe

We received a letter several months ago from Member Ted Wolfe of Morgantown, WV. The letter (part edited into the book text) appears below.

"In response to your article in the Fall 2000 *Breweriana* Collector I have enclosed a few pages from a book about prohibition in West Virginia. Since it was printed by the publishing house of the Anti-Saloon League is pretty easy to guess its bias.

"As far as the breweries mentioned in the *Sheboygan Democrat* article: what little I have found out about WV breweries is edited into the book text below.

"An additional brewery from the *Sheboygan* article, not mentioned in Blue's book.

"Uneeda - This one was apparently a mistake. In 1919 it was owned by the Wheeling Chemical Products Co. (with mostly the same officers as Uneeda had had). This company had bought the brewery directly from the Uneeda Company, and was producing matches, not milk products. The building was vacant in 1928, the address wasn't listed at all in the 1930 business directory, and in 1936 Wheeling Tile Co. had a plant at that address.

Here's a few pages from the DRY book:"

WHEN A STATE GOES DRY

(A Brief Study in Law Enforcement)

by Frederick O. Blue

American Issue Publishing Co, Westerville, OH

(Pages 94 - 97 appear below)

"WESTON STATE HOSPITAL
WESTON, W. VA.

September 19, 1916.

Dear Sir:

Replying to your letter of recent date with respect to the effect of state-wide prohibition, beg to advise that in going over our record of admissions to this institution, we find that the number of cases admitted, where alcohol was the immediate and direct cause of mental disorder, has been largely reduced since the Yost law went into effect. You are also advised of your privilege to use this statement in a public way, at any time and in whatever manner you may deem advantageous to the cause of prohibition.

Yours very truly, C. W. HALTERMAN, M. D.,
Superintendent."

A prohibition state has less serious crime than a "wet" state. This tends to save men to a state—it's

greatest asset—and decrease the criminal expenses. The statement is now made that state-wide prohibition tends to decrease crime in the state. This statement is substantiated by the following letter from Warden M. Z. White, of the West Virginia Penitentiary.

"THE WEST VIRGINIA PENITENTIARY
M. Z. WHITE, Warden
MOUNDSVILLE, W. VA.

Sept. 22, 1916.

Dear Sir:

In response to your letter of September 20 in regard to the effect of prohibition in this state, I beg to advise that on the first day of August, 1914, when I assumed charge of this institution, the total population was 1,260 and today it is 1,008, a reduction of 252 in the two years that the state has been dry, and at the rate we are going now, I would not be surprised to see the population down to less than 800 by the first of January, 1917.

From what I have learned from the inmates of this institution themselves, the largest majority of them were under the influence of liquor at the time they committed the crimes for which they were convicted. There is no doubt but that prohibition has helped the citizenship of this state.

Yours very truly, M. Z. WHITE, Warden."

It has been said that prohibition destroys property and takes from men employment. Prohibition does not destroy property. It does change the purpose for which the property is used. The room formerly used for a saloon is now rented for some legitimate business. Prohibition will throw out of employment a few men, compared with the many. There are, however, other lines of legitimate employment for these few men. Moreover, the properties that have been used for the making of intoxicating liquors may be used for other purposes, and for purposes employing a large number of men. This can be illustrated by conditions in West Virginia. The Reyman Brewing Company, at Wheeling, had one of the largest, if not the largest, brewery in the state. The Reyman brewery has been converted into a large meat-packing plant, with a larger capital, and more men employed than were employed when the plant was used as a brewery.

Wolfe note: Reymann - It was converted to a meat packing house at the start of WV prohibition (July 1914), and was still in operation in 1920. I don't know any details, but it may have been a viable business, since it was bought by the Wilson company sometime before 1928, and closed down. If it hadn't been at least moderately successful, why did they bother?

The Huntington brewery, at Huntington, has likewise been converted into a large meat packing establishment, employs a number of men, and in addition, has created a local market for the producers of live stock. The breweries at Bluefield, Fairmont and Parkersburg are now utilized as wholesale ice-cream factories, and each seems to be doing a large business. The Benwood brewery has been converted into a chemical plant, manufacturing certain chemicals from tobacco stems and seems to be doing a more prosperous business than when a brewery. The Kanawha brewery, at Charleston, has been converted into a cold storage plant, and is used for that purpose by a large wholesale concern in that city.

Wolfe notes:

West Virginia (later Fesenmeier), in Huntington - I don't think meat packing was a success for them, it was later strictly a cold storage and ice business. This was the only brewery in WV that stayed under basically the same ownership, and was reopened by that ownership a brewery after prohibition, although the corporate structure was altered a few times.

