



The BREWERIANA COLLECTOR

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

Volume 125

Founded in January 1972

Spring 2004



**2004
Convention
Registration
Packet and
Election Ballot
Inside**

**Cream City
Brewing
Company**

**Brewing in
Tonawanda,
NY**

**Standard Brew
of New Orleans**

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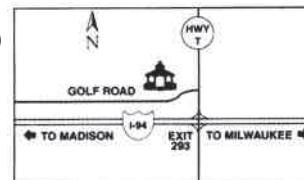
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The BREWERIANA COLLECTOR

SPRING 2004 #125

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COVER

Cream City is depicted in this rare sign for the Milwaukee brewer.
PHOTO CREDITS: George Bailey, Mary White, Len Jurgensen,
Ed Culbreth, Mike Bartels



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NATIONAL ASSOCIATION BREWERIANA ADVERTISING 2004 CONVENTION IN MILWAUKEE OVAL TRAY

Actually the tray was never produced commercially and only one prototype is known to exist. It displays a typical innocuous water scene, not particular to any brewery or company, in addition to a screened pilsner glass filled with a light colored malt beverage surrounded by hops and barley. All of the usual iconic symbols of so many turn of the century trays produced by the hundreds. Also present is most of the necessary information for the stated convention place and time, positioned in a balanced and colorful arrangement. In addition, there is a detailed leaf border of complimentary tonal quality representing six of the most renowned breweries located in Milwaukee. Truly a rare piece of lithography, and while it may show the desired effect, it lacks some essential facts about the event.

It fails to mention that the convention is taking place at the *Country Inn Hotel* at 2810 Golf Road in Waukesha, Wisconsin, as well as the phone number 1 (800) 247-6640 or the appropriate e-mail address of rfacps@wi.rr.com. It also precludes the mention of the *Pub Crawl*, *Auction* and much touted "Huge" trade session. There is also a *Good 'Ole fashioned Wisconsin Beer & Brat Tailgate Social* and *Past Century Brewery Collector Display* conspicuously absent from the presentation.

One wonders what else might be missing from the design, as not a word is written of the *Historic Brewery Building Tour* or other sites and sounds that the vast metropolis' of Milwaukee and Waukesha have to offer. None-the-less, one should be sure to make plans to attend this stupendous event and revel in all it has to offer.



President's Message

Spring has sprung and with it a bevy of breweriana collecting opportunities are upon us! The drastic winter we were promised (at least around here) did not materialize and the nice weather means we will have to split our time between inside projects- like our collections and outside ones- like cutting the grass.

The National Convention is just around the corner and everything Bob Flemming and his team has promised looks to be on stream. Bob reports a high level of reservations thus far, so you will want to get your room reservation in ASAP, so you sure of getting a room.

Museums: Your Board met at the Blue-Gray Show in February and discussed the proposal by the Brewery Museum Foundation

(BMF) to participate on their board. Kent Newton had attended an informational meeting in December at the site of the former Lemp Brewery. Progress on the museum continues with a projected opening in 2008. It was the Board's decision to continue to explore the proposed relationship before committing additional manpower to the project.

On the other museum front, we learned that ABA has formulated a plan to place their support of a museum with the Potosi group, rather than the BMF. A final commitment of up to \$250,000 collected to date will be made in June at their convention.

The Milwaukee museum continues to move ahead, but with no specific date for completion of the facility.

Breweriana Club Meeting: A meeting was held at the Blue-Gray

by the four Presidents of ABA, BCCA, ECBA and NABA to discuss common issues and look for ways for the clubs to potentially interact in the future. The minutes of the meeting have just been published and will be reported on after review by the board.

Elections: Election of all officers and half the board members will occur in the next couple of months. We will be increasing our Board of Director positions to 8 with the election of 5 Directors this quarter. There will be the regular 4 two-years openings and a one-year opening to comply with By-Law requirements. Also being elected will be the position of President, Vice President, Treasurer and Recording Secretary.

George Baley

**BOARD OF DIRECTOR'S AND OFFICERS BALLOT
INCLUDED IN THIS ISSUE
SEND IN YOUR VOTE BY JULY 15TH**



From the Editor's Desk

Thanks to all of you who took the time to send a note about the revised format of the BC. As you flip through this issue, you will see some additional minor changes, mostly associated with the placement of the color pages. We expect the revisions to permit a better matching of color pages with articles where color is meaningful. The former layout of placing the 8 color pages (prior to last issue) in the

center of each issue is no more. Now the 14 color pages (plus the front and back covers) will be distributed throughout the issue.

John Ferguson has agreed to sign on as a proof reader for future issues. In the future, please send all complaints of misspelled words, errors and negative comments to John! Just kidding! Thanks John for taking the heat.

This issue formally introduces the column Members Showcase where the collecting interests of a collector will be pre-

sented. Last quarter we started with George E. Virgines Colt 45 interest, but hadn't come up with a title at that time. If you would like your collection featured, please send me a half dozen or so color pictures either as prints or as digital images. Remember also that the *Help Needed* column is there for you to toss out questions you've been wanting answered.

George Baley



Chapter Doings

By Mary White, Chapter Coordinator

The holidays are passed and all the NABA chapters were busy this quarter with their MINI SHOWS for 2004. Since my show attendance this 1st quarter was curtailed by a broken right leg, I asked my friend Dave Van Hine to report on the 25th Annual Blue Gray show in Fredericksburg, VA Feb 12th - 15th. This show continues to draw a crowd of collectors from all over the USA and a few foreign countries as well.

Blue/Gray Show - Three area Chapters - Fredericksburg, VA

We always knew that we were flirting with danger by traveling almost 700 miles in the heart of February to attend what is probably the greatest breweriana show in the country outside of the National Conventions. The drawback was the possibility of inclement weather and being

stuck 600+ miles from home. How was the show? Fantastic as always. Picked up lots of stuff, and met lots of people I see only once a year. Try and make it yourself sometime. Pick a non-snowing weekend, if possible. The NABA Board meeting was held at this show also.

The next show was the SUPER WINTER Swap 15 February 28th at the Mountain Town Station Brewpub in Mt. Pleasant, MI put on by the Dog Gone Good Chapter.

The 3rd Chapter show was the The 28th Annual Luck O'The Irish Show March 11-14th. This also marked the 30th anniversary of the founding of the Queen City Chapter.

Again, another great show with a record breaking crowd in attendance, and many new faces joining us for the first time. Chapter membership continues to grow. We're very grateful for the many who continue to attend on a



Thurs. evening Micro Tasting at the Luck O'The Irish Show

regular basis and share in the hobby. Many new homes were found for great breweriana pieces. Check out the Queen City Chapter website to enjoy additional photos of the show.

Several Chapters have upcoming shows in the 2nd quarter of the year. I urge the chapters to send John Stanley the times, dates and places of their shows to be listed in the Events of Interest in the BC and our website. This is the best way for persons interested in attending to call and learn about your shows.

The Gambrinus Chapter show, "King Spring Fling is April 25th at the MaKoy Center, Hillard, Ohio.

The Miami Valley & 5 other Ohio chapters are sponsoring the 30th Annual OHIO MINI CONVENTION & BREWERIA SHOW, July



Display at Blue/Gray Show



Anniversary celebration - 30 yrs.



Ed Culbreth(left) and John Smith (right) at the Blue/Gray Show.



Display at Blue/Gray Show



Famous Friday night raffle

CONTINUED ON PAGE 29



Milwaukee Convention Report

By Bob Flemming

With this issue of the collector, you will find a registration form, and schedule for your retention. We ask that you return the registration form at your earliest convenience. The Country Inn Hotel reported to us last week that they already have confirmed reservations for just about 300 room nights. That converts to around 45% of expected reservations and is a very good number given the convention is a little more than 3 months away. Please remember to make your reservations directly with the hotel @ 1-800-247-6640 and mention that you are with NABA. We have blocked the rooms for NABA thru July 11th and with the reservations booked so far, we should fill the entire facility.

We have noted that a number of the NABA members are planning on arriving on Tuesday. For those of you that arrive on Tuesday, we will have a mid day tour of Len & Diane Jurgensen's home, to view one of the finest Schlitz collections in the country. Their home is just around 8 miles directly west of the Country Inn and south on the Sawyer Road exit. Directions and a map will be in the next issue of The Breweriana Collector. In addition, Jim Welytok our NABA Trade Show director, is also attempting to complete part of the display area in his house, in time to show the great Wisconsin brewery items he has collected over the past decades.

Co-chair Gary Hawk is well underway with the Micro/Pub Tour for Thursday. He has scheduled two micro's, one brewpub and Miller Brewing. Collectibles will be available at all locations and Miller

has a great selection at their gift shop. They will also take us thru the Miller Inn to see some of the wonderful prepro lithos and signs from the Haydock collection.

Len Jurgensen has included in his tour of famous brewery landmarks, the Pabst Mansion and lunch at the Water Street Brewery. Everything is included in the tour price.

This year we will bring back a few venues that were well received a number of years ago in the form of educational seminars. These events are included in your registration fee and are open to all members and spouses that sign up for them at registration in the hospitality room. Chuck Kovacic of North Hills, California has agreed to attend the convention and will present a seminar on Restoration Services and Techniques for serious collectors of antique advertising. Chuck has been providing restoration services for over 25 years and is a regular speaker at the Antique Advertising Association of America. Wayne Kroll is in the process of completing a new book on Wisconsin Farm Breweries. You will note that Wayne and Len Jurgensen have penned a separate article in this Collector issue on that topic. Wayne will deliver a slide presentation on the history of this little known Wisconsin brewery development in the early to late 1800's. The majority of these occurred prior to the emergence of the large breweries in the Milwaukee area and other mid sized communities in Wisconsin. We are also planning to have Jim Kupferschmidt, the Director of Archives of The Museum of Beer & Brewing in Milwaukee provide a slide overview of many of the remaining building structures in

Milwaukee that were once owned and or operated by the major Milwaukee breweries around the turn of the 20th century. These 3 presentations should provide some great education in areas that are little known to the majority of NABA members.

This year we will have a communication board in the hospitality room. Member's room numbers and area of specialty will be listed. Unless other wise noted, the committee will use the most recent directory to identify the areas of specialty. This will allow everyone to locate the rooms of interest and not have some rooms go unnoticed based on location or the times when the room is open. Notes may be attached to a members room number to get the buyer/seller together in case both are out roaming the halls.

All committee members at this convention will be wearing the "Blinkie Buttons" from Miller Brewing Company. Your committee members will be easily identified for assistance or answering questions.

The Micro tasting this year on Saturday night will be held in conjunction with the Tailgate Beer & Brat event in the new Town Pavillion area that is currently under construction, and will be completed in June. Representatives and possibly brew masters from most of the Micro's and Brewpubs will be on hand to describe their great offerings and answer questions about the uniqueness of each of the samplings offered.

We hope to see a record setting group of you here at the convention. If for any reason you need to contact me, I can be reached at 262-965-5344 or email me @ rfacps@wi.rr.com.



A Rear View Look at Brewing News

By "Beer Dave" Gausepohl

BOILING IN THE BREW KETTLE

The business of beer used to be centered around the major American brewers. That has changed in a major way over the last few years. When South African Breweries purchased Miller brewing, the world of brewing became smaller. Just recently Interbrew, the large Belgian brewing concern purchased Ambev of Brazil. This deal creates the worlds largest brewing concern. They will even surpass Anheuser-Busch. I know to a novice this seems to not have much effect on the brewing climate in the United States. Maybe we need to step back a few years and examine just who Interbrew is.

In the late 1980's, a consolidation began among the brewers in Belgium. Brands like, Hoegaarden, Jupiler, Leffe and Stella Artois were merged into the company we now know as Interbrew. With this bank of brands the company began to acquire additional brands beyond the Belgian border. Labatt from Canada was an early acquisition. This deal also gave Interbrew Rolling Rock from this country. A number of players in Europe also were purchased. Brands like Oranjeboom from



Holland, Diebels from Germany, and Whitbread from England were added to their ever growing portfolio. Soon these brands were paying the way for larger acquisitions.



They bought Bass from England, and Beck's from Germany. Prior to 1990, Interbrew had no ownership in Germany. The Spaten Lowenbrau purchase announced just before the 2003 Oktoberfest made Interbrew Germany's largest brewer.

Some of the Brands controlled by Interbrew include Boddingtons from England; Tecate, Dos Equis, Bohemia, Carta Blanca all from Mexico; Dinkelacker from Germany; Staropramen from the Czech Republic; and Tennent's of Scotland. Interbrew also owns a number of brands in countries like Russia, Bulgaria, Hungary and China. The trademarked slogan they use is the World's Local Brewer. As airplanes have made

the world smaller so will the worldwide consolidation of the brewing business.

A number of other large brewers with vast worldwide holdings include, Heineken, Scottish & Newcastle, Carlsberg, SABMiller, and Foster's. These brewers are all in search of new additions to their portfolios. Coors from this country has strong holdings in the United Kingdom including brands like Worthington, Carling, and Caffreys. Anheuser-Busch has large investments in Modelo from Mexico, the brewers of Corona and Tsingtao from China.

