



# BREWERIANA COLLECTOR

Volume 183

Founded in January 1972

FALL 2018



**Member  
Profile: Jack  
Conlon**

**Tube City Brewery**

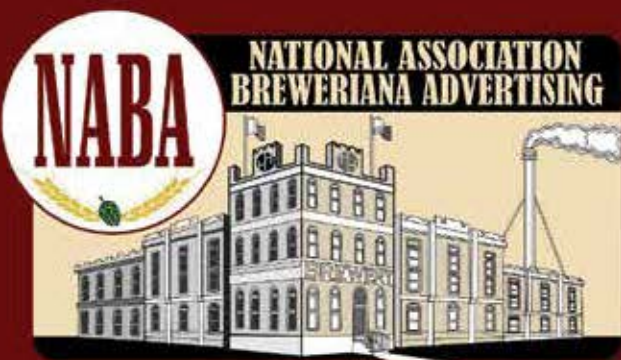
**NABA Con 47:  
It's a Wrap**

**A Jewel In So.  
CO: Schneider**

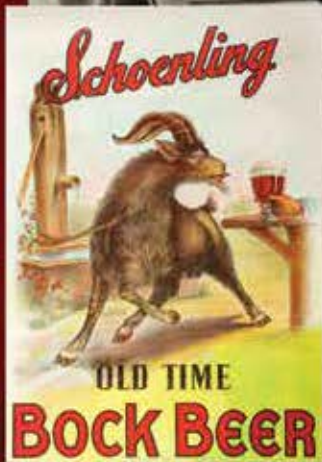
**Whistling for  
Dixie Again**

**Beer &  
Fly Swatters?**





# Our 2019 Convention is in Cincinnati



## July 31st -Aug. 3rd



**Zee you in Zincy!**







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

John Ferguson ..... President  
Ken Quaas ..... Vice President  
James Kaiser ..... Treasurer  
Dave Alsgaard ..... Recording Secretary

#### BOARD OF DIRECTORS

2017-2019	2019-2021
Kent Newton	John Bittermann
Don Roussin	Paul Cervenka
	Darla Long
	Mike Michalik
	Barry Travis
	Christopher Watt

#### APPOINTEE OFFICERS

John Stanley ..... Executive Secretary  
Lee Chichester ..... Editor  
Kent Newton ..... Auction Cmte. Chair

#### NABA PUBLICATIONS

The National Association Breweriana Advertising (NABA) publishes for its membership the *Breweriana Collector*. No effort is made by the Officers, Directors, or Editorial Staff to verify the accuracy or content of articles accepted for publication.

The Editor has the right to edit submissions and ads, and may defer publication of a submission for reasons of space or layout. Deadlines for submissions are the same as for classified ads shown on page 46. All content:

Copyright © 2018, by the author or photographer and/or NABA.

#### Send Comments/Questions to:

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

# BREWERIANA COLLECTOR

FALL 2018

#183

## FEATURES

- 16 E&B (Elkhardt & Becker) Brewing Co.: *Another installment in Michigan's Liquor Control Comm. Survey*..... Larry Moter  
21 Tube City Brewery: *A story of coal, steel, & beer* ..... Will Hartlep  
26 NABA Convention #47 Wrap-Up ..... Lee Chichester  
31 A Jewel in Southern Colorado: *Long dormant, the Schneider Brewery still stands*..... Tom Curran  
34 Member Profile—*Jack of All Trades, Master of Breweriana: Jack Conlon* ..... Matthew Olszweski  
44 TAPS: Gary Anderson

## SHORT FLIGHTS

- 8 A Collector's Guide to the BREW-niverse ..... Barry Travis  
10 NABA's Own Auction Hysteria: *A Recap of the members-only Auction, NABA #47*..... Jim Kaiser  
12 Beer & Fly Swatters: *An Unusual Pair* ..... Michael Bartels  
15 Drewry's Crown Mystery ..... Joe Olsen

## STANDARD BREWS

- 4 President's Letter ..... John Ferguson  
5 Executive Secretary's Report ..... John Stanley  
6 Welcome New Members  
14 Raising the Glass: *Getting a Start with Collecting Glasses* ..... John Ferguson  
28 Collector's Bookshelf: *Brewing in the Pretzel City* by Harvey Wilhelm ..... Reviewed by Larry Moter  
37 Auction Hysteria ..... Chris Watt  
39 What's Brewing? *Whistling for Dixie Again* ..... Ken Quaas

## END OF THE DRAW

- 42 Upcoming Shows  
45 Buy-Sell-Trade; Membership Application  
46 NABA Chapter Contact info; BC Advertising Guidelines

**Cover Image:** Located in adjoining states, the Hudepohl and Bavarian breweries sat on either side of the Ohio River, but were less than 3 miles apart. They were the only brewers in the Cincinnati area known to have used Vitrolite signs. These glass corner signs, intended for outside display, were manufactured by the Meyercord Company, Chicago, Illinois, in the early 1900s. Courtesy of Tom Waller • **The 2019 NABA Convention will be held in the Cincinnati region July 31 through August 3, 2019.**

The *Breweriana Collector*, the Journal of the National Association Breweriana Advertising, Inc. is published quarterly at NABA, PO Box 51008, Durham NC 27717-1008. Subscriptions in the United States are \$25 per year to members of the Association and are included as part of the annual dues payment of \$35 per year.

**POSTMASTER:** Send address changes to *The Breweriana Collector*, NABA, PO Box 51008, Durham NC 27717-1008.



# President's Message

## NABA On Fire!

### Greetings once again.

As you will see by the ad on the inside back cover of this magazine, NABA truly is on fire! Our membership has been growing at a record pace and we broke all kinds of records with this year's Convention attendance, auction, and trade show. NABA truly is the place where all breweriana enthusiasts can "connect and collect."

### A record-breaking Convention

I hope all who attended the 47th annual NABA Convention in Madison had a truly great time and returned home with some breweriana bounty. We had active room-to-room trading, the most extensive and successful auction in many years, and a great Saturday show with many tables. Members enjoyed plenty of frosty beverages thanks to the generosity of the Minhas Craft Brewery, Wisconsin Brewing Co., Potosi Brewing Co., Delafield Brewhaus, and Civil Life Brewing Co.

### Our gratitude

In addition to these fine breweries, there are of course many people to thank for helping to make this event terrific. I want to especially mention NABA Board members Ken Quaas, Dave Alsgaard, Kent Newton (auction chair), Darla Long, Barry Travis, Chris Watt, Mike Michalik, and our incomparable Executive Secretary John Stanley, for their many contributions in making this Convention successful. NABA also appreciates the guidance received from George Baley as well as the inimitable hospitality of Helen Haydock, who worked tirelessly as she always does at the registration table and in the hospitality room. Two members

local to Madison—Tom Curran and Bill Blumer—did so much in helping to secure beer and publicize the Saturday trade show, which was open to the public.

### Award winning

Also at the Convention, NABA was proud to present a new award named in honor of breweriana legend and long-time contributor to this magazine, Bob Kay. This award was created to honor outstanding writing contributions to our *Breweriana Collector* magazine. The first-ever **Bob Kay Writer's** prize was appropriately given to **Rich La Susa**. Everyone who has read this magazine over the years knows just how influential Rich's contributions have been. I am also both thrilled and humbled to have received NABA's **Founder's Award**, presented to me at the banquet by the NABA Board of Directors. I am thankful that they kindly thought of me and I am very appreciative of my long association with this great organization.

### NABA Board of Directors

At the Board of Directors meeting, I was re-elected President for another two-year term along with fellow officers Ken Quaas (Vice President), Dave Alsgaard (Recording Secretary), and Jim Kaiser (Treasurer). The NABA Membership also formally ratified John Bittermann, Paul Cervenka, and Darla Long to renewed terms as Board members; and elected new Board members Mike Michalik, Barry Travis, and Chris Watt.

### A "New" NABA

We hope you recognize a more energized NABA these days. We introduced our logo re-design at the Convention and begin its official use with this issue of the magazine. It is just one signal that we are a forward-thinking club. Our increased Facebook presence has helped boost our membership numbers, as has a

concerted recruitment efforts by the Board members. This magazine is the most significant part of your membership, and we are increasing its size (for the second time in 2 years) to 56 pages with the next issue. We also hope you find the Membership Directory mailed in July helpful in allowing each of our members to "collect and connect."

