**FALL 2002**

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COVER

A METAL WALL HANGING/TRAY FROM CENTRAL BREWING CO. OF EAST ST. LOUIS, IL PROMOTING VICTOR BREW. THE BREWERY WAS IN BUSINESS FROM 1901 TO 1909 AND WAS LOCATED AT 18TH ST. AND EAST BROADWAY. IT LATER SERVED AS THE MODEL FOR THE NABA HOSPITALITY SUITE AT FUTURE CONVENTIONS!

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Ball Knob Update

The ball knob project is now complete and is at the publisher under going layout and design. Thanks to all who participated.

George Baley

EDITORIAL INFORMATION

The Breweriana Collector, the quarterly Journal of NABA, is edited by George J. Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. E-Mail: gbaley@attbi.com. 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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President's Message

Thank you for your confidence is allowing me to serve as your President over the next two years. We have assembled, in your board, a talented team to help bring NABA members the best opportunity to enjoy the collecting of breweriana. I am excited about the enthusiasm shown by all board members new and old, especially in their stepping forward to help with maintaining the *Breweriana Collector* as one of the premier publications in our hobby. I am pleased to announce that a co-editor has agreed to join the BC. Richard LaSusa, formerly of Chicagoland and a long time supporter of our Monarch chapter, has agreed to share the job with me. The next few months will be critical as we develop the future of the BC, what with the 'retirement' of Fil Graff after many fine years on the job.

Co-editor Rich brings to the position, more experience in publishing than any current breweriana related publication. Prior to retirement he was associated with the Chicago Tribune. Rich has a wealth of knowledge not only about Chicagoland breweries, but a firm understanding of the hobby on a national basis. As a long time member of NABA, he will help maintain the quality of the BC at the standards set forth in the past and help introduce some new twists scheduled for the Winter issue.

Lost Members. We learned shortly before the convention of the passing of Peter Blum and John Brandt. Fil Graff has prepared a memorial to Peter presented in this issue. Peter was president from 1989 to 1992. John was a long time NABA member and served on the board as a director and VP in the period 1987 to 1990. And last, we learned of the passing of Burt Anderson of Kalamazoo, MI. All will be missed.

Board Members. Larry Moter our new VP has served on the board for 4 years and brings excellent depth in organizational skills and an acute interest in the hobby. Two new (Ed Culbreth and Bob Post) and one returnee (Dave Gausepohl) director each offer talents and interests that will facilitate growth of the organization over the next two years. What is exciting about this board is that each board member wants to be on the board....no arm-twisting. I know many people think that if we do not have a contested election that the organization shows weakness. Contrary...better to have people want to serve than have to beat them over the head! Ed has taken the charge of publicizing our annual convention, both the pre and post issues. He brings a rye wit and interesting twist in his reporting. Bob Post fills in for the one year term resulting from Larry Moter moving into the VP position. Few hobbyists can meet Bob's involvement with the subject of museums! He serves on the board of BCCA and will likely become involved with their museum project, and is the museum contact for ABA's museum committee. Now on the board of NABA, Bob will be a valuable addition to help keep us abreast of what is going on in the world of museums. Dave Gausepohl returns to the NABA board after a 6 year absence. A key activist in the Queen City Chapter of NABA, Dave will be serving as Secretary of the BCCA next year.

Membership. Our hobby is safe even though perceived divisions or differences between the major clubs are to a large degree fabricated by many persons. I had the opportunity this year to attend the national conventions of the four major clubs: ABA, ECBA, BCCA and our NABA. What I saw were many very familiar faces of old friends and new ones made during the respective conventions. Last year your board spent time looking at memberships and what the future growth of NABA might be.

In a white paper, it was noted that a surprisingly large number of members crossed over between the four clubs. For example, more than 50% of our members also belong to the ABA, 14% to the ECBA and more than 10% to the BCCA. This data also suggests NABA members make up a significant portion of the other clubs and that the belief that we are an 'exclusive' group is false. In fact, going further into the composition of membership in the other clubs, we found that the majority of our cross-over members were senior (long term) to NABA and are often the more serious collectors of breweriana. So when you attend a breweriana related session, extend a welcome hand to those in attendance, as they may be fellow NABA members or perhaps candidates to join.

Our '4 will get you 5' program of membership has been a tremendous success. If you have paid this years dues and wish to upgrade your status to this special program, simply send an extra \$75, before December 31, 2002, to John Stanley and he will extend your membership expiration date by 4 years.

Conventions. A recap of the 2002 convention in St. Louis is featured in this issue. The planning for subsequent conventions in 2003 (Minneapolis), 2004 (Milwaukee/Waukesha) and 2005 (South Bend, Indiana) are moving along well and will offer an exciting opportunity to enhance your collection. Interest has been expressed to hold the 2006 convention in Louisville, KY. If you are interested in helping with the above conventions please contact Bob Hajicek for 2003, Bob Jaeger for 2004 or George Baley for 2005. We will be seeking members to open their homes for visitation by attendees on either Tuesday or Wednesday before the official start of the conventions.

Chapters. This year we have had several inquiries concerning chapter membership and recently added two new chapters (see Chapter Happenings) and have one additional application pending. This brings to nine the number of chapters of NABA. Chapter membership requires 10 members with two officers or directors being members of NABA. Member chapters are provided an opportunity to advertise in the BC, use space at the convention registration table to facilitate their own membership activities and permission to advertise as an affiliate of NABA for club events.

Next Election. It is not too early to be thinking about tossing your hat in the ring as a member of our Board. We meet three times a year for about two hours. The first meeting takes place early in the year (February/March) with the second on Friday at the Convention. Lastly, we hold a fall gathering at the Monarch Show in October. Board members voluntarily take on projects of interest and importance to the Association and help set the agenda for the year's activities.

Special Thanks. A special thanks goes out to Norm Jay as outgoing President. His leadership helped assure the continued success of NABA in the coming years. Norm is helping keep the Monarch Chapter show rolling each October. Stan Loula has stepped down as Vice President after serving as treasurer, vice president and director since the 1980's. We must also thank Bob Brockman who leaves the Board after nearly two decades of service. Bob spent time as recording secretary, director and website master. Bob has agreed to serve as a column author in future issues of the *Breweriana Collector*.

George Baley



From the Editors Desk

Firing up the word processor, I thought this quarters issue should deal with a subject dear to the hearts of many members, the subject of developments associated with the formation of a brewery museum(s). For the past several years several groups have addressed the subject. I will attempt to summarize those activities in this column and present hopefully an unbiased view of the happenings.

Several years ago, the American Breweriana Association (ABA) initiated a museum fund intended to develop a national museum to help preserve brewing history in America. Their plans at this time are on hold. Your Board Director Bob Post serves on the ABA Museum board and can be contacted directly for more details. Subsequent to that activity at least two groups have been working on a similar goal to be located in Milwaukee at the site of the old Pabst plant. As of this writing, the Milwaukee group was working on financing and expected to

have a signed contract for the facility before years end. Our own Phil Pospychala serves on the board of the Milwaukee group. Next, a St. Louis group is actively pursuing a museum at the site of the old Lemp Brewery. Don Roussin is actively involved in the St. Louis effort through the BCCA and can be contacted directly for more information. Persons attending the NABA convention in St. Louis this year had a chance to take a tour of the area and learn first hand what is planned.

Those of you who experienced the now defunct Oldenberg operation know how exciting such a place can be. Your Board strongly supports the concept of a national museum and believes there is a place for one or more such efforts. We will keep in touch with all groups and try to bring you an update in future issues.

George Baley

Chapter Doings

Mary White, Chapter Coordinator

Thanks to Bill Mitchell and Kent Newton, the convention co-chair persons for the GREAT 31st NABA Convention at St. Louis Marriott-West, July 31-Aug. 4, 2002. The NABA Board voted to accept the applications of two new chapters to our membership. We are now nine chapter strong.

CONGRATULATIONS to the two new NABA Chapters. Canada's first chapter, "Great White North" Chapter, Winnipeg, Manitoba and the "Miami Valley Chapter, Dayton, OH. Be sure to welcome our additional chapters and also to check out the time and dates of their shows and plan to join them. The Queen City Chapters shows this Summer were in June, and Aug. The Miami Valley Chapter had their 28th annual Ohio Mini CANvention, July 12-13, 2002, at Overlook Park, with all night camping. This show has been popular in the midwest because of all the summer activities available, along with the Breweriana Show. It's close to Kings Island, as well as Caesar's Creek for additional family activities. "Super Summer Swap 13" was held August 24, 2002 at Bigelow Park, Bay City, MI. This is the Dog Gone Good Chapters show. Trolley Tours, and a River Cruise on Fri. 23rd, were some of the festive celebration of the show. These two chapters have become quite



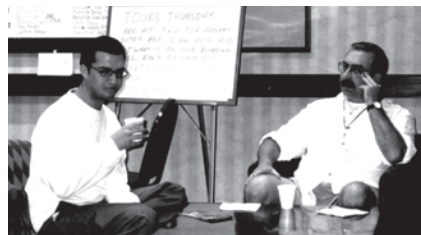
Left to right, Dan McShane, Pres., Fred Clinton, Editor, Gary Bauer, Vice-Pres., John Coupie, Sec'y.



Jim Kaiser, Treasurer and George Baley, New President, greeting the first timers.

active and we really enjoy their enthusiasm.

I want to share with you the First Timers breakfast at the convention. There were twenty five first timers sharing with us at Thursday morning's welcoming breakfast, with the board.



Eric & Gerald Pecinovsky, first timers.

The Board of Directors of NABA voted to revise Article V CHAPTERS requirements for new chapters. A minimum of two (2) chapter offi-

Continued on page 5



Continued from pg 4



Norm Jay, President and John Ferguson, Secretary

cers or directors must maintain membership in NABA. I will be sending a copy of the revisions with your chapter update letter for the NABA Membership Directory.

Hope you attended the Monarch Fallfest, Oct. 3-5, 2002. The first

NABA chapters' show was a great success and a good time was

had by all. The Queen City Chapter's Thanksgiving show is December 1, 2002 at Blue Ash, OH. Hope to see you there.

Do you want to form a chapter, or affiliate an existing brewiana group with NABA? Please contact myself or any other NABA board member for membership information. We would love to have your club join us.



Kitty Ferguson

Hunting Beer with Brewster

by Mary and Fred Clinton

Since this is our first contribution to the *Breweriana* Collector, we thought a few notes of explanation and introduction might be in order. First, we offer a little explanation as to the name of the column. For some years we have been writing columns like this for newsletters of various groups to which we belong (all beer related, of course). In the past we called the column "Meandering with Mabel". Mabel, A Bernese Mountain Dog named after the lady of Carling Black Label fame has since passed on to her reward (which was not a beer, she didn't like it) but probably a huge never-ending dog biscuit. In her place now is a five-year-old Newfoundland (yes, you guessed correctly, named Brewster) who also doesn't like beer and prefers biscuits. But that's OK because we get to drink the beers.

