



BREWERIANA COLLECTOR

Volume 181

Founded in January 1972

SPRING 2018



**Bringing Home
the Hamm's**

“Jerry” Who?

**Member Profile: Barry
Hunsberger**

**Let's Talk: Fishing-
Themed Signs**

**Michigan Liquor Control
Survey: Bosch**

**What's Brewing: John
Bitterman Shares
Passion for Joliet**

**The Back Bar @
Blue & Gray**



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Breweriana Advertising

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BREWERIANA COLLECTOR

SPRING 2018

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Cover Image: A 13-inch tall, shield-style light from Wisconsin's Weber Waukesha Brewing Co., circa 1940s. Curved milk glass face on a plastic base and backed by a metal can. Manufactured by the Cincinnati Advertising Products Co. (CAPCO). Collection of Brian Langenbach.

The 2018 NABA Convention will be held in Madison, WI, August 1 through 4.

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President's Message

Make Madison your next collecting adventure!

Greetings once again! Things are looking very bright for NABA in 2018, and speaking of bright, we are hoping you will light up your summer with us at our annual Convention. This year's Convention is in Madison, WI, and is a meeting no Wisconsin collector (especially) will want to miss, as we will be celebrating that state's great history of brewing. We have a lot of exciting activities planned, not the least of which is a trip to the Haydock's incredible breweriana museum at the Minhas Brewery. Also, please consider putting some of your better items for bid in the NABA Auction at the Convention. You can contact me for details.

Madison is a terrific place to visit. It is the second largest city in the state and one that consistently makes the lists of America's best cities in which to live. Likely one reason is that it has more than 10 craft breweries nearby! There is plenty to do there — but first and foremost for NABA members is exploring an outstanding Convention where great breweriana will be traded, bought, and sold. So, mark your calendars for Aug. 1-4 and make NABA a highlight of your summer!

Collecting stories and friendships

If there's one thing I've realized over the years, it's that while this hobby is about collecting, we are gathering much

more than just breweriana. We are collecting histories of the treasured pieces we have found and the triumphant tales of how we added them to our collections. Perhaps most importantly, we are collecting friendships with our fellow enthusiasts, rooted in the shared experiences and mutual appreciation of beautiful brewery artifacts.

This means that participating in conventions and shows is an integral part of the breweriana collecting experience. These are the best places to meet and share stories and knowledge with like-minded collectors. Relationships can get started over the internet, but they are cemented by more personal contact — over a handshake and a beer at a show or convention.

I've been enjoying several shows this winter, including the Rayner Johnson Memorial Blue & Gray Show, near Washington DC, the Michigan Chapter show in Frankenmuth, and the Cabin Fever Reliever show in South Bend, IN. The Blue & Gray show, now named for its founder and former NABA Board member Rayner Johnson who passed away late last year, was beautifully executed by Larry Handy and a team he assembled. NABA members John Bain (The Back Bar Display — see article in this issue) Dan Morean (auction) and Mike Michalik (beer procurement) among others, contributed their time to make this year's event memorable.

NABA's continued progress

Your NABA Board is dedicated to making our organization the best that it can be to further our great hobby and your enjoyment of it. Please help us by writing for this magazine (more and more members have been doing so!) attending our Convention, encouraging others to join NABA (our membership form can be found on Pg. 45 of this issue) and any other ways that you might enjoy sharing. I'm delighted to announce that we have added 36 new members to NABA since the end of 2017, and our Facebook page has doubled its "followers" in the past year to more than 930 collectors.

You'll want to make your Convention room reservations now at the lovely Crowne Plaza in Madison. Just call 1-888-233-9527 and ask for the NABA rate of \$100 per night. We will be sending more details about the Convention to you soon.

Hope to see you in Madison on Aug. 1-4!

John Ferguson, President
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Please join us
in raising a frosty
beverage—A Great Regional Beer from Wisconsin perhaps?—to welcome
NABA's New & Re-joined Members!

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Cont. Next Pg.

welcome

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EXECUTIVE SECRETARY'S REPORT

As my second quarter in the Executive Secretary position ends I have been very impressed by the influx of new members for NABA. Ken Quaas has done a great job with our internet presence on Facebook and new board members Barry Travis and Christopher Watt have recruited several new members. NABA is going strong and we are at 782 active members as this issue goes to press. The recruitment goal for 2018 was to finish the year with 800 members and we are very close to that goal at the end of February.

As I write this, the Blue & Gray Beer Show just closed this past weekend. The show was outstanding for the quality of breweriana offered for sale. I arrived Wednesday afternoon and the room saw a steady stream of customers through Thursday lunch. After that, foot traffic was pretty scarce the rest of the show. I had to chuckle as one of the complaints was there was "too much good breweriana." It is a great situation for a beer show to have. Larry Handy did a super job running the show and filling Ray Johnson's shoes. A great show continues and Larry becomes the main cog behind the Blue & Gray Show.

From Facebook posts I've read, other shows over the last few weeks all seem to have been suc-

cessful. I want to give a big thank you to all members who post on Facebook to keep beer collecting interests going strong. I do want to promote the Just For Openers National Convention being held at the Hampton Inn Northgate in Seattle, Washington from April 18-22. All breweriana collectors are welcome to come by. We have mainly openers but other breweriana will be available.

Any renewals, changes or corrections to your address or collecting information can be made online at nababrew.com or you can email me or call if you need help making changes. We have 30 new members since the last issue and 15 that need to renew from the prior period. Members with expiration dates of 12/31/2017 and 3/31/2018 need to renew by sending a check or using PayPal (send to nabamembership@comcast.net).

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John Stanley



Let's Talk Breweriana

By Rich La Susa, Brewery Historian

Fishing-theme signs offer a splash of realism

A long, frigid winter finally is over and for many of us it is time to turn our attention to fishing.

During the last 50 years, I have fished in at least 20 states and two Canadian provinces. The annual anticipation starts building during the cold, dreary days of February.

Northern Wisconsin and Minnesota have always been my favorite fishing locations, especially in spring, when opening day beckons. It is easy to recall North Woods lakes, beautiful scenery, friendships, cold beer, and, of course, lots of good fishing.

These regions also are replete with small taverns, bars at lake-side resorts, and restaurants that annually attract thousands of fishermen. They hardly can avoid seeing windows and walls festooned with colorful beer signs to remind them it is time to slake their thirsts. Most don't need much enticement to drink a beer.

Long ago, beer and fishing evolved into a cozy relationship – one that did not go unnoticed by brewery owners, advertising agencies, and sign manufacturers. They took full advantage by targeting fishermen with point-of-sale signage; and it was effective.

That strategy became obvious and prevalent after the repeal of national Prohibition in 1933; though examples of such advertising appeared prior to 1920, when Prohibition began.

Beer is a social beverage and fishing often is a social activity. Beer is consumed in boats or along shorelines with friends.



For safety reasons, drinking beer while operating a boat isn't a good idea, but it is a reality reflected in many beer sign scenes.

Before I get ensnared in the thicket of gender politics, I acknowledge that the words fisherman and fishermen certainly look and sound gender specific. There is no question that brewery advertising manufacturers specifically aimed their messages at males in the heyday of the beer and fishing genre (1930s-1960s).

A 1940s Duquesne cardboard sign epitomizes the rugged masculine image advertising designers often portrayed, right down to the old hat, basket of export bottles, and loyal dog.

More men than women fish—fact, not perception—so the advertising industry, in a less-en-

lightened period in our history, saw fishing (and also hunting) as a male activity. Breweries were complicit in this myopic view.

Female imagery on signs with fishing themes are scarce; women who fish and drink beer are not. We know this from personal experience.

My son and I fished with a group in Canada, on Thunder Lake near Dryden, Ont., that included women whose prowess for catching fish and drinking O'Keefe beer was well known – even legendary. My two



daughters fished with me on lakes in Vilas and Washburn counties in northern Wisconsin. They were too young to drink beer at the time, but caught fish and enjoyed their experiences aboard our boat, the Beer Can.

It wasn't unusual for females to appear in beer advertising—especially lithographs and trays—in the pre-Prohibition era, but they often were mere adornments: pretty objects to attract a male's attention. Showing females in drinking and fishing-related settings was uncommon.

The United States in the early 20th century was heavily influenced by Victorian-era mores, especially concerning women and beer drinking. This despite a major influx of immigrants from countries—especially Germany—where beer drinking was commonplace among the citizenry and had no gender boundaries. Some advertisers chose to ignore taboos, likely at the urging of brewers, many of whom were natives of Germany.

An interesting pre-Pro Potosi Brewing Co. (Potosi, WI) metal sign depicts a picnic scene in which a female holding a long fishing rod is toasting a male with a glass of beer. The image reflects customs and traditions central Europeans brought to America in the 1800s.



Beer and fishing advertising comes in many formats and materials, including cardboard lithographs, tin-over-cardboard, reverse-painted on glass, mirrors, chalk, metal, plastic, wood, and composites. Cardboard and TOC are the most numerous, and also the most popular with collectors.

Artists and sign makers knew how to press the right buttons.

Many signs are visually stimulating; lively, alluring, with a sense of motion and purpose. Some are so realistic you want to gather up your fishing gear and head to the nearest lake or stream. You can almost smell the fragrance of pine trees; feel a breeze on your face as you cruise a still lake at sunrise; hear the sound of a rushing stream; or envision a trout taking your Elk Hair Caddis fly.

The most spectacular were designed using paintings or illustrations by highly respected commercial artists, including Hy Hintermeister, J.F. Kernan, Herb Chidley, Les Kouba and A.H. Short; the leading practitioners of the outdoors realism art form.

Hintermeister was prolific. His fishing-scene paintings, mostly humorous, ap-

peared on at least nine 1940s Champagne Velvet Beer tin-over-cardboard signs issued by the Terre Haute Brewing Co. (Terre Haute, IN).

One of Kernan's many classics, a 1940s framed cardboard Champagne Velvet litho, shows a fisherman in a stream, tying a fly to his line as a rainbow trout leaps. His sideways, "you-knew-that-was-going-to-happen" glance at the fish is priceless.

The Jacob Schmidt Brewing Co. (St. Paul, MN) knew its market well. It used brightly colored graphics to play to the emotions of fishermen drawn to Minnesota's 10,000 lakes.

Kouba, a Minnesota native, was a master artist whose legacy was the ability to paint wildlife and outdoor scenes in amazingly realistic detail.

A Schmidt City Club cardboard lithograph produced in 1949 from a Kouba painting is a magnificent example of color and virtual motion working in har-



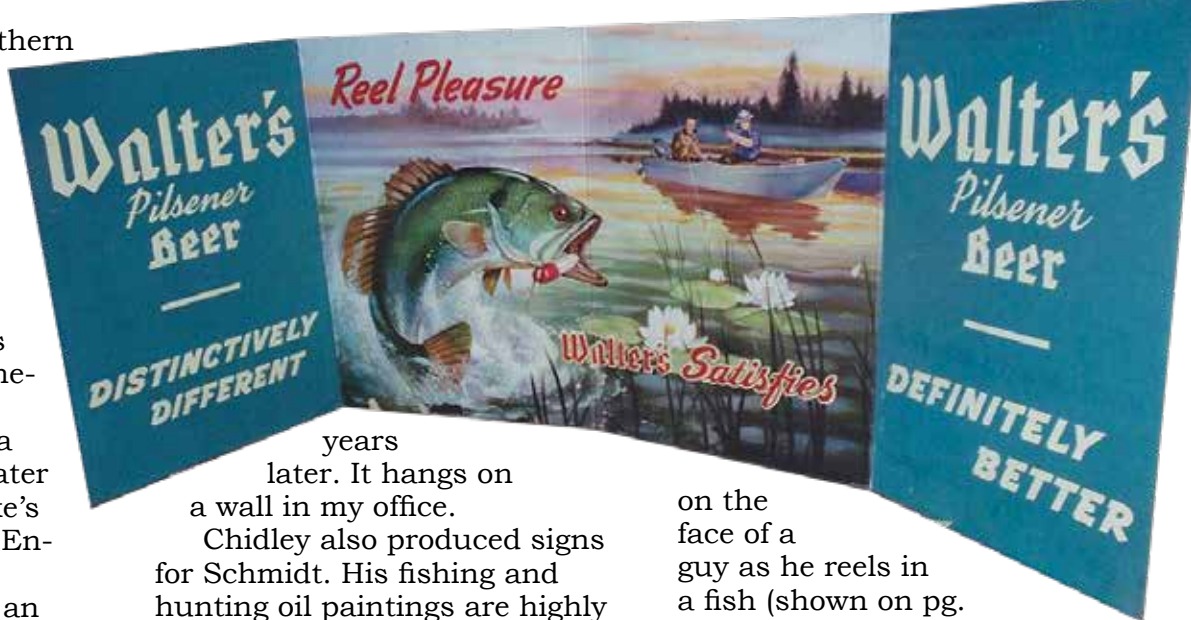


mony (above). A large northern pike leaps from a North Woods lake, with a red and white Dardevle® spoon hanging from its mouth. One of two fishermen in a boat plays the fish at the end of his line; the other is ready at the oars if maneuvering is necessary to land this behemoth.

Gazing at this sign in a daydream, I am wiping water from my face from the pike's thrashing and splashing. Enticing? Indeed!

I acquired this sign at an estate sale in Arizona in 2005. Good fortune was with me that day. While waiting to pay for a purchase (a box of crayons for my granddaughter) I spotted what appeared to be a Schmidt City Club target logo poking out from the side of a sofa. A collector's instincts? I stepped out of line to take a closer look. Leaning against a wall were three large Schmidt cardboard signs, the fishing piece and two with an identical hunting scene.

I asked the cashier if they were being held for someone. "Oh my gosh, we forgot to put them out!" she said excitedly. I made an offer; she accepted. I later sold the fishing scene to another collector, but repurchased it nine



years later. It hangs on a wall in my office.

Chidley also produced signs for Schmidt. His fishing and hunting oil paintings are highly coveted by collectors; some were reproduced for covers on outdoors magazines during the 1930s.

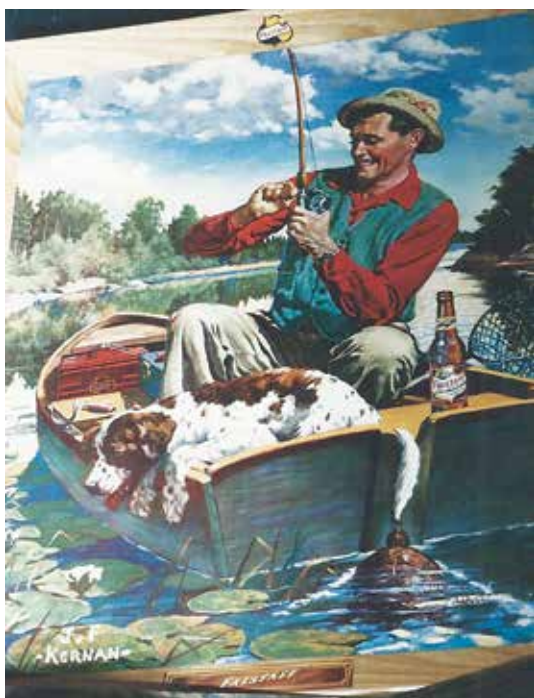
Other examples of large signs that captivate with brilliant colors and virtual motion are a 1950s Walter's Pilsner Beer four-fold cardboard window display (Walter Brewing Co., Eau Claire, WI) and a 1940s Atlas Prager Extra Dry Beer cardboard litho (Atlas Brewing Co., Chicago).

