

# BREWGLE

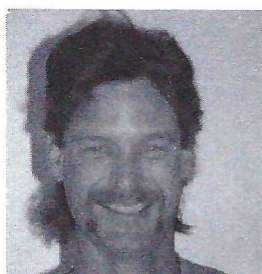
THE OFFICIAL PUBLICATION OF THE COLUMBINE CHAPTER  
OF THE AMERICAN BREWERIANA ASSOCIATION

VOLUME I NUMBER I SPRING 1992

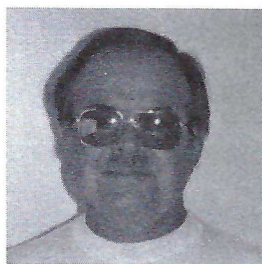
## The Beginning



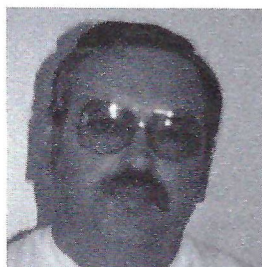
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In the fall of 1991, eight members of the ABA got together. These members were all Colorado residents. After having a couple of bratwurst sandwiches and a couple of beers, a history was about to be made.

These ABA members came up with the idea of a local chapter of the American Breweriana Association.

A name was chosen, the Columbine Chapter, and some rules, bylaws, and ideas were discussed.

A short time later, the chapter had its first buy, trade, sell. The attendance was far beyond what those eight members had ever dreamed of. The membership soared to over 60 paid members.

Now the chapter has over 80 members and it is planning its second show to be held on March 7th. We can only expect, that this one will be even bigger and better.

The officers are elected, and the stage is set. With the help of you, the Columbine member, we can make this the greatest chapter in the ABA.

The officers that were elected are all experienced breweriana collectors, and 3 of them are long-time ABA members. Along with this and the membership, we will attempt to promote the breweriana hobby and uphold the reputation and integrity of our parent organization, the American Breweriana Assoc.





## THE PREZ SEZ

By Brett Dusek

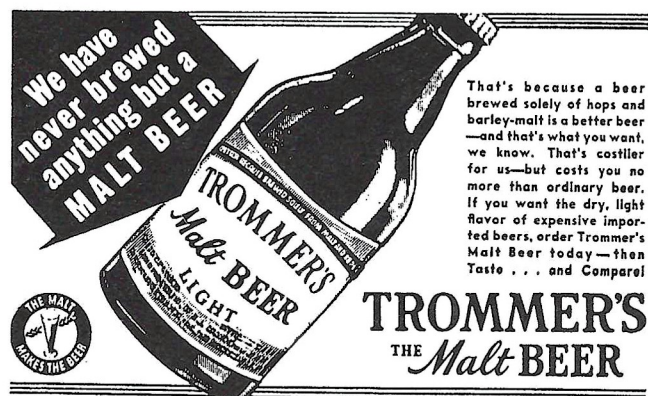
I want to thank everyone that came to our first trade session, the turnout was great. I hope that every one enjoyed it as much as I did. If you have any questions or suggestion on how to improve our trades or our chapter, please let me know or contact any of the chapter's directors. We're out to make this chapter the best chapter in the A.B.A., and only you, our members, can do that.

Our next trade session will be on Saturday, March 7th, at Fiori's Sports Bar, at County Line Rd. and Holly St.. Fiori's has a huge room reserved for us. They will give us "Happy Hour" prices on beer and 25% off food prices. If you get hungry Fiori's has some of the best Italian food in the city and the prices are very reasonable. We are also planning on one heck of a raffle, as we many fantastic items already donated. So come on down for some comradery, fun beer, food, and plenty of great breweriana.

Before I sign off, I would also like to thank everyone who helped on making the last trade and the trade coming up. It's fellow ABA members like this, that will make this organization what it is, FUN.

Till next time,  
Brett

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## Behind The Bar

By Bill Schlitter

WOW! The new Columbine Chapter of the American Breweriana Assoc. is on it's way. I would like to thank everyone who attended our first buy-sell-trade gathering held on Sept. 28th of last fall. I think that I can say that all had a great time.

The gathering was a smashing success, with the turnout being much greater than we ever dreamed. There were over 40 new members signed up for the 1992 Membership, and over 100 in attendance representing 3 states.

A "special" thank you is extended to the following people and companies, for without them, our first gathering would not have been possible.