Please be sure to attend NABA's chapter shows (see event listing at the back of this issue) and begin preparations for 2019, when we will all be gathering for **NABA Con #48 in Hebron, KY**, near Cincinnati. And in 2020, we will be headed eastward to Pittsburgh. One of NABA's most significant growth areas is the East Coast. Not only will this magazine's content continue to bring you stories from that region, but also, the plan to hold our Convention in the Keystone State represents a major celebration of our growth and intention to be a truly "national" organization.

Have a great autumn and happy collecting!

*John Ferguson, President*  
Fergkate@comcast.net



# EXECUTIVE SECRETARY'S REPORT

After the Convention Board meeting our new membership goal is 900. In the last issue we passed the 800 mark and currently are at 841 members. Unfortunately 53 of the 841 still need to renew as of June 30th. The Board and I will continue to encourage renewals. Please spread the word about NABA. From a low of 675 members a couple of years ago we are growing quickly.

NABA held a Board meeting at the ABA Convention in Dubuque, IA. The show was well attended, the hotel very nice and ABA always provides great hospitality. I flew into Chicago, rented a car and spent a couple of pre-convention days dealing with area collectors (the main deal being with Norm Jay of Wheaton, IL). At the convention I sold and bought a few items and spent a great afternoon with Stan Summers and Jim Kaiser at 7 Hills Brewing. I made it back to Chicago Saturday evening for my flight home but not before stopping at Shaw's Crab House in Schaumburg, IL. Just an awesome place to eat.

In early July I made a trip to see Don Bull and buy some of his wooden beer boxes. Eleven came home to Durham and I cannot tell you how happy my wife, Pat, was when they came into the house. She said it was the worst breweriana purchase I had ever made. They ended up in the garage.

Originally I had planned to fly to Madison, WI for NABA's Convention but I received a call from Art Santen of St. Louis: after 50 years of collecting openers he would not be buying any more, and wanted to start selling out.

Trying to be creative (and after a fellow corkscrew collector paid a visit to Art's the week before) I decided to cancel the flight and drive to Madison

via St. Louis. Again I cannot tell you how happy Pat was that I made these changes. Instead of being gone 4 days I was gone 8 days. I told her to look on the bright side as I could take the 11 beer boxes to sell.

The trip started the Sunday before NABA. After a brief stop to see new NABA member, Don Lawhorn in Lenoir City, TN (he bought a beer box) I made it to Art's place on Monday. After four hours of dealing and boxing up I had bought about 3,000 beer and miscellaneous openers! Thank God I had the beer boxes as I had to use most of them to load openers.

On Tuesday, I arrived in Madison and basically sat in the room sorting openers until Friday afternoon. Many thanks to Scott Bristoll and Rich Yahr for taking many of them home—in the end I donated 5 boxes of junk openers to Dave Kapsos.

To top it off I sold 5 of the 11 beer boxes.

It was a great Convention and lots of awesome breweriana changed hands. The rooms were a little toasty temperature-wise but many thanks to John Ferguson, Ken Quaas, Helen Haydock, and the many others who helped make it a great event. Plan on coming next year to Cincinnati (Hebron, KY).

Of course, I cannot tell you how happy Pat was when I brought 3,000 more openers into the house (I always tell her I have about 6,000 but maybe now we are over 10,000 total). Collecting beer openers is a super fun hobby.

We have 42 new members and rejoins since the last issue: this is the most in one issue over the past year (see next page). I hope you'll join me in welcoming them all.

*John Stanley*

John Stanley

NABA

Executive Secretary

919-824-3046

jfo@mindspring.com

NABA

PO Box 51008

Durham NC 27717

*Any renewals, changes or corrections to your address, phone, email or areas of interest can be made online at [nababrew.com](http://nababrew.com) or you may email me or call if you need help.*

***Members with expiration dates of 6/30/2018 (53) or 9/30/2018 may renew by sending a check (payable to NABA) to the address left, or by using PayPal (send to [nabamembership@comcast.net](mailto:nabamembership@comcast.net)).***



# Please join us in raising a frosty beverage to welcome NABA's New and Re-joined Members!



**Danny Anson** (Laura)  
1837 Chelan St NE  
Keizer OR 97303-2414  
(503) 390-8888  
(503) 930-1830  
dannyanson@comcast.net

**Brian Barton**  
52 Moreton Dr S  
Richmond Hill GA 31324-6162  
Bjon527@yahoo.com

**William Blumer II** (Mary Jo)  
(Eric Blumer)  
351 Maynard Dr  
Sun Prairie WI 53590-1331  
(608) 225-2798  
24jgfans@gmail.com  
**Blumer beer stuff, otherwise  
mostly WI breweries**

**William F Blumer Sr**  
204 Santa Fe Trl  
Irving TX 75063-4719  
(309) 310-9185

**David Butler** (Karen)  
4613 E 900 N  
Syracuse IN 46567-8046  
(574) 457-3032  
(574) 834-7716  
david@davidbutler.com  
**RESTORATION of Reverse  
Painted Gold Glass Signage**

**Randy Carlson**  
300 Walker Bay Blvd Box 758  
Walker MN 56484-0758  
(218) 209-1106  
randyc@arvig.net  
**Beer glasses-pints. Pre-1960  
shams and barrels glasses.  
Shell glasses between 4 and 5  
inches.**

**Tim Cooper** (Sherry)  
540 N Main St Apt A  
Morton IL 61550-4507  
(309) 303-7728  
tdcoop616@gmail.com  
**Beer Tap Handles**

**Kenneth Cromer**  
15083 Saline Cir  
Bullard TX 75757-9569  
(903) 714-7176  
kenneth\_cromer@yahoo.com  
**Texas pre-Prohibition to 1960  
beer cans, glasses, trays and  
bottles.**

**Megan Dahlinger**  
3340 Liberty Ave  
Pittsburgh PA 15201-1321  
(734) 972-4380  
mdahlinger@pittsburghbrewing.com

**William Egan**  
N9326 Anacker Rd  
Portage WI 53901-9496

**Michael Francis**  
1604 Stafford Ln  
Kaukauna WI 54130-2915  
(920) 740-5825  
kaukauna@yahoo.com  
**Kaukauna, Wisconsin  
breweriana**

**Scott Gray**  
1802 Cart Ln  
Myrtle Beach SC 29577-1937  
(843) 742-4500  
seamonkey@sccoast.net  
**Signs, Trays, Cans, Misc.**

**Doug Groth** (Jenny)  
8 Fall River Ct  
Fairfield OH 45014-5319  
(513) 860-9274  
(937) 554-9262  
truckwashdoug@aol.com  
**Quart Beer Cans, Canadian  
signs**

**Dale Gustafson** (Glenda)  
5324 Coneflower Dr  
Naperville IL 60564-5340  
(630) 922-7209  
(630) 453-9822  
dc\_gustafson@yahoo.com  
**All Breweriana-Coasters-Craft  
Beer Items-Neons-  
Openers-Pitchers-Signs-  
Statues-Steins-Trays**

**Lucas Haddix**  
4146 Whispering Pines Dr  
Baraboo WI 53913-8106  
lchaddix@gmail.com

**Heath Henery**  
912 W Omaha Ave  
Norfolk NE 68701-5842  
wings@buffalomaids.com

**Ryan Hiscox** (Tara Vandygriff)  
111 E Seeboth St Apt 302  
Milwaukee WI 53204-4319  
C(608) 669-8888  
(414) 223-4709  
rghiscox@uwalumni.com  
**Ball Knobs, ROG, TOC, Pabst,  
Schlitz, Blatz, Gettelman,  
Ballantine, Hamm's, Lemp and  
Whitewater**

**Michael Hoff**  
188 Quail Dr  
Dudley NC 28333-9518  
(919) 920-6498  
Standard2358@gmail.com

**Guy Horbus** (Debbie)  
12660 Northwood Dr  
Genoa IL 60135-8339  
(815) 784-5858  
(815) 761-7161  
mowhappy@frontier.com  
**Bottles-Clocks-Coasters-  
Mirrors-Neons-Patches-  
Signs-Tap Knobs-Trays;  
Hamms, Leinenkugels, Schlitz,  
Pabst**

