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Breweriana Advertising*

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*2003 Convention Registration Packet
and Election Ballot Inside*

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Annual Convention Packet



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July 30 - August 3, 2003



**Holiday Inn
Minneapolis West
St. Louis Park,
Minnesota**



The National Association
Breweriana Advertising



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Advertising for The Breweriana Collector are \$150 full page, \$80 half page, \$40 quarter page, and \$20 eighth page. \$5 if limited to member's own collecting activity. Articles, advertising and events deadlines: December 1 (Winter), March 1 (Spring), June 1 (Summer) and September 1 (Fall). 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) must be received by February 15. The FALL issue is the POST-CONVENTION issue. All Convention related material, stories, photos, etc. must be received by September 1 for inclusion. The Editor has the right to edit submissions and ads to conform to proper style and appearance, and may defer publication of a submission for reasons of space or layout.

MANUSCRIPTS AND ADVERTISING

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The Breweriana Collector

The Breweriana Collector
Spring 2003
Volume 121

Cover

Minnesota had one of the largest number of breweries of any state after Prohibition. The cover shows eight examples of ball style tap markers from some of those breweries.

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NABA PUBLICATIONS

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MEMBERSHIP AND DUES

Send applications for membership, dues, or change of address and advertising for The Membership Directory to John Stanley, PO Box 64, Chapel Hill, NC 27514-0064. Dues: \$25 per year domestic or \$100 for 5 years; \$35 Canadian, \$45 overseas. Dues year is June 1 to following May 31. Membership required for attendance at the Annual Convention usually held the first weekend in August.

Postmaster:

Send address changes to: Breweriana Collector
PO Box 64
Chapel Hill, NC 27514-0064

President's Message

Spring is just around the corner and with it comes the beginning of a new season of collecting. Your Board of Directors met this year at the Blue & Gray in Fredericksburg, VA. The show was great and was exceeded only by the hospitality of Ray Johnson, the host Capitol City Chapter and the staff super hotel (Ramada Inn). If you have never attended a Blue & Gray, you are missing a great time. On the other hand...if you hung around until Sunday, you were probably snowed in like many of the attendees. The great blizzard of 03 was a whopper!

The new Membership Directory is out and has been received with positive reviews by many members. John Stanley has prepared renewal forms for next year. A copy is included in this issue. If you liked the feature of including the Specialization Section, be sure to mark up your form when sending it back. If you are a multiyear member, you will receive a renewal form. Use it to let John know what your collecting interests are. Next year we will be offering a business size ad to anyone wishing to expand and expound

his or her collecting interests.

Our annual convention is just around the corner. We have looked at the timing for various notices including the Convention Registration Packet and Election of Officers/Directors Ballot. It became obvious that the packet and ballot were coming just a couple of weeks after the Spring Issue. The mailing costs of this separate activity cost in the neighborhood of \$1000! By combining these with the Spring Issue, we will be able to keep membership costs down and make the Spring Issue a true pre-convention issue. So look through this issue and gather the loose pages required for Convention registration. If for some reason you do not find them packed with this issue, please call or email John Stanley. By moving the Summer Issue up to July 1, you will have one more reminder of the Convention the first weekend in August. The summer issue will also offer one last chance to show off (see page 9) some items for the Friday Auction.

George

From the Editor's Desk

Several members have emailed me during the past quarter offering to do articles on a variety of subjects. Taking on the Editor's job from Fil Graff, has been made easier by having a great Graphic Designer in Rosi Martin. I know many of our members have been involved in doing newsletters for their own clubs and understand what is involved in putting together a quality publication. Thanks to all of you who have offered help and I look forward to working with you in the future.

We are adjusting the timing for future issues of the BC. Your copies are currently scheduled to arrive about February 15 (Winter), May 1 (Spring), August 1 (Summer) and November 1 (Fall). We hope to adjust each of those dates up so that the Winter issue will arrive in early January, the Spring about April 1, the Summer a month before the Convention or July 1 and the post-Convention Fall issue in early October. This means the deadlines for authors will move up by a month or so.

George

**BOARD OF DIRECTOR BALLOT
INCLUDED IN THIS ISSUE
SEND IN YOUR VOTE BY JULY 15TH
EVERY VOTE COUNTS!!**

Chapter Doings

By Mary White, Chapter Coordinator

Holidays are passed and all the NABA chapters were busy with their MINI SHOWS in full swing for the year 2003. The second chapter show was the 24th Annual Blue/Gray Show, Feb 13th-16th in Fredericksburg, VA. This show continues to draw a large crowd with over flow hotels, and this year was no exception. This year was the "Great Snow Fall" and many enjoyed the hospitality of the hotels for an extra couple of days, and even the airports for a few extra days.



"The Great Snow Fall" - Don Johnston

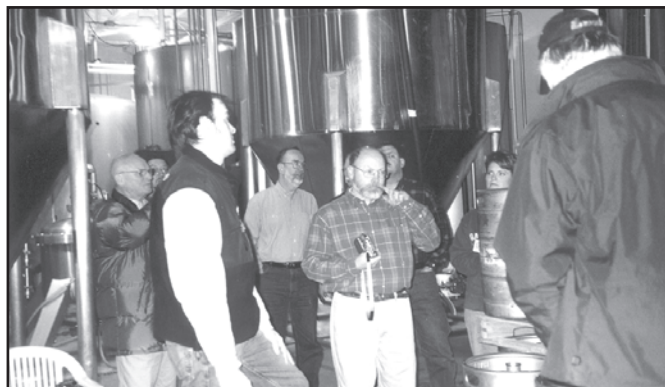


"After show hospitality Room"

The Micro Brewery tour on Thurs. started with a lunch and tour of the Franklin Resturant Micro Brewery.



Lonnie Smith, of Colorado, Bob Post of South Dakota on Micro Brewery Tour.



Jim Plant's usual good job of lining up the Micro tours.

At the Blue/Gray show we held a NABA Board Meeting and one of the items of the Board Meeting was to "Welcome" the newest chapter of NABA "WELCOME, THE HOOSIER CHAPTER, of South Bend, IN. We are now nine chapters strong and continuing to grow.

The first Chapter Show of the year was "The Doggone Good Chapter Winterswap" Jan. 18, 2003, held at St. Joseph Hall, Burton, Michigan.

The third Chapter Show was "The 27th Annual Luck O'The Irish Show" March 13th -16th, 2003 at the Holiday Inn in Fort Michell, Ky. The Microbrewery night Thursday evening was sure expanded this year. Micro beers from all over the country, and many GOOD beers were sampled. This part of the hobby continues to grow.



David Gausepohl calling the Famous Friday Evening Raffle at the Luck O' The Irish Show.

All who know Henry Smith (a very knowledgeable member of NABA) will appreciate this photo. This show was the largest to date, and many great piece of breweriana found new homes. Check out the Queen City Chapter web-site to enjoy additional photos of the show.

Several of the Chapters have upcoming shows in the 2nd quarter of the year. I urge the Chapters to send John Stanley the times, dates and places of their shows to be listed in the Events of Interest in the BC. This is a great way for

Chapter Doings

Continued



At the Raffle: Dennis Glossa,
Tom Waller and Henry Smith

persons interested in attending to call or e-mail and make plans to attend your show.

The Gambrinus Chapter Show "King Spring Fling" is April 27, 2003 @ Makoy Center, Hillard, Oh. The Miami Valley & 5 other Ohio chapters, 29th Annual MINI CONVENTION & BREWERY SHOW, Overlook Park, Waynesville, OH July 11-12, 2003, in the heart of the Caesar's Creek Recreational Region. Patrick Henry Chapter's 26th Annual Breweriana Show, Sat. May 17, 2003 at Portage-Schoolcraft Eagles. There are many established chapters with great shows, so get your calendars out, plan to take in a few new ones this year and enhance your collection.

If you have a story and/or pictures of your chapters show, and wish to share with the rest of our NABA family, please send them 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.

Be sure to make plans to attend the 32nd NABA CONVENTION July 30 - Aug. 3, in Minneapolis, MN. Hope to see you there!!

Happy Collecting!!

Mary White

2003 Convention

By Barry Travis

It's only a few months away, so I wanted to let you know a little more about coming to Minneapolis this July.

I'll start with a few of the obvious. There will be no need to pack your parkas, the average high will be in the low eighties, dropping down to the low sixties at night. (But then again, with all the great people and breweriana, you might not even leave the hotel).

Here are a few ideas in case you do: If you are arriving by air, you may want to stop by the Mall of America. It's right on the way to the hotel and has something for everyone. The fourth floor is exclusively restaurants and bars, and if shopping is your bag, this is the holy grail. In fact, if you spent 10 minutes in each store, it would take you 86 hours to complete your visit! Weekends really pack them in, so a midweek trip is advised.

The Minnesota Twins have a 3 game series against Baltimore and a 2 game vs. Detroit that week. And if you'd like to experience baseball like it was meant to be played (outdoors) check out the minor league Saints club.

Antique stores: there are many throughout the Cities. Here are a few I like:

J&E Antiques 1000 Arcade Ave. St Paul-run by the professor of the Great Northern railroad, Elon (Ely) Piche and

his sons, this is a throwback from the antique malls. In some cases, you must wait for fellow shoppers to move aside before you can get by. Always something unique, and you are rewarded for digging.



Minnesota Antiques Hwy 13/35W Burnsville-one of the bigger antique malls around, in a new and easily accessible building. Lots of variety and vendors. About 20-30 minutes from the hotel.

Hopkins, MN-a town 10 minutes and 5 miles away with 10+ antique shops to scrounge around in. Remember, your MN NABA cohorts will be busy with the convention, so there should be lots of unpicked treasures.