Many signs also show the emotions of their human subjects, albeit in a staged setting: an angler's smile of anticipation, the joy of success after a day on the water; celebrations with friends. The major appeal of a framed Falstaff sign (Falstaff Brewing Co., St. Louis) is the broad smile

on the face of a guy as he reels in a fish (shown on pg. 10). Even his dog appears to be smiling!

Others use depictions of fish as the central element. A one-only-known pressure-molded plastic Canadian Ace Beer & Ale sign (made in the 1950s by the L. A. Goodman Mfg. Co., Chicago) features a life-like largemouth bass and the slogan "For Fond Memories" (pg. 10). Remembering the big catch or good times with friends is an important part of an angler's mental makeup.

A 1940s Meister Brau (Peter Hand Brewery, Chicago) cardboard sign with simulated wood grain features a pop-out brook trout (pg. 7); and a 1960s Buckeye plastic piece, a largemouth bass.



Fishing themes appear on many vintage wall calendars, but those combined with beer are scarce. I'm reminded of a personal "fish tale" that began during my return to Illinois from a fishing outing in northern Wisconsin in 2005. I visited an antiques shop in Rice Lake, one of many I planned to visit over the following two days. I saw nothing of interest until I walked to an area filled with vintage furniture. On top of an armoire, I saw an amazing full-color calendar that had all the necessary ingredients: Walter's Beer and a case of beer on a boat seat – and it was dated 1942, my birth year!

Fast forward to a telephone conversation with my wife two hours later in which I described the calendar in great detail. She heard the excitement in my voice and responded accordingly.

"Sounds great! Can't wait to see it." Then, sensing hesitation, she asked "You bought it?"

"Ah, no," I admitted. I told her I thought the firm \$125 asking price was too high. She didn't agree and strongly suggested that I return to the store

and make a deal.

I was too far from Rice Lake to turn back, I explained feebly, but agreed to call the shop's owner. He laughed (I didn't think the situation was humorous) and said, "Not more than a half-hour after you left, a guy came in and bought the calendar." It had languished in the store for two months. That is really one that got away!

To make the story even more troubling, I had enjoyed a long-time connection to the Walters Brewery that had begun in the 1970s when I would stop there for a beer on my way home from fishing trips in Minnesota. In 1985, when Walter's was sold and re-named Hibernia Brewing Co., I purchased a large quantity of signs—including the aforementioned Walter's Pilsner four-fold fishing piece shown on the previous page—and other advertising from Charlie Walter and the new owners. But alas, not the 1942 calendar.

Light-up signs with fishing motifs are less prevalent but interesting and desirable to collectors, especially if they have a

motion feature. A 1950s Meister Brau motion sign shows three anglers drinking beer and laughing as they likely are swapping tall tales. The motion is a simulation of beer pouring from a bottle into a pilsner glass.

In 1977, I saw two classic Hamm's light-up Scene-O-Rama signs in a tavern/package store in Ely, MN, near Lake Shagawa. I told the owner the signs reminded me of the nearby lakes. He said many of his fisherman customers made the same comments. "They love 'em. I think it makes 'em want to fish and drink more beer. And I like selling more beer," he said with a chuckle.

These signs were key elements in the Theo. Hamm Brewing Co.'s idyllic "Land of Sky Blue Waters" theme that was popular in the 1950s and 1960s. Fishermen could easily relate to their message of clear skies, deep woods, and seemingly unlimited water.

Beer and fishing signs with classic romanticized tableaux are a thing of the past, preserved in collections and museums, and in the memories of aging anglers.

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**STATE OF MICHIGAN
LIQUOR CONTROL COMMISSION
SECOND SURVEY AND STUDY
OF THE
MICHIGAN BREWING INDUSTRY
By Laboratory Division
(Geagley, Edwards, Ohmen) 1944-45**



BY LARRY MOTER



Michigan law prohibited lighted signs, so this Bosch neon is relatively rare. Any lighted signs produced by MI breweries were for their northern Wisconsin markets.



Round cardboard sign, possibly unique.

The second brewery in this survey is the famous **Bosch Brewing Co.** from the Houghton-Hancock geographic area of Michigan's Upper Peninsula. This area is famous as "Copper Country" from the early 1800s geological survey by famed Michigan geologist, Douglas Houghton, for whom the city is named (1809-1845, drowned in Lake Superior when his boat capsized in a storm). Houghton surveyed the geographic area of the Keweenaw Peninsula, and discovered it possessed veins of virgin copper and high quality copper ore — both geological rarities. Bosch beer quenched the thirst of many copper miners through the decades.

The Bosch brewery was founded by Joseph Bosch, born in 1850 in Baden, Germany (d. 1937). In 1874, he founded what was known as the Torch Lake Brewery. In 1899, he purchased the Union (Scheuermann Brewery) in Hancock and operated both plants until 1918. After Prohi-

bition, the Torch Lake/Lake Linden plant was not reopened and a substantial investment was made to modernize the Hancock plant. It operated until 1973, when it succumbed to the inevitable economic pressures that doomed so many renowned regional breweries.

My historical and biographical information came from a booklet titled, *Joseph Bosch and the Bosch Brewing Company* published in 1978 by Clarence J. Monette and printed by a Lake Linden printer. It is "the twelfth of a local history series."

Thanks to Joe Wilson, Dave Alsgaard, and Reino Ojala for sharing their wonderful pictures of Bosch Brewery advertising.

The **next brewery** in the Michigan series is the **Detroit Brewing Company**. Again we ask the membership to send breweriana pictures to both our editor, Lee Chichester (falconer@swva.net) and yours truly (accneca@aol.com).

Midwestern Region

Date: August 7, 1944

FIRM NAME: Bosch Brewing Co.

LOCATION: Adams Township, Houghton, Mich.

BREWMASTER:
Max Sauttee.

ANNUAL CAPACITY:
Brewmaster rating -
50,000. Storage x 8
62,000.

PRODUCTS MANUFACTURED:
Superior Stock Beer.
Gilt Edge Beer.

FACTORY BUILDINGS:
Offices are housed
in a new small of-
fice building ac-
cross road to south
of brewery. Brewery proper is a three story old brick and stone
building, housing: - brewhouse, malt and grain storage, grain
milling and grinding, 2 fermenting cellars, 3 storage cellars,
keg pitching, washing and racking, boiler and engine rooms. A
separate brick and metal building houses the bottling operations.
The first and second floors of brewhouse are concrete. The third
floor is wood. Some parts of the building could use paint, but on
the average, building is in good state of repair.

SANITARY AND COMFORT FEATURES: Toilet with no wash facilities
on first floor. Toilets, showers, and wash facilities on second
floor.

EQUIPMENT: Some equipment was old and some new. All appeared
to be in fair state of repair. Hot and cold water tanks, wort
tank, grain grinding grain scale and hopper, rice cooker, mash
and lauder tub, brew kettle, cooler, keg racking, pitching and
washing, bottle washer, filler, filter, capper, pasteurizer
and labeler, fermenters (2 closed steel).

Cellar AA:
2 - 160 bbl. wood
1 - 170 bbl. wood
2 - 136 bbl. wood
2 - 140 bbl. wood

Inspection by Edwards & Maloney.



Cellar B:
6 - 145 bbl. wood
3 - 180 bbl. wood
4 - 195 bbl. wood
4 - 200 bbl. wood

Cellar A:

2 - 120 bbl. wood
5 - 160 bbl. wood
4 - 110 bbl. wood
1 - 90 bbl. wood

Cellar C:

11 - 140 bbl. steel
9 - 200 bbl. steel
1 - 50 bbl. steel
1 - 60 bbl. steel

RAW MATERIALS & COMPOSITION OF BEER:

	Gilt Edge	Superior Stock
Malt	5740 (77.8%)	7240 (65%)
Rice	2500 (22.2%)	3700 (34%)
Hops	110 (55/100)	100 (45.5/100)
Balling	13.5 (reported)	12.5
Volume	200 bbls.	220 bbls.
Balling	13.8 (computed)	12.6

MANUFACTURING PROCESSES: This concern produces two different
beers: 77.8% malt with 13.5 Balling in one and 65% malt with
12.6 Balling in the other. Hop concentration is also changed.
Grains are ground, milled and brewed with precooked rice,
mashed and brewed in usual manner. Storage CO₂ content is
produced by kraeusening. Three tanks are equipped with Lamson
system. The beer is bottled or racked in conventional manner.
Air is removed by jetting also knocking on quart bottles. New
Teast is produced from previous brew. The brewmaster has dis-
continued use of foam aids, disinfectants, etc. Gilt Edge is
merchandized as bottle beer only. Spring water is used entire-
ly for brewing. CO₂ is used for counter pressure.

CLEANLINESS & SANITATION: The sanitary conditions of the brew-
ery were satisfactory. Cooler room has roof ventilation and
closed windows, but will need painting soon.

WASTE MATERIALS: Spent grains are sold in wet condition to
farmers. Excess yeast is not saved.

RESULTS OF CHEMICAL ANALYSIS:

	Gilt Edge	Superior Stock
Date	July '44	Mar. '45
Original Balling	13.0	12.0
% Alcohol by volume	4.7	4.5
% Alcohol by weight	3.7	3.6
Specific gravity	1.0153	1.0145
Apparent extract	4.0	3.7
Real extract	5.7	5.3
Total acids	.169	.166
Protein	.405	.285
Phosphorus	.042	.037
ASH	.17	.14
Color	0.0	5.5
Vol. CO ₂	1.34	1.74
Vol. air in bottle	3.2	3.6

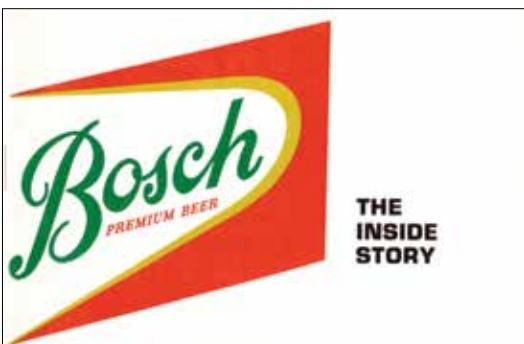
Chemical analysis confirms reports. Analysis shows both
beers to be of good quality. Both beers were reduced in balling
from July 1944 to March 1945.

CONCLUSIONS: The concern is apparently trying to maintain
pre-war quality in their beers. The cleanliness and sanitation
was found to be satisfactory. The brewmaster and manager
were both very cordial and cooperated very well with the in-
spection. Brewery is kept in fair state of repair. Analysis
shows both beers produced to be of good quality.





Reverse-on-glass mounted on wood for a table-top sign, measures 8.5 inches high x 10.25 inches long.



This is the home of Bosch Brewing Company. It is located two miles west of Houghton, Michigan, on the shores of Portage Lake in the heart of the Upper Peninsula's famed "Copper Country", which is also known nationally as "The Sportsman's Paradise". The area is a year around vacationland. In summer one may enjoy golf, swimming, boating, water skiing and the finest fishing to be found anywhere. Winter's outstanding pleasures are ice fishing, skiing on one of the many slopes, ice skating, and the latest of sports, snowmobile trips and races. For the nature lover there are thousands of square miles of untouched scenic beauty for enjoyment throughout the year. Located in the wooded hills near the brewery, is the source of the famous artesian spring water which is "naturally pure" and used exclusively in our brewing process.

This brochure has been prepared in an attempt to give you an inside look at our plant and the processes used to produce our great family of beers . . . Bosch Premium — Old Fashioned German Dark — Gilt Edge Premium . . . from the finest materials available. We are extremely proud of our modern facilities operated by capable, experienced and loyal employees. Strictly controlled procedures are used to ensure the consistent quality of our products. We invite you to enjoy them for yourself.

F. W. Finger, Jr.
F. W. Finger, Jr.
President

This advertising "direct mail" piece measures 3.5 x 5.5 inches, the exact size of the post card above (center), and was intended for postal delivery. The front cover is above and the selection shown here are B&W pages left and right across the fold, as you open the booklet. The interior pages number 18, including much more info about the brewery.

The color back cover (next page) is the mailing info side.



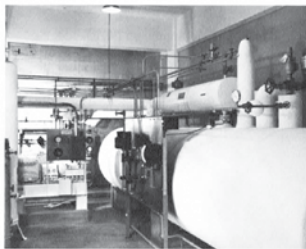
MASH TUB

The brewing process begins when choice barley malt and corn grits are added to the artesian spring water and under controlled temperature processing, a natural fermentable extract is produced. The liquid extracted from this mashing process is called WORT. The spent grains produced during this process are a valuable by-product and purchased by farmers in the region as a high protein feed supplement for their dairy cattle.



BREW KETTLE

The liquid wort from the mash tub is transferred to this gleaming copper brew kettle. Here our select hops are added during the boiling process. The hops impart a desirable, slightly bitter characteristic inherent to beer which enhances the flavor and aroma.



CO₂ STORAGE

The carbon dioxide produced during the fermentation process is collected and compressed, dried, purified and then stored at a temperature of thirty degrees below zero. Later some of it will be used during the carbonation process and the surplus sold commercially. This tank has the capacity to store about 30,000 pounds of carbon dioxide.



STORAGE TANKS

After fermentation, the beer is aged in these modern storage tanks prior to filtration, carbonation and subsequent transfer to the package department for bottling and canning or to the draught beer tanks for filling into kegs.



LABORATORY

In the control laboratory at the brewery chemical, physical and biological checks are performed to ensure the quality and consistency of our products. In addition, outside professional brewing laboratories are used to supplement our own controls.



HOSPITALITY ROOM

It is here in this pleasant atmosphere that groups and individuals gather before and after their tour to partake in a glass or two of our fine quality beer. The walls are decorated with ribbons denoting excellence of product and packaging which were won in various national competitions. And remember, you are always welcome at the home of Bosch.



THE ORIGINAL BREWERY

The Bosch Brewery had a modest beginning in 1874.

It was during this time that Joseph Bosch, an aspiring young brewmaster, erected a small wooden building and equipped it with as much machinery as was available at the time. The mash tub was of wood and held about 30 barrels. After the malt was crushed, it was placed in the mash tub which was then filled with hot water. The mash was stirred by hand with large wooden paddles. The completed liquid (WORT) was pumped into a 20 barrel iron kettle and allowed to boil. The hops were added and then the wort was cooled in large iron pans and later conveyed to open tubs where fermenting took place. After fermenting,

it was aged in large wooden vats and finally filled into wood kegs to be sold. The photo shows the original brewery about the turn of the century. Very little bottling was done at this time. The only bottles were of quart capacity and had to be filled by hand. No labels were used. Fifty cases of 12 bottles each were considered an excellent day's work for a man and a boy helper. As the mines grew and prospered, so did the Bosch Brewery. Justifying the faith of the original founder, the Brewery has grown from this humble beginning into one of the most modern regional Breweries in the nation today.

