



# *The* BREWERIANA COLLECTOR

*A publication of the  
National Association  
Breweriana Advertising  
"America's Oldest National Breweriana Journal"*

Volume 124

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Winter 2003/2004



JACKSONVILLE BREWING COMPANY  
SCHMULBACH BREWING COMPANY

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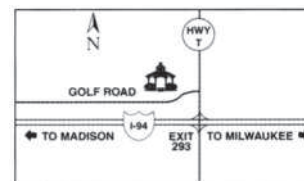
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**WINTER 2003/2004**

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Tin sign. Blatz, Blatz Brewing Company, Milwaukee, WI. Copyright: Chas. W. Shonk, Chicago Brewery: 1852-1920, 1933-1958. Size 12".

#### **PHOTO CREDITS**

Mary White, Dale Miller, Bob Kay, Ed Culbreth,  
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## President's Message

Another year has passed and the collecting hobby is still as active as ever. This summer we will be enjoying a great convention in the Dairy state of Wisconsin and specifically Waukesha, just outside of Milwaukee. Chaired by Bob Flemming, this year's convention promises to be a super affair. Please checkout Bob's chairman report in this issue. The graphics on the back page were designed by Steve Peters and is one of the finest efforts to promote any breweriana event. The convention team has promised a time in Waukesha to rival any of the past conventions. Mark August 2-8 on your calendar now and make

your reservation for a room at the County Inn Hotel.

In the last issue, we presented a proposal by the Brewery Museum Foundation to have members of various breweriana collector groups sit on their Board of Directors. Your Board, at our October meeting at the Hoosier Chapter show, voted to continue exploring that offer by having representation at a meeting held in St. Louis last month. A report will be provided to the Board at our meeting at the Blue and Gray show next month in Fredricksburg, VA. Your input on the subject of museums is welcome and can be conveyed to any Board member. This issue follows up with some additional pictures

from Ed Culbreth taken at the demise of the Miller Museum in Fort Worth, Texas.

It's that time of year again when nominations for this years' election are being sought. If you would like to run for the Board, please contact John Stanley or myself, before April 1, 2004. If you know of a good candidate and would like to contact them or have us contact them, please feel free to do so. Ballots for the 2004 election will be sent to all members in mid-April, along with the Membership Directory and Convention packet. We look forward to your interest in serving on the Board.

George Bailey



## From the Editor's Desk

Welcome to 2004 and the 124th issue of the BC, "America's Oldest National Breweriana Journal". Some of the format changes we have been tossing around are starting to take their place and others will be introduced over the next several issues.

What's New? To begin with the BC has moved to 40 pages, up from the historic 32. This is only possible because of the increased contributions by you, our members. In going to 40 pages, we were able to increase the number of pages in color by 4, thus giving more opportunity to show off many of the breweriana items in color that would have been in black and white. A trade off necessary to add the extra color was to change

the cover of the Journal to the same paper weight as the balance of the issue. I know some may have liked the "feel" of the old covers, but hopefully the addition of 8 more pages, half of which are in color will be an acceptable compromise.

We are moving towards a switch in the number of columns per page from two to three. This change will allow for more options in laying out articles that use pictures and other graphics. The print size will remain the same for those of us with less than 20/20 vision. The index page has taken on a new look which should make finding what's in each issue a little easier.

Rich LaSusa has signed on to author a column on "Let's Talk Breweriana". In future issues Rich

will be bringing on some interesting twists and treatments of what is going on in the breweriana arena. Another new contributor is Dave Gausepohl, as editor of his "A Rear View Look at Brewing News" column. His focus will be on what's happening in the brewing industry. For those of you who may not have worked with Dave or read his writings, he is quite the author. In the November 2003 issue of *All About Beer*, Dave authored an article on the history of the beer can. In January it was on animals in beer advertising. I know we will all look forward to Dave's future treatments on what's happening in the industry today.

George Bailey





# "Let's Talk Breweriana"

*By Rich La Susa, Feature Editor and Brewery Historian*

I was at a breweriana show recently and a collector asked me a familiar question: "What are these worth?"

These, in this case, were two embossed Chicago beer bottles from the late teens-as in 1915 to 1919. They were fairly common Conrad Seipp and Keeley Brewing Co. 12- bottles; one clear, the other amber. We see more clear Seipp bottles than amber and the Keeley had a few lines of rather plain block lettering instead of the more fancy script letters make the bottle more interesting and desirable to collectors. But other than that, nothing about the bottles was noteworthy.

I told the collector the bottles most likely were worth about \$3-5 each, if you could find someone to buy them. An item's worth often is established by what someone is willing to pay for it, despite what the "book" says.

On my way home from the show I thought about embossed bottles. Not the most enlightening of thoughts, far more interesting than thinking about the multiplication tables, but those a brewery and breweriana historian has on occasion.

My conclusion, after thinking it over: I really don't know much about embossed bottles. Sure, I have a reasonable working grasp of the history of the beer bottle. I know enough about blob tops, Hutchinsons, Lightning stopper tops, wire and porcelain-stopper tops, and the last generation of embossed bottles that used crowns and may have had labels. I've read about the history of beer bottles, the evolution of bottles from 1860s-70s blob tops to the familiar crown and screw-top bot-

tles of today.

But I somehow missed "Bottle Evaluating and Pricing 101." I really don't know much about what pre-pro bottles really are worth. And I don't know anyone in the Chicago-area breweriana collecting community who really does. Even those who collect them! Like most collector/dealers I know, pricing involves little more than putting a sticker on a bottle and penning in a dollar amount. Good old educated winging it and seeing if the piece will sell at that price.

At one time, before I decided to reduce the size of my collection, I had more than 200 Chicago embossed beer bottles. I kept about two dozen, those from my favorite breweries and others that had interesting graphics and lettering. I can't recall paying more than \$20 for any of them.

Some were purchased in antiques shops and malls, at flea markets, garage sales and antiques and collectibles shows and from other collectors for less than \$5 or \$10. I'm sure I gave only a dollar for most. I confess, however, that I don't know if I got a "bargain" on any of them or of if I "overpaid." Or maybe I simply paid what they were "worth," whatever that is.

I can't recall ever putting more than a \$10 price tag on any embossed bottle. It seems that \$1 or \$2 is the norm.

I recently helped a long-time and

savvy collector price more than 100 clean embossed bottles for his estate sale, and a like number in less-than-pristine shape. If it was a blob top, had fancy graphics or had the name of a small and somewhat obscure brewery, the price was higher. Pure scientific guessing. We priced the better bottles at \$15 to \$20. These included a few beauties from Tosetti, Henn & Gabler and Paul Pohl. Some had clean porcelain stoppers intact. The more common brands-such as West Side, Monarch, Edelweiss, Atlas, Seipp, McAvoy-were priced at \$1-5 each because they had plain block letters or ordinary script lettering. The objective, after all, was to sell the bottles.

Only a dozen sold, even though embossed bottles were listed in the classified ad for the sale. Only a few local collectors were even tempted to show up at his doorstep to take a peek at the bottles. Customers just were not beating down the doors to buy embossed beer bottles. A few more sold at the second sale and the remainder have been boxed up for a future sale. Perhaps I could attribute all this to a general lack of interest in this type of bottle. Embossed bottles lack the flash and dash of colorful pre-prohibition or 1930s/40s label bottles.

Who knows, a collector with a strong interest and expertise in embossed bottles may have missed a good opportunity to buy some "gems" at bargain prices.

This reminds me of a bottle show Chicago-area breweriana expert Bernie Gould and I did a few years ago. Bernie was set up in the back of the hall and was doing a fairly good business. Most of the bottles I brought to sell or trade were of



the milk and soda pop varieties. I had a few embossed and IRTP labeled beer bottles on my table, but nothing special. I sold more painted-label soda pop bottles and embossed and painted milk bottles that day than beer bottles of any variety. It was my first bottle show and really didn't know what to expect.

Set up next to me was a rather quiet chap whose sales items made for a modest display. He had about 15 twelve-ounce embossed beer bottles and a few exotic-looking bitters bottles lined up across his table. Most of his beer bottles were from Chicago breweries, but older (1870s/1880s) blob-top versions of brands we routinely see. He sold most within a few hours. And at prices from \$75 to \$125! Naturally, I was amazed and a bit curious as to how he made these sales. There was no evidence he hypnotized his customers or sprinkled pixie dust on them. Aside from being clean blob tops with interesting lettering and graphics, none would make me jump and shout with glee. I had at least three similar-or even the same-in my collection. At home, of course. I had the urge to drive the five miles to my house, take bottles from my display and offer them for sale at the show. I didn't believe it would be worth the effort. But I didn't know exactly why.

My show neighbor had lots of action in a short time, with at least four different customers buying most of his bottles. Why? That was the thought on my mind as I watched these transactions. I hustled back to Bernie's display and told him what was happening at my neighbor's table. He, too, observed-in disbelief. Bernie had at least one of the bottles for sale on his table for a "realistic" \$20.

Two of the guy's customers came back and thanked him at least twice for giving them the opportunity to spend \$95 for an embossed blob-top! You would have thought they had won a lottery jackpot. I wanted to follow them to their cars

and ask them why they were so giddy, why they happily paid so much for a beer bottle. What made these bottles so special? I wanted to tell them I had some of these bottles at my house, that I would sell them for a lot less money than they had just paid. But that would be improper behavior, not the smart or considerate thing to do. Maybe you would disagree.

The successful dealer did go back to his house for more bottles and quickly sold them! While he was away I spoke to the guy's wife. She thought he was a genius. I asked if he collected embossed beer bottles. "Oh no," she replied, "he just buys them at garage sales and auctions and resells them. He just knows what he's doing." Of course. Her husband's customers, she explained, are regulars and he has to work hard to find good bottles for them. I'd also like to know where he buys these bottles. Perhaps he attends our shows and buys at our low prices. Amazing! I had never seen his buyers before that bottle show or since. Who they are and why they buy the bottles remain a mystery.

Somewhere, there are collectors who don't attend our shows but have lots of money to spend on bottles we think of as common and not "worth" much.

This guy actually was getting prices for bottles higher than those listed in some of the sometimes absurd general collectibles books. Maybe those books aren't as silly as some believe. However, I'm still reluctant to buy embossed bottles for resale. Perhaps I would if I also could buy a magic wand to wave at prospective buyers.

No, I didn't talk with my neighbor,



other than to exchange a greeting. He didn't seem very friendly. I was concerned I would fall under his spell and buy a bunch of \$75 bottles-and think I was getting a good deal!

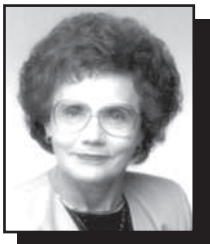
This guy had to know something most breweriana collectors with whom I associate don't know. Or perhaps the bottle buyers didn't have a clue what they were doing.

I'm certain general antiques guide books show older pre-pro bottles and set prices for them well above what most "expert" breweriana collectors believe to be reasonable. Do we ever consider that general guides are what many collectors use in their pursuit of breweriana? We may forget that there are hundreds, thousands, of collectors who don't belong to N.A.B.A. or any other national or local breweriana organization and don't attend breweriana shows. They really believe prices they see in general guides and in antiques shops and malls are "real" and "fair."

I met such a collector at a recent Chicago-area show. He heard about the show from a friend, and was astonished to see so much breweriana in one place. He marveled at how much more affordable some pieces were compared with prices he sees in antiques shops and malls and at antiques and collectibles shows. And we made a convert. This collector now wants to join national organizations and local clubs. He was handed Monarch Chapter and N.A.B.A. membership applications.

If you believe you are an embossed bottles expert, please contact me and share your wisdom with our readers. It's obvious many collectors, including me, need to be educated about the current state of pre-pro bottle collecting and pricing. You don't have to be a genius. We welcome your expertise and comments, but please hold the laughter if you think we're dumber than, let's say, and embossed beer bottle.





# Chapter Doings

*By Mary White, Chapter Coordinator*

By the time you receive this BC, we will have celebrated the arrival of 2004. I am looking forward to another busy and happy year of collecting breweriana, and lining up the many shows we plan to attend this year.

Our newest chapter "The Schultz & Dooley Chapter" was a part of "THE NEW SHOW" sponsored by seven BCCA chapters, in the northeast U.S. This is another example of chapter power when several chapters come together and support a common show, resulting in a better response in the number of persons attending, and more items to purchase or trade.



*Jeffrey Browning & Jay Dirtinger with cask conditioned ale. Thanks to Dale Miller for the Photos and the report on the show.*

The 3rd annual "NEW" Show took place in Suffern, NY Oct 3-5. Once again, it out distanced the previous year in attendance. The number of rooms booked increased by 22% over last year, and the number of tables utilized

increased by 100%!! Over 150 people enjoyed this 2+ day event. This show is young, but growing rapidly.

The Holiday Inn Holodome lends itself well to the room-to-room trading that began Friday during the day. As people arrived and set up, the activities grew. Jeffrey Browning, the brewmaster at Bru-Room at Bar in New Haven, CT supplied several kegs of beer and a cask of cask conditioned ale. Rob Leonard the brewmaster at the New England Brewery in Woodbridge, CT, supplied a few kegs of ale. Pizza was brought in Friday night so the traders didn't miss a beat, as people ate, drank and socialized.

The Pickwick Chapter (BCCA) from MA set up a fine display of New England Breweriana. "The Back Bar" exhibit was added this year. This display, put together by John Bain, afforded collectors the opportunity to show off their special lighted breweriana or distilleriana from pre-prohibition to the 1950's. The tastefully arranged pieces added another dimension to an already fine show. Some fine breweriana changed hands on the trade floor, and two quality raffles occurred during the weekend. After everyone had "traded out," it was time for cribbage tournaments, beer, and poker. If you missed this one, you missed a great time. It's worth putting this show on your calendar for next year.

Saturday October 11th, featured the Hoosier Chapters 4th annual Hog Roast & Beer Can/Breweriana Show at the VFW #360 in Mishawaka, IN. We want to thank the Hoosier Chapter for their host-



*John Beran at the Hoosier Show.*

ing our NABA Fall Board Meeting as well as Bob & Sandy Wacunas for being gracious host and hostess to the board. Bob & Sandy have a magnificent collection of Drewrys and Seven Up stuff which was enjoyed by all attending the show. This Chapter will help host the 2005 Convention in South Bend, Indiana.



