



# The BREWERIANA COLLECTOR

A publication of the

National Association  
Breweriana Advertising

*"America's Oldest National Breweriana Journal"*

Volume 170

Founded in January 1972

SUMMER 2015

**What Do I Do Now?  
When a valuable  
collection lands in a  
non-collector's hands**

**Hoppy Trails:  
Brewery Tourists  
Strike Gold in CA**

**She Use'Ta Be My  
Girl: Lovely  
Lager Ladies**

**Ballantine Is Back:  
Renaissance of a  
Classic Beer Brand**

**Collector's Bookshelf:  
2 Richmond, VA  
Brewery Books**





**Sheraton Westport Chalet Hotel**  
**191 West Port Plaza**  
**St. Louis, MO 63146**  
**314-878-1500 (Ask for the Chalet Hotel)**  
**www.sheratonwestport.com>Our Hotels>**  
**Sheraton Westport Chalet Hotel**



**Sheraton Westport Chalet Hotel**

The Sheraton Westport Chalet Hotel is part of the Westport Plaza business and entertainment complex. The Chalet is a Certified Green hotel, with 300 guest rooms including 7 suites. They recently completed a multimillion-dollar renovation, and all 300 rooms feature the new Sheraton Sweet Sleeper® Bed and wireless high speed Internet access. The Sheraton Westport also offers parking, room service, a concierge, 24 hour front desk and a cocktail lounge.

Call to make your reservation for the NABA Convention today by dialing the number above, ask for the Chalet, and use the reservation code: **BREWAD**. Or go online and be sure to follow the web “map” above to be sure you’re reserving at the Chalet!



This photo shows the Westport Chalet Hotel. NABA has several floors in the 4-story structure to the left of the Chalet reserved for you!





The National Association  
Breweriana Advertising

1585 W. Tiffany Woods Dr.  
LaPorte, IN 46350-7599  
219-325-8811  
nababrew@comcast.net  
www.nababrew.com

#### BREWERIANA COLLECTOR STAFF

Lee Chichester ..... Editor  
Bob Hajicek ..... Auction Hysteria  
Bob Kay ..... Labelology  
Rich La Susa ..... Let's Talk Breweriana  
Larry Moter ..... Collector's Bookshelf

#### NABA OFFICERS

John Ferguson ..... President  
Larry Bowden ..... Vice President  
James Kaiser ..... Treasurer  
Dave Alsgaard ..... Recording Secretary

#### BOARD OF DIRECTORS

2013-2015	2014-2016
Rayner Johnson	Greg Lenaghan
Kent Newton	Darla Long
Bill Norton	Jim Massey
Don Roussin	Pat Stambaugh

#### APPOINTIVE OFFICERS

George Baley ..... Executive Secretary  
& Web Design  
Lee Chichester ..... Editor  
Greg Lenaghan ..... Chapter Liaison  
Kent Newton ..... Auction Cmte. Chair

#### NABA PUBLICATIONS

The National Association Breweriana Advertising (NABA) publishes for its membership *The Breweriana Collector*. No effort is made by the Officers, Directors, or Editorial Staff to verify the accuracy or content of articles accepted for publication.

The Editor has the right to edit submissions and ads, and may defer publication of a submission for reasons of space or layout. Deadlines for submissions are the same as for classified ads shown on page 38. All content:

Copyright © 2015, by the author or photographer and/or NABA.

#### Send Comments/Questions to:

Lee Chichester  
PO Box 878  
Meadows of Dan, VA 24120  
540-593-2011, falconer@swva.net

# The BREWERIANA COLLECTOR

SUMMER 2015

#170

## FEATURES

- 12 What Do I Do Now? *When a valuable collection lands in a non-collector's hands*..... Dave Launt  
19 Celebrating the Lighted Back Bar Sign: *Unique Display Creates Breweriana Experience* ..... Ken Quaas  
26 Hoppy Trails: *Brewery tourists strike gold in CA*..... Rich La Susa  
32 Ballantine Is Back: *The Renaissance of a Classic Beer Brand*..... Ken Quaas

## STANDARD BREWS

- 4 Welcome New Members  
5 President's Letter..... John Ferguson  
6 Let's Talk Breweriana: *A passion for Coors, and brewery history*..... Rich La Susa  
10 Chap Taps..... Greg Lanaghan  
16 Auction Hysteria..... Robert Hajicek  
23 Collector's Bookshelf: *Two Richmond, VA Brewery Books*..... Reviewed by Larry Moter

## SHORT DRAWS

- 29 She Use'Ta Be My Girl: *Lovely Lager Ladies* ..... George Arnold  
39 Virtual Museum: *Images of Neons, Button Signs, & Trays Needed*..... VM Committee

## END OF THE DRAW

- 37 Membership Application  
37 Buy-Sell-Trade  
38 NABA Chapter Contact info; *BC Advertising Guidelines*

Cover Image: Hyde Park Brewery, St. Louis, 1900 Calendar Girl. The image might have held a calendar pad at one time. From the collection of Herb & Gerry Schwartz.

The Breweriana Collector, the Journal of the National Association Breweriana Advertising, Inc. is published quarterly at 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599. Subscriptions in the United States are \$25 per year to members of the Association and are included as part of the annual dues payment of \$30 per year.

POSTMASTER: Send address changes to *The Breweriana Collector*, 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599.



Please join us in raising a  
frosty beverage to welcome  
our Newest Members!

**John Bain (Beryl)**

PO Box 610253

Bayside, NY 11361-0253

917-796-9222

the-back-bar@earthlink.net

**All Breweriana (Early Lighted); esp  
Signs, Clocks, Back Bar Neons,  
Vitrolites (Lighted or Non-Lightd)**

**Kevin Clay**

1538 Eolus Ave.

Encinitas, CA 92024

(760) 815-5422

kevinclay@cox.net

**Alfred Dufresne Karrie**

174 Seckar Rd

Ashford, CT 06278

860-487-9494

sendjokes2@aol.com

**Herb Hanson (Iris)**

W7520 County Rd NA

Holmen, WI 54636-9453

608-526-4385

jumpzy@juno.com

**All Breweriana; La Crosse WI**

**David Lincicome**

3228 Watkins Lake Road

Waterford, MI 48328

248-674-0817

abn425@aol.com

**Glassware**

**John Petrosky**

178 Heather Dr

Butler, PA 16001-2800

724-482-0186

jppetrosky@zoominternet.net

**Cans-US only**

**Larry Szczublewski**

125 Hannum Ave

Rossford, OH 43460-1109

419-666-3275

ljszcz@hotmail.com

**Victor Visalli**

48 Cedar Ave

Maywood, NJ 07607

201-845-0463

vicvis067@yahoo.com

**Mini sample Pre-Pro beer bottles**

# President's Message

I offer greetings once again to those tuning in.

It is now May and the weather is making it more inviting to get out and visit local shows of all sorts and perhaps take in a few yard sales. With any luck, you might find some nice beer items for your collections OR you just might want to bring these new pieces to our upcoming St. Louis area Convention and place a few in the Friday Auction.

The Gateway Chapter is very busy making final decisions on Convention activities. Don Roussin has placed orders for our special attendant glassware (from our friends, the Krolls) and souvenir shirts with Tom Fay. If you have been thinking about making the trip to Missouri this summer, rest assured that the local chapter and the NABA board has your best interests in mind, and are working hard to make it a great event.

Once again membership renewals are coming in slowly. NABA sends out renewal notices and emails, but oftentimes members just take their time in sending in dues. Please help us out a bit and keep your membership current by sending the big bucks when notified. PayPal makes the renewal process very easy and, if you did not know, you can register for the Convention on line and pay the same way. Can't be much simpler, eh?

Your board has finalized the appointment of George Baley as the NABA Executive Secretary. George will continue to work on our website and handle the daily chores. Filling this position was a necessity and NABA is very fortunate to have someone with George's expertise and

interest in the hobby, who is willing and able to step up. Thank you again, Mr. Baley!

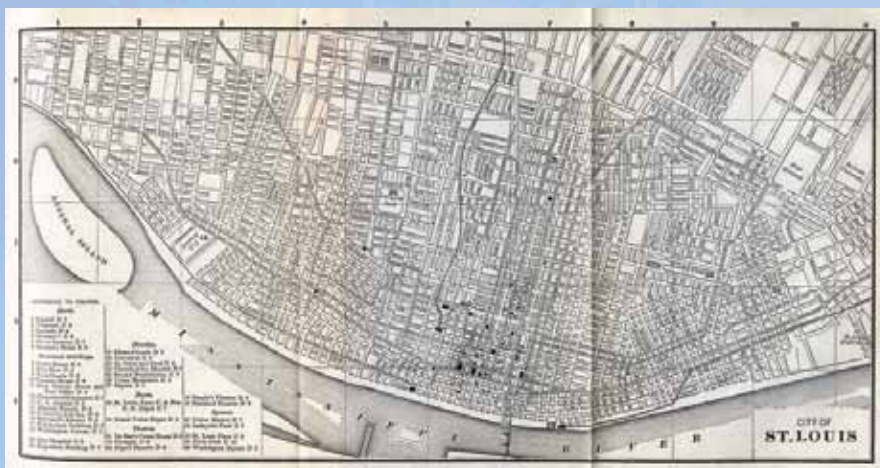
The board will have a few vacancies to fill shortly. I ask everyone to consider if they have the interest in joining the board to help direct or formulate the club's activities. The board meets three times a year: at the National Convention, once in the Spring, and once in the Fall/Winter. As we all know, the members of the present board, with a few exceptions, are not exactly young and have served NABA for many years. Bill Norton and Darla Long recently came on board. We have room for you! Please consider joining us.

As always, I ask our members to help recruit new breweriana collectors. The interest in all things micro is amazing. There seem to be new breweries opening up daily. Many of these recognize that the relationship between producer and consumer is enhanced by the thoughtful use of beer advertising. As most of us know, some micro-breweries crank out new varieties of beer cans as fast as they possibly can and these are then grabbed up just as quickly. Talk about an already emerging market ready to tap! If any of you need membership applications or Convention advertising cards, please don't hesitate to let us know!

Also remember to bring along some nice advertising to St. Louis if you're in the market for selling/trading or entering items into the Auction. Since we are blocked into limited space, room-to-room trading should be very good. Try your best to leave your room open so members get a chance to see what you brought along.

Lastly, have a safe summer! And we'll hope to see you in St. Louis!

*John Ferguson*



1855 St. Louis City Map.

# Let's Talk Breweriana

By Rich La Susa, Brewery Historian

## A passion for Coors, and brewery history



The owner wouldn't sell them to Frederick but gave him one of the bottles. He later learned that it was from 1933, the first Coors post-Prohibition issue. It piqued his interest, so he joined an antique bottle club in Denver, where he would meet other bottle collectors and learn more about that hobby. He is still a member of that group.

"That pretty much set every-

**T**he phrase *Rocky Mountain high* has taken on a whole new meaning for some these days. And it isn't necessarily what John Denver sang about in the 1970s.

To one collector, however, it means the exhilarating feeling of owning a large and superb collection of Colorado breweriana, including classic Coors advertising. His affinity for Coors is as natural as a Colorado-blue sky.

**Bill Frederick**, a NABA member from Littleton, CO, was an employee of a brewery-owned distributorship for 36 years (1969-2005) and saw plenty of Coors advertising every day. "It was a great company to work for; the Coors family is wonderful," he said.

Although Frederick collects breweriana from select pre-Prohibition Denver brewer-

ies, Coors advertising was his specialty for many years. His clearly-defined objective was to acquire as much of it as possible, including current and obsolete signs.

"After about 15 years of collecting just Coors items, I realized I was passing up on a lot of great...breweriana. That's when I started picking up the other Colorado breweriana," he said.

Like most collectors, Frederick started quietly, dipping a toe into the pool. Louder splashes would follow.

"I recall exactly how I started collecting breweriana," he said. "I was a draft [beer] supervisor working with a driver. In the basement of an account we delivered to, we found a neat pre-Pro wooden box that held six bottles with Coors Golden Beer labels."

thing in motion," he said in his easy-going manner. Frederick started visiting antiques malls and stores in search of more Coors items. He eventually joined a local breweriana-collecting chapter (Mile Hi) and acquired even more items at its shows and from other members.

"In those days, there was plenty of stuff out there." Enough to fill the walls and shelves of a large room in his home.

