

The Breweriana Collector
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*George Smith, Wheeling Brewer
and Grain Belt Plaster Animals*

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COVER

BACK BAR ADVERTISING USING CHALK STATUES AS FOCUS POINTS OFTEN EMPLOYED THE SAME MOLD WITH ONLY THE BRAND NAME CHANGED. THIS MONTH'S COVER FEATURES TWO HEARTY BARTENDERS FROM THE 1940S POURING BOTTLES OF CRYSTAL ROCK AND GOLD BOND BEER.

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HUNTING BEER WITH BREWSTER	FRED & MARY CLINTON
BYGONE BREWERIES	DAVE ST. CLAIRE

NEXT ISSUE

All you ever wanted to know about beer trucks
and Grain Belt II.

EDITORIAL INFORMATION

The Breweriana Collector, the quarterly Journal of NABA, is edited by George J. Bailey, 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

It is hard to believe we are already in a new year. What happened to the old one and what is coming in the new? Your Board has some new things planned for the future, starting with a new 8½" x 11" format for the Roster. Since the beginning of NABA, we have used a folded directory for our membership directory. That format served its purpose over the years, but lacked some features that reduced flexibility. As a member of all of the major collector clubs and author of a couple of books on breweriana, I have nearly worn out my copies of the roster from NABA, BCCA, ECBA and ABA over the past couple of years. While using the various rosters, it was noted that each had some very good attributes, but lacked others. The Board looked at how members use the roster and came up with a

slightly different format. Our goal was to encompass the needs of the user and provide the best information possible, and maintain the cost to produce. Those of you who were NABA members in the mid 1980s probably remember the cross-reference section that grouped all the collectors of a particular item in the back section of the roster. This feature will return with the next issue. A separate summary of all email addresses will be eliminated and first names will be added in the state/city section for ease of finding 'that guy named Joe from Cleveland' whose last name you cannot recall. Hope you enjoy the new format.

From the Editor's Desk

Participation by members in supplying articles to the BC has been great. Last issue we added Mary and Fred Clinton doing their *Hunting with Brewster* column where they talk about their experiences with microbreweries. This issue we are adding a new column by Dave St. Claire on *Bygone Breweries*. Dave took the challenge to provide a new and different topic to the BC by offering to do a summary each issue on old breweries that still have buildings standing. If you are interested in providing input to Dave, drop him a line at his email address dstclair@all-state.com and I am certain he will work in your photos of defunct breweries into his column.

Corrections

Hank Herbst noted in the last issue that we inadvertently identified Bill Vollmer, the archivist at Anheuser Busch, as Phil. Also, Ed Culbreth pointed out the correct term for the 'wall hanging' on the cover of the last issue is a 'charger'. Thanks Herb and Ed.

Wider Than You Think

I received a nice note from the publisher of the Kovel's Antique Newsletter about a reference they made to last issues' article on beer bags by Tim Hornseth. Apparently they screen our journal for interesting topics. Congratulations Tim!

And What Do You Want to See?

The staff of your BC wants to provide topics that you find of interest. With a 1000 members strong, we have many of the most talented people in the hobby available to bring our membership the kinds of articles they desire. The overall ambience (look and feel) of the BC will not change. As your editor I will do my best to use articles unabridged (minimal change) unless the author wishes assistance. This quarters' issue had articles presented by three new authors: Bruce Burditt, Albert Doughty and David St. Claire. Last month we introduced Tim Hornseth and Fred and Mary Clinton. Will you be next? Give it a try.

Calling All Perspective Board Members

It is again that time of year when we are seeking nominees to the Board of Directors. This year, we will be electing three Directors to serve for a two-year period, beginning at the end of the Convention in Minneapolis. Being a Board member takes some time, but offers you the opportunity to help steer the direction of NABA. As a Board member you are expected to attend three meetings each year. One is in the Spring, a second at the National Convention and a third sometime in the Fall.

Board members are encouraged to take an active role in some phase of the clubs' operation. This year, each Board member has committed to provide either an article or column in the *Breweriana Collector*. In addition, you may serve on one or more committees focused on some aspect of the organization including membership, by-laws, Internet, or convention.

We all are busy people, but sometimes it becomes necessary to step forward and say 'I have taken from the hobby for years, now I would like to give something back'. Is it your turn to lend your knowledge to the hobby? Give it a try. Self-nominations are permitted. If you nominate someone, you should check first that they are willing to serve. You may direct your questions to any of the board members.

Chapter Doings

Mary White, Chapter Coordinator

It's been a busy fall and early winter with our chapters having several shows throughout the time. Our "Dog Gone Good Chapter's" show at Bay City, MI was a great success, both with the largest crowd ever, as well as the great support of their local businesses which added to the festivities. Great microbrewery beer helped also. The auctioneer, Ricky Schmidt, added a great circus atmosphere, right before the raffle. A lot of new faces, as well as many familiar friends were seen. Tell a friend and bring them to next years' show.

The Monarch "Fall Fest" Show followed, Oct. 3-5, 2002 at Schaumburg, IL



Bob Hajieek - Stan Loula



Bob Kay - Mike Gisbourne - Bill Mitchell

A lot of excellent collectibles found new homes from this show.

The Queen's City Chapter's Thanksgiving Show, Dec. 1st, 2002 had an excellent turn out of collectors. This show draws collectors, from several states, who plan to spend the Thanksgiving Holiday with local family members, and take a break for the show, even with threat of early snow storms. Sure didn't dampen the collectors zest for adding to their collections.



Todd Bakemeier checking out a Schoenling Bottle.



Brian Maley - Eric Princell - Tom Waller



The Miami Valley Chapter Officers took the opportunity to have a board meeting to continue to work on plans for their big summer show. "Miami Valley 29th Annual Ohio Mini Convention, in July 2003. Persons behind the scene know how much work goes into making these shows a success for the members.

If you have a story and/or picture of your chapter show, please send them to me.

Thank you.

Then on December 15th, the chapter hosted the "3rd Holiday Open House" at the home of Board member, Mike Ries. Mike collects beer advertising with horses.



Stuart Hodesh - Mike Ries



Gary Zembo - Helen Johnston in Mike's horse room display.

I wish to thank all of the chapters for returning their renewal forms in a timely manner, so we have the correct information for the NABA Directory. Please forward any updates to me.

Do you want to form a chapter, or affiliate an existing breweriana group with NABA? Please contact myself or any other NABA board member for membership information.

By the time you receive the BC, the busy holiday season will be a fond memory and we will be working on our list of 2003 shows to attend. The 24th "Blue and Gray" February 13-16, 2003, and the 27th "Luck O' the Irish" mini convention March 13-16, 2003. Hope to see you at one of the upcoming shows. Happy Collecting.

Help Wanted

Your help is desperately needed to answer a puzzling question on the two knobs shown below. They are the mystery knobs in the upcoming ball knob book. According to Bud Hundenski, PA collectors believe they are from PA, but no one can pinpoint where or who the brewery was. The knob on the right has two patents listed at the bottom. The numbers read 2120058-2120854 and would have been issued in 1938. If it weren't for the patent numbers, one might believe they are foreign imports.

Any ideas? Contact me at Email: gbaley@attbi.com.

Thanks



Meet Rosi



Our new Graphic Design Coordinator, Rosi Martin was too shy to put this in the last issue. So here goes, Rosi! Rosi is a life long resident of LaPorte, Indiana along with her husband Brent and two children, Allie and Taylor. Rosi is a LaPorte High School graduate and is currently attending Purdue North Central to gain her Associates degree in business. As our Graphics Design Coordinator, Rosi has 9 years of graphic design and layout experience working with various publishing operations and has created newsletters, books and brochures and will help in the roster re-design.

Greet Dave

Bob Kay, after numerous years of serving as our auction chairman at our Friday morning convention, has elected to take "early" retirement. Bob will continue to do his Labelology column. His replacement is Dave Kapsos who has served as a top assistant to Bob for many years. The transition should be as seamless as a new aluminum can!

Welcome Dave and thanks Bob for your tremendous contributions.

Hunting Beer with Brewster

By Fred and Mary Clinton

In search of a little history, we took a trip Gettysburg this past fall. We won't give you the full travelogue, but will say that even if you thought you had no interest in the Civil War, this is a place everyone should see, and a great trip for anyone at anytime.

Arriving in Gettysburg, we discovered that there were actually two brewpubs. One had rather limited hours, and was not open every day. Our first stop was therefore to Gettysbrew. This is in an interesting (and historic) old building just outside the downtown area.

There were several beers to choose from, so we selected the sampler. All of the selections, while not bad, were a little thin and less flavorful than what we thought was appropriate for the style. The food menu looked good, but we had dinner reservations elsewhere and can't really comment on that. As a side note, they had some of the most awesome t-shirts we had ever seen. Bright tie-dyed numbers with the brewery logo, crossed Northern and Southern Civil War era flags. And they were especially cheap. Nice glasses, too.

Another stop we made was not a brewery, but certainly interesting from the beer perspective. This was the Dobbin Tavern, ho, hum, just another historic building in town that opened as a tavern and hotel in 1776 and seems to have been run as such since. There is a more formal dining room on the main level where we had an excellent dinner one night. The wait staff wear 1776 period dress and the rooms have had little if anything done to change them since that time.

As for the tavern, it's located in the basement of the stone building. We've seen others like this in the east that seem to be constructed of flat stones, tightly fit together, thereby eliminating the need for any mortar. Other than an electric light in the stairway hall, the room is still lit by candlelight. Again, all the waiters and waitresses are in period dress. Also, they will let you go through the hidden door and see the natural spring that provided water to the original structure. This also served as the hidden door to a back passage. Through the hall and up a concealed narrow stair will bring you to a "hidden" room which was used on the Underground Railroad. All and all, a very nice spot.

Later in our stay, we were finally able to get to Gettysburg Brewing, located right in the heart of downtown. This was the place mentioned earlier as having limited hours. It was, however, worth the wait. This is just a neat little minimalist brewery. The night we went, there were exactly two people working. The owner/brewer was working as the bartender/waiter (you had to go to the bar to order food and drink) and there was one person working the kitchen. The menu was limited to things like burgers

and pizza, but very tasty. There was no TV, but a couple of dart boards, lots of games, papers and magazines to read and in general a very comfortable, cozy atmosphere. It really had the feel of many traditional British pubs we have visited.

Enough about the ambience. The really great thing is that the beers were excellent as well. Fred really enjoyed the stout and porter and Mary had more than one of the pale. These were nice, clean beers, true to style and full of flavor. We can highly recommend this spot! No breweriana was available at the time of our visit.

And now, for something completely different! Plummeting airfares gave these travelers the rare opportunity to take a trip that was not even discussed until about 30 days before we got on the plane. With rates our travel agent said she hadn't seen in 30 years, we went to Hawaii. Not what you might expect to be a beer trip, but we were not to be shut out on opportunity.

We landed in Honolulu where we stayed only one night. We did, however, manage to find the Gordon Biersch Brewery. This is a big operation with 7 locations in California and 11 elsewhere in the contiguous 48. The day we were there, we sampled the Märzen, which we thought was a little sweet, perhaps even a little diacetyl. Fred found the Dunkel, on the other hand to be quite good. Their "Blonde Bock" was also quite tasty. The Pilsner was drinkable, and quite a good choice for hot weather. It was a little lighter than Mary might want at home in the tundra, but a very nice beer in a warmer climate.