Bluefield - was used as a dairy/ice cream facility up into the fifties. I have no idea if Southern Maid ice cream was more profitable than El Capitan Export. (How did a WV coalfield brewery decide on El Capitan for a brand name?)

Fairmont - was used as an ice cream factory for a while, but in the 1920's it was cold storage for Armour, with a few other business using part of the buildings, and was at least partially vacant.

Parkersburg - was an ice cream factory in 1916, was a only a cold storage plant by 1921, was an ice plant in 1928 and vacant in 1930. The refrigeration must have failed/been removed around then because its later uses were the transitory types that use a big empty building that rents cheap. From the late fifties to 1980's it was used as a warehouse by Daley Transfer, and now appears to serve as an empty building.

Benwood - I don't know if it was really making use of Mail Pouch by-products or not but it sounds to strange to make up. I wasn't able to find any prohibition era information about this facility. It wasn't successful as a brewery, was operated by a receiver for a large part of its existence and was out of business a year or two before prohibition went into effect.

Kanawha - was bought by Diamond Ice and Coal, its next door

neighbor. Not even a new business, just swallowed up by an existing one as additional storage space.

Rooms that were occupied as saloons are now used for legitimate lines of business, and in many, if not most, instances, the owners receive higher rents than formerly when occupied by saloons. In a number of cities, streets which were almost wholly given over to the saloons and to the rowdy element have become important business streets, and property located thereon commands a higher price today than it commanded when the state was "wet."

Mr. Henry Ford, the great organizing genius of Detroit, Michigan, according to statements appearing in the public press, has recently suggested to the owners of plants devoted to the manufacture of intoxicating liquors the profitable use of such plants, viz., the manufacture of denatured alcohol as fuel for motor engines.

With these few suggestions respecting the economic side of prohibition, it is hoped this chapter may awaken the interest of the reader and thus lead him to make further investigation of this side of the question.

Comparing one side's "facts" with another side's is always fascinating. What one sees with their own eyes evidently depends on the color of their glasses! It is obvious that building owners has to do something with the physical plants that once held brewing operations. Further utilization of these somewhat awkward structures was always a problem. Dairy operations seem a common second use, as was the conversion to cold storage operations. Meat packing seems to have been popular in West Virginia. Did these adaptive use businesses REALLY employ more people, and contribute more tax revenue to the municipality and state? Tax revenue (at least for the Federal Government) and employment were two of the basic reasons that the Volstead Act was repealed, but by then, the Depression was hard upon us. I guess who is right and who is wrong depends on whose ox is being gored.

Executive Secretary's Report



The Ann Arbor Convention will be just over by the time you receive this issue. If it is anywhere as great as last year's Naperville convention, it will be an outstanding convention. NABA has two main things to offer its membership, a magazine about the hobby and a Convention for fellow collectors to meet where they can buy, sell and trade breweriana items. If you missed or if you attended please plan on adding next year's NABA Convention in St. Louis to your schedule.

Renewals are slowly coming in and hopefully by the end of the year the membership total will end in the 900-1000 members range. If you have a friend who is a NABA member, please make sure they renew for the coming year. New members continue to enter the hobby but the older members must stay active to educate and help these younger people.

If anyone has any suggestions about improvements to the Directory or Web Site please email me or send them to the address below. Member's input is always welcomed. The Web Site has remained fairly static except for the changes on the events page. I view the site as a vehicle to tell potential new members about breweriana and to hopefully entice them to join NABA. I am fairly convinced that most serious breweriana collectors already know about



NABA but choose to stay in "the closet" if they are not members at the present time.

I note (I'm also Membership Secretary for ECBA) most collectors drop out of clubs when they lose interest or a point is reached where they are adding very little to their collections. The NABA Convention remains a great place to avoid either happening to a breweriana collector. Many times it takes encouragement from fellow collectors; if you know someone has thought about coming to the convention, urge them to attend. If nothing else they will at least enjoy the great comraderie.

I would like to welcome the following new members. Take the time to correspond with new members who have similar collecting interests as yours. Sharing information and collections is what NABA is all about. Special thanks to Ben Anderson, Ed Culbreth, Bruce Marks, The Mid Michigan Chapter, Rei Ojala, Donald Roussin, and the NABA Web Site (2) for recruiting these new members.