Frederick also started to develop a keen interest in the history of breweriana and breweries, spurred in part by Will Anderson's classic *The Beer Book* (1973). "That influenced me to join NABA," he said. "I attended my first convention in Stevens Point in 1975."

He also was inspired by Herb Ramsey, a veteran col-

lector from Hutchinson, KS. “We travelled together seeking breweriana for our collections,” he said. “Herb was like a second father to me.”

His most memorable and significant acquisition in those early days was a 1909 Coors “Castle Rock” serving tray. It is 13.25 inches in diameter and features the brewery’s Castle Rock logo. It was made (starting in 1901) by The Meek Co., Coshocton, Ohio.



Selecting favorites from a large, well-established collection isn’t an easy task. But when asked to name his rarest item, Frederick didn’t hesitate: “A pre-Pro Schueler & Coors lithograph from 1880.”

What makes it so special? “There is only one other known example, and it’s displayed in the Coors brewery in Golden!”

This exceptional piece advertises the brewery’s Golden Lager Beer (*Warranted to keep in any climate*) and features five labeled bottles in a hopvine wreath. It is 17 inches wide x 23 inches high. On the back is a printed maker’s mark: A. HDEN & CO. LITHO BALTIMORE. Schueler & Coors (1873-1880) eventually became the renowned Adolph Coors Brewing Co.

A colorful early 1900s rectangular Coors calendar-girl litho—16 inches wide x 24 inches high and featuring a young woman—is another of Frederick’s favorites.



Despite his passion for Coors breweriana, he left his collecting comfort zone in 2000, when he stopped collecting newer Coors breweriana. “It was time to branch out,” Frederick said.

And branch out, he did.

His rec room—separate from his Coors collection—is filled with an array of pre-Prohibition Colorado beer items, including scarce—even rare—signs, calendars, glassware, and go-withs.

While he retains his interest in vintage Coors items, he now seeks pieces from three pre-Prohibition Denver breweries: Phillip Zang (1884-1915), Western Brewery/Neef Brothers (1896-1915) and Tivoli (1900-1915). He knew that finding them wouldn’t be easy; collecting scarce and unusual Colorado beer advertising has its limitations. “I don’t get a lot of pieces,” Frederick said. He found plenty, however: his ample displays will keep a viewer busy for hours.

One’s attention is quickly drawn to a colorful 1901 die-cut cardboard Zang’s calendar (15 inches in diameter) that features a series of kittens (photo next pg). “It’s the only

known example,” Frederick said.

And then there is his wall-mounted wooden display case full of pre-Pro Colorado etched glasses—51 different—which Frederick believes is the largest group of its type. “I know of only 8 Colorado etched glasses I don’t have.”

His interest in pre-Pro Colorado brewery letterheads started in an unconventional way. It began with a remarkable discovery in a printing company’s



old warehouse. Found were thousands of lithography stones that were used to print letterheads—some ornate and scarce—as well as for printing other business paper items, including two for Coors checks.

“I acquired eight [stones] used for Colorado breweries,” he said. “That spurred me to collect pre-Pro letterheads.” He eventually acquired some that matched the Zang’s litho stones.

Frederick also has an impressive collection of non-beer Coors items, including 19 different porcelain malted milk soda fountain jars (average size, 6.5 inches wide x 7 inches high, ranging in age from Prohibition to 1954).

“I am not missing any that I know of,” he said.

His best is a one-only-known round jar with a flat front and back. The metal lid is spring-loaded (others have lift-off lids). Both features make this piece unique. “It likely was the first one made by Coors Porcelain,” he explained.

*Author’s Note: Coors Porcelain Co., a subsidiary of the Coors brewery, produced malted milk jars from about 1915 to 1954. It also made a variety of porcelain products into the 1990s, and does so today under a separate company, ACX Technologies.*

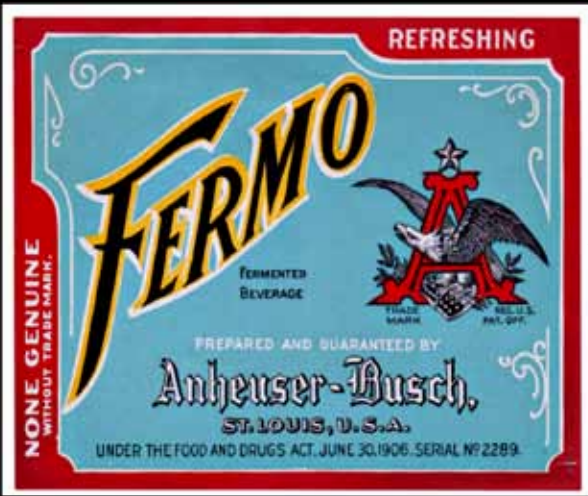
Although Frederick still enjoys seeking and acquiring scarce breweriana—and learning about its history—the material aspect of collecting has become almost secondary to him.

“The best part of this hobby is the great people you meet, the friends you make over the years. That’s the frosting on the cake.”

It’s enough to give you a Rocky Mountain high.



**FOR SALE:  
BREWERY EXECUTIVE'S 40-YEAR BEER LABEL COLLECTION**



**Separate Alpha Index**

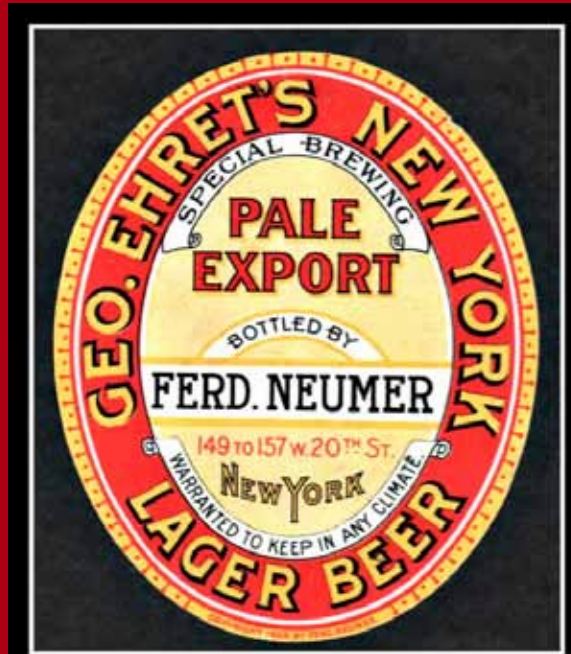
Index includes:

- State
- Spreadsheet location
- Brewery
- Brand & Label
- RTP, U-Permit, PRO Numbers

**Separate Color-Coded Inventory**

Lists Includes:

- City & State
- Brewery & Brand
- Container Size
- IRTP, U-Permit, PRO Numbers  
(PRE - dates in use up to 1919)
- Quantity & Condition for labels (including Nk)



**INDEX & INVENTORY AVAILABLE ON  
THUMB DRIVE IN MAY**

**SAMPLES OF COLLECTION WILL BE AT THE NABA  
CONVENTION (ST. LOUIS) IN JULY/AUGUST**

**For more information, please contact seller at:  
[geodawg65@verizon.net](mailto:geodawg65@verizon.net)**

# Titletown 35 Green Bay, WI

by Dan Hable

This year marked a milestone for the Packer Chapter/Badger Bunch's Titletown Trade-A-Thon (TAT). We gathered on April 23-25 for the 35th consecutive year, once again at the KI Center/Hyatt Hotel in downtown Green Bay, WI. The fun began Thursday evening with an informal gathering at Titletown Brewing Co's new tasting room for some beer and cheese tasting. The new brewing, bottling, and tap room facilities are awesome.

The trade floor opened at noon Friday for those who preregistered. Despite ongoing construction the unloading and parking aspects went smoothly. Over 120 collectors from 10 states and 2 foreign countries filled 160 tables with an additional 120 walk throughs. After the 8 PM closing of the trade floor, the action moved to the Wisconsin Hospitality Room (WHR) for beer, snacks, and the first 2 of many raffles and drawings. The WHR closed at midnight but the after-hours crowd kept the party going in the "back-up" hospitality room until 2:30 AM.

The trade floor reopened at 8 Saturday morning and saw brisk action until the 4 PM closing. Registered participants enjoyed a variety of craft beer both days on the trade floor in addition to all the hospitality events. Two more raffles were held during the trade show; all resulted in many a happy ticket holder.

The main event, the blue ticket raffle, was held in the trade hall Saturday evening. It was preceded by the Hawaiian shirt contest and door prize drawings, and climaxed

# ChapTaps

Please send me your chapter newsletter so I can include news of your events, gatherings, and members here:

**Greg Lenaghan**  
2507 Huntington Rd  
Springfield, IL 62703  
g.lenaghan@comcast.net



*I would like to thank Dan Hable for his contribution of the summery of Titletown 35 in Green Bay; and Greg Gromasiak of the Miami Valley Guzzelette and in particular Rick Ordeman, the Miami Valley Chapter president for his take on the 2015 Blue Gray Show.*

Greg

with the grand prize drawing: a week's stay on Hawaii's Big Island. This grand prize was won by Greg Bozak.

Then it was time for a little more beer sampling and socializing, which carried on well into Sunday morning.

Thanks to all who attended and to those who contributed in so many ways to making TAT a unique breweriana experience. If you haven't yet attended this show you'll want to note that next year's TAT 36 will be held April 14, 15 & 16, 2016. Those of you who have attended in the past: we look forward to seeing you there again next year.

Bottom's Up!

## Blue Gray Show Fredericksburg, VA

by Rick Ordeman

It has been a few months since the Blue-Gray Show, but here is an overview of what I can remember.

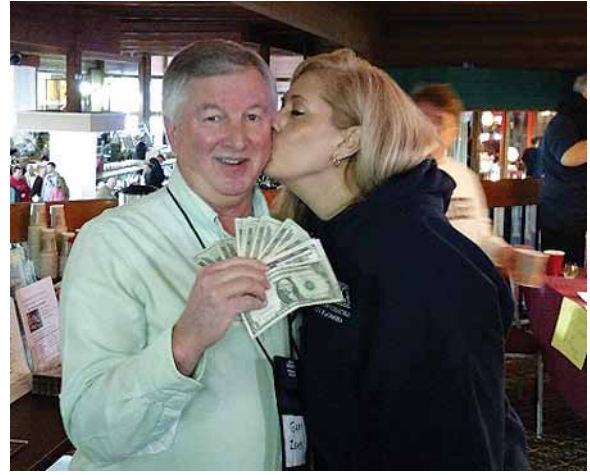
First off, as we all know, it was a controversial year and some people boycotted the show. Attendance was down as

a result, but it was still a good event. All of the inside rooms were occupied, and some of the outside rooms. The hotel has been improved by the new ownership. The roof didn't leak (except in one location), the linens were clean, and the pool was clear. We even saw a girl swimming in it on Saturday night.

I will admit that there were still a few issues, but nothing like what I have heard about in the past few years.



The diversity of items available was as great as ever. I was able to pick up some nice Dayton items, and some Cincinnati signs that I flipped at Luck O'The Irish. There were several dealers with fabulous items as well. Many of the regulars at-



tended, so there were lots of good times catching up with old friends, and several new attendees who we had the opportunity to meet.

Socially, the beer tast-

ing room moved down to the old restaurant and had several great beers on tap 24 hours a day. I don't think there were any beverage choices that lingered too long. In addition, the Brewery Tour luncheon

was wonderful! This is a field trip to a nice restaurant in town where we all gathered in a private room in the basement. Our first beer was provided as we entered, and the luncheon continued with beer and food pairings. It was wonderful and I HIGHLY recommend it to anyone attending the show in the future.

Outside of the brewery tour, a few of us from the Miami Valley Chapter went out to dinner one night at the Blue-Gray Brewery, one of three or so micros in town. The beer was good, as was the food, and several of us purchased some breweriana on the way out (growlers, shirts, and hats). We also hit the Battlefield Brewery, which was small but fun, and

enjoyed a good crowd of locals.

Our own Gary Zembo was the proud winner of the 50/50 Raffle, which likely paid for his trip and then some. I don't remember the specific value, but it was in the several hundred dollar range.

