

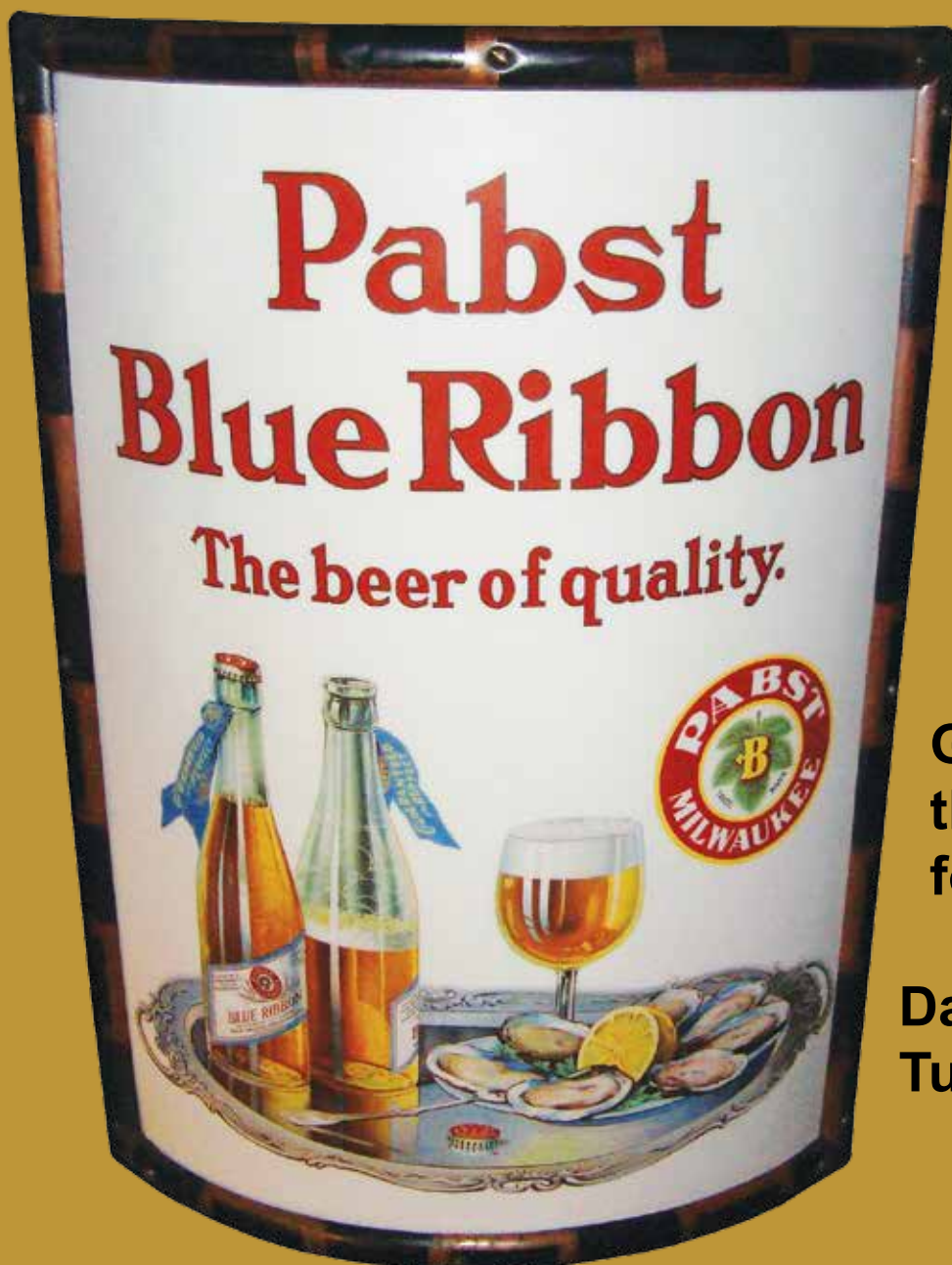


BREWERIANA COLLECTOR

Volume 179

Founded in January 1972

FALL 2017



Gluek's is Back!

**Member profile:
Bob Kay**

**Eastern Region: The
Downfall of a
Brewing Tycoon**

**Gettelman Saved from
the Wrecking Ball . . .
for Now**

**Daryl Ziegler's Tin
Tunnel**

Also: NABA Convention #46 Photos

NABA #47: Madison, WI July 29 — Aug. 4, 2018



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The BREWERIANA COLLECTOR

FALL 2017

#179

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Cover Image: On the cover is a pre-Prohibition (circa 1910) Vitrolite corner sign made by the Meyercord Company of Chicago for the Pabst Brewing Company out of Milwaukee. These were most often found mounted on posts or door frames outside an establishment that served Pabst beer. **Next year's NABA Convention will be held in Madison, WI, July 29 through August 4, 2018.**

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President's Message

Greetings one and all!

I hope everyone had an enjoyable summer and if you made the trip to Kalamazoo for Convention #46, thank you for traveling to the city made famous by Larry Bell, his state-of-the-art brewery, and his wonderful Bell's beer! Larry was the guest speaker at our Friday evening dinner, and gave an engaging talk that touched on his entry into the business, and its growth and competition. I suspect most of the audience listened in amazement to a true American success story.

Kalamazoo Convention Thank-You's

It was another great event. Many thanks to Larry, his brewery, and staff (including NABA's own Bill Norton, who landed a dream job with the brewery). Because of Bell's Brewery, we had a sponsor that supplied all the beer for the hospitality room, the Brewmaster's dinner, the beer tasting seminar on Thursday, and beer at the auction, not to mention samples for the regular Friday night beer tasting event before our main dinner.

Those deserving recognition for their efforts to make this Convention a success include: George Baley, chief architect and organizer; the Zyndas, who worked tirelessly to run the hospitality room; Bill Norton and Dave Launt who hosted open houses; and Don Wild, Jim Kaiser, Bill Norton, and Matt Russell who exhibited some beautiful Michigan breweriana at the Friday evening dinner. Ray Johnson and Dave Alsgaard held a beer-tasting seminar and Jim Kaiser conducted a session on photographing breweriana.

NABA Board of Directors

How many of you who attended Friday's dinner noted that I failed to call for floor nominations to the Board? I DID state that Rayner Johnson, Kent Newton, and Don Roussin agreed to stay on for another two years. To rectify my mistake, I have appointed them to fill their vacated spots. Oh, what power I have!

George Baley is retiring

NABA members were notified at the Convention that George Baley is stepping down from the Executive Secretary's position. George is the only NABA member that has been a Board member, a vice President, President, BC editor and many times Convention chairperson. Thank you, George, for all that you have done for NABA! Fortunately, John Stanley has agreed to take over the membership portion of the executive secretary's tasks. Welcome back, John!

Helen Haydock receives Founders' Award

For the first time in memory, Helen Haydock missed a NABA Convention. While she hoped to get to Kalamazoo, doctor's orders kept her away. The Convention was a little 'off' without her constant, cheerful presence and behind-the-scenes help. The NABA Board had previously decided to present Helen with The Founder's Award for her long-time contributions to our club (see article on p. 34). She certainly deserves our collective thanks!

A bright future for NABA

Looking ahead, I am excited by what the future has in store for NABA. Members might notice a few subtle improvements that the Board is working on to make our organization a better home for you, the breweriana collec-

tor. New members are on the rise and renewals have been strong. If you have not yet renewed, please do – we want you in NABA! We are missing email addresses for about 80 members. If you are on the list on the inside back cover of this issue, please let us know your email address. This provides a cost-efficient way of assuring you receive prompt news of your organization.

The *Breweriana Collector* is, I believe, the best magazine available to the breweriana enthusiast. Many members from coast to coast have contributed articles. In this issue, long-time member Mike Bartels has penned his first article for the magazine, as has new member John Medkeff. Our editor, Lee Chichester and NABA Vice President Ken Quaas, continue to "up the ante" by pairing new material and writers with the regular contributions of columnists Rich LaSusa, Larry Moter, Chris Watt and others. Lee and Ken make it easy for you to tell your story. Please contact one or both – Lee is at falconer@swva.net and Ken is at Ken@consumertruth.com to keep the BC an excellent benefit of membership.

Next Conventions: Madison in 2018, Cincinnati in 2019 and Chicago in 2020

Madison, WI is next year's Convention, with Dave Kapsos and Scott Bristol doing some of the preliminary work and yours truly acting as the event chairperson. In 2019, we return to the Cincinnati area with "Beer Dave" Gausepohl heading up the events. And excitement is building for Chicago in 2020, with Board members Kent Newton, Paul Cervenka, and John Bitterman already making plans.

Many thanks to you for being a NABA member!

John Ferguson

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Please join us in
raising a frosty
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EXECUTIVE SECRETARY'S REPORT

The 46th annual Convention in Kalamazoo is now history. With registered members and guests approaching 200, those in attendance were treated to a great city filled with more than enough craft beer “houses” to last the week.

Many thanks go out to those who helped make this a fun week. The effort started with Dave Alsgaard who began his job back in March and finished a few days before the Convention with flawlessly handling all the Convention registrations. On site, Frank and Vickie Zynda managed what turned out to be a top hospitality suite filled with plenty of beer and snacks. John Ferguson's assistance in filling in for Helen Haydock (an impossible person to replace) helped keep a sense of order at the registration table. Our beer guy Rayner Johnson kept the beer flowing, while Kent and Teresa Newton put on another great auction—along with their team of able bodied assistants.

Jim Kaiser not only paid off the auction winners, he presented a nice seminar on photographing etched glasses. And of course Dave Alsgaard's annual beer tasting was a hit, as usual.

This year, we were treated to a unique experience in having all the beer for every event supplied by one brewery—that being, of course, longtime NABA member Larry Bell, who also served as guest speaker at the Annual meeting on Friday. Bell's beer was the one enjoyed at the 13th Annual Brewmaster dinner, Alsgaard tasting, Friday's micro night, and of course 5 days in the hospitality suite.

The bus trip on Wednesday included Bell's Production brewery, the Gilmore Car Museum, and lunch at Bell's Eccentric Café, with the day finishing at Bill Norton's house for a tour of a great collection.

The Friday auction brought some nice items for the winner's collections. The week wrapped up on Saturday where the public and members were able to make those last minute purchases of some really cool breweriana.

This year for the first time, we moved away from the traditional pint glass and introduce a “snifter” style glass, which was found to be a pleasant change. Members also received a reproduction of a pre-Prohibition glass at the Friday micro night.

The Radisson Hotel and city of Kalamazoo should be recognized for being part of a very comfortable location to hold a Convention. It has become difficult to continue to find great locations in cities where the hotel and surrounding areas blend seamlessly together like we saw in Kalamazoo.

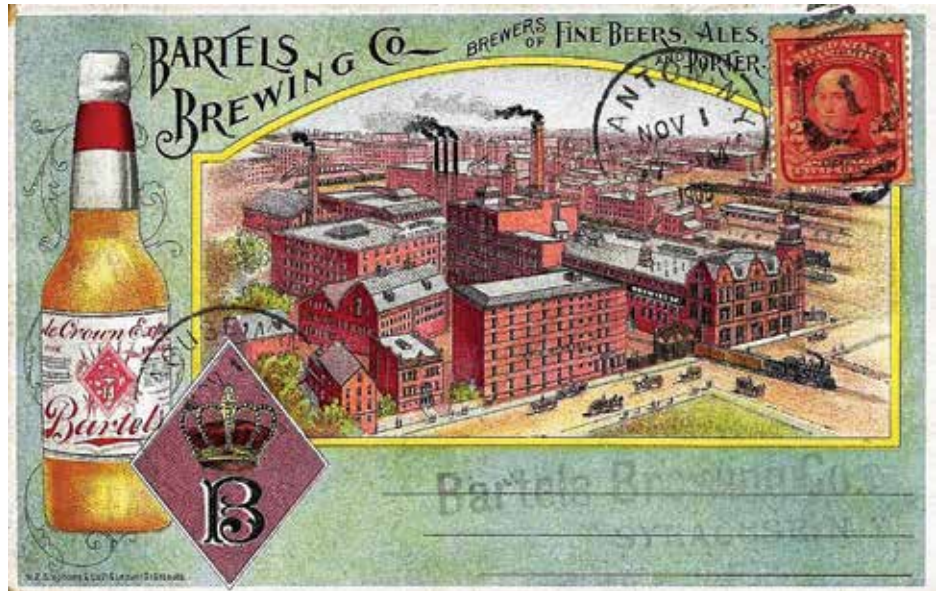
This year, we planned on honoring our co-founders spouse, Helen Haydock, as the recipient of the Founder's Award, but had to do it via the phone as she was unable to attend. Her stand in, Herb, accepted the Award in her honor. I am pleased to let everyone know that Helen is doing fine and felt terrible about missing a NABA Convention for the first time. That leaves Herb and Rei Ojala as the only members with perfect attendance records! Helen is looking forward to being in Madison, Wisconsin next year and promises to take her usual place at the registration desk.

For 2018, we move on to the Crowne Plaza Hotel in Madison where John Ferguson will serve as Convention Chair. In 2019, NABA goes to the Cincinnati area (Hebron, KY) where our own “Beer Dave” Gausepohl will be the chair.