*Bob and Sandy Wacunas collection.*

The Gambrinus Chapter hosted a show November 2nd at the MaKoy Center, Hillard Columbus, OH. This chapter has gone to two shows a year and has shown a



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## Chapter Doings

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pick up on attendance. They are also part of the Miami Valley Chapter Ohio "Mini Convention" in July.

The Great White North Brewerianists Chapter of Manitoba, Canada held their fall session, October 11th at the Windsor Park Canada Inn. Word has it, a lot of walk ins attended the show. A quote from their Newsletter "Paw Prints."

*Travel light in life, take on only what you need: A loving family, Good friends, Simple pleasures, Someone to love, and someone to love you, Enough to wear, enough to eat, And a little more than enough to drink, For thirst is a dangerous thing.*

*(Anonymous)*

The Queen City Chapter annual after Thanksgiving show had a super turnout with some great breweriana items finding new homes as Christmas presents.



Our Chapters, as well as the national shows, work hard all year long to make successful shows and events for the members and attendees. Let's show support for all our chapters by planning on attending their shows in 2004, including the 24th Blue & Gray Show, February 12-15 in Fredericksburg, VA and the 28th Luck O' The Irish-Mini Convention March 11-14. These are a couple of well attended shows to start off 2004.

Thanks to all the chapters for their support and copies of their



newsletters. 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. It's easy and can give your group additional exposure for your shows.

Hope to see you at an upcoming Chapter show, or Convention.

Happy Collecting.

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## Need Your Help

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*From Rich LaSusa*

Long-time NABA member, Larry Jelinek wants some information about a bottle he owns-actually 24 eight-ounce ribbed, clear-glass bottles in a painted wooden case. They once contained a beverage called Vit-a-Vim. It most likely was not a beer, but may have been one of those malt concoctions or elixirs from the 1920s and 30s that claimed to have health benefits. Many Chicago and Illinois breweries marketed such brews under the names Malt Marrow, Malt Mellow, Malt Sinew, Malvaz, Malt Elixir, Malt Vigor Tonic, Maltaza, Malton and



*Malt Marrow Tray  
a "fun" filler item*

Malt Maid. I'm sure there are examples of such products marketed by breweries in your area.

This likely was a 1930s non-alcoholic product because it was produced by Vit-a-Vim Dairy Products, 4510 Fillmore St., in Chicago about two miles west of where the Gambrinus (1900-1936)/Patrick Henry (1936-39) brewery was located.

If you have information about this product, or similar ones, please share it with Larry or contact me, Rich LaSusa

# Labelology

By Bob Kay



Unfortunately, the picture that will knock your socks off -An early bock overprint of a beer label featuring a large goat head with one eye peering through a red top - was cut from the Cincinnati (aka Minnesota) article. This was likely the first of many Red Top Bocks. As you can see a large goat head was overprinted onto the label. I really like the way the eye peers through the red top. So, although it's one issue late, here's the pic-



ture.

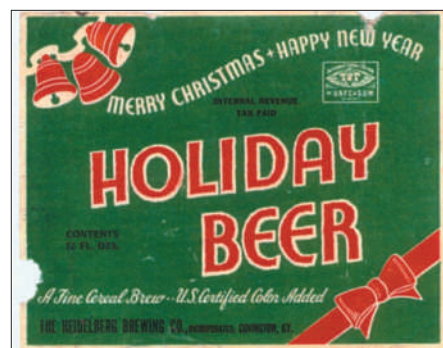
Most Cincy collectors also collect Kentucky Breweriana from nearby Covington and Newport. So as a follow-up, I'm featuring Cincitucky labels this time. I'm often asked what my favorite label is. How about a Covington Kentucky favorite? There are so many really great labels from the Bavarian and Heidelberg Breweries that it's not an easy choice. But I'm very partial to label-talk --the really interesting things you can read between the lines on a label. So my favorite is



a World War II era label, Covington Ale! As far as I can tell Covington Ale (Withdrawn free ...) isn't otherwise known in Cincitucky. Apparently, the brand name was changed for export to the War zone in order to have more homespun appeal to the boys overseas. From the design of the label, it looks like Schott Extra Pale Ale was the local equivalent. Now the really exciting part --the pen and ink notations on the label! Island of Pavuvu, Sept. 30, 44; J.W.C. At this point label-talk really peaks my interest!! I suspect World War II history books could tell us just what was happening on Pavuvu in September of 1944; The mix of memories and imagination that this label provides are mind boggling! Who is/was J.W.C.? Did he mail the label to the states? Did he survive the war? If J.W.C. were 20 years old in 1944 he would be 79



years old now, God willing. I challenge any reader to take this on as a history assignment. Perhaps inquiries through the Cincitucky



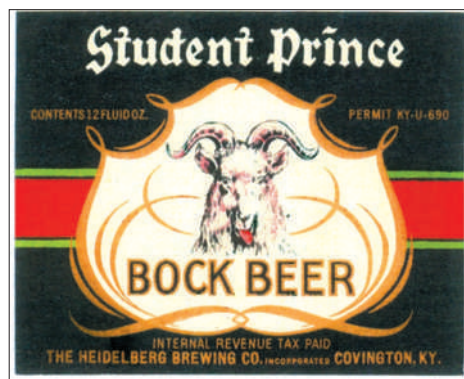
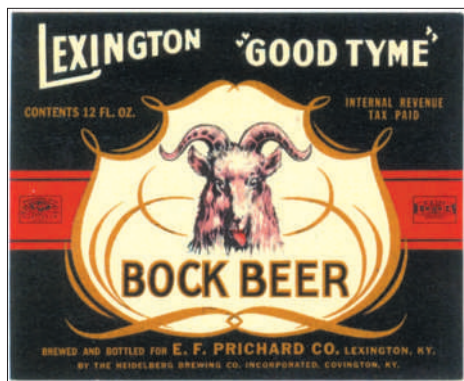
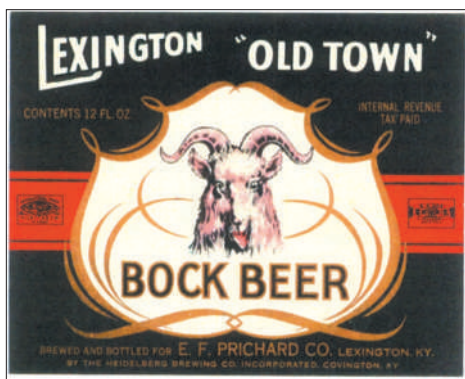
newspapers could find a clue. If you strike gold please let us know.

This Holiday brand from Heidelberg receives an Honorable Mention in my favorites contest because it represents an early example of colored beer. The label says US Certified Color added!!!

The E.F. Prichard Co. of Lexington, Kentucky had suds contract brewed by the Heidelberg Brewery in Covington. Their flagship brands were Lexington Old Town Ale and Good Tyme Beer. Their seasonal Bock counterparts were dynamite labels, similar to the Student Prince Bock in design. (3 labels) Also, the Ale label was







the basis for a brew haw-haw lawsuit with the Consumers Brewing Co. of Newark, OH. It seems Consumers thought there was too much similarity with their label. I can't understand why??

The Heidelberg Brewery sometimes made use of the term 'Baden Style' on labels. In case you didn't know (I didn't), Baden is a region in Western Germany bordering on Switzerland and France. Thus, Baden represents a local European



style much like Pilsen or Budweis. Of course, this terminology became



verboten with World War II and references to Baden quickly disappeared.

## The Island of Pavuvu

*Editors Note: The following was pulled from a website about Pavuvu. It was the site of an airfield critical to the war effort in the Solomon Islands.*

On February 21, 1943 US forces occupy Banika, Pavuvu. The 3rd Marine Raider Battalion arrived and occupied Patty Bay area on Pepasala Peninsula where a wartime airfield was built.

Has tremendous historical significance as the first American amphibious operation of the Pacific war. The goal of the operation was to prevent the Japanese from completing an airfield on the island. Controlling the skies around

Guadalcanal meant control of the shipping lanes from America to Australia, and the flank of Port Moresby, making it an important objective for both sides.

The ensuing Naval, air and land battle was costly for both the Japanese and Americans in terms of casualties and disease. Nightly, Japanese destroyers and transports dashed down "the slot" between the Solomon Islands to resupply their troops on the island.

The diving in the Solomans is with out doubt some of the best in the world in terms of water clarity, temperature, sea life and beauty. Most of the diving there is on a couple of Japanese wrecks near Honiara. Their bows are on the surface and their sterns are at 200+ feet due to the steep sea walls. You can't actually dive most of the wrecks in Iron bottom sound as most of the war ships are too deep.

## Membership Directory Display Ads

*Time is NOW for you to place your ad in the next Membership Directory scheduled for delivery in mid-April 2004. For only \$15, you can include a business card size ad, either your card or text of your choosing. We will set the type, if you don't have a card. For more space see page 37 in the Buy-Sell-Trade section of this issue for larger display advertising. The inside front and back covers are available for only \$225 for a full page, \$120 for a half or \$60 for a quarter page in full color. Availability is on a first come, first serve basis. Send your ad copy and payment to the Editor now!*





# A Rear View Look at Brewing News

By Beer Dave Gausepohl

I have been President / Editor of the Queen City Chapter for better than fifteen years now. As editor I have produced a column known as the Frontline report on the Beer Wars. The Breweriana Collector had a great source for the news of the brewing industry when the Late Peter Blum supplied the news as editor and then as a contributor. This column will hopefully fill the void of beer news this club has experienced. Since 2003 is winding down and this is my inaugural column a sort of review of the news for 2003 will be the theme this time at the keyboard. When 2003 began the Industry was still filtering through the purchase of Miller. The new company SABMiller was desperately trying to right the ship they were sailing. The famous "Catfight" commercial brought Miller Lite back to the front page and gained them plenty of publicity. This ad was scrapped and in the third quarter of 2003 Miller actually seems to have hit on a campaign that will help their turn around. This new blaze your own trail theme has won them critical acclaim and should equate to increased sales.

Also in 2003 a bevy of intros into the malternative category left the SABMiller ship listing in a sea of red. The entire Malternative category had suffered from overcrowding, poor execution of brand intros, and a consumer base exodus. Category leader Diageo makers of Smirnoff Ice had purchased the closed Stroh facility near Allentown, Pennsylvania counting on continued double and triple digit growth. As 2003 comes to a close this category continues to slide and the Allentown facility's future is in doubt.

Michelob Ultra was the biggest success any of the large brewers experienced. Low Carbohydrate

items seemed to be the theme in every aisle of the grocery. Rolling Rock entered this category with the release of Green Light. SABMiller has touted the already lack of carbs in Miller Lite and Coors is still studying the category. F. X. Matt announced that they would join this category as well. High Falls the parent company of the Genesee brands has also remained quiet on this category. It is interesting watching this new category grow. Remember when the Light, Low

*12 fl. oz. Rainier Brewing Company, Seattle, Washington*



Alcohol, and Dry beer categories were developing and we saw breweries sign on in droves. With so many of the regionals gone or down on their luck I doubt we will see Low Carb versions of Pabst, Stroh, Old Style, Hudepohl, Rainier, Olympia, or Schaefer. New product rollouts are expensive ventures into



uncharted waters.

We lost a few Breweries this year. The Olympia plant in Tumwater, Washington shut down in June of 2003. A number of the Hops Microbrewery locations closed. In Colorado we saw Oasis and H.C. Berger close. The Twin Cities saw two long time micros

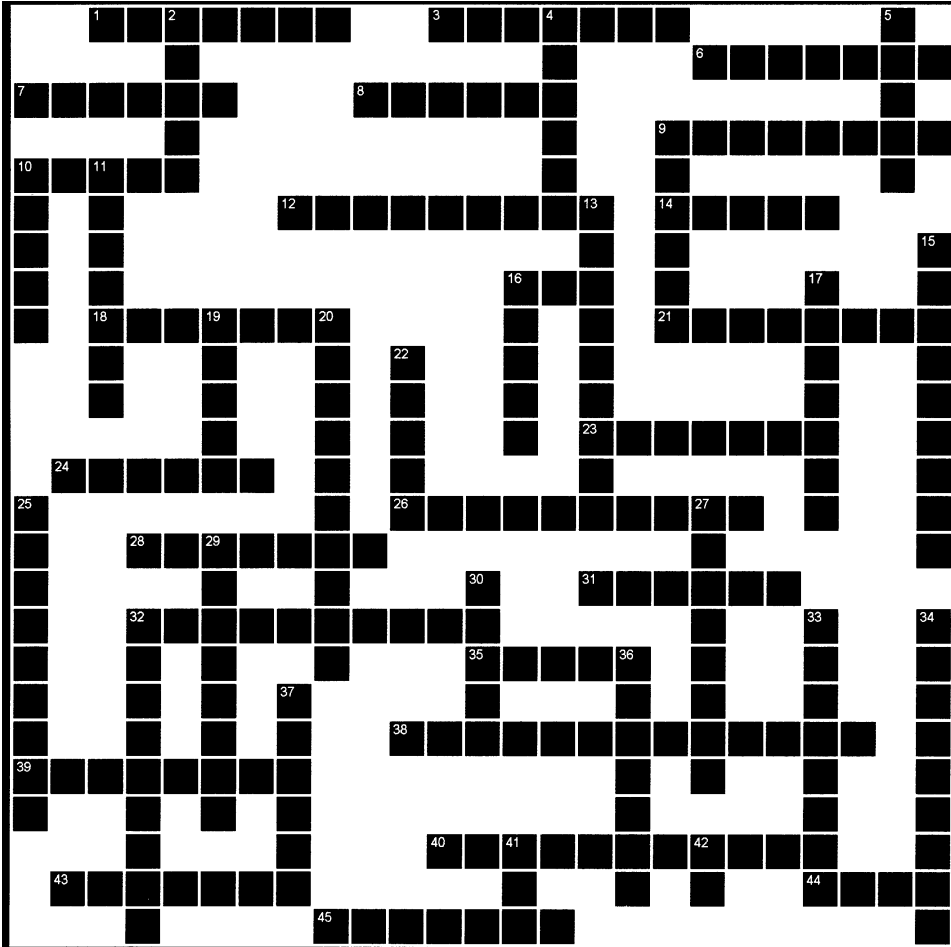
close. At the turn of the Year Sherlock Holmes and the James Page breweries closed and so did the Water Tower brewpub. James Page still has their products contract produced at August Schell. In Tennessee the Bosco's in Germantown has closed and they have opened a new location in Little Rock, Arkansas. The great news is that we have seen some new places open including right here in the Cincinnati area. April 15th the city of Newport once again has a brewery, with the opening of the Hofbrauhaus. The last time Newport had a brewery was 1983 when Wiedemann still operated. Also, just across the Ohio River from Louisville, Kentucky in the suburban city of New Albany, Indiana we saw the opening of the New Albanian brewery inside of Richo's Public House.