BOSCH BREWING COMPANY • HOUGHTON, MICHIGAN 49931



TO

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NABA #47:
Madison, WI
Aug. 1 - 4,
2018



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Watch for additional information about schedule and registration online & in the Summer Issue of your *Breweriana Collector*!



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Saturday, May 12th, 2018, 9am-2pm

American Legion 177 Robinson Street

Binghamton, New York

(Minutes from Rt. 17 - I86 - I81)

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Pushing all the buttons

Barry Hunsberger has the *most* buttoned-up breweriana collection

by Ken Quaas

By all accounts, Barry Hunsberger has a keen eye for quality and has bought and sold as many rare, beautiful, and high-quality pieces as any collector in NABA. He has some rare and beautiful signs, especially from his native eastern Pennsylvania: Barry's an authority on breweriana from the Lehigh Valley; especially the Seitz Brewery of Easton, PA. He once had what is believed to be the most extensive collection of pieces from Seitz, but sold much of it in a downsizing during the early 2000s.

There's one kind of sign that really pushes Barry's buttons. In fact, it's fair to say that he is the most buttoned-up collector of this genre. It's also likely that Barry's heard these and many other "button" jokes before, along his journey to amassing

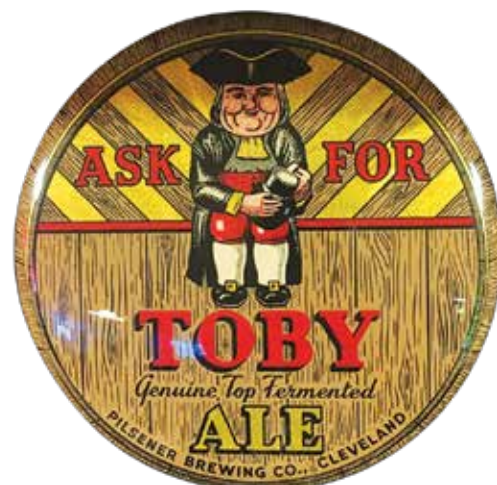
what is certainly the most amazing, extensive, and high-quality collection of brewery button signs in the hobby.

New directions

Barry's focus on buttons began after he sold a large portion of his former collection in 2006 and left Easton, where he had lived for more than 25 years. Even though Barry had sold most of his coveted items representing more than 35 years of chasing down breweriana, he was still a collector at heart. This simply meant it was time to take his obsession for brewery collectibles in a new direction. At the time – and this is where Barry's story takes a humorous twist – he was engaged to a lady whose last

name was...that's right...Button.

Coincidentally, a close friend of many years—legendary tray collector and NABA member Daryl Ziegler—had bought a collection that included 44 button signs. Barry says a light bulb went off in his head. These "button" signals were simply too much to ignore. Barry chose a new direction for his collecting: button-shaped beer signs.





friends, bonding over brew-eriana. Daryl is known for his encyclopedic expertise on trays, and is impressed with what he has learned from Barry. "Barry just knows an awful lot," Daryl says. "He surprises me sometimes with what he knows about some 'off-the-wall' piece that you never see."

A diverse array

Today—10 years after he began his focus on button signs—Barry has amassed a diverse and colorful array of 125 different versions. It's a collection that is widely recognized as the best of its genre in the brew-eriana hobby. Some of these 9-inch-diameter signs are the only ones known representing a variety of now-defunct brew-eries from across the country. These buttons were chiefly created in the 1930s and 40s by the Philadelphia Badge Company and the Parisian Novelty Company of Chicago. But Barry also has 21 of the highly-sought-after, shiny metal buttons made by Leyse Aluminum Co. of Kewaunee, WI. And he has 14 buttons that double as thermometers, enhancing their functionality when they once hung in old taverns.

There are limits

Strangely, although Barry is always looking for additions to his bonanza of buttons, they now come at the cost of subtraction. That's because Barry simply does not want more than 125 buttons. Instead, he wants the best and rarest 125 that he can find. "When I get a new one, I take an old one down and usually sell it," he says.

Any visitor to Barry's bright, spacious basement, who sits at his comfortable bar and shares a Yuengling's with him, might wonder about this numerical limit. Barry has signs attractively displayed throughout



A head start

And to get off to a running start, Barry bought all 44 button signs from Daryl who says, "Barry is the type of collector who, when he wants something, he goes after it. He does not mess around. You can depend on that!"

Barry bought his very first piece of breweriana, a beer tray, while browsing at Renninger's flea market in Kutztown, PA during the very early 1970s. That fueled his interest in collecting. Renninger's is also where he and Daryl first met and became fast



the room, and his button signs are neatly organized on shelves that don't even take up one wall. So it's not about lack of display space.

When quizzed about the 125 maximum, Barry just laughed, "I don't want to build any more shelves!"

Button-holing the best

Barry's good friend and fellow NABA member Bernie Wallace says Barry has a highly meticulous approach to collecting. The two first met at a flea market in the early 70s. Together with Daryl Ziegler and others, they bonded over breweriana. "Barry's strong point is his firmly-rooted conviction that quality, rarity, and condition are paramount to building a [vibrant] collection. He believes that if you find a better example of a piece you already have, you should buy it," Bernie says.

Fellow collectors describe Barry as a caring friend who always looks out for others, to help them add favorites to their own collections. "The thing I like best about Barry is his unending drive to improve his collection, and yours, too," Bernie says. "There are simply not enough Barrys in the world."

There may be just one Barry, but he wants the 125 greatest beer button signs in the world and is on a continuous quest to find them. Barry can be reached via email at Barrymgd@aol.com.



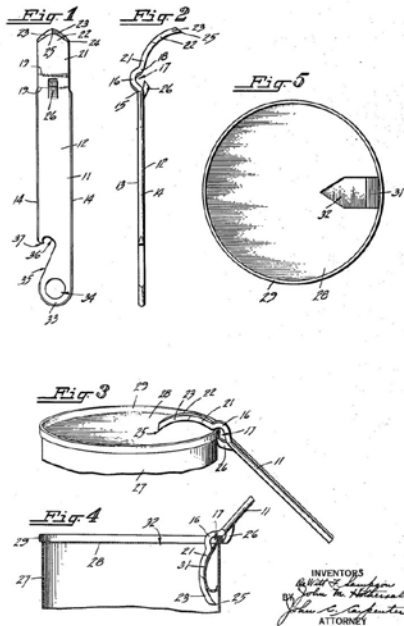
Rarities of the Original Beer Can Piercer Opener (I-7)

April 2, 1935.

D. F. SAMPSON ET AL
CONTAINER OPENER
Filed April 13, 1933

1,996,550

by John Stanley



The CONTAINER OPENER patent drawing from April 2, 1935, filed on April 13, 1933.

When the first cans were produced by Krueger Brewing Company of Newark, New Jersey on January 24, 1935, a heavy-duty can piercer was needed (in 1932 a can piercer had been invented for opening other types of cans). In stepped Dewitt F. Sampson (Elmhurst, Illinois) and John H. Hothersall (Brooklyn, New York) with their April 2, 1935 patent, filed two years earlier and awarded patent number 1,996,550: "container opener."

Their invention sprouted an entire series of instructional cans that showed how to use the opener. Several manufacturers stepped in to make the opener—with Vaughan Manufacturing of Chicago, Illinois, being the largest producer.

The **Just For Openers** club assigned type "I-7" to this style of opener. Several collectors only collect this style and I-7s are in high demand. Of the 68 known different United States beer advertising openers, a few are very hard to come by. The leading examples are illustrated here.



Two I-7s from Rhode Island, but not found in many Rhode Island collections (or any collections for that matter). Both are equally rare and only a few examples of each are known. I have collected 40 years and have never had a chance to buy either one. The Roger Williams Ale and Union Cream Ale are two rare I-7s.



Two examples of the rarest West Coast I-7. An advanced West Coast collector traded me the bottom example 20+ years ago. He has been looking for another I-7 Balboa ever since. It is rather amazing that two different stamping variations exist.



Above you see the two known I-7 style Malt Can openers—both have rounded ends instead of a sharp piercing point. The Anheuser-Busch Dri-Malt is very rare and the Malt-Diastase fairly rare.

In this photo (below), you see a very rare example of the two-sided "Schaefer America's Oldest Lager Beer" (fewer than five examples known). Not shown here are two other common Schaefer I-7s that advertise "Schaefer Beer At Its Best." The "At Its Best" slogan appears on both one-sided and two-sided versions, and both examples are common.



Thank you to Todd Milano for sharing his I-7s.



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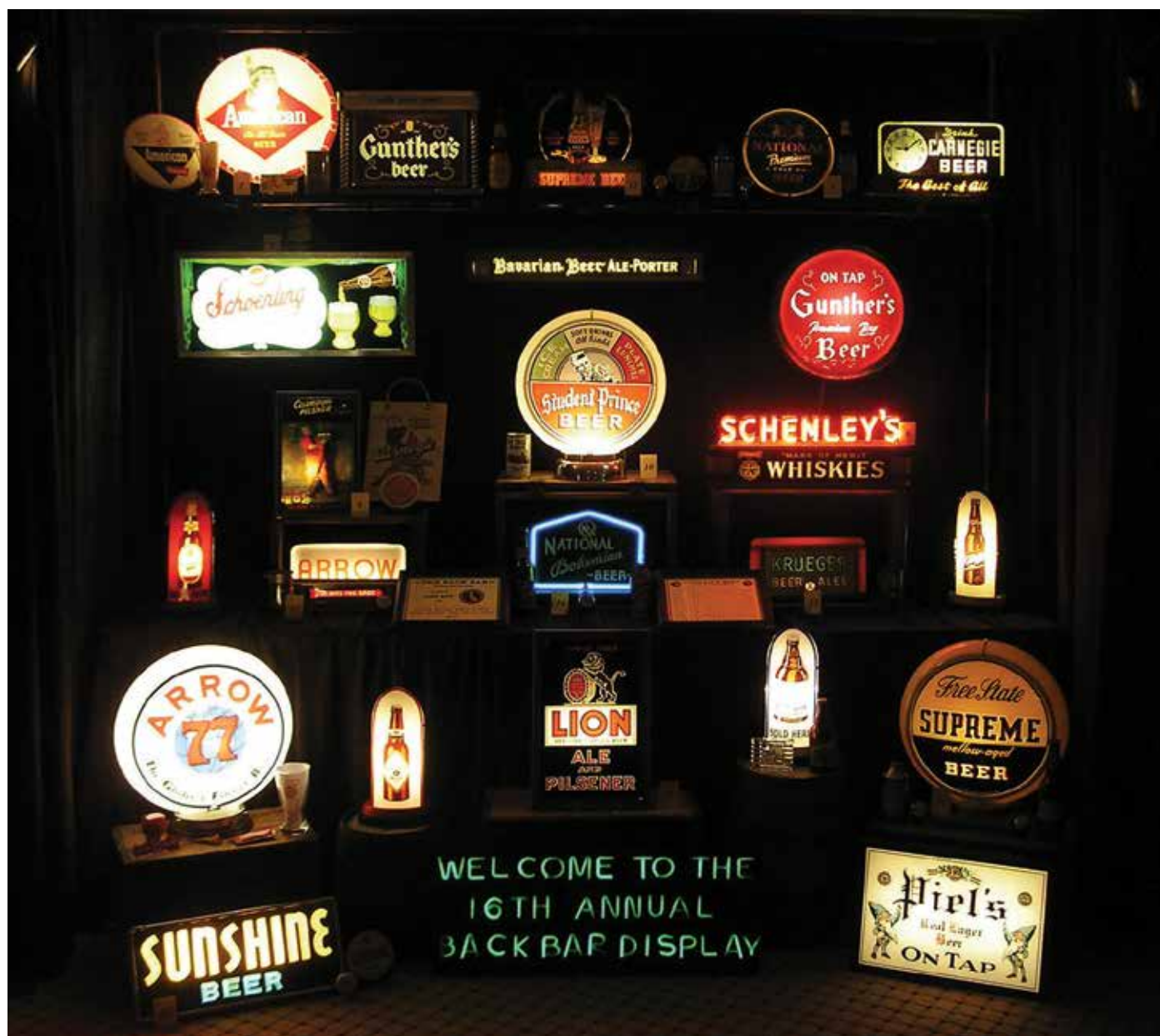
by John Bain

Review of the Back Bar Display at Blue & Gray

THE BACK BAR is indeed back! After a two-year hiatus, the Back Bar returned to the Blue & Gray Show at a great, new venue: the Hilton Hotel at Washington Dulles Airport. Just as it did at its former venue in Fredericksburg, Virginia, the Back Bar hosted a dazzling display of early, lighted breweriana and provided a comfortable lounge atmosphere where visitors relaxed, enjoyed a cold beer and listened to musical hits from the Big Band era while taking in the display. And just as before, there was a Best of Show contest with awards and prizes for the winners: each received a

colorful rosette ribbon and a 12-pack of premium beer paid for by the Blue & Gray show.

Mike Michalik won the Best of Show contest with thirty-four percent of the vote going to his 1930s lighted sign for Carnegie Beer. The most striking aspect of Mike's captivating sign—aside from its remarkable condition—is that the 2-dimensional graphic imagery is viewed through a vertically-striated, glass panel (or lenticular lens), making the imagery appear as a 3-dimensional object.



Best of Show Winners

Chris Reed won 1st Runner Up with thirty-one percent of the vote going to his 1930s animated globe sign for Student Prince Beer. Chris' sign holds your attention by way of a disc-shaped menu that rotates every few seconds behind a reverse-painted, glass ad panel, which is an ingenious way of increasing the advertising content without having to make the sign larger.

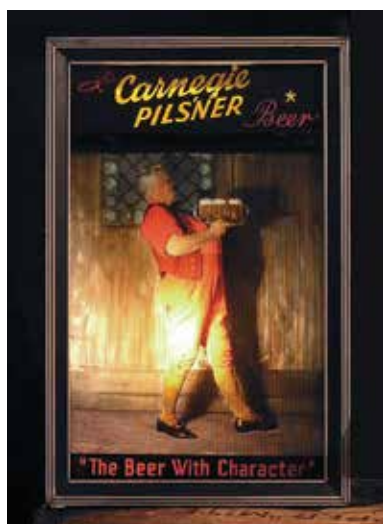
Steve Campbell won 2nd Runner Up with twenty-four percent of the vote going to his 1930s animated bubbler sign for Free State Supreme Beer. A simulated bottle and pilsner glass of bubbling beer are among the many eye-catching graphic images on this beauty!

