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ANN ARBOR CONVENTION!

National Association Brewery Advertising

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COVER

NO, NOT AN AMERICAN BREWERY SCENE, BUT A GERMAN ONE, FROM HAASE IN BRESLAU. ONE OF THE PRIME PIECES IN THE AUCTION!

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THANK YOU GEORGE, ED, NOEL AND MARY FOR ALL THE CONVENTION PHOTOS!

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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 <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.

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Presidents Page

My sincere thanks to Jim and Cheryl Kaiser and the Committee for a very successful Ann Arbor Convention. It was



President Jay presenting Bob Jaeger with a plaque in appreciation of 20 years devoted service as NABA Executive-Secretary. Bob, this one was for YOU!

dedicated to Bob Jaeger for his 20 years of devoted service to NABA as Executive Secretary. Roughly 168 Members and a total of 240 people from 24 States and Canada attended. Our Auction netted NABA \$3400 in commissions, from \$27000 in sales and \$14000 in buy-backs. We receive 10% on sales and 5% of the reserve on buy-backs. The Auction is a very important budgeted item for the Association. We are the only breweriana club with a major auction, and I feel this is a distinct plus. My thanks to Bob Kay and the Auction Committee for their usual superlative job. We are really fortunate to have in our membership two very capable auctioneers (Mile Jones and Rick Schmidt) who conduct this vital part of our Convention in such a professional way.

I also want to especially thank Don and Harriet Wild for opening their beautiful home for a visit to their fabulous collection!

As far as future Conventions are concerned, Bill Mitchell and Kent Newton are progressing on plans to make St. Louis 2002 an exciting event. See the brief initial report on page

4. Minneapolis 2003 is still planned, but Bob Hajicek has not yet found a satisfactory site. For 2004 a proposal from Herb Haydock for the Country Inn in Waukesha, WI has been accepted by the Board. We held a very successful Convention there in 1996.

Congratulations to Ed Culbreth of Texas (7) and Director Mary White (3) for bringing in the most new Members. They both will receive free dues for 2002-2003. I'm sorry we couldn't award a third prize, but it takes a minimum of three to qualify.

A PERMANENT new dues program has been instituted. If you are willing to pay for four years up front (\$100 for US Members), you will receive a fifth year free. Since we got started a little late, and you have already paid your 2001/2002 dues, John Stanley will accept an additional \$75 to cover the years 2002-2006 if the check is received before the end calendar 2001. The offer will be available with regular dues payments in 2002.

Congratulations to Larry Moter, Kent Newton and Mary White on reelection as Directors. With the retirement of your President and Vice-President and possibly our Editor next summer, there will be plenty of opportunities to pitch in and help your club. Now is the time to seriously consider running for office or getting your feet wet learning Editorial duties.

Ending on a very sad note, I wish to offer the sincere condolences of all of us in NABA to Peter Blum (former NABA President and *BC* Editor) for the loss of his wife Nona who passed away a couple of weeks before our Convention. We were blessed with his active presence at Ann Arbor, and contributions to the Convention Committee.

Norm Jay



From the Editors Desk

I join with Norman in expressing my deepest sympathy to Peter Blum over the loss of his wife of many years, Nona. I saw Nona only at Conventions, but will never forget seeing Nona and their daughter Elizabeth sitting at a piano (at maybe Baltimore) playing Bach. Nona was an amazing woman, and we all share Peter's grief at her loss.

Gad, two Conventions out of the last three missed by the Editor! SHAME! But thanks to photos sent by several members, I almost feel like I was there at Ann Arbor. I hope the Convention Coverage in this issue will give those of you who were not there the same feeling! As I look at the photos, I feel a bit old and helpless, as there are so MANY Members I do not know by face! That should be an encouraging sign, as it indicates a lot of new blood in NABA. I cannot print them all, but will use as many as possible.

Here's a plug for two new projects underway from Board member George Baley:

"First, we are working on a collectors book featuring Chicago Breweriana. Maybe you saw the new one on New

England Breweriana? Will be similar in format, but featuring some great Chicago stuff. I have lined up 5 or six major collectors and will begin shooting their collections late next month. Your input would be most appreciated. What we are looking for are great Chicago (city only) items, articles, etc. Target date is to complete the photography by February 1, 2002. Publication should be by Christmas 2002.

"The second project underway is the first book on ball knobs. It will contain 4000-6000 knobs in full color. I am trying to identify collectors from various regions of the country who are willing to serve as coordinators for their areas. I have people lined up in part of PA, NY, NJ and Montana! and will take any help out there. Current shooting is planned to begin in February 2002 and last through the BCCA in September 2002. Shoots will be done at 4 key locations (houses) before then, with 'national' collections done first. Then at Blue & Gray, ECBA, ABA, NABA and BCCA a shoot room will be set up to photograph regional collectors who hopefully will bring there stuff to the shows. These are two well received projects.

There is a plan on the table to continue the regional

aspect of collector books and over the next several years do similar books on St. Louis, Minnesota, Michigan/Detroit, PA (Pittsburgh, Philly and the rest in 3 volumes), Mid Atlantic, Northwest, California, The South, Ohio (Cleveland, Cincinnati and rest in two or three volumes), New York (2-3 volumes), Chicagoland and others.

"Interested persons can contact me by mail, phone or email (see Directory for contact info)."

Now THAT sounds like a project we all can enthusiastically support! Crank up those cameras (digital or film) and photograph those key elements of YOUR collection. Hey, you might get your name in print!

I received an e-mail from a potential candidate for the BC Editor position. Unfortunately, this one didn't work out, due to the time factor. But the questions asked and answers given are probably a better job description than any, so the exchange is published in this issue. If you think you can do the job, PLEASE contact me, or any NABA Board Member. Time is running out, friends! We need the next Editor on board...NOW!

I received in the mail from a source who wishes to remain anonymous a photocopy of an approx 1896 promotional "Price List and Trade Circular" booklet from Anheuser-Busch. Over the next few issues, this publication will be mined for images and stories that relate to our host for the 2002 Convention. I seem to recall a similar publication, done in the early teens by A-B, with several pages of beer labels that had copied the A-B Budweiser label, and been squashed for trademark violation. The ca. 1896 has one such page, and all "St.

Louis Beer". Budweiser is shown as an existing brand, but the printing is evidently before the familiar label design was adopted. If any of you have a copy of this later A-B promo piece, I would appreciate a good quality photocopy of it for use in this magazine.

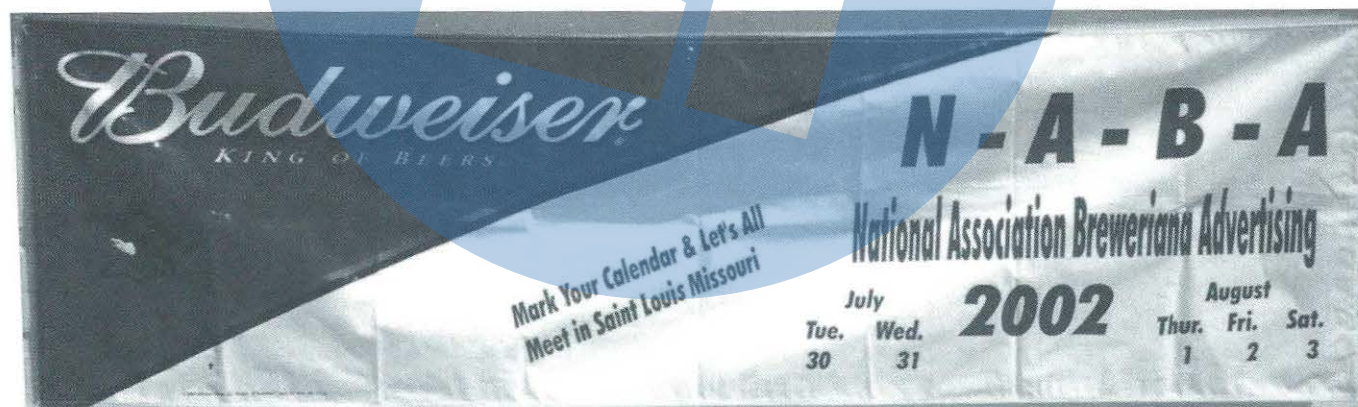
We have three first-time authors in this issue. Ed Culbreth has written a report of the Ann Arbor Convention from his perspective. He is also a major contributor to the Convention photos you see here. The second, Tim Hornseth, from Rochester, Minnesota, is a beer bag collector. He has promised a future article on his collecting specialty, but in this issue, has written a rather scholarly treatise on Prohibition and its effects on the American economy. It is a quite different approach to the period we collectors think of in terms of bathtub gin and bootleg and Near-Beer. Different, and informative! The third newcomer is Albert Doughty from Martin's Ferry, Ohio. Board Member Larry Moter suggested that Albert write up his local brewery, Belmont Brewing, and to my delight, he did so! I hope he is encouraged by the results (he had NEVER tried any such effort before since the days of term papers), and will keep on researching other area breweries. There were some biggies in Wheeling across the Ohio River that deserve attention!

So all three major articles herein are written by newcomers to these pages. Ladies and gentlemen, it can be done; all you need is an idea and a commitment!

Fil Graff



2002 NABA CONVENTION #31 ST. LOUIS, MO



The St. Louis Committee has a tentative schedule of Events for our 31st Annual Convention July 30-August 3, 2002. Details will start to be printed here in the next issue of the BC. "Official" Convention events traditionally begin on a Thursday, but there will be Convention related happenings starting Tuesday, and room-to-room activity as early as Monday. We have at least two home visits planned, two or more seminars, and an old brewery tour. But much more later!

We have a contract with the St. Louis Marriott-West. The hotel is located just outside the I-270 loop at US 40 in West St. Louis County. For reservations, there will be a change from the past few years procedure: Reservations for the HOTEL will be made directly with the Marriott. The Marriott can be con-

tacted by mail (Marriott-West, 600 Maryville Centre Dr., St. Louis, MO 63141), or phone (314) 878-2747. Be sure to mention your reservation is for the NABA Convention. We, as always, recommend making your reservations early. If for no other reason, this helps the Convention Committee to get an idea of how many Members and families are planning to come!

I'm sure we have a "Louis" in the group, so we'll crank out the old show song "Meet me in St. Louis, Louis!" Obviously, you needn't be a "Louis" to be welcome!

Bill Mitchell, Kent Newton and the St. Louis Convention Committee

Chapter Doings

Mary White, Chapter Coordinator

First of all, HATS OFF to the 2001 Convention Committee for a SUPER Convention! A really great time was had by all attendees. A lot of new faces appeared and best of all, I had the pleasure of meeting the Officers of the "Michigan Doggone Good Chapter" of NABA.

And on that note, I want to share with you the First Timers breakfast at the Convention. There were six First Timers attending (where were all the others? It's well announced, and FREE to those attending their first NABA Convention!) plus 6 Board Members welcoming them to the Convention. One of the Firsters was the president of The Doggone Good Chapter, Mark Brooks. Welcome one and all!



Above: John Leidel, Mark Brooks, Joe Olesen (all Members from Michigan) and Larry Moter, Board Member. Below: Keith Ajayan (CO) and Chuck King (NY).



Above: Jim Kaiser (NABA Treasurer) and Jim Potopa (MI). Below: Another First Timer, MUCH too busy to make the breakfast, Cheryl Kaiser, Jim's wife.



More Chapter shows yet this fall! Monarch's FALL FEST is October 25-27 in Naperville, IL (site of last year's Convention) and Queen City has a buy-sell-trade session in Blue Ash, OH on Nov. 25. Hope to see you there!



Nothing to do with the subject, but Queen City Chapter IS sort of responsible for these two! Maybe the auctioneers were delighted to see Marvin and Rife arrive with their signs. Slightly cooler costumes than last year, fellas.

All of the NABA chapters have had summer shows or events for members to attend, and a lot of good breweriana pieces found new homes. Our Michigan Chapters did an excellent job of assisting The Convention Committee at Ann Arbor. The Microbe Chapter held a microbrewery tour of the northeast in July in conjunction with the ECBA Convention.

Many of the Chapters have expressed interest in the Home Tour and member profile idea. *[This issue contains a Profile submitted by the member himself...if Mike can do it, why not YOU?]* We should have the Chapter member feature again next issue.

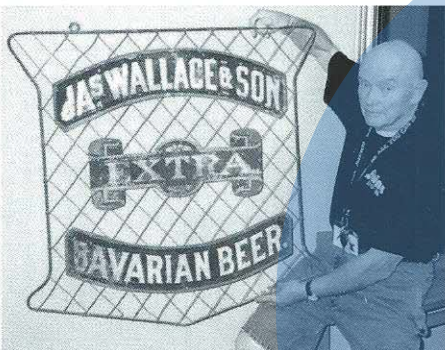
Do YOU want to form a chapter, or affiliate an existing breweriana group with NABA? Please contact me, or any other NABA Board member or Officer for information.

The 2001 NABA Convention

a curmudgeon's view

by Ed Culbreth

Those of you who know me well will appreciate it when I say that I almost didn't make it to Ann Arbor. I almost didn't make it because I almost didn't get all that great Breweriana I got at Naperville into my four door rental sedan. If it hadn't been for Steve Smith (with moral support and occasional nudges from Fil Graff, Brad Burger, Larry Jellinek, Bill and Lillian Mitchell and Stan and Lois Loula) I never would have gotten the Schlitz stained glass window from the Friday Auction into the car, and would still be in the parking lot behind the Holiday Inn-Naperville! It was then and there that I vowed to upgrade my transport capacity for NABA 2001, as there was every indication that 2001 in Ann Arbor would continue the tradition of great breweriana, and inadequate car space! [Editor's note: So Columbus and the hotel carpenter shop power saw applied to the Bavarian window frame wasn't enough of a clue?]