We also thought we'd describe our beer tasting and reporting style. You will likely find it somewhat different than most of this type of column you've read and we hope you will like it. When we taste beers we are looking for how close the beer comes to its advertised style. That is, if it is billed as a pale ale does it have the appropriate color for a pale, does it have the proper level of happiness or appropriate alcohol content? As our guide we use the same guidelines that most beer competitions use.

That is as formal as our reporting gets, beyond the style we will still tell you if we like a beer even if it tastes more like a porter than say a stout. We will also tell you if we come across a beer that just doesn't taste good whether it's simply poorly made or has a contamination problem or what ever the problem might be. What we won't do is describe beers in flowery terms such as "tasting of burnt cherries" or "kiwi-like flavor" or "essence of jonquil" and the like. We can't taste those things in beer anyway. If the style is supposed to have a roast or nutty or chocolate flavor and it does we'll say so but generally our assessment of the beers will be "wow!" or "super" or "good" or not.

In March we took a drive to Louisville to visit friends and drink beer. Spring had arrived shortly before we did (we didn't get to the same stage in Michigan for 3 more weeks) so it was a nice respite from winter. There are two breweries in Louisville, the older and better-known Bluegrass Brewery and the newer and much smaller Cumberland Brews. Both serve food as well

as beer.

The Bluegrass Brewery, located in the St. Matthews area, is quite a large place and a real hubbub of activity the Saturday afternoon we were there. We tried the sampler (the better to decide which of the beers to order in the full pint size). The Darby ale was their starter beer and would be familiar to Bud drinkers; the Alt was a clean, crisp session beer and the Nut Brown was actually more like a mild, but drinkable.

The going really got good with the Dark Star Porter which had nice hop/malt balance and some slight coffee tones; the pale ale did not disappoint and it tasted good all the way down. Two stouts were available, an oatmeal stout, good but lacking in big roast flavor, and the Russian Imperial Stout which was high in alcohol with a warming effect and a slight licorice quality. Not a beer to have when you're having more than one. Finally they had a beer called Hell for Certain. This was a Belgian spice beer, very sweet or as Mary said "a grown up girl beer" but very true to style. Bluegrass has shirts and pints usually, though selection was limited when we visited.

The next stop was Cumberland Brewery located in the "Restaurant Row" area of Louisville, a funky 'happening' area' (1576 Bardstown Rd. to be specific). This is a much smaller pub, without TV or pool tables -- just people talking and drinking good beer. And good beer it was. The nitro porter was excellent, creamy, malty and rich; the pale ale was quite hoppy (and hoppy is good). A nice beer. Perhaps their most unique beer was a smoked pale ale. We are not smoked beer fans but the others in our group all liked it as it was not too overpowering. Their coffee stout was as advertised and had a robust coffee flavor and medium body. The cream ale was excellent with good mouth-feel, nice hop/malt balance and a dry finish and Mat's Red, most like a starter beer, was better than most such beers with more hop flavor. Overall this is an excellent brewery and would be our local if we lived in Louisville. Mark Allgeier is the friendly owner. If you stop in, try to encourage to carry more glassware and the like.

Cheers for now - we'll have more in the next issue.

PETER BLUM, INVENTED PREMIUM BEER FOR STROH'S

By Hawke Fracassa

Blum memorial for the BC post-Convention issue
Aug 11, 2002
By Fil Graff

The Detroit News, Monday, July 22, 2002

Grosse Pointe Park - Peter H. Blum relied on his highly refined palate to invent great-tasting beer.

Every night for almost 20 years, when he was manager of Stroh's Pilot Plant in Detroit, he brought home two bottles of beer, and smelled, sipped and swirled his daily creations, to evaluate them.

"He was born with an amazing (and) delicate palate and it made him good at his job because he always knew what was in the beer, and what was missing," said his daughter, Terry Selman.

Mr. Blum of Grosse Pointe Park died from a heart attack Friday, July 12, 2002 at Cottage Hospital in Grosse Pointe Farms. He was 78.

He worked for Stroh from 1970 until his death, first in development of beer products at the experimentation plant and, later, as a company historian and archivist.

Mr. Blum invented the formula for Stroh Light in 1978 and in 1981 came up with Stroh Signature, which became the brewery's premium beer.

He evaluated Stroh beers at work and at home, labeling bottles with numbers and letters and filling out forms so he could compare and contrast his observations.

Before joining the Stroh brewery Co., Mr. Blum worked for the Falstaff, Pabst and Schlitz beer brands.

Mr. Blum moved with his family to the United States from Czechoslovakia in 1939, when he was 15. His first job was at a family owned malt house in Czechoslovakia and his second was in New Jersey, at a malt house owned by a great-uncle. After those experiences, he knew beer would be his career.

Mr. Blum served in the US Army during World War II. After the war, he earned his bachelor's degree in chemical engineering from the University of Wisconsin and his master's in business administration from Washington University in St. Louis.

He became an expert on brewery collectibles and frequently spoke on the topic. Mr. Blum was president of the National Association of Breweriana Advertising from 1989 to 1992, and edited the Breweriana Collector Journal from 1997-1997. He was fond of advertising on posters and trays. He bought collectibles for his collector friends and for the company archives.

Mr. Blum also wrote "Brewed in Detroit", a history of beer making in the area, which was published by Wayne State University Press in 1998.

Survivors include two sons, James and Paul; three daughters, Terry Selman, Kathryn Shen and Elizabeth Nelson; and six grandchildren.

A memorial service was Sunday at Grosse Pointe Unitarian Church in Grosse Pointe.

Burial will be in Arlington Memorial cemetery in Virginia.

Memorials may be sent to the Jewish War Veterans of the USA, 1811 R Street, NW, Washington, DC 20009.

I have had the distinct pleasure of working closely in several capacities with a man who simply cannot be replaced. Peter Blum was a one of a kind, and he devoted years to serving NABA as a Board Member, President and the Editor of our Breweriana Collector. I suspect I followed Peter more than I would have thought at the time, as it was his example that made me believe I could do each NABA job I followed him in. Peter was my NABA mentor, and the Association will never be quite the same for me without him.

I knew Peter primarily as a collector, historian and writer, but also a bit as a brewer. I did have the pleasure of occasionally visiting the professional Peter in his old office in the stock house on Gratiot Ave., of adjourning across the street to the Strohouse for a beer, or joining him for lunch in the Rathskeller in the basement of the old office building. one time I was even invited to sit in on one of his tasting panels. My score was obviously NOT counted, but it was that day that turned me from a mere appreciator of beer to a budding connoisseur. having a beer with the professional Peter was always a pleasure, although he seldom revealed much more that pleasure over what he was drinking. When having a style I was not familiar with, Peter was ever the teacher, revealing the particular characteristics of the style, but always leaving it to me to determine if I liked it, and whether it measured up. I remember him being critical of a brew but once, and that was a reference to what the crew from Schlitz had done to his beloved Signature. I personally think was glad when the brew was dropped from the Stroh lineup, as it was by then a long way from the beer he took so much justifiable pride in developing. I'm not sure if he had a hand in its development, but he always talked fondly of the old Stroh Bock beer, and was delighted to get a few bottles of Baderbrau Bock, developed for the Chicago microbrewery by a retired Stroh brewmaster. During the period I reviewed beer for this magazine, Peter

Continued on page 7

would often remind me there was no such thing as "bad" beer when it leaves the brewery. Sometimes products on the market had not survived the distribution phase, sometimes I simply did not like a particular brew. But the motto he suggested for the column head, "De gustibus non disputantur" (there is no arguing with taste) in most cases acted as a modifying element in my descriptions. We would happily argue about the difference between the products the major brewers chose to market and the capabilities of those brewers, but noting that I did not favor the brews generally available, reminded me that the smaller brewers who were producing brews that might suit my particular palate were not better brewers for having done so. "The big guys must be doing something right, as they keep getting bigger!" Ever precise, ever the teacher, ever the friend concerned about my words offending someone.

After the Detroit brewery closed Peter moved with the corporate offices and pilot brewery to Riverplace, where he had room to begin to really organize the Stroh archives, and incorporate the artifacts of the other brands Stroh acquired. Visits to Riverplace were always a thrill, as Peter was a careful and considerate guide, and sessions in the archive rooms always revealed another treasure or two that I, as a budding Stroh collector, had never seen before. I remember working with him on a project to date Stroh advertising from internal clues like barrelage. Every visit taught me more about the brewery, the industry, and the man I came to love. Even the chore of revising the NABA bylaws during his presidency was made fun, our session broken with a fine lunch and several beers at a local club, and concluded to mutual satisfaction in basically one writing session.

I think everybody that had more than casual contact with Peter Blum has a "Peter story". My memories are legion, but as many are personal, they aren't really relevant here. There are some things I remember most, like having that dear gentleman who grew up speaking German correct the grammar and sentence structure of an English Literature major, and do it correctly! Being edited by my predecessor definitely made my BC a better magazine. He almost cured me of parenthetical writing, which reflects my rather disorganized thought structure, and so typifies my speech. There was also that wonderful pregnant pause in his conversation when one could almost hear the gears grinding and smell the fire burning, before he delivered a perfectly formed and always funny tag line. I used to think he was translating a thought in German to English in his head, but that wasn't it at all. It was his desire to be precise that produced these gems. His use of American idiom was flawless, and his dry sense of humor made conversation with him, even on the telephone, a real joy. He was a story teller almost without peer in my experience. He shared himself in his stories, like starting work in the US at a great-uncle's malt house in the old Hinchcliffe Brewery in Newark, NJ, meeting and marrying his beloved Nona at the University of Wisconsin in Madison, his pride in his children, the development of Signature Beer for Stroh and working with three generations of a family of brewers.

As John Stroh III related to us, Peter was not one who could not ever really retire. The last 13 years of his life he was the Stroh

company and family archivist. This period also produced *Brewed in Detroit*, one of the best of the city brewery histories that grace our shelves and enhance our knowledge of the companies that produced the advertising we treasure. According to J III (as Peter always called him), it was Peter that convinced the family that an archive of their advertising and other historical material (at that time almost non-existent) was essential to the history of the brewery and the family, and the world class archive that exists today was largely Peter's doing. As much as he loved what he was doing, I never heard Peter claim responsibility for it. He was just entranced and thrilled to be a part of it. He was a shrewd trader, and a difficult opponent when he had his mind on a Stroh piece the collection lacked. I remember the joy he exhibited when a previously unknown Stroh piece turned up, or even better, when one of the items we knew only from period photographs was found.

Strangely enough, Peter didn't seem to be much of a collector for his own possession. When J III brought some of Peter's personal collection to St. Louis, I just knew I had to have a "Peter thing". I have twenty-plus years of great memories of this wonderful man, but I guess I'm a thing person. So I now have it, the first non-brewery litho in my collection, a malt house (for Peter was first a maltster) litho from Chicago, and one that came from the Schaeffer folder of Witteman lithos featured in my last BC. I was told it hung over the sofa in the Blum house in Grosse Pointe Park, a gift from John III. I noted with pleasure that several other of his Detroit friends made similar purchases at the Auction. Although he never treated any of us in any other way than as equals, his breweriana children are legion. Even John Stroh is one of these; as he said at our banquet "I cannot remember what I learned more about [from him] - industry history or brewing beer."