These winning signs are more than just rare: they are the **only** examples known to their owners and me. Odds are they will remain so for years to come.



L to R: Mike Michalik, Sabillasville, MD; Chris Reed, Concord, NC; Steve Campbell, Glen Burnie, MD

Best of Show



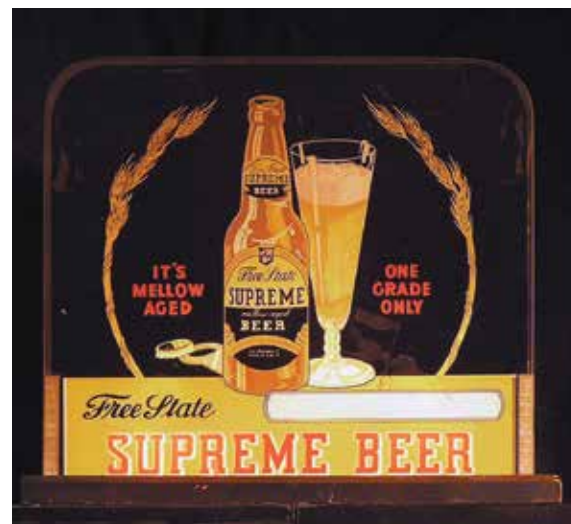
Lenticular glass ad lens, wood frame, metal cabinet; Perser Corporation; Mike Michalik, MD

1st Runner Up



Reverse-fired glass ad panel, rotating disc, plastic globe; Ludlow Manufacturing; Chris Reed, NC

2nd Runner Up



Reverse-painted glass ad panel, glass bubble tubes, wood base, metal cabinet; Biolite, Inc.; Steve Campbell, MD

If you're wondering why the Back Bar was absent from the Blue & Gray Show for the past two years, it was because the show changed venues twice after leaving its long-time home in Frederickburg. Each time the venue changed, a new room to accommodate the Back Bar had to be found, and then surveyed in detail, from the architectural layout and furniture right down to every electrical outlet in the room. This is necessary to ensure that the sixty-plus man-hours of required planning will produce a functional, pleasing Back Bar environment that will be enjoyable for everyone. Given the number of lighted signs displayed (and numerous others offered for sale) it is absolutely essential that

the total electrical load of the signs, room lights and other appliances be carefully calculated and balanced to avoid overloading any single circuit. (Alternatively I could skip the planning and just plug everything in. Then we could all sit back, have a beer and wait for the ensuing blackout.) Since the venue is a six-hour drive from my location, it is not practical to make a special trip for surveying. Therefore, the survey and layout drawings are done one year; then the Back Bar is executed the following year. If the venue changes again, the process will have to be repeated.

The Back Bar and the Blue & Gray Show almost skipped 2018 due to the unfortunate

recent passing of the Blue & Gray Show founder, Rayner Johnson. However, Larry Handy, along with Mike Michalik, Deb Lorenz, Matt Johnson (Rayner's son) and Neil Burton of Strangeways Brewing in Richmond, VA and others saved the day. They all rose to the challenge and did an outstanding job of promoting and managing this year's show. There were 385 collectors and walk-ins (representing 32 U.S. states, Germany and Belgium) registered for the show; 167 rooms were booked; and 16 half-barrels of a wide variety of craft beer and other styles were consumed by all! I am hopeful Larry and his team will continue at the helm going forward and will be able to keep the show at the Hilton.

Many thanks to all of the display participants, Larry Handy and his team, Kalyani Rogers, Kayla Murphy and all of the Hilton staff for providing

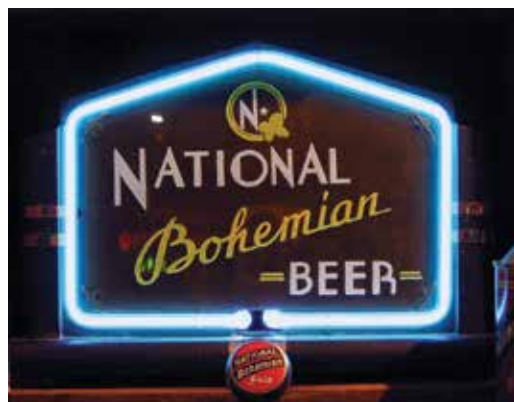
their invaluable support and a five-star accommodation for this memorable event.

If you would like to attend the Blue & Gray Show next year, just visit <http://bluegrayshow.com/> and watch for the 2019 registration link. If you would like to participate in the Back Bar Display and Best of Show Contest at the next Blue & Gray Show, e-mail me at the-back-bar@earthlink.net.

Cheers!



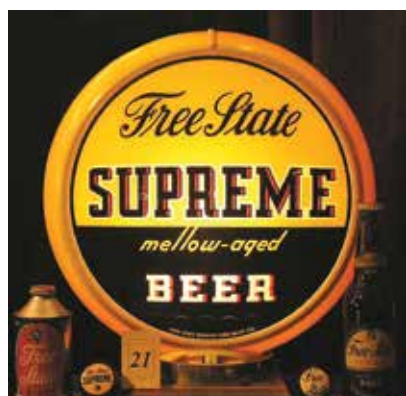
Reverse-painted glass ad panel, painted metal cabinet and easel; Price Brothers; Chip Zeiler, MD



Reverse-etched/painted glass ad panel, glass gas discharge tube, painted metal cabinet, chrome-plated decorative metal trim; The Lackner Co.; Glenn Berry, MD



Reverse-panted glass ad panel, plastic body, wood base; Georg Rutledge, Incorporated; Marty Carrano, NY



Reverse-fired glass ad panels, double-sided plastic globe body, metal fitter; Gillco; Chip Zeiler, MD



Reverse-painted glass ad panel, metal frame, painted metal cabinet; Ohio Advertising Display Co.; Will Hartlep, PA



Reverse-painted/ribbed glass ad panel, painted metal cabinet, chrome-plated decorative metal trim; Ohio Advertising Display Co.; John Bain, NY



Glass gas discharge tube, cast-metal letters, reverse-painted glass ad panel, painted metal cabinet; Neon Products; Kevin Crowl, MO



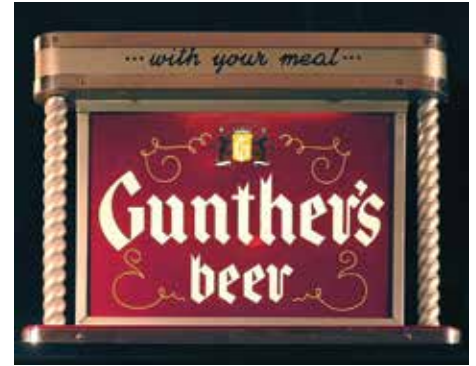
Reverse-fired glass ad panel, painted wood frame, painted metal cabinet; Gillco; Chris Amideo, NY



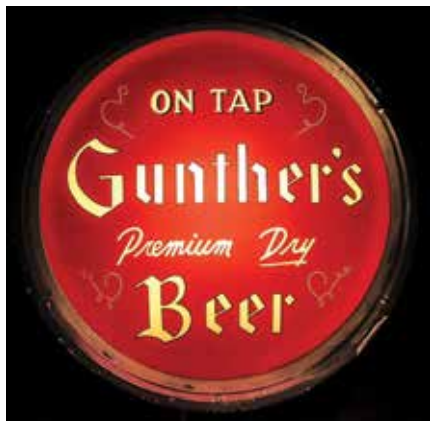
Forward-painted celluloid ad panel, painted metal back; not signed; Dave Donovan, MD



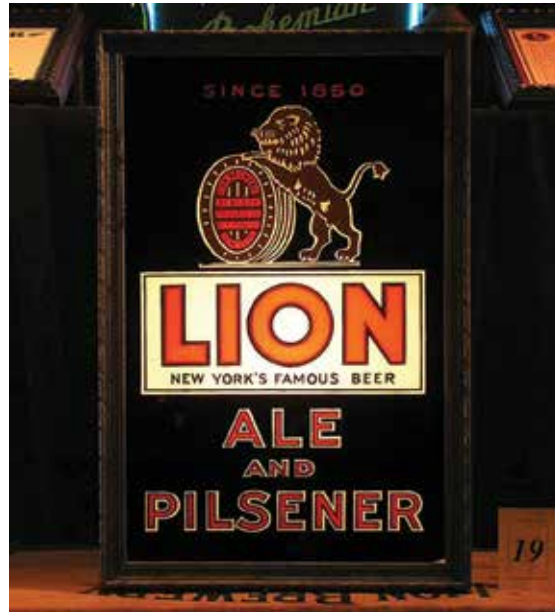
Reverse-painted cast glass ad panel, chrome-plated metal frame, painted metal cabinet; Brunhoff Manufacturing Co.; Chad Campbell, PA



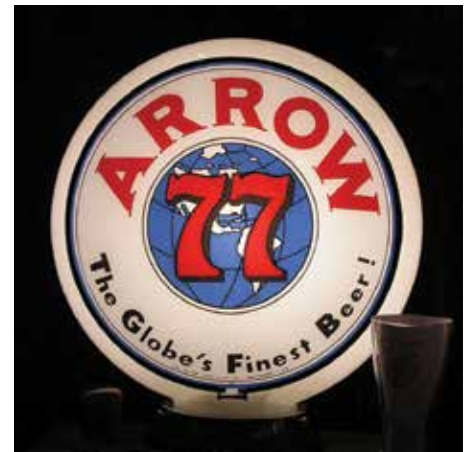
Reverse-etched/painted glass ad panel, painted metal cabinet, painted wood columns and base; chrome-plated decorative trim; Gillco; Jim Campbell, MD



Reverse-fired glass ad panel, chrome-plated metal trim ring, painted metal cabinet; Gillco; Chris Reed, NC



Reverse-Painted ad panel, painted wood frame, painted metal cabinet; not signed; Chris Amideo, NY



Reverse-fired glass ad panels, double-sided milk-glass globe body, metal fitter; Gillco; Dave Donovan, MD



Above: Reverse-fired glass ad panels, painted wood bases; Cincinnati Advertising Products; Chris Reed, NC



Reverse-etched/painted ad panels, painted metal cabinet, chrome-plated metal trim; Crystal Manufacturing Company; Will Hartlep, PA



Reverse-fired glass ad panels, plastic and painted wood bases; Cincinnati Advertising Products; John Bain, NY

Right: Die-cut plastic letters, reverse-painted glass ad panel, metal base, painted metal shell; Price Brothers; Jim Campbell, MD





Collector's Bookshelf

Reviewed by Larry Moler
accneca@aol.com

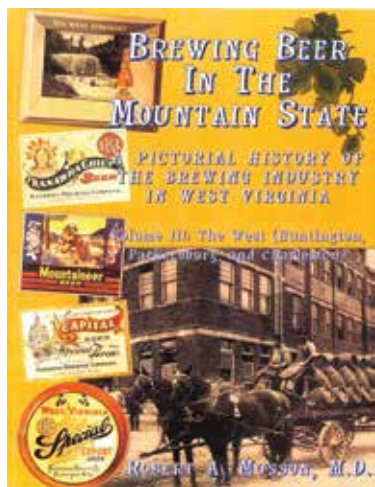
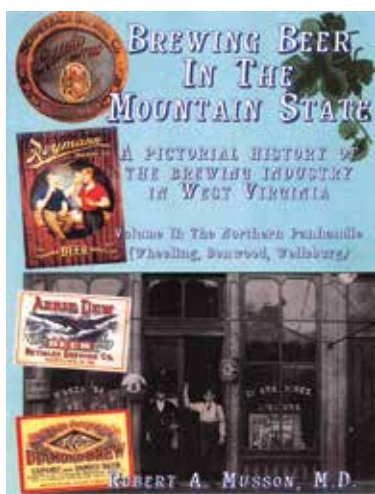
Brewing Beer

In the Mountain State (Vol. 2 & 3)

A Pictorial History of the Brewing Industry in
West Virginia

Volume 2 – The Northern Panhandle: Wheeling,
Benwood, Wellsburg

Volume 3 – The West: Huntington, Parkersburg, Charleston
By Robert A. Musson, M.D.



This review will cover Volumes 2 and 3 of the series of pictorial histories of the West Virginia Brewing Industry. Vol. 2 covers the northern panhandle (Wheeling, Benwood, Wellsburg) of West Virginia; and Vol. 3 covers the west (Huntington, Parkersburg, and Charleston).

Volume 2: All I can say is that some of the coolest breweriana I have ever seen comes from Wheeling. This book is a fantastic pictorial history of “da good stuff” we all covet. Pictured throughout are rare lithos, labels, porcelain signs, ROG corner signs, etched glasses, openers, and billheads. My favorite billhead ever (courtesy of well-known Virginia collector Burt Chauncey) is reproduced on page 8 of Vol. 2 and shown below, from the George Smith & Co., manufacturers of Pale, Bitter, and Kennet Ales. It is dated 1866 from Wheeling *Virginia*: a city with deep and significant history in the 1800s, when West Virginia became an entity whole and separate from Virginia (see brief sidebar, next pg.).

Among breweries, Reymann & Schmulbach were the 2 major players in Wheeling and left a plethora of breweriana. Reymann commenced as the Franklin Brewery in 1847 founded by Peter Beck. Later he hired his brother-in-law, George Reymann to manage the business. After Beck and Reymann's deaths, Reymann's son Anton, managed the brewery on behalf of Beck's widow. The company name evolved into Beck and Reymann. Soon, Anton Reymann purchased the brewery and built a new facility, calling it Anton Reymann Brewing Company. This concern operated until West Virginia Prohibition became state law (1914).

The Schmulbach Brewing Company began life as the Nail City Brewing Company in the 1850s—Musson explains that, while it was the “second largest brewery after Reymann's, it was not especially profitable for investors.” Henry Schmulbach gained a controlling interest in 1882 and was a man with a vision. He hired a quality Brewmaster and significantly expanded his facilities. Many buildings of the



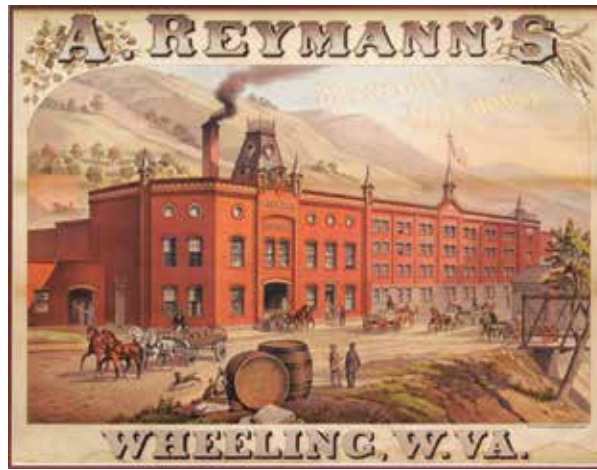
The 1866 bill at the left shows a massive order from the brewery the year following the end of the American Civil War, on which the address reflects a city no longer in the state listed.





plant remain today, and are depicted in the book.

