



BREWERIANA COLLECTOR

Volume 182

Founded in January 1972

SUMMER 2018

Gillco Cab Lights

**Heurich, The
Nation's Capital
Brewmaster**

Meeting the Metz

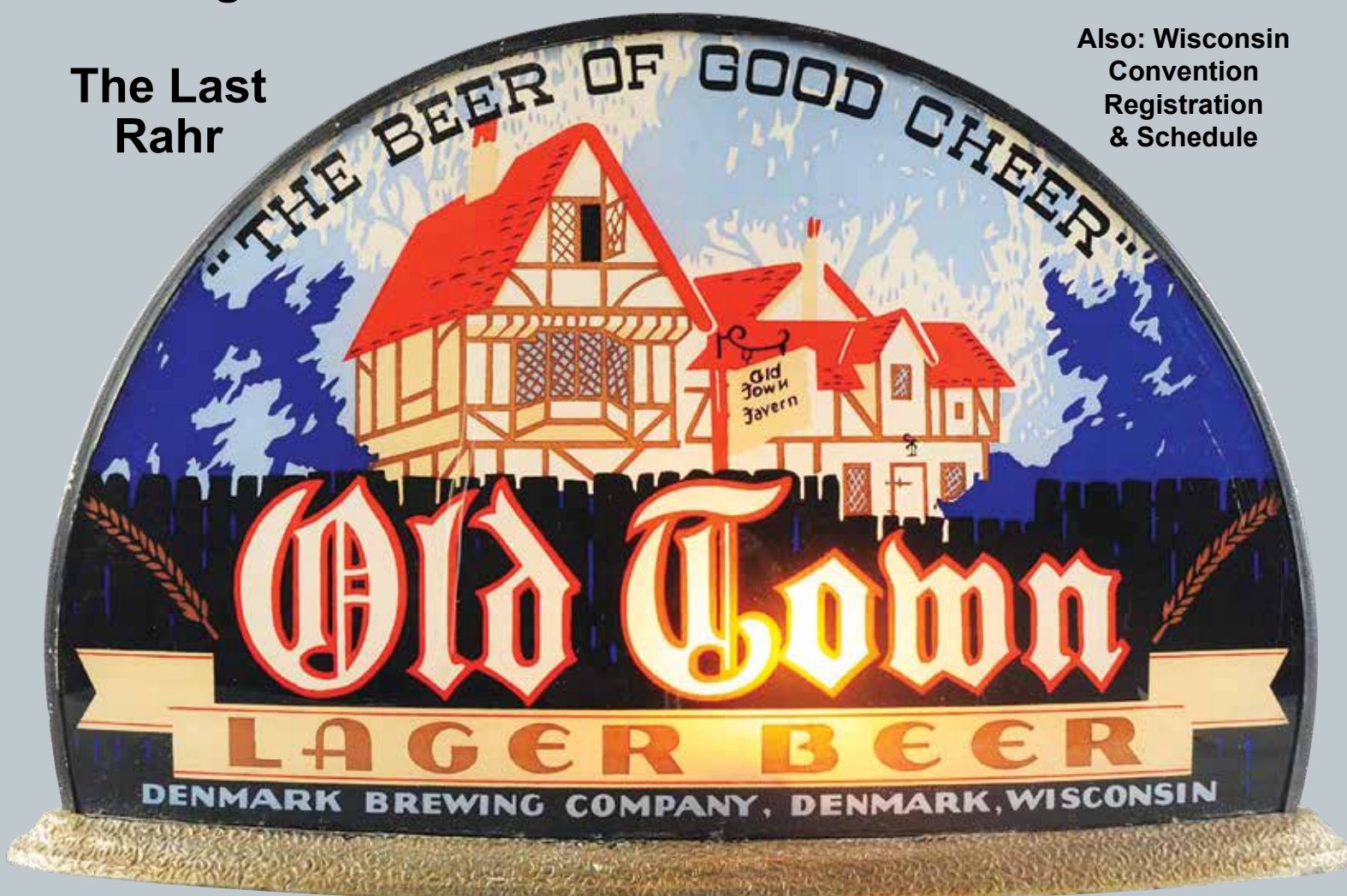
**The Last
Rahr**

**Michigan Liquor
Control Survey:
Detroit Brewing Co.**

**Wisconsin's Most
Electric Breweriana**



**Also: Wisconsin
Convention
Registration
& Schedule**





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*The National Association
Breweriana Advertising*

NABA
PO Box 51008
Durham NC 27717-1008
919-824-3046
nababrew@comcast.net
www.nababrew.com

BREWERIANA COLLECTOR STAFF

Lee Chichester Editor

Rich La Susa Let's Talk Breweriana
Larry Moter Collector's Bookshelf
Ken Quaas What's Brewing?
Christopher Watt Auction Hysteria
Mike Paul Eagle-Eye Proofing

NABA OFFICERS

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Send Comments/Questions to:

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

BREWERIANA COLLECTOR

SUMMER 2018

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Cover Image: Gillco Old Town Lager Beer sign, Denmark Brewing (of Denmark, WI) featuring an old tavern scene and incredible color contrasts with its gold-plated base. Possibly, this sign is a one-of-a-kind. Photo courtesy Morphy Auctions of Denver, PA.
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!

I hope you are enjoying the return of warm weather and are making summer plans for one of the biggest breweriana events of the year: the **NABA Convention, being held on Aug 1-4 in Madison, WI.** This is going to be an especially exciting Convention.

- We are expecting a large turnout, especially as Wisconsin is an historic NABA stronghold of members
- We have planned a great tour of the Minhas Brewery and the Herb and Helen Haydock World of Beer Memorabilia Museum in Monroe
- We anticipate having one of the best Convention Auctions in years on Friday, August 3, featuring many rare pieces from the Bucht collection (see pictures on inside back cover of this magazine). I am consigning a scarce Peru, IL beer tray and a rare Hortonville, WI lithograph. ***Please consider bringing pieces you'd like to auction to the Convention!***

Please be sure to register for the Convention and secure your hotel room right away. You can use the forms inside this magazine, pg. 23 & 24.

NABA Board elections

It has been a pleasure for me to work with our current NABA Board members, who are a dynamic and dedicated group. Now it is election time again!



Three of our Board members, John Bittermann, Paul Cervenka, and Darla Long, have terms that expire at the Annual Meeting on Friday evening (August 3) during our Convention. These 3 positions are open to election, and John, Paul, and Darla have advised the NABA officers that they would all like to run for another two-year term. We are extremely pleased at the prospect of them continuing their good work. If any other member would like to run against any of these three incumbents for a Board position, please let me know as soon as possible.

Officer elections

While Board members are elected by the membership at the annual meeting, NABA's officers are elected by the Board members. Our current officers—John Ferguson, Ken Quaas, Jim Kaiser, and Dave Alsgaard—wish to remain in their respective positions for another 2 years and are hoping the Board will re-elect us.

We are excited about many of the accomplishments and plans in development for NABA and feel there is much unfinished work to do.

NABA continues to grow

Thanks to a membership push and strong retention levels, NABA has grown by nearly 20% during the past two years. If you're on Facebook, you'll see that we've grown our page followers to more than 1000, and this has been a key source of recruitment for club membership.

Our magazine

Thank you for all of the compliments we've continually received over the past year on the *Breweriana Collector*. Many members have come forward to write great articles (like Lee Reiherzer, Mike Francis, Chad Haas, and Tim Holian in this issue) and we very much welcome your contributions! If you have an idea, want to write something and/or want help, please contact Lee Chichester (falconer@swva.net) or Ken Quaas (ken@consumertruth.com). Expect more of the same top-quality editorial going forward, including the popular profiles on our members.

There are great things happening at NABA. I hope to see you at the Convention to tell you more!

Cheers,

John Ferguson, President
Fergkate@comcast.net

EXECUTIVE SECRETARY'S REPORT

NABA has much to offer including: a great magazine in the *Breweriana Collector*; an annual Convention of the best breweriana in the hobby; and finally a very supportive group of collectors. New members are realizing that, and with their interest in joining we were able to reach our 2018 goal of 800 members earlier than expected: *by the end of April*.

With the continuing support of 500 members who have renewal dates of June 30th, we can maintain 800 members and continue to grow beyond that. It's a win-win. NABA has your support for the Convention and magazine and you have access to all the organization offers to enhance your interest in breweriana.

I hosted the Just For Openers Annual Convention in Seattle, WA. We are a small group with 18 members attending but we had a constant influx of local collectors from The Rainier Chapter of BCCA and the Cascade Chapter of ABA from Portland, OR. Thank you for your support and especially to Nick Johnson of the Rainier Chapter and Pete Magnuson of the Cascade Chapter. I have to give a big thank you to John Cartwright, who is always helping and doing the little things that make a successful convention. While this group does focus on openers and corkscrews, all types of advertising was on display. Next year, on April 24-28, 2019, we will be in Miamisburg, Ohio (near Dayton) at the Doubletree Inn and Suites. Mark your calendars because all breweriana collectors are welcome. In fact anybody can stop by to find out about this great hobby and group.

One of the concerns I am hearing at shows: *Who will be collecting breweriana in the future?* Finding items at flea markets and antique malls is getting very difficult. Shows, eBay, and collections are the main sources for stock, and will be into the future. It is not so much getting a young person interested as finding someone a little older (30s-50s) who appreciates the history, and has some time and funds to spend on collecting.

One idea I heard in Seattle was to have show organizers offer a goodie bag of several beer items to any new person passing through the show. Possibly, the items in the bag would spark their interest. I was also told (and had never thought of it) the idea of using Craigslist to market our hobby's shows. It could be a good platform to announce our gatherings, since young people look there for

event planning. Just another way to connect to new collectors.

Any renewals, changes or corrections to your address or collecting information can be made online at nababrew.com or you may email me or call if you need help making changes. We have 24 new members since the last issue **and 500 that need to renew** for the current period. Members with expiration dates of 3/31/2018 (13) and 6/30/2018 (500) may renew by sending a check or using PayPal (send to nabamembership@comcast.net).

John Stanley
Executive Secretary
919-419-1546
jfo@mindspring.com
NABA
PO Box 51008
Durham NC 27717

John Stanley



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



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**Additional information about schedule
and registration online &
on pages 23 & 24 of this issue of YOUR
Breweriana Collector!**



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

Ben Anderson (Jeane)
N1077 County Road U
Plum City WI 54761-8530
(612) 756-1537
(651) 451-9260
bandersonsspps@gmail.com
**WI and MN corner signs,
trays, lithographs**

Bill Baburek
7905 So 45th Ave
Omaha NE 68157-2601
(402) 320-5805
(402) 345-1708
bill.b@infusionbrewing.com
Nebraska Breweriana

Mike Beam
227 N Maple St
Argos IN 46501-1116
(574) 952-5583
beamer9@centurylink.net

Scott Corn (Betty)
236 E Lincoln St
Sycamore IL 60178-2216
(815) 762-7274
sbcollecting@gmail.com
**Breweriana, Petroliana, Soda,
Agriculture, Misc**

Chris Everett
2552 Wood Trail Ln
Decatur GA 30033-4922
chris@givemegipps.com
Breweries from Peoria IL

Bob Fitzpatrick
2301 Chambers Ave
St Joseph MO 64506-1978
bob@ihpindustrial.com
Brewery History

Brent Herpel
8810 NW Hwy N
Hemphill MO 64490-9182
(816) 262-8471
brentherpel@gmail.com
**Goetz beer, St Joseph
Missouri items**

Tim Koenig
1301 Stockton Rd
Joppa MD 21085-1409
(410) 991-2524
tim.koenig@sbdinc.com

David Kubat (Vickie)
14 W Sunny Wood Ct
St Peters MO 63376-3557
(314) 630-7857
dwk1lonel@aol.com
**Falstaff and other St Louis
Breweriana**

Jill Lindsay
6000 N 99th St
Milwaukee WI 53225-1607
(414) 353-3979
(414) 350-6842
Windylindyme@yahoo.com
All Breweriana; Pre-Prohibition

Scott Lovelace
902 Kottke Dr Apt 8
Madison WI 53719-2370
(608) 444-9182
hammsbeerclub@yahoo.com
All Breweriana; Hamms

Charles Murphy Jr
6257 Pond View Dr
Birdsboro PA 19508-8856
murphycc@ptd.net
All Breweriana; Reading PA Area

Dave Olson
10160 S McGraw Dr
Oak Creek WI 53154-5806
(414) 491-8621
dave@wisconsinbreweriana.com
All Breweriana; Wisconsin

Peter Page (Tery Bruce)
3712 N Broadway Suite 252
Chicago IL 60613-4235
(773) 294-7711
(773) 929-2522
peterchicago5@aol.com

Christopher Reed
5835 US Highway 601 S
Concord NC 28025-7611
(704) 425-6276
creed2@windstream.net
ROG lighted signs

Sam Robinson (Diane)
305 Patrick Ave
Waunakee WI 53597-1023
(608) 849-8220
srobin1055@tds.net
**Dahlke Brewery-Westfield, WI
(grandfather insured brewery
truck, I grew up knowing the
brewery as a soda pop factory)**

Kip Rodier
17218 N 2nd St
Chillicothe IL 61523-9227
(309) 251-5590
kiprodier@hotmail.com
All Peoria IL brewery items

Tim Smith (Cathy)
3835 N Collins Dr
Bloomington IN 47404-9344
jshivers53@yahoo.com
Lighted Signs

Paul Stuart
1219 W 7th St
Mishawaka IN 46544-4848
(574) 259-4814
paul0682@att.net

Scott Svehla
1918 E Lafayette PL Apt 1902
MILWAUKEE WI 53202-1591
(630) 936-0754
scottsbrew@aol.com

Maimunat Tijani
398 Lexington Ave
Brooklyn NY 11216-1291
maimushalal@yahoo.com

Kurt Wakefield
1925 S 15th St
Sheboygan WI 53081-5733
kcw_kcw@yahoo.com
**Breweriana, local brewery
history, coins, photography**

Thad Whitesel
1502 N 21st St
Superior WI 54880-4902
thadww@yahoo.com
**Pabst and Wisconsin brewing
history**

Carey Williams
20373 Meercham Way
Lawrenceburg IN 47025-8943
(812) 637-5952
carey.williams@fuse.net
**Cans, Coasters (Micro),
Breweriana (Cincinnati & Micro),
Trays**

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



Photo from the souvenir book of the 1897 U.S. Brewmasters convention held that year in Detroit Michigan

Collector James Kaiser says: "This tip tray from the Detroit Brewing Co. is pre-Pro; note the same logo on the truck (next page); the specific year is uncertain to me. The Martz family owned the brewery from its beginning to its end in 1948. In fact, Michael Martz first became involved in brewing back in 1856 when he partnered with Philip Kling of Ph. Kling Brewing Co. fame."

In Part 3 of this series of articles, documenting a 1944-45 MI Liquor Control Commission survey of the Michigan Brewing Industry of the period, we turn to pages 25-27: **The Detroit Brewing Company.** (Ed. Note: for parts 1 and 2, see the Winter & Spring 2018 issues, Vols. 180 & 181.)

The Detroit Brewing Co. started as the Frank Martz & Co., Continental Brewing Co. in 1868 (reference from *American Breweries II*). The Martz family was intertwined with this company as owners from the inception to its de-

mise. There were a couple of other Martz entities, but in 1886 Frank Martz & Co. was renamed Detroit Brewing Co., and continued under that name (with the exception of Prohibition during which it temporarily closed) until 1949, when it permanently ceased operations.