For those of you that are internet savvy, here are some valuable links to bookmark. Check (or print) them

before you arrive to see whats going on:

Antique stores: <http://ourworld.compuserve.com/homepages/herbbreese/minnesot.htm>

Events/restaurant reviews/events: www.citypages.com

Brewpub info: <http://realbeer.com/destinations/twincities/breweries.php> and www.mallofamerica.com

Minnesota Convention Report

By Robert Hajicek

As you read this, the 2003 NABA Convention in Minnesota should be all planned, but as I write this, there is work to be done, and working under pressure is a common occurrence for an engineer. I don't plan on letting you down, so if you haven't made plans to attend, get to it!

By now you know the convention hotel is the Holiday Inn Minneapolis West in St. Louis Park, 9970 Wayzata Blvd, Minneapolis, MN 55426, phone 952-593-1918, or toll free 1-800-HOLIDAY. The hotel has guaranteed a room rate of \$88, plus state tax of 6.5%. As the convention registration packet indicates, you should call the Holiday Inn directly for your room reservations, and be sure to mention you are with the NABA convention. The hotel has 197 rooms and we expect to have most rooms booked for Thursday and Friday nights.

On Tuesday July 29, plan on attending the open house of Connie and Bruce Burditt. Maps to their country home will be available at the Hotel registration room on Tuesday morning and afternoon. Remember that you must have your official NABA 2003 nametag for the open house and all NABA convention events. Your nametag will be given to you in the registration room.

Wednesday will be a blast for those who like to add options to their convention activities. At extra cost, we are taking a bus trip to the scenic August Schell Brewery in New Ulm, with photo opportunity stops at the Jordan Brewery in Jordan, Engesser Brewery in St. Peter and Hauenstein Brewery in New Ulm. At Schell's we will have a tour and the gift shop and museum will be open, and if you are nice, the taproom will be open. We will relax at the famous Veigel's Kaiserhoff for lunch, and yes, they serve Schell's beer! Plan on a full day because of the 1 hour 50 minute drive to New Ulm and the extra stops. It will be well worth it.

On Thursday morning NABA members who are attending their first convention receive a free breakfast with NABA officers. Then again at extra cost, we will "hop" around the Twin Cities in search of brewpubs and stop at Summit Brewery for a tour and samples and of course we will stop for lunch too. Bring your camera. We will stop at the renovated Grain Belt brew house, home of RSP Architects, swing by what remains of Gluek and stop at the old Hamm and Schmidt breweries in St. Paul.

Friday is the much-anticipated NABA auction, under the direction of Dave Kapsos and NABA crew of auctioneers and helpers, and a couple of jokers in the audience. I wonder what will turn up this year... Friday evening starts with a cash bar and then a fine banquet dinner.

We have been advertising the Saturday public breweriana show, from 10:00am to 2:30pm. The hotel can accommodate just over 100 tables for NABA members. After the show, relax and unwind at the micro beer tasting before our informal buffet.

We have another open house, after the Sunday breakfast buffet and Annual Business Meeting, at the home of Reino and Liisa Ojala. Reino has great Minnesota advertising and a Hamm's factory litho that is to die for. If you are driving east from the hotel they are on the way home. Be sure to read Ed Culbreth's article for additional information in a way that only Ed can say. And I hardly need to mention the Hospitality room will be open each night starting on Tuesday with local beers.

Hope to see many of you at the Convention,
Robert Hajicek, Convention Chairman.

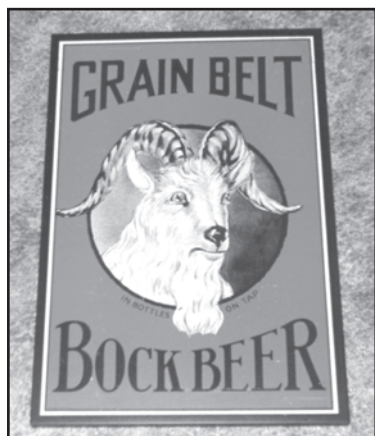
If you need to phone me, you will have to call my work number 612-332-4422 ex 116, my old number 952-595-0878 is no longer valid.



2003 Mission to Minneapolis

By Ed Culbreth

The best of greetings to all of you out in NABA Land. It has been a tough winter, but hope is on the horizon. A rumbling spring thunderstorm swept across North Texas this morning like a clarion call to action. "Let's get started preparing for the NABA annual convention." As we take time to prepare for the rejuvenation of our breweriana collector souls (in the appointed place) and the annual trek to the North (East, South, and West) or where ever may be the direction from your permanent location, remember the more



planning you do, the more prepared you will be and the better convention experience you will have.

Convention Chairman Bob Hajicek and his capable staff have prepared a fantastic program for your pleasure and gratification. So do yourself a favor and arrive in Minneapolis "READY" to enjoy "the greatest breweriana extravaganza on earth." You will not regret it. Make 2003 the best year ever for adding to your collection by being in the right place, at the right time and sharing with the some of the nicest people. This year I feel that I have something of a leg up in my convention preparations. Attending the winter NABA Board in conjunction with the annual Blue Gray Show in February really got the adrenaline flowing early. A long haul from Texas, to say the least, "Fly" or "Drive" was the big decision, i.e. go and observe or be able to take some "stuff" and get in the action. Drive won out over fly and was I glad which is another story. So I will definitely have wheels in Minneapolis. Never want to lose a great old piece for lack of transport. I make the point just in case some of you might be wondering.

Our convention city, Minneapolis, and its' fraternal twin, St. Paul, have rich cultural histories which make them

a joy to visit. You would never "believe that wonderful old St. Paul was once named "Pig Eye". Chrome, steel, and glass skyscrapers



characterize Minneapolis, while St. Paul, the state capital, proudly protects its stately brick and stone mansions. The rich history of the area contains many venerable brewing names such as Hamms, Schmidt, and Zahler to name a few. Great old breweriana from this fantastic area of the country is highly sought after by collectors and museums alike. I would be delighted to snag a great old Grain Belt lithograph to take back to Texas.

The official convention dates are Wednesday, July 30 through Sunday, August 3, 2003. However, early bird activity will start as soon as the first attendees arrive. This could be as soon as Saturday or Sunday. And most certainly by Monday, 28 July. Informal trading and room-to-room (RTR) sales conducted at the discretion of individual members literally starts at that time and continues throughout the week. In St. Louis last year, my best acquisition was made early Monday afternoon thanks to Fil Graff. Another great Texas pre-Pro lithograph found its way back home. So you do not have to guess when I plan on being in Minneapolis. Hopefully, I will see you there too.

It will be a very busy, enjoyable week. Come when you can, but as early as possible. In St.

Louis last year over thirty rooms were

occupied on Monday night and there was active room-to-room trading. This year you will note that home tours are being offered both on Tuesday and Sunday to give members a better opportunity to visit some really great collections. As mentioned in the last issue of BC, the Burditt's collection is like attending The Indianapolis Advertising Show and the Ojalas' have a fantastic collection of breweriana and antique drinking vessels.

The 2003 NABA Convention will be an outstanding opportunity to meet and mingle with collectors from



2003 Mission to Minneapolis

allover the country and world. So start now to make the most of it with family and friends. Please do not be like that one fellow last year who told me afterward that he didn't come because there was no one to come with him. **BALONEY.** Come by yourself and you will never lack for company. I always came by myself, but I never have felt alone. So identify and gather up all those bits and pieces of Breweriana, which no longer meet your fancy. Bring these treasures to convention and share the wealth. You will not regret your effort. At the very least you'll have experiences to fuel your collecting fantasies for years to come. I will never forget the spirited bidding last year in St. Louis for the fantastic E. Anheiser lithograph (\$7,000 sale price) which went home with Lillian and Bill Mitchell. Then there was the \$50 auction steal of a great old pre-Pro wooden beer box filled with a bonanza of early bottles snagged by Connie and Preston Bradshaw of San Antonio. One never knows what will turn up, but it does every year. So just remember the NABA Convention is the place to be in 2003.

Our convention hotel (Holiday Inn Minneapolis West) is conveniently located at the junction of I-394 and Highway 169 just six miles from downtown Minneapolis, plus FREE parking, convenient restaurants, and numerous attractions from the arts to sports and great retail shopping. The Mall of America is only a short drive away. So just follow the guide below for a hassle free convention experience.

IMPORTANT

In making your convention plans, please keep the following in mind:

1) As in past years, all convention participants must be current members of NABA and be registered with the Convention Committee. This applies both to regular and pre-convention activities. **CONVENTION BADGES ARE TO BE WORN AT ALL TIMES.**

2) Room reservations must be made directly with the convention hotel as follows:

Holiday Inn Minneapolis West.

9970 Wayzata Boulevard

Minneapolis, MN 55426-1008

Tel: 952-593-1918 or Toll Free 800-HOLIDAY

(State your reservation is for the NABA Convention with guaranteed room rate of \$88, plus state tax 6.5%)

Your early registration and room reservation arrangements will be greatly appreciated and ease the efforts of the Convention Committee immeasurably. Bob Hajicek will really be beholden to you. I plan to come **EARLY**, stay **LATE** and have a great time. See ya'll in the Heartland.

Ed Culbreth
NABA Director
Kaufman, Texas



Friday Auction Items



Hunting Beer with Brewster

By Fred and Mary Clinton

Over the Christmas Holidays, Mary and I traveled to Vancouver Island, British Columbia to stay in a lodge and watch storms roll in from the Pacific Ocean. (No, Brewster didn't go because he doesn't like to fly.) We didn't see any storms, but we did find a brewpub in the city of Nanaimo. And a good find it was, as all the beers were top notch at the Longwood Brewpub. Mary carefully took notes about each of the beers on her Palm (personal assistant device) and has somehow lost all the information. So much for high tech. But the beers were very good. We thought the food was quite good as well. They normally have several different T and sweat shirts, glassware, hats and more, but apparently the Christmas shopping season had been good to them and their inventory was quite low. We had the opportunity to talk with both the brewer and the owner/publican and it was obvious they liked what they were doing which usually results in a good job being done.