George Baley



Hermann Bartels circa 1906.



Bartels New York order card with cancelled stamp, November 1905.
All images from the collection of the author.

The Downfall of a Brewing Tycoon

by Michael Bartels

The Bartels beer name is familiar to breweriana collectors in Pennsylvania, Upstate New York, and Ohio. Additionally Herman Bartels, Sr. left his mark across the Great Lakes region.

Four breweries bore the Bartels name. Syracuse NY was Herman's home and his primary interest. He founded a brewery in Edwardsville (near Wilkes-Barre) PA and he also helped plant two breweries in Cincinnati, the F. Bartels Brewery and Bartels Brothers Brewery.

Sadly, Bartels seems to have made a desperate decision with unintended, though predictable, consequences. A lot of information exists to give insight into Herman Bartels and how legal battles cost him and his family. His story is indeed a colorful one.

Discovering Herman Bartels

A few years ago, I became interested in learning more about Herman Bartels, the beer's namesake, no relation to me. As noted above, Herman established several different breweries that bore his last name. The one in Syracuse, NY (a city he called home) was called Bartels Brewing Company, and was his primary interest. Next came one in Edwardsville (near Wilkes-Barre), PA (Bartels Brewery). Finally, in Cincinnati, two Bartels breweries were formed (F. Bartels Brewing Company and Bartels Brothers Brewing Company).

But when I found a small article on his involvement in an attempted arson, the story of Herman Bartels became a lot more intriguing. An exploration of the

internet and newspaper archives revealed the fascinating tale of Herman Bartels' rise as a prominent, multi-city brewer; and his subsequent and dramatic downfall.

Sadly, Herman was a man who became plagued by business conflicts, financial issues, and finally, legal battles. Yet, he also left a tremendous legacy of business success: The four above-mentioned breweries in three different cities.

Coming to America & Cincinnati

Herman Bartels was born in 1853 in Prussia, a part of present day Germany. Herman trained as a brewer and like many of his countrymen, he immigrated to the United States, arriving in New York City in 1872. Later, the May 2, 1905 Syracuse Herald described his arrival: "Mr. Bartels was practically penniless when he landed in America. On his arrival from Prussia he found himself in the midst of a vast throng of strangers in a strange land – on Independence day. In his pockets he



Tray from Bartels' Cincinnati brewery, circa 1900,
by Charles W. Shonk, Chicago.

jingled a few native coins.”

By 1874, he had relocated west to the heavily German city of Cincinnati where he married and had a son, Herman Jr., in 1876. During this time, Herman Sr. worked as a brewmaster, a respected position that would have drawn a good salary. He also acquired business skills that would help him achieve his brewing aspirations.

In 1878, he purchased an interest in Crescent City Brewery and moved to nearby Aurora, Indiana. The Bartels’ other children—John, Lillian, and Emma—were born in Aurora.

While he was in Aurora, Herman’s brother Frederick immigrated (1880). Frederick was also a brewer and worked in Cincinnati. That same year Herman purchased an interest in The J. Walker Brewing Company, returned to Cincinnati, and worked there with Fredrick. In 1887 he sold his interest in J. Walker and moved to Syracuse, NY. Herman’s first position there was as brewmaster with the Haberle Brewing Company.

Brewing also extended to his sister. Amalie came to Cincinnati in 1886, her husband Albert Wulf was a brewer and applied his trade in the Queen City. After Albert passed away, Amalie married George Bauer, also a brewer in Rochester, New York.

A Brewery Bearing His Name

Herman was intent on acquiring his own brewery and establishing himself as a businessman. In early 1893, \$50,000 worth of shares in Germania Brewery went to auction but sold to one bidder for just \$10,000. In what was described as a “scheme,” articles appearing in the April and May 1893 Syracuse Herald suggested that Bartels and a prominent attorney, Horace White, had agreed ahead of time that only one would bid on the shares and

they would split them. Herman subsequently became president and Horace White the company attorney. By September, 1893, the company’s name had been officially changed to Bartels Brewing Company.

A Slide from Greatness

By 1898 and within just 5 years of forming his Syracuse brewery, Herman Sr. had become the main character of a true American immigrant success story. His good fortune was evident in the modernization of his hometown and namesake brewery



Syracuse, NY
match safe.

Then There Were More

Herman Bartels’s brewery interests were not limited to just Bartels Brewing Company in Syracuse. His growing sphere of influence included the businesses listed below. Clearly, the Bartels family’s business interests were widespread.

- Monroe Brewing Company (Rochester, NY).
- Syracuse Cold Storage, next door to Bartels Brewing Company.
- Herman’s second self-named brewing interest in Edwardsville, PA, the Bartels Brewery (1898). Entirely separate from his Syracuse operation, the PA plant was not managed by Herman (though he was listed as president). In 1905, he sold a large portion of his shares using the proceeds to solidify his interest in Monroe Brewing.
- The Lake Shore Malt House (formerly Fanning Brewery in Auburn, NY) 1899.
- Herman invested in Chemung Consumers Brewing (Elmira, NY); Great Northern Brewing (Syracuse); and Oswego Malt House (Oswego, NY).
- New York State Brewing Company (Syracuse) was founded by Herman’s son-in-law, Abram Hoffman in 1905.
- Mohawk Valley Brewing Company (Schenectady, NY) was founded by his son John in 1906.
- Phoenix Brewing Company (Pittsburgh) was formed by Herman. Herman Jr., managed this operation and eventually relocated to Pittsburgh.
- The Becker Brewing Company (Cincinnati), was renamed Bartels Brothers Brewing, and then in 1903, was re-formed as Fairmont Brewing.
- The Big Four Brewing Company (Cincinnati) was created in 1899 by Herman Bartels, William Habarle, Walter Granger, Peter Outcalt, and John Carrothers. The name was changed to F. Bartels Brewing Company shortly thereafter, but it ceased operations in 1903.



Above: Pre-1900 embossed tin sign, 19.5 x 14 inches, manufactured by Sentenne & Green. This is an early Bartels sign, as it does not include a crown in the logo.

Below: Bartels in Syracuse introduced its "Nightwatcher" character as early as 1907, when Herman was no longer actively involved with the brewery due to his trouble with the law. Perhaps the Nightwatcher was on the lookout for arsonists? Shown here (bottom) is an embossed tin (23.5 x 16 in.) by Shonk and a corresponding tip tray, dated 1907.



at considerable expense. The family lived in a large modern home with two live-in servants, they purchased a summer home, and traveled to Germany and Florida.

A January 1898 Syracuse Post Standard article highlighted Bartels' lofty reputation:

Of all the beverages sold in Syracuse, none are so delicious, cooling and appetizing as the beer brewed by this company. It has a name and fame throughout all this part of the country that serves to commend it to every lover of the invigorating draught...President Bartels is one of our public-spirited citizens and most successful business men; president of the Syracuse Cold Storage Company,



and one of that class who build up great enterprises in every avenue of industry and trade.

But then things took a turn for the worse. It started when some of Herman Sr.'s loose business habits became exposed. In 1905, a bank audit found a \$17,000 shortfall in the company's books – a significant amount by the standards of the day. His partner in the original "scheme" to buy the company, Horace White (by then a state senator and later the governor of New York) raised concerns about Herman's business practices. Among the issues raised were unaccounted-for money given to Herman Sr. and Herman Jr. beyond their salaries. These dollars were described as "walking around monies" that the two could use as at their discretion. Another shady practice was the purchasing of supplies under the Bartels Brewery name, yet delivered to other family interests.

When Herman Sr. subsequently tried to oust White from his share of the brewery, the influential state senator countered by enlisting the New York Attorney General to investigate the company. Soon, creditors took action against the Bartels businesses.

A Brewer Turns Arsonist?

The setting: Lakeshore Malt House in Auburn, NY (a Bartels family enterprise) had been using only a small portion of its massive four-story building to distribute Monroe Brewing products. The building was worth more in insurance than it was to Bartels' business.

The Players: John Dippold, a man hired by Bartels to "sort and paint barrels" at Lakeshore. A man whose name at this point was unknown partnered with Dippold on this job. Another John, of the last name Larson, who worked for



This early 1900s litho from the Edwardsville brewery shows a woman curiously posed in Germanic military garb on the deck of a gun ship.

Monroe Brewing and had an office at Lakeshore Malt House. And finally, Larson's brother-in-law, Patrick O'Conner.

The Deed: On September 13, 1904, O'Conner came looking for Larson at his office at Lakeshore and discovered Dippold amidst cans of oil and material saturated with kerosene, all scattered around the facility.

O'Conner found Larson and together they discovered more flammable materials and scraps of saturated wood piled throughout. They also noted holes drilled in the floors with saturated rope stretched between the stories. In addition to Dippold, another man was discovered on one of the upper floors.

When confronted by Larson and O'Conner, Dippold had them call Herman Bartels, who tried to assure Larson that everything was okay. Being suspicious, however, O'Conner left to get the police. By the time they arrived, Dippold and the other man were gone.

Further investigation confirmed that the building was clearly being prepared for fire. An electrical device was set in such a way that, when the building's street lights were turned on, the device would ignite the kerosene-saturated rags. Thus, the owners of Lakeshore – the Bartels family –



Pre-Prohibition tray and 20 x 28 inch embossed tin sign for \$5000 Beer, a premium brand from the Edwardsville Brewery, both by Kaufman & Strauss.

would have been able to collect on the insurance.

Kicked out of his Namesake Brewery

During the time when Dippold and his accomplice were on the lam, Herman Sr. had to attend the NY Attorney General's inquiry on his questionable business practices. The complaint that brought the greatest scrutiny, however, was that Herman also owned the Great Northern Brewing Co. – a seeming conflict of interest in that he owned two local competitors. The Attorney General questioned, "How can a man be interested in rival breweries and give his full measure of service as an officer to one? It is not merely

necessary for a brewery to keep up its sales.

There should be advancement." (Author's note: This quote was reported by the two local Syracuse newspapers of the time, in 1906).

In addition, The American Malting Company was forcing



involuntary bankruptcy hearings against both Herman Sr. and the Lake Shore Malt House.

As the battles with creditors were being waged, the Bartels Brewing Co. board met and removed Herman Sr. and Herman Jr. from the board and from their positions. Once he was ousted from the brewery, Senior's legal dispute with Senator White ended, and the NY Attorney General's case was dropped.

The Law Catches Up

Meanwhile, the would-be arsonist John Dippold had fled to Canada. But in May of 1905—eight months after the attempted arson—Dippold traveled to Chicago, at which time he was arrested. On the train back to Upstate NY, Dippold gave his deposition. Arrest warrants for Herman Bartels, Sr. and other suspects were promptly issued.

Herman Sr. was arrested and put on trial. The prosecution presented evidence describing how Lakeshore had been rigged to burn, the plot to secure insurance money, and the method by which Dippold and his accomplice (a man later identified as one Mr. Whittig) were paid to "disappear."

Bartels took the stand in his defense, as reported in the Syracuse Post Standard in 1905. As to Dippold, Herman testified that

The iconic "Professor" spokes-character (shown here in a trolley poster) represented the brewery from about 1914 until the brand's final days when it was owned by The Lion, Inc.





Very early fiber beer tray, Syracuse. The tray mfr.'s patent is dated 1888.

when he came to Lakeshore, "I found Dippold drunk. I told him I did not want that kind of a man. I told him to get out – discharged him."

He also said he should have gone to police at the beginning instead of listening to his lawyers, but he had been worried about damaging his credit. The cross examination was grueling. Fires that had occurred at breweries in Cincinnati in which he had invested were cited, as well as a fire at his home and at several other properties he owned.

On April 27, 1906, the case was given to the jury. After nine hours of deliberation a verdict was returned: Herman Bartels, Sr. was found guilty, and he faced a possible maximum penalty of seven and a half years in prison.

Escape to Canada (Twice)

Things got even more interesting when Herman was scheduled to appear in court to receive his sentence. He was not to be found. His attorneys said he never showed up to their planned meeting to discuss the case. Neither they nor his sons knew of his whereabouts. One of his attorneys said he would no longer

represent Bartels, and also noted that Herman had not paid him or the other attorneys all fees they were owed.

Herman fled to Canada where he could not be extradited on attempted arson charges, so the District Attorney filed new charges of perjury. An arrest warrant was issued, extradition orders were filed, and one year after he was originally scheduled for sentencing, Herman Bartels, Sr. was arrested in Niagara Falls, Ontario, and was to be picked up by US authorities.

On April 30, 1907, however, when they tried to collect him, authorities returned empty handed. The extradition orders had been challenged in the Canadian courts, and the US District Attorney had to go back to Canada to present evidence that Herman was likely guilty on the perjury charge. The courts again found him to be qualified for extradition, and on July 4, Auburn authorities went to collect him again.

This time, due to a lack of attention during the hand-off, Herman slipped away and evaded capture for two weeks. When asked why he took off, he had quite the tale: "The Sheriff had permission to take me to lunch. We went into the hall and the Sheriff stepped into a side room. He did not tell me to wait, so I walked away . . . If officers had not come for me I would have called on them soon. I was tired of hiding."

Herman Bartels, Sr. served 90 days in a Canadian jail for the escape, and was finally returned to Auburn, NY on November 2, 1907, more than 18 months after his conviction.

