



The BREWERIANA COLLECTOR

A publication of the

*National Association
Breweriana Advertising*

"America's Oldest National Breweriana Journal"

Volume 178

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SUMMER 2017

Member profile: Dan Morean

**Eastern Region: The Finest
Beer In Town - When
The Duke Ruled
Pittsburgh**

**The Might of Stite:
Because Malt
Liquor was
Quicker**

**Wiessner
Brewery Bldg.
Again Stands
Majestically in
Baltimore**

**Bookshelf:
Brewing Beer
in the Forest City**

**Also: NABA
Convention #46
Schedule
& Registration**



President's Message

Greetings one and all!

The cold weather is behind us and now it's convention season! Three clubs are going to Ohio this year, with the combined ABA/ECBA meeting in Canton, and BCCA flocking to nearby Cleveland. NABA is venturing to Kalamazoo, Michigan and the official dates are July 25-29. We recently had our quarterly NABA Board meeting there at Bell's Brewery in conjunction with the Patrick Henry Chapter breweriana show. What a great town, filled with high quality breweries and many (thankfully) within walking distance of our Convention hotel. Speaking of which, we also had a chance to tour the beautiful Radisson Plaza Hotel, where we will be hosting the Convention.

Finalize your Convention plans now!

Convention chair George Baley has tirelessly spearheaded the planning of what promises to be one of our best Conventions. Please send your registration forms to Dave Alsgaard as soon as possible and contact the hotel for your reservation. Finally, please consider what you might want to sell during our much-anticipated Friday Auction.

The Growth of the Magazine

As you know, we have expanded the magazine from 40 to 48 pages. In recent issues, we have had outstanding contributions from many writers new to our magazine, with this month's terrific feature on Duquesne by Will Hartlep being an excellent example, and Barry Travis's look at Gluek's Stite malt liquor as another.

Do you have a story idea? Would you like your collection to be featured in this magazine? Have a look at the great fea-

tures on two of our members, Jim Mickinak and Dan Morean (yet another fine article by Ron Small) in this issue. These offerings are a part of celebrating our members and the hobby. If you'd like to contribute, Lee and Ken make it easy. They can help you shape your article and turn you into a published author. Please contact one or both – Lee is at Falconer@swva.net and Ken is at Ken@consumertruth.com.

Currently, we are exploring putting our back editions of the *Breweriana Collector* on the website so they can be enjoyed by our members for both reading pleasure and research/archive purposes. This will be another added value to your NABA membership.

The Growth of our Membership

This is an unbelievable story. In what must be a record, we have added 60 new members in the past 6 months! That's a rate of 10 per month. Many of our new memberships have come from collectors involved on the various Facebook pages focused on our hobby, including our own (be sure to check it out!). We thank many of you for your referrals, as well as the strong outreach efforts being done by the members of your Board. All of this has increased

our membership to almost 750, nationwide. That said, there are many membership dues expiring in June, so please don't forget to renew. NABA does not want to lose you!

Developments on the Board

Speaking of our Board meeting, I am very pleased to announce that Ken Quaas was affirmed as our new vice president. Ken is a long-time member, collects primarily New York City breweriana, and has been serving on the Board for a couple of years. A marketing and communications consultant by trade, Ken also has been very active in working with our editor, Lee Chichester, in building the *Breweriana Collector* into the best magazine it can be, a true asset to NABA for the enjoyment and education of our members.

In closing, I want to thank all NABA members for their continued interest in this great breweriana hobby. The Board is interested in hearing your feedback and having you volunteer your talents to our many endeavors. Please reach out to me at Fergkate@comcast.net to learn how (or to offer ways) you can become involved.

Onward to Kalamazoo!
John Ferguson



The vibrant barroom at Bell's Brewery in Kalamazoo, MI – one of the many local craft breweries to experience during NABA's Convention, from July 25-29.

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

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Sue Kulig (Mick)
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Schmidt - St. Paul, MN and Heilman - Lacrosse, WI: Looking to sell my collection/items.

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Harold Williams (Julie)
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Scott Ziemba
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beertrays@yahoo.com
Beer trays, openers

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

EXECUTIVE SECRETARY'S REPORT

The clock is ticking toward the 46th Convention in Kalamazoo, July 25-29th. We have repeated the key registration information in this issue of the *BC*, plus updated some new specifics (at right).

Remember, current membership is required for Convention attendance. If your membership date is June 30 (see back page of this issue) you will need to renew either on your Convention registration or at the door in Kalamazoo. Our membership database is managed digitally. If you are a current member whose membership expires on June 30, and you have an email address on file with us, you will receive (or have received) a renewal email. Then two weeks before expiration, a reminder email will be sent followed by a final notice upon expiration.

We need your help to assure an accurate email address for you. We know some members do not use emails, but for those who do, it would be helpful if, upon changing your email address, you would notify us. Go to nababrew.com, log in with your old email address, and change to the new one. At present, we have over 40 members whose emails come back to us as invalid. The same change process can be managed by you for phone numbers.

Several members (Snow Birds?) move back and forth between the north and Florida or Arizona and fail to let us know to change their address twice a year. With a publication date of April, June, October, and December, we need your address by the middles of March, May, September, and November so you won't miss any issues. The additional cost to mail a single copy to a new address is \$2.50 and probably rising. If that happens twice a year, it adds up and in effect exceeds 15% extra cost for that member to receive his/her *BC*. Please help out by letting us know.

The Convention is the time when we elect members to the NABA Board. This year you might wish to place your name in nomination. If you choose to stand for election, let me know and I will place your name on the ballot to be voted upon on July 28th at the annual meeting. Board members are expected to attend 3 meetings each year. They include the annual Convention, a second usually in October/November and a third normally at the site of a spring breweriana show near or at the next year's Convention site.

We have selected a site for the 2019 48th Convention: Cincinnati, Ohio (actually Hebron, KY) at the Marriott Hotel. Those of you who have attended the Luck of the Irish show headed by Dave Gausepohl know the place. The "footprint" of the hotel is exactly like the one last year (The Renaissance) in Indianapolis. **The dates are 7/31/19 to 8/3/19. Be sure to mark your calendars.**

Kalamazoo Convention Update

Get your hotel reservation in now! The cutoff date to be in the NABA bloc is July 10, and it looks like we will be filling our quota for rooms at the Radisson. Our room rate is \$105/night for a room with two double beds.

Typically, the Tuesday/Wednesday nights fill early because of the bus trip and Brewmaster Dinner on Wednesday. The hotel has a parking garage attached by a walkway, and our rate includes free in and out parking. Some early reservations may have been quoted at \$110 (a clerical error) so anyone holding a \$110 rate can get it adjusted upon registering.

The Wednesday bus trip includes: • Bell's Production facility • Bill Norton's Collection • lunch at Bell's Eccentric Café • a couple of craft beer stops • Gilmore Car Museum (GlimoreCarMuseum.org). Aside from having several hundred vehicles showcased in settings indicative of each car's era, they have a tap room with micro beers on draft!

The Brewmaster dinner on Wednesday evening will feature courses paired with Bell's Brewery beers.

Thursday's seminar series includes a beer style presentation by Dave Alsgaard and Rayner Johnson, a talk by an author on Michigan Craft brewing (see details on p. 22), and (still in the planning stages) a session on how to photograph etched glasses.

Friday's Auction promises to be an event you do not want to miss, and is followed by the Full Bottle Swap. Don't forget Craft Beer night and the Michigan Breweriana Display that evening, with enough time between the Swap and the beer tasting to do some pub walking in downtown Kalamazoo — known for its microbreweries.

Friday evening's annual business meeting/dinner will feature guest speaker Larry Bell, President of Bell's Brewery. Larry is credited with being one of the major "movers" in the revival of craft brewed beers in America.

The Kalamazoo region features another museum for airplanes, known as the Air Zoo, located in Portage, Michigan (just 15 miles south of the hotel, but not on the formal NABA schedule of events). What with cars, planes, and buses, all we are missing is a train — hey, you can even ride one of those via Amtrak just a couple of blocks from the hotel.

And we can never forget the last event of the week: the Public Beer Collectibles show. With a strong marketing partnership with the Kalamazoo Visitor's Bureau, and our connections to all the micros—local media coverage should make for a great event this year. See you there!

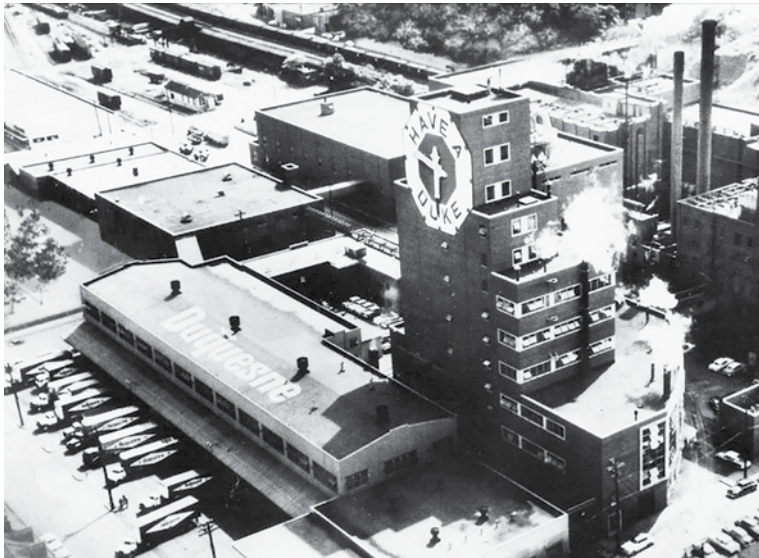
George Baley

THE FINEST WHEN THE DUKE RULED PITTSBURGH

BY WILL HARTLEP

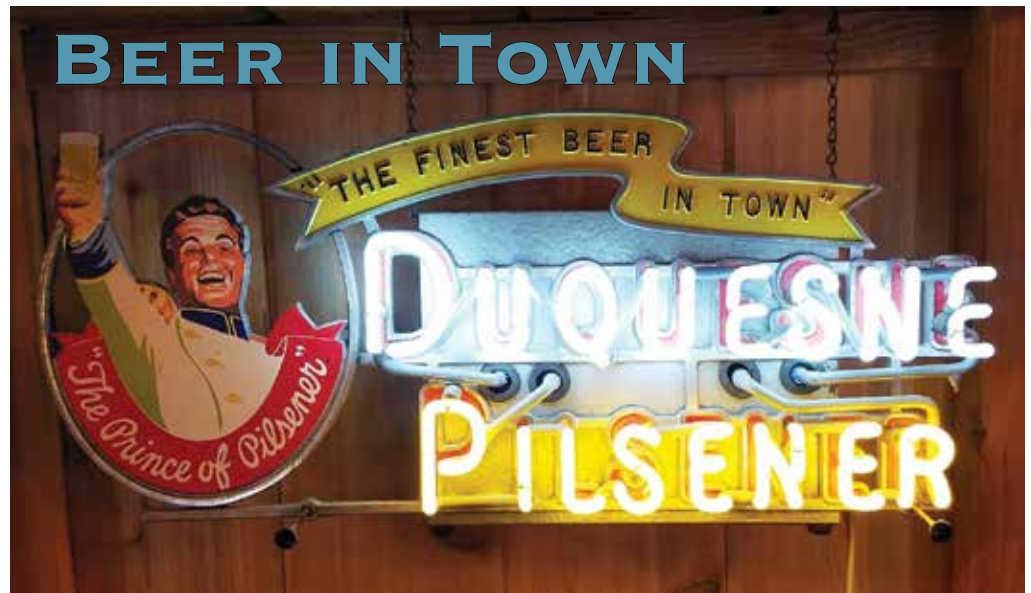
PITTSBURGH WAS THIRSTY

Like Pittsburgh itself, the story of The Duquesne Brewing Company mirrors its city of origin in its experience of hard work, innovation, setback, failure, and rebirth.



Duquesne Brewing Company aerial view - 1960.

This story starts in the early 1800s, a time of extensive growth for Western Pennsylvania. Pittsburgh was beginning to earn its reputation as the "Workshop of the World." Along the city's riverbanks, glass works were springing up, followed by the awesome iron and steel works that took advantage of the local abundance



Duquesne neon with cast metal background, 1950s. (All photos courtesy Will Hartlep).

of coal and Pittsburgh's easily accessible river transportation. That iron and steel industry would give the city an identity it holds even today.