From a breweriana perspective it was interesting that Mary and I had been in Nanaimo about 15 years ago and stopped at a brewpub called Cheers Pub and In House Brewery which was in the Terminal Hotel. We have a hat from there to prove it. However we didn't have the hat with us on this most recent trip and neither of us could remember the name of the pub or hotel. The Longwood Brewpub folks advertise as Nanaimo's first brewpub and didn't seem to believe there had been an earlier brewpub. We, however, have the rare and indisputable evidence to the contrary.

Back to the present. On our return trip from Vancouver Island we spent the night in Redmond, WA just because it was near the airport, we had a late morning flight and because research revealed there was a brewpub (actually three) there. Well, we only visited one (I know, I know that is sinful when more were available, but we got there late and it was a good one. It was called the Northwest Brewpub and Grill/Bear Creek Brewing Co. Since our hotel was walking distance from the brewpub, we were able to sample several pints, finishing off the evening with a half pint of barley wine which was big and bold and chewy. The IPA was big and hoppy, very true to style, and the Scotch Ale was very malty with good body, also the way it should be. The porter had a nice coffee flavor and good body, a robust porter, and the stout was quite Guinness-like, dry with a good roast flavor. The overall feel of the place was sort of trendy, but they take good care of the beer. The food was quite good and breweriana is available. And the bartender that night was outstanding. This young fellow, Mike Sasaki, hustled all evening long. He was also knowledgeable, polite and if he keeps it up will someday have people working for him.

On a more local front for us, and Brewster, is the Michigan Brewing Company of Webberville, MI. This growing brewery is the one we would call our 'local' if we

were in the UK. It is about 20 miles from home and about 22 miles east of Lansing on I-96. MBC is owned by Bobby Mason and Dan Rogers is the brewer. They keep 12 beers on tap at all times and while everyone has their favorites, all of the beers are good examples of their respective styles.

MBC is probably best known for their High Seas IPA which is a very hoppy and delicious beer. True to the style it runs about 7.5% alcohol. Their flagship beer is Mackinac Pale Ale and is an excellent example of the style, being quite hoppy with good body and good balance. The Peninsula Porter, one of our favorites, is another excellent example of the style, being dark, chocolaty and smooth. For stout lovers MBC's Superior Stout gets high grades with a big roasted flavor and good body. In warmer weather the Wheatland Wheat is one of the top sellers and although one of us is not a wheat beer fan others tell us this is one of the best with lots of clove and banana flavors.

MBC also regularly has a brown ale, an amber lager, and a Bavarian dark on tap. During the winter season you will likely find an Imperial Stout which is outrageously good, chewy, strong as well as a barley wine, which is also outstanding. Both of these beers check in with 11% to 12% alcohol. Other seasonals include a pumpkin beer, a Belgian tripel, and a maibock.

One of the truly unique beers made by MBC is an organic spelt beer called Renaissance Pale Ale. This beer is made using the ancient grain spelt in place of malted barley resulting in a very tasty light bodied beer. This is the only spelt beer made in North America and is regularly on tap.

Some of you may be aware that MBC purchased the Celis Brewing Company of Austin, Texas from Miller Brewing Co. about a year ago. The purchase included all equipment, the name and the recipes. Pierre Celis who founded the Celis Brewing Co. in 1991 has been assisting MBC in developing and producing the Celis White and Celis Pale Bock, their two most popular beers as well as others originally in the Celis portfolio. For those of you who were fans of the Celis White and Pale Bock they are now available in Texas and the white is available in Oregon and will soon become available in other states. They both taste like the originals which is to say excellent. The White is the only wheat based beer I have ever had more than one of and the number is now up to several. But I really like the pale bock which is flavorful with moderate hoppiness and relatively low in alcohol so you can have more without falling down. MBC is currently brewing the Celis Grand Cru so this will be available in the near future.

MBC has a large line of T - shirts, hats, pint glasses and more for the collector and of course many different labels for the label collector.

Until next time, cheers.

All You Want To Know About Beer Trucks

Truck Trailers Solving Many Transport Problems

By Lawrence H. Selz

**Executive Secretary, Truck Trailer
Manufacturers Association, Chicago
The American Brewer (February 1941)**

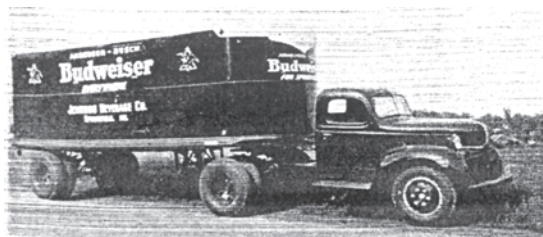
In distributing the brewing industry's annual output of some 55,000,000 barrels to the consumer, motor transport plays a prominent role, not only in city deliveries to retail outlets, but in the large-scale inter-city movement of beer to branches and distributors.

Estimates of the proportion of out-of-town beer shipments that travel by truck and trailer vary from 40 to 60 percent. These are the figures given by traffic managers of concerns ranging from local breweries to large nationally-operated firms. Even where extensive use is made of rail shipments to local branches, motor transport comes into play to bring the beer to distributors within a radius of 300 to 400 miles from the branch.

Does this mean that the breweries have gone into the business of motor transport? No general answer can be given to such a question, for the trucks and trailers used in hauling beer are sometimes brewery-owned and operated, sometimes rented or contracted for and in a great number of cases are the property of the local distributors.

Comparatively Few Trucks Brewer Owned

Some observers see a trend in the industry toward ownership of trucks and trailers by the brewery. On the other hand, the total of distributor-owned equipment is certainly very large. On the whole, it would seem that the use of motorized equipment has developed in response to the particular conditions faced by each firm, so that the hauling arrangements in each case depend on the character of the business. Each brewery uses the method which its own experience shows to be most economical and convenient. One of the largest national breweries for example, owns comparatively few trucks and trailers. At Milwaukee a fleet of semi-trailers, owned and operated by the company, is employed in the shuttle operation between the brewery and



Light weight and ample loading space are the advantages claimed for this semitrailer used for hauling beer by the Jennings Beverage Co., Springfield, MO., distributor.

the railroad yards. The brewery has no rail siding. The trailers are open jobs of the stake and platform type, capable of hauling bottled



Three attractive 30-foot vans of this semitrailer type are used by the Hoffman Brewing Co., Newark, N.J., to deliver beer and ale. The fleet hauls more than 500,000 bottles weekly.

goods, tins or kegs, according to the traffic manager.

Lost driver time is avoided and full use is made of equipment by spotting trailers for loading or unloading, uncoupling the tractor and then pulling away with another trailer which is ready to roll. The tractors are thus in practically continuous operation, resulting in considerable savings.

There is a considerable movement of beer from Milwaukee to Chicago by motor transport. The principal hauler for one national brewer is Gloor's Express, Chicago, a restricted common carrier.

"We employ a fleet of 18 semi trailers, 20 to 24 feet in length, for hauling beer from Milwaukee," states B.I. Gloor.

"This is a shuttle type operation with trailers spotted for loading and unloading at both ends."

Bottled, canned or keg beer is hauled down from Milwaukee and the return loads consist of empty bottles or new tin cans to be filled at the brewery.

Flexibility and Economy of Hauling

The Gloor van-type trailers have three inches of insulation. No refrigeration is needed for bottled or canned beer, but in hot weather drums of ice are placed in the van with keg beer and ice may be heaped over the entire load.

In addition to the flexibility and economy of hauling by semitrailer, Mr. Gloor cites the ease of maneuvering these vehicles as a distinct advantage. He is of the opinion that the semitrailer is much easier to handle in close quarter, where vehicles must be spotted close together at the loading dock.

There is a further economy due to the long life of the semitrailer. The trailer may last from twice to three times as long as the tractor unit; thus replacement cost is limited to the purchase of a new power unit."

The Milwaukee-Chicago operation of Gloor's Express may be taken as fairly typical of the methods by which Pabst beer reaches the local distributor, whether direct from the brewery or from branches spread across the country

All You Want To Know About Beer Trucks *Continued*

form New York to California. From any of these points or from the company's breweries at Milwaukee and Peoria, truck shipments play a great role in a radius of 400 miles and sometimes more.

Equipment is not brewery owned. Sometimes the local distributor comes for supplies with his own trucks, which he may also use in city deliveries. Others employ the services of common or contract motor carriers. City delivery equipment is usually owned by the local man.

How far these particular shipping arrangements are typical of the comparatively few other national distributors of beer depends largely, as already pointed out, on the conditions faced by each and their own experience with motor transport.

Use Own Equipment for City Hauls

Both among breweries doing a more localized type of business, and local distributors of national brands, the tendency toward owning one's equipment seem more marked. Specially built semitrailers, designed for the maximum lightness consistent with strength and durability, are increasingly popular in the industry. Beside the prime advantages of large carrying capacity and economy in service, the newer truck trailers have considerable advertising value. Brand name and advertising slogan can be prominently displayed on the sides of the trailer vain—"moving billboards," someone has called them.

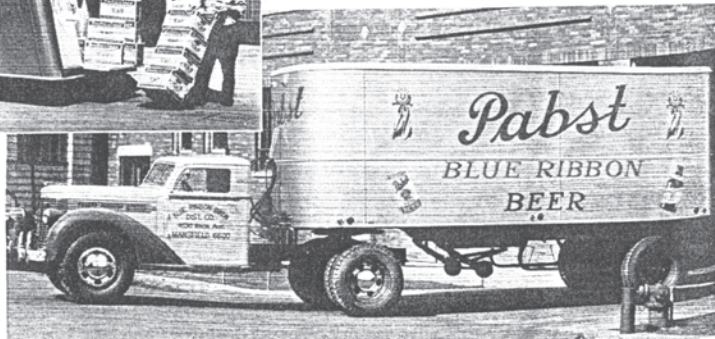
Schoenhofen Edelweiss Co., Chicago, owns its city-delivery trucks, according to Frank Dreger, traffic manager. It also employs some of its own equipment in out-of-city deliveries with a radius of some 200 miles, as well as using the services of contract and common motor carriers. Local distributors' trucks and trailers, or carriers employed by such distributors, haul this firm's beer for distances as great as 500 miles from Chicago.