Detroit Brewing Co. proudly stands today—along with nearby Ekhardt & Becker Brewing Co.—in Detroit's eastern market area, both on Orleans Street. The eastern market area thrives today in revitalized Detroit. It includes a huge farmers market, restaurants, a distillery, and shops. A great breakfast stop is the "Farmer's Market Inn" and I highly recommend a kielbasa omelet followed by shots at the nearby distillery. Now *that* is a real Detroit breakfast.

Continued next pg.



Detroit Premium Pale was introduced in 1941.
Collection of Ed Stroh

Thanks to James Kaiser and Ed Stroh for sharing images of their breweriana.

The next brewery in the Michigan series is the **Eckhardt & Becker Brewing Co.** Again we ask the membership to send breweriana pictures to both our editor, Lee Chichester (falconer@swva.net) and yours truly (accn-eca@aol.com).



Photo from the souvenir book of the 1927 U.S. Brewmasters convention held that year in Detroit Michigan

Date: June 15, 1944 and March 28, 1945 Inspectors: Maloney & Edwards.

FIRM NAME: Detroit Brewing Co.

LOCATION: 2537 Orleans Detroit, Michigan

BREWMASTER: William Stegmeyer.

ANNUAL CAPACITY: Brewmaster rating: 100,000. Storage x 6 - 209,000.

PRODUCTS MANUFACTURED: Beer only.

FACILITY BUILDINGS: Main brewery consists of an old red brick building, bottle shop is situated across the street to north of main brewery. In July, a great number of improvements were in progress. New cold hop room, improving brewhouse and kettle jacket; in March, improvements were still in progress, a new storage cellar in basement. The Brewery houses all the conventional equipment necessary to a brewery in an adequate manner. In March, the storage and fermenting rooms were being painted. Most of the storage and fermenting tanks are of wood construction, therefore, appearances are not as good in these rooms as with steel tanks. Have small out nice laboratory for just the routine necessary determinations by Brewmaster.

SANITARY AND CONVENT FEATURES: Good accommodations in both brew-house and bottle shop. No women employed in brewhouse.

EQUIPMENT: Most of the equipment used is conventional and adequate, and in good repair. The cooler used is of the closed, stainless steel, air conditioned type. The 245 bu. kettle has a percolating device. A hop strainer is used in place of the conventional hop jack. Both wood and steel storage tanks are used, the capacity of which is as follows:

Settling room:	Cellar F:
1 - 220	5 - 460
1 - 300	4 - 500
Cellar G:	Cellar A:
4 - 173	1 - 550
4 - 553	12 - 480

RESULTS OF CHEMICAL ANALYSIS: (cont'd)

Phosphorus (as P ₂ O ₅)	.027
Ash	.18
Color	4.0
CO ₂ (volumes)	2.07
Alf (ml per bottle)	2.6
Organoleptic: satisfactory, the odor and taste being average.	

The above analysis indicates a relatively low cost beer. All congeners are below average of Michigan produced beers.

CONCLUSIONS: The sanitary conditions about the brewery were fairly satisfactory except perhaps in the bottle shop. Equipment seemed adequate and in good state of repair. Buildings, while of old construction, are being repaired and improved. The raw materials used vary considerably from month to month as shown by the monthly reports. Also a wide variety of materials are used, some of which border on substitutes. The malt to adjunct ratio is relatively low and would be considered below good brewery practice. Only one type beer is produced, a relative low calling beer of average quality.



Bottle labels at right: Stag was introduced in 1940.

Martz Select Beer was introduced in August, 1948. Oldbru Bock; this is a stock label imprinted for Detroit Brg. Co. Collection of Ed Stroh

Fermenting D: 3 - 110 3 - 117 10 - 120 9 - 130 8 - 140 1 - 170 1 - 250 1 - 300 2 - 380	Cellar C: 4 - 180 2 - 190 3 - 220 14 - 240 3 - 250 2 - 280 5 - 320 3 - 550
--	---

Total storage capacity - 25,000
Total fermenter capacity - 8,800

Bottling equipment has capacity of 3000 to 3500 cases per day. One bottling line, cased by hand. Fluorescent viewing light used to inspect beer.

RAW MATERIALS AND COMPOSITION OF BEER: Only one brew is made. Kettle capacity 245 bbl.

Malt	4000 lbs.	Hops	90 lbs.
Hopulon	3-1/2 lbs.	Hopskoon	1 lb.
Corn grits	3400 lbs.	Barley	1500 lbs.
Albumal (corn)	1280 lbs.	Foamalt - used by adding direct to brew about one week before bottling.	

MANUFACTURING PROCESSES: Most of the processes used in this brewery are conventional such as grinding, milling, mashing, brewing (brew kettle has percolator), hops are separated by hop filter and wort is cooled by air conditioned stainless steel cooler. Wort is fermented, stored and bottled in usual manner, some air being used for counter pressure. Foamalt (a syrup) is added to beer about one week before bottling.

CLEANLINESS & SANITATION: This feature has been greatly improved during the past year. The fermenting and storage rooms were being painted at time of inspection. The brew house proper has been remodeled during the year. Conditions as a whole were average. The bottle shop was not too commendable.

WASTE-MATERIALS: Spent grains are sold in wet condition to farmers as are the spent hops. Excess yeasts are destroyed.

RESULTS OF CHEMICAL ANALYSIS: Lab. No. 262. Oldbru bottled beer, brewed January 12, 1945.

Original Balling	10.3
Alcohol by weight	2.8
Alcohol by volume	3.45
Real Extract	3.9
Total acids	.094
Protein	.225



James Kaiser reports: "This photo was taken in front of the Detroit Brewing Co. Note the solid rubber tires and open cab, which indicate a very early pre-Pro date [1910 +/-]. The brewery worker sitting on the running board with his left hand on his knee and right hand under his left arm is Lawrence Traube; my great-uncle (brother to my grandmother). The building, with the façade showing in the photograph, can be seen in the downtown Detroit Eastern Market area, as noted by Larry Moter in the text."



Collection of the author



Let's Talk Breweriana

By Rich La Susa, Brewery Historian

Expert's tip: These little trays are special

There aren't as many of them as their larger and more popular counterparts, though their graphics look similar.

And, surprisingly, there are many collectors who aren't quite certain when, how, or why these metal objects were used. The official name provides a strong clue. Tip tray.

The intended purpose of the tip tray is as simple as its basic design. Waiters in restaurants used them to present bills to customers. In turn, customers left a gratuity, commonly known as a tip, for the service provided. Paper currency or coins both fit nicely on the tray's concave surface.

"They also were used as coasters, and unfortunately, as ashtrays," said beer tip tray expert Joe Gula, a NABA member from Indianapolis, IN. Gula winced noticeably when he mentioned the unconscionable use of trays as receptacles for cigarette and cigar ashes and butts.

Tip trays carried advertising for beer brands and breweries, soft drinks, whiskey, and other products and services. Some are smaller versions of full-sized beer serving trays. Examples are trays from breweries in New York, Bartels' "Night Watchman" (Syracuse), and Dotterweich Brewing Co. (Olean).

Their origins are humble; commonplace objects for everyday use. Today, they are valued as pieces of commercial art by collectors.

These unique trays also may be one of the most under-appreciated beer advertising genre. Perhaps it's because of their diminutive size—typically about four inches round. More significantly, because they can be difficult to find and acquire; especially scarce are those made in the pre-Prohibition era, prior to 1920. Even at their peak, the number made was not illimitable.

Trays can be expensive. Scarcity, especially those in top condition, and the concomitant asking

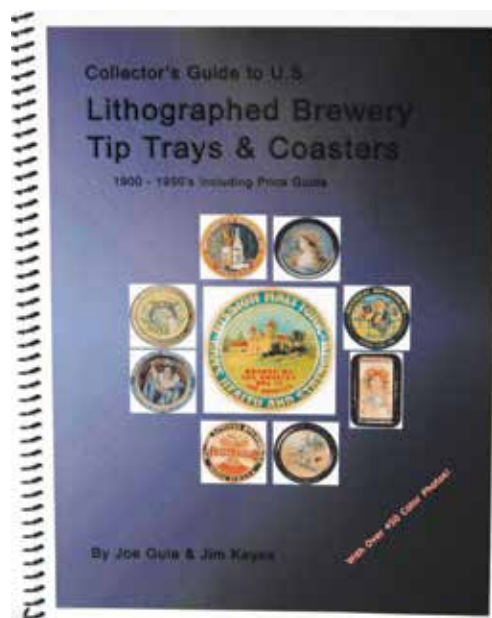
prices, can be deterrents to collectors. Made for pennies on the dollar early in the last century, their asking and sale prices soared as demand increased—especially among a relatively small number of hard-core collectors who specialize in them.

Some trays are absolutely elegant, with striking colors and intricate graphics that reflect the craftsmanship of an era when lasting quality was not only appreciated and expected, but was also a hallmark of manufacturers.

These are not to be confused with mass-produced post-Prohibition tip trays (metal or plastic). Much larger and issued by the Miller and Schlitz breweries in the late 1950s to the early 1970s, the mass-produced ones are often rectangular (usually about 4 x 5 in.) or rhomboid (4¾ x 6 in.) in shape.

Some collectors may be reluctant to pursue pre-Pro tip trays, but there is

no uncertainty or equivocation in Gula's mind. He not only collects them, he is well recognized for his expertise on the subject; the co-author of a book, with Jim Keyes, *Collector's Guide to U.S. Lithographed Brewery Tip Trays & Coasters* (2006).



"In early 2001, I began working with Jim. We identified more than 450 different tip trays at that time; currently the number is 512," Gula said. That sounds like a lot, but is small relative to other breweriana categories. "I'm still tracking them and plan to publish a third edition in the near future." He said the second edition sold out at this year's Blue Gray Show.

What is the rarest or scarcest tip tray, the one most coveted by collectors?

"There are a number where only one is known to exist...," Gula said, "but in my opinion, based on rarity and subject matter, it is the Tampa Brewing Co. tip tray that features an alligator and [American] Indian."

Gula was quick to respond when asked if he recalled the first one he acquired. "It was the Iroquois Brewing Co. (Buffalo) red and gold tip tray." He purchased it in an eBay auction in the summer of 1998. "I had met Jim Keyes at the Indianapolis beer collectibles show and he showed me a photo album of his collection; it re-kindled my desire. I had always wanted this tray when I was younger, but never had the money to buy it...."

Gula's initial foray into collecting beer-related items had nothing to do with tip trays; it was not dissimilar to that of thousands of other youngsters in the late 1970s. At age 11, in 1976, he started collecting beer cans in his hometown of Dunkirk in Upstate New York. Although the hobby would soon reach the pinnacle of its popularity, it was in its infancy when Gula became attracted.

"I was walking home from school with some friends and we found some Schmidt's of Philadelphia Bicentennial cans near the Norfolk & Western railroad freight house at the end of the block of Park Avenue in Dunkirk," he said. "We carried

them home and put them on a shelf in my parent's garage. We decided to see how many different cans we could find, and soon my Dad was helping by buying different brands. He claimed that my collecting beer cans caused him to put on 10 pounds."

Growing up in Dunkirk, he lived about a half-mile from the Fred Koch Brewery. "It wasn't until after it was closed [1985] that I realized what a treasure we had in our community."

He later joined the ranks of collectors of vintage beer advertising, an emerging force within the growing breweriana collecting community.

"My collecting gene comes from my late father, who collected a wide variety of items including .22 caliber ammunition boxes,

Lionel trains, maple syrup tins, banana stickers, stamps, coins, and brass garden hose nozzles." A father with an eclectic taste in collectibles who blazed the trail for him. Strong genes, indeed!

As Gula's collecting interest evolved, it encompassed two distinct, but related, special areas: all brewery tip trays from New York State; and breweriana from the far-western region.

"I collect from Dunkirk, Jamestown—about 23 miles south, but within Chautauqua County—and Olean, home of St. Bonaventure University, where I went to grad school."

His favorite breweries are Fred Koch, Dotterweich (Olean and Dunkirk), Empire State and Olean (Olean), and three in Jamestown: Chautauqua, James-

I am not a tip tray

It isn't uncommon for post-Pro round metal coasters, made prior to the 1960s, to be mistaken for tip trays. Serious tip tray collectors may find that unbecoming. Examples of mistaken identity can be found in antiques malls, Internet auctions, and even at breweriana shows.

Although some metal coasters mimic tip trays in material and structure they are smaller—usually only 3.5 inches round—and often less colorful; their graphics can be pedestrian. What the serious collector must know, however, is that they are far less expensive and desirable than pre-Prohibition tip trays.

Examples include A-1 (Phoenix), Canadian Ace (Chicago), Ruppert (New York), William Simon (Buffalo), and Smith Bros. (New Bedford, MA).



town, and Kuhn's Beer Inc.

The earliest tip tray was manufactured in Chicago in the 1890s by Norton Brothers, whose primary business was making tin cans for the canning industry. The company went out of business following a fire in 1894.

"The most prominent producers of brewery tip trays prior to Prohibition were the group of companies from Coshocton, Ohio, which got their start in 1887," Gula said. And it is amazing how swiftly they evolved.

The group included Tuscarora Advertising Co. (founded in 1897); The Standard Advertising Co. (1898), which joined forces in 1901 to form the Meek & Beach Co.; which then split, forming H. D. Beach (1902), which continues; and The Meek Co. (1905), which became The American Art Works Co. (1910). The Novelty Advertising Co. (1898) also produced tip trays there.

"These companies specialized in 'stock' images [females, beer-related objects, domestic animals, and wildlife] to which the brewer's name was added, as well as original art work for a particular brewer," Gula explained. (They also produced large quantities of standard-sized trays and some of the most famous and desirable lithographed metal signs for beer and other products.)

Kaufmann & Strauss (New York City) and Chas. Shonk (Chicago) are among other pre-Pro tip tray manufacturers. The Coshocton manufacturers, Shonk and Kaufmann & Strauss, accounted for more than 80 percent of the tip trays cataloged, he said.

After Prohibition ended in December, 1933, only a few tip tray producers remained. The Electro-Chemical Engraving Co. in New York was the most prominent. Only 53 tip trays are thought to be from the post-Prohibition era, Gula said.

And there was a marked decline in their manufacture and use; they had fallen from favor –

had become an anachronism. "I don't have any factual evidence why, but my belief is that there was limited advertising spending by breweries after Prohibition, and [tip trays] were not a high priority."

Gula has cataloged 75 different tip trays issued by breweries in New York. "I have 66...and I'm looking for others. I know where all the others reside—safely in collections, for the time being."

His favorite is from the Dotterweich Brewing Co., "a non-stock image and miniature example of the serving tray." Acquiring it was made easier with the help of a friend (see image on p. 9).

"I was seeking this tray for nearly seven years before I was able to acquire it in a three-way trade deal with my friend Don Augenstein. He was able to trade Bill Carlisle and then I traded with Don."

Gula explains why he attaches special significance to six others in his collection; beyond the overriding significance that all are from New York state breweries.

Becks: "I love the theme of the eagle, stars and stripes, and the keg with hops and malt." (Fairly common, but desirable)

Central: "I really like the graphics with the horse's head and colors of this tray...it is one of only three brewery tip trays known to be produced by the Savage Mfg. Co. of Brooklyn, NY." (Rare)

Maltosia/German American: "...it is the only brewery tip tray that I am aware of that is done in a sepia tone. In addition, brewery-scene tip trays are very striking from an imagery perspective." (Relatively rare)

Ruscher: "It highlights the graphic simplicity used by Kaufmann & Strauss in a number of the tip trays it produced; simple, yet stunning! I was able to purchase it as a 'Buy-it-now' on eBay on a Saturday night, less than an hour after it was listed." (Relatively rare)





West End: "This is only one of two New York state tip trays of the 'Made in Germany/ Made in Austria' style. There are 21 different known brewery tip trays of this style. I love the graphics...but they are very delicate; quite often the paint lifted from the tray." (Scarce and rare.)