Author Ed Culbreth with an EARLY sign from upstate New York, found on the way to Ann Arbor.

The rooms of Tom and Vic Hug, and Harold Mann were like medieval treasure vaults of breweriana. And what an auction! I won a wonderful old plaster Blatz back bar piece in a bidding war, and there was no turning back. A long time collector of antique German beer steins, I suddenly had a new passion. I was hooked on breweriana, and haven't missed a NABA Convention since!



Room to room 1: Larry Sher: "There HAS to be a Canadian item here somewhere!"

Before going on I would like to mention as an aside that my first NABA Convention was at Ft. Mitchell, KY, just over the river from Cincinnati (The Drawbridge Inn, as I recall) in 1992. The vast Haydock

Collection covered the walls of the Oldenburg Brewery. The rooms of Tom and Vic Hug, and Harold Mann were like medieval treasure vaults of breweriana. And what an auction! I won a wonderful old plaster Blatz back bar piece in a bidding war, and there was no turning back. A long time collector of antique German beer steins, I suddenly had a new passion. I was hooked on breweriana, and haven't missed a NABA Convention since!

So with a passion and enthusiasm fueled by nearly a decade of yearly NABA Conventions, I headed my way north for Ann Arbor and NABA 2001. The following day I reached the home of Miller Brewing, made a visit, and then went to visit Sprecher Brewing. After enjoying the hospitality of Bob and Debbie Markiewicz, I headed for a midnight ferry ride across Lake Michigan. I was most delighted to have Don Lippert take me in the following evening. Thanks to these fine people, I arrived at the Convention Hotel, as is my custom, on Monday.



Room to room 2: A (beer) break in the action.

And Bob Brockmann provided my first treasure of the Convention (a pre-Pro Pabst stein) that very evening. The fun had started!

In the next few days, a wide variety of very desirable breweriana became available in ever expanding room to room trading. The

excitement mounted as deals were made. I quickly relearned the old lesson that it may be too late if you hesitate. Seize the moment, you'll probably just get one chance! Go for it. If YOU think that great pre-Pro "whatever" is nice, somebody else will too. He who hesitates is lost. Get the message?

By Wednesday evening, the great treasure hunt was really under way NABA style, as anxious collectors thronged the halls and rooms. I've attended the Conventions of other breweriana organizations; the quality of items available at NABA is unsurpassed. And this was very true again in 2001. I recall being told by Scott Bristoll as we rushed down the hall late in the evening that there was a literal museum in room 100, and to bring my checkbook (he was right!) Shades of my first NABA Convention. "Fun", "exciting", "rewarding" and "the greatest" are all terms I might use to describe the room to room sales. My finds included and awesome Louis Obert Tannheuser tin litho (St. Louis, 1902), a rare pre-Pro Schlitz charger and a terrific pre-Pro Schlitz globe trade mark woodcarving. My sincere thanks go out to all those that brought these and the many other great pieces to offer Convention attendees.



Above: Frank Zynda, and Right: Dan McShane, with part of their collections on display. Both are Michigan brewery family collectors: Frank is a Detroit Zynda, Dan is married to a Kolb of Bay City.

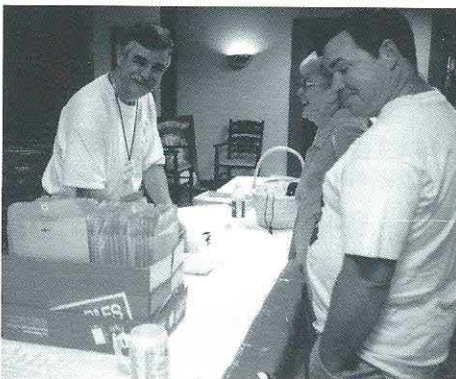


Of particular note was the well done Convention Museum, an exhibit of mostly pre-Pro Michigan brewery items from individual collections. The splendid exhibits (a fine example of historical preservation) were very attractive and impressed all who saw them.

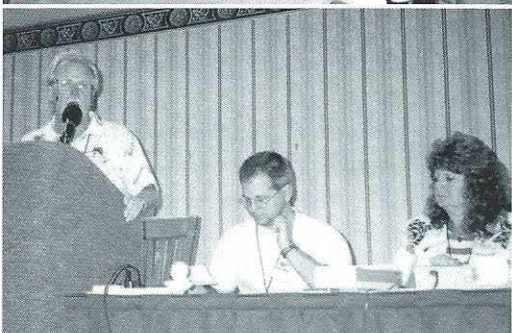
Those attending NABA 2001 enjoyed registering, and having the benefits of the best hospitality suite ever! Located in a former restaurant area right on the hotel lobby, the suite offered the very finest in Michigan micro-brewery products.

NO wimp beer in evidence. Well stocked and well operated, the suite served as a convenient focal point for all Convention activities.

With all the foregoing operating smoothly, it was as if the annual Friday Auction just slipped up upon the Convention



Convention co-Chair Jim Kaiser and some happy registrants.



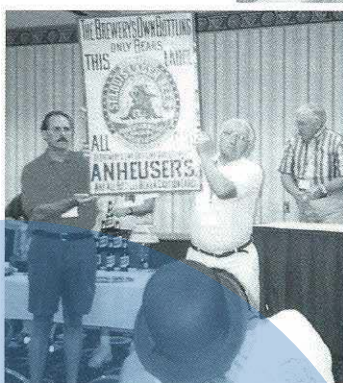
Auction item sign in Thursday night, (Ruth Beaton, Rhondi Jones and Dick Caughey behind the table) then part of the item line up, and at bottom, Mike Jones and his clerks (at right is his wife Rhondi)

attendees. And what an auction it turned out to be. Anticipation mounted throughout item sign-in and the preview period; there were many items in all price ranges, including several Schlitz pieces from the Stroh Archives. Bidding was heated and heavy,

making it an event to be long remembered. John Stroh III was in attendance and mingled with the enthusiastic crowd during and



Right: Close inspection!
Below: SOLD!



after the auction. It was a classic "GOOD SHOW!" A big "Well Done" to all the Auction Committee and crew, as well as to the consignors who provided the many wonderful items to be sold.

Those attending the Saturday public sale were not to be disappointed either. The many tables of widely varied breweriana seemed to be

everywhere in the large rooms and adjoining hallways of the hotel. A veritable bazaar for the beer collector. In what was a real first for me, a long time Cincinnati collector took a great piece of my Texas breweriana home to that bastion of German heritage. John Boertlein got a great WW II pinup art calendar from a Ft. Worth distributor of Blatz, Hamms and Canadian Ace.

In closing, a GREAT BIG THANK YOU to Peter Blum, Jim Kaiser and all the great Michigan folk for a truly wonderful time. It all ended too soon. I drove a van this year to get all my loot home. At this convention, there really was beer and booty for all.

Looking forward to seeing you one and all in St. Louis



at NABA 2002. Cash in your insurance policy, rob the kid's college funds, take a home equity loan, and be there. Come early and stay late. As I recall, Tom Hug once said "You can always make more money, but you can't make any more antique breweriana!" Gather up your funds and be there!

Ed Culbreth is proudly known as a bit of a curmudgeon (look THAT up in your Funk and Wagnall's); as a sort of fellow traveler on that road, the Editor can say that he is a remarkable example of the species! Ed was in the US Army for 22 years. He retired as the Professor of Military Science at the Univ. of Wisconsin, Madison, and moved to Texas where he later retired from the public education system. "The Curmudgeon Collection" is a 40 odd year accumulation of foreign and domestic antiques, including steins, antique advertising, clocks, furniture, stained glass windows, etc. that resides with the Culbreths near Dallas. Ed's wife Frances' greatest fear is that he will die or disappear, leaving her to deal with this bewildering conglomeration of "good stuff."

The Economics of Prohibition

A scholarly look at "Dry"

By Tim Hornseth

As the Nineteenth century came to a close, a debate grew. First slowly and with many stops and reverses, but it continued to germinate among the masses of people. Some called it foolishness, others debated the practicality of it. Still others wondered the legality of trying to stop what was so entrenched in our culture. Debate on the issue finally reached the highest levels of government: what to do? Could government, *SHOULD* government, legislate what is a essentially a moral issue, but one that affects not just the user, but all people?

Prior to the turn of the 20th century, temperance leagues had become an increasingly common feature in America. Primarily made up of women at the beginning, the issue was quickly adopted by many different interest groups, including several religious and other 'morally upright' organizations. The stated aim of these groups was the banning of all alcohol from the United States. At the beginning, they were regarded as crackpots and on the fringe of important issues that the U.S. was dealing with. Over a period of time, they gradually became part of the debate within the U.S., gaining supporters to the side of temperance in a slow but steady rate. The brewery and liquor industry at first dismissed the claims, even when they deemed to respond to the debate, but eventually the industry realized that sentiment was turning against them, and in the end their efforts were too little, too late. Despite a massive lobbying effort and other public relations strategies, the United States Congress adopted the 18th amendment, outlawing the production and consumption of alcohol (except with very minor loopholes). The great experiment began, and with it a vibrant and profitable business was made illegal for 14 years or longer.

Although the Congress passed the 18th amendment in 1919, and the total effects were finally felt in 1920, this was not as sudden as it seems. The temperance movement had achieved some measures of success for a number of years, as city, county or state after state 'went dry' well before the national amendment took affect. Some cities or states went dry up to nine years before the 18th amendment was voted on, closing breweries, distilleries and vineyards.

The destruction of the liquor industry was the purpose of the movement. The consequences of what happened were not imagined by most people at the time, and even now it is difficult to totally measure the effects of what happened when an entire industry was outlawed. The most common knowledge of what happened is popularly remembered as part of the 'roaring twenties' in America: speakeasies and illegal saloons. Liquor was illegal, but readily available to large sections of the population that wanted it. The consequences that are less known, less documented and studied, and thus now more difficult to measure, are the economic consequences of this movement.

Some of the facts and numbers are measurable, and I will look at these in the next few paragraphs. Other economic results we can only infer or guess at from the existing figures.

In 1910, there were approximately 7,678,578 people that were gainfully employed in the manufacturing and producing of goods in the United States. In the total liquor industry (that is the Malt liquor, henceforth referred to as the brewery industry, the Distilled liquor industry, and the Vinous liquor [vineyard and wine producing]), the number of people directly employed totaled 83,755 people, with the brewery industry employing 69,696 people, the distilled industry employing 11,076 people and the vineyards employing 2,983 people. The percentage of people employed producing alcohol in the 1910 census thus was 1.1% of the people involved in the manufacturing and producing of goods in the United States. There were at least 1,368 breweries that operated in the United States in the year that the 1910 census was taken, and the chart below shows the total value of the products for the three individual parts of the liquor industry.

1910 Census	Total Capital	Total Value of Product
Brewery Indust.	\$671,158,110	\$374,730,096
Distilled Indust.	72,450,336	204,699,412
Vineyard	27,908,487	13,120,846

I have included the figures above mostly to demonstrate that the industry generated and was responsible for a significant amount of dollars within the economy at the time. The numbers themselves are not totally relevant to the thrust of this paper, except to illustrate that the liquor industry was of some significance to the United States economy. Another important aspect is that at this time in the United States, there were not "national" companies in this industry. There were more than 1,300 breweries and other liquor producing businesses. They were mostly regional or local industries affecting the local economies throughout the United States, in particular on the East Coast and in the Midwest. Nearly any city or town of any decent size had at least one brewery, and some major cities had a dozen or two operating at the same time.

At the beginning of this article, the stated aim was to try to examine the economic impact that shutting down an entire industry had on the economy and the labor market. There are a number of factors that make a complete examination very difficult, if not impossible. As more figures are introduced and examined, the limitations will become clearer.

In 1873 there were 4131 breweries operating in the United States. Perhaps as a reaction to the time, in 1874 the Women's Christian Temperance Movement was formed - the first national temperance movement in the U.S. By 1910

the number had fallen to just over 1,300, and by 1920 only a handful of breweries were still producing legal brew, although there were other breweries that were still in operation producing either a de-alcoholized brew 'near beer', or had switched their production capabilities to other manufactured products such as other beverages or ice production.

Economic theory and common sense will tell us that the market will expand with new companies as long as profits are being made, and when the market is saturated, prices will go down, eventually causing firms to exit the market. This is most likely reason there was a steep decline in the number of firms in the U.S. brewing market. There are other factors that can cause such market adjustments, including the 'maturing' of the firms in the business: the remaining firms still in production are able to expand and either swallow up the competition or drive other firms out of the market. Changes in technology and industry allow for improvements to be made and capitalized on by some firms, such as the use of railroads for transportation of product out of the sales area to a larger market; increased awareness and use of advertising; or simply the rising cost of inputs and economies of scale may also affect the numbers of firms in the market. All of these economic factors or theories may be reasons why the numbers of firms in the market decreased..

As I stated earlier, Prohibition was more of an evolution to a final goal than a sudden policy change. While the final National amendment was adopted in 1919, there were numbers of states that 'went dry' in the decade of 1910-1920. In 1912 nine states were dry already, and by 1914 an additional five states joined this movement. In 1916 twenty-three states were dry and in 1917 all distilleries were closed by the Food Control Law. Keeping this in mind, it is helpful to look at figures from the 1910 census and then compare them to the 1920 census to get a clearer overall economic picture of the industry.

