



The BREWERIANA COLLECTOR

A publication of the

*National Association
Breweriana Advertising*

"America's Oldest National Breweriana Journal"

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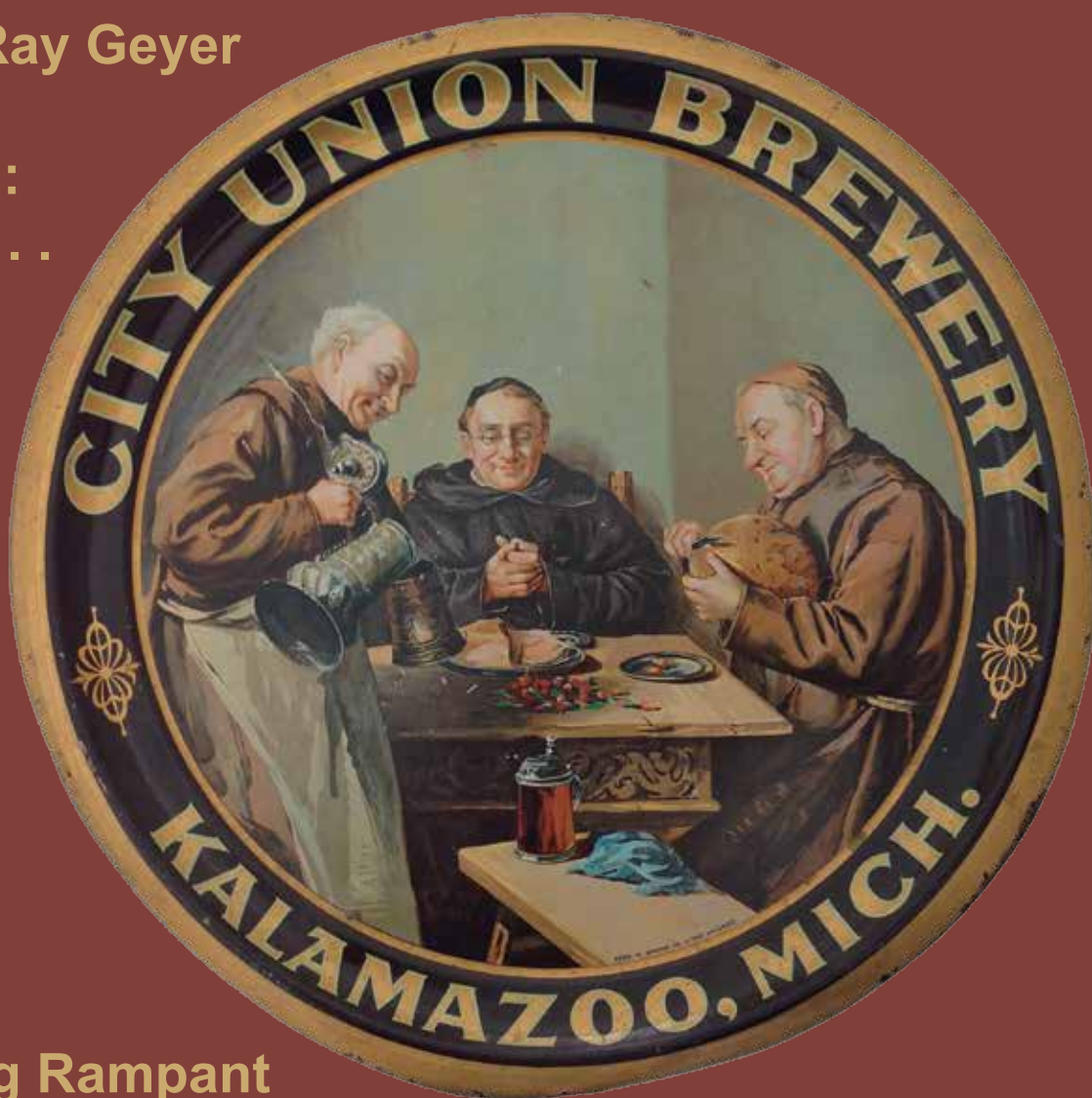
**Western Region: Member
Profile, Dr. Ray Geyer**

**Eastern Region:
Relax with Gus . . .
& Old Reading
Beer**

**NABA
Convention
#46 Schedule
& Registration**

**Bringing It
Home: Goetz**

Repros Running Rampant



President's Message

Greetings one and all!

Greetings fellow breweriana enthusiasts! If you've experienced unusually warm weather this winter, I hope it gave you an added incentive to get out and attend area breweriana shows to add to your collections and enjoy the fellowship of our collecting community.

I am extremely pleased to report that NABA has seen a large jump in membership over the last quarter, adding more than 30 new or re-joining collectors. This has resulted from a strong recruitment effort by many of our members and an increased interest and appreciation in the high quality *Breweriana Collector* magazine that you are now reading, which is such an important asset to NABA. Thank you and welcome!

Speaking of our fine magazine, in this issue we welcome Chris Watt as our new columnist for Auction Hysteria. Chris is a Pennsylvania collector extraordinaire, and he also penned a great article on the Old Reading Beer character "Gus." In addition, we welcome first-time contributors Clayton Emery, Gary Flynn, and Jerry Porter. And as always, our veteran writer and breweriana "sleuth" Rich LaSusa has additional great articles for your enjoyment.

Writing about your areas of collecting expertise is fun and easy and we encourage you to contact our editor Lee Chichester (falconer@swva.net) or columnist Ken Quaas (Ken@consumertruth.com) for

help with writing an article about what interests you, or if you have an idea for a story or a member profile.

On the subject of shows, I attended the annual Blue & Gray Show in mid-February, held at a new location near Dulles National Airport in Washington DC in the beautiful, modern Hilton Hotel. Congratulations to NABA board member Ray Johnson, who with the help of NABA member Lisa Allen stages this annual show. They did a great job once again in producing truly one of the best shows of the year. The new hotel featured unusually spacious rooms allowing for ample table and display set up, and collectors from across the country enjoyed brisk room-to-room sales.

NABA member Dan Morean of Breweriana.com fame hosted his first live auction on Saturday afternoon at Blue & Gray, which featured the sale of some spectacular premium-condition brewery items from NABA member Keith Belcher's extensive collection. The auction was a highlight of the show and very successful. Congratulations to Dan and Keith!

Remember that the **NABA Convention in Kalamazoo, MI, July 25-29, 2017** is fast approach-

ing. Please register *now* to attend our great annual get-together, as we anticipate a strong turnout. All registration information is in this magazine. Importantly, we need to get accurate counts for the Friday and Saturday night dinners, which are prime opportunities to relax and enjoy the fellowship of the NABA membership.

Looking to the future, NABA is always seeking volunteers and new board members, especially those who may be able to help us with our social media efforts (check out our Facebook page!). If you have ideas or comments, please email me at fergkate@comcast.net. Your thoughts are important to our organization!

Thanks for tuning in and for being a part of NABA. See you in Kalamazoo!

John Ferguson

A selection of items from the Keith Belcher auction held at this year's Blue & Gray Show.



Bier Brewery
Jerry Connor
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Indianapolis, IN 46220
317-253-2437
jerry@bierbrewery.com

Jack Blush (Claudia)
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Annandale, VA 22003-6215
703-333-3132
703-930-6562
703-647-1273
jblush@verizon.net
Christian Heurich Brewing Co.,
Washington DC

Tony Bryant (Mary)
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Southport, FL 32409
850-625-4980
850-628-8648
tonbryant@gmail.com
(Sponsor) Rayner Johnson

Kevin Caliendo
730 Garfield Ave.
Aurora, IL 60506
630-306-9143
caliendopainting@gmail.com
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cases, chairs, clocks, coasters,
corkscrews, dealer, foam scrap-
ers, glasses, history, labels,
leaded windows, lithographs,
mirrors, mugs & steins, neons,
openers, paper, photos, ROG,
signs, statues, tap knobs
(Sponsor) Paul Cervenka

Chad Campbell (Cat)
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Primarily Eastern PA vintage
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Kevin Carrier
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Tom Clouse (Deb)
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karenandjack@twcny.rr.com
Syracuse and upstate NY

Please join us in raising a frosty beverage to welcome our New & Re-joined Members!

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920-475-0509
bockmanmike@yahoo.com
Knapstein Brewing, New London,
WI, bottles, labels, ROG, signs, US
Bocks, US Holiday & WI labels
(Sponsor) Dan Hable

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fdotti@aol.com
All Staten Island NY, Rubsam &
Horrman (R&H), Bechtel, Bachmann,
Monroe, Eckstein

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stevef@nc.rr.com
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baseball & beer ads

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Meister Brau/Peter Hand, Chicago



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610-216-1608
barrymgd@aol.com

Alexander Kokas
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8155456944
bigalkoko@sbcglobal.net

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South Sioux City, NE 68776
402-241-8157
Clocks, lamps, signs, Hamm's,
Pabst
(Sponsor) Paul Cervenka

Mike Lumsden
7711 N Michigan Rd.
Saginaw, MI 48604
989-754-1908
wingnut8@speednetllc.com
Michigan cans, tap knobs & tip
trays

Mike Moon (Donna)
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Gulf Breeze, FL 32563
850-826-2569
a1964buickman@yahoo.com
Pre-Pro up to 1933 and Spearman
of Florida

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davidnixon215@comcast.net
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Drewrys

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Brewing Company

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mark@markmakesbeer.com
George Ringler and Company

Michael Sullivan
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Hamburg, NY 14075
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par4harp@roadrunner.com
All breweriana

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Wisconsin, all breweriana, glasses,
mugs & steins, neons, ROG, signs

EXECUTIVE SECRETARY'S REPORT

Member renewals and new member applications are arriving in a timely manner as we approach the end of the first quarter of 2017. We are just a few months away from our 46th Annual Convention in Kalamazoo, and we have enjoyed an increase of 30 new and rejoined members since the last report—a sure sign that attendance in “Kazoo” will be excellent.

This growth of our membership is a result of the efforts of members like Ken Quaas, John Ferguson, and Paul Cervenka, who have each brought in multi-members this quarter. Many of us know fellow collectors who are not currently members of NABA (or even any collector club). Why not share with them the attributes of NABA and the information contained in the quarterly *Breweriana Collector*? If you are a seller of beer-related items on venues like eBay, why not include an application with your sale? Drop me a note and I will send you a bundle of applications.

We can send a complimentary copy of the current issue of the *BC* to anyone asking for one, or to folks you think would enjoy it enough to prompt them to join. You can submit a person's name and address directly by sending to nabamembership@comcast.net. If that person subsequently joins, you will receive acknowledgement. In addition, you can be assured that you are helping to support one goal of NABA: to create what we believe is one of the best publications in our hobby.

This issue of the *Breweriana Collector* has the Convention Registration form, the Convention Schedule, and other Convention-related materials in the the mid section of the magazine. Be sure to check out the Convention Hotel ad (p.23) for our exclusive hotel registration information. These four central pages of the *BC* can be removed from your issue and kept, photocopied, and/or sent in to register for the Kalamazoo Convention. Just loosen the center staples, remove the four pages, and then

press down the staples again without damaging your Spring issue.

Now, let's talk about renewals. Please check the date shown on the address label located on the back of this issue of the *BC*. While the majority of our members have a renewal of June 30, many of the newer members have expiration dates like September 30, December 31, or March 31. Regardless of when your membership expires, why not include a year's extension with your Convention registration to eliminate having to do so later in the year?

Remember, current membership is required for attendance at the Convention. Thus, if your expiration date is June 30, 2017 you will need to renew your membership so you can participate in Kalamazoo. The Convention registration form provides space to include the \$30 dues along with the fees for the Convention.

A question that arises from time to time is, “How can a member contact other members through the website?” All you need to do is log onto the site, select the tab marked Membership, drop down to Member Directory, and fill in the name of the person you seek in the search field. On the right of the member's name is displayed his or her collecting interest(s) and contact info.

If you forgot your password or never had one, log onto the site with your email address and mark “forgot email.” Follow the directions to create a new one. If you have never registered an email address upon joining, please email me so I can load your email into the system, which will then allow you full access. Send your email to nabamembership@comcast.net and I can help get you started.

The website now contains information on the Kalamazoo Convention for your enjoyment. We believe this year's Convention will turn out to be one of the most exciting in recent memory.

Hope to see you there.

George Baley

SAVE THESE DATES

ABA & ECBA Joint Convention
June 28 to July 1
McKinley Grand Hotel
Canton, Ohio

NABA Convention # 46
Kalamazoo, MI - July 25-29

BCCA CANvention #47
Cleveland, OH - August 24 - 26

San Francisco's Globe Brewery: A Victim of Unintended Consequences

by Gary Flynn

It was 1933, Prohibition had just ended, and San Francisco was experiencing a new and different kind of gold rush. This one involved the rush to brew *liquid gold* – real beer that once again contained alcohol.

It was in this spirit that The Globe Brewing Co. of San Francisco was organized in May of 1933, just one month after Repeal. The company was led by a man named Ewald A. Iwen, whose engineering background produced a commitment to quality, design, and technology. Sadly, these seemingly positive qualities may have ultimately resulted in the brewery's demise.

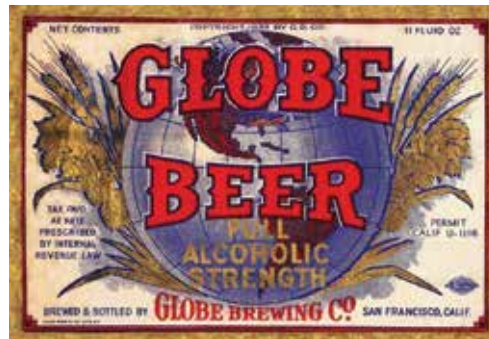
Globe was just one of so many breweries that sprouted like seedlings in a barley field after Prohibition, but never survived the 1930s. So, what makes Globe different and worthy of re-examination all these years later? Quite simply, it's because Globe's commitment to quality in the brewing process also carried over to its advertising materials.