To wrap up the show, Rayner Johnson announced that the Blue-Gray will continue its legendary tradition at the same location next year. If you have been in the past, I would encourage you to head back again, and if you haven't been and are up for a road trip, I encourage you to go. It is still a good show: just don't stop at the Maria's in Berkeley Springs, West Virginia for a meal on your way! --Rick Ordeman

# SALE

**Each Sign:**

**20" x 40"**

**\$525**

**(plus shipping)**

**Mike Michaelsen**

**buschone1@juno.com**



# WHAT do I do Now?

## WHEN A VALUABLE COLLECTION LANDS IN A NON-COLLECTOR'S HANDS

by DAVE LAUNT

This article is not meant to be maudlin, but rather, as an overview of what worked for us, among some of the Patrick Henry Chapter's members, with regard to awakening to the fact that the clock is ticking. Over the years, a number of collecting friends have passed away, and the widows have called me/us to ask for help liquidating the husband's collections. In my experience, this has happened three times. None of the deceased had prices on their collections as a whole, or on individual items. There was no ledger sheet or inventory of items, their provenance, or values; whether they'd been restored or not; ages or value estimates.

This is a real monkey wrench left to the families needing some guidance to deal with the collections. Certainly,

fellow NABA members are a good place to turn as a first resort, but, because few of us are capable of, or comfortable with, pricing items that we don't collect ourselves, it can be a dicey choice.

Here's what would have helped in these situations: 1) if the collectors had taken pictures of the collection; and 2) with the pictures, if they'd placed either what was paid for each item, or what the projected value of each might be. Certainly, this is time consuming. But it is the least we can do for our survivors and our peers who might be asked to help with the disposition.

If you are asked by the family of a deceased collector to help assure the collection is handled appropriately, and if the collector is like so many of us and had not left any photos

or written info about the items in the collection, there are several routes you can take, which have been workable in my experience.

One, which has been effective in terms of quick conversion of items to cash, is to contact several dealers and ask them if they are interested in bidding on the purchase of the collection as a whole. We did this once using two reputable dealers with longevity in the hobby. They both came to our area, looked at and photographed the collection, and placed bids. This resulted in an easy sale to the highest bidder, and a relieved widow.

Another friend's widow had a collection predominantly made up of foreign cans. Relying on the early influx of Argentinians to the hobby, we tapped that network and got in touch

**Editor's Note:** *A while ago, Dave Launt and I were having an e-chat about Breweriana Collector articles, and he mentioned that he'd been helping the widow of a friend and collector figure out what to do with her late husband's breweriana, having no idea of values, or markets, or collectibility of any of it.*

*In Dave's experience, he noted that most of his peers and colleagues "do not have a plan for the distribution (sale) of our collections. All too often," he says, "the wife and family are not aware of how to liquidate the decedent's pride and joy, which oftentimes, is made up of acquisitions made decades ago."*

*For my part, I used to write magazine articles on the importance of a small business owner having a transition plan in place for his business. Whether the owner retires or cannot work any more, if he desires that his legacy survive in a way he'd approve of and admire, he should have a say in how that legacy is dealt with even before he's gone. Unfortunately, hardly anyone ever thinks about these things because they really don't **WANT** to think about them.*

*Still it is, financially, a plan that needs to be thought through. The family must be made aware of the owner's desires and plans — whether it's a small business transition, or a major investment transition. Planning makes good economic sense.*

*In my and Dave's disparate experiences, it is the lack of planning that inevitably becomes a mental as well as a financial burden to those left to deal with it. Lack of planning is easy for you and me, but it's really piling rocks into someone else's backpack — weights that will be bending our family's backs once we're gone. Just as everyone should have a will, so should collectors have a plan for those collections that represent much more than a sentimental value: they are significant financial investments.*

with several people from there who were interested in acquiring the collection. Two bids were tendered, and both were fair, with one buyer about 25% higher than the second.

The third passing was several years ago, and my long time friend left a very eclectic collection predominantly featuring women holding a glass, bottle, or can of beer. His collection was large, and its value was unknown. So, when the collector's wife announced that she was ready to move the collection, the Patrick Henry Chapter kicked around options, and came up with a plan for the widow. We recruited 6-8 collectors with some general knowledge about different aspects of the collection, and

mises and the subsequent sales of their collections.

For some, the idea of moving some, or all, of our collection just isn't in the cards at a given time. But others say to themselves, "Hey, why not travel, or buy a motor home so we can skip the planes and rentals, or put it toward our grandkid's education, enhance the house, help our kids with an unexpected gift to pay the down payment on a home," etc.

If this is you, I'd recommend you sit down in your breweriana collection area, and think about what to do. Initially, you might bounce back and forth between two possibilities: first, to start the process of pricing every item in your collection either physically with tags or

lection disbursement. I chose to go to market first, by pricing and tagging every item in my collection. Next I hand-picked potential buyers, setting up a series of "open for business" dates, asking them to come into my home in small groups, and setting ground rules for the experience. The primary one I set was to limit the total number of purchases per buyer to 5, so no one would treat this like a "fire sale," and so others could choose among still-valuable/collectible items in the following groups. As the more valuable items were purchased, I "upped" the maximum number per buyer to 7.

Another ground rule was that if any bickering among buyers ensued, both would be excluded from the exercise. Finally, there were some signs that were marked NFS (not for sale) and everyone had to respect that designation. Everything was ready and I was nearby to answer questions about provenance and age, sources and cities.

The first group of five collectors came and bought a number of pre-Pro and some post-Pro items in a very gentlemanly manner.

A few months later, another group arrived, and the sale continued. A third group came a few months after that.

When 70% of the collection was sold, my marketplace was closed, at least temporarily (in part because I wanted to keep some of the collection that started in college, and in part so I could re-group). The remaining breweriana is priced, and will probably remain here until the end, although I have the option to easily re-open the market if I choose. If my collection survives me, at least I've done the groundwork to assure

---

## ***YOU MIGHT CONSIDER MOVING THE COLLECTION WHILE YOU'RE THERE TO SUPERVISE.***

---

evaluated everything, piece by piece. The estimated values were placed on or next to the signs/items. Then we asked several buyer groups to come in and purchase their choices. You can set some ground rules with the widow if you wish, so the collection and each buyer is treated with respect (see below). This approach worked very well in this case.

There are, no doubt, other avenues for moving a passed friend's collection, but the three variations above worked well for us.

But, let us assume another possibility. What if, after involving yourself in the distribution of a deceased friend's collection, you take a look at yourself in the mirror. The realization that you aren't exactly a kid any more stares back at you. You recollect your friends' de-

loaded onto a DVD with pictures and i.d. info such as approximate dates of each item's heyday; OR, you ask yourself, "Do I really want to do this now? I have lots of years left."

There is a third possibility: you might consider moving the collection while you're there to supervise.

This is what I started a year ago, when I hit the 70 mark and the face looking back at me from the mirror recalled the several widows who needed help – certainly, it was help I was very happy to deliver. But I just didn't want my wife of 47 years to be placed in that position.

In part, I chose this path due to the fact that Dena has no clue as to values, and in my experience, the widow most frequently gets the short end of the stick when it comes to col-

my family does not consider my heart's treasure a burden or (worse) a simple jumble of old crap.

Dena and I decided to use the proceeds to travel with our old Labrador, Cora, to visit longtime friends and places we've never been. The proceeds were split 50/50, as she's had to put up with my passion for all these years and thus, contributed to it on a daily basis throughout. We are both happy.

Think about it.

Dena, Dave, and Cora, the Launts' beloved "daughter" who is (also) "getting up there in years." The back seat of the Firebird is her domain, especially at 50+ MPH, with her head out the back window, and her ears straight back, flapping in the wind. "If we don't take her, there is a very sulky Lab when we return home," says Dave. He reports that he has possibly 30 signs left, most of which are spoken for. "The Firebird will be the recipient of the funds" from that final sale, he says.



## BALL KNOB BOOK

### Update

**You can help!**

**Coming to St. Louis?**

**I will be photographing additions to the Ball Knob Book, a compendium of these collectibles.**

**If you have any Ball Knobs for inclusion, please bring them to the 2015 Convention in St. Louis, MO.**

**We will set up a photograph session for you.**

**George Baley  
gbaley@comcast.net**

**NORTH STAR CHAPTER'S**



# GUZZLE 'N TWIRL 42

**Sat., October 10th  
9 a.m. to 3 p.m.**

**600 walk-thrus  
last year!**

**Aldrich Arena, 1850 White Bear Ave., Maplewood, MN**

**Admission: \$5**

**7 a.m. Table Holders 9 a.m. General Public**

Guzzle 'n Twirl begins Friday afternoon at the Holiday Inn - Maplewood. \$8.00 registration fee at the hotel includes room to room trading, snacks, beverage and prepaid admission to the show. The show starts Saturday morning at Aldrich Arena with 225+ tables of beer collectibles.

**Reserve Your Lodging NOW!**

Call the Holiday Inn - Maplewood at **1-651-731-2220** and mention the show to receive the **\$92** rate for a double queen or single king.

Call **BEFORE SEPTEMBER 10th** to guarantee rates and availability!



**For information or table reservations, call Dave Wendl at 651-731-9573 or email Brent Kastler at [brent@kastlerart.com](mailto:brent@kastlerart.com)**

# WANTED: BEER CANS AND BREWERIANA

PAYING TOP DOLLAR FOR TRAYS, SIGNS, CANS,  
LIT ADVERTISING, TAP KNOBS, SMALLS AND MORE.



21 STURBRIDGE RD., BRIMFIELD, MA 01010



INFO@BREWERIANA.COM • 617-448-2300



# AUCTION Hysteria

by ROBERT HAJCEK



Chocolate Meltdown Tap Handle, ~13" tall  
 Pennsylvania Brewing Co.,  
 Pittsburgh, PA, \$108



Three tap handles from Blue Point  
 Winter Ale, Mosaic IPA, BlueBerry Ale  
 Blue Point Brewing Co., Patchogue, NY, \$108



Surly Growler, 64 ounces  
 Surly Brewing Co.,  
 Brooklyn Center, MN, \$56



Dogfish Head Tap Handle  
 Dogfish Head Brewery,  
 Milton, DE, \$87



Purveyors of Real Ale Pint Glass  
 Three Floyds Brewing Co.,  
 Hammond, IN  
 (the brewery's original location)  
 \$102



Stone Founders Club Growler  
 2 liters  
 Stone Brewing Co.,  
 Escondido, CA, \$71



Maui and Frankenmuth Growlers  
 Frankenmuth Brewing Co., Frankenmuth, MI  
 Maui Brewing Co., Lahaina, Maui, HI, \$45 for pair

Ajax Beer Neon  
Glass front in  
metal frame  
20-7/8" x 12-3/4"  
x 6" deep  
Ajax Brewing  
Corp.,  
Indianapolis, IN  
\$1,375



**Below:** Hamm's  
Beer Door Push  
Sign; Porcelain  
sign size: 15.5" x 4"  
Total length: 28"  
Theo. Hamm  
Brewing Co.,  
St. Paul, MN  
\$1,591



MacDougald ARF-N-ARF  
Beer-Ale Coaster, 4-1/4" dia.  
Flanagan-Nay Brewing Corp.,  
New York, NY, \$364

Sebewaing Stock Ale  
Unused bottle cap  
Sebewaing Brewing Co.,  
Sebewaing, MI, \$349



Rose Bud ROG Lighted Corner Sign  
26" x 17"  
Schwenk-Barth Brewing Co.,  
Yankton, SD, \$2,999



Apache Mini-Bottle Set  
Salt and pepper caps.  
Arizona Brewing Co.,  
Phoenix, AZ, \$482



The Anheuser Busch  
Beer Embossed Bottle  
7-3/4" tall  
Anheuser-Busch,  
St. Louis, MO, \$788



Esslinger Lighted Sign  
15" diameter, plastic front, metal frame  
With original box.  
Esslinger's Incorporated, Brewers,  
Philadelphia, PA, \$700



Metz Bro's Lager Beer  
etched glass mug, 6" tall  
Metz Bro's Brewing Co., Omaha, NE, \$405

Griesedieck Bros. Porcelain  
Sign, Neon holes,  
with no neon tube, one  
sided, 3 feet x 8 feet  
Griesedieck Bros. Brewery  
Co, St. Louis, MO  
\$1,225





Old Heidelberg Style Opener, 3-1/2" long  
Harrison Beverage Co., Inc., Harrison, NJ, \$457



Knapstein's Select Beer  
Curved porcelain sign, 20" x 11"  
Knapstein Brewing Co.,  
New London, WI, \$5,889

**Above:** Rainier Bock  
Used bottle cap  
Rainier Brewing Co.,  
San Francisco, CA  
(as listed on ebay) \$201  
**Right:** Esslinger Lighted  
Sign, 8" dia., plastic front,  
metal frame, original box.  
Esslinger's Brewing Co.,  
Philadelphia, PA, \$394



Hoff-Brau Glass Coin-Bank Bottle  
20" x 5-1/2" with coin slot in cap.  
Hoff-Brau Brewing Corp.,  
Fort Wayne, IN, \$411



Fred Krug's Lager Beer on one side, M. Brand Brewing  
Co's Lager Beer on flip side. Miniature trade sign,  
11-1/2" x 6-1/2" - Fred Krug Brewery, Omaha, NE  
& Michael Brand Brewing Co., Chicago, IL, \$855



Becker Brewing and Milling Co.  
Mug, 4-1/2" tall  
Becker Brewing and Milling Co.,  
Ogden, UT, \$2,700



R. Portners Beer  
Embossed Bottle  
Tivoli trade mark, blob top.  
C & W Agts.,  
Richmond, VA  
\$1,050



# Celebrating the Lighted Back Bar Sign

## Unique Display Creates a Breweriana Experience

by Ken Quaas

*There's something about antique back bar lights – as much as any genre of breweriana – that evokes a feeling of a lost time.*



The Back Bar Lounge has evolved to enhance the main stage display by featuring additional lighted signs and “go-withs” in an old-time atmosphere. Visitors are transported to a time when they can imagine the displayed signs were fresh out of their boxes.