In 1920 there were fewer than 10,530 people that were engaged in the manufacture of 'Liquor and other beverages'. When considering that the number of people engaged in general manufacturing in the United States had increased to over 12 million people, this represents .0008, or 8/1000ths of a percent of manufacturing within the U.S., which is a significant drop from the 1910 figure of 1.1% mentioned previously. These numbers, which are taken from the census data, and U.S. Bureau of Labor Statistics, only tell part of the shifting of labor at this time. What is not surprising is that in addition to the people counted as those employed in the various liquor industries, are some specialized categories of workers counted in the census that were intimately involved in related businesses, such as coopers. Coopers - or wooden barrel manufacturers - derived a significant percentage of their business from various alcoholic beverage companies, although exact percentages are hard to pin down. Given that technological advances, other unrelated changes in the economy at the time, or just the natural ebb and flow of business probably

played a role in the decline, it is still helpful to look at the overall trends in employment for the trade of coopers in the U.S.:

1910-there were 29,717

1920-there were 15,066

1930-there were 11,347

As the numbers indicate, there is a steady drop in the numbers of coopers as listed in the various censuses. Unfortunately it is impossible to tell how much of the decline Prohibition was responsible for in this industry, but it is clear that there was some effect. Other trades were affected more dramatically and with more obvious causality, including the cork cutters and people employed making malt (a key ingredient in beer).

The decrease in people employed as cork cutters, a key trade for the stoppage of bottles holding beers, wines and liquors, shows a drop of 77%. Remember that by 1910, most of the larger breweries has converted to the crown closure, with a significant decline in the amount of cork used, so these numbers show mostly wine and liquor losses. This is more dramatic than the other statistic because Malt man-

	Cork Cutters	Malt Manufactures
1910	4061	2,237
1920	919	1,760

ufactures were able to 'diversify' into other products such as 'malted milk'. Never the less, they showed a decrease of 21% of the labor numbers in this trade, much of it due to the previous close business relationships to the breweries throughout the country.

Other manufacturing skills or trades were affected by the closing of breweries and distilleries, but their liquor-related labor figures are harder to pin point. These examples include Machine and Foundry shop businesses and products, which includes Liquor and other beverage parts and machines as subcategories within the census data, but doesn't break it down. Still other examples include the glass industry: the amount of glass bottles used by the liquor industry was surely significant, but the labor figures do not give any concrete trends in the corresponding censuses.

Now that most of the relevant labor statistics have been reviewed, it is time to look at the broader picture of the labor market at this time to see what kind of economic impact this amendment may or may not had. We must first also look at probably the most important economic and political issue that was occurring at the same time as the implementation of Prohibition: the end of the 'Great War'. The U.S. entry in the war was delayed until the middle of the decade, although militarily and economically the U.S. had been preparing for it. Now with the conclusion, the economy could return from a military-oriented focus to a civilian and domestic production focus. It also meant that many thousands of previously employed males (in the armed forces) would be unemployed, skewing any econom-

ic and labor market data that we may try to look at.

There are two other factors which most likely had an impact on the brewery industry labor market, and both are somewhat related. The first is that for a number of firms, the end of legal alcohol only meant that firms tried to diversify into other products, keeping a large part of their labor force: 'near beers' were marketed, ice manufacturing, and other non-alcoholic beverages were obvious and logical potential steps. Some former brewery firms were able to successfully make the change, but most firms either exited the market, voluntarily or involuntarily, or slowly withered to only shells of the former companies. Evidence of this is that in 1933 when Prohibition was lifted, 31 breweries were in operation 3 months after the repeal date. By 1934, 756 breweries were again operating.

The other factor is that during Prohibition, not all breweries and other liquor producing businesses "went out of business". As mentioned early in this paper, the roaring twenties were known for illegal alcohol and speakeasies. While a significant percentage of this black market booze was imported from other countries or manufactured privately, a further significant portion came from businesses that had previously legally manufactured the product and now continued doing so, despite the change in the law. This 'manufacturing' had to have a labor force to do the production, and what better people to do this than skilled and knowledgeable employees-already trained! The problem with looking back from our perspective is that this underground economy and labor force is effectively invisible: no official statistics of employees are available because legally the jobs didn't exist. The point is that as of 1920 when Prohibition came into effect nationally, the remaining 10,000+ people employed in the industry didn't just show up one day at other places of employment looking for work, many probably already had a job - legal or otherwise.

With those factors already mentioned, looking at the data available on employment at this time, we find that there were no national statistics kept for unemployment by the U.S. government. It happens that the U.S. Bureau of Labor Statistics was just getting involved in the collection and analyzing employment data in the late 1915-1920 period. A Bureau of Labor Statistics Bulletin (the journal of the B.L.S.) from August 1922 indicates that there were a couple of spikes in unemployment figures they obtained for periods of time in 1919 and 1920. In discussion about possible causes, the end of the war is mentioned, but not the onset of Prohibition. This is not surprising since the evidence indicates that by that time, the actual number of people engaged that might be affected had been shrinking for a number of years, as well as the possible employment "outside" of the official labor market.

There is one other small piece of evidence to indicate that Prohibition was making an effect on the economy, and that is looking at the value of product table from the beginning of the paper: in 1910 the total value of products produced by the liquor businesses (raw material plus the

labor and other inputs equaling finished product) was \$374,730,000. By 1914 this figure had risen to \$442,149,000 but by the 1920 data it had shrunk back nearly to the 1910 figure: \$379,905,000. Of course, within months, or by 1921 the figure was both so low, and officially NA, that any further record keeping in these statistics was irrelevant. These figures clearly show that the high point was by mid-decade, and as Prohibition was becoming more sweeping and inevitable, production was clearly on the downside.

The results of what has been found regarding the impact of Prohibition on the labor market and economy can be both easy to read and confusing at the same time. In looking at this issue, consideration has to be made for the fact that Prohibition was not a sudden change in government policy, but a slow change over the course of many years. Knowing this, looking at snapshot stats of one or two years of data will not provide a true picture. Only by looking at data from 10 to 20 years or longer will any sense be made of some of the employment trends and labor market within the liquor industry. Secondly, the substitution of products by existing firms at the start of Prohibition, added to the developing black market effects, all cloud the view of exactly what happened to the labor market and economy due to the 18th amendment. Finally, adding to the mix unrelated issues such as the end of a World War, and the essentially non-existence of valid unemployment statistics at this time, all contribute to clouding the picture of exactly what happened at this time in U.S. labor market history.

To conclude, Prohibition did have an effect on the Labor Market, but perhaps not in ways most people suspect. The removal of about 600 million 1910 TAXABLE dollars from the economy had obvious, but unmeasurable effects. The economic changes were over longer periods of time (one to two decades or longer) and in more subtle ways (a gradual shifting of labor), and also remain hidden partly due to lack of available data to present-day researchers, and to the unofficial liquor production that continued past 1920. One point can be made with certainty: it was largely an employment (and to a lesser degree tax revenue) issue that pushed Repeal through Congress in 1932. The 'moral issues' that allowed the 18th Amendment to be passed were essentially forgotten in the reality of the post-1929 economic crash. Broad generalizations perhaps can be made when comparing the events to current or future possibilities (such as the anti-tobacco movement), but specific predictions based on past events may be less valid due to the historical nature of the events and the changes in the labor market as it is presently functioning.

Now granted, this is an unusual article for a breweriana magazine! The very antitheses of what we collect. But the subject DOES relate to our collections, as Prohibition is a major dividing line between the period of the local, and that of the National brewer. Tim's article may be a little "dry" to read, but so was the period it so competently covers!

CONVENTION PHOTOS

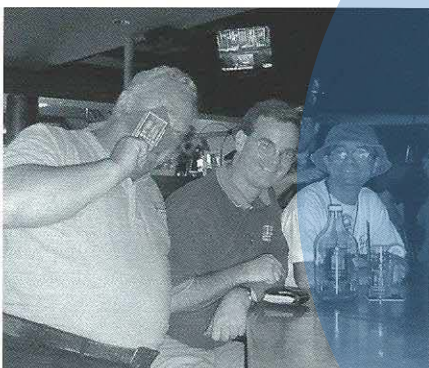
The Micro Scene



Left: Big Rock Chop & Brewhouse, the rear patio.
Center: Boyne River Brewing Co, Right: Copper Canyon Brewery



Left: Michigan Brewing Co, L. Center: Leopold Bros., R. Center: Bonfire and Right: Dragonmead



Left: "The Leaders of the Pack" Dan Forbes, Dave Gausepohl and Noel Boelter. Center: Charlie Jelinek, Polly and Noel Boelter, Dan & Linda Forbes. Right: just another Micro bar



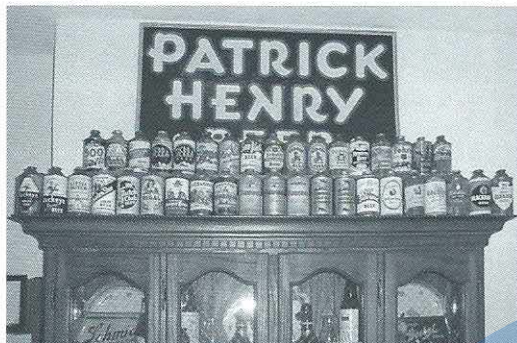
Both above: The crowd on the Micro Tour, Top Center: Michigan Night tasting, sponsored by the Michigan Brewers Guild. Top Right: On the Micro tour, a SERIOUS student of Stout!, and Bottom Right: the Goody table at Michigan Night.
Photos by Noel Boelter and Mary White.

CHAPTER PROFILE

Patrick Henry, MI

By Dave Launt

The Patrick Henry Chapter was formed in 1977 by four guys who were primarily can collectors. George Baley was our first President, Dave Launt the second, followed by Jack Kellogg and the late Russ Elliott. Over the years the club has



maintained its loyalty to our roots, but has branched out into Breweriana with a purpose. The club still has monthly meetings, often at

members homes, or Dick Milne's Corner Bar. While Patrick Henry as a chapter has matured, as has its members, we have a number of collectors in their thirties. It is good to see the influx of new blood. Oft times these were the "kid collectors" of the 70's and 80's. Well, they grew up, went to college, got married, had kids, and at some point a very patient mom said, "when are you going to take those cans to your house".



Those same guys/gals are now seeing what we graybeards have in terms of Breweriana, and we now have serious competition for the finite number of great pieces still waiting to be found. That is fine, for without the new blood, the hobby lingers and will die. The maturation process included asking to become a NABA chapter. In that a lot of us still collect cans (mostly as an adjunct), the greater number have the Breweriana bug. That disease can be seen in all its grandeur in the photos accompanying this short article.

The area that Patrick Henry serves is primarily Western Michigan, and we have an annual show every May. It is currently held the Saturday of the weekend before Memorial Day. We average anywhere from 40-70 tables, with people coming from as far away as New York, Tennessee, and Pennsylvania, but mostly from Ohio, Indiana, Illinois, and Michigan. If you come to our show, try to arrive the night before. We welcome out of

towners to stop by and have a cold beverage and see our collections. For that matter, if you want to visit the local micro breweries, we can arrange that as well. In a 50-mile radius, there are breweries in Holland, Grand Rapids, Battle Creek, with brewpubs in Kalamazoo, Grand Rapids, and Marshall. Most make some very good beers, with Bell's in Kalamazoo well renowned throughout the Midwest.

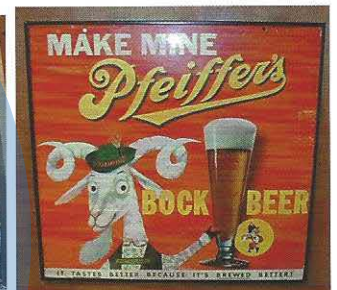
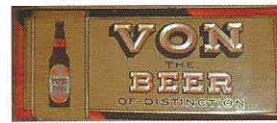


He was most effusive in his joyful comments about the venue. Due to work demands, and vacation scarcity, a lot of us were only able to spend minimal time there, or worse yet, couldn't get to the home of "Blue". But, there is always next year. And, who knows what else we might turn over in the meantime.

These photos reflect small parts of a number of collections. As you can readily tell, there is some great

Michigan Breweriana in this mix. If you have occasion to get to the Kalamazoo area on the second Wednesday of any given month except September, please call or drop us an e-mail. That is our meeting night, and you'd be most welcome to share a good Michigan with us. (We'll buy).

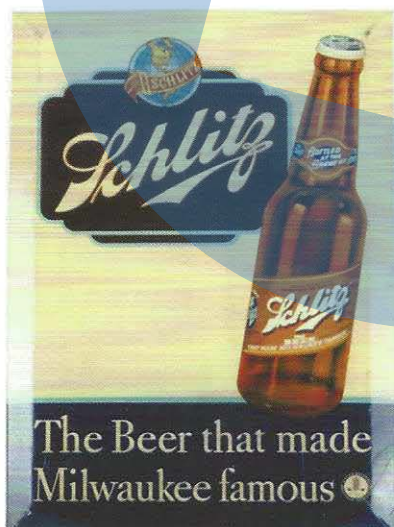
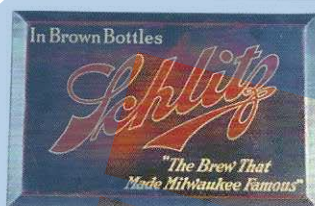
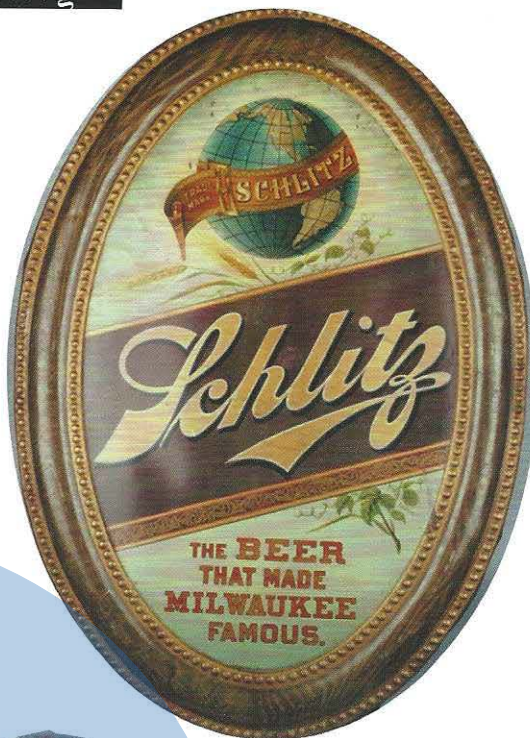




No, this is not all one collection, but a sampling of the displays Patrick Henry Chapter members have in their homes. Judging from the decor, there are 4 or 5 collections represented.

