



The Breweriana Collector

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OF THE

National Association Breweriana Advertising

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FALL 2003



Post Convention Issue

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The Miller Brewing Company utilized the famous "Girl on the Moon" for many years. Here we see two different vintage trays of that famous marketing theme.

TABLE OF CONTENTS

President's Message	4
From the Editor's Desk	5
Chapter Doings	6
Travels with Brewster	8
Algiers/Security Brewing Company	9
Auction Hysteria	11
Matchbooks	13
Labelology	16
Doing a Review Article	18
Executive Secretary	26
New Members	27
Closing of the Miller Museum	28
Buy-Sell-Trade	29
Book Review	29
Events of Interest	30

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Mary White, George Bailey, Vic Kroil, Bob Kay, Jeff Vick,
Ed Culbreth, Bob Hajicek

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Send applications for membership, dues, 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, \$40 overseas. Dues year is June 1 to following May 31. Membership required for attendance at the Annual Convention the first weekend in August.

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The National Association
Brewertiana Advertising
P.O. Box 64
Chapel Hill, NC 27514-0064
Email: naba@mindspring.com
919-419-1546
Fax: 425-795-8874

BREWERTIANA COLLECTOR STAFF

George BaileyEditor
Mary WhiteChapter Happenings
Bob KayLabelology
Bob HajicekAuction Hysteria
Fred & Mary ClintonHunting Beer with Brewster
Rosi MartinGraphic Design

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Advertising rates for The Brewertiana Collector are \$150 full page, \$80 half page, \$40 quarter page, and \$20 eighth page. Color is an additional 50%. Classified ad is \$5 if limited to member's own collecting activity.

Articles, advertising and events deadlines: November 15 (Winter), February 15 (Spring), May 15 (Summer) and September 15 (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 15 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

Send manuscripts and advertising for The Brewertiana Collector to George Bailey, 1585 Tiffany Woods Drive, LaPorte, IN 46350. Email: gbailey@attbi.com. Issues are scheduled for mailing approximately January 15 (Winter), April 15 (Spring), July 15 (Summer) and October 15 (Fall).

President's Message

Wow! What a great Convention put on by Bob Hajicek and his team. If you missed Minneapolis, you missed a wonderful site, great tours, fine brew, traditional auction and an exciting trade session on Saturday. The food fare was second to none and the hotel was perfect in helping make the Convention a week to remember.

What's next? Well, Bob Flemming and his crew are planning to match the efforts when they host the next Convention in Waukesha (Milwaukee) from August 4-8, 2004. The preliminary program looks like anyone missing the next Convention will wish they hadn't.

Your Board had two groups make presentations at the Convention for future dates. We were hard pressed to choose which to select in 2006. We normally would have added just one, but because of the strong presentations, we elected to take them both, with 2006 going to Louisville and 2007 to Bay City, Michigan. Both cities offer interesting contrasts in size, but possess strong collector groups who know how to put on a great show.

It is not too early to begin thinking about tossing your hat into the ring (rink if you are a hockey fan) for next years' election. We expect to have several positions open for the first time in recent years. If you enjoy the breweriana hobby and have never given any thought to taking an active role, give it a try. You may contact any of our Board members for information on what is involved in serving on the NABA Board. Basically it involves attending three meetings during the year. One is at the Annual Convention, with a second

in the fall and a third in the late winter or early spring. Our fall meeting will be at the Hoosier chapter show (Mishawaka, IN) October 11 and the spring at the Blue Gray (Fredericksburg, VA), hosted in part by the Capitol City Chapter, from February 12-15.

The strength of an organization like NABA is greatly influenced by the participation of its' membership. That participation is not exclusively limited to running for the Board or the people that help put on our annual Convention. It needs your help in jotting out an article now and then for the

Breweriana Collector. We need your support when attending Conventions and Chapter shows to participate not only by attending, but also by bringing "stuff" to trade or sell. I had a long conversation with Ed Culbreth on more than one occasion about the issue of room-to-room activities at shows. It is a very difficult issue to manage. I understand some clubs have tried/proposed having odd rooms/floors open on odd hours/days. Others have minimized the trading floor time making rooms the only way to sell/buy. I would be interested in your thoughts on the subject, especially if you are a member who attends Conventions, but for whatever reason(s) never set up in your room.

If you attended the Convention and were around for a couple of the morning hours, you might have had a chance to catch up with Bob Kay, our Auction Chairman emeritus and author the Labelology column in the BC. We were pleased to acknowledge Bob's years of service as Auction Chairman with a plaque for his service. We wish him well in his semi-retirement.

George Bailey



Bob Kay accepting an award for his dedication and outstanding contributions with NABA from President George Bailey.

Brewery Museum in St. Louis

Your Board has been approached by the Brewery Museum group in St. Louis to participate in the on-going museum project planned for the old Lemp Brewery. We accepted their offer to have two members of NABA sit on the Board of the museum. Our participation and obligations are not financial, but are more in supporting the concept of a national brewery museum. Our involvement in no way prevents NABA from supporting other on going efforts in Milwaukee, Petosi or Chicago.

From the Editor's Desk

Seems like just the other day that the Summer Issue went to print and now we are faced with the Fall one! After a great Minneapolis Convention, this issue will feature many of the faces and activities from that week in Minnesota.

This issue of the BC has an information packed article by the team of Roussin and Kious on doing research on defunct breweries. When I first approached Don and Kevin about doing something for the BC, I knew that whatever they did would be a complete effort. And they did not disappoint. This treatment is the first I can recall in any publication on researching old breweries. My personal interest in family genealogy will be stronger by using some of the tips they presented.

In the last issue we had a Mystery Brewery photograph offered by Vic Kroll. At the convention, it was suggested that it was the old Yoerg Brewery. I have tried to find the website where it was pictured. The only ones I could find of Yoerg did not seem like the same building. Does anyone know for sure what the

Brewery on Page 6 of the last issue was? I know Vic is ready to ship off the Wisconsin Enamel beer glass he offered.

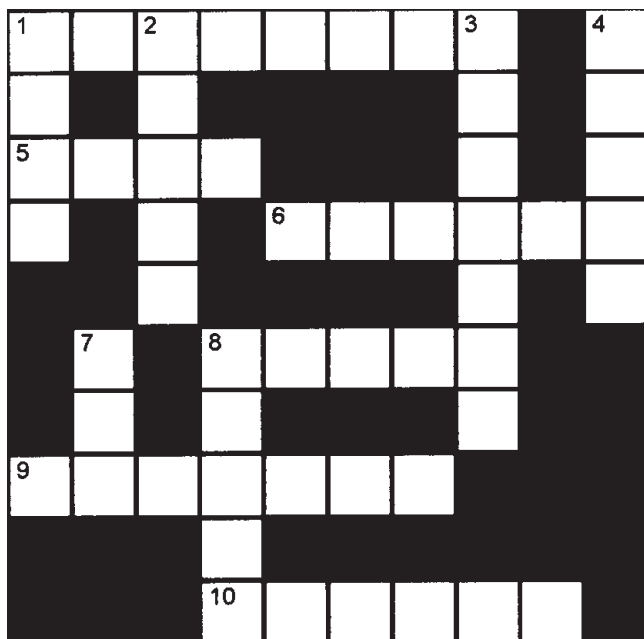
We are adding a new feature to the BC, assuming the membership is up to the challenge. You will find below a short crossword puzzle on various beers from the 20th century. How many of the twelve can you name?

I am pleased at the response from members to actively support the BC with articles. This issue we have a neat one by Vic Kroll on collecting match book covers. Larry Moter will be doing his second installment on painted label bottles in the spring issue and Rich LaSusa has sent me a draft of his upcoming feature article. I think we are starting to get to the point where it may be necessary to increase the size of the BC. What do you think? Do you want a larger publication? If so, drop me a line or email and let the staff know what kind of things you would like to see or perhaps write about.

George Baley

CROSSWORD PUZZLE

A simple crossword puzzle to test your skills. Send in your list of 15-20 words with clues and we will create a crossword puzzle in your name for the next issue. The topic should be breweriana related of course. Answers to this quarters puzzle in the Spring issue.



ACROSS

- 1 Michigan and Minnesota Breweries (8)
- 5 The generic beer (4)
- 6 Girl on the moon (6)
- 8 True Blue (5)
- 9 High priced Bud (7)
- 10 Fire Brewed (6)

DOWN

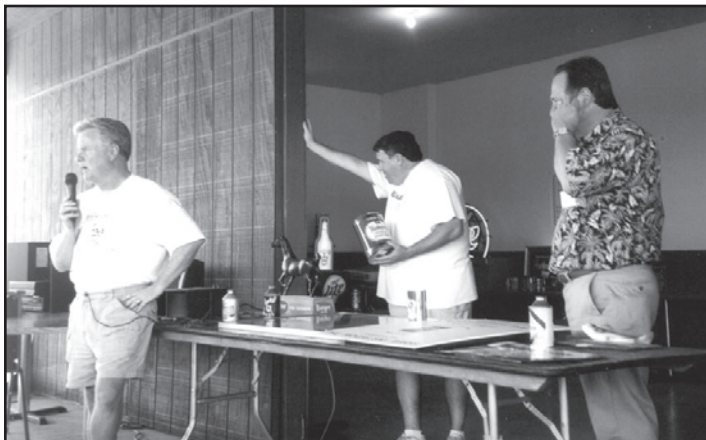
- 1 Sometimes they shoot, sometimes they fall (4)
- 2 Bear in mind your favorite beer (5)
- 3 It made Milwaukee famous (7)
- 4 Remember the golden rule (5)
- 7 It brightens your day (3)
- 8 The elves favorite (5)

Chapter Doings

By Mary White, Chapter Coordinator

These are busy times for all the Chapters with Summer Shows as well as the National Conventions which we are all attending, also. Thanks to Bob Hajick and his committee for a very successful and well run 32nd NABA Convention in Minneapolis, MN.

The Miami Valley Chapter, Dayton, Oh. held its "29th Annual Ohio Mini Convention & Breweriana Show" July 11th-13th 2003. Quite a Show. An example of Chapter power when Ohio chapters support a common show. GREAT SHOW!!



At the podium is Dave Reed VP and Denny Thayer Sec'y, calling raffle with the Pres. Scott Bristoll. At the table Dave Reed and Dale Rogalski Jeff Puterbaugh auctioneer & wife Susan are signing up participants.



The guys from Mid Michigan's Frankenmuth Show have had one of the best shows in the region for a number of years. Great hospitality, a pub crawl Friday night, an auction, a gracious host for those wishing a floor to crash on (providing they have a sleeping bag), micro beers as well as more main stream beer, great attendance, a mix of cans and breweriana, a great location (a city park on the river), a touristy host city, and brisk commerce.



Mark Brooks, David Alsgaard, Mary Clinton, Vicki Zynda, Frank Zynda, Fred Clinton



Keith Niel, Jim Kaiser & Dan McShane

The host chapter gets a mix of guys and gals who belong to BCCA, NABA, ABA. Some belong to more than one, while others are free agents. People start arriving at about 5:00 AM. for the show that starts at 8:00 AM. Dave Van Hine, the long time host with the most, puts miscreants up the night before the show. Most of his guests have availed themselves of the Pub Crawl. Then to exact punishment, he enlists their aid in helping to get the tables in order, the facility prepared, and the beer iced down.

This year 274 people registered for the show. They came from 16 states, Canada, and One lost soul from Australia. Local merchants and micros provide beverages gratis (such as the Redwood Lodge of Grand Blanc). A "tub of beer" is provided by attendees for sampling by those who wish to try the odd micro.

The crawl originates at the Frankentrost Pub, and ends at the Main Street Tavern in Frankenmuth, with other stops along the way. If you are in the Michigan area in Mid-July, this is a great place to sip a beer, meet lots of collectors, and see a good selection of breweriana and cans.