Prison and Beyond

On March 3, 1908 he was finally sentenced to fifteen months at the Auburn State Prison. He was not well – he had been suffering from kidney disease for some time. He began his sentence in the prison hospital, and was later assigned to work as a broom maker.

Once Herman was released from prison (around June of 1909) he was contacted by a man named John Commins to see if he wanted to participate in creating a new brewery in Buffalo, NY. Although Herman decided against re-entering the beer business, he still had his entrepreneurial spark.

Given his experience making brooms in prison, he instead purchased Syracuse Broom and formed the Empire Broom Company in October, 1909. Herman had survived prison, only to once again become a successful businessman.

An accident on July 13, 1910 sent him to the hospital. Complications from his kidney problems (Bright's Disease) kept Herman hospitalized and he ultimately left for Saratoga, trying to regain his health at the famous summer resort town. Unfortunately, the tumultuous life of Herman Bartels, Sr. ended

NAME OF OFFENDER	COUNTY	TERM	FINE	JAIL	DATE OF RECEIPT	RECEIVED BY PRISON	REMARKS
John Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	
James J. Sullivan	Albany	Albany 2 ¹	County	County	Mar. 3, 1908	Mar. 3, 1908	

Herman Bartels, Sr.'s entry into the 1908 prison register.

there, as he died on August 25, 1910. He was just 57 years old.

Bartels Beer Legacy

But what of the Bartels-named breweries? Two of them far outlived Herman and even survived Prohibition. His coveted Syracuse brewery re-emerged after Prohibition and made some 10 different styles to quench the varied tastes of the Syracuse area. It closed in 1942.

The one in Edwardsville, PA carried the Bartels name the longest. It brewed independently until 1967, when it was sold to the nearby Lion Brewing Co. of Wilkes Barre. Sadly, the old Bartels Brewery was shuttered the following year, after enjoying 70 years of operation. A flood in 1972 led to the demolition of the aged structure. Lion continued to brew a beer with the Bartels label, but let the trademark lapse in 2012, 102 years after the passing of its colorful namesake, Herman Bartels, Sr.

About the Author: Michael Bartels discovered Bartels Brewing while in college. His parents, while traveling in New England, found a Bartels Beer sign and it hung in his dorm room. Ironically, Anderson College (Indiana) frowned upon alcohol and disapproved of the sign but it was never removed. After graduation in 1971, Mike pursued collecting Bartels Brewing memorabilia and became active in NABA and other organizations. Having the collection spirit, Mike also likes to discover small celluloid advertisements, playing cards, "naughties,"* and many other distractions.

*old small erotic or risqué items of interest, like bisque squirter bottles but including other small novelties.

Mike can be reached at
mpb.wc.oh@gmail.com.



Above: One view of the author's extensive Bartels collection.
Right: A 1915 "yard long" litho calendar for Crown Beer, Syracuse.
Below: A trio of tip trays.



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WILL GETTELMAN GET A NEW LIFE?

INTRODUCTION BY KEN QUAAS

It certainly wasn't THE beer that made Milwaukee famous—although it called one of its brands Milwaukee's Best, and confidently named another one \$1,000 Beer.

But this brewery was successful enough to have lasted more than 100 years. It was progressive enough to have invented the first US steel keg (in 1933). It was creative enough to have presented to the public a more memorable advertising character than any brand from Milwaukee has ever created (Fritzie). The Gettelman brand was memorable for many reasons.

Long after the demise of Gettelman beer, preservationists, historians, and local residents are fighting to keep remnants of the brand alive in the form of its original brewery buildings.

Miller Brewing bought the venerable Gettelman in 1961, ending 105 years of independence and struggle against the larger Milwaukee breweries. Gettelman remained a stand-alone brewery until about 1970, when production was folded into the rest of Miller's adjacent, sprawling brewing complex.

The Gettelman buildings were used for brewery engineering offices, and later, as the sales and marketing hub of the ill-fated Plank Road Brewery. Plank Road was Miller's early attempt at disguising its effort to create brands (Icehouse and Red Dog) aimed toward the burgeoning craft beer market in the late 1980s. The offices and buildings were abandoned in the 1990s.

The old Gettelman structures are highly visible in their position directly across from the MillerCoors Visitor Center. But MillerCoors wants to tear them down and pave over their legacy for parking.

This intention has created a stir in Milwaukee. One of the voices among the opposition is NABA member and brewery architectural historian, Susan Appel. Susan attended this spring's special meetings held to glean public and owner comments concerning the future of the structures. NABA and historians everywhere are grateful both for her preservation efforts and her update below.



Gettelman produced a variety of colorful and interestingly-named brands, in addition to its namesake label. Above, its \$1000 Beer as seen promoted by a rare 1940s era Milprint foil-on cardboard, overlaid with celluloid (Collection of Ron Small) and in a 1950s vacuform plastic 3-D sign (below) 5 x 7.5 inches.



GETTELMAN SAVED FROM THE WRECKING BALL...FOR NOW

BY SUSAN APPEL

On April 24, 2017, the Milwaukee Historic Preservation Commission held a special meeting to consider a Temporary Historic Designation for the central two buildings of the former Gettelman Brewery, at 4400 West State Street (now owned by MillerCoors). The majority of Gettelman's historic buildings have been torn down over the decades since 1970, when the brewery ceased operations. The application for this Temporary Historic Designation came from a nearby property owner who was distressed to read newspaper coverage of MillerCoors' imminent

intention to demolish the two structures so they could enlarge the space currently used for truck trailer storage.

At the April 24 special meeting, Carlen Hatala, Senior Preservation Planner for the City of Milwaukee, presented the office's staff report, which had been included on the application for Temporary Historic Designation. The report highlighted important aspects of the history of the Gettelman brewery, excerpted here.

THE SITE HISTORY

A brewery was begun on the site in 1854 by Frederick Colditz and Charles Reitzenstein, who



The Gettelman advertising of the 1950s saw the creation of popular "Fritzie" character, named for the brewery's head, Fritz Gettelman. The character is seen here in a pair of back bar chalk statues. Photos courtesy of Bob Pirie.



Here are recent views of the last vestiges of the Gettelman Brewery on the current MillerCoors property, portions of which date to 1856 and are in danger of being demolished. Left photo courtesy of Susan Appel; Right courtesy of *Milwaukee Sentinel*.

both died in a cholera epidemic. At the time of their deaths, all they had achieved were one underground lagering cellar and the foundations for the initial brewery structure. George Schweickhardt purchased the property in 1856, and completed another cellar, the brewery, and a house in which his family and descendants lived. (Author's note: These buildings still stand and were the focus of this hearing).

In 1870, Schweickhardt's daughter married Adam Gettelman, who purchased a half-interest in the business. Gettelman took full control in 1874, operating the brewery until his death in 1925. His sons had gradually taken on prominent roles in the operation. William Gettelman guided the company for a short time after his father's death. When William moved into banking, he left the brewery to his brother Frederick, best known as "Fritz."

Fritz Gettelman was a significant inventor of various machines and devices, a number of which he had time to develop during the idle years of Prohibition. It was Fritz who brought the brewery back once Repeal was enacted. He ran the brewery successfully until his death in 1954, at which time he was succeeded by his sons, Fred and Tom.

A long brewery workers' strike in Milwaukee (1953) was hard on the city's smaller breweries. During the competitive intensity of the post-World War II period, Gettelman and others were feeling significant economic pressure. Fred and Tom turned to their neighbor, Miller, and negotiated a lucrative sale in 1961. Gettelman operated as a division of Miller until 1970.

From the time of George Schweickhardt through the many decades of Gettelman control, the managers of the brewery intentionally limited its size, focusing consistently on a regional business and quality products. Stay-

ing small was their solution to maintaining quality control and keeping the business in family hands. The A. Gettelman Brewing Co. expanded, but never on a scale that approached its larger contemporaries – Pabst, Schlitz, Blatz, and eventually, Miller.



Gettelman was small, but still produced some beautiful breweriana to compete in the crowded and competitive taverns of the Milwaukee area. **Above:** This striking 1930s tray by American Art Works is one of the most recognizable pieces of breweriana produced by Gettelman. Collection of Ken Quaas. **Above Left:** A classic Price Bros. back bar register light; and **Below Left:** a neon with backlit reverse on glass sign, both circa 1950s. Collection of Brian Langenbach.





This beautiful 48 x 20 inch outdoor porcelain sign from the late 1930s was recently restored by Skyline Neon of Minneapolis—with dramatic turquoise neon and a new can. Photo courtesy of Matt Thompson.

PRESERVING HISTORIC STRUCTURES

Unlike others, Gettelman retained its original buildings, keeping a clear sense of its family origins and traditions, even though the house became an office and the story-and-a-half brewery building was later transformed into a malt house. Thereafter, it was razed and re-incarnated as a three-story stock house. Finally, it was reduced to a two-story office building.

Still, the two buildings which remain today represent a touchstone of the history and values of the Gettelman family as well as the city with which they grew and prospered. Likewise, they represent the simple vernacular origins of most early Milwaukee and Midwestern breweries.

During the public hearing phase of the April meeting, opposition to the Temporary Designation was expressed by representa-

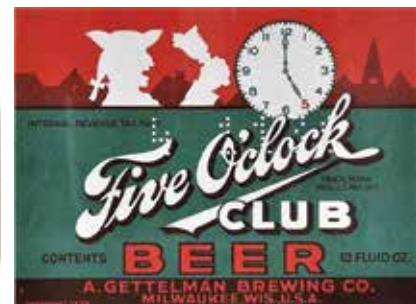


tives of MillerCoors. In various widely-publicized earlier statements, company representatives said that they needed the land for an employee parking lot and truck transit.

Many at the meeting argued for preservation. These included brewery historians and local residents who spoke of the Gettelman family's historical and cultural importance to Milwaukee. All touched on the significance of the structures themselves, which are among the last remaining examples of the early stages



Fritzie was deployed in a number of ways, perhaps most memorably in eye-catching painted wallsapes, each unique and customized to the building it enhanced. There were 85 custom 'Fritzie Walls' painted throughout Milwaukee between 1949 and 1951. While most other Milwaukee breweries used the most expensive and visible locations to post their painted advertising, Gettelman had to use its smaller budget more creatively and capitalized on less conventional locations, which pictured Fritzie using drain spouts, fences, windows, and even a wagon to promote the beer." Sadly, only one of these wallsapes still exists in Milwaukee. Special thanks to Bob Pirie for the wallscape photos & their history.



of Milwaukee's famous brewing heritage.

Preservationists also expressed hope that MillerCoors would develop more imaginative plans than to raze the site and pave it over. It was suggested that they might consider properly preserving the Gettelman buildings and using them for modern tours. Some imagined a future in which the buildings, in juxtaposition with the much larger MillerCoors brewery complex, could become an immersive example of the long heritage, changes, and growth



of brewing in Milwaukee. In this vision, guests taking tours could readily see the differences between the uses, architecture, and layout of the new and old buildings, to better understand how brewing has grown over the decades since 1856. Thus, the site could become integral to MillerCoors's long-established tradition of opening their facilities to educational public tours.

After hearing the perspectives of the public and historians, as well as the property-owners, the Preservation Commission voted unanimously in favor of the Temporary Historic Designation. With this temporary reprieve, no demolition efforts were able to proceed for 180 days.

At another meeting held by the Historic Preservation Commission on May 15 of this year, the group unanimously granted Permanent Landmark Status to the pair of former Gentleman



1950s-era marketing focused on the flagship Gettelman Milwaukee Beer brand and leveraged the memorable slogan, "Get-Get Gettelman," as seen in this composite sign and the wallscapes on the previous page.

If approved by the Committee, the issue would then go before the Common Council, and if approved there, will move to the Mayor's desk for his signature. Most representatives of the preservation side of the "discussion" anticipate that current owner,

MillerCoors, will bring in their major "guns" on September 19 to argue for contemporary use of the space, without the current buildings, of course.

The story is far from over. Still the positive outcome of the impetus to preserve is encouraging to those who support the respectful re-use of these structures, so closely tied to the origins of Milwaukee itself, as well as Gettelman's and other historic breweries.

brewery buildings, one of which still has one of the last lagering caves in the city located beneath it. While this designation does not mean the structures are safe from demolition, it does, however, make the process more challenging.

At the time of this writing, there is an additional meeting scheduled for Tuesday, September 19, to happen before the city's Zoning, Neighborhoods & Development Committee.

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Willow Springs

All other

Nebraska

brewery

pre-Pro signs



NABA member: Phil Cahoy

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Bob and Marilou Kay, a couple together for 62 years, have spent more than 35 of those enlightening the many breweriana gatherings they attended together.

Bob Kay: The Legend of “Labelology”

by Ken Quaas

It is very probable that no one has done more to advance the understanding of brewery history and breweriana than Bob Kay. Through his many decades of painstaking collecting and meticulous chronicling of a vast variety and quantity of beer labels, Bob has cast light on the shaded mysteries of many a beer brand and brewery. His scholarly pursuits of beer labels and their evolution have enlightened collectors worldwide on the age and rarity of the breweriana in their own collections.