I suspect that many of the newer members of NABA never knew Peter, except by reputation and his articles in the *Breweriana Collector*. Peter was an absolute icon to our association, and much of the changes in the way of modernization and attitude are a direct result of his leadership. Peter was a member of NABA almost from the start, and over the years did everything one could do for the club. He served as an officer, chaired conventions, gave seminars, contributed and then edited our journal, and as much as almost anyone, shaped the NABA we know today, either through direct action, or through his apprentices. I proudly count myself as one of these, as do many still active in the management of NABA. Peter's wisdom, management skill, good humor and knowledge will be nigh unto impossible to replace, but he has left a legacy that is clear, and easy to follow. Think it out, do it right the first time, and always consider the other guy's feelings (and use proper grammar and spelling in the BC!) There is a big hole in my life now, but as a good bit of who I am as a collector and brewery researcher comes from my association with Peter Blum, the hole will fill with good memories in time.

I'm surprised...I wrote this whole bit while smiling, not choked up as when I talked about him at St. Louis. So this has been, as a memorial service is supposed to be, a healing process and good therapy!

"Baggin' The Beer" In Beerbags

By Tim Hornseth

The amazing thing about collecting breweriana is the vast amount of objects that can be collected. A collector can specialize in almost an infinite number of ways, depending on their particular predilection.

I have seen collections that concentrate on regions of the country, states, or even cities. Collections of just particular breweries are fairly common, collections based on time (pre-pro only, or just 1930's and 1940's) are around, or even themes such as sports related breweriana, or female related breweriana exist. Of course, most common are collections that are specialized in a certain type of breweriana, such as cans, trays, signs, tap knobs, steins, or in my case, beer bags.

Beer bags. I am sure you have seen them, perhaps you have one or two floating around in your collection or trade stock. Most people probably know a little something about them, but differentiating from a 'common' variety from a tough, hard to find bag can be tricky. Certain assumptions one makes when dealing with the majority of the breweriana from a particular label or brand are not necessarily valid when it comes to beer bags. And of course, there are exceptions to this as well. In

#1



#2



this article, I am going to show a number of different bags in pairs to better illustrate some of the easy and not-so-easy varieties of bags that are (sometimes) available.

First, the biggest variety is the issue of the type of handles on the bag. There are two types, rope handles and flat, paper handles what are termed continental handles. These can be seen in picture #1. What you won't find are bags without handles, as these are sacks, and generally not collected by bag collectors. Generally, on either rope or continental varieties, there are two handles on a bag, but there are exceptions. There are bags that are available in either rope or continental handles that have only one handle to the bag. Two examples of this can be viewed in picture #2. Interestingly, both bags pictured are fairly tough acquisitions. The Prince of Pilsen bag is, at this time, the only one known. The Griesedieck bag has a companion variety that has a white strap instead of the black handle. The white handle variety is quite common, where the black handle is quite rare.

There are two main sizes of beer bags, with another one or two sizes of bags that are known and acknowledged by collectors. The standard size is about 7 ½ inches wide by about 9 or 10 inches tall, not counting the handle. There are taller bags known as well. The other main variety is termed the 12 pack bag, and it is much wider. The two differences can be seen in picture #3. Here, an extremely common Hyde Park variation is pictured along with a unique

#3



#4



that is termed unique or 'one of a kind' in this article, and find that they have that same variety in their collection.

Regional differences within the country play a large part in beer bag production. Certain regions are much more heavily represented in numbers of varieties of bags-regional differences in advertising styles and brewery competitiveness played a part in how many or how few bags were produced. Areas that have the most numbers and varieties include the Midwest, especially the St. Louis and Milwaukee areas, Pennsylvania, Minnesota, and Baltimore areas. The West coast is really underrepresented, with only two variety of bags known for the entire coast, excluding Hawaii. Picture #4

Continued on page 9

shows bags from far flung locations within the United States: the Royal bag, Hawaii, is moderately tough, while the variety of Arrow bag shown is a fairly common pick-up.

When it comes to the age of a bag, it is generally easy to identify the age of the bag by the design used on a bag. Brewers tended to make the design resemble their current label design on their cans and bottles, and these are well documented in other sources. For example, in picture #5, the Falls City bag, quite an easy bag, can easily be seen that it was produced at the same time that the cans with the similar label were produced. The same thing goes with the other bag in picture #5-although it is a fairly tough bag to acquire partly due to the popularity of the label, I think I can safely say that the bag is a bit easier to acquire than the Bock Ale can. (To be totally accurate, there are actually TWO varieties of the Bock Ale bag, a red version like in the picture, and an orange version. Does this indicate there are two varieties of cans?) Finally, dating a bag can happen with other clues that are not necessarily beer related. A few bags have messages, phrases, or other language that give a clue to it's era: an example would be a few of the Blatz bags have words about conservation and National defense that obviously relate to during WWII.

The graphics used on the bags can vary greatly. As seen in picture #5, the Bock Ale bag is nice looking, while other bags show off a rather spar-

#5



#6



tan design. This generally doesn't matter to bag collectors, because the emphasis is the acquisition of all the known varieties of bags, not just a type. The one reason more attractive bags may come into play is in the displaying of the collection-it is much more interesting to look at items that are eye catching than to look at plain brown bags with a few words written on them. Picture #6 shows how much different the designs can be. The Leisy's bag, while moderately hard to obtain, is really....boring. On the other hand, the Iroquois bag, a generally easy acquisition, is truly an great looking item, especially if one can obtain one that still retains it's full color.

After looking at the differences in graphics used on bags, looking at varieties within a certain label is the next logical step. Most collectors have an idea that even within a certain special

#7



sub-set of items, varieties within the sub-set can happen, and these can vary in terms of degree of difficulty in obtaining the items, or be obvious with a large range of pricing that a collector must pay for nearly identical pieces of breweriana. Picture #7 demonstrates that while these two Falstaff varieties look fairly similar, the are very different in terms of obtainability. The bag on the right is one that is seen on occasion-not too difficult to find. The bag on the left is extremely difficult to locate, less than a handful exist. What makes it even more difficult is that there is another variety that is almost exactly the same, except that the little Falstaff shield at the top of the bag is slightly different. This variety, naturally, is also extremely

hard to find.

#8



Varieties seem to be a large part of beer bag collecting. There are over 15 varieties of Falstaff and Blatz, and over 8 varieties of Griesedieck, or Arrow, or Hyde Park. Some are extremely easy to find, others are very tough bags to locate and acquire. Picture #8 demonstrates this concept, as the Fort Pitt bag on the right is quite easily found, where the Fort Pitt bag on the left is the only example known. Despite all the varieties, I estimate that there are only about 400 bags to collect-although the number does grow by a few bags each year. The two people with the biggest bag collections have roughly 200 bags each, perhaps a little more. While I am not that far behind, and that 400 number does seem reachable with enough time, luck, and money, it will be getting there that is most of the fun!

Sensation in St.Louis

The NABA 2002 Convention

by Ed Culbreth

The long awaited, much anticipated NABA 2002 Convention is now history. And in my reverie, I continue to experience no little belief that it is over. Our greatest expectations realized and, now, we have for the most part returned to our daily routines. Really something of a "downer" to say the least after the dizzying whirl of room-to-room trading, home visits, tours, an exciting auction, fabulous food, and a great public sale on Saturday. Congratulations to Convention Co-Chairs Bill Mitchell and Kent Newton for their leadership in staging a really sensational event. Those of you who couldn't make it missed a truly outstanding experience. Attendees carried away a rich trove of memories and breweriana to gladden their hearts throughout the long cold winter months.

"Great expectations" might be the best description of the attitude of convention attendees in 2002. (My own personal motto has long been "Come early and stay late") They came



played measurably enhanced the overall impact upon the viewers. Sam Marcum's collection housed in a beautifully restored 19th century red brick town house in the St Louis Cherokee Historical District was most impressive. And there was the unique attraction of an unrestricted view of the magnificent old LEMP Brewery from a third floor outside deck of Sam's house. Simply great. It felt as if you could almost stroll over to the Sternewirth and drink a few beers with the brewery employees.

Equally impressive was the Roussin collection with an overwhelming display of diverse breweriana from throughout the region. Real gems dispersed among the extensive holdings



early with more than thirty rooms occupied in the convention hotel by Monday evening. (And these early arrivals would be richly rewarded.) First time NABA conventioners, Preston and Connie Bradshaw of San Antonio, moved quickly to open their room first to appreciative shoppers. (Way to go Connie and Preston.)

Throughout Monday evening there was eager discussion regarding the home tours scheduled for the following day. However, there was no way anyone could have imagined what they were about to experience on the morrow.

The four home tours on Tuesday were quite simply an awe-inspiring exposition of the very finest in breweriana art from St Louis and the surrounding area. Those viewing the collections freely expressed their utmost appreciation for both the quality and quantity of the offerings, which were worthy of any museum. "Fantastic" and worth the long trip to view was one comment overheard. (David Mosser, long time collector from Houston, Texas.)

The diversity of settings in which the collections were dis-



Continued on page 11



encouraged visitors to view carefully lest they miss a true treasure. This was a collection to be studied and savored at length. There was something of real interest to me wherever I turned.

Like the two previous collections, either the Gandt or Mitchell collections would have made for rewarding; worthwhile individual visits on their own. (Especially since both collections were augmented with items from other collections.) The most discriminating of breweriana collectors found much to admire from Anheuser Busch and Lemp. Having returned to serious collecting only a few years ago, Joel Gandt has assembled an impressive collection of pre pro breweriana from the William J Lemp Brewery including a complete set of large and small Falstaff chargers. (As well as numerous self framed tin signs and a rare Lemp chalk back bar statue.) Augmented with selected Lemp items from the Matusch and Falkenberry collections, visitors were afforded a visual treat in the newly decorated downstairs of the Gandt home.

Moving on to the final exposition location, conventioners encountered the renown "Lil and Bill Collection" of Lillian and Bill Mitchell. Long time collectors of antique drinking vessels and pre pro St Louis breweriana, the Mitchell home presented the visitor a chance to view their collection augmented with a number of William J. Lemp items from the John Hladnick Collection. The many premium pieces located up and downstairs were almost more than could be comprehended on a single visit. Unquestionably, those who arrived early in the week were amply rewarded. It was "Nirvana" no less. It will be a long time before such another large, impressive exposition of high quality breweriana such as found in the four homes will be made available for viewer gratification. Of this, you may rest assured.