This show, hosted by the Mid-Michigan and Rusty

Chapter Doings

Bunch Chapters, has got the right Formula for success. (Thanks to Dave Van Hine for the review of their show). The Queen City Chapter hosted two shows this summer @ the Blue Ash Banquet Center June 1, and Aug. 10th, 2003.



Roger Owens, Scott Bristoll, Henry Smith, Kent Speers, Mike Brown. Roger Owens & Kent Speers are Co-Host of the of the NABA Convention 2006, in Louisville, KY.



The NABA Board hard at work on your behalf at the NABA Convention 2003.



Michigan-Dog-Gone Good Chapter Members won the vote to be the Hosts of the NABA Convention - 2007.

Thanks to all the Chapters for their support. 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. Hope to see you at an upcoming Chapter show this fall. Check the Events of Interest column.

New Column Coming!

We have been tossing around the idea of adding a column to each issue of the BC that features an extensive collection of breweriana on specific breweries. Our thinking is to make it mostly photos with minimal text. OK! Need your help. If you would like to coordinate gathering photos (yours or friends) from a favorite brewery, we will do the rest. In the last issue, Fil Graf described how to take and email digital pictures. We can also handle clear, good quality prints. Why not give it a try? If you would like to include text with your pictures, we will accommodate them in the article. This issue features an article by Don Roussin and Kevin Kious on doing Brewery Research. Check it out!

Travels with Brewster

By Fred and Mary Clinton

The Clinton traveling show had occasion to hit the road again, leaving the day after Memorial Day. This time, it set out for the heartland, a tour to the empty interior of the country - Nebraska, North and South Dakota. Well, no one ever said we were a sucker for a tourist trap.

We had heard great things about the Sand Hills area of Nebraska, and were advised that the best time to come was very late spring/early summer, when the grasses on the hills were green and the flowers were in bloom. As long as we were in the neighborhood so to speak, we decided to tour the Black Hills and the Badlands of the Dakotas as well. We figured going into this trip that there would be a dearth of good beer in such wide-open, empty spaces. Fortunately, we were wrong.

Our tour in Nebraska yielded nothing beer-wise (we'd be happy to bore you with all the superlatives we did experience), all the brewpubs and micro's being in the more populous eastern third of the state which we eschewed. One note of caution is due however. As you are heading west on Route US 275 and approaching the town of Norfolk, you might see an attractive (if there is such a thing) billboard advertising the Uptown Brewery in nearby Stanton. Eureka! We were getting ready to stop for the evening and figured we had found a micro. Not! After a five mile detour we arrived in Stanton and quickly found the Uptown Brewery which is where a brewery used to be located many years ago but is now merely a nice tavern and restaurant. They did have a good selection of beers, very good food and the owner was very friendly and helpful, so while it wasn't a brewery, it was a good stop nonetheless.

We hit pay dirt, however, in Rapid City, South Dakota at the Firehouse Brewing Company. This is an attractive place in downtown Rapid City (which by the way is a very nice looking town, at least in the pre-peak, before the tourist rush, spring). The business is located in the old firehouse and retains the original brick walls and tin ceiling. Seating is located on two levels and our waiter, if typical, evidenced a very friendly and knowledgeable staff - always a plus.

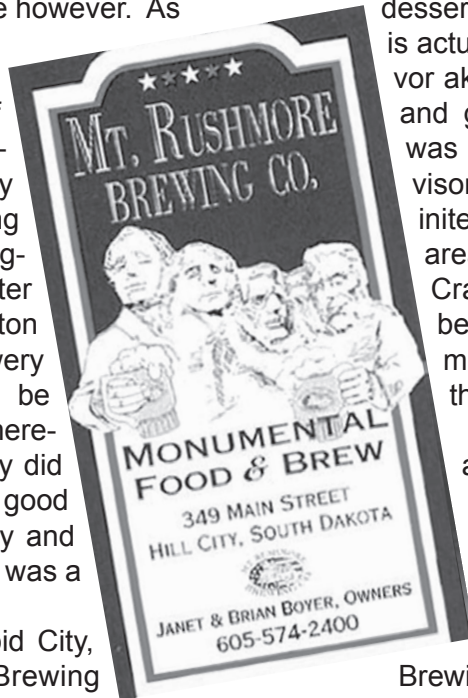
On the night we visited, five beers were available. They were the Firehouse Light, Chukkar Ale, Brown Cow Ale, Strong Arm Porter and Smoke Jumper Stout.

The Light was both so in taste and color, although it did have some hop finish. A good, crisp, clean starter beer. The Pale, as was advertised in the description, was in the English style with nice body but less hop than its American cousin. Of interest, Hallertauer hops, which are of German origin, were used. (Maybe more of an EU ale?) It was an adequate beer but not exactly on point with the stated style.

The Brown was very dark, smooth and had no hint of butterscotch flavor. We found this to be a very nice example of the style. The Porter was in our opinion perhaps their best brew. It was very chocolaty and robust, with a slightly dry finish, quite appropriate for the style. This was the Brewster Brew 4-Paw Pick of the night. **** We finished out with a sample of the stout, which was creamy and full of roast flavors. It was very reminiscent of a Guinness, which is a good thing.

We ate dinner while we sampled and found the food to be tasty. Of special note is one of their desserts. Called Brewlicious Ice Cream, it is actually made from the wort. It had a flavor akin to molasses and was both unique and good. Also, for the collector, there was a broad selection of t-shirts, polos, visors, glasses and the like. All in all, definitely a place to stop of you're in the area, and with Mt. Rushmore, the Chief Crazy Horse Monument and all the beauty of the Black Hills a few short miles away, why not put it on your list of things to see.

Our next brewery stop was actually in the Black Hills. By sheer serendipity, we were passing through Hill City, looking for a possible dinner spot later that evening, when what to our wondering eyes should appear, but the Mount Rushmore Brewing Company. This is a small but cozy place, with the brewing area located upstairs. The brewing equipment was one of a kind having been built by Mountain Mist of Fort Collins, CO. It was an electric heated three-barrel system and according to the owner was for sale for two years before he bought it at a reduced price. The company never made another one. It is also an extract system using some specialty grains for added quality. At the time of our visit only one of their beers was available, that being a

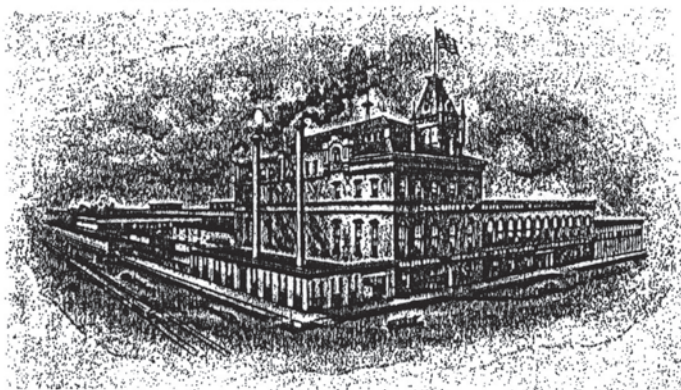


CONTINUED ON PAGE 26

Algiers/Security Brewing Company

by Kip Sharpe

ALGIERS/SECURITY BREWING COMPANY



Source: *New Orleans, Louisiana, The Crescent City*, 1903-1904, by George W. Englehardt, p. 156.

What a gamble it must have been. The 1890 founders of the Algiers Brewing Company located their brewery not in the heart of New Orleans but in the somewhat isolated community of Algiers. Although technically a part of New Orleans, Algiers is across the Mississippi River, on the west bank, and consisted

primarily of farms, dairies, plantations and some ship and railroad industries. Prior to erecting a bridge in 1958, the only means of traveling from Algiers to New Orleans was by railroad or ferry. These transportation hurdles were to be offset by costs. The members of the new association claim that they can save between \$7,000 and \$10,000 on the water rate which they would have to pay in New Orleans. Another advantage claimed is that the ground cost only \$2,500, and if the same plot was secured in New Orleans it would cost in the neighborhood of \$50,000. Also of concern must have been the lack of an electrical supply source. It was not until 1892 that the Algiers Ice Manufacturing Company began producing electricity for the small community.

Finances and location were important because the new enterprise was entering a brewery war. In 1890, the six major local breweries (LaFayette, Crescent, Louisiana, Pelican, Southern and Weckerling) merged to form the New Orleans Brewing Association. The 1890's also saw the founding of the Jackson/"Jax" (1890), American "Regal" (1891), Home (1893), Standard (1898) and Columbia (1899) breweries. The competition must have been tense.

Dr. Edward York Ames, the founder of the Algiers Brewing Company, was well aware of the risks. He had formed the Crescent City Brewing Company in 1887 only to see it go into receivership in 1890 before being absorbed into the New Orleans Brewing Association and then closed. The story goes that he moved to New York to become President of the Bohemia Brewing Company. He was then enticed to return to New Orleans in early 1890 to represent an English syndicate attempting to broker a three million dollar deal to purchase the six breweries that later became the New Orleans Brewing Association. Despite several trips to London, he could not close the

transaction. Without a commission or employment, he scrambled to form a brewery of his own. It may have been an opportune time to form a brewery, in some respects. Many skilled brewery laborers were without work in 1890 due to the merger of the six major breweries. Also, Dr. Ames had numerous contacts since his former

brewery, the Crescent, was owned primarily by small saloon owners.

Undaunted, or stubbornly, the cornerstone of the Einsiedel designed Algiers Brewing Company was laid on September 30, 1891. The stone read "Algiers Brewing Company, 1890. Directors: W.P. Alnes [president], E.B. Harang [vice-president], O. [Otto] F. Briede, L.A. Bellmont [secretary/treasurer], R.G. Pietri's". Several kegs of beer and other and more substantial refreshments were on the ground, and were partaken of with zeal by those present. During the festivities, Dr. Alnes appealed to the large crowd to purchase stock. According to the reporter, he "was successful in getting quite a list of subscribers on the spot!"

The plant was located in the square bounded by Brooklyn, Diana and DeArmes Streets and the Mississippi River. It was said to be "a marvel of its time" and a source of pride for the people of Algiers. It was a large four-story brick structure adjacent to the Grand Isle Railroad.

Construction costs were estimated at \$75,000. The amount subscribed for the stock and the final costs for construction are not reported but it is known that not enough had been raised. During construction...and the period pending the first output of its product, a number of bills were created, and as there was no income from the brewery the stockholders were assessed to meet the requirements.

Two years did not cure the financial difficulties. When several creditors caused the seizure of assets in early 1893, President Ames again made an assessment against the stockholders. After being refused an opportunity to view the financial records of the company, the members refused to make any further contributions. The situation erupted when a major creditor, the Lafayette Bank of St. Louis, filed suit to have a receiver appointed to take charge of the assets. The com-

plaint alleged that "the management of the company was characterized by waste, extravagance, and recklessness", had conspired to defraud certain creditors and benefit others, and the company was otherwise insolvent. The court denied President Ames' petition to be appointed as co-receiver and appointed John H. O'Connor as the sole receiver. Not long thereafter, Mr. O'Connor obtained a court order allowing the sale of all the assets for not less than two-thirds of the appraised value of the property.

On or about June 13, 1894, the brewery was sold for \$85,000 at public auction to purchasers acting on behalf of St. Louis parties. The Security Brewing Company, the purchaser, was incorporated on June 22, 1894, with \$150,000 in capitol stock. Z.W. Tinker (president) and F .H. Mitchell (secretary and treasurer), both of St. Louis, were the initial officers. At the time of the purchase, the plant was "a total wreck"; it was "without customers" and had "no facilities for doing business". Luckily, it escaped damage from the great fire of 1895, which destroyed 200 homes and 10 square blocks in Algiers.