Gazing at the glow of an old back bar light you can imagine yourself transported back to the early days following Prohibition's end, sitting comfortably within the warm mahogany and velvet confines of an old-time tavern or cocktail lounge. You might hear the mood-setting sounds of jazz or big band swing wafting from a juke box, while your nose meets the sweet scent of a fine cigar. All the while, you might be sipping a hearty ale

and enjoying the conversation of friends.

Maybe it's the soft glow cast by the back bar lights that sets a certain mood. Perhaps it's the substance and quality of the materials – metal and glass – from which they were constructed. It also could be the detail and engineering, which reveal imagination and craftsmanship. And then there's the creativity and intricacy of some of the designs, providing examples of commercial artistry

at its best. All of these elements reveal the vestiges of a lost era of American manufacturing.

NABA member **John Bain** imagined that kind of old-time setting as he amassed one of America's finest collections of back bar lights and other antique lighted advertising, which today numbers some 800 signs, about 400 of which advertise beer.

But John wanted to take it beyond the realm of imagination and into an engaging reality. In 2003, he created **The Back Bar**: an exhibit intended to showcase some of America's most alluring lighted beer advertising pieces. In the 12 years since it made its debut *The Back Bar* has proved an innovative way to briefly liberate



A few of the intricately beautiful and diverse vintage lighted signs that graced the front window of the 2015 *Back Bar* display at the Blue & Gray Show. Photos courtesy of the author

hundreds of lighted signs from their personal collection's (relative) anonymity and put them into the light of a public forum, where they can be viewed and appreciated by a wide audience.

### The Magic of Light

The son of a comptroller of Brooklyn's Liebmann Brewery (famed for its flagship Rheingold brand), John became captivated by brewery collectibles at an early age. His dad would bring home different souvenirs from the brewery: John especially liked the lighted signs, which even today he finds "magical." Indeed, many pieces in his rare and wonderful collection truly seem to convey a sense of magic – some being one-of-a-kind artifacts from long-gone breweries. As was the case with many collectors, access to eBay in the 1990s exponentially grew John's collection, which has outgrown the available display space in his home in Flushing, NY.

Also like many collectors, John enjoys sharing his treasures with others. Before com-

ing up with *The Back Bar* display, John pondered a way he could both show his own collection to a wider audience and also create a venue in which other collectors could display their prized pieces. John believed a display like he envisioned could provide not only added enjoyment to a brewery collectibles show, but also added value to the hobby, overall. He was right.

A building surveyor by trade who has a mind that blends both engineering and artistry, John created the simple, yet elegant backdrop to *The Back Bar* in 2003 with basic materials: black metal piping, chocolate brown velvet drapery, and folding tables. The result was a 192-cubic foot, quarter-ton display carefully calibrated for portability in his '96 Chevy Caprice (since retired in favor



From Bain's collection: Reverse-fired glass ad panel; metal frame; metal cabinet; internal incandescent lamp. Manufactured circa 1930s by Gill Glass Fixture Company (Gillco) of Philadelphia, PA.



This Hull's Cream Ale cab light was on display and drawing crowds of admirers in the 2015 lounge. It is a favorite from John's personal collection, and features a reverse-fired, convex-glass ad panel, silvered and textured glass reflector back, cast-metal base and metal trim ring, and internal incandescent lamp. Manufactured 1935-1937 by Gillco, Philadelphia, PA.

John Bain announces 2015's *The Back Bar* prize winners, as voted by those in attendance at the Blue & Gray Show. John's imagination and dedication have made *The Back Bar* one of the show's much-anticipated highlights.

Photo courtesy of Scott Gray



of an equally space-challenged '01 Impala). When assembled, these common materials support the celebrities – those back bar items John and fellow collectors across the country display and, in some cases, sell or trade.

In 2004 John took *The Back Bar* on a road trip to one of the hobby's biggest expositions: the annual Blue Gray Show. Thanks to the enthusiastic support of the show's organizer, NABA member Rayner Johnson, John was provided the show hotel's board room, giving the exhibit a highly adaptable and accessible space. Its three-panel front window provided an ideal showcase that also protected the valuable breweriana inside.



An elegant display, artfully merchandised: selected back bar items on display (and for sale) in the *Back Bar Lounge*, each with its own carefully-prepared description.

John slept in the board room at night (and still does) to guard the lighted treasures and was struck with the idea that, at future shows, he could leverage the lounge-like furniture it contained to create a more immersive, “time machine” experience. And so he added back bar lights to what was essentially the back stage – the rest of the room behind the front window display. He also adorned the room with velvet drapery and created a more sensual affect, playing period music and adding the aroma of cigar smoke to produce a vintage lounge or nightclub feel. Thus, *The Back Bar Lounge* was born, and it remains a great place to gather, have a beer, chat about the latest finds at Blue Gray, and imagine the kind of setting in which the exhibited lights appeared when they were fresh out of their boxes.

### An Ever-Changing Exhibit

For John, the annual and always-changing *Back Bar* exhibit is a time-consuming labor of love. Potential participants receive a pre-show emailed invitation to display and compete for prize ribbons. All are then registered and John plans the layout of the exhibit. Next



Lighted Register-Top Clock: Another of John’s favorite pieces, it features reverse-etched/painted glass ad panels, painted metal back panel, painted metal cabinet with nickel-plated accents, metal clamp assembly, rubber feet, and internal incandescent lamps. Manufactured circa 1936-1939, Ornate Glass Company, Chicago, IL.

comes packing the staging and lounge materials, trekking to Virginia from New York, and unpacking & setting up for the show. The judging and prize awards, complete with photo documentation, is John’s responsibility, along with audience enjoyment and security; and then the take-down, pack-up of the entirety.

Not a man to shy away from precise calculations, John says that the whole process takes about 62.5 hours, which is one reason why he doesn’t do it more often. He does, after all, still have a day job.



From Bain’s collection: Painted figural chalk, internal electric Numechron clock; internal incandescent lamp. Manufactured circa early 1950s by M.J. Golden and Co., Inc., Pittsburgh, PA.

Over time, John and contributing collectors have enhanced the design of *The Back Bar* displays by assembling a supporting cast of similarly-branded smalls and “go withs” (coasters, bottles, trays, smaller signs, etc.) to accompany the lighted stars of the show. This attention to merchandising detail and the intriguing, lighted signs themselves have made *The Back Bar* a long-running hit. Every year it draws crowds of admirers, inspiring the kind of awe and envy in breweriana collectors similar to children captivated by a Christmas display of new toys in a department store window.

Although John now allows use of the lounge at *The Back Bar* to elegantly present various items that he and others want to sell or trade, he does not otherwise monetarily profit from the exhibit. He says, “My biggest reward is seeing the enjoyment on the faces of my fellow collectors when they see some of the most beautiful breweriana ever made, all together in one place.”

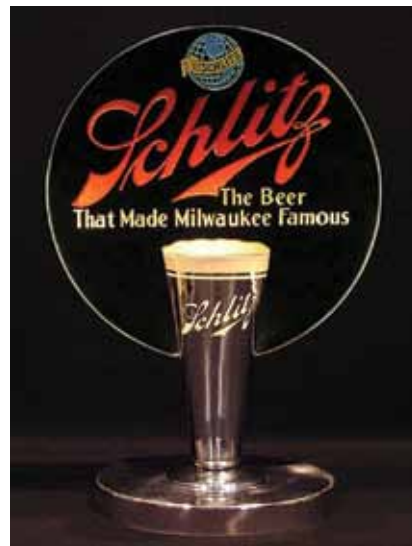
Thanks, John. That is our reward, as well.

See next pg. for some of John Bain’s “Bests”

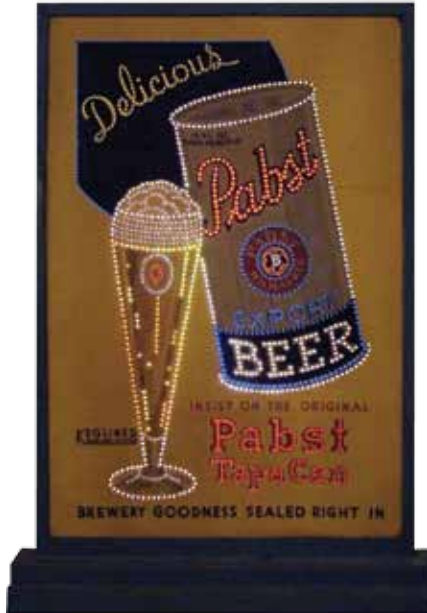
## Selections from John Bain's Personal Collection



**Eichler's Beer Back Bar Neon:** Reverse-etched glass ad panel; chrome-plated and painted cast-metal base; glass gas discharge tube; internal transformer. Manufactured circa 1930s.



**Schlitz Figural Lighted Sign:** Reverse-etched/painted glass ad panel; chrome-plated and painted figural base, internal incandescent lamp. Manufactured 1933-1934 by Price Brothers, Chicago, IL.



**Pabst TapaCan Lighted Animated Sign:** Printed cardboard ad panel in painted metal frame; painted metal cabinet; internal, perforated, metal animator; internal motor and incandescent lamps. Manufactured circa 1935-1938 by Magnalite Corporation, Los Angeles, CA. May be the only one in existence.



**Löwenbräu Lighted Button Sign:** Reverse-fired, convex-glass ad panel; cast-metal hanger with chains; painted metal cabinet with chrome-plated trim ring; internal incandescent lamp. Manufactured 1936-1937 by Gill Glass Fixture Company (Gillco), Philadelphia, PA.

## RESTORATION of ANTIQUE ADVERTISING



BEFORE ——— CHUCK KOVACIC ——— AFTER

**CHUCK KOVACIC**  
 Trays, Labels, Tins, Paper, Papier Mache, Cardboard, Metal, Porcelain  
 9337 Sophia Ave., North Hills, CA 91343  
 (818) 891-4069 [cfkovacic@aol.com](mailto:cfkovacic@aol.com)

# 2 Richmond, VA Brewery Books

Richmond Beer – A History of Brewing in  
the River City

Richmond Beers – A Directory of the  
Breweries and Bottlers  
of Richmond, Virginia

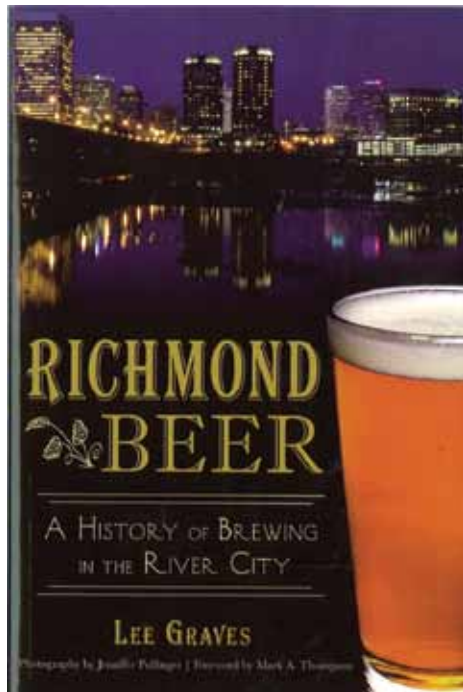
*Richmond Beer* (2014) and *Richmond Beers* (2nd edition, 2000) are two wonderful books if you are a “history buff” going back to Civil War days, when Richmond was, in fact, our nation’s capitol. This is a special city for those of us in the hobby who are of the “old” and “un-reconstructed”

Southerners whose one rallying cry is: “Forget? Forget hell!”