Tuesday evening following, the home tours, room-to-room trading gained tempo after getting off to a good start on Monday night. The very deep appreciation and thanks is due to those guys and ladies who brought a wide variety of great items to display and buy/sell in their rooms. Some hard work is involved in getting those items we all love to convention sites across the country for room-to-room sales as well as the Friday auction and Saturday public show. These hard working people, often-unsung heroes, deserve real thanks for keeping the trade heartbeat of our fine organization strong and steady.

Wednesday brought convention goers a great opportunity to visit an Anheuser Busch state of the art distribution facility in Bellville, Illinois, led by Bill and Lillian Mitchell. Hosted by owners of the facility, Tony and Susan Joint, NABA members

were given an extensive guided tour of the distributorship, one of only three in the United States. A delicious barbeque lunch and/ beverage tasting followed the tour. A great time was had by all. Those not participating in the tour pursued treasures in the growing number of rooms open for room-to-room sales.

The St Louis Area is blessed with a wealth of historic brewery sites. And Don Roussin and Kevin Kiouss treated the many history buffs among the convention attendees to a great tour of these locations on Thursday. These two well known author/collectors have published detailed information about all known sites in a guide, which was provided to tour participants. A very worthwhile, educational experience was enjoyed by all concerned.

Thursday evening brought increased room-to-room trading along with mounting anticipation regarding the Friday auction. Long a high point of NABA Conventions, the 2002 auction was no exception. Members arrived early with consignments to gladden the hearts of the most discriminating collectors. An early pre pro E. Anheuser lithograph was among the choice items creating



Picture Above and below are of vendors at the Saturday sale.





excitement. The auction preview brought heightened anticipation as participants ogled, gawked, speculated, and jockeyed for seats to participate in another great Bob Kay directed auction spectacular. And it was an exciting experience. The spirited bidding exchange between Lillian Mitchell and Brad Burger regarding the E. Anheuser lithograph was just one of a number of memorable moments. Good job Bob. A big thanks to Mike and Rondi Jones, Bob Flemming, and all the auction crew. You are the greatest. Also, a big thanks goes out to all of those who brought the many wonderful items to be auctioned. It wouldn't have been possible without you.

The Friday night banquet was a special time for reflection this year. Our patriarch, Peter Blum passed away in July shortly before we gathered in St Louis. He was a venerable man and had planned to be with us. A moment of silence was observed during the banquet, followed by a thoughtful commentary by John Stroh III, CEO of Stroh Industries. Peter was beloved among us. We are all richer for having known him and much poorer for his passing. He will be sorely missed.

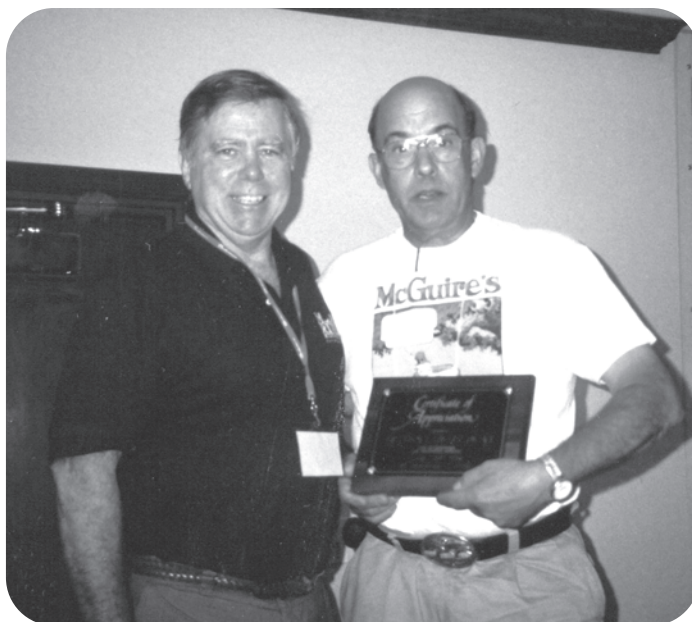
Saturday morning brought beautiful weather and eager crowds of potential buyers to the annual NABA public sale. Sellers were up early to stock some 114 tables with a wide variety of great breweriana. Sales were brisk and everyone enjoyed themselves. I was impressed that there was a wide range of items offered for sale, which I had not seen during the room-to-room trading during the week. (It really paid to keep looking through-

out the convention. You never knew what was going to turn up.)

Saturday evening brought a bountiful feast followed by great entertainment and more good fellowship. It was a great day from start to finish.

The Sunday morning annual business meeting and breakfast ending the 2002 Convention had to be the best in my Memory. Great food and spirited, good-natured verbal exchanges made for great levity.

George Baley assumed the office of President and made presentations to Norm Jay and Fil Graff for their years of dedicated service to NABA. And deepest appreciation was expressed to those whose dedicated efforts had made for a very successful convention. The names of many people have already been mentioned who made this convention a success. And in closing, there are others I point out for performance of exceptional dedicated service. Mary White and Helen Haydock stepped in and made registration a very smooth process when the chips were



down. Others include Patty Eschbacher (Promotional Products Group) and Phil Vollmer (Archivist) of Anheuser Busch. Even having the convention would have been difficult without their contributions. And finally, Lillian Mitchell and Teresa Newton, the long suffering spouses of the 2002 Convention co leaders gave their all. A big thanks Ladies. (Poor Lil slept 21 hours straight after she got home.)

Really looking forward to seeing all of you in Minneapolis next year. Start planning. Don't you dare let me come and get all the good stuff. I'll be waiting in the parking lot of the hotel on Monday of convention week. We're gonna have another great time.

Ed Culbreth
Kaufman, Texas



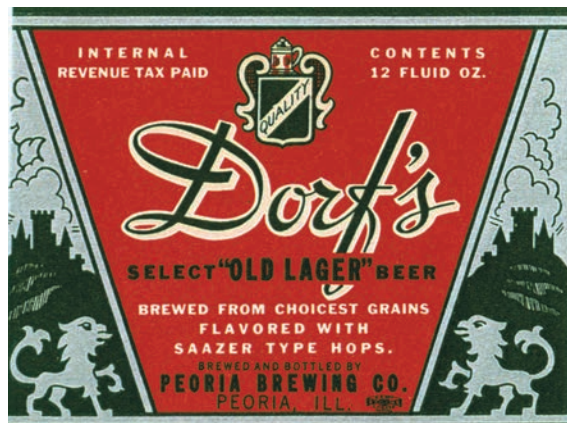
PEORIA & SPRINGFIELD LABEL TALK

By Bob Kay

I have chosen two Illinois sudsworks, Peoria Brewing Co. (1934-40) and the Springfield Brewing Co. (1933-48) to illustrate some interesting label variations. When reviewing close variations, it's fun to let the labels suggest the reasons for the changes. I call this "label talk" - in other words the labels told me so! Now lets see what these labels have to say!



Three brands (Dorf, Horst, and Utica Bohemian), can be found with both brewery names. It's looks like they formed some sort or joint ownership or marketing arrangement somewhere along the line. In addition to the name differences the Peoria



Dorf labels can be found with two wording variations - Saazer Hops or Saazer Type Hops. This change may have resulted from a change in suppliers or truth in labeling pressure from the label examiner.



The Springfield Brewery issued a brand called Lucky Lager which featured a horseshoe and a four leaf clover. Suddenly the label was reworded to Good Luck Lager. Label talk says they received pressure from another well known brand of the same name and had to change. Of course the change was so subtle it was hoped no one would notice.



The Peoria brand with a U-Permit number (circa 1933-36) is one of the first 12 ounce labels from Peoria Brewing. Variations are known with two different sub-headings - special and special brew. The labels weren't able to tell me why this change was made. Possibly the wording, special brew beer, was deemed redundant? Either label makes a choice addition to any collection.



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tion of the fine print, or label talk, shows these were brewed in Peoria for Springfield.



Springfield's Royal Lager Brand originally said "Dietically Not Fattening" but was changed to "Rich Old Country Flavor". Obviously the label examiner wouldn't buy the initial wording.



One intent of this treatment is to help the label collector/historian sharpen skills in the art or reading and understanding the many variations in labels. Hopefully this will help.

Cheers!
Bob Kay



The war with Germany caused a great deal of change in beer labels as the brewers, many of German heritage, scurried to look more American. The Chief Brand from Peoria offers a small but very collectable example. Notice how the Indian headband was redesigned? The labels whisper it was because the first one had a close resemblance to the German Swastika.

The Black & Gold Brand is also found with an interesting wording change. One version says Private Stock while another says Select Stock. Even the labels don't understand this change. Could it be the brewery or the label examiner objected to one of these wordings?? It beats me why? Whatever the reason these are very collectable variations!



Scenes from St. Louis Convention





*Looks like they are
having a great
time!!!! Do you see
anyone you know??*



NABA St. Louis Auction Results

by Robert Hajcek

The NABA convention is always one of the highlights of any convention and this year did not disappoint, and included a good selection of pre-pro advertising and some unusual items. Not all of the photos I took developed well; some had flash glare, so some fine pieces are not included. I missed the Green Treeembossed stem glass also. In the winter issue, Auction Hysteria will return with e-Bay action.



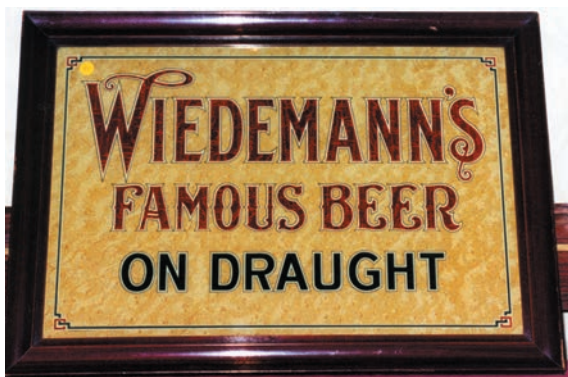
E. Anheuser Co. paper litho, as described in volume 118, an unbelievable piece. \$7,000



L.C. Huck Malting Co., Chicago paper litho, perhaps not a "brewery" but who can argue with the dramatic presentation \$550.



Central Beer glass in wood frame, Big! \$750.



*Wiedemann's
Newport
Kentucky,
pre-pro reverse
on glass,
\$1,200*



*American Brewing Co.
cast iron dog. \$525.*

Continued on page 19

NABA St. Louis Auction Results



Anheuser Busch paper litho, calendar for 1892. \$1,200



Prima, Independent Brewing Assn., Chicago, tray. \$950.



Gast Brewery St. Louis wood chair, unusual and ornate! Not a typical saloon chair but one fit for King Gambrinus! \$200.



F. Heim & Bro. paper litho, also described in volume 118. \$2,900.

Other Auction Items Not Pictured:

Otto F. Stifel black wood chair. Reserve not met, but an unpainted version sold for \$250. Pabst brewery scene tray. \$400. Lemp paper litho. Reserve not met. Stag, Belleville, IL. light up sign. photo in vol. 118, page 19. \$400. Budweiser cardboard waiter sign, photo in vol. 118, page 20. \$175.