The Editor wants to thank Dave Launt and Joe Wilson for a great deal of extra work in getting me the images you see. Murphy was working overtime today, but Patrick Henry pulled it off! Thanks, guys...I hope you're pleased with the results!

The Convention Gallery

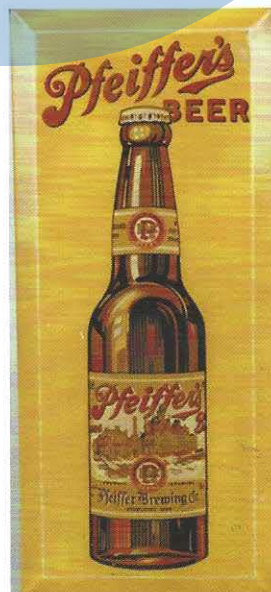
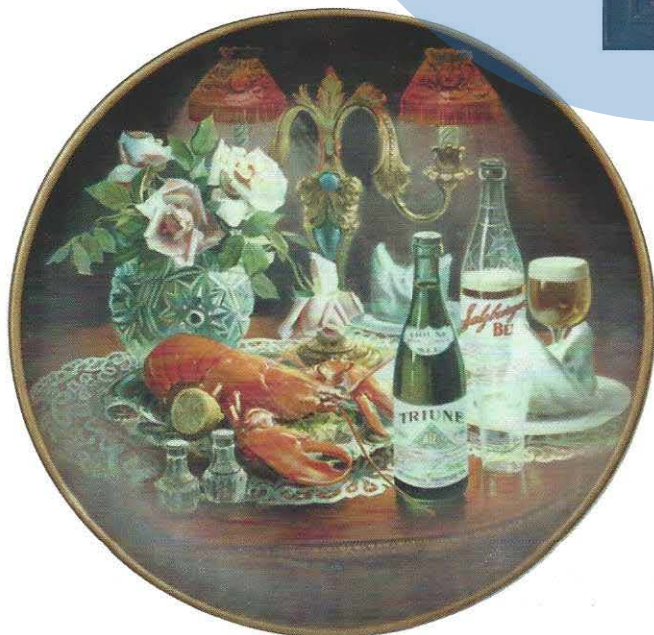


If you are a Schlitz collector, this was one whale of a Convention, if photos can be trusted. There are several items the Editor has never seen before, and a couple that almost demand comment. First, the bottle display sign immediately to the left...ever see Schlitz in a CLEAR bottle? Schlitz has been brown

bottles since the 1880's! Then at upper right, a Schlitz charger (yes, breweries other than Lemp did chargers, but this is a surprise!) The wooden carving of the Schlitz belted globe from a Schlitz-owned tavern was found in room-to-room activity, and now resides in Texas, as does the flanged sign just below it and the carving. Ed Culbreth had a VERY good show!

photos: Ed Culbreth and George Baley





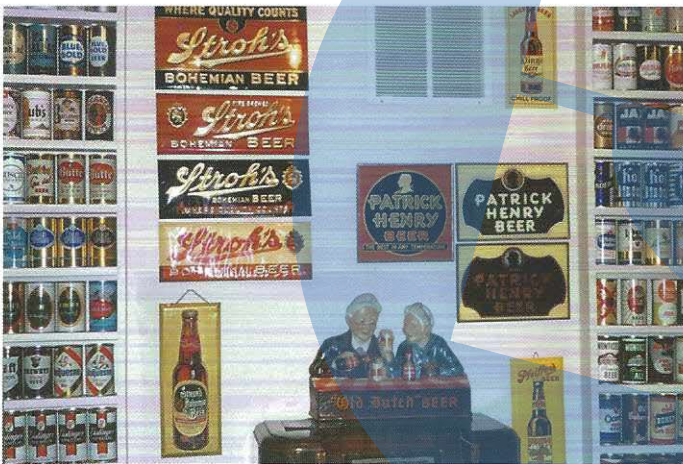
Convention Open House

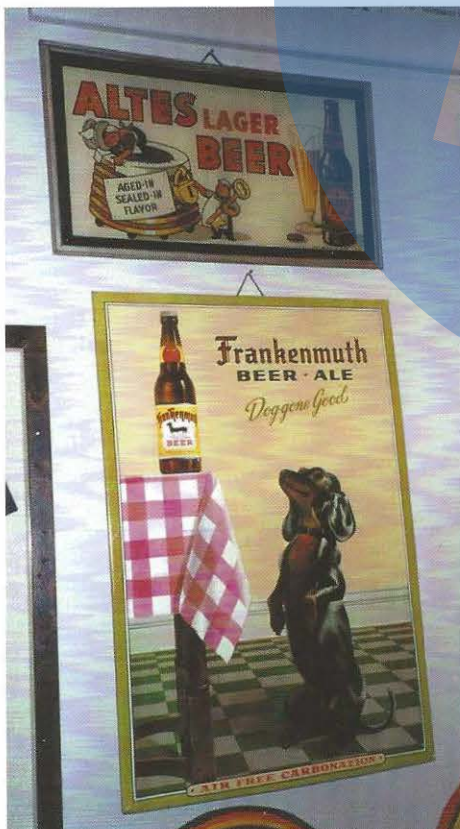
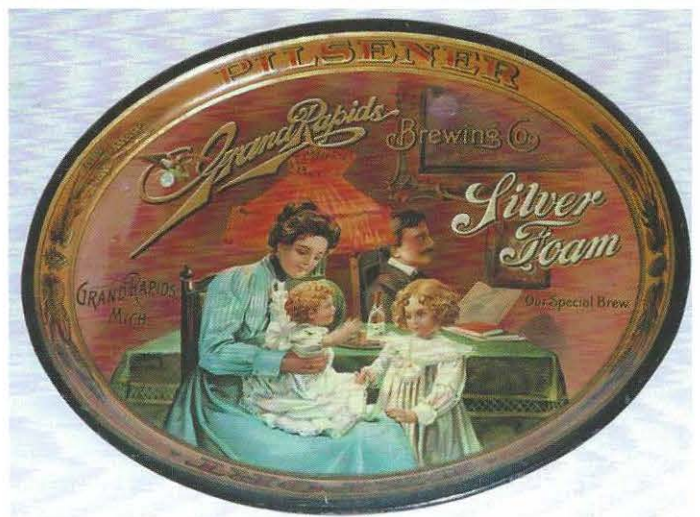
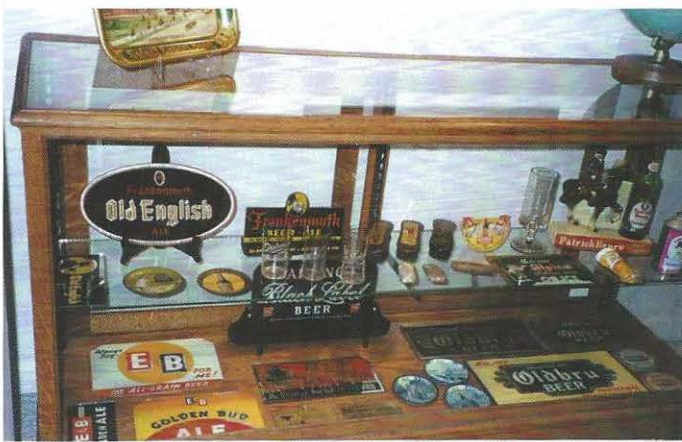
The Don & Harriet Wild Collection

photos by Mary White

How can one describe the Wild collection to someone who wasn't at Ann Arbor? What do Don and Harriet Wild collect? With a stack of photos in front of the Editor, it is hard to describe. Michigan items perhaps first, opening instruction cans, tin-over-card. But then one sees the cabinets full of plaster

bar statues, glass ware and all. Perhaps the best thing to do is let the photos tell the story. No captions, just photos of items in spectacular array. Jealousy IS permitted in this case! Oh...that's Don (between Don Schultz and Bob Kay) in the first photo.





OK, I said no captions, but that does not preclude a MORAL. When Herb Haydock looks in shock, this is one fine collection! So you GO to Conventions, and when folks like the

Wild's have Open Houses, you TAKE THE TOUR! No IF's, And's or But's! Where else would you see this quality, this variety?

BLUE RIBBON BEER...Pabst or A-B?

By Bob Kay

Let's take a trip back to the 1893 Columbian Exposition in Chicago. The big brewers of the day were duking it out for gold medals in the various beer categories. Pabst was the largest brewery in 1893 but was being challenged by #2 Anheuser-Busch. So far A-B had won 6 medals and Pabst 5. However, this time there was something even better than a gold medal! The overall winner, dubbed America's Best was to be awarded a Blue Ribbon! Now Pabst had been attaching a blue ribbon to their Select Beer bottles since 1882 and their bottle with the blue ribbon had become quite famous. Pabst could see all sorts of reasons why the Blue Ribbon was a must win for them. Of course #2 A-B could see nothing better than snatching the prestigious Blue Ribbon away from Pabst, so let the battles begin!!



Pabst predecessor company, Best Brewing and their SELECT bottle, ca 1882.

The book *Under the Influence, The Unauthorized Story of the Anheuser-Busch Dynasty*, by Peter Hemon and Terry Ganey, gives a very interesting account of this battle for the ribbon. An abbreviated account follows:

"It was a rancorous contest. As soon as a special panel was selected, arguments broke out over its makeup. Still more disputes erupted over how points would be awarded. At first the judges selected A-B, but when chemical tests found impurities in A-B's beer, the judges reversed themselves and names Pabst the winner. Outraged A-B appealed and the judges decided NO prize would be awarded. A-B threatened legal action, and the judges swung back to A-B. However Pabst was not to be denied, and when the suds finally settled, Pabst was declared the winner.

"Adolphus Busch wasn't about to accept this decision. He personally pursued one of the judges to Europe tracking the poor fellow to Berlin, Paris, Montreux, and finally catching up with him in Baden-Baden, where with Adolphus's arguments and much wine, the judge finally capitulated. The judges reversal was sent by registered mail and Adolphus anticipated a final grand triumph. However, it was not to be! The fair's executive committee refused to reverse the decision, and Pabst has reminded drinkers ever since that Pabst Blue Ribbon was 'selected as America's Best in 1893'."

While this is only one side of the story, Pabst's counter efforts are undoubtedly just as interesting and perhaps even more vigorous. As they say: "All's fair in love and war!" Just think, if Pabst had lost we might have A-B Blue Ribbon Beer. Soon after winning Pabst changed the name of their Select Brand to Blue Ribbon, and it soon became

the well known Pabst Blue Ribbon Beer! Of course, there's a lot of water under the bridge since then. In retrospect you might say Pabst won the battle of the day, but A-B won the war!!



In their heyday Pabst vigorously fought any encroachment on their claim to "Blue Ribbon", much as A-B claims and fiercely defends "Budweiser." A few labels likely opposed by Pabst are pictured below.



Capt. Fred's pride and joy...Pabst Blue Ribbon Beer, ca 1895.



Cheers!

Two Missouri labels that likely didn't make either Capt. Fred Pabst or Adolphus Busch very happy! Left: Kobes Bros.. was evidently a bottler or distributor. Above: The Medal on the St. Joe Brewing Co. label LOOKS real, but is totally evasive as to which "Industry and Progress" exhibition it was supposed to have been won at. Could it be that is it a fraud, or at least a figment of the designers imagination?