The micro category is also dealing with consolidation as well. Hart Breweries and Thomas Kemper merged years ago to form Pyramid Breweries. At the turn of the year Pyramid purchased Portland Brewing Company. This Oregon brewer had taken over Saxer who earlier had taken over Nor'Wester. In Colorado Left Hand and Tabernash joined together. In the East Harpoon and Catamount merged a few years back. And Wild Goose, Brimstone and Blue Ridge all joined forces in the Baltimore area.

These deals help share economies of scale. Cost of purchases like bottles, grain, hops etc., all can be reduced from stronger negotiations. Transportation and distribution concerns can also be minimized. The consolidation trend is here to stay.

"Beer" Dave



Cream City Brewing Company

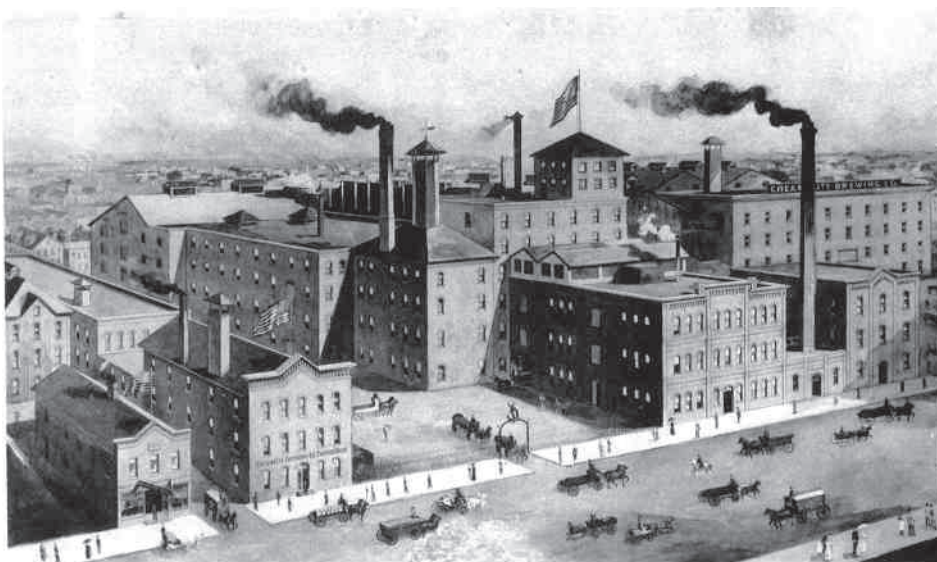
By John Steiner

The City of Milwaukee has historically been known as the "Cream City", and while many people assume that the name comes from the State's long pre-eminence in the dairy industry, or even that it refers to those golden suds brewed in the "Beer Capital of the World", the

title is actually derived from the cream-colored bricks from which many of the City's buildings are constructed. Milwaukee's brick making boom lasted well into the 1870's. As more and more of the city's buildings were constructed of the local bricks, visitors soon noticed the overwhelming cream coloration of the city. It was during this period that Milwaukee became known as the "Cream City".

Wehr & Forester 1853-1858

The "West Hill" brewery was originally built by George and Conrad Wehr and Christopher Forester in 1853. The brewery was located on 13th Street between



Cherry and Galena on the near northwest side of Milwaukee, a few blocks from the site where the remains of the Pabst Brewery are located today. The two story frame building was used as both brewery and a household. The brewery did not have an ice house so all of the beer was brewed only during the winter months and was stored in a cellar. In 1858 Forester sold out to George Wehr and joined Otto Zwietusch.

George Wehr 1858-1860

After Forester left, George Wehr made substantial improvements to the brewery at an expense of \$3,000.00. In 1860, George Wehr sold the property to

John Beck and Christopher Weber.

Christopher Weber & John Beck 1860-1863

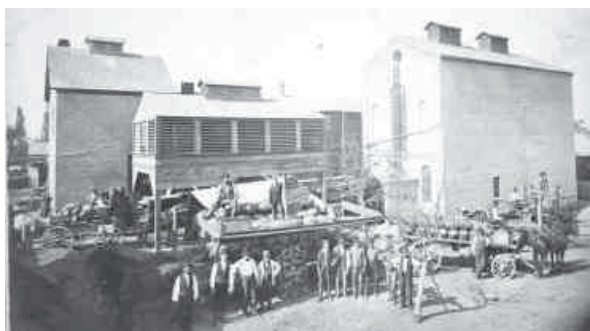
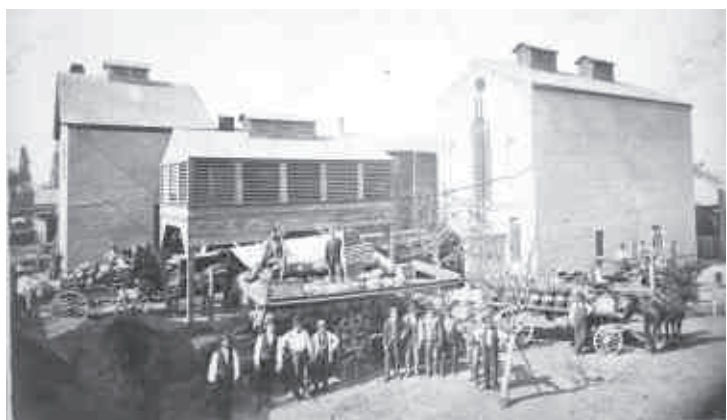
Stephan Weber & John Beck 1860?-1863

Shortly after Christopher Weber and John Beck purchased the brewery from George Wehr,

Stephan Weber bought out his brother Christopher's share in the brewery. After two years of partnership; Stephan Weber sold his interest to John Beck. In 1863 Stephan Weber moved to Waukesha, Wisconsin and bought a brewery of his own and in doing so took the name West Hill Brewery with him.

John Beck 1863-1877

John Beck continued the business alone and improved the property from year to year (he built several brick structures and new beer cellars), but after years of poor business and owing to his inability to pay pressing debts, sold out to William Gerlach in 1877.





VARIOUS LABELS FROM CREAM CITY BREWING



**Jacob Veidt & Co.
1877-1879**

William Gerlach, a prominent Milwaukee maltster, continued the brewing on the 13th Street site under the name J. Veidt & Co. (Wm. Gerlach, President, Jacob Veidt, Secretary and Superintendent) until 1879 when Gerlach and Veidt organized the Cream City Brewing Company.

**Cream City Brewing Co.
1879-1920**

In 1882 the company officers were William Gerlach, President, Louis P. Best, Secretary, and Jacob Veidt, Superintendent. After the deaths of William Gerlach and Jacob Veidt in 1883, the company was reorganized in 1884 by John Meiners. The company officers in 1884 were John Meiners, President, Adolf H. Meyer, Vice President, and Louis P. Best, Secretary and Treasurer.

By 1885 the main brewery site on Thirteenth Street had the dimensions of 150 x 200 feet, in addition to the large brewery and malt house there also was situated a large bottling department. Nearly 5,000 barrels of beer were bottled annually. The area covered on the Eighth Street site by 1885 was 100 x 100 feet, and also contained malthouses and cellars. In the mid 1880's the brewery brewed over 30,000 barrels a year, with yearly sales of \$250,000.00 and

used about 50,000 bushels of their own malt every year, also purchas-

and was succeeded by William Falk, who had previously been foreman of the Franz Brewing Company. The brewery remained a large local producer, but also exported their products into Upper Michigan and Chicago.

**Cream City Products Co.
1920-1933**

During prohibition, the business was renamed the Cream

City Products Company. Some of the products that sustained the brewery during prohibition were near beers, tonics, malt and malt syrups, and carbonated beverages.

**Cream City Brewing Co.
1933-1937**

After prohibition the brewery became the Cream City Brewing Company again. Herman Wolf, Robert Schoenfeld, Rudolf Wittmann, and Gustav Hanke reorganized the brewery. Some of their brands were: Pilsener Beer, Extra Stock Dark, Cream City Draft Beer, Pelham Club Beer, Cream City Pilsener Type Beer, Cream City Pale Beer, And Bock Beer. The brewery averaged about 30,000 barrels a year until the plant closed. It closed April, 1937 due to a debt of \$235,000. The property was sold to satisfy credi-

tors. By 1950, the site was reduced to it's present condition, a parking lot.



equipment of the era. The equipment was run by a 120 hp steam engine. They had two large ice machines built by Weissel and Vilter. John Meiners died in 1898



Schlitz Horse Drawn Beer Wagon

By Leonard P. Jurgensen

As a serious and aggressive collector of all things Schlitz, I have accumulated everything from lighters to lithos, bottles to blueprints, coasters to china and have also acquired some interesting architectural items. However, the most unusual and unique item that I added to the collection was a full size authentic Schlitz horse drawn beer wagon.

I first became interested in acquiring a beer wagon while attending a liquidation auction at the Red Circle Inn restaurant in Nashotah, Wisconsin. The Red Circle Inn is one of Wisconsin's oldest restaurants. It is located in Waukesha County on the old Watertown Plank Road, halfway between Milwaukee and the city of Watertown. At one time it was owned by Pabst Brewing of Milwaukee and originally operated as a stagecoach inn. The auction listed a beer wagon, complete with the Pabst logo that was in use as an outdoor billboard on the hillside adjacent to the restaurant. I bid on the wagon and fortunately for me, I was not the winning bidder.

Now I was hooked and I had to have a beer wagon! I recalled having seen a similar beer wagon for sale several years before which needed extensive reconstruction and restoration. It was reported to be an authentic Schlitz brewery wagon, but was virtually a pickup truck full of rusted wagon parts, rotted wood and most of the wooden wagon bed was missing. Not only was the asking price right, it was cheap. This seemed like an enormous restoration project at the time, so I passed on the opportunity to purchase that wagon. After doing some research on the types



Leonard Jurgensen and Art Pagel

and styles of beer wagon I soon realized that the beer wagon at the Red Circle Inn was not an original beer wagon, but in fact was a marriage of buggy and wagon parts and was mostly constructed of plywood.

Being somewhat of a purist, I wanted and needed something more authentic. I began my search and could only find buggies and sleighs. I soon realized that because of the great amount of steel used in construction, many of these large horse-drawn vehicles were scrapped in an effort to salvage iron for the war effort during WWII. However, a few vehicles were resurrected during that time by some breweries, which used one or two wagons on a limited basis, as a token gesture to give the impression that they were conserving gas for the war effort. In my research, I also discovered that there were three very distinctive types of horse-drawn wagons built for breweries. The most commonly known or perceived beer wagon is a "roll wagon" which is an open bed wagon. It has four rails or tubes that run the length of the wagon. These tubes or rails were designed to support and cradle beer barrels at a slight

angle. The next wagon is a "bottlers wagon" which has a large enclosed box that has sliding side doors. This wagon was built to transport bottle beer in wooden cases to retail outlets by both the breweries and their bottlers. This last style of brewery wagon is known as a "fifth wheel dray" which had a solid flatbed. It was used to transport beer barrels, wooden cases and other materials relating to the brewing operation. This is the style beer wagon that I now have in my collection. The wagon we often see today, and one that is used in promoting today's number one selling beer, is an "express wagon" which is primarily a utility wagon.

In 1990, I became acquainted with Art Pagel, who is a very advanced collector and dealer of horse-drawn vehicles. He has a huge collection of wagon, sleighs and carriages. As luck would have it, he did have an original Schlitz horse-drawn beer wagon. I was told that it needed restoration and reconstruction and that it was for sale. I was invited to see his collection and to inspect the beer wagon he had for sale. Upon viewing the wagon, which again was also in parts, I realized that it was the same Schlitz beer wagon that I had passed on several years ago. His asking price was much higher than what I could have bought it for years before. So once again, I passed on the opportunity to purchase a beer wagon. I spent the next year or so searching and networking in hopes of finding another real beer wagon. I soon realized, as mentioned in the preceding paragraph, that almost all large vehicles were scrapped. I contacted Art, and renegotiated the asking price of the beer wagon. Since then, we have become very good

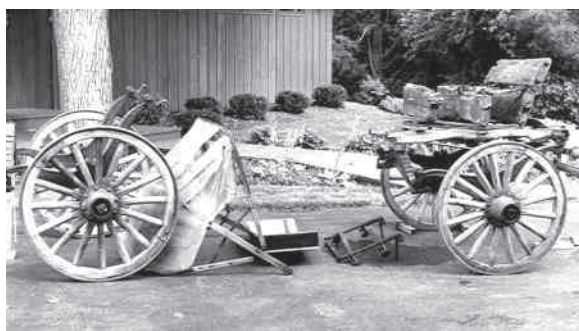
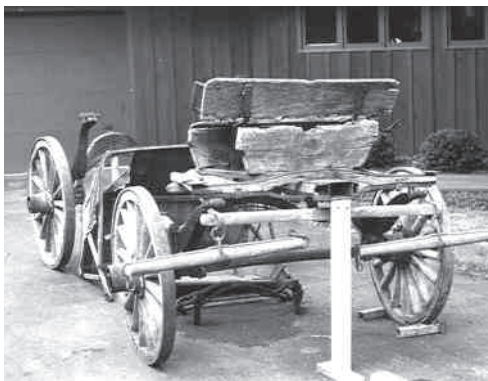
friends.