This relatively small and short-lived brewery created some lastingly beautiful brew-eriana! Most notable was its lighted, reverse-on-glass, convex lens sign (photos above), of which few intact examples still exist. But Globe's noble quest to produce a bottled beer that retained true draught (draft) beer flavor is the reason it should be remembered.

Things started out well for Globe in that optimistic era immediately following Prohibition's end. Iwen set up the brewery in the pre-Prohibition home of the



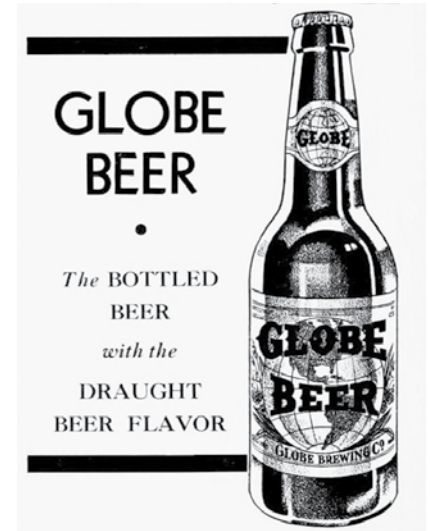
Globe made excellent use of its "world" icon and bold colors in some visually-arresting breweriana. The reverse on glass sign with convex lens is perhaps the most costly and dramatic piece created by the small brewery, and only a few examples still exist in pristine condition. (Author's collection).



Globe aggressively entered the post-Prohibition era with this bold label, proudly boasting of a "full alcoholic strength" beer (Bob Kay collection).

legendary Acme Brewing Company located in an industrial area at the foot of San Francisco's Telegraph Hill. From the start, Iwen spared no expense. He hired a genuine German brewmaster—the Munich-trained Oscar Lehman—who had logged 25 years of experience with the Salt Lake City Brewing Co. prior to Prohibition.

The company introduced its flagship, Globe Draught Beer, in late 1934, and invested consid-



erably to establish its point of difference as having "real draught beer" flavor. The brew capitalized on its expensive European-made Seitz bottling line, which precluded the need to pasteurize the beer (in those days, detrimental to beer flavor) and instead used a sterile filtration system requiring refrigeration. This was an early precursor to the "cold-filtered"

beers with “real draft taste” launched 50 years later in the 1980s, including Miller Genuine Draft.

The beer was packaged in a distinctive, custom-manufactured, half-gallon glass jug that used a proprietary design intended to resemble a keg and reinforce the idea of “draught beer in a bottle.” This additional packaging expense no doubt ate into profits, as competitors were successfully selling their beer in cheaper glass bottles.

Then Globe made a fateful mistake. Its advertising assured consumers that prior to opening it, the Globe bottled beer required no refrigeration and had no expiration date because of this new technology. Unfortunately, bottles of Globe Draught that were not properly refrigerated *after* opening, of course had their taste compromised and the brand consequently became suspect for “skunky” flavor. Unfortunately, these well-intended “real draught taste” claims ultimately hurt the brand.

At the same time, the brewery’s draft beer keg sales also had higher costs. Iwen invested in pricey stainless steel “thermos” barrels to help keep the beer cold in transit and protect its flavor. Clearly, although striving for competitive superiority, the brewery was significantly burdened by these higher production and packaging expenses. And the idea of passing along these costs to the cus-

tomers by elevating pricing was not a strategy Globe could effectively pursue. This would make the brand less competitive at a time when the country was still trying to emerge from The Great Depression.

Not surprisingly, the brewery sank into bankruptcy in 1936 but was rescued by investors. To overcome its reputation for “skunked” beer, it reintroduced the brand as “Nu-Globe” and dropped the “real draught beer” taste claims – since it was now pasteurized, and no longer required special handling.

To maximize its brewing capacity and generate additional income, Globe invested in a canning line—another new technology—and also began contract brewing. These non-Globe labels were contracted by beer distributors who sold their below-premium priced brands primarily through grocers. Their association as coming from Globe appears to have cheapened the image of the premium-priced Globe, and the brewery became

known more as a brewer of lesser, off-brand beers.

From the outset, the brewery had invested in quality and original point-of-sale advertising for its flagship Globe brand, and the

Newspaper ads and articles detailing Globe's special bottling of non-pasteurized draft beer. (Ads courtesy of Carl Scheurman). The distinctive amber, embossed bottle is the only example displaying a U-Permit number, which typically was on a paper label. (Collection of the author).



Brown Jug Campaign Builds for Globe Brewing Company

by Harry M. Nelson

MANY BREWING FIRMS now utilize the half-gallon brown glass jug as a package medium. The jug as a sales-getter is no longer a new idea. But a package of this sort containing a non-pasteurized-draught beer which will keep indefinitely without refrigeration, is something different. The latter is an achievement of the Globe Brewing Company, Sausalito and Greenwich streets, San Francisco. This accomplishment enabled the firm to boost its beer sales by more than 20 per cent within a period of 60 days.

Ewald A. Iwen, Secretary of the company, attributes the success of this jug brew to the fact that it is not pasteurized and thus retains its original flavor. Its lasting qualities

have also played an important part in its popularity.

Use Sietz Bottling Line

"We were able to get refrigeration," Mr. Iwen said, in explaining how the brew was manufactured, "through the employment of a Sietz bottling line. It is not necessary to pasteurize the beer in this process, because both the beer and bottles are sterilized. The beer will keep indefinitely, but of course it is necessary to cool it before drinking."

Having produced a product which possessed these features, the next step was to introduce it to the public. This was accomplished by an intensive three weeks' advertising campaign. Newspapers, radio and trade journals were mediums em-

ployed in this drive, which was conducted throughout the West Coast territory served by the firm.

Advertisements in newspapers and trade journals featured a picture of the brown jug. Special attention was called in the copy to the non-pasteurization feature of the brew, and to the fact that it would keep without refrigeration. In respect to the latter, the beer was guaranteed "to keep indefinitely in any climate, never to get cloudy, go bad, or blow up."

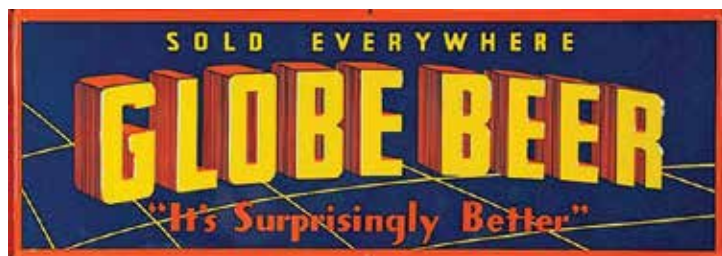
Interior views of the plant and a short history of the company were given as supplementary matter, the idea being to stress quality in all products.

1935 article about the unique "brown jug" bottles.

introduction of Nu-Globe resulted in more of the same. This signage employed bold graphics and alluring design. Although scarce today, Globe's breweriana is notable for its quality and beauty, which undoubtedly helped it stand out in both stores and taverns. Perhaps this was the only added expense that actually served the brand well.

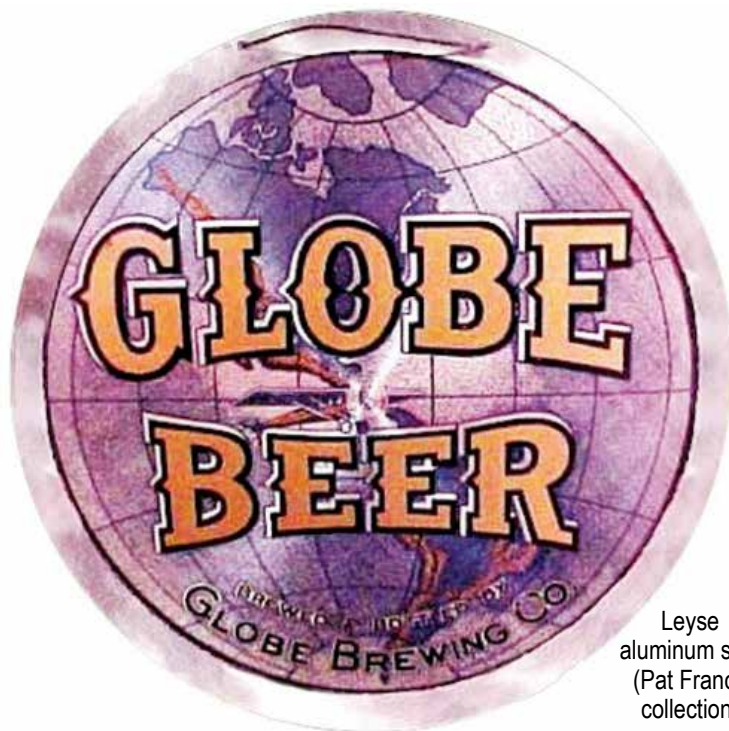
Sadly, Globe's investments in design, technology and quality proved unsustainable, and their poor reputation irreversible. While their goals were well intended, they didn't foresee that their consumers would ignore their instructions to refrigerate the beer *after* it was opened and then blame them for the beer's resulting poor quality. Consequently, in 1938 after just five years in business, the Globe Brewing Co. of San Francisco, CA closed its doors forever. Thankfully, Globe left an enduring legacy of some stunning breweriana to memorialize its short existence.

About the Author: Gary Flynn is a long-time NABA member and breweriana collector, historian and author. Gary lives in Bellingham, WA and specializes on West Coast breweriana. He has been collecting for almost 50 years, and launched his own website www.brewerygems.com, in 1999.



Above:
Embossed tin sign.

Right: After emerging from receivership in 1936, the brewery tried to signal things were different with Nu-Globe, which dropped the "draught beer" claims and showcased new packaging, as shown in this dynamic cardboard sign (Rawley Douglas collection).



Leyse
aluminum sign
(Pat Franco
collection)



Cans featuring the labels of some of the contract brews, as well as Globe's relaunched Nu-Globe following its 1936 rescue from bankruptcy (Bob Meyers collection).

NABA Breweriana Detective



Getting to the Bottom of the Keeley Stein Mystery

by Rich La Susa, brewery historian

Do you have an idea for a future NABA Breweriana Detective? Please contact Lee Chichester: falconer@swva.net.

The Keeley Brewing Co. was a moderate-sized Chicago brewery. Its Keeley Beer and Half & Half brands were well-known in the post-Prohibition era. And some interesting pieces of breweriana were issued to support it, especially painted reverse-on-glass signs.

Most of its distribution from 1933 to 1953 was in northern Illinois and parts of adjoining states closest to Chicago. It didn't stray too far from home. It may have done so, however, in the early 1900s, if a stein with a link to Kansas City is an indication.

Keeley in Kansas City? Now that has the makings of a mystery.

A long-time collector recently sent me photos of four different views of a handsome lidded stein, cream-colored, with deep blue highlights. He wants to know more about the stein, especially an explanation of what a message on the underside means: "Compliments of Keeley Brewing Co. Kansas City Branch."

That sent me scrambling to my brewery history books. Kansas City! He said he has searched unsuccessfully for information about a Keeley branch there. I had none to offer, but said I would assist him.

If Keeley had a presence in Kansas City, it could have been as a bottler, distributor, or beer depot – not an actual brewery. There is no listing for Keeley in



Kansas City in Dale P. Van Wieren's *American Breweries II* or *One Hundred Years of Brewing*.

Chicago collector Adolf Grenke added some spice to the mystery when he asked, "Is this like the Edelweiss mug (Schoenhofen) that says 'Kansas City branch,' but is not shown in any brewery listing books?" Could there be more brands with this message?

The stein has other wording on all three of its 3-panel tableaux, all in raised lettering and in German. *Des Jäger's Trinkehr* ("The honored drink of hunters") under two men sitting at a table talking to a woman with a child at her side (seen in above photo); *Gutes Bier u[nd] wahres Wort* ("Good beer and true word") under a hunting dog, long-necked goose in its mouth; and *Seltener wird's an jedem Ort* ("It will be a rare thing in any place") under a hunting dog with a rabbit in its



mouth.

(Thanks to St. Louis breweriana collector Herb Schwarz and his cousin, Regine, in Germany and Adolf Grenke's son, Michael, for providing English translations.)

It's time to put on your Sherlock Holmes deerstalker hat—or, if you prefer, your thinking cap—and help solve the mystery. I am certain one of you stein experts knows the answer.



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MAY 27, 2017



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We are currently accepting quality consignments, one item to an entire collection for our **2017** auctions. For information call Steve Howard @ 925-484-6442



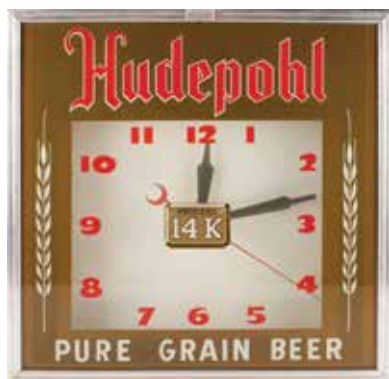
Collector's Bookshelf

Reviewed by Larry Moler
accneca@aol.com

BREWING BEER IN THE QUEEN CITY

A PICTORIAL HISTORY OF THE BREWING INDUSTRY
IN CINCINNATI, OHIO • VOLUME VII: LACKMAN, HUDEPOHL,
SCHOENLING, AND SAM ADAMS
PART OF THE BREWING BEER IN THE BUCKEYE STATE SERIES

BY ROBERT A. MUSSON, M.D.