Bob Kay



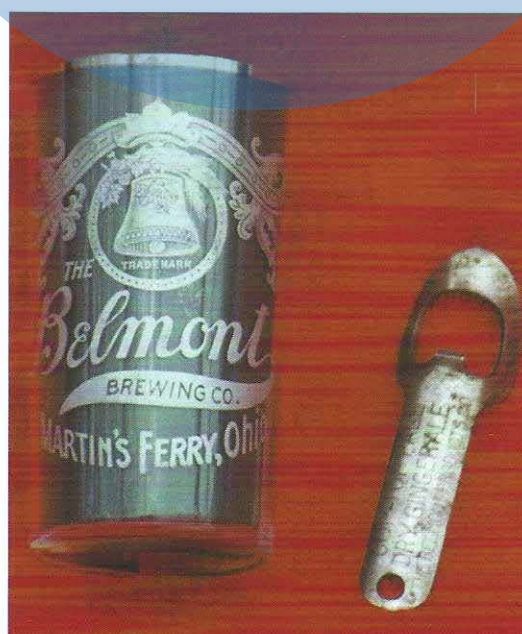
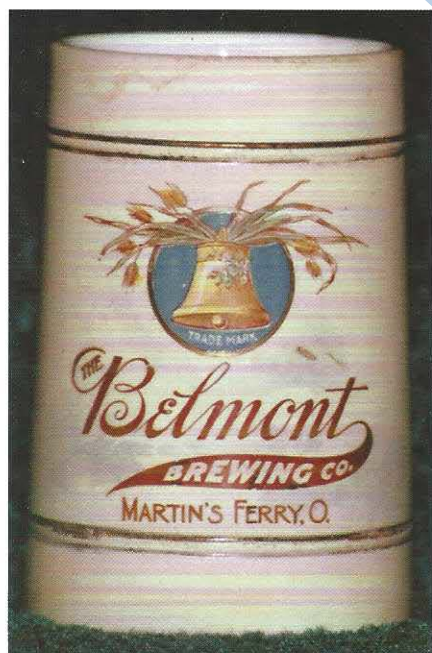
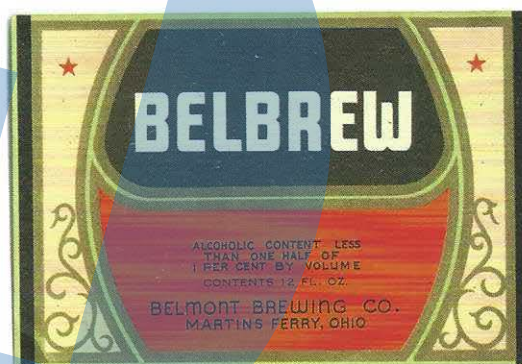
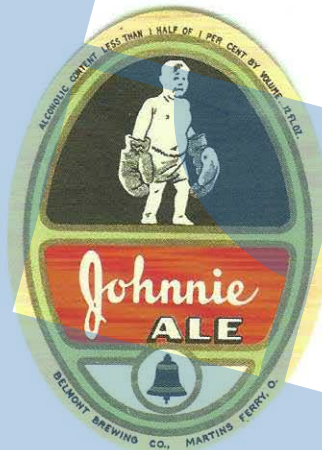
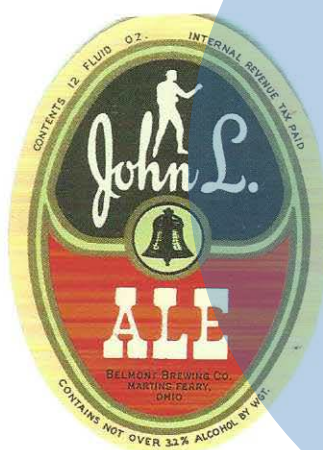
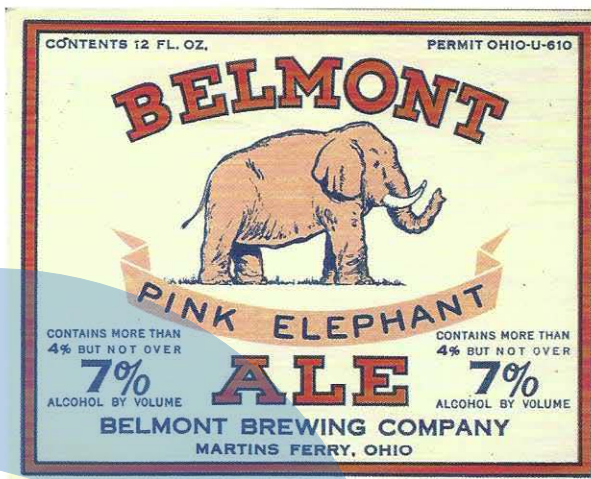
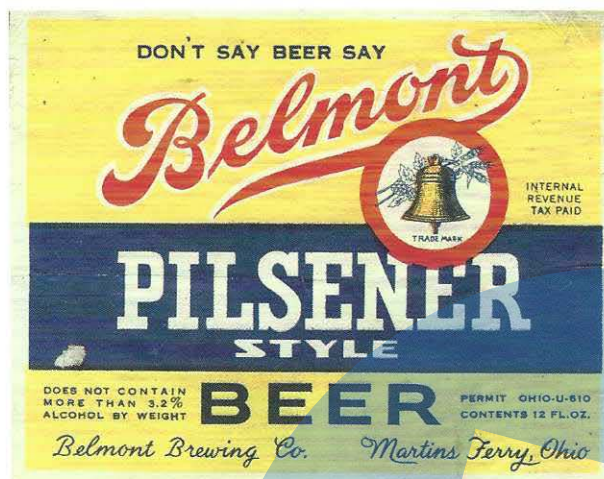
The Belmont Brewing Co.

Martins Ferry, Ohio

a collector's History by Albert Doughty

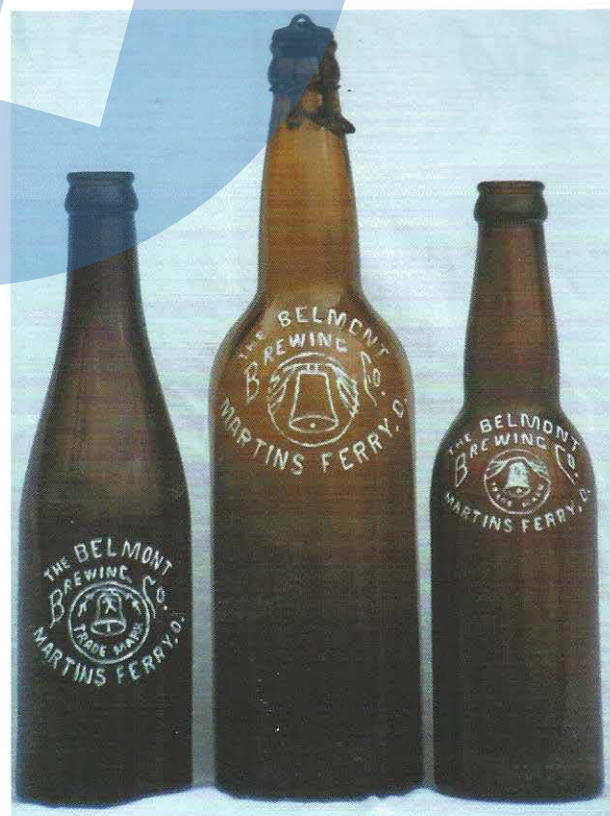
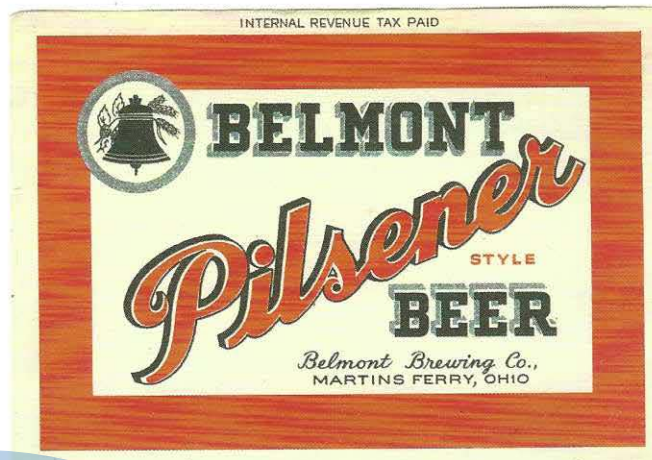
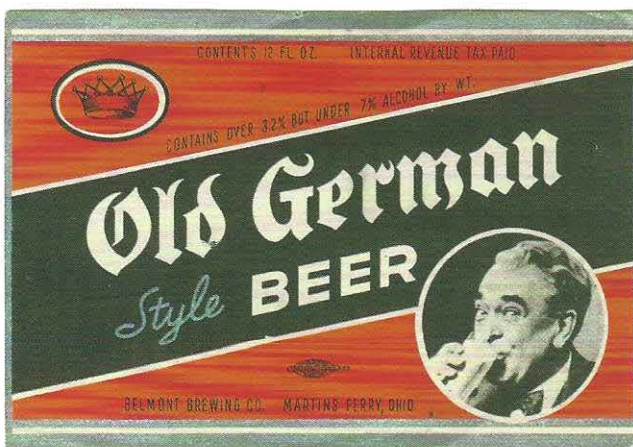
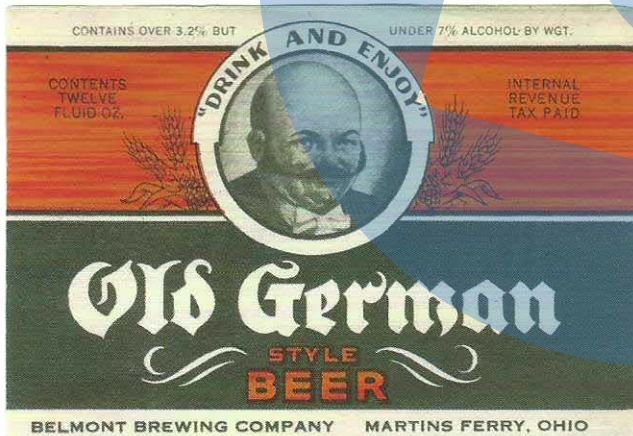
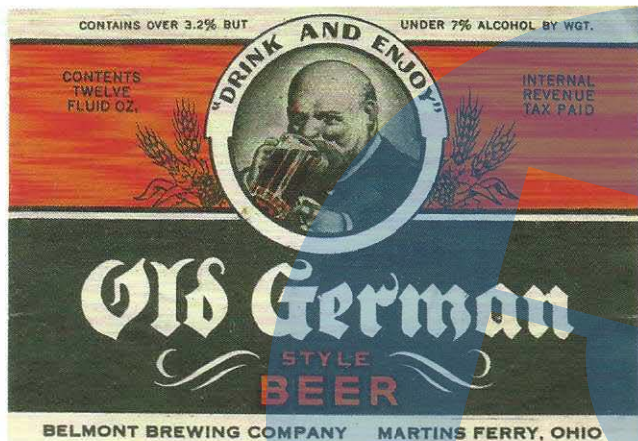
Martins Ferry, Ohio is a river town across the Ohio from its much larger neighbor, Wheeling, West Virginia. This story could be that of any number of small breweries that survived Prohibition, and then fell to competitive pressures in the years around World War II. But there are several delightful dif-

ferences in the Belmont story that make it worthwhile to tell in some detail. This brewery was never a rival to Anheuser-Busch, except perhaps in local loyalty, but there is a certain wry charm to the Belmont story. Albert, the floor is yours!



Top: Two U-Permit Belmont labels (1933-1936). Seems the 7% maximum alcohol content might be written a wee bit large, and "Pink Elephant" brand somewhat suggestive, but what the heck. Middle row: "John L" (after the boxer, John L Sullivan) must have been a very popular pre-Prohibition brand, as it was brought back in the IRTP period. One of the Prohibition era brands, evidently retained after repeal was "Johnnie", an obvious take-off on the old brand with a sad faced kid in diapers replacing the silhouette of the famed boxer. Belbrew was another Prohibition brand evidently retained by the post-Prohibition company. Bottom left: the well known Belmont pre-Prohibition mug from up the Ohio in Pittsburgh. The etched glass was also likely from nearby Ohio or Pennsylvania. John Stanley will scream because I can't identify the opener (I think a G-2 variant)...I haven't updated my Openers handbook in three years!

Below: 3 Belmont IRTP labels, all for the same Old German (style) Beer. Seems like a case of "Who da man?", going from the Gesundheit man (perhaps dropped as it was the Trademark of another brewery!) to another very German man to your bow tie wearing next door neighbor. At right, two late-on Belmont labels. Typical of small struggling operations, as things got worse economical-ly, labels got cheaper and cheaper. Belmont doesn't show the proclivity to spend lots of money on labels at any point after Prohibition ended, but these are about as basic for a bottle label as you can get. Bottom right: Three embossed pre-Prohibition Belmont bottles, the two "pints" for crowns, and the quart with a Lightning stopper. Despite the embossing, these bottles DID wear labels. The bottle identification was to assure the brewery got THEIR bottles back after they were emptied by a customer.



The Belmont Brewing Co.

Martins Ferry, OH

by Albert Doughty

Most breweries are founded by men who, desiring to perfect their skills in the art of brewing, have a never ending dream of starting their own brewery. Sometimes this dream leads these men from one city to another, and often one brewery to another. The Belmont Brewing Company and its three founders were not like most. The brewery itself even began life in a most unlikely manner.

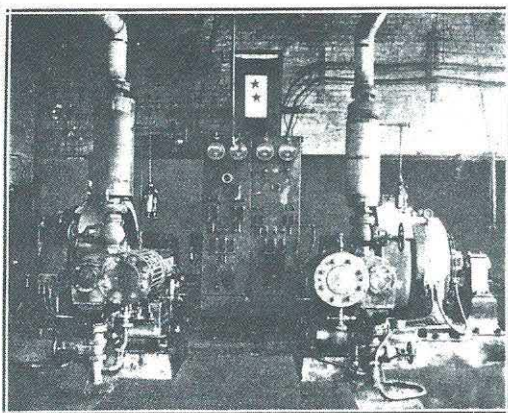
Three Cincinnati businessmen (all natives of Germany) Ferdinand H. Eick (a bookkeeper for the firm L.C.Loeb, Clothiers), William Lipphardt (a harness maker) and John C. Wagner (a pharmacist and chemist) came to Martins Ferry, Ohio in 1882. At the time, Martin's Ferry was noted for an area of particularly fine vineyards. With \$50,000 capital, the three founded The Ohio Wine Co., building a 4 story brick and stone building at Jefferson and 4th Sts. It was equipped with the most up-to-date wine making equipment, and quickly developed a reputation for quality wines which were shipped to all parts of the country. But by the late 1880's, problems with the wines started to turn up. It was soon discovered that the fermentation process was being disturbed. The culprit was the vibration from the Wheeling Terminal Railway Co. (later the Wheeling & Lake Erie RR) that ran adjacent to the winery. After the wine company entered a successful suit against the railroad, John Wagner convinced his partners to start a brewery on the site. Apparently none of the men seemed concerned with the competition from Reymann or Schmulbach of Wheeling, WV (two of the largest breweries in the state) across the river. With \$75,000 from the lawsuit, and as far as anyone knows, no brewing experience, the three winemakers founded the Belmont Brewing Co. in the winery building.