2003 also taught us that he brewing industry is truly a worldwide business. Just as Miller has foreign owners Coors and Anheuser-Busch own breweries in other countries. Interbrew the Belgian brewer owned no German breweries five years ago. Now with their purchase of Spaten and Lowenbrau they are Germany's largest brewer. Scottish & Newcastle and Heineken also continue to purchase brands around the world. As 2003 comes to a close we read about the announced sale of the Pabst brewing organization. Approximately 30 brands are in their cubbard and many suitors could fetch this bone. The most likely could be SABMiller who already produces most of their brands under contract. A private leverage buyout firm may also step in. Or could we see one of the brewers from across the Atlantic bring their checkbook to the table?

This industry always has something "Happening."

# 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 next issue.



## ACROSS

- 1 The beer that made Milwaukee famous (7)
- 3 America's famous cereal beer (7)
- 6 Brewed at the gateway of the west (7)
- 7 Best east or west (6)
- 8 Nationally famous for good taste (6)
- 9 Brewed with Colorado mountain water (8)

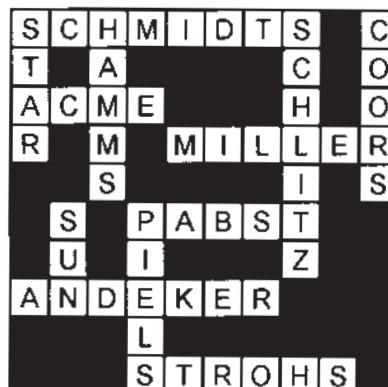
- 10 Brewed with pure Rocky Mountain water (5)
- 14 The aristocrat of beer (5)
- 16 Yours for better living (3)
- 18 Hits the spot (7)
- 21 The finest beer in town (8)
- 23 Famous 12 horse ale (7)
- 24 The beer of quality (6)

- 26 Da trocken lager
- 28 Pride of California (7)
- 31 "Just right" (6)
- 32 America's largest selling ale (10)
- 35 Clear and bright as mountain air (5)
- 38 A truly fine pale beer (13)
- 39 America's oldest lager beer (8)
- 40 From the finest brewer's grains and hops (11)
- 43 Canada's pride brand (7)
- 44 New York's famous pilsner beer (4)
- 45 Brewed better. . . to taste better (7)

## DOWN

- 2 Refreshing as the land of sky blue waters (5)
- 4 The champagne of bottled beer (6)
- 5 New Orleans famous premium beer (5)
- 9 Brewed with Pocono spring water (6)
- 10 The champion ale (5)
- 11 It's the water (7)
- 13 Philadelphia's premium beer (9)
- 16 Famous for its flavor (5)
- 17 Brewed light to taste right (7)
- 19 The gem of fine beer (5)
- 20 Cincinnati's finest (10)
- 22 The globe's finest (5)
- 25 Brewed with crystal pure water (9)
- 27 The beer of the south (8)
- 29 The choicest product of the brewer's art (8)
- 30 Brewed with refreshing Waukesha water (5)
- 32 The "lusty" brew (9)
- 33 The beer with the friendlier pure grain flavor (8)
- 34 America's oldest brewing family (9)
- 36 It's mild but sturdy! (7)
- 37 Firebrewed (6)
- 41 Properly aged in the brewery cellars (3)
- 42 Make my beer your beer (2)

## SOLUTIONS FROM LAST 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)



# Milwaukee Convention Report

By Bob Flemming

While it seems like just yesterday that we accepted the offer to chair the 33rd NABA convention, it was in fact almost 20 months ago. As we look forward, the event is essentially just seven short months away.

The Country Inn selection was based upon our great success with that location in 1996. We were just notified by the Hotel this past week that they are planning a significant expansion, costing over \$16 million, in the form of a new indoor water park. While the park will not be completed at the time of our convention, you will be able to view the new facility (under construction) which will be to the rear and west of the existing hotel. Most of the rooms and hallways were recently refurbished in 2002 and 2003, and have really taken on a fresh look. The hotel also noted last week that NABA members have already booked reservations for over 160 room nights for the convention. As we mentioned in Minneapolis, we expect to sell out the entire facility, so the best advice is to secure a room as soon as possible. When you call the hotel for reservations, be certain to mention you are with the NABA convention. The special convention rate for a deluxe room is \$94, and includes and outstanding Deluxe Continental Breakfast each morning. In addition, there are Executive Suites at \$149, and a few Governors/Family Suites at \$209. Call toll free at 1-800-247-6640

On Wednesday August 4th, Len Jurgensen has assembled an outstanding Historical Brewery Tour of Milwaukee (additional cost). Len has documented literally dozens of brewery buildings and sites and has selected the best for the tour. Len also has plans for a great lunch

at the famous Schlitz Brown Bottle Pub, in the corporate center downtown. This tour will be limited to the first 48 people that sign up when the flyer is enclosed with your spring issue of The Breweriana Collector. Len will have trivia questions along the route and some handouts to take home. If you are a great brewery history buff, this trip is a must. BRING A CAMERA!

On Thursday August 5th, we will have a free First Time Convention Attendees Breakfast with the club officers, followed by a Micro/Brewpub tour (additional cost) in the Milwaukee area led by co chair Gary Hawk and assisted by Hamp Miller. We have made arrangements to accommodate the first 96 people that sign up, as we have scheduled the tour in two routes, with two different buses visiting the same locations. If by the beginning of June, we have many more than that, we will setup a third bus, and reschedule using a third route, so that everyone will have time at each site, and to purchase any breweriana and collectibles. Again the watchword is sign up early.

During the convention week, John Steiner has organized a group of member collectors in a Historic 100 brewery collector display of Wisconsin Breweries. The collection will be displayed adjacent to the Hospitality room and will be open for all members to see.

On Friday August 6th we will conduct the traditional auction and have reserved the entire Grand Ballroom for this venue. We are anticipating a number of great items for the auction, and have been recently informed that a few will be coming out of two collections in Wisconsin that have not been seen at any NABA auction before.

On Saturday August 7th, NABA

member Jim Welytok is in charge of the Great Trade Session and Show. As most of you know, Jim runs a number of superb trade sessions that are open to the public and has a draw from many Midwestern states that descend on Milwaukee three times a year to buy and sell breweriana and other advertising. Jim has put together an advertising campaign that will make this one of, if not the best attended trade sessions in NABA history. So look in your closet, under the bed, in the attic, your neighbor's garage, the basement of your uncle's old bar, and through the boxes that haven't been open for the past five or ten years and be a seller at the trade session. We will have approximately 100 or more tables for The Great Trade Session and Show. The trade session information will be in the next Breweriana Collector.

We also have made some arrangements for two or three collector open houses for those of you that arrive on Tuesday. These are spectacular and we will have more information in the next Breweriana Collector. In addition we have a few surprises in terms of advertising pieces to take home as a memento of the 2004 - 33rd Annual NABA Convention. Also, a number of our statewide award winning micros and brewpubs will have their hand crafted products in the hospitality room during the week, and at the Micro/Brewpub night event.

We hope to see you all at the convention. Again make a room reservation ASAP to insure you are on site for the big event. Call me anytime with questions or comments at 1-262-965-5344 or just leave me a voicemail, if I am not in the office.

Bob Flemming  
Convention Chairman





# Jacksonville Brewing Company

By Kip Sharpe

"It is said that a small one [brewery] was in operation for several years at Jacksonville, about a quarter of a century ago", i.e., 1878, as reported in the 100 Years of Brewing, published in 1903. The timing would have been right, as Jacksonville was young and wild. "Men on horseback rode madly through the town, shooting their pistols and rifles into the air in the best Wild West tradition". Whiskey was sold from open barrels in grocery stores, gambling dens flourished and saloons ran wide-open. "No small share of the business portion of the city is occupied for infamous pursuits," reported one visitor. It was also a time of luxury hotels for wealthy Northerners seeking a winter haven. If a brewery prospered during those times, its existence has long faded into history.

Around the turn-of-the century, several parties announced plans to erect a brewery in Jacksonville. Even Herman Winter, a long time brewer in nearby Savannah, GA., pursued the idea for several years. The Great Fire of 1901, which destroyed 2,368 buildings and scorched 466 acres in the downtown district of Jacksonville, probably discouraged investments at that time. Despite the lack of a local brewery, Jacksonville was not without its brew. The photograph shown states "White Lightening Beer Trolley, Jacksonville, Fla.

Jan. 1892".

The son of the founder, William A. Ostner, wrote: "The story of the Jacksonville Brewing Company is the story of William Ostner. He was the driving force behind it and its originator. Born in rural Germany in 1877, the son of an innkeeper, he had aspirations to become an innkeeper. After public schooling, he began his appren-



ticeship in a hotel in Mannheim, Germany as a waiter in training. He was impressed by the apparent good life of the local brewer and changed his field of endeavor. His brewing apprenticeship took him to Geneva, Luxemburg, Amsterdam (the Amsel Brewery), Germany and Sweden. After graduating from Brewing school in Berlin in 1904 he sailed for New York where he was employed as a Brewer Chemist. Several years later he moved to St. Louis and became Master Brewer of the Otto Stifel [Union] Brewery. In 1911 he married the daughter of Jacob B. Schorr of the Schorr Kolkschneider brewing family. The Schorrs were located in New Orleans; Memphis;

Louisville, KY; Alton and Waterloo, Ill; Appleton and Green Bay, WI.; as well as in St. Louis. Several of them suggested that Jacksonville, Florida was an ideal place to build a brewery. Ostner with his good friend Jacob Bongner decided to pursue the idea and they subscribed for 50% of the initial offering. The balance were shareholders from Jacksonville and St. Louis. Louis Hirth of Fernandina, FL., an initial stockholder, was a prominent citizen of the adjoining county. Jacob Bongner was the businessman of the company while Ostner was the technical man in charge of production".

The timing for opening a brewery seemed ripe. In 1910, Jacksonville voted 3 to 1 against a statewide prohibition amendment. With the successful completion of an 8-inch diameter, 1,042-foot deep artisan well, the official groundbreaking ceremony was held on June 9, 1913. Select guests and public officials were present at 16th Street west of Myrtle Avenue. The plant always remained in the same location. Various addresses were used, including 1701 W. 16 St. and 1429 W. 16th St., depending on whether the street or railroad side of the building was denoted.

On July 14, 1913, the "Jacksonville Brewing Company" was incorporated to "establish, operate and conduct a brewery, an ice plant and a cold storage plant". The primary stock subscribers (at \$100 per share), all from the Jacksonville area, were Bongner (250) (president), Ostner (250)

(secretary, superintendent and brewmaster), Louis Hirth (50) and Henry Free (30)(vice-president). The minutes of the July 19, 1913, stockholders' meeting reflect that the brewery was estimated to cost \$182,000 and that \$101,000 worth of stock had been subscribed. The capacity of the plant was to be 30,000 barrels annually (31 gallons each) utilizing a 150-barrel kettle provided by the Goetz Company of Chicago.

The first brew hit the market on May 16, 1914, in a delivery truck purchased for \$1,650. Even before the initial bottle was sold, the owners "donated \$500 to St. John County" - benevolence or greasing the wheels? The price of beer was fixed at \$8.00 for a keg, "Jax" in bottles per 10 dozen \$7.00, and "Royal Palm" in bottles per 10 dozen \$10.00 with \$2.00 per 10 dozen allowed for returns. That first month, \$15,517.60 was generated, almost \$7,000 from keg beer, and \$6,000 from bottle beer and \$2,500+ from ice sales, with a \$1,800 profit.

Economic depression gripped Jacksonville from 1914 to 1916. Despite strong sales, the Jacksonville Brewing Company struggled. Numerous loans were secured and Messrs. Bongner and Ostner reduced their salaries by 50% until "better business justifies the raise again." In mid 1915, the brewery was prospering and turning a monthly profit of over \$3,000. 1916 was even better, with some month's profits of over \$5,000. By 1917, new labeling equipment had been purchased, debts had been retired, a 10% dividend was declared and the corporation bought Mr. Bongner a new car. Employee wages, under a union contract, were, per week: \$21 for "brewers", \$15 for "bottlers", \$16 for "coopers"; \$19 for "drivers", with

the chief engineer making \$18 "per 7 days". The increase in business surely must have been related to the military camp established in Jacksonville in 1917, following the declaration of war with Germany. At its highest point, 27,000 men were stationed at the camp. It was reported that more "drunken soldiers" were on the streets of Jacksonville on any given Saturday night than in any other city. The base commander warned Jacksonville that unless it prohibited the sale of alcohol, he would forbid his troops from visiting the city. Despite vigorous efforts,



Jacksonville voted "bone dry" on May 14, 1918. It was considered to be the patriotic thing to do. This was supplemented by the state prohibition amendment passed the following November.

The dry vote shook the brewery. Ten days after becoming bone dry, the board instructed the president to "find a buyer for the plant." In July of 1918, the brewery was offered to Piel Brothers brewery in New York for a minimum of \$180,000. Despite this concern, a 10% dividend was declared at the same meeting.

Pre-Prohibition breweriana from Jacksonville is particularly rare. One reason may have been the policy of the local Liberty League "to enforce prohibition by tearing down all liquor signs."