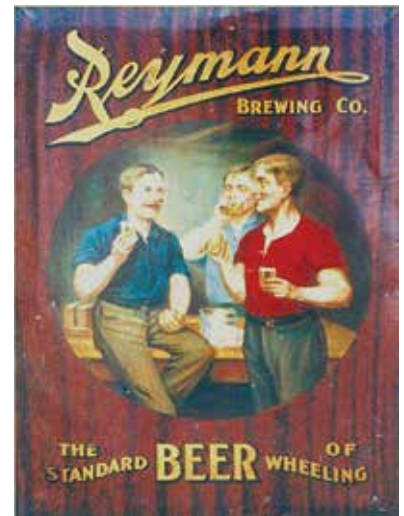
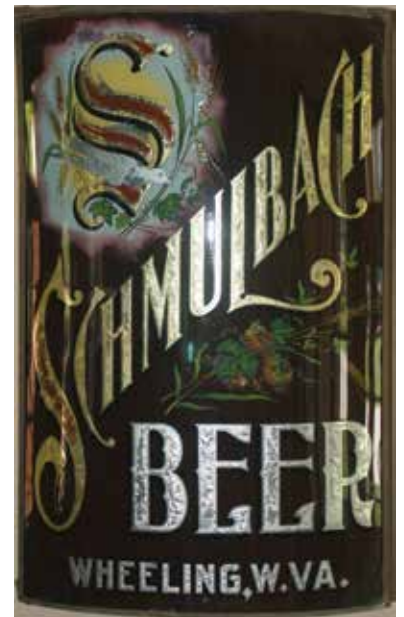
Volume 2 details much about the life of Henry Schmulbach, who must have been an extremely colorful man, and is reported to have left “several illegitimate children” during his lifetime. Musson writes, “Henry loved to play poker and party with his friends” and “typically did not socialize with the city’s social elite.” Schmulbach left a large footprint on Wheeling “with prominent structures, the brewery, office building (Wheeling’s first skyscraper) and Victorian home, situated in a magnificent historic area, called the Chapline St. Row Historic District. The Henry Schmulbach home includes decorative hops in the structure’s trim. Musson’s last sentence on Schmulbach: “He was the embodiment of the classic nineteenth century American dream: a poor uneducated immigrant who arrived on the country’s shore, and through hard work and persistence was able to succeed beyond his wildest dreams.”



VA vs. WVA

The city of Wheeling in the territory known as Virginia was settled along major transportation and shipping routes: The Ohio River, the Cumberland Road, and later, the B&O Railroad. Wheeling’s culture was heavily influenced in the 1800s by a growing German population, including many immigrants who fled the 1848 revolutions in Europe. These settlers had a profound effect on the region, not only in the brewing industry, but also having come to the continent as ardent anti-slavery believers. The German population of Wheeling played a role in the initial movement of the region’s political climate toward separation of its fate from that of Virginia’s (when Virginia first separated from the Union, what we now know as West Virginia didn’t exist) and later they organized the “First West Virginia Artillery” to oppose the Confederacy. Wheeling was the provisional capital of VIRGINIA directly after succession, from 1861 - 1863. It wasn’t long before West Virginia carved itself from Virginia, and was re-admitted to the Union in its own right (1863) when Wheeling became the first capital of West Virginia.

Volume 3: As with most of Dr. Musson’s output, here is a lot of fascinating West Virginia brewing history in this book, as well as general history of the region and the nation. Still, if you ever want to read a book you won’t be able to put down, find the 1969 West Virginia University’s *Bloodletting in Appalachia – The Story of West Virginia’s Four Major Mine Wars*





Charleston Brewery building

and *Other Thrilling Incidents of its Coal Fields* by former WVA Attorney General, Howard Lee. Among other tales, Lee tells the story of the fabled 14-year, non-stop Dun Glen Hotel poker game in the Coal town of Thurmond; and the story of Keystone, McDowell County's own Sodom and Gomorrah.

This book features pre- & post-Prohibition breweries, and craft breweries of today from Huntington, Parkersburg, and Charleston. Huntington had the largest and most well known post-Pro brewery in the state: Fesenmeier Brewing Co. (1934-68). What became Fesenmeier started in 1893 as the Huntington Brewing Co. and later morphed into the American Brewing & Ice Co. and West Virginia Brewing Co., all before Prohibition. Musson does a superlative job describing com-

pany name changes, ownership changes, and the bios of the key ownership/management/brewing personnel. You might remember mention of the Fesenmeier family, from Musson's Western Maryland pictorial book (Volume 1) as a key player in the ownership/management of the Cumberland Brewing Co. Fesenmeier family members sold to investors, who operated the plant as The Little Switzerland Brewing Co. until its demise in 1970.

Charleston brewing history is solely pre-Pro, with craft breweries today. The city cannot be mentioned without remembering the Charleston Brewing Co. (1904-07) that morphed into the Kanawha (1907-14) and closed with West Virginia Prohibition (1914).

Parkersburg is near and dear to my heart. I travelled through Parkersburg last summer on the way to NABA Kalamazoo on a brewpub/microbrewery tour with the late Rayner Johnson. I could not know that would be the last adventure I'd enjoy with Mr. Ray. But it was a good one. The new Parkersburg Brewing Co. was our first stop of the trip and the North End Tavern the second. At Parkersburg Brewing, Rayner spotted the brewer, made a friend, and got us a tour.

In this volume, Musson describes Parkersburg's pre- & post-Pro brewery history. American Brewing Co. (1934-38) was the last major brewery until the micro brewery era. As usual, the pictures of all different types of breweriana from the region, both

pre- & post-Pro are superb. The research is impressive.

The support of the local collector community has resulted in multiple volumes, so avid readers of brewery history got lucky in WVA. Many prominent collectors assisted with this project. Still, three West Virginia specialists are worthy of mention for stepping up to the plate with many images: Jim Romine, Joe Older, and Bill Carlisle. Ted Wolfe, who has spent many hours researching West Virginia Brewing History, also was a key player.



What's Brewing?

by Ken Quaas, ken@consumertruth.com



John Bitterman Shares His Hometown Passion

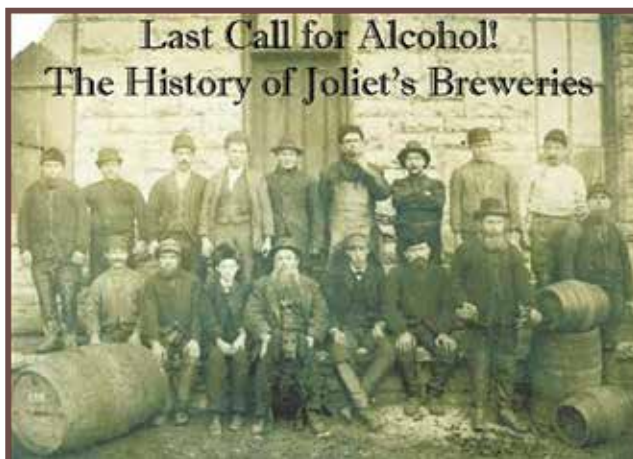
Sometimes museum-quality breweriana actually does wind up in a museum. That's exactly what has happened with some of NABA Board member John Bittermann's terrific collection, including items from some long-defunct breweries in his hometown of Joliet, IL. Bittermann is currently serving as a consulting curator and primary contributor for a special exhibit at the Joliet Area Historical Museum. The exhibition is appropriately titled, "Last Call For Alcohol! The History of Joliet's Breweries."

The display runs through October 2018 and pays homage to Joliet's history of brewing from the 19th century until 1958 when the last of Joliet's breweries closed. But this former steel town has jumped onto the modern brewing bandwagon: after nearly a 60-year drought, Joliet has seen the opening of two new craft breweries, MyGrain and Elder, since the autumn of 2017. John and other local craft beer aficionados are thrilled.

Hard times hit

A blue-collar town about 30 miles southwest of Chicago, Joliet is the fourth largest city in Illinois. The city once had a thriving steel mill, which helped spawn other industries. Joliet once made everything from wire to stoves; from bricks to pianos; from cars to wallpaper. And of course, there were breweries, whose products slaked the thirsts for thousands of European immigrants who found work in the myriad local factories. At its peak, Joliet's brewing industry produced more beer per capita than any other Midwestern city, except Milwaukee and Chicago.

Like much of the region, however, Joliet suffered the loss of most of its manufacturing during the mid-to-late 1900s, including its breweries, which could no longer compete with nearby giants from St. Louis and Milwaukee.



The Museum's Special Exhibit
Last Call for Alcohol!
The History of
Joliet's Breweries
February 2nd - October 31st
in the Special Exhibition Hall
*Included with general admission price
to the Museum*

Joliet's two new breweries are a source of local pride. "It's a long time coming for the city," John said. "[Until last fall] Joliet had been one of the most populous cities in the nation that didn't have a brewery operating within its city limits."

Discovering rare artifacts

John has lived his entire life in Joliet and has a passion for its breweriana, which can be quite scarce. Like many collectors, he began as a kid in the 70s with cans. Now he collects an array of Illinois breweriana (including from craft breweries) with a focus and expertise on the historic Joliet breweries—all of which packed up



operations before he was born.

“The three pre-Prohibition operations in Joliet were Sehring, Porter, and Joliet Citizens,” John said. “After Repeal, there were also three: Porter, Acme (which later became Hillside and then Pioneer) and Joliet Citizens

(later, Bohemian Club). All

of these produced some advertising, but very little exists except Citizens/Bohemian Club.”

Porter only survived a short time after Prohibition. Pioneer closed in 1948. Finally Bohemian Club, which had been Joliet’s most successful brewery, was shuttered in 1958.

The local beer historian

John’s passion for Joliet’s brewing history has led to many collaborations with the history museum. He readily shares his unequalled knowledge about local breweries and has become their “go-to” source when it comes to beer history.

“Since its opening in 1999, I have worked with the history museum whenever there are questions about local breweries,” John said. “Ten years ago they asked me to help curate the first in-house exhibit on the subject. Twice a year I give a lecture at the museum during their craft beer tasting,

which is always well attended. Last fall they approached me about doing another exhibit, and of course I agreed.”

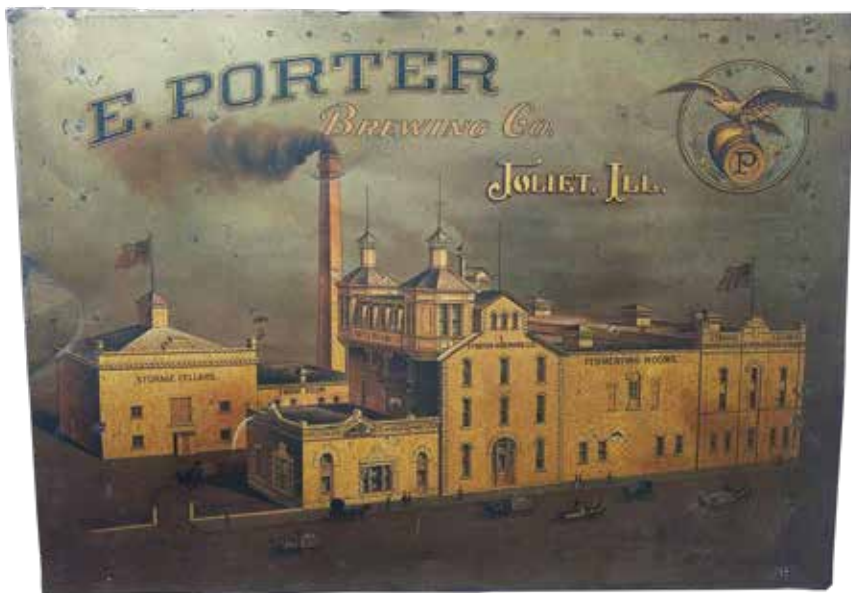
A factory rescued from the factory

A big part of this exhibit is comprised of the most rare and precious artifacts from John’s collection. Not surprisingly, some of these have fascinating stories of their own. “The one with the most interesting story might be my pre-Pro Porter Brewing tin factory scene,” John said. “It was removed from the brewery by a fireman after one of the many fires that slowly destroyed the plant in the 1950s. It had been nailed to a wall with the advertising facing inward because it was covering a hole. It’s amazing that fireman decided to save it and take it home.”

That factory scene remained in the finder’s possession for many years. “After he died his widow approached the museum, but she didn’t want to just donate it,” John recalled. The museum folks connected John with the widow. “Although it’s in rough condition, it’s an extremely rare piece and I was happy to have the chance to acquire it.”

John Bittermann remains on the hunt to save and preserve Joliet breweriana. One of the places he will be searching is at NABA’s annual Convention in Madison, WI, Aug. 1-4, 2018. In the meantime, he hopes that those passing by Joliet—like any NABA members on their way north to Madison—will stop at the museum to see the intriguing exhibition he helped curate. John can be reached at jebitter@aol.com.

What’s Brewing Pt. 2 continues next pg.



The One That Got Away

There are a lot of similarities between fishing and breweriana collecting. Sometimes you land the big one. Other times, the big one gets away. But very seldom in either pastime do you land the big one, have it get away, and after many years, finally get it back.

In the late 1970s, Roger Stanford was a teenager living in Boyd, a small town in northwestern Wisconsin. His family owned a tavern called Bub's Pub and Charlie, named for his dad (Bub) and mom (Charlie). The tavern was about 20 miles from Chippewa Falls, famous as the home of the Jacob Leinenkugel Brewing Co. Naturally, the pub served Leinie's. Back in the '70s, Leinenkugel was one of a handful of surviving regional breweries (before its 1988 acquisition by Miller Brewing Co.).

In 1981, a customer at the pub mentioned he had an old porcelain Leinie's sign on his property, somewhere near the side of the road, a victim of overgrown trees and brush. The customer told Charlie she was welcome to forage for it.

Intrigued, Charlie and Roger headed out one evening to find this relic of a bygone era. Once on the property, they found that locating the sign proved a challenge. Finally, their flashlights revealed a shiny hunk of metal covered by decades of north woods greenery.

They liberated it from the thick underbrush and proudly displayed

it in the tavern, to once again promote the brand for which it was created. The old sign was a little worse for wear: chips, rust, and even a few bullet holes. This genuine 1940s sign had the look that today's "vintage" and "aged" reproductions merely hope to replicate.

Roger came to love that sign, which featured the profile of the Chippewa Indian maiden, a noble icon that Leinenkugel has used since the early 1900s. Originally she promoted its Chippewa's Pride beer (later shortened to Chippewa Pride).

Roger was so fond of the sign that when he went to college in the early '80s, it went with him, where it hung in his dorm room.

Things took a turn, as they sometimes do with precious breweriana. In 1986, Roger joined the Air Force, and had no place to display his sign. So, in 1987 he gave it to his cousin. After Roger's Air Force days ended, the cousin offered to sell it back to him. But Roger was cash-strapped and passed: a decision he came to regret, as his cousin sold the sign elsewhere.