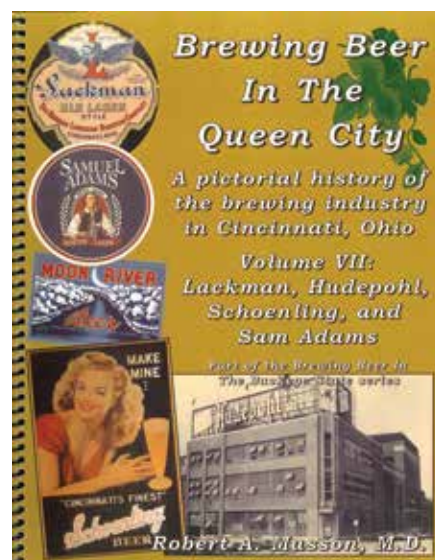
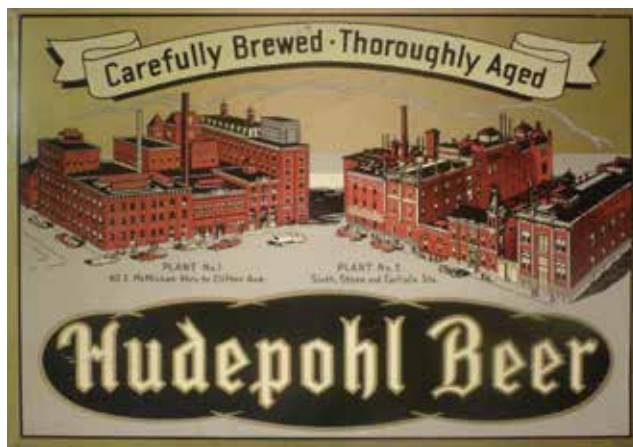
I will never forget the first time I saw Hudepohl 14-K beer for sale. It was December 31, 1978. A friend and yours truly were going camping at Punch Bowl Shelter on the Appalachian Trail near Buena Vista, Virginia. We stopped one evening at an IGA grocery store in Waynesboro, Virginia to buy beer. IGA stores (Independent Grocery Association) were known for "off-brands" that were cheaper than mainstream grocery store brands. We bought cheaper regional brands since we were students with limited funds. Wiedemann, Schmidt's of Philadelphia, National Boh — these were our normal choices. But we liked to buy regional brands we had not tried before, so we bought the exotic Cincinnati Hudepohl for our post-hike brew.

I remember it was zero degrees that night at the shelter, but our goal was cold weather camping and hiking, so we got our wish. That chilly morn, we awoke, cooked a campfire breakfast, and then hiked from the shelter to the top of Bluff Mountain to start a

frigid, sunny, and cloudless day of ridgetop hiking with magnificent views.

Bluff Mountain was also known as Tower Mountain due to a then-abandoned fire tower whose climb offered a truly stellar view of the entire area. It has since been dismantled. Bluff Mountain is also famous in Appalachian Trail Hiker lore for the amazing story and memorial to 4-year-old Ottie Cline Powell. Ottie wandered off one November afternoon in 1890 and his body was found in April on the top of Bluff Mountain. Check out <http://blueridgecountry.com/archive/favorites/ottie-cline-powell/>

The only problem with ridgetop hiking is the uphill return: we had descended for our hike, but returned to the shelter via an alternate trail. Despite the cold of January 1, we were hot, tired, and sweaty when we arrived at the shelter. That first Hudepohl beer tasted great and I will remember that flavor forever.



The new Cincinnati book (Vol. 6 in the Brewing Beer in the Buckeye State Series) featuring Hudepohl brands is another impressive addition to the archive. It tells the story/pictorial history of famous local breweries well known to the collector community, including Lackman (pre Pro), Hudepohl (both pre Pro and post Pro), Schoenling (post Pro), and Sam Adams.

The Hudepohl story detailed in the book is of particular interest to amateur historians like myself, not only because of the memory of my first taste. Hudepohl plant #1 was in the "Over the Rhine" (OTR) brewery district. Apparently Hudepohl needed capacity and created plant #2 when it bought the old Lackman plant from Niser, an ice cream



manufacturer, in 1934. Plant #1 was closed in 1958 while plant #2 closed in 1987.

Hudepohl merged with Schoenling in Oct., 1986. The Schoenling plant had been built new in 1934 and is still in production today, owned by Boston Beer Co.

In 1995, Boston Beer Co. contracted production with Hudepohl Schoenling, which sold out to Boston Beer Co. in 1996. For a while thereafter, Hudepohl Schoenling brands were produced by the new owners of their former plant. But eventually they sold out to new owners in their turn, etc.

The current owner since 2004 is Gregory Hardman — a “successful distributor of Warsteiner German beer.” Hardman has started a micro brewery (in OTR) and brewpub (Christian Moerlein by the baseball park) and brought these historic Cincinnati brands back home.

The breweriana pictures of the brands are outstanding. I have always liked Hudepohl and Schoenling breweriana. There are photographs of many beautiful labels, cans, signs, coasters, trays, etceteras, all coveted by collectors of the many breweries referenced in this Volume. The author has graciously emailed our editor pictures of “da good stuff” to accompany this review.

A great book and great read. Dr. Rob’s books are always well organized, carefully edited, and studded with great pictures.

Ordering information:

- www.ZeppPublications.com
- grossvater@zoominternet.net.

As previously stated in this column, Dr. Rob is the most prolific writer of quality breweriana books today. Please remember that he has many additional books in development: Volumes VIII & IX (featuring Wiedemann and Northern Kentucky within Greater Cincinnati), additional Ohio books, plus one on the state of West Virginia. We anticipate many future great books to review.



Courtesy Scott Bristol





From the American Sign Museum, Cincinnati, OH



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Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Tray specialist a Ray of sunshine in Big Sky Country

One of the great pleasures of writing this column is visiting collectors' homes to interview them and view their breweriana. A mid-winter trek to Montana from Arizona wasn't feasible, so I had to settle for electronic exchanges, photos he sent, and a visit with my subject at a breweriana show in Virginia.

Dr. Ray Geyer—an infectious diseases physician who lives in Great Falls and has worked at a clinic there for 27 years—provided me with an abundance of information and shared anecdotal stories from his unique perspective. I should have just turned over this space to him and gone fishing for a few days.

Join me for a vicarious visit to his fascinating house.



Montana. Big Sky Country.

A land of sky-high dreams for brewery owners seeking their fortunes in the 19th century, and for collectors of rare and unusual beer advertising today.

The state's brewing industry may not have matched the enormity of its 147,040 square miles, but by the 1890s, there was a steady flow of beer brewed by small breweries, especially in the western part of Montana. Many survived into the 20th century.

They left behind enough attractive advertising to entice Ray Geyer and others to collect it. Dr. Geyer, a Pennsylvania native who lived in Lancaster and Harrisburg, has amazing enthusiasm—make that passion—for Montana and other

classic US breweriana, especially vintage trays.

He has earned the respect and admiration of other collectors. He is quick to credit others, however, for sharing their expertise with him. Others including Dr. Robert Neill, a NABA member from Great Falls. Dr. Geyer said he owes Dr. Neill “a debt of gratitude for his history lessons” and for introducing him to other Montana collectors.

“We have spent more than 20 years traveling, trading, and buying stuff from each other. He is my dear friend and fellow road warrior. It's nice to hang out with people who share a common disorder.” Dr. Geyer also has a finely tuned sense of humor.

Pre-Prohibition beer trays are among his prized possessions; many are from Montana. The starting point for Dr. Geyer's

breweriana collecting was a modest tray purchase.

“About 1975, I found my first beer tray, a bright-orange Schaefer. But I was hooked. My Dad gave me a membership in ECBA...I joined NABA and ABA about 1995.”

Collecting was a tradition in the Geyer household. “I was either born with the collector gene or acquired ‘hoarding’ (my wife's term) behaviors from my father, a geologist who collected general store items. Or both!” His wife, Jeanne Dussault, supports his hobby endeavors.

“The collection has taken over our house,” he said. “Again, think of a tolerant wife.” Hundreds of trays, lithographs and other signs fill many walls. Additionally, they have a joint interest in collecting pre-World War II Native American crafts, especially

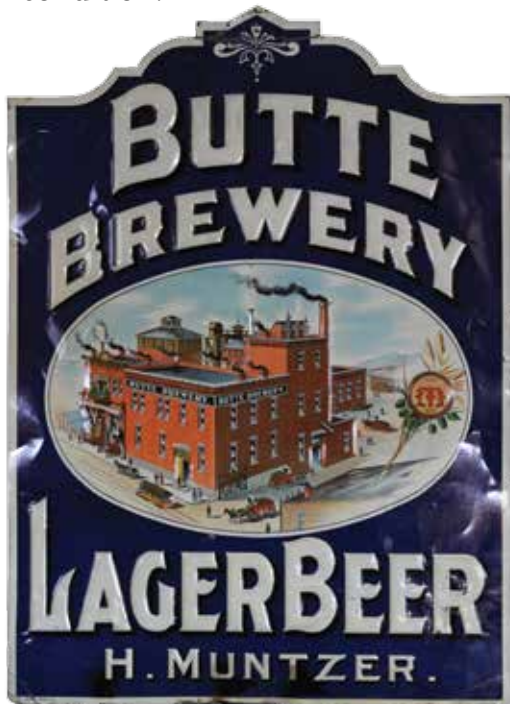
rugs, pottery, baskets and fetishes.

Western themes are featured in his advertising collection: cowboy and cowgirl, horse and Native American scenes. "I still enjoy all great graphics, including historical factory scenes."

Dr. Geyer credits adherence through the years to his own collecting tenets as the key to his success: "Getting your name and interests out there among fellow collectors; networking at shows; staying loyal to certain collectors/dealers who always bring great stuff; and basically being willing to look at all things someone has to show or is offering to sell."

I personally always ask collectors to name their favorite items. Answers usually don't come easy, but Dr. Geyer pondered and responded with his usual enthusiasm.

His "favorite piece of all" is a Butte Lager Beer lithographed metal sign made by the Standard Advertising Co., Coshoc-ton, Ohio (patent 1898). "Great condition!"



This beauty was among advertising pieces he acquired from Dr. Neill. Most are from the era prior to national Prohibition, which began in 1920. (Montana's version started in 1918.)

Dr. Geyer's favorite Montana tray is a rare pre-Pro model from the Bozeman Brewing Co. It depicts an uncommon stock scene called "A Busy Wire." He speculates that the young raven-haired female may be ordering cases of Bozeman beer. "And looks pretty happy about it."

When he saw the tray in a California on-line auction, he realized that this could be "a once-in-a-lifetime experience. I knew it was rare."

Anyone who has participated in a high-end auction knows how nerve-racking the final phase of the bidding process can be. Dr. Geyer was not immune to the anxiety it can generate.

"I wanted to stay loose, so



I sat there with a growler of local beer, and steadily became looser.”

He won the tray. “I won’t say for how much.” In retrospect, he said he can’t recommend drinking beer to calm your nerves “as a standard way to add to your collection.”

Other Montana pieces that he acquired from Dr. Neill include two pie-style, early 1930s Montana trays, Bozeman “Old Faithful” and Rocky Mountain Beer (Anaconda Brewing Co., see photo prior page); a Kessler Beer (Helena) framed sign and glass; and three pieces from Butte Brewing Co., a Butte Centennial tray (see photo prior page), litho metal sign, and etched glass.

Three pre-Pro Great Falls brewery trays that he describes as “super-nice”—two from the Montana Brewing Co. and one from the American Brewing & Malting Co.—were acquired from the late Ole Olson from Helena. “He was one of the true pioneers of Montana breweriana collecting,” Dr. Geyer said.

There always seems to be one piece of beer advertising in each category from every state that is the “best of the best, the rarest of all.” Montana is no exception. Dr. Geyer owns one.

A Red Lodge Brewing Co. Evangeline has been designated as the “Holy Grail” of Montana trays. “This great pre-Pro stock tray came to me from the 2016 ECBA show, courtesy of Daryl Ziegler [photo above]. I had heard from my Montana friends that [it] had quickly come and gone on eBay. Daryl knows all things trays, so I asked him if he knew about this piece. He not only knew about it, but had it! The rest is history.”

His latest searches for Holy Grail pieces include items that are not from Montana. He’s cur-



rently looking for pre-Pro stock trays, in nearly square format, called the “The Buffalo Hunt.” They were issued by at least two Pennsylvania breweries. “I have only seen one in pictures,” he said. Dr. Geyer likely would make room on a wall for one.

Displaying his breweriana in a classic Montana setting was one of his dreams, and Dr. Neill was the inspiration in an adventure that tested the strength of both men and the unwavering support of Dr. Geyer’s wife.

“I told Bob many years ago that I wanted to create something of a saloon replica in our downstairs, but it needed a bar.” Dr. Neill had a restored 1890s-era saloon on his property and in one of his barns, an old wooden bar from the Montana Territory era (pre-1889 statehood). And the price was right. Free!

There were two significant problems with the bar, Dr. Geyer said. It weighed 400 pounds and “was covered with six inches of pigeon dung.”

Add a third. “My wife, really, a true saint, literally cried when she saw the bar and said ‘You’re not going to bring that filthy thing in our house, are you?’” He needed a solution, and quickly.

It took more than agreeing to hose it off first. He had to persuade his wife that this distressed relic of the cowboy era was going to be the center of a breweriana display in their house at Wilson Butte, which overlooks “a wide spot in the Missouri River.”

He succeeded. The bar was restored by a local craftsman, and its special charm was preserved. It is replete with initials carved into the top wood slabs and horse hooves dents in the front. “Cowboys needed a drink without dismounting,” Dr. Geyer explained. I think he was serious!

Like many dedicated breweriana collectors, Dr. Geyer enjoys not only the history of the breweries that issued advertising but also the companies that manufactured it. A highlight of his collecting career was a visit, along with Minnesota collector friend Reino Ojala, to the Coshocton Antique Advertising Museum in Coshocton. The city once was the center

of prolific metal advertising production in the US, including Meek & Beach, American Art Works, Standard, and Tuscarora. “I really liked the old photos of the workers plying their lithography-on-metal trade, the old stones that began the process...”

Dr. Geyer’s collecting philosophy is uncomplicated; it centers on pride of ownership and the need to pass on breweriana—and its history—to future collectors.

“All my stories speak to what I feel is the essence of why I collect breweriana. Basically, that we are responsible stewards of these pieces of American history. Past generations of collectors moved their items to our generation.” He believes that we should enjoy the hunt for breweriana and the beauty of the craftsmanship that went into producing paper and metal lithography.