Watertown Cream Ale/

Northern: "The only post-Prohibition tray in this group. Again, very simple graphics, and relatively hard to find. (Relatively rare)"



If your interest in tip trays has been piqued, contact Joe Gula at joeffd@indyrr.com to see if his book update is available. Even a cursory glance at the magnificent photos will help explain his passion for tip trays. It may be catchy!

But wait — there's more!

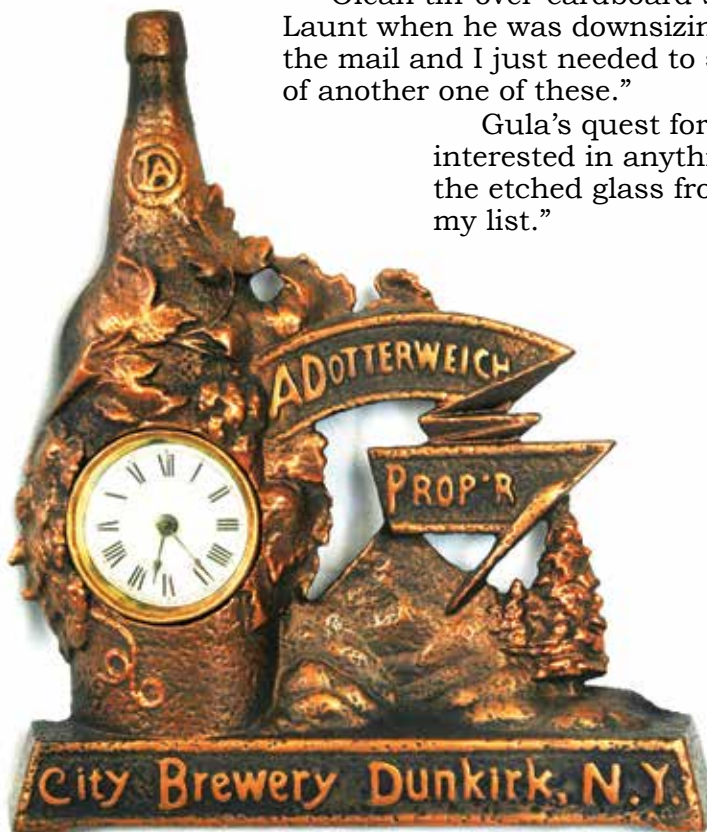
Though tip trays galvanized Gula's interest as a breweriana collector, he also collects other forms of advertising from New York breweries. His gratitude and respect for collectors from whom he acquired pieces is evident in his list of favorites.

Dotterweich cast iron clock: "I traded with Craig Levin; had it restored at A. Ludwig & Klein."

Koch's cash register sign: "It was given to me by Bob Peterson, one of my earliest mentors in the hobby. He ran the local beer can shop in the 1970s in Dunkirk, and I still stay in contact with him on a regular basis."

Olean tin-over-cardboard sign (not pictured here): "I acquired it from Dave Launt when he was downsizing his collection. He called me and told me it was in the mail and I just needed to send a check. To this day I have not seen or heard of another one of these."

Gula's quest for other New York breweriana is ongoing. "I am interested in anything I don't have from my area of interest, but the etched glass from The City Brewery in Dunkirk is at the top of my list."



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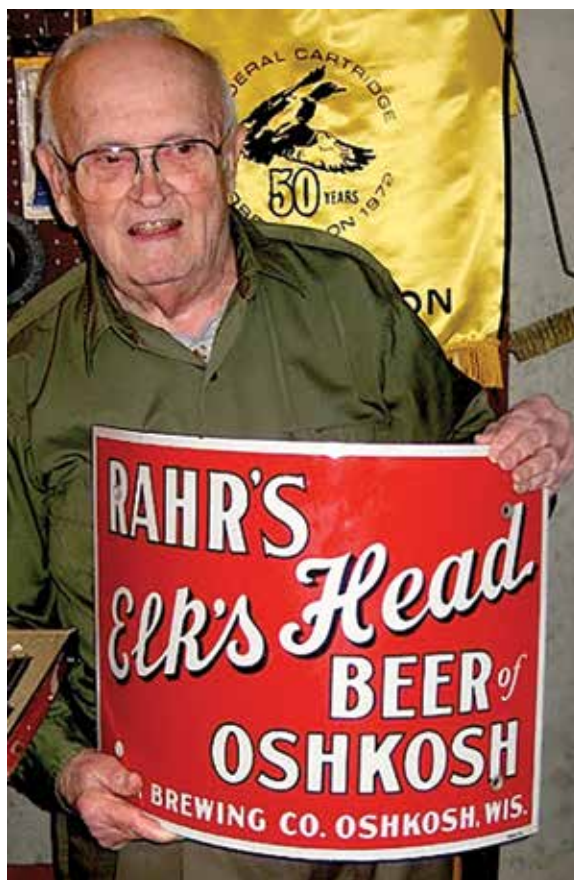
THE LAST RAHR

BY LEE REIHERZER

Charles Rahr III died in February 2016, at 87 years old. He preferred to be called Chuck. His great-grandfather, also Charles Rahr, launched Rahr Brewing Company in 1865, and Chuck was born 63 years later (1928). At that time, no beer was flowing from his family's brewery. Prohibition was on. The Rahrs were getting by, like many brewers, by making soda water.

Rahr's brewing heritage recalls the distant age when German immigrants swept into Wisconsin and established breweries in many small towns (see sidebar p. 16). Chuck's great-grandfather was born in the Rhine Province of Prussia in 1836, years before the first Pilsner beer had been brewed; years before the discovery that yeast was responsible for fermentation. After learning to brew, the elder Rahr emigrated to America (1855) and in 1865 established The City Brewery in Oshkosh. He operated the plant until 1884 and was instrumental in training both his son, Charles Jr., and grandson, Carl. In 1917 Carl Rahr assumed control of brewing operations at the brewery and in 1928 fathered a son he named Charles Rahr III.

In February 2011, I was fortunate to get to know Chuck Rahr through Oshkosh beer historian, breweriana collector, and NABA member, Ron Akin. The first couple of times Chuck and I



Chuck Rahr, on the day of our face-to-face conversation.

spoke over the phone, the conversations were awkward. I came away with the impression he didn't want to be bothered.

I persisted, explaining that I wanted to write a story about his career at the brewery for my blog about Oshkosh beer. That story had never been told. I told him I thought his story was important and that people would be interested. He didn't seem to share my enthusiasm. I asked if I could come see him. He agreed, and we set the date.

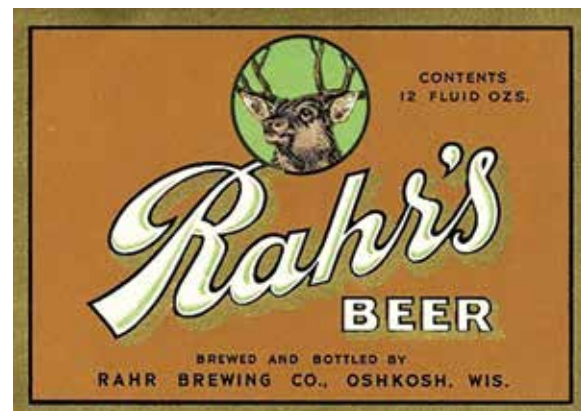
I drove to his home in Appleton on a dreary afternoon in February of 2011. We started talking. At first, it was mostly just me talking. He still

didn't seem the least bit interested. For no reason I could discern, he showed me one of his numerous trap-shooting trophies.

Chuck, a lifelong bachelor, had been a champion marksman, winning his first state title for trapshooting in 1970. That's what he wanted to talk about.

I was there to talk about beer, so I pulled a sheet of paper from a folder I had brought full of newspaper clippings, pictures and other items pertaining to the Rahr brewery. The sheet in my hand contained the recipe for Rahr's Elk's Head Beer. I handed the paper to him and he looked it over. He wasn't at all happy to see the recipe for the beer he used to make.

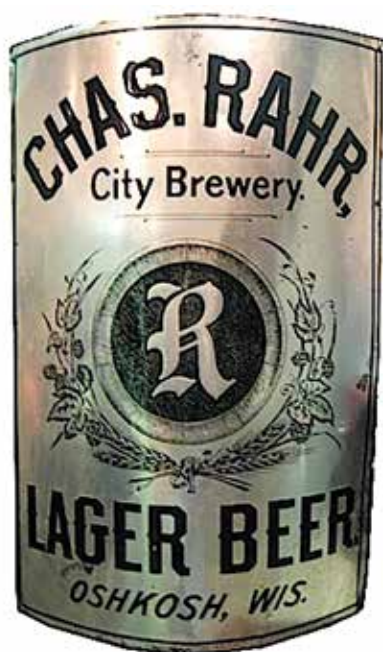
This meeting was going to hell before it even started. I asked him why my having the recipe was a problem. He told me he didn't want people making bad beer from that recipe and then calling it Rahr's beer. He explained that he couldn't drink beer anymore because of health





Right: Rahr's Pale shirt patch from the Oshkosh Brewery.

Below: Pre-Prohibition era brass corner sign.



issues. I asked if he had been much of a beer drinker back when he was a brewer. Still looking at the recipe for Elk's Head, he said, "I loved beer."

From that point on, we got along wonderfully. It turned into one of the most memorable afternoons of my life. Once we started talking deeply about beer he was nothing like the distracted, detached man I had first encountered. His mind was sharp, and he was generous in sharing his knowledge. He had vivid memories of the brewery and his days making beer there.

Chuck was six years old when the ban on beer was lifted in 1933. He told me most of his early memories involved the brewery where his father, Carl—the third generation of Rahr brewers—made beer. Chuck was the last brewmaster at the Oshkosh brewery owned by his family. He occupied a unique position in the pantheon of Oshkosh brewmasters.

Though Chuck came of age in the post-Prohibition era, he first learned to brew from men who were steeped in the methods of 19th century German brewing. Yet, Rahr was a modern brewer. As a graduate of the legendary Seibel Institute of Technology in Chicago, Chuck had learned the science behind the traditions he'd inherited. In the end, Charles Rahr III would be the last of the Oshkosh brewmasters to be versed in this science, while still having a direct link to an earlier era of beer making.

Chuck became the brewmaster at Rahr in 1952 at the age of 24. He picked up where his father had left off: he brewed a distinctive beer that had once had a dedicated following in the Oshkosh area. In comparison to other lagers of the period, Rahr's Elk's Head Beer was different. Chuck said the beer had changed little over the years and was essentially the same as that which the Rahr family had brewed prior to Prohibition.

The composition of the beer confirms this. Four separate grains were used in the production of Elk's Head Beer, resulting in a lager that would have had less in common with its single-malt contemporaries than it would have with many of today's craft beers. In addition, there were three separate hop additions. Rahr used American-

grown hops from the Yakima Valley of Washington. "We'd get bails and bails of those hops," Chuck remembered, "and they had to be added to the kettle by hand. That part of it was strenuous."

At a time when most American breweries were doing all they could to make their product ever more bland and indistinguishable, Rahr's Elk's Head Beer harkened back to an earlier period.

At the same time, Rahr Brewing was a precursor of things to come. Today we would recognize it as an artisanal brewery, making quality beer in small batches for a local audience. It was a neighborhood brewery (surrounded by homes) where much of the process was hands-on. Chuck remembers well the effort that went into brewing each batch. "We had a beautiful set-up for our brewhouse," he said, "but making the beer took a lot of hard work."

By the middle of the 1950s, though, quality beer was fast becoming a thing of the past. The age of industrial lager had arrived. Small Wisconsin

Sidebar next pg.; article continues on P. 17



The Brewing Rahrs of Wisconsin (and Texas)

Starting in Manitowoc, 1847

The name Rahr was once synonymous with beer in Northeast Wisconsin. The story of the Rahr family is central to the history of brewing in that part of the state, and it begins in 1847 when a 35-year-old brewer named Wilhelm Peter Mathias Rahr left his native city of Wesel, Germany to come to America. Rahr went to Manitowoc and established Manitowoc's Eagle Brewery, one of the area's first lager breweries.

Rahr's exploits in the new world caught the attention of three adventurous nephews still in Germany. In 1853, Wilhelm's nephew, Henry Rahr, made the transatlantic crossing to his uncle's brewery. Henry was soon followed by his brothers, Charles and August. The Manitowoc brewery was the training ground for the Rahr family of brewers.

Branching out to Green Bay, 1858

Henry was the first of the brothers to stake his own brewing claim. In 1858, Henry Rahr and August Hochgreve established the Shantytown Brewery in what is now the Village of Bellevue; just southeast of Green Bay. His brothers, August and Charles, followed him to Bellevue, but it wasn't long before Henry set out again. In 1865, Henry split with Hochgreve and launched what came to be known as the Rahr Green Bay Brewing Company on the East River. It was the first brewery within the City of Green Bay. That same year, August and Charles Rahr went to Oshkosh.

Arriving in Oshkosh, 1865

On July 10, 1865, August and Charles Rahr purchased five acres of land on the shore of Lake Winnebago in Oshkosh and began setting up their brewery. It was first known as the City Brewery and later as the Rahr Brewing Company. At this point, there were three Rahr family breweries in Northeast Wisconsin: Wilhelm Rahr's Eagle Brewery in Manitowoc; Henry Rahr's East Side Brewery in Green Bay; and Charles & August Rahr's City Brewery in Oshkosh. On their respective home turfs, all three were better known as the "Rahr Brewery." That wasn't a problem in the early years when the local brews remained local — but later the shared name would lead to confusion as Rahr beers began traveling beyond their cities of origin.

Ending in 1971

While the Manitowoc Rahrs started it all, they were the first to stop. The Manitowoc brewery, then

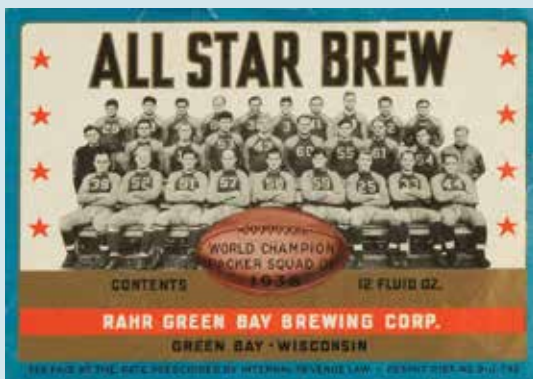
known as The William Rahr Sons' Company, ceased brewing with the onset of Prohibition in 1919. But the lucrative malting business they operated in tandem with the brewery continued to thrive. By the early 1890s, the Manitowoc Rahrs were selling malt to Anheuser-Busch Brewing. The association would help ensure the success of Rahr Malting, which grew into one of the largest maltsters in the nation. Anheuser-Busch purchased the Manitowoc Malting Plant in 1962, but the Rahr family remains in the malting and brewing supply business and now has a global customer base.

The Rahr Brewing Company of Oshkosh discontinued brewing in 1956 after 91 years in operation as a family-owned business. A decade later, the 100-year-old Rahr Brewing Company of Green Bay closed. The rights to its labels were purchased by the Oshkosh Brewing Company, which began producing the Green Bay Rahr brands in Oshkosh.

Even people in Oshkosh were puzzled by the new Rahr beer. The Rahr acquisition proved a kind of last gasp for Oshkosh Brewing and it closed its doors in 1971.