**Guy Houston**  
15873 W Sunshine Acres Ln  
Hayward WI 54843-2599

**James Huck**  
2 Fairways Cir Unit F  
St Charles MO 63033-3350  
(314) 660-1536  
jjcapcollector@aol.com  
**GB, Alpen Brau, Hyde Park,  
tins lights, neons,  
cardboard, porcelains,  
TOCs, ROGs**

**Ryan Johnson** (Howies  
LaCrosse)  
319 Main St Ste 404  
LaCrosse WI 54601-0709  
(608) 881-6555  
ryan5533@hotmail.com  
**All Breweriana**

**Kenneth Jones** (Melissa)  
(Connor & Caelan)  
211 7th Ave  
Baraboo WI 53913-2130  
(608) 355-2993  
(608) 434-6777  
moonsinger1313@charter.net  
**Any Effinger or Ruhland  
from Baraboo WI**

**Allen Kirgan** (Rita)  
2405 Lynch Ave  
Granite City IL 62040-2908  
(618) 558-7278  
allen.kirgin@gcsd9.net  
**All Breweriana; St Louis,  
Wagner Brewery (Granite  
City IL)**

**Don Lawhorn** (Carolyn)  
160 Old Farm Rd  
Lenoir City TN 37771-8391  
(865) 310-7873  
DLawh53@aol.com  
**All Breweriana; SE US (esp  
Tennessee), Rhode Island,  
Terre Haute IN**

**Rich Lenhard**  
7402A Hazelcrest Dr  
Hazelwood MO 63042-2202  
(314) 496-4845  
budbock777@att.net  
**Cans-Coasters-Crowns-  
Labels; St Louis MO**

**Michael Logan**  
6610 S Dexter St  
Centennial CO 80121-3223  
(303) 503-3778  
Lowgie@msn.com  
**All Coors Items**

**Scott Ludwig**  
1151 English Sparrow Trl  
Highlands Ranch CO  
80129-6224  
(303) 791-4367  
sluplu@aol.com

**Ralph Maier (Diane)**  
2820 13th St  
Eau Claire WI 54703-2730  
(715) 833-2462  
**Barrels/Kegs-Bottles-  
Coasters-Crowns-Labels-  
Matchbooks-  
Steins; Wisconsin esp  
Walters (Eau Claire) &  
Leinenkugels**

**Todd Nelson**  
24 Reed St  
Plymouth WI 53073-2228  
nelson todd70@gmail.com  
**Wisconsin Brewery Trays,  
Wisconsin Enamel Glasses,  
Wisconsin Bock  
Lithographs, Sheboygan  
County Wisconsin  
Breweriana**

**Tice Nichols**  
PO Box 173  
Okauchee WI 53069-0173  
(262) 751-8607  
Amity691@yahoo.com  
**Brewing History**

**John Reigel (Robin)**  
1316 Cambrook Ct  
St Charles MO 63304-8717  
C(636) 328-1763  
jnyreigel@gmail.com

**PrePro shell glasses..stem  
glasses (St.Louis Area only)  
LiddedBeer steins (Early)**

**Eric Romano**  
1079 Woodson Hammock Cir  
Winter Garden FL 34787-2181  
(407) 402-0345  
Ejr0485@gmail.com

**Cherie Rosseter (Dan)**  
2203 County Rd JG  
Mount Horeb WI 53572-2639  
(608) 228-3318  
Rosseter@mhtc.net  
**Leinenkugels**

**Mark Schoenberger**  
237 W Pleasant St  
Iron Ridge WI 53035-9625  
mwsnow@charter.net  
**Storck's Slinger Beer  
& Wisconsin Beer  
Advertising**

**Charles Smith**  
4728 Laurel Dr  
Harrisburg PA 17110-3244  
(801) 710-5335  
texhorns65@yahoo.com  
**Cans, TOC and Tackers**

**Dwayne Stokes (Loretta)**  
516 N Highway 229  
Benton AR 72015-8967  
(501) 776-1242  
**All Breweriana**

**Mike Sukitch**  
1 Cricket Ln  
Chester NJ 07930-2015  
(843) 384-1886  
sukitch.mc@gmail.com  
**Trays; w/particular focus on PA**

**Gregory Theberge (Karen)**  
432 Snake Hill Rd  
North Scituate RI 02857-2928  
(401) 578-4831  
gstheberge@yahoo.com  
**Any and all Breweriana from the  
State of Rhode Island**

**Jon Wenker**  
W8859 Oak Dr  
Briggsville WI 53920-9739  
(608) 617-2183  
jdwenks@yahoo.com  
**Metal Beer & Soda Signs**

**Tracy West (Steve)**  
N5472 County Road HH  
Mauston WI 53948-8956  
(608) 547-3659  
tws4902@gmail.com

**Niklaus Yagla**  
516 N Fair Oaks Ave  
Madison WI 53714-1501  
(608) 225-2504  
mnick1313@charter.net

welcome



Washington Dulles Hilton Airport  
13869 Park Center Rd, Herndon, VA

**FEB. 13-17, 2019**

2 Floors - 180+ Rooms • Two Hospitality Rooms • The Back Bar Display  
All Room-to-Room • Easy In & Out - Set up Once and You're Done!  
Show Coordinator Larry Handy - 267-221-8300 or ohhugo1@aol.com

Pre-registered attendees - \$30 Entry for the entire show which Includes:  
Beer, Hospitality Rooms, Saturday Night Pizza, Coffee/Donuts, Soda & Snacks

**NEW this year:** To reserve rooms, call hotel directly at 703-478-2900 - Deadline: January 19, 2019  
Special Show Rate - \$89 single / double. Mention Blue-Gray Show or use special link:  
<http://www.hilton.com/en/hi/groups/personalized/I/IADAHHF-BGBS-20190212/index.jhtml>

**Pre-Registration deadline  
is February 1, 2019**

Registration form available at [bluegrayshow.com](http://bluegrayshow.com)  
or on the BCCA Calendar



# A COLLECTOR'S GUIDE TO THE BREW-NIVERSE

BY BARRY TRAVIS

It's recently occurred to me that breweriana collecting is like an adventure through the universe. As we travel through the galaxy of collecting, we are likely to encounter a varied cosmos of collectors who orbit within it.

In my exploration into the outer spaces of this hobby, I've observed many distinctions between breweriana collectors. Some are visible to the naked eye, but others require more personal interaction to most effectively detect whether they consist more of gas, solid, or dense matter. Here are my observations on the constellation of collectors, so you can better identify them as you soar through the galaxy of breweriana collecting. Grab a beer and buckle in, as we discuss the dust, gas, and celestial bodies you will come across in our interplanetary journey.

## BLACK HOLE

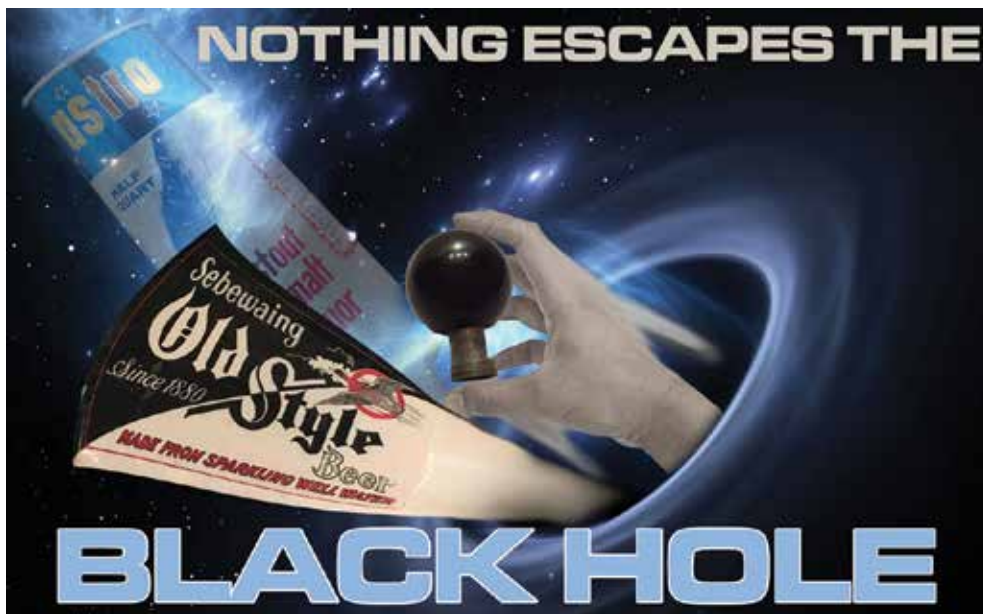
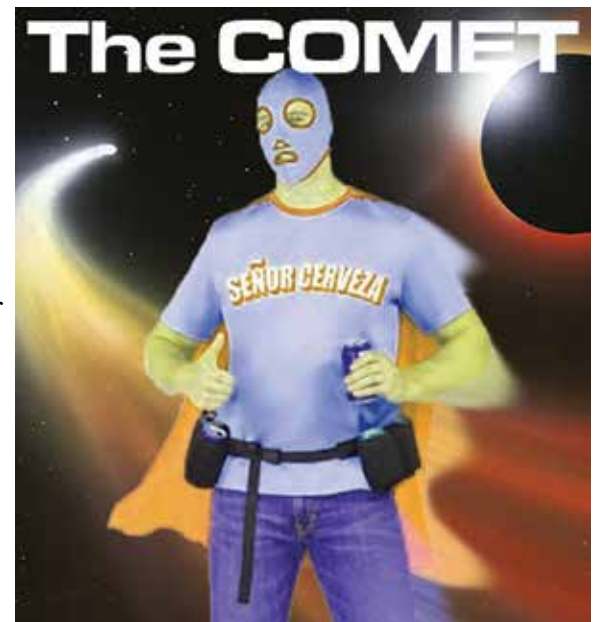
A black hole will absorb breweriana and information, but