NABA St. Louis Auction Results



Schlitz "steinie" tin-over-cardboard. \$250



Schlitz Tonic tin-over-cardboard. \$250.



Duquesne reverse on glass with gold metal back. \$525.



Indianapolis Brewing Co. Duesseldorfer paper litho. Reserve not met.



Independent Rienzi-Brau mug, 4/10L Mettlach. \$300.



Compliments of the Faust, Peoria, Il. Anheuser Busch mug. \$750.



Reisch Brewing Co., Springfield, Il. Meyer cord Vitrolite with original shipping crate, lighted. \$5,700

Pillars of the Brewing Industry

Christian W. Feigenspan

This is the first in a series of articles dealing with the pillars of the brewing industry. Many will be excerpts from the archives of *The American Brewer*.

Christian W. Feigenspan, president and son of the founder of the Christian Feigenspan Brewing Company, Inc. Newark, N.J., died February 7, 1939 at his home in Rumson, N.J. after a three month's illness.

Besides his wife, the former Alis Rule Thomas, of Cincinnati, and his mother, he leaves a brother, Edwin C. Feigenspan, vice-president of the Christian Feigenspan Brewing Company, Inc.; two sisters, Mrs. Rudolph V. Kuser, of Trenton, and Mrs. Lewis B. Ballantyne, of Newark; and a stepson, Joseph Thomas.

Born in Newark December 7, 1876, the son of Christian and Rachel Feigenspan, he was educated at the South Market Street School, Barnard School for Boys in New York, and at Cornell University, where he was graduated in 1898. He studied brewing as a member of the Class of 1899 at the United States Brewers' Academy and upon completion of the course immediately went to work in the brewery his father had founded. In 1908 he succeeded to the presidency of the company, which was to become one of the largest in the country, with branch plants at Albany, N.Y., and New Haven Connecticut.

Mr. Feigenspan was an outstanding figure in the brewing industry almost from the day he became a brewer some forty years ago. From October, 1917, to September, 1925, he served as president of the United States Brewers' Association and continued as a director and member of the executive committee of that organization until his passing. He was an outstanding leader in the battle against Prohibition and did not hesitate to engage the great Elihu Root to carry the fight against the eighteenth amendment to the United States Supreme Court.

As a symbol of his unshaken belief that the right of the people to consume legal beer would return, his huge electric sign blazing the familiar "P.O.N." trademark from the top of his Newark brewery remained illuminated all through the days of Prohibition. Not until his death were the lights of this sign dimmed, when for two nights it did not shine across the Jersey meadows as a sign of respect to his memory.

In Post-Repeal times Mr. Feigenspan continued his efforts for the benefit of the industry helping in every way to revive it, to protect it from the passing of foolish and unnecessary state and federal legislation, and to safeguard its future by fostering the chartering of the United Brewers Industrial

Foundation which he serve as a director in its early days.

Christian Feigenspan was a man of action, but action based on knowledge and ability. He thought quickly and keenly, making decisions which were influenced more by a desire for the common good than for personal advantage. His utter fairness gained him the respect of all who came in contact with him and the affection of those who worked with or for him. In his brewery he was master of all departments, and not alone was an outstanding executive and administrator, but he could brew beer and often astonished his masterbrewers through his complete knowledge of the technical operations in the plant.

Mr. Feigenspan was an exceedingly versatile man and also gained prominence in the fields of banking and insurance. He became a recognized leader in his home city of Newark serving as president, chairman of the board and chairman of the executive committee of the Federal Trust Company. He also was president and one of the founders of the Commercial Casualty Insurance Company, a director of several banks, a member of the Newark Sinking Fund Commission, and active in the coal, ice and real estate fields.

The city of Newark long will remember Christian Feigenspan as one of its most generous citizens. All civic movements readily received his sympathetic assistance, his interest including artistic and educational activities of his home city. He gave liberally of both time and money.

He loved flowers, knew a great deal about horticulture and gave his two flower conservatories at his Newark and Rumson homes his personal attention. Another hobby was photography, an art which he developed to a high standard. As a sportsman he shot traps with the best in the country. As a deep-sea fisherman his success and hardihood won the admiration of all anglers who were fortunate to follow this sport with him.

So deeply was his death felt in his native city that the Newark Evening News in an editorial entitled "One of Newark's Own" observed that "something generic has gone from Newark in the passing of Christian W. Feigenspan." The Star-Eagle of that city wrote, "he was a man of great personal charm, and his death is a distinct loss to Newark and the State." Beyond his city and his state he was known by a host of friends and admirers who will miss his genial personality, his courageous leadership, his wise counsel and his thoughtful help when needed. His parting is mourned by many.

He faced his tasks and did them well.



Crowns For Beer And Priorities

By Malvin J. Mayer and William E. Thiem

America was about to go to war and her industries were beginning to feel the pinch of conserving needed materials for the expected war effort.

One of the first problems national defense has caused the brewing industry to face is the crown situation. Perhaps without exception, the individual brewer realizes that he no longer can expect the same type of crown he has received in the past. While the problem is serious, it is not at present acute, except in certain individual cases. It is the purpose of this report to point out the difficulties and possible solutions.

Naturally, at this date, much more experimentation and testing are required, and the final answer to many problems has not been determined. Potential supplies of many materials are entirely dependent on world politics, and no one can foresee all contingencies. As far as crowns are concerned, the manufacturers are deeply involved and deeply interested in providing the brewing industry with the best available materials. If and when substitutes are required, it is to be expected that, if only to safeguard their own businesses, the present manufacturers of crowns will be ready with the best possible products.

Varied Composition

Crowns are produced in different qualities, but the brewing industry always has required and demanded a superior product—the best quality available. Besides the natural sensitivity of beer to foreign odors and tastes, a crowned bottle of beer is subjected to severe physical conditions. Beer bottles must withstand relatively high pressures (as high as 100 lbs.) and temperature conditions covering a much wider range than beverages with low carbonation, so-called "still" liquids, and liquids, which do not require pasteurization.

Although an individual crown is a very inexpensive, small, simple-looking object, it is nevertheless composed of many different materials. Among the most important ingredient for quality beer crowns are cork, tin plate, aluminum, and inks for decoration.

Cork is probably the most important material causing concern, and a letter discussing the situation has been addressed to all beverage producers using crowns by the Crown Manufacturing Association. This letter states in part:

"There is a very critical shortage of cork in the United States as a result of the present world emergency and its effects on aggregate demands for cork, both for defense and non-defense purposes, in relation to available supplies.

As a result, the federal government, through the Office of Production Management, has assumed control of all cork stocks, including semi finished and finished cork products in the United States, and placed them on a priorities basis to conserve cork for defense purposes.

Cooperating with OPM

This very seriously affects the crown manufacturing industry. No crowns using cork discs, at the present time in stock or being produced, or to be produced, can be sold or delivered to the users thereof unless the grossage involved comes within the limitations of the monthly allotment of crowns which the OPM advises each crown manufacturer can be processed, sold and

delivered during any specific month."

An OPM order of June 11, 1941 substantially requires that no more than a normal thirty-day supply of crowns may be purchased at one time, and, more important still, no more than a thirty-day supply may be kept in stock at one time. Present stocks in excess of this amount, whether in the hands of the manufacturer or consumer, must be reduced. As with other strategic materials, the purchaser must sign a certificate subscribing to these regulations. This certificate must accompany any purchase order before that order will be filled.

Besides this requirement, the crown manufacturers have cooperated with the OPM to the extent of making certain further recommendations. Some of these follow:

1. **Private Decorated Crowns:** It is estimated that approximately 70 percent of the crown manufacturers' inventories of finished crowns consists of private decorated crowns which have been made up in advance and carried in stock subject to customer's call as needed. It is the opinion of the industry that the practice, which has resulted in the creation of these large inventories of private decorated crowns, should be discontinued in the present emergency, as liquidation of such stock is generally slow and as substantially duplicate supplies of open stock decorations are also carried. Thus, a considerable quantity of cork is made unavailable for current requirements. Under present conditions the industry believes that steps should be taken to eliminate as much as possible of all slow moving inventory classifications and therefore it recommends that orders for private decorated crowns from customers operating in states where such crowns are not required by law, should only be accepted on "make and ship" basis and for minimum quantities of 1000 gross of each decoration or design. Such orders are not to be executed, however, if by so doing the quantity to be made is in excess of what the customer is permitted to receive, under current OPM control requirements. It is estimated that the adoption of these recommendations will eventually reduce current industry inventories of finished crowns to an extent equivalent to 1000 to 1500 tons of raw cork without imposing a serious handicap on the beverage industry.

2. It is also recommended that all still drinks of every type, and drinks using low carbonation, shall use a substitute disc in lieu of the cork disc.

3. In order that there may be no discrimination in the treatment accorded to both large and small buyers, the industry recommends that OPM control requirements be applied on carload orders to the same extent and in the same way as they are applied to orders for small quantities.

4. It is also recommended that the American Bottlers of Carbonated Beverages and the various brewers associations be informed of the situation and requested to also advise their members and recommend their full cooperation with the program.

Possible to Use Rubber

In addition to the foregoing recommendations, which are already in effect, certain other possibilities present themselves. It is possible to cut the amount of cork used in a crown by as

much as 35 percent with very good results.

It would be possible to substitute a rubber or rubber impregnated paper disc except that rubber is as critical a material a cork. A latex impregnated disc could be used, but these discs require special machines and it is obviously impossible to obtain new machinery today. An essential requirement of any substitute is that it be handled on equipment now in use or simply modified. This is true for crown-making as well crown-using machines.

It also appears possible to substitute a paper type disc even for crowns. Large-scale experiments already underway on beer using a disc of pulp board, to which has been bonded on each side a film of rubber base material on paper. The amount of rubber thus used is insignificant.

Cork Is Imported

It is said that these crowns have withstood pressures of 120 pounds in laboratory tests. Because they lack resiliency, they are not to be relied upon to seal bottles with irregular finish or chipped surface at the point of sealing. Bottles today are of sufficiently high quality so that this defect is less important than it would have been some years ago. It may be observed here that cork is imported from Spain, Portugal and to some extent from the North African coast. Shipments are still being received in this country. Unless hostilities are extended to those zones, it is quite likely that sufficient cork reserves can be built up for defense purposes, so that the supply available for crowns will not be cut off. It should be noted further that cork is harvested in the Fall. Thus, if the war does not affect the Western Mediterranean before Winter, it is quite possible that large shipments will be received in this country. Such considerations do not lessen the serious uncertainties that exist, and will undoubtedly continue to exist, for some time to come. And it is still a fact that cork today is the cheapest and most satisfactory material for use in crowns.

Meanwhile, research is continued on new substitutes, and improvements to known substitutes, so that any possible contingency may be foreseen.