I spent another year doing research on the construction of beer wagons and other heavy horse drawn commercial vehicles. I was also lucky to have found and acquired a pair of original antique Schlitz draft horse harnesses. The harnesses were in a local farm auction, which was grossly under advertised and I was able to preview the auction items the day prior to the actual auction. Upon inspecting and realizing that they were actually Schlitz harnesses, and that they would be a great companion piece to my beer wagon, my heart nearly stopped. I couldn't sleep at all that night! The harnesses were well ornamented in brass and had the Schlitz script on the blinders and were also outfitted with brass beer barrels on the horse collars. The auction was well attended, however I did not recognize anyone as a breweriana collector in the crowd. Having a pocket full of cash, I was well prepared. When the time came to bid, I made my presence and my bid very obvious to the auctioneer by standing directly in front of him. I overheard a woman who was standing in the crowd directly behind me say "He is really strange, I never saw anybody bid like that before". I didn't care, I wanted the harness and I was determined to be the winning bidder and I am proud and thrilled to report that I was successful.

At about that time, I contacted Chappie Fox, who founded and originated the Great Circus Parade in Milwaukee which was earlier known as the Schlitz Circus Parade. He was also past director of Circus World Museum in Baraboo, Wisconsin. I invited him to see my Schlitz collection, especially the Schlitz beer wagon and harness. We had a wonderful visit and he stayed for lunch. He shared his memories of his life and his

involvement with Schlitz in securing their sponsorship of the Circus Parade. Having seen and acquired many more elaborate circus wagons, on behalf of the Circus Museum, he was not overly impressed with my beer wagon but was very excited to see my Schlitz harnesses.

With the help of Art Pagel, the wooden wheels were shipped to an Amish wheelwright who completely



rebuilt them. I then began the slow and difficult process of dismantling the wagon and had to drill out most bolts, cut pieces apart, beat off rust and finally sandblast all the iron parts of the wagon. Bob Kelly, who was a distributor of industrial paints and finishes, was also very helpful. When the iron was free of all rust, Bob would prime and top coat each iron part and spent countless hours coating the many iron parts of the wagon. He would often joke about the huge number of miscellaneous wagon parts.

The pile of cleaned and repainted wagon parts then spent the next winter in my garage.

In Spring of 1992, reconstruction and restoration began, a

process that would last the next 12 years. As I reassembled the wagon I also needed to replicate and replace many missing iron parts. I was also lucky to have a close good friend by the name of John Lupiezowice who had terrific black smithing skills and who knew everything there is to know about fabricating steel and iron. With his hard work and expertise, the missing iron parts were replicated. After completing restoration and reconstruction of the wagon, and due to years of handling, everything needed a good cleaning. I disassembled the wagon, sanded, cleaned and repainted all the wood and iron parts and reassembled the wagon. It's in primer now and in need of the final paint finish including pinstriping and Schlitz logos.

I understand that this wagon was one of the few wagons that were resurrected during the Second World War. At that time it was cared for and driven by a gentleman named Al Bastian. After the war, Al Bastian rented a parking space for the beer wagon in the same lot that my father, who was in the construction business, stored his trucks. My father reported that he once

considered using the bed from the beer wagon. He had planned to remount the wagon bed on one of his trucks. He soon realized that the wagon bed was too heavy and that the additional weight would be too much for the truck, so he scraped the idea. I was also told by my brother that as kids, we played on that beer wagon when it sat in the storage yard. I guess I was too young, and do not remember any of this. My families preoccupation with beer wagons goes back to a time when my father was just a few month old and when my grandparents lived across the street from the Pabst Brewery in Milwaukee. My father's older brother, who

CONTINUED ON PAGE 16



Labelology

By Bob Kay

WHATEVER HAPPENED TO SOUTHERN SELECT?

Southern Select!! When you think about it, it's a great brand name for beer, especially a beer from Texas!! I did a little digging into the brand's history and here is what I came up with.

The brand appears to have originated in the late 1890's from the Houston Ice & Brewing Co. This brewery seemed to have a knack for selecting really neat brand names including Southern Select, Magnolia and Hiawatha. The Southern Select label pictured with the white background is the earliest example I have and appears to date pre-1900. Sometime after the turn of the century, the design was changed to a brown background. As you might expect, the Southern Select



label proved quite popular and was likely Houston Ice and Brewing's leading brand when prohibition forced Texas breweries to close in 1918. Some 15 years later, when national Prohibition was repealed,

the brand reappeared, but under somewhat curious circumstances. Houston Ice & Brewing Co. did not return to brewing, but brought Southern Select back while operating as a distributor. The curious part is they contracted to have it brewed in Brooklyn, New York by Liebmann Breweries Inc.??? Wow! This beer, obviously for the Texas market, was brewed in Brooklyn? The distribution costs must have been huge! There must be more to this than meets the eye, but I haven't figured it out. (picture the round blue Southern Select label with

this text)

It looks like the New York connection didn't last and rights to this popular brand were sold to the Galveston-Houston Breweries, who quickly reintroduced a similar brown label design. This brown Southern Select label grew familiar and popular with Texas beer drinkers and lasted from the early 1930's through the early 1950's. The add-on sticker for military shipments suggest that the boys overseas also were able to enjoy a good ole Texas brew. A bock version was



Labelology



also introduced, but likely fell by the wayside due to capacity or wartime shortages. That brown label must have had staying power, as it enjoyed a 20 year run. Finally, increasing competition from the national marketers took it's toll.. A last ditch white label design wasn't the answer and by 1955 the Galveston-Houston Breweries closed and that neat ole brew became history.

CHEERS BOB



Now and Then



ENGLISH LAD

In the Summer of 2003, we presented some pictures of an English Lad statue that Ray Capek uncovered at a yard sale. Ray forwarded a picture of the restored figurine that now occupies a place of honor in his collection. Properly done, restoration can dramatically enhance the displayability of an item.



My New Find



GOLD AGE BEER

Probably one of the cutest, yet "ugliest" statue ever made is this Gold Age Beer obtained through John Cartwright. Brewed by the El Rey Brewing Company of San Francisco, CA, this barely 5" statue depicts the gold rush of 1849. El Rey Brewing was in business from 1933 through 1937. This statue, plus the English Lad shown above gives each of us hope that all the figurines from the old days have not surfaced.

2004 NABA Convention

MILWAUKEE HISTORIC BREWERY BUS TOUR

By Leonard P Jurgensen

Although it is now home to only one major brewery and a handful of other more recently opened micro breweries and brew-pubs, Milwaukee is still referred to as the "Brewing Capitol of the World". As many of you know, Milwaukee has a rich history of brewing. Over the course of the past one hundred and sixty plus years, Milwaukee was home to a succession of more than 200 brewing operations which operated out of no less than fifty brewing locations. Several of these historic brewery buildings and related structures have survived, and on Wednesday August 4th, I will be hosting a bus tour that will be visiting many of those remaining loca-

tions. We will also tour past several brewery owned saloons which were known as "tied houses, visit and tour the nationally famous Pabst Mansion and step into the old vacant Schlitz Brew House. We will also visit Forest Home Cemetery, final resting place of Milwaukee's most notable beer barons, and will also visit the cemeteries "Halls of History". It is also hoped that we may be able enter a few other historic brewing sites. This will be an all day tour that is optional to NABA convention attendees on that Wednesday and is being offered at extra cost. The tour package price will also include lunch. The tour bus will be leaving the convention hotel on

Wednesday, August 4th at 9:30 AM and will be returning at about 5:00 PM.. This tour is a must for any NABA member who is interested in the history of Milwaukee, early brewery architecture and brewing history. Seating is limited to the capacity of a single tour bus, so I suggest that you make your reservations early to be assured of a seat. I suggest and recommend that you bring your camera, your curiosity and your questions, and in return, I promise that the tour will be both entertaining and educating. I look forward to being your host and tour guide in revisiting Milwaukee's brewing past.

Schlitz Horse Drawn Beer Wagon

CONTINUED FROM PAGE 13

would have been my uncle Henry, was six years old at that time and was not allowed out of the locked fenced yard because of all the brewery traffic. A neighboring child apparently unlocked the gate and the pair attempted to jump on the beer wagon and hitch a ride. Little Henry fell and lost his life beneath the wooden wheels of that beer wagon. It is somehow a bit ironic that now, nearly a hundred years later, one of my many personal dreams and goals is to restore, rebuild and resurrect a horse drawn beer wagon.

From the beginning, my original goal for the wagon was to be able to enter my Schlitz beer wagon in the Great Circus Parade which takes place on the streets of downtown Milwaukee each Summer.

This I thought, would be a wonderful gesture to the memory of Chappie Fox who was the founder of the Parade, and to the Joseph Schlitz Brewing Company which was the original sponsor of the Parade. In 1999, after having spent countless hours and many years in restoration, I was planning and proposing to use my Schlitz beer wagon in a hobby related promotional event. I soon realized that there were many restrictions, regarding safety and liability, with regard to operating a horse drawn vehicle on city streets. These restrictions along with the difficulty of obtaining the various permits, made it virtually impossible for me to operate the wagon as intended and use it in this event. At that time, I decided that I needed a quick fix and had to have another new unique or unusual vehicle, or



should I say to you that I could actually use and drive. Since I was always intrigued by them in my youth, I purchased a classic low mileage used funeral coach. So should you someday see two bumper stickers on a car with one that says "My Other Vehicle Is A Beer Wagon" and another sticker that says "My Other Car Is A Hearse", you'll know without a doubt that it'll be me behind the wheel.



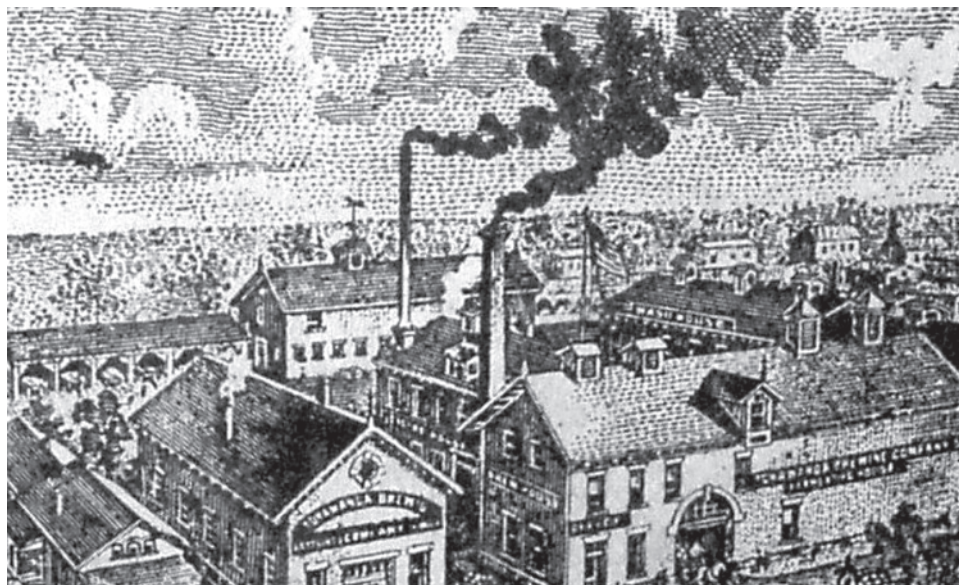
History of Brewing in Tonawanda, New York

By John P. Eiss

Looking at a slice of history across time can give us a glimpse into history as a whole.

The Cities of Tonawanda and North Tonawanda are located just north of Buffalo, New York where the Erie Canal meets the Niagara River. Because of their location and large deep-water port, the Tonawanda's began to emerge as a lumber and shipping center in the 1840's. Lumber came from Michigan, Wisconsin and Ontario, Canada. The lumber was then transferred from Great Lakes cargo ships to canal boats and shipped to the nation's eastern coastal cities. A large and growing labor pool was needed to work on the lumber docks and in the lumber mills. German, Prussian and Alsatian immigrants flocked to the Tonawanda's, by way of the Erie Canal, to fill the many available jobs on the docks. A large saloon and red light district grew up on the Erie Canal along North and South Canal Streets, catering to the needs and wants of these immigrant workers, lake sailors and canal boatmen. In the late 1890's the Village Fathers made a mostly failed attempt to clean up the area including changing the name of South Canal Street to South Niagara Street.

Nearby Buffalo was a large brewing center, with over 35 breweries operating in 1872 alone. The Tonawanda's had only one brewery that operated over an 81 year span,



Lithograph of The Tonawanda Brewery, Circa 1900 (courtesy HST)

under several different names and owners.

Author's Note: The story of brewing in the Tonawanda's can only be told because of Prosper Peuquet, the brewery's longest serving brew master, and his grandson Leon Peuquet. Prosper kept extensive notes on the brewery's activities during the many years he worked there, and Leon was the brewery's unofficial historian. Much of the information gathered for this article came from these two men.