nothing escapes their mothership until there is an estate sale. Black holes guard their worldly possessions and information closely, not wanting to trade or share their special finds and acquired knowledge with the collecting world. At best, they may share a cell phone picture to gloat, while they indulge in self-praise of their collecting prowess and expertise. A newly-acquired item disappears into their dusty mancaves and the black hole closes behind it, sealing their finds like buried treasure. Although black holes are essentially harmless, they don't cast any light onto the hobby for the benefit of fellow collectors or the hobby, overall.

## COMET

Comets scream into the hobby with great passion, cash, or both. A comet may consistently overpay as he acquires items at a

rapid pace. When the comet's trajectory brings it close to breweriana, it spews gas and dollars flow. But the furious entry can't be sustained for long before burnout occurs. It's best to be in a comet's path when you have something good to sell. Comets may collapse under their own gravity once their



cash is exhausted, or when their spouses have become fed up with the checkbook being overdrawn from dark matter advertising long-lost breweries.

## PARALLEL GALAXY

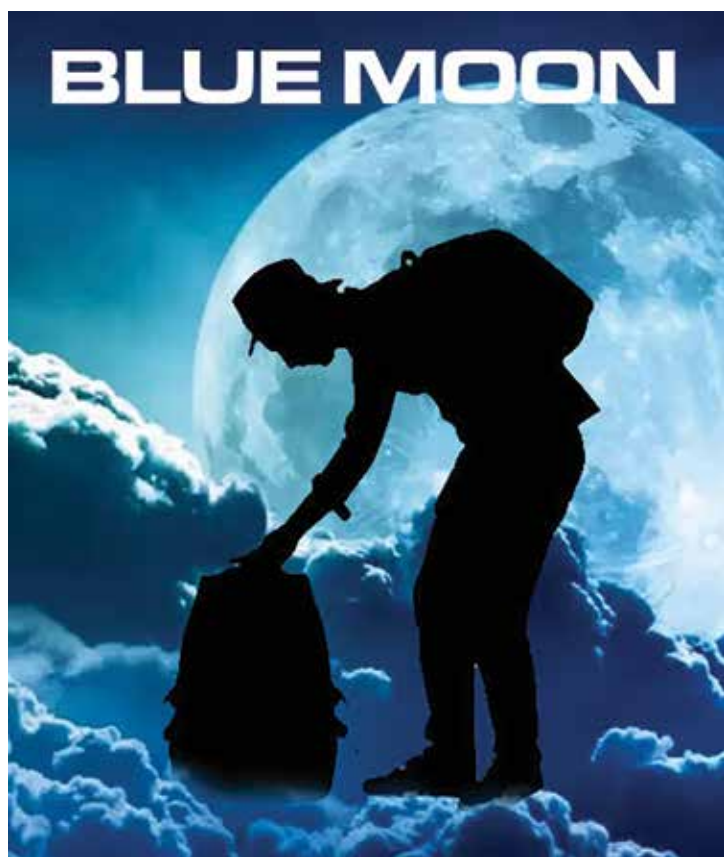
This collector lives within your galaxy, yet his outlook and observations are often filled with gas and other noxious particles. His view on collecting can be tinged by gossip and speculation. Although he may live in your galaxy, he knows more than you, even if he doesn't. The new finds and acquisitions of his fellow collectors are never



new to him – after all, he knows every star in the constellation – and so he diminishes them as lower in grade or common. You may hear him say things like “Good stuff doesn’t exist anymore, and if it does, who can afford it?” or “Yeah, I knew he had that stuff, but I passed on it.”

### BLUE MOON

This celestial body can be as rare as a full solar eclipse. A Blue Moon is the guy who turns up at a show with an item (or a table full) of breweriana that you’ve rarely – or never – seen. You’ve never seen him at a show before and he has suddenly appeared like an asteroid without notice or fanfare. His artifacts, perhaps only recently unearthed from a musty cellar or dislodged from a dusty attic, may have prices from the 1980s. His celestial merchandise and cosmically-low prices will quickly draw collectors into his gravitational field, orbiting near his table at lightyear speed. Act swiftly when you come upon this phenomenon and release the anti-gravity belt on your wallet! His fuel of stock for sale will be exhausted quickly, and will be talked about for years among the collectors who were able to score a stratospheric piece for their collections.

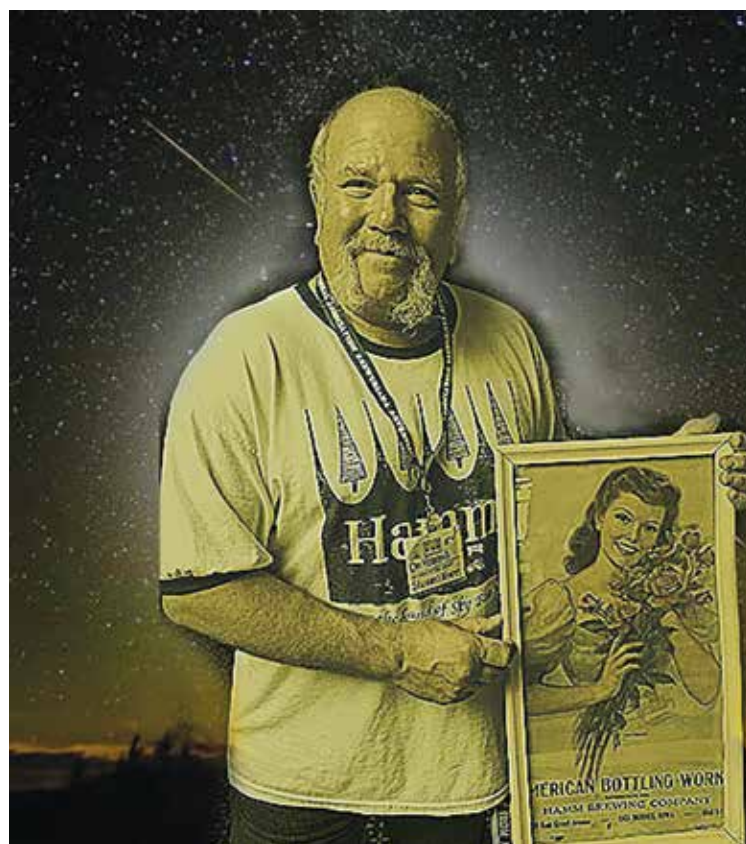


### STAR

The most rewarding aspect of breweriana collecting is when you encounter a star who brightens your path. Fortunately, our hobby has a vast constellation of these phenomena: Collectors who genuinely care about their fellow space travelers within the hobby. Stars will surprise you with an item in the mail, just because you collect it. Or they will kindly transport a sign home for you from a distant show. These unselfish, generous collectors value friendships made and making your day—every bit as much as collecting. It’s an intergalactic experience to cross paths with a star as we voyage through the biosphere of breweriana. It makes all the time and cost of space travel worthwhile.