John Stanley, NABA Executive Secretary
<naba@mindspring.com>
PO Box 64
Chapel Hill NC 27514

New Members

Akin, Ronald

2451 Newport Ct
Oskosh WI 54904-7317
920-233-0865
<rakin80110@aol.com>
All Breweriana; Oskosh and Hortonville WI Breweries

Bayer, Peter H (Jan)

13604 Bare Island Dr
Chantilly VA 20151-4111
703-222-6016 703-860-6245
<peter.bayer@metagroup.com>
Cans-Coasters-Lithos-Openers-Signs-Trays

Bell, Robert (Lorelei)

3650 226th Ave NW
Saint Francis MN 55070-9657
763-753-3829
All Breweriana-Clocks-Signs-Tap Knobs-Tip Trays-Trays

Binge, Robert

24232 Petersburg Ave
East Pointe MI 48201-3404
810-773-3625
<robertbinge@msn.net>
All Breweriana-Barrels-Books & Magazines-Bottles-Neons-Signs; **Strohs & Bud**

Brooks, Mark

PO Box 213
Frankenmuth MI 48734-0213
(989) 624-5749
<markabrook@aol.com>
All Breweriana; **Geyer Brewing** & all Frankenmuth, MI

Cafretsas, Thomas (Penny)

13304 Rosselo Ave
Warren MI 48093-3143
810-751-3336
<thom1031@msl.com>
All Breweriana-Glasses-Paper Items-Reverse on Glass-Signs-Trays;
Strohs and Michigan

Coughanowr II, John (Lisa)

9399 N County Rd 200 E
Brazil IN 47834-7699
(812) 443-0710, (812) 443-4381, (812) 446-0651
<johnnyc@ticz.com>
All Breweriana-Cans; **Terre Haute Brewing Co, Brazil Brewing Co, Indianapolis Brewing Co**, plus IN Cans & Cones

Cushing, Marilyn

4565 Red Spruce Dr
Lilburn GA 30047-4429
770-925-1191

<cushing2000@mediaone.net>

All Breweriana; **Zynda Brothers Brewery & White Eagle Brewery** of Detroit

Deachman, Gary

PO Box 438
North Woodstock NH 03262-0438
(603) 745-2347

All Breweriana; New Hampshire;
Openers & Corkscrews; Odd Breweriana with Picture of
Bottle on it & Bottle Shaped Breweriana

Farley, Thomas R

1 Ridge Rd
West Orange NJ 07052-4018
973-736-0814

<trfarley@home.com>

Coasters-Paper Items; All Breweries

Fisher, Steve (Nida)

253 Southview Dr
Weatherford TX 76087-8232
817-596-7634 <sfish957@swbell.net>

All Breweriana; Oklahoma, Louisiana, Texas

Hajicek, Stuart

11430 Edgewood Ave N
Champlin MN 55316-3388
673-422-3937

All Breweriana-Lithos-Neons-Reverse on Glass;

Glueks of Minneapolis MN and **Hutchinson Brewery** of
Hutchinson MN

Halikos, Michael (Maria)

22004 Martin Rd
Saint Clair MI 48081-1241
810-779-5627

All Breweriana-Cans-Neons-Signs-
Statues-Tip Trays-Trays; **Detroit**

Kugler, Kurt

15328 Oakridge Dr
Spring Lake MI 49456-2190

Matz, Richard (Sandy)

504 Vinemont Rd
Sinking Spring PA 19608-9028
610-775-0858
<rem59@aol.com>

Openers-Trays

McNee, Mark

1009 Vassar Dr
Kalamazoo MI 49001-4483
616-343-8393

All Breweriana-Dealer

Miller, Charles A

516 Rensselaer St
Springfield OH 45503-1232
937-399-8044

<millec2@jostens.com>

Pint Glasses from Microbreweries

Monaco, Bryan D

6155 John Daly St
Taylor MI 48180-1057
313-292-3505

falstaff4ever@msn.com

All Breweriana; **Falstaff**

Pelikan, Zdenek

Neustupneho 1841
15500 Praha 5 Czech Republic
420 2 6515629

Labels

Potapa, Jim

836 Summer Creek Ct SE
Kentwood MI 49508-7515
616-532-8582

Fox Deluxe Brewing Co of Grand Rapids MI

Thayer, Dennis (Sandy)

4150 Middletown Rd
Oregonia OH 45054-9626
513-897-1225

<acorn433@aol.com>

All Breweriana-Cans-Reverse on Glass-Signs (TOC);

Dayton OH Breweries

Travis, Barrett

9913 Chicago Ave S
Bloomington MN 55420-5006
952-885-9155

<btravis1@qwest.net>

Books & Magazines-Cans-Signs;

Glueks & Minnesota Items

BEER! WHISKEY! SODA! SIGNS! LAMPS! CLOCKS!