Following a refitting of the plant, the new owners held a reception for the public in November 1896. The Security Brewing Company was determined to gain a share of the New Orleans market. As of 1899, "this Company has spent \$150,000 on this plant in buildings and machinery and it is today one of the best breweries South of the Ohio River" reported the New Orleans "Daily States" on August 31, 1899, in its annual "" brewery review. The primary expenditure of the brewery was an \$80,000 purchase in or about 1895 of a group of buildings in the heart of New Orleans on North Diamond Street (341-345), through to St. Joseph Street, between Tchoupitoulas and South Peters Streets. Here they "located their splendidly equipped main offices, cold storage plant, bottled beer department, delivery department and stables". A special rail line from the Algiers plant to the North Diamond Street depot delivered beer in refrigerated cars, within one hour of being brewed, to be deposited in cold storage cellars. (This depot, with the prominent stone relief corporate seal, still stands today on the south side of St. Joseph Street). Master brewer Henry Reninger was said to have produced a "brew of the amber-tinted nectar [that] is quite delicious".

The 1900 newspaper review of the brewery noted: production had gone from 13,000 barrels the first year to 45,000; eighty-seven people were employed at an average of \$75 per month; and the stable of eighty-six head of stock provided the power for the twenty-six delivery wagons and five buggies for representatives. The future continued to look bright for it was announced in 1904 that the plant would be doubled to

increase its capacity to 100,000 barrels annually and the following year it added a new bottling department.

In 1909, seventy one year old local brewing legend, George P. Blaise, joined the brewery as secretary. Mr. Blaise had operated several small breweries in New Orleans before incorporating the Southern Brewing Company in 1882, serving as President of the New Orleans Brewing Association between 1890 and 1896, and organizing the Standard Brewing Company in 1898. With the consent of the board of directors, Mr. Blaise, as both the secretary and a creditor, filed a petition in court for receivership against the Security Brewing Company averting that "whilst the company was solvent, it was unable to meet its obligations as they matured and was harassed by the demands of its creditors". He prayed that he be appointed receiver. In a surprise move, the court placed John McGraw in charge with "full authority to...manage and dispose of the property and income of said corporation and conduct the business...as a going concern ". Mr. Blaise and President Tinker refused to relinquish control to the receiver resulting in their being fined for contempt. With an amicable settlement among the creditors and the declaration by the court-appointed accountant that the business was solvent, on January 28, 1910, then receiver Lamar C. Quintero was discharged by the court "thus ending one of the strangest legal battles in the brewing trade". When the dust settled, Mr. Blaise was appointed as manager even though Z.M. Tinker remained as President. George H. Tinker, Z.M.'s son, was assistant secretary; Henry Dihlman rounded out the group as brewmaster.

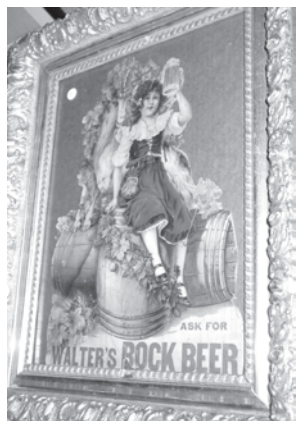
Following his appointment, Mr. Blaise again made his presence felt. Citing excessive freight rates, the office and depot on North Diamond Street was closed in July 1910 and all operations were switched back to the Algiers plant. J.M. Schorr was brought in a head brewer.

Trouble again occurred in 1912. In April, the bank that held a \$50,000 September 1, 1909 mortgage on the bottling plant, filed a petition alleging that the brewery was insolvent and sought the appointment of a receiver. This was done to stay the seizure of the property by the other major creditor who was owed \$120,000 on an original \$200,000 December 1, 1904 mortgage secured by the remainder of the plant. Without opposition, Walter Danziger and John Legier, Jr., were appointed co- receivers to operate the brewery as a going concern. In the words of the court, the "operation of the brewery...was altogether disastrous " On March 13, 1913, the court ordered that the brewery assets be sold. The sale resulted in \$46,333.75 (the

CONTINUED ON PAGE 12

Auction Hysteria

By Robert Hajicek



Walter's Bock Beer die cut
Sale Price \$550



Schmidt City Club Tin Sign \$225



Van Merritt neon - \$200
Schmidt City Club tin



Schlitz flange sign - did not meet reserve;
Eastside Old Tap neon - \$90



Blatz sign - \$90; Hamm's tap box - did not meet reserve;
City Club lighted sign - \$200; Gold Coast reserve-on-glass \$500

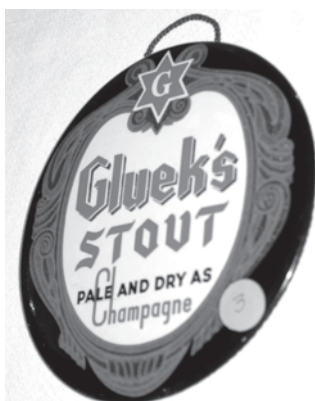


Old Craft oil on canvas \$200
Pabst reverse on glass \$400

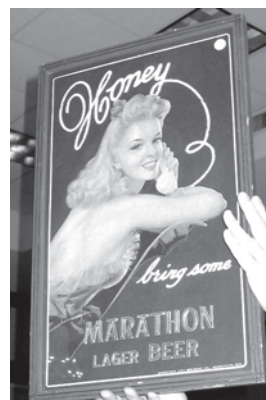


Gilt Edge Tin-over cardboard \$190

Ganser Tin Sign - did not meet reserve



Gluek Stout button sign - \$375



Marathon cardboard in frame - \$250



Fehr's tray - did not meet reserve



O. Vill's Litho -



Old Milwaukee tin sign - \$150

Auction Hysteria

By Robert Hajcek



Coors Malted Milk tin - \$100
West End Litho - did not meet reserve



Old Milwaukee Bock litho
- \$350



Oconto Litho

Algiers/Security Brewing Company Continued

purchaser was not identified although it was reported that the American Brewing Company of New Orleans purchased the bottling machinery). Of this amount, the receivers obtained \$22,000 with the balance distributed to the vendors who provided supplies and materials required for the operation of the brewery during receivership. The mortgage holders and other secured creditors received nothing. The decision was affirmed on appeal on the ground that the secured creditors stood the chance to be repaid in full if the brewery had operated during receivership at a profit and they were therefore estopped to complain when it failed.

A somewhat conflicting report says that although the brewery assets were sold for \$45,000 at a sheriff's auction, the stockholders, believing the same to be worth \$125,000, acquired the property for \$75,000. Under the cited Louisiana Supreme Court decision, the purchasers received the closed brewery free of all debt. On January 24 of following year, 1914, it was reported that the plant was sold to the Algiers Distilling Company for \$300,000 to be refitted as a distillery plant. Another report claimed that at least a part of the plant had been purchased by Langhoff Brothers Co., a syrup manufacturer, in 1915 for \$15,000.

At some point the plant was acquired by the American Solvents & Chemicals Corporation for the manufacture of alcohol. "On the morning of Thursday, August 30, 1928, the alcohol plant was struck by a fire that eventually destroyed 250,000 gallons of alcohol and damages exceeded a half million dollars.

Algiers firemen, both on and off duty, quickly

responded to the emergency, and battled the holocaust that continued until 2 a.m., Friday morning. Firemen feared that if the flames spread to another part of the plant, where 400,000 gallons of alcohol were stored in huge vats, it could explode and wipe out a large portion of Algiers, possibly destroying all buildings within a four or six block radius.

"Near panic was caused when the large 55-gallon drums of alcohol were exploding, zooming 200 to 300 feet into the air with terrific speed and roar like a space ship. Area residents scooped up valuables and fled to safety.

"Captain C. Hoke was in charge of Company 6, and District Chief Tim Daly was in charge of Algiers-Fifth New Orleans Fire District. It was not until 2:00 a.m., the next morning when the brewery fire was brought under control, although fireman continued to battle the blaze until 8:00 a.m.

Thus, the Algiers brewery passed into history.

ACKNOWLEDGEMENT

For their help with this story I wish to thank: Randy Carlson, Fil Graff, Al Kleindienst and Larry Fauchaux.

Anyone having additional information about this brewery or any other in the southeast is encouraged to contact the author:

Kip Sharpe
4321 Winding Way
Mobile, AL 36693
(334) 666-6222
email: Kip3249@aol.com

Collecting Beer Advertising: Match Book Covers

By Vic Kroll



that in 1820 first distilled the famous Scotch Whiskey). Another source claims that Charles Sauria, a French chemistry student invented the phosphorus match. Leave it to the French to claim to out-invent the English. Joshua Pusey did not invent the paper matchbook until the early 1890's. Then the Diamond Match Co. promptly purchased the copyright in 1894. Advertising on these early matchbooks was uncommon until the Pabst Brewery ordered 10 million of them in 1902 from the Diamond Company. It was more than likely that one of this run ended up on eBay. That's another reason to collect match covers--even though many may have been produced, few survived because

If you're like the majority of Breweriana Paper collectors, you probably rank matchbook covers near the bottom of your preference list and Stone Lithographs near the top. After all, Brewery Lithos can sell for hundreds and even thousands of dollars. Well, be prepared to reconsider your choices. NABA Member Dan Pawlak reports that a turn of the century Pabst Brewing Co. matchbook with printed matchsticks sold on eBay in February 2003 for \$947.77. And the condition was "as found" with staining and discoloration. How does that grab you? There must be some very serious collectors of this category.



they were a disposable item.

People started collecting matchbooks at least as early as the First World War and the first collectors' clubs were formed in the 1930's. Matchbox

and Matchbook cover collectors call themselves Phillumenists, which comes from the Greek word for Love and the Latin word for Light. The largest match cover-collecting club in the World is the "Rathkamp Match cover Society", but there are also many smaller regional clubs in the United States and other Countries. There are enough advertising categories of matchbooks to satisfy almost any collecting interest: Beer, Whiskey, Soda, Restaurants, Taverns, Motels, Gasoline, Tobacco, Sports and many more.

Breweries found match covers to be an ideal





method of advertising their products. They were inexpensive and most of the people that drank alcohol products years ago also smoked either cigars or cigarettes. Even carry suitable storage pages. When starting a matchbook collection, you can confine your interest to just Breweries in your State or City if it's large like Milwaukee or Chicago,



Small Breweries could afford to buy the minimum order of a few cases. Many Breweries had matches printed with their Beer Brand on one side and their Tavern and Restaurant Customers advertising on the other side of the covers.

The most common size match cover is the 20 strike, and this will be the predominant size in most collections. Matchbooks were also made in 10 strike, 15 strike, 30 strike, 40 strike, Giant and other oddball sizes. The Giant Covers measure 3-1/4" wide X 7-7/8" long

which each had many brewing companies. My collection is primarily Wisconsin Companies and there were enough of those produced over the years to insure that one collector will never get all of the issues. If you decide to collect Nationwide or Worldwide Brewery covers, be prepared to spend a good deal of money.

The Rhinelander, Wisconsin Brewery issued a series of at least 5 matchbooks that had the same comic graphics as a group of 11" X 14" card stock signs they produced



when laid out flat. The Royal Flash Billboard Match cover was registered by the Universal Match Corp. of St Louis, held in the 1940's. The "Where's Shorty" Ad campaign successfully promoted Rhinelander's short beer in a painted label



40 strikes and furnished a large printing surface for the advertising message. Most of these were also printed on the inside, doubling the message area. Six examples of the Billboard Covers are shown.

A matchbook collection is best housed in archival safe plastic pages that fit into a 3 ring binder. One Internet source for various sizes of Quality pages is www.hobbymaster.com/MCPages.htm. Your local coin or stamp shop may also



bottle. The Rhinelander brand was later bought by Huber and is still being produced as far as I know.

The Marathon City Brewing Co (the Brewery that my father was a distributor for when I was growing up) was a small Brewery in a small Wisconsin town. Yet, they issued a large number of different matchbooks over the years. Unfortunately, I don't have them all, as yet. Their Tannenbaum Brand also appeared on a number of covers.