Rising again in Texas, 2004

Although the story of Rahr's beer may have ended in Wisconsin, the brewing name proudly continues in Texas. In 2004, Frederick William "Fritz" Rahr, Jr.—the great-great-grandson of Manitowoc's Wilhelm Rahr—established Rahr & Sons Brewing in Fort Worth, Texas. The Texas Rahr was inspired by his lineage and has pledged to "follow in the traditions of my family and brew majestic lagers and rich ales using age-old recipes in the styles of the Rahr brew masters of the past." When it opened, the Rahrs used the tagline, "The brand new brewery with a 150-year history." Today's Rahr & Sons has won numerous awards including several for traditional lagers of the sort for which the Rahrs of Wisconsin were highly regarded.





About the Author:

Lee Reiherzer lives and writes about beer and breweries—both past and present—in Oshkosh, Wisconsin.

He's the co-author with

Ron Akin of the book *The*

Breweries of Oshkosh, and is currently at work on a book about the history of brewing in Winnebago County, Wisconsin. His blog, *Oshkosh Beer*, can be found at oshkoshbeer.blogspot.com.

breweries producing flavorful beer were forced to the margins by increasingly large brewing corporations with inflated advertising budgets. Beer became less about flavor and more about image as the homogenization of taste was conflated with modernity and progress.

Rahr Brewing faced the same bleak fate that beset countless other small brewers: from 1954 to 1955 sales at Rahr Brewing fell by 35%. By 1956 Rahr was on course to produce fewer than 3,000 barrels for the year, not enough to keep the business viable. Sadly, the brewery closed its doors forever in 1956.


Chuck left brewing and eventually settled into a career as the director of Highland Memorial Park in Appleton, where he worked for more than 20 years until his retirement. A half century later, though, he often thought about his family's brewery. "You can't help but think about it when you were there that many years," he said. And the brewmaster in him still takes pride in his beer. "We were happy with our beer. We had a very good product. There was no horsing around. We purchased good ingredients and we knew how to use them."

We talked for several hours on that dreary February day in 2011. By the end, Chuck's voice had grown raspy. I asked him what it felt like when the brewery closed. His answer was oblique but said everything. "Even as a little kid I used to watch my dad brew the beer," he said. "It was our life."

To hear him say that was heartbreaking.

We went down to his basement, so he could show me some of the memorabilia he still had from the brewery. I took pictures of him holding several of these beautiful pieces. I was pleased when I noticed that the picture accompanying his obituary in the local newspaper was one of those I had taken that day. He looked happy in that picture. It's how I'll always remember him.

GUZZLE 'N TWIRL 45


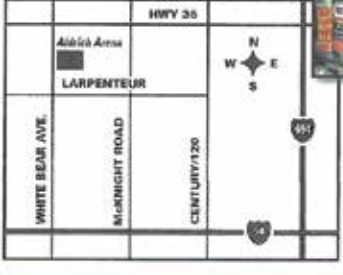


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The Enduring Artistry of the Gillco Cab Light



by Chad Haas

One of the most highly regarded and sought-after genres of breweriana is that of the captivating signs manufactured by Gill Glass and Fixture Company. Far more appreciated today than when produced in the late 1930s, these lights are yearned for and sought after by a huge proportion of breweriana collectors. No matter what their “standard” items are, hardly a collector in the hobby does not covet at least one form of a ‘Gillco’ lighted advertising sign. Because Gillco signs were generally produced in small batches and few survivors exist, these signs have become highly desired and valued by collectors, with prices at shows and auctions reflecting both their rarity and popularity.

Gillco produced different models of illuminated glass signs, but here we’ll focus on the company and one of its most recognizable sign models: the “Cab Light.”

The Highest Quality

Renowned for its elegant and ornate lighting fixtures, the Gill Glass and Fixture Company was established in 1876 in Philadelphia, Pennsylvania. With its tradition of skilled glassmaking, the company survived the Great Depression to become one of the “*largest manufacturers of Illuminating Glassware and Lighting Fixtures*” according to their catalogs of the 1930s. From the start, their high-quality glass fixtures were among the most expensive—retailing for as much as \$500 in 1938, a cost approximately equal to a staggering \$8,752 in today’s dollars. But for a company that was recognized as one of the oldest and largest glass manufacturers of its type, surprisingly little is known about the Gill Glass Company beyond



This Dawson’s sign (of New Bedford, MA) is a favorite among the owner’s several Gillco lighted signs in his New England breweriana and can collection. Photo courtesy Dan Morean

what can be gleaned from old gazetteers, directories, and public records.

Capitalizing on innovative design and glass foundry techniques, Gill Glass began developing various forms of outdoors illuminated glass advertising signs in 1931. It was around this time that the trade name ‘Gillco’—an abbreviated form of the full company name—appeared with little to no fanfare, initially on gas pump globes. Soon thereafter, Gill Glass jumped on the burgeoning post-Prohibition market for lighted tavern, counter, and window promotional advertising.

In 1936, the company filed design patents for some of its most elaborate of all signs. These came to be affectionately known as “Cab Lights” because of their resemblance to the era’s illuminated dome-like taxi cab roof-mounted lights. They were smaller than other signs made by Gillco, and were especially intended for the better type of Tavern, Rathskeller, Beer Parlor, and Taproom.

Painstakingly handmade, featuring expertly-composed art, porcelain fired-on-glass graphics, ornately glue-chipped reflector lenses, and elaborately scalloped bases made from forged metals; Gillco cab lights are among the most decorative and unique lighted advertising signs ever created. Their intricate designs were influenced by the popular Art Deco style of that era.

Unrivaled Manufacturing Process

In addition to their beauty, these cab lights were among the most sturdy and well-constructed glass signs ever produced. They were designed to sit elegantly “behind the bar” to entice patrons with their backlit glass panels that imbued a warm glow to dimly-lit taverns of that era. Adorned with brilliant colors and artistically-composed graphics, Gillco cab lights were unequaled by the comparatively less expensive and more generic-looking signs issued by competitors.

From the beginning, the glass was relatively durable. By using a process where porcelain enamel was fired onto the glass, Gillco signs departed radically from more commonly used and less expensive methods of printing inks onto glass.

A description of how these signs were created underscores the astonishing time and hand craftsmanship required in their manufacture. First, artists employed by Gill Glass designed and painted illustrations for client approval.

The approved art was transferred to the rear surface of a flat, crystal glass disk through a screen printing process, where finely-ground porcelain crystals (called frit) colored with metallic oxide, were applied directly to the glass surface through a mesh stencil.

Next, the glass disk with applied artwork was placed in a kiln; basically an oven that operates at extremely high temperatures (between 1150 and 1260 degrees). After several hours of firing, the high heat melted the porcelain and fused it permanently to the glass. When the glass was sufficiently cooled, the step was repeated for each additional color applied to the disk. So, if a sign contained artwork that featured five colors,



This Burger Brau (Cincinnati, OH) cab light features Gillco's dimpled aluminum base. Photo courtesy Mike Beissel

the glass may have been fired in the kiln as many as five separate times. Because porcelain is a combination of glass and metal, it renders a design that is far more permanent than any other form of illuminated glass advertising of that era.

The “Cab Light” Creation

After the graphics were appropriately fused to the glass, the cab lights' unique curved, shell-like shape was crafted by placing the glass disk on top of a convex mold. After being placed in the kiln, heat slowly softened the glass just enough for gravity to slump it over the mold to form this special curved shape.

Gillco cab light signs were comprised of two pieces of glass. The front was made of a translucent or semi-transparent (in whole or in part) indicia-bearing (i.e., “advertising”) panel that was secured by a metal strap to a similarly-shaped rear panel, created to be opaque by mirroring. This rear panel is called

Different Appearance Packages

Gillco creatively offered different style packages consisting of low and high profile glass for their signs. Since any of their four standard bases could be used for either profile, Gillco was able to offer signs that visually, were

different from one another. Coupled with four bases to choose from, the two lens profiles gave their customers a variety of appearance options.

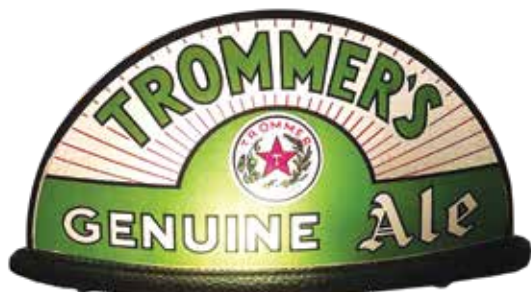


Photo courtesy Ron Small



Photo courtesy John Bain



There are quite a few examples of Gillco cab lights that are possibly one-of-a-kind pieces. One such example is a Tally Ho Beer (of New York) light-up sign. Stretching over two feet long, it is 60% larger than a normal Gillco cab light. It may be the only known sign in this larger size. Photo courtesy Morphy Auctions of Denver, PA



This is a Hollen's Canadian Ale (of Hills Grove, RI) Gillco cab light. Hollen's was in operation only two years (1936 to 1938) dating this sign with certainty. Photo courtesy Ed and Greg Theberge

a "reflector lens"—it reflects light off its mirrored surface back through the front panel. To intensify the brilliance and depth of the advertising art in the foreground, the reflector lens served as an attractive and striking decorative backdrop featuring glue-chipped or wrinkle-finished glass that was silvered or gilded. On some signs, gold was even used on the inside surface.

Even the reflector lens was an elaborate creation. Its special effects were achieved by first sandblasting the glass to etch it, and then by applying an animal hide glue composition to the surface. When the glass was placed in a drying oven, the glue chipped glass away with it as it dried, cutting the surface of the glass. Gilding the glass after it was glue-chipped gave the reflector lens the brilliancy of a fractured precious metal.

After all of this meticulous and painstaking attention to the glass detailing, Gill Glass was not about to skimp on the design of the metal bases for its cab lights. Highly ornate and beautifully cast, four different styles of

bases featuring Art Deco design elements were offered to customers. To make the decorative bases, a pattern board was carved out of wood in the shape of the base form, and given to a foundry to make a mold. The molten metal, primarily aluminum, was poured into a sand cast. After cooling, it was separated from the sand and readied for further finishing.

Imported Beers

Although most Gillco customers consisted of US-based, mid-sized breweries, there were a few mega-breweries among their international clientele, including Lowenbrau (Bavaria, Germany) and Pilsner Urquell (Czech Republic).



Photo courtesy the author



Photo courtesy John Bain

Built to Last

Gillco cab lights were not only elaborately and artistically constructed, they were also built to last. Although it is possible to scratch or chip the ad panel of a Gillco cab light with excessive abuse, the fired-on indicia finish is quite tough. Before the days when they became highly collectable, cab lights may have spent years or even decades languishing in inhospitable environments, exposed to heat, cold, moisture, or all three. Not to mention barkeeps who were busy slinging drinks to patrons who no doubt damaged many a sign that got caught in the “line of fire.” The fact that many surviving examples remain with most or all of their unvarnished original beauty is a testament to their durability.

By contrast, other more common forms of reverse-on-glass processes—most of which applied silk-screened paints or inks that were not “baked” onto the surface—were subject to deterioration by weathering of their pigments. While this deterioration may take place slowly, many reverse on glass (ROG) painted signs found today suffer from graphics that have lost their brilliance, or that have peeled, crazed, or fallen off. With proper care, Gillco signs were intended to last a business lifetime, which is why, even though they are now more than 80 years old, many survivors not only retain original artwork that is clear and readable, but also continue to shine with brilliant colors remarkably unaffected by age.

Main article continues next pg.

Small Batch Signs for Small Breweries

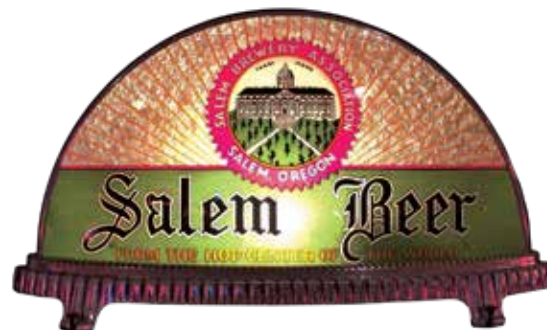
Gill Glass’ versatility in accommodating small breweries is also worth noting. While it had a handful of regular, large customers, namely Pabst and Trommers, the company was primarily patronized by many small—in fact even obscure—beer brands. Among them were the Washington Brewing Company (of Washington, Pennsylvania) and Southern Brewing (of Tampa, Florida) pictured here.



Photos courtesy
Andy Abel



Photo courtesy Patrick Franco



Photos courtesy Bryan Anderson

The Salem Beer cab light is particularly interesting in that upon first glance they appear identical, but the designers at Gill Glass made two variations of artwork, each shown here.

The only known West Coast cab lights ever made are Alaska Lager (of Ketchikan, Alaska) and Salem Beer (of Salem Oregon).

A Short-Lived Art Form

Unfortunately, the cost of materials and labor required to make these signs is the likely reason they were produced for only a handful of years before the company discontinued them around 1940. The US's 1941 entry into World War II no doubt factored further in their demise as the use of many raw materials—like the metal used in the bases of cab lights—were rationed for the war effort.

Although cab lights were only made for a few years, Gill Glass continued producing other beautiful products until 1959, when its assets were acquired by other companies. At the time of its closing, Gill Glass occupied an entire city block and was among the oldest glass companies of its kind. Little is known about the factors contributing to the company's end. But today, the Gillco name resonates strongly among breweriana collectors. The company's dedication to the art of making captivating beer advertising resulted in heirloom quality items. It is this superiority of the final product that differentiates Gillco signs—especially, the captivating cab light—from all others.



Notice the bottle with its paper label on this Kaiser's Beer (of Mahanoy City, PA) cab light. Because labels were frequently changed to keep the look of breweries' brands fresh, it is far from common to see a label depicted in what was marketed as a permanent type of advertising. Photo courtesy Chris Watt

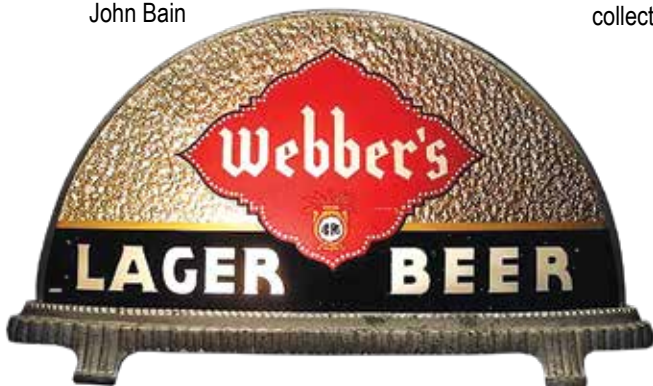
Gillco made this Webber's Lager Beer light (below) for Crockery City Ice & Products Company (of East Liverpool, OH). It features a unique silver foil on its reflector lens that mimics the appearance of an asteroid. Photo courtesy John Bain



This Pabst Blue Ribbon Beer & Ale (of Milwaukee, WI) Gillco is in the collection of the author.



Star Ales and Lager sign made for Star Brewing (of Boston, MA) features a beautiful Art Deco styled cast base. Photo courtesy John Bain



This Old Oxford Ale light was made for Renner, a brewery that was founded in 1865 and became the longest-operating brewery within Youngstown, OH by the time it closed in 1962. This is the only known example of this sign. Photo courtesy Larry Moore



Old Tankard Ale was a brand of Pabst (of Milwaukee, WI). This cab light features a decorative gold-leaf reflector lens—a striking option. Photo courtesy Dave Doxie



About the Author

A passionate collector of lighted signs from Gillco, Price Bros. and Crystal Manufacturing, NABA member Chad Haas has been collecting breweriana for 30+ years. In addition to lighted ROG signs, Chad specializes in collecting and researching the history of advertising from the Jacob Leinenkugel Brewing Company of Chippewa Falls, WI. Originally from Wisconsin, Chad now lives in Beaverton, OR, and can be reached at chad.haas.email@gmail.com. He would like to express his enormous gratitude to John Bain and Ken Quaas for their very generous assistance in contributing to making this article a reality.