He doesn’t seem deterred by the current young generation’s palpable indifference to collecting in general. He is firm in his belief that older collectors have an obligation to reach out to younger people to help ensure the preservation of

advertising that is cherished by so many.

“It’s really essential for [NABA and other national organizations] to nourish an interest in young breweriana collectors.”

Dr. Geyer is an embodiment of that philosophy, and it would do well for us to take heed.

Now I have to find a way to see his resplendent collection, preferably on a warm summer day. I may even be able to meet the one he calls their “child,” a plump pot-bellied pig named Piggy Sue.



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Editor's Note: We are pleased to introduce you to a new columnist to carry on the *Auction Hysteria* tradition. I'll let him speak for himself. Thanks, Chris!

Let me introduce myself. I'm originally from Reading, Pennsylvania but now live in the Lehigh Valley Area of Pennsylvania, about an hour north of Philadelphia. I collect all brewery items from Pennsylvania but specialize in pre-Prohibition signage, signs from the 1930s and 40s, and Gillco lighted signs. It's been a passion ever since my uncle got me started back in the 1980s.

I was honored when Ken Quaas asked me to pick up the responsibilities of organizing the *Auction Hysteria* section of *The Breweriana Collector*. It was a natural fit for me as I've tracked auctions from numerous sources for a number of years now. I've always felt that it was the best way to educate myself on trends in the hobby and to compare prices from all over the country.

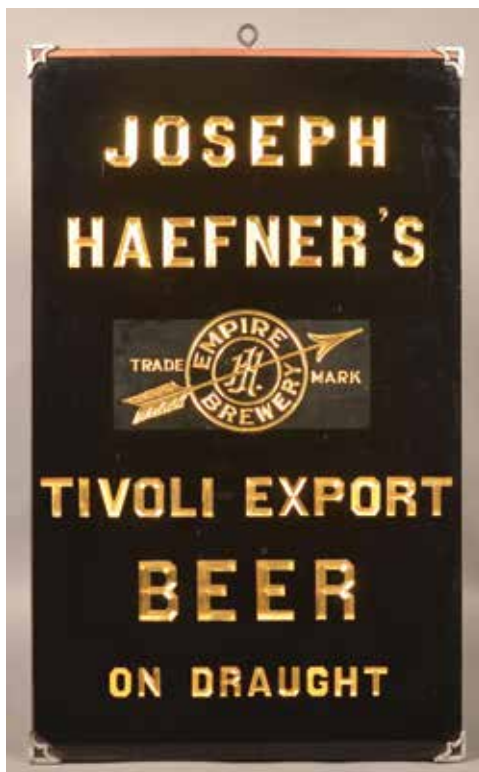
Robert Hajicek has done a fantastic job over the years. I hope to continue the quality that he provided to our members. If you have any suggestions please feel free to contact me at oldindianbeer@gmail.com. I'll try to mix it up and give our members the best information to track our hobby as far as auctions are concerned.

Cheers, Chris Watt

The Breweriana Collector

Auction Hysteria

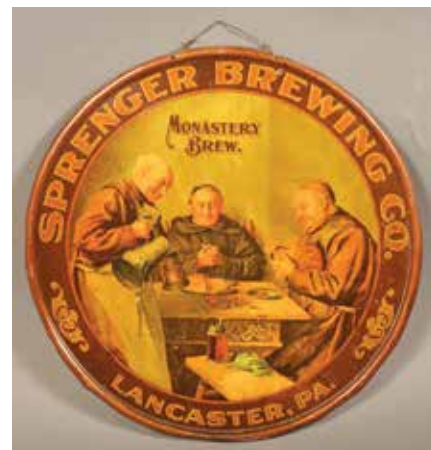
by Chris Watt



Joseph Haefner Pre-Pro reverse painted glass sign 20 in. by 23 in.
Lancaster, PA
Rodwell Sign Co. \$10,400



F. Falk Brewing Co. Pre-Pro Painted tin sign
30 in. by 24 in.
Milwaukee, WI \$2,135



Sprenger Brewing Pre-Pro painted tin charger 12 in., Lancaster, PA \$2,700



Above: Centlivre Diecut Wooden Barrel standup sign 11 in. by 12 in. \$,1300

Below: Nickel Plate Diecut Wooden Barrel standup sign 11 in. by 12 in. \$1,000





Trommer's Malt Beer Coaster
John F. Trommer, Inc.
Brooklyn, NY 4 in. \$167



Virginia Brewing Co. Semi Nude Tray/Plate
9.75 in. Roanoke, VA
The Kemper-Thomas Co. \$1,225



Golden Glow Beer Ale - Price Bros. Halo light
Reverse Glass Lighted Sign
(cracked glass but mint body)
Oakland, CA \$528



San Diego Brewing Co. Pre-Pro Tray
16.625 in. by 13.625 in. San Diego, CA \$898



Arrow Beer Art Deco Lighted Sign
10 in. Baltimore, MD \$179



Shiner Beer ROG Sign 1950s
Shiner Brewery Spoetzi, TX 10 in. by 5 in.
The Frank-Len Co Chicago, IL \$455



Potosi Brewery, Adam Schumacher, Proprietor
Pre-Prohibition cir. 1886-1905 Tin Sign
14 in. by 7 in. Potosi, WI manufactured by
The Tuscarora Ad Co. Coshocton, OH \$1,878



Alt-Brau Tap
Knob
1933-1937
George Kunz
Brewing Co.
Lacrosse, WI
\$565



Above: Rochester Brewing Co. Pre-Pro Blotter Cards
Rochester Bottling Co. Harrisburg, PA 4 in. by 7 in. \$52

Below: Heidelberg Beer Fishing Theme Back Bar
Lighted Sign Tacoma, WA \$305



Centlivre
Nickel Plate
Beer Pre-Pro
wooden
Meyercord
Sign,
14 in. x 17 in.
\$2,400



Probst Beer Outdoor Porcelain Sign 1930s
New Athens, IL 30 in. by 22 in. \$1,825



Dortmunder Beer ROG lighted Back Bar sign
13 in. by 7 in. Leisy Brewing Cleveland, OH
Price Bros. \$890



Above: Buffalo
Brewing Co. Curved
Corner Porcelain Sign
20 in. by 13 in.
Sacramento, CA
\$3,850



Left: Jax Single
Sided Tin Diecut Sign
60 in. by 15 in.
Jackson Brewing
Co. New Orleans, LA
\$1,701

Craft/Micro



Hop Valley Brewing Co. Lighted Sign
18 in. by 18 in. Eugene, OR \$100



Flying Dog Neon Bar Sign 30.5 in. by 18 in. Frederick, MD \$112



Flying Dog 3-D LED motion Lighted Sign
22 in. by 14 in. Frederick, MD \$418

NABA's Packer Chapter Going Strong after 40 Years

by Dan Hable, Chapter President

There are plenty of great breweriana events happening year-round in Green Bay! During the past year, The 40th Annual "Packnic" was held on a perfect Wisconsin summer day in late August. We had 43 members and 21 guests attending this annual rite of summer, which was held at the Titledown Brewing Company, located in a former railway depot. The old passenger loading platform is a canopied area that we are able to use for the event.

A lot of great breweriana was bought, sold, and traded—and of course, some tasty Titledown beer was consumed. As always, "chefs" Pete and Claudia Vann cooked up a barrel of delicious chicken booyah (a type of stew popular in our area) for the hungry collectors.

In addition to our usual raffle there was a special Brett Favre raffle to celebrate #4's induction into the NFL Hall of Fame. This is always a fun and relaxing gathering, and all NABA members are invited to join us for the next one: Sunday, August 20, 2017.

Most recently (in January, 2017) we had our annual Holiday Party at Hagemeister Park Restaurant in Green Bay. A good time was had by all, as the food, beer, and accommodations were outstanding.

In between those events, we've been busy with our meetings, beer, and good times at Legends Brew Pub, Stillmank Brewing Co., Dave Akin's home, and Stone Cellar Brewing Co. All are welcome at our meetings so please keep watch or contact me (dwhable@yahoo.com) for the dates and locations.

Finally, our next big show is the legendary Titledown Trade-a-thon, our 37th. This will be held on April 27-29 at the same great location: the Hyatt Regency and KI Center in downtown Green Bay. Be sure to reserve your table now, as we always sell out the 160+ available tables. Hope to see you there! (*Ed. note, see ad on P. 13 for details.*)



Pete Vann stirs up a batch of his legendary chicken booyah.



Jerry Cloutier checks out the brewery wares at the annual "Packnic" show in Green Bay, WI

Members

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NABA #46 - 2017

Kalamazoo • July 25 - 29

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NABA Convention Registration

Go to: www.radissonkz.com
Enter the check in/check out dates of the
NABA Convention *only*
(i.e., July 25 & July 29)
Click on "More Search Options" and
select "Promotion Code."
Enter NABA (this is our code).
Click "Search" and complete reservation.



Annual Convention Daily Activities – Kalamazoo 2017

Tuesday, July 25

To be determined
4:00 pm to 10:00 pm
All Day/Any Time

Early Birds' Home Collection Tours - See Summer '17 Issue of the *BC*
Registration and Hospitality - open
Room-to-Room - buy, sell or trade

Wednesday, July 26

9:00 am to 10:00 pm
9:00 am to 4:00 pm

6:00 pm to 8:00 pm
All Day/Any Time

Registration and Hospitality - open
Bells Production, Gilmore Car Museum, and Collections w/lunch
(ticket required)

Brewmaster's Dinner (ticket required)
Room-to-Room - buy, sell or trade

Thursday, July 27

9:00 am to 10:00 pm
10:00 am to 12:00 pm
3:00 pm to 5:00 pm
7:30 pm
All Day/Any Time

Registration and Hospitality - open
Seminars (Topics to be announced)
Seminars (Topics to be announced)
First timers event - hospitality room
Room-to-Room - buy, sell or trade

Friday, July 28

7:00 am to 11:00 am
9:00 am to 11:00 am
9:00 am to 11:00 am

11:00 am to 12:00 pm
12:00 pm to 4:00 pm
1:00 pm to 3:00 pm
4:00 pm to 5:00 pm
3:00 pm to 5:00 pm
5:00 pm to 6:00 pm
5:00 pm to 8:00 pm
6:00 pm to 8:00 pm
8:30 pm to 10:00 pm
All Day/Any Time

Board of Directors Meeting
Registration and Hospitality - open
Auction Item Consignment **Please note NEW 3rd party auction
consignment rules p. 26.*

View Auction Items
Auction - Registered Members Only
Brewery Tour of Kalamazoo? (for those not attending the auction)
Full Micro Beer Bottle Swap
Registration and Hospitality - open
Taste of Michigan - Micro Beer Tasting
Michigan Collector Display - ballroom
Annual Business Meeting, Banquet and Guest Speaker
Registration and Hospitality - open
Room-to-Room - buy, sell or trade

Saturday, July 29

7:00 am to 9:00 am
9:00 am to 1:00 pm
3:00 pm to 6:00 pm
6:00 pm to 7:30 pm
8:00 pm to ?

Set up for Public Show and Sale
Public Breweriana Show and Sale
Hospitality - open
Banquet and Convention Adjournment
Hospitality - open

See you in Madison, Wisconsin for NABA Convention #47 – 2018



NABA 46th CONVENTION REGISTRATION

July 25 - 29, 2017
Radisson Plaza Hotel
100 W. Michigan Ave
Kalamazoo, MI 49007
269-343-3333



Member Name _____ Spouse (if attending) _____

Address _____ City _____

State _____ Zip _____ e-mail address _____ Phone _____

Is this your first NABA Convention? Yes _____ No _____ If yes, you and your family are invited to a special Thursday evening gathering to meet your NABA officers. Please accept our invitation. How many will attend? _____

Member registration includes hospitality room beverages and snacks throughout the Convention, admission to the Friday Auction, room-to-room trading, various in-house events, Friday and Saturday banquets, Microbrew tasting and early admission to the Saturday Public Show.

MEMBER AND GUEST REGISTRATION

• Member registration fees: Before July 11 - \$85 per member (\$95 after) \$ _____

• Spouse/Adult Guest registration fees: Before July 11 - \$85 per guest/spouse (\$95 after) \$ _____

Spouse/Adult Guest Full Name _____

• Children pre-registration fee: Under 12 free. Before July 11 - \$35 per child age 12-18 (\$45 after) \$ _____

Children's names _____

• Wednesday Bus Brewery/Car Museum/Home Tours & lunch Tickets _____ @ \$45 per person \$ _____

• Wednesday Brewmaster Dinner (limited seating) Tickets _____ @ \$45 per person \$ _____

• Saturday Trade Show Table - Qty _____ @ \$15 per CENTER table Qty _____ @ \$25 per WALL table \$ _____

• Saturday Trade Tables (w/o Convention registration) Quantity _____ @ \$25 per table \$ _____

• NABA Membership Dues \$30 if dues have expired. Check your last BC for expiration date \$ _____

Note: Your membership must be beyond the date of the Convention (see date on BC) TOTAL \$ _____

Enclose check payable to 2017 NABA CONVENTION and mail this pre-registration form and check to:

NABA Convention 46
577 E. Chippewa River Road
Midland, MI 48640-8363

Phone: 989-631-7239 email: nababrew@comcast.net

Use this code: **NABA** to get our special group rate (See Hotel Ad Pg. 23)

See www.nababrew.com or *The Breweriana Collector* (pg. at left) for a summary of Convention Schedule

See www.discoverkalamazoo.com for other Kazoo activities

Please Circle: I plan to arrive on Mon Tue Wed Thu Fri Sat and leave on Tue Wed Thu Fri Sat Sun

Please Circle (IMPORTANT): I will stay for the Friday Dinner I will stay for the Saturday Dinner

See you in Kazoo! And don't forget we will be in Madison in 2018

Want To Take Home Some Swag?

What a deal! A great NABA Convention in Kalamazoo, enjoying some super craft brewed beers, and getting to take a little “swag” home! What is swag? It’s a reward offered to participants who have the time and energy to visit the participating breweries in Kalamazoo.