A pair of their Holiday issues is illustrated in this article. Any collector likes to know what his collection is worth, but as yet no price guides have been published strictly for the breweriana matchbook collector. Bill Retskin has published "The Match



cover Collector's Price Guide", an excellent book, but these general guides just don't cover enough of all the Beer Brands that were produced in the United States over the decades. Probably the best guide going at the present is eBay, where you can search current and past auctions by Brand name. But be aware that results will be inconsistent because prices tend to be lower in the summer months and higher in the fall and winter, especially right before Christmas.

Fourteen other small Wisconsin Beer Brand Covers are also illustrated for this article. They are: Arcadia, Bobbie Ale, Co-operative, Calumet, Effinger, Ebner's, Empire, Eulberg's, Fox Lake, Fountain Brew, Hillsboro, Jung, Kurth's and Oconto.

Probably the hardest to find matchbook covers are the ones with printed Strikes or Sticks. The before mentioned Pabst was one of these. I have included illustrations of the Pabst, Schlitz, Mathie Ruder and



Valley Forge for this article. These also tend to be the most expensive, if you can find them with all the Strikes still intact.

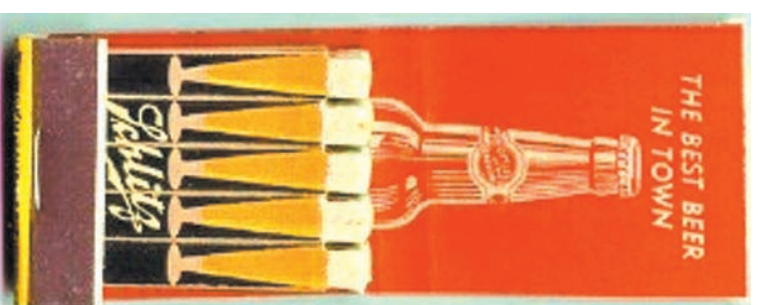
Another Unusual group to watch for are those with more than one product advertised on the cover. The illustrations include a cover from the Art F. Seefeldt Tavern of Plymouth, WI. which also advertises Blatz Beer of Tap on one side and K. Taylor Kentucky Straight Bourbon Whiskey on the other. Another example advertises Washington Dub-L-Ex Beer on one side and 7 UP Soda and the Joyce Products Co. of Columbus, Ohio on the other. These types tended to be local area issues and are generally quite scarce.

The A. Gettelman Brewing Co., one of Milwaukee's smallest brewers, was a large issuer of matchbooks. I have at least 100 different Wisconsin Taverns with advertising on Gettelman match covers. One of my favorites is the "Kroll's Bar -The Old Rat Hole" from Clintonville, Wis. As far as I know, this Kroll is not a relative. Gettelman produced Milwaukee's Best Tasting Beer in my humble opinion in the 1940's and 50's. It's truly a shame that they were forced to sell out to Miller. Christmas and New Years were occasions to issue matchbooks for the Jax Brewing Co. of New Orleans.

An article that appeared in the Wall Street Journal on 7/21/03 addresses the future of the printed matchbook. Currently many restaurants and supper clubs are cutting back on purchasing this form of advertising. Statewide smoking bans now on the books and coming in the future will surely hurt matchbook-producing companies. At present there are only 2 domestic producers of advertising matchbooks remaining--Atlas Match and Atlantis Match. And, as in so many other product lines today foreign companies with lower labor costs dominate the market.

What does all this mean for the match cover collector? Perhaps the older matchbooks will become scarcer and more valuable as younger collectors enter the marketplace. But the truth is that nobody really knows, so we'll just have to hang around to find out for ourselves.

You may contact Vic online at:
beer104@comcast.net



Labelology

Early Minnesota Labels

by Bob Kay



Cincinnati has a great brewing history, once competing with Milwaukee for the Brewing capital of the US. In the olde days Milwaukee brewers harvested huge blocks of ice from the northern waters to keep their suds cool during the summer months. Historians say this was a key advantage in winning the early battle for US brewing supremacy. With repeal of prohibition in 1933 Cinci was still a major player fielding such stalwarts as Bruckman, Burger, Hudepohl, Red Top and Schoenling to counter Milwaukee's big four; Blatz, Miller, Pabst and Schlitz. While Milwaukee with it's plentiful ice was declared the winner, today both cities are looking over their shoulders at the good ole days. Let's let some Cinci beer labels tell us about their better days gone bye.

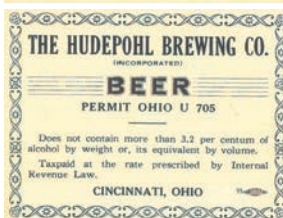
Bruckmann anointed Bruck's Beer and Ale as their flagship brands for the repeal wars. They were quite proud of being Cinci's oldest brewer - since 1856, and they counted the years on many of their labels. Labels can be found with 'over 80 years' and so on with 'over 87 years' the largest count I have in my collection. Around 1940 (over 84 years) it seems they grew tired of counting and began to generalize with Bruck's Jubilee which means a special anniversary. Bruck's early beer's played the higher alcohol content game with such wordings as Bruck's Hi%. When that wording was struck down by the 1935 labeling law they countered with a subtle Bruck's Ohio. Early on their beer labels were color coded with the dark blue being the higher alcohol content and light blue the 3.2% brew. Ale's were dubbed Bruck's Pale Ale. It wasn't necessary to color code ales as I believe all were the higher alcohol level. Secondary and contract brands included Dixie, Big Ben Ale, Dutch Master, Crown and Malt Tonic. It was a valiant fight, but Bruckmann ceased to exist in 1949. Bruckmann operated two breweries in Cinci during their postpro run but it wasn't obvious on their labels. (8 labels)

The first Burger labels, circa 1934-36, were oval. Buckeye was tried as a brand name but Burger quickly rose to the top and displaced the early and elusive Buckeye as their major brand alongside Red Lion Sparkling Ale. Early Burger labels are distinguished by the umlaut u, the two dots placed

above the German vowel. They switched to rectangular labels around 1937, and added Cincinnati Burger Brau to the mix as a premium brand. About the same time Red Lion Sparkling Ale was renamed Burger Sparkling Ale. The umlaut dots were removed from their labels around the start of the war, circa 1941, as the brewing industry was quickly moving to de-Germanize their image. Burger Bohemian Beer, Burger Sparkling Ale and Cincinnati Burger Brau along with seasonal bock offerings proved the most enduring brands, and these underwent numerous design and wording changes with time. A few secondary or contract brands were produced along the way. Lowenbrau irtp labels by Burger, brewed by special agreement with Lowenbrau Germany, are quite rare. The Lowenbrau labels say distributed exclusively by Hans Boelter, New York City. Mug Ale and Tap, draft beer in bottles, are two secondary brands tried around 1970. The brewery closed in 1973, however, their catchy slogan seems everlasting. Vas You Efer in Zinzinnati???? (8 labels)

Unlike Bruckmann, Hudepohl made a big deal of operating two breweries in Cinci. Plant No. 1 (U-624), the main office, was at 40 E. McMicken thru to Clifton Avenue. Plant No. 2 (U-705), previously the Herman Lackman Brewing Co., was at Sixth, Stone and Carlisle Streets. Keg labels can be found showing both permit numbers, however, early bottle labels only show the U-624 permit.



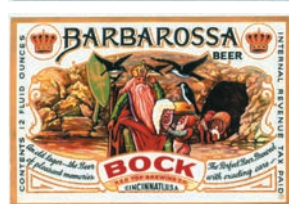
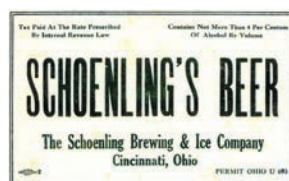


This suggests that initially bottling was limited to the main brewery. Color coding was used for beer labels, with red indicating the higher alcohol level and blue the 3.2% brew. Hudepohl was the lead wording on virtually all beer labels during the irtp era. Early labels touted their beer as 'Healthful and Refreshing' however, the 1935 labeling restrictions put a stop to references to health. Hudepohl answered with their 'Pure Lager' wording which stuck through several design changes. In the 1950's the Pure Lager wording gave way to the 14-K Process - The Beer with the friendlier pure grain flavor. The wide variety of beer label designs suggests that beers were king at Hudepohl, however, ales were not completely overlooked as brands like 'Chevy Ale' and 'Old 85 Ale' filled out the product line. Plant #1 closed in 1953, however Plant #2 lasted until 1987 as the Hudelpohl-Schoenling combine was formed. (8 labels)

Red Top entered the repeal era with only one brewery, but acquired a second brewery in 1945 with the takeover of the Cliffside. Brands in the repeal period included Queen City, Red Top Beer and Red Top Ale. The Red Top brands flourished and appear to have squeezed out Queen City. Both breweries, along with their flagship Red Top Brands lasted until closing in the 1956-58 period. Like virtually all Ohio breweries in that era, they produced a 3.2% and a second higher alcohol blend. Early beer labels touted the higher alcohol version with wording such as Full Strength and Extra High - Winter Brew. Beer's adopted the term 'Extra Pale' in the late 1930's and this lasted the 1950's when replaced by 'Extra Dry'. All Red Top brands featured pictures of tops. At first a pure side profile was shown, however, a subtle change to tilted tops occurred in the late 1930's. Ale's were primarily high alcohol. Early ale labels said Red Top 8 Ale, inferring 8%,

however this trick was nixed by the label inspectors. I have a Red Top 8 label with fine print that says, ...more than 6%w and not more than 17%v. Wow, what an alcohol range!!! When use of the 8 was stopped they boldly countered with a new brand name, Twelve Top Ale, which pictured 12 tops. They appear to have gotten away with this labeling, at least for a period which spanned the design change from straight to tilted tops. Secondary brands included 20 Grand Ale (20 Grand Beer was tried briefly), Barbarossa, and in the mid to late 1950's, Wunderbrau. Keg labels for Kulmbacher versions of Barbossa and Red Top are known. Red Top Bock Beer was produced on a seasonal basis. An early bock overprint of a beer label featuring a large goat head with one eye peering through the red top will knock your socks off!! (8 labels)

During 1934 Schoenling was known as Schoenling Brewing and Malting Co. then Schoenling Brewing and Ice Co. (Permit No. U-693), 1934-37, then Schoenling Brewing Co., 1937-87, next Hudepohl-Schoenling Brewing Co, 1987-96, and now the Samuel Adams Brewery, 1996+. Schoenling was clearly the endurance winner of the big five discussed here. Early beer labels were dubbed Schoenling, Cincinnati's Finest, Beer. The 3.2 labels had a gilt/gold background at first but soon changed to a white background. The higher alcohol version had a black background at first, however it appears the color coding scheme was dropped around wartime. It's interesting to note that early 1/2 gallon labels misspelled the word pasteurized. Secondary brands included Schoenling Dark Cream Ale, Top-Hat (both beer and ale), HiHat, Silk Hat and Moon River. Seasonal bocks were plentiful. Their graphical goat leaves nothing to the imagination - That goat has balls!!! (8 labels)



So you want to do a little Brewery Research?

By Kevin Kious and Donald Roussin



After being exposed to some of the great brewery history articles appearing in this magazine, many a NABA member becomes interested in researching the breweries in his own area.

The first question that comes to mind has to be, "Where do I start?" This article will attempt to answer that question, and by offering advice to prospective writers, the authors hope to stimulate research that will result in stories that can be shared in this magazine with other members.

THE BREWERY "BIBLE"

The first step in any attempt at brewery historical research has to be the book *American Breweries II*, authored by Dale Van Wieren and published in 1995 by the Eastern Coast Breweriana Association. This book attempted the Herculean task of listing every brewery that ever operated in the United States, and it largely succeeded!

American Breweries II was a revision of an earlier work spearheaded by Bob Gottschalk. It consists primarily of a listing, by state and town, of each known brewery and its dates of operation. (The original edition included barrelage production numbers, providing insights into the business history of each entry over time). Such invaluable information verifies the existence of a given brewery, and the names and dates can be a springboard for further research. Just a couple caveats are in order.