We then went to the Island of Kauai, which as near as we can figure is Hawaiian for "Island of the Chicken". But that's another story. This was the truly serendipitous event of the trip. We had reservations at a small cottage at a small resort in the small town (village?) of Waimea. As we pull up to the office, what to our wondering eyes should appear attached thereto, but the Waimea Brewing Company, the world's westernmost brewpub.

And a good one it was. We have to say that some of our analysis of the beers we tasted on this trip might have been colored by the fact that we were sampling them in December al fresco. In any event, they had some tasty brews to choose from with a respectable porter and a nice IPA. We also tried to find the brewpub in the city of Lihue, but discovered that it was no longer a going concern. They had a good variety of T-shirts on display but none in stock. Glasses were also available.

From Kauai (don't you just love those global stops) we went to the Big Island, home of desert, tropical rain forest, volcano, black sand beaches, Hona (green sea turtles), etc, etc. We also encountered the Mehana Brewing Company in Hilo and Kona Brewing in Kona.

Mehana is a microbrewery with a very friendly staff. The beers were good, but not remarkable. They were all fairly mild and ran in a narrow spectrum - no highly hopped or malty selections here. Kona, on the other hand (and on the other side of the Island) is not afraid of the big beer. We wished we could have sampled more, but our visit there came just a few hours before we were set to depart. Very nicely designed and colorful T's were for sale along with pint glasses.

Kona is another one of those refreshing examples of what good staff will do for a brewpub, or any business for that matter. First, as we had already eaten dinner, they didn't mind that we had come only to sample beer, even

though it was a busy Saturday night. Second, when we expressed an interest in wanting to buy some glassware to be shipped home for resale, they really went out of their way to make that a reality. Good service won't overcome bad beer and food, and poor, disinterested servers can diminish good beers. But great beers and great service is the combo we look for, and Kona certainly had it. These folks had a very nice pint glass along with a large selection of T-shirts and matches.

Well, until next time, we hope you have happy beery travels wherever you may go.

Cheers!

CALLING ALL AUCTION ITEMS

Each convention features our Friday morning auction where some of the best breweriana available shows up for sale. This year, as in the past, we are seeking items now for inclusion in the next two issues of the Breweriana Collector. We need a color photograph or digital picture of the item(s) you are committing to the auction so we can feature them in an upcoming issue. By doing so, you agree to bring the item to the convention and not sell or barter it other than in the auction. Getting your item in print early may just be the touch that brings that special "high bidder" out, plus it gives all of us a chance to drool a little in the meantime. Remember the item must have a value of \$50.00 or more.

Send Photos or Digitals to: George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350
Email: gbaley@attbi.com

Minnesota Convention 2003 Report

By Robert Hajicek

It seems we just finished the St. Louis Convention and now it's already November as I write this and now time to plan on attending the 2003 NABA Convention in Minnesota, Wednesday, July 30 through Sunday, August 3, 2003. The pre-convention house tours start on Tuesday.

The convention hotel is the Holiday Inn Minneapolis West in St. Louis Park (9970 Wayzata Blvd, Minneapolis, MN 55426), located just off I-394 and I-69, a ten-minute drive west of downtown Minneapolis. The hotel has guaranteed a room rate of \$88, plus state tax of 6.5%. The Holiday Inn has free parking and is near the Ridgedale shopping center and numerous restaurants, along with the convenience of dining at the hotel.

We are pleased to have an open house at Connie and Bruce Burditt on Tuesday, July 29. Hopefully more members will participate in this opportunity of hospitality by convention time. It is a perfect way to make new friends and let NABA members know what you collect. Seeing the Burditt's collection is like going to Indy! (The Indianapolis Advertising Show). Tuesday will also begin the registration and hospitality rooms at the hotel.

On Wednesday, a bus trip to August Schell Brewing Co. in New Ulm will be offered at extra cost. Schell's has

a spectacular museum and the most picturesque brewery in America, plus samples of their beers, including their recent acquisition of the Grain Belt brands.

Thursday will bring another extra cost bus tour of Twin Cities brewpubs and microbreweries including photo opportunities at the renovated Grain Belt brewhouse, the new home of RSP Architects. Friday will bring the much-anticipated NABA Auction and the traditional Friday night banquet.

We are already advertising the Saturday public breweriana show, from 10:00 am to 2:30 pm, with tables available to members. After the show, relax and unwind at the micro beer tasting before our informal buffet.

The conclusion of the convention happens with the Sunday breakfast buffet and Annual Business Meeting. Volunteers like Ruth Beaton, Pat Stambaugh, Gene Hirmer, Bill Hefnider, Mary Jo and Mike Hajicek will help make a fantastic Minnesota convention for your enjoyment.

Till next issue,
Robert Hajicek
Convention Chairman

By Bruce Burditt

Minnesota Brewing Closes -

Owners of Minnesota Brewing ceased operations after nearly 150 years of state beer making history by shutting the doors of the former Jacob Schmidt Brewery on W. 7th Street in St. Paul. This was the last old time brewery in the Twin Cities that could not resist the dominance of the industry giants like Anheuser Busch, Miller and Coors. The company had filed for bankruptcy protection in February.

The shutdown came four years and nine months after a similarly sudden shutdown hit the equally historic Stroh Brewery on St. Paul's East Side.

Mark Stutrud founder of St. Paul-based summit Brewing Co., said he would be interested in acquiring the Grain Belt label if it is priced reasonably. New Ulm-based August Schell Brewing Co., also has expressed some interest.

These old-line plants were huge and were built in an era when regional beers such as Grain Belt, Schmidt and Hamm's had large market shares. When Budweiser, Miller and Coors took hold as national beers, the old regional plants were left with too much unused capacity.

Wolf Brewery of Stilwater, MN - Started in 1868 by Martin Wolf. The site of this historic brewery is now

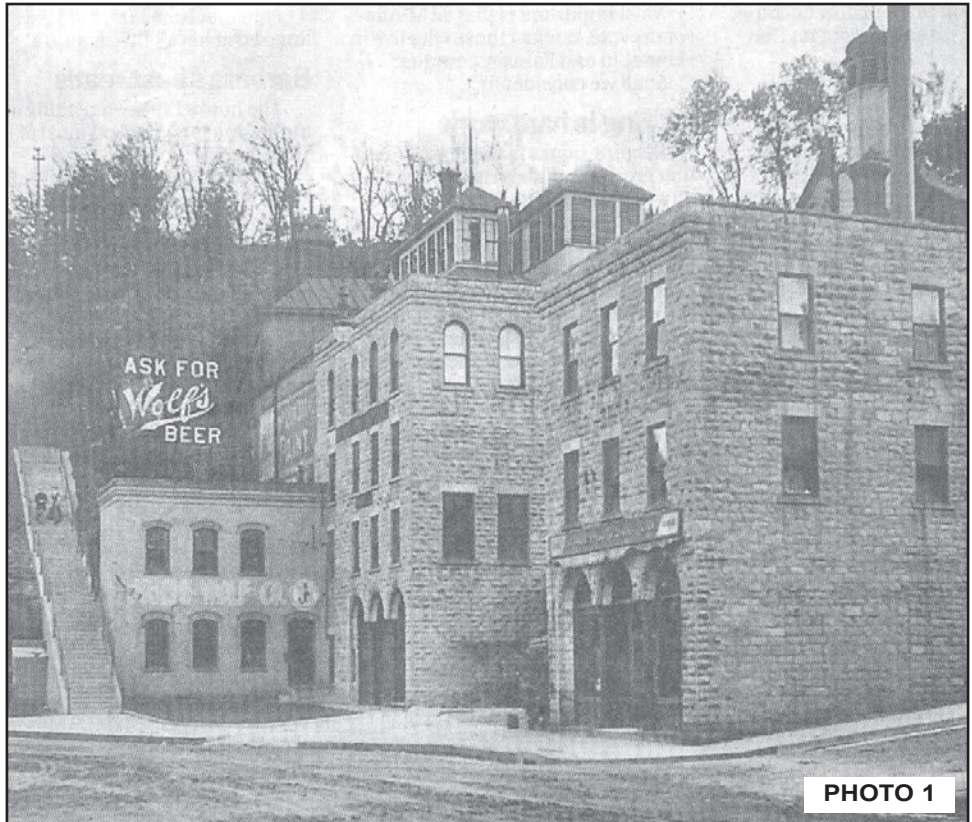


PHOTO 1

being preserved and will be renovated into a restaurant and condos. It is noteworthy Martin was a good brewer, but not a good salesman, so in 1871 he turned over the brewery to his brother Joseph, and some other partners. A year later the wooden brewery buildings burned to the ground.

Joseph quickly rebuilt, first erecting two stone buildings that still remain. One was the brewhouse; the other was a hotel. Between them where the red brick building stands today was an open courtyard where horse-drawn wagons could pull in to pick up the beer. Photo 1 shows the facility back in 1914 with its open courtyard.