Because of this rapid industrial growth, the last decades of the 1800s witnessed a huge wave of immigrants who came to Pittsburgh from Germany, Ireland, Poland, Lithuania, the Ukraine, and the Slavic nations, to work in the coal mines and the mills.

These immigrants were thirsty for success in this burgeoning Western Pennsylvania city. They built their own schools, churches, and businesses where they could continue their native customs and tastes, and speak their native languages. They were also thirsty for their native beers. Among the businesses they built were many

small ethnic taverns and breweries. Near the turn of the century, there were no fewer than nine breweries operating in the industrial South Side alone, part of 30 total breweries in Pittsburgh.

In February, 1899, several of Pittsburgh's major brewers, including the Iron City Brewery, Eberhardt & Ober, Wainwright, and Phoenix joined with nine smaller Pittsburgh breweries and seven smaller western Pennsylvania breweries, to form a "Brewery Trust." This consolidated group of brewers was called the **Pittsburgh Brewing Company**, and with the economies of central management, shared facilities, and quantity buying power, soon dominated the market. The Trust became the largest brewing company in Pennsylvania and the third largest in the country.

1899: ALONG CAME DUQUESNE

Also in 1899, a group of South Side businessmen, led by John Benz, president of the Lascheid Bottling Company and the L. Benz & Bros. Construction Company, similarly saw the need for a larger, more modern brewing company than those currently in

business. Benz's group paid heed to the consolidation of the Pittsburgh Brewing Trust and believed that by building several large modern breweries operating under a single ownership, they could compete favorably. John Benz, along with several others, organized the *Duquesne Brewing Company* (pronounced Du-KAIN). The company was officially incorporated on April 4, 1899.

The company was named after the Marquis Duquesne, a French aristocrat and governor-general of the French colonies in America in the 1750s and a prominent local figure during the French and Indian War. The original Fort Duquesne at the Point in Pittsburgh was named after the Marquis, and the surrounding town was known at that time as Fort Duquesne. When British Generals John Forbes and George Washington drove the French out of the area in 1758 and built the



The Duquesne Brewery, on the day construction was completed, 1899.

British Fort Pitt, Pittsburgh took its present name.

The first Duquesne Brewery building, a six-story structure built in the Romanesque style, was completed in September, 1899, and portions still stand today as part of the remaining brewery complex. Designed by the Chicago Architect, Wilhelm Griesser, construction of the brew house cost \$260,000. Another \$240,000 was spent on brewing and building equipment. When opened as Duquesne Brewing Company, it employed over three hundred brewery workers.

In its first year of production (1900), the brewery was touted as "the finest equipped brewery in the entire country" and sold 96,000 barrels of Duquesne Lager, with a capacity to produce 150,000 barrels per year. By 1902, it was selling 125,000 barrels per year, had added space to its new brew house to increase

storage capacity to 225,000 barrels, and installed a large bottling plant. The founders had wisely paid heed to their era's modern innovations such as mechanical refrigeration, pasteurization, and steam heat, so they were as competitive as possible. In 1900, they were the first brewer in the country to employ the electric beer truck.

1901: A "TOP" NEW BOTTLED BREW

During the first two years in business, the brewery produced its beer, porter, and ale only in barrels. But the directors saw a market for a premium bottled product. They built a bottling facility and were one of the first breweries in the country to pasteurize bottled beer. By the summer of 1901 they were ready for their inaugural run. When the new bottling line went into operation, Duquesne Lager was the product bottled, but the brewery also formulated a premium brew that would bottle well and satisfy the German/East European taste for a premium lager.

Named "Silver Top" the lager was first put out in 1901. The beer was a huge success, and soon was outselling bottled beers from competitors both local and regional that had previously dominated the market.

Silver Top transformed Duquesne from a purely local brewer into a regional power, as the brew became a favorite in Philadelphia, Columbus, Cleveland, Wheeling, and Erie. Later, in an attempt to build on the success of the Silver Top name, Duquesne labeled its ill-fated Prohibition near beers Silver Top Malt Tonic and Silver Top Bokay. In 1938 it produced a more suc-



The Marquis Duquesne.



Silver Top Reverse-On-Glass.

Successful Silver Top Ale. Silver Top Beer continued to be the sister brew to Duquesne Pilsener Beer.

1905 TO 1920: PERIOD OF CONSOLIDATION

In 1903, John Benz elected to follow the Pittsburgh Brewing Company consolidation plan, and contacted 20 local breweries not already incorporated into the Pittsburgh Brewing Trust with plans to form a second Western Pennsylvania brewery conglomerate.

By early 1905, fifteen breweries joined to form the new trust, with agreement to remain part of the group for at least five years. They were:

- Duquesne Brewing Company
- First National Brewing Company, McKees Rocks
- Chartiers Valley Brewing Co., Carnegie
- Homestead Brewing Co.
- Butler Brewing Company
- Charleroi Brewing Company
- Monessen Brewery
- Anderton Brewery, Beaver Falls
- American Brewery, Etna
- D. Lutz & Son Brewing Co., Allegheny Brewery
- Hill Top Brewery, Mt. Oliver
- Home Brewing Company, Braddock
- Loyalhanna Brewery, Latrobe
- Globe Brewery, Monongahela
- New Kensington Brewing Co.

The consolidated group took the name Independent Brewing Company of Pittsburgh, and operated under that name for the next 15 years until Prohibition. The newly-organized company had a combined capacity of about 400,000 barrels in 1905, as

compared to Pittsburgh Brewing Company's 800,000. While the members of Pittsburgh Brewing's Trust had been mostly large breweries located close together within the city, Independent Brewing Company included only two large breweries, Duquesne and Lutz, with the rest being widely scattered smaller plants.

Most member breweries of the Independent Brewing Company continued to market their own brands after merging. Lutz Beer, a traditional German Lager, continued to be popular among the German community in which the brewery was located. The smaller ale brewers continued their lines as well. American Brewery, with its Nut Brown Ale and Pale Export Ale; Home Brewing Company, with its Extra Pale Ale; and Globe Brewing, with its Export Special Brew Ale all continued to be popular brands. In the Latrobe area, Loyalhanna Pilsener remained a strong product. The First National Brewery continued brewing OK Beer, popular throughout the Western Pennsylvania area.

Within the next few years, Independent and Pittsburgh Brewing trimmed the least profitable breweries from their respective groups.

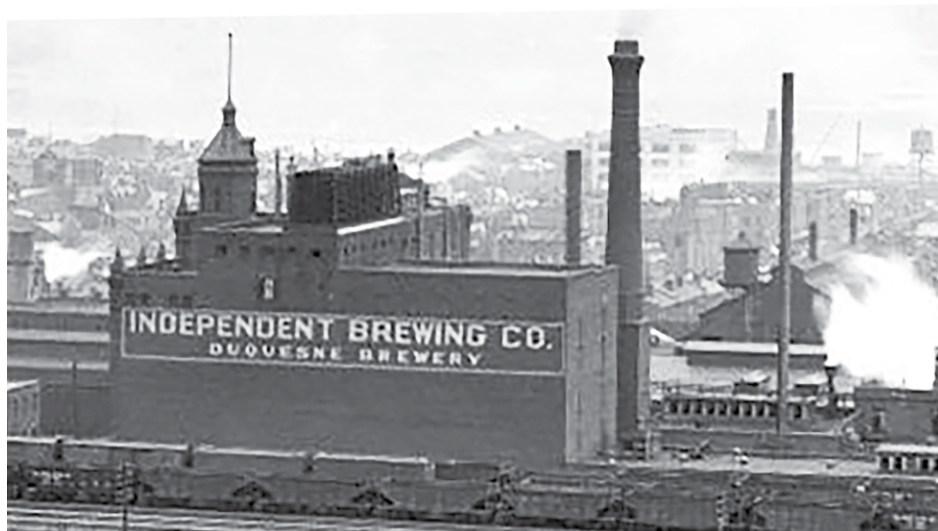
In 1906, another competitor, the Fort Pitt Brewing Company, was formed in nearby Sharpsburg

with a satellite plant in Greensburg. Although there were 94 breweries in Western Pennsylvania by 1907, the three largest brewery groups, Fort Pitt Brewing, Pittsburgh Brewing, and Independent Brewing, would control nearly all of the local Pittsburgh beer market from that year on.

1920 TO 1933: PROHIBITION AND REBIRTH

On January 16, 1920, Prohibition went into effect. This must have seemed like the end of the world to breweries and brewery workers, as they searched for ways to stay in business. Across town from Duquesne, Pittsburgh Brewing was surviving by making ice cream and soft drinks under the Tech Food Products name, and by renting cold storage to local produce wholesalers. Smaller brewers, like Derby in Hazelwood, reportedly stayed afloat by clandestinely supplying the local speak-easy trade.

The Volstead Act allowed beverages to contain up to one-half percent alcohol, and Duquesne formulated Silver Top and Old Monastery Malt Tonics to fall within that limit. The malt tonics, however, never caught on. Having no other source of income, the company was forced to close the doors of its 10 remaining breweries. The Independent Brewing



Duquesne's South Side Brewery in 1910, part of the Independent Brewing Company.

Company of Pittsburgh ceased to exist.

After Repeal, Duquesne officials—led by the dynamic, sales-oriented John Friday, Sr.—reorganized under the original Duquesne charter, and once again the company was in business. The new group purchased

the remaining assets of Independent Brewing.

REPEAL TO 1945: THE ROAD FORWARD

Only 106 Pennsylvania breweries of the 230 operating before Prohibition survived after Repeal. The eight Pittsburgh area brew-

ers that survived were Duquesne Brewing, Pittsburgh Brewing, Fort Pitt, Tube City, Brackenridge, Homestead, General Braddock, and Derby. Of the old Independent Brewing plants, three remained as the Duquesne Brewing Company, and two (Braddock and Homestead) opened independently.

THREE PLANTS SURVIVED PROHIBITION...UNTIL 1951

There were three of the original 15 Independent Brewing Company plants that survived Prohibition and reopened as part of the reorganized Duquesne Brewing Company in 1933. In addition to the original Duquesne South Side Plant, there was the former Chartiers Brewing Company in Carnegie, as well as the First National Brewing Company in McKees Rocks. Braddock and Homestead opened independently, but lasted only a few years.

Once the original South Side Duquesne Brewery completed an expansion in 1951, these two older plants were no longer needed.

The Carnegie Brewery not only made the flagship Duquesne and Silver Top brands, but it also produced:

Anteek Ale

Frontenac Ale

Old Carnegie Beer, Bock, and Porter

Nut Brown Ale

Old German Beer

Carnegie Beer, Bock, Ale, and Half & Half

Mountain State Beer and Ale



Carnegie Reverse-on-glass Gillco Back Bar Clock, 1930s.

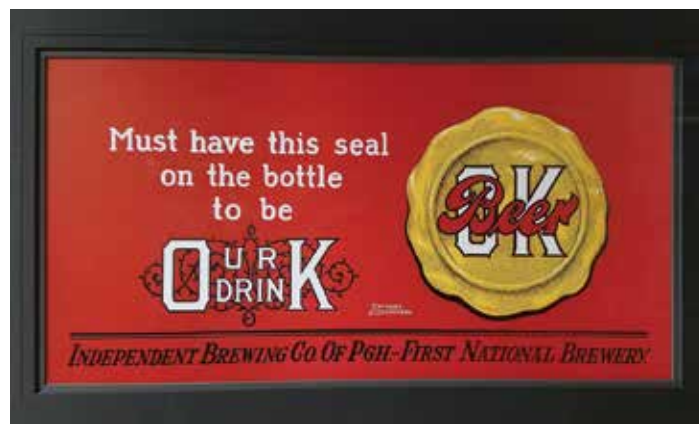


The former Chartiers Valley Brewing Company in Carnegie

After the 1933 Repeal of Prohibition, it increased production from 80,000 barrels to 200,000 barrels and its Carnegie products were sold not only in Pennsylvania, but also in Ohio, West Virginia, New York, and Maryland.