NABA 47th CONVENTION REGISTRATION

August 1-4, 2018
Madison Crowne Plaza Hotel
4402 E. Washington Ave.
Madison, Wisconsin 53704



Member Name _____ Spouse (if attending) _____

Address _____ City _____

State _____ Zip _____ e-mail address _____ Phone _____

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

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

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Check your last *Breweriana Collector* for expiration date. Dues payment if expired: \$ _____

- Member Convention registration fees: \$85 per member \$ _____

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- Children pre-registration fee: \$35 per child age 12-18 (Under 12 free) \$ _____

Children's names _____

EVENT FEES

- Wednesday Minhas Brewery & Haydock Beer Museum Tours (bus trip + lunch)
Tickets _____ @ \$40/person \$ _____

- Wednesday Brewmaster Dinner (limited seating) Tickets _____ @ \$45/person \$ _____

- Saturday Trade Show Table Quantity _____ @ \$10/table \$ _____

Add Electric _____ @ \$10/per \$ _____

- Saturday Trade Show Table (**UNREGISTERED ATTENDEES**) Quantity _____ @ \$25/table \$ _____

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NABA CONVENTION • 47

Aug. 1 – Aug. 4 • MADISON, Wisconsin

Daily Convention Activities – 2018

Tuesday, July 31

11:00 am to 4:00 pm
4:00 pm to ?
All Day/Any Time

Early Birds Home Collection Tours – TBA
Registration and Hospitality – open
Room-to-Room – buy, sell, trade

Wednesday, August 1

9:00 am to ?
9:00 am to 4:00 pm
6:00 pm to 8:00 pm
All Day/Any Time

Registration and Hospitality – open
Minhas Brewery & Haydock Museum Tours (ticket required)
Brewmaster's Dinner (ticket required)
Room-to-Room – buy, sell, trade

Thursday, August 2

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

Registration and Hospitality – open
Seminars (Topics to be announced)
Seminars (Topics to be announced)
First timers greeting
Room-to-Room – buy, sell, trade

Friday, August 3

7:30 am to ?
9:00 am to 11:00 am
9:00 am to 11:00 am
11:00 am to 12:00 pm
12:00 pm to 4:00 pm
3:00 pm to 5:00 pm
4:00 pm to 5:00 pm
5:00 pm to 6:00 pm
5:00 pm to 8:00 pm
6:00 pm to 8:00 pm
8:30 pm to 10:00 pm
All Day/Any Time

Board of Directors Meeting
Registration and Hospitality – open
Auction Item Consignment
View Auction Items
Auction – Registered Members Only
Registration and Hospitality – open
Full Micro Beer Bottle Swap
Taste of Wisconsin – Microbeer Tasting
Wisconsin Collectors Display – ballroom
Annual Business Meeting, Banquet, and Guest Speaker
Registration and Hospitality – open
Room-to-Room – buy, sell, trade



Saturday, August 4

7:00 am to 9:00 am
9:00 am to 2:00 pm
3:00 pm to 6:00 pm
6:00 pm to 7:30 pm
8:00 pm to ?

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

See you in Hebron, KY (Cincinnati, OH) for Convention #48, 2019



Auction Hysteria

by CHRIS WATT oldindianbeer@gmail.com

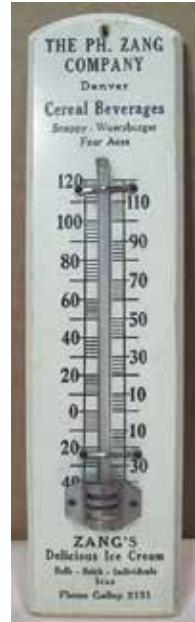
Lots of breweriana is still being found at auctions.....



Above: signs from a sale in Michigan.

Left: signs from a sale in New Jersey.

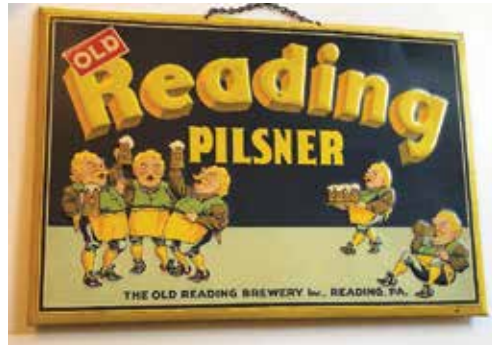
Below Left: Prohibition Era P.H. Zang Company Thermometer, Zang's Ice Cream & Cereal Beverages, Denver, CO, 8 in. x 2.25 in., \$910 eBay



Hayes Valley Brewery etched glass, F. Boese & R. Jurgens, San Francisco, CA, 3.5 in. tall, \$760 eBay



Pre-Pro Hauck Golden Eagle 10 in. glass globe, Hauck's Brewing Co. Cincinnati, OH, Mfg. by Hubbell Pat'd 1903-04, \$1,402 eBay



1930s Old Reading Pilsner TOC Sign, Old Reading Brewery Inc, Reading, PA, 19.25 in. x 13.25 in., \$3,000 eBay



Augustinier Beer TOC, August Wagner Breweries Inc., Columbus, OH, 14 in. x 7.5 in., \$721, eBay



Pre-Pro Dallas Brewery beer mug, Dallas, TX, Mfg by Burley & Co, 4 in., \$521 eBay

Right: North Star Beer TOC, Mathie-Ruder Brewing Co., 12.25 in. x 9.25 in., Wausau, WI, \$400, Goldfinch Auctions



Above: Schwenk Barth Brewing Co. etched glass, Yankton, SD, \$420, eBay

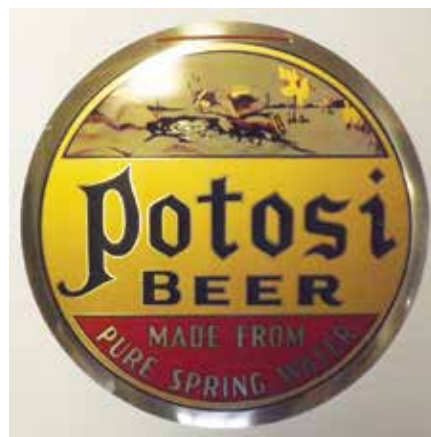
Left: Mitchell Beer tin embossed sign, Mitchell Brewing Co., El Paso, TX, 54 in. x 12 in., Stout Sign Co. St. Louis, MO, \$1,150 eBay



1950 American Beer Miss TV Contest cardboard sign, American Breweries Inc., Baltimore, MD, 13.5 in. x 10 in., \$350, Showtime Auctions



Leyse Aluminum Co. 1930s 10 in. button signs (Lee-See Art Sign), Kewaunee, WI, Kingsbury Beer \$1,323 and Potosi \$1,305 eBay



Pre-Pro John Zynda & Sons Brewing Co. tray, Detroit, MI, 16 in. x 12.5 in., \$3,555, eBay



Emil T. Raddant Brewing Co. etched glass, Shawano, WI, \$828, eBay

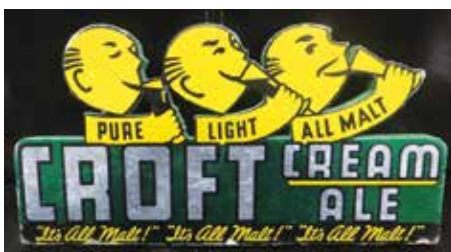


Horst's Beer ball tap knob, Peoria Brewing Co., Peoria, IL, \$835, eBay

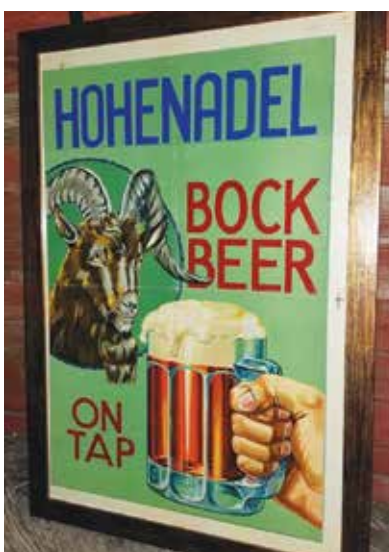


Bartels Brewery 1906 Lithograph featuring Uncle Sam, Syracuse, NY 15 in. x 20 in., \$1,552, eBay

Croft Cream Ale Metaloid Sign, 12 in. x 6 in., Boston, MA, \$364, eBay



1930s Goetz Country Club Bubbler, M.K. Goetz Brewing Co., St. Joseph, MO, Mfg. Biolite, Inc., \$3,800, eBay



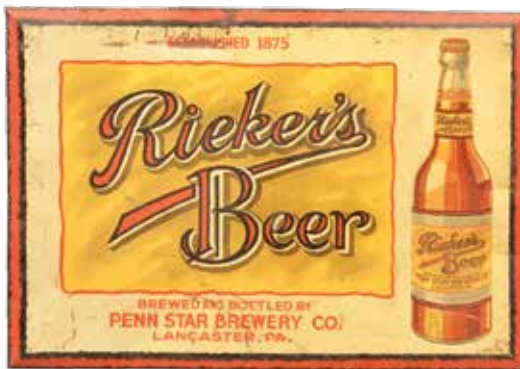
Artist Sample Hohenadel Bock Litho Poster, John Hohenadel Brewery Inc., Philadelphia, PA, 24 in. x 36 in., \$752, eBay



Great Falls Select Beer back bar clock, Great Falls Breweries Inc., Great Falls, MT, Price Bros., \$2,716, eBay



Lembeck & Betz Beer tray, Eagle Brewing Co., Jersey City, NJ, 13.25 in., "The Beer That Makes Milwaukee Jealous," \$2,700, Hartzell's Auction



Rieker's Beer 1930s TOC, Penn Star Brewery Co., Lancaster, PA, 9.25 in. x 13.25 in., \$1,500 Conestoga Auction



1930s Spray Beer & Ale tray, Riverview Products Inc., Niagara Falls, NY, \$687



Pre-Pro National Brewery Griesedieck Bros. Factory Litho, St. Louis, MO, Litho printed by Buxton & Skinner Staty Co., St. Louis, 48 in. x 38 in., \$4,850, eBay



Unique Yosemite Beer Painted Beef Bone, 9.75 in., Enterprise Brewing Co., San Francisco, CA, \$550, San Rafael Auction Gallery



Pair Schmidt Beer Motion Lamps, Jacob Schmidt Brewing Co., St. Paul, MN, \$995



Rainier Beer Celluloid over Cardboard Sign, Sick's Brewery Spokane, WA, 15 in. x 6 in., Prismatic Sign Bastian Bros. Co., \$972



Old German Beer, German Brewing Co., Cumberland, MD, Metaloid Sign, 16.5 in. x 5 in., \$575, eBay



Micro/Craft

Left to right: Shock Top Motion Lighted Jack-o-Lantern, \$264, eBay

Rogue Bandon Dunes, Puffin Ale Tap Handle, Newport, OR, \$300 eBay

Surly LED Lighted Sign, MN, \$380, eBay

Lagunitas Neon, CA/FL, \$400, eBay



Collector's Bookshelf

Reviewed by Larry Moter
accneca@aol.com

The Nation's Capital Brewmaster

Christian Heurich and his Brewery

1842 - 1956

By Mark Elliott Benbow

The author of this book is a well-known Washington D.C. (VA & MD) area collector, and historian (by profession). In 2017, Mark Benbow published this excellent biography of Washington D.C.'s most famous brewer, Christian Heurich. Heurich is well known in collector circles for breweriana from the Christian Heurich Brewing Company, an area landmark, which towered prominently near the Potomac River, in the Foggy Bottom area of Washington DC.

Professor Benbow has written an in-depth and comprehensive life history of the "elder statesman" of American Brewing. Christian Heurich was born in 1842 and lived until 1945, at the age of 102. He truly witnessed an exciting period of economic boom and expansion, the national tragedy called Prohibition, and two World Wars. The book's chapters are titled:

- 1 – Youth and Immigration: 1842-1870
- 2 – Early Years in D.C.: 1871-1879
- 3 – Moving Up in Business and Society: 1880-1894
- 4 – High Point for Heurich Brewing: 1895-1900
- 5 – The New Century: 1901-1914
- 6 – War and Prohibition: 1914-1920
- 7 – Rebirth and the Final Act: 1921-1945

The book details Heurich's "early life in the Duchy of Saxe-Meningen, his apprenticeship as a brewer, his two-year journeyman's trip (*Wanderjahre*), and a cholera-

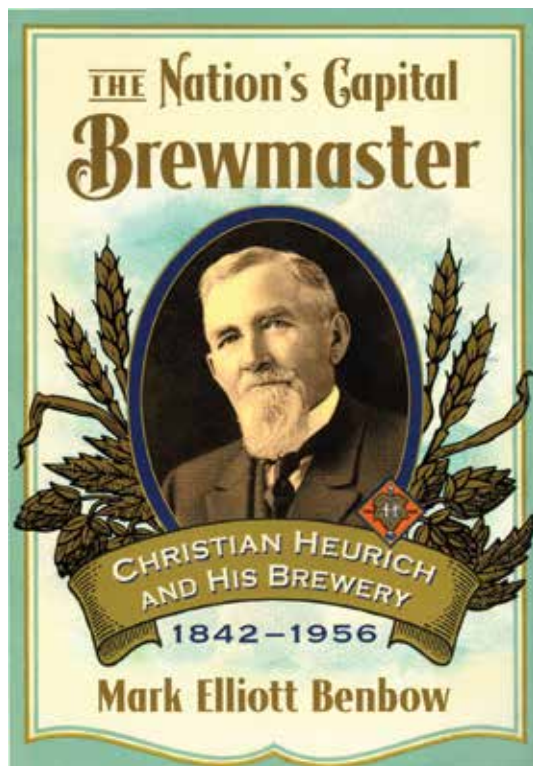


Photo courtesy Mark Benbow



Photos above and below courtesy Jack Blush



stricken voyage to New York where he avoided getting sick by drinking beer.” After connecting with family in New York, he experienced a series of travels/jobs culminating at a brewery in Baltimore. Soon the entrepreneurial “bug” hit him and he met a fellow German immigrant—Baltimore Brewmaster Paul Ritter (Seeger Brewery)—and decided that Washington, D.C. was a more opportune city than Baltimore.

Heurich and Ritter rented the “run-down” George Schnell Brewery in 1872. Soon Heurich bought out Ritter (1873). In the early 1880s, he bought and then expanded the brewery. This original location was in the “DuPont Circle area.” Heurich would later build his mansion in the same area. *(Author’s note: The mansion still stands, has been the longtime home*

Below: The brewery about 1910; right: the Heurich mansion
Photos courtesy Mark Benbow



Pre-Pro lager label - photo courtesy Mark Benbow

of the Washington Historical Society and is open for tours: It is a highly recommended stop if you are ever in the nation’s capital.) In 1895, Heurich constructed a modern brewery on Water Street near the Potomac River.

Heurich married three times. His first two wives died young and his third wife bore him numerous children and she outlived him. Professor Benbow’s book details a rich family history: One descendant, granddaughter Jan King Evans Houser, was a treasure trove of family information, pictures, etcetera.