Prosper Peuquet was born in Belfort, Alsace, France in 1845. At the age of 12 he came to America with his family. Prosper's father died soon after and when his mother remarried he went to live with the George Zent family. It is believed, George Zent operated a brewery on Main Street near Ellicott Creek in Williamsville, NY during the 1860's.

George Zent moved with his family and Prosper Peuquet to the city of Tonawanda in 1867. Several factors must have appealed to the

businessman in George Zent. Shipping costs were relatively inexpensive on the Erie Canal. There was an unlimited supply of fresh water from the Niagara River. In Winter, ice was available from the canal and nearby Two Mile Creek. Last and most important, beer was the staple daily drink of the new

and growing immigrant work force. Providing that beer locally rather than shipping it from Buffalo and elsewhere was looked on as a good business opportunity by George Zent.

George Zent Brewery 1867 - 1883

George Zent built his brewery at the northeast corner of Hinds and South Canal Streets across from the Erie Canal and Niagara River in the Town of Tonawanda. The brewery he built was a large wooden barn-like structure with two arched stone cellars for ice storage. Prosper Peuquet learned the brewing craft from George Zent and became the brewery's longest serving brew master.

Ice was harvested from nearby Two Mile Creek and the Erie Canal. The water supply came from the Niagara River pumped through a pipe built over the Erie Canal. The brewery had a capacity of 6,000 barrels per year.

"Dock gangs" unloaded ships along the miles of docks on the Niagara River in the Tonawanda's. The gangs would receive two breaks a day to eat. The beer wagon from the brewery delivered a barrel of beer to each gang to drink during their breaks. One gang refused to drink beer and was called the "Temperance Gang". Drinking beer during work breaks was a normal practice of the times. In Buffalo, boys would bring growlers (small metal pails) of beer to the factory workers to drink during their breaks.

Soda pop was probably produced and sold at the brewery during the hot summers when lager brewing operations were not possible. Evidence for this is the existence of 8 oz. blob top bottles bearing the name "G. Zent, Tonawanda N.Y." The bottles were probably made by the nearby Lancaster Glass Co.

Niagara River Brewing Co. 1883 - 1893

In 1883 George Zent sold his brewery and moved back to Williamsville, NY. The brewery was purchased by an investment group including Chris Schwinger as President, Dr. H. B. Murray as Vice-president and Martin Riesterer as Treasurer. Mr. Riesterer was also President of the German American Savings Bank in town. Prosper Peuquet remained as brew master and Lucius Zent was hired as bookkeeper. Prosper now lived at 274 S. Canal Street, a couple of blocks from the brewery.

The new owners remodeled and modernized the brewery over the next couple of years. The brew-



Niagara River Brewing Company, 1893 (courtesy HST)

ery employed twelve to fifteen men in the early 1880's. This included drivers for their three beer delivery wagons. The bottling of beer was started at the C. & H. Rech Niagara Bottling Works, nearby on Wheeler Street. Before 1890, Federal law required bottling operations be housed separately from brewing operations. Most breweries did not bottle their own beer at this time.

The bottling works on Wheeler burned down on October 13th 1888. The legally required separation from the brewery saved the wooden brewery from burning down along with the bottling works. It was common for the old wooden breweries containing plenty of flammables, like barley dust, to burn down. The first telephone was installed at the brewery on October 16th that same year.

A new 125-barrel capacity copper brewing kettle was installed in 1889. The kettle had to be cleaned after each brewing operation by a man wearing wooden shoes in order to prevent damage to the kettle. A new malt mill was purchased from the Ziegle Brewing Co. in Buffalo. The work crew was comprised of fifteen men and the brew master.

The brewery produced 6,000

barrels of beer annually; requiring 12,000 bushels of barley malt, 15,000 lbs. of hops and four carloads of a flaked corn product called "cerealine".

The lumber shipping business continued to grow, and in 1890 Tonawanda was the busiest lumber port in the nation, even surpassing Chicago. In addition, there were numerous lumber mills, canal boats and ship building facilities.

Two twenty-ton "Krausch" ice machines were installed at a cost of \$20,000.

Two 60-horse power boilers were also installed with automatic pumps to circulate ammonia for beer cooling and refrigeration. This allowed for the year round production of lager beer and eliminated dependence on natural ice and the weather.



G. Zent
Tonawanda N.Y.

The pipe bridge over the Erie Canal carrying water to the brewery from the Niagara River collapsed.

In 1890, a new brewery worker, August Glanz was hired at \$45.00 per month. He typically would work 10 hours a day, six days a week.

An example

of the notes kept by brew master Prosper Peuquet follows:

March 22, 1890 -

Raised smoke stack.

April 7, 1890 -

Started engine No. 2.

April 9, 1890 -

Prosper Peuquet and Philip Welch started fire in new boiler.

April 18, 1890 -

Kumro and Geltz (movers) brought in ice machines.

April 25, 1890 -

Started ice machines.

Natural gas was piped into the brewery and lit for the first time on March 20th 1891. The pipe bridge over the Erie Canal was replaced. Charles Fleischauer was hired at a wage of \$50.00 per month.

Clam bakes and other parties were held at the brewery from time to time for the brewery workers and special friends. Fisherman would provide fish from the Niagara River in return for beer. Farmers in the area would feed their livestock with the breweries spent malt and, in return, provide meat for the cook-outs and parties at the brewery. Sometimes these parties would be held down the street at Ringler's Woods (now Veteran's Park) or across the Niagara River on Grand Island. I'm sure these parties were an excellent way for the brewery to promote their product.

Beginning on September 23rd 1892, water was brought into the brewery through wooden pipes from the new village water system, eliminating the need for the pipe bridge over the Canal and the pump house at the Niagara River.

The last clam bake of the 1892 season was held for the "Brewery Boys" on October 9th.

Busch Brewing Co. 1893 - 1898

Besides the canal, the railroad also carried freight through the Tonawanda's, and in the 1890's 16

different railroad companies were in operation. On any given day, a 100 trains passed the Tona-wanda train station.

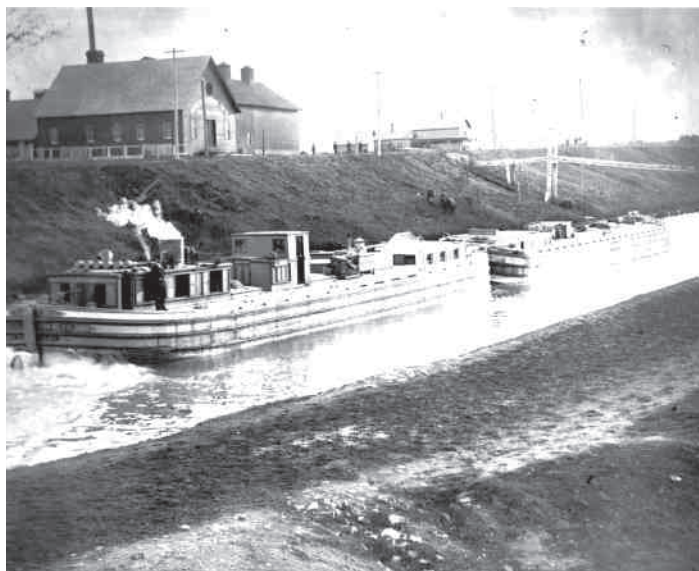
The Niagara River Brewing Co. was acquired on June 19th 1883 by Jacob Busch and renamed the Busch Brewing Company. The new officers were; Jacob Busch, President, who continued to live in Buffalo on Delaware Ave. near Kenmore, James Hertle, Vice-president and Fred Busch, Secretary. Of the new officers only John Busch, the manager, lived in Tonawanda. Chris Schwinger stayed on as a director, and Prosper Peuquet stayed on as the brew master. Before purchasing the Tonawanda Brewery, the Busch's operated the Busch Brewing Co. at 817-825 Main Street in Buffalo, from 1891 until it closed in 1893.

The new owners spent \$10,000 on improvements. The brewing capacity was tripled to 18,000 barrels and there were now five cellars for storing beer.

Beer was being delivered to Buffalo, Lockport, Akron, Williamsville and other towns. Beer continued to be delivered to the lumber "dock gangs" for their two daily breaks.

On August 16th 1894, at 12 PM, the icehouses burned. Disaster was avoided and brewing continued because of the new ice making machines that had been installed in 1890. A new brewery worker Lenhard Schmidt, was hired at \$12.00 per week.

In 1895, Prosper Peuquet, the brew master left over a disagreement concerning the quality of the



The Busch Brewing Co. on the Erie Canal. Circa 1895. (courtesy HST)

brewing ingredients and E. A. Krampetz became the new brew master. Prosper's twenty year old son, George, who was working for the brewery, also left. Prosper became the village Streets Commissioner, for a year. He also ran the St. Louis Hall, a dance hall and saloon on South Canal Street, for two years. Busch hired Prosper back, as brew master, sometime in 1897 or 1898.

The Tonawanda City directory of 1898 lists Fred Busch as the new President and F. A. Busch as the new Secretary. Other records also indicate there was an unusual amount of staff turnover at the brewery including the brew master.

Niagara River Brewing Co. 1898 - 1900

Anthony Golembieski bought the brewery in 1898. The brewery directors were Julia Golembieski and Simon Usienski. Prosper Peuquet stayed on as the brew master. Mr. Golembieski may also have had a part interest in the Susquehanna Brewing Co. of Nanticoke Pa., controlled by the Stegmeyer Brewing Co.

Bottled Beer was first delivered to private homes at this time, usual-



Busch Brewing Co.'s Building Bottling Works, 1897.
(courtesy HST)

ly on Saturdays. It came in wooden cases of 12 or 24 bottles, and cost 50 cents a dozen. The brewery brewed lager beer, porter and cream ale.

In 1903, Anthony Golembieski died unexpectedly of acute appendicitis at the age of 39. His wife put the brewery up for sale that same year.

Author's note: Records at the Erie County Clerk's Office indicate the Tonawanda Brewing Co. was incorporated in 1900 and was still owned by Anthony Golembieski. Other local evidence indicates the brewery operated under the ownership of Anthony Golembieski until 1903. The 1900-1 Tonawanda City Directory lists the Tonawanda Brewing Co., Anthony Golembieski, proprietor. An ad in a local area atlas also shows the Tonawanda Brewery and Anthony Golembieski as proprietor. The name of the brewery changed in 1900, but the brewery wasn't actually sold until 1903.

Tonawanda Brewing Co. 1900 - 1924

Peter Buerger, whose family owned a large malt house in Mayville, Wisconsin, did business with the Niagara River Brewery. He approached Bernardt Voelcker, a friend of his family and a hotel

\$40,000. Peter Buerger became the company secretary after the investment. Prosper Peuquet again stayed on as the brew master.

The brewery was now selling between 10,000 and 11,000 barrels of beer annually. The beer was called "Rheingold", and was quite popular locally. Ale and porter were also being produced. A motorized truck was first used at this time to deliver beer to Buffalo.

Prosper Peuquet died in 1908 at the age of 63. Prosper spent most of 41 years working at the brewery. His brewing techniques and style were carried on after his death and the beer remained unchanged.

In 1909, Anton Buerger wrote a letter to his relatives in Germany, "The location here is so marvelous, that probably there is no place that surpasses this view.

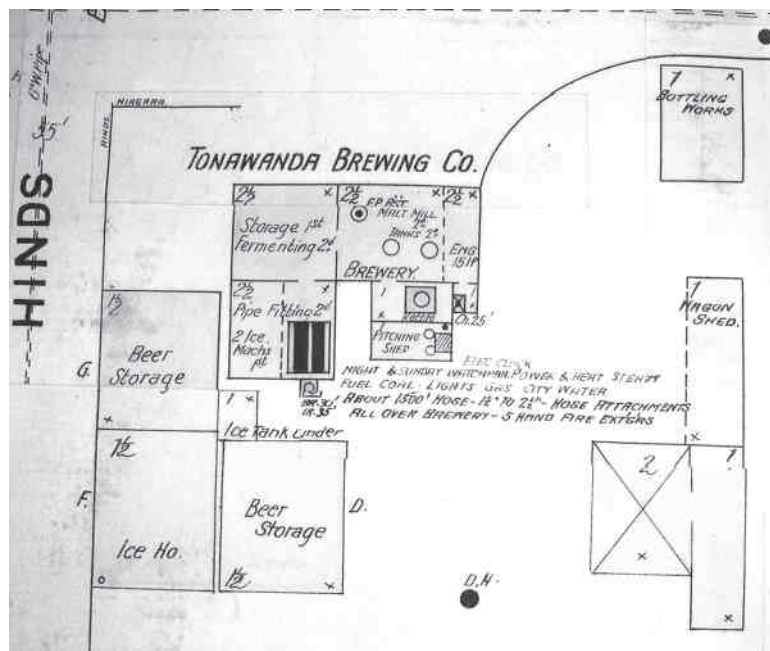
owner in Rochester NY, about buying the brewery.