One, while overall quite accurate, not all of the information in the book should be taken as gospel. The earliest comprehensive brewer's guide located by the book's researchers dates from 1874 - 1875, with some small gaps afterwards, so some of the information from this era and earlier is either not 100% accurate or missing.

Secondly, many of the breweries closed before the magic 1874 date are not listed, so just because your hometown doesn't appear in the book does not mean that there was never a brewery there!

GO TO YOUR LIBRARY

Not to reject such modern tools as the internet, but any attempt at researching local history, brewery or otherwise, must first center around area libraries.

Most of them have a local history section, so find it (ask the librarian if necessary) and go to work!

The primary forms of information you may encounter at a library are the following: newspapers, census records, city/county directories and books. Let's take a brief look at these sources and how they can best be utilized:

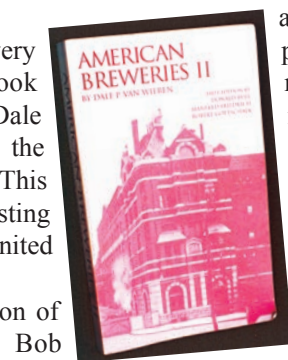
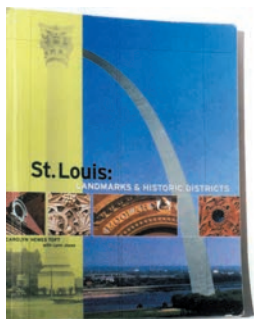
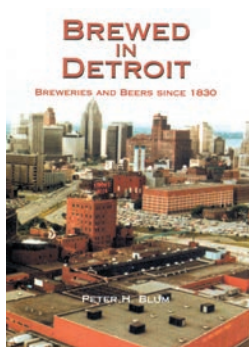
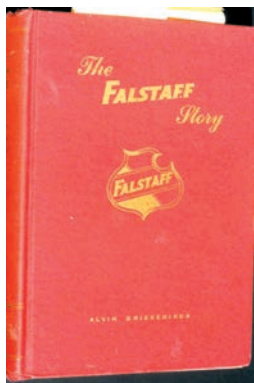
NEWSPAPERS -- The newspaper industry likes to say that it prints "history's first draft", and it's a motto that really can't be argued about. Reading the news "as it happened" is indeed an invaluable resource. Should you know the dates of important events, you can go right to them. Keep in mind that obituaries can be rich sources of information as well.

In addition, don't forget to check the back pages of the newspapers you are researching for notices of property to be sold for non-payment of back taxes. Over the years most cities by

ordinance have required that notices be printed in local newspapers whenever a property is to be sold at public auction for delinquent taxes. Such ads usually provide the owners' names, street addresses, and a physical description of the property. (As an aside, the recent push by many cities to "publish" such notices on the internet instead of in local newspapers is considered by some as a threat to the viability of many local papers, due to the lost revenue).

While at one time the actual papers themselves were bound together and kept, their fragility has led to microfilm copies being the most likely way to find this resource. Once you become handy with a film reader, your only research constraints are time, and how complete the library's collection is. To avoid eyestrain and frustration, you've got to hope the microfilm reader is available and in good working order, and that the copies are in readable condition.

If you have plenty of source material, you are bound to find all sorts of information. Of course if you are looking at a big city's newspapers, finding what you're looking for may require much patience. An



easier situation is a smaller town that only had a weekly or bi-weekly paper, where you can go through the issues much more quickly. As a bonus, you'll also find yourself absorbing national and local history as you do your skimming.

Some libraries even have indices, either bound or on note cards, with alphabetical listings of newspaper articles by topic and the date they appeared. We've been told that this was done throughout the country as part of a WPA project during the Depression. If available, these sure make the research task much simpler.

One additional tip is to look for newspaper special editions. Most papers printed such issues to celebrate things like city or county centennials. Many have special sections covering industries (such as breweries) and other historical information.

CENSUS RECORDS -- For finding obscure information, the U. S. Census records are hard to beat. Many times the existence of a previously unknown brewery can be found by seeing the occupation "brewer" listed after a name.

The Library of Congress has provided libraries with microfilm copies of the original census (here in the Midwest they tend to range from roughly 1840 - 1920), and in addition many local historians and historical societies have produced bound volumes containing the census information including an index, which can again help reduce eyestrain.

Census records basically list people by household, giving name, gender, age, occupation, place of birth, and the value of a household's real estate and personal property. They are grouped by township, which can be a bit confusing, but digging through these records can really put one in touch with local history.

Again the quality of the microfilm can be spot-ty, which makes the indexed volumes nice, but there's something exciting about seeing the copy of the original with its ornate pen strokes. Some of the census takers weren't the greatest spellers in the world, however, and sometimes the handwriting borders on illegible, or the original was damaged. Use your imagination when it comes to the spelling of some names, especially the German surnames (which includes most brewers) that can be subjected to a variety of spellings.



In addition to the national census, there may also be early industrial, state or city census records available.

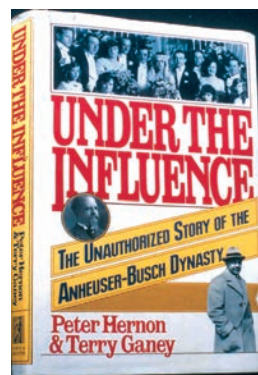
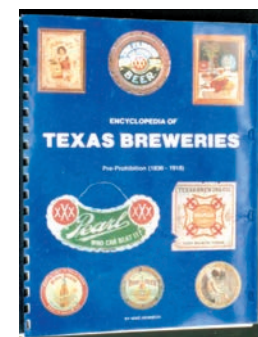
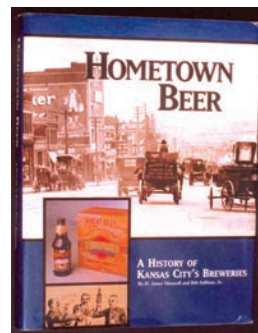
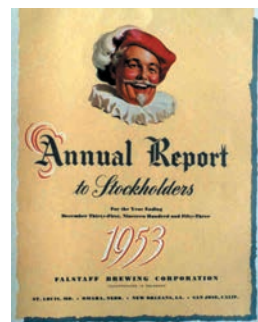
CITY/COUNTY DIRECTORIES: These guides, which are still being produced, are a comprehensive listing of the businesses, houses, and inhabitants located in a given geographic area, both alphabetically and by street address. Breweries are usually all listed under their own business heading.

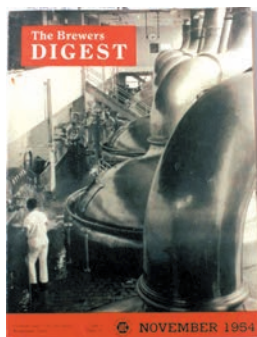
The earliest directories we have encountered date from the early 19th-century. Many libraries still have printed directories, others have been put on microfilm. Like the newspapers, poking around these directories gives the researcher a snapshot of the community. Many times these guides may be the first place you find a reference to an obscure brewery.

While a great research tool, be mindful of certain potential traps one can stumble into while reading the older directories. First, many of the earliest publications did not provide free listings to businesses. So, the brewery that has your interest piqued might not have been included simply because it did not pony up payment for a placement in that year's publication. Secondly, be somewhat cautious of any entries classified under the heading "brewer". Finding a mention of a "brewer" does not necessarily mean that you have found a brewery. Master brewers, especially in the years before the Civil War, would occasionally advertise their services in the "brewer" or "breweries" section of a directory, even if already employed in someone else's brewery at the time. In these instances, the address provided is usually found to be that of the brewer's residence, and not a brewery location.

There are other considerations to keep in mind when perusing old city directories. Many 19th-century listings frequently did not provide exact addresses, but only approximate locations, such as "the corner of Third and Plum Streets", or "Front Street between Walnut and Locust". The exact address can usually be ascertained by comparing these kinds of descriptions with other historical sources, such as census records or land deeds.

Another potential source of confusion when studying city directories is that some streets have been renamed, or renumbered one (or more) times through the years. While researching the Lafayette Brewery in St. Louis, we noted its 1874 directory address as the corner of Cass Ave and 19th Street, but fifteen years





later at 1714 Cass. After some digging, we discovered that the Lafayette Brewery had not relocated as we originally suspected, but that the address change was due to the city fathers having revamped all the "numbered" streets in the surrounding neighborhood during the intervening years!

BOOKS: Not many brewers or breweries have had books written about them, though there are notable exceptions! But for original research purposes, the primary books in which one might find beery history include city and county histories and other biographical books.

The heyday of these directories, at least in our experience here in the heartland, was roughly 1870 - 1920, although they still appear from time to time. A number of publishing companies were active in printing and selling these books. Subscribers could pay to have their biographies included, and illustrations could include their homes and businesses. Many times the local breweries and their owners got considerable mention in town history sections, although coverage varies. Some town's breweries get nary a mention, making one suspect the information had been compiled by a teetotaler!

Often these histories were the first time a given history was written down, so it's not unusual to see the same information, whether accurate or not, repeated in subsequent accounts.

If you are lucky, there may be other sources of brewery history in the library, such as old maps and filed information. Finally, it pays to scour the bookshelves, sometimes you will find a hidden gem. For instance, during a visit to the main library in St. Louis, one of the authors stumbled across a guidebook to Springfield, Illinois, published in 1871. Included in it was a brief description of the local breweries, a couple of which had not been previously known to exist.

FIRE INSURANCE MAPS -- Fire insurance maps provide building dimensions and street addresses. If studied, vintage maps can provide fascinating details on the construction specifics of brewery buildings, such as the number of stories, the location of the malt kiln and brewkettle and the purposes for which the buildings

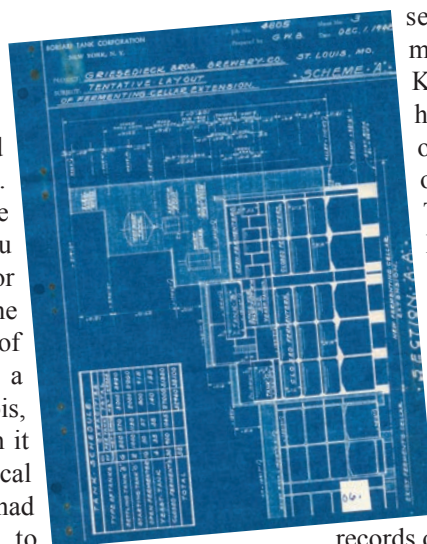
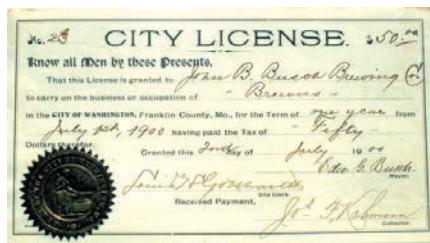
were used. Most fire insurance maps were updated and re-published every few years or so. Thus, facts about changes in a company can be established by comparing the site map of one era against another. While reviewing various Sanborn insurance maps covering the Moerschel Spring Brewery in St. Charles, Missouri, we noticed that starting with the 1900 map, the property was home to several large hog pens. The owners of the brewery were obviously supplementing their beer income by also raising pigs! Perhaps the most important reason to seek out fire insurance maps is they are frequently the best, or only, source of information detailing the layout and construction of a defunct brewery, if the buildings have since been torn down or substantially remodeled.

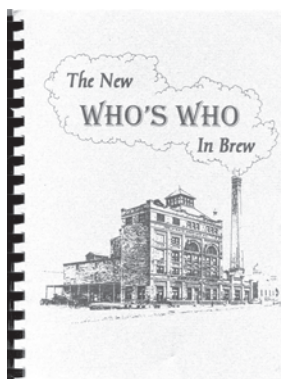
ATLASES AND PANORAMIC MAPS: Local atlases or maps from the 19th century were typically drawn from a bird's eye view, usually with enough details so as to serve as a guide to property lines, which may be one of the reasons they were created. A common scale for these kinds of publications is 1 inch to 200 feet, which provides large enough details on buildings so as to be useful to the brewery researcher. The one we most often consult is Compton & Dry's Pictorial St. Louis, dated 1875. In addition to the illustrations, Compton & Dry's is filled with text describing many of the businesses (including breweries, of course) pictured in its maps. We have seen similar panoramic books of maps covering Chicago, Cincinnati, Kansas City, and New York City, and have always speculated these kinds of maps were likely created for most of the larger cities of the time.