Among the many interesting items about the Heurich family was an almost-annual trip back to Germany. This adventure to visit family commenced in the 1880s. Being his hometown’s most famous émigré, Christian “took the cure (Karlsbad spa),” and took his family to visit the world-famous “Oberammergau” (Passion Play).

Heurich also was also famously (or infamously) temporarily “trapped” in Europe at the beginnings of both World Wars. During WWI he was a subject of the anti-German sentiment that swept the US and Europe.

Benbow details Heurich’s accomplishments as a businessman.

He made a high quality lager, which won many awards. Heurich navigated strong local competition from Washington Brewery Co., Abner-Drury Brewing Co., National Capital Brewing Company, Robert Portner Brewing Co. (Alexandria, VA) & Arlington, VA Breweries, as well as other smaller companies. All these local companies closed with Prohibition, with the notable excep-



tion of the Abner-Drury Brewery (it reopened after Prohibition but after various corporate incarnations, succumbed in 1938). In addition, Benbow details “shipping breweries” that competed in the D.C. area’s local market including:

Bergner & Engel – Philadelphia-1881-1900
 Christian Moerlein – Cincinnati-1886-1901
 Pabst – Milwaukee – 1887-1917
 Joseph Schlitz – Milwaukee – 1887-1917
 Anheuser-Busch – St. Louis – 1888-1917
 Gerhard Lang – Buffalo – 1889-1896
 Val Blatz – Milwaukee – 1896-1897?

Heurich had no choice but to make quality beer with this level of competition. And he was an excellent judge of good beer: Professor Benbow details how “he drank a bottle a day (at least) even into his second century.”

In addition to building a major brewery, Heurich was a successful real estate investor, and the author details how, in the early 1940s Heurich was—after the federal government—the next biggest D.C. landowner and employer of the time: A successful businessman, indeed.

Successorship in 1945 with Christian Jr. turned out to be a disaster. Benbow relates how Christian Jr. was “a liquor man and not a beer drinker” like Christian Sr. The younger Heurich, a Wharton grad, apparently became an alcoholic. The late Rayner Johnson told me he was a great guy who would attend the Capital City Chapter’s shows prior to his death.

Christian Jr.’s son Gary later contract-brewed Olde Heurich beer and Foggy Bottom Ale until 2006. Gary was a great friend of Rayner’s, and a big supporter of the hobby and the Blue Gray show.

In 1947 Heurich Brewing Co.’s sales started to plunge due to a classic quality control problem. A bacterial infection contaminated Senate beer and took 2 years to identify, correct, and be rid of within the brewery. Unfortunately, even though Wallerstein labs was hired to audit the problem, senior management failed to address it quickly enough to prevent a bad product from hitting the shelves, thus destroying Senate as a brand.

New brands had to be



Photos above courtesy Jack Blush
 Photos below courtesy Mark Benbow

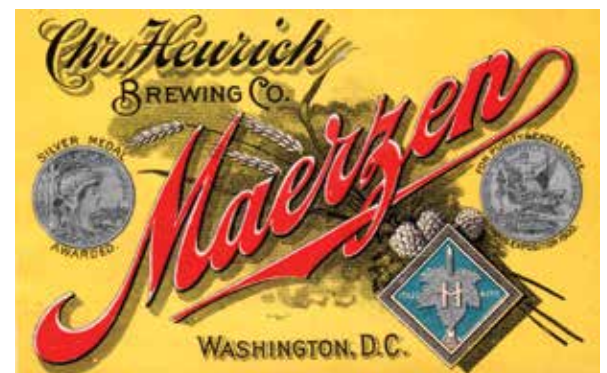




Photo courtesy John Stanley

created to replace Senate. First "Champeer" was forced off the market due to a trademark infringement with Metropolis Brewing Co.'s "Champale." The next new brand was "Old Georgetown." In a final gasp, Heurich's original lager was introduced in 1955.

None of the brewery's new brands solved their lack of sales/market share problems. On January 31, 1956, Heurich closed. A contributing factor was that the ice house part of the brewery had to be condemned to make way for the new Roosevelt bridge.

Afterwards, the old brewery was occupied by the CIA, but soon they departed for a new suburban Virginia headquarters (Langley). The remainder of the brewery was demolished in 1962 to make way for what has become the Kennedy Center.

Benbow did a spectacular job with this book. He did a ton of research: A careful review of the footnotes (Chapter Notes) and Bibliography (Primary Sources, Government Documents and Contemporary Sources, Books, Articles, Dissertations and Theses, Newspapers and Magazines, Unpublished Sources, and Websites) reveal his due diligence.

One item I learned and regret to report is that President Eisenhower had the opportunity to make the brewery structure the permanent CIA headquarters. But he declined. So many cities have destroyed their architectural history and character. Eisenhower's decision shall be condemned forever by brewery historians, especially when the replacement building is so architecturally insignificant, as well as being named after the 1st of the modern philanderer Presidents (my "biased" opinion—or should I say, "unbiased" opinion).

Professor Benbow hit a grand slam with this book. Ordering info: roybenbow@earthlink.net

Many thanks to Jack Blush and Mark Benbow for photos of the beautiful Heurich breweriana.

DON'T FORGET New Books Planned for Tap Knobs and Back Bar Statues

New Tap Knob and Beer Figurines **WANTED** for inclusion in the updated editions of both books.

Bring your item(s) to the Madison Convention and I will take professional photos of them.

Wed. Aug. 1 to Sat. Aug. 4

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Email or phone with interest

George Baley
gbaley@comcast.net
219-325-8811

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Meeting the Metz

An Amazing Breweriana Find and the Relaunch of a Classic Beer Brand

This is a great “beer story” that has so many incredible coincidences, twists and turns that it’s hard to believe. But it’s all true, and NABA member Bill Baburek has the pictures to prove it, many shown here. In fact, the lifelong Omaha resident has turned a lot of “what ifs” involving his passion for local history, breweriana collecting, and beer into a storied livelihood that he happily shares with others.

Metz, the Omaha underdog

“Even as a kid, I was always into history and always liked to collect things,” Bill recalls. “I collected cans and then started picking up old signs at local flea markets.” Bill took his interest a step or three farther than most young collectors, however. He’d go to the local library and research the old beer brands featured on the signs he had seen. “Because my dad had a lot of local contacts from his business, I got a chance to talk to old-timers who had worked



Bill Baburek at his home, surrounded by some of his Metz breweriana.

at breweries in Omaha, like Storz and Falstaff. I got to hear their stories first hand.”

The local beer brand that had boldly called itself “Omaha’s Favorite,” was one Bill found most intriguing. It was called Metz, but its colorful breweriana was relatively scarce because it had been a smaller player with a shorter existence, in comparison to Omaha’s market leaders. After Prohibition, Storz had about a 50% market share and Falstaff was at about 20%. “Metz was a distant #3,” Bill notes, “a kind of underdog. At its peak, it had only about a 10% share of the beer market here.”

Being vulnerable in the #3 spot, Metz was the first to falter. By the late 1950s, Metz had seen its 10% share dwindle, and it closed in 1962 (although the brand was still made in Colorado by the Walter Brewing Co. in Pueblo, until 1971).

Finding Fontenelle

In 1982, Bill Baburek was 22 years old and Metz had been closed for 20 years. Then an amateur local historian, Bill stumbled on a brewery name he had never heard before: Fontenelle. Back then, there was no internet with which to slake Bill’s thirst for more information. Instead, there was a columnist in the Omaha daily newspaper called “The Action Editor.” Bill’s dad sent an inquiry to the editor and got some action in the form of a published answer about Fontenelle.

Indeed, there had been a Fontenelle Brewing Company in Omaha between 1934 and mid-1939. In one of those twists of coincidence that further focused Bill’s interest, Fontenelle was re-named Metz in 1939. This resurrected one among the pre-Prohibition “Big 5” Omaha brewing companies (Metz, Storz, Krug, Willow Springs, and Jetter).

After Repeal, Fontenelle had re-emerged with modernized equipment in the old Willow Springs brewing plant. Initially, it made a beer called Robin Hood, which never caught on.

Fontenelle’s owners then negotiated with the Metz heirs to use their better-known brand



Above and below: Two relics from the short-lived (1934-9) Fontenelle Brewing and its Robin Hood brand, the predecessors to the post-Prohibition Metz. A one-of-a-kind reverse glass lighted sign, dated 1937 is 14 inches square, housed in a wood-framed metal cabinet; and a rare, 9-inch aluminum sign by Leye.



This 10 X 22 transit poster shows the transition to Metz from the Robin Hood brand and Fontelle brewery, circa 1938.

name, which dated from 1864, the very early days of Omaha's existence. Fontenelle began producing Metz beer, a more popular draught than Robin Hood. By 1939, both the Fontenelle name and the Robin Hood brand had been cast aside in favor of the re-born Metz.

A chance encounter

While this background further spurred Bill's interest in Metz, that 1982 newspaper inquiry and response had another impact on his story's path. The very morning the Action Editor's column was published (including credit to Bill and his dad for the original question) Bill received a phone call from an elderly gentleman named Frank Curran.

Curran had worked at both the Fontenelle and Metz breweries, beginning in 1933 until the brewery closed in 1962. As it turned out, Curran had been the long-time advertising manager during his 30-year stint at the brewery. Appreciating Bill's collecting curiosity, Curran offered to stop by. When he rang Bill's front doorbell, he had arrived bearing gifts of stories and breweriana.

Included among the precious artifacts he had brought to show Bill were a Robin Hood metal sign, a poster, and some cardboard transit signs—along with some original photographs of the brewery. The young collector and the retired beer man talked for nearly three hours.

At the end of their visit, Curran made it clear that he wanted Bill to have the breweriana, and he would not accept payment, insisting on gifting them in recognition of Bill's history and collecting enthusiasms.

Becoming a beer baron

Bill graduated college and got busy with his career, eventually shifting from corporate life to entrepreneurship. Ever grateful for Frank Curran's generosity, Bill tried reaching out to him a few times during the ensuing years, to no avail.



Frank Curran stands in front of a vintage Metz delivery truck in this early 1950s photo.

In 1996, Bill opened Omaha's first craft beer bar, The Crescent Moon. When the *Omaha World-Herald* touted his place as having the most beers on tap in Omaha (about 30 at the time) things really took off. Bill expanded to include The Huber Haus German Beer Hall in 2003, Max and Joe's Belgian Beer Tavern, and Beertopia (billed as "Omaha's ultimate beer store") among his establishments.

During the craft beer explosion, Bill wanted to carve his own niche in brewing. In 2013, he found and meticulously restored a pre-Prohibition era building located in Omaha's historic Benson neighborhood, and opened Infusion Brewing Company.

Continued next pg.

A mess of Metz

As if Bill wasn't busy enough with his beer career, another chance opportunity came his way in 2014. One of his brewmasters connected Bill to a friend, Rob Mangen. In the home of his great-grandfather who had died in 1988, Mangen had found some brewery memorabilia. Bill was invited over to have a look at the "beer stuff" Mangen had found.

"When I entered the home for the first time, it was overwhelming," Bill recalls. "It was a small house but stacked from floor to ceiling with boxes." Soon, however, he spotted a game-changing item, which, like a beacon calling his name, shone through the clutter: A reverse-on-glass painted back bar light, in the unmistakable Art Deco style of Price Brothers and bold, colorful letters saying, "Bottle of Metz, please!"

Bill was stunned. "I quickly realized I'd stumbled on something special," he says. "But I didn't know just how special it would turn out to be."

The next shocker came when Bill saw a matchbook bearing the name of the kindly old gentleman he'd met at his home more than 30 years earlier: Frank Curran. He asked Mangen if he'd ever heard the name, and Bill's jaw dropped when Mangen revealed that Frank Curran was, in fact, his great-grandfather.

The house was piled high with breweriana that had been carefully saved by by Curran throughout his long career with Fontenelle/Metz. To Bill, it appeared as if Curran had saved every piece of breweriana ever produced by his employer.

Over the following four years, finally concluding this Spring (2018), Bill helped Rob



The small home of Rob Mangen's great-grandfather contained a huge amount of brewery artifacts in seemingly endless stacks of boxes.



This new old stock back bar light, made by Price Bros., (shown lit and unlit) was the first signal that a treasure of breweriana was boxed in the home of its long-time advertising manager.



Bill recalls, "On my first visit to the house, the basement was so full of stuff it was impossible to move. I spotted the sign [above] on a shelf 10-12 feet into the basement, but no way to get to it. Rob Mangen climbed on top of boxes to snag it. I didn't want to leave without it. Had I never gotten into the house again it would have haunted me forever."



An amazing array of die cut cardboard and tin-over-cardboard signs were discovered in the Curran find.



Mangen painstakingly extract countless valuable brewery artifacts from their burial in Frank Curran's house. Naturally, he bought a windfall of wonderful breweriana, including many new old stock and one-of-a-kind pieces that were discovered in boxes, nooks, and crannies inside the modest home.

Meet the new Metz

During the excavation, Bill estimates he quintupled his already robust Metz collection. Meanwhile, his Infusion Brewing Company had achieved enough success that in 2016, he was able to open a second, larger brewing facility in southwest Omaha. This enabled Bill to both quadruple Infusion's production and bottle his beer.



A six-pack of the new Metz, from Infusion Brewing Company.

Metz's Siren song mesmerized him more strongly than ever. Bill decided to bring back "Omaha's Favorite" brand.

"The decision to bring back Metz was driven by the find at Frank Curran's house," Bill says. "Frank was passionate about his job and it showed [while we were] going through his home. He loved history and wrote about Omaha's brewing legacy. He worked at his job for nearly 30 years and I believe it was a very sad day for him when Metz closed.

"Frank gave me so much. I felt it was the least I could do to bring back the brand he had worked so hard to keep alive."

The new Metz made its debut in April 2018 to the delight of a new generation of Omaha beer drinkers. Bill has dedicated his own beer career to making a high-quality product that will properly honor both Curran and Metz.

"The Metz brewery closed in early 1962, so I never got to drink the original product. They changed the formula in 1958 and lightened it up, using corn in their beer," Bill reports. "Our recipe is a true Bavarian-style Helles lager with nothing but barley malt, hops, water, and yeast."

What's next for the new Metz? "We plan to make it available

year-round, primarily in the Omaha area. We want people to buy it the first time for the nostalgia and the next time for the taste," Bill says.

Frank Curran would undoubtedly be pleased that much of his creative advertising output is now in the hands of Bill Baburek, a man who shares his passion for Metz, and has honored Curran's legacy by restoring the long-lost brand to the tavern taps and store shelves of Omaha.



Bill has combined old and new breweriana to promote the new Metz beer, including the new, retro, Pam-style clock (top), the 18-inch diameter porcelain sign (left) and the restored neon sign with which Bill is posing, that hangs in his brewery today.