On July 25, 1918, the name was changed to "Jax Ice & Cold Storage Company." Despite its ini-

tial trepidation, the brewery shored up its finances by retiring \$30,000 in outstanding bonds and made substantial improvements to its ice plant. The future looked so bright that the salaries of Messrs. Bongner and Ostner were restored. At the annual meeting in 1919, the board of directors voted to construct an ice cream plant that was completed in May of 1919: the brand produced is believed to be "Velvet Kind". The idea of making grapefruit and orange juice was also discussed. By 1920, \$75,054.08 had been spent on "new investments" with only a total debt of \$21,000. Part of that undertaking was a contract with "Charles Hires Company with the exclusive right to handle their root beer and ginger ale in 12 oz bottles and on draught."

Business was good. By 1921, the ice plant had been doubled at a cost of \$42,378.87 and a 6% dividend was declared. At the annual meeting in 1923, the

secretary reported "that the plant is in good condition...and shows good returns on the investment". With the death of Mr. Bongner in or about March 1924, William Ostner assumed the presidency. The plant continued to prosper with annual dividends declared until almost the end of the dry period. A new cold storage plant was added in 1925 at a cost of almost \$50,000 and another, in 1927, at \$54,000. Mr. Ostner was deemed so valuable that his salary was raised to \$6,000 a year and the corporation insured his life for \$25,000.

An article that appeared in the "Jacksonville Journal" on September 27, 1925, complete with a drawing of the plant, declared that the Company was to spend \$147,000 on improvements. Some of the highlights in the article were:

- prior to prohibition "it manufactured beer of the variety that



contained a kick";

- it now (1925) manufactures near-beer cereal beverages called "Florida Export", "Jax" and "Old Fashioned Dark", thousands of barrels of which are shipped to all over the southeast;

- the ice plant has a daily capacity of 120 tons, which is to be increased to 180 tons after completion of the four story addition to the south side of the plant;

- the plant occupies a tract 330 feet by 140 feet; and

- 45 persons are employed at a monthly payroll of \$6,000.

During an interview, William A. Ostner explained that the near beer was somewhat unique. Jax made real beer, pumped it back into the brew kettle, boiled off the alcohol and added gas to make near beer. By using this process, Jax always had plenty of full strength beer on hand. "Prominent people such as the police and fire chiefs, mayor, newspaper editor and bankers often came by for a real beer. In fact, they came by so often that my father was not getting any work done so he set up Friday afternoon as a time to meet". Mr. Ostner reported that near-beer sales were good at first; as it was sold to speakeasies and spiked. He said, "the only thing that was successful in the twenties was ice and cold storage".

Business looked so good that Harry Taylor, Charles Meighan and George G. Reining incorporated the "Jacksonville Brewing Agency, Inc." on April 30, 1926. The stated purpose was "To manufacture, bottle

and sell pure water, carbonated, both mineral and distilled water, ginger ale, sarsaparilla, and other non-alcoholic beverages...dairy products, cold storage..." Apparently, the venture never got off the ground. Such local competition was not new to the Jax brewery.

Chas. Blum & Co., a local wholesale wine, liquor and beer dealer, offered Pabst, Jung's Cincinnati and Wiedemann beers prior to prohibition. Export Beverage Co. (1920-1921) offered an early prohibition beverage containing less than 1/2 of 1% of alcohol.

"Happy Days Are Here Again" - On May 8, 1933, 3.2% beer became legal in Florida. Jax anticipated the change and had ordered nine beer tanks in January of 1933. In April of 1933, the board of directors authorized Mr. Ostner to purchase all "necessary equipment" to make way for beer production. Strangely, at the next meeting in July of 1933, the board instructed "Mr. Ostner to negotiate with buyers to sell the plant". A Miami based group of prospective buyers offered one million dollars, which, according to William A. Ostner, was turned down because "we believed we could make more than that selling beer". To boost Mr. Ostner's enthusiasm, the board approved a bonus for him, annually at \$0.15 a barrel for each barrel sold over 15,000.

The May 9, 1933, "Jacksonville Journal" declared "Beer Splash A Mild One" due to prices of \$0.20 to \$0.35 for a bottle of beer. The Jax brewery officials reported that the "beer-making plant has been working double shifts in order to supply the demand." To maintain public interest, Jax ran numerous ads the following week.

On May 17, 1933, Jax hit the market with its draft at \$0.10 a glass followed by its bottle beer on May 20, 1933. It was not until

November 28, 1933 that another Florida brewery placed its product on the market. Business was so good that Jax was able to pay off all of its debts and burn the promissory notes at the February 5, 1935, annual stockholders' meeting.

In September of 1935, the Jax



brewery engaged legal counsel to sue the Jackson Brewing Company of New Orleans over the trade name "Jax". The following month a compromise had been reached—that the Jacksonville brewery would have the sole rights to use the name in Florida and Georgia and the New Orleans brewer would acquire the remainder of the country.

During the 1930's, long time



brewmaster John V. Huskamp experimented with numerous brands: Ostner's ale, beer and stout; Jax Export; Florida Export; Mecca (the "ultimate destination"); Royal Palm and even Fine's Sparkling Ale. The later brand was made for Georgia Beverage Supply







in Atlanta. It was short lived because Mr. Fine would not pay his bill.

Jax hired William H. Gould, former manager of the Wagner and Gould brewing companies in Miami, as sales manager, in 1939. In addition to his salary of \$400 a month, he was offered a commission of \$0.26 for each barrel sold over 45,000 a year. At that time, annual sales amounted to about 35,000 barrels. That same year Jax also passed a resolution to acquire a "Wholesaler's Basic Permit as a wine and malt dealer under the Federal Alcohol Administration Act." Mr. Ostner does not believe Jax sold wine, but it did distribute "Grenay", a highly carbonated, non-hopped, champagne like malt beverage. It was sold as a "premium". As with the other Florida breweries, sales at Jax jumped with the start of WW II --65,000 barrels in 1942 alone. Jax was one of the few breweries that could boast that 100% of its employees subscribed to U.S. Defense bonds. In 1943, Jax reached 103,048 barrels by brewing twice daily, five days a week. William A. Ostner said they could have sold more if they had the facilities. The demand was so great that employees were paid two

weeks salary in lieu of vacations. Since ninety percent of sales were in bottles, Jax recycled and made its own bottle crowns during the war years. Mr. Ostner said they had a lot of leakage and spills, but this turned into a benefit. War quotas on precious brewing materials were based on the prior year's volume. Due to this excessive spillage, Jax was generally able to acquire all of the raw materials needed to brew. Rationing only caused a 7% cut in the malt used. Potential customers during this period were the local naval air stations, where 42,000 navy personnel and 11,000 civilians worked at its peak.

The annual report to the stockholders in February of 1942 noted the following statistics for 1941: \$500,000 in federal and state taxes paid, \$200,000 annual payroll, trucks traveled over one million miles, a distance of 36 times around the world and that sales had increased some months by 50%. "This was greatly due to the manufacture of Old Union".

### THE OLD UNION STORY

The Union Brewing Corporation of New Orleans survived prohibition and began an effort to expand its market. On May 5, 1936, the "Old Union Beer Company" was incorporated in Jacksonville by the Nasrallah family as a distributor for the New Orleans brewery. The undated photographs shown herein of the warehouse and delivery trucks provide evidence that they had an extensive business. The photo of the trucks on the page show the 16 South Market Street

address used from 1936 to the late 1930's. On the wall in the background are beautiful Old Union signs, one noting "Union Products Co.", the name used by the New Orleans brewery from 1927 to 1936 and the other showing a bottle, neither of which have been seen before.

The Nasrallah brothers, Azeez (president), Andrew (treasurer), and Nash (first vice-president), along with two of Azeez's sons, Rudolph (second vice-president) and Paul (treasurer) trace their roots back to Syria. The Nasrallahs were active in a family dairy business, then a wholesale tobacco company and later in a retail confections and novelties enterprise before trying their hands at beer.

With an investment of \$5,000, the Nasrallahs began to sell Old Union beer in the Jacksonville area, manufactured in New Orleans. One of the descendants fondly remembers that an eight-foot "giant" was used in advertisements holding a beer to promote its extra strength (6% prominently noted on beer truck below). He was so big that "he took a ring from his middle finger and passed a silver dollar through it". Another relative recalls that her mother used sterilized beer bottles instead of milk bottles to nurse the children.



*Undated Photo: Man in suit is Paul J. Nasrallah*



Trouble came in late 1939 with the closure of the Union Brewing Corporation in New Orleans. On January 16, 1940, the Nasrallahs changed the name of their wholesale business to "Union Beer & Wine Co.", located at 914 E. Bay Street. Family photos of this time period show delivery trucks with advertisements for Krueger and Cook's beer shown above. On September 30, 1943, the business was dissolved, supposedly because of the lack of metal to make bottle caps during the war.

With the closure of the Union Brewing Corporation in New Orleans, the Old Union brand was acquired by the New Orleans Brewing Company, Inc., which filed a trademark application in 1940 for the "Shoot The Works" slogan noted on the label—it claimed use since November 27, 1939 and actually bottled the beer under that name for a short period. This brewery closed in 1949.

The Jacksonville brewery bottled Old Union as shown herein "Under license from New Orleans Old Union Company". This company was incorporated, as a "broker," in Jacksonville on July 22, 1941, primarily by J.A. Courreges, Jr., from New Orleans, who owned 98% of the stock and was the president. Mr. Courreges had been the president and general manager of the Union Brewing Corporation in New Orleans starting in 1932. Apparently he retained some rights to the Old Union name when the New Orleans brewery closed.

Initially this licensor used the business address of 914 E. Bay St., in Jacksonville, which was the same address as the Nasrallah's Union Beer & Wine Company. From 1942 forward, the New Orleans Old Union Company listed the Jacksonville brewing company as its address, i.e., 1701 W. 16th St. and 1429 W. 16th St. It apparently went out of business in about 1949. I believe it is safe to assume that the "New Orleans Old Union Company" acquired the brand name "Old Union" and licensed its use to the Nasrallahs and then to the Jacksonville brewery in early 1942 and was nothing more than a holding company for the trade name.

The Old Union labels from

Jacksonville are a mirror image, except for the brewery name, of those used in New Orleans. All of the labels from Jacksonville are "Internal Revenue Tax Paid" which dates them prior to 1950—they all appear to be from the 1940's.

A little stranger is the "Old Union" flat top (church key opened) cans "Brewed and Packed by Jax Ice & Cold Storage Co., Jacksonville, Fla." It is non-IRTP, i.e., 1950 or after. One rumor is that this can, and several other elusive brands by this brewery, were actually made by the Jackson brewery in New Orleans and shipped to Jacksonville after Jax of Florida closed. William A. Ostner confirmed that the Jacksonville brewery did in fact can its own beer, using second hand equipment purchased in about 1953 from the Jackson brewery in New Orleans. Around this time, the Jacksonville brewery produced several "cheap" contract brands, Sans Souci and Rhein King, for Ben Stein, a member of the board of directors. He wanted these brands for sale through his separate wholesale liquor business. At the February 27, 1953, meeting, Mr. Stein suggested that "a new brand be tried with adequate promotion, and all new packaging" to cure lagging sales. The Old Union brand, which had worked well in the early 1940's, may have been that experimental effort.

All collectors cherish old Union advertising, by whatever brewer.







# Auction Hysteria

By Bob Hajicek

With the 2003 Convention behind me, I turn my attention back to the Hysteria column. This issue will be simple and limited to photographs and prices. However, for the next issue I plan to give a detailed account of how to contact eBay, if you need to resolve a problem between seller and buyer. In particular, if you find yourself in a situation where you are the buyer of an item and the seller is of questionable character, you may need to contact eBay and file a formal complaint. I will go over this procedure, as I find myself in this very situation. But before we get to the serious nature of dealing with people you don't know, let's take a look at some recent transactions.



Gambrinus  
Porcelain Corner  
Sign, 24" x 18"  
Gambrinus  
Brewing Co.,  
Columbus, OH  
\$3,650.



Grain Belt Paper  
Lithograph, 38" x  
25" image size  
Minneapolis  
Brewing Co.,  
Minneapolis, MN  
\$4,000.



Blatz ROG  
Lighted Sign  
Blatz Brewing  
Co., Milwaukee,  
WI  
\$1,480.



Fort Pitt R-O-G  
Lighted Sign  
Fort Pitt Brewing Co.,  
Pittsburgh, PA  
\$493.88



Lubeck Royal Beer Can  
Manhattan Brewing Co., Chicago, IL  
\$3383



Blatz Old Heidelberg Metal Sign,  
5' x 3'  
Blatz Brewing Co., Milwaukee,  
WI \$110.



Tahoe Conetop Can  
Carson Brewing Co.,  
Carson City, NV  
← \$1,025.98  
(reserve not met)

Grain Belt Conetop  
Can  
Minneapolis Brewing  
Co., Minneapolis,  
MN  
\$731.99 →







Iron City Tin Sign, 53" x 35"  
Pittsburgh Brewing Co.,  
Pittsburgh, PA  
\$576.



Blatz 6 Pack Color Cans  
Blatz Brewing Co., Milwaukee, WI  
\$735.88



Derby King Tray  
Southern Breweries, Inc.,  
Norfolk, VA  
\$570. (reserve not met)  
The seller re-listed the tray at  
copy deadline.



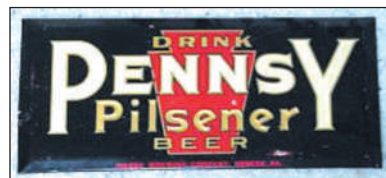
A & R Postel  
Embossed Bottle  
Arnold and  
Rudolph Postel,  
San Francisco, CA  
\$6,100. (reserve  
not met) figure on  
bottle is a bear  
(not in American  
Breweries II,  
maybe they were a  
bottler)



Ziegler Porcelain  
Sign, 36" x 30"  
Ziegler Brewing  
Co., Beaver  
Dam, WI  
\$785.



Iron City Street Car/Bus Sign, 21" x 11"  
Pittsburgh Brewing Co., Pittsburgh, PA  
\$450.



Pennsy Beer T-O-C  
Sign, 6" x 13"  
Moose Brewing Co.,  
Roscoe, PA  
\$610.