EIGHT (count 'em...8!) DAY AUCTION !!

September 8 thru 15, 2001

BEER AND LIQUOR MEMORABILIA

This is one of the largest collections ever assembled!

Approximately 25,000 pieces!

Located in Hasting, Minnesota,

just 25 miles S.E. of twin Cities Int'l. Airport

Herman Gast, Jr. and Dorothy Kotlarz Owners.

For more information and motel list, contact Larry at

WERNER AUCTION SERVICE, INC (651) 437-6426

or e-mail <lwwerner@presenter.com>

CHALK! TRAYS! BOTTLES! CANS! COASTERS!

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 Su01-2

BACK ISSUES of the BC For Sale: Issues 112, 111, 110, 109, 108, 107, 106, 105, 104, 103, 102, 99, 98, 97, 96, 95, 94, 93, 92, 91, 88, 87, 86, 85, 84, 83, 82, before issue 82 some here and there and folks can inquire. \$6 each and 5 for \$25. Shipping is \$1 per issue and \$4 for each set of 5. Just make check payable to **NABA** and send to **PO Box 64, Chapel Hill NC 27514**

Naba-free

WANTED: Northeast Ohio breweriana: Collector in search of trays, signs, etched glasses, ball knobs and other older breweriana (Akron, Canton, Cleveland, Youngstown, E. Liverpool, Martins Ferry, Steubenville, OH, Sharon & New Castle, PA and W. Virginia. Also looking for photos and historical information on same. **Don Augenstein**, PO Box 3226, Youngstown, OH 44513, (330)758-7105 or e-mail <daugenepa@aol.com>

DA1-Su01-3

WANTED: Pre-Pro items from Texas breweries: Lonestar, Pearl, Magnolia, Houston Ice, Schober Ice and Dallas Brewery. **David Mosser**, 9211 Oak Arbor, Conroe, TX 77384 (936) 321-3278 (after 9) or e-mail <dmosser@sprynet.com>

DM1-Su01-3

COLT 45 MALT LIQUOR memorabilia wanted. Anything and everything related to above. Price and describe in first letter, please. **George Virgines**, Box 13761, Albuquerque, NM 87192

GV1-Su01-2

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.