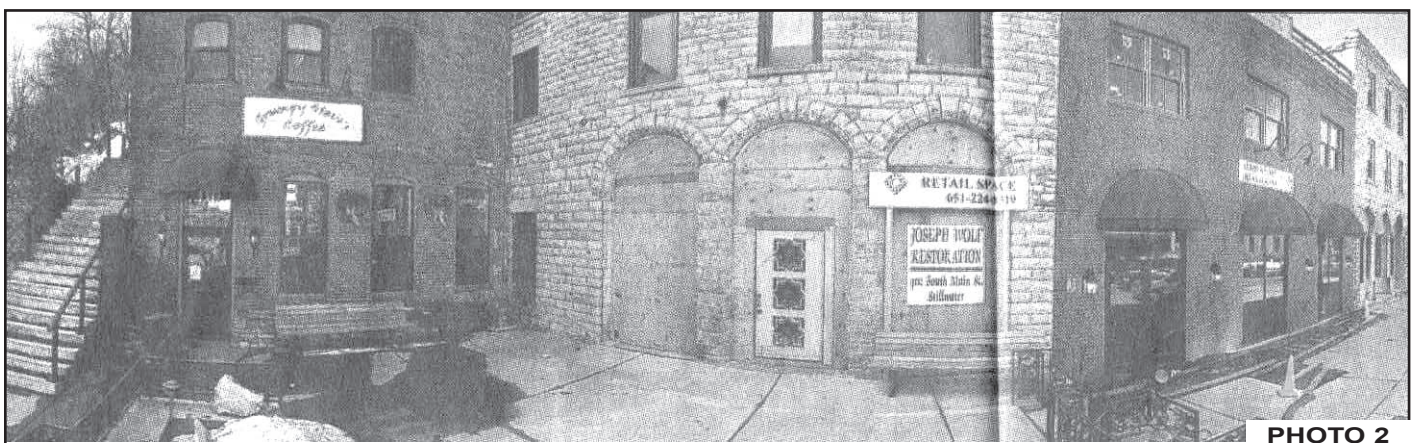


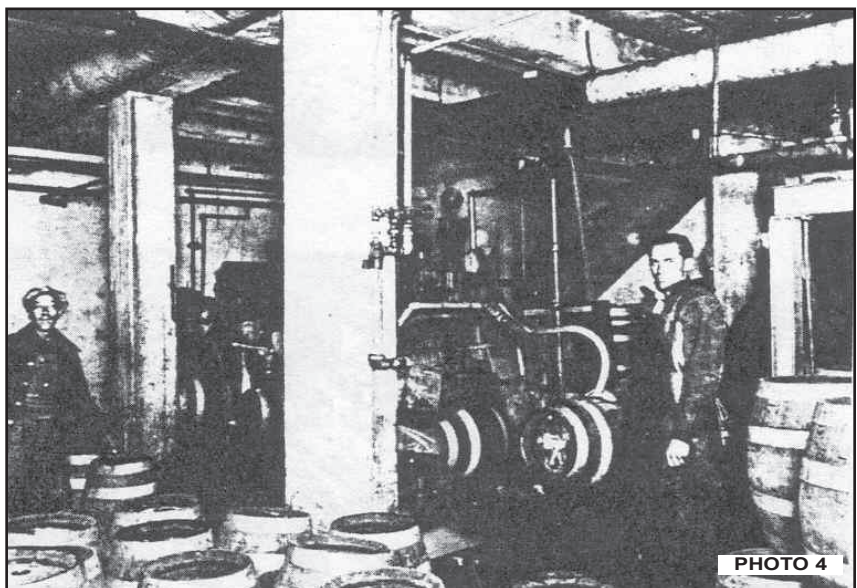
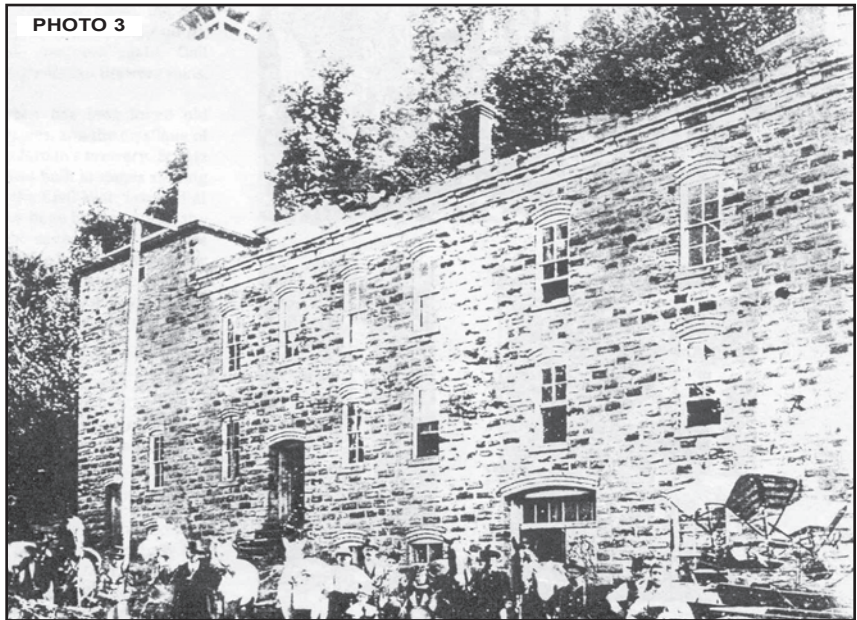
PHOTO 2

Caves were dug, mostly by hand, into the sandstone behind the brew house, because the beer needed a controlled climate for fermentation and aging.

The brewery flourished until 1920 when Prohibition took effect. The Wolf firm bottled soft drinks and water until 1925, then went out of business. Various businesses used the building, mostly for storage, in the following years. At one point the caves were flooded and made into a fishpond where fishermen could keep their catches for \$1.00. Later a boat ride was established where patrons could tour the caves on a 15 minute ride. Today's efforts to resurrect the building complete with fine dining are shown in Photo 2.

Schutz and Hilgers Brewery in Jordan - in Photo 3 dates back to shortly after the Civil War and at its peak had a capacity of more than 100,000 barrels shortly before Prohibition. Photo 4 shows two workers filling barrels of Jordan's old style beer. Photo 5 shows a group of men perched around one of the Old Style Brew delivery trucks used by the brewery. A likely candidate for the brewery tour at this years Convention, the site is under renovation by Gail Anderson (affectionately known as "Grandma") former mayor of Jordan. Gail bought the facility more than 30 years ago and has been involved in fixing it up ever since. Now more than 70 years of age, she has not let a stroke stop her efforts. With all the old caves still in place, Gail has restored most of the grounds and building and actually lives in the old brewery itself.

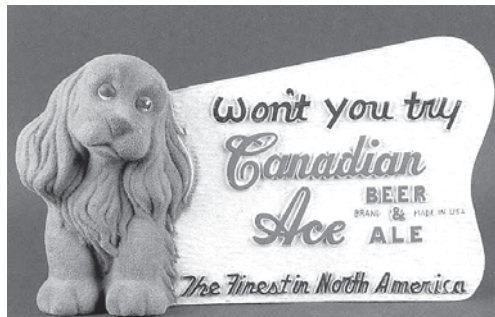
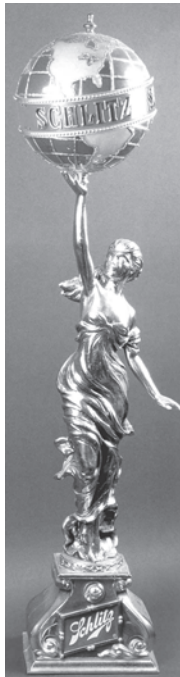
These tidbits come from Bruce Burditt of Prior Lake, MN on Minnesota breweries. Thanks Bruce for your help. Make your plans now to join us for the NABA Convention this August in Minneapolis. You will enjoy visiting this and other breweries on the tour. Bruce and Connie Burditt's home will be on the Tuesday tour.



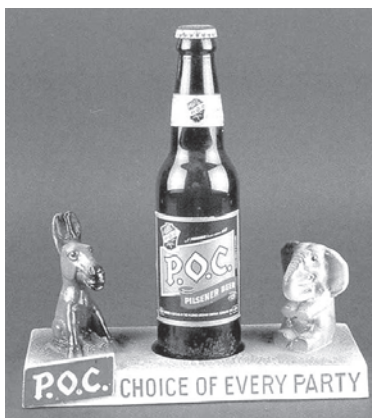
"Don'ts" For Beer

This list of don'ts (and do's) for brewery advertising comes from the October 1940 American Brewer. Thought you might be interested. Can you match the "don't" with the pictures on pages 10 & 11?

1. Don't show children in advertisements.
2. Don't show women in the act of drinking.
3. Don't show scantily dressed women in advertising or displays.
4. Don't use religious themes or references.
5. Don't show drinking scenes that might be criticized.
6. Don't allow your name or product to be associated with vulgarity.
7. Don't show fat men with paunches.
8. Don't advertise alcoholic "strength" as a feature of your product.
9. Don't attack the products of other brewers, directly or by insinuation.
10. Don't claim medicinal qualities for your product.
11. Don't mention price per drink.
12. Don't make claims of distribution that can be assailed as "exaggerated".
13. Don't give away premiums that appeal to children.
14. Don't give away premiums that compete with other types of business.
15. Avoid contests, misleading "taste tests".
16. Don't show political activities.



"Don'ts" For Beer



Some more don'ts for advertising on the radio (could expand to today's TV)

1. As in publication advertising, avoid premiums and contests on the radio.
2. Don't advertise to youngsters.
3. Keep commercials short.
4. Avoid any impropriety in entertainment.
5. Don't allow your program to precede or follow a religious or children's program.

What would a list be without some "dos"?

1. Advertise beer as the natural accompaniment of good food.
2. Advertise beer as the "beverage of moderation."
3. Advertise beer as a cooling, thirst-quenching beverage in warm weather.
4. Advertise beer on the basis of its appetizing flavor.
5. Give recipes for use of beer with meals and in cooking.
6. Suggest beer for home entertainment; for picnics, parties, etc.
7. It's safe (so long as the child appeal is absent) to use animals, flowers, birds, etc., in beer advertising.
8. You can talk about the weather, news, sports, etc.
9. Humorous slants are fine if they avoid implication of impropriety in any form.
10. Historical copy may be used the same way.



FRANK HAHNE SR. AND THE DUBOIS BREWING COMPANY

by Kay Roadasmei

In the 1880's almost every town and city had it's own brewery. Since that date there has been a continual downtrend in the brewing industry. Statistics show that the number has dropped from over 2700 breweries to less than 50 to 100 in 100 years.

The reasons for this downtrend are many and have been due to the shifting population, the economic strain of Prohibition, changing local tastes and a lack of support for the hometown brand. Many small and regional breweries were caught up in the "acquisition-merger" fever. The "creation" of G. Heilman or the Stroh-Schlitz-Schaefer merger are examples.

Friendly mergers are more often the exception. Big breweries purchased small breweries with promises of continued operations and uninterrupted brand availability, but only to sooner or later close the smaller facility. Genesee's acquisition of Fred Koch is another example, as well as Heilman-Wiedeman, Schmidt-Scheidt and numerous others.

The frequent excuse for such closures are "antiquated facilities" or "inadequate demand", but the real reason is "removing nearby competition".

I am more familiar with the closing of the DuBois Brewing Co., DuBois, PA. Once a brewer's dream facility of beautiful brick buildings, a towering smoke stack, a basement level hospitality room located along railroad tracks and the brew house a six-story building at one corner. The exterior signs are still intact including the Wash House, Machine House and Grains Dryer. This impressive structure was once a living, breathing, significantly sized brewery. Time took its toll, and even though the buildings were structurally sound, they soon showed wear and tear. Vandals had broken the windows on the lower floors in an attempt to gain entry.

My curiosity was sparked: Why did this brewery close? Why let a well-constructed building deteriorate

with time? Trying to unveil this mystery was easier said than done. However, here are my findings.

The DuBois Brewing Co. story starts with Frank Hahne Sr., a native of Neiderfeleris-on-Rhine, Germany.



He started his brewery career in Milwaukee and Chicago. Later on he moved to the Troy Hill section of Pittsburgh in 1895 and was brewmaster for Eberhardt & Ober. In 1899 Eberhardt & Ober merged with 21 other breweries to form the Pittsburgh Brewing Co., but the Eberhardt & Ober plant remained in operation until 1952.

For reasons unknown, he came north to DuBois in 1896

and broke ground for his own facility. Hahne's partners in this venture were Mike Winter, Jack Weil and some local investors with Hahne maintaining 51% control of the stock. Perhaps he chose DuBois as his facility site because of the excellence of the local water supply. He purchased 23,000 acres surrounding the local reservoir to protect the watershed from pollution.

By 1906, the brewery had four products on the market: DuBois Wurzburger, Hahne's Export Pilsener, DuBois Porter and DuBois Budweiser, a controversial name for over 60 years.