Reichard & Weaver  
Tray  
Reichard & Weaver  
Brewery, Wilkes-Barre,  
PA  
\$938.97



Duquesne  
Talking  
Advertising  
Display,  
4 feet tall  
Duquesne  
Brewing Co.,  
Pittsburgh, PA  
\$1,500. (with  
original ship-  
ping crate)



Ropkins & Co. Tray  
Ropkins & Co.,  
Hartford, CT  
\$1,175. (reserve  
not met)





C. Tielenius Tray  
Sole agent for  
Bartholomay &  
Rochester Brewing Co.  
C. Tielenius Co., New  
York, NY  
\$887



Burlington Brew Watch Fob  
Moehn Brewing Co.,  
Burlington, IA \$470.



## Colt 45 Malt Liquor Collection



1



2



3



4



5

*By George E. Virgines*

1. Colt 45 Tab Knobs - two end ones are plastic & wood, the center one is solid clear plastic.
2. Aluminum coin about 1/2 dollar size marked "Round, round she goes - where she stops nobody knows" Arrow in center marked "You-Pay".
3. Colt 45 Malt Liquor marked Zippo lighter. Brand new.
4. Plastic trays one in black and one in blue size 14" x 9".
5. Plastic & metal bottle opener 5-1/2" x 1-1/2".

*Send Us Your Collection. . .  
and we will display it  
in an upcoming issue.*

*more from the  
Colt 45 Malt Liquor Collection  
of George E. Virgines*



6



7



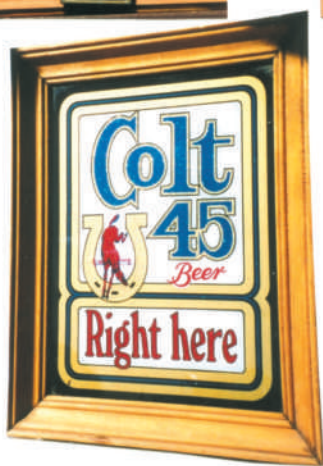
8



9

6. A variety of coasters.
7. Battery operated plastic clock size 14".
8. Two brass buckles. Large one is marked on reverse side "1-168".
9. Key ring bottle openers about size of a nickel coin.
10. Reverse lettering glass sign with cardboard backing. The lettering is reflected and outlined in glitter markings. The sign is very colorful and eye catching and framed in a wood frame 14-1/2" x 11-1/4". Made in Canada unusual that it advertises "Colt 45 Beer" rather than "Malt Liquor".

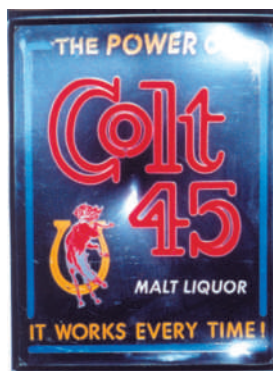
10



11



11. Large 14-1/2" x 9" tin container for a waste basket.



12



13

12. THE POWER OF COLT 45 MALT LIQUOR IT WORKS EVERY TIME. A fake simulated neon style, size 12" x 18" plastic.

13. IT WORKS EVERY TIME. A plastic rectangular sign 14-1/2" x 11-1/2".

14. COLT 45 MALT LIQUOR BY NATIONAL, small plastic sign 12" x 13".



14



15

15. A large three sided plastic sign 16" x 11".

16. COLT 45 MALT LIQUOR octagon artificial stain glass sign, with simulated wood frame, size 15' x 15', very popular style.



16



17

17. COLT 45 MALT LIQUOR BY NATIONAL, hanging stain glass copy in plastic. Also available as table lamp.





# Travels with Brewster

By Fred and Mary Clinton

As we head into winter here in the upper Midwest, the sunny, steamy days of summer are a fading memory. However, we do have some great memories of tasty beer from our last annual convention in Minneapolis. As those who attended were aware, there was no lack of good brew to be had, as the tour and tasting room demonstrated.

We know that those of you who took the brewpub tour got to taste a number of fine products. We won't rehash what you have all tasted for yourselves. However, while in the Twin Cities, we wanted to make sure that no stone was left unturned. Consequently, with the assistance of a beer-wise nephew who lives in the area, we discovered a spot not on the bus tour: Barley John's in New Brighton, MN, one of the many suburbs of the megalopolis. For those of you who didn't find this one on your own (of course, Phil M. made it there before us), we thought we would give you our assessment of this little gem.

Located in an almost light industrial area, Barley John's immediately manifests itself as a labor of love of its owner, the very personable John Moore. The tidy pub and small restaurant are filled with a bar and tables all hewn from a tree John salvaged from his grandmother's house when he was only 20. He kept it for many years, knowing it would someday come to good use. The bar is accented by glass knobs crafted by an artist friend. The place is also a family affair, with dad sometimes running the bar and mom providing help in the kitchen.

But, for the important stuff - the beer. Here is where Barley John's really shines. When we were there, four "regular" beers were on tap as well as three special brews. (They were out of the Trappist style at the time of our visit.) The four standards

included a Little Barley Bitter, Stockyard IPA, Wild Brunette and Old Eight Porter, this one taking its name from the fact that the brewpub is located on old US Highway 8.

The Bitter was a low alcohol, session type beer which was very tasty with a dry finish. The IPA was in the English style, and consequently not real hoppy, but nonetheless a good beer. The Brunette was a wild rice beer, which was full-bodied, a little fruity and quite unique (but good). The Porter was a big boy, at 8% (no coincidence, we think) and was robust, pleasantly full of chocolate and had a nice dry finish.



The special beers we sampled included Geno's American Lager, a Maibock and Dark Knight, a bourbon barrel Porter. The Lager was an excellent starter beer, and at 4.2% acceptable for quaffing more than one. It was slightly sweet with a real clean taste. The Maibock was very true to style and was full of malty sweetness. The Porter was a very complex beer, having been aged in bourbon barrels (as advertised). It was dark and delicious.

From top to bottom, these were very good beers, and tending to the "big" side. We visited several craft breweries while in the Twin Cities and have to say this was hands down the best of a good bunch. At the time of

our visit Barley John's did not have glassware, but did have shirts. Of course by the time the NABA gang left probably most breweries were out of breweriana.

By the way, for those interested in the engineering, John uses a 3½ barrel system with a 7 barrel fermenter. The system is the Specific brand. We should also mention that we had lunch there, and can vouch for the food being very tasty as well. So, if your travels take you to the Twin Cities again, be sure to pencil this one on your list to visit!

On our way to NABA 32 we decided to take the "northern route" from Lower Michigan to the Twin Cities. What this means is driving north to the Upper Peninsula and west to Minnesota. Now this trip can be made in one long day, but we no longer prefer to abuse ourselves that way, so we stop for the night near a brewery, if possible. On this trip it was possible, so we ended up in Minocqua, WI.

Minocqua is a quaint if touristy town in the far north of the Badger state. It's full of good quality shops and set on the edge of its pretty little lake. It's also the home of the Minocqua Brewing Company, established in 1997. The two story brewpub actually overlooks the lake and offered a very scenic setting for our late evening, sunset dinner/beer tasting.

The night we were there we tried three of their offerings. Each beer carries the name Island City, and we tried the Red Ale, the Brewmaster's Special which on that night was a Rye Amber and their Rye Porter. The Red was a nice summer beer with decent body and hop flavor. It also had a nice red color and good clarity.

The Rye Amber was surprisingly good. It, too, had good color and clarity. It also had a subtle rye flavor and nice body. The finish was pleasant and dry. Fred remarked that he could

certainly drink more than one of these. The final selection, the Rye Porter was nice and chocolate-y. It also had good body and balance. All in all, if your travel takes you this way, we can certainly suggest this as a nice stop. Breweriana is available in the form of glassware, hats and shirts. But if you covet a tie-dyed T, bring some extra cash.

And now for a review a little closer to home (for us that is). We had occasion recently to meet up with the Zynda's and the Alsgaard/Busse's, all of NABA fame, at The Redwood Lodge in Flint, MI. Not only did we have a good time, we also had good beer.

The Helles was deemed to be outstanding by Kelly Busse and she should know, as she had a number (which will remain confidential ) of them. Vickie Zynda who is normally not a malt beverage aficionado really got into the light ale which is the "starter beer" for Redwood Lodge. So this beer really impressed a member of the audience for whom it was intended. Mary usually likes beers in the Kölsch style so that is what she ordered and was very impressed with the light, crisp, low hop flavor. Two of us began with the cask conditioned Scotch ale. This was a wonderful beer being very malty and smooth, just like it should be. Then it

was on to the cask conditioned pale ale that was equally good and true to style, which is to say hoppy with a dry finish. Brewer Bill Wamby is doing an excellent job.

We also ate dinner there and all six of us were pleased with our meal. Service was very good as well. Breweriana is abundant in the form of shirts, glassware, hats, bottle/can holders in the style of a life jacket and more. If you're in the Flint area, be sure to check out this place.

Until next time, Cheers!

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## Book Review

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### *Finest Beer You've Ever Tasted*



Breweriana collectors have been spoiled somewhat by the many, many breweries located in the major met-

ropolitan areas of America. Now comes a treatment by Kenn Flemmons on the Tennessee Brewing Co. that sets a standard for a 100 plus page soft cover history of this now defunct Memphis brewery.

Jam-packed with facts and dozens of color photographs depicting great breweriana from Kenn and friend's collections, Kenn ties in quite nicely articles from Memphis newspapers of the 1880's along with literature and documents that must have taken a lifetime to accumulate. What really sticks out are the interviews he managed to gather with key people who ran the brewery over the years. He was particularly fortunate to be able to interview E.E. "Buddy" Krausnick, Jr., the brewery's last president.

From its start in 1885, to its

demise in 1955, you walk with Kenn through the years leading up to Prohibition, their struggle for survival and the fate that most regional brewers faced when having to compete with the big guys. Best known for their Goldcrest 51 beer, Kenn cites an interesting story that ties into the failure.

Despite new buildings, the year 1949 was the beginning of the end for the Tennessee Brewing Company. "I first knew that the brewery was in trouble in late 1949," said "Buddy". In 1948 we sold over half the beer in Memphis. In '49, that started to change.

It has long been speculated that there was no one thing that put the brewery, like a lot of other regional breweries of its day, out of business. Higher taxes and the higher cost of labor were certainly factors, as were the increased costs of raw materials. But there were two main culprits, television advertising and increased competition, that can be blamed for the decline of the Tennessee Brewing Company.

In 1949, television was all the rage. People could sit in their homes and watch movies, sports and variety shows. National brewers like Schlitz, Falstaff, Pabst and Anheuser-Busch saw the potential

to increase their sales through television advertising. They did so at the expense of the smaller regional brewers which had trouble competing with national advertising. The national breweries also did not rest on television advertising alone. They and other breweries also increased their aggressive efforts in the local markets.

"I remember when Champagne Velvet came into Memphis for the first time," said, "Buddy". They were very aggressive. They hired 30 men from the trade. Their sole job was to go into a tavern and order a Goldcrest 51 Beer. After they took a sip, they'd start talking loudly about how green it was. Then they'd order a C.V. and start bragging on its taste. Of course everything they said was loud enough for everyone in the place to hear. It did what they intended it to do, and it hurt us. We found out what they were doing when we hired three of those fellows and they told us what the C.V. people told them to do.

If you love doing some in depth reading about a fine old brewery, consider Kenn's book. Priced at \$19.95, you can contact Kenn directly via email at: [kflemmons@southernbarter.com](mailto:kflemmons@southernbarter.com).



# ≡ *A Brief History of the Pabst Company* ≡

By George Baley



It seems appropriate with the 2004 Convention going to Waukesha, a neighbor of Milwaukee that some mention of one of the four pillars of America's brewing history is in order.

Back in 1878, Jacob Best, Sr., and his sons Charles, Phillip, Jacob, and Lorenz established the business conducted by the Phillip Best Brewing Company on a very small scale in 1842. Production at that time was limited to only local demand and sales did not exceed 300 barrels per annum. By today's standards they would be a micro-brewery.

Delivery problems could not have been serious at that time, although they did not have fancy delivery systems. The first horse used by the Phillip Best Brewing Company peddled beer during the week, and was used by Phillip Best as a riding horse evenings and Sundays. The horse was a black stallion called Billy, and he spent his last days on the Pabst farm near Wauwatosa. He was said to be 30 years old, which was confirmed by his swayback. Before the power trucks came into being, the brewery had over 100 grey Percherons in their stable. Back in 1878, delivery to customers required more than 22 teams. Sales at that time reached 120,000 barrels.

In the course of time, Charles Best withdrew from the firm, Lorenz died and in 1860 Jacob severed his connection with the firm. Phillip Best carried on the business for his sole account until 1864 when Captain Frederick Pabst, his son-in-law entered as a partner in the business. The firm continued with-

out change until 1865 at which time Phillip Best withdrew and Emil Schandain, another son-in-law was taken into the partnership. The firm name was then Phillip Best & Company. In 1873, the firm was changed into a stock company and the following officers were elected: Frederick Pabst, President; Emil Schandain, Vice-President, and Charles Best, J., Secretary.

Frederick Pabst received the title of Captain not for military duty, but as a navigator. He embarked as a cabin boy on the Great Lakes and worked his way up to Captain of a Great Lakes passenger boat at the age of 21 years. The title remained until his death on January 1, 1904.

In 1866, Phillip Best transferred half of the ownership of the brewery to Fred Pabst. In the contract, he transferred half the company for the sum of \$21,057.95 and included in the transaction one-half of all his stock of beer, barley, malt, hops, ice, hoop iron, pitch and rosins, shaves, wood and coal, horses, harnesses, wagons, scales, hogs, cows, engine and boiler pumps, office furniture and fixtures, the same and patent cooler, all the revenue stamps, the lumber, timber and boards now on hand, and also all bed, bedding and bedsteads, and all kitchen furniture. What a list! The beds make sense because in those days it was customary for the brewery owner to board all his men.

Mr. Schandain died in 1888 and in 1889 the name of the firm, then Phillip Best Brewing Company, was changed to Pabst Brewing Company. By 1892 the output had reached one million barrels, up from the 300 in 1842.

In 1878 the company employed 175 men, of which 45 were in the bottling plant. Even in those days

shipments were purported to be made to Canada, Mexico, South America and even Australia.

During the lifetime of Mr. Schandain, there were two breweries. One plant was called the Empire Brewery and the other the South Side Plant. The South Side plant was abandoned in 1886, shortly before the death of Mr. Schandain.

In the early days there were no bottle washing machinery. Women cleaned the bottles by placing shot and water in them and shaking and rinsing until clean.