TRY THE COUNTY COURT-HOUSE

If you are researching a particularly obscure brewery, or just looking for more information on a well-known one, don't forget to drop by the county courthouse to look through the land records.

DEEDS AND BUSINESS LICENSES: In addition to records on film (or computer), if your county's records have been well taken care of and not destroyed by fire or flood, you may encounter the giant old ledger books in which the county clerks dutifully recorded, in ink, all real estate transactions. These deeds, of course, are legal instruments that record the transfer of property from one owner to another, and include mortgages, quitclaims, and sometimes wills. Indices list the "grantors" and "grantees" by alphabet and direct you to the proper





volume.

A brewery for which you only have a name can sometimes be traced through these records. And since some of these breweries were known to encounter financial problems, occasional mortgages had to be taken out, and they often list all the equipment and supplies found in the brewery.

Also, most cities over the years have required local industries to annually purchase a business license. Besides providing the year issued, these documents offer useful information on the number of people employed (including child laborers), and the brewery owners' names.

BUILDING PERMITS AND PLANS: Usually kept at the county courthouse, these records traditionally provide the projected price of a project, and an in-depth description of the construction to be undertaken. While you may have to make an appointment to view them, it can be time well invested, affording you tasty historical tidbits not always available from other sources.

PEOPLE WHO CAN HELP

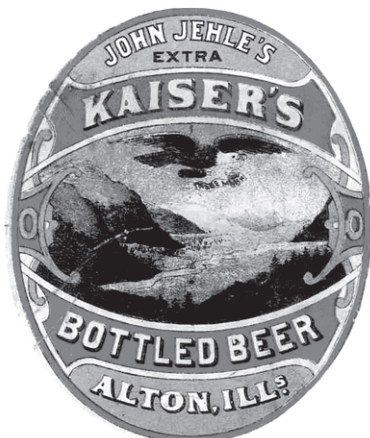
Don't forget to explore the human element in your quest for brewery history. One place to start is by contacting the local historical society.



Even if the area history buffs have little brewery knowledge, they may know someone who does, or may have other suggestions and ideas that could help with your research. Along these same lines, a visit to the local

history museum, if one exists, can also be beneficial. You may find items to be photographed, and a talk with the employees and volunteers might lead you to other sources.

It also often pays to get out the phone book. If you live in a large city and the brewer's name is Smith, this may not be practical. But in most cases you will be able to locate relatives of former brewery owners using the "dial and ask" method. While you'll occasionally speak to grouches who won't or can't help, most people are at least cordial, and sometimes they will have considerable information (or even pictures) to share with you. These may include personal



anecdotes that can really help add spice to your stories.

One successful example of "dial-and-ask" occurred to us while researching the breweries of Alton, Illinois.

A random phone call to a fellow from Alton named Jehle (the name of a 19th-century brewer) resulted in getting hooked up with his sister, Toni O'Brien. She helped solve a conflict between American Breweries II and local sources by explaining that her great-grandfather had purchased a closed brewery after his other had burnt down.

Our reward -- solving a baffling mystery. Her reward -- a free copy of the eventual magazine story, which ended up including an 1870's label from John Jehle's brewery provided by Bob Kay.

If your brewery of interest operated after Prohibition, former employees and their relatives can also be a rich source of information. But better hurry, these folks won't be around forever! Often besides their personal knowledge, ex-employees might have some old company newsletters lying around. Once again they'll probably have some anecdotes to share, and generally can be fun just to speak to.

Former beer distributors may also be worth contacting as well. Of course they can also be excellent sources of breweriana, which may be stashed in their attic, or in the old warehouse if it's still intact.

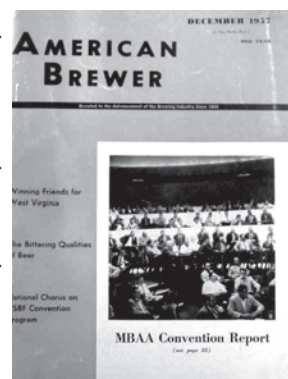


HOBBY & HISTORY MAGAZINES

If you're not already a member of the "Big 3" organizations devoted to our hobby (ABA, BCCA, and NABA) you will want to join them and their local chapters. Many members are devoted to history as well as collectibles.

The magazines put out by these clubs are chock full of brewery information,

and you may find that somebody else has done at least some of the work for you. Plus reading as many brewery histories as possible will also expand your knowledge of the industry, which you can then apply to your individual case.



Make sure to attend all the breweriana shows you can, too. You will run into some of the darnedest people there, many of whom will happily share information with you. While relaxing at an outdoor breweriana show last spring, we were approached by a stranger asking if we were interested in information on the Stecher Brewery in Murphysboro, Illinois. After replying "of course", we were rewarded with copies of newspaper articles about the man's grandfather, a one-time Stecher brewmaster. Incredibly, his brewing career came to an end when he was murdered in the brewery by a disgruntled former employee!

The various industry magazines are another great resource for finding facts that just won't be found anywhere else.

Western Brewer and Journal of the Barley, Malt and Hop Trades, which dates back to the 1870's, *American Brewer*, *Modern Brewery Age* and others are invaluable sources for brewery historians. Of course old copies of these magazines aren't



exactly easy to get your hands on! But once you find a source, you'll find your time investigating these publications well rewarded.

Another apocryphal

source of brewery history is H. S. Rich and Company's 1903 book *One Hundred Years of Brewing*. This massive, 719-page volume covers worldwide beer history from its ancient origins to the beginning of the 20th-century, and is loaded with illustrations.

While the original 1903 work is quite rare, brewery historians are grateful that the book was reprinted by the Arno Press in 1974. A primary focus of "100 Years" is the history of a tremendous number of United States breweries, ranging from a single paragraph to much more comprehensive stories. This book is truly a priceless gem, but again beware -- it appears in many cases the early histories came from the brewery owners themselves, and they were not always 100% accurate.

Annual brewer's guides such as those published by the trade journals *American Brewer*, *Modern Brewery Age* and *Western Brewer* (the latter under the title "Wing's Brewer's Handbook") are likewise invaluable sources of information. Some versions list the brewery officers and other facts, such as the years that bottling or canning lines were installed. If you are lucky enough to stumble across an 1870's copy of *Wing's Brewer's Handbook*, you will be treated to a listing of breweries by state, with production numbers, types of beer produced, and whether the brewery did its own malting or not. Many previously unknown breweries can be found in these old guides.

Finally, don't forget the current tabloid-type papers like the *Cream City Suds* that cover brewpubs and the microbrewing industry. Many times historical articles and other items of interest appear in their pages.

PUBLICIZE YOURSELF

Get your name in the hobbyist magazines by having stories

printed. People will see them in hard copy or on the internet and will start contacting you. Don't be surprised if your phone starts ringing after the article appears -- or in the case of our W. J. Lemp Brewing Company of St. Louis article, never stops! Whether the callers are historians, relatives, or both, they'll have unique facts to share with you.

Also get your name in the local newspaper. Feature writers and columnists always have space to fill, and may accommodate you surprisingly easily, with either a story about your collection and interest in history, or information about you and an upcoming area show. While some readers may call wanting to sell you their Billy beer cans, others will call who can provide valuable information, or at least better breweriana.

Even a want ad can get results. While researching the Mascoutah (Illinois) Brewing Company, we placed a classified ad in the Mascoutah paper begging for information and breweriana. Local history buff Lisa Bumpus answered our call, and while she didn't have any corner signs for sale, she did have considerable historical information, and a wonderful photo of brewery workers posing in front of one!

The process can also work in reverse, so keep an eye on ads placed by others. One of us recently responded to a newspaper ad placed by a man from central Missouri looking for information on Louis Abegg, his great-great-grandfather. Recognizing the name as that of a pioneering brewer in his hometown of Collinsville, Illinois, what little info known was sent to the gentleman.

This information that his ancestor had co-owned the Collinsville Brewery was news to him, and he replied with some astounding



facts -- including a drawing of the Abegg family's Alsace-Lorraine brewery that Louis had worked at prior to migrating; that he had brought a copper kettle with him on the boat journey to the U. S. (which the family still owns and makes apple butter in); and records from Louis' diary which contained a ledger of beer production (or sales, we can't read the German) in Collinsville during 1858!

LASTLY, BE CREATIVE!:

BEER CLOTHES AS A FASHION STATEMENT: One of our tricks of the brewery researching (and collecting) trade is to wear vintage brewery worker's hats, coats, shirts, and boots to antique shows or flea markets. While wearing such garb we have been flagged down many times by former brewery workers, or their relatives, wanting to talk "about beer". These impromptu conversations have led to the capturing of good anecdotes (some used in our articles) and on occasion, a chance to pick up choice breweriana. During one occasion, the using of the "beer clothes" technique led to the purchase of hundreds of obscure pre-Prohibition bottle labels, hauled home following a chat initiated by a stranger. The old gentlemen was curious

about the 1940's Stag beer deliveryman's hat one of us was wearing. He soon after mentioned that his grandfather had collected beer labels in the early 1900's, then made an offer to sell the collection, a tender which was quickly accepted.

COMPANY DOCUMENTS: When available, original brewery records can provide a wealth of information. Many contain business details and candid comments written by company executives. In addition, reading old brewery ledger books and correspondence can provide clues for additional topics to explore.

While studying the 1864 cash ledger book of the John B. Busch Brewing Company of Washington, Missouri, we were puzzled that October had entries for the first week, but was blank for the remainder of the month, hinting that the business had suffered some kind of disruption for a few weeks. We speculated that perhaps a major fire had occurred, or that perhaps a storm had battered the building. Entries in the ledger resumed on November 1, most making payments for repair work, or for the replacement of "lost" equipment. Strangely, there were few income postings for beer sales during the month. Clearly, something had happened the previous month. We kept this mystery in mind as we researched further. Finally, our curiosity was rewarded. We discovered that what had halted entries in the ledger was not an act of nature, but the Confederate Army! On October 4, 1864, Confederate troops invaded Washington, Missouri. The local Union troops, including brewer John B. Busch, had fled town the first day of the occupation. During the remainder of their stay of several days in town, the Rebels spent their time at the Busch Brewery and mansion, ripping up carpeting and wallpaper in a search for gold and jewels that the Busch family was rumored to have hidden on the property. We now knew by this new information that the November ledger expenses for materials were for damages caused by the vandalism looking for loot, and for kegs, hoses, horses, and wagons stolen by the retreating "Johnny Rebs". Further, we noted that the lack of beer sales in November's ledger provided credence to period reports that the invaders' had indeed drank the brewery dry during their stay!

Unfortunately, finding these records is not as easy as it used to be. Countless collectors have raided the old abandoned breweries littering the country, so not many treasure troves of file cabinets are left.

THE INTERNET: A modern source for history is the internet. Using various search engines from the convenience of your own home, you can find magazine articles, items on local history, and many other surprises via the computer. Whatever the topic, you can often find something you don't have. In judging the accuracy of what you find, though, it's best to consider the source, which can range from original historical documents to an amateur's web site.

DOCTORAL/MASTER'S THESIS: One surprising source may be papers submitted by collegians as part of their master's or doctoral studies. To find if there are any related to the brewing industry, call the front desk of your selected college library, as there is always someone in charge of keeping track of these theses by topic. St. Louis historians are lucky to have a paper on brewing history written by James Lindhurst in 1935, a comprehensive study of the local industry, from its origins through the



1860's.

Such papers not only tend to be well-researched, but the fact that they are footnoted not only verifies their accuracy but can be a guide to additional sources. They may also have used sources that are no longer around or impossible to track down today.