The use of the name "Budweiser" began in the United States when Adolphus Busch and Carl Conrad developed the formula for Budweiser beer. The trade name "Budweiser" was registered in 1878 as a private label. It wasn't until 1891 that Adolphus Busch acquired the rights for Budweiser from Conrad. Other companies also used the name "Budweiser". A Brooklyn brewery called itself the "Budweiser Brewing Company" from 1884 to 1898, but changed its name to Nassau Brewing Co., rather than battle an Adolphus Busch law suit. The Nassau Brewery closed in 1916. There was a Canadian

CONTINUED ON PAGE 23

CHICAGO PRIVATE LABELS

by Bob Kay

Chicago was well known center for bootleg beer during prohibition, so it shouldn't come as any surprise that the city experienced an explosion of beer marketing activity upon repeal. In addition to grocery chains and beverage distributors all sorts of unemployed bootleggers tried to make a go of it selling the legal suds. A game plan to enter this business was really easy. You just designed a label, bought some beer and had it bottled. The rest was up to your marketing expertise.

The extent of the activity is mind boggling! Just consider a few names in alphabetical order: A.M. Distributing Co., Acme Beverage Co., American Beer Distributing Co., American Brewery Products Co., Benjamin Bros., Bernoski Beer Sales, Better Bottlers, Inc., Bohemian Club Brewery Products Co., Birkenhead Products Co., Brewers Marketing Co., R. Buglio Distributing Co., and it goes on and on!!! Yes they all produced Beer in bottles - many with extremely rare and exciting labels! This flurry of activity seems to have peaked right after repeal - in 1933-36 era. Mirroring the bootleggers' experience, the prevalent feeling must have been that the beer biz was a sure road to riches. If you couldn't afford a brewery, and few could during the depression, distributing was the next best option. However, it didn't take long for the brutal facts of life in the Chicago beer biz to set in. Many brands were quite short lived and left few tracks for history buffs. Trying to sort through this maze of brands and trying to assign brewery links where possible is an exciting part of this. In some cases either the brewery or the U-permit number were shown on the label. Barring that the commonality of label size with known brewers is a big help, especially if bottling was done at the brewery. If you can't identify the brewery, labels are easily filed under the distributor or bottler listed on the label. The labels that follow represent just a few skeletons from the flurry of beer activity in Chicago following repeal.



Grain Belt Plaster Animals, Part I

by Robert Hajicek

This is the first of a two part series on Grain Belt plaster or chalk animals. Part I will focus on birds and two miscellaneous animals and the second part will be on fish and deer.

The Grain Belt animal series started in 1953 and were produced through 1963. They were manufactured by Northwestern Display Service, 11 North First St., Minneapolis, Minnesota. Some of the animals are ink stamped on the back with this manufacturer. The animals were hand painted; probably air brushed, so minor variations are typical for each animal. Drastic color variations probably indicate that the animal was re-touched or repaired. I have seen some paint schemes that do not even come close to the original color pattern and I dismiss these as home-painted. Often times the animals came with a gloss lacquer coating, which may yellow over time, others do not have a coating. As with back-bar chalk statues, the Grain Belt animals chip and break easily and the paint separates from the base material. The animals are difficult to find with no or few flaws. They were not meant to last a long time.

There are four animals (goat, spaniel, and two deer), other than fish and birds. One is the goat head which is a bottle topper, for bock beer of course, and may have started the series, but that is only speculation.



Goat Head, Bottle Topper



Spaniel, 1955

The remaining animals, 24 different that I know of, are meant to hang on the wall or on a cardboard companion sign. Each animal has a heavy wire on its back, which was installed during the molding process. I believe that each animal was originally designed with a cardboard sign, either 22" x 28" or 26" x 32" in size. The cardboard size was changed in 1961. I have 19 of the cardboard signs, and matching up the animal to the cardboard sign is a bit of a guess. Many times the animals and cardboard signs are not found as a pair, so other resources must be used to match up a pair. A good source has been The Grain Belt Diamond magazine, published six times a year from 1955 to 1975, in which advertising pictures have been found. Other detective work I use is examining all the cardboard signs I see. Signs that have been hung in a bar for a long time, but are now missing the animal, have a smoky appearance and the outline of the animal can be seen. Also the cardboard signs themselves have clues. A sign designed for a fish, like an underwater illusion, should not have a deer or bird on it. I seem to be writing more about the cardboard signs than the animals, but there is not much more to say about the animals, so here are ten birds. The date by the name under the photograph is the year issued, if known.



Blue Bill Duck

NEXT ISSUE

Part II The Fish and Deer of Grain Belt



Pheasant Head, 1954



Canada Goose, 1956



Grouse, 1959



Snow Goose, 1961



Canvas Back, 1961



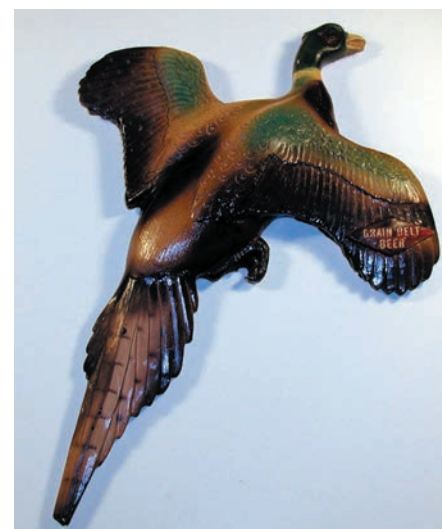
Wood Duck 1962



Mallard, 1953



Canvas Back, 1961 - rare



Pheasant, 1958

Auction Hysteria

by Robert Hajicek

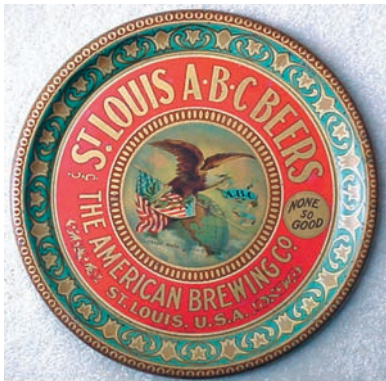


This past month eBay had a good selection of pre-prohibition advertising and a fine selection of post-prohibition advertising. Let's take a closer look.

Here is a nice 13" diameter tray from Joseph Stoeckle Brewing Company,

Wilmington, Delaware, which sold for \$470. The scene is rather appealing with a well-balanced design, nice color and ornate border.

Here is a super piece from our last convention host city, St. Louis, a rare St. Louis A.B.C. Beers 12" diameter tray from American Brewing Co. It sold for \$637. Both of these sale prices seem reasonable.



The third tray is a classic, National Beer from the National Brewing Co., San Francisco CA, with the pony express rider and wild-eyed horse working up a thirst. The bidding ended at \$1602 but still under the reserve price set by the seller.



If you don't know by now, tough beer cans are HOT, and eBay is the place to watch them.

Besides, if you're not in the loop with top can collectors, you probably will not have a chance to buy tough cans except on eBay. Really good cans rarely make it to the trade or sale floor of shows; they are sold "under the table". This Wehle (West Haven, Connecticut) flat top has a great simple design, bold red and black colors on a gray background and sold for \$4,250.



NABA member Marvin Gardner listed this large Old Dutch Beer chalk statue, from Krantz Brewing Co., Findlay Ohio. The statue is 18" wide, 8" deep and 13" tall. It sold for \$1,283.



Pilsner Beer, Arizona Brewing Co, Phoenix. The chalk piece is known as the Cowboy's Dream, and has a built-in electric clock. In the eBay description the seller notes his or her membership in BCCA and SCI (Stein Collectors International). That is a nice idea, maybe NABA members who sell on eBay should state it. Why not tell everyone you are NABA member, and maybe include a link to www.nababrew.org



too!

Here we have a 1930's art deco neon sign from Miller Brewing Co., Milwaukee, Wisconsin. The sign's size is 22"



long, 12" high and 6" deep, steel case construction with center glass panel outlined in neon and chrome accent stripes. It sold for \$740.

Next we have a convex 17-1/2" diameter pre-pro porcelain-enamel sign from Evansville Brewing Assn., Evansville, IN. One bid for \$1,000 was placed and that did not meet the reserve price at auction end.



Another convex 18"



diameter pre-prohibition porcelain-enamel sign from the Joseph Wolf Company, Stillwater Minnesota sold for \$1,913 less than two weeks earlier than the Evansville sign.



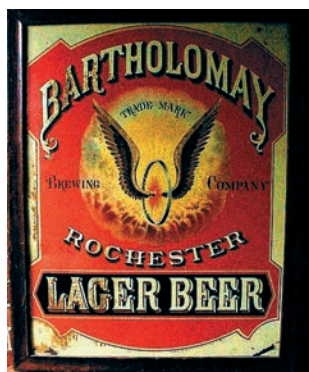
Still another style of porcelain-enamel sign advertising Old Stock Beer from Philadelphia Brewing Co was for sale. This sign is 48" x 30", double sided and manufactured by Veribrite Sign, Chicago. It sold for \$865, but the buyer had negative feedback; so maybe this sign will be for sale again, if the seller backs out of the deal. In fact the buyer had a (-2) feedback. EBay incorporates a rating system for buyers and sellers called Feedback. At the close of a transaction, each participant, buyer and seller can rate the other and leave comments about the transaction. The feedback can be viewed by anyone. Positive feedback counts as one positive point, negative feedback as minus one point with the cumulative total is displayed in parenthesis after the users name. There are more rules, but this gives a simplified explanation.

A pre-prohibition Miller Brewing Co., Milwaukee, self-framed tin factory scene sold for \$2,220. The sign is approximately 2' high by 3' long with green and gold frame and the brewery is shown behind a red draped cloth. When looking at the sign, your perspective is looking from a balcony down to the brewery.



Another pre-prohibition self-framed tin sign from Potosi Brewing Co, Potosi, Wisconsin sold for \$3,200. It measures 23" x 33" and is titled "Camping On The Mississippi", manufactured by Meek Co., Coshocton, Ohio.

H. Weinhard's Lager Beer, Portland, Oregon, pre-prohibition tin sign about 30" x 22" was for sale. The sign has gold embossed lettering with black background. The condition is slightly off grade, with some heavy rust spots on the top and possibly trimmed because it appears the circle design at top should continue, but still a great item with the majority of the sign



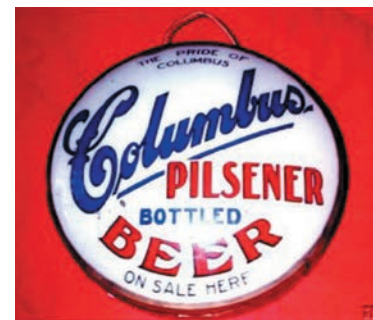
intact. It only had two bids, the highest \$760, was below the reserve price. Next is a Bartholomay Lager Beer tin sign from Rochester NY. It measures 31" tall by 24" long and the seller states it was made by the Wells and Hope Iron Showcard Co. The final price was \$1,136, but did not meet the reserve price. A BIG reverse-on-glass sign from Harvard Ale Beer was for sale. The glass measures 31" in diameter and the sign is 10" deep, with convex glass. The final bid was \$1,251 but did not meet the reserve price of the seller. Interestingly, the seller mentions that he took it to the Antiques Road Show in Boston 2 years ago. The appraisal did not make it on the show, but the sign appears on the opening credits. Look for it, if the show is repeated on you local TV station.



Here is another killer reverse-on-glass sign for Dutch Club Beer, Pittsburgh Brewing Co., Pittsburgh, Pa. The sign measures 18" diameter and 3-1/2" deep with a metal frame, with electric light. It sold for \$1,426.