Over the next 20+ years, Roger amassed an impressive collection of Wisconsin and Leinenkugel breweriana, and getting the sign back was constantly on his mind. "I always knew who had it," he said, "and for years it bugged me. I was determined to get it back for my collection."

Roger's determination paid off, and he reclaimed his porcelain prize in



Roger Stanford's treasure hangs in his breweriana-filled mancave in Onalaska, WI.

2009, but at a steep price—he had to trade a beautiful Walter's vitrolite sign in exchange—but said he would "do it again in a second."

"That sign is now a focal point in my man cave," Roger laughs. "My son wants it, because it was once in his grandma's pub. It's not going anywhere or leaving my family again!" And that's the tale of how the big one that got away was hooked again, for good.



Leinenkugel is known for the beautiful breweriana it produced with the Indian maiden's image. Pictured here (above) is a 1930s era Gilco cab light from the collection of John Cansino, and a 1906 calendar (left) that is in the collection of the Jacob Leinenkugel Brewing Co. Below is NABA member Roger Stanford with his mom, Charlie, at her current pub in Chippewa Falls: Charlie at Lawler's.



Today, the Chippewa maiden still figures prominently in Leinenkugel's advertising, including here, on the side of its venerable brewery building in Chippewa Falls.





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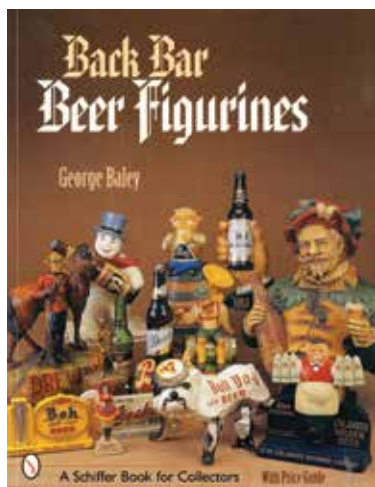
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New Books Planned for Tap Knobs and Back Bar Statues

NABA Members Can Help



Former NABA president George Baley is publishing follow-up volumes that augment the two breweriana books he authored 15 years ago, with photos and information on items not contained in those books. Since they were published, these books have become popular and valued research re-

sources, as well as the only ones to focus on back bar figurines and beer tap markers, respectively.

Back Bar Beer Figurines was published in soft cover (2002) and contains color pictures, descriptions, dates, and manufacturers of a wide variety of beer advertising statues. Commonly made from plaster or chalk, figurines were used for marketing from the end of Prohibition to the late 1960s. The new "Volume 2" of this book will contain not only additional figurines and chalk wall pieces not in the older book, but also new value estimates and any addenda and corrections required to update the first volume.

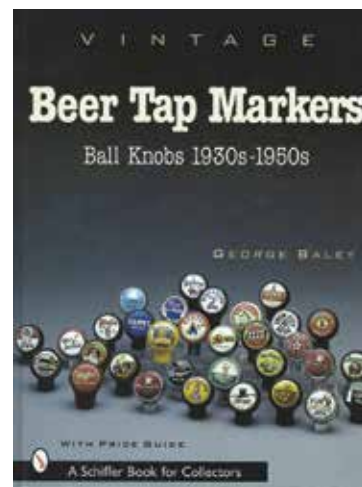
George's second book, *Vintage Beer Tap Markers, 1930-1950s*, was published in hardcover (2003). It includes everything ball knob related: history, dates of use, grading, pricing, manufacturers, and a detailed index of breweries. "Volume 2" will include

many ball knobs not in the original, as well as those made from DakaWare, Newman "glass" or aluminum, Kooler-Keg "Sidewinders," tap marker signs, and many vintage character knobs. As with the second volume of the statues book, Volume 2 for tap markers also will contain new value estimates and addenda to the first volume.

George seeks information and pictures for these new editions. "I'll be setting up at the NABA Convention in Madison and will be there all week, from July 31 to Aug. 4," George says. "I hope members will bring their ball knobs and statues so I can photograph them for the revised editions." In addition, he'd like help updating old information. "I've gotten some corrections and new information from readers over the years, which I very much appreciate," he says. "I welcome the input!"

All contributors will receive mention in the acknowledgment section of the books. "I really hope members will stop by my Convention room to share what they have or know—things that are not in the books—or just to shoot the breeze," George says.

He asks that anyone interested in helping with additions/updates to please contact him either during or before the Convention at gbaley@comcast.net or by phone at 219-325-8811.





Auction Hysteria

by CHRIS WATT oldindianbeer@gmail.com

As 2017 came to a close, breweriana collectors were shell shocked at the prices of beer related items. Quality signs consistently sold well and if it was rare, there was no question that it was going to bring a solid price. As you can see in this installment, quality sign prices are showing no evidence of coming down anytime soon. Another trend I mentioned in an earlier column: the prices of post-Pro trays continuing to rise, especially those that are super clean. That trend is still moving forward as you can see with some results this quarter.

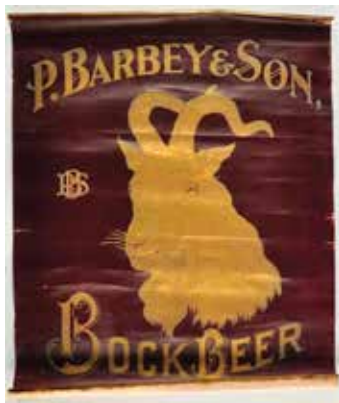
We all know tap knob prices and tip tray prices have begun to rise steadily over the past few years. But keep your eye on two other areas that I believe will begin to dominate the hobby in the coming months: First, off-grade lithos/cardboard signs and off-grade

reverse on glass signs are starting to bring record prices again. As many collectors find quality restoration experts for both lithography and reverse on glass signs, they will have their items professionally restored, thus saving what was previously a non-displayable item, and turning that sign into a gem for their collections. Second, keep your eyes on pre-Prohibition booklets and brewery ephemera. The stunning lithography and rare survival of these items through 100+ years is remarkable. Collectors are realizing that fact as prices have been continually rising over the past year.

Restoration Required? No Problem!



1890s Cardinal Beer Standard Brewing Co., Scranton, PA, Embossed brass sign. This price (below) was for the back brass portion only, as the reverse painted glass was completely missing. 13.5 in x 9 in, Manufactured by Rodwell Sign Co., Buffalo, NY. Even missing the actual sign, the back brass brought \$1,381 on eBay.



Pre-Pro P. Barbey & Son Bock Beer Lithograph, P. Barbey & Son Brewers, Reading, PA, 22 in x 27.75 in. Several tears, fold lines, and color fading. The buyer knew the rarity and saw the potential of the litho after a quality preservation. Thus it brought the \$3,250 hammer price. Morphy Auctions.



1890s Bartholomay Brewing Co. reverse glass sign, Rochester, NY. No frame, glass panel only with heavy paint loss throughout. Collectors know the potential for this sign, thus the \$750 hammer price. Once restored, this will again glow as it did in the early 1900s. Estate Sales by Judd.

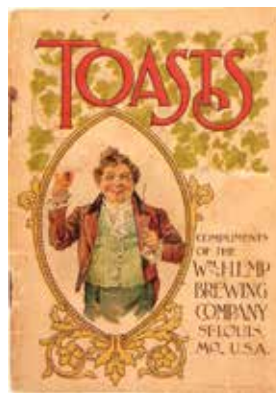


1890s Warren's Champagne Ales reverse glass sign, E.K. Warren Brewing Co. Rochester, NY. Brewery closed in 1904. Even with a large crack in the right corner the sign sold for \$3,000. Estate Sales by Judd.

It's ALL About Your Audience

1890s Booklet Lot sold at Morphy Auctions for \$175 . . . then resold individually on Ebay (shown at right). 1893 Schlitz = \$360, 1889 Pabst = \$215, 1893 Lemp = \$128, and 1897 Lemp = \$37. Total sold on eBay = \$740.

This just goes to show that you need the right audience when you auction an item.



Curved Corner Signs . . .



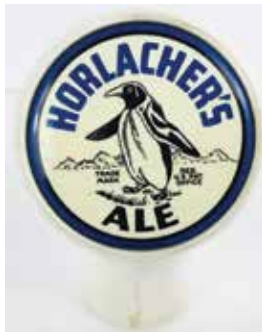
Pre-Pro Oshkosh Beer "Chief Oshkosh" round corner porcelain sign, 17.5 in, Oshkosh, WI, Manufactured by Veribrite Signs, Chicago, \$4,000 Miller Auction Co. (Also sold: off-grade [right] \$1,023 eBay)



Pre-Pro curved corner Vitrolite signs for Hudepohl Beer, \$5,000 and Gluek Beer, \$4,000 - Both manufactured by Meyercord Chicago, sold by Miller Auction Co.

. . . **SOLD!**
SOLD!
SOLD!

Horlachers Ale
Bakelite ball knob,
Horlacher
Brewing Co.,
Allentown, PA,
\$747 eBay

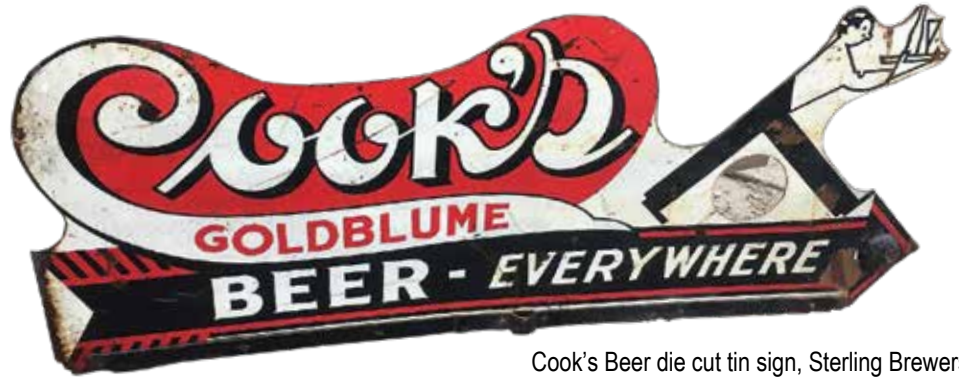


Far Right: Pre-Pro Hochgreve Beer
porcelain corner sign, Green Bay, WI.
Manufactured by B.S. Co., Chicago,
\$10,500 Miller Auction Co.

Right: Pre-Pro embossed tin Virginia
Brewing Co. curved corner sign,
Virginia, MN, 20 in x 13 in, \$3,100
Miller Auction Co.



Blue Wing ball
knob, The
Reedsburg
Brewing Co.,
Reedsburg, WI—
Blue Wing brewed
from 1949-1951—
\$630 Sunrise
Auction Co.



Cook's Beer die cut tin sign, Sterling Brewers Inc., Evansville, IN, 60 in x 24 in, \$978 eBay



Post-Pro Effinger Beer,
The Effinger Co., Baraboo, WI,
12 in dia tray, \$672 eBay



Pre-Pro "The Ritter Brau" beer tray, Hastings
Brewing Co., Hastings, NE,
1908-1917, \$900 Cornwall Auction Co.



Pre-Pro Green Tree
Brewery etched glass
drinking vessel, 1880s, St.
Louis, MO, 2.25 in x 3.5 in,
\$3,696 Morean Auctions



Hull's Beer, New Haven, CT, reverse glass clock. Hull Brewing Co., Manufactured by The Telechron Inc., Ashland, MA, 15 in dia, \$1,000 eBay



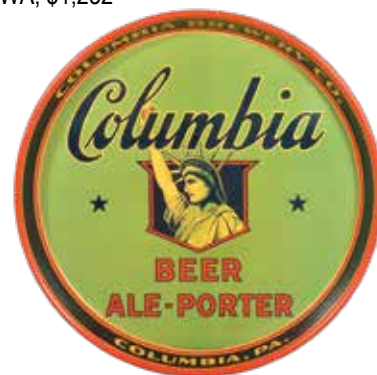
Pre-Pro tip trays sold by Morean Auctions: Olympia Brewing Co., Olympia, WA \$1,232 and Angeles Brewing & Malting Co., Port Angeles, WA, \$1,232



Pre-Pro matchsafe Indian Beer, Indian Brewing Co., Indiana, PA, made of brass and cardboard, 2 3/16 in x 1.5 in, \$381 eBay



1890s Warren's Old Porter reverse glass sign, E.K. Warren Brewing Co., Rochester, NY, (brewery closed in 1904) \$3,100 Estate Sales by Judd

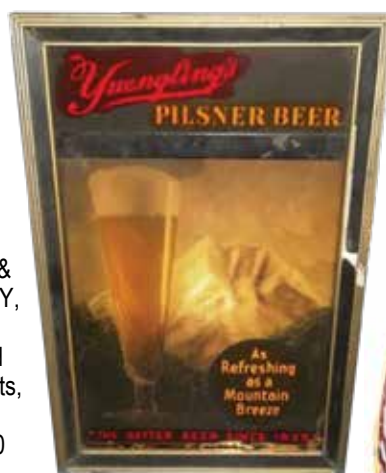


Post-Pro Columbia beer tray, Columbia Brewing Co., Columbia, PA, 12 in dia, manufactured by the Electro-Chemical Engraving Co., NY, \$650 Conestoga Auction Co.



Above: Pre-Pro Albany Brewing Co. ales & porter reverse glass sign (ROG), Albany, NY, 27.75 in x 15.75 in, \$1,724 eBay

Right: Yuengling Beer ROG insert lighted backbar display sign, glass and paper inserts, Yuengling Brewing Co., Pottsville, PA, manufactured by the Perser Corp., \$3,200 Wehrly's Auction Service



M.K. Goetz Brewing Co. "Jerry's Smile," self-framed tin sign, St. Joseph, MO, \$6,000 Morphy Auction

Above: Pre-Pro "The Ritter Brau" beer reverse glass (ROG) sign, Hastings Brewing Co., Hastings, NE, 1908-1917, \$1,800 Cornwall Auction Co.

Below: Prohibition Era Zang's Wuerzburger Brew, Philip Zang Co., Denver, CO, 10 in x 5.5 in made of aluminum and cardboard backing, Hammer price \$950 eBay



1930s Art Deco Fox Head Beer lighted "Halo" style backbar sign, Fox-Head Waukesha Corp. (1933-1946) Waukesha, WI, manufactured by Price Bros., \$2,447 eBay



Left: Pre-Pro Terre Haute Brewing Co. pocket mirror, Terre Haute, IN, 2-1/8 in round, \$525 eBay

Right: Pre-Pro Consumers Albany Brewing Co. tin sign, Albany, NY, \$1,000 Duane Merrill & Co. Auctions



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Bringing home the Hamm's, after many, many years

by Barry Travis

Patrick and I sat in his dusty minivan at a lonely truck stop in rural South Dakota. It was a chilly December afternoon, as last year neared its end, and Christmas was coming in 8 days. We were meeting for the first time in person, but had come to be virtual friends, having corresponded on and off for almost 15 years. It started back in 2003 when Patrick had sent me a picture of two identical beer signs he and his nephew had found in a local pool hall/tavern, once named for its German immigrant owners, Pfitzer & Eisenbeisz. That building was on Main Street in Java, SD, which has a population of slightly more than 100 people and is a tiny dot on the map in the north central part of that vast state.