The plant was closed in 1952 and demolished in 1960. The smokestack, left as a landmark in 1951, was demolished in 1966.

The First National Brewing Company dated from 1901, and its OK Beer became a local favorite in the McKees Rocks area. After becoming part of the Independent Brewing Company in 1905, it also produced Duquesne and Silver Top Beer, and Frontenac and Nut Brown Ales. The brewery closed in 1951, and the buildings still stand.



Pre-Prohibition Independent Brewing OK Beer litho trolley sign.



The former First National Brewing Co. building.

Duquesne was the largest Pittsburgh area brewing company to emerge after Repeal with a 325,000 barrel per year capacity. At that time, it was in the top 10 breweries in the United States and the largest brewer in Pennsylvania. By 1940, Derby, Braddock, and Brackenridge had closed their doors and Pittsburgh became a five-brewery town.

Once Repeal came, Duquesne got off to a quick start under the steady leadership of President Friday. The leadership had the foresight to obtain a permit to produce 3.2 percent alcohol, allowed by the Cullen-Harrison Act, and were ready for production in March of 1933. In 1935 Duquesne sold 270,000 barrels, matching the same number for Pittsburgh Brewing Co., which was operating at only half capacity. New bottling lines were configured to make it possible to run the new “steinie” bottles, introduced in 1937.

Duquesne also embarked on an aggressive marketing campaign and became the first Western Pennsylvania brewery to advertise on the radio. Full page newspaper advertisements appeared in the local papers at least once a week, and elaborate animated billboard displays were erected, including two huge Silver Top billboards featuring 30-foot tall rotating tops.

By 1940, Duquesne had nearly tripled its production and was still positioned as the largest brewery in Pennsylvania and the eighth largest in the nation.

In 1935, the beer can was introduced. Five of the eight remaining Pittsburgh breweries embraced it. Duquesne was the first Pittsburgh brewer to employ the new technology, canning Duquesne and Carnegie (starting in November, 1935) and later adding Silver Top to their line. The brewery’s Old Nut Brown Ale and Frontenac Ale are not known to have been canned.



A historical look at Duquesne cones, from left, the 1935 “Keg-o-Beer” to right, the late 1950s Duquesne Pilsener.

1945 TO 1955: THE PITTSBURGH BEER WARS

Pittsburgh’s big three—Duquesne, Fort Pitt and Pittsburgh Brewing—competed vigorously after Repeal, each attempting to become the dominant brewer in Western Pennsylvania. Duquesne continued to grow throughout the 40s, and posted six straight years of million dollar profits from 1946 to 1951. At its height, Duquesne was exporting beer to 12 states and only WWII put expansion plans on hold.

As if the hard-core competition among the remaining Pittsburgh brewers wasn’t enough, the trade unions proved another challenge. These were soon at war among themselves and with the

breweries, and union members staged bitter strikes in 1952 and 1955 that cut into brewery profits.

Making matters worse, modern advances in transportation, refrigeration, and nationally-broadcast advertising allowed the large national breweries (Anheuser-Busch, Schlitz, and Pabst) to become increasingly competitive in Western Pennsylvania. The large national companies took more market share in local markets everywhere. Between 1949 and 1958, 185 breweries would close across the United States.

After the labor strikes, only the strongest Pittsburgh area breweries survived. Homestead was the first to fall in 1953,

1940 Brewery Rankings

Rank	Brewery	Home Plant	Barrels
1	Anheuser-Busch	St. Louis, MO	2,468,000
2	Pabst Brewing	Milwaukee, WI	1,730,000
3	Jos. Schlitz	Milwaukee, WI	1,570,000
4	F & M Schaefer	Brooklyn, NY	1,390,200
5	P. Ballantine	Newark, NJ	1,322,346
6	Jacob Ruppert	New York, NY	1,228,400
7	Theo. Hamm Brewing	St. Paul, MN	694,200
8	Duquesne Brewing Co.	Pittsburgh, PA	690,000
9	Falstaff Brewing	St. Louis, MO	684,537
10	Liebman Breweries	Brooklyn, NY	670,200

followed by Tube City in 1955. Finally, Fort Pitt Brewing, which, at 1.2 million barrels had briefly become the top brewer in the city in 1950, was crippled, and by 1957 it was sold to Gunther Brewing of Baltimore.

And then there were two.

A DUEL TO THE FINISH . . .

Iron City and Duquesne battled for supremacy in Western PA with price wars and aggressive advertising campaigns. This may help to explain the variety and abundance of breweriana produced by both breweries from the 40s to the 70s.

But Duquesne lost ground in the late 1940s to both Iron City and the national brewers. By 1950, Duquesne had fallen out of the country's top 10 breweries and Pittsburgh Brewing with its iconic Iron City brand had usurped Duquesne as the city's leading brewery.

To combat its decline, Duquesne built a new state-of-the-art \$10-million brew house in 1950. This increased the brewery's capacity to 2 million barrels per year, once again making it the city's largest and most advanced. Sadly, the new brew house's capacity was never fully utilized.

The landmark feature of the new brew house would become the huge "Have a Duke" clock on the building tower, which was acquired and mounted on the brewhouse in 1960. It had once been used to advertise Coke and later, Schlitz, and Fort Pitt.



Centerfold from Duquesne Brewing's 1948 Annual Report.

"The Finest Beers in Town"

Realizing the varying American tastes for beer, Duquesne made a complete assortment of beers and ales after Repeal. An attempt was made to brew each beer precisely true to its historical style and formula and the brewery imported many of the ingredients at considerable expense.

Old Nut Brown Ale (1934 to 1940) was brewed in the tradition of the English Brown October Ale.

Frontenac Ale (1933 to 1951) named for another fallen French fort of the French and Indian War, was brewed from an imported Norman pale ale recipe.

Duquesne Pilsener (1933 to 1972) and Old Carnegie Pilsener (1933 to 1941) were fashioned after the light lager beers from Pilsen, a German-speaking province of what would become Czechoslovakia, now the Czech Republic.

Duquesne Lager, Silver Top Lager (1933 to 1972) and Carnegie Lager (1933 to 1941) were brewed as more full-bodied lagers.

Duquesne Bock (1934 to 1968) and Old Carnegie Bock (1933 to 1941) were full-bodied seasonal lager beers.

Old Carnegie Porter (1933 to 1941) was a dark top-fermented ale fashioned after English stout ales.



Once its new plant opened, Duquesne shut down its remaining two plants and operated solely out of its Southside facility. Meanwhile, Pittsburgh Brewing also closed its last satellite brewery, Eberhardt & Ober, and was operating exclusively out of its Bloomfield plant, the former Frauenheim & Vilsack Iron City Brewery.

1955 TO 1965: DECLINE AND RECOVERY

Despite aggressive marketing and the new facility, Duquesne continued to lose ground to Pittsburgh Brewing Company and the national brewers. By 1956, Pittsburgh Brewing had moved into the nation's top ten, while Duquesne had long fallen out of that select group.

Still, the brewery leadership was not ready to throw in the towel and attempted to stay on trend with the brewing industry. It introduced Duquesne Bavarian Beer in 1961 to counter Anheuser-Busch's Busch Bavarian. And in 1963, it purchased the Pilsener Brewing Company in Cleveland and its POC label. Duquesne and Silver Top had always been strong sellers in the Cleveland area, and the POC brand helped the brewery solidify that market.

Imaginative new advertising campaigns aimed at Pittsburgh's blue-collar market (dominated at the time by Iron City) were launched. These included "Better Barley Charlie" and "The Natural Man" campaigns, which were

both light hearted and manly. By 1965, these marketing efforts reversed three straight years of losing money and Duquesne posted a profit.

1965 TO 1972: THE FINAL STRUGGLE

In 1965, Pittsburgh Brewing approached Duquesne with an offer to buy the brewery. The combined company would have doubled PBC's capacity, and by eliminating local competition, would have given it a better chance to fend off the ever-growing national brands. But the US Justice Department blocked the combination, citing antitrust issues. This decision eventually helped doom both brewers.

Shortly after the failed merger, a group of Duquesne stockholders, led by majority share-holder Raymond H. Sigesmund, made a successful stock offering and leveraged the Friday family out of control of the company that they had operated since before Prohibition. Sigesmund appointed his 26-year-old son-in-law, Franklyn Jeans, to be president of the

brewery. He became highly unpopular.

Jeans had little brewery experience and would be the last Duquesne Brewing president. He fired the Lando Ad Agency, which (with former President, John Friday, Jr. – son of the man who had brought the Brewery back after Repeal) had mounted the successful ad campaigns of the early 1960s. Jeans then formed his own ad agency and took the business for himself.

Miller Brewing Company's success with Miller Lite in 1972 prompted Duquesne to formulate a "diet" beer of their own: Brew 96. Like Miller Lite, it contained just 96 calories, and Brew 96 was advertised to have the same taste as Duke. Still, it wasn't successful. Ironically, Pittsburgh Brewing introduced its 96-calorie beer 10 years later (Iron City Light) which morphed into IC Light and became one of the sales leaders of that company.

But Duquesne's poor leadership issues continued. Then came another long brewery workers' strike in 1972. The concessions

The Reign of the "Duke"



Pre-War Duke



Post-War Duke



Duke "Model"

The first Duquesne "Duke" character appeared in advertising in the late 1930s as the brewery tried to capitalize on Duquesne's shortened nickname. The first Dukes were very German in appearance with white German-style uniforms, complete down to the monocle.

With the outbreak of World War II, that image was deemed politically incorrect and the Duquesne Duke took on a more Anglicized, "Cinderella Prince" appearance. Like the beer, he also embodied the "Prince of Pilseners" slogan. A local male model from the Allegheny district of Pittsburgh was used as the template and that version of the Duke was used (with some modifications) until the brewery's 1972 demise.

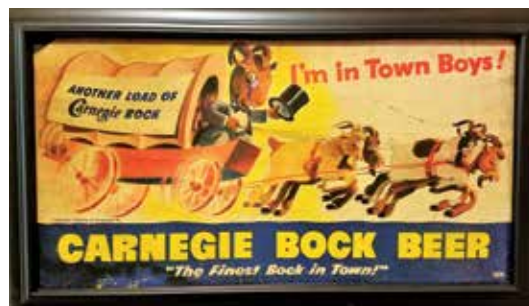


Above: Carnegie Gillco reverse-on-glass hanging light, 18 X 9 inches.

Right: Collection of four early trolley signs. Left column: Pre-Prohibition (when the brewery was called Independent Brewing Co. of Pittsburgh); right column, 1930s examples from Duquesne Brewing, the company's post-Repeal name.



Above: Pre-Prohibition Independent Brewing Co. TOC advertising heretofore unknown Perfect Ale.



granted in the settlement financially crippled the company. In November of 1972, blaming those concessions, Duquesne Brewing was sold to C. Schmidt and Sons of Philadelphia. Schmidt's bought the brewery for its labels and not for the plant. It immediately stopped production and closed the brewery, putting 425 brewery employees out of work. After 73 years of operation, the Duquesne Brewing Company was no more.

The brewery's famous brand names, Silver Top, Bavarian, and POC died with the C. Schmidt and Sons Brewery in 1987. The



Duke brand lingered as a Heileman product for a few more years.

2010 TO ?: A REBIRTH

As a reminder of what once was, most of the former Duquesne Brewery complex still stands. The original 1899 wings are now occupied by artists' studios, while the 1950 brewhouse stands vacant. Most of the ancillary storage and bottling buildings have been sold off. The huge, landmark Duquesne clock now advertises an insurance company.

Happily, in 2010, the Duquesne brand was resurrected through the efforts of Mark Dudash, a Pittsburgh attorney. The "new" Duquesne is being brewed at the City Brewing Company in nearby Latrobe, PA (the old Rolling Rock facility) and is based on the original Duke taste and recipe, including the use of blended Hallertauer and Saaz hops. This reborn brew has seen seven years

of success. The Fort Pitt name was also recently revived into a delicious ale.

About the Author

NABA member Will Hartlep started collecting breweriana in 1971, beginning with cans and graduating to more types of breweriana. Over the years, he has fine-tuned his collection down to primarily Duquesne Brewing/Independent Brewing items. Will lives in Pittsburgh, PA, and has authored several articles on the Duquesne/Independent Brewing Companies.