Lastly, we have a dandy pre-prohibition, convex lighted reverse-on-glass sign for Columbus Pilsener Bottled Beer, Columbus Ohio. It is 13" diameter, has a brass ring, and if similar to the other brands I have seen, should be double sided, but that is not mentioned in the eBay description. The final bid was \$1,025, but still under the reserve price. Somebody should have bought this sign.



AUCTION EXPERIENCE

Please jot Bob a note on some unusual experience with live or on-line auctions.

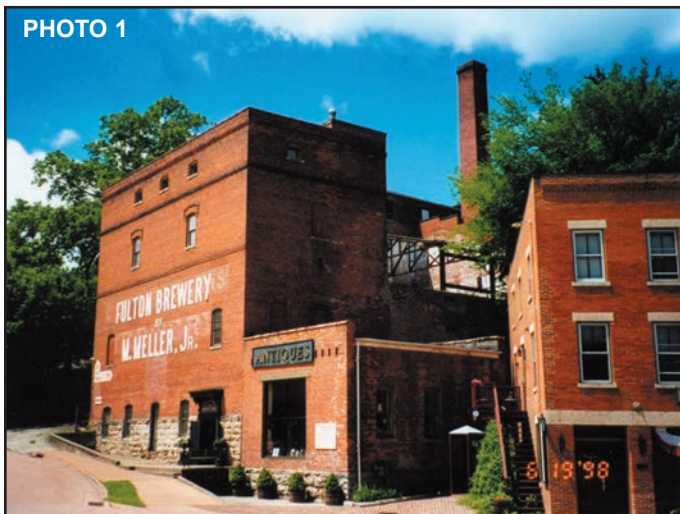
Bygone Breweries

by Dave St. Claire

A New feature of The Breweriana Collector is Bygone Breweries, where everyone is encouraged to find and photograph an old brewery, and send it in for publication.

Our inaugural feature takes us through a tour of northwestern Illinois and southwestern Wisconsin, on a beautiful summer day in 1998.

PHOTO 1



Our tour starts in historic Galena, Illinois. In the early 1800's, Galena was the leading commercial center in Illinois - greater than Chicago, which wouldn't be incorporated until 1835. Many breweries sprang up, with several Galena brewing families later moving on to bigger breweries - Gund, later to LaCrosse, Wisconsin; Eulberg, later to Portage Wisconsin, and Gluek, later to Minneapolis. Photo 1 is of the former Fulton Brewery by Matthew Meller, Jr. It began brewing in 1874. It now houses one of Galena's many antique stores.

PHOTO 2



Crossing the mighty Mississippi in to Dubuque, Iowa, we find a real treasure in photo 2. The massive former Dubuque Brewing and Malting Company stands proudly, filling an entire city block. The building is an architectural treasure - along with the Minneapolis Brewing Company (Grain Belt), and Stegmaier in Wilkes-Barre, simply as great a gem as you'll find anywhere in the United States. This elegant brewery enjoyed too short a life, beginning in 1896, and ceasing with the onset of prohibition in Iowa in 1916. The building now houses a trucking company. It seems quite odd that this massive, ornate brewery was finished by 1916, and the tiny Mineral Spring Brewing Company (see photo) survived until 1961.

PHOTO 3



Photo 3. Back across the Mississippi, and up in to Wisconsin.... few breweries meant as much to their small town as the Potosi Brewing Company in Potosi, Wisconsin. Brewing began here, less than half a mile from the Mississippi River, in 1852. Potosi lost something irreplaceable when it closed 120 years later in 1972.

YOUR INPUT WELCOME

If you have a photo or digital picture of a brewery with a building still standing, send it on to Dave for a future issue.



A mile up the road from little Potosi lays tiny British Hollow, where a small brewery operated from 1870 to 1888. I believe this building,(photo 4) now a private residence, housed the brewery.

A stone's throw from Platteville is Mineral Point, where the Mineral Spring Brewing Company (photo 6) operated from 1850 all the up through 1961. The brewery's products slaked the thirsts of local Cornish miners during the mid-19th century. The brewery, on historic Shake Rag road, now houses a pottery and loom shop.



Continuing our tour of southwestern Wisconsin leads us to Platteville, where the former Platteville Brewing Company,(photo 5) which stopped brewing in the days before Pearl Harbor, now houses a cheese factory.



Breweriana Lovers

The Breweriana Collector is looking for articles on topics related to beer stuff. If you have a long unfulfilled desire to see some aspect of the of the hobby put in print, please let us know. We are seeking persons to coordinate, facilitate, macerate, and discombobulate? subject matter of your choice. What do you collect? How about an article on repairing, repainting or refinishing your favorite item? Do you know anything about fakes and forgeries? The guys and gals of NABA would appreciate your input. Or do you just have a plethora (like a lot of stuff) of photographs or old articles on a subject that you would like to share. If so, and you are not a writer, we will massage the stuff and give you credit for participating. What a deal! Fame without fortune!

Contact the Editor

219-325-8811 or e-mail: gbaley@attbi.com



"Canned Beer" Declared Failure

*from the March 1935 Brewers Technical Review
by Paul Cameron*

Several articles have appeared in past and current issues of trade and other magazines on the success of the Krueger Brewing Company of Newark, New Jersey, in marketing beer in cans. Having done a lot in the last couple of years to change the lubricating oil purchasing habits of the country, with oil in sealed containers, big American Can Company lately set forth to alter another, with cans for beer. Bottles for home-consumed beer are an even older habit. The market for American Can, if the experiment works, will be even larger.

G. Krueger Brewing Company, Newark, and American Can introduced Krueger's ale and beer in new "keglined" cans in Richmond, Virginia, January 24. Previously a modernistic can had been developed and a consumer broadside in colors prepared. Newspaper advertising and various point of sale methods-signs, streamers, counter and window displays-were combined to emphasize such things as on draught flavor; "a sanitary personal package," which is never used twice; "keglining"; "protection from light"; "takes less than half the space, yet holds exactly as much beer"; "throw them away-no more bother saving empties and returning them to the store."

Many Advantages Claimed

A special canned beer opener is provided, with directions on how to use it. The opener cuts a triangle on the side of the top of the can. No other opener, it is said, will prove satisfactory. Another point emphasized is, "before opening, be sure beer is cold."

To the various factors involved in production and distribution of beer, American Can points to specific advantages of the new method. The most important probably is the lining of the can itself. Internal pressure of beer is about 85 pounds. Three years of work, it is said, were

required to develop a lining that would withstand it. Keglined cans, it is emphasized, bring shorter pasteurization, protection from light. A case of canned beer it is said weighs 55% less than a case of bottled beer, and occupies 64% less space. Brewers, retailers and consumers are freed from the annoyance of deposits, bottle returns and occasional breakage.

False Statements?

After several investigations on the part of interested allied manufacturers, it is claimed that most of the statements made in connection with the Krueger canned beer advertising are mis-statements of fact. It is claimed-on good authority-that the Krueger cans are not pitch-lined. In reality, the cans have a lacquer coating. Krueger cans are falsely advertised to be "keg-lined," inferring therewith that such a product as pitch or similar one to coat the can, "in order to bring that draught beer flavor to the house." Cans are claimed to be absolutely sanitary; the term "absolutely" seems to be quite unnecessary as it is safe to assert that we have yet perfected no container or receptacle which is "100%-perfect" sanitary. Bottles on the other hand are cleansed and sterilized with modern machinery to a very high degree of perfection.

The claim that cans are easy to handle finds its answer in the fact that a special can opener has to be used, while many bottles are equipped with an attachment which will permit opening the bottle with the least effort.

There can be no doubt that there is a natural prejudice among many people, especially the housewife, to drink or eat anything that comes directly from a can-unseen. Bottled beer on the other hand as a decided eye appeal permitting its ultimate consumer to see the clear-colored liquid. One could hardly imagine being served beer directly



from a can, may it be at home or anywhere else. If canned beer should be taken on a picnic, it would require taking along glasses or some other means in which to serve it, while it does seem quite convenient to drink beer directly from the bottle.

Present bottling equipment has reached a high standard of efficiency and speed, while the machinery used for fill cans with beer is comparatively new and unadapted to its task.

Disadvantage in Cost

The cost of cans for beer is considerably higher than of bottles. Furthermore, the cans have the disadvantage of being used only once. Beer in cans, it is estimated, costs the dealer \$0.20 a case more than other beers. Beer must sell at \$0.15 a can which represents a serious obstacle in a market where \$0.10 bottle beer has been introduced and become quite popular.

English brewers as well as German brewers have expressed a decided dislike for the idea of distributing beer in cans, although it had been tried by many. It seems reasonable to put the weight of the argument on the "bottle-side" because bottles, besides their perfection in substance and manufacture, have proven themselves to be the ideal container for this beverage, and it is well known that the most hygienic means are used to seal bottles.

Original Krueger Ad

In early 1935, the era of the beer can was about to ascend on American breweries. One twist to the heralded January 24, 1935 inception of the beer can is an article that appeared back in 1976 in the Beer Can Collectors News Report published by the BCCA. Jim Van Orden and Dick Mildon discovered a copy of the December 28, 1933 Brewer's News that it was Krueger's Special Beer, not the Finest Beer that was the first beer can. This was confirmed via a photograph. A October 1933 issue of Brewery Age and a November 1933 issue of Kopper Kettle confirmed the American Can advertisement for the new device. The original tri-fold ad from Krueger, advertising the first beer can. Figure 1 shows the full ad for the original Krueger beer can as discussed in the above story. This tri-fold pamphlet has two "pop up" beer cans, (figure 2) one for the ale and one for the beer. A very neat piece of breweriana advertising. Figures 3 & 4 show more detail of the actual printing.



Figure 1: Original Krueger Ad



Figure 2: Pop Up Beer Cans from pamphlet.



Figure 3: Front of pamphlet.

BEER & ALE IN KEGLINED CANS

Krueger, the First Brewery in the World to Pack Beer and Ale in Cans

Can Offers Many Conveniences and Makes Possible First Light-Protected Beer.

DON'T wait another day to enjoy the most agreeable surprise of your life—the marvelous fresh from the brewery flavor of beer and ale in KEGLINED CANS.

For the first time in the history of the brewing industry, you now can taste beer and ale fully protected from the harmful effects of light . . . and pasteurized but a fraction of the time necessary for bottle beer. What does this mean? Flavor! Rich, full-bodied flavor . . . sealed in . . . protected from the brewery vat to you. Since the introduction of this new, modern method has far exceeded our fondest expectations. The flavor of KRUEGER'S in KEGLINED CANS has already taken twelve states by storm. Be sure and get some today. Insist on KRUEGER'S in cans where KRUEGER'S draught is not available.

No Deposit, No Returns, No Breakage

WITH beer and ale in cans there is no deposit to pay, no loss of deposit money because of breakage, no empties to return.

Cans are Lined

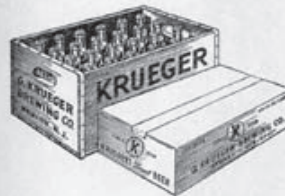
WOOD and Metal beer barrels are completely lined inside to protect the flavor. So is our KEGLINED CAN. The lining absolutely assures that Direct From the Brewery flavor and the can fully protects the product from the harmful effects of light.