The beer culture is in full force in Kazoo. It’s a large part of the community; part of Kalamazoo’s life style. It’s woven into the fabric of this town they call home. With 12 breweries and counting, Kazoo has become a craft beer destination. What better way to celebrate than with a beer trail?

The Give A Craft Beer Trail is a fun way to experience Kazoo’s beer scene. Visit each participating brewery and collect a unique stamp in your passport (pick up at Convention registration). Once it is completed and stamped—you’ve got to get a stamp from every one of the participating breweries—return it to Discover Kalamazoo and receive your free Give A Craft Beer Trail swag. Or, NABA Convention-goers can simply turn in your completed Passport at the Registration Desk, and we will take care of getting your swag sent to your home!

What’s more; Bell’s Brewery (different from Bell’s Eccentric Café downtown) is offering some really cool Extra Swag for those venturing out to their Comstock Production Facility. But wait! If you are participating in the bus tour on Wednesday, the production facility is on the tour. We want to make it easy for you to get that swag!

Your Give A Craft Beer Trail Passport will be available in the NABA registration packet.

Gilmore Car Museum

The Gilmore Car Museum is

North America’s Largest Auto Museum. On a 90-acre historic campus automotive history comes to life. Visitors shoot the breeze in an old-fashioned gas station, children stand inches from a 1930 Rolls-Royce that’s from a Disney® movie, and grandparents reminisce about a ’57 Chevy that was the star of their yesteryear. More than 400 vehicles in 7 independent museum facilities are located on this one historic campus.

You can check out the museum at GilmoreCarMuseum.org for a great preview. What’s better yet, the Car Museum will be part of the Wednesday Bus Trip, and your Museum ticket is included in the \$45 bus trip fee. Normally our bus tours are \$35, but the extra \$10 helps cover part of the museum tour.

Space on the bus trip will be limited to 52 persons, so be sure to get your Convention registration in early and do not forget to participate in the tour.

13th Annual Brewmaster’s Dinner

Wednesday evening will be the time for the 13th Annual Brewmaster’s Dinner. Little did we know back in 2005 (South Bend, Indiana) that this annual event would take on a life of its own. What a great way to enjoy a gourmet, 4 or 5 course feast, than to mix it liberally with beer! The pairings for this year’s courses will be samples from Bell’s Brew-

ery. More than 25 years ago, the Convention host Patrick Henry Chapter held many a meeting at the original Bell’s site adjacent to the Eccentric Café. Patrick Henry member Larry Bell has been a long time friend to craft beer drinkers & breweriana collectors.

If you have never participated in a Brewmaster Dinner, you might want to give it a try. The cost is only \$45 a person, which includes the meal, beer, and of course, all gratuities. Why not give it a try?

Radisson Plaza Hotel

The home of our 46th Annual Convention will be the Radisson Plaza Hotel, one of the classiest hotels ever for a NABA affair. The room rate is \$105 night, but that includes free parking in the attached parking garage. We think the extra \$5 this year will be well worth it. All the amenities are described in this issue of the BC. One of the nicest things about this location is that a half dozen of Kazoo’s fine micros are within a 10-minute walk (or a 30-minute crawl).

If you’re interested in having more space, there are a limited number of suites available at \$155/night.

Don’t forget to make your room reservations early. Use the code NABA to get our special room rate. The deadline for making reservations is July 10, 2017. Don’t miss out on this great week in Kazoo.

A Special Notice from the NABA Auction Committee

More Items for the NABA Convention Members’ Auction

The NABA Auction has always been a great opportunity for you to expand your collection during the Annual Convention. This year, at Kalamazoo, the Auction Committee will attempt to increase your prospects by accepting items for the Auction from any NABA Members whether they are registered for the Convention or not. As usual, however, *attendance and bidding at the Auction will be limited to registered NABA Convention attendees. It will be the responsibility of any seller who is not registered to deliver his/her items to the Auction and re-claim any item(s) that are not sold.*

For further information, contact Kent Newton at 217-864-2292 or cedes85@comcast.net. We are looking forward to a well-attended and exciting Convention in Kalamazoo this year (July 25 - 29). We hope to see you there.

—Kent Newton, Auction Chair

Repros Running Rampant

by Ken Quaas

The parade of fake and phony “vintage” beer signs is continuing in force on eBay, as many counterfeit signs – most of which never existed in the size or format in which they are now appearing – proliferate. We continue to report on this unfortunate circumstance, because with so many being sold, it seems only a matter of time until they infiltrate the collections of unknowing breweriana collectors.

Why are repros a bad thing? Because they are falsely being marketed as “used” and/or “original” and “vintage.” Unknowing buyers are led to believe they are buying a rare antique. This belief is indicative of the hundreds of dollars these signs are often commanding, even though they may have only the value of scrap, because they are not authentic. This is a dishonest practice that is bad for the hobby.

Perhaps the biggest offender is porcelain reproduction signs, which have been “aged” to appear more authentic through purposeful chipping and rusting. But there are also many reproductions of old neon sign designs (coming cheaply from China) as well.

How do you protect yourself?

1. **Ask questions of the seller about the background of the item and seek assurance as to its age and authenticity.**
2. **Find out from whom you are buying. Is the seller a member of one of the breweriana organizations: NABA, ABA, BCCA, ECBA?**
3. **Look at what else the person is selling or has recently sold. Did the seller unload a “rare” sign three months ago that looks remarkably similar to the one currently listed?**
4. **When in doubt, reach out to fellow members to get their opinions.**

Many of these signs are being continuously offered by an eBay seller named Rustyrelicsart who also goes by the name Rustykrinkles. This seller will not even answer questions about his items – a first “red flag” warning sign.

Here and on the next pages we present a rogues’ gallery of just some of the known reproduction porcelain and neon signs, so that the buyer can beware.



WARNING SIGNS.

There's a lot of fake porcelain signs being sold on eBay lately. One culprit goes by the name of **rustyrelicsart** and **rustykrinkles**. They're the same person. He's selling fake signs on eBay, preying on the novice, young collectors who aren't educated enough to differentiate an original sign from a fake one. There's a few tell-tale “signs” to watch out for. Notice all of these signs have chips around the hanging holes and added rust along the edges. And you never see him selling a mint sign. Plus they're usually popular brands like petroliana, Harley Davidson, Coca-Cola and other beverages. Also the quality is poor, usually fuzzy or grainy. If it looks too good to be real, chance are it's not. And chances are if you buy a sign from **rustyrelicsart**, you're buying scrap metal. If you're sceptical, ask an expert. There are dedicated, experience collectors on facebook that are more than willing to advise you. Post a photo or link to the listing before bidding.

A PUBLIC SERVICE MESSAGE FROM SIGN COLLECTORS WHO CARE.

This bold “warning sign” was posted on Facebook, so that all 7600+ members of the Porcelain Sign Traders page on that social media site would be cautioned.

Porcelain Door

Pushes



Porcelain Signs



Neon Signs



RELAX WITH . . . GUS AND OLD READING BEER

THE GUS ERA 1934-1954

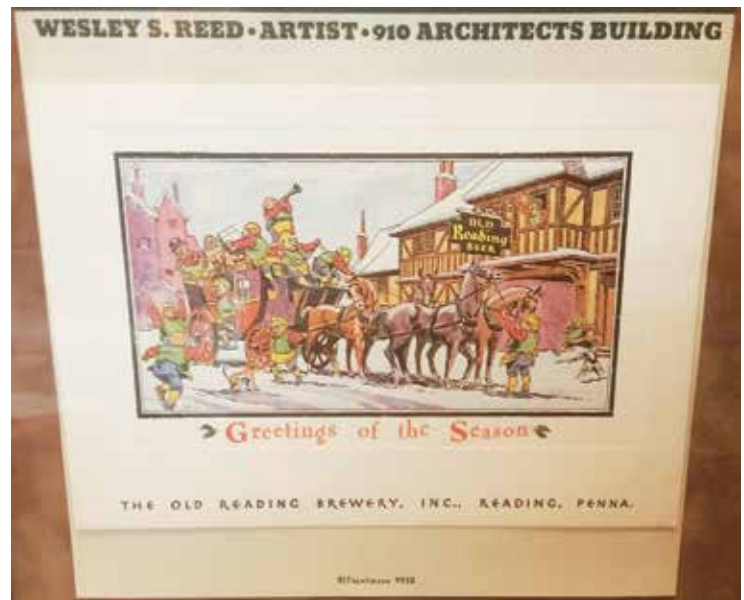
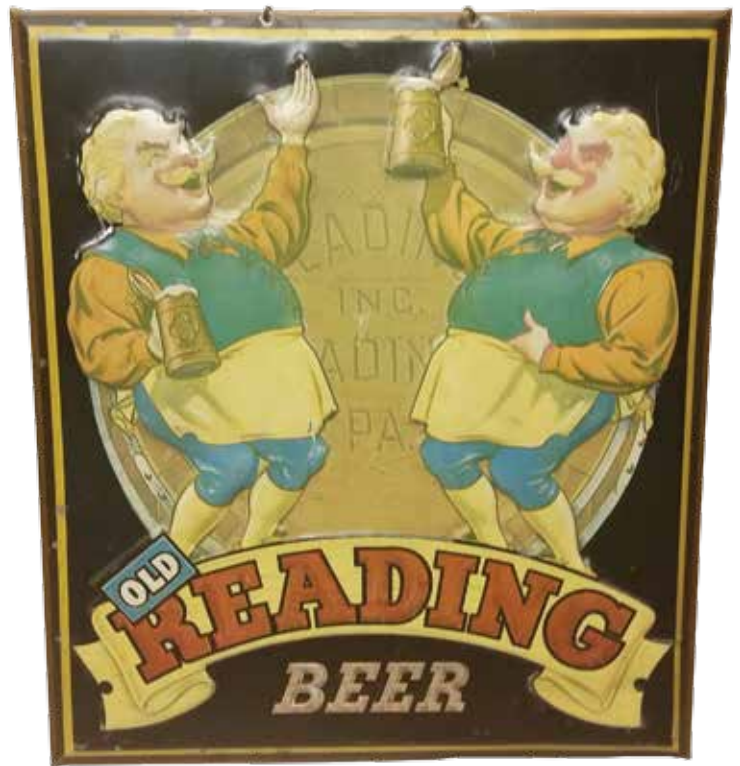
BY CHRIS WATT

In the previous issue of the *The Breweriana Collector* (Winter, 2017) you learned about the short-lived advertising campaign by Old Reading Brewery, Inc., in which they used the pinup art of Alberto Vargas to sell beer. While this ill-fated campaign lasted only one year, it is also notable because it ended a 20-year reign by the character that so strongly (and amusingly) represented the Old Reading brand; the character who ushered in the brand after Prohibition, and helped steward its success in the 1930s and 40s. This was the iconic “Gus,” and in 1954 he disappeared forever.

To discover how it all began we need to take a step back in time to 1934, just after Prohibition, when breweries were fighting to win back beer drinkers. Not only were breweries courting their loyal customers—they were also trying to win over beer drinking customers from other brands that hadn’t survived the 13-year period when America was dry.

In the eastern part of Pennsylvania and the greater Reading, PA area, there was no shortage of breweries. The Old Reading Brewery had significant competition and sought to develop a creative advertising campaign to win over a new legion of thirsty beer lovers. The highly popular and seemingly effective answer was to introduce a cartoon character that symbolized the venerable heritage and rich, Pennsylvania Dutch roots of Old Reading Beer. All of this was embodied by Gus.

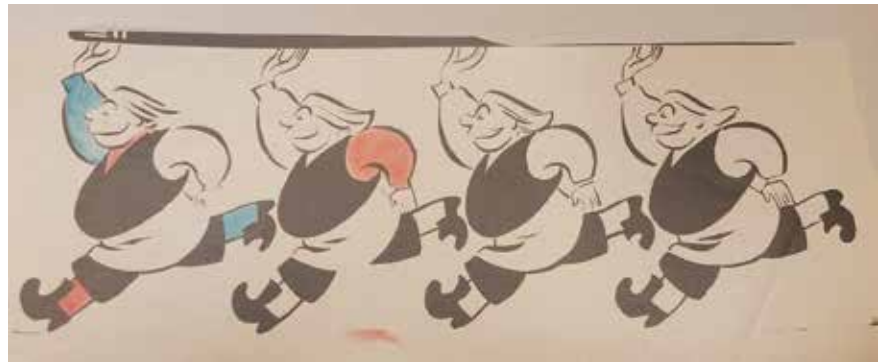
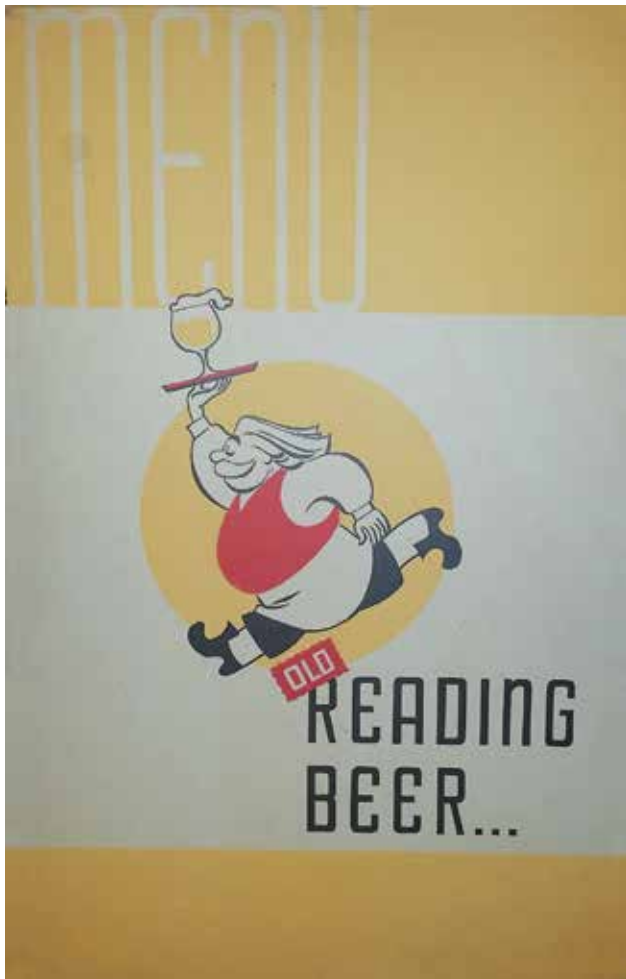
The Old Reading Brewery only had to look 65 miles down the road to Philadelphia, where they found a local artist who was commissioned to create a character that would resonate with the local Pennsylvania Dutch beer drinking public. That artist, Wesley Reed, created the jovial beer-swilling



An original Christmas card includes Gus artwork with Wesley Reed letterhead attached. An incredible find unmistakably linking Reed to the iconic Gus.

brewery worker named Gus. He later teamed with Adrian Bauer Advertising Agency and the Gill Glass Company (Gillco) to produce some of the most stunning pieces of breweriana that our hobby has ever seen.