Life is short, and generosity is priceless. Think of the times a star has brightened your collection and act accordingly. As William Shakespeare once said, *“It’s not in the stars to hold your destiny, but in our selves.”*

I’ll drink to that.



**Author’s Note:** Names, characters, brands, places, events, locales, and incidents are either the products of the author’s imagination or used in a fictitious manner. **Any resemblance to actual persons** (living, dead or oblivious) and **actual events** is purely hysterical and should be consumed with a grain of salt.



# NABA's Own *Auction Hysteria*

At the Madison Convention, many benchmarks were met and exceeded, as you'll read elsewhere in this issue.

But the private, Members-Only event held every Friday at our Annual Conventions was a record-smasher, as the largest and most successful Auction in years. So we thought we'd present a brief look-see at the NABA Members-Only Auction, modeled on Christopher Watt's popular Auction Hysteria column (which you will find on pg. 37 of this issue).

This brief look focuses on the 2018 Auction highlights for those members who were unable to attend. This year's private event was conducted by Tim Barnum, Auctioneer, who kept the members engaged and entertained throughout, and contributed to the Auction's success. Of note also was the presence of family members of the late Richard Bucht (a NABA founder) who had brought many rare items from Mr. Bucht's collection to add to the Auction.

Special thanks to all the member volunteers who annually lend their talent and assistance to the event.



**Above:** Pre-Pro Hortonville Litho, restored, \$3100

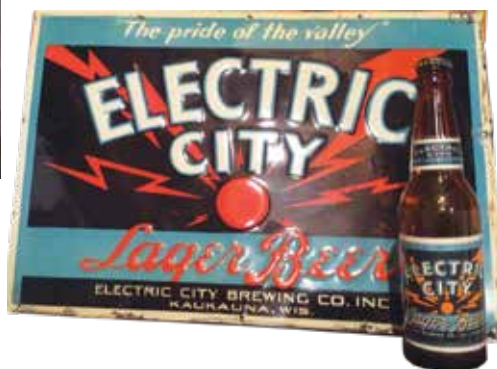


**Above:** Blatz Old Heidelberg, \$450

**Right:** Bohrer Brewing Co. Lafayette, IN, \$1450

**Below:** Electric City 1930s tin sign (without bottle), \$450

**Left:** Ashland pre-Pro self-framed tin, \$1800





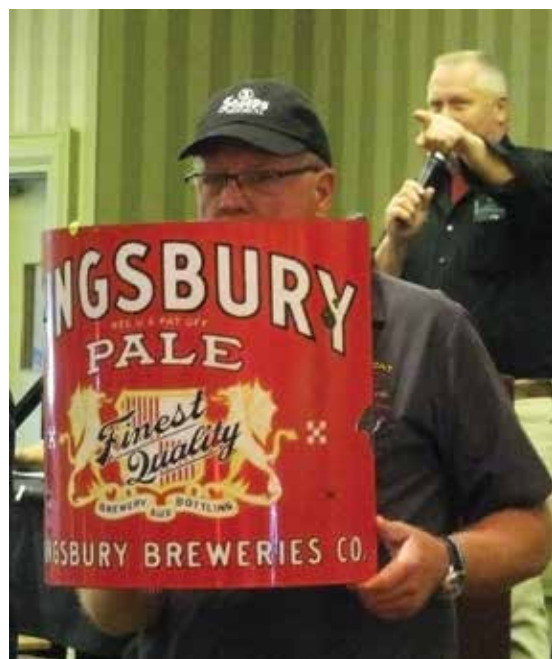


Anheuser-Busch Factory Scene, Tin in Wood Frame, with "Anheuser-Busch" on Frame, circa 1915, \$1900

Ruder Brewing, pre-Pro TOC, \$650



Left: Berlin Weiss Beer, pre-Pro tray, \$525  
Above: 54 in. x 54 in. Hamm's tin outdoor sign, \$600



Kingsbury corner sign, \$2,900



Wm. Rahr Sons oval pre-Pro tray, \$800



Potosi Special Brew pre-Pro tip tray, \$600



# Beer and Fly Swatters: An Unusual Pair

by Michael Bartels

Sometimes breweriana comes in peculiar forms with equally strange functions. One of the most uncommon of these forms must have been the beer-branded fly swatter.

This may seem like an odd novelty, as flies and beer are not a very appealing combination. But fly swatters were in especially high demand during the summer of 1915 in Syracuse, NY: They were believed to serve a serious public health need.

During the era just before Prohibition, public sanitation standards were far below what we have now, and cities like Syracuse were breeding grounds for the common house fly. Viewed as potentially dangerous pests, house flies carried bacteria that caused life-threatening diseases like typhoid, cholera, salmonellosis, and tuberculosis.

This pre-Prohibition period was also a time when many brewers were mounting public relations campaigns to defend themselves against groups railing against the evils of alcohol, like the Women's Christian Temperance League and others. Brewers had grown increasingly concerned about their industry's image, and many tried to depict themselves as socially responsible. In some cases, brewers even sacrificed their own sales by closing the most notorious and unseemly taverns as a public service.

In this spirit, the Bartels Brewing Co. decided that it would deliver a functional piece of point-of-sale advertising to the "housewives of Syracuse" (reflecting the social structure of the day) to help extinguish

the fly pestilence. Bartels commissioned the manufacture of 160,000 fly swatters, made (as they were at the time) of wire mesh and wood. Each had the Bartels name prominently imprinted on the wooden handle.

This effort was hailed as a public service in an article from June 5, 1915 in the *Syracuse Post-Standard* (see photo, right). In a somewhat ironic twist, the brewery provided door-to-door delivery of the swatters, using horse-drawn beer wagons. There can be no doubt that those same horses, and what they left behind (in addition to the swatters) were an additional "draw" for the flies that infested the neighborhoods of Syracuse.



Bartels Brewing Co. issued a variety of fly swatters made from wire mesh with wooden handles. At the top is a close-up of the embossed handle (collection of Michael Bartels).



We also have three differently-branded versions of Bartels' swatters from the collection of Matt Olszewski.



## DISTRIBUTE FLY SWATTERS TO HELP HEALTH BUREAU

Urged on by the desire to assist the medical and health authorities of the city in their battle against the house fly and the diseases thought to be resultant from its presence, the Bartels Brewing Company of this city is distributing 160,000 fly swatters to the homes of Syracuse.

The work of distribution was begun two weeks ago, several delivery wagons owned by the company having been requisitioned for the service. Each street of the city will be thoroughly canvassed and at least one fly swatter will be left with each housewife.

Thus far more than half the city has been covered, according to the map followed by the men in charge of the respective districts. As soon as a certain section of the city has been covered the streets shown on the map are blocked off, thus making a repetition almost impossible.

In discussing the work of the Bartels Company, an officer yesterday suggested that the distribution of the fly swatters constituted one of the greatest public services performed in some time. He said that it was thoroughly in keeping with the spirit of "better health," which all producers of pure foods have sought to develop and encourage.

June 5, 1915, the *Syracuse Post-Standard*





# Past Tyme Pleasures

Presents an Absentee Antique Advertising Auction

**NOVEMBER 3, 2018**



View auction catalog on Web October 15th, or to reserve a color catalogue and prices realized, telephone or send your check today for \$20 for November 2018, or \$30 for both November 2018 & May 2019:

**NEW MAILING ADDRESS:**

**Past Tyme Pleasures**  
**1145 2nd St. Suite A, PMB 303**  
**Brentwood, CA 94513**



CA Bond 158337

Ph: **925.484.6442**  
email: **[pasttyme2@gmail.com](mailto:pasttyme2@gmail.com)**  
web site: **[www.pasttyme1.com](http://www.pasttyme1.com)**

Sale includes 250+ items relating to Brewiana, Tobacco, Gas & Oil, General Store, Saloon & Western Americana and much, much more. Bidding via Phone, mail, email & with on line direct registration & bidding on our web site. On line Catalogue available approx October 15th. Great Auction! Don't miss it. 15% Buyers Premium

We are currently accepting quality consignments, one item to an entire collection for our 2019 auctions. For information call Steve Howard @ 925-484-6442



# Raising the Glass

BY JOHN FERGUSON

## GETTING A START WITH COLLECTING GLASSES

Etched beer glasses....hmmmm?....You like them, tolerate them or overlook them. Fragile, these small, delicate sample glasses are hard to differentiate one from another unless you really take time to give each a good looking-over.