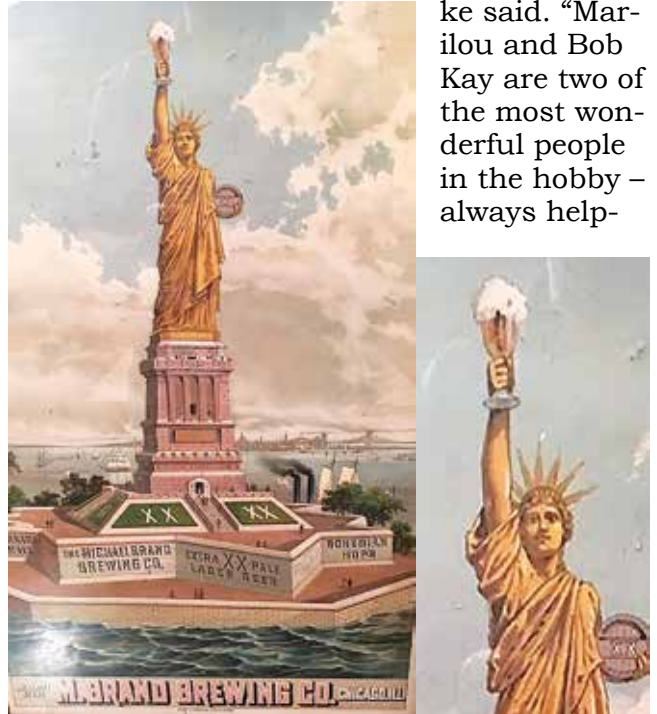
Fortunately for “the hobby” (as so many brewerianists refer to our collective pastime) Bob has been generous in sharing his discoveries of how particular breweries evolved their brands and the labels they used to represent them. For many years, Bob shared these insights in his column, “Labelology,” which appeared for years in NABA’s *Breweriana Collector* magazine, as well as in other beer-focused publications. Bob’s passion to journal the history of beer brands was facilitated by not only a keen eye for design, but also an encyclopedic memory, and a talent for mastering intricacy—an asset that served him well in his long and successful career as a mechanical engineer in automotive research for a leading oil company.

“Bob’s photographic memory never ceased to amaze me,” said long-time friend and fellow legendary collector Adolf Grenke. “He has the ability to look at labels and know immediately whether he had them already or if they were a new find, even though his collection consisted of tens of thousands of labels. He’s been my go-to guy for information and breweriana history.”

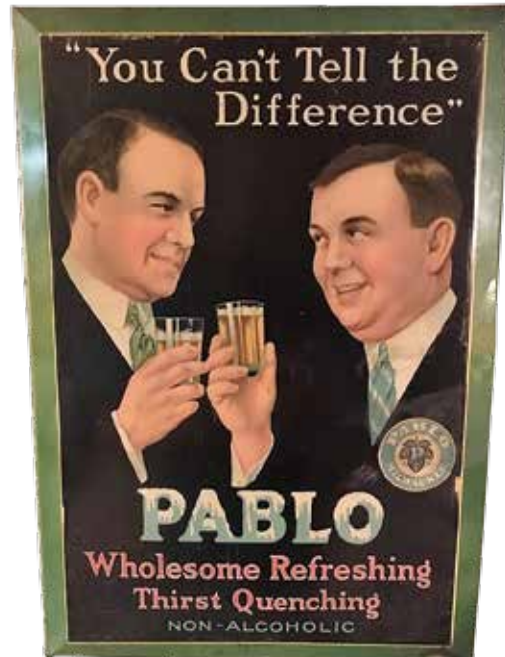
Norm Jay, another long-time friend and himself a renowned collector, is another staunch admirer. “We breweriana collectors are fortunate. Bob Kay has been an incredible contributor to this hobby,” noted Norm, a former NABA president. “Bob is a master at this collecting pursuit, after all he wrote the book,” he added, referring to the many books Kay has published on U.S. beer labels dating from pre-Prohibition through 1950. Norm still marvels at his friend’s incredible knowledge. “He could give you an answer to any tough breweriana question – sometimes on the spot!”

Bob Kay’s friends are just as quick to note his generosity and kindness as they are his acumen in identifying the details of label indicia. “I always loved traveling to shows with Bob,” Norm recalled. “He has been a loyal and dependable friend.” Adolf Grenke’s sentiments echo those. “Most importantly, Bob is a nice person and a good

friend!” Grenke said. “Marilou and Bob Kay are two of the most wonderful people in the hobby – always help-



One of Bob’s favorite pieces of breweriana is this extremely rare pre-Pro lithograph from the Michael Brand Brewing Co. in Chicago. Bob loves the subtle, detailed treatment of Lady Liberty. Upon close inspection (see inset) you can see the Lady has had her tablet and torch whimsically replaced by a beer barrel and a frothing pilsner glass.



Left: This spectacular tin die cut sign features a German waitress playfully swinging with a bottle of beer, from Edelweiss Brewing of Chicago. **Right:** Always a stickler for details, Bob has a deep appreciation for this litho from Independent Brewing for all of its intricacies and exuberance.

This Prohibition-era tin-over-cardboard sign from Pabst introduces its non-alcoholic Pablo, a name that sounds similar to other “near beers” marketed by major brewers at the time, such as Famo by Schlitz, Vivo by Miller, Lux-O by Stroh, and Bevo by Anheuser-Busch.

ful, considerate and kind.”

A recent visit to the Kay’s lovely home in suburban Chicago found Bob and his wife, Marilou, ever the gracious hosts, smiling and enjoying one another’s company as they recounted their many brewery adventures and friends in the hobby. The couple have been together more than 60 years—since their days as undergraduate students at

the University of Kansas.

Bob not only spoke of his fascination with labels (“I can sit and look at them forever”) but also about his extensive collection of other breweriana. Bob said he began collecting Chicago pieces after living there for many years and because brewery items from his native Kansas were scarce. But Bob never constrained his collecting to specific geography.

“If it caught my fancy, I’d buy it, no matter where it came from,” he recalled. “And I always enjoyed the thrill of the hunt.”

How did the “Labelologist” get his start? In the 1970s when the Kay’s son, Forrest went off to college, he asked his dad to look after his growing can collection. “I



Bob Kay (left) with good friend and legendary collector “Uncle” Ernie Oest. The two cemented their friendship in the late 1970s.. Uncle Ernie helped both inspire and supply Bob’s unrivaled label collection. Photo courtesy of Forrest Kay.



Although Bob is reluctant to pick favorites, this amazing, one-of-a-kind reverse paint on glass sign from Chicago’s Garden City Brewery is one he has long admired.

liked them,” Bob recalled. “And then I added to the cans and started collecting mini bottles and wrote a book about them in ‘81. After that, it seemed like there was no limit on the breweriana I bought,” he laughed. “And I really enjoyed becoming friends with the people I met at the shows. The camaraderie, that’s what I enjoyed most.”



The Prima Ladies from Independent Brewing in Chicago figure prominently in the Kay collection.

Over the years, Bob has had many collecting comrades, including such NABA collecting stalwarts from the Chicago area as the aforementioned Adolf Grenke, Norm Jay, Paul Cervenka, Dave Lendy, and the late Jim Shoulter. Bob said NABA proved highly valuable in introducing him to other collectors from across the country who became both friends with whom to socialize as well as valued breweriana confidantes. These include Bill Carlisle, Bill Frederick, Dave Mathews, Ken Ostrow, and John Steiner.

One of Kay's biggest influences was one of the founding fathers and ace promoter of the breweriana hobby: the legendary "Uncle" Ernie Oest, of Port Jefferson, NY. The late Oest was known not only for his extensive label collection, but also for traveling the country and taking photos of old breweries still standing during the 1950s and 60s. Bob and Ernie became fast friends thanks to their mutual love for labels, and Bob eventually bought Ernie's massive label collection, which he carefully catalogued and which formed the basis for his many books on the subject.

When asked how he secured permission from Marilou to



This 1902 lithograph (left) of working men joyously raising their glasses in a toast, from Chicago's Schoenhofen Brewing Co., is believed to be the only one known. It is accompanied in Bob Kay's stunning collection by a near-mint vitrolite from the same brewery.



Several of the comprehensive collection of label books that Bob has authored adorn his office desk. They are for sale at his website: www.bobkaybeerlabels.com

display some of his prized pieces throughout his house, he shrugged and said, “I’m just lucky I guess!” And while Marilou doesn’t disagree that he’s lucky to have her as his life companion, she points to her own collecting pursuits (she has many beautiful soda, ice cream, and other signs—samples of her collection—hanging throughout the home) as one reason she has been so supportive of his breweriana hobby. “I collected long before he did,” she laughed. “Later on, when he would buy the signs with the pretty girls, I bought the ones with the ugly old men!”

Some health issues in the past few years have prevented Bob from enjoying “the hobby” the way he once did, especially as his eyesight has diminished. His son Forrest has been helping him sell parts of his collection, including his coveted labels, some of which are the only ones known. Bob is handling these changes philosophically, with the quiet charm for which he has become known. He smiles and advises simply, “You can’t keep it all.”

But what hasn’t changed is that Bob remains the same quiet, modest, and cheerful man he’s always been. He is well-remembered as the “expert among experts,” who was sought out by so many collectors as the person who might best answer the toughest question on the age or origins of a particular piece of breweriana. He is perhaps the only man who has been honored with the top awards from each of the breweriana organizations, in appreciation for his contributions to the historical documentation and preservation of brewery history. And finally, Bob Kay is the man who may have more friends and admirers than any other breweriana collector.



A rare Manhattan reverse on glass sign in the shape of a keg, from the Chicago brewery of the same name, which later became Canadian Ace.



Bob's home office houses his many awards from the hobby, including the rarely-given NABA Founder's Award.



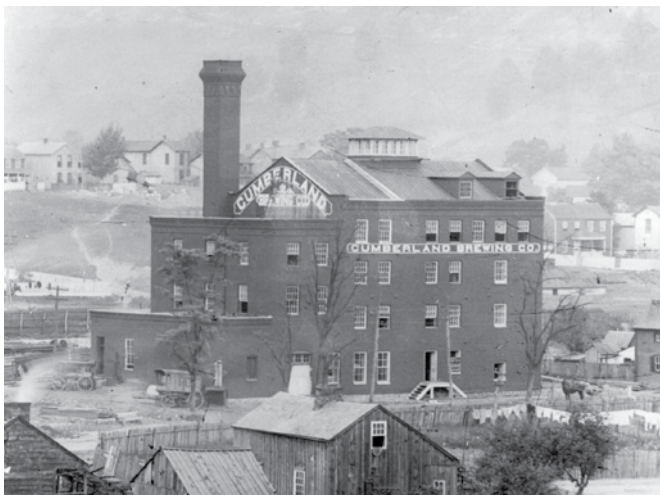
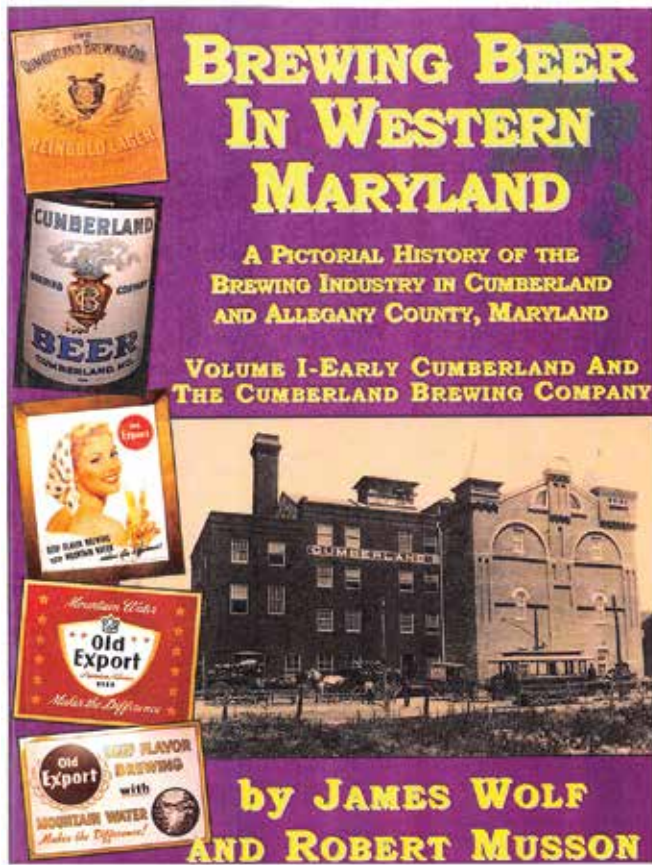
Bob's carefully-catalogued label collection, shown here only in part, literally speaks volumes to his scholarship of brewery and beer brand history.

Editor's Note: For information on purchasing Bob Kay's books on U.S. beer labels, please go to his website at www.bobkaybeerlabels.com.