NATIONAL ARCHIVES AERIAL PHOTOS: Snapped in the late 1930's, these aerial photos cover about 85% of the continental United States. We have never gotten around to checking this source out. Maybe some reader of this article can do so, and let us know if this is a good source of information?

Lastly, be creative, and don't be bashful. Undoubtedly there are other sources not mentioned above. Perhaps the most important thing to do is to get the word out to all your acquaintances that you are interested in brewery history. Recently, one of the authors was seated next to a Jesuit priest at a wedding reception. The small talk eventually turned to the topic of local brewery history. Father then mentioned that decades ago he had done considerable research for an unpublished thesis on St. Louis brewery history. Later it was learned that the pairing together of the two at the table, which had led to the discovery about the unpublished research, had not been an accident. Some time ago, the wife of the author had discussed our interest in brewery history to the person arranging the reception (a relative of the padre), and the comment was later remembered when seating assignments for the banquet were being made. As an aside, this clergyman has since promised to provide us copies of his research, which include tape recordings of interviews conducted with since departed pre-Prohibition brewery workers!

Yes, you never know who can help you -- one of us had visited his dentist several times before the topic of breweriana came up, and incredibly, Dr. Schaulat's grandfather had been the final corporate president of the aforementioned Stecher Brewing Company! There's nothing quite like the possibility of learning brewing history to soothe the pain of having a tooth filled.

So happy researching and remember, if we don't record brewery history today, it may be lost tomorrow!

Both Kevin Kiouss and Donald Roussin are members of the National Association Breweriana Advertising, and items from both of their collections were utilized in this article. The authors would like to thank the following for assistance in preparing this article: George Baley; Tim and Jennifer Conklin; Curt and Ellen Faulkenberry; Bob Kay; Kent and Joan Knowles; and, Rick Zimmer.

Convention Pictures



Bob Markiewicz and Jon Huntington enjoy room to room trading with Norm Jay



Richard Hager confirms the rarity of this image on a Minnesota Beer Tray. Richard is the recognized authority on the history of printing on metal.



An outstanding selection of trays offered by Norm Jay



Everyone enjoyed the outdoor patio of the hospitality room.



Pre-Pro items seen in room to room trading.



A great Tin Sign seen in a room.



Outstanding room to room trading display.



Barry Travis, Steve Ketcham, Brad Wilmes, Pat Stambaugh, and Jeff Heinz follow the photographers instructions.

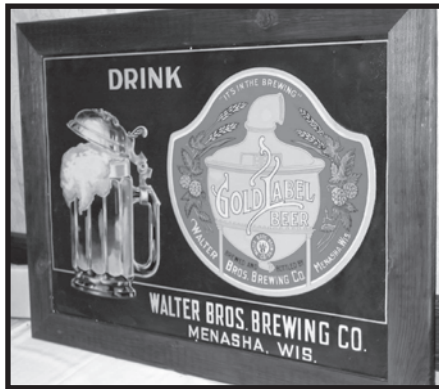


Bill Stein, Convention Chairman Bob Hajicek, along with John and Sally Husnick and Gary Pelletier. Bill Stein generously provided his talents to the NABA Convention.

Convention Pictures



The Welytok's always bring great breweriana!



An outstanding 1930's tin sign from Wisconsin.



Bob Post at the public show.



Pat Stambaugh pours as fast as he can for Larry Bowden and Ken Ostrow on Micro Brewery Night.



Great signs seen at Rei Ojala's home tour.



An awesome paper lithograph showing the Theodore Hamm Factory. This one showed up on the last day of the convention. Hope you didn't leave early!



Bill Stein and his "Groupies", Mary Jo Hajicek, Sue and Molly Flerlage.



Mike and Nola Scherer along with Jack and Dianne Linna at the public show.



After years of NABA Conventions, the Haessler Kids finally emerge from under their sales table.



Bill Stein can perform his talents on any medium.

More convention photos on back cover.

Executive Secretary's Report

From what I have been told it was a great convention. Unfortunately I was sick the first two days and not much better the last. It turned out some bad chicken I was served at my favorite Chapel Hill restaurant was the culprit. Our membership stands at 967 as I write this article. The bad news is we hope 133 of those renew to stay active. If you know anyone who is undecided upon renewing, please encourage them to do it now.

Start planning your membership Directory Ads for the 2004 NABA Membership Directory. Rates for this year are inside front or back cover in color \$125, outside back cover in color \$300, full page in black & white \$80, half page \$50, quarter page \$25 and business card size for \$15. Deadline is January 15th.

Please email me if you have any questions.

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 on page 27. Special thanks to George Baley (1), Bob Hajicek (7), Mary White (1), eBay Auction (1) and the NABA Web Site (6) for recruiting these new members.

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

Travels with Brewster Continued

porter. It was a good but not great beer. As the tourist season picked up they planned to have three beers on tap. This is a seasonal operation, closed during the winter months. They have glasses and shirts for collectors. Very friendly folks running this brewpub.

The Realbeer website indicated there was another brewpub in the Black Hills in Lead, SD but alas it is no more. So from there we headed north to North Dakota with only faint hopes of hitting another micro of any form until later in the trip when we turned east to head home through MN and WI and then just maybe our route would take us near beer.

We had a reservation for lodging that night in Medora, ND at what was billed as an older historic property. Well, as luck would have it, we decided to take a 36 mile gravel road into Medora, the so-called back way into town. As we neared town we could see what looked to Fred to be old military barracks (he was traumatized in his early years having lived in old military barracks) and as we started to drive past these dreary looking buildings we saw the sign. This was to be our lodging for the night. Uh no. The town of Dickinson was only 30 miles away and had a nice sounding B&B so we cancelled Medora and headed east. The B&B was nice and as Mary was looking over the list of brewpubs we had printed discovered there was a brewpub in Dickinson. Hallelujah!

So off we headed to the Rattlesnake Brewpub for dinner and nourishment. They closed the kitchen at 9:00 and we walked in at 8:57 but ordering food was not a problem and they were happy to have us there. The bartender was also the new brewer and so was knowledgeable about the beers. We first had a pint of their Red Ale which was drinkable but not outstanding. Discovering that we liked hops the brewer poured a pint of his newest brew, an Extra Pale Ale. This was

it, our second Brewster Brew 4-Paw Pick **** of the trip. Just an excellent rendition of an English ESB. But as good as that was we wanted to sample more of their fare and so we ordered a porter. It was suggested that we might want just a small taste of it first. When the brewer suggests a small taste first it makes sense to go with the suggestion. The porter was awful: it shouldn't have been served.

Now we don't make it a practice of badmouthing beers in this column because individual tastes vary widely and what is good to one might not be so good to another. But we have to be honest when something is wrong and serving a beer like that porter is wrong. The owners of the brewpub have to know when a beer is so far out of line and they should have the intestinal fortitude to dump it and not serve it to the public. Serving bad craft brewed beer is bad for business not only for the establishment doing the serving but it hurts the whole craft beer movement. If anyone tried this beer as their first craft brewed beer they would likely never try another one. This particular beer was brewed by the previous brewer and as indicated above the new brewer had an excellent beer on tap. So they are moving in the right direction. The food was quite good also. The Rattlesnake has shirts but no glassware. With the new brewer on board, we see this place only getting better.

Well, that's all for now. We do recommend this trip for anyone who wants to get away from it all. There are a lot of wide-open spaces with a few small towns (and I mean small). To put things in perspective, we made it to the town of Brewster, Nebraska - for obvious reasons, a must see. Although it is a county seat, we think our Brewster is bigger.

Cheers!

New Members

Akin, Ronald
2451 Newport Ct
Oskosh WI 54904-7317
920-233-0815
rakin80110@aol.com
All Breweriana; Oshkosh
and Hortonville WI Breweries

Berthiaume, Paul (Monica)
7256 Kirkwood Ln N
Maple Grove MN 55369-5206
W763-268-6447
paul_berthiaume@cnt.com
Signs; Hamms & Grain Belt

Blumhagen, Bruce
506 Hunter Ln
Garfield MN 56332-8413
320-834-2743
moss84sucks@yahoo.com

Buol, Peter J (Deb)
2510 10th St
Monroe WI 53566-1807
608-328-2150
cardinalpete@yahoo.com
All Breweriana-Bottles-Cans
Mugs & Steins-Tap Knobs
Tip Trays

Chaney, Jim (Debbie)
PO Box 694 8038 Main St
Miamitown OH 45041-0694
513-353-1363
All Breweriana; Burger Beer,
Burger Brewing Co,
Cincinnati, OH

Cieslak Jr, Edward J (Maureen)
761 Saylor Ave
Elmhurst IL 60126-4729
630-832-8757
All Breweriana(WI) Coasters
(Micro); Advertising Items
Signs; Chief Oshkosh,
Peoples, Oshkos

Davis, Dave (Rayann)
855 Allen Dr
West Saint Paul MN 55118
651-224-4442
d.r.davis@comcast.net

Foley, Thomas (Shelley)
204 Scott Ln
Waconia MN 55387-9682
952-442-5582
tsfoley@sinclair.net
Lithos-Signs-Statues-Trays;
Independent of Seattle WA &
Leinenkugels

Freimark, David
624 Otter Ave
Oshkosh WI 54901-5106
920-233-5920
dfreimark@new.rr.com
Labels-Post Cards;
Wisconsin (Berlin, Ripon,
Princeton, Fond Du Lac)

Heinz, Jeff
2071 Timberwood Dr
Chanhassen MN 55317-9669
952-470-9769
murf62@infi.online.net

Jensen, Jeff L (Shelly)
208 W 74th St
Richfield MN 55423-4101
612-869-6231
Calendars-Lithos-Neons
Reverse on Glass-Signs
Trays; Glueks

Maule, Tom
320 Copano Ridge Rd
Rockport TX 78382-9632
361-727-2237
tmaul@dbstech.com
Clocks-Glasses-Neons
Signs, Tap Knobs

Moen, Bill (Sandy)
1773 Flandrau St
Maplewood MN 55109-4601
651-214-8762
badgerbars@tavernales.net
Books & Magazines-History
Paper Items-Photos-Post
Cards; Wisconsin, Co-Author:
Badger Bars and Tavern Tales

Olson, Keith (Karen)
17021 Oak St
Little Falls MN 56345-6443
320-632-4066 F320-632-4066
noslo@brainerd.net
Glasses-Mirrors-Neons
Openers-Signs-Trays; Kiewel
of Little Falls MN

Otto, Jody J (Lovanne)
1445 97th St E
Inver Grove Heights MN 55077
651-455-9261
651-335-8991
651-731-8527
jjotto@yahoo.com
All Breweriana-Cans;
Minnesota (esp Cone Tops)

Pawlak, Robert
260 N Pine Rd
Bay City MI 48708-9134
989-893-5623
bopav@aol.com
All Breweriana-Books &
Magazines-History-Signs
Statues-Tap Knobs

Rudrud, Dave
121 19th St S
La Crosse WI 54601-4253
609-745-1709
daveandlisa-1@msn.com
All Breweriana-Dealer-History
Labels-Photos-Signs; Blatz,
Old Style, Heileman, La
Crosse, Gluek, Fox Head

Ventzke, Craig (Vickie)
1837 Park Blvd
Fargo ND 58103-4735
701-293-1547
kicrvi@aol.com
All Breweriana-Signs; Hamms
& Grain Belt

Viner, Carl
2418 S 13th St
La Crosse WI 54601-6217
608-788-1749

The Miller Market Place and Brew Kettle Museum

A Contemporary Texas Tale of Boom and Bust

by Ed Culbreth

Miller Brewing Company came to Cowtown (as Fort Worth is often known) in 1966 making one of its first steps toward brewing outside Milwaukee. Miller purchased the then one-year-old Fort Worth Carling Brewery plant. Carling never actually brewed for actual sale and the plant was too small for Miller's plans. A renovation was undertaken to increase annual brewing capacity from 300,000 barrels to 1,000,000 barrels. The work took several years and had Fort Worth residents buzzing. The new brewery made its debut in September 1969, when it was finally determined that production quality exactly matched the brew produced in Milwaukee. Miller publicity of the time described the opening as a slice of historic Milwaukee with a German beer garden, polka music, and traditional foods (bratwurst and the whole works). There could be no doubt that Miller had arrived in the Lone Star State. And this presence has continued to expand with the current barrelage production reported to be 8 million for consumption in ten states.