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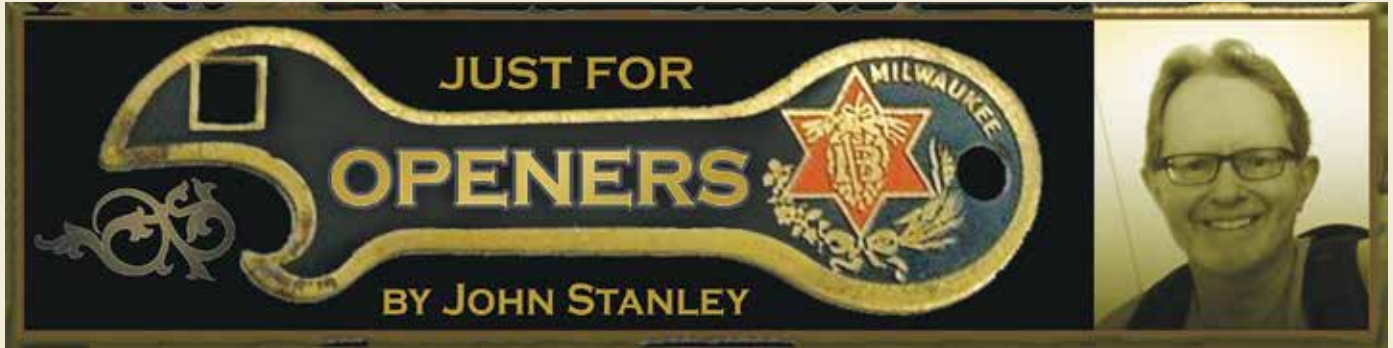
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Wisconsin Openers

Ed. Note: The identification style of the Just for Openers Chapter is used here. The (X-Y) at the end of each caption indicates the individual openers of this type that are known to exist, thus the rarity or significance of the opener pictured.



A-16-19 Elk Head Kewaunee Supreme (2-3)



A-19-3 Alligator/Armadillo Red Lion Gutsch (2-3)



A-33-4 Big Fish Bechaud (6-10)



A-33-6 Big Fish Fauverbach (3-5)



B-21-589 Platteville (1-2)



B-63-2 Fauverbach (Brass) (3-5)



B-23-113 Stevens Point (3-5)



C-3-4 Farmers (3-5)



F-16-6
Cork Puller
Walter
Bros. (1)



P-5-13 Steel Sleeve Corkscrew
Riedel City Brewery (Hudson) (1)

Below: B-23-92 Marshfield (2-3)



B-7-34 Marshfield (1)



O-1 Vaughan No
Chip Wall Mount
Potosi (1)

B-9-5 Cigar Shape
Mineral Spring
with 2 stamping
variations
(2-3 each one)



Wisconsin's Most *Electric* Breweriana

by Mike Francis

Kaukauna is a small town in eastern Wisconsin, located on the famed Fox River, about 100 miles north of Milwaukee. Like many small Wisconsin towns, it has a native American name but gained a significant German population. So of course, it once had its own brewery. Although the town and brewery may have been small, it created some strikingly memorable breweriana that was colorfully bold in design. You might even say it was...electric.

The city of Kaukauna was officially incorporated in 1885—by 1886 it had its own brewery. Brothers John and Jacob Helf were pioneers of brewing in the city and had various operations both together and separately under different names, including their own.

From 1906 until Prohibition, a different set of brothers *also* named John and Jacob took command of the brewing business in Kaukauna. They established their namesake Regenfuss Brewing, which produced two brands. The first was Pearl Foam, which became the local table beer and promoted itself with the slogan, "The Beer that makes you smile." The second was the more premium variety, with the fancy and heavily Germanic name of Muenchner Kind'l Brau (literal translation: *Munich Child Beer*. The Munich Child is the coat of arms of that capital of Bavaria).

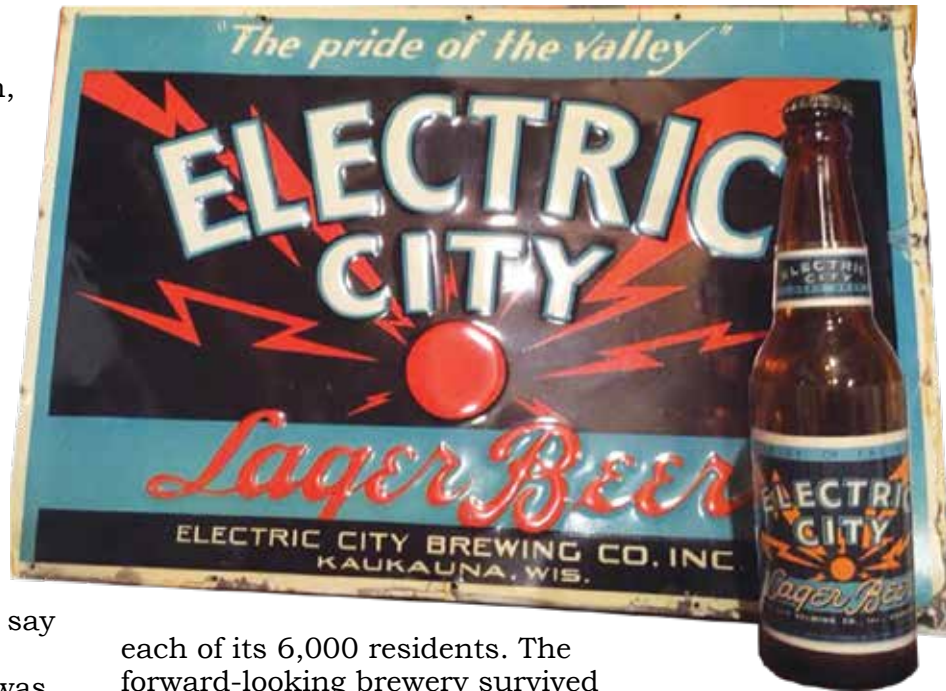
When 1920 brought Prohibition's halt to its brewing, Regenfuss had modernized to a capacity of 15,000 barrels: an amazing 2.5 barrels for

each of its 6,000 residents. The forward-looking brewery survived the next 13 years until Repeal by producing malt, near beer, and soft drinks; but the Regenfuss brothers did not. The heirs sold the brewery to a pair of men named Theodore Oudenhoven

and Arthur Jones who enlarged and modernized the facility, and it was once again brewing beer by August 1933.

New ownership and a new era produced a new name: Electric City Brewing Company. The city of Kaukauna had developed that nickname thanks to its large hydroelectric plant, powered by the mighty Fox River running alongside the city. The new brewery briefly brought back an old local favorite (Pearl Foam) but discontinued it in 1934 upon the introduction of Electric City Lager, which became known for its colorful lightning bolt icon.

Realizing that it needed to develop a market beyond tiny Kaukauna, Electric City launched a short-lived brand called Bohemian Style Brew (which today has no known surviving breweriana) and by late 1936 had launched what would be its best seller: Mellow Brew Beer. This brand not only found a market in the Kaukauna area: it also sold well 100 miles northwest to Antigo and 100 miles south along the lakefront towns of Lake Michi-



Embossed tin sign and bottle, showing labeling design used from 1934-36.



Helf & Ristau Brewers and Maltsters etched glass, circa 1893-1897. This is the only known beer glass from a Kaukauna brewery, the only known advertising piece from this brewery and the oldest known piece of Kaukauna breweriana.



Regenfuss Brewing Co calling card. The brewery existed from 1906-1920.

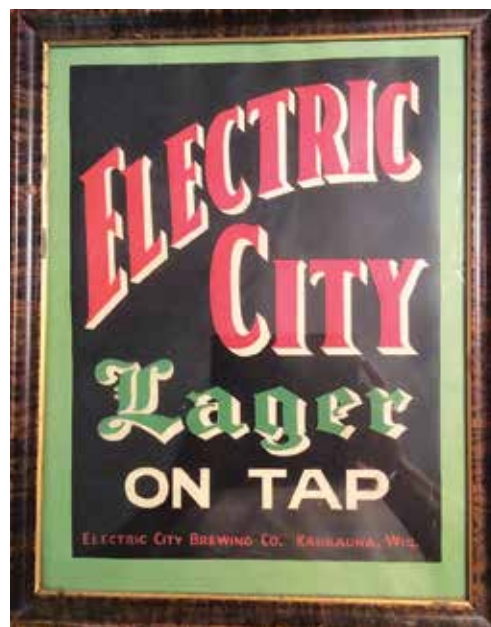


1930s outdoor porcelain over steel sign with restored neon.

gan, all the way to Milwaukee. Between 1936-46, the brewery doubled its capacity to 20,000 barrels. In promoting its brands, Electric City created some of the most beautiful breweriana the state of Wisconsin has ever seen.

During this time, Arthur Jones had bought out his partner, Theodore Oudenhoven, and became sole owner by 1943. Then Jones & Company made what became a fatal marketing error. In their zeal to expand, they shipped the majority of their beer to towns around military bases across the country, serving thousands of thirsty servicemen. But this meant that they severely shorted distribution of their beer in what had been their thriving trade areas of Wisconsin. The introduction of two new brands, Kaukauna Lager (1942) and Pilsener Club in 1943 did little to boost the brewery, which had by then lost the enthusiasm—and had even reaped resentment—among its core local consumers.

In 1945, Jones sold the company to a man named Richard Hansen from Birmingham, AL. Unfortunately, Hansen continued to follow the ill-fated marketing plan of shipping most of the products—including the most popular Mellow Brew—to military bases out of state. By the end of 1945, however, military bases no longer offered the demand because WWII



Paper sign in original frame, circa 1934.

had ended. As a result, Electric City Brewing lost favor and its foothold in its near-home trading areas. Bigger brands from Milwaukee and St. Louis had moved into their territory. Electric City had forsaken its local roots and paid the price. Bankruptcy was declared, and the brewery was closed forever in 1947.

And so, an illustrious brewing history in tiny Kaukauna came to and end after a bit more than 60 years. But the electrifying breweriana of the Electric City Brewing Company remains a powerfully bright legacy.

Continued next page



1933 thermometer features FDR and the National Recovery Act logo.



1930s aluminum serving tray.

Right: 1940s tin over cardboard and matching orange/white steinie bottle.

Below: An array of 1930s-era ball knobs showing the different brands brewed by Electric City Brewing Co.



1930s die cut cardboard sign presents an odd choice.

Rare 1933 Pearl Foam aluminum over cardboard sign and matching bottle. Electric City Brewing re-launched this pre-Prohibition brand after Repeal, but discontinued it in 1934.



This late 1930s reverse painted on glass Gilco clock advertised Electric City's best-selling brand.

About the Author: NABA member Mike Francis is a Kaukauna historian who has collected breweriana from his hometown for almost 30 years, a passion of which he thanks his wife Judy, five children, and two grandchildren for their "gracious toleration." Mike welcomes all inquiries and leads about Kaukauna breweriana and can be reached via email at kaukauna@yahoo.com.

The Minhas Craft Brewery: Survival and Revival in Monroe, Wisconsin

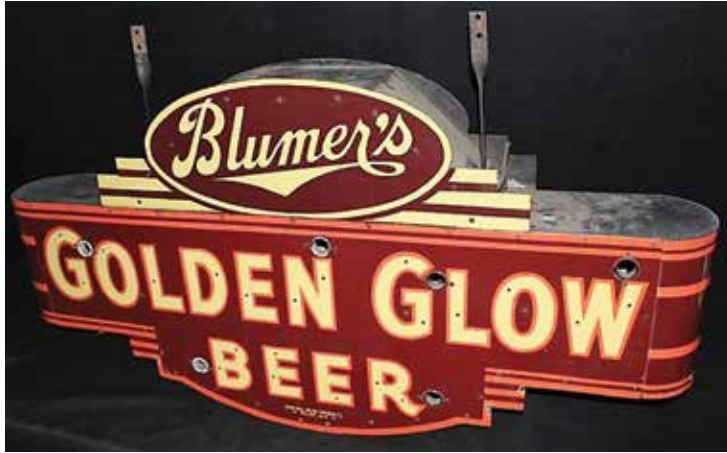
by Timothy J. Holian



Editor's Note: Minhas Craft Brewery is the official sponsor of the 2018 NABA Convention. Registrants will be able to tour the brewery and the Herb and Helen Haydock World of Beer Memorabilia Museum on Aug. 1 of the gathering in Madison, taking the bus to Monroe (ticket required).

Before there was Minhas, there was Joseph Huber. Before Huber, there was Blumer. And before Blumer a patchwork quilt of early owners established a brewery in Monroe that, bucking the odds, ultimately became the oldest beer producer in the Midwest, and the second-oldest brewing facility in the nation. The firm survived Prohibition by manufacturing alternative products and, at 12:01 AM on April 7, 1933, the Blumer Products Com-

pany joined a limited number of other breweries in making initial deliveries of re-legalized beer. In August the company name was changed to the Blumer Brewing Corporation to reflect its updated business focus, but after producing nearly 40,000 barrels for an eager public during the first nine



months, distribution of Monroe-made beer declined to less than 12,000 barrels in 1941.

Already in April 1937 the brewery had been sold to a group of local investors, seeking to put the plant on the path to prosperity. But when the firm continued to exhibit stagnant sales, in October 1947 longtime brewery employee Joseph Huber obtained full control of the operation, acquiring the interests of majority shareholder Carl Marty, Jr. and renaming the business after himself. Beginning in the mid-1950s the Joseph Huber Brewing Company exhibited consistent sales gains, with output rising from 11,144 barrels in 1952 to 109,982 in 1964. Expansion and modernization of the physical plant played a major role in the growth spurt, including the installation of new bottling equipment in late 1949, glass-lined steel storage tanks at the same time and again in July 1957, and a flat top canning line that became operational in April 1959.

Strategic acquisitions also enhanced the fortunes of the brewery, including the production rights for—and eventually ownership of—Berghoff Beer in 1960 and the Rhineland label in 1967. In October 1972 Huber purchased selected trademarks of the Potosi Brewing Company, including a little-known beer named Augsburger. Reformulated and repositioned as a superpremium brew soon thereafter, in 1978 “Augie” was rated the best beer in America by author James Robertson in *The Great American Beer Book*. Bolstered by radio advertisements featuring the thick German accent

of brewmaster Hans Kestler, the brand attained cult status into the mid-1980s.

Despite the tremendous success of Augsburger, the Huber operation fell upon hard times before the end of the decade, declining from a peak sales level of just under 300,000 barrels in 1980 to 46,921 in 1990. The facility stood at the brink of closure in the fall of 1988, and after multiple ownership changes and the loss of coveted labels (including Augsburger) by the mid-2000s Huber had begun to look in a new direction to ensure survival. On October 3, 2006 a revitalization began when the firm was purchased by Canadian siblings Ravinder and Manjit Minhas, who, at 24 and 26 years old respectively, became the youngest brewery owners in the world. The newly renamed Minhas Craft Brewery continued the production of several traditional Huber brands, including longtime flagship Huber and Huber Bock.



More significantly it expanded an existing focus upon contract brewing for other companies, in the process essentially reversing the original business arrangement under which (since 2003) Huber had brewed Minhas-owned brands. Minhas further introduced its own line of new beers, including Lazy Mutt Farmhouse Ale, 1845 Pils, Swiss Style Amber, and Fighting Billy Bock, giving the brewer a foothold in the blossom-



ing craft beer movement.

A series of upgrades made by Minhas to the facility improved production efficiency and capacity, and an increased focus upon marketing was seen through a substantial renovation of the brewery's visitor and tour center. Among the highlights were an expanded gift shop, the inauguration of the Lazy Mutt Lounge for product samplings and growler fills of fresh draft beer, and the Herb and Helen Haydock

World of Beer Memorabilia Museum in June 2010. The Museum offers visitors a glimpse of rare and distinctive breweriana pieces compiled by the Haydocks, longtime collectors and fixtures in the breweriana hobby.

Despite the rocky road traveled by the Blumer, Huber, and Minhas ownership groups, the Monroe-based brewery in "Wisconsin's Little Switzerland" has managed to survive periods of upheaval and intense competition that have overtaken all but a few traditional post-Prohibition beer makers. With a successful business model and a willingness to change and adapt, the Minhas Craft Brewery has positioned itself to be a long-term presence: A rare example of an American brewer with one foot anchoring a long, proud heritage and the other firmly placed in a dynamic and diverse future for contract and craft beers and ales.