Another Chicago brewery owns none of its own equipment for deliveries out of town, but serves a radius of 400 miles through common and contract carriers and distributors' vehicles. Shipments up to 800 miles from Chicago have been made.

Many instances might be cited of local breweries and distributors which are employing truck trailers in hauling beer. The Kamm & Schellinger Co., Inc., Brewery, Mishawaka, IN, delivers beer in lightweight semitrailers of



Above: This specially built semi-trailer is used in city delivery of Budweiser by the Sam J. Izzo Co., Saginaw, MI. The roof well is for empty cases. The trailer replaces two conventional trucks.



Below: Distributors of national brands quite commonly use their own trucks and trailers. This van is owned and operated by the Blue Ribbon Brew Distributing Co., Chicago.

attractive design to points in Indian, Ohio and Michigan. Forest City Brewery, Inc., Cleveland, reaches markets throughout Ohio, Pennsylvania and New York with its three new semitrailer. Three 30-foot semitrailers are used by the Hoffman Beverage Co., Newark, to distribute half a million bottles weekly.

A specially-built semitrailer used by a local distributor for city delivery service is the attractive unit employed by the Sam J. Izzo Co., Saginaw, MI. Replacing two straight trucks, it hauls 388 cases of Budweiser. The job has two doors on each side, a special roof well for empty cases and a concealed ladder built into double rear doors.

As a general rule, trucks and trailers employed in city delivery of beer are not insulated or refrigerated. A Louisville brewery is said to have introduced refrigerated, insulated trucks for local deliveries, stressing that the beer is thus kept a constant temperature from brewery to retail outlet. To date, however, others have been slow to follow; the considerably greater expense is apparently thought to be unjustified in view the shortness of city hauls.

Temperature Regulation for Keg Beer

For over-the-road shipments, however, some thought must be given to temperature conditions, particularly for keg beer. Bottled beer, since it is pasteurized, needs no special protection against heat, though the vehicles are often heated in severe winter weather to prevent freezing.

Keg beer, on the contrary, should be kept in transit at a temperature not exceeding 40 to 45 degrees. The usual method is to heap ice over the load. One operator states that he has sometimes found it necessary to ice shipments on warm days in January.

When temperature fall as low as 10 degrees above zero, heating or other protection should be given to keg beer. Insulated trucks and trailers are desirable because of the greater ease of maintaining the proper degree of heat on cold in the interior of the vehicle.

CHICAGO PRIVATE LABELS, CONTINUED

By Bob Kay



Many breweries in the process of re-staffing after 14 or more years of prohibition found their expertise in the bottling end of the business to be lacking. One solution was to contract out the bottling operation. An Irishman named MacDonald had tried his hand at brewing in Chicago Heights but couldn't make a go of it. However, he had a valuable talent. He could make a bottling shop hum!!! Soon he was in great demand in post prohibition Chicago. To capitalize on his strength he began making arrangements to shape up brewery bottling. Part of the deal he would cut was to allow him to run his own labels as long as he used the brewery's beer. He called his operation Hunter's Brewery Inc. and he had a stable of brand names including Hunters Beer and Ale, Golden Grain, High-Check and Toastmaster. Hunters labels can be found with permit and telephone numbers connecting the output to at least three different Chicago Breweries: Frank McDermott (Permit Number U-707), Superior (U-788) and Bismarck (U-733). So while these labels look like they came from Hunter's Brewery, they are in fact private labels from MacDonald's operation. A few examples are pictured.

Also shown are a mix of prohibition and post pro Chicago private labels. Note the Manhattan Brew from the Manhattan Bottling Co. Is the brewery of origin Manhattan? Not really. The L-59 permit nails it from Bosworth Products Co., successor to North American Brewing. The Monte Carlo Ale Company, was one of the maze of distributors that suddenly appeared in Chicago. They bottled Campfire using Manhattan's Beer and Monte Carlo Special with beer from Ambrosia. Instead of loyalty to a brewery it was likely loyalty to the dollar or perhaps offers they couldn't refuse! How about National Lager Beers for diverse suppliers! Their brands can be found from Ambrosia, Hoerber, Fortune Bros., Koller and Superior in Chicago and Fredericks in Thornton!! Their Filbert's pictured lists Ambrosia in the fine print. Of course part of the fun is identifying the brewery of origin for many of these private labels. A few not so common labels with my identifying key shown in parenthesis follow. Mid City's Crystal was supplied by Schoenhofen Co. (L-6); Midwest Brewing Company's Export Pale came from Manhattan (size); Midwest Products Co.'s Special Brew is from Atlas (size); Morand Bros. Pilsener labels are shown both from Schoenhofen (L-6) and Manhattan (size); The Old Time Brew 1/2G is from Birk Bros. (size). Obviously, Chicago was really sudsy during these wild and wooly post pro days. Hopefully these labels will help bring back some of the memories. Till next time!



Auction Hysteria

By Robert Hajicek

Another three months have passed since the last BC and the 2003 Minnesota NABA Convention is just lurking around the corner, but there are plenty of items to buy on e-Bay in the mean time. Let's take a look at items that sold last February and March.



Here is a Schierholz porcelain beer stein from the 1890's, manufactured in Germany. Schierholz is the family pottery factory name. The stein is 7.2 inches tall. If this were a caricature stein, I would

say it looks like NABA member Herb Hanson from Holmen Wisconsin. I see his smiling face in the stein! It sold for \$1443.

Anheuser Busch had some cool playing cards and here is a 53-card deck with Uncle Sam in place of a joker.



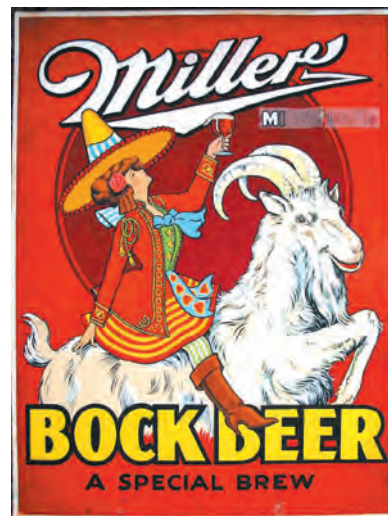
The e-Bay description states that the face cards have heads of men and women of the Spanish American War. The cards are dated 1899 and

manufactured by Gray Lithograph Co. The deck with box sold for \$451.

An auction company named House In The Woods had a large auction of artwork and paper advertising from the A.C. Schulz Litho Co. of Milwaukee in early March. Not more than three days later, items from the auction appeared on e-Bay, including this original artwork for a Miller bock beer poster. The seller wants an opening bid of \$1850, and with four days left on the auction as I write this, there are no bids. Assuming I have my facts correct (which may be a bad assumption) the



seller would have bid against knowledgeable collectors at the auction, so probably paid near market value. Of course, not all Miller collectors from across the country would even know about the auction and not attended. I try to keep you informed, if the artwork sells, in a future article.



Continuing on last columns note that beer cans are HOT, here is a piece of painted metal that is not quite a can, in other words, a "can sheet", pulled from the production line before being rolled, soldered and lidded. It is a Breidt's Half & Half cone top sheet from Peter Breidt Brewing Co,

Elizabeth, NJ. With a few days left on the auction, the high bid is at \$3000. The new BCCA United States Beer Can guide lists the value of the cone top at \$1000+. I'll track this one also.



Another hot area of breweriana collecting is bottle labels. Over the past year, an e-Bay seller from the West Coast has been selling a collection he stumbled across and the last labels sold in February and March. How could you not like a beer named Muenchener Kind'l Brau? This label is from Regenfuss Brewing Co. of Kaukauna, Wisconsin and sold for \$308.

Here is another great label design, Kellermeister Brau, from Walter A. Ross of Oconomowoc Wisconsin. It sold for \$401 to a NABA member from Milwaukee.



Auction Hysteria *Continued*

Going further up north, we find Northern Lights Lager Beer, from Barthel Brewing Co. of Fairbanks Alaska. Does anybody have an Aurora Borealis Beer label? That name is probably too difficult to say after you have a few beers, so the name Northern Lights was used. The label sold for \$450 and only had one bid.

Heading south



shows American Indians. This cool label sold for \$533.

And finally the piece de resistance, from Jackson Michigan, we have a Haehnle Beer label from Haehnle Bottling Company. It sold for \$1075 to a Michigan NABA member.



A White's Sparkling Ale 12" tray from Norwich Brewing Co., Norwich New York sold for \$560. The seller is sabm03, and you never know what will show up next from this seller, as the remains of the Oldenberg collection is still being redistributed.



A great Isaac Leisy Brewery, Cleveland Ohio, factory scene tray was offered for sale. The tray has everything going for it, an eagle in front of a barrel, brewers star, hop vines, fancy lettering and bright colors. The final price was \$2000.



to Minnesota, direction is relative; a small New Ulm brewery label was listed from Joseph Schmucker Brewing Co. This Gopher Brand Beer label sold for \$300 to a Minnesota NABA member.

Another great Minnesota label from the Standard Brewing Co of Mankato, Standard Beer 1776, sold for \$449 to a different Minnesota NABA member. These labels really are like little lithographs, manufactured by the same people who made the large factory scenes and other paper lithographs, with super graphics, it's no wonder that they are commanding the prices realized.



So how could we combine the best of Wisconsin and Minnesota labels? You can find it on e-Bay, with a label from the Peter Bub Estate of Winona MN, titled Minn-Wis-Sippi Special Brew! And to top it off, the label

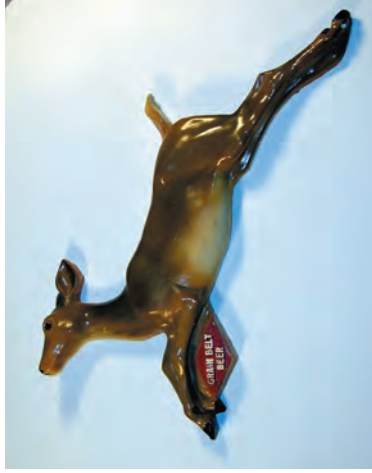
And lastly, an 1898 die-cut calendar from the Chattanooga Brewing Co., of Chattanooga Tennessee brought \$406. It advertises Faultless Lager Beer and Sunny South Brewery in the trademark held up by a pretty woman.