I suspect most pre-Prohibition breweries bought such giveaways by the gross and had their distributors parcel them out to saloons or bars. Those owners would then give them out to customers to take home as reminders of their favorite local beer. I have seen small gift boxes with four or six of these advertising glasses concealed within.

One immediately notes that these glasses were not for bar use. They would not withstand normal tavern usage. Instead, heavy goblets, tankards, or mugs are always better for holding quantities of ale, beer, or porter, and they would not break easily in a bar setting.

So, these turn of the century (1880-1920) souvenirs were taken home or left safely tucked away somewhere for future generations to find and either admire or disregard. If you consider how many breweries were in operation—say from 1880-1918 (the years I consider prime for etched glass advertising production)—and how many were in local competition with other beer producers, you can well imagine how these inexpensive “gifts” could be used to promote breweries or the brewer’s specific products.

As we all know, breweries additionally used interior point-of-sale signs, lithographs, mugs or

steins, outside porcelain and glass signs, and a plethora of other advertising gimmicks to help differentiate their own product(s) from all the others. In modern times, it is very good fortune indeed to find anything in the way of pre-Prohibition beer or brewery advertising—much less fragile glasses—because well over one hundred years have passed since a truly valuable item’s original introduction. Certainly, many early brewery advertising items were made in better forms to survive the years.

Etched beer glasses, unless happily packed away in a safe place, do not survive unscathed. The glass rim chipped easily. The vessel itself could be broken with no effort. The image on the glass—whether a name, factory scene, or some other advertising design—was easily worn away (from cleaning) or purposefully altered. Gold rims deteriorated over time.

As modern-day people discard damaged cups and saucers, so did our ancestors. A chipped, cracked, or otherwise damaged souvenir glass would be tossed away without much thought.

Many of these souvenir brewery glasses were at one time commonly found in antique malls, shows, or shops. Now, they are most often found at auctions or are listed for sale on the internet.

As with all brewery advertising, condition is very important. With these pre-Prohibition beer glasses, a good sales price can be realized if the glass is without flaws. That means the glass has no chips or cracks, has a bright and complete etched design and, if the glass has a gold rim, it must be complete. Any flaw will make the glass less desirable, and therefore, less valuable.

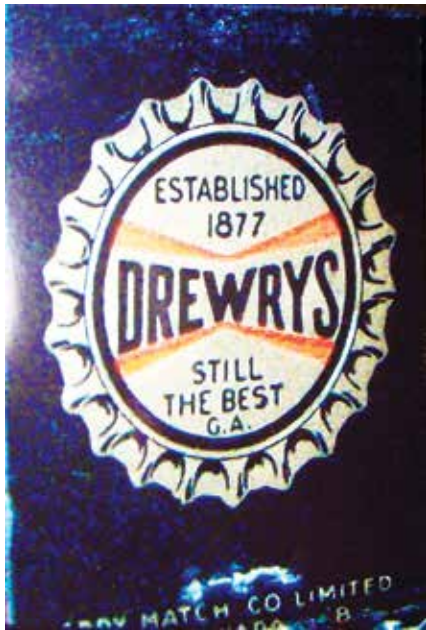
In my next column, I will further explore the world of pre-Prohibition beer glasses. Reader input is always welcome, and I look forward to sharing more of my personal passion with you.





# Drewry's Crown Mystery

by Joe Olsen



One night while surfing the web, and enjoying a frosty beverage, I came across this interesting item. It is a match cover advertising Drewry's Beer (from the E.L. Drewry Brewing Company, Winnipeg Manitoba, Canada, 1877 to 1951).

This matchbook cover shows a rendering of a cork-lined crown from the 1940s. But I had never seen this crown before. All collectors of Canadian cork-lined crowns are

familiar with a similar crown (see actual crown images) but when you look closer at this artist's rendition on the match cover, the crown shows the letters "G.A." at the bottom of the face. This is what piqued my curiosity.

So I decided to contact a few Canadian experts. Wray Martin of Hamilton, Ontario is a dealer and collector of Canadian breweriana. He said that the G.A. stands for "government approved," referencing an excise tax that was imposed on all businesses during WWII. He also said that the tax lasted from 1941 to 1949. This info tells us the match cover is from the 1940s. Martin is an expert in match covers, and reported that he has this cover with and without the G.A. But he knows nothing of beer crowns.

My second contact was Dave Craig of Winnipeg, Manitoba. He co-authored a book, *300 Years Of Beer in Manitoba* with Bill Wright. Craig forwarded my request for info to Phil Mandzuk of Winnipeg who is an expert on Winnipeg brewery history. While Mandzuk agreed on the tax statement, he thought it was required between 1941 & 1945 (the war ended in 1945). Mandzuk said he has the match cover in both variations, as well as many full Drewry bottles in his collection. But he, also, has never seen this crown with the G.A. on it.



Next, I reached out to Barry O'Neill of Medicine Hat, Alberta. He has the largest collection of cork-lined Canadian crowns in existence, and is my go-to guy for information on his specialty. He also said he's never seen this crown variation.

Is this another case of artistic license? Or were the brewery owners proud to show their support for the war effort? It's a mystery.

So yes: You *could* go nuts trying to add this crown to your collection. Experts do not believe it exists.



One of these was probably the crown the artist used as a model, and "interpreted" in the matchbook cover ad. These crowns are from 1941 to 1951.



**FORT WAYNE  
BREWERY  
COLLECTIBLES SHOW**  
**BUY-SELL-TRADE-RAFFLE**  
Saturday November 17th 8am to 2pm  
At The Classic Cafe 4832 Hillegas Rd. Fort Wayne, IN

2TOMS BREWING  
will be pouring a variety of their  
hand crafted beers from 10-2:00



more info at  
**FortWayneBEER.com**  
CALL Leroy Art 260-432-6839

**NABA THREE RIVERS CHAPTER**



Photo courtesy Dave Alsgaard



# E&B (Ekhardt & Becker) Brewing Co.

BY LARRY MOTER

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

In Part 4 of our series, profiling the 1944-45 *Second Survey and Study* of the Michigan Brewing Industry, our focus Brewery is E & B Brewing Co. (formerly Ekhardt & Becker Brewing Co. among other names). Under the E & B Brewing Co. moniker, it operated from 1944 to its closure in 1962 per *American Breweries II*. According to Peter Blum's *Brewed in Detroit*, E & B sold to Pfeiffer, which soon thereafter became part of the Associated Brewing Company's short lived empire of regional breweries.

Prior to 1944, the company was most well-known as the Ekhardt & Becker Brewing Co., having operated from 1891-1919. Production ceased, however, during Prohibition, then re-commenced between 1935-1944 under the E & B name.

According to Peter Blum, E & B's lineage can be traced to John Koch's Ulmer Brewery (founded 1873) on Russell Street in Detroit, renamed the Michigan Brewery, and then became Ekhardt & Becker Michigan Brewery in 1883 (see image of tin sign next pg., courtesy James Kaiser). In 1891, that concern was closed due to a merger with the larger Fulda & Bommer Brewery.

It re-opened as Ekhardt & Becker later in 1891: Fulda and his partner, Anthony Kayser, took over the top 2 positions, while Becker became Secretary, and Ekhardt supervised the plant. In a Brewmasters' souvenir booklet, including a drawing of the plant (circa 1897) these officers are listed (see photo right).

In 2017, E & B was revived as a brand—I got a tasting at the NABA Kalamazoo Convention. It's exciting that E & B is now brewed again in Detroit, and is a pretty good lager based on an original E & B recipe.

One of my fondest memories of Detroit was playing on the Detroit Rugby Football Club (DRFC) in the early 1980s. Often, for Saturday away games, a group of us would meet at the eastern market for breakfast at Vivio's. We would drink draft Stroh's Signature Beer—Stroh's excellent super premium brand—with a

hearty breakfast. This was the DRFC's Game Prep.

I would always point out to my teammates the old E & B Brewing

**Editor's Note:** This is the fourth in our series of those breweries in Michigan surveyed during 1944-45 by the state's Liquor Control Commission. This historic document is important resource material for industry historians, and the advertising and branding materials from the era's breweries are important to collectors.