Collector's Bookshelf

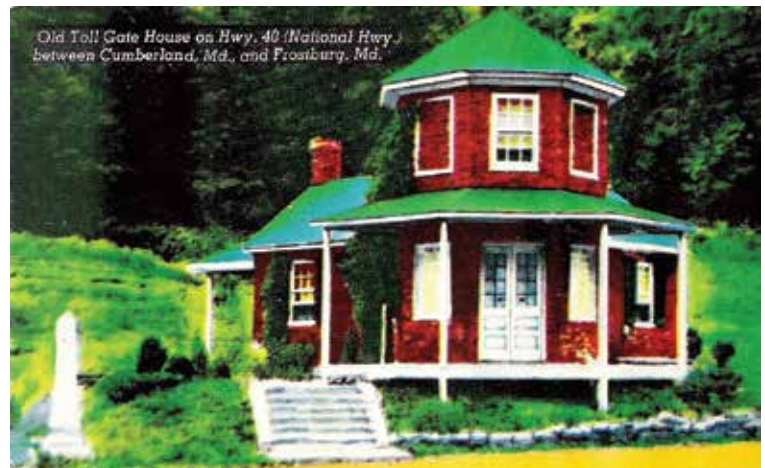
Reviewed by Larry Moter
accneca@aol.com



Brewing Beer In Western Maryland

A Pictorial History of the Brewing Industry in
Cumberland and Alleghany County, Maryland
Volume I – Early Cumberland
and The Cumberland Brewing Company
By James Wolf and Robert Musson

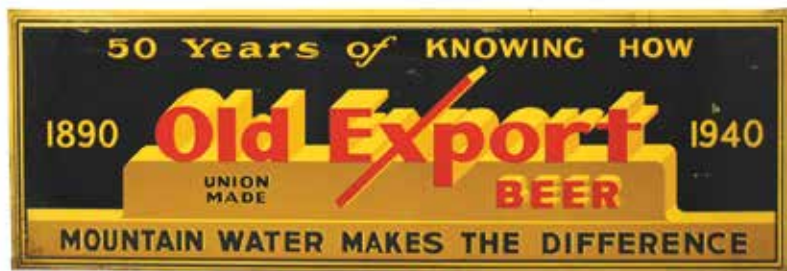
One of my fondest recollections of attending NABA conventions was frequently meeting Jim Wolf in Cumberland where we would drop my car at his brother's house, load Jim's van with breweriana, and merrily proceed to the NABA destination of the year. Since Jim primarily collected Cumberland breweriana and was extremely knowledgeable on local/regional history, our road conversations gravitated toward these subjects. I got to know Cumberland pretty well. I saw the remains of both the Cumberland and Queen City Brewing companies, plus other sites—the B & O roundhouse and tollgates (pictured here is the restored one in nearby La Vale)—along the historic National Road (Route 40), which ran through Cumberland from its origin in Atlantic City, New Jersey.



Postcard from Jim Wolf's collection.

Cumberland, surrounded by foothills and actual mountains like Savage Mountain, had a proud industrial past that included tire factories (Kelly Springfield) and chemical factories (Celanese). The glass industry was once a major industry in Cumberland (George Truog's Maryland Glass Etching Works) and thus, the region was the source of many etched beer and shot glasses. Cumberland's glass industry is





Tin over cardboard Old Export sign (1940); "Season's Greetings" calendar litho for Fort Cumberland Beer, 1907; and a pair of Old Export "bottle" chalks.



briefly delineated in a 1988 book *Old Advertising Spirits Glasses* by Barbara Edmonson. If you're curious and would like to do more research, here's a link to Cumberland's glass history:

www.ndga.net/articles/marylandglass4.php. The business basically ceased in 1908 due to George Truog's high flying lifestyle. An 1893 *Western Brewer* ad for Truog's wares is also pictured on previous page.

For those readers who are dual members with ECBA, Jim wrote a 2006 article on Maryland glass for that group's publication. George Truog's etched glasses have a very minuscule "GT" trademark, for those interested in glass trademark pedigrees.

So Cumberland has a long and fascinating history of links with the beer industry. This book is a wonderful collaboration between NABA member, Jim Wolf (Cumberland collector/history buff) and prolific brewing history author, Rob Musson.

The introduction features a summary by Jim, covering the history of Cumberland and nearby geographical areas in Western Maryland, plus a bit on Rob's involvement and his "interest in Cumberland breweries dating from the earliest days of can collecting in 1976." Rob's MD interest was further stimulated by "family excursions on a classic steam engine for the Western Maryland Scenic Railroad, which cruised past the former Queen City Brewing site on its scenic tour toward Frostburg" (Rob has "in the works" a series of pictorial histories of West



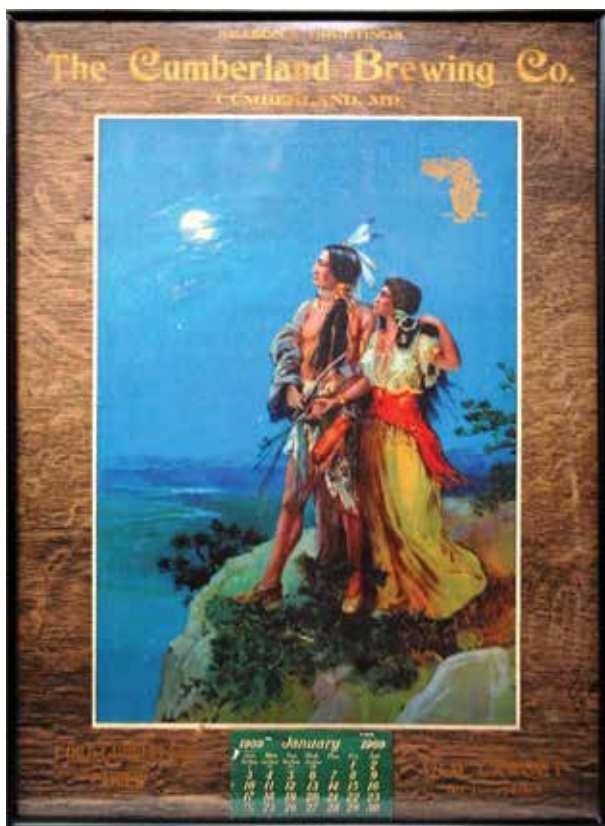
Virginia). Of course, researching WV means getting to know the Fesenmeier family, who operated the famous Fesenmeier Brewery (post-Pro name)/West Virginia Brewing Co. (pre-Pro name) in Huntington.

Rob found Jim's 2006 ECBA article on brewing in Cumberland and realized it was the "perfect base for a new book" series. The Fesenmeier family had roots in Cumberland and was integral to the Cumberland Brewing Co., so their involvement is documented within this superb book. Volume II, featuring the renowned German Brewing Co. (aka Queen City Brewing Co.) is soon to be published.

This first, Volume I's summary of breweries in the region indicates there had been 14 early breweries, with the well-known Cumberland Brewing Co. listed as the 15th. Many of those early breweries, surprisingly, lasted a long time through various ownership changes. Swiss immigrants William and Michael Gessner were the first recorded Cumberland brewers (1842) in the Sebastopol area of Cumberland County. They moved on around 1850, and an unknown owner operated the facility until the late 1850s. William



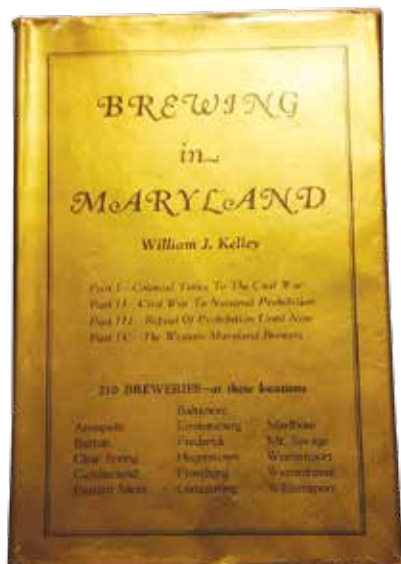
Early 1950s register topper.



1909 Calendar.

Gessner later moved back to Cumberland and created the Washington Brewery in 1859, which lasted through a couple of ownership changes until 1895. The most interesting and most documented of the early brewers was the John D. Beck Brewery, which began its life in 1858, started by John D.'s father, Frederick Beck. This facility still stands today, adaptively re-used as the Old Valley Tavern "and remains remarkably well preserved." The pix in the book are the "proof in the pudding."

That #15 brewery, Cumberland Brewing Co., commenced in 1890 and lasted as an independent company until 1958 when crosstown rival, Queen City Brewing Co., bought it and operated until its plant closed in 1969. The history of this brewery comprises the bulk of the book as well as the majority of the beautiful breweriana shown.



Above: Pre-Prohibition Reingold keg label.
Below: Cardboard "Deep Flavor Brewing" sign.



From the top: Pre-Pro "Three bottle" tray; Prohibition-era Ft. Cumberland Brew label; Old Export "Mountain Water Makes the Difference" thermometer.

The authors have assembled a plethora of quality breweriana to illustrate the book, along with Sanborn maps and old historical photos. As usual for Musson, the end product is a well-sourced addition to the historic archive.

I'm proud to say that even I assisted, in a small way, by lending a copy of the rare 735 page 1965 book, *Brewing in Maryland* by the late William J. Kelly (cover photo at left). If you ever see a copy of this book, buy it—it is one of the toughest brewery books to obtain.

I highly recommended this book not only for the history and great photos, but because it is a very fun read. I know Jim in particular, and Rob as well, both have an intense focus when it comes to a project. Jim enthusiastically researched this book, as well as the forthcoming Volume II. He spent a lot of time in Cumberland doing quality research. Readers won't be able to wait for the follow-up volume to this book, nor the forthcoming West Virginia volumes.

Ordering info: Rob Musson (grossvater@zoominternet.net) Jim Wolf (jwolf@goeaston.net).



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Auction Hysteria

by Chris Watt

Craft/Micro



White Beaver Beer Coaster
Black River Brewery
La Crosse, WI, \$27



Various Tin Tacker Signs:

Free State \$30
VooDoo Ranger \$52
Mother Earth \$16
AleSmith \$35



Top Left: Santa Barbara Pale Ale Tap Handle, Pure Order Brewing Co. Santa Barbara, CA, \$152



Top Right: Humpback Ale Tap Handle, Humpback Brewing Co. Cerritos, CA, \$125



Right: Wingman Brewers Ace IPA Tap Handle Tacoma, WA, \$213



Mauch Chunk Beer double sided Art Deco outdoor ROG hanging sign, East Mauch Chunk, PA (Known as Jim Thorpe, PA today) 28 x 24 in., \$1,400

Anheuser-Busch Faust Beer tin sign St. Louis, MO, 12 x 8 in., manufactured by Kaufmann & Strauss Co. NY, \$1,100



Sterling Ale TOC sign Evansville, IN, manufactured by American Art Works Coshocton, OH 8 x 11 in., \$640

The prices of the three wooden crates below are exceptional for early and rare brewery cases, as most can be had for about \$50 to about \$200.



Bakersfield Brewing Company Reverse Glass Sign, Bakersfield, CA, manufactured by J. Dawes MFG Co San Francisco, 23.5 x 16.5 in. (front above, back below) \$8,500



Top Left: Lemp Beer Wooden Brewery Crate, St. Louis, MO, \$1,560

Above: Juvo (cereal beverage) D.G. Yuengling Pottsville, PA Wooden Crate, \$600



Left: Schorr-Kolkschneider S-K Beer Wooden Brewery Crate, St. Louis, \$535



National Bohemian Globes (possibly Gillco) Baltimore, MD, 16 in. (1 lens missing) \$3,100



Rainier Beer Statue Rainier Brewing Co. San Francisco, CA, 13.5 in. tall, \$587

The prices of the two trays at right indicate the market for really clean, desirable trays is very strong and, in my opinion, currently on the rise.



Rheingold Beer Tray
Iron City Brewing Co.
Lebanon, PA, 13 in. dia.
H.D. Beach Co.
Coshocton, OH,
\$2,550



Quandt Beer Tray
Quandt Brewing Co.
Troy, NY,
\$640



Kanawha Brewing Co. Watch
Fob Charleston, W. Virginia
(any breweriana from WV is
seldom seen)

1.75 in. manufactured by
Donker & Williams Chicago,
\$78



Above: Eulberg Bros. Brewers
Painted beer glass Portage, WI
3.75 in., \$1,775

Below: 1906 Original Photo
Oklahoma baseball players
holding up Pabst Beer bottles
5.5 x 6.5 in., \$136



Left: Haberle Beer reverse on glass sign wooden frame Syracuse, NY, \$3,250

Middle: G.F. Burkhardt's Lager Beer tin litho sign Boston, MA (Packer & Station St.) manufactured by Wells & Hope Co. (Chromo-Litho Iron Show Cards) Vine St. Philadelphia Late 1880s, 17 x 14 in., \$6,230

Right: Red Top Malt Syrup metal flange double sided sign, 13.5 x 11 in., \$685



1890s Original Photo G. Krueger Brewing Co. Newark, NJ
brewery workers, delivery wagons, signs, 9.5 x 7.75 in., \$254



Schmidt's Salvator Beer Reverse on Glass sign
St. Paul, MN, 12 x 6 in., \$1,150



Columbus Pilsener Beer Tin Charger,
Hooster-Columbus Associated Breweries Co.
24 in., manufactured by Chas. W. Shonk Co.
Litho Chicago, \$6235

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Gluek's is Back!

by Jeff R. Lonto

Another classic brand is reborn. Memorial Day weekend, 2017 marked the triumphant return of Gluek's beer to Minnesota. And beer drinkers can rest assured, it's completely different from the bland-tasting product produced in Cold Spring under that label until 2010.