All Use Spot Crowns

The metal part of a crown is composed of steel coated with a thin layer of thin-so called "tin plate". The tin content of tin plate has been reduced, and it is possible that it may be eliminated entirely from the sheets used in crown manufacturing. While steel is important, the amount used in crowns is small and probably will be available for some time to come. Canned beer is apt to be affected prior to any dislocation steel allotments to crowns.

Alternate Materials Tested

All brewers who use spot crowns, as most do, realize that aluminum spots are obtainable only in isolated cases. No aluminum has been made available to crown manufacturers for several months. Since the early part of this year, tests have been conducted on various substitutes for aluminum spots.

Some possible alternates for aluminum spots are:

1. No spot at all with a regular composition cork disc.

Beer contained in bottles thus crowned is most apt to acquire a "corky" taste particularly if a pocket type pasteurizer is used, which inverts the bottle.

2. No spot at all with a resin composition binder. This crown has been used successfully with some beverages, but may not be suitable for beer.

3. Brown paper spot with a double varnish of special composition. This seems a vary satisfactory alternate to aluminum and will probably be widely used.

4. "Panaseal", a rubber base film used by itself or backed with a paper stock. This also seems satisfactory and may achieve wide acceptance in the brewing industry. The amount of rubber used is so small, there will probably be no serious difficulties procuring this or similar material.

5. "Vinylite", a vinyl chloride, plastic material that although possibly satisfactory, may be difficult to obtain. It is usually used as a thin, paper-backed film, but may be used without the paper backing.

6. A variety of other plastics, which form tough compact films, have been tried. The basic materials may be vinyl acetate, vinyl chloride, ethyl cellulose, and so forth.

Some of the various plastic-type materials have been found to affect beer quality, and the crown purchaser should be assured that the spot he plans to use has been thoroughly tested and approved. Perhaps other substitutes or various other combinations of materials with varnish or lacquer coatings may be suggested in addition to the products already listed. In all cases, practical tests under controlled conditions will indicate the suitability of the suggested alternate.

The last of those important materials entering into the manufacture of a crown is the ink used for decoration. The practically unlimited possibilities for attractiveness in design may be somewhat curtailed because of shortages in certain chemicals such as zinc oxide or titanium oxide. These problems however can hardly be considered of great importance.

Permanent Improvements

Before concluding, some comment on the "private decorated crown" situation is required. Although it was pointed out that 70 percent of all crowns fall in this category, it is probable that crowns for brewers are almost 100 in that class. Without doubt many brewers will be forced to use "stock" crown. A medium or small brewery doing business in states where tax-paid crowns are required by law obviously cannot use 1000 gross a month of each design in each of several states. As he cannot purchase less than 1000 gross, nor more than a month's supply, he obviously will have to use a "stock" design. With a proper understanding of the conditions and problems involved, and with cooperation between brewers and crown manufacturers, the difficulties can undoubtedly be ironed out.

It is certain, however, that the brewers, as well as the crown manufacturers, are vitally concerned in solving the technical problems with which both are faced. In any case, the necessity for finding alternatives for materials and processes can only, in the long run, redound to the benefit of the industry. It is not too much to hope that the present difficulties will lead to permanent improvements.

Peter Jacobs and The Brewery of Uniontown, Washington

by Herman W. Ronnenberg

A tragedy in the life of Lewiston, Idaho, brewer Christ Weisgerber led indirectly to the construction of a brewery in the neighboring town of Uniontown, Washington. Isabella, Weisgerber's 24 year-old wife and mother of his two children, died in the Fall 1880. Christ was left with two small children -- Philip still a nursing infant.

The love of his life was gone, he was deeply pained, but on a practical level Christ Weisgerber, desperately needed a housekeeper, a babysitter, and a wet nurse. His grief would have to wait. Information about his needs circulated in the area. Mrs. Maud Windenthaler agreed to nurse Philip and probably thus saved his life. All the rest of his days Philip held her in highest regard. At Uniontown, Washington about 15 miles away, the father of Mary Jacobs suggested she apply for the first two Weisgerber jobs. She did and soon became the second Mrs. Christ Weisgerber on 23 July 1882.

Mary was Catholic and wished to be married by her parish priest in her childhood home of Uniontown. Christ agreed and showed up with a Nez Perce County, Idaho, marriage license.¹ As the ceremony was about to begin the priest noticed the Idaho license and told them they had to relocate the ceremony to Idaho to make it legal. A nearby farmers' land extended across the border to Idaho, so the wedding party walked to the middle of the wheat field, and there Mary and Christ were joined in the eyes of God, man, and the Territory of Idaho. Their family eventually included nine children.²

While Christ was going through severe personal highs and lows he maintained his public activities. From February of 1880 through August, Councilman Weisgerber seems to have been listed as present at every Lewiston city council meeting.³ Meanwhile his brother John, his partner at the brewery, was busy attending Democratic Primary meetings and being selected to attend the county political convention.⁴

Mary Jacobs had been 20 on the date of the U.S. Census of 1880. At that time, her parents were Nicholas 51, and Ella 44, and her siblings were Stephan 24, Peter 22, Angie 18, Bernard 16, George 14, Susan 10, Angeline 8, Katie 6, Nicholas 4, and Frances 1.⁵

Peter Jacobs Uniontown, Washington, Brewery

In 1882, the year of the marriage of Christ Weisgerber and Mary Jacobs, her brother Peter, young businessman of 24, began a brewery in Uniontown, Washington. He was encouraged by Weisgerber. No doubt Peter saw and wished to emulate the wealth his new brother-in-law was rapidly accumulating.

Peter was noted for volunteering to haul people down the extremely steep and long grade from Uniontown on the high Palouse hills to Lewiston on the Snake River, so they could connect to stages or river boats for distant travel. Once he offered a ride to two Benedictine nuns who had visited Uniontown while traveling around the Northwest looking for a site for their school and convent. At one point Sister Johanna Zumstein, O.S.B., bounced off her high seat in his big wagon and fortunately did not hit the ground, nor did she land under the wheels, but "for good luck [fell] only into the wagon bed, from which I soon emerged to ascend my lofty throne again."⁶ Peter took them across the ferry to Lewiston and to his sister, Mrs. Mary

Weisgerber, who served a "bountiful dinner," and then they caught the Snake River boat for Phipps, Washington. The nuns were so impressed that the order settled in Uniontown. They moved elsewhere in a few years.

Peter Jacobs was described as popular, happy, and respected.⁷ Often stay chickens wandered to the brewery looking for spilled grain. The workers were kept busy chasing them from the malting floor. Soon Peter decided to build chicken coops and rustle the strays. He fed them all the spent grain they could hold. On the 4th of July of 1887 Peter donated his usual free lager but also many roasted chickens for the festivities. The tradition he maintained for years.

In 1893 Jacobs constructed a new brewery building with brewing on the ground floor, a saloon on the main story, and an opera house on the second floor.⁸ In August of 1894, the brewery was reported brewing everyday and had more orders than it could fill.⁹

Without warning in early May of 1895 came the news that Peter Jacobs was very low and not expected to live.¹⁰ A week later the news came that Peter had died at his home at 4 o'clock in the afternoon.¹¹ His death was attributed to taking "anti-fat" medicine. Other reports blamed gangrene. He was only 35 years old but one of the oldest residents of the new city of Uniontown, and one of its most spirited and generous citizens. His death was a shock, and he left a wife, Sophia, and a large number of relatives to mourn him.

Mr. Smolt and saloonist Mr. Gesellchens drove from Genesee, Idaho, for the funeral which was very largely attended.¹² They had sold some of his beer in their establishment.

Soon it was reported that Jacobs' business affairs had been partially straightened up.¹³ Mr. Charles Kress of Lewiston, Mrs. Jacobs uncle, was to act as her confidential adviser, Mr. Joseph Portz, former bartender would manage the saloon, and Mr. Henry Schultz formerly head brewer would manage the brewing department. Mr. Joseph Gans, former principal of the Catholic school in Uniontown switched careers and took over as bartender with plans to open or reopen the saloon by July first.¹⁴

Weisgerber's other brother-in-law, Peter's brother Bernard-



Jacobs Brewery building, Uniontown, Washington. August 27, 2002. Most of top floor which was once an "opera house" has been removed. Now remodeled and being used as a bakery. Photo by author.

-who was coincidentally the first mayor of Uniontown in 1900-took over management of the brewery business. John Mertes was a brewer for Jake Howarth of Juliaetta, Idaho, in April of 1897.¹⁵ John continued this job at least for that Winter, but the next year was ready for a change. By August of 1898 Mertes was brewing in Uniontown, Washington, just across the state border from Genesee, Idaho.¹⁶ The press said he understood the business and was turning out beer equal to those of Spokane and Portland.

Peter's widow Sophie stayed involved in the business, and in 1899 Joseph Portz was added as a partner.¹⁷ Their ad in the Uniontown newspaper of March 1899 listed Barney Jacobs, George Jacobs and Joseph Portz as the brewery owners. Apparently there had been some shuffling in the ownership. Portz bought out the Jacobs family in 1899 and renamed the brewery the Palm Saloon, after a potted palm he grew in the bar room. Brewing apparently ceased about 1901.

Early in 1904, Albert Wisser was in partnership with J. Joseph Gans, the former school principal, in the brewery in Palouse, Washington.¹⁸ The newspaper there and the newspaper in Genesee both said he was from Uniontown, Washington. both Palouse and Uniontown are just over the border from Idaho, with Palouse being about 20 miles farther north. Wisser and Gans bought land from the Interstate Land company and planned to build a two story, \$6,000 building with modern brewing equipment. on 8 January 1904 construction started. Its not clear if Wisser ever worked for the brewery in his hometown of Uniontown. The brewery in Palouse is extant as of 2002.

Sometime between 1917 and 1920 the opera house closed. With War time alcohol restrictions, and then national prohibition forcing the issue, the saloon became a pool hall. In 1936 Portz died, and Joe Busmann took over the business renaming it after himself. Busmann's beer parlor, and briefly a restaurant, were housed in the old brewery during the 1940s and 1950s.

In early 1960s the beer parlor closed, the second story of the building was removed, and the bricks and floor slats were sal-

vaged. Tar paper was tacked on the roof of the remodeled one-story building and it was used for storage. in 1999 the building was condemned. The city wanted it razed before a loose brick fell on a passerby and involved the city in a lawsuit. Bud Tomlinson, co-owner of the Sage Baking company, believed the building had potential as a bakery site. In 2000, the Uniontown Development Association formed to work on the transformation project. They begin by soliciting \$20,000 in contributions. Soon they had \$10,000 from the city of Uniontown, \$75,000 from Whitman County, \$75,000 from the Department of Agriculture, and a loan for \$85,000 from America West Bank.

In 2001 renovation began, and by August of 2002 the basement contained a modern kitchen for the Tomlinson bread business. The ancient connection between brewing and baking was reaffirmed in the Twenty First Century, and the brewing heritage of another small settlement was preserved and remembered.



Jacobs brewery building, Uniontown, Washington. August 27, 2002. On highway 195. Sign suggests donations to aid restoration of the building. Photo by author.