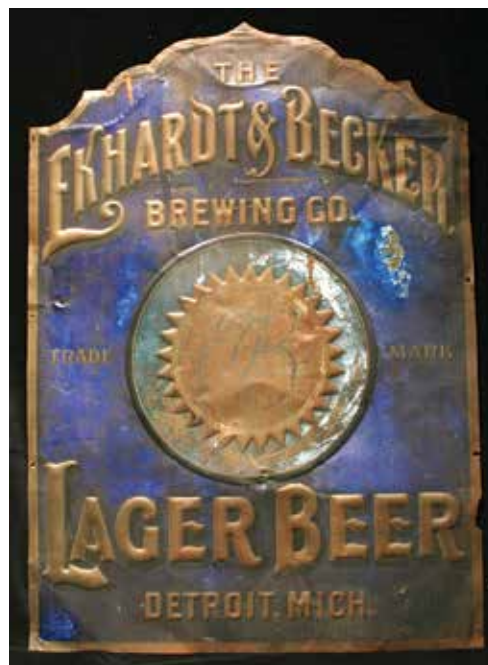
The first of the series covered Ann Arbor Brewery and appeared in Vol. 180, Winter 2018; next came Bosch Brwg. in Vol. 181, Spring 2018; and the latest was Detroit Brwg. in Vol 182, Summer, 2018.



plant building with its tile windows including the E & B lettering (photos below). One could only imagine the early post-Pro era, with crowds at the Farmer's Market, E & B plus Detroit Brewing right there, the Schmidt brewery just north, and both Goebel & Stroh very near to the south. The brewery smell in the air would have accompanied and accentuated a great breakfast.

E & B left us with many fine brewery collectibles. **Thanks to Ed Stroh, James Kaiser, John Ferguson, and Dave Alsgaard for sharing images of their breweriana.**

Next up in our series is a Grand Rapids company: **The Fox De Luxe Brewing Co.** Again, please send any images of breweriana to our editor, Lee Chichester (falconer@swva.net) & yours truly (accneca@aol.com).



Ekhardt & Becker began brewing in 1883 and based on the logo on the face of this tin sign it dates to the early 1900s.

It measures H 25.5 in. by W 19.5 in.  
Photo courtesy James Kaiser.



Photo courtesy John Ferguson



This match safe is stamped tin/metal assumed to be quite early. It's very basic compared to the usual brass and German silver versions. Photo courtesy James Kaiser.



Photo courtesy Dave Alsgaard



This pebbled glass bears a circa 1900s logo. Photo courtesy James Kaiser.



Date: July 16, 1944

Inspectors: Maloney &amp; Edwards.

FIRM NAME: E &amp; B Brewing Co.

LOCATION: 1555 Winder  
Detroit, Michigan.

BREWMASTER: Otto Noelsinger.

ANNUAL CAPACITY: Reported rating 285,000 lbs. Capacity x 8 301,150 lbs.

PRODUCTS MANUFACTURED: E &amp; B Light Lager, E &amp; B Golden Ale, E &amp; B Light Lager (Army).

**FACTORY BUILDING:** Main part of the building is a new, brick, modern, 9 story structure, built for a brewery. The old brewery is also used. The bottle shop is a separate 2 story tile and brick building across Winder St. The main divisions of the brewery are as follows:

- Grain and grain milling - 5th floor old.
- Brew house and offices - 2nd floor new.
- Wort cooling room.
- Wort storage - equipped with ultraviolet sterilizer and filtered air.
- 2 Fermenting cellars - air conditioned
- 4 Stock or storage cellars. Keg washing, pitching and racking.
- Bottle shop.

The new building is in good repair and adequate for capacity of brewery.

**EQUIPMENT:** Equipment seems to be in good state of repair and adequate for capacity of brewery. Most of equipment is of conventional type. They have an elaborate stainless steel yeast propagating outfit housed in a small air conditioned room with large observing window and strong illumination. Equipment is as follows:

- 250 bbl. wort tank,
- 5- 304 bbl. Redwood closed fermenters,
- 4- 304 bbl. steel (Mammut) closed fermenters,
- 46- 125 cypress open fermenters,
- 2- 25 bbl. yeast tanks,
- 51- 500 bbl. steel storage tanks,
- 12- CO<sub>2</sub> tanks,
- 4- 1500 bbl. glass lined steel storage,
- 4- 1500 bbl. Mammut steel storage,



- 4- 160 bbl. Mammut steel storage,
- 6- Keiffer filter mass filters,,
- 1- Wittman gas dispenser,
- 250- bbl. mash tun & Lauder tub combination,
- 250- bbl. brew kettle,
- hop jack,
- conventional beer cooler,
- stainless steel yeast propagator,
- Various other sundry equipment:
- Refrigeration, Power plant, bottle washing, filler,
- capper, horizontal pasteurizer and casing, ultraviolet lights for wort room.

**RAW MATERIALS & COMPOSITION OF BREW:** 250 bbl. brew. as of March, 1945.

	BEER	ALE	ARMY
Malt	6000 - 51%	7000	6000
Hopose	12	6	12
Hops	95	120	95
Corn grits	4000 - 34%	4000	4000
Barley	1200 - 10%	1200	1200
Corn syrup	625 - 5%	625	--

Other materials used are Protezol, Clearco, - sugar syrup is reported on state reports. Perhaps this is beer coloring.

**MANUFACTURING PROCESSES:** Most of brewing practices used were conventional, namely; cleaning, grinding of malt, mashing, cooking of wort, hopping, cooling, pitching with yeast, fermentation at low beer fermentation temperature, storage, racking and bottling. The wort, cooler, open fermenter and yeast starter rooms were equipped with filtered fresh air. The wort room was equipped with ultraviolet sterilizing lamps. An elaborate apparatus in a specially designed sealed room was used for yeast propagation. Yeast is never used twice. Bottles are filled with CO<sub>2</sub> counter pressure. Girls inspecting bottles are relieved every 15 minutes. That is, they rotate jobs which eliminates the strain on the inspector. Bottling room capacity 5700 cases per 12 hours.

**CLEANLINESS & SANITATION:** All parts of brewery were found to be very satisfactory. Employees appeared neat and appropriately dressed.

**WASTE MATERIALS:** Spent grains sold wet to farmers. Yeast saved and sold wet to processors. Spent hops picked up for fertilizer.

RESULTS OF CHEMICAL ANALYSIS: Lab. No. 245.

	BEER		ALE
	July '44	Mar. '45	July '44
Original Balling	9.6	11.3	11.0
% Alcohol by volume	3.51	4.10	4.70
% Alcohol by weight	2.8	3.3	3.76
Specific gravity	1.0106	1.0103	1.0121
Apparent Extract	2.2	3.4	3.2
Real Extract	4.6	4.9	4.72
Total Acids	.185	.139	.191
Protein	.290	.297	.295
Phosphorus	.014	.014	.014
Asb	.14	.15	.16
Color	11.0	4.0	11.4
Volume CO <sub>2</sub>	2.14	2.14	2.0
Volume air per bottle cc.	3.4	2.0	3.0
Iodine reaction	-	none	-

The July beer sample analyzed has a very low original balling, extract and alcohol. The March sample shows an increase. Comparisons are about average for Michigan beer.

**CONCLUSION:** Sanitary conditions of brewery were found to be satisfactory. Brewery and equipment is maintained in satisfactory condition. The figures on composition of brew both as reported to inspector and on state reports do not appear to be correct. This Concern uses hop substitute and beer coloring. This Concern has army contract for use in U. S. only. Yeast propagating methods are to be commended as is also their air conditioning system.



Actual pages from the original 1944-45 Survey document.

## The story of E&B Brewing Company through bottle labels.

All bottle photos courtesy Ed Stroh.



c. 1935



c. 1939



This metalized paper label was introduced Oct, 1939



c. 1940



c. 1942



c. 1943



c. 1944



c. 1947



c. 1949



c. 1949





**Left:** This very rare litho is definitely pre-Pro, but dating is uncertain. It may be a stock image that I've never seen before. Photo courtesy James Kaiser.

**Below:** The brass sign dates in the late 1800s as evidenced by the shield-like logo design. Photo courtesy James Kaiser.



A very rare serving tray with almost all you could ask for; factory scene and paper label bottle—just missing the American flag and a pretty girl. Note the Augustiner style beer and the 1900s logo. Photo courtesy James Kaiser.



Photo courtesy  
Dave Alsgaard



## EASTSIDE SPECTACULAR #12

COMBINED

### Brewery Collectibles Show

&

### Antique Bottle and Jar Show

## Saturday, NOVEMBER 10, 2018

9:00 A.M. to 3:00 P.M.