Back in 1891, this brewery was the first in the country to be equipped with a pipeline system for conveying the beer direct from the brewery to the bottling house.

Artificial refrigeration was used in 1878 through a series of caves built into the hillside around the brewery.

Pabst was one of the first, if not the first to introduce use of a pure yeast culture, a very important factor in controlling fermentation and producing a superior and uniform product. The first lager beer in Milwaukee was brewed at their site in 1851. All the brewers in Milwaukee up to that time had made nothing but top fermentation beer. A small quantity of bottom fermentation yeast was imported from Europe. As transportation was slow in those days, it was a matter of luck whether the yeast would still be vigorous when it arrived.

During the years 1920 to 1933, Prohibition left the company with a pile of bricks depicted as a large group of empty buildings that had the look of a deserted village.

Now once again the Pabst site is a pile of bricks awaiting a new life, perhaps in the form of a museum. We wish them well.

# *The Schmulbach Brewing Company of Wheeling, WV*

*By Albert Doughty Jr.*

The Schmulbach Brewing Company had humble beginnings and would have remained small operation, if not for the hard work, drive, and ambition of the man who started it, and those that later purchased and operated it. Its origin was in 1855, in a brewery built by Frederick E. Zeigler, a native of Germany. He had been a millwright by trade, and while in Portland, Ohio, he operated a flour mill. After moving to Wheeling, he ran a hotel and then later he started a bottling company. Zeigler (who had no brewing training) bought land at the head of 33rd Street and built a brewery, which he named the South Wheeling Brewery. He was sole owner until 1865, when he took Julius Lohse as a partner. The brewery's name was changed to Zeigler & Co. In its 18 years of operation Zeigler's brewery never produced more than 200 barrels of beer and ale a year. In 1873 Zeigler sold his brewery to a group of men, and the name was changed to the Nail City Brewing Company when incorporated in January of 1874. Frank Walters was elected president, Christian Siebke was elected secretary-treasurer, Richard S. Brown, C.P. Brown, John Butterfield, Gregory Warner, Henry Michael, N. Reister and Julius Lohse (Zeigler's former partner) were directors. The Nail City Brewery did not begin to brew beer until the middle of March of 1874, taking the time after purchase to increase brewing and storage capacity and make other necessary improvements to the brewery. By



April 30, 1874, the Nail City Brewery had 2,500 barrels on hand and was producing 120 barrels a day. It was said by those who drank Nail City's beer that it was equal to Cleveland's beers. In 1878, Nail City developed a new beer they named "Superior." They employed as their Brewmaster a man named Ernest Irion, who had been the Brewmaster at the Gambrinus Brewery in Cincinnati, Ohio. They bought their malt from John Butterfield's malt house. Butterfield was not only a director at the Nail City Brewery, but owned a malt house on 23rd. & Water Streets in Wheeling. He also had a brewery in Baltimore, Maryland with his partner and fellow Wheeling citizen William English. The Nail City Brewery had lagering caves that were cut into the cliff behind the brewery, extending 400 feet into the hill. They also added an addi-

tional cellar that was 60 x 30 feet with an ice house built over the top of it.

It was the leadership of one man that saw Nail City go from a modest size brewery to a pre-Prohibition giant. Henry Schmulbach had been a stockholder in the Nail City Brewing Company, and obtained a controlling interest in the brewery in 1881. Of all the brewers who operated in Wheeling, none were as flamboyant, ruthless or controversial as Henry Schmulbach. He was born in 1844, in Braunschwandt, Hessen, Germany. He was eight years old when his parents brought their family (children Henry, Lizzie, and Anna) to America in 1852. Coming from a poor background, Henry never received much of a formal education. When he was ten years old he began working as a deckhand on riverboats that operated on the Ohio River. After eight years of working and saving, Henry went into partnership with his Uncle George Feller in the riverboat business. A year later he bought his uncle out. At only nineteen, Henry was the sole owner of a steamboat company that had between 10-11 packet boats (a boat that travels a regular route carrying passengers, freight and mail) which operated as far south as Louisville, Kentucky. Henry sold the steamboat company just before the Civil War, as it had become increasingly dangerous to travel up and down the Ohio River (some Kentuckians took to taking pot-shots at passing boats). In 1862, Henry and his uncle George Feller started a grocery store. They



sold the store in 1865 and started a liquor distributorship known as Henry Schmulbach & Co. George Feller retired in 1869, and Henry continued to operate the distributorship until he sold it in 1881. As noted, Henry had been acquiring stock in the Nail City Brewing Company.

On January 1, 1882, Henry took possession of the Nail City Brewing Company. The name was changed to The Schmulbach Brewing Company and it was incorporated with a capital stock of \$80,000. Henry became president of the company. Upon gaining control, Henry focused all his energies on building one of the finest breweries in West Virginia. It would be this type of focus that Henry would apply to all his business interests. Henry enlarged the existing buildings, added new buildings and installed new equipment. In late 1882, the construction of the office and fermenting house at the head of 33rd. Street was completed. The fermenting house's cellar was open to the lagering caves. In 1883, the first refrigerating equipment was installed at the brewery. On October 1, 1883, Henry sent the secretary of the brewery to Monroe, Wisconsin to entice Brewmaster John Schneider to come to Wheeling and work as Schmulbach's brewmaster.

Henry felt that his beer needed improvement and paid Schneider \$4,000 to work at Schmulbach Brewery for him. Schneider stayed until December 20, 1884, and when he left, he had accomplished what he had been hired to do, improve the quality of Schmulbach's beer. Between 1882 and 1884, Schmulbach was producing 7,000 to 8,000 barrels a year, with production gradually raised to 50,000 barrels a year and eventually to 70,000 barrels a year.

In 1886, Schmulbach produced 118,658 barrels of beer.

As well as brewing, Henry was involved in hotels, banking, steel mills, bridge building and railroad-ing. He even organized and financed the National Telephone Company. In 1907, he built the Schmulbach Building in downtown Wheeling at a cost of \$150,000. It was the largest office building and the first skyscraper in the state. Twenty-seven of Henry's businesses had offices in the building. Henry's business interests alone are too numerous to mention in

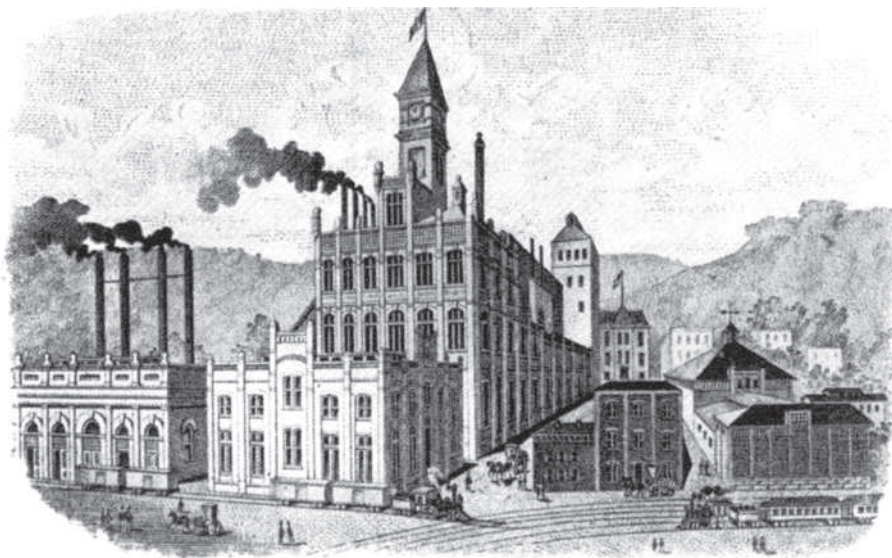


detail. He was so successful in business that other businessmen liked to ride his coattails in business deals. These men never remained partners with Henry for very long, as he always bought them out. Another aspect of Henry's dealings was that he seemed to take particular pleasure in driving his competitors out of business. It has been said that Henry never lost money, he always made money.

While Henry was ruthless in his

dealings with other businessmen, his attitude towards the working man more different, especially when it came to his own workers. When Henry became concerned that his worker's families did not have a place to go for recreation, he built Mozart Park in 1893. Located on top of a hill in South Wheeling, initially the park was extremely difficult to get to because of its hilltop location. Henry quickly rectified the situation by constructing a 610 foot long incline from the base of the hill at 44th. Street to the park. It had a capacity of 1,200 people an hour and cost \$100,000 to build. The park itself had a dance pavilion with a capacity of 5,000 people (it was the largest in West Virginia), a roller-coaster, skating rink, merry-go-round, casino and of course a beer garden that only served Schmulbach's beer. There also were plans to build a zoo, but when a caged bear that was put on exhibit was killed and eaten by a crowd of local citizens, no one was surprised when Henry decided not to build the zoo. For twenty-five years Mozart Park was one of Henry's many business successes, but after his death the park began to rapidly deteriorate until it closed in 1918. The property was later sold and developed for housing.

In 1886, the Schmulbach Brewing Company, as a stockholder in the Manufactures Gas Company, was the second company in Wheeling to use gas in its various departments. Most of Schmulbach's buildings were built between 1889 and 1901. In 1890, Henry built a new brew house, mill house, boiler house, wash house and hops room. They were all designed by the Chas. Kaestner Co., a Chicago architectural firm. The brew house was 40 x 60 feet,



BREWERY PREMISES OF THE SCHMULBACH BREWING COMPANY, WHEELING, WEST VIRGINIA.

three stories high with a cupola and 25,000 barrel storage. It was fitted with all new equipment including a 350 barrel capacity brew kettle built by Goetz and Brada of Chicago. The Chas. Kaestner Co. installed their patented mash machine and grain remover. The boiler house was 50 x 40 feet, 30 feet high and equipped with a large Corliss engine, electric dynamo, and ice machines; the rear of the boiler house was used for the cooperage shop. The mill house was 21 x 50 feet, five stories high with a clock tower (total height was 155 feet). It was fitted with a new non-explosive malt mill with a 500 bushel capacity and a malt cleaning and separating machine. The wash house and hops room was 120 x 44 feet, one story and in some places two stories high. When it came to the brewery, Henry spared no expense, all the buildings had red pressed bricks, copper cornices, and slate and glass roofs. The various interiors were iron, tile and oak. The brew house has terracotta trimmings, the most interesting of these are the four decorative faces over the doors. One of the male faces seems to be Gambrinus, but in a Viking style winged helmet. Another face appears to be Bacchus, the Roman

god of wine, with his distinctive wreath of grapes. The female face seems to be Ceres, the Roman goddess of corn, fertility and agriculture, and the third male face is a mystery. All doorknobs in the brewery had an H superimposed on an S. It formed a dollar sign, and also represented Henry's initials. After all the construction, Schmulbach had production up to 200,000 barrels a year. They had bottling branches in Ohio, West Virginia, Pennsylvania and Maryland and employed 150 men. In 1890, Henry built a new fire-proof stock house, wash house and racking house (the racking house had an initial production up to 900 barrels a year it was repeatedly increased until 1902, production was 6,000 barrels a year.) Henry also built a new three story office and bottling house across from the brewery along 33rd Street. Next to the office and bottling house a bar was built, and next to the bar a Brewmaster's house. Between 1890-1901, Henry built an ice house behind the bottling house, (previously they bought ice from the local Crystal Manufactured Ice Co.) It was the largest ice house in West Virginia. The Baltimore & Ohio Railroad, which ran along side the brewery, provided rail service. In 1900,

Schmulbach's capital stock was increased to \$240,000. On January 1, 1902, the Schmulbach Brewery began making ale, the first time ale was made at the brewery since Nail City Brewery days. Sometime before 1912, the new ice house was expanded.

With Henry's vast wealth he became able to pursue his

love of fast horses. He purchased a farm at the North end of Wheeling Island (located in the middle of the Ohio River) and turned it into a breeding farm, equipped with the racetrack Henry built to train horses. (It later became a beach and recreation area known as Belle Isle Park.) Henry also bought a large horse breeding farm in Kentucky called Elmhurst, and a training stable in Cleveland, Ohio. It has been said that Henry Schmulbach liked fast horses and fast women in that order. Like the thoroughbred horses that Henry loved so much, he loved the illicit pleasures that his wealth could provide. Being an ardent gambler, Henry was once arrested at the McLure Hotel for playing in a illegal poker game. A confirmed bachelor, Henry frequently visited Wheeling's many brothels. It would be these illicit activities that would cause him problems legally and socially. Through his love fast women, Henry fathered four illegitimate sons. But, Henry never recognized them, and only in his personal will did he acknowledge them, but even then only referring to them as his namesakes.

Even though Henry had a few scrapes with the law, none were as serious or tragic as what happened



on August 14, 1878. That evening Henry arrived at the home of Frank Walters (then the president of the Nail City Brewing Company) who was having a party. Henry had with him a man named Hamilton Forsythe, and both men were already intoxicated when they arrived. While at the party Forsythe became very belligerent, frequently interrupting Henry as he talked to the other guests. Henry told him to stop interfering and go outside and sit down. Forsythe was later heard to say, that he would like to whip a dutchman. (it would seem this remark was directed at Henry) When Henry left the party later his horses and buggy was missing. This was more upsetting for Henry than usual, as one of the horses was his personal pet. When a man came riding up, and was asked if he had seen Henry's team, he said he saw Henry's team going up Wheeling Pike. William Heiser (Frank Walter's son-in-law) took Henry to retrieve his horses and buggy. When they caught up with Henry's team, it was stopped along side the road. A couple of men had stopped Forsythe, because he was running the horses up the pike and had them lathered up. Upon seeing his horses in this condition, Henry grabbed Forsythe. Struggling, both men fell to the ground. Springing to his feet, Henry grabbed Forsythe again and struck him several times. He then got into his buggy and left the unconscious Forsythe laying on the ground. Forsythe was placed in a wagon and was taken to a doctor in Wheeling. He died later, never have regaining consciousness. Later when Henry was told Forsythe had died, he expressed regret about the incident. A warrant was issued for Henry's arrest for murder, and he surrendered to the authorities on August 16, two days after fatally beating Hamilton Forsythe, posted a \$10,000 bond and was released. The murder trial

started in late February of 1879. From the first day of the trial the courtroom was packed with spectators. In fact, it became such an event, people could not even gain access to the courthouse. On February 13, after the state and defense presented their case, the jury deliberated for half an hour and returned to announce their verdict of not guilty. At the announcement some people in the packed courtroom applauded, Henry was immediately surrounded by friends who offered their congratulations. Henry may have walked away from his



murder trial unscathed, but in the court of public opinion, Henry could not avoid some people's resentment over the fact that he was so easily acquitted. The killing of Forsythe, his love of gambling and his escapades with the fairer sex, could be the reasons why Henry was shunned by Wheeling's society. Not that this would have mattered much to Henry, as he always seemed to thumb his nose at society, not a surprising attitude for a man who has been described as arrogant and self-centered.