With the name chosen, they selected the officers: William Lipphardt was chosen President, August Kraatz (a local businessman) was Vice-President, Ferdinand Eick named Secretary-Treasurer and John Wagner and Jacob Korn (a Wheeling grocer) were named Directors. As with the winery, the building was equipped with the latest brewing equipment. The brewery had two wells which furnished water declared by experts to be equal to that used by Bass & Co. in their famous English ales. The first of two ice machines was installed in 1890, and Belmont was the first brewery in the area to introduce

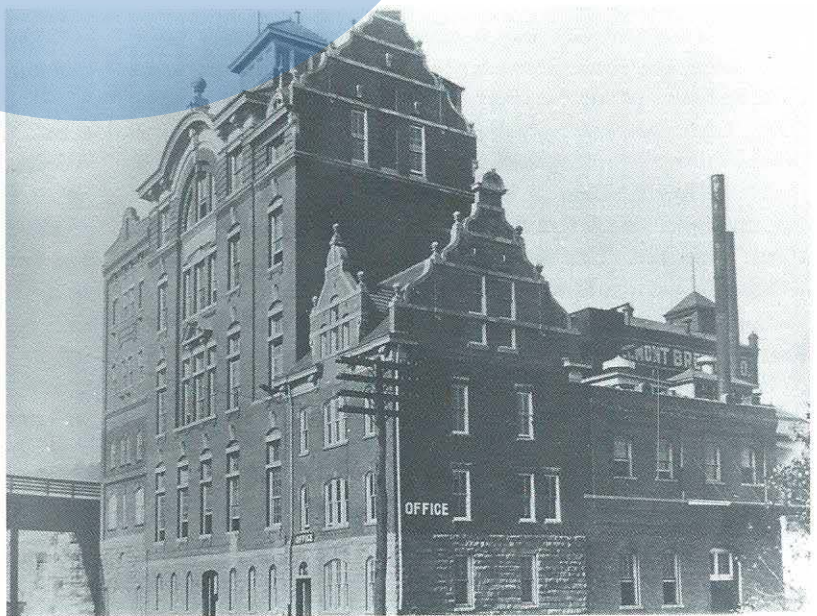
the use of a modern Pasteurizer. The brewery also had its own power plant (before the City built its own plant in 1895), generating enough electricity to power a small town. The brewery employed about 150 people; employees were paid in cash every Saturday. In all the years of operation there was never a strike or shutdown at Belmont.

Initially, the brewery had a capacity of 20,000 barrels per year; brewing in a large kettle 3 times a day, six days a week kept the thirsty customers well supplied. Draft beer was \$5 a barrel, and a 4 gallon keg was \$1. Bar prices had a 14 ounce mug at 5¢, and 3 quarts were 25¢. On March 15th every year, Belmont put its Bock (brewed in December) on the market. Beer sold in kegs and bottles was delivered by wagon, mostly in the mornings. In hot and inclement weather the wagon contents were covered with tarps. It was said that the brewery horses became so accustomed to their routes that they could follow it without any guidance from their driver. Beer was sold on charge accounts, and the collectors came around every two weeks. On collection day, the collector would set up the house, sometimes two or three times. Certain barflies were said to have followed the collector from one bar to another to get free drinks. It was said to be not quantity, but quality that made Belmont famous and in demand, and that at every bar "Give me a Belmont!" could be heard. Not only was Belmont beer in demand, but so were the Ohio Wine Company's wines. Bartenders had to be able to talk wines with their customers...what wines went with what meals, what was best served after meals.

The success of the partners as both winemakers and brewers was relatively short-lived. Somewhere between 1893 and 1896, the Terminal Railway sued The Ohio Wine Company, and won. [Ed note: Can't you just see the Railroad management scratching their heads and saying: "HEY, I though we had ruined the wine from this company! How come they are still making it? SUE THEM!"] It became necessary to discontinue



Electric Generators—Section View Engine Room

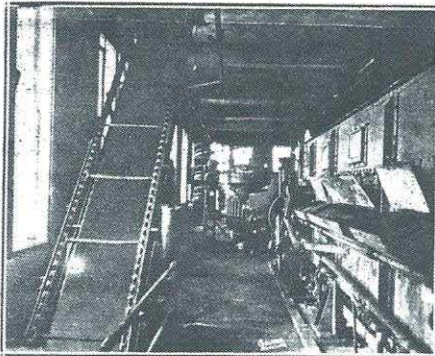


A post-1904 photo, showing the new brewhouse structure, and the allegedly ruinous railroad at left

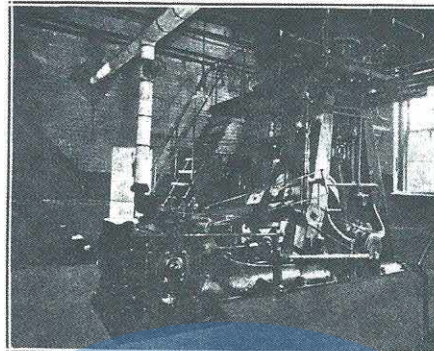
the manufacture of wines, and thus concentrate on brewing beer. By the early 1900's, a sizable expansion was undertaken. The bottling department was established in 1900, with the company making a specialty of the glass bottle trade. In 1902 the brewery added a second ice machine, and in 1904 a new brewhouse and cold storage was added. The annual output was now 40,000 bar-

rels and surrounding communities (except for the northern ones, where a coal miners strike was going on) was extremely heavy as people flooded in. Business was so good that bartenders were making a minimum of \$35 a week.

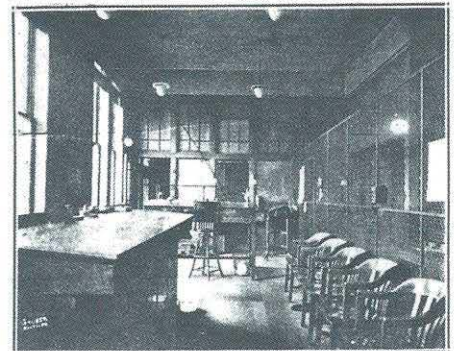
On May 25, 1915, Ferdinand Eick, one of the founders, had a heart attack while working in the brewery office, and died



Interior View Bottling Department
Showing Side of Monitor Soaker, Conveyors and Automatic Filler



Engine Room—Showing One of the Frick Refrigerating Machines



Interior View of One of Administrative Offices

rels a year for domestic and export. A new bottling house was built in 1909, on the corner of Jefferson & 4th, totally separate from the main building. Fitted with the latest equipment, it cost \$100,000. A new wash house and additional cellars were constructed behind the original buildings on Jefferson and 2nd Sts.

1909 also brought some big changes to the management. That year, William Lipphardt sold his share of the business, moving to Tennessee to purchase the Chattanooga Stamping & Enameling Co. with his sons. After his departure, Henry Bieberson (a restaurant owner from Wheeling) was elected President, his son-in-law Henry Hackman was made bookkeeper, and his son Henry, Jr. later became Brewmaster, replacing William J. Matz who had been forced to resign due to serious illness. When Henry Bieberson, Jr. resigned to enter the movie theater business in Delaware, OH, Matz returned to his former post as Brewmaster. Over the years there were only six Brewmasters. Unfortunately all that is known of the other 4 is their last names (Silver, Stager, Green and Bender).

Like many breweries across the country, The Belmont Brewing Co. began to feel the pressure of prohibitionists. After years of prosperity, in May of 1908, Belmont County voted DRY under the Rose county option law. But under that same law, the towns of Martins Ferry, Bridgeport and Bellaire voted WET. There were so many dry towns in the county that people came in droves, causing a minor economic boom for the three riverfront towns. Then in May of 1914, Ohio held a general Election, and voters repealed the Option law by adopting the Home Rule Law. This amendment provided that the township was the largest unit in which a vote could be taken on the liquor question. Elections were held on Dec. 19, and again, all three towns voted wet. Due to appeals, bars did not reopen until May 3, 1915, and no bars in neighboring Bridgeport were to open. With West Virginia gone dry, Martins Ferry became the place to quench your thirst! At many local bars, large crowds gathered; as soon as the doors opened at noon, people rushed in. It continued like that until closing at 11 PM. One resident reported that there were so many people out in front of the bars they were milling around on the streets. Even though there were the predictable number of drunks, everybody seems to have behaved themselves, and no arrests were made. Traffic from Wheeling

shortly after at home. The brewery had started more expansion, and entrance for a railroad siding was provided to bring in malt and bottles, and to haul away carloads of glass cullet for recycling by the manufacturers. This expansion was cut down by the Volstead Act. The Belmont Brewing Company sold all its assets to the Belmont Products Company.

The prospectus of the new company stated that the former brewery had the following: total floor space of approx. 60,000 sq. ft., four steam boilers having a total of 700 horsepower, two electric dynamos that provided power and light for all operations, two Frick refrigerating machines (in addition to caring for the plant, made ice at the rate of 25 tons a day, supplying product shipment, outlying stations, and the remainder sold to ice distributors). The mammoth kettle [was] of solid wrought copper and had a capacity of 335 barrels. This gave an easy production capacity of 100,000 barrels a year. The filler, corks, pasteurizer and labeler were the latest automatic type, and made possible a daily output of 120 barrels, or 36,000 pint bottles. "The properties, plant and equipment are being purchased for \$250,000. The present day value of the brewery, excluding machinery and equipment is estimated at \$650,000. Including machinery and equipment, it would easily exceed \$1,000,000." With Albert W. Eick (Ferdinand's son) as president, J.C. Jung (a salesman from Wheeling) as Secretary, and William Matz (an 18 year veteran of the brewery) retained as Brewmaster, The Belmont Products Company, like many other former breweries, went about making a variety of products including ice, ice cream, dairy products, ginger ales (Cup Top, Bagdad and Sparkling Ale) and near beers (Belbrew and Johnnie Ale). William Lipphardt (another of the founders, but no longer associated with the company) died in 1925, not living to see the brewery reborn.

As quickly as the Belmont Brewing Company passed into The Belmont Products Company at the advent of Prohibition, so did it quickly reappear with Repeal. Samuel Ungerleider (a New York stockbroker) bought



out the "Products" company and reopened the brewery. Before Prohibition, Ungerleider owned and operated The Acorn Bar in Bridgeport, OH. It had a 119 foot long bar that was known as the longest in the world. On the third floor of this building, he operated the Acorn Liquor Company, bottling his own liquor with his partner Ferdinand Eick! In 1919, when Prohibition put him out of business, he purchased a seat on the New York Stock Exchange and founded Samuel Ungerleider & Co. As far as is known, Ungerleider was never involved in the day to day operation of the brewery.

There is little known about the brewery in this period, except that Albert W. Eick, William J. Matz and C.F. Neugart were officers until 1936, when they left to found the Matz Brewing Co. in neighboring Bellaire, OH. After their departure, new Officers were elected: H. Mendel Taylor, President; Glenn Eckard, Treasurer; and Charles Lopeman, Secretary. A complete reorganization of the company was undertaken, but evidently, this was not enough, because by 1940 the brewery closed its doors, ending 50 years of continuous operation. I was told by a few people who remembered when Belmont was operating that the Matz beer was far superior to Belmont's, and Matz ran them out of business. The quality of the Belmont brew obviously suffered after William Matz left.

Ungerleider sold the property to a local business man who opened Arctic Foods there in 1941. He had freezer lockers one could rent, butchered and packaged meat, froze vegetables,

made ice cream, and had a wholesale restaurant and bar supply business. Arctic closed in 1954, and the premises passed to Tri-State Asphalt Co, founded by Arctic's owner in the 30's. The brewery was demolished in the mid to late 50's. The only remaining structures were the bottling house at 4th and Jefferson, and the stables behind them. The stables were torn down for a parking lot in around 1974, shortly after both buildings were purchased by Valley Vending Co. The 1909 bottling house remains today as the last reminder (the fan-shaped name stone shown in the photo fell off the building in 1998) of the long gone era when local breweries could actually grow and prosper.

Albert Doughty lives in Martins Ferry, and is an avid collector of the history and artifacts from Ohio and West Virginia breweries. He has been working on this article for several years, researching Ohio libraries (Bridgeport, Martins Ferry and Cincinnati) and the historical societies of Cincinnati and New York City, and seeking to interview Ferrians old enough to remember the principals. He wishes to acknowledge the help of Tony Greer for the bottle photos, and Ron Wrixon who made the brewery photo from an old glass negative. The Editor wished to thank Larry Moter for bringing Albert and I together!

Ex Libris

Book Review by Fil Graff

NEW ENGLAND BREWERIANA, by: Gary Cushman, Rus Hammer, Dave Lang, Hugh McMurtrey, Hugh R. McMurtrey, Ken Ostrow, Dick Purvis, Ed Theberg and Greg Theberg; Schiffer Publishing Co, 2001. \$29.95; 176 pages, profuse color, price guide

OK, a book written by a committee doesn't sound promising. But when one considers that there are 6 states covered, and a multitude of Breweriana topics, that doesn't seem like such a bad idea. As a matter of fact, it works quite well! Sure, Massachusetts gets most of the coverage, as is proper considering population and major cities. Considering Maine adopted Prohibition in the 1870's, it's not surprising that the state gets less than a page. But the authors have turned up a bill head from one of the two Portland area breweries on record. I cite this as an example of the thoroughness I note everywhere in the book.