Will is grateful to the following individuals for their contributions to this story: John A. Friday III, Dick Ober, Dan Koenig, Mark Dudash, Mark Young, Rich Wagner, Derrick Brashear, Tracy Wallace, Roger Flock, Darryl Ziegler, the late Bud Hundenski, the late Walt Wolff, and the late Len Rosol.



The retro Duke character has triumphantly returned with the brand's 2010 relaunch under new ownership.

The Bill Mitchell St. Louis Breweriana Collection

was sold at auction on March 26, 2017.

Gross sales totaled \$718,125.00



\$35,000



\$23,750



\$24,375



\$5,125



\$4,500



\$3,000



\$5,500



\$3,120



\$2,188



\$3,250



\$3,375



\$2,500

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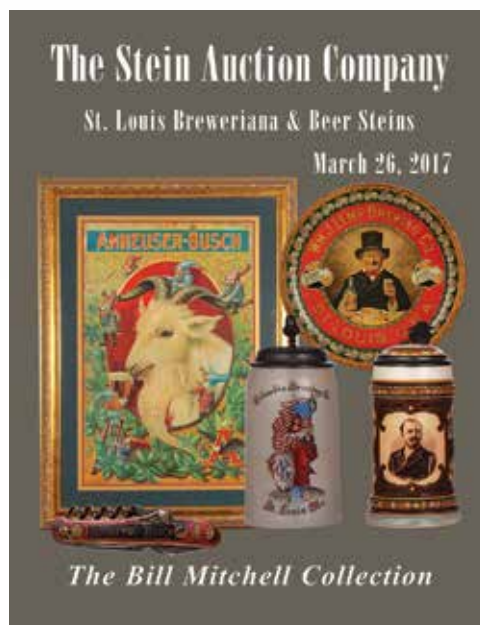
Andre Ammelounx & Gary Kirsner

Phone: 847-991-5927

Email: AAPO136@aol.com

Website: TSACO.com

We are seeking consignments of important Breweriana collections. Please contact our office to arrange for a free consultation.



The 96-page full-color, hard covered catalog is available for \$25.00, including the results list.

NABA Member Profile

Dan Morean

BREWERIANA

by Ron Small

Dan Morean is living the breweriana collector's dream. For over 20 years he has made the buying, selling, and trading of quality beer collectibles his full-time livelihood. Few collectors can look at their walls and shelves without seeing innumerable pieces that came to them through Dan.

I have worked with Dan for 5+ years now, and I have seen the often fascinating inner workings of the breweriana.com empire. Dan is a dealer, but also a collector specializing in breweriana from New England.

His collection is too massive to try to document in one article, so we decided to show off his Rhode Island pieces this time. In future articles, we plan to show more.

Recently, I sat down with Dan and asked him a few questions about his place in the hobby.

How did you get started in the hobby?

A friend of mine, Mike Flask, had collected cans since he was about 10. His dad worked for C. Schmidt & Sons in Cleveland and would bring home examples of new cans as they were produced. Mike wanted me to collect as well, but for a couple of years I thought the idea of collecting smelly, empty beer cans was silly.

He kept giving me cans and I could see they meant a lot to him. That, in conjunction with seeing a vendor at a local flea market in Aurora, Ohio, selling beer cans, caused the collecting switch to flip in my head when I was about twelve.

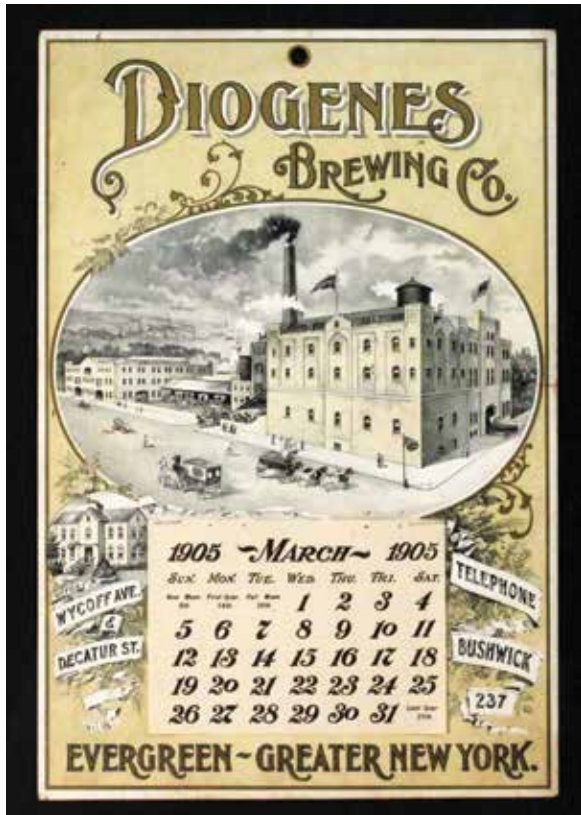
How did you make the leap into being a full-time breweriana dealer?

I was practicing law near Boston and really didn't like it. I was good at it, but I internalized what was at stake for my clients and took that stress on as my own. It just stressed me out too much.

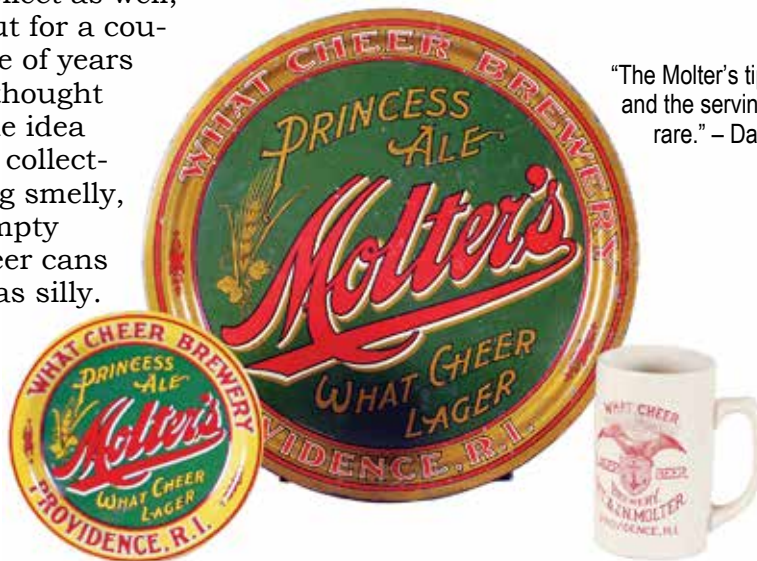
One thing I had taken away from studying business as an undergrad is that focusing hard on narrow niches can be a good idea. I put up [the website] breweriana.com pretty early (late 1996/early 1997) as it seemed to me that the internet presented an excellent opportunity to market to the breweriana community.

I saw breweriana.com as a small test business to give me some experience to launch some mega-corporation some day. I launched it while still practicing law. I wasn't planning on quitting my job but found myself in my

"The Molter's tip tray is tough and the serving tray is very rare." – Dan Morean



"One of my favorite pieces that I acquired through Dan from the Will Anderson Collection." – Ron Small



boss's office one day; doing so on some sort of subconscious, stress-averting auto-pilot.

I planned on finding another job, but kept working on breweriana.com in the meantime. I managed to pay the bills with it and never looked for another job in the legal profession.

The more work I put into the breweriana business, the better it did. Here I am 20 years later. I don't have my mega-corporation but I'm having fun.

What are some of the most amazing things you've encountered and sold over the years?

Definitely many of the best items I've had were cans. They came from major collections like Stark's, McCoy's, Skalla's, McCaslin's, and others. They also came from some nice finds/individual purchases like an Iroquois Half & Half cone top.

The most special pieces of non-can brewery advertising have come from collections purchased or consigned.

Tell us a bit about how you acquired the legendary Will Anderson collection.

Will's sons contacted me shortly after Will passed. They were considering a major auction house, but liked the price I offered and the convenience of having it all done in a half day. It was a privilege finding new homes for those pieces.

Any other interesting facts, tidbits, and especially, anecdotes that you'd care to share?

One day I was flipping the pages in a textbook in Intellectual Property class at Boston University School of Law (where I was highly stressed in the atmosphere of intense competition and already regretting my career path). I happened to see the Krueger K-Man in the book noted as an example of an excellent trademark.

This led me to wonder if folks were still collecting cans. I started hitting antique shops and flea markets, found some cans, found the Pickwick Chapter, started my website and here we are.



An assortment of Narragansett cans, signs and smalls (above) and Narragansett trays (below).



Unique Providence Lager RPG featuring the Providence City Seal and Native Americans.



Years later, I got a tattoo of the baldy K-Man to celebrate his re-awakening my interest in the hobby.

Also, I have been featured on quite a bit of media, including:

Extreme Collectors

(www.youtube.com/watch?v=HD7uZ6CBKtE)

Robb Report (<http://robbreport.com/art-collectibles/collectibles-rich-brew>)

Wall Street Journal

NY Times

Cover story in *Cleveland Plain Dealer*



Narragansett factory scene, very rare neon/etched glass lamp and Hanley/Consumer's lighted signs from the same maker.



Left & Center: Rare corner signs in as-found condition. Right: Hollenbru and Narragansett porcelain sign.

More from Dan's collection next pg.



"The best I have seen of 2 or 3 Hand factory trays." – Dan Morean



Super Rare Shonk tin sign.

A sample of Hanley flat tops, signs, and trays.



Some rare Providence Brewing pieces and a Narragansett lamp.



Right Another Narragansett porcelain sign

Below Rare Hanley neon sign.





Collector's Bookshelf

Reviewed by Larry Moter
accneca@aol.com

BREWING BEER IN THE FOREST CITY

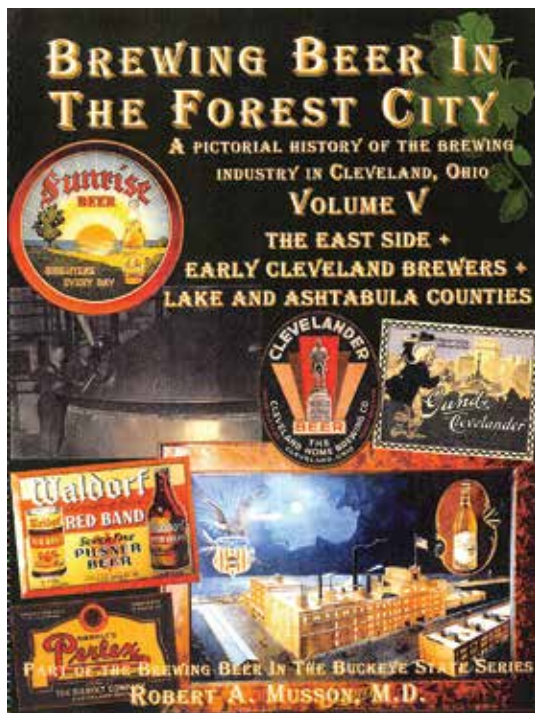
A PICTORIAL HISTORY OF THE BREWING
INDUSTRY IN CLEVELAND, OHIO • VOLUME V:
THE EAST SIDE + EARLY CLEVELAND
BREWERS + LAKE AND ASHTABULA COUNTIES
PART OF THE BREWING BEER IN THE BUCKEYE
STATE SERIES

BY ROBERT A. MUSSON, M.D.

One of my favorite cities to visit is Cleveland. I like big, mid-America cities with a fabled Industrial past.

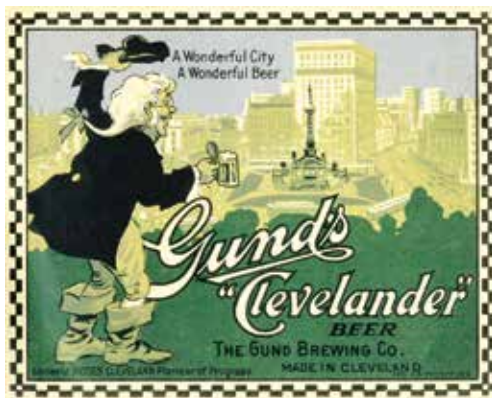
I had to cut short the 2016 NABA Convention in Indianapolis to go to a friend's wedding in Buffalo, NY. But I did get to stay in Cleveland for an evening while in transit. The Market Street/Ohio City area of town is a real cool neighborhood with multiple breweries, a distillery brewery, restaurants/bars, etceteras. A mandatory stop is the Great Lakes Brewing Co. brew pub for a meal, brew, and a visit to the gift shop. The renowned West Side farmer's market is in this area, and for me, an early Saturday morning visit was a "must-do" so I could load up on a Cleveland specialty—Slovenian sausages—before departing for Buffalo.