Grain Belt Plaster Animals

Part 2, Deer and Fish
By Robert Hajicek

This is the second of a two part series on Grain Belt plaster or chalk animals. Part one focused on birds, a goat head and a dog, and this part will be on deer and fish.

By the way, in Part 1, the Blue Bill Duck is from 1963, the date was not listed with the photo. The most desirable animals are the deer. The doe was rare at one time but a few have surfaced recently at a former Grain Belt distributor auction in Farmington MN. The rare one is now the Buck, which was unknown to me until about 5 years ago when it turned up at a local show.



Doe, 1957



Buck, 1957? - rare

Now I'm not a fisherman, I prefer golf to fishing, but with the help of a friend from work and his fish spotter's guide, I think the names of the fish are almost correct. Grain Belt Breweries had another series of figures with cardboard signs consisting of three brown plastic fish and three brown plastic birds. These were used from 1964 to 1966 and are commonly seen on eBay and at shows. Here are the eleven known fish. The date next to the name under the photograph is the year issued, if known.



Small Mouth Bass, 1953



Sunfish, maybe 1954?



Rainbow Trout, 1955



Crappie, 1956

Grain Belt Plaster Animals

Continued



Northern Pike, 1957



Pumpkinseed, 1961



Walleye, 1958



Large Mouth Bass, 1962



Bass, 1959



Brook Trout, 1963



Brown Trout, 1960

In conclusion, there are a total of 25 Grain Belt plaster animals, 24 of which came with cardboard signs, and one is a "bottle topper". Of course, maybe there are one or two that have not yet been discovered...know of any?

*Don't forget to send
in your ballot!*

Bygone Breweries

By Dave St. Claire

DUBUQUE STAR BREWING COMPANY

Just a few hundred feet from the mighty Mississippi sits the Dubuque Star Brewery. Brewing began here in 1898. The small building to the right of the brewery is the taproom. When this photo was taken in summer 1998, the brewery was still in operation, brewing Dubuque Star Beer, as well as doing contract brewing for a number of microbreweries. I'm not certain, but I believe the brewery has closed its doors since then.



GREEN BAY BREWERY

Tucked in a pleasant residential area in Green Bay is the former Octavia Van Dycke Green Bay Brewery, which operated from 1876 to 1908. Sebastian Landwehr had started brewing on this site in 1872. It's now home to a trucking company.



AHNAPPEE BREWERY

Now home to the Von Stiehl Winery, the former Ahnapee Brewery sits on the bank of the Ahnapee River in Algoma, Wisconsin. The brewery operated from 1870 to 1893, when the town was still named Ahnapee, before the name was changed to Algoma.

Bygone Breweries

Continued



SCHOTT BREWING COMPANY

Highland Illinois, about 40 miles east of St. Louis, was home to the Schott Brewing Company from 1855 to 1947. The brewery became a branch of Gast Brewing Company of St. Louis after that, but only lasted two more years, before closing for good in 1949. The building remains in pretty good shape, and it too sits squarely in a residential area of town.



PABST TAVERN

Not a brewery, but possibly a former Pabst "tied" tavern? This small, castle-like structure sits in an old industrial area of Racine, Wisconsin. My guess is that it once was a Pabst "tied" tavern. Any other theories?

New Column Feature

Last issue we began this new feature (see page 20) of the BC with a pair of Hopfbrau knobs whose brewer were unidentified. This quarter we are adding something from Excelsior. Each quarter we will include more such items for members to try to add information as to their brewer, history or whatever suites their fancy. Do you have an item that has been bugging you for years? Send me a picture via email or slomail (U.S. Post Office) and it will be included in the next issue. Send to my address shown on page 3 of this issue.

Sending Images Via E-Mail

by Fil Graff

How does one go about sending images that are suitable for our Editor to use for publication in the *BC* or any of the other higher grade club publications)? First, we better state what we use. All the high quality images the BC staff puts into the magazine format program are in TIFF format, at 300 pixels/inch. I know, the printer doesn't USE all those pixels, but the "extra" resolution provides a nice cushion should the image we get be a bit small in dimensions. The example below is an image printed "full size" (3.5" width)



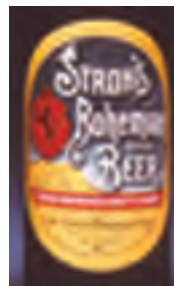
at 300 pixel resolution:

Here's the same image, same size, at 72 px/in, the normal resolution for internet images, and what many digital cameras produce as a "raw" image.



Your eye may not see much difference, but look closely! You will see that the bottom image has blurry outlines, and is beginning to look fuzzy. IF the Editor gets an e-

Mailed image in this resolution that you have sized to fit an article, and he wishes to blow it up, he cannot! Here's the label from one of the bottles from each image, blown up 50%.



left: 72 px/in image at 150%, and right, 300 px/in image at 150%

NOW you should be able to see the difference! This demonstration should show you why trying to capture images from e-Bay auction offerings is so difficult, and why what may look OK to you at home, and why they never seem to reproduce right when you send them to the BC!

OK, you know what we NEED, now just how do we go about it. Anyone who has ever sent a 300 px/in TIFF image via e-Mail knows that the HUGE file size will clog your e-Mail sender for WAY too long, and the image is often rejected by the recipient as a "mailbox buster". BUT, if you send that same image, still at 300 px/in in JPEG format. it'll both upload and download faster. Your editor can easily convert the image to the TIFF format, with only a slight loss of detail.

Even a better way is to send the "raw camera" image. My Kodak DC210 (now an obsolete model) takes a 72 px/in image that is 14" wide. When converted to 300 px/in, the image is 3.84" wide, a bit small for a one column wide *BC* picture. Your Editor has some latitude to enlarge this image without losing the image crispness we have all come to expect from this magazine. But IF you plan a more than 1 column wide image, then use the 300 pixel JPEG method, and send the image "full size"!

Full page images are a different story, and are probably best handled in hard copy, rather than electronic transmission. Even a small contact print can be scanned at 600 or 1200 pixels, and thus enlarged without loss.

If you go to the trouble (and we sure hope you do!) of preparing an article for the *BC*, please take a little extra time to be sure the images will be usable, and will look as good as seeing your name on the credit bar will! You wouldn't want your name over THIS picture, would you?



== The Palouse Washington Brewery ==

By Herman W. Ronnenberg



The brick brewery in Palouse is still extant as of 2002.

John Pelkes was born in Luxemburg, Germany, 27 January 1852. This had been the Pelkes family home for several generations. He was educated and became a brewer in Germany before immigrating to America in 1878 at the age of 26. Honest John went to Minnesota first, but then went west to Colfax, Washington, to work in the brewery there for three years. Colfax is on the far eastern side of the state, close to the Idaho border. Pelkes obituary said he reached Washington by way of California, and the Colfax brewery owner was a friend who had made the trip with him. The first Colfax brewery was owned by Erford and Palmtage (1879-1882), succeeded by Werford and Woolford (1882-1888). I have a sneaking suspicion that Erford and Werford were the same person. The handwritten applications for federal permits during this era produced many such questionable spellings, and even the invention of fictitious persons through clerical error. Woolford was mentioned in the memoir of Andrew Morgan as his ultra stern rural schoolteacher who later moved to nearby Colfax and was a lawyer. Morgan never mentioned Woolford engaging in brewing.

In 1884 Pelkes left Colfax, but just rambled over the hill to Palouse, Washington, and started a brewery. Sam Dimmick and a Mr. Choate were his partners. American Breweries lists Choate and Pelkes as the brewers there from 1884 to 1887. The brewery was still in operation in 1888 when the town met with disaster.

A cold spring wind blew down the Main street of Palouse on May 17, 1888. Workers driving piles for the foundation of the new St. Elmo Hotel made sparks that flew high in the air and were caught by the stiff breeze. Passersby dodged the tiny hot points. About two in the afternoon, one of the sparks ignited the Preffer Hotel just across the street. The frame building burned ferociously and soon every business house in the area was a blaze. The Palouse Brewery on the south side of Main Street sat in a small depression and

most of the heat and sparks passed over it. Blankets were soaked in beer and put on the roof and sides, and kept wet with additional beer to protect the building until the danger passed. It was the only building east of Bridge Street to survive that day.

Next, Pelkes went to Wardner, Idaho, in the Coeur d'Alene mining district and operated a brewery, which at the time of his 1903 biographical sketch he had just sold. He died wealthy but in a protracted legal battle that had just reached the U. S. Supreme Court with his stepdaughter over Sunshine mining stock his wife and her mother had left. Back in Palouse, Dimmick and Schmidt owned the brewery awhile in 1888, followed by Schmidt and Parker in 1890.

John Schmidt ran the business alone until 1891 when a Mr. Saunders joined the company. Saunders and Choate brewed in 1900 and Sanders and McGraw took over in 1901. In 1901, according to American Breweries II, the Palouse Brewing Company took over for the next 15 years with Charles Drazen the proprietor. It was actually more complicated than that.

Early in 1904, Albert Wisser was in partnership with J. Joseph Gans, the former Catholic school principal in Uniontown, Washington, in the brewery in Palouse, Washington. The newspaper in Palouse and the newspaper in Genesee, Idaho both said he was originally from Uniontown, Washington. Both Palouse and Uniontown are just over the border from Idaho, with Palouse being about 25 miles farther north. Wisser and Gans bought land from the Interstate Land Company and planned to build a two story, \$6,000 building with modern brewing equipment. On 8 January 1904 construction started.