They are:

Lonnie Smith of the Pressworks  
Bill Frederick of Coors Dist.  
Maury O'Keefe of Front Range Bev.  
Tom Cutler of Denver Anheuser Busch  
Dick Norman Rocky Mtn. Colloectibles

Thank you to the ladies at the front door greeting guests, signing up members and selling raffle tickets; Ruby Clous, Becky Schlitter and Debbie Kruger. And thank you to Dan Johnson's daughter, Ashley, who served snacks to everyone.

My final thank you is given to Stan and Chris Galloway of Pueblo and ABA National President Paul Rahne. Their assistance in the forming of our chapter was greatly appreciated.

If you missed our last gathering, don't fret. We are having a bigger and better one scheduled for Saturday, March 7th.. That one, with your help, will be a BLAST!!!

So, until next time, Good Luck and Good Brew.

Bill

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# EDITORIAL

By Bill Schlitter

The comments in the following article, are the views of only the author, not the Columbine Chapter Members or members of the A.B.A.

About 12 years ago, when I first got into the collecting of beer steins, I could buy a stein from every brewery that offered them, and spend about \$300 a year and still have some change left for a six-pack or two.

Today, if a stein collector were to buy every stein offered by every brewery, he may have to refinance his house in order to keep up.

Stein collecting has become one of the most popular hobby in the breweriana world today. Just look in the ABA Membership Roster and notice how many collect mugs and steins. The breweries, realizing this, continue to crank them out by the hundreds.

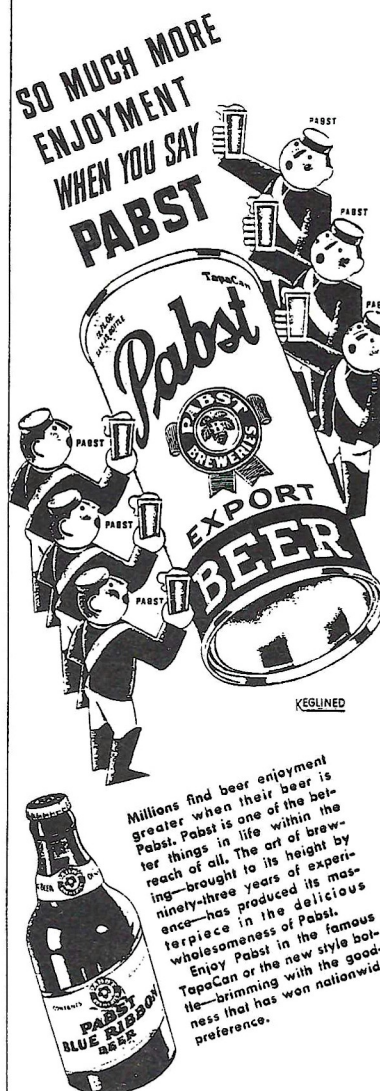
In the 1978 Promotional Products Catalog brought out by Anheuser-Busch, there were 6 steins listed at a cost of \$120 for all of them. The newest AB catalog displays 25 steins, and if you were to buy all of them, you would be spending \$1,434. This doesn't count the state, city, and special event pieces that are also offered, not in the catalog.

Other breweries, such as Coors, Stroh's, Hamm's, and Miller are also bringing out yearly steins. Along with steins being offered by some of the Micro-Breweries, Ducks Unlimited, Bass Unlimited, Trout Unlimited, and what have you, there are literally hundreds of steins to choose from.

Come on fellas, give us a break! What started out years ago as a neat and decorative hobby, has become a NIGHTMARE ON STEIN STREET. I've gotten rid of all but my AB steins, hoping that now I can donate my time and my paycheck to completeing this collection.

Stein collecting is great and the collectors are even greater, but don't you think these brewerys should slow down a bit and give us a chance to catch our breath and replentish our wallets?

\* \* \* \* \*



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# NICKNACKS

By Nick "the Nickster" Clous



What have you picked up lately?

What rare, unique, one-of-a-kind breweriana treasures have you dug up, from garage sales, the Flea Market or an antique store?

Well, the "nickster" wants to know, and wants to share your finds with you fellow collectors. Call or write me and we will feature your find in future issues in my column.