¹ Taylor, Edith C. (Weisgerber), Philip O. Weisgerber, and Marie E. White. *A Man, His Family and His City*. n.p.: Published by the authors, 1982, p.25.

² Defenbach, Byron. *Idaho the Place and its people. A History of the Gem State from Prehistoric to Present Days*. 3 vols. Chicago: American Historical Society, 1933. vol.III, p.12.

³ *The Teller*, Lewiston, Idaho, 20 February 1880, p. 3, c. 3. 9 April 1880, p. 3, c.3. 4 June 1880, p. 3, c. 3. 11 June 1880, p. 2, c. 4.6 August 1880, p. 3, c. 3.

⁴ *The Teller*, Lewiston, 27 August 1880, p.3, c. 3.

⁵ Weis, Viola Owen Geisler. *Uniontown: Its Beginning. Its Centennial*. Uniontown, WA: Published by author, 1994, p. 52.

⁶ Weiss, *Uniontown*, p. 103.

⁷ Gary Meier, and Gloria Meier. *Brewed in the Pacific Northwest: A History of beer Making in Orgon and Washington*. WesternWriters Series no. 3. Seattle: Fjord Press, 1991. p. 118.

⁸ Elaine Williams, "The Palouse Rises Again," *Lewis Morning Tribune*, 25 August 2002, Section E, p. 1. This article has the contemporary history of the business.

⁹ *The Genesee News*, Genesee, Idaho, 10 August 1894, p. 3, c. 5.

¹⁰ *The Genesee News*, 3 May 1895, p.5, c.4.

¹¹ *The Genesee News*, 10 May 1895, p. 1, c. 4. Weis, Uniontown, p. 233. Meier and Meier, *Brewed in the Pacific Northwest*, p.119. give the date of death as 1893.

¹² *The Genesee News*, Genesee, Idaho, 10 May 1895, p. 1, c. 4.

¹³ *The Genesee News*, 17 May 1895, p. 1, c. 4.

¹⁴ *The Genesee News*, 28 June 1895, p. 8, c. 4. Having been both an educator and a saloonist myself, I would say he had forsaken the babysitting of young people for the babysitting of older people.

¹⁵ *The Genesee News*, 7 April 1897, p. 3, c. 1.

¹⁶ *The Genesee News*, 12 August 1898, p. 1, c. 3.

¹⁷ Meier and Meier, *Brewed in the Pacific Northwest*, p. 119.

¹⁸ *Palouse Republic*, Palouse, Washington, 1 January 1904. *The Genesee News*, 8 January 1904, p.4, c.4. A photograph of two unnamed men working in the bottling room of this brewery was published in the *Moscow-Pullman Daily News* in October of 1999.

Pabst Girl Exposed



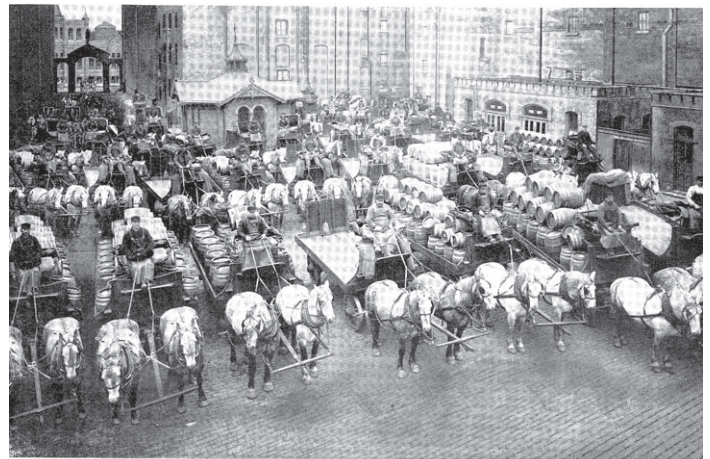
For years, I was under the impression that the model for the Pabst Girl shown in the statue on the left was Doris Day, the 1940's and 50's actress. Then the other day, I was sifting through some old Pabst Company house organs and I came across one issue dated September 1950 with who else but the Pabst girl on the cover. Imagine my embarrassment when I learned the model was not our Doris,



but Shirley Johns, a new and upcoming motion picture starlet. The hat she is wearing was specially designed for Pabst by Sally Victor a noted designer of the era. This 'shows to go ya' that you learn something new every day.

Known as Miss Blue Ribbon, a column appeared for several years in the Pabst Blue Ribbon News featuring helpful hints from our lady on all sorts of topics for the women of the Pabst company. Maybe she was a forerunner to the Hints from Heloise columns that appeared in newspapers over the years?

PABST PHOTOS FROM YESTERYEAR



Executive Secretary's Report

Once again another successful NABA Convention has passed. Lots of great breweriana was available and a great job was done by the Kent Newton and Bill Mitchell along with their many helpers. If you missed this year, start planning for next year's convention in Minneapolis to be chaired by Bob Hajicek.

Start planning your membership Directory Ads for the 2003 NABA Membership Directory. The 2003 Directory will be switching to a new size, 8-1/2 x 11 (same as the Breweriana Collector). Interested parties can have the same ad as last year or make changes. Rates for this year are inside front cover \$125, inside back cover \$125, outside back cover \$300 (4 color separation must be applied), full page \$80, half page \$50, quarter page \$25 and an eighth of a page \$15. Deadline is January 15th. Please email me if you have any questions.

If by chance your address information has changed please send any corrections to the address below. 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 (5), Bill Mitchell (4), John Mlady, Kent Newton (3), Donald Roussin (2), Mary White (4), eBay Auction (1) and the NABA Website (11) for recruiting these new members.

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

5-YEAR OFFER

***You may extend your membership
for an extra 4 years if you send in
\$75 before December 31, 2002***

New Members

Baburek, Bill (Jennifer)

2822 S 33rd St
Omaha NE 68105-3640
402-346-5147
bjbaburek@cox.net,
All Breweriana; Nebraska

Museum of Beer & Brewing Inc

PO Box 1376
Milwaukee WI 53201-1376
262-966-0174
gary.luther@att.net
All Breweriana-History

Broeker, Charles (Barbara)

12116 Royal Valley Dr
Creve Coeur MO 63141-6654
314-434-9305
bbroeker@mindspring.com
Books & Magazines-History-Photos

Chapman, Bob

12020 Rose Valley Ln
Saint Louis MO 63138-1305
314-355-8660
All Breweriana; M K Goetz & Missouri

Cudger Jr, Garland (Southern Accents Antiques)

308 Second Ave SE
Cullman, AL 35055-3516
256-737-0554
saccents@cullman.net
Dealer-Leaded Windows-Beer Architecturals

Cyr, Robert

704 New Haven Rd
Naugatuck CT 06770-4745
203-723-1286
rcyr@snet.net
Knives-Lamps-Lithos-Match Safes
Reverse on Glass-Signs-Trays; Anheuser-Busch Only

Douglas, Phil

909 Camp St
Indianapolis IN 46202-3051
317-974-1753
picnicbeer@yahoo.com
Leaded Windows-Lithos-Neons-
Porcelain-Reverse on Glass-Signs

Dow, Greg (Dow Art Galleries)

3330 Camp Bowie Blvd
Fort Worth TX 76107-2728
817-332-3437
Calendars-Lithos-Mirrors-Signs-Trays;
Texas Brewing Co of Fort Worth

Doyle, Ed (Gloria)

20 Cedar Hill Dr
Marthasville MO 63357-1546
636-433-5053
cddoyle@fidnet.com
Mugs & Steins; Budweiser, Coors, Strohs, Old Style, Miller

New Members Continued

Edwards, Tony

212 Ruby Rd
Mayfield KY 42066-4238
270-251-0505
ethancarman@aol.com
Bottles-Cans-Labels-Matches-Paper Items-Signs

Ewers, Mark (Anna)

205 Riverside Dr
Jefferson City MO 65101-4249
573-635-6275
mobrews@aol.com
All Breweriana-Glasses; Missouri

Freeman, Keith (Sherrie)

3145 Superior Dr
Dacula GA 30019-3417
770-338-0948
ksfreel@charter.net
All Breweriana; Anheuser-Busch (Pre-1960)

Hladnick, John

107 E Fifth St
Eureka MO 63025-1202
314-846-4815

Hulslander, Len (Sandy)

10203 Wolf Rd
Geneseo IL 61254-9044
309-441-5333
Glasses-Match Safes-Mirrors-Mugs & Steins
Tip Trays-Trays; Budweiser

Kelly, Gene (Alberta)

6850 Elm Point Ln
Oakville MO 63129-5337
314-846-8246
unicornantiques@aol.com
All Breweriana(St Louis MO)-Glasses-Knives-
Match Safes-Mugs & Steins-Playing Cards-Signs;
Anheuser-Busch, Lemp

Kiehm, Bill

1548 Tara Belle Pkwy
Naperville IL 60564-8196
630-851-4629
shastanika@aol.com
Ash Trays-Signs-Tip Trays;
Gulf Brewery (from Upstate New York)

Kisling, Cowboy Bill

66 Notre Dame Dr
Saint Louis MO 63141-8404
314-432-2163
All Breweriana-Knives-Lamps-Mugs & Steins-Signs-
Statues; Lemp, Anheuser-Busch, Griesedieck, St Louis

Kottemann, John (Kay)

1027 Scenic Oaks Ct
Imperial MO 63052-3457
636-464-1027
jkottocans@aol.com
Bottles-Cans-Glasses-Paper Items-Signs-Trays;
Southern Illinois & Eastern Missouri

Minthorn, Bob (Kathy)

4921 Cliffside Dr
Riverside CA, 92506-1084
909-275-0154, W909-686-6826
minthorn7@aol.com
Knives-Match Safes-Mugs & Steins-
Reverse on Glass; Anheuser-Busch

Muldoon, Bryan (Ann)

2144 Ray Thorington Rd
Pike Road AL 36064-3422
334-273-8034 F334-273-0202
bryanmuldoon1@earthlink.net
Mirrors-Signs; USA & Worldwide

Neuverth, Phillip (Ranee)

W2668 County Road I
La Crosse WI 54601-2814
608-786-2207
cen65083@centurytel.net
All Breweriana; Gund, Peerless, Heileman

Nigg, Jerry

411 Evergreen Way
Yuba City CA 95993-5213
530-751-0726
jerryini@jps.net

Otte, Larry

215 Saint Regis Ln
Florissant MO 63031-6750
C314-495-9645
joshuas@empowering.com
Cans-Openers-Signs

Paulsen, Ted (Lots of Furniture Antiques)

910 N. Industrial Blvd.
Dallas, TX 75207-4210
214-761-1575
paulsen@swbell.net
Brewery Equipment - Chairs - Dealer - Leaded Windows -
Lithos - Bar/Tavern Fixtures