Bernardt Voelcker bought the brewery in 1903 with Peter Buerger and his brother Anton, investing an additional

Just opposite the brewery is Grand Island, 48 miles square" and "the river is $\frac{3}{4}$ of a mile wide. . . The river is full of freight and pleasure steamers. Life everywhere. Good, warm weather increases the sale of beer."

The brewery produced between 18,000 and 20,000 barrels of beer per year. The going price for a barrel of beer was between \$6.00 and \$6.40. The brewery had 6 team horses, 2 carriage horses, and one delivery truck.

Tonawanda continued to be a great market for beer as one of the largest lumber ports of its time. The 600 dockworkers, divided into dock gangs, loaded and unloaded lumber on steam ships and canal barges during the seven-month shipping season. The gangs were made up of European immigrants, who brought their love of beer with them from the old country. The dock gangs drank beer delivered from the brewery during their two allotted breaks. The old North and South Canal Streets, next to the canal, were now called North and South Niagara Streets, and continued to be a saloon and red light district for the dockworkers, steam



Sanborn Insurance Map of Tonawanda, NY 1893-1910.(courtesy HST)



Tonawanda Brewing Co. Circa 1920 (courtesy HST)

ship sailors and canal boatmen.

In 1913, construction was started on a new brick brew house. On August 5th at 10 AM, a fire started in the roof of the hops room and destroyed most of the old wooden brewery. Several horse powered fire companies from Tonawanda and North Tonawanda responded to the fire, but only the bottling house, stable, wagon shed and machine shop were saved. The cost of the fire was estimated at \$100,000. Fire was always a major threat to wooden breweries filled with highly flammable substances such as malt.

Bernardt Voelcker contracted with the Gerhard Lang Brewery of Buffalo to supply the brewery with beer for their customers until they could rebuild. Lang's Brewing and Pabst Brewing of Milwaukee already had distribution centers in Tonawanda.

The sight was cleaned up and the brewery was rebuilt with brick and concrete, including storage and fermentation cellars at a cost of \$50,000. The new brewery was operational in six months.

It appears the brewery still delivered most of their beer by horse drawn wagon and a keg of beer was still on tap at the brewery, for the workers.

During weekdays, the brewery

wagons would rumble along Adams Street, loaded with beer kegs, for delivery to local saloons and the lumber docks. On Saturdays, bottled beer was delivered to area homes. In 1917 the brewery sold bottled beer at 45 cents per dozen bottles.

Some of the neighbors would gather hayseed from the brewery horse barns to plant in their yards as inexpensive grass. The brewery also provided brewers yeast to the neighborhood for baking fast-nachts, a kind of German donut, on holidays and special occasions.

In 1918, because of wartime restrictions limiting the use of grain for brewing purposes, and the approach of Prohibition, brewing operations ended. Legal brewing would not resume until Prohibition ended in 1933. The brewery was now used to manufacture and sell ice. It also served as a depot for the sale of coal. Bernhard Voelcker died in 1921, and the brewery property was sold in 1924, probably by the Voelcker family and Peter Buerger.

River Beverage Co. Tonawanda Beverage Co. 1924 - 1928

The record is not clear as to who purchased the former brewery in 1924. Leon Peuquet thought it was a group of investors from Albany, New York. The brewery was started up again, and produced a less than one percent alcohol cereal beverage and soda pop. Jacob Barger was the brew master during this time.

Leon Peuquet also believed the brewery was used to produce illegal full alcohol beer during this time period. He remembered red vans coming from the brewery late at night, traveling down Adam Street, and ending up in boxcars at a railroad siding at Clay Street, on Goose Island. A raid by Federal Dry Agents took place at the railroad

siding on Clay Street, followed by court appearances in Buffalo. After that, illegal brewing operations stopped and the brewery buildings laid vacant until 1931.

Schwab's Liquid Malt 1931 -1933

Francis X. Schwab, the former mayor of Buffalo, and some associates purchased the brewery in 1931, and formed a stock company in anticipation of the end of prohibition. They started producing and selling the ingredients to make beer at home. The product was a hop flavored liquid malt extract sold in five-gallon containers. All that was needed was the addition of yeast, which may have also been supplied upon request.

Tonawanda Brewing Corp. 1933 - 1935

Prohibition ended on December 5th, 1933, and Mr. Schwab and his associates began selling beer again under the name Tonawanda Brewing Corp.

After Prohibition ended, the Federal Government required all brewers to operate with a federal permit at a cost of \$1000, and they placed a \$5.00 tax on every barrel of beer produced. Before Prohibition, a permit was not required, and each barrel of beer was taxed at \$1.00. The Tonawanda Brewing Corp. operated under Permit Number U-270. A New York State license, D-86, was also issued at an additional fee

Frontier Brewery, Inc. 1935 - 1948

In 1935 Klocke and DeKob took over operation of the brewery and changed the name to the Frontier Brewery, Inc. They operated under federal Permit Number U-291 and named their beer and ale "Frontier Gold Label".

Julius C. Belzer purchased the brewery in 1939. Mr. Belzer was from Buffalo and had no previous brewing experience. The beer and ale he produced was called "Malz-Brau". By all accounts the beer was quite good and the splits were quite popular locally.

In the Summer of 1943, all local deliveries of beer were abruptly canceled, and the brewery began producing beer for the troops overseas under a government contract. The beer, called "Frontier Premium", had a bad reputation among the servicemen. The ingredients and production methods were probably cheapened to increase profits.

After the war ended, the brewery returned to producing beer for local consumption. They continued to call their beer and ale "Frontier Premium", and also sold the "Falcon" beer brand. The quality of



the beer never returned to pre war levels, and production fell off, as customers were lost to competitors.

In 1946, business temporarily picked up because of an artificial grain shortage, and the brewery did well for a while using artificial ingredients. After the shortage ended, business continued to decline, and the brewery finally closed in 1948. When the brewery closed, the beer on hand was dumped into the sewer.

The brewery was turned into a machine shop for a short time until it closed sometime before 1951. The brewery buildings stood vacant until 1994 when they were demolished to make room for a convenient store plaza.

The Tonawanda Brewery saw much of this great country's growth, situated on the Erie Canal and Niagara River. Most

of what traveled East or West in the country, for over 100 years, traveled on the Erie Canal and the Great Lakes.

Brewing Companies located at 533 Niagara Street (South Canal Street), Tonawanda, NY

- 1867 - 1883 George Zent Brewery
- 1883 - 1893 Niagara River Brewing Co.
- 1893 - 1898 Busch Brewing Co.
- 1898 - 1900 Niagara River Brewing Co.
- 1900 - 1918 Tonawanda Brewing Co.
- 1924 - 1928 (Prohibition) Tonawanda Beverage Co., River Beverage Co.
- 1931 - 1933 (Prohibition) Schwab's Liquid Malt
- 1933 - 1935 Tonawanda Brewing Co.
- 1935 - 1948 Frontier Brewing Co.

BREW MASTERS AT 533 NIAGARA STREET

- 1867 - 1883 George Zent
- 1883 - 1895 Prosper Peuquet
- 1895 - 1898 Mr. Krampetz
- 1898 - 1908 Prosper Peuquet
- 1908 - 1920 unknown
- 1924 - 1930 Jacob Barger (brewed nonalcoholic beer and possible full strength beer)
- 1933 - Walter Heuer
- Mr. Baum
- Otto Adler
- 1947 - Wes Schneider

Author's Note: Thanks to the Historical Society of The Tonawandas (HST) for all their assistance and especially Ned Shimminger.



The Standard Brewing Company of New Orleans

By Kip Sharpe

"The South's Finest" brewery traces its roots back to the days before the Civil War. In those days, prior to mechanical refrigeration and the firm establishment of lager beer breweries, "city beer" was the drink of the common man. A combination purportedly utilizing fermented molasses and vermouth, the brew spoiled quickly and had to be drunk immediately.

By at least 1860, Fredrick Weinmann established a brewery in the block bounded by Perdido, S. Johnson, S. Prieur and Gravier Streets in the First District. A few years thereafter, New Orleans was devastated by Union Forces. Mr. Weinmann survived for the 1866 City Directory (p. 461) stated:

"Weinmann, F., Brewer..Informs the public and his friends that he is ready to supply them with beer.of superior quality".

In 1869, local brewery legend Peter Blaise took over the small operation. Blaise's new "Hope Brewery" produced "steam" or common beer. A variety of city beer, steam beer was cheaper than lager and it had to be consumed quickly.

Across town, George Merz was producing lager beer at his Old Canal Steam Brewery. The lighter, more wholesome lager was very popular among the German population. Realizing that lager was the wave of the future, Blaise, and others, purchased the Old Canal Steam Brewery in 1882 and formed the large Southern Brewing Company. From 1882 until about 1888, Blaise served as president of the Southern while continuing to run the Hope Brewery. In 1889, Blaise allowed M. Hottes & Co. to operate his small steam brewery

and he assumed the position of President of the New Orleans Brewering Association (a combination of the then six largest local breweries). Within two years, Hottes was out of business and the Brewing Association dominated the local market.

By the late 1890's, the Brewing Association was in financial trouble. Blaise turned his attention to the idle Hope Brewery with an eye to expanding the same to compete with the floundering New Orleans Brewing Association. In January 1898, the Standard Brewing Company was incorporated with Henry Armbruster (President), Charles Wirth, Sr. (VP), Charles H. Schenck (Sec/treas) and Peter Blaise (Superintendent). \$100,000 in capitol stock was raised to erect the 30,000 barrel annual capacity brewery. Blaise's "great popularity and reputation for fair dealing will undoubtedly gain for the company many customers." President Armbruster, a native of Baden-Baden, Germany, provided the brewery with financial stability. He was the owner of the Independent Oil Refining Co. and a director of the Teutonia Bank and Trust Company.

"With appropriate ceremonies and a hospitable reception to several hundred invited guests, the handsome new [Standard] brewery...formerly opened [on Nov. 12, 1898]." A special "ladies day" was held the following day. Although brewing began in August, the beer did not hit the market until Nov. 14, 1898.

In the 1899 annual local brewery review, the "Daily States" noted that Standard's beer is "of a superior quality." The "handsome brick

structure" occupied a block with a frontage of 120 feet and a depth of 306 feet. The 29 employees could, "in a push", increase the capacity to 70,000 barrels annually. The 35 head of stock and 5 delivery wagons insured that the fresh brew was timely delivered to local saloons.

By about 1903, Charles Wirth, Sr. assumed the presidency and shortly thereafter Blaise was replaced by brewmaster Rudolph Klotz. Mr. Wirth, a German native, arrived in New Orleans in 1866 at the age of 15. "An all-but-penniless immigrant boy, Charles Wirth, Sr., had as his principal resources a strong determination to succeed, unfailing energy and the inherent rectitude of character which he made the cornerstone of his career." He succeeded in the grocery store business, real estate development and became a prominent civic leader. His great grandson, Alvin Bosch, states "upon retiring from the grocery field, [Mr. Wirth] took over the Standard Brewing Company, a venture distinctly on the down-grade and then operating at a loss. He promptly rehabilitated its fortunes, repeating his earlier successes on a larger scale".

Wirth's first move was to construct a two story bottling plant on South Johnson across the street from the brewery, which began operation in the summer of 1903. Wirth also used "tied houses". In the 1908 Louisiana Supreme Court case of Standard Brewing Co. v. Anderson, 121 La. 926, the brewery sued Anderson for breach of a lease. Standard leased a saloon to Anderson who agreed that 75% of all local bottled beer sales would be that of Standard and the only

Standard's draught beer would be sold. Thereafter Anderson became the local agent for Lemps' St. Louis beer. Anderson's sale of Standard's draught beer fell from 82 barrels a month to 42. Mr. Wirth went to the saloon and ordered a Standard bottle beer only to be told that none was available. The final straw came when Anderson "had taken down from the front of his saloon the signs of the [Standard Brewing] company, which theretofore he had kept there for advertising". When Anderson was a few days late with his rent, Wirth filed a writ to seize Anderson's saloon stock and terminate the lease. Although the brewery was unsuccessful, the other saloon owners probably got the message.

It appears that Standard's business remained stable prior to Prohibition. It is a family business with Wirth's and Armbruster's children occupying positions of authority. New brands like Elite, Wirthbrau and Export Pilsner were introduced and praised.

"A favorite with everybody and used everywhere is Export Pilsner and Elite bottle beer. After a trial and their merits recognized, no sensible male or weak woman would be without one of them on hand always. Doctors advise their patients to drink a good, pure beer and that is what we claim for our beers purity and general all-round excellence."

With Prohibition in 1920, the name "Standard Beverage Company" was also used. It was listed as "manufacturers of TEMPE-RO and other malt, hop and cereal beverages." 275 Brand Cereal Beverage was another purported product.