With the call for prohibition in West Virginia getting more intense every day, Henry saw the writing on

the wall and began to prepare for it. He made preparations, not for the closing of his brewery, but for the relocation of it. It was reported in a January 15, 1913, Wheeling News-Register article that the Schmulbach Brewing Company was looking to purchase land in Steubenville, Ohio to build a new brewery. They also were looking to purchase land across the river in Bridgeport, Ohio to establish a storage plant and distributing agency. It is not known why, but these plans never got off the ground.

With State prohibition coming into effect on July 1, 1914, Henry made the necessary preparations for compliance with the Yost Law. With the brewery closed, the brew house was used by Henry and August Marschner to house the construction company that they jointly owned. During World War II, the Universal Match Company used the brew house to manufacture matches until they moved to Cincinnati, Ohio in 1949. Up until recently, the brew house was occupied by a construction company; today there does not seem to be any activity in the building. The wash house and racking house was purchased by the Wheeling Electric Light Company and was used as their warehouse. In 1961, they sold the wash house and racking house to the Tri-State Machine Company, which still operates there today (they also own the former boiler house, cooper shop and the garage.) The bar was utilized by the Lime Cola Bottling Company. The office and bottling house building was occupied by the an ice cream company, then a baking company. In 1944, Continental Can Company occupied it, until 1949, at which time a hardware store purchased the building and is still using it today. The owners of the hardware store purchased the former bar and Brewmaster's house and had them

both razed to make room for a parking lot. The ice house was used by the West Virginia Match Company around the late 1920's or early 1930's until they were bought out by Universal Match, which operated out of the former brew house. From 1973 to 1988, it was used by the Clarke Paper Company; today a construction company currently occupies the former ice house. The brewery's office and fermenting house was torn down to make way for State Route 2, and during the road construction in 1975, the old lagering caves were rediscovered and then destroyed. Schmulbach's original malt house, located on 23rd. & Water Streets, was originally built by John Butterfield in the early 1860's. Henry purchased the business sometime after 1884. By 1890, Henry was producing malt at the brewery and no longer needed the old malt house. It is not known if Henry sold it or rented it out. By 1902, it was being used by the Wheeling Ice & Cold Storage Company, who bought it in 1922. It was later occupied by the Morgan Carriage Company. In the 1930's the Standard Oil Company was occupying it. Today it is owned by the Allied Plate Glass Company. As for Henry's beer recipes, some people have claimed that Henry sold the recipes to a Canadian Brewery.

With the enactment of the Yost Law, some Wheeling brewers lost more than just their breweries. In some cases they lost their primary source of income. Like Henry Balzer, who went to work for an auto dealership and the Reymann family (to a lesser degree), most felt the effects of prohibition. The only brewer who did not feel the loss of income was Henry Schmulbach. Henry at this time

was already a multi-millionaire and his Midas touch would ensure that he would never feel the economic pinch of losing his brewery. In 1873, Henry bought property on Chapline Street and built a mansion. Here Henry lived with his two sisters Lizzie and Anna until 1913. Around 1911 or 1912, Henry purchased 276 acres of land east of Wheeling in an area known as Roney's Point,, and commissioned a twenty plus room mansion to be constructed. The mansion was a



combination of English, German, French and Georgian architecture. The rooms had handmade French wallpaper and on the grounds of the estate a large greenhouse was built to provide fruits and flowers of every description for the mansion. Henry built Roney's Point Mansion for his youngest sister Anna; she was to assume the position of Grande Dame of the house. In 1912, Anna died before the mansion was completed. Henry, who was a life long bachelor, had never felt the need to marry, as his sisters filled the role of ladies of the house whenever he entertained. Now with the death of his last sister, Henry needed a wife to fill the role. He (at the age of 68) married Eva Pauline Bertschy on November 20, 1912. The marriage was no love match. She was 47 years old and had

never married before. Eva's family ran a funeral home in Wheeling, and they had known Henry for a number of years from the Lutheran Church where they were all members. Eva Pauline has been described as a rather homely woman, with big ears, nose, hands and feet. She towered over Henry, who was a small man. When the mansion was completed Henry threw a large party, inviting Wheeling's elite. Henry's motive was to show off his new grand mansion and rub his wealth in the faces of the social elite of Wheeling.

In 1914, Henry's health began to fail. Not long before his death, Henry left the German Bank of Wheeling (he had been president of the bank ever since he saved it from collapse in 1879) and upon returning home, he went to his room. Eva later

found him crying and when she asked him what was wrong, he replied "I have been to the bank for the last time." It is not known what transpired at the bank to have caused such an emotional reaction. In late June of 1915, Henry became bedridden, as he was having frequent fainting spells. The end finally came as he quietly died at his Roney's Point Mansion on August 12, 1915. He was seventy-one years old. He was laid to rest among his family members at Greenwood Cemetery in Wheeling. Henry's family lot is across the road from his main brewing rival Anton Reymann. I have been told by a number of people that Henry Schmulbach and Anton Reymann despised one another. Considering the two were rivals in business and brewing, it is safe to assume there





was no love lost between them.

On September 8, 1915, less than a month after Henry's death, his cousin Anna Mary Feller and his widow Eva Pauline contested Henry's personal will. In the court case Eva claimed that Henry made a will at the time of their wedding, which left her his entire estate. When the Probate Judge asked her to produce this other will, Eva said she could not because she did not know where it was or what had happened to it. Eva Pauline and Anna Mary Feller were not successful in breaking the will. Henry must have known there would be people contesting his will, for he placed a clause in the will stating "anyone for whatever reasons contesting his will would forfeit any inheritance left to them by him." Even though she did not break the will, Eva Pauline did not walk away empty handed. Henry left her the Roney's Point Mansion which she sold to Ohio County for \$125,000.

The mansion was used as the poorhouse until the 1950's, and then it was used as a tuberculosis sanitarium until 1964. In 1968, the Roney's Point Mansion burnt to the ground. On an ironic note, in 1978, the Roney's Point property was offered to the Miller Brewing Company for a proposed new brewery.

In 1920 the Schmulbach Building was sold to the Wheeling Steel Corporation (now the Wheeling-Pittsburgh Steel Corporation) for \$775,000, and the money went to Eva Pauline. She later also sold the incline car and tracks at Mozart Park. On May 29, 1936, Eva Pauline died, and was laid to rest on the Schmulbach family lot in Greenwood Cemetery.

Of all the brewers that operated in Wheeling,

none left as much of a mark on the city's history as Henry Schmulbach. The mansion on Chapline Street still can be seen today as can the office building on Market Street. The Schmulbach Brewery on 33rd. & McColloch Streets is one of only two intact breweries left in Wheeling. (The other is the Kenney Ale Brewery in North Wheeling)

I would like to thank the following people for their help and time. Without them I would never been able to finish the story.

Ted Wolfe of Morgantown, WV  
Margaret Brennan,

Travis Zeik, Betty June Wyner, Wm. Beckett, all of Wheeling, WV  
Joyce & Edward Farmer of the Horstmann Family, Wheeling, WV.  
Susan Appel, Brewery architecture historian, Champaign, IL  
Wm. Klettner, railroad historian Wheeling, WV.

Susan Bowman of Tri-State Machine, Wheeling, WV.

Allied Plate Glass Co. and Tri-State Machine Co., Wheeling, WV

Oglebay Mansion Museum of Wheeling, WV

Stacey Anderson, Reference Librarian, Martins Ferry Public Library, Martins Ferry, OH

John Sneddon of Wheeling-Pittsburgh Steel Corp., Wheeling, WV.

Bob Kay of Batavia, Ill  
Kepner Funeral Home of Wheeling, WV

The late William Carney, crime historian of Wheeling WV.

Mary L. Henderson of Wheeling area Genealogical Society





# Schmulbach: Breweriana and the Decorative Arts



top of Brew House



enamel sign  
only 3 x 2.5"!!



Bacchus



Ceres



Viking ?



Gambrinus?



Ice House



1891 date stones on Brew House





**Schmulbach Building**



**Chapline St. mansion  
& HS logo (\$ for sure!)**



**BREWERY PREMISES OF THE SCHMULBACH BREWING COMPANY,  
WHEELING, WEST VIRGINIA**



**Brew House (Southwest corner)**



**Boiler House**



**Keg House**



**Bottling House & Office**

**Ice House**

**Looking East up the street**





# Miller Museum Revisited

By Ed Culbreth

In the last issue of the BC, the story of the demise of the Miller Museum in Fort Worth, Texas was presented. Contained herein are some of the pictures from that event. One must reflect sadly on events such as this and take the time to wonder where the maintenance of America's brewing history interferes with the commercial needs of beer business enterprises? Can they join hands with collectors and promote a key part of our heritage? We have heard about the efforts of the St. Louis museum, as well as those of Potosi,

Wisconsin and must decide how important they are to us as collectors and will we support them or let another effort die?

Texas Ed







# Executive Secretary's Report

By John Stanley, Executive Secretary  
NABA • PO Box 64 • Chapel Hill NC 27514

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

It is time to enter nominations for NABA Officers and NABA Board Members. Three NABA board positions and four officer positions

(President, Vice-President, Treasurer and Recording Secretary) are open for this year's election. Any NABA member may nominate themselves or you can nominate another member. If you nominate someone else, make sure they know you are doing so. Board members and Officers are required to attend the National Convention and two other meetings (one in the spring and one in the fall).

The Directory will be sent with the Spring issue. Take advantage of having an ad in the Directory. A business card ad is only \$15. Send payments and ad layouts to

John Stanley at the above address.

If by chance any of your address information has changed, please send any corrections to the address above. I would like to welcome the following new members, shown on the next page. Take the time to correspond with any new members who have similar collecting interests as yours.

Sharing information and collections is what NABA is all about. Special thanks to George Baley (1), Bob Hajicek (1), Mary White (2), eBay Auction (3) and the NABA Web Site (3) for recruiting these new members.

## APPLICATION FOR MEMBERSHIP

FILL OUT, DETACH AND MAIL TO: N.A.B.A. P.O.Box 64, Chapel Hill, NC 27514-0064

I wish to join NABA, and payment is enclosed. Annual Membership dues are: US \$25, 5 years for \$100, Canada \$30(US), and overseas \$40(US). Dues expire May 31; dues paid after Jan 1. are valid until May 31 of the following year. Please make your check or Money Order payable to NABA. (Please type or print legibly!)

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip plus 4 \_\_\_\_\_

Phone (with correct area code) \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

E-Mail address \_\_\_\_\_

Upon receipt of Application, you will receive the current Membership Directory, a Membership certificate, and two recent issues of *The Breweriana Collector*.

Please check the areas of breweriana that you collect. You may select a **maximum** of six different listings, including specific brands or cities, for inclusion in the Membership Directory.

- |  |  |  |   |   |                                       |
|--|--|--|---|---|---------------------------------------|
| <input type="checkbox"/> All Breweriana    | <input type="checkbox"/> Medals            | <input type="checkbox"/> Chairs        | <input type="checkbox"/> Photos           | <input type="checkbox"/> Knives         | <input type="checkbox"/> Statues      |
| <input type="checkbox"/> Ash trays         | <input type="checkbox"/> Menus/menu sheets | <input type="checkbox"/> Clocks        | <input type="checkbox"/> Pinbacks         | <input type="checkbox"/> Labels         | <input type="checkbox"/> Tap knobs    |
| <input type="checkbox"/> Barrels           | <input type="checkbox"/> Mini beers        | <input type="checkbox"/> Coasters      | <input type="checkbox"/> Pitchers         | <input type="checkbox"/> Lamps          | <input type="checkbox"/> Thermometers |
| <input type="checkbox"/> Books & magazines | <input type="checkbox"/> Mirrors           | <input type="checkbox"/> Corkscrews    | <input type="checkbox"/> Playing cards    | <input type="checkbox"/> Leaded windows | <input type="checkbox"/> Tokens       |
| <input type="checkbox"/> Bottles           | <input type="checkbox"/> Mugs & Steins     | <input type="checkbox"/> Crowns        | <input type="checkbox"/> Post cards       | <input type="checkbox"/> Lithographs    | <input type="checkbox"/> Tip trays    |
| <input type="checkbox"/> Brewery equipment | <input type="checkbox"/> Neon signs        | <input type="checkbox"/> Dealer        | <input type="checkbox"/> Reverse on Glass | <input type="checkbox"/> Matches        | <input type="checkbox"/> Trays        |
| <input type="checkbox"/> Calendars         | <input type="checkbox"/> Openers           | <input type="checkbox"/> Foam scrapers | <input type="checkbox"/> Salt shakers     | <input type="checkbox"/> Match safes    | <input type="checkbox"/> Watch fobs   |
| <input type="checkbox"/> Cans              | <input type="checkbox"/> Paper items       | <input type="checkbox"/> Glasses       | <input type="checkbox"/> Show promoter    |   |                                       |
| <input type="checkbox"/> Cases             | <input type="checkbox"/> Patches           | <input type="checkbox"/> History       | <input type="checkbox"/> Signs            |   |                                       |

Specific breweries, brands, cities \_\_\_\_\_

*Be sure to fill out ALL the requested information. This is used for the Membership Directory.*

*If you skip an item, you've limited the usefulness of your listing!*

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# New Members

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Colvin, Lea (Mary Beth)  
5809 Foolish Pleasure Ln  
Indianapolis IN 46237-3129  
317-784-7423  
lea1462@comcast.net  
Cans

Haarmeyer, Michael R (Donna)  
2938 Werkridge Dr  
Cincinnati OH 45248-3934  
513-922-3876  
reyemraah@aol.com  
Glasses