A couple of my recent fabulous finds are the following:

From the Mile-Hi Flea Market, I acquired a great 1950's Budweiser floor display sign. It featured a heavy wrought iron base and column with a lighted plastic cube on top. On two sides of the cube features the old AB eagle and on the other side it had the words "Beverage Dept." in green and white. This was Budweiser Item No. 46 and quite rare. Tom Cutler, a Bud collector in Littleton, is now the proud owner of this jewel.

From the Denver Collector's Fair, I picked up a Pre-Pro paper labeled bottle. All malt brand. This was from the Crystal Springs Brewing and Ice Co. out of Boulder Colorado. The brewery closed before prohibition, and this label is one of a kind. I have been offered a lot of bucks for this fabulous find.

Speaking of Boulder, Jeff Johnson, from the bottle club, found a great find. From an antique store in Canon City, Jeff turned up a beautiful round, blue and white, enameled corner sign from the Crystal Springs Brewery and Ice Co. A once in a lifetime find. You lucky devil, Jeff.

Our fourth and final fabulous find is also a corner sign. Located and now owned by John Mlady, one of our Columbine Chapter members, out of Omaha, Nebraska. It is a beautiful shield-shaped corner sign from the old Fremont Brewing Co. out of Fremont, Nebraska. This was a small, regional brewery, that never reopened after Prohibition. The sign is silver and black, featuring a large elks head on the front. John purchased the sign from the owner of a local tavern, while on a bar tour at the last Cornhuskers Convention and Breweriana Show. The sign was the topic of conversation on the way back to the hotel in Omaha. Good going John.

Writing about these great finds get my blood pressure up a few notches, and I hope that you feel the same way. I always find excitement in the never ending pursuit of that elusive breweriana.

Until later good hunting.

Nick

To contact the Nickster, call (303)344-8874 or write him at 16510 E. 11th Ave. Aurora, Colorado, 80011

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## FUTURE BREWERIANA EVENTS

MARCH 7th: 2nd Columbine Chapter, ABA B/T/S Fiore's 8236 S. Holly St  
 March 26-28: Western States Breweriana Show Reno, Nev.  
 April 11th: Mile-Hi B/T/S Coors Dist. I70 and Pecos St.  
 June 17-21: A.B.A. XI Arlington Tex.  
 July 2-5th: Mile-Hi Summit 5 Breckenridge, Colo.  
 October 15-17th: 10th Annual Midwest Breweriana Conv. Omaha, neb.





# CHUCKLES 'N' SUDS



## BREWERY NEWS



A joke heard in Kansas, a state that has gone dry:

Tourist: Is it true that there is no drinking permitted on passenger trains in this state?

Conductor: Yep, its true.

Tourist: Well then, what time does the next freight train leave?

\*\*\*\*\*

Doctor: "I hope you are following my instructions carefully, Otto ... the pills three times a day, and a glass of beer at bedtime."

Otto: "Well, I may be a tiny bit behind in the pills, Doc. but I'm about two weeks ahead with the beer."

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An old German gentleman had this peculiar habit of holding his nose as he drank his beer. When asked why he did this, he replied: "Well, if I smell it, it makes my mouth water ...and I don't want to dilute my beer with anything."

\*\*\*\*\*

The commanding officer of a quartermaster corps is making an inspection of the newly established beachhead. Commanding Officer: "Do I understand correctly that the water here is unsafe?"

Mess Sergeant: "Yes Sir."

C.O.: "Well, what do you do to make it safe?"

SGT.: "We filter the water first, sir."

C.O.: "Yes"

SGT.: "Then we boil it."

C.O.: "Yes, then what?"

Sgt.: "We put it aside and drink beer, sir."

Michelob Beer has half of the advertising battle won. Women know the beer and like it. They just aren't used to being talked to about it.

The new ads play off the negative images that women are bombarded with, said Bob Goughenour of Michelob.

They push the button with women who are sick of being told that they are too fat, have to work hard to keep men interested, and need to perfect their arms and firm their jiggly thighs.

"It's not a slap at women's magazines as much as a way of saying, 'yeah, it's of interest to you, but it's only a part of life. Relax and enjoy yourself,' he said.

\*\*\*\*\*

According to a recent article in the Rocky Mountain News, the main item in the Coors Brewing Co.'s list of products, Coors regular beer is struggling in the sales, falling behind in popularity. Therefore, it is said that the brewery will limit its advertising for the old standby and concentrate on it's better sellers, being Coors Light and Coors Extra Gold.