We are first introduced to Gus with a stout, long-haired, simple looking image. A 1934 menu cover is the only known piece of advertising to be



Adrian Bauer Agency, Inc. March 27, 1935.

March 20	1144	Reading Beer Co. for 100 Reading Beer Bottles	10.00
		Reading Beer	
		100 (100) for 100 bottles	10.00
		for 100	
		Total	20.00
		Net	19.00
		Net	19.00
		Net	19.00

PAID

Adrian Bauer Agency, Inc. February 12, 1935.

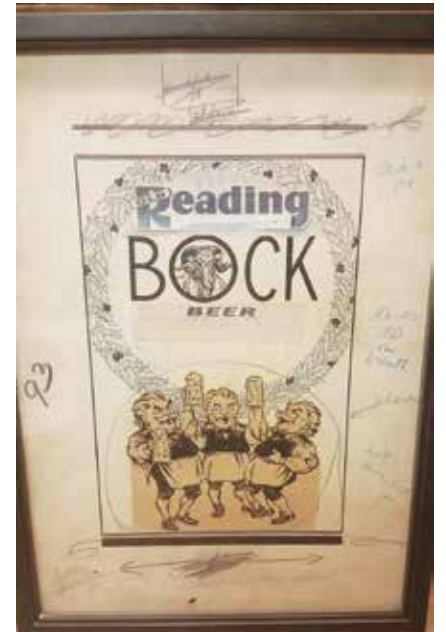
Feb. 12	84,742	Reading Beer Co. for 100 Reading Beer Bottles	10.00
		Reading Beer	
		100 (100) for 100 bottles	10.00
		for 100	
		Total	20.00
		Net	19.00
		Net	19.00
		Net	19.00

PAID

Adrian Bauer Agency, Inc. December 22, 1934.

Dec. 20	1079	100 Reading Beer Bottles	10.00
		Reading Beer Co. for 100 Reading Beer Bottles	
		100 (100) for 100 bottles	10.00
		for 100	
		Total	20.00
		Net	19.00
		Net	19.00
		Net	19.00

PAID



used with this early version of Gus. There were several other proofs that show this version, as well as the refined and most famous image of Gus, but these ads were never used. This early version was quickly scrapped for the stronger, more defined version of Gus that is so familiar in the numerous signs and chalk back bar statues created with his likeness.

Early invoices from 1935 show that he was first known simply as "Little Man" and it was not until a few years later that he seems to have been more formally named. Interestingly, his name only appears once, and that is on the small, stunningly-detailed figural tap knob where he is wearing a name badge on his shirt (see photo top of center column, p. 31). The *Little Man* invoice (above, center column) is an invaluable artifact that dates the beginnings of Gus. The pencil drawings first created by Wesley Reed, then submitted to the Adrian Bauer Advertising Agency, would later become a full variety of breweriana incorporated into all labeling on cans and bottles.

These early 1935 invoices are also important because in that year, Krueger Brewing



Original pencil art on sketch paper – a study for the beer can design.



Original photo with design modifications for the quart can, with original can.



The tap knob at the right is the only place we see the figure's name, Gus. It is shown here with a die-cut sign.

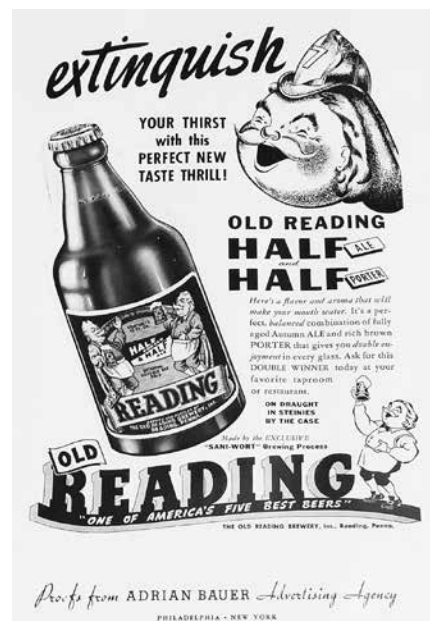


Original pencil print of 12 oz. conetop can with actual finished can. Notice different Gus design, especially in the length of his hair.



Quart conetop (right) with a die-cut sign of a conetop can.

This proof of an ad designed by Adrian Bauer Advertising agency shows the Gus head depicted in the original pencil sketch at the bottom of the prior page.

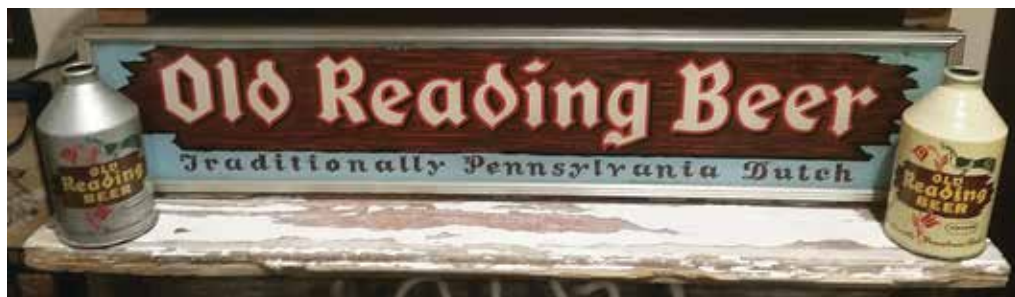


Company sold the first beer can. While it was several years before Old Reading followed suit, these early drawings show the company was already designing their quart and 12 oz. cone top cans well before they went into production. The inception version of the can shows Gus more closely resembling the original early version with a rounder face and longer hair. His image eventually changed during this early design process and evolved into the final production of the beer can everyone is familiar with today.

During the next ten years (from about 1936 to 1946) Gus would be used on just about every advertising point of sale item to market Old Reading Beer. Little did they know back then that some of the most sought after breweriana pieces ever produced would be from Gillco. Since

Wesley Reed and Bauer Advertising Agency were in Philadelphia, it would only make sense to reach out to Gillco to market Old Reading Beer. Gillco was well known for their quality light fixtures and their wonderfully graphic gas and oil advertising glass globes so it was a natural fit for them to get into the beer market with breweries all across the country fighting for market share.

By 1946, Old Reading had begun to scale back Gus as its primary advertising icon. The reasons for this decision are unknown, but one can speculate that the German-looking icon had fallen from favor after World War II. In addition (or instead) the marketing people at Old Reading may have felt that the older-looking Gus, in his traditional German attire, would not connect with a younger and more modern beer drinker. As a result, Gus was often shelved in favor of more benign Pennsylvania Dutch imagery featuring a wood grain and



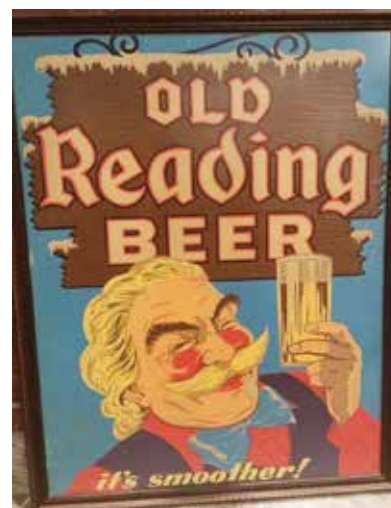
These items (signs and cans above and below) represent the phase-out period, with the wood grain and the distlefinks replacing the jolly Gus.

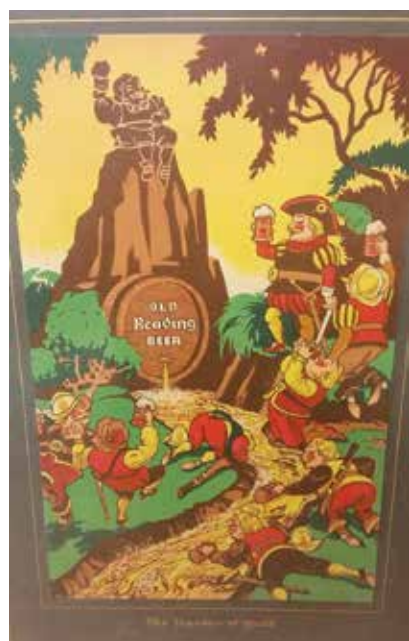
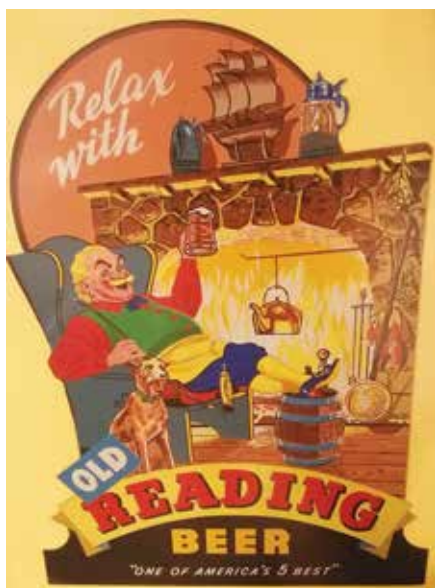


the locally-relevant distlefinks (a traditional Pennsylvania Dutch design motif in the form of a stylized bird).

At this point, Gus was seen mainly on product labels and chalk statues, until he was ushered out in favor of the Vargas pin-up girls explored in the Winter *BC* issue. Oddly, one of the last places Gus appeared was a 1954 newspaper ad, which also featured the Vargas pin-up art (see ad below center). This was a strange combination, but the image of Gus can be seen on a tap knob in the foreground, which was likely intended as a reminder of what customers would still see in their taverns, despite the promotion of scantily-clad, leggy ladies in most print advertising.

Happily for collectors, the jovial, winking Gus still lives in a wide array of beautiful breweriana items. This lovable apron-wearing brewery worker can be seen in various comical poses, winking, drinking, hauling kegs, and scolding his dog (who obviously wants a drink from his frothy beer mug). These prized pieces remain perennially popular and highly collectable.





Pencil sketch study for the art to appear on the TOC sign on pg. 29.



Editor's note: All items shown in this article are from the collection of the author. He can be reached at oldindianbeer@gmail.com



What's Brewing?

by Ken Quaas

Aloha to a "Royal" find

Ask any veteran breweriana collector. Just when think you've seen it all, you discover something else and realize there's always something more out there somewhere. NABA member Pat Franco will tell you that. He and his dad, Edward, live in the Portland OR area and have been collecting breweriana for more than 40 years. During that time, they've each seen a lot, while amassing a formidable collection of West Coast beer items. Pat specializes in Lucky, Regal, and Golden Glow brands, all bygone brands from the Bay Area, where he was born and raised.

In addition to collecting these brewery treasures, the Francos also collect from Hawaii, Edward's childhood home. At 87, Edward well recalls when the beautiful group of Pacific islands was not yet a state. He remembers when Primo and Royal beers could be found on tap in the local watering holes of Honolulu. In fact, he drank both local brews.

When Primo was primo

As many collectors know, breweriana from the Aloha State can be scarce. Not surprisingly, the best-known native beer was Primo, which was the largest Hawaiian brand and the only one to survive Prohibition. Primo escaped oblivion a second time, when Schlitz bought the parent Hawaii Brewing Corp. in 1963. They brewed it, first in Hawaii until 1979, and then in Los Angeles until 1997. That's when Pabst, which has become the great brand reviver, stepped in. After acquiring the Schlitz brands in its 1999 Stroh's acquisition, Pabst revitalized Primo in 2007 after a ten-year production hiatus.

A second brand is crowned

When Prohibition's darkness ended in 1933, two breweries rose in the Hawaiian sun. There was the newly-named Hawaiian Brewing Co. (formerly Hawaiian Brewing and Malting Co.) the makers of Primo. And there was a second upstart, The American

Brewing Co. American introduced a new brand to compete with the venerable Primo and named it Ambrew. When this didn't catch on, American introduced a new brand in 1937 with a more regal name: Royal.

The new Royal had more success and came in pilsner beer and "English-style" ale versions. Unlike Primo, however, the American Brewing Co. and its Royal brand (like hundreds of small regional breweries across America) did not survive. It was staggered by competition from the "national" mainland brands like Budweiser, Pabst, and Schlitz, and closed its doors for good in 1962.

A junk shop discovery

The Francos have long collected breweriana from both post-Prohibition Hawaiian brands. Yet finds of the smaller Royal have been extremely scarce. Before the summer of 2016, neither had ever seen a Royal ball knob surface in any collection. And then, as Pat tells it:

Michael Boardman is a friend of mine who is in the hobby and also likes Hawaiian breweriana.



The Royal tap knob sits proudly in a central position of honor within the impressive Franco collection.

He was vacationing in Honolulu this past summer and while his wife was shopping, he decided to hit some antique shops. He happened onto a junk store and the owner was pretty knowledgeable about Hawaiian beer stuff. He had some Primo items including a nice 1959 aluminum flat top (author's note: In 1958 Primo broke new ground as the first American beer



This Lucite tap handle from the 1950s is one of only two known and was found at the same time and place as the ball knob face. (Collection of Michael Boardman).



to be packaged in an aluminum can). The shop also had a Royal Lucite tap knob, (see picture) which Michael bought and is only the second one I've seen.