Just before his 74th birthday, on March 15, 1925, Charles Wirth, Sr., sold the brewery to Charles DiChristina (President), Gaspar Locicero (V.P.), and Jerome Gorgano (Director). The following

August the new owners were indicated for paying bribes (\$2,100, diamond rings and a car) to Federal prohibition agents. The Defendants admitted to paying "protection money", but claimed that the agents entrapped them by initiating the idea of manufacturing "good beer" and shipping whiskey to earn "easy money." At the trial, the agents told "tales of champagne parties at a brewery with members of the fair sex in attendance..." where they received diamond rings. The jury found the new Standard brewery owners guilty and they were each sentenced to two years in prison and fined \$1,500. The brewery apparently remained idle until the rumblings of the "good old days" arrived. (Rumor has it that it may have been used as a laundry).

Shortly before the legalization of 4% by volume beer in April 1933, "The People's Brewing Company" was incorporated with the needed \$200,000 to remodel and re-equip the Standard Brewery that came from a public offering of stock. Heading the venture was Guy L. Deano, a local real estate tycoon. The organizers quickly decided to re-use the Standard Brewing Co. name and regain local loyalty by introducing "Wirthbru" as the flagship brand. A few of the old employees were rehired like Adolph Gitz, sales manager, and W.H. Grant, office manager.

From all accounts, it was a compact, modern brewery with all new "Weigel" equipment. Supplied with the equipment was Christian Jetter, the brewmaster. It was a "first class modern" brewery with "polished brass and beautiful tiles" remembers Charles Deano, son of the founder. He fondly remembers accompanying his father, who did not drink, to the brewery on Saturdays while he was in grammar school. "My Father would give me and my brother the key to the

tap room where we sometimes had a few beers and pretzels after climbing around the huge vats and shiny machinery". The 10¢ Midget bottled beer sold very well.

Despite its early jump, the necessary Federal brewing permit (LA-U-506) was not obtained until late 1934. Standard was the last local brewery to actually start production. By the spring of 1935, Wirthbru was on the market. "The finished product Wirthbru is steadily building for itself an enviable reputation, being generally spoken about among the consumers as being the beer that leaves naught but a pleasant after-taste, or putting it in the words of its own advertisement "The South's Finest."

In speaking of the bottling line, a 1935 article stated "This plant was carefully chosen with the plan in view of canning beer in the near future." One 80 year old Lloyd Deano, a nephew of the owner, distinctly remembers his sister having a can, "with a funny top", of Wirthbru for many years.

Almost immediately, the brewery was in trouble. At a stockholders meeting in late July 1935, the police had to be called "when a disturbance developed during the meeting....The meeting [was] in an uproar" when the police arrived and "a call for reinforcement then was sent...." The ruckus started when the brewery collection agent, who had been charged earlier that day with embezzlement, addressed the crowd. Within 30 days the Standard Brewing Company filed for reorganization under the bankruptcy laws. Brewmaster Jetter was then replaced by former cellar man, Jacob Waffenschmidt. It appears that Frank H. Mortimar, the bankruptcy trustee, operated the business until 1937.

Somehow the stockholders and creditors convinced Arthur P. Boh, a founder of Boh Brothers Construction Company ("one of the

largest general contracting firms in the South") to take over the brewery in 1938. Mortimar remained as General Manager; John Dominguez served as Secretary and Achille Guilbet acted as Treasurer. These gentlemen guided the brewery through the tough war years. Despite last ditch efforts by Raymond A. Dalton (President) of Gretna, Hert W. Stanford (Secretary) and Gus Cantrell, Jr. (Treasurer) between 1945 and 1947, the Standard brewery folded. It continued to operate until 1951 as Plant 3 of the American (Regal) Brewing Company of New Orleans.

Sometime in the late 1950's or 1960's, the brewery was demolished. The former site of the plant

is the Hotel Dieu Hospital. Sanborn Fire Insurance Maps show that the original two story bottling plant, located across the street from the brewery (525 S. Johnson), remained standing until the late 1970's. Al "Mr. Jax" Kleindienst, spoke with the occupant, after it was destroyed, who said that it was filled with old beer signs that he discarded. The 1940 map showed the bottling shop as being used for "case storage and sign painting". Later designations show it as a contractors warehouse and tin shop.

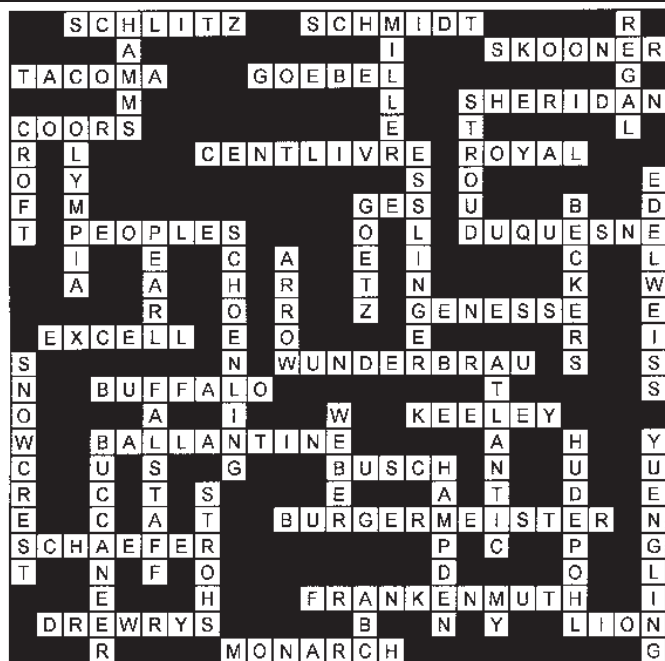
Memorabilia from the Standard Brewing Company is rare. Many of the pieces shown herein are one-of-a kind items.

Anyone having additional information or breweriana from this or any other southeastern brewery is encouraged to contact the author, Kip Sharpe, 4321 Winding Way, Mobile, AL 36693; (251) 666-6222; Kip3249@aol.com

ACKNOWLEDGMENTS

For their help with this article, I wish to thank Al Kleindienst, Joey Stephens, Larry Fauchaux, Frank Heintz, Sr., and Jr., Bob Murrett, Bob Kay, Wayne Everard (New Orleans Public Library), Alvin Bosch, Margie Kraus, Charles Wirth, II, Charles Deano, Lloyd Deano, Robert H. Boh and Eola L. McConnell.

SOLUTIONS FROM LAST 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)



Auction Hysteria

By Robert Hajicek

In October of last year I purchased an item on eBay with the "buy it now" feature. I felt I had to make a quick decision on the item and did not want to wait even an hour fearing the sign will be gone, so I bought it. A couple of days later a friend telephoned and he cautioned me in dealing with the seller. Then I realized I did not check the seller's feedback before purchasing the item and sending the payment check. Big mistake. The seller of the sign I just purchased had some recent eBay feedback that was neutral and a couple of negative responses. After two weeks and few excuses from the seller on how he could not ship the item in a hurry, I became concerned about recovering my money or convincing the seller to ship the item right away, as he said he would do. I wanted to file a formal complaint with eBay, but didn't know how.

Ebay has an online dispute resolution provider,

which is Square Trade. You can go directly to www.squaretrade.com or from the eBay site follow Home-Security Center-Buying Safely-Dispute Resolution-Square Trade headings to learn more. I filed a dispute online with Square Trade. I cannot go over the details because the Square Trade Privacy Policy prohibits me from describing or showing their patent pending online material. However, in the end I did get my item. I had to wait two months for the seller to ship the item. I have no proof that Square Trade had any impact on the seller, but I like to think that it did. The best advice I can give is always review a seller's feedback before bidding and judge the risks. Ebay sellers can chose to have an association with Square Trade and these sellers have a Square Trade Seal Member logo on their listings.

Now lets look at some breweriana! The sale prices have been rounded down to the nearest dollar for simplicity.



Gund Paper Lithograph, 20" x 15"(image)

Gund Brewing Co., LaCrosse, WI

\$511. (reserve not met)

(This sign was on eBay in May of 2003 and I misplaced the eBay print out, but found it recently)



Esslinger's Tin Sign, 58" x 34"
Esslinger's Inc., Philadelphia, PA
\$480.



Amberlite Temperance Beer Paper Label
Fresno Brewing Co., Fresno, CA
\$18.

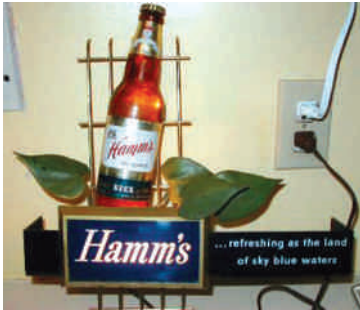


Fresno La Boheme Paper Label
Eilert Products Co., Fresno, CA
\$26.



Rainier Tap Knob
Rainier Brewing Co.,
San Francisco, CA
\$175.

Auction Hysteria



Hamm's Lighted Sign,
15" x 14"
Hamm Brewing Co.,
St. Paul MN
\$527.



Grace Bros. ROG
Lighted Sign
Grace Brothers Brewing
Co., Santa Rosa, CA
\$1,432. (reserve not met)



Rainier Pale Tray,
13" diameter
Seattle Malting & Brewing
Co., Seattle, WA
\$462. (reserve not met)



Old Style Lager
Conetop Can
G. Heileman Brewing
Co., LaCrosse, WI
\$943.

Pabst
Paper
Lithograph,
35" x 27"
Pabst
Brewing
Co.,
Milwaukee,
WI
\$1,500.



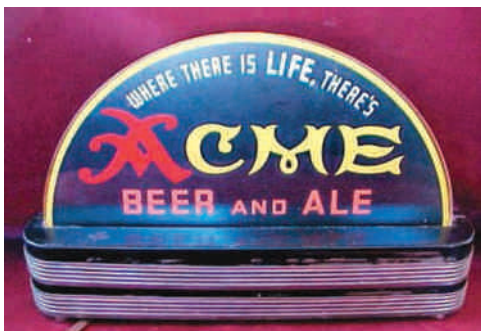
Blatz Old Heidelberg
Tin Sign, 24" x 17"
Blatz Brewing Co.,
Milwaukee, WI
\$600.



Miller High Life Porcelain
Sign, 20" x 14"
Miller Brewing Co.,
Milwaukee, WI
\$415.



Schmidt's City Club Self-
Framed Tin
Jacob Schmidt Brewing Co.,
St. Paul, MN
\$900.



Acme ROG Lighted Sign
Acme Brewing Co., Los Angeles, CA
\$737. (reserve not met)
\$831. (relisted and sold two weeks later)



Miller Tray
Fred Miller Brewing Co.,
Milwaukee, WI
\$1,280.



Miller Tray
Fred Miller Brewing Co.,
Milwaukee, WI
\$3,350.

Wow, two Miller tray auctions that closed 4 days apart

Wisconsin's Frontier Farm Breweries

By Wayne Kroll

I have long been interested in Wisconsin's brewing industry. This happened not by plan, but because of my deep interest in history, especially Wisconsin history. It was always my favorite subject in school. So to no one's surprise, I became a history teacher. The classroom was fine, but it was a great deal more fun going out looking for historical sites to examine. Fortunately, my wife Carol was also willing to go along with my frequent searches for "treasure". On our fifth wedding anniversary, I bought my wife a shovel and we never traveled anyplace without having our trusty digging equipment with us. As amateur archaeologists, we were able to uncover a significant number of interesting relics (some people would call it junk). To our surprise, however, we found that virtually all old dump sites had one thing in common - many old bottles, especially beer bottles. We soon joined with a small group of like-minded people and became members of the Madison Bottle Club.

At our monthly bottle club

meetings, more beer bottles were constantly being presented. Club members would provide a great



This photo shows what some of the ruins of the Mt. Calvary Brewery look like today. The Stone building on the left was the bottling works. The remains of the front of the brewery are on the right. The Neis brothers (John & Mathias) were the last to use the facility as a brewery. It closed in 1914.

deal of knowledge on how to date bottles, but we still lacked the historical background on breweries. Unfortunately, virtually all of the breweries had long gone out of business. As a result, I started to do some brewery research. Very gradually a picture started to take shape. To share what I found, I published a small book in 1972 called WISCONSIN BREWERIES AND THEIR BOTTLES. To my complete surprise, this little book caused a significant amount of interest in Wisconsin breweries.

With the help of many good people, I continued to collect information and published, in 1976, a greatly expanded edition called B A D G E R BREWERIES - PAST AND PRESENT.

Over the years, I've continued to do research and col-

lect new information on Wisconsin breweries. After retiring from teaching in 1995, I decided to put together a final comprehensive publication about the world famous Wisconsin brewing industry. I thought it would be completed in a couple of years, but "the project" has become much bigger and more difficult than originally thought. What created the big problem was my decision to locate and visit all the known brewery sites in Wisconsin. Along with a couple of very good friends, Bob Jaeger and Len Jurgensen, we decided to "hit the road" and see what we could find. We didn't expect

to find very much, since most breweries had closed well over a century ago. To our amazement, we discovered that many of the old sites still had some original brewery structures intact.

Finding Wisconsin's old city breweries was relatively easy, since they could be found on old maps and in business directories. Also, city breweries usually spanned a period of time (1880's to 1940's) in which some good information was readily available. However, finding information and



This photo shows a part of the old lagering cellar at the site of the Jacob Harz Brewery. It is still in great condition, considering that it was built when Wisconsin was still a frontier state.