The hobby is now blessed with the latest book from Dr. Robert A. Musson: *Brewing Beer in the Forest City, Volume V*. I must admit the cover art grabbed me at first sight with pictures of great breweriana. The Sunrise tray with the timeless slogan, "He brightens every day" is a classic. The image



on the cover is one of 3 similar 1930s Sunrise trays pictured in the book.

The Gund's Cleveland label is another classic portraying the Civil War Soldiers/Sailors monument with the historic Tower City/Hotel Cleveland area in the background. General Moses Cleveland, founder of the city and namesake, is also on this label.



The historic Hotel Cleveland is now a Marriott Renaissance. I was fortunate to stay there for an annual baseball trip – the bar had on tap The Lake Erie Monster, an outstanding Imperial IPA brewed by Great Lakes Brewing Company.

The photo of the self framed tin of Gund's factory at night overlooking Lake Erie (lower right on the cover at left) is a great piece, and draws the eager reader into the meat of the book.

Dr. Musson's history of the Gund Brewery and family, contained within, is impressive. Many will recognize the Gund name as a prominent Cleveland family.

During Prohibition they made the switch to real estate and used the old brewery to manufacture "Kaffe Hag" (they had obtained USA rights from a German company). This was one of the first successful brands of caffeine free coffee

The brand's USA rights were sold (at a considerable profit) by the Gund family in 1927 to Kellogg's of Battle Creek, Michigan. Kellogg sold the brand to General Foods, which renamed it "Sanka" (found on grocery shelves today).

The Gunds owned Cleveland's NBA Cavaliers. The stadium during their ownership was named "Gund Arena." Dr. Rob details the rise after Repeal of the old Gund factory as the Sun Rise Brewing Co., later renamed the Tip Top Brewing Co., until it was sold during WWII (1944) to the Brewing Corp. of America, brewers of Carling Black Label & Red Cap Ale.

Many breweries during the WWII years made strategic purchases of other breweries to obtain more brewing materials during the time of rationing scarcities. Brewing Corp's purchase

followed this strategy and they promptly closed the old Gund facility. Dr. Rob details how this historic lakeside bluff facility “was a well known landmark along the Cleveland Shoreway Road until its demolition in the 1970s.”

As is usual with this author, this book has a ton of great pictures of prominent brewery personnel including founders and brew masters. Many well known collectors graciously allowed photos of all types of breweriana, both pre- and post-Prohibition. The book is chock-full of signs, lithographs, trays, labels, cans, coasters, openers, paper items, etceteras. As we’ve also come to expect from this author, his material is well resourced with Sanborn maps, newspaper ads/articles, and contemporaneous brewery magazines including *Western Brewer* and *Modern Brewer*. The archives at Cleveland State University also offered a plethora of included material.

Volume V concentrates on *The East Side + Early Cleveland Brewers + Lake and Ashtabula Counties*. It is the final Volume in the Forest City series.

There are four breweries detailed that are well known to collectors.

1. Pre-Pro Gund (originally the Lion/Jacob Mall Brewing Co.) became post-Pro Sunrise Brewing Co., later Tip Top Brewing Co.
2. The Diebolt Brewing Co. plant, which did not survive Prohibition and was demolished for a railway expansion in 1928.
3. The Beltz Brewing Co., which became Cleveland Home Brewing Co. in 1907 and continued under that name after Prohibition with their main brand, Black Forest Beer. They ceased production in early 1952.
4. Pre-Pro Forest City Brewing Co. reopened under new ownership as post-Pro Forest City, and was later sold during

WWII (1944) to Brewing Corp. of America for their material allotments so they could brew more Black Label Beer & Red Cap Ale. Production at this plant ceased in 1948. Despite having been named to *The Register of Historic Places* in 1976, the facility was declared a nuisance by the city due to deterioration and it was razed in 2012. The demolition pictures are included in the book.

As an aside: In 2010, I was fortunate enough to visit this historic facility, now only a memory. Unfortunately many old, historic breweries in this country are in a sad state of deterioration. I entreat collectors to please visit and photograph them, and support any local preservation effort if one exists. The magnificent Dubuque Brewing and Malting Factory in Dubuque, Iowa is a current example.

Now back to the Bookshelf. In this volume, the reader will find many smaller and earlier brewers and breweries, most of which I had never heard of except the John M. Hughes Brewery. I once had a bill/letterhead from this brewery and sold it long ago.

I did learn that there were not many brewers in Lake and Ashtabula Counties. They tended to be small operations working only in the 1800s. The one exception is the Consum-

ers Brewing Co. of Ashtabula. Dr. Rob details its tortured story, which I summarize:

Created in 1905 by a group of local and Cleveland investors, Consumers was soon the object of a takeover bid to form a new brewing syndicate. It had a price war baptism with Cincinnati’s Windisch – Muhlhauser Brewery. It then had to battle incremental local Prohibition laws, which forced its closure in 1909.

There are several examples of rare breweriana featured in the book. Dr. Rob illustrates (below) the “original architect’s dramatic castle-like concept with a later drawing of the plant as it was actually built,” the former image courtesy of a full page ad in the November 1, 1905 *Beacon Journal*. This stimulated my memory and I emailed Rob a full page ad from the 1905 Cincinnati Brew Masters Convention Souvenir



As imagined above; as built below.



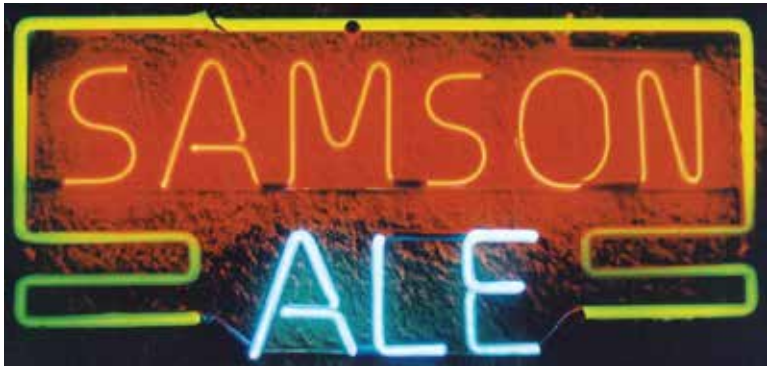
Booklet, by the the plant designer/constructor, The Joseph Schneible Company of New York City. Rob “straightened and cropped” this ad to include with this review. It has sharper detail than the *Beacon Journal*’s ad found in the book.

This exchange prompted a flurry of emails discussing a potential article concept: exaggerated designer/architect brewery plant drawings versus the real installations. I will leave that research project as an idea for someone else to undertake.

Meanwhile, I will again express my and our hobby’s thanks to Dr. Musson for sharing many wonderful pictures found within his book. Be sure to check it out.

Ordering information: www.zepppublications.com

Forthcoming future projects include three West Virginia volumes and two Western Maryland volumes. Thinking of reviewing those books causes me to quote Mick Jagger, because they make me want to “salivate like a Pavlov dog.”



One Long Beer Tap Submitted by Reino Ojala

This nearly two-foot relic of the past was probably designed to go through an insulated wall behind the back bar.



Long before modern refrigeration, ice was used in cold rooms to preserve draft beer, and sequestered to lengthen the life of the ice itself. This tap is part of the "Golden Gate" system, and measures 22 inches long. The raised edge of the barrel stop is marked "Balantine."

The nine small holes you can see in the detail photo of the keg-end of the tap may have prevented over-foaming when a beer was drawn at the business end of the tap. The brass tube is inside a wooden club.



"Golden Gate" taps and fittings of a more modern nature are available on the Internet for home brewers.

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Here is what some of our
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\$4,300

\$3,600

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at Auction

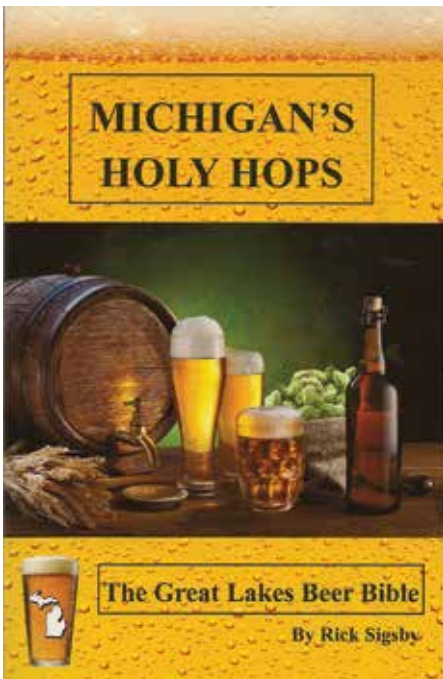
\$6,500

\$3,900

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Michigan's Holy Hops: The Great Lakes Beer Bible by Rick Sigsby



The history of craft beers in Michigan is brought to light in this book by Rick Sigsby. In the introduction by NABA member Larry Bell, the reader will meet some of the personalities of Michigan Brewers who give warmth and character to beer brewing in the Great Lake State. Their dedication to their craft has made Michigan one of the pioneers of the "better beer movement" for the last 30+ years.

Michigan has a great tale to tell about beer and brewers. This book takes the reader on a journey around Michigan, area by area, covering 44 different craft beer brewers. Of special interest to those headed to this year's Convention in Kalamazoo is his treatment of 5 local breweries including Arcadia, Bell's, Gonzo's Bigg Dogg, Latitude 42, and Olde Peninsula.

And the best is yet to come. **On Thursday, July 27 of our Convention, Rick Sigsby will be presenting his thoughts as part of our Seminar series.** You'll have the opportunity to stop into the Stone Theatre on the lower level of the hotel to enjoy an expert's first hand impressions of the craft breweries featured in his book (and purchase copies if you wish).

Armed with Sigsby's deep knowledge of the craft beer industry in Michigan, you can proceed to a walking tour of the five Kazoo brewers highlighted in the book — but also, don't forget the other half dozen in Kalamazoo, all of which make some really great beer.

NABA #46 - 2017

Kalamazoo • July 25 - 29



Proud recipient of the
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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

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Let's Talk Breweriana

By Rich La Susa, Brewery Historian

Hardy has collecting priorities well in Hand

It is amazing that a Chicago brewery with annual production capacity of 1 million barrels at its peak could have generated so much point-of-sale advertising. Arguably, no US brewery of comparable size even came close.

The Peter Hand Brewery Co. (1891-1920, 1933-1967) and Meister Brau, Inc. (1967-1972) was the largest of 28 breweries in Chicago after Repeal 1933. (41 companies, if you count name changes.) It never was a player on the national stage, but it had a strong Midwestern regional presence. It became a marketing machine.

The story of this family-owned brewery is fairly simple and straightforward: not much drama to be found—until its final years, when Harry Sr. retired as the brewery was sold to “outsiders”—and no Prohibition-era entanglements with law enforcement.

Although it never had the luxury of the huge advertising budgets of Anheuser-Busch,



Schlitz, and Pabst, it made a valiant attempt to meet these national brewing giants head-on in its markets, especially in the populous Chicago area.

It is fascinating that one person could be so dedicated to collecting its breweriana. But Don Hardy is quite focused.

A large room on the lower level of Hardy's Westmont, IL house has been a gathering place for Chicago breweriana collectors for many years. A large L-shaped bar is its centerpiece.

Seemingly, every square inch of the walls and surfaces in two spacious rooms—and every alcove, nook, and cranny (even a bathroom)—is covered with Peter Hand/Meister Brau advertising in an array of colors, shapes, and sizes. A beer carton, displays, signs, and go-withs occupy floor space. Nothing

appears to be arranged in any particular order—to Hardy, it may—but that certainly does not detract from its appeal.