The authors represent a cross section of collector types; some of the names will be familiar to NABA Members, some not. The book is organized, after an excellent overview of breweriana types, by state and then city and then brewery. The photos of items from the various author's collections fill the pages, all captioned with explanations and values. The only black and white photos are of items that were that way originally, like brewery employee group photos and some bar interiors. Schiffer's color reproduction is excellent; the colors are sharp and true. As I have never really collected New England, the book shows me hundreds of items I've not seen before, and as a

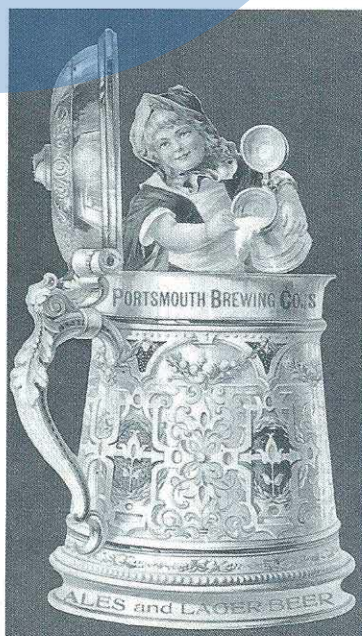
good tour or collection visit should, has the lust boiling! I never realized my favorite New England piece, the self-framed tin "Handsome Waiter" from Springfield, MA also appears in TWO pre-Pro trays for the brewery. I even find my friend the Munich Child (photo below). Read and learn!

If this is an example of the sort of book that George Bailey mentioned (*see Editor's Desk column*), then we collectors

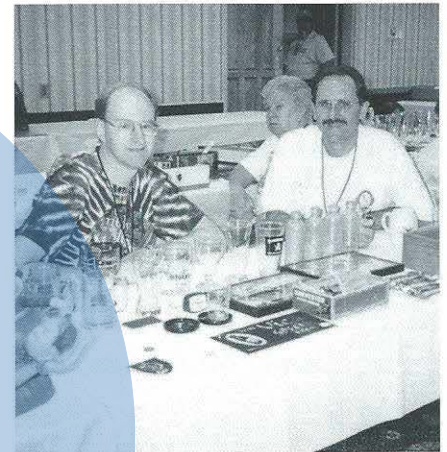
are in for some real treats in the next few years! If you are called on to contribute to the project, please respond with a hearty YES! Being part of a book like this one would be a personal thrill, and would provide reference material for generations to come. Many of us would never see breweriana of this quality or variety elsewhere!

New England Breweriana is a notable addition to our literature, and HIGHLY recommended.

Fil Graff



Convention Photos... the people





The Hospitality Room and Michigan Night, some Show floor & rooms



WANTED: EDITOR

As noted in The Editor's Desk column, here is the transcript of an e-mail exchange between the present Editor and a prospect to fill the job. I have removed any reference to the Member who asked the questions, but I found them so cogent that the answers do present a sort of Job Description. This is NOT a formal "politically correct" business document, and it doesn't pull any punches or make the job more glamorous than it is. It is how I see and do the job, thus may be instructive for those of you that wonder "Could I do that?" The answer is quite likely YES, and as time is rapidly running out for my Editorship, I beg the attention of ALL our Members, and some prompt and positive responses from those who can step forth to take over the *Breweriana Collector*.

Prospect: I'd better tackle this one item at a time, in the text of your message. I'll try not to over or undersell the job. It is a task, no doubt, but has been a lot of fun as long as I have some personal collection items to do articles on. Over the past 6 years, I've about "writ out" my personal collection!

At the NABA convention in Ann Arbor I was approached about assisting you in editing the BC Journal with the intent of taking over the editing duties. I said I would think about it. Since I do not consider myself to be a natural as an editor I have several questions.

I trust the request was correct and you would like to have some help with the editing of the journal.

Yes, I am running out of steam, and know it is time to pass the torch!

If you have an assistant what duties are you looking for help with?

I started writing material for Peter Blum. This developed to a regular column, and then helping "edit the editor", and do rewrites on submitted stories. This seemed a relatively painless way to absorb the style of the magazine, and develop (I am an English Major by education, but had NEVER done any editing before) some skills. I didn't learn to keep the author in the story until I was doing it full time; I started simply rewriting, until it was pointed out that all the articles sounded like ME.

The process I went thru with Peter seemed logical for me; it may not for you. The obvious alternative is to just plunge right in. As each Editor has a personal style, an abrupt change might be very noticeable to the reader. I think the transition between Peter and I went almost unnoticed, except for the visual elements of the magazine made possible by direct preparation for transfer to the printer on disk, rather than the paste-up method Peter and all previous editors used. I sort of adopted his style and format, making gradual changes in format and editorial tone over about a year, until the magazine was "mine."

Do you think it is possible to assist over long distance?

My assistance to Peter was 100% long distance...telephone, fax-

ing and mail. Of course, Peter and I knew each other well, but that didn't stop him from stomping on my punctuation peculiarities, overuse of parenthetical comments, slangy word usage and such...things that bothered this fine gentleman who learned English as a child after being born in Germany, and has some firm ideas about how his adopted language should appear in print. I still get letters from him saying "I wish you hadn't written such and such the way you did." Personal style is very personal. I have no idea how I will handle an assistant with his/her own ideas and style. I HOPE I will be as tolerant and encouraging as Peter was!

As an editor what is expected? Is there a job description?

No, there isn't a job description. NABA isn't corporate America! What a BC Editor does:

1) fills the 29 pages that change each issue with articles and pictures designed to educate and entertain the NABA members. We showcase *Breweriana*, record history, do book reviews of relevant books, sometimes write regular columns (like now departed "The Rathskeller").

2) prepares the copy into print ready format, using Quark Express (the standard composition program for the printing industry, cross platform PC or Mac) as the formatting tool, so the whole issue can be sent to the printer on a disk (I use 1 gig Jaz, but a CD would do equally well). They take the copy directly into their computer, set the page locations for printing 4 pages to a side "signatures", prepare proofs of the color pages (one signature two sided, this our 8 page color section) and a complete color proof of the issue, submitting that back to the Editor for review, then once approved, print the magazine and mails it.

3) I write the "From the Editor's Desk" each issue, do the captions for all photos, edit submitted articles for the usual grammatical concerns, and to try to bring the articles to life, while keeping the authors words and tone present as much as possible (sometimes, it is so deadly dull, that is NOT in the cards!), prepare the back cover composites from the Convention Committee concept (once a year), make sure the regular columns (Presidents Page, Chapter Doings, Events of Interest (which I basically prepare from various sources) are submitted in time. Where there are gaps in the layout (partial pages, and sometimes a whole article), I either write a filler, use something I've accumulated or take from bits and pieces sent in by mail, or in the past, just write an article to fill the void. Getting material from members is a constant battle! Peter used to phone people and badger them; I do NOT do that, relying on the conscience of the membership to keep the magazine full. There have been two occasions where I was a week away from deadline for submission where I was ready to drop a signature (8 pages) from the issue...I have on occasion left partial pages blank (to make a point, likely missed by the readers)...but folks like Peter have come thru with last minute submissions that saved the day.

4) I have NOT been good about building up a file of future articles. Peter had the advantage of drawing on the Stroh archives

for material. What I inherited from him was 3 or 4 partial articles; these have never been completed. I do have several submissions on file that I simply do not consider either relevant to NABA, or factually correct enough to rewrite. Members regularly send me articles about the birth or death of a local micro brewery. I have felt ABA does this better than we would, so, lacking the occasional "Pub Sleuth" column from Charley Jeske, don't use these. This is purely an Editorial slant, largely I suspect developed by many years of active NABA involvement, including 2 terms as President...another Editor with different experiences will surely see the magazine and the Membership differently, which is as it should be. As hard as I tried to be more "modern" in outlook, I guess intellectually I am still old-guard NABA.

I think the BC has two purposes. One, as the majority of the membership are "magazine subscribers" only, and seldom if ever participate any ANY NABA activities, we have to keep the issues educational and colorful enough to keep them interested. The magazine is also a good recruiting tool, so needs to be eye-catching. And two, to keep the involved and active membership informed and interested, there is a topic and current activity slant that needs to be visible throughout the magazine. Photos of activities (with pictures of members!) are important!

5) Peripherally, I also prepare the Buy-Sell-Trade ads, and compose the quarter or half page ads occasionally submitted by members. This, as is most of the magazine, done directly into the Quark program, or if with images, composed in Photoshop.

6) My whole Editorship is based on computer literacy...NABA owns the computer I use, albeit ready for replacement; we've saved enough \$\$ by its use to pay for it several times, and it's now almost 7 years old (with some upgrades to software). The "Quark Express" and "Photoshop" programs are key to the preparation of the magazine. These are top-drawer professional programs, both relatively easy to learn, as they are so beautifully written that they are intuitive. I have never had lesson one on either program, other than what is available as tutorials or in the manuals. Our printer, Crossmark in New Berlin, WI (Milwaukee suburb), uses them, as do almost ALL commercial printers. Printers generally use the MAC platform, and I use PC, but once an image or layout is "in" the Quark layout, its cross-platform nature makes a seamless transfer to the press. It also allows Crossmark to make minor corrections in text, should they be found in proofing. If there is anything EASY about the Editors job, it is putting the magazine together! Takes TIME, to be sure, but it really IS easy.

7) The Editor has an impress fund of \$500 (I have a separate Breweriana Collector checking account) so he can purchase supplies, cover mailing costs, etc. I summarize the expenses (with receipts and bank statements) for the NABA Treasurer; he refreshes to the initial balance level. I have used this fund to purchase occasional upgrades to the computer or software, always with pre-approval by the Board of Directors (so you have three shots a year to request authorization).

How much time is involved in producing each

publication?

I generally spend about two weeks concentrated time on an issue, but spend bits and pieces of the month before mailing to Crossmark deadline placing big articles, etc. I'll start playing with the next issue about the time I receive the last one, which gives about 1 month where I don't think about it at all. The composition/editing/layout planning takes as much time as it always did, but as I can get the article to pre-press state so quickly using Quark, I spend half the time Peter did. In olden days, Crossmark had to scan each page, do the Quark process, send several proofs, and charged us for this process. This is completely eliminated now, and MY composition takes much less time than paste-up did! The scanner has replaced the camera, the CRT and Quark has replaced the blue-line pasteboard. I still find the process fascinating, and "Damn, I didn't know it could do that!" is a regular comment, indicating I've just learned another short-cut in one program or another. Even so, I don't use half the capabilities of either Quark or Photoshop.

How much editing (re writing, review) of submitted articles do you typically have to do?

As above, probably 3 weeks of 8 hour days, if there is any such thing when one is retired. Sometimes I'm done with an issue weeks before deadline, and have time for little refinements, sometimes I'm right up to mailing day (or even a day or two "late".) The schedule is basically mine...I committed to the Board to regularize the schedule, and this has been accomplished by a rearrangement of issue topics (Pre and Post-Convention issues.)

I usually have to "rewrite" all the submissions, but with my "regulars", this is just scan the typed text, use the OCR program to put into a fileable format, transfer to Word Perfect (my preferred word processor), edit for grammar, punctuation, spelling, sentence flow, etc., and then copy-paste into Quark, where images are placed, etc.

How do you communicate with the publisher? I understand submitting the journal is done electronically, what additional equipment is required? (Is dial up communications okay, or would a high speed line be required. With dial up how much time is required?)

I generally phone Crossmark to let them know an issue is on its way, and send the whole issue on a Jaz disk (a CD would work fine). If you have a CD burner, you're in business! I've never tried direct electronic transmission...not sure if Quark can handle that. The Jaz disk was the best available when we bought the computer; I'd do CD only today (cheaper disks, more universal application).

Does the electronic submission to the publisher work smoothly?

You betcha! I've had ONE glitch in my term, and that was a corrupted print font in my computer files. We found a substitute in Crossmark's library that I also had here, they made the change

on the Jaz disk, I reloaded the "bad" font here, and we were off and running! We DID have to make sure that I was using "T1" fonts (MAC platform), as the "Tru-type" (TT) fonts on the PC platform don't use the same line spacing, and we had over-run problems in the first issue. Never since, as I just send the font library for each issue as a file on the disk (important ONLY if I happen to use a new one.) I'd guess the first time a new Editor did an issue, there would be some glitches...after all these years, I do things automatically, and might NOT think of everything to pass on. I did one trial layout on disk that Crossmark processed to check structure, etc. BEFORE the actual first issue. We caught several glitches this way, and I'd recommend this to a new Editor...also gets the printer familiar with the new Editor, at least by phone. I'm dealing now only with the owner Jim Dobrzynski, Sr. from my original contacts...all the pre-press crew has changed, but things still work well WITHOUT face-to-face contact.

Are articles freely submitted, or do you have to typically seek people to get material?

Pulling teeth! I've resorted to emotional bribery, threats of blank pages. As I said, Peter was better at phone arm-twisting of individual writers than I am. There ought to be a compromise method! I have a corps of regulars (Bob Kay, Don Roussin and Kevin Kiouss, Peter Blum, Don Bull, Molly Harris...many also write for ABA) who can be counted on to produce BRILLIANT occasional articles. Folks like George Virginnes, who are single topic collectors, send occasional articles with photos that help fill pages. George Hilton still wants to do book reviews, but I have been doing them myself, selfishly, so I can keep the books for my library (tiny fringe benefit!) There are a couple of others (George Baley, John Bittermann, Charley Jeske) who have been on-and-off or promising first-time contributors. As I have run out of personal material (carried me for YEARS!), my next option is to rerun articles from the past. I HAVE done this once or twice, where particular a topic has current relevance.

By the way, I always try to send the author a set-in-format copy of an article before printing for approval, re-editing, comments. Keeps me from "writing them out" of an article.

How is advertising controlled?