This photo shows the entrance to the beer storage cellar at the old John Treuttsch farm/brewery near Dodgeville. Two large caves are still in existence, but are in serious jeopardy of collapsing.

locating the sites of Wisconsin's early rural breweries turned out to be a totally different story. What made it so difficult was the early time period in which most of the existed (1850's to 1870's). It is also important to understand that a significant number were in operation during the 1840's. This means that they were in existence when Wisconsin was still considered part of America's frontier! What really made this most interesting was the fact that these frontier farm breweries were very numerous and nothing had ever been done to document or tell the story of their existence. WISCONSIN FRONTIER FARM BREWERIES goes into to some detail to present this important part of Wisconsin's pioneer history for the very first time. The book discusses how this happened and what a typical frontier farm brewery was like. It also

lists the names and locations of over one hundred and fifty of these unique rural breweries. The book also tells why they suddenly disappeared.

The center portion of the book presents a large picture section that shows the reader what these breweries looked like. Almost all of the photos have never been seen before. I was very careful not to reprint material that had previously been shown. For anyone really interested in brewery history, this section is reason enough to look at a copy of the book.

Finally, and most importantly, the book was written to spearhead a movement to help convince the Wisconsin Historical Society to build a replica of a frontier farm brewery at their Old World Wisconsin outdoor museum. No decision by the WHS has yet been made to actually go ahead with

this project, but it is being considered. If completed as proposed, it would be an operating brewery just as it would have been in the 1840's to 1860's. The last section of the book goes into a great deal of detail on the John Beck Brewery of rural Waterford, Wis. This was done to suggest that this brewery might be a good choice for the WHS to consider as a possible OWW project. It would be nice if members of NABA would take a little time to contact the WHS and offer to support this unique project. Please remember that I'm not an employee of the WHS and what is being presented here is only a suggestion. All important decisions as to future of this informal proposal are entirely up to the WHS. Having said that, it most certainly wouldn't hurt to voice our support for "the project".

Chapter Doings

CONTINUED FROM PAGE 6

9th - 10th, at Overlook Park, Waynesville, OH in the heart of the Caesar's Creek Recreational Region. Great camping weekend.

Patrick Henry Chapter's 27th annual Breweriana Show May 22nd in Kalamzoo, MI.

Also while we are marking our calendars for shows, let's remember our Great White North Chapters 16th Annual Breweriana Trade Show, Oct 8-9th in Winnipeg, Manitoba, Canada. Plan a nice vacation this year around this trip and enjoy the Canadian Scenery at the same time.

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

Do you want to affiliate an existing chapter or breweriana group with NABA, please contact me or any NABA board member for membership information.

Be sure to make your plans to attend the 33rd NABA Convention at the Country Inn Hotel Aug. 3-8, 2004. Hope to see you there!! Happy Collecting.

Mary White

Need Your Help!

The Help Needed from the Summer of 2003 still remains unanswered. If you know what brewery is shown in the picture on page 6 that was submitted by Vic Kroll, please let him know and claim the glass he offered as a reward. Please send your Help Needed to the editor at gbaley@comcast.net.

Microbrew Chapter Formed

The application for NABA's newest chapter, Microbrew, was approved by the Board at the Blue-Gray Show in February. Look for some interesting new events being planned at the National in conjunction with the new group. Membership information will be forthcoming in the next issue.

In Passing

We were saddened to learn of the death of long time NABA member Merritt Haff.

Crossword Puzzle

The new crossword puzzle has been "bumped" because of the large amount of material in this issue. It will return next issue for your enjoyment.

The Editor



Collector Showcase

By Mike Bartels

DISPLAYING YOUR STUFF

Addicted collectors often have problems displaying collections. New items are frequently added. These items may or may not be part of an overall collection, but because they are interesting and couldn't be resisted. As long as a piece of space exists, something can be slid under a piece of furniture, a drawer can still be opened, or things can be stacked, there is no reason not to add new discoveries. Usually there

comes a point when one wishes to show the collection in some semblance of order, but still highlight as many of the treasures as possible.

I am always interested in what creative ways others use to show their collections, and hope they will share them in future articles. Following are some of the ways I use:



PHOTO 1

Photo 1. To save wall space for lithographs and other hanging items, I found a fixture used in a clothing store for displaying shirts. It works for trays, and has extra storage space.



PHOTO 3

Photo 3. Cigar case (humidor) fits in with early breweriana and is attractive for small items.

Photo 2. Calendar missing the calendar nicely displays some labels.



PHOTO 2



PHOTO 4



PHOTO 5

Photo 5. Old showcase for pens, with a slanted base, works very well for glasses and mugs.

Photo 4. Old Ace comb fixture sits on a rotating base. It nicely shows off small pieces.



PHOTO 6

Photo 6. Post card racks are used for their original purpose.



PHOTO 7

Photo 7. Optometrist's cabinet is very nice for tip trays. By holding them with tacks it is easy to change the display.



PHOTO 8

Photo 8. Old barrette case works very well for pin back buttons.



PHOTO 9

Photos 9 & 10. Old partitions from a school that was selling surplus items. They provide extra space for hanging prints, and are easy to slide around.



PHOTO 10



PHOTO 11

Pacific Northwest Collapsible Drinking Cups

By John Cartwright

Here is another brewery advertising collectible that is found primarily in the Pacific Northwest. The pre-Prohibition collapsible drinking cups (shown here) were from breweries in Washington. The collapsible drinking cup was - and is still - used today. It was light, compact and portable. It was perfect for loggers, miners, sailors, soldiers, travelers, campers and sportsman enthusiasts.

The manufacturers of these different cups are not known. Every one was a little different in size, material used and design style. Some came with a leather case, with the advertising on the front or back. The cups pictured with the leather case telescope down to a svelte 5/8".

Other cups came with lids, which also held advertising. The two styles of lids pictured 1) secure to the lip, with the top part of the telescoping cup resting on the base and 2) cover the entire collapsed cup to rest on the base.

The advertising could also be found on the bottom of the cup. The most valuable cups have all of the components still together.

This type of brewery advertising "go-withs" is yet another one of a vast amount of collectibles that is both rewarding to find and display! Happy Hunting!



Inland Pale Beer Inland Brewing And Malting
Co. Spokane, Wash. 1905-1915 {marked on
back of leather case shortest cup @ 2 1/8"
tall by 2 1/2" wide (no lid)



Olympia Beer "It's The Water" Olympia
Brewing Co. Tumwater, Wash. 1902-1915
{marked on front of leather case and bottom
of cup @ 2 1/4" tall by 2 1/2" wide (no lid)



Drink "Key City Beer" Port Townsend
Brewing Co. Port Townsend, Wash. 1906-
1915 {tallest of cups @ 2 7/8 " tall by 2 1/2"
wide and the most advertising on lid (no
leather case)



Drink Rainier Pale Beer Seattle Brewing & Malting Co. Seattle, Wash. 1906-1915 {more elaborate base with advertising on lid @ 2 ½" tall by 2" wide (no leather case)

Please send any additions, variations or comments to
John Cartwright.

Let's Talk Breweriana

By Rich LaSusa, Feature Editor and Brewery Historian



I like a mystery just as much as the next person. But the mysteries I prefer are written by my favorite authors and not those I encounter when collecting breweriana or gathering information for columns such as this one.

A challenge now and then is a good thing; it makes life just a little bit more interesting. And it gives a writer something, well, to write about.

One piece of breweriana I've written about and discussed with many collectors remains a mystery that I hope one of you can solve. The mystery is not what this object is but how and why it came about. And if there any others like it.

During a visit to a breweriana collector's house on a sunny day and not on a dark and stormy night I encountered this mystery. It was in the form of an unusual tap knob that advertised Trommer's Malt Beer. Its bright, shiny chrome body caught my eye. But its unusual shape was the real eye catcher.

The body of the knob looks like the handle of a hot rod car gear shift. It has a convex plastic bubble dome cover that sits over a black insert. White lettering with gold trim is on the insert—Trommer's and Beer in block letters and Malt in cursive.

It was made by Vidrio Products Corp. of Cicero, Ill. That information is engraved on neck of the

knob, as is patent #1848526.

Have any of you seen this knob before or a tap knob in this style or genre? Or any other beer tap knob or handle produced by Vidrio Products?

This very unusual knob most likely was made during the late 1930s or early 1940s. John F. Trommer, Inc. had breweries in Brooklyn, N. Y. and Orange, N. J. at the time.

Vidrio Products Corp. (a.k.a. Vidrio Products Co.) originally was located in Chicago and produced washing machines under the "Sterro" and "Master Grande" brand names (among others) in the early 1900s. Strange as it seems, people collect these relics. Why is a mystery to me.

It also manufactured drink and food blenders in the 1930s and 40s under the name "Electromix." At least two of these mixers are considered desired collectibles because of their unique style. They have lime-green metal housings—one with a long wooden handle, the other with a black metal loop handle—that sit on top of an Art Deco-style jar, one clear, the other Depression-glass green (6½" and 7½" tall). The mixers may have been made for the tavern and restaurant trade, and that could connect Vidrio to the manufacture of brewery advertising.

But any connection at this point is tenuous and pure conjecture on my part. We do know that Vidrio made at least one tap handle, the Trommer's Malt Beer knob being best evidence. I took photos of it. I know it exists. But why it exists and how it came to be are questions for which I cannot supply answers.

A logical supposition is that Vidrio made more than one of these Trommer's tap knobs, that it made knobs of similar shape and composition for other breweries. Or did it? Was this piece a proto-

type without siblings? Did Vidrio make other tap knobs and brewery advertising? The Chicago-area business directories I've reviewed shed no light on Vidrio. Neither have collectors without I have spoken.

What we have here are far more questions than answers. Breweriana sleuths feel uncomfortable with that ratio.

We need more information about this particular tap knob, the style in general and Vidrio Products. Can you provide it? Strange, but true.

Finding answers to questions about mystery breweriana can be fun and exasperating—fun when the puzzle has been solved, exasperating while you're trying to solve it.

But unusual breweriana for which there are explanations is even more enjoyable. N.A.B.A. member Dan Gallitz of Fond du Lac, Wis., showed me a "whatzzit" item at a recent show. And it's one that's not for everyone's taste or collection. Not, even Dan's, who has since sold the, er, rustic piece to another



Vidrio Tap Marker



Steel Keg Warmer



Executive Secretary's Report

By John Stanley, Executive Secretary

NABA • P.O. Box 64 • Chapel Hill, NC 27514 • naba@mindspring.com

Convention registration, ballot for Officer and Board slots, and renewal slips for members (please pay only if the expiration date of your mailing envelope is May 31, 2004) are included in this issue. NABA is pleased to offer the option to pay your dues using PayPal. Just send the amount you are paying to naba@mindspring.com. (note: Foreign Members can use this option, but please pay in US funds). You do not have to send in a renewal slip, if you are using

PayPal (unless you are making major changes to your directory listing). Minor changes to the directory listing can be made in the PayPal message area.

To use PayPal to pay for your dues, from the PayPal menu click on Send Money, enter naba@mindspring.com as the "Recipient's Email", for "Type" click on the drop down box and use Goods (Other), for "Subject" type in NABA Dues, enter a note, if you so desire.

If any of your directory (especially address) information has

changed please send any corrections to the address above. I would like to welcome (on page 35) the following new members. Take the time to correspond with new members who have similar collecting interests as yours. Sharing information and collections is what NABA is all about. Special thanks to George Baley (4), Ed Culbreth (3), Bob Hajicek (1), Mary White (1), eBay Auction (2) and the NABA Web Site (4) for recruiting these new members (also 6 Former Members Rejoined).

Let's Talk Breweriana

collector.

This "whatzzit" is a steel keg warmer for beer trucks and perhaps railroad box cars. They were used on cold winter days to keep the precious cargo from freezing. It burned coal or charcoal in its innards to accomplish the task. Some perhaps date earlier.

The Independent Milwaukee Brewery (1901-1964) keg warmer that Dan had is made of a corrugated or ribbed steel. This contraption stands about three feet high and is about one foot in diameter. The brewery name is engraved on the piece.

It was a crude, but practical, solution to a serious problem—preventing kegs or bottled beer from freezing during the delivery process during the winter. Frozen beer is not as useful as, say, frozen yogurt. The heated metal cylinder kept the beer warm enough to prevent freezing but not too warm that it would affect its drinkability.

Dan found the warmer in a sale at an old creamery near Fond du Lac. Perhaps it served a tour of duty in a dairy delivery truck after its service of keeping suds in its liquid form.

I know of no other warmers that have brewery names. Heck, I don't know of any others. Period. If you do, let us know. A sound party collectible

Another piece of unusual breweriana, this one in my collection, is a wooden and metal party noisemaker that advertises Canadian "Ace" Beer and the Manhattan Brewing Co. of Chicago.

This paddle-style item is 8½" long and 2" wide, with a pair of red wooden spheres attached to 3"



Party Noise Maker

metal bands that are affixed to paddle by staples.