Peckman, Raymond T

5220 W. Forest Home Ave. Apt #1
Milwaukee, WI 53219-4533
414-327-6872
All Breweriana

New Members Continued

Proemsey, Mickey (Janice)
15 Deer Lodge Dr.
Fenton, MO 63026-3413
636-349-3404
Mugs & Steins

Putty, Jerry (Cybil)
PO Box 24
Kaufman, TX 75142-0024
972-452-8226
All Breweriana; Cincinnati

Roldan, Timothy W.
9821 Warington Sq
Saint Louis MO 63141-7809
314-993-3547
testcans@mindspring.com
Cans

Schultz, Jerry R (Marcia)
5807 Bahnfyre Ct
Saint Louis MO 63128-3365
314-849-5156
All Breweriana-Bottles-Glasses-Labels-Post Cards;
St Louis & Surrounding Area Breweries (Old & Extinct)

Shumaker, Tony
PO Box 767
Jasper AL 35502-0767
205-384-6576
All Breweriana

Sipos, Ed (Alice)
6847 E 6th St
Scottsdale AZ 85251-5527
480-947-2348, W480-945-0655
azcantwo@yahoo.com
All Breweriana-Cans-Glasses-Match Safes-Signs-Trays;
Arizona (Pre-Pro & Post-Pro);
Also Arizona Saloon & Whiskey Items

Stangler, John (Christy)
539 Virginia Ave
Webster Groves MO 63119-4229
314-961-7636
All Breweriana-Bottles-Corkscrews-Glasses-Post Cards;
St Louis

Walentowicz, Michael
W329 S8136 S Oak Tree Dr
Mukwonago WI 53149-9325
262-363-2086
Clocks-Lamps-Match Safes-Neons-Paper Items-
Reverse on Glass-Signs-Statues;
Any Midwest Brewery (Big or Small)

Walentowicz, Robert

1721 W Mallory Ave
Milwaukee WI 53221-4341
414-282-0866
Clocks-Lamps-Match Safes-Neons-
Paper Items-Reverse on Glass-Signs-Statues-
Thermometers; Any Midwest Brewery (Big or Small)

Waller, Robert (Angela)
604 W Dodson Dr
Urbana IL 61802-2114
217-337-1957
waller49@insightbb.com
All Breweriana; Anheuser-Busch (Pre-1940)

Weber, David (Lori)
10551 Tamara Dr
Saint Louis MO 63128-1649
314-843-5709
dweber736@aol.com
All Breweriana-Chairs-History-
Reverse on Glass-Signs-Back Bars

Zimmer, Rick
4122 Saddle Back Ct
Saint Louis MO 63129-3450
314-892-7692
rbudweise@aol.com
All Breweriana; Budweiser

32ND ANNUAL **NABA Convention**

July 30 thru
August 3, 2003

Holiday Inn West
Minneapolis, MN

Contact Bob Hajicek
for more information.
E-mail: hajicekb@hortyelving.com
Phone: 952-595-0878

Hope to see you there!

HAMM'S CLUB SHOW

February 13th, 14th & 15th, 2003
Thurs. & Friday

Room to Room at the
Medina Hotel with a Hospitality Room
Saturday, Feb. 15th

9 - 4 pm

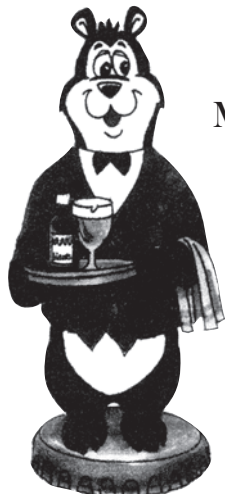
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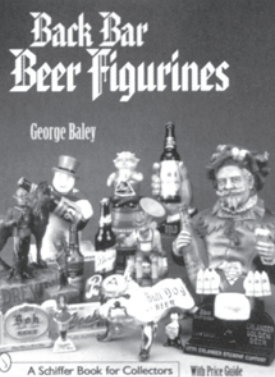
Call 612-789-5151 for more
info., or to reserve tables
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Many rare & one of a kind items from different breweries around the country. Largely Pre-Prohibition and the years right after Prohibition. Numerous trays, glasses, steins, signs, backbar figurines, wooden beer cases, wooden beer barrels (full-half-quarter barrels), coasters, tip trays and many other items to numberous to list. From predominantly St. Louis, Milwaukee and Detroit breweries. A ready made collection for someone who is interested in this type of historical collecting.
Call John Schwarzen 1-813-968-1006.



BACK BAR BEER FIGURINE BOOK

Breweries all over America have used character figurines and small shelf signs as highly effective point-of-purchase advertising to promote their brands of beer. A wonderful array of such back bar advertising is showcased here, including some of the rarest statues known. *There is a NABA member special price of \$32 ppd and sent by Priority Mail. If you would like to order a copy please send check or money order to: George J. Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350*

BUY-SELL-TRADE

WANT TO BUY STROH'S BEER anything/everthing. Especially "MIRRORS": STATES, CITY & Political *VIRGINIA, *MICHIGAN, * WASHINGTON DC, *DETROIT, *CHICAGO. Also, STROH'S LICENSE PLATES "WELCOME TO _____". Thanks Richard Flora, 1206 Mason Lane, Vinton, VA. 24179. (540-890-6098) RZF-FL02@aol.com. V123

CHICAGOLAND BREWERIANA BOOK shooting in underway and will continue until early 2003. The book will feature breweriana through the late 1940's. If you have significant items to contribute to the book, please contact George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. Phone 219-325-8811 or email at gbaley@attbi.com.

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

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 George J. Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. E-Mail: gbaley@attbi.com.. 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

November 1-2, 2002

49th SEMI-ANNUAL VALLEY FORGE BREWERY COLLECTIBLES SHOW

Kimberton Fair Grounds Pavillion
(1 Mile south of Phoenixville on Route 113), Phoenixville PA
Friday 2PM to 9PM and Saturday 9AM to 3PM
Larry Handy (610) 439-8245 or E-mail: ohhugo1@aol.com

November 8-9, 2002

4th Annual FALL FLING ATLANTIC CHAPTER BCCA

Biltmore Best Western
275 Smokey Park Highway, Asheville NC
Saturday 8AM to 4PM
Warren Terry (828) 667-0834 or Phil McIntosh (828) 670-1720
E-mail: wterry1683@aol.com

November 9, 2002

SCHULTZ & DOOLEY FALL BEER CAN & BREWERIANA SHOW (BCCA)

West Crescent Fire Hall, 1440 Crescent Road, Clifton Park NY
Saturday 9AM to 2PM
Rich Monte (518) 895-2550 or E-mail: hr4378@aol.com

November 23, 2002

GATOR TRADERS FALL FLING (BCCA)

Community Center & Legion Hall, St. Pete Beach FL
Kent Scovill (727) 381-1345 or E-mail: ksspuds@cs.com

November 30, 2002

28th Annual TURKEY TROT (Three Rivers, BCCA)

F.O.P. Lodge 14 (3102 Ardmore), Ft Wayne IN
Saturday 9AM to 3PM
Leroy Art (219) 432-6839 or Doug Farmer (219) 672-1186
Email: Doug Farmer at ftwynbrew@aol.com

December 1, 2002

QUEEN CITY CHAPTER SHOW

Blue Ash Banquet Hall (former American Legion Hall), Blue Ash OH
Sunday 9AM to 1PM Admission \$5
Dave Gausepohl (606) 371-4415 or Jeff Dowers (513) 851-8986
Email: Dave Gausepohl at beerdave@fuse.net

December 7, 2002

COLUMBINE CHAPTER ABA BUY/SELL/TRADE SHOW & RAFFLE

Grizzly Rose, Denver CO
Saturday 11AM to 3PM
Nick Clous (303) 344-8874 or E-mail: abamrbill@aol.com

December 8, 2002

BREW CITY ADVERTISING & REC ROOM DECOR SHOW

Serb Hall, 5101 W Oklahoma, Milwaukee WI
Sunday 10AM to 3PM
Jim Welytok, W241 N8938 Penny Ln, Sussex, WI 53089
Ph: (262) 246-7171 or E-mail: unievents@aol.com

January 25-26, 2003

COLLECTORS CARNIVAL ANTIQUES & COLLECTIBLES SHOW

Vanderburgh Co. 4-H Center,
404 W Boonville-New Harmony Rd at Hwy 41, Evansville IN
Saturday & Sunday 9AM to 4PM
Brent Pace (812) 471-9419 or E-mail: bpace@evansville.net

February 13-16, 2003

23rd Annual BLUE & GRAY (2 COLOR) SHOW (BCCA/NABA)

Ramada Inn, Fredericksburg VA
Thursday Room-To-Room Friday 1PM to ? Saturday 9AM to 4PM
Ray Johnson (703) 971-3549 or E-mail: burntoak@gateway.net

March 15-16, 2003

INDIANAPOLIS ADVERTISING SHOW

Indianapolis Fair Grounds
Indianapolis, IN

March 15, 2003

SCHULTZ & DOOLEY SPRING BEER CAN & BREWERIANA SHOW (BCCA)

West Crescent Fire Hall, 1440 Crescent Road, Clifton Park NY
Saturday 9AM to 2PM (\$10 per Table)
Rich Monte (518) 895-2550 or E-mail: hr4378@aol.com

April 9-13, 2003

JUST FOR OPENERS 25th Annual CONVENTION

Ramada Inn Airport, St Louis MO
Thursday & Friday Room-To-Room Saturday 8AM to 2PM
John Stanley (919) 419-1546 or E-mail: naba@mindspring.com

June 17-21, 2003

XXII-Annual ABA CONVENTION (Members Only)

Holiday Inn Convention Center
Stevens Point, WI.
Chris Galloway (719) 544-4289; PO Box 11157, Pueblo, CO 81001

July 9-13, 2003

31st Annual ECBA CONVENTION (Members Only)

Eden Resort, Lancaster PA
Saturday 10AM to 2PM
Larry Handy (610) 439-8245 or E-mail: ohhugo1@aol.com

July 30 to August 3, 2003

32nd Annual NABA CONVENTION (Members Only)

Holiday Inn West, Minneapolis MN
Home Tours on Tuesday; Room-To-Room Trading
Wednesday-Thursday; Breweriana Auction Friday; Public
Show Saturday.
Bob Hajicek (952) 595-0878 or
E-mail: hajicekb@hortyelving.com

MARK YOUR CALENDARS

CONVENTION 2002 HIGHLIGHTS

Photos by George Love



Registration, Busy! Busy!



Hospitality Room, George Baley, Bob Jaeger, George Sempowski



House Tour - Sam Marcum, Anita & Mike Brown, Martha Love



Bill Mitchell's Stein Collection



Auction Action

**St. Louis
Missouri
July 31
thru
August 3
2002**



We caught George Love coming from the cellars!



Part of the Anheuser Busch Collection, on the bus tour to Tony Joynt Dist.

**HOPE
TO SEE
YOU
NEXT
YEAR**



Welcome to Grants Farms.