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While we're on the subject of Coors, it was learned earlier this month that NASCAR race driver, Bill Elliott, who has raced with the Mellinger Racing Team for many years, under the sponsorship of the Coors Brewery, will be not only racing teams but sponsors as well. The 1992 NASCAR season will find "Wild Bill" racing for the Junior Johnson Racing Team sponsored by, wouldn't you know it, Budwieser.

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### SO SORRY TO HERE

AL PUHR of Lafayette Colo., a long time member of the American Brew-eriana Assoc., and good friend, suffered a near fatal stroke. It was nice to see Al at a local trade show in Ft. Collins, Colo., and it is good to know that He is on the road to recovery. Get Well Soon.



## Collector Spotlight

This issue of the BREWGLE features a couple of genuine collectors. The Thornton home of Gene and Pat Corwin is nothing short of amazing. The Corwins, who have been in the Denver Area for a realitively short time, collect many things, such as ceramic bears, cookie jars in the shape of bears, and many antique household items. But the collection that stands out is the HAMM'S breweriana collection, (maybe that is where the facination for bears came from.). The rear portion of the Corwin's home is a staggering array of lighted Hamm's signs, Hamm's posters and statues, and one of the finest collection of Hamm's glasses, I have ever seen. The collection would make any Minnesota collector green with envy. Pat said that it started in St. Paul, Minnesota, where she grew up as a girl. She said that she can remember the Hamm's Brewery. She



said that she also always had a certain facination with bears. What better combination than Hamm's and bears. Gene is originally from rural Iowa and also remembers the old Hamm's advertising. The Corwin's interest has surpassed the hobby end of antiques, as they now own and operate their own antique business. You'll find them at the monthly collectors fair, and at various collectibles gatherings throughout the area. After viewing their amazing collection, and in the process of leaving, I was escorted to a spare bedroom by Gene, who said "You ain't seen noth-

ing yet!". He opened the door and there before my eyes widened, as a I found myself looking at over 1500 stuffed Teddy Bears. Just another part of the Corwin's "bearly" believable collection.

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## TRADING POST

WANTED: CROWNS, I collect both beer and soda. Have thousands for sale or trade.  
Lonnie Smith, 4055 Everett St.  
Wheatridge, Colo. 80221

WANTED: ASAHI XI Winter Olympics Suntory Discover Japan, abd "VIVA" cans wanted.  
Bill Besfer 2614 Danbury Dr.  
Longmont, Colo. 80503

WANTED: Beer Labels from any and all breweries, esp. Micros  
Brett Dusek 1680 W. 74th Wy  
Denver, Colo. 80221

WANTED: Paper labeled, pre-pro-60's, from Colo., Neb., Wyo., Mont., Utah, and Idaho.  
Nick Clous 16510 E. 11th Ave  
Aurora, Colo. 80011

WANTED: Paper advertising posters depicting sport scenes, esp. Dogs.  
Shannon King Keensburg, Colo.

WANTED: "Tophat" flat and any other Colo. flats or breweriana.  
Mike Barden 7788 Applewood Ln  
Denver, Colo. 80221





# business cards

Hey, members of the Columbine Chapter, you too, can have your business cards displayed in future issues of the BREWGLE  
Send your cards to Bill Schlitter 6531 Niagara St. Commerce City co. 80021

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## BREWERIANA

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sporting, wildlife advertising, etc.,  
etc., etc.



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American Breweriana Association

COLUMBINE Chapter

# ATTENTION

## A.B.A. MEMBERS

THE COLUMBINE CHAPTER OF THE AMERICAN BREWERIANA ASSOC. IS HAVING A MAMMOTH BUY-TRADE-SELL WHICH IS SCHEDULED FOR SATURDAY, MARCH 7th 1992. THIS GATHERING WILL BE HELD AT THE BEAUTIFUL FIORE'S SPORTS BAR AT 8236 SO. HOLLY ST. LITTLETON, COLORADO.

IF YOU HAVE NOT JOINED THE CHAPTER, AND WOULD LIKE TO, THIS WOULD BE A GOOD TIME. THIS WILL BE A GREAT OPPORTUNITY TO MEET YOUR FELLOW COLLECTORS FOR AN ENJOYABLE DAY OF BREWERIANA.

FOR MORE INFORMATION, CONTACT:

NICK CLOUS (303) 344-8874

OR

BRETT DUSEK (303) 429-2393

**11am to 3pm**

BRING YOUR STUFF AND LET'S WHEEL N DEAL