Albert Wisser, age 20, a brewer, arrived in America from Germany sometime before 1875. Wisser was a brewer in Juliaetta, Idaho, from about 1900 to 1903. He was partners with Daniel McGlynn there, and their establishment was called the Milwaukee Brewery. I have no record of any

== The Palouse Washington Brewery ==

Continued



events there during this time. A Chris Berner next took over the Juliaetta brewery and operated it for one year before it ended its economic existence. Wisser moved to Uniontown, Washington, and my have labored in the brewery there which Gans had worked for also.

In February, Wisser reported that inclement weather had slowed construction but the first brew was already running into the tanks.¹¹ He said they would make as good a brand of beer as ever had been made and he was as much up-to-date as anyone in the brewing business. By January 1905, new own-

ers operated the brewery. I don't know where Wisser or Gans went after that.



In 1909 Charlie Brown and his son Everett built the bottling building for the brewery. It had a front door and two front windows with the walls left for storing barrels. The six men employed in the building used Palouse river water to wash the floors. The brewery capacity was 100 barrels per brew and they usually brewed 3 times per week. Beer not sold locally was shipped by rail into small Idaho towns of Bovill, Fernwood, Clarkia, and Elk River.

The Palouse partnership brewed "Export" brand beer and put it in large light green bottles. Once the Chamber of Commerce in Palouse ordered beer bottled in white bottles for a smoker held above Williamson's store. The members enjoyed the unique bottles.

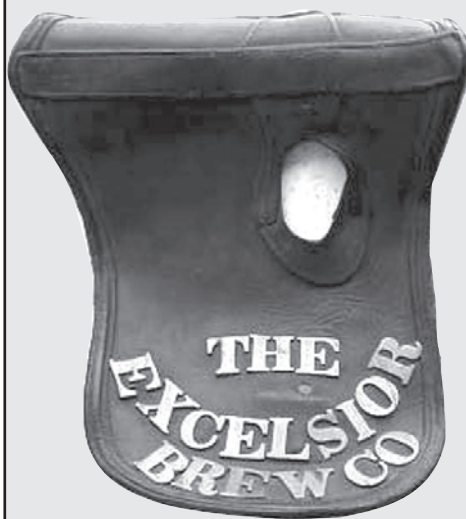
Thank You Help Received!

In the last issue a request for help in identifying two ball style knobs was made to our membership. Thanks to Bud Hundenski, the two Hopfbräu knobs were identified via Dick Ober as coming from the Homestead Brewery of Homestead, PA. The name Ober should ring a bell, as fellow member Dick is a grandson of the Ober as in Eberhardt and Ober. Thanks Dick and Bud for your help.



Help Needed!

The picture shows a horse blinder identified as coming from The Excelsior Brew Co. There are 21 different breweries in 13 states using that name listed in the American Breweries II by Dale P. Van Wieren. Can anyone help identify the actual brewery based on the style of the letters? Difficult to see, but there is a small brass button dotting the "I" in Excelsior. The button



has a flower that looks a bit like a daisy. Is that any help? Anyway, your help in identifying the source of this item would be most appreciated. Contact the editor with your input.

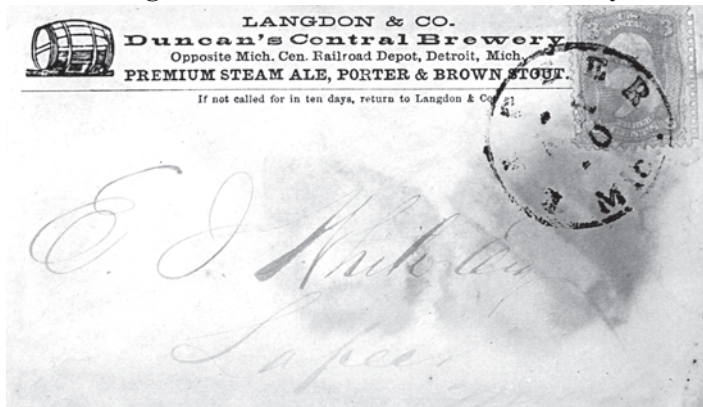
Collections of Collections

BREWERY COVERS

By James L. Kaiser

Over the years our collections become a Collection of Collections. One such collection within mine is covers (envelopes). Here are a few covers from my main interest, Detroit area breweries. Some are from the rare or unusual category while others are more common. They all claim their own place in Detroit brewery history.

Langdon & Co., Duncan Central Brewery



1865 - 1872

Acquired at the NABA convention in Rochester, the cover from Langdon & Co., Duncan's Central Brewery is a rare item. Another and more interesting connection with Rochester is that William Chamberlain Duncan lived in Rochester, New York for several of his formidable years. In 1850, at age thirty, William was in Detroit brewing his brews in the area of the Michigan Central Railroad Depot in downtown Detroit. During 1864, Mr. Duncan sold his business to George C. Langdon, thus Langdon & Co. Like his predecessor, Langdon continued the tradition of brewing steam ale, porter and brown stout. Duncan and his successor Langdon were able to maintain the ale tradition until 1882, when those German boys who had been in town since about 1860 with their lagers eventually turned the tide.

The post office cancellation is very difficult to read, but the date appears to be May, 1870. The stamp on the envelope is also interesting because it is a 3-cent stamp. That's heavy duty postage in 1870 for delivery from Detroit to forty miles north in Lapeer, Michigan. Seventy-two years later, envelopes dated 1942 required a 3-cent stamp. The envelope is unusually small by our current standards, 3" by 5 1/2".

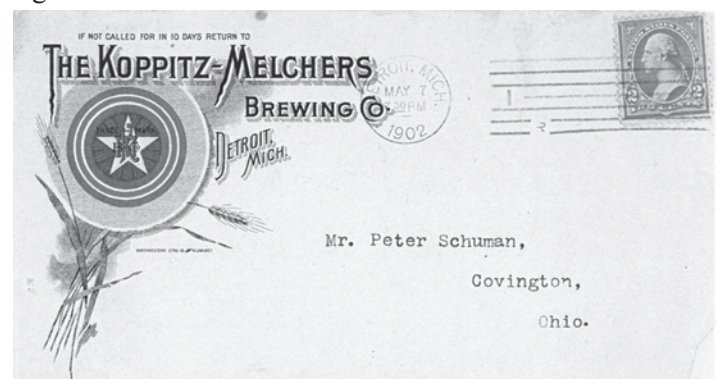


Rouff Brewing Company

1861 - 1905

August Ruoff was one of those German boys who introduced lager style beer to Detroit. However, in the beginning, his initial four half-barrel annual capacity was no real threat to Langdon & Co. or any other brewer. August was a nineties type guy; his initial operation was a brewpub. He built his brewery in the shadow of the B. Stroh Brewery where he plied his brewing trade for more than forty years before turning the operation over to his son, Edward. Obviously, he and his son Edward brewed good beer because they lived to age eighty-seven and seventy-eight, respectively. The Rouff Brewing Company was not closed by prohibition, it closed voluntarily in 1905. A guy has to rest sometime.

The post office cancellation date is May 6, 1897. Note the 2-cent stamp twenty-seven years after the Langdon cover with a 3-cent stamp. The reverse side is receipt date stamped "North Detroit May 17" The year and time of day are not legible. The cover measures 3 5/8" by 6 1/4". The color graphics are very good when you consider that Ruoff never added a bottling operation and does not appear to have had an advertising budget of any consequence. When was the last time you saw a Ruoff Brewery tray, glass or sign?



Koppitz-Melchers Brewing Company

1891 - 1947

Collections of Collections

Continued

Generally, when we see a time line like, 1891 through 1947, we assume only a period of interruption for prohibition. The Koppitz-Melchers brewery in Detroit was one of the exceptions because there was more than an interruption to the brewing in 1917. The castle like building on Gratiot Avenue in the main stream of the city was abandoned when Michigan began its great experiment. But, in addition to Prohibition, the ownership and the address were also interrupted. In 1935, a new brewery was established a few miles away on the Detroit River by a new guard to ride the wave of pent up demand for beer after years of "dry times", which for Detroit was at worst a very moist period.

An envelope posted "May 7, 1902, 7:30 p.m., Detroit, Mich" was mailed from the pre-prohibition location on Gratiot Avenue. Remember when the postmark not only included the date, but also the time of day? Even more interestingly, the reverse side was stamped-in "REC'D Covington Ohio 8 a.m." on the 8th of an unknown month in 1902. Was the letter delivered, to a town just north of Dayton, in eleven and one-half hours or a month or more? We can only wonder why the brewery was corresponding with Mr. Peter Schuman in Covington Ohio. My guess is that the brewery was inviting Peter up to Detroit for a taste of Pale Select Special Brew, why else? The 2-cent stamp is the same as that on the 1897 Ruoff cover.

The Koppitz - Melchers, Inc. cover posted on August 9, 1942 is addressed to Mr. Edward Cesal. It was mailed from the new "Dubois at the River" location, an all-new facility

with its new owners. Whatever the brewery sent to Ed, it had substance because after attaching 9 cents postage, there was another 3 cents postage due on delivery. Anyone would gladly give 12 cents today for those contents. A few other envelopes in my collection were mailed to the same person at the same address during 1942 which probably means that Mr. Edward Cesal, in Brookfield Illinois either had business correspondence with several breweries or was an early breweriana collector with a great technique for obtaining brewery stationery.