I visited Hardy in April to re-acquaint myself with his excellent “museum.” It rekindled memories of the 1980s and 90s, when Hardy and I collected/bought/sold breweriana together.

The collection has a decided post-Prohibition focus, and for a good reason. Compared to other Chicago breweries, Peter Hand issued relatively few pre-Prohibition items. “There are trays and mugs and a few other pieces, but they are not easy to find,” Hardy said.

Peter Hand/Meister Brau was a prolific user of point-of-sale advertising in the post-Prohibition era. Think of brewing giant Anheuser-Busch on a smaller scale.

“That’s the reason I decided to collect its breweriana. I knew a lot was made and a lot was available,” Hardy said. He didn’t know at the time that “a lot” was far more than he’d imagined.

On display are signs of all styles: 1930s wood-framed painted reverse-on-glass and metal; 1940s cardboard and tin-over-cardboard; 1950s motion bubblers; and 1960s indoor and outdoor light-ups. And we see ball knobs, tap handles, baseball scoreboards used in taverns, in-store price boards, and pre-and post-Prohibition bottles. Everything but the brewery’s kitchen sink, and that may be on Hardy’s want list!

Don Hardy at his bar.





These pieces advertise Meister Brau (the flagship brand), Peter Hand's Reserve (a premium brand), Meister Brau Bock (a seasonal specialty); as well as secondary brands such as Lite, Henninger, and those acquired from other breweries, including Burgemeister, Burgie, and Buckeye.

It took Hardy decades to assemble the collection. If he has favorite pieces he isn't vocal about them. With a little prompting, however, he can tell you something about each one.

Hardy is a realist. At times, he may desire to own every PH/MB piece, but he knows that isn't possible or practical. Cost and availability, by their very nature, are limiting factors.

His interest in beer collectibles started on a tiny scale in La Grange Park, IL, in 1969, when he was 15. He and his friend, Rich, saw Guenther beer cans from Brooklyn and decided they had to have at least one each. "I talked my Dad into buying some of these cans at a White Hen."

In addition to the cans, what Hardy got was involved in the beer can collecting craze of the 1970s, eventually amassing an advanced collection of more than 5,000, many of them old and scarce.

"When my first child was born in 1980, I decided to cut down my collecting to Chicago cans only." These were moved from a spare room to the living room. He and his wife, Celeste, needed the space for a baby nursery.

"In 1983, after our second son was born, I decided to specialize in just Peter Hand/Meister Brau cans. I boxed up my other Chicago cans and later sold them."

The brewery's colorful beer can sets are legendary among collectors. Between 400 and 500 cans were produced in the 1950s. "Variations are still being found, so the exact number made is not known," Hardy said. "There are 10-15 I never owned, including a rare hockey-scene version."

They are rare, and asking prices have skyrocketed in recent years. He no longer collects them.

Hardy's knowledge of the brewery's advertis-



ing and history has depth and texture. I use him as an expert source when Peter Hand is involved in one of my projects.

He reaped a bountiful harvest of information during a day-long visit with Harry J. Heuer Jr. at his home in Powers Lake, WI, on November 8, 1986. Heuer is the son of Harry P. Heuer Sr., the brewery's president from 1937 to 1967; and grandson of John Heuer, one of the original founders, which included Peter Hand.

Editor's Note: For more about this memorable visit, see the NABA Breweriana Detective, The Breweriana Collector, Fall 2016.

I had the privilege of sharing this unique experience. Spending a day with a member of the family that owned the brewery was priceless. It likely is the capstone of Hardy's years of involvement with "his" brewery.

"We learned a lot about the history of the brewery and the people who worked there from someone with first-hand information," Hardy said. "It was a great experience."

Heuer was pleased to hear about Hardy's interest in the brewery's advertising; so much so that he loaned him a precious Peter Hand archive: 47 high-quality transparencies that showed neon and other light-up signs for its primary brands, and displays and exhibits used for special occasions. Some were one-of-a-kind prototypes that are not known to exist in collections.



This visual feast, to paraphrase a classic line from *The Maltese Falcon*, is the stuff of which a breweriana collector's dreams are made. Dream, yes, but Hardy accepts the reality that these special pieces likely are beyond his reach.

Author's Note: Copies of the transparencies are being digitized to ensure a more permanent archival record.

Point-of-sale advertising was key to the brewery's strategy to grow and maintain sales and market share; that is why so much was produced, Heuer told Hardy.

"Anheuser-Busch was one hell of a cutting-edge company in marketing," Heuer said. "If we were going to fight Gussie Busch (A-B's owner)—as my father and others believed we should; we had no choice—we had to use our capital reserves to promote our beer."

Although the strategy was sound and millions were spent, A-B prevailed. It became a giant international company, while Peter Hand/Meister Brau slowly faded into history.

The brewery also was innovative. "Despite what the Miller Brewing Co. claims in its TV commercials, it was Peter Hand that developed the Lite Beer brand and marketed the first Lite can—in the 1960s," Hardy said. Miller purchased Meister Brau, Inc. in 1972, mainly to gain ownership of the Lite label and the brewery's low-carb technology. (Miller's iconic 1970s TV commercial campaign, "Tastes Great, Less Filling," helped make Lite a household name, and one of the most successful national beer brands.)

In addition to flooding its markets with point-of-sale pieces, the use of print advertising in all forms—newspapers, sports and entertainment programs, and specialty publications—was a staple for this media-savvy company. Its large billboards could be found throughout Chicago.

"Bock is Back" was the theme of print and in-store promotions in March of every year. Meister Brau became synonymous with bock beer in Chicago and in nearby states.

Hardy's collection has many bock pieces and other unique, rare—even quirky—breweriana.

A 1960s Meister Brau Reserve neon sign required an explanation. Peter Hand's Reserve neons are common; a Meister Brau Reserve is not. Its history and purpose remain a mystery.

"We believe it was a prototype piece, not a production model, made up for the brewery," Hardy



Innocent enough when it's not moving, this psychedelic sign's spinning colors mesmerize.



said. It isn't unusual for manufacturers to make mockups for potential new brands.

A 1950s Peter Hand Reserve tap handle (photo previous page) is similarly intriguing. This sleek icicle-shaped piece of clear Lucite may be the only example known.

Vintage cardboard signs with hunting and fishing themes are among my favorites. So are his motion signs. I have reservations about one that hangs above his bar, however – a wide Peter Hand's Reserve light-up decorated in gaudy psychedelic colors. When spinning, it has a mesmerizing effect. Some say it's annoying, but it's hard to keep yourself from staring at it.

Bubble signs (above) simulate beer pouring from Meister Brau bottles into pilsner glasses. Photos in the center of each sign feature prominent Chicago TV and radio personalities who were paid to promote the beer. Another shows two of the famous Meister Brau Scarab racecars—the Meister Brausers. Heuer Jr. drove one in professional competition.

There will be new additions the next time I visit, but Hardy will have to point them out to me.

"If it says Peter Hand or Meister Brau, I'll collect it," Hardy said. He'll figure out later where to display it.



A “Rolling” Rock of Ages

Collector Jim Mickinak showcases his immense collection of Rolling Rock Breweriana

Words by Ben Emminger Photos by Buzzy Torek

This article first appeared in CraftPittsburgh (www.craftpittsburgh.com) Issue #30, appearing online Spring 2017. Many thanks to Rob Soltis, Executive Editor of CraftPittsburgh, for giving us permission to share this coverage of our hobby, from the perspective of NABA member Jim Mickinak. Due to space constraints, we were unable to showcase all the fantastic photos that went with the original. Please follow the link to the website to see more breweriana.

“Rolling Rock, from the glass lined tanks of Old Latrobe we tender this premium beer for your enjoyment as a tribute to your good taste. It comes from the mountain springs to you.”

This pledge is synonymous with the famous extra pale lager showcased in a green bottle or can, but for years, the Latrobe Brewing Company’s credo was a message and blessing from the namesake town.

For years, Latrobe and Rolling Rock were mentioned hand in hand, almost inseparable. You were hard-pressed to find city residents who didn’t know someone who worked at the brewery or claimed the beer as their go-to choice. Everyone had some memory or connection to Rolling Rock, and as a Latrobe citizen myself, I can remember the love affair that was, and what it meant to my father when we’d travel and he’d proudly order “A Horse,” to showcase where he came from.

The relationship between Latrobe and Rolling Rock ended in 2006 when Anheuser-Busch purchased the brand for \$82 million and ended production at the Latrobe Brewery. Like a bad breakup, there were fits of anger, sadness and heartbreak among Latrobe’s citizens. The Latrobe Bulletin, the city’s daily newspaper, even ran a mock obituary for the beer, stating, “Family and friends will be received at any local tavern.”

While the marriage might be over between Latrobe and Rolling Rock, there are some citizens who keep the memories preserved. No one, however, has a museum that matches that of Jim Mickinak.

Located in the neighborhood of Lloydsville, the 71-year-old Mickinak has curated what he states, “Has been classified as the largest Rolling Rock collection in the world.” When he flips the switches at his “After Hours” bar, you are transported into this magical, neon world of Rolling Rock nostalgia. Over 2,000 pieces are showcased in this estab-



lishment, including the original charter from the brewery. Everything is displayed in beautiful cases, which were constructed by Mickinak and members of his contracting company.

It is almost too overwhelming to see so many items with the Rolling Rock brand. Tap heads, trinkets, glassware, neon signage, cans and displays are everywhere the eye can see. If there is a specific item you were looking for, then it probably sits atop a shelf or in a display case at the “After Hours” bar.

For years, Mickinak states that he and his wife, Lorraine, ran the “After Hours” bar every Saturday night and opened their doors to friends and family alike, but in their later years they have limited it to only a handful of events per year. Even executives from the Latrobe Brewing Company would bring clients down to showcase his massive collection. “They’d even send designers down to study the original adver-



tisements I have, you know, for inspiration,” says Mickinak.

As Mickinak and Lorraine walk through the building and point out multiple pieces, it becomes very clear that this collection is one for the ages. “You definitely cannot see it all in one day,” says Mickinak about the abundance of items he has acquired over his 22-year journey in breweriana. Mickinak adds that he and Lorraine are members of multiple breweriana associations, including [National Association Breweriana Advertising, NABA], Eastern Coast Breweriana Association, American Breweriana Association and Olde Frothingshlosh, the Pittsburgh chapter of the Brewery Collectibles Club of America.

As they turn into the next portion of the bar, Lorraine jokingly asks, “What would you call someone who does this?” Laughing, she answers, “Nuts.”

Originally, Mickinak says that he had no intentions of collecting. The original desire was to install a bar to have at his

residence for his friends and coworkers to enjoy a drink or two during parties. The 32-foot wooden bar that sits in the middle of “After Hours” was purchased from the Brownsville Eagles over 20 years ago. After some cleaning and refurbishing, Mickinak began to transform the bar and surrounding area into a hangout adorned with typical bar accents. Naturally, being from Latrobe, those accents

were Rolling Rock in nature, thus beginning the obsession. The dominant beer displayed in Mickinak’s museum is far and away Rolling Rock, but he also showcases a variety of other western Pennsylvania breweries. Located at the one end of the bar sits a display of various items from Loyalhanna Brewing Company, another Latrobe production that sat directly across the street from Rolling Rock in the early 20th century. Mickinak states that his collection of Loyalhanna Brewing Company memorabilia is also one of the largest in the world, giving this establishment another added pinch of remarkableness.

There are also various signs, light displays, cases and other pieces from a number of other Pennsylvania breweries of yesteryear. This non-Rolling Rock collection also includes one of Mickinak’s favorite items: A beautiful Anchor Brewing sign adorned with gold leaf accents and intricate metalwork.

The collection even spills outside, with signs from the brewery hanging near some of Mickinak’s other buildings, as well as a standing horse statue and a stoplight that used to indicate when the “After Hours” bar was open to guests. The largest of the bunch, a metal cutout of the



famous Rolling Rock horse head logo, is showcased proudly at the corner of Mickinak's driveway. He states that it is one of two that were originally hung on the siding of the brewery.

Lorraine is also an avid collector, but her memorabilia are more on the non-alcoholic spectrum. Displayed prominently in the one corner, "He finally gave me room for my collection," she laughingly states, is a tribute to all things Latrobe. Over the years, Lorraine has acquired various pieces from the city, including fire chief helmets, police badges, vintage medicine advertisements and various items from Greater Latrobe High School.