The new Gluek's Pilsener Pale Lager has a bold, smooth flavor, and carries the quality of Munich malts and traditional Saaz hops. It is not overly hoppy like many trendy IPA-style craft brews, and not watery like cheaper beer. In fact, it isn't cheap. The average retail price is \$7.99 for four 16 oz. cans, which have a classic blue, silver, and red label design based on the 1940s-era Gluek's Crowntainer ("Silver Growler") designs. The new look was fittingly created by Tom Jahnke, the son of the original designer of the Gluek's cans of that era, and the colors look great on aluminum.

The new Gluek's beer is owned by Minneapolis native Linda Rae Holcomb, who acquired the brand name for an undisclosed price from Cold Spring Brewing Co. in 2015. Holcomb's family owns the famed Gluek's Restaurant & Bar, the oldest restaurant in downtown Minneapolis. Her



The new can design, at right, pays tribute to the striking silver and blue theme used by early Gluek's (pronounced "glicks") cans, as seen by the conetop at left. Collection of Barry Travis.



Extruded tin sign, 18 x 18 inches. Collection of Barry Travis.

great grandfather, Charlie Fransen, worked closely with the Gluek family in the early 1900s, and they built Gluek's Restaurant in 1902. The locale was a distribution outlet for their beer, and thus was one of 86 tied houses belonging to Gluek's in the Twin Cities area, according to the Minneapolis StarTribune. The restaurant closed during Prohibition, but Fransen reopened it in 1934. Today, four generations of Holcomb's family have been its stewards.



Cases of Gluek's are once again rolling off the line, just as they once did in this circa 1930s brewery photo.



Neon window sign, 37 x 12 inches, deco style with polished and ribbed chrome bands. Collection of Barry Travis.

The new Gluek's is brewed under contract by Sleeping Giant Brewing Company of Denver, Colorado. While it isn't exactly "local," at least it's a small, non-corporate brewer. The original Gluek recipes (44 of them) have not been found, so the new brew was created by a German chemist Holcomb found named Ray Klimovitz.

Gluek has a storied history in Minneapolis. The original Gluek Brewing Company was founded in 1857 by Gottlieb Gluek, one year before the city of Minneapolis was organized. The brewery was built along Marshall Street NE in Minneapolis, a few blocks north of where its local rival, Grain Belt brewery, would later be built (on the east bank of the Mississippi River). Gluek Brewing survived Prohibition and remained family owned for decades.

In 1947, Gluek introduced the first malt liquor, Gluek's Stite, which gained a reputation of its own and spawned a new category of higher alcohol beers nationally (*Ed. Note: See the article "The Might of Stite" that appeared on p. 41 of the Summer 2017, V. 178 issue of the BC for more about malt liquors*).



Everbrite Gas tube display sign with reverse paint on glass panel, measuring 22 x 14 inches. This rare sign is in its original crate dated March 1935, and addressed to the Gluek Brewing Co., never opened. Collection of Barry Travis.



Left: 1930s Neolite sign, new old stock with box. Collection of Barry Travis. Right: similar sign, lit. Collection of Chad Haas.



This beveled wood sign may be by Meyercord, and is believed to have been made for the famous 1893 Chicago World's Fair. The 28 x 20 inch sign is one of two known. Collection of Barry Travis.



12-inch pre-Pro pie plate tray was made by Chas. Shonk, Chicago. Collection of Barry Travis.



Pictured above is the brewery as it looked in a wintery view from 1963, set back off the banks of the Mississippi River in Minneapolis.

This was just before the brand was sold and the brewery closed. The building and Gluek mansion were demolished in 1966 and the three-acre site languished until it was acquired in 1978 with funds from the state of Minnesota. The intent was to develop the riverfront as a public space.



In 1988, a picnic ground and river overlook were finally completed. The park was named Gluek Park in 1995, when the Gluek family donated a gazebo for the property. The park was shut down in 2004 due to concerns over contaminated soil. Following soil remediation by the US Environmental Protection Agency, the park reopened in 2008 and now remains a place for visitors to take in beautiful views of the river. The brewery may be gone, but the name remains and now the beer is back.

Photos courtesy of Minneapolisparkhistory.com and Minneapolisparks.org



De-embossed tin over cardboard sign, 12 x 6 inches, collection of Ron Kirsch, and banners (right) from the collection of Bob Post.



Gluek's, along with Grain Belt, had signage and taps at the Metropolitan Stadium baseball park in Bloomington when it opened in 1956, and continuing through its transition to a Major League ballpark with the arrival of the Minnesota Twins in 1961. In 1964, Gluek sponsored the Minneapolis Aquatennial, but later that year, financial problems and a changing marketplace forced the brewery to close.

In 1964, the Gluek brands were sold to the G. Heileman Brewing Company of La Crosse, WI and sadly, the historic Gluek brewery in Minneapolis was torn down in 1966. After changing Gluek's into a watered-down cheap beer, Heileman soon replaced the Gluek's signage and taps at Metropolitan Stadium with its flagship Old Style brand.

With very little advertising or promotion backing them, the Gluek brands languished in the crowded Heileman portfolio. In the late 70s, Heileman sold several of the Minnesota brewery brands it had acquired, including Gluek's and North Star, to Minnesota's Cold Spring Brewing Company.

The once-proud Gluek's remained in obscurity under Cold Spring, which itself experienced the tumult of ownership changes. In the early 2000s, management at Cold Spring decided to make Gluek's its flagship brand, going as far as re-naming the company Gluek Brewing Company. Gluek's Honey Bock was introduced around this time—which became somewhat popular in certain circles—as well as a return of Gluek's Stite. By 2010, however, Cold Spring Brewing Company took its name back and discontinued Gluek's.

Gluek's story may yet have a happy ending, thanks to its new beginning under Holcomb's leadership. Gluek's Beer has now returned to Minnesota taverns and liquor stores (and also to Colorado, where it's brewed) just in time for the company's 160th anniversary. The brewer has hopeful plans for quick expansion in both distribution and product line. A significant hurdle to leap will be changing the brand's reputation from a cheap, poorly-made beer into its new incarnation with Ray Klimovitz's recipe. In addition, the company must lure younger beer drinkers who have never heard of it before.

In a Facebook message, I asked Linda Rae Holcomb if there were any plans to bring back Stite. "I would love to!" she responded, but did not elaborate further. Many Minnesotans will hope for the continued success of the historic Gluek's brands.



Rival brands Gluek and Grain Belt competed side by side, just as these signs appear on the Kaufman Advertising truck. The photo of these large outdoor porcelain, metal, and neon signs was taken in Little Falls, MN, in October, 1940. Production of signs like these soon was curtailed during World War II because of the need to divert metal toward the war effort.

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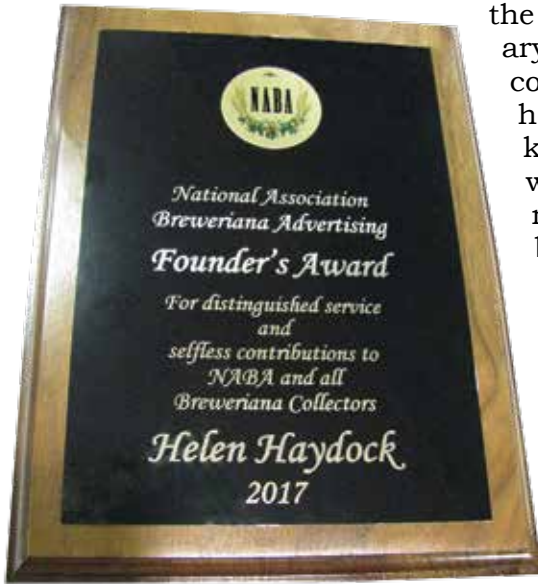
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Helen Haydock: The “First Lady” of NABA

by John Ferguson

At our 2017 annual Convention, Helen Haydock became the fourth person to receive our organization’s Founders’ Award, NABA’s highest honor, given to someone for “distinguished service and contributions to NABA and the Breweriana Hobby.” This simple description understates Helen’s impact. She is truly a “founding mother” of NABA.

Helen is such a special person it is hard to describe all of her remarkable attributes. Most everyone knows the story of the Haydocks, who assembled perhaps the most legendary breweriana collection the hobby has ever known, and were instrumental in the birth of NABA. **(Ed. Note: If you’re new to the hobby, check out the article by Rich La Susa in the Winter 2016 V. 172 issue of the BC to learn more).**



Where there was Herb, there always was Helen. One of the pair did not even think to attend a show or Convention without the other, because the Haydocks are a team. Most often Herb would be the one we’d see first, sitting in the hotel lobby, people-watching and greeting new arrivals. Helen would be busy behind the scenes: managing the registration desk, cheerfully welcoming and checking in guests, ever watchful for mistakes or oversights in the paperwork, which she could spot instantly. This attention to detail is one of Helen’s remarkable attributes, stemming no doubt, from her career as an educator.

Next, she would oversee the hospitality room, replenishing snacks and arranging for her sausage and cheese sessions, a Convention tradition. Then she might be found conducting a shopping or museum trip (frequent hallmarks of NABA gatherings).

When Helen had completed her organizational tasks—maintaining a standard of excellence she has been instrumental in establishing—she engaged with NABA’s many Convention-goers,



especially the women and children, who sometimes were not as interested as the husbands/dads in scouting for breweriana or showing off their latest finds. She is truly a “people person” who points out that NABA has made possible long-term friendships among people from varied parts of our country, and from around the world. Helen encourages collectors to share information and knowledge about breweriana, which generates interest and passion for the hobby, and also makes it less intimidating for newcomers.

Although Kazoo was great this year, something was missing. That something was a someone: Helen. Illness kept her home for the first time during a NABA Convention, and Helen’s warm presence was sorely missed. Thankfully, Herb was there and graciously accepted the Founders’ Award on her behalf, while she spoke to us by phone at the annual dinner, promising to be with us next year.

I’m happy to report that Helen is better now. She plans to resume her active schedule, spending half the year in the U.S. and the rest in Costa Rica or traveling the world. She still dedicates significant time to the Herb & Helen Haydock World of Beer Memorabilia Museum housed at the Minhas Brewery, in Monroe, WI.

Helen and Herb are still collecting and sharing their knowledge and interest in our great hobby. Helen effortlessly assumes the role of Goodwill Ambassador, welcoming new and old alike, encouraging them, and promoting the appreciation of breweriana.

You know the old saw, “Behind every great man stands a great woman.” I know the great woman standing not only behind Herb, but also behind NABA: Helen is responsible for much of what has made our Conventions and our entire organization different and special. One would be hard pressed to find a more deserving person to honor. Helen is truly the “First Lady” of NABA.

Saving Delaware's King of Beer

by John Medkeff

I began researching the history of Wilmington, Delaware's Diamond State Brewery more than 20 years ago. During the course of my research, several sources informed me that the iconic statue of Gambrinus that once adorned the brewery was destroyed and sold for scrap. Newspaper accounts confirmed that the statue had indeed been dropped and dashed to pieces while being moved in 1978, but I was unable to verify the story about the remains being scrapped. I took it on faith that old Gambrinus was gone forever, since there had been no word on the statue in nearly 20 years.

The statue's story, which was almost too incredible to be true, fascinated me. Little did I know at the time that the statue's final chapter had yet to be written. Before it was over, I would find myself owning what I like to call "the ultimate piece of breweriana" and the gargantuan task of putting together an 11-foot tall, one ton, zinc statue. Before I get to that, I'll tell you a bit about the history and significance of the Diamond State Brewery's Gambrinus statue.

The King of Diamond State

After a fire destroyed the original Diamond State Brewery in 1881, owner Joseph Stoeckle replaced it the following year with a much larger and better outfitted brick structure. As was common practice for American breweries of the period, the front of Stoeckle's

new brewery was adorned with a huge statue of King Gambrinus.

Though often referred to as the king or patron saint of beer, the historic figures upon which the Gambrinus is said to have been based were neither kings nor saints. The legend is believed to have derived from a couple of European noblemen who ruled in the Middle Ages: Jan Primus, the Duke of Brabant, and John the Fearless, the Duke of Burgundy. The legend of Gambrinus was embellished throughout the centuries and became so closely associated with the brewing trade that breweries throughout Europe featured Gambrinus statues. Naturally, many German immigrant brewers like Stoeckle brought that custom with them to America.

The Stoeckle Brewing Co. became re-incorporated as Diamond State Brewing Co. in 1936, following its bankruptcy during Prohibition. Its iconic King Gambrinus statue miraculously survived the brewery's shuttering during Prohibition to stand tall during the post-repeal period. Even after the brewery ceased operations in 1954, Gambrinus stood atop the brewery, toasting passersby, just



Standing more than 10 feet tall, Diamond State's Gambrinus, seen here in 1947, is believed to have been among the largest zinc trade statues made in America during the 19th century. The King remained in his alcove atop the Diamond State Brewery for more than 80 years, surviving the Prohibition era and two World Wars.

Photo courtesy Delaware Historical Society. Used with permission.



as he had done for a quarter of a century. The familiar statue had become a local landmark and, indeed, an icon of Delaware's greatest era of brewing and industry.