Harto, Brian E (Anne)  
81 Albert Ave  
Milltown NJ 08850-1941  
732-846-7134  
bibendum14@aol.com  
Foam Scrapers-Signs-Tap  
Knobs(Ball)-Trays; New Jersey

Hogan, James  
1635 Blackhawk Hills Rd  
Eagan MN 55122-1207  
651-454-6917

Hoover, Steve (Katrina)  
310 W Lee Etta Dr  
Gallatin TN 37066-5521  
shoover@rbcc.net  
All Breweriana-Calendars-History-  
Lithos-Matches-Photos; Gerst &  
Cincinnati

Jones, Les (Isabel)  
1392 Old Lancaster Pike  
Sinking Spring PA 19608-9138  
610-777-6455  
ljones0714@aol.com  
All Breweriana-Foam Scrapers  
Lithos-Reverse on Glass-Tap  
Knobs-Trays; Reading PA, Pottsville  
PA, Yuengling, Deppen, Barbey,  
Lauer

Kaiser, Don  
1725 E Donald St  
South Bend IN 46613-3527  
574-289-6842  
kizekanz@comcast.net  
All Breweriana(Indiana esp  
Hoosier,Drewry,Kamm)-Cans (esp  
Half Quarts & US Gallons)

Kovacic, Chuck  
9337 Sophia Ave  
North Hills CA 91343-2820  
818-891-4069  
cfkovacic@aol.com  
All Breweriana-Calendars-Lithos  
Paper Items;Restoration Expert

Largent, Tim  
216 Lucinda Ave  
Belleville IL 62221-5339  
618-233-2487  
ttms9732@msn.com  
Books & Magazines

MacKay, Douglas A  
23 Washington St  
Concord NH 03301-4341  
dmack\_m5384@hotmail.com  
All Breweriana; Concord NH

Nelsen, Bruce V  
601 E Dodge St  
Fremont NE 68025-5700  
402-721-3333  
bnelsen@edi-bud.com  
Bottles-Corkscrews-Knives-Lithos-  
Match Safes-Signs; Anheuser  
Busch

Newman, Gary L  
401 Southlawn Dr  
Auburn MI 48611-9451  
989-662-7615  
gemnewman@aol.com  
All Breweriana; Strohs

Pierce, John (Linda)  
20 Fernbrook Ct  
Cranston RI 02920-3816  
401-946-1061  
wrib4@aol.com  
All Breweriana; New England  
esp Rhode Island & Massachusetts

Price, Bruce  
PO Box 247  
Bloomfield Hills MI 48303-0247  
928-246-2762  
All Breweriana-Clocks-Match Safes-  
Neons-Signs; Strohs, Hamms,  
Detroit, Phoenix, San Diego, Los  
Angeles, San Francisco

## MEMBERSHIP AND DUES

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.*





# Advertising

## Classified Ad Guidelines

All advertising should be directed to:

**George Baley, Editor**  
***The Breweriana Collector***  
**1585 Tiffany Wood Drive**  
**LaPorte, IN 46350**  
**Phone: 219-325-8811**  
**Email: [gbaley@comcast.net](mailto:gbaley@comcast.net)**

### CLASSIFIED ADVERTISING

NABA members may advertise up to 6 lines (about 50 words) in the Buy-Sell-Trade area for \$5.00 per issue. Because of the low cost of advertising, we are unable to provide proof copies or "tear sheets".

### DISPLAY ADVERTISING

Full page.....	\$150.00
Half page .....	80.00
Quarter page.....	40.00
Eighth page.....	20.00
Business card (3-1/2 x 2") .....	15.00

Color adds an additional 50% to the above prices. Place any classified or display ad for 4 consecutive issues and pay only for three. We recommend that display advertisers supply camera-ready copy. Copy that is oversized or undersized will be changed to correct size to fit your ad space.

### PAYMENT

U.S. funds must accompany ad order. Make check payable to NABA and send to the editor.

### DEADLINES

Issue	Ad Deadline	Est. Publish Date
Spring	February 15	April 15
Summer	May 15	July 15
Fall	September 15	October 15
Winter	November 15	January 15

Want ads are accepted only from members of NABA. The Officers, Directors, and Editorial Staff make no effort to investigate the value or authenticity of any article offered for sale or trade, or of the business reliability of the persons placing advertisements. NABA and its Officers and Directors disclaim responsibility for inaccuracies, which may occur in its publications, and any liability for any transactions to which it is not a party.

# == Buy ~ Sell ~ Trade ==

**CHICAGOLAND BREWERIANA BOOK** shooting is beginning in March 2004 and will continue until late 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@comcast.net](mailto:gbaley@comcast.net). V124

**BACK ISSUES of the BC For Sale:** Issues 82 - 88; 91 - 99; 102 - 124 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

**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. V124

**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@comcast.net](mailto:gbaley@comcast.net).

**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](mailto: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](mailto: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](mailto:wxxhead@msn.com). V125

## Do you have something to SELL?

## Do you have something to

## SWAP?

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

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

**George Baley**  
**1585 Tiffany Woods Drive**  
**LaPorte, IN 46350**

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# Events of Interest

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## 2004

### February 12-15 - Fredericksburg, VA

**25TH ANNUAL BLUE & GRAY (BCCA/NABA)**, Ramada Inn. Ray Johnson (703) 971-3549 or email: raynerj@erols.com or John Fisher 301-290-1573; email: burntoak@earthlink.net

### February 14 - Fredericksburg, VA

**NABA BOARD OF DIRECTORS MEETING** - Time and location to be announced.

### February 28 - Mt. Pleasant, MI

**DOG-GONE-GOOD CHAPTER (NABA) WINTER SWAP 15**, Mountain Town Station Brew Pub, Downtown on Broadway St., Dan McShane (989) 667-9445 or email: kolb-bros@chartermi.net

### 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 (859) 371-4415 or email: beerdave@fuse.net or Jeff Dowers (513) 851-8986, email: pints and pooh@fuse.net

### March 14 - Milwaukee, WI

**BREW CITY ADVERTISING & REC ROOM DÉCOR SHOW**, 10:00 am to 3:00 pm, 5101 W. Oklahoma Ave; Jim Welytok at email: unievents@aol.com

### March 28 - Bloomington, MN

**33<sup>RD</sup> 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

### March 28 - Logansport, IN

**MARCH MADNESS SHOW. K.G. SCHMIDT, HOOSIER (NABA) & THREE RIVERS CHAPTERS**, Eagles Club Room, 9:00 am - 3:00 pm Dave Chicoracki (574) 674-2779 or email: intocans@datacruz.com

### April 14-17 - San Francisco, CA

**26TH ANNUAL JUST FOR OPENERS CONVENTION**. Holiday Inn Fisherman's Wharf. John Stanley (919) 419-1546

### April 25 - Hilliard/Columbus, OH

**OHIO BREWERIANA SHOW, Gambrinus Chapter (NABA/BCCA)**, 8:00am - 1:00 pm; MaKoy Center; 5462 Center St., I 270, Exit 13, Doug Blegen (614) 890-0835 or email: dblegen@columbus.rr.com, Doug Helsey (614) 826-3163 or email: dough@iname.com

### May 22 - Kalamazoo, MI

**27th ANNUAL PATRICK HENRY BREWERIANA SHOW (NABA/BCCA)**, Kalamazoo Brewing Co.; Dave Launt (269) 327-8754 or email: nybrew@aol.com or Joe Wilson (269) 896-1051 or email: pwilson@accn.org

### June 6 - Blue Ash, OH

**BEER CANS AND BREWERIANA SHOW**, Blue Ash Banquet Center, 9:00 am - 1:00 pm, Dave Gausepohl (859) 371-4415 or email: beerdave@fuse.net

### June 15-19 - Denver, CO

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

### July 15-17 - Stamford, CT

**EAST COAST BREWERIANA ASSOCIATION (ECBA) 32ND BREWERIANA CONVENTION**, Holiday Inn Select Hotel, Saturday 10:00 am - 2:00 pm; Larry Handy (610) 439-8245 or email: ohhugo@aol.com; www.eastcoastbrew.com

### 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

### August 13-15 - Memphis, TN

**EXPO 2004 ANTIQUE BOTTLE & ADVERTISING SHOW**, Memphis Cook Convention Center, Saturday 9:00 am - 4:00 pm; Sunday 9:00 am - 3:00 pm. Gene Bradberry (901) 372-8428 or Dick Caughey (901) 876-3117.

### August 15 - Blue Ash, OH

**BEER CANS AND BREWERIANA SHOW**, Blue Ash Banquet Center, 9:00 am - 1:00 pm, Dave Gausepohl (859) 371-4415 or email: beerdave@fuse.net or Jeff Dowers (513) 851-8986, email: pints and pooh@fuse.net

### September 1-4 - Dearborn, MI

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

### November 2 - Blue Ash, OH

**BEER CANS AND BREWERIANA SHOW**, Blue Ash Banquet Center, 9:00 am - 1:00 pm, Dave Gausepohl (859) 371-4415 or email: beerdave@fuse.net

## 2005

### August 3-7 - South Bend, IN

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

## 2006

### August - Louisville, KY

**35TH ANNUAL NABA CONVENTION**

For information contact Roger Ownes, or Kent Speer

## 2007

### August - Bay City, MI

**36TH ANNUAL NABA CONVENTION**

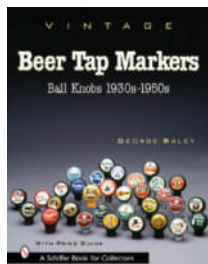
For information contact Ricky Schmidt or Rebecca McShane.



# Membership Directory Display Ads

**Time is NOW for you to place your ad in the next Membership Directory scheduled for delivery in mid-April 2004. For only \$15, you can include a business card size ad, either your card or text of your choosing. We will set the type, if you don't have a card. For more space see page 37.**

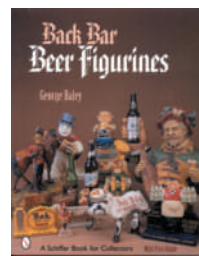
**Business Card Size  
3-1/2" x 2"  
\$15.00 Black/white**



## **Vintage Beer Tap Markers Ball Knobs, 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 knobs are presented in this comprehensive and unique book representing 1000 brands of beer manufactured by over 550 breweries. The history of ball knobs, dates of use, grading, and pricing are included. 8 1/2 x 11, 192 pages, hard cover. Retail price is \$39.95.

**NOW AVAILABLE! \$39.00 PPD**



## **Back Bar Statues**

Breweries all over America have used character figurines and small shelf signs as highly effective point-of-purchase advertising to promote their brands of beer. A wonderful array of such back bar advertising items is showcased here, including some of the rarest statues known. The description for each item includes the height, material(s) of construction, dates of use, and current value. Rare statues are identified. Also provided is a history of point-of-purchase advertising as related to the brewing industry, a review of the manufacturing process and the major manufacturers, plus valuable information on grading, pricing, repairing, reproductions, and more. This colorful and comprehensive book will serve as the reference of choice for all beer statue collectors and breweriana buffs. 8 1/2 x 11 with 675 color photos. Retail price is \$29.95.

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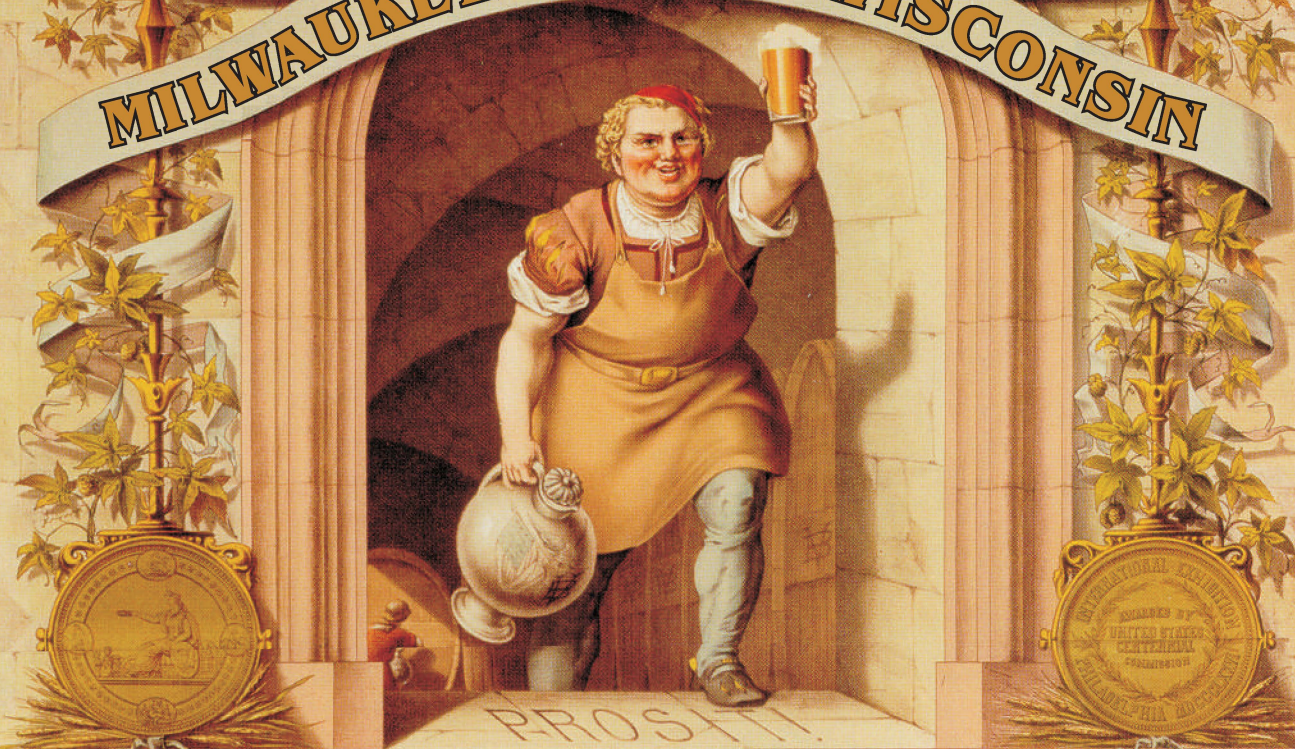
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