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

Events of Interest

- Jul. 28 2001 **NORTH STAR CHAPTER (BCCA)** Gluek Brewing Co, Cold Spring MN
Contact: Gerald Mitchell (651) 459-0308
- Jul. 28 2001 **BEER CAN, BR'YANA & SODA MEGA SHOW**, Tourism Bldg, Iowa Fairgr'ds, Des Moines IA
Contact: Mike England (515) 965-2448, menglan@bccca.com
- Aug. 2-5 2001 **30th ANNUAL NABA CONVENTION**, Ann Arbor (Detroit area), MI
Members Only; Info with Spring BC
- Aug. 4 2001 **Annual NABA PUBLIC SHOW**, Holiday Inn Select, Ann Arbor MI, Saturday 10AM to 3PM,
Contact: Jim Kaiser (810) 469-8687, <kaiserhof@home.com>
- Aug. 4 2001 **6th ANNUAL OZARK CAN JAMBO**. (Hosted by 4 BCCA Chapters), Holiday Inn, Springfield MO
Contact: Jim LePage (417) 882-8971, jtlcanman@aol.com
- Aug. 8-12 2001 **CANADIAN BREWERIANIST CONVENTION**, Toronto, Ontario
Contact: Loren Newman (519) 869-2198 <brewiana@MNSi.net>
- Aug. 10-11 2001 **MONARCH CHAPTER et al WEEKEND AT PAULYS X**, Zagielski's, Lena IL,
Contact: Paul Zagielski (815) 369-2135
- Aug. 10-12 2001 **15th MONTICELLO EXTRAVAGANZA CAN AND BR'ANA SHOW**,
Best Western-Mount Vernon Hotel, Charlottesville VA
Contact: Chris Eib (804) 360-5744 or Mack Strickland (804) 748-2203
- Aug. 11 2001 **QUEEN CITY CHAPTER SHOW**, Raffles Blue Ash Banquet Ctr, Blue Ash, OH.
Contact: Jeff Dowers (513) 851-8986 or <pints.pooh@gateway.net>
- Aug. 11 2001 **NORTH STAR CHAP. (BCCA) LEINENKUGELS SHOW**, Leinenkugel's, Chippewa Falls WI,
Contact: Roger Meier (715) 723-1566
- Aug. 11 2001 **HORLACHER WEEKENDER SHOW**, Macungie Park Hall, Macungie PA
Contact: Larry Handy (610) 439-8245, ohhugol@aol.com
- Aug. 11-12 2001 **COLLECTORS CARNIVAL ANT. & COLL'S SHOW**, Vanderburgh Co. 4-H Ctr, Evansville, IN
Contact: Brent Pace (812) 471-9419, bpace@evansville.net
- Aug. 25 2001 **DOG GONE GOOD CHAPT. SUMMER SHOW**, Heritage Park, Frankenmuth MI.
Contact: Dan McShane (989) 667-9445 or <kolbbros@msn.com>
- Aug. 25 2001 **4th Annual STONEY'S SUMMER BLAST (BCCA) BREWERY COLLECTIBLES SHOW**,
Jones Brewery, Smithton PA
Contact: Bud Hundenski (412) 264-5540 or J. Lorenz (412) 321-5715, jlironcity@aol.com
- Sept. 6-9 2001 **BCCA 31st Annual CANVENTION**, Radison Plaza Hotel, Syracuse, NY
Contact: BCCA office: (636) 343-6486
- Sept. 22 2001 **6th KC ANTIQUE BOTTLE & BREWERIANA SHOW**, American Legion, Blue Springs, MO
Contact: Jim Maxwell: (816) 942-0291 (eves) or <HJMesq@aol.com>
- Sept. 22-23 2001 **INDIANAPOLIS Antique Advertising Show**, Indiana State Fairgrounds, Ind'y, IN
NABA Hospitality at Holiday Inn, US 421 & I-465; 8 PM Fri. Sep. 21, Poolside
- Oct. 5-6 2001 **5th Annual SPRINGFIELD BREWERIANA BONANZA**, Ramada Inn South Plaza, Springfield IL,
Contact: Greg Zimmerman, (217) 629-7758, <brewdealer@aol.com>
- Oct. 5-6 2001 **AUTUMN FEST (KEYSTONE CHAPT. BCCA)**, Quality Inn, Chambersburg, PA
Contact: Mark Swartz (717) 263-8295 <mswartz@pa.net> or Jay Herbein (717) 564-5589
- Oct. 6 2001 **CAPE COD CHAP. (BCCA) GLEASON STORE SHOW**, Gleason Package Store, Templeton MA
Contact: Jerry Pescaro (508) 831-7435, jpescaro@aol.com
- Oct. 11-13 2001 **19th MIDWEST BREWERIANA CONV.** (Cornhusker BCCA), Holiday Inn Central, Omaha NE,
Contact: Heather Hain, (402) 896-9917, <randhhain@aol.com>
- Oct. 12-13 2001 **3rd ANNUAL ECBA FALL FEST**, Ramada Inn, Somserset PA,
Contact: Ron Kikta (814) 749-7183, <rbkikta@lenzlink.net>
- Oct. 13 2001 **21st ANNUAL FALL BASH (RAINIER BCCA)**, Masonic Temple,, Des Moines WA
Contact: Tim Hoffman (206) 232-7940 tjhoff@gte.net or Carl Scheurman (253) 288-1812,
- Oct. 14 2001 **MADISON ADVERTISING & BOTTLE SHOW & SALE**, Quality Inn-South, Madison WI
Contact: Bill Mitchell (715) 341-1471
- Oct. 19-20 2001 **28th ANNUAL GUZZLE N' TWIRL (NORTH STAR CHAPTER BCCA)**, Maplewood MN,
Contact: Dave Wendl (612) 731-9573
- Oct. 19-20 2001 **22d COAL CRACKER OKTOBERFEST**, Ramada Inn, Wilkes-Barre, PA
Contact: Jerry Martonis (570) 693-3612 or <jma793447@aol.com>
- Oct. 21 2001 **BREW CITY ADVERTISING SHOW**, Serb Hall, Milwaukee, WI
Contact: Jim Welytok (262) 246-7171
- Nov. 2-3 2001 **47th Semi-annual VALLEY FORGE SHOW**, Kimberton Fairgrounds Pavilion, Phoenixville, PA
Contact: Larry Handy (610) 439-8245 <ohhugol@aol.com>