*Richmond Beer* was written by renowned *Richmond Times Dispatch* newspaper beer columnist (and editor) Lee Graves. Graves recently retired and has bequeathed the public his wonderful book on Richmond beer. He has a web site ([www.lee.graves.com](http://www.lee.graves.com)) that is worth checking out.

The latest web posting is on Richmond’s newest brewery, Garden Grove, which opened during the Blue Gray show this past February: many Blue Gray attendees were present for the “hard opening.”

Graves’s website also has a great archive of past writings, web postings, and biographical data. If you are planning a brewery/brewpub



## Collector's Bookshelf

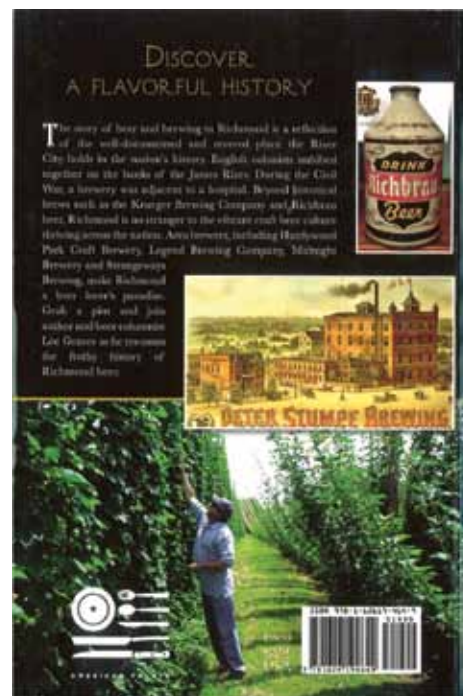
Reviewed by Larry Moler  
[accneca@aol.com](mailto:accneca@aol.com)

trip to Richmond, visit the website for guidance and recommendations.

There are currently 14 brewpubs in the metro Richmond area (more on the way) and a lot more nearby. Richmond will be the East Coast location for the famous Stone Brewing Co. from metro San Diego, California. The citizens of metro Richmond are literally “Lucky Basartds” (see next page) for winning the Stone east coast

facility expansion.

*Richmond Beer* details the early Richmond brewers including an unsuccessful venture by the Yuengling brewing family of Pottsville, Pennsylvania (and then New York City) fame. Their James River Steam brewery commenced circa 1866 but closed



### Chapters include:

- |   |   |
|---|---|
| 1 – The Founding Brewers                            | 7 – Homebrewers Put Backbone in Brewing Scene |
| 2 – War Looms, Consumes                             | 8 – “The Turning Point” for Local Beer        |
| 3 – As Richmond Rebounds, Beer Surges               | 9 – Looking Around the State                  |
| 4 – The Titans of pre-Prohibition                   | 10 – Looking into a Crystal Ball              |
| 5 – Krueger Makes History, Richbrau Becomes History | 11 – Beyond the Brew House                    |
| 6 – Microbrewing’s First Wave Surges Into City      |   |



in 1879. The caverns, which still exist today, are on certain historical Richmond brewery tours, and have been listed (per Graves) on the National Register of Historical Places since 2014.

It continues into the minutiae of the many depots/branch offices of major brands as well as some breweriana they produced, including paper ads and bottles. Two of the major pre-Prohibition brewers started as branch managers: notably, Peter Stumpf, who was branch manager/bottler for Anheuser Busch. As the 1st bottler for AB, his embossed bottle was featured on the AB brewery tour (and in the historical AB breweriana collection) when NABA toured at the 2002 St. Louis Convention. Stumpf later founded the Peter Stumpf Brewing Company, which soon became the Home Brewing Co., the only Richmond brewery to open after Prohibition, and made Richbrau beer. Richbrau cans and breweriana are highly desired by local collectors.

The second major pre-Pro brewer was Alfred von Nickisch Rosenegk, who was the branch

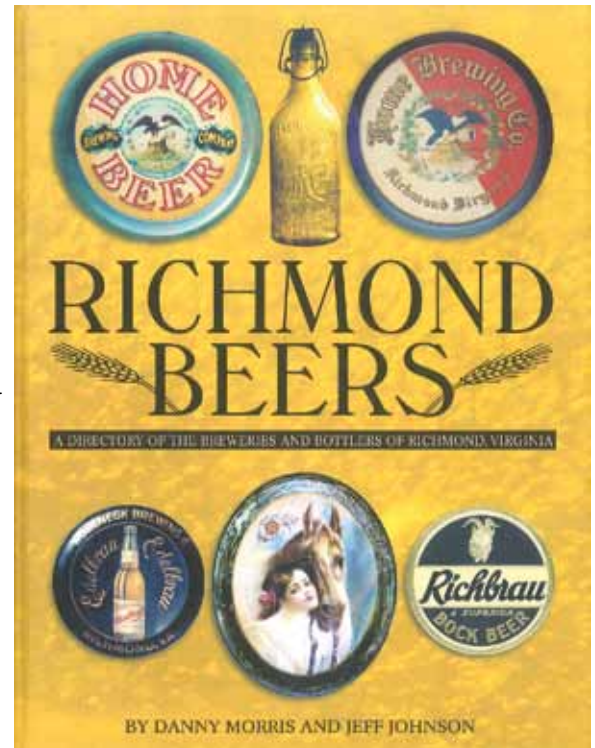
manager for the Philadelphia based Bergner & Engel Brewing Co. He later had his own company, Rosenegk Brewing Co., which lasted to Prohibition. Both plants of the Home Brewing Co. and Rosenegk Brewing Co. stand today, relatively intact.

Why is Kreuger, a Newark, New Jersey company included? In 1935 Richmond was the test market for a revolutionary way of selling/packaging/consuming beer and ale: the beer can.

The latter half of the book is devoted to the rise, the partial fall, and the rebirth of craft brewing. Virginia and Richmond have become leaders for craft brewing. Graves does a superb job detailing the history of defunct Richmond craft brewers and the exciting craft brewing scene in Richmond today. He closes with positive musings on the future of the craft brewing scene in the Old Dominion. A great read, well written and researched, with great pictures. Order information can be found at [www.historypress.net](http://www.historypress.net).



While this is not the one in the museum, it is a rarer, later bottle. "I have only seen 2 in 25 years," reports Larry.



Now onto **Richmond Beers**, which was primarily written by well known local collector, relic hunter, and historical detective, Danny Morris. Morris grew up in a civil war era house on the Gaines Mill battlefield — depicted in Civil War era photos. As a child Morris dug Civil War relics in his yard and found some treasures, including a bayonet. Those finds ignited his passion as a relic hunter/collector.

This review is of the 2nd edition of *Richmond Beers* (2000). Morris and his book were major sources of material for Lee Graves's book. The 2nd edition is hardcover (compared to the 1st edition paperback) and includes many color photos of bottles, cans, and breweriana. As such, this edition is a must have for Richmond breweriana and bottle collectors.

From the Preface: "*Richmond Beers* is meant to be a guide for the collector of breweriana from the breweries and bottlers that operated in Richmond, Virginia. Its purpose is to focus upon the frames of time when bottles and ad-



vertising/go-withs were used by the people for which they were intended.”

Morris’s book is chronological, from the earliest brewers/bottlers to after Prohibition. It concludes with the demise (in 1969) of the Home Brewing Co., makers of Richbrau.

It does not include a section on craft brewing.

Richmond was the home of many branch bottlers/depots for major breweries including Ehret (NYC), Bergner & Engel

(Philadelphia), Schlitz, AB, Louis Bergdoll (Philadelphia), Continental (Philadelphia), Darley Park (Baltimore), Pabst, Crescent (Albany, Ind.), Gertke (Cinci.), Christian Moerlein (Cinci.), National (Baltimore), and Robert Portner (Alexandria, VA). These companies left rare paper labels and embossed bottles for which collectors lust. Some of the branch bottlers/depots made only brief appearances on the Richmond scene while others made it to Prohibition (AB & Robert Portner) Incidentally, Rbt. Portner Richmond Branch bottles are extremely rare & highly desired. (Ed. Note: see *Auction Hysteria* p. 18, bottle selling for \$1050). The branch bottler’s managers, as mentioned above in the case of AB (Peter Stumpf), Bergner & Engel (Alfred Rosenegk), created major local breweries themselves.

*Richmond Beers* is a must for collectors of mid-Atlantic breweriana. Morris still has copies and can be reached at: danny77777@juno.com.



★ **The IBC Show** ★  
Indy Brewery Collectibles Show

**Indianapolis • October 29–31, 2015**



Thursday & Friday: Room-to-Room  
Saturday: 9 am–1 pm, Trade Floor Open

**REGISTER ONLINE!**  
[www.IBCchapter.com](http://www.IBCchapter.com)  
one-stop for registration and hotel

Wyndham Indianapolis West Hotel  
Room Rate: \$91 / 317-248-2481

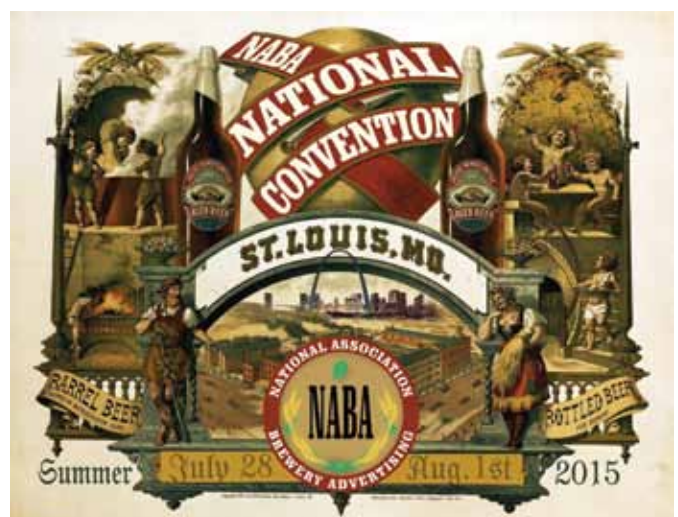
*Bigger trade floor + more tables in 2015*  
*2 full days of room-to-room*  
*Public welcome to Saturday Trade Show*

**Expanding Show**

**2015 CONVENTION POSTCARDS  
AVAILABLE!**

To get pre-printed cards, please contact John Ferguson or George Baley  
fergkate@comcast.net or gbaley@comcast.net

To get digital versions (web-sized or 300 dpi) emailed to you, contact Lee  
Chichester or Don Roussin  
falconer@swva.net or donald.l.roussin-jr@boeing.com



# HOPPY TRAILS

## Brewery Tourists Strike Gold in California

by Rich La Susa

If you think trying to visit more than 100 breweries in two weeks is a daunting task, you're right.

That didn't deter an intrepid trio of craft-brewery enthusiasts—Bob Campbell, Ron Jones, and me—from accepting the challenge. Although our ambitious two-week mega tour last November (2014) was fun, the days were long and sometimes exhausting. After returning home, I gave my GPS a three-week vacation.

We traveled 4,200 miles, little of that in a straight line. Fortunately, many breweries were clustered in large metropolitan areas such as Los Angeles, San Francisco, Oakland, and San Jose. Sacramento and Gold Country, to its northeast, are filled with breweries.

Detailed advance planning and flexibility are vital to making a tour plan work. Changes have to be made on the fly to save time and reach the maximum number of breweries on any given day. Each night, I reviewed the plan and made adjustments.

Many breweries were bypassed because they weren't open at the time, were too far off our route or we had previously visited them. We "found" six that didn't appear in any listings. It was like striking gold!