There are graphics and lettering on both sides. On the obverse is the Canadian Ace/Manhattan information, with the image of a woman covering the parts of her anatomy that need to be covered when posing sans clothing. On the reverse is an advertisement for America's

Prince of Hilarity, N.T.G., and his "Fairest of the Fair" Review. Who is this N.T.G. and his "Fair Review," you ask. It's another mystery, and the Trommer's tap knob is enough mystery solving for one column.

This is a 1930s piece and could have been used in one of the entertainment centers at the 1933 Chicago World's Fair ("A Century of Progress"). The bawdy graphic image and the name of N.T.G.'s merry little band suggests a girlie show. Manhattan was a sponsor of the Oriental Village on the fair's Midway, but I have no knowledge that dancing girls-or noise-making revelers-kicked up their heels in those staid halls.

The noisemaker was manufactured by the National Souvenir Co, 185 W. 44th Ave., New York. I have seen and owned similar ones that advertised hard liquor products, but none had the racy girl image.

If you have an item you believe is odd or unusual, tell us about it (and send a photo). If you have a piece of mystery breweriana, please try solve the problem before sharing it with our readers. If you can't, we'll try to assist you.

New Members

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540-659-3462
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Calendars-Signs

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704-664-7448
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d-dbrain@netzero.com
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c/o Dixie Designs
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Boaz AL 35957-3004
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desi7448@bellsouth.net

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Boalsburg PA 16827-1622
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574-514-6141 (C)
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beachboy34@msn.com
Cans-Coasters

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Mabank TX 75156-6819
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sweeneytnc@aol.com
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815-732-7491
donwalterw@netscape.net
All Breweriana-Coasters-
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906-789-5857
guppy@yourmom.com
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Young, Frank R
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Levittown PA 19057-3016
215-547-2461
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Tap Knobs-Trays; New Jersey,
Philadelphia, Milwaukee

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Travels with Brewster

By Fred & Mary Clinton

This past November we got in the big white bird and headed out to California. The primary purpose of the trip was to travel from San Francisco up coastal Highway 1 and end up at Redwoods National Park where we planned to spend several days hiking. While this column is about the beer, we would encourage anyone who has the resources (physical and fiscal) to experience this primordial world. It is an absolutely beautiful and humbling experience. We spent one six hour hike where we saw fewer than 10 people, half of whom were in one group. Definitely the place to get away from the turmoil and toil of everyday life.

The thing is, hiking and bending one's head back to look at 300 foot tall trees tends to make one thirsty, (to say nothing of making your neck sore) and fortunately, there were many, many places to be found which offered restorative barley beverages. Although we limited our trip to Northern California, it's still going to take more than one article to cover all the places we hit. We'll start our review in the most unlikely of places, wine country. We eschewed the Napa and Sonoma Valleys as being too crowded, too toney, too expensive and just too "too". Just for the record, we did sample the grape beverages as well, but I've never figured out how people taste raspberry and cloves and the gossamer quality of butterflies or the essence of a rain-dappled dawn in wine, so we'll leave that for the wine "experts".

Anyway, we journey to the Anderson Valley and the first wine country beer stop we made was the eponymous Anderson Valley Brewing Company in Boonville. We couldn't actually tour the brewery the day we were there. They are in the process of opening a

tasting room at the brewery which was to open some time this year. In the meantime, they offer a small gift shop on the main drag which features tons of T-shirts and glasses. The current tasting area was at the Buckhorn Saloon just a few doors down from the gift shop. We sampled a total of six selections which included the High Rollers Wheat, the Boont Amber Ale, Poleko Gold Pale Ale, Belk's ESB, Hop Ottin' IPA and Barney Flats Oatmeal Stout.

We should point out at the onset that Boonville is known for its own peculiar dialect referred to as Boont or to speak Boontling. It apparently was an artifice to keep outsiders outsiders. Anyway, Hop Ottin is one of the phrases from this local dialect. The other point to make is that this was a place for hopheads. Every one of the beers we sampled pushed the hop envelope of the style.

The wheat was standard for the style (and as you have to realize, is about all we ever have to say about wheat beers as neither of us are fans of the style). The amber was full of body and had great flavor with a nice dry finish. The gold ale was also quite hoppy and very nice for the "starter" entry on their slate. The ESB had very nice, medium body and an excellent dry and hoppy finish. The IPA was a hophead's delight with over the top hop flavor. The stout was huge with roast flavor, and tasted almost Imperial, although its relatively low alcohol (at 5%) was within the style.

All in all, these were very nice beers and it should be a great place to visit once their new facility is up and running.

Our next stop was in the town of Healdsburg. You can tell this is a town on the cusp of really hitting it big like Sonoma and Napa. There are lots of trendy shops, crowded, upscale restaurants, but

all still infused with a comfortable small town feel. It is also the home of Bear Republic Brewing Company, a place that was really hopping (no pun intended) when we stopped in one drizzly afternoon. They had an incredible 12 beers on tap to sample. They were: Hefeweizen Ale, El OSO Lager, Late Harvest Lager, Pete's Brown Ale, Red Rocket Ale, Red Rocket Ale on nitro, Heritage Ale, ESB, Racer X, Racer 5, Hop Rod Rye, and Big Bear Ale. Wow!

The Hefeweizen was a good, American style hefe. The El OSO was advertised as a Mexican style lager, and was a respectable starter beer. The Late Harvest was a very nice, very malty Vienna - true to style. The Pete's Brown had chocolate overtones without being overly sweet and without any diacetyl. The Scottish Red tasted like an American Pale, and was a good one at that. The nitro version was similar but smoother as one would expect. The Heritage Ale was a Scottish style brew, which Fred deemed "malty good".

The ESB was a good, clean beer and true to the style with appropriate dryness. The Racer X was a cross between a Strong Ale and an IPA -it was aggressively hopped and definitely not for the faint of heart. The Racer 5 was another IPA. It was slightly sweeter than the X but was still very hoppy. The Hop Rod Rye was the third IPA selection. (Did we mention this was a haven for hopheads?) It too was quite hoppy and similar to the Racer x. The Big Bear Ale was a high alcohol (8%), American Style Old Ale with a dry, hoppy finish.

With so many excellent beers from which to choose, it's not too surprising that there was a tie for the Four Paw Pick. Fred, being 100% Scottish, saw the winner as the Scottish styled Heritage Ale

****. Mary was impressed by the smooth malty character of the Vienna styled Late Harvest Lager ****. Obviously, we felt this qualified as a good stop! On a note to collectors, they did appear to have an interesting selection of shirts, although the one we liked best was being worn by a staff member and was no longer for sale.

The last of the breweries in the wine country was Third Street Aleworks in Santa Rosa. We actually had planned to stop at a different brewpub, but found that it was a work in progress. The owner tipped us off to Third Street, just a block or so away. Given that it was another rainy afternoon, we thought we might as well go and explore.

The afternoon we were there the place was full of 20 somethings and the building itself was not too impressive. They did, however, also have 12 beers to sample. They were: Crusher Gold, Rye Special Bitter, Annadel Pale Ale, the same on cask, Bodega Head IPA, Old Redwood Porter, Stone Fly Oatmeal Stout, the same on cask, Blarney Sisters Dry Irish Stout on nitro, Great Rock Doppelbock, Oktoberfest Märzen and Helles Honey Maibock.

We started with the Crusher Gold, which had considerably more body than one would normally expect in a starter beer. We thought it would be a great hot weather brew. The Rye Special Bitter was an ESB style, and was very nice. The rye flavor was faintly apparent. The Annadel Pale Ale was a very good representative of the American style with good mouthfeel and a dry finish. The same beer on cask was smoother and creamier, but with less hop flavor. The Bodega Head IPA was also a very nice sample of

the American style with excellent hop finish. The Old Redwood Porter had very nice chocolate flavor, but Mary would have preferred a smoother edge to the taste.

The Stone Fly Oatmeal Stout was a very good beer. It was creamy, rich tasting and had cherry overtones. This beer on cask was exceptionally smooth - a very easy drinking stout. The Blarney Sisters was a nice beer as well, although not as big as the oat-

and not a brewpub, another spot we thought we should mention was the Black Horse Pub in San Francisco. Without a doubt, this is the smallest bar we have ever been in but also one of the neatest. Located on 1514 Union Street, the former owner Joe Gilmartin (more on that in a moment) went for good but minimalist. He offered three English style beers on draft, about six bar stools, no tables and one food selection, a cheese platter. (As for the beer, at least one of the taps was from the Coast Range Brewing Company in Gilroy City, the garlic town.) The place, which advertises itself as a London Pub, looks very much the thing, from the Union Jack hanging prominently on one wall to the various English beer signs. The real beauty for us was that it was conveniently located directly across the street from our hotel. Talk about serendipity!

As to the ownership, Joe told us he had just sold the place and that the new owner, James King, would be operating it in the near future. Joe said he thought it would remain the

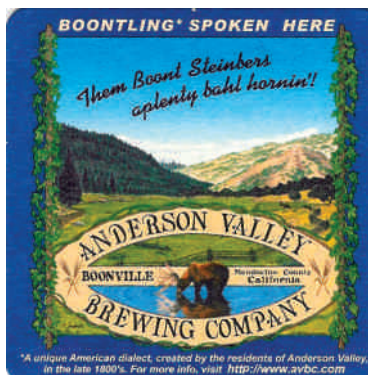
meal. The Great Rock Doppelbock we found a bit too cloying for the style. It would not be our favorite beer. The Oktoberfest Märzen, on the other hand, had a lovely color and was smooth and malty. The Helles Honey Maibock was also smooth and malty as well - a very nice beer.

After all was said and done, the clear-cut winner was the Stone Fly Oatmeal Stout on Cask. It got the Four Paw Pick**** in a unanimous decision.

Although not in wine country,

same with one salient change - the British flag and feel would be switched to Irish. Otherwise, the cozy atmosphere is expected to remain the same. A word of caution - because the place is so small, the story is that lines will form outside waiting for one of the few seats inside. We now know why!

Well, that's it for now. Stay tuned for California part two, where we cover what we felt was the best brewpub of the bunch. Until then, Cheers!





Advertising

Classified Ad Guidelines

All advertising should be directed to:

George Baley, Editor
The Breweriana Collector
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Spring	February 15	April 15
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CHICAGOLAND BREWERIANA BOOK shooting is delayed! 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 V124

BACK ISSUES of the BC For Sale: Issues 86 - 87; 91 - 98; 100-102; 104 - 125 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

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

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Events of Interest

2004

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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), 9:00 am - 3:00 pm Bell's Brew Pub, 355 E. Kalamazoo Ave; Dave Launt (269) 327-8754 or email: nybrew@aol.com or Joe Wilson (269) 896-1051 or email: pwilson@accn.org

June 5 - Lincoln Park, MI

32nd ANNUAL STROH'S FIRE-BREWED CHAPTER BREWERIANA & BEER CAN SHOW, 9:00 am - 3:00 pm Kennedy Memorial Building near Exit 41 on I-75. 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: beardave@fuse.net

June 11-12 - Florissant, MO

26th ANNUAL SWAP-A-RAMA AT KNIGHTS OF COLUMBUS PARK. Biss Cress (618) 466-3513 or email: Williambud@webtv.net

June 11-12 - Knoxville, TN

16th ANNUAL KNOXVILLE ANTIQUE SHOW. Sponsored by East Tennessee Antique Bottle & Collectibles Society; Friday: 2 pm - 7 pm; Saturday 8 am - 5 pm

June 15-19 - Denver, CO

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

July 9-10 - Waynesville, OH

OHIO MINI-CANVENTION & BREWERIANA SHOW Miami Valley Chapter, 8:00 am each day, Overland Park, David Reed (513) 248-4464. email: wolfe1985@fuse.net

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 3-8 - 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

The Breweriana Collector

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: beardave@fuse.net or Jeff Dowers (513) 851-8986, email: pints and pooh@fuse.net

September 1-4 - Dearborn, MI

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

September 23-25 - Council Bluffs, IA

22nd ANNUAL MIDWEST BREWERIANA CONVENTION at Mid-American Center. Bill Baburek (402) 346-5147

October 1-2 - Springfield, IL

8th ANNUAL SPRINGFIELD BREWERIANA BONANZA at the Signature Inn, 3090 Stevenson Dr. Gary Zimmerman (217) 498-7446 or email: tyzac24@aol.com

October 8-9 - Winnipeg, Manitoba

16th ANNUAL BREWERIANA TRADESHOW. 10:00 am - 3:00 pm Canada Inns, 1034 Elizabeth Rd; Rob Horwood (204) 253-7851 horwoodr@shaw.ca

October 15-16 - St. Paul, MN

GUZZLE & TWIRL 10:00 am - 3:00 pm, Aldrich Dream, St. Paul, MN, Dave Wendl (651) 731-9573. NABA Board Meeting Friday @ 3:00 pm.

October 22-23 - Glendale Heights, IL

MONARCH FALL FEST, Ramada Inn, 780 E. North Ave. Alan Bormann 630-305-8618. E-mail: nilabormann@aol.com

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: beardave@fuse.net

2005

August 2-7 - South Bend, IN

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

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August - Louisville, KY

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