While sitting down after the tour to enjoy a cold beer, a Rolling Rock of course, Mickinak remarks on what he plans to do with his collection once he becomes too old to continue collecting. With his sons having no interest in carrying on involvement in breweriana, Mickinak plans to sell off most of his items to other collectors vying for their piece of Rolling Rock history. "That day hasn't come yet, though," he adds before taking another sip.

The last topic discussed before parting ways was Mickinak's opinion on the origin of "33," which has become the stuff of legends in Latrobe and to anyone who has enjoyed Rolling Rock over the years. While there are many stories, Jim believes that the "33" was a mistake by the artist, who accidentally centered a union writer's badge number and included it in the artwork. Lorraine, however, believes that "33" was an editing mark indicating the end of a paragraph. While other stories exist, from "33" meaning the number of words in the pledge to the temperature at which Rolling Rock is brewed to the number of steps at the original brewery, Mickinak agreed on one thing: the legend will never be fully known.

While Latrobe and Rolling Rock will most likely never reunite, the fact of the matter is that both are integral in each other's history. Mickinak's collection is a testament to those good times, and properly preserves that relationship down to the very last glass.




When you leave the museum, you undoubtedly leave a little smarter, a little more interested and little thirstier, too.

Jim and Lorraine are still collecting and continue to place want ads in the paper looking for Rolling Rock and Loyalhanna memorabilia. To reach them, whether to inquire about breweriana or ask about the "After Hours" bar, you can contact them at 10easyst@comcast.net or by calling (724)-539-7941.



GUZZLE 'N TWIRL 44

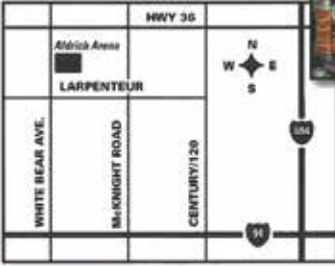



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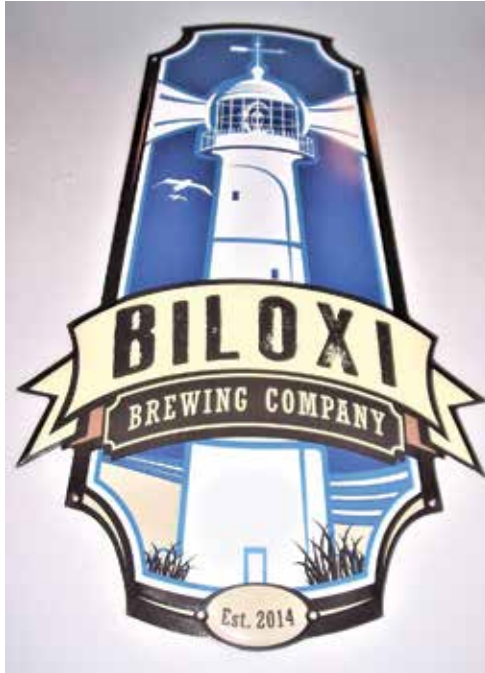


Auction Hysteria

by CHRIS WATT



Set Maui Beer Tin Signs 12 in. round \$105



Biloxi Beer Tin Sign, Biloxi Brewing Co
Biloxi, MS \$26



Scofflaw Beer Tin Sign, Scofflaw
Brewing Co. Atlanta, GA \$22

Revolver Brewing
Company
(Granbury, TX)
tin sign \$75 and
Revolver Beer Tap
Knob \$75



Ebner Beer Tap Knob, Carl Ebner
Brewing Co Fort Atkinson, WI
1930s Manufactured by
Dakaware Chicago, IL \$707



Croaks Select Beer Tap Knob,
Bower City Beverage, Janesville, WI
1930s Manufactured by
Dakaware Chicago, IL \$1,010

Craft/Micro



Rheingold Worlds Fair 1893
Beer Glass, Voight Brewery
Detroit, MI 3.5 in. tall \$461



Valley Forge Beer Cab Light,
Valley Forge Brewing Co.

Norristown, PA (Gillco) \$3,252

Seller had two; they sold the other for a similar price. There have been three of these signs sold this year, but don't let that fool you. Gillco cab lights are very desirable and this particular sign is still a desired light by many collectors who do not own one yet.



Gipps Beer Bubbler Light (Front and Back) Gipps Brewing
Company Peoria, IL, Biolite Inc. 19 in., Buy It Now \$535



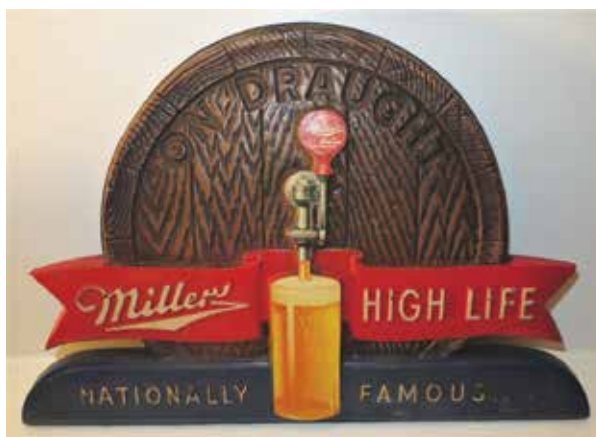
Calumet Beer Drinking
Glass, Calumet Brewery
Chilton, WI 4.5 in. tall \$890



Coors Celluloid TOC, Coors Brewery Golden, CO,
9 in. by 12.75 in., Bastian Bros Co.
(Prismatic Sign) Rochester, NY \$911



Reading Brewing
Co. Pre-
Prohibition
Tin Sign,
Reading, PA
14 in. by 6.5 in.,
Manufacturer
unknown
(possibly Shonk
Tin Printing Co.
Chicago) \$5,460



Miller High Life Composition Sign, Miller Brewing Co.,
Milwaukee, WI 13.5 in. by 9 in. \$809



6 Sicks Select Beer Ball Knob,
Rainier Brewery Seattle, WA \$623



Columbia Brewing Co. Pre-Prohibition Tray,
Tacoma WA 9.75 in. \$400



Canandaigua Ale
Cardboard Trolley Sign
dated 1911,
J. & A. McKechnie
Brewing Co, NY
21 in. by 11 in. \$273



Iroquois Beer (Buffalo, NY) Neon (below) \$1,281 and Iroquois Beer Tin Over Cardboard Sign (left) 11 in. by 15 in., American Art Works, Coshocton, OH \$2,312 (second sign sold for \$1,300)



Hampden Beer DieCut Cardboard Sign, Willimansett, MA 17.5 in. by 21 in., Buy It Now \$299



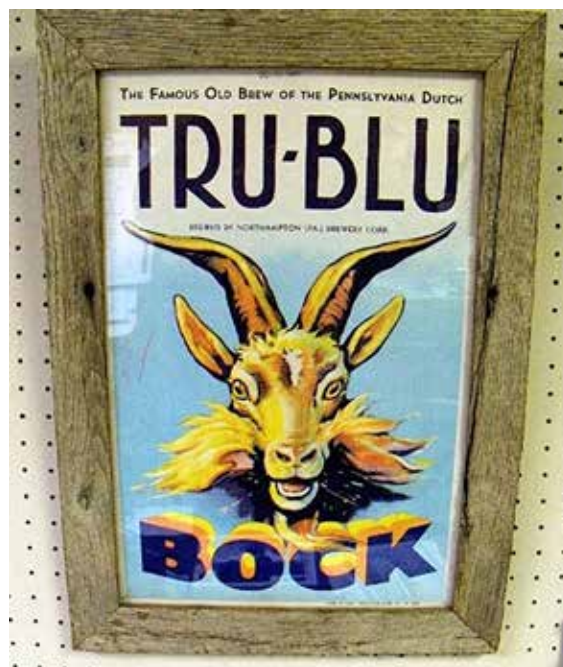
Hulls Beer Bubler Light, (rear label detail right) New Haven, CT, Biolite Inc. \$4,326



Rocky Mountain Beer Lighted Glass Clock, Anaconda Brewing Co, Anaconda, MT 12 in. by 9 in. Price Brothers \$1,917



Toby Ale Tin Button Sign, Pilsner Brewing Co. Cleveland, OH, 9.5 in. \$560



Above: TruBlu Bock Lithograph, Northampton Brewing Co., 18.75 in. by 12.5 in., Erie Litho & PTG Co. Dec. 1940 \$1,500
Right: A-1 Pilsner Beer Reverse Glass Sign, Arizona Brewing Co. Phoenix, AZ, 21 in. by 15 in. \$300



Pet Ritz Beer Masonite Sign, Rockford Brewing Co, IL 13.25 in. by 10 in., Buy It Now \$295



A towering legacy is saved

Renovated Wiessner Brewery again stands majestically in Baltimore

by Scott Brown

With a new lease on life, the striking structure of what was once home to two of Baltimore's greatest breweries, towers over East Baltimore with renewed luster. The main building of the Wiessner Brewing Co, which after Prohibition emerged with a new "American" name, has undergone an amazing \$25 million-dollar renovation and repurposing.

The mixed-genre 5-story building, designed by Charles Stoll, was built in 1887 by John Frederick Wiessner. The building was a massive and dramatic expansion and modernization effort for the thriving brewing operation Wiessner began in 1863. But more than that, its architectural exuberance was a combined expression of heritage, optimism, and success that the German immigrant experienced in his adopted Baltimore.

Wiessner had arrived in Baltimore from Bavaria in 1853 when he was 22 years old, already with brewing experience. After a 10-year apprenticeship with the George Rost Brewery on upper Gay Street in a section of Baltimore that would become known as Highlandtown, and a brief return to Germany, Wiessner struggled through the Civil War with his own fledgling operation.

But his commitment to the thriving local German community paid off as his beer gained in popularity. Like many brewers, he helped support housing for his German immigrant workers, and created a recreational sanctuary on his brewery complex with picnic grounds, beer gardens, a dancing pavilion, and even a bowling alley. Wiessner's compassionate assistance helped immigrants' transition to Baltimore, and stabilized the neighborhood by infusing the local economy with workers who could afford their own homes.

By the end of the 19th century, the Wiessner, Rost (later Standard), and George Bauernschmidt breweries comprised an imposing stretch of industrial and architectural grandeur along Gay Street. This road became known as "Brewer's Row," and was just part of more than 100 breweries in Baltimore at the time.

John Sr. eventually brought his 3 sons into the business, incorporating in 1891 as the John



This 1890s lithograph shows the sprawling Wiessner Brewery complex as it once stood, part of the Gay Street "Brewer's Row" area of Baltimore that was once home to a majestic array of brewery architecture.



The renovated brewery in 2009 and as it looks today (above and below), a beacon of renewal and hope among the rowhouses of East Baltimore.

Photo above by John McGrain, courtesy Susan Appel.





Left: Still imposing, but with its grandeur fading, the building stood vacant and overgrown for more than 40 years before it was acquired in 2005.

Right: The brewery as seen circa 2008, covered in scaffolding as its exterior was painstakingly restored.

F. Wiessner & Sons Brewing Co., Inc. John Jr. became president after his father's death in 1897. By 1899, many breweries had been purchased by malting companies at bargain prices, as the breweries had become indebted to them. A mega-merger was attempted and created an enormous "beer trust" comprised of 16 breweries. This prompted bitter beer wars in the city, as some breweries remained independent of the trust, which was called the Maryland Brewing Company.

Wiessner Brewing was one of those proudly independent breweries that refused to sell out to the trust. By then, it had developed a loyal following, selling more than 100,000 barrels annually. With its modern facilities and dedication to producing the highest quality product, Wiessner proved formidable competition for the MBC whose product was often considered inferior to Wiessner's "Superlative Beer." Within a few years, the trust failed, making the independent Wiessner well positioned for continued success.

By 1919, Wiessner was one of the biggest and most highly-regarded breweries in the city. This met a brutal halt with Prohibition. Before Repeal brought potential to restore its name in brewing, Wiessner sold to the American Malt Company in 1931, which introduced its own brand, American Beer, at Prohibition's end. That name came from another once-powerful Baltimore brewery that the malt company had bought at the

onset of Prohibition: Fred Bauernschmidt's American Brewery.