That little old tavern, long shuttered, was scheduled to be torn down, with the decaying structure to be bulldozed into the cavity of its own basement foundation. Scrappers had stripped the electrical wiring and plumbing weeks before, but Patrick and his nephew figured they would walk through the old pool hall one last time. Maybe, just maybe, the scrappers had missed something valuable.

Boy, had they.

On that last walk through they happened to notice the outline of a trap door in the ceiling. Curious but needing a ladder to reach it, Patrick's nephew ran home to fetch. Forcing the old door open, they ascended through a time portal that took them back more than a century. In the dusty darkness, they stumbled on two wooden frames, face down on the floor. Peering further, they could just make out metal faces that were once curved across the front, lying underneath the wood, separated from their frames because the nails that once held them in place had rusted away.

The frames had shipping tags stapled to the tops: they had been sent from the beer depot in nearby Aberdeen in the 7th month of 1900.

Intrigued, the two men carefully lowered the signs through the opening and loaded them into Patrick's pickup truck. At first, they were going to split the attic booty, but Patrick's young nephew was looking for a quick buck that day. He sold his sign to Patrick for a \$20-dollar bill, and Patrick took the pair of dusty relics home.

Right: An interior photograph of the Pfitzer & Eisenbeisz pool hall, where the 118 year old signs were hidden away in the attic. This photo comes from a book celebrating the centennial of Java, SD published in 2000 and was provided to Barry from Patrick, the man who discovered the signs. As they were exterior signs, they are not pictured in this interior shot.



When Patrick sent me pictures of the signs, he was searching for information. He knew from their tags that they were more than 100 years old—but he was curious about their rarity and of course, their value.

When I clicked on the picture to open it on my computer screen, my jaw nearly dropped to the keyboard. I replied with my best guess, told him they were indeed rare and valuable and that I hoped I could see them in person one day. I saved the picture to my hard drive and looked at it many times over the years.

Being an avid Minnesota collector who has seen a lot, I realized I had certainly not seen it all. These signs were proof. I had never come across any sign like these in any collection, nor even in old photos. My response began a steady long-distance relationship with Patrick. We stayed in touch through emails, some hand-decorated cards sent via USPS, and even a care package with smoked salmon that I sent to him this past summer.





A close-up of the bottom of the sign shows the July, 1900 manufacturing date.

After 12 years of agonizingly infrequent contact from him (but still with the hope of acquiring these ancient gems) I decided to make Patrick a generous offer. In the years since Patrick had first sent me the picture of those signs, I still had never seen any others like them.

Patrick agreed to my price, and said he would plan a trek to St. Paul to meet me, his brewery sign-crazed friend. I even assured him he'd have visitation rights and that his signs would be in good company.

But that six-hour trip between our two homes somehow never quite materialized, as Patrick's plans kept falling through. Selling those signs just wasn't a big priority for him, even though he hadn't shown any reluctance.

Finally, after much gentle prodding—including offers to buy his dinner, pay for gas and anything else I could do to sweeten the deal—we agreed to meet at a halfway point, which was that truck stop in Summit last December, with Christmas looming around the corner. Through it all, Patrick had been very apologetic about the delays, citing old age and health. I understood. Sometimes the best things happen to those willing to wait.

We consummated our deal on December 17, 2017, shivering in his minivan at that remote truck stop and enjoying our first face-to-face meeting. It was everything I'd hoped for and more.

Hamm's Beer: Surviving, Thriving, Collecting

by Ken Quaas

Recent data released by MillerCoors, who own and brew the Hamm's beer brand, indicates that Hamm's continues to ride a resurgence. This mirrors the successful revival of Pabst, which is contract-brewed by MillerCoors for Pabst Brewing Co., and like Hamm's, is sold as a lower-priced brand.

In fact, the beer "from the land of sky blue waters" is enjoying its best run in decades. Helped by expanded distribution, it now has a national platform. According to Nielsen research, Hamm's finished 2017 up nearly 75% in volume from the previous year, vaulting it to Nielsen's No. 8 growth brand in beer for the year.

Boosted by nostalgia

First brewed in St. Paul in 1865, Hamm's rose to prominence starting in the 1950s, thanks to its catchy jingle, trademark friendly Hamm's bear, and regional expansion by acquisition. Moving beyond its flagship St. Paul brewery, Hamm's bought plants in Los Angeles (Acme), San Francisco (from Rainier), Baltimore (formerly Gunther) and finally, Houston (Gulf, makers of Grand Prize). The beer has remained available in certain stronger regional markets but was not distributed nationally—until now.

MillerCoors recognizes that Hamm's renewed appeal is rooted in nostalgia. In a press release the company noted: "The beauty of Hamm's is that it has more than 150 years of heritage, and with that comes a group of people who already know and love the brand . . . there are a lot of new drinkers who are drawn to the sense of nostalgia associated with the brand." Hamm's also got a publicity boost last year in a blind tasting, when it earned a Best-In-Class recognition among three Chicago-area craft brewers—an honor that was heavily promoted in social media by MillerCoors.

The press release said that Hamm's is focusing on increased distribution in bars, with "Happy Hour" promotions that are humorous celebrations of offbeat holidays (and slower days of the week) like

"Groundhog Day," "Tax Day," and (notably for breweriana collectors) "National Beer Can Day."

A highly collected brand

All of this success makes the strong contingent of Hamm's breweriana collectors extremely happy. The Annual Hamm's Beer Club and General Breweriana Show was held in Medina, MN on February 17, 2018 (see photo, below). The event always enjoys a strong NABA member attendance, including Hamm's collector Paul Cervenka of Plano, IL, who sits on NABA's board of directors. The Hamm's Beer Club was formed in 1998 and remains highly active, producing three newsletters per year and two big shows: the one in Medina and one at the old Hamm's Brewery held in September.

Paul reports that there are two nights of room-to-room trading prior to the Saturday show and that this year there were about 130 tables and 750 walk-in attendees. "I really enjoy this show," Paul says. "You'll never see so much Hamm's stuff for sale in one place. It must be the largest breweriana show dedicated to a specific brand. And of course, a lot of Hamm's beer is enjoyed!"



These signs, elegantly inscribed with a script Hamm's logo, were worth the wait. They had been made 118 years ago in Cincinnati by the F. Tuthfarber Company in Cincinnati, which also did similar looking metal signs that featured brewery factory scenes.

Now, these ancient relics have returned—out of the nether regions of South Dakota and into my home in St. Paul, MN—to the ancestral home of Hamm's, their namesake brewery.

As much as I love these signs, I just needed one. I gave the other to my close friend, long-time collecting partner, and fellow NABA member Steve Miner. A veteran 35-year collector of all things Hamm's, Steve was equally thrilled to get his hands on this never-before-seen sign, and it is now beautifully displayed in the center of his living room.

For both Steve and me, Santa came a little early last year, and he was driving a dusty, worn mini-van with South Dakota plates.



Patrick from Java, SD, the man who discovered these 118-year-old Hamm's treasures in the building scheduled for demolition.

TAPS

FRED CLINTON

by Dave Alsgaard



It is with great sadness that we announce the passing of Fred Clinton on December 11, 2017. Fred was a kind and gentle man in the truest sense, and he will be missed by all who had the privilege to call him a friend.

Fred (and Mary) are fondly remembered for their many years of writing the column in the *BC Travels with Brewster*, in which they reported on and rated new brewpub and beer discoveries in their travels. A 'Four Paw

Pick' was the best!

Fred also had a great sense of humor, and is famous (infamous?) for his vast repertoire of jokes and a sense of timing that would make you laugh even if you had heard the joke before! More than once, Fred entertained the bus load of NABA Convention goers during the brewery/brewpub tour.

Fred was a long-time member of NABA, collecting Carling's, Goebel, and upper peninsula memorabilia and other local items such as bottles, signs, and trays. Fred was a home brewer and wine

maker too, and after retiring from the Michigan DNR, he opened a shop called "Things Beer," selling beer and wine making supplies as well as new and antique breweriana. He also worked at the now defunct Michigan Brewing Company, and was an accomplished gardener, waterfowl hunter, and lover of the outdoors.

On a personal note, I will forever treasure the memories of the many beer weekends that we shared over the years with the Clintons and Zyndas – Traverse City, Grand Rapids, Petoskey, and even Belgium (twice!).

Not everyone knew Fred, but everyone who attended the Kalamazoo Convention dinner last summer must surely remember the tall guy in the tie dye suit. That was the Fred we all knew and loved.

BOB KAY

by Ken Quaas

Bob Kay of Batavia, IL, a stalwart in the hobby of breweriana collecting for over 40 years, passed away on January 15, 2018 at the age of 84.

Bob was truly "The Legend of Labels." But it wasn't just that he had the most spectacular collection of beer labels (which he did); it was also that he used them to trace the intricate histories of different breweries and beer brands, becoming one of our hobby's most preminent historians. An accomplished author of many books, Bob's

Continued next pg.

expertise has been immortalized by his creation of invaluable resources for dating beer labels and brands (and their various permutations). Thankfully, his books remain available: www.bobkaybeerlabels.com/books.htm.

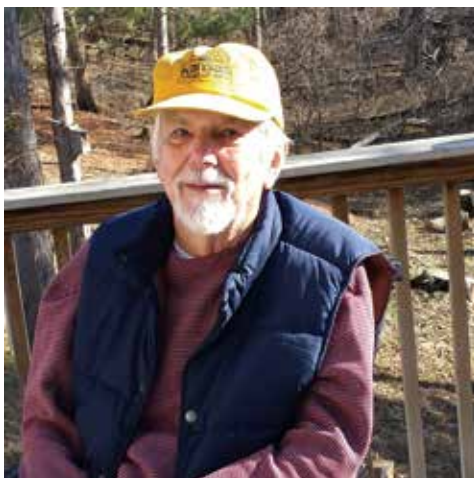
Bob's vast knowledge and voluminous collection, however, are not what made him so well-liked and respected. His quiet and genial manner, coupled with his generosity in sharing the information he had spent his lifetime uncovering were unique to our hobby. He received countless inquiries from collectors about the history of items in their collections, and he truly enjoyed helping others learn more about their treasured pieces, so they could be even better appreciated.

Bob wrote a highly popular column called "Labelology," which was published for many years in the different collector magazines. He shared pictures of his labels and the details of his detective work to unravel the histories of a great variety of breweries and brands, many of them quite complex. For his years of effort advancing the hobby, he received the highest accolades from the various breweriana organizations, and was one of only four recipients (and the first) of NABA's Founder's Award.

It was my honor to visit with and profile Bob for an article that appeared in the *Breweriana Collector* magazine's Fall 2017 issue. At the same time, I got to know his wonderful wife of 60+ years, Marilou. Marilou has been Bob's tireless, faithful, and loving caregiver during his illness over these past few years. Their son, Forrest and his family live nearby and helped immeasurably.

I had the opportunity to talk to Marilou before sitting down to write this remembrance, and she was in good spirits, and has been in the constant company of her son and daughter-in-law during this difficult time.

In her typically direct yet humorous tone, she emailed: "Bob did not have a favorite charity or church. He asked me not to have a service or visitation. He will be cremated, and the ashes will rest on our hearth in a lovely urn. I considered a growler but decided against that. When I die, our ashes will be taken to Kansas and we will still be together. He didn't want to be alone. I have heard from so many of his collector friends. It makes me so proud."



I know both she and Forrest would appreciate hearing from you. I told her of the outpouring of affection for Bob on social media, and she was touched. For those who would like to share their memories of Bob, her email address is Mariloukay@comcast.net. Forrest's is Forrest.kay25@gmail.com.

The NABA Board is currently in the process of developing an award, in Bob's name, to be presented annually to those who have made outstanding writing contributions to the *Breweriana Collector*.

JIM KOERBER

by James Kaiser



NABA member James H. "Jim" Koerber of Gibraltar, MI passed away on January 28, 2018 at the age 95. He was married to wife, Betty Jean (deceased) and left 7 children, 19 grandchildren, and 30 great grandchildren. Jim was a proud WWII veteran, serving as a P51 Fighter Pilot in the 8th Air Forces and 479 Fighter group in Europe.

Jim came from several generations of brewers.

The family owned the Koerber Brewing Co. of Toledo, OH (closed in 1949) as well as the Grand Valley Brewing Co. in Ionia, MI and the Michigan Brewery in Detroit after Ionia's early adoption of Prohibition in 1909. The latter closed after too many truck hijacks. The family returned to Grand Valley where Clarence "Click" Koerber created what many regard as the first malt liquor (even before Gluek's), called Clix.

In 1943, Grand Valley purchased the larger Kern Brewery in Port Huron, MI, and renamed it the Friars Ale Brewing Company. Both breweries were in operation until 1946 when the entire production was consolidated in the Port Huron facility.

Meanwhile, after his service in WWII, Jim Koerber carried on the proud family tradition and completed his education as a Master Brewer at the renowned Siebel Institute in Chicago, IL. He became brew master at Friars Ale Brewing in Port Huron, which closed in 1960 after it was destroyed by fire. After the brewing business, Jim worked in insurance, real estate and home improvement. Always a patriot, Jim, along with his wife Betty, were instrumental in starting the town of Gibraltar's annual Fourth of July parade and celebration. Next year's 54th parade will be the first one without Jim, but it will proudly live on in his memory. Jim was a gentleman in every sense of the word.

“JERRY” WHO?

BY TREY ROWE

Many seasoned breweriana collectors will recognize the intriguing and memorable sign for M.K. Goetz Brewing Company of St. Joseph, MO. This striking oval-shaped, self-framed tin lithograph sign is a prominent 28.5 X 22.5 inches, and features a wide-smiled black man who is missing some teeth and happily grasping a frothy goblet of beer. It is fittingly titled “Jerry’s Smile.”

This sign is intriguing in so many ways, especially because it features an African American man who is depicted realistically and with dignity—not in a cartoonish way, as was often seen in that era. The sign was manufactured in 1903 by the legendary H.D. Beach Co. of Coshocton, Ohio. At that time, it was highly uncommon to feature images of black society in mainstream advertising. In fact, Jerry’s warm smile, relaxed expression, and apparent joy at holding his Goetz beer gives the impression that he is a spokesman endorsing the product.

I vividly remember the first time I saw one of these signs: It was 2009 in the collection of my late friend, Bob Nash. I was speechless. As a collector of antique advertising and memorabilia from St. Joseph, this sign immediately rose to the top of my “most wanted” list. But the sign is hard to come by—because it has become the “holy grail” for Goetz collectors—especially signs in good condition.

While I’ve had opportunities to acquire my “most wanted” in the past, it was never good timing, or the condition just wasn’t what I wanted. Finally, after many years searching, I recently acquired the piece I have long and most coveted: I added “Jerry” to my collection in December 2017.