Can Holds 12 Ounces

EACH can holds 12 fluid ounces the same as a bottle. Yet the can is only half the size of a bottle, so that you can store twice as many cans in your refrigerator.

½ the Weight—Takes ½ the Space

A CARTON of 24-12 ounce cans weighs half as much as a case of beer and is half the size. This means you can store twice the quantity in your present storage space and no space is needed for empty boxes and bottles.



DISCOVER for yourself the convenience of not having to pay out extra pennies for a bottle deposit, of not bothering with returns. And learn for yourself that a KEGLINED CAN—holding as much as a bottle—takes only half as much room in your refrigerator.

HOW TO SERVE AND OPEN CANS

BE sure to ask your dealer for a "Quick and Easy" opener—no other opener will do.



TO open can, hook opener under rim of can as shown. Be sure contents is cold and do not shake before opening.



PLACE the can on a solid surface, then place hand over opener on top of can. Lift opener quickly—straight up. One firm stroke cuts complete opening.



REMOVE opener and pour. To serve an appetizing glass of Beer or Ale wash glasses in clear cold water and salt. Never use soap.



Figure 4: This is a closer look at the inside of the pamphlet.

THE AIR SCALE COMPANY

Toledo, Ohio



PorEzy Openers for canned beer. A handsome white porcelain finished counter press, and the popular bright nicked steel opener for packing in your cartons.

"Budweiser" for a time, but it disappeared or gave in quietly. Frank Hahne Sr. and later Frank Hahne Jr. maintained his beer's name was derived from the real original Budvar Brewery of Budweis, Germany. The DuBois Brewing Co. successfully defended its right to use the Budweiser name for over sixty years while holding the St. Louis giant at bay.

The DuBois brands soon traveled far and wide, for a brewery of its size, ranging up to 150 miles away and selling well in Buffalo, Erie and Pittsburgh. The brewery's 300-barrel kettle was kept busy churning out brands, while the leftover grain materials were pressed and sold for cattle feed and to grit mills. They had warehouses in Buffalo and Newark to support local use of their brands in those areas.

America's brewery business was prosperous until 1918 with the coming of prohibition. Frank Hahne, a good businessman and a strict disciplinarian, didn't let the government stop his progress. He quickly shifted to other production. The DuBois Brewing Co. made "near beer" (less than 0.5% alcohol), soft drinks and opened the "DuBois Products & Cold Storage Co." on South Main Street, at Hahne's Court in DuBois, PA. The Ice House still stands and shows the date 1919. In 1928, electric refrigerators for the private home made an appearance and ice used in "Ice Box Refrigerators" declined. Ice was still used for commercial store storage, but that too declined with electric units coming on the market. On September 13, 1928 Frank Hahne announced "A New Coal Service for DuBois". Several coals were advertised for sale: Rathmel, Rochester, DuBois, Luthersburg and Axelson" so one could order the grade of coal he preferred.

The maintenance of the equipment was kept up-to-date through the years. Mr. Hahne was known to run a very clean brewery. In fact, the DuBois Brewery had the honor of being one of the only two breweries in the entire nation that had never violated the Prohibition Laws. The brewery was issued license number G-2 allowing them to resume brewing operations immediately on Repeal. Other breweries had to wait varying periods as a form of punishment for violations.

The DuBois Brewing Company strode ahead, selling Budweiser and other beers and continued to grow, but tragedy for both the Hahne family and the DuBois Brewery was set in motion. Frank Hahne passed away in 1932 with the brewery passing to Frank Hahne Jr., the only son and his three unmarried sisters. Junior had a son, who died in infancy, thus denying the family an heir. The Brewery was making a profit and the stock-

holders received a yearly dividend, but for an unknown reason Frank Hahne Jr. sold the plant to Pittsburgh Brewing Company in 1967. Some employees believe he sold for health reasons, others believe he took opportunity to sell and retire since there were no heirs.

Five years later in May 1972, the DuBois Brewery closed forever. Stockholders never again received a dividend since the sale in 1967. More than 100 workers lost their jobs. The only one who profited was the Pittsburgh Brewing Co. Under the new owners, the "Budweiser" name controversy had been settled with Anheuser-Busch. It was reported Pittsburgh Brewing Co. received a million dollar profit for giving up the name "Budweiser" on their labels, effective October 31, 1970. The new owners not only made a profit, but they eliminated competition.

It is a sad and bitter memory for the town of DuBois to see a massive and once beautiful facility falling slowly to pieces and trampled underfoot by a "big City" brewery. To this day many employees hold a grudge and won't talk about the DuBois Brewing Co. The one seemingly biggest grudge is why didn't Mr. Hahne sell the brewery to the employees or to a local group of businessmen who were interested in keeping the brewery in operation. The purpose of the sale will probably never will be fully known, but the people of DuBois want to forget the tragedy of the lost of their beloved brewery.

DUBOIS LABEL BRANDS 1897-67-72

1. DuBois Budweiser
2. Hahnes Porter
3. DuBois Wurzburger
4. Vitalis
5. Hahnes Export
6. DuBois Bock
7. DuBois' Export
8. DuBois Premium
9. DuBois Pilsener
10. DuBois Pixie Pale Ale
11. Cloud Nine Malt Liquor
12. Burgundy Brau
13. Norvic Pilsener Lager Beer

Editor's Note: This story was presented to NABA for publication in 1978. Now more than 25 years later we will publish her story. I never knew Kay, but I thought she lent an interesting twist to a brewery that has not to date been covered in a BC. Thanks Kay where ever you are.

George W. Smith, Wheeling Brewer

By Albert Doughty

Wheeling's early brewing history was much the same as any other city in America. Brewers with names like Moore, Kinghorn and Reid dominated Wheeling's early history with their English Ales. They were later supplanted by brewers with names like Schramm, Schmulbach and Reymann who produced the German lager style. This story focuses on the most successful of the early brewers. George Weatherall Smith. He was born May 29, 1799 in Canwick, Lincolnshire, England, the youngest son of a wealthy family. George first came to America in 1819 when his father Thomas sold all his possessions and brought his family to America with \$100,000 in cash. Thomas left his family in Philadelphia while he and George traveled around New York State, looking for a suitable site to establish a new home. After making arrangements to purchase a tract of land in Syracuse, Thomas and George returned to Philadelphia to retrieve the rest of the family. But shortly after their arrival, Thomas suddenly fell ill and died. Before his death he told his son to take the family and return to England, which George promptly did.

In 1820, George returned to America, settling in New York City, and took up the position of Supercargo (an officer on a merchant ship in charge of the cargo). He operated between New York and Tampico, Mexico. In the few years he practiced this trade, he had many adventures, including several fights with pirates. On his last trip to Mexico, Smith could not sell his cargo. He then took it to New Orleans, with the same result. He then loaded it on a barge and took it up the Red River to Little Rock, Arkansas, then a frontier trading post. After selling it there, he returned to New York City on horseback.

In 1825, George Smith founded a brewery at 158 W. 18th Street, NYC with his brother Thomas, and possibly a third brother (in 1870, George Smith was back in New York City operating "George Smith and Brothers", indicating more than one brother.) There is speculation that George or a brother were the ones that developed "Knickerbocker", a style of ale designed to compete with Philadelphia Porter and Ale. The name was later adopted by Jacob Rupert for his beer.

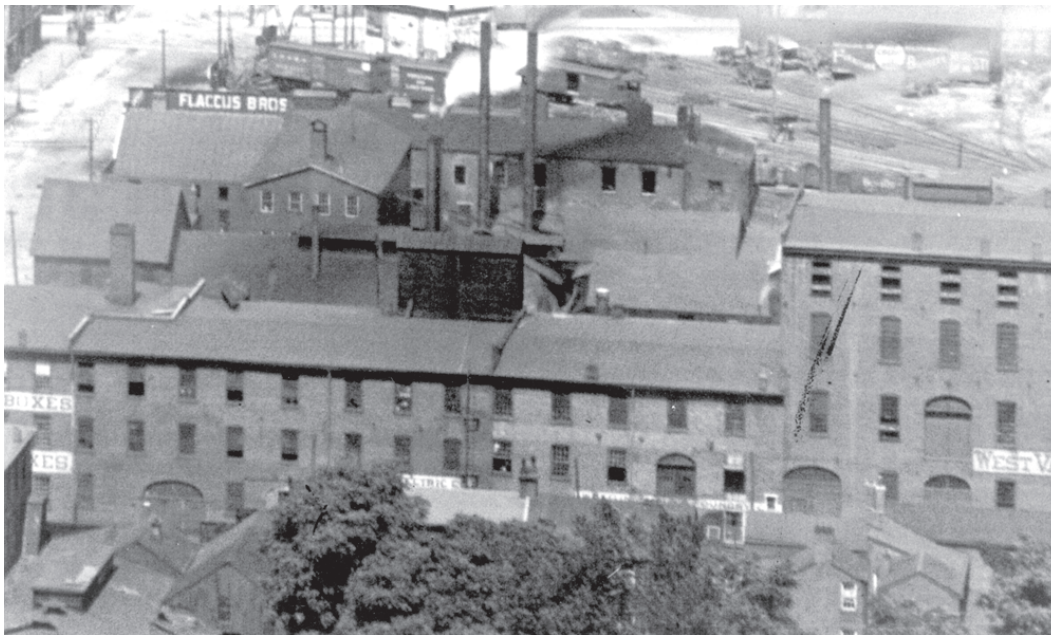
After running the New York City brewery for a few years, Smith sold his interest and moved to Albany, NY, where he took a position with Burt's Ale Brewery. In 1829,

he was persuaded to go to Pittsburgh, PA as brewmaster for Brown & Verner (Liberty & Market Sts.), a major producer of the time, with annual capacity of 2000 barrels of Porter and 1200 barrels of lager. He was paid at the time the largest salary west of the Allegheny Mountains, \$500 per year, raised in 1832-33 to \$1000 a year. While still a partner in Brown & Verner, George Smith went to St. Thomas, Upper Canada (now Ontario), and with William Peacey, established a brewery. While living in St.

Thomas, Smith met and became friends with two families, the Eccles and the Labatts. It is possible that Smith knew Samuel Eccles from his New York City days, as Samuel Eccles was brewmaster at a competing brewery while George ran his brewery there. On Dec. 2, 1833, George Smith married Mary Eccles, Samuel's sister. But a month later, Mary died, and Smith returned to Pittsburgh. In 1836, he married a widow, Elizabeth Faddington. They had 3 children, Eliza, George and Alfred. The following year, George Smith bought out Brown & Verner and erected a new brewery at Barbers Alley & Penn St. After about 10 years of successful operation, Smith sold (or closed) the Barbers Alley brewery in 1847. He bought another Pittsburgh brewery (The Point Brewery) in 1848 and operated it until 1860.