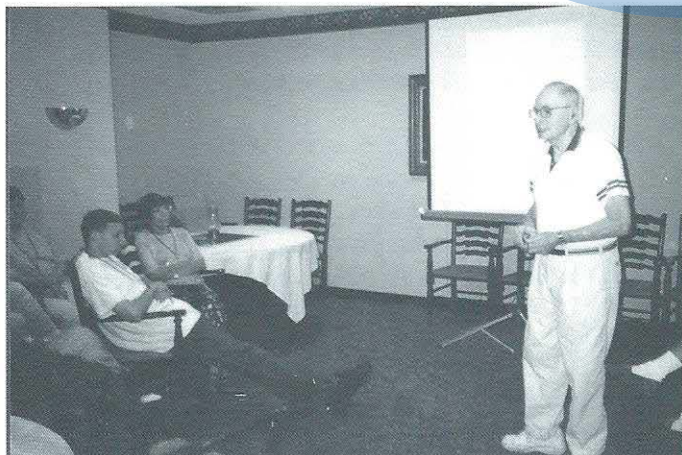
Members submit ad copy to the Editor, with a check (which is forwarded to the Exec-Secy. Regular Buy-Sell-Trade ads require little back-and-forth, but the display ads generally involve creative work, and samples are printed and sent to the advertiser for approval before printing. You can look at the book ads, or the last issue for an auction ad to see what I do.

This is a MUCH longer missive than I expected! I hope I have answered your questions, and some you may not have considered. Basically, the job is a chore, but one that has always been FUN, and stimulating to me. I think Peter felt the same way. There is a HUGE satisfaction on seeing an issue made whole when one receives it in the mail! Even my mother, who wouldn't know a piece of breweriana from a NYC taxicab likes the magazine. I've made no attempt to not have the magazine reflect MY personality. Some readers seem to like this very personal approach, some probably don't, but they never say anything. If you are doing this for feedback, you'll starve! NABA members seem to take it (as they do the whole organization) pretty much for granted. Every once in a while a letter from someone you don't know comes thru the mail, and you get that wonderful jolt that positive feedback brings. But NABA editorship is basically one of personal satisfaction from a job well done.

If you have any other questions, fire away! If you are interested, how about an article on your namesake specialty? I'd like to see how you write (not that it matters). If you have a different transition plan, let's hear your thoughts.

Fil

CONVENTION PHOTOS...more



What do ex-President Editor Emeriti do at Conventions? Well, Peter Blum did a seminar on Detroit brewery history. That's John Bittermann and Marilou Kay at left.



It's Show time! Terry and Jill Warrick, ?, and Ed Culbreth selling empty Pilsener glasses? Shame! But it must still be morning in Ann Arbor.

Executive Secretary's Report



If you missed the Ann Arbor Convention, please plan to attend next year's Convention in St. Louis. As we've almost come to expect, Ann Arbor was another great NABA Convention. Lots of great breweriana! Many thanks to Jim Kaiser and his Committee for doing a great job.

The Convention Board Meeting adopted a permanent change in paying membership dues. Starting immediately a member can pay for 4 years and receive credit for 5 years. U.S. members pay \$100 (the cost for four years worth of membership) and they receive the fifth year free. Canadian members can pay \$120 and receive credit for 5 years and foreign members can pay \$160 and receive credit for 5 years.

To accommodate members who have already paid this year, you can send in an additional \$75 (\$90 for Canadians and \$120 for foreign members), and receive credit for 5 years. This offer is good through the end of calendar 2001, and will be a part of all future dues reminders. Take advantage of this offer and then you only have to worry about renewing every five years instead of every year. You can then pitch the annual reminder with a clear conscience!

Late word from Bob Jaeger has it that there has been a local

ly backed offer made to Pabst to purchase the abandoned Milwaukee brewery for commercial restoration and a space for The Beer Museum in the old Office Building. Bob is a member of the Museum Committee, and is NABA's liason to the project. Lots of financing required, so this is not a done deal, but there is again hope! Bob hopes to have more details for us by Spring. There is also a report from Tye Schwalbe that a similar project is under consideration in Potosi, WI. The BCCA is also working on a Brewery Museum in the old Lemp brewery in St. Louis. Maybe someone will get lucky!

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 Ed Culbreth, Joseph Olson, John Stanley, the NABA Convention, and the NABA Web Site (4) for recruiting these new members.



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

New Members

Bogart, John F

PO Box 888621
Grand Rapids, MI 49588-8621
(616) 243-5884
<jbogart@peoplepc.com>
All Breweriana-Dealer-Mirrors-Neon-Signs; Strohs, PBR, Miller, Bud

Burckhardt, William

PO Box 1030
Neskowin, OR 97149-1030
(360) 981-8997

De Boode, Steve

1166 Corvette Dr
Jenison, MI 49428-9414
(616) 667-0214
Bottles-Labels-Paper Items-Trays;
Grand Rapids MI; Blob Top Beer
Bottles from Michigan

Granger, Michael B (Vera)

3216 Utah St
National City, MI 48748-9502
(989) 469-3922
<mikemo415@aol.com>
Mini Beers-Mugs & Steins-Openers-Salt Shakers

Hibbeler, Ollie (Shirley)

298 Highline Rd
Lake Ozark, MO 65049-8924
(573) 365-3875
Corkscrews & Openers (Beer, Soda)-
Signs(Large Mouth Bass Beer)

Ramsey, Dick (Bette)

1564 Woodbee Ct
Azle, TX 76020-4338
(817) 237-0425
<bdazleu@aol.com>
Texas Breweriana-Cans-Glasses-Paper
Items-Trays;
Texas Br'g Co. (Ft. Worth)

Stroh III, John W (Vivian)

516 Shelden Rd
Grosse Pointe Shores, MI 48236-2621
(313) 446-5057
<jiii@home.com>
Strohs

Van Tol, Ronald (Wanda)

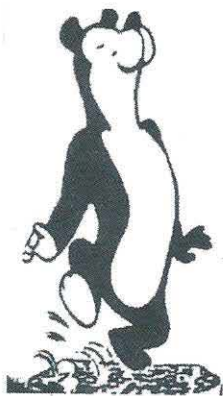
4541 S Two Mile Rd
Bay City, MI 48706-2760
(989) 684-6931
<rlvantol@home.com>
All Breweriana (Bay City MI)-
Bottles-Labels (All Michigan)

Vanden Bosch, Tom (Chris)

2728 Shire St SW
Grand Rapids, MI 49544-8105
(616) 791-0282
<vanbeercan@worldnet.att.net>
All Breweriana; Fox Deluxe

Wacunas, Robert (Sandy)

21155 Clover Hill Ct
South Bend, IN 46614-9713
(219) 299-1870



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JK1 FI01-1

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 <daugencpa@aol.com>

DA1-FI01-2

WANTED: Pre-Pro items from Texas breweries: Lone Star, 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-FI01-2

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-FI01-2

MICRO COLLECTOR: Looking for trading partners, people with sell lists, and someone to fill my want list. \$1 gets 10 page trade/ sell list, e-mail address gets lists for free. **J. B. Hamblen**, 4012 Towle Av., Hammond, IN 46327 (219) 932-2605
email: <hamblenpaperboy@aol.com>

Ham 1-FI01-1

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

Events of Interest

- Oct 25-27
2001 **MONARCH CHAPTER FALL FEST**, Holiday Inn-Select, Naperville, IL
Contact: Dave Lendy (630) 208-6950
- Nov. 2-3
2001 47th Semi-annual **VALLEY FORGE SHOW**, Kimberton Fairgrounds Pavilion, Phoenixville, PA
Contact: Larry Handy (610) 439-8245 <ohhugo1@aol.com>
- Nov 4
2001 **COLLINSVILLE BEER CAN & ADVERTISING SHOW**, (Gateway Chapt BCCA), Gateway Convention Center, Collinsville, IL Contact: Dave Ohlendorf (618) 656-4754
- Nov 4
2001 **NOTE: DATE CHANGE! MADISON ADV'G & BOTTLE SHOW**, Quality Inn-South, Madison WI
Contact: Bill Mitchell (715)341-1471
- Nov. 25
2001 **QUEEN CITY CHAPTER SHOW**, Blue Ash Banquet Ctr., Cincinnati, OH
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net>
- March 14-16
2002 **QUEEN CITY LUCK O' the IRISH SHOW**, Holiday Inn, Ft. Mitchell, KY
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net>
- Mar 14-17
2002 24th **RENO CONVENTION & BREWERIANA SHOW**, Sands Regency Hotel, Reno, NV
Contact: Turkey Lardonis (775) 786-1363 or <lardonis@powernet.net>
- April 7
2002 21st **BEER CAN & BREWERIANA SHOW**, American Legion, Blue Springs, MO
Contact: Red Jones, (913) 583-9829
- April 12-13
2002 **TITLETOWN TRADE-A-THON 22**, Holiday Inn-Airport, Green Bay, WI
Contact: Pete Vann (920) 499-6061
- June 2
2002 **QUEEN CITY CHAPTER SHOW**, Raffles Blue Ash Banquet Ctr., Blue Ash, OH
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net>
- June 18-22
2002 **ABA-XX1 Convention**, Sands Regency Casino-Hotel, Reno, NV
Contact: ABA office, Pueblo, CO
- Jul 31-Aug 4
2002 **NABA CONVENTION # 31**, Marriott-West, St. Louis, MO
Details in *The Breweriana Collector* as available
- Aug 11
2002 **QUEEN CITY CHAPT. SHOW**, Raffles Blue Ash Banquet Ctr., Blue Ash, OH
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net>
- Sep 5-8
2002 **CANVENTION #32**, Hyatt Regency & Raddison, Lexington, KY
Contact: BCCA Office (636) 343-6486
- Dec 1
2002 **QUEEN CITY CHAPT. SHOW**, Raffles Blue Ash Banquet Ctr., Blue Ash, OH
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net>

A MUCH more complete list (with more details) is posted on the NABA website <www.nababrew.org>! If you wish events to appear here, please send dates and brief details to the Editor.

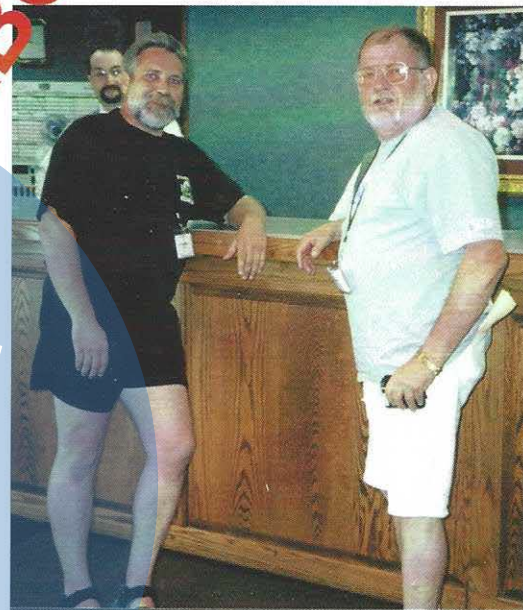
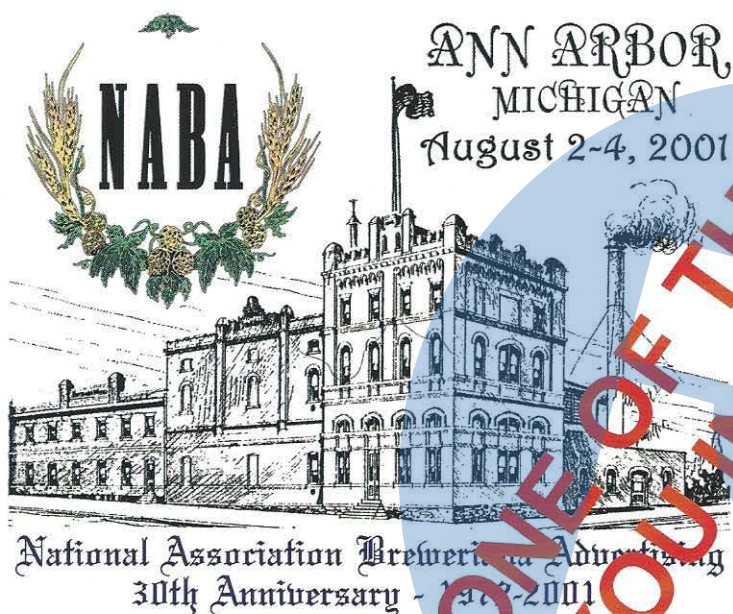
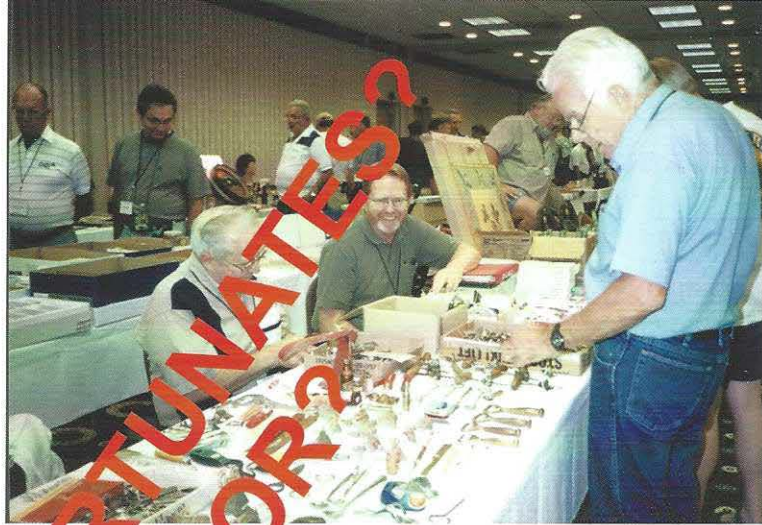
POLICY STATEMENT

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

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

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

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



**Friends, we missed a great time!
How about we meet in St. Louis?**