Detroit Brewing Company 1886 - 1949

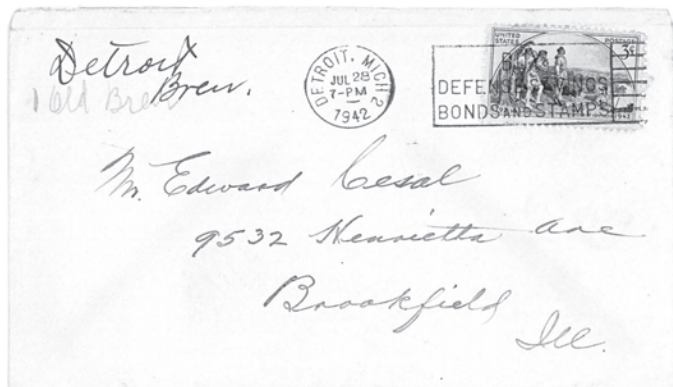
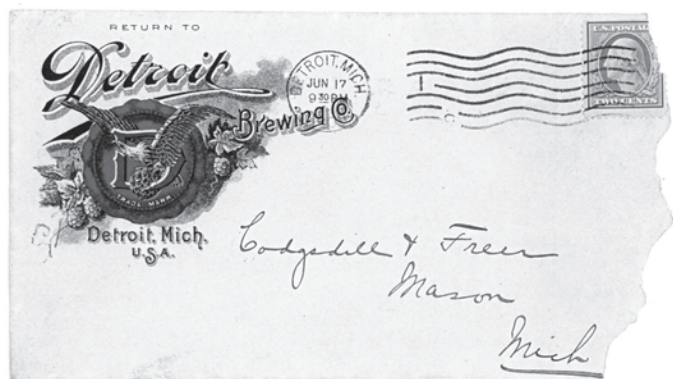
The Detroit Brewing Company was one of the few brewers that survived both the Prohibition and World War II years. My great grand father "Big George" Traub and his son Louis did their best for the cause by serving its beer and other spirits from Big George's nearby bar on Gratiot Avenue well after it was no longer legal. I remember my father telling me about his father having to go down to the jail to bail Big George and Uncle Louie out of the slammer on several occasions because "George just would not accept prohibition".

This cover was post marked June 17, 1909 at 9:30 p.m. at Detroit Michigan. The graphic is a beautiful lithograph, which incorporates the Detroit Brewing Co. name and familiar eagle inside a "D" trademark surrounded by hops. There is almost not enough room for an address on the 6 1/2" by 3 5/8" envelope. Codgsdill & Freer in Mason Michigan (addressee) may have been distributors or maybe tavern owners because there is also an invoice for a dozen each of half- barrels and large and small bottles of Export. Peter Blum would have known who they were and, if not, he would probably have suggested they were just two guys who liked beer. A two-cent stamp got the job done.

It is interesting to note that another cover, dated July 28, 1942 and addressed to that resourceful breweriana collector Edward Cesal in Illinois, is nothing more than a plain white envelope on which some one wrote "Detroit Brew" for the return address. Presumably the contents had more breweriana value than the envelope. Still, 3 cents sent another piece of history on its way. The story behind the lack of a printed stationery cover is ours to uncover.

Friars Ale Brewing Company 1945 - 1950

By May 24, 1946 when Friars Ale Brewing Co. mailed Maria Parr her stockholder documents, stationery printing had become more practical. Gone were the elegant lithography graphics. The Annual Report for the year ended December 31, 1945 and Notice of Annual Meeting of



Collections of Collections

Continued

Stockholders and Proxy Statement - June 3, 1946 were placed in an envelope simply printed with the brewery name and return address. Apparently Maria returned the Proxy Statement because it was not with the package of documents when I acquired them, but if she did, the self-addressed stamped envelope for its return, also among the documents, was not used. The entire package (six sheets of 8 1/2 x 11 paper plus the return envelope) was mailed with a 6-cent stamp.

Some interesting facts from the 1945 Annual Report include \$444,844 of total assets and \$344,628 stockholders' equity. More than 40% of the \$100,000 plus liabilities were

from customers' container deposits. Net Ale sales were \$922,040, from which the IRS received \$18,121 and the brewery retained \$24,799. The cost of brewing was 90 cents on the dollar.

The Notice of Annual Meeting data discloses Clarence A. Koerber's salary was \$12,200 for 1945 and he held 9,558 shares (3.5%), while his brother William, President of Koerber Brewing Co in Toledo owned 12,063 shares (4.4%).

Prosit von der Kaiser



== Creating & Proving a Successful Sloan ==

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

Part II

Because of the companies' foresight and preparation in anticipation of Prohibition ending, Acme was ready to go on a moment's notice. In fact, even before Repeal became final, Acme was running small, attention getting, talked-about advertisements in the newspapers, promising that "The same fine beverage...Acme Beer... can be obtained in restaurants, hotels and stores...the first day its sale is legal". These advertisements made advertising history, although they were only two columns wide and three inches in depth. They were more effective, I believe before Repeal than full pages would have been after Repeal was an accomplished fact.

The same dating has characterized Acme's advertising since. For several months after we started the Non-Fattening slogan, we were the laughing stock of our competitors who thought we were making ourselves ridiculous with an impossible claim. It wasn't long, however, until it became evident that more and more men and women were demanding Acme. The public was quick to believe our claim and to show its preference for our light, dry beer.

Acme exclusive wholesale distribution set-up has been an important factor, too. Only in San Francisco does Acme deliver its beer direct to the retailer-elsewhere it sells through distributors, most of who sell no other beer. Many of them find Acme to be their most profitable franchise and in instances when distributors have sold their businesses they have secured as much as \$15,000 for their Acme franchise in relatively competitive areas.

Previous to Prohibition, Acme activities had been confined largely to Northern California. In 1921, attracted by the alertness of two men who had organized and were operating Bohemian Distributing Company in Los Angeles...Colonel J.S. Foto and Frank Vitale...Acme appointed this firm to distribute its beverages in Southern California, Southern Nevada, Arizona and New Mexico. Bohemian did such a fine job that shortly after Repeal Acme decided to build a modern Brewery in the Southern city at a cost of \$1,250,000. Today this populous area accounts for a goodly percentage of Acme's total volume. Both Colonel Foto and Frank Vitale are important stockholders in the Southern California unit. There an artistic taproom has just been completed at a cost of \$50,000. It is used to entertain customers and parties which visit the brewery and is a good creator of goodwill.

Value Proved

All of these various activities would have been largely scuttled, we believe, if we had not had a strong backbone policy of strict price maintenance to make dealers friendly towards Acme and interested in selling it. Acme tells its

story to the retailers in a dramatic slogan "Acme never tampers with the dealers' profit"...and since its resale prices are registered under California Fair Trade protection, no dealer ever uses Acme Beer as a profitless football. Too many firms, we feel, (and this is not true only of the brewing industry) regard their dealers as a necessary evil. Here at Acme we know that our success is indubitably bound up with theirs. We want to make a decent profit from our operations and we want our dealers to make a decent profit, too. As we brew only one brand of beer, the dealer is enabled to carry a smaller stock; a saving both in capital invested and in space required for handling. Since Acme is a quality beer, its sale means a larger unit of sale, an assured profit with none of the murderous markdowns that dealers so often have to take on slow-moving items.

New Radio Show

That this policy, and other Acme activities are of provable value, is amply verified by the records. In 1940 Acme sales totaled 16,499,113 gallons...more than a million gallons over 1939's previous record-breaking total. This meant that Acme topped its nearest competitor by more than five and a quarter million gallons. Nor, is Acme content to rest upon its laurels. The largest advertising appropriation in the company's history has been put behind another dramatic Acme campaign of newspaper, billboard and other forms of advertising which will blanket the West throughout the entire year with the 1941 battle-cry "They all say YES!" As in previous years, Acme is again employing the country's most famous artists, spending more for its artwork than some brewers spend for their total advertising. An essential feature of Acme's campaign is the timely display materials furnished to dealers. Simultaneously with the appearance of a new poster on the billboards and in newspaper advertisements, dealers are given display cards, fan, bottle riders and other materials which make a direct "tie in" with the advertising. This provides an essential follow-through at the point of sale.

In addition, Acme has just launched a new radio show, "Barrel of Fun" featuring Charlie Ruggles as the proprietor of a popular Hollywood tavern supported by an all-star cast which includes Benny Rubin, Verna Felton and Lou Forbes Orchestra. Aired over the Principal Pacific Coast stations, as well as in Alaska and the Hawaiian Islands, it has already become both a "hit" and a potent factor in selling more Acme Beer. Since no territorial brewery could afford the cost of a big name radio program. Acme is sharing it with leading brewers throughout the nation.

Executive Secretary's Report

It is that time of year to start making convention plans. Convention registration, ballot for board slots, and renewal slips for members who have not paid for next year are included in this issue. Please take the time to renew if you haven't already done so and also vote for three board members and send the ballots in (to me).

The New Directory format has been well received. Take time to verify your collecting interests have entered correctly. I tried to limit the total number for anyone person to 12. Corrections should be sent to me at the below address.

If by chance any of your address information has changed, please send corrections to the address below. I would like to welcome the following new members.