George Smith came downriver to Wheeling in 1847, and bought Henry Moore's Franklin Brewery. Originally built in 1812, by Josiah Updegraff, the brewery was a two story frame structure located at Chapline and 17th Sts. On the second floor was a malt house (they at least made their own malt). It is reported that George Smith almost single-handedly introduced the cultivation of barley in this part of the country, and for many years after, barley was the most profitable small grains crop for local farmers. The Franklin Brewery malt house developed the capacity to produce 335 bushels per day during the eight month season, or 80,000 per year, making Smith the largest malt (and ale) dealer in the area. Even with this success, Smith is quoted as saying: "I have never been able to manufacture as much malt or ale, during any season that I have had the concern, as would supply all the demand. I am, therefore, pleased to find other breweries springing up, and sincerely hope they meet with





In this factory photo, all the buildings in the background were part of The East Wheeling Brewery. It isn't known if the long foreground buildings were, or were not.

as good success as I have always experienced." Smith had an annual demand for about 100,000 bushels of malt, more than he produced in his own brewery. Smith's East Wheeling Brewery was equipped with what was at the time the latest in brewing equipment, installed by its last owner, Henry Moore, within a few years before being purchased by Smith. The equipment included large mashing tuns, boiling coppers heated by steam pipes, large coolers and fermenters, with a capacity of 20,000 barrels per year.

In 1850, Smith began expanding the existing single 300 barrel vault, eventually expanding to 5 vaults with an 8000 barrel capacity. These vaults had an extended area of more than 1/8 mile, at the time, much the largest system of vaults or caves in the country. In addition to the natural temperature given to underground structures such as these, a natural spring was trained to form a rivulet which flowed over the floor of the vaults, further reducing the temperature. It was caught in a large well, from which the cooling water for the ale was drawn. The spring itself was an immense success, making unnecessary the purchase of ice, which saved the brewery \$1500 per year. Smith also enlarged the brewery buildings, making the production capacity equal to that of the storage vaults. When he finished, the Cooper's shops, Malt House, storage vaults and other necessary outbuildings covered an acre and a half of ground. The stable, wash house and office, and seven employee homes may or may not have been built by Smith. Gas for lighting was manufactured on the premises.

In 1849, Smith only brewed 300 barrels of ale; in 1855, he brewed 8349 barrels. His ale was reputed to be the best within many miles of Wheeling. Four kinds of ale were brewed: Kennett Ale, Fresh Ale, Stock Ale and Porter. 25 men were employed at the brewery, working day and night shifts. Smith did a strictly wholesale busi-

ness, with most sales to local saloons who resold it for 5¢ a glass. Some of the ale was sent to Pittsburgh by way of Ohio River boats or wagons.

In 1859, John Kinder Labatt secured a position with Smith for his son, John, Jr. to learn the brewing trade. John, Jr. was the next to youngest son, so did not stand a chance of inheriting the family brewery in Canada, so he was more than happy to learn the trade, preparing for a position elsewhere. In May of 1863, personal tragedy struck George Smith; his second wife Elizabeth died. This could be the reason that after a four year brewery apprenticeship, George took John Labatt, Jr., back to Canada, and founded a brewery at Prescott, Ontario, on the St. Lawrence River. John Labatt, Jr. assumed the duties as brewmaster. Smith operated the brewery for about a year, and returned to Wheeling in the fall of 1864. He had offered to lease the brewery to John Labatt, Jr., but when he could not come up with the money, his brothers Robert and Ephraim stepped in. They ran the brewery until 1867, when Ephraim died. Shortly after, Robert Labatt bought the Prescott Brewery from Smith. Family legend has it that John Labatt, Jr. returned to the family brewery. With him was a recipe for a Pale Ale that was given to him by George Smith. This recipe became Labatt's India Pale Ale that captured Gold Medals at the Centennial Exhibition in Philadelphia in 1876, and at Paris in 1878.

Back in Wheeling, George Smith ran the East Wheeling Brewery for about a year. He married a third time, to Ellen Darlington, a widow from Philadelphia. He then leased the brewery to his stepson, Henry Darlington, a prominent brewer in Pittsburgh. That same year, Darlington began brewing lager beer, the first at a Smith brewery. On January 11, 1866, Darlington held a lunch at the brewery at which he presented the brewery's first lager. Over 1000 people visited the brewery during the day, and

over 200 gallons of lager was consumed. That year saw Darlington brew about 100,000 gallons of lager, and about 300,000 gallons of ale. Henry only operated the brewery for a year, and then transferred the balance of his 5 year lease to Wheeling businessmen Reilly, Barnes and Hobbs, who were not brewers (Reilly owned a grocery and liquor business, Barnes and Hobbs were factory owners...Hobbs likely a local glass factory). These three ran the brewery until November 1871, when the lease expired, and George Smith resumed control. He took his son Alfred, and one Arthur M. Teece into partnership in 1872, and the brewery name was changed to G.W. Smith & Co. After spending a number of years learning the brewing trade under his father's tutelage, Alfred had furthered his education at his step-brother's Pittsburgh brewery, Carson, Darlington & Co., and finished his training at Peter Ballantine and Son in Newark, NJ.

Shortly before his death in 1872, George Smith got into a legal argument over the nature of a deed of trust he had given his son-in-law, Joseph Flemming, years before. This may be the reason why Alfred Smith closed the old East Wheeling brewery, and bought the Brockhardt Brewery located at 840 West Market St. Known as the Market Street brewery, Alfred operated this brewery until it closed in 1902. And just like that, the name Smith passed from Wheeling's brewing scene. The old East Wheeling brewery would see a couple of uses over the next 31 years, none as a brewery. A cheese company used the former brewery for storage, but only for a few years. The property was then purchased by Flaccus Brothers [see sign on upper left building in the photo], and it became a canning

factory for fruit, vegetables and other commodities. It was demolished in 1908 to make room for a warehouse.

Notes:

This is the second article Albert Doughty has written for the BC on the breweries in his area. This is a fascinating story of a gentleman who made a great success on a relatively small scale (comparable to the larger microbreweries of today), and had interactions with and influences on brewing families whose names we know today. George Smith founded breweries in several cities in two countries (and Fil Graff, who edited this article, particularly likes the association with St. Thomas, Ontario, as HIS St. Thomas, PA was never big enough to have even a successful boot-legger of record!)

Credits: Ted Wolfe, Dale "Zeik" Van Wieren and American Breweries II, Allen Sneath, Arnold Merkitch, Travis Zerk, Hume Cronyn, Labatt Brewing Co, The Oglebay Museum (Wheeling, WV), and On Tap, by George Phillips.

The photo of George W. Smith courtesy of the Oglebay Mansion Museum.

proof

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During the past three years more than 40,000,000 pounds of steel have been used in the manufacture of Vaughan's Quality Bottle Openers. Thirty people have enjoyed steady employment in making Bottle Openers only. Thousands of dollars have been invested in machinery, tools and special equipment. Plating materials, cartons, findings have been purchased in large quantities.

Keeping abreast and ahead of every change in the industry, Vaughan has produced the **ONLY COMPLETE** Line of Bottle Openers that meets the exacting requirements of modern users.

For 26 years the brewing industry has found **Right Materials . . . Right Design . . . Right Workmanship . . . Right Service . . . Right Value . . .** in Vaughan's Products. Each and every number carries our complete guarantee. It pays to use the **Right Bottle Openers . . . Vaughan's.**

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FOR MORE than 90 years the name Brunswick has been associated with the brewing industry. Brunswick takes pride in that association—in being a part of this vast industry. In our own workshops and laboratories thousands have found employment. Wages have run into millions of dollars. Our purchases of raw materials have brought work to countless factories, sawmills, railroads. Our manufacturing operations have grown steadily, until today Brunswick is the largest service fixture manufacturer in this country.

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General Offices, 623-633 South Wabash Ave., Chicago

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers of Brunswick Life-time Fixtures
General Offices, 623-633 South Wabash Ave., Chicago

Creating and Proving a Successful Slogan

By Karl Schuster, President and General Manager Acme Breweries, San Francisco
Part I

What does it take to create and "put over" a successful slogan? It requires these things: definite provable truth; willingness to break with traditional thinking and persistency.

If Acme had not been in light beer with considerably less protein and extract content than old-time lager beers, our "Dietetically Non-Fattening" slogan would have been meaningless. In fact, it might even have acted as a boomerang. But, long before Repeal we had decided that the public would prefer a light, dry beer, less heavy in body and with a lower sugar and dextrine content. Our masterbrewer, Anton Dolenz, evolved a particular brewing process which he was able to perfect during the near-beer days. It has been gratifying to us to watch so many other beers throughout the entire country gradually grow lighter and lighter, while during all these years the original formula for Acme has remained unchanged.

Had to Prove Slogan

The public had for so long associated beer with big paunches that our first advertising of "Non-Fattening" Acme was met with considerable derision. So startling was the claim, in fact, that we were called upon to prove our case before the Federal Trade Commission, and did so to the complete satisfaction of that body.

At this early stage in beer's rejuvenation after Repeal, the rest of the beer industry was unwilling to aid Acme, in fact, for the most part did not believe in the soundness of our viewpoint. But today the non-fattening appeal is being used by many large brewers and is regarded by leaders in the beer industry as an important contribution tending to step up beer consumption. The theme has been included as the advertising of the United States Brewers Industrial Foundation as an argument for beer as a preferred beverage.

As soon as Repeal became an accomplished fact, Acme established its advertising budget on the basis of \$1.00 a barrel. During the past several years its expenditure has exceeded a half million dollars annually. And never during this entire time have we let down on "Dietetically Non-Fattening". It has a dominant place in every advertisement, every billboard, every piece of dealer material.

Important as "Non-Fattening" has been in our company's success (and Acme, with but one brand, accounted for 22.3% of all the California beer sold in 1940!) it is but one spoke in the wheel.

Merged Pioneer Organizations

Acme's background goes way back to the Gold Rush Days and the present company is a result of the merger of



several of the best of these pioneer organizations which survived the turbulent competition of those pioneering years, and were, in 1917, when the consolidation took place, substantial well-established units in the Western brewing field. This was not only a merger of plant facilities; it was a merger of experienced, well-seasoned groups of men, brewers from way back. My knowledge of the business was learned from my father and my grandfather. Many others in Acme Breweries are second and third generation brewers also. Always is the consistent maintenance of quality considered imperative—only costly ingredients are used—there never is a let down or the slightest variation.

That's why, during the "Long Drought" of the Prohibition experiment, Acme kept its head above water and in fact even made a little money. Two units were operated during this period, the California Brewing Association and the Cereal Products Refining Company manufacturing cereal beverages and carbonated drinks and achieving a remarkable success in malt syrup and yeast. Even during the depression years preceding Repeal, the company was able to maintain a normal business activity without releasing a single employee or reducing salaries. While the manufacture of soft beverages has been abandoned, the Peerless Yeast Company's yeast and malt syrup business has continued its growth and importance.

With this successful background, during a period when many old time breweries had gone into the doldrums or had ceased activities altogether, Acme was in a position to foresee the possibilities that would occur if, and when Repeal might take place, and prepare to take advantage of them. It was at this point that we took what everybody considered a wild gamble. We invested a half million dollars in the modernization of our plant. We had no more idea that anyone else when Repeal would come, but we were firmly convinced that the growing feeling against Prohibition on the part of the public would someday be translated into official action. So we 'placed our bet' and had hardly completed the job of modernization when Repeal came, with, as you no doubt remember dramatic suddenness.

Next time: Daring Advertising, Value Proved and the New Radio Show.

Executive Secretary's Report

Early renewal notices are enclosed. Please take the time to renew now. Also check the directory and verify that your information is correct. The fall issue of the *Breweriana* Collector had several address changes returned to NABA and two members actually had no new address. If you do move please try to notify me. Take advantage of NABA's "Pay for Four and receive Five" years of membership credit.