The new American Brewery sunk hundreds of thousands of dollars into modernized production, and canning and bottling facilities in the 1930s and again in the 1950s. Appropriately, it used "The Modern Beer" as an advertising tagline. As with Wiessner, American became known for high quality, winning a gold medal in 1956 from the Brewer's Association of America.

The patriotic red, white, and blue color scheme of the American Beer label design helped spark sales, as did creative package sizes such as 7-ounce cone top cans. In the meantime, other brewers attempted to revive Wiessner brands in 1934 and again in the early 1950s. The latter effort used nostalgic advertising drawing on testimonials of old timers who had high regard for the original beer.

Neither of these revival efforts succeeded.

Meanwhile, American Beer thrived for a time and became a staple in the taverns of Baltimore, but ultimately could not compete with the marketing might of the national brands. The venerable brewery finally closed its doors in 1973.

The magnificent Wiessner building sat empty for decades.

A close-up of the tower as it appeared in 2006 before restoration. The intricate brackets and elaborate ornamentation take cues from Victorian architectural design of the time. Photo courtesy Susan Appel.



The building's renovated interior is now home to offices of a non-profit organization. The design capitalizes on the original architectural elements and industrial look.



This hand-stenciled, pre-1900 wooden sign was made to hang on the outside of a tavern. Collection of David Donovan.



These two lithographs date from the 1890s (the company added “and sons” to its name in 1891) and show the attire of the typical German American drinker who would have enjoyed the highly-respected beers of Wiessner while engaging in a card game. Collection of David Donovan.



After Prohibition and under new ownership, the brewery re-emerged as the American Brewery, taking its name from Fred Bauernschmidt's American Brewery (Pre-Pro label shown below), which like Wiessner, also was purchased by the American Malt Co. prior to Repeal.



The hulking 30,000 square foot structure was a colossal symbol of abandonment and decay in a sorely declined neighborhood. It was miraculously spared the wrecking ball during this time by neglectful oversight from the city of Baltimore.

In 2005, an executive from the non-profit organization Humanim came upon the building and found the synergy he was looking for in a new corporate headquarters. Humanim, a work force development and human services organization, nobly undertook the costly renovation, which remained true to the original architectural design right down to the paint colors.

Humanim sympathetically preserved and incorporated many of the industrial elements of the old brewing operation into its new design. The grain elevator runs through the building, a boiler has become a fireplace, and a kettle hull is now a break area for employees. Breweriana from American and Wiessner dots the interior with informative displays of what once was.



After Prohibition, the brewery touted that it produced “modern” beer, a claim backed by a costly investment in modernized machinery. Tin over cardboard sign, collection of David Donovan.



These three globe lights show the evolution of American Beer labeling and the gradual diminishment of "Baltimore" in its name. Collection of David Donovan.

Wiessner's home and the brewery offices, across the street from the brewery building, have also been repurposed as a senior center. Fortunately, the 16-foot statue of Gambrinus that stood in welcome at the front of the brewery was also saved and now greets visitors at the Maryland Historical Society. The local community, while still challenged, is striving to turn the corner of commercial and social recovery.

The rejuvenated brewery building is viewed as a both a physical and emotional centerpiece, driving urban renewal in the blighted area. Although the thread knitting the community together is no longer based on beer, old John Wiessner must be smiling, knowing that his stately architectural gift to East Baltimore keeps on giving after 130 years.

Author's Note: Special thanks to NABA member Susan Appel, and to David Donovan and Jim Salvato for their generous contributions of photos of breweriana.



Above Left: A rare 1890s bottle from William F. Kuzmaul who bottled Wiessner's beer before the turn of the century.

Above Right: The nearly ubiquitous bottles of Fred Bauernschmidt, one of the most powerful independent pre-Pro brewers in Baltimore and ultimate namesake of the post-Pro "American Brewery." Collection of the author.



What could be more American than a Native American? American's final labeling and advertising used an Indian maiden character as seen in this 1950s era lighted sign. The model for the maiden was alleged to have been an office worker at the brewery. Collection of Jim Salvato.

The Might of Stite

Because malt liquor was quicker

by Barry Travis

Malt liquor was a child brewed of necessity. Despite the repeal of Prohibition in 1933, the Depression was making things tough for brewers. Drinkers complained that beer lacked its old “kick.” And then World War II brought on raw ingredient rationing. Not enough metal for bottle caps or cans, not enough malt to make beer. Some brewers even used sorghum and potatoes to fill out the mash. What to do?

Prompted by these events, two Midwestern brewers had an idea. Sometime around 1937,

at the Grand Valley Brewing Co. in Ionia, MI, Clarence “Click” Koerber first brewed Clix Malt Liquor, using more sugar to raise the alcohol content of his lager. In 1942 at Gluek Brewing in Minneapolis, Alvin Gluek had the same goal but a different approach. He found a way to induce a second fermentation and thus produce more alcohol in the finished product. He named his malt liquor Sparkling Stite by Gluek, courting drinkers with champagne aspirations.

Malt liquor was intended to provide the boost the industry needed in the face of falling per-capita beer consumption and in-



An array of 9 and 6-inch celluloid signs with string hangers from Crystalline Manufacturing. All photos from the author's collection.



This crowntainer used a paper label applied to a generic black-striped can. All photos from author's collection.



creasing competition from spirits and wine. Malt liquor marketers bent over backward to ingratiate themselves with the white middle class. There were Champagne-inspired offerings like Champale (one of the first malt liquors, introduced in 1952), Champetite, and Sparkling Stite (which billed itself “Pale & Dry as Champagne”). There were enough WASPy references to fill a white-privilege bingo card: Country Club, of course, but also University Club, Olde English, and Town & Country V.V.S. There was even a reference to a founding father in the Patrick Henry brand.

Another Midwestern brewery, Goetz Brewing, created a competing version and called it Country Club Malt Liquor, going after the growing post-war middle class: people with



Phrases like “distinguished” flavor and comparisons to champagne were intended give the brand a more upscale image. **Above:** Reverse on glass signs with adhesive pads on the backs.



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a new set of clubs and a little extra money. The “New Party Brew” was advertised in magazines with neatly dressed, smiling white people, enjoying themselves in a festive but polite manner, drinking out of frosty little glasses filled from 8-ounce cans. In Minnesota, the diminutive Peoples Brewing served up Olde English 600, A Malt Liquor, with a jaunty little Englishman wearing a plumed hat atop his powdered wig.

In this manner, malt liquor, all dressed up and on its best behavior, tried to make its way in the marketplace for 25 years but had little success. Then something happened to change the brew’s history – the first of its watershed moments.

Stite was one of the first malt liquors, created in 1942 by Minneapolis’ Gluek Brewing Company in reaction to the limited ingredients available to brewers during World War II. Its higher alcohol content helped mask its unconventional wartime ingredients. Known as “Green Death” for its distinctive green can, serving it on ice made it more palatable. Gluek also tried to market it as a drink mix.

Ultimately, Stite’s marketing efforts failed to convince the white bourgeois that malt liquor was the new drink of choice. But they did convince someone, albeit unintentionally. I have a collection of fascinating marketing memoranda from William Whitbeck, who was the Gluek advertising VP from 1949 to 59.



This hand-painted print ad not so subtly associated the strength of Stite with legendary lumberjack Paul Bunyan.



Get the NEW
Stite "8"
HIGHBALL SIZE

When guys in the know talk about enjoyable drinking, they talk about Stite—the original pale, light-bodied malt liquor.

They'll tell you it's different and good beyond compare.

In a great European competition, international brewing experts gave first prize to Stite, called it America's finest.

Tonight, ask for the
Highball Size STITE "8"



Gluek Brewing Co., Minneapolis, Minn.

Above: This print ad alludes to Stite's strength in its comparison to a "Highball."

Right: In this original artwork by the author, the message is clear, using the "Green Death" nickname combined with the "Highball Size" 8-oz. can, that will nevertheless "pack a punch."



The eye-catching green can contributed to the brand's "Green Death" nickname.



Continued next pg.

CHICAGO STITE INVESTIGATION

This investigation was made on Saturday August 19. Technique used in each case was to order a bottle of Stite and strike up a conversation with the bartender.

1. "No, we don't have Stite. We did carry it a while back, but we have discontinued it. We have Ballantine, Black Horse and _____ ale though. They're something like Stite." The bartender had a couple of horse betting friends at the end of the bar with whom he had been in discussion when I entered. Immediately upon serving me he went back to the end of the bar and I wasn't able to talk to him any further.
2. "No, we don't have Stite. We used to stock it but the boss quit selling it. It's pretty strong, but this Ballantine Ale is a lot like it. With that the bartender took out of the cooler a bottle of Ballantine Ale for my inspection. He explained that "it tastes something like Stite if you're ordering Stite because of the flavor." I tried to find out why "the boss" had discontinued carrying Stite but the bartender didn't know. He had no further information to offer about the product, although he did observe that for a while people had been asking for Stite quite often but now he thought it had been a couple of weeks since anybody had asked him for a bottle of Stite.
3. This place was on Van Buren just off Franklin. All of the customers (15 or 20 of them at 10:30 AM) were negroes. Waiters, waitresses and one bartender were colored. The other bartender was a foreign looking white person. As I walked in I noticed a small plastic Stite display piece, and a larger one (about 12" x 5") hand lettered sign "Stite beer - 30¢." I asked the bartender for a bottle of Stite. He got it from a cooler at the far end of the bar and after he served it asked me if I drank much of it. I explained that I was from Minneapolis where Stite is brewed and that we drink quite a bit of it. I then asked him how it was going there. "We used to sell a lot of it for a while. It went over great when we first had it. You see, we've got another place over on the West Side. Some friends of ours were in Minneapolis and had some Stite and were crazy about it. They told us about the stuff, and we looked around here and finally found the distributor. For about three weeks or so the stuff sold like hell." He then turned and drew a couple of beers for two of the customers. "What happened after the three weeks when Stite was selling so fast?" I asked. "Well, some of the customers got so drunk on it they quit asking for it. Say a fellow likes Stite. He is with two or three other fellows having some beer. They drink beer -- he drinks Stite. First thing he knows, he is out of the picture. He might as well go home because he isn't going to have any more fun with the load he's got. And Mr. -- it ain't just the guy that drinks Stite that gets enough of it quick. Think of the guy behind the bar! He's got enough to keep him busy without having three or four guys ~~at~~ drinking Stite that he has to watch and take care of." He moved over to the tap, drew a couple more beers, got me another bottle of Stite and came back.

This 1950 memo from the papers of Gluek's Stite advertising VP William Whitbeck, details findings of research conducted among bartenders to help determine the best target audience for Stite.



Heileman's lineup around 1965, after they bought out Gluek.

These documents reveal that the marketing reality trickled up the supply chain, from corner store, to distributor, to brewer, and finally to marketing departments: malt liquor is selling well in African American neighborhoods. No one knew exactly why. It wasn't because it was cheaper than regular beer (that would come in the late '80s, when Schlitz, then the market leader, undercut the competition and triggered the whole category's slide from premium to bottom shelf). In fact, a marketing study from the era suggests that malt liquor's upper-class packaging may have been a contributing factor in its appeal to African American customers, though it's not an easy thing to corroborate.

Stite was phased out shortly after G. Heileman bought the Gluek brewery in 1964. Promotional photos from their 1965 sales convention show that they used and filled the leftover white 12 oz. Gluek Stite can sheets. This would be the last year it was brewed, however. Cold Spring Brewery in Minnesota bought the Gluek brand, and reintroduced Stite in a tall 8 oz. aluminum can for a short time around 2008, but it flopped.

About the Author:

Longtime NABA member Barry Travis started collecting Gluek's when his Dad brought a six pack of crowntainers home in 1976. Barry loves Minnesota breweriana and can be reached through his website, ibuyoldbeer.com.



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rV181

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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) website: cbcc.club

Contact: Dale Miller, cbcc.club@gmail.com

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dblegen@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

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whoistheailman@aol.com

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Contact: (?)

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Contact: John Ferguson, 3239 Five Points
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fergkate@comcast.net

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Collection of NABA member Mark Zeppenfelt.

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