Although we came up short of our goal (to visit 150 breweries) the tour was a record-setter

for us: 135 open breweries visited in 14 days. I set a new personal best for first-time visits in a single tour with 114. (I have now visited 1,621 different craft breweries.)

I reached two first-time brewery visit milestones—1,500 (Figueroa Brewing Co., Santa Barbara) and 1,600 (Tioga-Sequoia Brewing Co., Fresno).

Our tour began at the Coachella Valley Brewing Co. (Thousand Palms) in Riverside County and concluded at the Ritual Brewing Co. (Redlands) in San Bernardino County. (When we returned to Arizona, we visited the Saddle Mountain in Goodyear.)

In between, we traveled through northern Los Angeles County, along the Central Coast, the San Francisco/Oakland areas, Sonoma and Napa counties (and just north of them), the Sacramento area, and Gold Country. The home-ward leg took us through the Central Valley to Los Angeles County, where we retraced the route we had taken west to visit breweries that were closed for the day our first time through.

I can't tell you how much beer Ron and I consumed—Bob only drinks soda, in large quantities—but it was more than most normal humans. It isn't feasible (or sensible) to drink pints of beer at each stop, so we often settled for samplers, usually four-ounces.

Many iconic pioneer breweries were in our itinerary. I already had visited most; Jones and Campbell had not. They include:

- Anderson Valley (Booneville)
- Bear Republic (Healdsburg)
- Buffalo Bill's (Hayward)
- Drake's (San Leandro)
- Mendocino (Ukiah)
- Pacific Coast (Oakland)
- Russian River (Santa Rosa)
- Steelhead (Burlingame)
- Sudwerk (Davis)
- Hoppy
- River City
- Rubicon (3 in Sacramento)

We re-visited a few old favorites—Boulder Creek (Boulder Creek); Lagunitas (Petaluma); Magnolia and 21st Amendment (San Francisco); and Triple Rock (Berkeley)—because we enjoy their beers and they were close by, or because they had new coasters.

And we indulged in nostalgia with visits, first, to the building in Sonoma that once housed the first craft brewery in the US, (New Albion Brewing Co. [1976-1982]), and second, the former home of California's first brewpub, Mendocino Brewing Co. (which opened in the appropriately named town of Hopland in 1983). The legacy of this iconic small red-brick building has been kept alive as the Hopland Tap House, where many craft beers are available. I had visited these sites in the 1990s.



### Miscellaneous notes about the trip:

**Most of the brewers** that toiled inside the new breweries had emerged from the homebrewing ranks. They may not possess brewing-school diplomas, but their impressive brewing skills produce a wide range of excellent, sometimes daring, beers.

**As is the case** in many states, California's production breweries with tasting rooms far outnumber brewpubs. Beer, not food, is the focal point.

**Satellite taprooms**—some not even in the same city as the brewery—are becoming popular. If you want to drink beer and acquire collectibles, taprooms—not the breweries—are the places you have to go. These include the House of Pendragon (Clovis); Mendocino (Ukiah), and Prospectors (Mariposa). Because there is no brewing on site, we did not count these as breweries visited.

**During many of our stops**, we were welcomed by owners and brewers, even though their breweries do not have public hours or were not open at the time. They just happened to be on premise. Some were busy but took time to chat and offer beer samples.

**John Freitas**, owner of the Sandude Brewing Co. (Turlock) was especially generous with his time and beer. His 30-barrel production brewery is little known outside of the Central Valley, which is unfortunate because he brews a strong lineup of ales that are distributed in 22-ounce bottles and kegs. (Sandude has no relationship with The Dude's Brewing Co., many miles south in Torrance.)

**We also raise our pint** glasses high to Scott Chaffee (Dust Bowl, Turlock); Peter Goldhammer, BrewLab (Carpinteria); Kevin Hull, Jackrabbit (West Sacramento); Jake Johnson (101 North, Petaluma); Raef Porter (Bike Dog, West Sacramento); Kelly Rue (Roseville, Roseville); Jan Schutze (JP Das Brew, Fremont); and the brewhouse staff at Schubros (San Ramon).

**At some open breweries**, owners/brewers/employees offered brewhouse tours or other hospitality, most notably Alan Atha (Baeltane, Novato); Alex Blunk (Fort Point); Brian Cofresi (New Helvitia, Sacramento); Frank Crain (Handcraft, Elk Grove); the Gowan family (Loomis Basin, Loomis); Lotti Maiolo (Barrelhouse, Paso Robles) and Kevin Ogilby (Progress, South El Monte).

**Eric Buterbaugh**, Sequoia (Fresno) was our favorite bartender.

**The Four Point Beer Co.** in the old military Presidio was the highlight of our long day in San Francisco. Across the street from the brewery, the vista is breathtaking: a green expanse of a park overlooking San Francisco Bay and the Marin County hills beyond; Golden Gate Bridge to your left; Alcatraz Island on the right. Post card views!

**Faction Brewing Co.** in Alameda is on an island in San Francisco Bay that offers a super view of the San Francisco skyline.

**Best name** for a brewery? Easy! It's the No Clue Brewing Co. (Rancho Cucamonga). How did it get its name? "Me and my homebrewing partners produced what we believed was an excellent brew," Matt Irmscher said. "When later





asked how we did it, I said ‘I have no clue.’” They actually do (have a clue) and brew excellent beer. Cool Brewing Co. (Cool) and Cleophus Quealy Beer Co. (Oakland) also are catchy names.

**Among the unique items** we saw: bottle opener-shaped bike racks in front of New Helvitia (like the JFO E-14 wire style, says openers expert John Cartwright, Paso Robles); a glass-top bar made from iron rails at Track 7 Brewing Co. (Sacramento); and a Beer & Yoga sign at the Libertine Pub (Morro Bay). Can you drink while doing yoga?

**In Conclusion**

The tour was a bountiful one for craft breweriana. I added 125 coasters to my collection, including 25 new ones for the Coaster Mania website, and many business cards.

Selecting the best breweries and beers wasn’t easy. Many factors separate the best from others, including the beer, quality of service, ambiance, friendliness of the owners/staff, and food—when applicable. In the box are our favorites (breweries and brands are in alphabetical order).

Brewery tours can’t be just about the beer. Sometimes you have to eat. **The best food from a mobile food vendor** at a brewery tasting room—and there were dozens of them—were the hot dogs prepared by John Carlson (Doggiestyle Hot Dogs). They satisfied our cravings at the Out of Bounds Brewing Co. (Rocklin).

An IPA and one of Carlson’s tasty hot dogs: what more can you ask after a long day on the hoppy trails!

**Brewpubs:**

- Auburn Ale House (Auburn)
- Figueroa Brewing Co. (Santa Barbara)
- Jupiter Brewing Co. (Berkeley)
- Pacific Coast Brewing Co. (Oakland)
- Sequoia

**Large breweries with tasting rooms:**

- Barrelhouse Brewing Co. (Paso Robles)
- Drake’s (San Leandro)
- Faction (Alameda)
- Napa Smith Brewery (Napa)
- Ritual Brewing Co. (Redlands)

**Small breweries with tasting rooms:**

- Baeltane, Bike Dog, Brew Lab, MacLeod Ale (Van Nuys), No Clue

**IPAs:**

- Gold Digger (Auburn Ale House)
- Hoppy Poppy (Figueroa Mountain)
- Integral (Device Brewing Co., Sacramento)
- Midnight Hoppyness (Knee Deep Brewing Co., Auburn)
- Panic (Track 7)
- San Dog (Bike Dog)

**Other styles:**

- Black Robusto Porter (Drake’s)
- Brown Town Brown Ale (No Clue)
- Corsair Dark Strong Ale (Baeltane)
- Mocha Cream Stout (Knee Deep)
- Woody Brown Ale (Sandude)

To borrow a line from the O'Jays 1978 R&B hit:

# She Use'Ta Be My Girl

## Lovely Lager Ladies

By George Arnold

Back in the mid 1970s, I was collecting just about anything with a beer or brewery name on it. Back then I returned home one day from a show in Pennsylvania with what I thought was my latest acquisition: a Dresden Art Plate from Joseph Glennon's Brewery (below).

I showed it to my wife, Julie, and she immediately took the plate and said she liked the front better than the brewery ad on the back. She said she was going to display it face forward in the living room rather than allow it to be shown backwards (showing off the brewery) in my beer room.



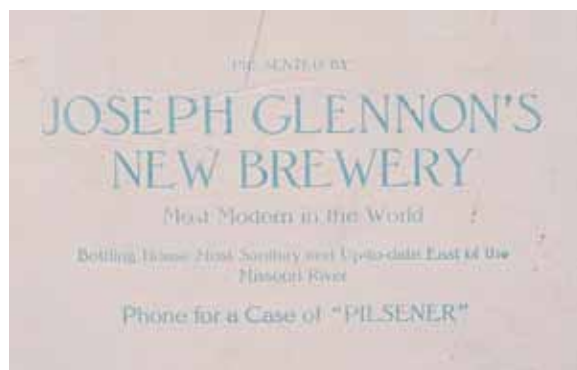
That's when I realized what the O'Jays were singing about: **Breweriana with pretty women.**

Dresden Art Plates are part of a larger group of similar plates made by different companies, and called by different names. They were first

made by the H.D. Beach Co. of Coshocton, Ohio, a company that called them *Vienna Art Plates*, which today has become the generic term for these tin beauties.

Did I forget to mention that they're made of tin? They're similar to beer trays but are shaped like a dinner plate. Usually they have the advertising on the back, as noted by my lovely wife.

Breweries weren't the only companies that used this type of promotion from about 1905-1915. Many plates were issued to advertise



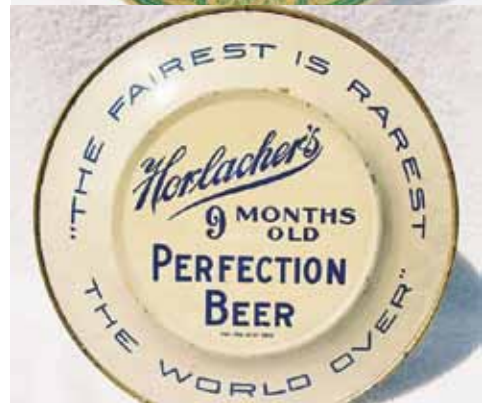
hotels, bakeries, soft drink companies, grocers, and more.

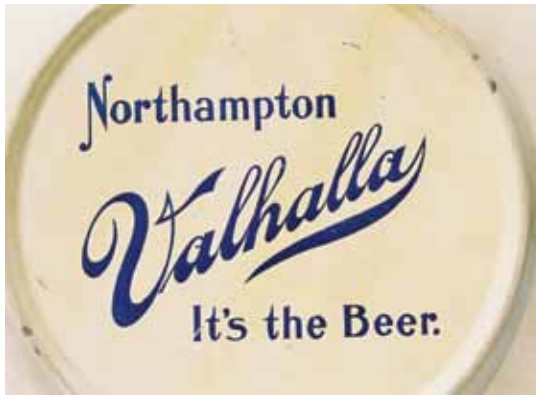
Some have images other than women on them. For more information about these plates, I suggest that you check: [www.TinViennaArtPlates.com](http://www.TinViennaArtPlates.com).

Julie now has over 50 plates with women pictured – not all from breweries. Shown here (next pg.) are some of Julie's *Lovely Lager Ladies*.



Above: A rare example of the advertising being on the front of a plate – this even has a calendar for 1907 on the rim.





COMPLIMENTS OF  
THE MATHIE BREWING CO.,  
PHONES EAST 98 HOME EX. 942  
LOS ANGELES, - . CAL.



COMPLIMENTS OF  
NASSAU BREWING CO.  
BROOKLYN, N. Y.



# BALLANTINE IS BACK: THE RENAISSANCE OF A CLASSIC BEER BRAND

BY KEN QUAAS

As the American craft beer boom continues, beer enthusiasts can choose from crazy brand names: There's *Hop Zombie*, *Blind Pig*, *Moose Drool*, *Smooth Hoperator*, and the eyebrow-lifting *Polygamy Porter*, just to name a memorable few. Two of my favorites – names and beers – are *Backwoods Bastard* and *Kilt Lifter*. These are excellent renditions of “wee heavy” Scotch Ales, among my favorite beer styles because it packs both punch and smooth, slightly sweet, malt-forward flavor.