Michael was excited to score these rare items. He sent a photo of the Royal Lucite handle and I went nuts. I have been trying to find one for years. Then he sent me another photo of what he thought was a button for Royal beer that he had passed on. But by the time I got the photo, he was already on a different island.

I knew right away that this "button" was actually the face of a ball knob. I called Michael back and he called the shop owner, who took a credit card and sent it to Portland.

The one and only

Once he had the ball knob face, Franco contacted long-time friend and NABA member Brian Anderson, who has an extensive West Coast ball knob collection. Anderson was able to provide a spare knob in the correct size and design for that type of insert. Since acquiring this piece, Franco has shown it to all the leading West Coast collectors and also has shared pictures of it online on the different breweriana Facebook pages. No one has come forward who has ever seen another Royal Beer ball knob.

The Royal brand has long had a special place in Pat's heart. "Growing up I was always fascinated by our family's Hawaiian heritage and my dad's passion for it. When I learned from my dad that Royal was



Some of the Royal rarities in the Franco collection include a 1940s cardboard trolley ad, a longneck bottle in pristine condition and a 1950s coaster, which is extremely rare.



the beer my grandfather drank, I pursued any of its breweriana that I could get, even though it is just about impossible to find."

Pat says his dad was simply amazed when he first showed him the junk shop find. "It's such a special piece and it connects me to my dad and grandfather, and that's what's most important to me. I've had some big offers for

it, but I'll keep it forever." So, if you want to see a Royal Beer ball knob in person, you'll have to pay a visit to Pat Franco's house, where it proudly sits on the bar amidst his remarkable breweriana collection. Either that, or you can find one of your own. As Pat will tell you, you never know what you'll discover next.

Haffenreffer name stands tall again

It's always an interesting story when a beautiful but abandoned building that was once an important part of the fabric of an area is renovated for new use. For breweriana collectors, the story is more intriguing in the rare instance when a new brewery takes the place of an old one in the same historic building.

Such was the case in 1984, when the newly-formed Boston Beer Co. joined other businesses in a sprawling industrial complex in Jamaica Plain, MA—just outside of Boston. That complex was once the proud home of the Haffenreffer Brewing Company, and Boston Beer (makers of Sam Adams) proudly tout that fact. But it's only been a recent renovation at the complex that has made the Haffenreffer connection obvious for all to see.

The heart of Sam Adams

Boston Beer's Jamaica Plain brewery has since become a heavily-visited local landmark. This facility has served as the symbolic heart

of the Sam Adams brand and its astonishing success, especially in terms of research and development of the various Sam Adams varieties. Because the facility had limited size and brewing capacity, founder Jim Koch needed to contract with other breweries to brew enough beer to keep pace with consumer demand. Over time, Boston Beer went from contract brewing to acquiring breweries with greater production capacity in Cincinnati (the former Hudepohl-Schoenling, purchased in 1997) and Breinigsville, PA (the former Schaeffer and later, Stroh's, purchased in 2007).

Restoring a fallen name

As for Haffenreffer, although its ancestral home was preserved and is once again a brewery, its name had literally fallen. For years, the large, iconic chimney at the former Haffenreffer complex had been missing some critical letters that had once boldly spelled out the old company's name for all to see. Originally soaring to a height of nearly 150 feet, the chimney was in such disrepair that the top 30 feet were crumbling and represented



For more than 30 years, the smokestack was missing "Haf" of its original name, before these letters were recently added (photo below).



a safety hazard. As a result, they were removed in 1986. Unfortunately, this process also eliminated the "HAF" of the old brewery's name. For the next three decades, its vertical labeling was sadly shortened to: "FENREFFER BREWERS." An entire generation must have grown up believing that to be the brewery's former name.

Happily, in December, 2016, the "HAF" lettering was re-applied. This restoration effort was five long years in the making, spearheaded by local artist Bob Maloney, who had been long-bothered by the smokestack's shortcoming. "I live a block away from there and saw it on a daily basis," he told the *Boston Globe*. "And most people just thought the name of the old brewery was 'Fenreffer.' It's always been a wrong that I felt needed to be corrected."



This 1889 letterhead pictures the brewery and its large smokestack, a highly visible advertising vehicle.

Maloney took action. He designed a crown of stainless steel that sits atop the chimney, to which was mounted the missing three letters, each about four feet high. He persuaded the brewery complex's owners to support his idea, and also secured a grant toward the \$55,000-dollar cost.

Remnant of a rich history

Perhaps no one would be happier about this proper name restoration than the brewery's founder, Rudolf Haffenreffer. He opened his brewery in the Jamaica Plain complex in 1870 and it became one of about 25 breweries in the area. By the 1960s it was the last regional brewery still standing in the Boston area, as pressures from bigger national and regional competitors had squeezed the others into submission.

Unable to effectively compete, the Haffenreffer Brewery and brand names (which included the once-popular Pickwick) were sold in late 1964 to its largest regional competitor: Narragansett of Cranston, RI. In an interesting family twist, the beer was still owned by the Haffenreffers, as different grandsons of founder Rudolf owned Narragansett (once New England's largest-selling beer). So, cousins sold to cousins. But the buyer cousins shuttered the old Jamaica Plain facility and moved production to their larger and more modern Cranston facility. By 1965, Boston no longer had an active brewery for the first time in 300 years.

Narragansett continued to brew the Haffenreffer and Pickwick labels. The Haffenreffer brand name devolved to being most recognized as the makers of Private Stock Malt Liquor (first introduced in 1953). Private Stock was notoriously nicknamed things like "Green Death" and "Haffenwrecker" by young beer drinkers for its potency and availability in 40-ounce green bottles.

Surviving Narragansett, then Falstaff

Just after the Haffenreffer acquisition, Narragansett itself was purchased in 1965 by the



Prior to Prohibition, Pickwick was a brand owned by the Harvard Brewing Co., as seen above by this self-framed tin sign, collection of Dan Morean.

Falstaff Brewing Corporation. For a time, Narragansett functioned as a wholly-owned subsidiary of Falstaff, under Haffenreffer family management. Falstaff was the third-largest brewer in America by the 1960s, with several plants across the country. But its acquisition of Narragansett proved disastrous, as Falstaff was slapped with an antitrust case following the purchase. It fought the suit for eight long years before finally winning. Drained by its battle with the government, and with pressure from the “national” brands, Falstaff never recovered.

Not surprisingly, the Narragansett and Haffenreffer brands declined along with the fortunes of parent Falstaff. Narragansett’s Cranston brewery suffered a slow strangulation and closed in 1981.



After Prohibition, Haffenreffer strongly promoted its Pickwick Ale brand as seen by this Leyse aluminum sign (top, collection of Steve Freedman), and leveraged the Dickens-created “Mr. Pickwick” character, seen in this 1940s era chalk statue (above, collection of Steve Freedman) and red tray upper left (collection of Ken Quaas).

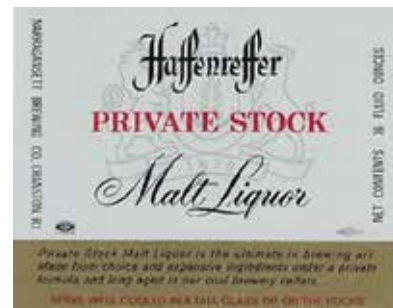
Thereafter, the Haffenreffer brands (now owned by S&P Corp., which acquired Falstaff in 1975) were brewed in different breweries outside of New England, and finally discontinued in 2013.

Happily, the grand structure that once housed Haffenreffer is still in good use as the host to Boston Beer. The complex was deemed to have enough architectural merit and rich heritage that it was listed in The National Register of Historic Places. And the

Pre-Pro embossed bottles, emblazoned with the Haffenreffer and Boylston names. The brewery was originally The Boylston Lager Beer Co. in the 1870s (Collection of Bruce Mobley).



This 1930s tray carries the once-familiar Haffenreffer script, later adapted for the infamous 1950s Malt Liquor label (below).



once-illustrious (and admittedly long) Haffenreffer name has risen again in Jamaica Plain. The “HAF” has been restored to the iconic smokestack, to successfully form a new whole.

Seven square inches of introduction

The story of the common business card

by Clayton Emery

The broad scope of breweriana collecting offers many options, big and small. In days past, breweries employed a wide variety of marketing tools – some of which continue today. Besides, the marketing industry doesn't change: The best way to sell your product is to keep it in the mind of the buyer. As we all know, advertising methods include elaborate-looking mirrors and metal signs, colorful labels, and printed art depicting a beer brand or brewery with some visual center of focus (a woman, animal, or building).

Sometimes the initial act of engagement can be as simple as a name and number.

If I was to ask you what is the most compact business marketing tool we use today, what would you say? Your computer? A cell phone?

Truth is, the smallest marketing tool is the commonly used business card. Through time, the humble business card has been a common vehicle of introduction to a person or product.

Business cards have been referred to by different names through the ages: bearer cards, calling or visiting cards, and trade cards. They have evolved, serving as simple forms of advertising, straight through to the conveyance of personal and business status.

Brief History

An early version, called bearer cards, appeared in late 16th century France and England. Often, they were playing cards signed by gentlemen and used to document an obligation of debt or repayment, or a personal message of intent.

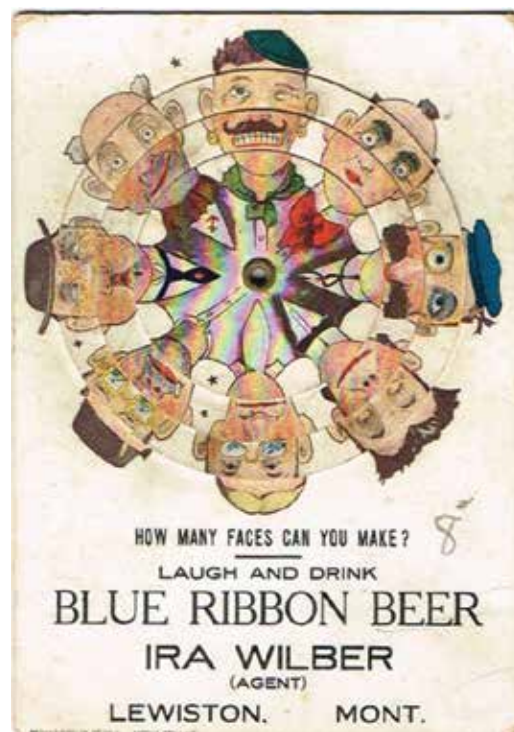
Prior to that, visiting cards were used in 15th century China. They were used to announce an arrival, and were passed from the visitor's servant to the host's servant.

In time, the practice of handing out cards became a fashionable trend that applied equally to men and women of the day. As society matured, complex, rigid, and sophisticated rules surrounded the use of cards in Europe, and these rules made their way to North America during the mid-1800s.

While early calling cards were somewhat simplistic, designs became more elaborate in time and through competition. The more attractive cards were frequently kept in family scrapbooks.

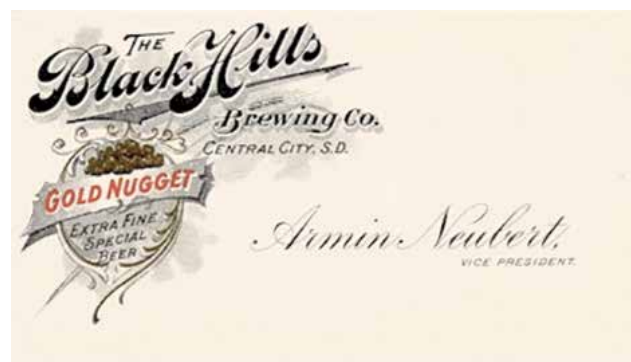
This use of calling cards became the foundation of the tradition of exchanging holiday cards.

Calling or bearer cards transformed into trade cards, which were much bigger and became exclusively commercial. Trade cards were often marked with directions to store locations (there was a lack of numbering systems in towns). They also served as advertisements for the business, including contact information. Those with blank backs served additionally as invoices, receipts, price lists, and other hand-written documentation.



The introduction of color printing techniques and smaller presses allowed less expensive production. Great looking cards became affordable to both big and small businesses. Still, because color print remained rare, the eye catching designs once again became items that people collected and saved in scrapbooks.

By the 20th century, print advertising began taking the place of trade cards as businesses decided where to place their marketing dollars. Children found the practice of collecting cards old fashioned and by 1920, trade cards all but disappeared.

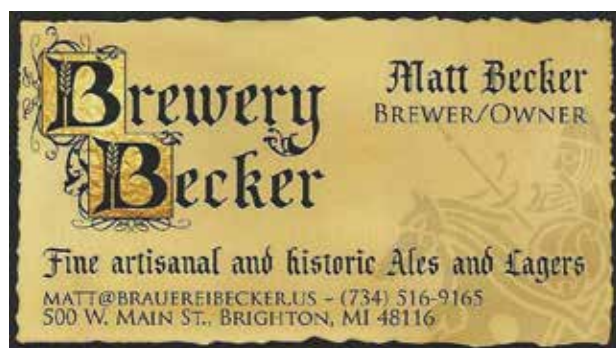
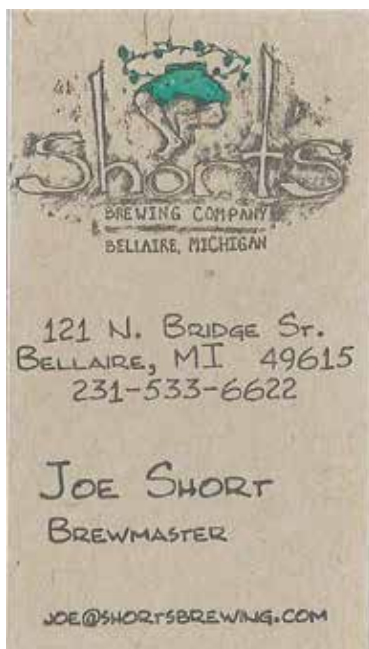


Vintage West Coast Brewery cards courtesy brewerygems.com

Contemporary Collecting

Today almost everyone has handed out or been given a business card. Some cards show no affiliation to a business or product, as they are personal cards. Today's cards might be made of plastic, wood, or metal; have multiple faces; fold into unique shapes; or have interesting die cut features.