The King Falls to Pieces

Remarkably, two days after the sale of the brewery complex to a storage company in 1956, Gambrinus' right arm broke off and crashed on the brick



1956: Gambrinus loses an arm.

pavement two stories below, as if in defiance. The statue was removed in 1962, days before the brewery was demolished to make way for the freeway through Wilmington. The next year, Gambrinus was sold and placed in front of a popular



The statue was moved into storage and was sold to an antique dealer in 1978. Sadly it was accidentally dropped and shattered into dozens of pieces. Yet they survived and were acquired by the author in 2014.

restaurant in suburban Wilmington, where he remained until it closed in the early 1970s.

In 1978, the statue was inadvertently dropped on its back while being relocated and cracked into dozens of pieces. Amazingly, that was not the end of the King's story.

Fast forward to 2014. I was conducting a tour of historic Wilmington brewing sites. As the crowd was gathering to begin the tour, a Delaware breweriana enthusiast informed me that the Gambrinus statue survived. He produced photos of King Gam that he had taken a few years prior. I was dumbfounded and almost couldn't believe what I was seeing.

Putting the King Back Together

Though the statue's owner made it clear that he didn't want his identity or the location of the statue revealed, I was able to discover both through a bit of detective work. At the time, I was in

the process of writing a book on the history of brewing in Delaware called *Brewing In Delaware* and hoped to include photos of the statue. My voice messages and a letter to the owner went unreturned.

After several months, I did some additional poking around and found out that the former owner of the statue had died the previous year. I made an inquiry through the attorney handling his estate, who offered

me the opportunity to take photos of the statue's pieces. After taking the photos, the attorney asked if I knew anyone who would want the statue. Without hesitation, I offered to take it, have it restored, and donate it to a local museum for public display.

A few months later, I was fortunate enough to have a pre-eminent expert in American zinc statuary, Carol Grissom of the Smithsonian Institute, visit the statue for a first-hand examination. She proclaimed it ultimately salvageable and put me in touch with a couple of restoration companies. The scope of work will entail constructing a reinforced metal skeletal framework around which the existing 60 plus pieces will be attached and then soldered together. Since roughly 25% of the original statue was destroyed beyond repair, new parts will be recast from 3D laser scans of a similar existing statue and soldered to the statue's framework. Finally, the finished product will be painted and readied for display.

The King's New Home

Regarding display, the Delaware Historical Society (DHS) has committed to receiving the restored statue as a donation. Not coincidentally, the DHS has its own newly-renovated history museum nine blocks east of the Diamond State Brewery's original location. The Delaware

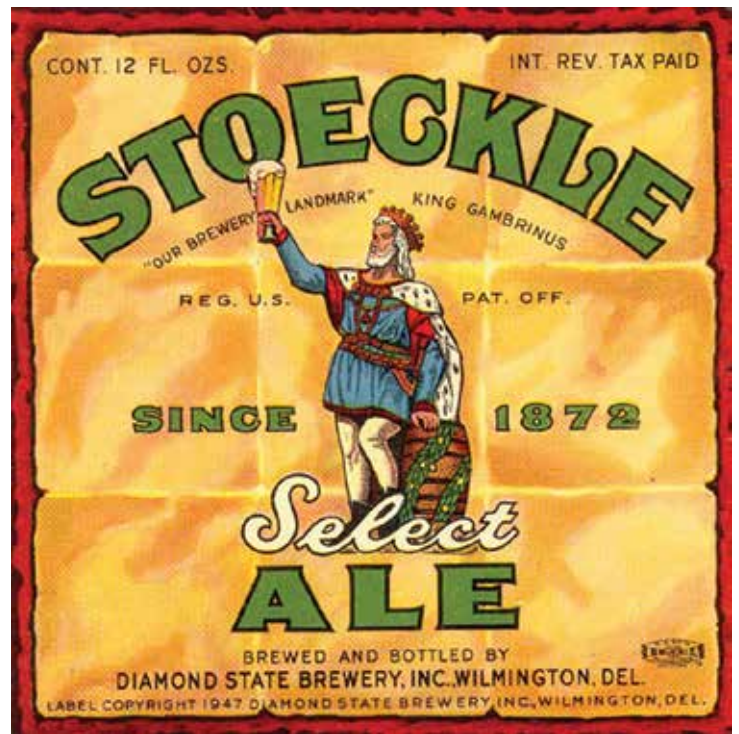


The King had his arm and mug restored when he was bought by a restaurateur, after the brewery was demolished in 1962 to make way for a highway. He held court at the front of the appropriately-named King's Inn in suburban Wilmington, toasting passersby at the entrance until it too, went out of business in 1972. Photo courtesy Xavier Texido.

History Museum is perfectly positioned to serve as a permanent home for Gambrinus. The DHS has the available resources to present and preserve the statue so that the public can enjoy it long into the future.

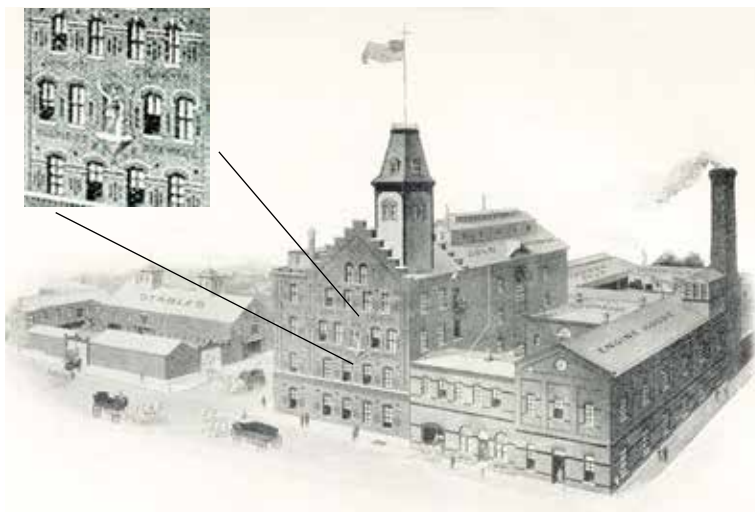
The Diamond State's King Gambrinus statue is much more than the ultimate piece of breweriana. It is an apt symbol for the revival of Delaware's brewing industry and the city where it will eventually be displayed. The statue is one of five known to still exist that were cast from similar moulds in Brooklyn, NY. The others are on display in Syracuse, NY; Breinigsville, PA; Baltimore, MD; and Toluca, Mexico.

In late 2016, I helped found the non-profit Friends of Delaware's Gambrinus Statue, Inc. The organization continues to make progress towards meeting the "Restore the King" campaign's \$100,000 fundraising goal. If you would like to help preserve this important American brewery history artifact (Delaware's most significant) please visit www.RestoreTheKing.com to donate and learn more about the effort.



Above: 1947 Stoeckle Select Ale label.

Below: December 1951 *Morning News* advertisement.



JOSEPH STOECKLE'S DIAMOND STATE BREWERY

A close inspection of this 1898 litho (from *100 Years of Brewing*) shows the statue of King Gambrinus in the front.

About the Author: New NABA member John Medkeff has been researching and writing about Delaware breweries since 1996. He has authored numerous articles on the topic and wrote the book "Brewing In Delaware" (Arcadia Publishing). As noted above, he is currently leading the "Restore the King" campaign. John runs DelawareBeerHistory.com, a website devoted to the history of brewing in the First State, and the Facebook group Delaware Beer History. He is also an avid collector of Delaware breweriana.



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What's Brewing?

by Ken Quaas

Daryl Ziegler & His Legendary "Tin Tunnel"

Even the most seasoned collector feels a sense of awe when trying to take in the amazing spectacle of breweriana that engulfs the lower level of Daryl Ziegler's eastern Pennsylvania home. "Wear a bib," cautions veteran collector George Arnold to those about to experience Daryl's collection for the first time, "because you're gonna drool." If you've been around the hobby long enough, it's likely you've at least heard about the Ziegler collection—maybe even seen pictures.

Arnold's warning describes the jaw-dropping display of what is likely the finest and most extensive collection of rare and high-quality beer trays in the breweriana hobby. In fact, seeing Daryl's astonishing collection in person is certainly one of the most memorable experiences a breweriana aficionado can have.

A tunnel of tin

Breweriana collectors have dubbed Daryl's domain "The Tin Tunnel." That's because there are trays adorning not only the walls but even the ceiling of Daryl's display area. The truth is, this stunning treasure of beer trays defies a simple name. It is a vast, voluminous, colorful cacophony that overwhelms the senses – in a positive way. It is a monumental metal museum of nearly 1200 trays, more than 870 of which date from before Prohibition. And it is continuously and meticulously curated by Daryl, a long-time NABA member.



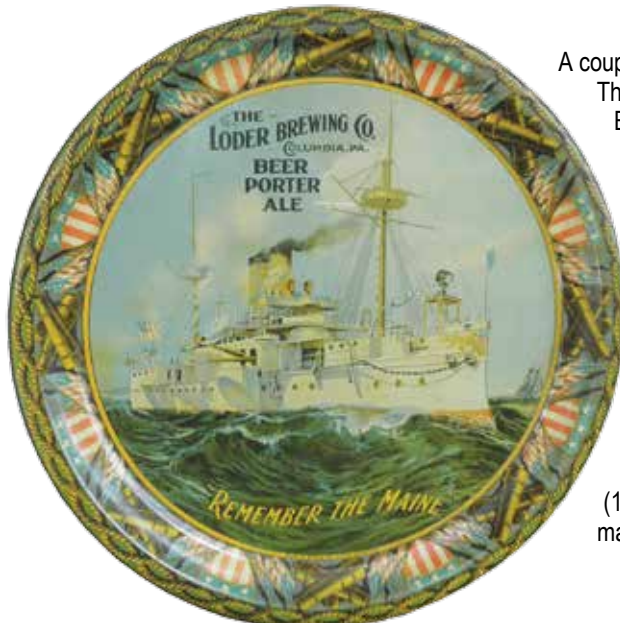
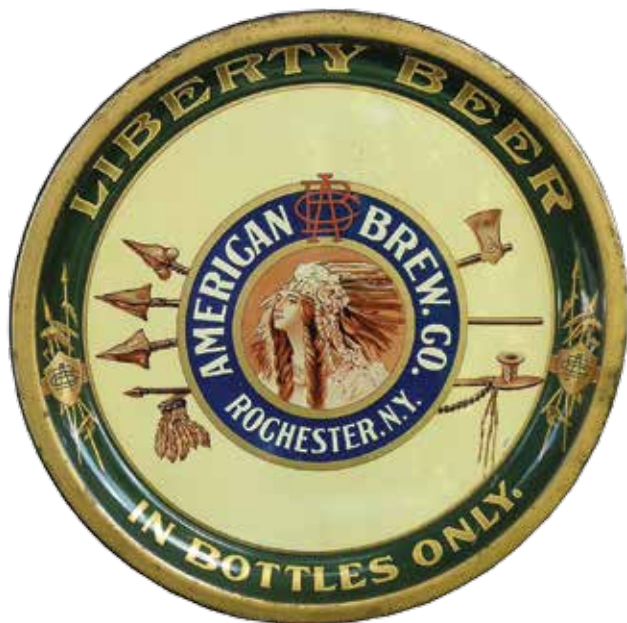
Daryl Ziegler has hosted many a collector in his Tin Tunnel, where one feature is his bar, behind which is displayed his side collection of Ziegler Brewing Company items. Ziegler Brewing was a small, Beaver Dam, WI brewery that closed in 1953. Although Daryl likes the name for obvious reasons, he is not aware of any direct relation between the brewery and his family.

John Bain, well-known for both his deep knowledge and stunning collection of lighted signs, readily recognizes an amazing breweriana collection when he sees one. He says: "When I visited his home several years ago and saw his collection for the first time, I remember gaping at the tray-clad ceiling and walls, and thinking, 'If he lined up all these trays end to end, they'd probably reach from his home all the way to Coshocton, Ohio.' The second time I visited, I remember thinking, 'And they'd also extend all the way back!'"

Sharing hospitality & expertise

Second and even multiple visits to the Tin Tunnel are required to digest Daryl's tray array. But that's OK, because Daryl is a welcoming host who regularly shares both his tips and treasures with





A couple of Daryl's tin treasures: The Liberty Beer (American Brewing Co. in Rochester, NY, far left) was the first pre-Pro tray in Daryl's collection. A Navy man and history buff, he especially likes his "Remember the Maine" tray from Loder Brewing Co. in Columbia, PA (commemorating the famous battle cry of the 1898 Spanish American War). Loder had a short life in business (1897-1901). Both trays were manufactured by Charles W. Shonk Co. of Chicago.

fellow collectors. Even though his multitude of trays hang everywhere, their display is planned with precision by the master of the Tin Tunnel.

"Last year when I got the chance to visit the Tin Tunnel for the first time, it was overwhelming at first to see so many rare and high quality trays in one place," NABA member Scott Brown recalls. "Despite their numbers, each tray is hung with a purpose. For example, Daryl pointed out to me how his stock scene trays from different breweries are displayed at equidistant intervals, moving away from the center of the room. I was just amazed by the whole experience and really enjoyed Daryl's hospitality."