TAPS

Kenneth M. Tellers, of Cologne, MN passed away February 9, 2018 at the age of 87, and is survived by his wife Marcia, six children, and many grandchildren. Ken farmed with his brothers for fifty years and was an excellent mechanic who could fix all the machinery on the farm. He truly enjoyed being with his grandchildren and attending their events. A proud veteran of the U.S. Marine Corps from 1952-54, Ken collected Grain Belt and Schmidt City Club breweriana. He regularly attended the Guzzle & Twirl show in St. Paul. Ken's NABA membership has been continued by his wife.

Jerry Fitzgerald, of Louisville, KY passed away March 1, 2018 at the age of 73. He is survived by his brother John and sister, Ann. Jerry's many interests included antique cars, museums, historical buildings, travel, and of course, collecting breweriana.

Upcoming Shows

June, 2018

Date: June 19-23, 2018
Time: varies; Sat. June 23: 9AM- 2PM
Sponsor: ABA Annual Convention, Meeting & Breweriana Show
Address: Holiday Inn Dubuque/Galena, 450 Main Street, Dubuque, Iowa 52001
Contact: Larry Bowden 608-778-4869
<https://americanbreweriana.org>

Date: June 22-24, 2018
Time: Friday afternoon; Sat. 8AM
Sponsor: Kansas Kolossal Kan Kaper #39, Sponsored by KC's Best and Carrie Nation Chapter
Address: EconoLodge Inn & Suites, 1846 N 9th Street, Salina KS 67401
Contact: Bill Boyles, 816-415-3834
Email: wlboyles@sbcglobal.net

July, 2018

Date: July 13-15, 2018
Time: Friday, Rm to Rm; Sat 8AM-2PM
Sponsor: Monticello Extravaganza XXXI, Sponsored by Richbrau and Rusty Bunch
Address: Best Western Plus Crossroads Inn & Suites, 135 Wood Ridge Terrace, Zion Crossroads, VA 22942
Contact: Chris Eib, (804) 360-5744
Email: moquarts18@aol.com
www.richbrauchapter.com

Date: July 14, 2018
Time: 9AM-4PM
Sponsor: Nordlager's & North Star Chapter's Annual Show
Address: Northeastern Saloon & Hotel, 115 St. Louis Ave, Cloquet, MN 55720
Contact: Bert Whittington, 218-393-0657

Date: July 20-21, 2018
Time: Fri 9 - 5; Sat 8 - 3
Sponsor: Michigan Summerswap, Michigan & Rusty Bunch Chapter
Address: Frankenmuth American Legion Post 150, 990 Flint Street, Frankenmuth, Michigan
Contact: Clayton Emery, 231-920-6013
Email: claytonemery32806@aol.com
www.michchapter.com

Date: July 20-21, 2018
Time: ?
Sponsor: Lake Tahoe Beer Can & Breweriana Show, Rusty Bunch & 49er Chapter
Address: Super 8 Motel Lake Tahoe Blvd, Lake Tahoe Blvd, South Lake Tahoe, CA
Contact: Ed Scoglietti
www.facebook.com/ed.scoglietti

Date: July 21-22, 2018
Time: Sat. 5PM Rm to Rm, Sun 7AM-2PM
Sponsor: Beer, Soda & Bottle Collectibles MEGA SHOW, Hawkeye Chapter
Address: FFA Enrichment Center, 1055 SW, Prairie Trail Parkway, Ankeny, Iowa 50023
Contact: Mike England, (515) 360-3586
Email: mikeengland@bccca.com

Date: July 28, 2018
Time: 9AM-1PM
Sponsor: Simon Pure Summer Show, Sponsored by Simon Pure
Address: Polish Falcons Club, 445 Columbia Avenue, Depew, NY 14043
Contact: Jeff Murbach, 716-713-7236
Email: jmurbach@ymail.com
www.simonpure.org

Date: July 28, 2018
Time: 9AM-2PM
Sponsor: Atlanta Breweriana Collectibles Show, Atlantic Chapter
Address: Greater Good BBQ, 4431 Hugh Howell Rd, Tucker, GA 30084
Contact: Ken Jones, 404-285-6295
Email: abico1876@yahoo.com

Date: July 29, 2018
Time: 9AM-2PM
Sponsor: Prison City Hartog Memorial Picnic
Address: Belmont Athletic Club, 650 Highland Park, Joliet, IL
Contact: Bill "Willy" Novak, (603) 291-7943
Email: OldstyleWilly@att.net

Date: July 31-August 4, 2018
Time: Varies throughout week
Sponsor: 47th Annual NABA Convention, Sponsored by Packer Chapter
Address: Crown Plaza Hotel, 4402 East Washington Ave, Madison, WI 53704
Contact: John Ferguson, 317-431-9373
Email: fergkate@comcast.net
www.nababrew.com

August, 2018

Date: August 3-4, 2018
Time: 9AM-2PM
Sponsor: **Osage Beach ExtravaCANza**, Sponsored by Gateway, KC's Best, Progress Chapter
Address: Inn at Grand Glaize, 5142 Osage Beach Parkway, Osage Beach, MO 65065
Contact: Mark Sanders, 314-459-6637
Email: blatzboy@yahoo.com

Date: August 4, 2018
Time: 9AM- 1PM
Sponsor: **Summer Blast Beer Collectibles Show**, Sponsored by Olde Frothingslosh Chapter
Address: Greater Pittsburgh Masonic Center, 3579 Masonic Way, Pittsburg, PA 15212
Contact: Jerry Lorenz, 412-760-7621
Email: oldefroth011@gmail.com
www.oldfrothingslosh.com

Date: August 4, 2018
Time: 11AM- 2PM
Sponsor: **Mile Hi Chapter Annual Chili Cook Off**
Address: Copper Kettle Brewing Company, 1338 S. Valentia St., Denver, CO 80247
Contact: Gordon Bragg, 303-655-1739
Email: gpbragg@comcast.net

Date: August 11, 2018
Time: 7AM- 4PM
Sponsor: **North Star Chapter's "A Day at Leinie's" Annual Show**
Address: Leinenkugel's Brewery Grounds, 1 Jefferson Avenue, Chippewa Falls, MN 54729
Contact: Mike Mullally, 651-451-3786
Email: ?
www.northstarchapter.com

Date: August 19, 2018
Time: 9:00 AM
Sponsor: **PACKNIC 2018**, Sponsored by Packer Chapter
Address: Tittletown Brewing Company, 200 S. Dousman St., Green Bay, WI 54303
Contact: Ken Trembl, 920-432-2542
Email: barbiken@netzero.net
www.packerchapter.com

Date: August 25, 2018
Time: 9:00 AM
Sponsor: **Potosi Brewfest** (accross from the Potosi Brewery)
Address: Holiday Gardens Event Center, 101 Brewery Hollow Road, Potosi, WI 53820
Contact: Mike Kress, 608-763-2042
Email: portofpotosi@gmail.com

Date: August 30- September 1, 2018
Time: Varies
Sponsor: **CANvention 48** – Omaha, NE
Address: Hilton Omaha, 1001 Cass Street, Omaha, NE 68102
Contact: Kevin Kious, 636-343-6486
Email: ?
www.bcca.com

September, 2018

Date: September 15, 2018
Time: 9AM-2PM
Sponsor: **OctoBEERfest**, Sponsored by Cascade Chapter
Address: VFW Hall - Portland, 7118 SE Fern, Portland, OR 97206
Contact: Rich Horricks, 503-653-0312
Email: r.horricks@comcast.com

Date: September 15, 2018
Time: 9AM- 2PM
Sponsor: **Horlacher Chapter Weekender Brew-eriana Show & Cook Out**
Address: Schnecksville Fire Co. Pavillion, 4550 Old Packhouse Rd @ Rt. 309, Schnecksville, PA 18078
Contact: Larry Handy, 267-221-8300
Email: OhHugo1@aol.com

Date: September 16, 2018
Time: ?
Sponsor: **Monarch Fall Fest**
Address: American Legion Post 76, 570 S. Gary Ave, Carol Stream IL
Contact: Paul Cervanka, 630-379-1522
Email: ?

October, 2018

Date: October 6, 2018
Time: 9AM- 2PM
Sponsor: **Oktober Insanity Breweriana & Sale**, Sponsored by Congress Chapter of Central NY
Address: Camillus Elks Club, 6117 Newport Road, Camillus, NY
Contact: Jim Voutsinas, 315-637-8241
Email: ?
www.congresschapter.weebly.com

Date: October 5-6, 2018
Time: 9AM- 3PM
Sponsor: **North Star Chapter's 45th Annual Guzzle 'n Twirl**
Address: Alsrich Arena, 1850 White Bear Ave, Maplewood MN
Contact: Mike Mullally, 651-451-3786
Email: ?
 See our ad Pg. 17 or visit www.northstarchapter.com

Date: October 7, 2018
Time: 8:30AM-2:30PM
Sponsor: **Jersey Shore Chapter's Full Moon Show**
Address: Milltown American Legion Hall, 4 J F Kennedy Drive, Milltown NJ
Contact: ?
Email: ?

Date: October 7, 2018
Time: 9AM- 3PM
Sponsor: **OktoBIERfest Show**, Sponsored by Westmont Stroh's Chapter
Address: Elk Grove Village VFW Hall, 400 E. Devon Avenue, Elk Grove Village IL
Contact: Ray Capek, 630-778-1482
Email: rbcapek@sbcglobal.net

Date: October 13, 2018
Time: ?
Sponsor: **Newton 180/Speedway Show**, Sponsored by Hawkeye Chapter
Address: New Light Event Center, 114 E. 2nd St. S, Milwaukee, WI
Contact: Ray Capek, 630-778-1482
Email: ?

Date: October 12-14, 2018
Time: Room to Room Only
Sponsor: **Eastern Great Lakes Brewery Collectibles Show**, Sponsored by Buckeye, Lake Erie, and Michigan Chapters
Address: Days Inn and Suites, 4742 Brecksville Rd, Richfield, OH 44286
Contact: Clayton Emery, 231-920-6013
Email: claytonemery32806@aol.com
www.michchapter.com

Date: October 13, 2018
Time: 9AM- 2PM
Sponsor: **A-1 Fretz-Hancock Show**
Address: Phoenix Ale Brewery, 3002 E. Washington St., Phoenix, AZ 85034
Contact: Rich LaSusa
Email: rlasusa@aol.com
www.a-1chapter.org

Date: October 13-14, 2018
Time: Sat. 1PM-6PM; Sun 9AM-3PM
Sponsor: **Jerry Brewer Memorial Progress Chapter Chili Cook-Off & Breweriana Show**
Address: Tom Hull's House, 8720 E. 86th St., Tulsa, OK 74133
Contact: Tom Hull, 918-252-7503
Email: ?

Date: October 14, 2018
Time: 9AM-2PM
Sponsor: **Prison City Chapter Trade Session**
Address: Knights of Columbus Hall, 1813 E. Cass Street, Joliet, IL 60432
Contact: Willy Novak, 630-291-7943
Email: OldstyleWilly@att.net

Date: October 14, 2018
Time: 10AM- 3PM
Sponsor: **Oktoberfest**, Sponsored by Garden State Chapter
Address: Polish Cultural Foundation, 177 Broadway, Clark, NJ 07066
Contact: Scott Manga, 845-634-2626
Email: manutd1@optonline.net

November, 2018

Date: November 1-3, 2018
Time: RtoR Nov 1&2; Show Nov 3 9AM-1PM
Sponsor: **Indy Brewery Collectibles Show**, Sponsored by IBC Chapter
Address: Wyndham Indianapolis West, Indianapolis, IN
Contact: ?
Email: show@ibccchapter.com
 See our ad on Pg. 31 or visit www.ibccchapter.com

Continued next pg.

Date: November 3 2018
Time: 9AM-12PM
Sponsor: Simon Pure Chapter Fall Show
Address: Elks Lodge #860, 55 Main Street,
 Tonawanda, NY 14150
Contact: Jeff Murbach, 716-713-7236
Email: jmurbach@ymail.com
 www.simonpure.org

Date: November 4, 2018
Time: 9AM-3PM
Sponsor: Chicagoland Brfweriana Society
Fall Show
Address: Elk Grove Village VFW Hall, 400 E.
 Devon Avenue, Elk Grove Village, IL 60007
Contact: Ray Capek, 630-778-1482
Email: rbcapek@sbcglobal.net

Date: November 10, 2018
Time: 9AM-3PM
Sponsor: Eastside Spectacular #12, Sponsored
 by the Gateway Chapter
Address: Belleclair Fairgrounds, 200 S. Belt East,
 Belleville, IL 62220
Contact: Kevin Kious, 618-346-2634
Email: whoisthealeman@aol.com

Date: November 17, 2018
Time: ?
Sponsor: Windy City Show
Address: American Legion Post 76, 570 S. Gary
 Ave., Carol Stream IL
Contact: Ed Harker, 773-244-2734
Email: ?

Date: November 17, 2018
Time: 9AM-2PM
Sponsor: Turkey Pluck Off Swap Meet, Spon-
 sored by Cascade Chapter
Address: VFW Hall – Portland , 7118 SE Fern,
 Portland, OR 97206
Contact: Michael Boardman, 503-880-8252
Email: bsstudio1@comcast.net
 www.cascadebeer.com

Date: November 17, 2018
Time: 8AM-3PM
Sponsor: Fort Wayne Brewery Collectibles
Show, Sponsored by Three Rivers Chapter /
 NABA
Address: Classic Cafe, 4832 Hillegas Road, Fort
 Wayne, IN
Contact: LeRoy Art, 260-432-6839
Email: ftwynbrew@aol.com
 www.fortwaynebeer.com



NABA'S 47th Convention August 1 - August 4, 2018 Madison, Wisconsin

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 1-888-233-9527: Ask for the NABA rate,
 \$100 per night
CONVENTION registration and schedule pp. 23 & 24

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 2015 James Kaiser
 2017 Helen Haydock

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

rV183

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 10ea-syst@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

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APPLICATION FOR MEMBERSHIP

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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.*

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/](http://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;
dblegan@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

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

Goebel Gang (South Bend, IN)

Contact: 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.

An AUCTION for the AGES

Rare pieces from the collection of early NABA member Richard Bucht, offered exclusively at the NABA Convention auction.



Friday, August 3rd 2018 at the Crown Plaza hotel



Consign items: 9-11A
View items: 11-12
Auction begins: Noon



and much more!

Registration & schedule for Madison, WI Convention-pages 23 & 24 of this issue!

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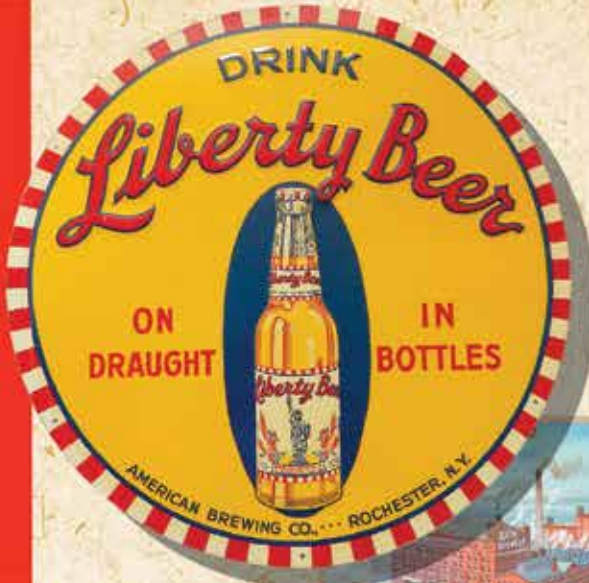
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