The American brewing renaissance is doing more than just generating world-class beers with out-of-this-world names. It has also created a platform for the re-birth of once-prominent brands, dormant for many years, such as New York's Rheingold, New England's Narragansett, and Pittsburgh's Duquesne. In the past year, we've also seen the re-birth of an esteemed Scottish brand name, which had been America's #3 brewer in barrelage in the 1950s, only to slip into oblivion by the 1990s.

That's right, the seminal IPA that pre-dates the craft beer revolution is back on the scene after a long absence: **Ballantine** – and its once-renowned **India Pale Ale** – has been reborn!

Pre-Pro embossed tin sign from the collection of New Jersey breweriana specialist John Dikun. About the size of a large tray, the subject shows the early lineup of Ballantine's family of beers. John believes this to be the only one known, and he hopes Ballantine will re-launch some of these brews in addition to the new version of their IPA.

Photo courtesy John Dikun



Ballantine's once-familiar green and gold label featuring the iconic three rings has been brought back in a newer, bolder design for the re-issue of the classic IPA. The prominence of the three-ring symbol on the crown adds to the aesthetic appeal of the packaging.

## THE 3 RINGS OF SUCCESS

While today's IPAs have become the most sought after style of craft beer, Ballantine's brews were a hit from their humble Newark, NJ beginnings in 1857. Scotland-born Peter Ballantine's flavorful, high-quality ales, made from the “pure” water of the nearby Passaic River, quickly became a favorite in the NY metro area. In 1879, after only 22 years in business, Ballantine had grown to be the #4 brewer in the US, behind New York City's Geo. Ehret, Milwaukee's Phillip Best (which became Pabst), and Philadelphia's Bergner & Engel. Of these, Ballantine was the only one that specialized in crafting ales, the style native to Ballantine's homeland, while the other three breweries were run by German immigrants and focused on lagers. By the time of Prohibition (1919), lager-style beers accounted for almost 90% of American beer sales, with Ballantine representing a lion's share of the remaining 10% of sales in ales.

Ballantine proved early that its marketing acumen was equal to its ability to brew popular ales. The brewer adopted its famous interlocking three-ring symbol that became a familiar icon in advertising – and on a wide range of breweriana – for more than 100 years. Legend has it that Peter Ballantine was inspired to use the pattern after seeing condensation rings left by beer glasses on a tabletop. The symbol, known as Borromean rings in the world of

mathematics, signifies three separate ideas that are inextricably linked.

For Ballantine, this meant promoting the key selling points of its beer: “Purity, Strength and Flavor.” Later, given sensitivities about the connection between “strong” and high alcohol (in an inebriation-sensitive, post-Prohibition society), “Strength” was renamed “Body.”



**Above:** The iconic Ballantine 3-color neon sign from the 1950s graced many East Coast tavern windows. As a child, I remember one hanging in Stan’s Bar, across the street from Yankee Stadium. Stan’s is still there, but the neon is long gone. *Photo courtesy of the author*

**Below:** Ballantine spent richly on point-of-sale advertising, including this pre-Prohibition reverse-on-glass sign with elaborate gilded frame. This piece was part of late NABA member, Bob Taylor’s extensive collection of Ballantine breweriana.



### LIFE AFTER REPEAL

Like many brewers, Ballantine survived Prohibition by making non-alcohol malt products. Upon Repeal (1933), the Ballantine family sold the brewery to the Carl and Otto Badenhausen, who proved highly adept marketers, guiding the brewery to become one of America’s premier beer producers in the ensuing decades. By 1938 Ballantine – from its single brewery in Newark – had 1,300,000 barrels flowing from its vats, and

*That's News!*  
**WHEN AMERICA'S NO. 1 ALE COMES BACK!**

Old-timers cheer . . . thousands get new thrill . . . as nation's premier ale since 1840 returns

Not a barrel of 3.2 ale was ever brewed by Ballantine!  
 Not a case was bottled until Ballantine's could be made as fine ale should be made. But now it's back again! Full strength. Fully aged. With all the character and rich, fine flavor that has distinguished Ballantine's for generations.  
 And with something more! Something that gives you the "tilt" you've missed in even the best of hours. Something that helps you to "let go" . . . without going too far.  
 You'll know what we mean when you have tried Ballantine's. You'll see why Ballantine's is served so much by houses that want their parties to be gay . . .  
 Get Ballantine's Ale "on tap" wherever fine ale is served. Order a case today. You will find it's got what you've been craving for!



*"It's Great to LET GO" WITHOUT GOING TOO FAR!"*



In the "City Room," of a great New York newspaper . . .  
*"Ballantine's Ale is the finest of its kind . . . and it is the only one that has been brewed in this country since 1840."*  
*"Ballantine's Ale is the only one that has been brewed in this country since 1840."*

*"America's Finest Ale" since 1840*  
**BALLANTINE'S ALE**

**Above:** This newspaper ad marked the first re-launch of Ballantine Ale, shortly after Prohibition. The brewer aggressively marketed “America’s #1 Ale” and it swiftly rose again to that position.

**Below:** From the collection of NABA member John Bain, this clock additionally supports Buffalo, NY radio station, WHLD, which still broadcasts. The clock is 15 in. dia., manufactured by Glo-Dial Clock Company (New York City) circa 1940. It has a metal body with a chrome-plated bezel, reverse-painted glass crystal with a painted metal dial and powder-coated neon glass tube. *Photo courtesy John Bain*



had risen to the #5 brewer in the US (of 650 at that time) trailing only Anheuser-Busch, Pabst, Schlitz, and New York neighbor, Jacob Ruppert.

By the 1950s Ruppert was in a downward spiral following a damaging labor strike, while Ballantine continued its meteoric rise to #3, also surpassing Pabst. These were Ballantine's glory days; a time when the brewery advertised (and commissioned breweriana production) on a grand scale.

Ballantine flooded the airwaves with TV advertising and sponsored America's best known sports team, the New York Yankees, with the Ballantine name perched prominently in the outfield at Yankee Stadium. Philadelphia's Athletics fans also were reminded of Ballantine's proud sponsorship of their team with the ads at Connie Mack Stadium in Philadelphia.



Ballantine advertised in a big way, including its long-time presence at the base of the scoreboard in Yankee Stadium in the 1950s-1960s. Yankee broadcast announcer, Mel Allen, called any home runs hit by the Yankees "a Ballantine Blast," as a part of the sponsorship.

Then things began to sputter. Unlike the other top brewers, Ballantine did not acquire regional breweries as beachheads for expansion. Instead, it remained in its ancestral Newark home, only swallowing up its Newark neighbor, Christian Feigenspan in 1942 before closing down that plant entirely in 1948. It stood by as Schlitz expanded east into neighboring Brooklyn (1949, buying the old Ehret's brewery) and then in 1951, when Anheuser-Busch built a state-of-the-art East Coast base in Ballantine's backyard (next to the Newark Airport, where it stands today).



Among the more unusual pieces of Ballantine breweriana is in the collection of NABA member George Arnold, who bought it from the estate of his long-time friend, Bob Taylor. This cigar store-style Indian statue stands five feet tall and has a wooden base, while the figure itself is of a composite material. The figure holds a full bottle of Ballantine Beer. Arnold believes this to be the only one known. The inscription reads: "1964 Tote'm Home Sales Award." *Photo courtesy George Arnold*

### BALLANTINE SLIPS IN THE SIXTIES

By 1960, Ballantine occupied the #6 position with sales leveling off, while other brewers were taking greater share of the thirsty American beer market. No brewery in American history fell so far so fast as Ballantine did in the 1960s. Sales were further damaged by a workers' strike in 1967, the same year the brewery relinquished its "official beer" sponsorship of the equally-slumping Yankees (taken over by Brooklyn's Schaeffer).

In 1968, in an apparent attempt to both diversify and shore up its position in New England, the company purchased the NBA's Boston Celtics for \$3 million. But this proved a diversion of capital from advertising and distribution, which might have been a better choice.

Another hard truth of the 1960s, which is not the case today: America had lost its taste for darker, heavier beers. Ballantine's India Pale Ale, rich and flavorful with strong hop notes and unique flavor-imparting yeast (called "The Brewer's Gold"), was a relatively high 6.5% alcohol by volume and 192 calories. Even their Ballantine Beer brand was 4.9% alcohol. Meanwhile, the more popular lagers had shaped America's drinking preferences. Best-sellers Budweiser, Schlitz and Miller were lighter in body (as well as flavor) at 4.5% alcohol and 150 calories.

By 1970, Ballantine had dropped out of the Top 10 in sales, with a market share of less than half its historic number. Sensing

the brand's poor future prospects, the Badenhausens, who had revitalized the brewery over the previous 30 years, sold it to an investment company in 1969. The company was next sold to Falstaff in 1972, and then the Newark brewery was suddenly and unceremoniously closed.

The various Ballantine brands continued to be brewed at the old Narragansett plant owned by Falstaff in Cranston, RI. After Falstaff was acquired in 1975 by S&P Corporation (now Pabst), Ballantine was shuffled through a series of foster homes in various S&P plants, including Ft. Wayne and San Antonio, at Pearl.

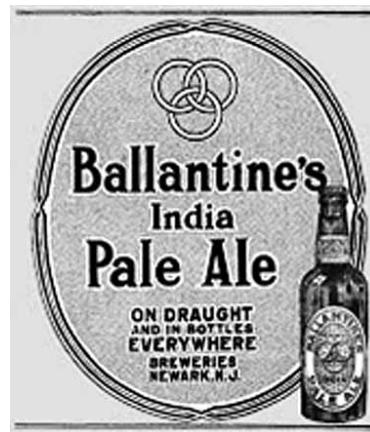
In the 1990s Miller-owned breweries in Ohio and North Carolina brewed small batches of Ballantine-branded beers (Pabst had closed the regional breweries acquired by S&P and was using Miller to contract-brew its stable of brands, a practice it continues today).

The once-renowned Ballantine IPA – the only widely available American IPA of the 1960s – was “re-formulated” (watered down) to a shadow of its former hearty, hoppy, oak-barrel-aged self. Of the widely-recognized “Three Rings” Ballan-

tine retained only Purity thanks to pasteurization. It could no longer claim Body or Flavor. Finally, and perhaps mercifully, Ballantine IPA was discontinued in 1996.

### A TRIUMPHANT RETURN

Ballantine was but a distant dream among an older adult-beverage audience until a year ago, in the summer of 2014. That's when Pabst, riding the popularity of its franchise Blue Ribbon brand among a new generation of hipsters, decided to revitalize Ballantine IPA.



1898 newspaper ad for the IPA, famously aged in 800-barrel oak tanks for a year. The modern recipe pays homage to that process by adding oak to the bright tank as part of the brewing process, to replicate the oak-imparted flavor.



This elegantly-dressed “Ballantine Lady” series of laminate-on-wood signs were widely distributed in the 1950s, in an effort to appeal to both men and women. *Photo courtesy of the author*



The new 6-pack design features bold graphics with the venerable brand name.

Many believe the Ballantine IPA taste profile inspired some early craft beer brewers. Not lost on Pabst was that IPAs are currently best sellers among young craft beer aficionados.

Unfortunately, the original 1878 recipe for Ballantine IPA was lost. Pabst master brewer, Greg Deuhs (formerly of Seattle's highly-regarded Red Hook brewery) spent two years, starting with brewing forensics (researching old records), and then undertaking trial and experimentation, to create a recipe that he told *All About Beer* magazine, "Stays true to the taste of the original Ballantine IPA."

At 7.2% alcohol and a hop-rich 70 IBUs, the beer can once again deliver on its three-ringed promise: "Purity, Body and Flavor." It has drawn positive reviews among beer geeks. The influential website *Beer Advocate* gave it a "Very Good" rating, giving the "new" Ballantine IPA a legitimacy more genuine among craft beer enthusiasts than simple re-packaging of a character-less beer under a time-honored name.



*Ask the Man for Ballantine Ale* was a widely-used slogan in advertising and on breweriana, including this brass-plated metal and glass lighted back bar sign, circa 1958. Photo courtesy of the author

What's ahead for this classic, history-rich ale? Hard to say. Its distribution is currently limited to pockets in the Northeast, where there is plenty of IPA competition.

But Ballantine IPA is back, and closer to its original form than it has been in decades. That means beer lovers can once again follow the advice of the popular 1950s slogan: "Ask the Man for Ballantine!"