A Breweriana Museum Comes to Fort Worth

With such an auspicious beginning and a proven record of success in Fort Worth, it was not totally surprising when Miller took bold measures to promote its corporate image as a historic leader in the brewing industry and further good customer relations. A major acquisition was made of the widely acclaimed Haydock Collection housed at the Oldenburg Brewery in Kentucky. And plans were undertaken for new brewery visitor centers in Milwaukee and Fort Worth. The hearts of Texas breweriana collectors were gladdened in August 1998; with the grand opening of a magnificent new state-of-the art visitor center housing the Miller Marketplace and Brew Kettle Museum. The occasion was a fitting sequel to the opening of the newly renovated brewery nearly thirty years before. "Miller Town", a large mural painted by a Texas artist was unveiled for permanent display in the visitor reception area to commemorate the partnership between Fort Worth and the Miller Brewing Company. No expense was spared to insure that everything was first class. For from a locally conceived/directed project, Miller corporate executives, architects and professional decorators were involved from the start through project completion. Located in close proximity to the brewery, this visitor friendly facility afforded convenient parking, a well stocked retail shop for Miller memorabilia, hospitality suite (with outdoor beer garden), and museum gallery all included in the free admission. Large graphic displays depicted the brewing process and historical brewery scenes. A large gallery had the

top of an antique brew kettle incorporated into the ceiling. An impressive display of antique brewing equipment and Pre Pro breweriana of all types competed for the viewer's attention. In addition, there was a separate display area designated as the Texas Showcase where local collectors were encouraged to exhibit items of Texas breweriana. Also, the facility was readily available for scheduled meetings of collector and distributor groups alike. Publicity concerning the Marketplace and Brew Kettle Museum was done through billboards as well as literature distributed through the Fort Worth and Texas state visitor bureau. Some 100,000 visitors reportedly visited the facility each year. It was a very grand place for anyone with any interest in the brewing industry. Visitors could readily gain an appreciation of the brewing industry, its history, and sample the products of a major industry leader.

The Demise.

In view of its very encouraging start and the obvious large expense involved, It would seem that this very impressive facility would have a bright future. So it was totally unexpected when collectors with items on loan for display in the Texas Showcase received telephone calls from Miller in Milwaukee. The message said the Miller Marketplace and Brew Kettle Museum were closing. There would be a meeting on 24 March 2003, for collectors to pickup their loan items. And there would be a sale of Texas breweriana for the attendees at this meeting. Suffice to say, it was a rather subdued group of 20 collectors who gathered to hold something of a wake and retrieve their loan items. It turned out that the facility had closed to the public on 18 March and the merchandise from the retail shop was already packed for shipment. It must be, remembered that Miller is no longer owned by Phillip Morris and is part of South African Brewing. Most of you are undoubtedly familiar with the old Irish saying, "an ill wind that blows no good" and this would seem to be the case in this instance. Despite the somber tone of the occasion, the gathering of collectors to pickup their items was not all gloom and doom. A wide variety of nearly one hundred items of rather rare, mostly Pre Pro breweriana was being offered to the highest bidder in an informal auction. Only a small portion of the collection within the museum was sold. They indicated that the remainder would be sold on eBay. And this includes some really great items. So be alert if you are interested.

Remember "tis an ill wind that blows".

Buy ~ Sell ~ Trade

WANT TO BUY STROH'S BEER anything/everthing. Especially "MIRRORS": STATES, CITY & Political *VIRGINIA, *MICHIGAN, *WASHINGTON DC, *DETROIT, *CHICAGO. Also, STROH'S LICENSE PLATES "WELCOME TO _____". Thanks Richard Flora, 1206 Mason Lane, Vinton, VA. 24179. (540-890-6098) RZFFLO2@aol.com. V123

CHICAGOLAND BREWERIANA BOOK shooting is beginning in October 2003 and will continue until early 2004. 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

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. V123

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

RHODE ISLAND BREWERIANA WANTED by "New England Breweriana" book co-author. Paying top \$\$ for pre-Pro and 30s pieces from Narragansett, Hanley, Providence, Consumers, Roger Williams, Eagle, Rhode Island and Hand Breweries. Please contact Ed Theberge, One Pine Lane, Warren, RI 02885 or email: ed@vintageadvertising.com. V125

MINI BEER AND GO WITHS. Always buying mini beers, a few at a time or complete collections. John Weatherhead, (678) 393-8505 or email me at wxxhead@msn.com. V125

FLECKENSTEIN OR FLECKS BEER ITEMS. Always looking for Fleckenstein Brewing items (Fleck's Beer) from Faribault, MN. John Weatherhead, (678) 393-8505 or email me at wxxhead@msn.com. V125

COLT 45 MALT LIQUOR memorabilia wanted. Anything and everything related to above. Price and describe in first letter please. George Virginnes, Box 13761, Albuquerque, NM 87192. V123

SORRY GUYS!

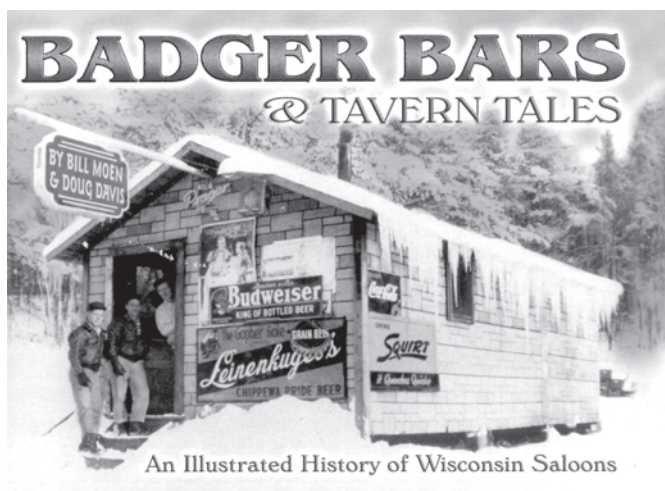
I missed crediting 4 contributors (out of 60) to the new Vintage Tap Marker Book for allowing me to use some of their ball knobs. The missing were Rich LaSusa, Dar Waer, James Dermody and Dave Farrah. George Baley

Book Review

Badger Bars & Tavern Tales (An Illustrate History of Wisconsin Saloons) by Bill Moen and Doug Davis.

Last issue we presented an excerpt from a new book by the team of Moen and Davis entitled "We Made It Good, You Wouldn't Drink It". Bill and Doug planned to introduce the book at our Convention, but typical production delays caused the date to be missed. Now it is available!

This is a walk through the dozens of taverns that dotted the Badger state starting in about 1823. As a kid growing up in Chicagoland in the 1940s, we made a trip each year up to Webb Lake, WI stopping in Spooner for supplies. My dad and uncle also made a stop at a local tavern to wash away the 400 mile trek. Since I was not even a teenager at the time, I dutifully sat by and watch them have a couple. As I



flipped through the pages of Badger Bars & Taverns, I couldn't but feel I had been in some of these places.

The wonderful thing about the book is that it can enjoyed by everyone regardless of where you are from. The 100s of black and white pictures could have been taken in a dozen different states. The short stories sprinkled throughout the book

make for great reading and will tickle the memory of all who read it.

Priced at \$16.95, you can order your copy directly from Bill at: badgerbars@tavernales.net.

Events of Interest

October 17-18 - Maplewood, MN

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

October 25 - Orland Park, IL

MONARCH CHAPTER (NABA) - at the Orland Park Civic Center; Just off Route 45; Saturday 10 am to 3 pm. John Bitterman (815) 725-7770 or email: jebitter@aol.com

November 2 - Collinsville, IL

GATEWAY CHAPTER (BCCA) at the Gateway Convention Center, 9 am to 3 pm. Kevin or Patty Kious (618) 346-2634 or email: whoisthealeman@aol.com.

November 2 - Madison, WI

ANTIQUÉ ADVERTISING & BOTTLE SHOW AND SALE. Quality Inn South, Hwy 12-18 (Exit 142A) 2916 E. Broadway, 9 am to 3 pm, Bill Mitchell, (715) 341-6860

November 14-15 - Pottstown, PA

51ST SEMI-ANNUAL VALLEY FORGE BREWERY COLLECTIBLES SHOW Sunnybrook Ballroom & Ortlieb's Brewery & Grille, Fri 2 pm to 9 pm, Sat. 9 am to 3 pm, Larry Handy (610) 439-8245 or email: ohhugo@aol.com

November 16 - Elk Grove Village, IL

CHICAGOLAND BREWERIANA SOCIETY (ABA) VFW Hall Sat. 10 am to 2 pm Ray Capekm (630) 778-1482 or email: rbcapkek@aol.com

November 30 - Blue Ash, OH

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

2004

February 12-15 - Fredricksburg, VA

24TH ANNUAL BLUE & GRAY (BCCA/NABA), Ramada Inn. Ray Johnson (703) 971-3549

March 11-14 - Ft. Mitchell, KY

28TH ANNUAL LUCK O' THE IRISH-MINI CONVENTION & BREWERIANA SHOW (NABA's Queen City Chapter) Holiday Inn, exit 188 on I 71/75. Dave Gausepohl (850) 371-4415 or email: beerdave@fuse.net

March 28 - Bloomington, MN

33RD ANNUAL ANTIQUE BOTTLE, ADVERTISING, AND STONEWARE SHOW AND SALE (Minnesota Bottle Clubs) Days Inn, 1901 Killebrew Dr. Steve Ketcham (952) 920-4205 or email: s.ketcham@unique-software.com

April 14-17 - San Francisco, CA

26TH ANNUAL JUST FOR OPENERS CONVENTION.

Holiday Inn Fisherman's Wharf. John Stanley (919) 419-1546

June 15-19 - Denver, CO

ABA -XXIII CONVENTION (members only), ABA Headquarters (719) 344-9267

August 4-8 - Waukesha, WI

33RD ANNUAL NABA CONVENTION (Members Only)Country Inn Hotel, I-94 (Either exit 291 or 293), Room-To-Room Trading Wednesday-Thursday Breweriana Auction Friday. Public show on Saturday. Bob Flemming (262) 965-5017

September 1-4 - Dearborn, MI

BCCA CANVENTION 34 (members only), Hyatt Regency, BCCA Headquarters (636) 343-6486

2005

August 3-7 - South Bend, IN

34TH ANNUAL NABA CONVENTION. Marriott Hotel, George Baley (219) 325-8811 or email: gbaley@attbi.com.

2006

August - Louisville, KY

35TH ANNUAL NABA CONVENTION
For information contact Roger Ownes, Kent Speer or Mike Brown.

2007

August - Bay City, MI

36TH ANNUAL NABA CONVENTION
For information contact Ricky Schmidt or Rebecca McShane.

**See the inside front
cover of this issue
to get more
information on
upcoming
conventions.**

WANTED

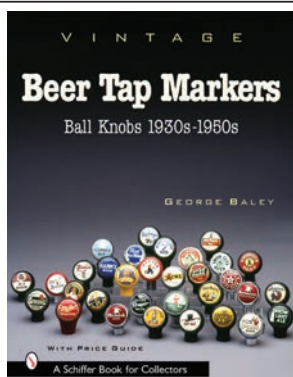


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1930s-1950s**

Following the end of Prohibition on April 7, 1933, through the mid-1950's, a style of tap marker nicknamed the "ball" knob was widely used. More than 2000 colorful ball

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219-325-8811
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