Business cards are becoming popular again. With the almost-daily opening of a brewery or the release of a new beer product, these inexpensive but attractive pieces of breweriana are gaining appeal with collectors. Not only are there new breweries opening every day, but they are always trying to update their style. This encourages collectors to return to a brewery several times to discover new cards. This is both good for business owners, and good for collectors.

In addition, nearly as quickly as micro-breweries open, some close down. Some of the favorite cards in my friends' collections are the now-defunct craft breweries of Michigan.

Ken Gretzinger from the Badger Bunch in Wisconsin might be considered the King of Cards.

He has been at this since 1987 and collects business cards from any craft brewery in the United States. His collection tops 28,000 cards.

One major positive surrounding this type of collection is the small amount of space cards take up. Another is the fact that almost every brewery has business cards, and you're sure to be able to get them free.

Like the sports cards we traded as children, the ease of collecting brewery business cards might be a key to getting younger people interested in our hobby. Who knows? Maybe brewery cards will spark an interest that will turn a member of the next generation into tomorrow's Adolphus Busch.

Happy Collecting!

Bringing it all home

by Jerry Porter

St. Joseph is a city in the northwestern part of Missouri, on the Missouri River, which separates the state from Kansas. The city is best known as the starting point of the Pony Express, and for the ending of Jesse James, the infamous outlaw, who was shot to death at his home there in 1882.

My story also starts and at least for now, ends in St. Joe, and spans a period of almost 160 years. It begins in 1857, three years before the Pony Express helped put St. Joseph on the map by transporting mail to the expanding American West. A young German immigrant was on a journey to California. The young man had been in America for



This large, 3 ft. by 5 ft. embossed tin sign promotes the 1940s "famous for its flavor" Goetz advertising theme.

just three years, and learned English while working at his cousin's grocery store in Buffalo, NY. Like so many other ambitious young men of his time, he intended to make his fortune in the California Gold Rush, which had captured the imaginations of his generation.

On his way west by railroad and then steamboat, the man stopped in St. Joseph. He must have liked the place, because he abandoned his journey west and started working for a local firm, the Henry Nunning Brewing Co. He knew a thing or two about beer from his early years in the old country.

In 1859, after just two years at Nunning, he left to start his own company at the tender age of 26. He called it City Brewery. The young immigrant brewer was my great-great grandfather, Michael Karl (M.K.) Goetz. His enterprise would eventually take his name and become the largest and most successful brewery in the region.

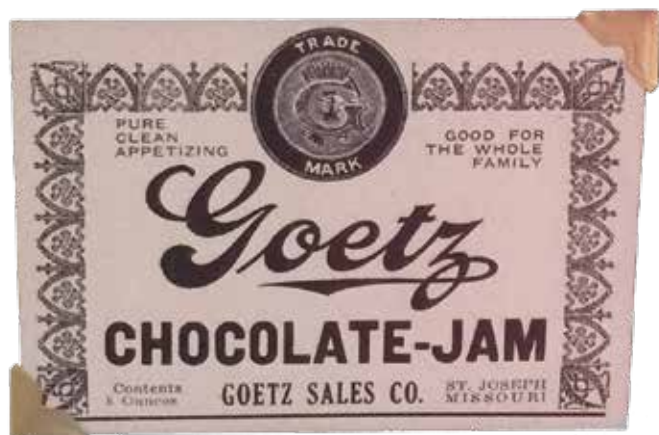
As the brewery became more widely known for its excellent beer, it expanded three times between 1870 – 1890 to meet demand. During this period, the brewery was renamed as the M.K. Goetz Brewing Company. The business continued to flourish even after founder M.K.'s death in 1901. His four sons, including my great grandfather, successfully carried on operations.

And while so many breweries were shuttered forever following Prohibition in 1920, Goetz was one of the rare breweries that prospered during that time, thanks to Country Club "Special," a non-alcoholic brew that would spike easily with grain alcohol to both taste and perform like real beer. Goetz also made various sodas during Prohibition with flavors like strawberry, grape, ginger ale, orange, and perhaps the most unusual: "Chocolate Jam."



This embossed tin sign (above) and metal flange sign (below) promote the brewery's Prohibition era "Special" brand, which used an upscale name to promote its no-alcohol beer.





Goetz marketed a full line of soft drinks during Prohibition, including the curiously-named Chocolate-Jam. This label was found by the author when going through some family artifacts that had been packed away for more than 70 years. It is the only one known.

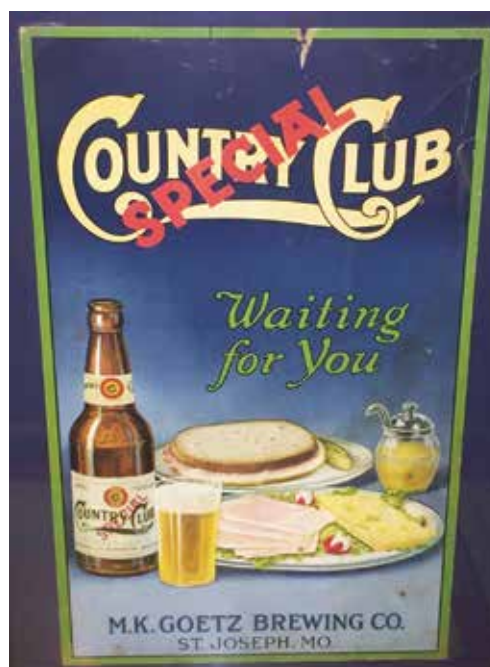


After Repeal in 1933, Goetz was well-prepared to begin brewing “real” beer again, and sought to expand its market to much larger Kansas City, just 55 miles to the south. But legendary political boss, Tom Pendergast, who controlled Kansas City with an iron fist, blocked the path until Goetz agreed to build a brewery there. That plant opened in 1936 and Goetz and its Country Club brand continued to thrive in the Midwest. The American brewing industry experienced its great consolidation in the 1950s, when national distribution and TV advertising fueled the likes of Budweiser, Pabst, and Schlitz while it harmed smaller, regional breweries.

In 1961, after 101 years of independence, the M.K. Goetz Brewing Co. was purchased by Pearl Brewing Co., of San Antonio, TX. Pearl had recently rejected a purchase offer from Pabst Brewing Co. and was trying to compete on a more national basis. Pearl viewed the acquisition of a successful Midwest brewery as an important first step.

Subsequently, Goetz brewed all of the Pearl brands for distribution in the north, and Pearl produced Goetz’s leading brand, Country Club malt liquor. Country Club proved very successful for Pearl, and is still produced today by Pabst, which long ago acquired the Pearl brands

Now it’s almost 160 years since my great-great grandfather, M.K. Goetz, started his namesake brewery. Thanks to my brewing family heritage, I’ve long been a collector of Goetz breweriana and other pre-1950 advertising, both breweriana and beyond. Until this year,

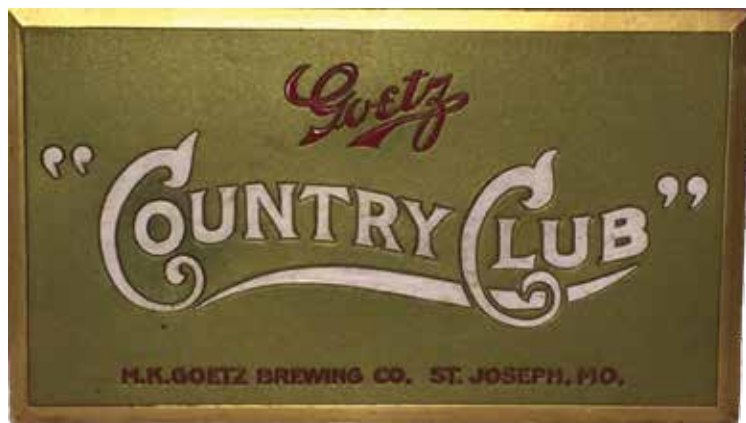


Like the Goetz brewery itself, these rare cardboard signs survived Prohibition. Above, a large, tri-fold diecut display provided reassurance that the non-alcoholic Special brand “satisfies.” The 12 oz. longneck bottles in front mirror those on the sign and show the sign’s scale.

At left, this 16 in. by 21 in. cardboard sign used in grocery stores reinforced that Special was an ideal accompaniment to a meal.



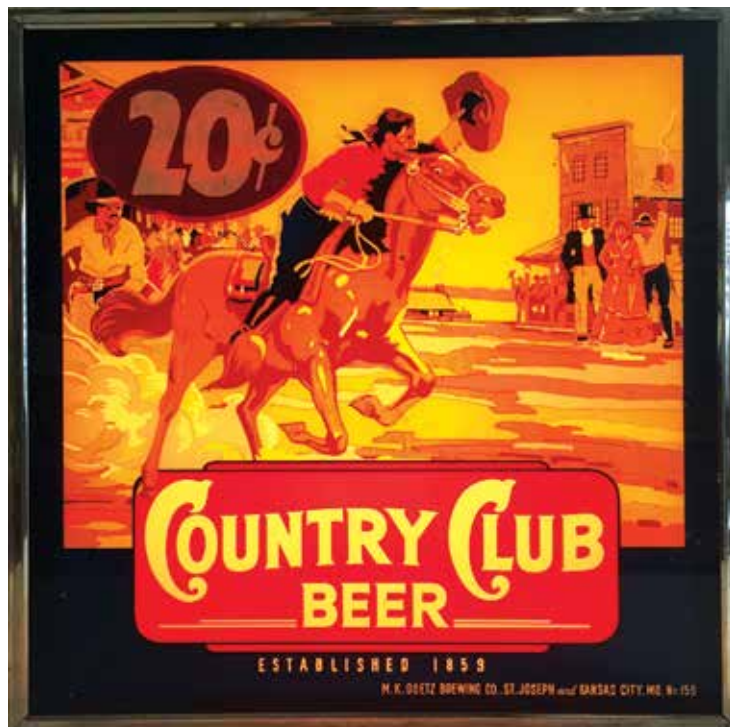
This register light promotes the “famous for its flavor” theme, widely used by Goetz in the 1940s.



Tin over cardboard signs. Left from the 1930s and right, 1944.



Goetz introduced its "Pony Express" advertising campaign in the 1950s capitalizing on St. Joseph's history as the starting point of the Pony Express and the popularity in that era of all things Western and cowboy-related. The individual bottle price of just 20 cents is touted in the reverse-on-glass back-lighted sign (right), 12 in. by 12 in.



my wife Rebecca and I had been living in Georgia for 25 years. But in all that time, it just didn't feel like home and I had a desire to return to my family roots.

So, we moved back to St. Joe, into a house in the Robidoux historical district, named for the city's founder. We recently discovered that one of my ancestors had once lived in our house, which is just four blocks from where the Goetz brewery (closed in 1976) had been located. Funny enough, that's the same year I started collecting breweriana.

Although the brewery was demolished long ago, the cooperage house stands just a few doors down and is currently being renovated as a private residence.

Continued next page.



Postcard, circa 1936, shows the newly-built second Goetz brewery in Kansas City, (courtesy of Brookstonbeerbulletin.com).



These pieces of 1930s advertising, including the rare reverse on glass light up sign above (12 in. by 22 in.) celebrated the return of Country Club as a real beer, back on tap at local taverns.

I am enjoying being back home and getting reacquainted with the history of this city and my own heritage. In fact, family members run the Pony Express museum here in town. And I am happy that all of the Goetz breweriana that we have collected, like ourselves, have finally returned home.



Mid-1930s etched glass neon sign, 15 in. by 25 in.



Editors note: All of the breweriana pictures with this article are from NABA member Jerry Porter's personal collection, which, like Jerry, has now returned to St. Joseph, where the Goetz Brewery and its Country Club brand began. Jerry says of the picture of himself (he's shown on the left): "This sign [above Jerry in the picture, and shown lit below] was actually found in California by Trey Rowe. The gentleman I'm standing with is C.B., who restored it. C.B. made most of the neon signs for Goetz – he said at least a couple thousand – back in the day."



♦Buy♦Sell♦Trade♦Buy♦Sell♦

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.

rV181

BUTTON SIGNS wanted. I am a serious collector of buttons and have 125. I am looking for others in excellent condition. I'm willing to buy or trade for excellent TOCs in equal trade. Please send photos of any you have that are available and what you want for them, to Barry Hunsberger, 7057 Queenscourt Ln., Macungie, PA, 18062; barryMGD@aol.com, or 610-391-1920.

rV181

MEMBERS-ONLY Sale!

Breweriana Collector special set of 50 issues: Only One Bundle Available. Bundle includes 50 select past issues of NABA's premier BC magazine: don't miss 1996 #93: Breweries of Kenosha; 1998 #102: Beer keg revenue stamps; 2001 #114: Fesenbeier of WV; and many more. \$75 postage paid. gbaley@comcast.net

NABA

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

**We are sorry to report that
former NABA Member
and fellow collector**

Bill Cress

**died quietly at his home
in early March, 2017.**

**He was 81 years old and is survived
by his wife Doris.**

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

APPLICATION FOR MEMBERSHIP

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OR join online via our secure server, using a credit card or PayPal: See NABABREW.COM and hit the "JOIN" button. 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!).

Name _____ Spouse _____

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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 |
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| <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

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: (?)

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: John Ferguson, 3239 Five Points
Rd., Indianapolis, IN 46239;
fergkate@comcast.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: Paul Cervenka, 630-379-1522,
cerpaul@aol.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: Dan Hable; 18675 Ibsen Rd.; Sparta,
WI 54656; 608-269-1199; dwhable@yahoo.
com

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 ad-
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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	February 20	April
Summer	May 1	June
Fall	August 20	October
Winter	November 20	January

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