Given his vast knowledge of trays from across the US, it's no surprise that Daryl's expertise is frequently called upon, which he generously shares. "Daryl has amassed the best beer tray collection in the country, bar none, in terms of quality, rarity, and condition," says his longtime friend and fellow collector, Mark Zeppenfelt. "His knowledge of trays spreads through all 50 states. He's the go-to guy for any questions or information regarding the age, rarity, brewery, location, manufacturer, stock scene, and

value of beer trays. But what's most important is that he's such a nice guy – always willing to share his knowledge and help a friend in the hobby."

It started with one

As with most collectors, Daryl's massive tray assemblage began with just one. He was serving in the Navy when he came home on leave to find that his dad had constructed a bar in the basement. Of course, he was looking for breweriana to decorate it. The two men began to scour local flea markets and garage sales, as well as larger antique markets like the famed Renninger's (in Kutztown, PA, not far from the Ziegler home – one of the country's largest antiques marketplaces). "You could get some cool stuff for next to nothing back then," Daryl notes, "and we did."

This was the early 1970s, when the breweriana collecting hobby was still young. Daryl has many stories about great finds. "I once met a scrap metal dealer who had gotten hold of a big pile of trays, new old stock, still in their paper wrappers. I bought the whole bunch for about two



This Prohibition era Esslinger tray from Philadelphia is particularly fascinating to Daryl, as it is believed the only one known and it has no maker's mark.

bucks each." This find helped stoke his focus on trays, because of their colorful, graphic appeal and wide variety.

Daryl's basement bar was soon stocked with treasures he found at local auctions. "We lived near farm country so there were all kinds of auctions back then," Daryl notes of the days before eBay. "Plus, there was Renninger's nearby," he adds. His philosophy of collecting back then, he says, was "show me a piece of tin that I like and it'll take a ride with me!"

A collection of breadth & depth

Although Daryl is partial to items from his native Pennsylvania (his collection is very strong in East Coast representation



Daryl is known for his dry sense of humor. That's why this Brown-Forman tray, believed to be made by the New York Metal Sign Co., amuses him so much. It is clearly a takeoff on the famous RCA/Victor logo (right), but with a whiskey twist – a jug and funnel replace the gramophone visual. Not surprisingly, Daryl has a spirits tray collection that he notes is “completely separate” from his beer tray array.

overall) his collection's scope is truly nationwide. For example, he possesses 51 trays from California, all of them pre-Pro.

Beyond his many transfixing trays, Daryl also has a wide assortment of other impressive pieces, especially those displayed in his dedicated “Pennsylvania Room.” He jokes that compared to his passion for trays, these lighted signs, tin signs, and lithographs are simply “go-withs” to accompany them.

Even the most veteran and highly knowledgeable brewerianists marvel at the depth of Daryl's collection. Dan Morean turns to Daryl as the tray consultant for his breweriana auctions. “Since I'm an advanced collector of New England trays myself, I paid particular attention to his New England trays when I visited Daryl to see his collection,” Morean recalls. “He has at least a dozen New England trays I don't have and several for which I'd think about trading a limb. But I was even

more impressed by how much he knows about each tray and the breweries [that issued them]. I was humbled by the experience.”

And how does Daryl remember, off the top of his head, the intricate details about the trays, their breweries and their history? “I'm a nut for remembering that kind of stupid stuff,” Daryl laughs. “Somehow, all of those trays and their variations are catalogued in my head.”

Still putting the pedal to the metal

A true collector, Daryl still searches for hard-to-find additions and upgrades, even as his roomy basement seems filled to capacity. “That's why I started hanging trays from the ceiling a long time ago. There's only so much geography down there,” he says, referring to his home's lower level.

But even though his hundreds of trays span the walls and ceiling to form the Tin Tunnel, Daryl is never timid about going the extra mile to acquire a prized tray. His close friend and collecting partner, Barry Hunsberger, describes

Daryl's tenacity: “I've known Daryl for more than 47 years,” he says. “He always told me that when you really want something, ‘don't send any mess cooks’ (obviously a Navy expression). ‘Go and get it!’”

Perhaps Daryl's determination comes from his memory of *the one that got away*. “It was about 35 years ago at Renninger's,” he recalls of that memorably elusive tray. “It was from Hupfel (a New York City brewery that closed in 1938), a pre-Pro with a scene from the Boston Tea Party. I still regret not buying it and I haven't seen one since,” he laments.

There's light, but no end to “The Tunnel”

The amount and variety of trays in Daryl's Tin Tunnel attest that he has missed few opportunities in his 45 years of collecting. Both his prowess and kindness are perhaps best summed up by the words of Mark Rogers, known throughout the hobby as “Trayman” for his own prodigious collection and his popular web site of the same name:



This rare tray from the Niagara Brewing Company featuring some elaborate label lithography is one of Daryl's newest additions, and one he'd never seen before. He was surprised to find it on eBay.

"When it comes to trays, Daryl is like 'The Master' and most of the rest of us are students, wishing we had half of his knowledge and so many of his trays," Mark says. "I have known Daryl since the 90s and he has always been extremely generous with information that has helped me improve my collection as well as what I try to share on my web site. The 'Tin Tunnel' is absolutely amazing and is revered as Mecca by the tray collectors I know."

What's next for Daryl Ziegler and his tremendous Tin Tunnel? His answer is both simple and unsurprising: "Show me a tray I don't have and I'm interested!"

Daryl can be reached via email at ztrayn50@gmail.com.



The "Pennsylvania Room" (top and left show the large display case lit and unlit; below, a Yuengling section) is a separate chamber in Daryl's lower level, which houses much more than just trays.



Varied views of Daryl Ziegler's colorful cacophony of tray treasures.

HOPPY TRAILS

by Greg Lanaghan

From Illinois to S. Carolina

Kathy and I left Springfield, IL for our trip to Charleston, SC and drove about 9 hours and stayed in Chattanooga, TN. We visited three breweries in town before retiring for the night. Our first stop was Chattanooga Brewing Company which had some good beer in their new location of two years. Next we went to a small brewpub, McHale's Brew House, where we visited with a very good bartender and sampled their good beer. Next we checked into the Chattanooga Choo Choo Hotel in downtown. We stayed in a regular room, although we could have stayed in a Pullman railroad car. We went across the street for some food at the Terminal Brew House, where we had very good beer and food.

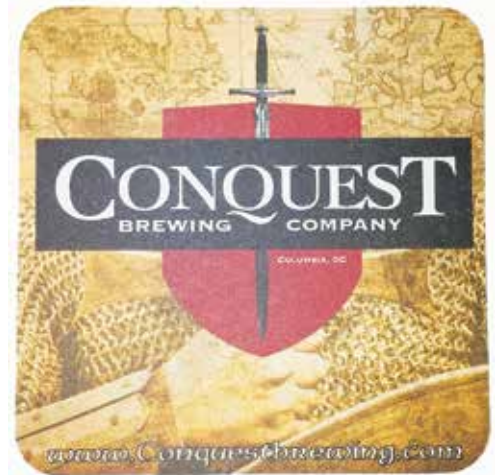
Before leaving Chattanooga we visited Hutten & Smith Brewing Company and the newly opened Oddstory Brewing Company. Both gave us a short tour despite the fact that neither was open. Next we headed to the Atlanta area where we visited a Japanese brewpub that had good beer and interesting food located in Chamblee, GA. The last stop of the day was at a very nice German restaurant/brewery in the quaint town of Stone Mountain, GA. The very personable owner/brewer grew up in the restaurant since his parents ran this establishment for over thirty years until they sold it to him. He was a great host and made delicious beer. They also have a very nice bakery – we did partake. He mentioned that his children were now growing up in the restaurant like he did.



Day three brought us into South Carolina. We made a quick stop in Aiken at the brewery by the same name. It's a small town with lots of small shops. We had lunch at Old Mill Brew

Pub in Lexington where the food and beer were great. The bartender and owner were friendly and interested in our excursion. Next we visited three breweries near the University of South Carolina's football stadium in Columbia. River Rat Brewing Company has canned a number of beers and has their beer on tap at the local professional class A baseball stadium. Conquest and Swamp Cabbage were also located nearby. All three had great beer.

Next we headed into downtown Columbia for dinner at the city's oldest brewery called Hunter Gatherer Brewing Company. The food was fantastic. They plan to open a larger facility this summer. The last stop was at the



newest brewpub in downtown Columbia, Twisted Spur Brewing Company. All of these Columbia and Lexington breweries had great beer.

The next day we reached our destination, Charleston, SC. Lunch was at Holy City Brewery, where I got what might be the best hamburger and fries I have ever had. They have also canned a number of their great beers.

During our first day in Charleston we visited 8 breweries, some with interesting names: Lo – Fi, Frothy Beard, Tradesman (their tap handles were wrenches), Low Tide, Gullah, Ghost Monkey, Westbrook and Two Blokes. It was another day of tasting great beers at each stop.

We started the following day by taking the tour to Fort Sumter, where we took in a lot of Civil War history, and Kathy got a boat ride in the Atlantic Ocean, which took about an hour each way. After walking through the market in downtown and sharing a wonderful fish platter at the Nasty Oyster, we stopped at the Lagunitas taproom downtown (*Ed. Note: This location has closed since*

the author visited), and were surprised to find that this is their third brewery. The seven barrel system is much smaller than their breweries in Northern California and Chicago. We sampled the first ale they had produced on site.

Revelry Brewing Company had an unusual tap room with two bars—one on the roof above the brewery with only outside access. Palmetto Brewing Company is named after the SC state tree. On the



way to Cooper River Brewing Company we passed Fatty's Brew House, which had only been open a week and all hands were on deck. We visited with the owner, brewer, and assistant brewer. The last stop was another recently opened brewery: The Charles Towne Fermentery. Again all the beers that day were great.

The morning of our last day in Charleston was spent by the pool at the hotel. Then it was off to Coast Brewing Company (another canning brewery), Freehouse Brewing Company, Snafu Brewing Company and the third anniversary party at Tradesman Brewing Company at their new location. The last South Carolina brewery we stopped at had a very upscale restaurant, Edmund's Oast. The surprise there was that they had a guest tap from Scratch Brewing Company in Ava. IL! A taste



of home.

We then ventured out to Isle of Palms and had dinner at Morgan Creek Grill, enjoying a lovely view of the Atlantic Ocean. The seafood was spectacular and a fitting end of our trip to Charleston.

The next morning we headed to North Carolina and stopped at two breweries in Hendersonville, Sanctuary Brewing Company and Southern Appalachian Brewery before visiting a new brewery in Fletcher, NC, Blue Ghost Brewing Company. We next stopped at the large Sierra Nevada Brewing Company in Mills River, NC for a late lunch. The food and beer were spectacular. It looked more like a fancy resort than a brewery – a **do not miss** spot when you're in the area.

Next we were off to Asheville, NC to visit new breweries that have opened since I was there three years ago. We found eight! First stop was New Belgium Brewing Company, another large western brewery expansion into the east. The others were: Sweeten Creek Brewing Company, Hillman



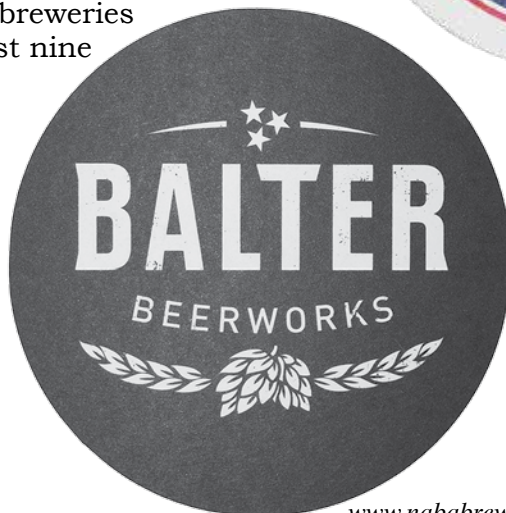


Brewing Company, Bhramari Brewing Company, Catawba Brewing Company, Habitat Brewing Company, High Wire Brewing Company's production brewery, and Upcountry Brewing Company. Hillman had an interesting coaster, which had room on the back for the names you wanted on your flight of samples.

The next day we had lunch in Knoxville, TN at Balter Beerworks where the beer and food were great. We also visited the new Blackhorse Brewing Company in Knoxville (they also have a location in Clarksville, TN). Then it was off to visit four breweries in Nashville, TN in the rain. We went to Tailgate Brewing Company (two brewing systems: an 8 barrel and a 50 barrel – they also can), Bearded Iris (known for their IPAs), Tennessee Beer Works and the new Fat Bottom location. I had been to the old facility in east Nashville on a previous trip. They had outgrown that site and are now showcasing a spectacular building and grounds. I talked with the brewer, Drew Yeager, who was very excited about their new digs.

Next we drove to Clarksville, TN, checked into a hotel and headed to Blackhorse Brewing Company's facility for dinner and a nightcap.

We enjoyed a mere five hour drive home to Springfield the next day, stopping at Paducah Brewing Company in Paducah, KY for lunch and then heading home. It was a great trip with 9 days, 6 states and 52 breweries visited, 46 of which were new to me. This puts me at over 1500 different breweries since I retired almost nine years ago.



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