Exactly who was this Jerry? Because the depiction of the smiling man on the sign is so realistic, and because he is specifically named Jerry, it has long been assumed that he was a real person. The story told among collectors is that Jerry was a chimney sweep in St. Joseph and worked for the Goetz family at the turn of the last century. Following a good cleaning of the family’s smokestack, Michael Karl (M.K.) Goetz himself would reward Jerry for a job well done with a goblet full of Goetz beer. Of course, that’s where the smile comes in. Who doesn’t like a nice cold beer after a long day’s work?



That story certainly fits the picture. But recently (more than 100 years later) we have learned a bit more. In 2008, my good friend and fellow Goetz collector Jerry Porter, also a NABA member, bought a “Jerry’s Smile” sign from a family in Kansas. On the back of his sign he noticed an old piece of tape that read, “Jerry Grider.” At that point, we had a possible last name for the mysterious character on the front.

After a bit of research by myself and Bob Fitzpatrick, involving not only poring through old newspaper archives (from the *St. Joseph Gazette-Herald* and the *St. Joseph Observer*) but also many internet searches, we discovered that Jerry Grider had indeed been a local chimney sweep.

But there was so much more to his story. It turns out that our smiling Jerry was a larger-than-life character who made a big impact on St. Joseph, and helped many of his fellow African Americans in a variety of ways. In fact, his death was given significant column-inches by the local newspapers.

Jeremiah “Jerry” Grider was born in 1851—a dozen years before slavery was abolished—and lived as a slave in southern Missouri. He found out several years after the American Civil War had ended that he was free.

Jerry made his way to St. Joseph, where he worked long hours over six-day weeks as a

chimney sweep. Later he became the official sweep of the city: a lucrative position because by law, chimneys had to be swept with some regularity to avoid fires.

In various newspaper accounts over a number of years, Jerry was described as industrious and ambitious. But he often encountered rivals for his position, especially among his fellow African Americans in St. Joseph. He apparently was outspoken and had a booming voice—"his laugh could be heard a block away." Jerry was no stranger to controversy and not afraid of a good battle when it came to protecting his interests. To this end, he was quite active in politics, and was the state organizer of the Colored Men's Democratic Club. Notably, he helped establish and run local orphanages and old age homes for African Americans. His obituary described him in the headline, as "The Friend of Friendless."

When Jerry died in 1917 at the age of 68, he and his wife had 5 crippled or orphaned children in their care. He was hailed as a hero for his work with the underprivileged, especially orphaned children.

Now, collectors of Goetz can admire more than just the sign with the curious and interesting picture of a modest-looking black man wearing an expressive smile. We can admire the man himself, as he was someone who worked hard to make a difference and a better life for many people. He clearly earned the glass of beer he was holding—deserving this reward for much more than just his chimney sweeping for the Goetz family.



NABA members and their prized "Jerry" signs, one of the most sought-after pieces of breweriana from the M.K. Goetz Brewing Co. of St. Joseph, MO. **Left** column is Trey Rowe, the author. **Right** column, top to bottom: Kevin Crowl, Cole Woodbury, and Jerry Porter (imitating the "Jerry" smile).

About the author: Long-time breweriana collector Trey Rowe is a new member to NABA and is a dedicated collector and historian of M.K. Goetz Brewery of St. Joseph, MO. He lives with his wife Mallory, son Beckham, and daughter Anna in St. Joseph. Trey also enjoys collecting all other types of advertising from St. Joseph's rich history.

Bob Fitzpatrick is widely recognized for his extensive research on the illustrious brewing history of St. Joseph, which at one time boasted as many as twelve or more pre-Prohibition breweries. A future book on this topic is in the planning stages.





NABA's Michigan chapter enters exciting new phase

by Clayton Emery

The Michigan chapter, rich in history, has a new look and name. It all began almost 40 years ago in 1979, when a call to all "Lansing Area Beer Can Collectors" came in a flier promoting a show at the Grand Ledge home of David Ed. This evolved into a meeting where a new club was formed: the "Mid-Michigan Beer Can Traders." By 1981, the group had become the "Mid-Michigan" Chapter of the BCCA and had its own quarterly newsletter, now called "Foam Matters," which many regard as one of the finer chapter newsletters in the hobby.

Over many years, the chapter has hosted numerous breweriana shows throughout the Lansing area. Its major annual show is "Summerswap," held in Frankenmuth and organized by Dave VanHine. The chapter also has a "Winterfest" show, which is in the same Frankenmuth location, where the town itself is a tourist destination with a great many things to experience for the entire family.

In 2017, the Mid-Michigan Chapter became an official chapter of NABA. Meanwhile, the Frankenmuth area was also home to another NABA chapter, the "Dog Gone Good" chapter. For greater efficiency, the officers of these two chapters decided to combine and the name was changed to reflect a more comprehensive membership. Now we are the "Michigan Chapter."

Our group has ambitious goals to build area interest in the beer can and breweriana collecting hobby. Stay tuned for bigger and better shows, some involve combining with other chapters. Please check out our chapter and show news at www.michchapter.com and on our Facebook page. All collectors are invited and welcome!



Officially Recognized NABA Chapters

Buckeye (NW OH, SE MI)

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

Capital City Chapter

(Washington DC, MD, No. VA)

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

Chicagoland Breweriana Society

(Chicagoland)

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

Craft Brewery Collectibles Chapter

(At Large) website: www.bcca.com/chapters/at-large-chapters/craft-brewery-collectibles-159/ **Contact:** Jeff DeGeal;
jeffd_trans1@casscomm.com

Gambrinus Chapter (Columbus, OH)

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

Gateway (MO/IL St. Louis Metro Area)

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

Goebel Gang (South Bend, IN)

Contact: Leonard Wentland, 903
Greenview, South Bend, IN 46619

Great White North Brewerianists (Canada)

Contact: Phil Mandzuk; philman@mts.net

Hoosier Chapter (IN)

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

IBC Chapter (Indiana)

Contact: John Ferguson, 3239 Five Points
Rd., Indianapolis, IN 46239;
fergkate@comcast.net

Just For Openers (Earth)

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

Miami Valley Chapter (Dayton, OH)

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

Michigan Chapter

Contact: Clayton Emery, 3900 N. Seeley Rd,
Manton, MI 49663
claytonemery32806@aol.com

Monarch Chapter (Chicagoland, Northern IL)

Contact: Paul Cervenka, 630-379-1522,
cerpaul@aol.com

North Star Chapter (MN, WI, Midwest)

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

Packer Chapter

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

Contact: Dan Hable; 18675 Ibsen Rd.;
Sparta, WI 54656; 608-269-1199;
dwhable@yahoo.com

Patrick Henry Chapter (Kalamazoo, MI)

Contact: Bill Norton, 14761 Trillium Dr,
Augusta, MI 49012; 269-578-6607;
bcsanorton@tds.net

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

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

Queen City Chapter

(Cincinnati, So. OH, No. KY)

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

Reisch Brew Crew (Central IL)

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

Schultz & Dooley Chapter (New York State)

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

Three Rivers (Fort Wayne, IN)

Contact: Mike Newton
260-414-4746
clipperpale@hotmail.com

BREWERIANA COLLECTOR Magazine

All advertising materials & inquiries should be directed to:

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

Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

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

PAYMENT

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

DEADLINES

Issue	Materials Receipt	Publish Date
Spring	February 20	April
Summer	May 1	June
Fall	August 20	October
Winter	November 20	January

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

♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦

WANTED: '17 Packer-Viking magnetic schedule from Willow River Saloon/Carbones Pizzeria; and K.F.C./Taco Bell business card schedule for Packers '17 season. Larry Setaro, 6 Concord Rd, Danbury, CT, 06810. rV182

WANTED: RADEKE BREWING, Kankakee, IL. All items, top dollar paid. Call Walter Sanford and send picture to 815-954-9545 or walter@waltersanford.com rV184

WANTED: Berlin Brewing, Berlin, WI items. Will pay premium prices. Contact Tom Curran, 608-575-2276, curran4tom@gmail.com rV184

WANTED: Latrobe, PA breweriana. Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10easyst@comcast.net. rV189

MEMBERS-ONLY Sale!

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

BACK ISSUES of the *BC* for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147 - current. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to NABA, PO Box 51008, Durham, NC 27717 NABA

APPLICATION FOR MEMBERSHIP

PHOTOCOPY, FILL OUT, AND MAIL TO: NABA, PO Box 51008, Durham, NC 27717

OR join online via our secure server, using a credit card or PayPal: See NABABREW.COM and hit the "JOIN" button. I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$35, Canada \$40 (US); and overseas \$50 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!).

Name _____ Spouse _____
 Address _____
 City _____ State _____ Zip plus 4 _____
 Phone (incl. area code) _____ Amt. Enclosed \$ _____
 email address _____ Sponsor _____

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

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

Specific breweries, brands, cities _____

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

Upcoming Shows

Date: May 5, 2018

Time: 9:00 AM to 2:00 PM

Name: Old Style Beer Show

Contact: Bill "Willy" Novak • 630-291-7943

Held at: Omni Center, 255 Riders Rd,
Onalaska (Lacrosse) WI

Date: Sat. May 12, 2018

Time: 9AM - 2PM

**Name: Binghamton Breweriana
& Collectibles Show**

Contact: Jeff Olin, 607-343-5184, Jeffolin@msn.com

Held at: American Legion 177, Robinson St,
Binghamton, NY

Date: June 1 & 2, 2018

Time: ??

Name: Buckeye Mini CANvention

Contact: www.miamivalleybcc.com

Held at: Warren Country Fairgrounds,
Lebanon, OH

Dates: June 19-23, 2018

Name: ABA 37th Annual Meeting

Contact: americanbreweriana.org

Held at: Dubuque, Iowa

Dates: Sat, June 23, 2018

Time: 7:30AM-2:30PM

Name: Windy City Picnic & Trade

Contact: Ed Harker (773) 244-2734

Held at: Busse Woods Forest Preserve,
Elk Grove Village, IL

Dates: July 18-21, 2018

Name: ECBA 46th Annual Convention

Contact: eastcoastbrew.com

Held at: Glen Falls, NY

Date: July 20-21, 2018

Time: Start - 3P 7/20

Name: Rusty Bunch & 49er Chap

Lake Tahoe Beer Can & Breweriana Show

**Contact: Ed Scoglietti, www.facebook.com/
ed.scoglietti/**

Held at: Super 8 Motel, Lake Tahoe Blvd,
S. Lake Tahoe, CA 96150

Date: July 29, 2018

Time: ??

Name: Prison City Picnic

Contact: Bill "Willy" Novak • 630-291-7943

Held at: Belmont Athletic Club, 650 Highland Park,
Joliet, IL 60439

Dates: August 30 - September 1, 2018

Name: BCCA CANvention

Contact: bcca.com

Held at: Omaha, NE

Date: Sunday, September 16, 2018

Time: 9 AM to 2 PM

Name: Monarch Fall Fest

Contact: Paul Cervenka • 630-379-1522

Held at: American Legion Post 76, 570 S. Gary Ave,
Carol Stream IL 60188

Date: Sunday, October 7, 2018

Time: 9AM-2PM

Name: Westmont Stroh's

Contact: Ray Capek (630)778-1482

Held at: VFW Post # 9284, 400 E. Devon Ave,
Elk Grove Village, IL 60007

Date: October 28, 2018

Time: 10AM - 2PM

Name: Brew City Advertising Show

Contact: Jim Welytok, univents1@aol.com

Held at: American Serb Hall, 5101 W. Oklahoma
Ave,
Milwaukee, WI 53219

Date: Sunday, November 4, 2018

Time: 9AM-2PM

Name: Chicagoland Breweiana Society

Contact: John Warnik (708) 764-2337

Held at: VFW Post # 9284, 400 E. Devon Ave,
Elk Grove Village, IL 60007

Date: Sunday, November 17, 2018

Time: 7:30AM-2:30PM

Name: Windy City

Contact: Ed Harker (773) 244-2734

Held at: American Legion Post 76, 570 S. Gary
Ave, Carol Stream, IL 60188



NABA'S

47th Convention

August 1 - August 4, 2018

Madison, Wisconsin

HOTEL Reservations at the Crowne Plaza Madison:

1-888-233-9527: Ask for the NABA rate,

\$100 per night

FOUNDER'S AWARD



**Given for distinguished service and
contributions to NABA
and to the Breweriana Hobby**

2012	Bob Kay
2014	George Baley
2015	James Kaiser
2017	Helen Haydock

NOTICE!

BEVERAGE
DEPT.

EVERYBODY'S HEADING FOR Knickerbocker BEER



And then they are heading to Madison, WI!

Attention, shoppers: It's time to stock up on breweriana, and everybody's heading out to the annual NABA Convention from Aug 1-4, 2018.

Join the line of your fellow collectors and bring home a cartload of treasures for your collection or sell your extras that no longer fit. At the NABA Convention, you'll make new memories, experience high-quality breweriana and share fellowship and craft beer with all of your favorite NABA members.

Follow these lovely ladies to Madison, WI. Because they know the NABA Convention is where you get the good stuff and the bargains in room trades, the famous NABA auction and the Saturday show.

There's so much in store at the NABA Convention, but it's for a limited time only, from Aug 1-4.

Call the Crowne Plaza in Madison now, at 1-888-233-9527 mention the NABA room rate of just \$100.

Notice! Look for more details coming soon to your mailbox. In the meantime, make your plans to load up the station wagon and head to Madison!

LOOKING TO THIN OUT YOUR COLLECTION?

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FOR TOP CONDITION
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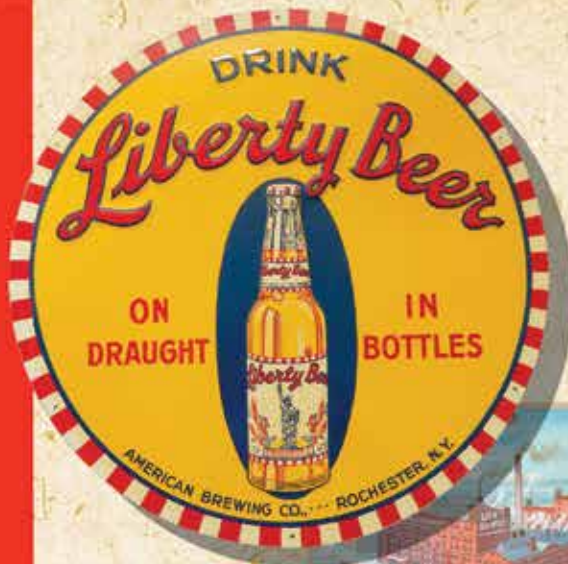
Especially Items Showing
Product & Factory Scenes

PLEASE SEND PHOTOS WITH PRICES

ALL CORRESPONDENCE WILL
BE ANSWERED

★ SCOTT ROSENMAN ★
PRIVATE COLLECTOR
& PART-TIME DEALER

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