Take the time to correspond with new members who have similar collecting interests as yours. Sharing information and collections is what NABA is all about. Special thanks to Ed Culbreth (3), Hajicek Brothers (1), John Stanley (1), eBay Auction (4) 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

IMPORTANT
*Send your
Renewal form and
changes to your
specialization areas
of interest.*

New Members

Adams, Greg

2416 Pine St
Granite City IL 62040-2961
618-797-1680
All Breweriana

Cibulka, Bob (Virginia)

31512 Pinto Dr
Warren MI 48093-7625
586-264-5210
virbet1@netzero.com
All Breweriana-Signs-Statues; Detroit,
Champagne Velvet

Edwards, Alan (Pat)

1420 Green St
Harrisburg PA 17102-2644
717-234-7117 Cell 717-574-4140
airbath1@aol.com
All Breweriana(Harrisburg PA)-Glasses(Etched)

Franta, Bart A

425 Lake Park Blvd
Fairmont MN 56031-2137
507-235-5992
bfranta@fairmont.k12.mn.us
All Breweriana; Montgomery Brewing Co of
Montgomery MN (The Chief & Bohemian Club
Beer) (Great-Grandfather Owned)

Hausmann, Fritz J

125 N Hamilton St Unit 805
Madison WI 53703-4160
608-252-9608 W608-257-4324
fritz.hausmann@hausmann-johnson.com
All Breweriana; Hausmann Brewery of Madison,
WI

Hegedus, James

1399 Rose Ave
Lincoln Park MI 48146-3350

Levin, Craig

192 Robert Quigley
Scottsville NY 14546-1018
W585-530-5030
clevin1@twcnny.rr.com
All Breweriana-Glasses-Mugs & Steins-Signs
Trays; Western New York (esp Pre-Pro Buffalo)

Meredith, Sonda S(David)

4053 Powell Ave
Columbus OH 43213-2320
614-236-1294
stampgirl99@prodigy.net
Clocks-Mirrors-Patches-Tap Knobs-Thermometers
Trays; Coors

New Members

Continued

Nagel, Bernie (Annette)

810 Oxhill Dr
White Lake MI 48386-2340
248-698-1819
gumballs@webtv.net
All Breweriana

Niles, Steven (Denise)

177 Raff Ave
Elmont NY 11003-1042
516-326-1133
deniles@optonline.net
Clocks-Glasses-Reverse on Glass-Signs; Anheuser
Busch

Osborn, Jim (Mary Jo)

320 Dobson St Apt B
Carterville IL 62918-1549
618-985-6935
jro320@midamer.net
Corkscrews-Glasses-Knives-Mugs & Steins
Openers-Tip Trays; Pre-Pro & Illinois

Paczkowski, Joe (Rita)

317 Medford Lakes Rd
Tabernacle NJ 08088-9018
609-268-9390
jopacz@yahoo.com
Cans-Matches-Menus/Menu Sheets-Openers-Signs
Trays; New Jersey, New York City, Eastern PA
(Matchcovers USA)

Paterson, Wayne

1453 Doran Road
North Vancouver BC Canada V7K 1N1
sharka@shaw.ca
Coasters-Neons-Signs-Tap Knobs

Patterson, Kent (Joellyn)

541 Overlook Dr
Edwardsville IL 62025-5208
kgempt@aol.com
All Breweriana; St Louis Metro (Pre-Pro)

Patterson, Kraig (Becky)

218 N Buchanan St
Edwardsville IL 62025-1741
618-656-3568
All Breweriana; Lemp, Highland, St. Louis Area
Breweries

Sherwood, Todd

217 Vauxhall Dr
Shelby NC 28150-4239
704-487-4680
tcs1215@bellsouth.net
Neons-Cans

Tellers, Kenneth (Marcia)

208 Pleasant St E
Cologne MN 55322-9682
952-466-5863
mktellers@usfamily.net
All Breweriana; Grain Belt (Minneapolis) &
Schmidt City Club (St Paul)

Thiel, Tim (Kristi Jo)

1415 9th St N
Moorhead MN 56560-1517
701-238-7005
tthiel@ctusa.net
All Breweriana; Minnesota

Tucker, John

701 Highland Ave
Carrollton KY 41008-1035
502-732-4315
bourbonmanhattan@aol.com
Cans(Flat tops & Cone tops)-Statues(Back Bars)
Trays

Worden, Del J

3920 W Greenfield Ave #12
West Milwaukee WI 53215-1345
414-672-3544
bcc59@merr.com
All Brewerian(Foreign)-Cans(Wisconsin)-Clocks
Lithos-Signs-Trays; Wisconsin

WANT TO BUY STROH'S BEER anything/everthing. Especially "MIR-RORS": 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) RZFFLO2@aol.com. V123

CHICAGOLAND BREWERIANA BOOK shooting in underway and will continue until late 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

TRADE OR SELL - 300 Microbrewery and Brewpub screen pint glasses to trade or sell at \$5.00/glass. Charles Miller, 516 Rensselaer St., Springfield, OH 45503. (937) 399-8044 or email: charamiller@aol.com. V121

Internet Fandangle and the Directory

Speaking of the Directory, some of our members who have (had) their emails with AT&T Broadband (@attbi.com) may notice I changed their service to @comcast.net since the attbi.com name was to change in March 2003. I have learned that for some parts of the country, the old attbi.com may continue in use until 2004. Thus, if you email someone with a comcast.com address and get a return as unfound/rejected, try using attbi.com instead.

Since the Internet is a constantly changing arena, we will update your email address in the BC if yours' changes before the next Directory. Just email me with the correction. As a current attbi.com user you should try gbaley@attbi.com first, or gbaley@comcast.net next, or as an absolute last resort, georgejbaley@aol.com. Aren't Internet companies great?

Webmaster Wanted

NABA is seeking candidates who would like to serve as Webmaster for the organization. The pay is little (none), but the chance to input your ideas and skills and have them displayed to the world is an opportunity of a lifetime. If you have a decent computer, and a zest and knowledge of what it takes to run a class website, please contact:

John Stanley
naba@mindspring.com

In Memorial



It was learned through Ed Culbreth that the Miller Museum in Fort Worth, Texas has closed its doors. Many of you know a large part of the breweriana was displayed at Oldenberg for many years. Originally much of it was part of the Haydock Collection. Rumor has it many of the items will be sold via eBay in the near future.

Do you have something to SELL?

Do you have something to SWAP?

**Are you looking to add a piece
to your collection?**

You can purchase a want ad for only \$5.00 per issue. Send your text with payment to:

George Baley
1585 Tiffany Woods Drive
LaPorte, IN 46350
e-mail: gbaley@attbi.com

Events of Interest

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

26th ANNUAL PATRICK HENRY BREWERIANA SHOW

(NABA Chapter) Portage-Schoolcraft Eagles, 11611 Shaver
Road, Schoolcraft, MI. Saturday 9am to 2pm.
Dave Launt (269) 327-8754 or email: nybrews@aol.com; Joe
Wilson (616) 896-1051 or email pwilson@accn.org.

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 10-12

31st Annual ECBA CONVENTION (Members Only)

Host Inn Hotel, Lancaster, PA; Public Show Saturday 10am to
3pm. Jake Reider (610) 987-3184.

JULY 11-12

29th Annual MINI CANVENTION & BREWERIANA SHOW

Miami Valley (NABA) & 5 Neighboring Chapters; Overlook
Park, Saturday/Sunday, 8am each day. Dave Reed (513) 248-
4464 or email: wolfe1985@fuse.net or Denny Thayer (513) 897-
1225 or email: acorn433@aol.com

JULY 26

NORTH STAR CHAPTER - Gluek Brewing Co., Cold Spring,
MN. Sunday 9 am to 3 pm. Jody Otto (651) 455-9261.

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 HYPERLINK
mailto:hajicekb@hortyvelving.com

AUGUST 10

BEER CANS & BREWERIANA SHOW (Hosted by NABA's
Queen City Chapter) Blue Ash Banquet Center, Blue Ash, OH.
9am to 1pm. Dave Gausepohl (859) 371-4415 or email beer-
dave@fuse.net.

AUGUST 23

SUMMER SUPER SWAP 14 (Hosted by NABA's Dog Gone
Good Chapter) New Veteran's Memorial Park. Saturday 8 am to
2 pm. Dan McShane. kolbbros@chartermi.net

SEPTEMBER 3-6

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

SEPTEMBER 20

**KANSAS CITY ANTIQUE BOTTLE AND BREWERIANA
SHOW** - American Legion Hall, 499 SW Highway 7, Blue
Springs, MO. Saturday 9am to 2pm. H.James Maxwell (816)
942-0291 or email: hjmesq@kc.it.com.

SEPTEMBER 26-27

4TH ANNUAL ECBA FALL FEST - Somerset, PA, Ramada
Inn, PA Turnpike. Saturday 9 am - 2 pm, Ron Kikta 814-749-
7188

OCTOBER 3-5

**RED FOX, CAPE COD, GARDEN STATE, JERSY SHORE,
PICKWICK, RUSTY BRANCH AND SCHULTZ & DOOLEY,
THE NEW SHOW** - Suffern, NY, Holiday Inn Hotel &
Convention Center. 9 am; Dee Lander 880-658-7721 or e-mail
deelande@aol.com

OCTOBER 17-18

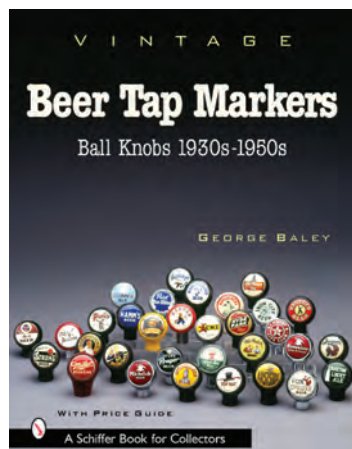
30TH ANNUAL GUZZLE 'N TWIRL - Maplewood, MN,
Aldrich Arena, Friday room-to-room at Holiday Inn East.
Saturday 9 am to 3 pm. Dave Wendl 651-731-9573 or Jody Otto
651-455-9261.

NOVEMBER 30

**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

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



Vintage Beer Tap Markers Ball Knobs 1930s-50s

Following the end of Prohibition on April 7, 1933, through the mid-1950s, a style of tap marker nicknamed the "ball" knob was widely used. More than 2000 colorful ball knobs are presented in this comprehensive and unique book representing 1000 brands of beer manufactured by over 550 breweries. The history of ball knobs, dates of use, grading, and pricing are included.

8 1/2 x 11, 192 pp., hard cover, Pre-publication special direct from the author for \$39.00 ppd by Priority Mail until July 1, 2003. Copies due to ship about July 1.

For your copy contact: George Baley
1585 Tiffany Woods Dr.
LaPorte, IN 46350
219-325-8811
gbaley@attbi.com

Jeff Vick, Bob Hajicek & Pat Stambaugh
are
BUYING
Quality Pieces from Minnesota



**See you at the Minnesota
NABA Convention!**



I'd like to add a few unique Minnesota items to my shelves. Give me a call to let me know what you're bringing, and I'll drop by with a cold six pack.

*My cold beer for
your old beer!*

Barry Travis
btravis@mn.rr.com
952 885 9155
952 882 3538 anytime

Minnesota Breweries

32ND ANNUAL
NABA CONVENTION
JULY 30TH - AUG 3RD
MINNEAPOLIS, MN