It is time to enter nominations for NABA Officers and NABA Board Members. Three NABA board positions are open for this year's election. Any NABA member can nominate himself or herself or you can nominate another member. If you nominate someone else make sure they know you are doing so. Board members are required to attend the National Convention and two other meetings (one in the spring and one in the fall).

The Directory is in a new 8 ½ by 11 format. This year's directory has the email section removed and it is replaced by a "Collector's Index". The index is alphabetical by *breweriana* type with precise areas of interest shown in the *breweriana* type.

Please check over carefully and send me any changes. Each member's "areas of interest" was also maintained in the main directory.

If by chance any of 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 Bob Hajicek (1), Bill Mitchell (1), Mary White (1), John Steiner (1), eBay Auction (5) and the NABA Web Site (5) for recruiting these new members.

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

In Memorial

The New Year begins with reports of the loss of several long time NABA members.

Conn C. Armour passing on August 31, 2002 was reported by Ed Culbreth. A long time collector and member of NABA, he was at the time of his death President of the Blue Bonnet Chapter of BCCA in Dallas and Fort Worth. His wife Sharon survives him.

Dick Purvis of Connecticut passed away last year as reported by Dave Launt. Dick was one of the co-authors of the book *New England Breweriana* and is survived by his wife Kathy.

Don Whelan of Lincoln, NE has also left us. His wife Cora survives Don.

Patricia Smith, wife of NABA member Lonnie Smith of Wheat Ridge, CO passed away.

New Members

Brown, James R (Deborah)
627 French St
Niles MI 49120-2907
269-684-2748
jdb6253@msn.com
Cans-Reverse on Glass-Signs; Pabst

Clark, Thomas S (Tamara)
12 Bridgewater Dr
Winter Haven FL 33884-3005
863-324-0457
telark05@tampabay.rr.com
Cans

Demczyszyn, John (Sue)
549 Azalea Dr
Northampton PA 18067-9505
demczyszyn@aol.com
All *Breweriana* (Northampton PA)-Trays
(Eastern PA)

Haehnle, Greg (Kheira)
5165 Mountain Air Cir
Colorado Springs CO 80916-5552
719-380-0710 F719-380-0710
greg25999@aol.com

New Members Continued

Hendrickson, Hugh

PO Box 161
Harris MN 55032-0161
651-674-6164

Lovallo, Jim (Lynn)

3761 Tallavana Trail
Havana FL 32333-5626
850-539-9998
jimsjunk03@msn.com
All Breweriana-Cans; New York

Maier, Ralph (Diane)

2820 13th St
Eau Claire WI 54703-2730
715-833-2462
Labels-Mugs & Steins-Paper Items-Signs;
Leinenkugels, Eau Claire, Walters

Martin, Rosi (Brent)

703 A Street
LaPorte, IN 46350
219-362-9289
rosim@csinet.net

Peters, John (Karen)

13732 152nd Ave
Grand Haven MI 49417-9491
616-844-4097 W616-748-0708
peters@novagate.com
Match Safes-Openers-Photos-Thermometers-
Trays; Muskegon Brewing Company

Schafer, Dave G

2548 Goldengate Dr
Imperial MO 63052-2062
636-464-5296
schaferd@stlouisco.org
All Breweriana; St Louis MO

Schmoehe, Jim (Connie)

8279 Meadowlark Dr
West Chester OH 45069-6804
513-779-7531
smokeyj@att.net
Glasses-Lithos-Reverse on Glass-Signs-Trays;
Cincinnati

Snowden, Ron (Lynn)

2938 Foxwood Dr
Maryland Heights MO 63043-1346
314-291-6176 W314-232-6124
jds177@juno.com
All Breweriana-Bottles-Cases-Mugs & Steins
Signs-Trays; Lemp, St Louis MO,
East St Louis IL

Stroh, Edward (Cheryl)

PO Box 306870
Saint Thomas VT 00801-6870
284-494-0338 W284-494-2310 F284-494-4618
compassrose@surfbvi.com
All Breweriana (Stroh's Pre-WWII)-Bottles
(Michigan IRTP)-Cans (Detroit Flat Top)-Cases
Glasses-Reverse on Glass-Signs; Stroh's

Triplett, Chuck

15046 Greymont Dr
Centreville VA 20120-1521
703-795-6857 F703-830-2466
chucktriplett@netscape.net
All Breweriana; Christian Heurich, Robert
Portner, Washington DC, Virginia

Wallace, Tim

RR1 Box 27
Oakford IL 62673-9702

Weaver, Wes (Beth)

16600 Bennington Ct
Granger IN 46530-7427
574-273-6020
beerguy@csinet.net
All Breweriana; Indiana, Hoosier, Drewrys,
Kamms

Wolthuizen, Scott

PO Box 496
Sanborn IA 51248-0496
712-729-5016
axlscott@webtv.net
All Breweriana (Iowa)-Bottles (Iowa Picnic
Labeled)

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-FLO2@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

WANTS TO BUY - Loyalhanna Brewing Co. (Monastery Beer), Latrobe, PA. Memorabilia - anything. Also, any old advertising from Latrobe Brewing Co. (Rolling Rock) Latrobe, PA. Contact Jim Mickinak at (724) 539 7941 or Email: 10easyst@adelphia.net V123

WANTED - Members who wish to gain great notoriety, at little cost (other than time) to be a column editor or writer for the Breweriana Collector. Contain editor at Email: gbaley@attbi.com

BACK BAR BEER FIGURINES - The definitive book on collecting back bar beer statues and shelf signs. Available from the author for \$32 ppd by Priority Mail. Will endorse if desired. George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350.

BEER RELATED BOOKS WANTED - Looking for old issues of Brewery News, Brewery Age, Kopper Kettle, Red Books and any other brewery trade journals from the 1930s to the 1950s. George Baley, 1585 Tiffany Woods Drive, LaPorte, IN 46350. Email: gbaley@attbi.com

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.

WHEN A CROWN DOES ITS DUTY...



*It preserves all the mellow
flavor of the brew*

THE Atlas Brewing Company of Chicago send their Prager Beer to market sealed with Armstrong's Crowns. For Atlas Brewing Company, like many leading brewers, know that these sure-sealing crowns do their duty every time.

In Armstrong's modern factories, crowns are manufactured with precision and accuracy. Only high quality metal is used to form the shells—and careful shaping produces crowns that feed easily and grip the bottle lip securely. Finally, clear, colorful lithography reproduces your name or trade-mark on the top of each crown to give your product instant recognition and add eye-appeal to your bottle.

Seal in the full-bodied flavor of your brew with dependable Armstrong's Crowns. Call the nearest branch office for quick, efficient service—or write Armstrong Cork Products Co., Closure Division, 940 Arch St., Lancaster, Pa.



Armstrong's CROWNS

DISTRICT OFFICES AT YOUR SERVICE

Atlanta.....107 Cone St.	Detroit.....1627 West Fort St.	Omaha.....S. Rieves & Son, Inc.
Boston.....286 Congress St.	Houston.....Lyons Bros. Co.	Philadelphia.....260 S. Broad Street
Chicago.....111 North Canal St.	Jacksonville.....Union Tea Warehouse Co.	Pittsburgh.....24th Street
Cincinnati.....232 W. 7th St.	Lancaster.....Arch Street	St. Louis.....204 South 3rd Street
Cleveland.....Brough Bottlers Supply Co.	Los Angeles.....John Mulheim Co.	San Francisco.....John Mulheim Co.
Dallas.....Lyons Bros. Co.	New York.....295 Fifth Ave.	Seattle.....John Mulheim Co.

Events of Interest

FEBRUARY 13-16

24th 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
NABA Board Meeting at 3pm on Friday.

MARCH 13-16

LUCK O' THE IRISH MINI CANVENTION & BREWERIANA SHOW (NABAs Queen City Chapter.)
Ft. Mitchell, KY, Holiday Inn, exit 188, I-71/I-75.
Dave Gausepohl (859) 371-4415 or E-mail: beerdave@fuse.net

MARCH 15

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

MARCH 15-16

INDIANAPOLIS ADVERTISING SHOW
Indianapolis Fair Grounds, Indianapolis, IN

MARCH 21-22

50th SEMI-ANNUAL VALLEY FORGE BREWERY COLLECTIBLES SHOW, Phoenixville, PA, Kimberton Fairgrounds Pavilion, Fri: 2PM-9PM; Sat: 9am-3pm.
Larry Handy (610) 439-8245 or E-mail: ohhugo1@aol.com

MARCH 29-30

APRIL FOOLS SHOW sponsored by KG Schmidt, Hoosier and Three Rivers Chapters, Logansport, IN, Marriott Motel.
Sat: room-to-room, Sun: 9am-3pm in Eagles Club Room.
John Huston (260) 563-1219 or E-mail: jhuston@fwi.com.

APRIL 9-13

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

APRIL 27

KING'S SPRING FLING (NABAs Grambrinus Chapter)
Hilliard/Columbus, OH, MaKoy Center 8am-2pm
Doug Blegen (614) 890-0835 or E-mail: dblegen@columbus.rr.com

MAY 4

ECBA SPRING MEET
Leesport, PA, Leesport Flea/Farmers Market, 10am-3pm.
Jake Reider (610) 987-3184.

MAY 17

24th ANNUAL BREWERIANA SHOW
St. Louis, MO, Carondelet Sunday Morning Athletic Club,
9AM-4PM. Herb Schwartz (314) 487-8403 or
E-mail: sandbelly1922@aol.com.

MAY 17

ANNUAL PATRICK HENRY BREWERIANA SHOW (NABAs Patrick Henry Chapter) Kalamazoo, MI
Dave Launt (616) 327-8754 or E-mail: nybrews@aol.com

JUNE 1

BEER CANS & BREWERIANA SHOW (NABAs Queen City Chapter) Blue Ash, OH, Blue Ash Banquet Center, 9am-1pm.
Dave Gausepohl (859) 371-4415 or E-mail: beerdave@fuse.net

JUNE 14

INDIANAPOLIS ADVERTISING SHOW
Indianapolis Fair Grounds, Indianapolis, IN

JUNE 17-21

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

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

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@hortyvelving.com

AUGUST 2

32nd Annual NABA PUBLIC SHOW
Holiday Inn West, Minneapolis MN, Saturday 10am to 2pm.
Bob Hajicek (952) 595-0878 or [HYPERLINKmailto:hajicekb@hortyvelving.com](mailto:hajicekb@hortyvelving.com)

SEPTEMBER 3-6

BCCA CANvention 33, (members only) Pittsburgh, PA, Westin Convention Center Hotel (previously Double-Tree) BCCA
(636) 343-6486

AUGUST 4-8, 2004

33rd Annual NABA CONVENTION (Members Only)
Country Inn Hotel, I-94 (Either exit 291 or 293), Waukesha, WI
Room-To-Room Trading Wednesday-Thursday Breweriana Auction Friday. Public show on Saturday. John Stanley (919) 419-1546

COME TO MINNESOTA AND SHARE A BEER WITH A FRIEND!



July 30 - August 3, 2003
Holiday Inn Minneapolis West
St. Louis Park, Minnesota
NABA's 32nd Annual Convention