**We have just learned of the loss of two NABA members:**

**Richard Binkley  
of Ridge Farm, IL**

**Larry Karacki  
of Rockville, MD**

**No additional details were available at press time.**

**Our thoughts are with their families.**

## Members

**Be sure to check your mailing label info on the back cover of this issue.**

**NOTE the "EXPIRES" date printed on your label. If your "expired" date is nearing it's time to consider renewal!**

**Don't miss out on any of the benefits of membership in NABA!**

**To renew, visit our website [nababrew.com](http://nababrew.com) or see Application (right) for contact info and a membership form.**

**Don't Forget! Renew Today!**

◆Buy◆Sell◆Trade◆Buy◆Sell◆Trade◆Buy◆Sell◆Trade◆Buy◆Sell◆

**MICHIGAN IRTP BOTTLES FOR SALE:** Large collection of 12 oz. longnecks, many of which are still full. None from Detroit but everywhere else. Will have them at the Frankenmuth, MI show this summer. Will also trade for Detroit bottles that I need. Also have some label sets. Ed Stroh: compassrose192@gmail.com.

V170

**WANTED: All Fox Head** breweriana from Waukesha, WI. David Kapsos, 608-838-8041 or foxhead@charter.net

V172

**WANTED: Latrobe, PA breweriana.** Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10easyst@comcast.net.

V172

**WANTED:** Miniature/Salesman's Sample Edelweiss Maltine Pre-Pro Bottles, Chicago, with complete labels; and Miniature/Salesman's Sample Pre-Pro Ballantine & Co. Export, Newark, NJ. Victor Visalli, 201-845-0463, vicvis067@yahoo.com

V173

**RHODE ISLAND** breweriana wanted from Narragansett, Hanely, Providence, Roger Williams, Eagle, Molter's, Consumers, Hand, Rhode Island, Kent, etc. Paying top dollar for pre-Pro lithos and ROG signs and/or unique pieces. Contact Ed Theberge at One Pine Lane, Warren, RI 02885 or ejtheberge@cox.net or 401-245-5037.

V176

**BACK ISSUES** of the BC for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147 - current. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to 1585 Tiffany Woods Dr, LaPorte, IN 46350-7599

NABA

**APPLICATION FOR MEMBERSHIP**

PHOTOCOPY, FILL OUT, AND MAIL TO: NABA, 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599

New dues structure (below) effective as of August 1, 2014.

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$30, Canada \$35 (US); and overseas \$45 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!). Alternatively, visit nababrew.com and hit the "Join" button and pay your dues using the secure PayPal system.

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

Address \_\_\_\_\_

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

Phone (incl. area code) \_\_\_\_\_ Amt. Enclosed \$ \_\_\_\_\_

email address \_\_\_\_\_ Sponsor \_\_\_\_\_

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

- |  |  |   |   |  |
|--|--|---|---|--|
| <input type="checkbox"/> All Breweriana    | <input type="checkbox"/> Clocks        | <input type="checkbox"/> Lamps            | <input type="checkbox"/> Neon Signs       | <input type="checkbox"/> Salt Shakers  |
| <input type="checkbox"/> Ash Trays         | <input type="checkbox"/> Coasters      | <input type="checkbox"/> Leaded Windows   | <input type="checkbox"/> Openers          | <input type="checkbox"/> Show Promoter |
| <input type="checkbox"/> Barrels           | <input type="checkbox"/> Corkscrews    | <input type="checkbox"/> Lithographs      | <input type="checkbox"/> Paper Items      | <input type="checkbox"/> Signs         |
| <input type="checkbox"/> Books & Magazines | <input type="checkbox"/> Crowns        | <input type="checkbox"/> Matches          | <input type="checkbox"/> Patches          | <input type="checkbox"/> Statues       |
| <input type="checkbox"/> Bottles           | <input type="checkbox"/> Dealer        | <input type="checkbox"/> Match Safes      | <input type="checkbox"/> Photos           | <input type="checkbox"/> Tap Knobs     |
| <input type="checkbox"/> Brewery Equipment | <input type="checkbox"/> Foam Scrapers | <input type="checkbox"/> Medals           | <input type="checkbox"/> Pinbacks         | <input type="checkbox"/> Thermometers  |
| <input type="checkbox"/> Calendars         | <input type="checkbox"/> Glasses       | <input type="checkbox"/> Menus/menusheets | <input type="checkbox"/> Pitchers         | <input type="checkbox"/> Tip Trays     |
| <input type="checkbox"/> Cans              | <input type="checkbox"/> History       | <input type="checkbox"/> Mini Beers       | <input type="checkbox"/> Playing Cards    | <input type="checkbox"/> Tokens        |
| <input type="checkbox"/> Cases             | <input type="checkbox"/> Knives        | <input type="checkbox"/> Mirrors          | <input type="checkbox"/> Postcards        | <input type="checkbox"/> Trays         |
| <input type="checkbox"/> Chairs            | <input type="checkbox"/> Labels        | <input type="checkbox"/> Mugs & Steins    | <input type="checkbox"/> Reverse On Glass | <input type="checkbox"/> Watch Fobs    |

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

*Be sure to fill out ALL the requested information. This is used for the Membership Directory. If you skip an item, you've limited the usefulness of your listing.*

# Officially Recognized NABA Chapters



*"Events of Interest" display ads are for NABA Chapters only.  
Events of non-affiliated groups are still welcome, but will be listed as text ads.*

## **Buckeye** (NW OH, SE MI)

**Contact:** John Huff, 7300 Crabb Rd,  
Temperance, MI 48182; cadiac500@aol.com

## **Capital City Chapter**

(Washington DC, MD, No. VA)

**Contact:** Jim Wolf, 9205 Fox Meadow La,  
Easton, MD 21601; jwolf@goeaston.net

## **Chicagoland Breweriana Society**

(Chicagoland)

**Contact:** Ray Capek, 3051 Ridgeland Ave,  
Lisle, IL 60532; rbcapek@sbcglobal.net

## **Craft Brewery Collectibles Chapter**

(At Large)

**Contact:** Dale Miller, 72 Lakeside Dr,  
Plymouth, CT 06782;  
coasting72@sbcglobal.net

## **Gambrinus Chapter** (Columbus, OH)

**Contact:** Doug Blegan, 985 Maebelle Way,  
Westerville, OH 43081;  
dblegan@msconsultants.com

## **Gateway** (MO/IL St. Louis Metro Area)

**Contact:** Kevin Kious, 908 Daniel Drive,  
Collinsville, IL 62234;  
whoistheailman@aol.com

## **Goebel Gang** (South Bend, IN)

**Contact:** James Mahler, 16590 Huron Dr.,  
Buchanan, MI 49107; dumper5@sbcglobal.net

## **Great White North Brewerianists** (Canada)

**Contact:** Phil Mandzuk; philman@mts.net

## **Hoosier Chapter** (IN)

**Contact:** Mike Walbert, PO Box 6133, South  
Bend, IN 46660; mikewalbert@att.net

## **IBC Chapter** (Indiana)

**Contact:** Mike Pope, 1144 Tuckaway Ridge  
Ln, Nashville, IN 47448;  
huber1960@sbcglobal.net

## **Just For Openers** (Earth)

**Contact:** John Stanley, PO Box 51008,  
Durham, NC 27717; jfo@mindspring.com

## **Miami Valley Chapter** (Dayton, OH)

**Contact:** Bob Kates, 2474 Apricot Dr,  
Beavercreek, OH 45431; bkates@woh.rr.com

## **Michigan's Dog-Gone Good Chapter**

(Frankenmuth, MI & Detroit area)

**Contact:** Dave Alsgaard, 577 E Chippewa  
River Rd, Midland, MI 48640; 989-631-7239;  
dalsgaard@charter.net

## **Monarch Chapter** (Chicagoland, Northern IL)

**Contact:** Alan Bormann, 1506 Applegate Dr,  
Naperville, IL; abormann6735@wowway.com

## **North Star Chapter** (MN, WI, Midwest)

**Contact:** Brent Kastler; 612-987-8771;  
brent@illumineassociates.com

## **Packer Chapter**

(WI & Adjacent States – IA, IL, MI, MN)

**Contact:** Ken Treml, 721 E Mission Rd, Green  
Bay, WI 54301; barbiken@netzero.net

## **Patrick Henry Chapter** (Kalamazoo, MI)

**Contact:** Joe Wilson, 3849 Forest Trail,  
Allegan MI 49010; 269-355-2715;  
upbeers@sbcglobal.net

## **Port of Potosi** (SW WI, Eastern IA, NW IL)

**Contact:** Larry Bowden, 960 Broadway,  
Platteville, WI 53818; listbrew@gmail.com

## **Queen City Chapter**

(Cincinnati, So. OH, No. KY)

**Contact:** Dave Gausepohl, 8930 Evergreen  
Dr, Florence, KY 41042-8713;  
859-750-4795; beerdave@fuse.net

## **Reisch Brew Crew** (Central IL)

**Contact:** Greg Lenaghan, 2507 Huntington  
Rd, Springfield, IL 62703;  
g.lenaghan@comcast.net

## **Schultz & Dooley Chapter** (New York State)

**Contact:** Bill Laraway, 627 Kenwood Ave,  
Delmar, NY 12054; brew.coll@verizon.net

*All advertising materials and inquiries should be  
directed to:*  
**Lee Chichester**  
**The Breweriana Collector**  
PO Box 878  
Meadows of Dan, VA 24120  
540-593-2011  
falconer@swva.net

## **Advertising Guidelines**

### **CLASSIFIED ADVERTISING**

NABA members may advertise up to six lines (about 50 words) in the **Buy-Sell-Trade** area for \$5.00 per issue. We are unable to provide proof copies or tear sheets of Classified ads.

### **DISPLAY ADVERTISING**

Full page.....\$150  
Half page .....\$ 80  
Quarter page .....\$ 40  
Eighth page .....\$ 20  
Business card (3.5 x 2 in.)..... \$ 15

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email. With text and photos, however, we can compose. Over-sized or undersized ads will be changed to correctly fit your paid space.

### **PAYMENT**

US funds must accompany order. Make check payable to NABA.

### **DEADLINES**

Issue	Materials Receipt	Publish Date
Spring	March 1	April
Summer	May 15	June
Fall	September 1	October
Winter	December 1	January

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

# NABA's Virtual Museum NEEDS YOU!

Over the next three months, the Virtual Museum Committee will be uploading images of **trays**, **button signs**, and **neons** to the halls of NABA's exclusive VM.

If you have images of your special collectibles that you would like to include in this archive, please help us make our VM the best resource in the hobby.



The NABA Virtual Museum

Contact us at  
[nababrew@comcast.net](mailto:nababrew@comcast.net)

Image size and shape are not important. What we seek are clearly-focused and "staged" single items in each photograph.

We will input/upload if you send the best images of your special collectibles!



**Haven't Visited Yet? Here's how:**  
Log into NABA's website, [nababrew.com](http://nababrew.com). You will see 7 tabs across the top of the home page. Click on Virtual Museum, find the category of breweriana you want to see or research, and voila! See the *Breweriana Collector* Spring 2015 issue for complete details (V. 169) and visit YOUR Virtual Museum soon!



**Breweriana Collector**  
 National Association Breweriana Advertising  
 c/o George Baley  
 1585 W. Tiffany Woods Dr.  
 LaPorte, IN 46350-7599

PRSR STD  
 U.S. POSTAGE  
 PAID  
 MILWAUKEE, WI  
 PERMIT NO. 3480

www.nababrew.com

Please note: the "EXPIRES" date in the panel above indicates the time at which your membership is due for renewal. Keep this up to date and you won't miss any BC issues.

★ **WANTED** ★  
 BY PRIVATE COLLECTOR  
 & PART-TIME DEALER



**BREWERIANA**  
 & OTHER GREAT  
 ADVERTISING

ESPECIALLY: TIN SIGNS • SERVING TRAYS  
 FACTORY SCENES • CAB & BULLET LIGHTS  
 SINGLE ITEMS & QUALITY COLLECTIONS

★ **SCOTT ROSENMAN** ★

443-756-3222 CELL  
 VISIONS@VISIONSM.COM  
 1300 YORK ROAD  
 SUITE 320, BUILDING A  
 LUTHERVILLE, MD 21093

PLEASE CALL OR SEND PHOTOS