@ Belleclair Fairgrounds, 200 S. Belt East  
Belleville, IL (15 minutes from St. Louis)

275 Tables  
500 Walk-ins

FREE PARKING --- LARGE RAFFLE

Food and drink on premises

Public Admission is \$2 at 9:00 a.m.  
Early Admission at 7:00 a.m. for \$20

FOR INFORMATION CONTACT: Kevin Klous (618) 346-2634,  
[whoisthealeman@aol.com](mailto:whoisthealeman@aol.com)






# DISCOVERED RELICS

## Breweriana Wanted

Contact today for a quote: 507-358-7549 or [info@discoveredrelics.com](mailto:info@discoveredrelics.com)  
View new items at [discoveredrelics.com](http://discoveredrelics.com)

Purchasing beer signs, trays, steins, mugs, labels, glasses, tap knobs, bottles and other breweriana items from all breweries.

Discovered Relics purchases individual items and whole collections for all the items listed on this page. No collection is too large or small.





# TUBE CITY BREWERY



## A STORY OF COAL, STEEL, AND BEER

BY WILL HARTLEP

Western Pennsylvania grew quickly in the early 1800s, driven by its emerging coal industry. Towns sprouted throughout Pennsylvania's Monongahela River valley southeast of Pittsburgh, with names like Hazelwood, Homestead, Braddock, Clairton, Duquesne, Elizabeth, Monongahela, Donora, Charleroi, Monessen, and Roscoe. Not surprisingly, the workers who flocked to these young towns were thirsty, and each town would soon have its own brewery.

One of those towns, McKeesport, formed at the confluence of the Monongahela and Youghiogheny rivers. That location soon became an important coal supply and transportation center, where the mined coal was loaded onto barges heading downstream to Pittsburgh and beyond. Following the coal industry came the awesome iron and steel works for which Western Pennsylvania became famous.

In 1842, McKeesport (named after noteworthy settler John McKee) was incorporated and populated mainly with Eastern European immigrants, drawn by work in the mines and new steel plants. These immigrants built

their own schools, churches, and businesses where they could continue their native customs, tastes, and languages. Ethnic taverns first supplied beer from three small breweries, McKee's Brewery, Roads Brewery, and the Reichenback Brewery. All had short histories, however, and were gone by the turn of the century.

In 1895, another local brewer, the McKeesport Brewing Company, built a large brewery that was subsequently bought by Pittsburgh Brewing Company in 1899, joining the Pittsburgh Trust of 21 area breweries. Backed by its large Pittsburgh consortium, McKeesport Brewing soon became the sales leader of the town. But six McKeesport beer wholesalers believed they could brew better beers and sell them at lower prices than McKeesport Brewing. They began constructing a new brewery in June of 1903.

At the same time, the National Tube Works, a major manufacturer of iron and steel pipe or "tube" was established in McKeesport. This company grew to national prominence, and

McKeesport was nicknamed the "Tube City." The wholesalers' new brewery was finished and opened in 1904, and adopted



Above: Architect's rendering.  
Below: Tube City Brewery in the 1940s.



the town's nickname as its own: Tube City Brewing Co.

Jacob Weiskircher was the man who lead Tube City Brewing from its inception. He believed that good products were more important than good advertising, so the brewery did not attempt to keep up with the massive advertising budgets of the encroaching and increasingly national beer brands (Budweiser, Pabst, Schlitz) nor with those of Pittsburgh's "Big 3" (Pittsburgh Brewing, Independent Brewing, and Fort Pitt Brewing). This worked for Tube City in the years before Prohibition but would fail them after Repeal. The "product before advertising" philosophy also proved unfortunate for today's breweriana collectors: Other than labels and wooden cases, there was very little Tube City advertising ever created.

During Prohibition, Jacob Weiskircher made the brewery a very popular place for the local politicians and business leaders to hold their meetings and social gatherings. Consumption on the premises was legal and served to lubricate many mo-

tions passing through the mayor's office and city council. As was the case with many breweries in the 1920s, some not-so-near-beer found its way out the back door, just as the "Revenuers" would be knocking on the front door. Heavy fines were levied on Tube City on more than one occasion. Tragically, Jacob Weiskircher died on August 3, 1930, and thus did not live to see his brewery reopen and brew beer after Repeal. His son, William O. Weiskircher became President and led the brewery into the post-Prohibition years.

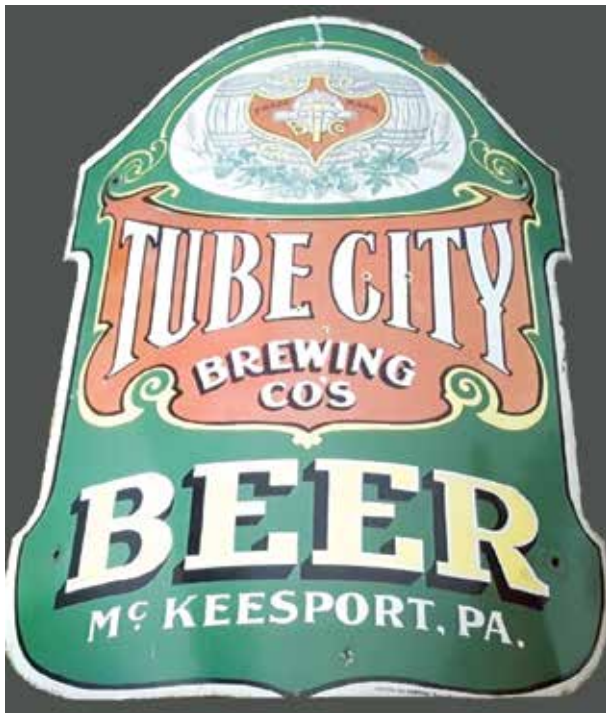
After Repeal in 1933, Tube City modernized and increased its brewing capacity from 75,000 to 100,000 barrels per year. But it was never able to sell that much beer. Bigger brewers from Pittsburgh and beyond poured money into advertising, blanketing Tube City's sales area. Meanwhile, Tube City over-relied on its reputation for product quality, while at the same time neglecting to promote the merits of its beer through advertising.

Tube City's local customer base declined. The American steel industry began to shrink after World War II, plagued by issues of labor and technology, which caused American-made steel to be less cost competitive than rival companies in Europe and Japan. As the local steel industry faltered and reduced their workforces, Tube City's leadership could do nothing but watch helplessly as their local beer drinking population shrank. Adding insult to injury, a local brewery worker's strike in 1952 crippled the company when it halted beer production. Tube City promptly lost much of its already-smaller audience to the large national brands, which happily filled Tube City's empty

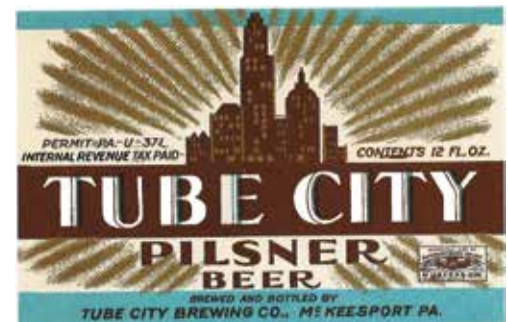
shelf space and took over its tap handles.

In 1952, Tube City made a last-ditch effort to compete with the "premium" beers invading the market. Trying to capture the upscale drinker and move away from being a "working man's beer," the company introduced a brand called Cream of Beer, with more premium imagery. This brand never gained traction and was produced for only three years.

In an effort to modernize, Tube City started canning beer in 1950, introduced with a 12-oz. cone top can, followed by the quart cone top. Unfortunately, this did not stem the decline of the Tube City brand. The rarity of these cans today is explained by their short run (five years for the 12-oz and three years for the quart cans). In fact, only a hand-



Pre-Prohibition Tube City corner sign.

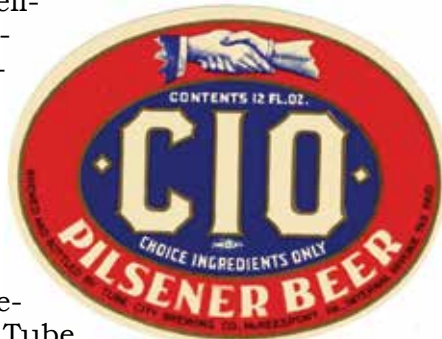




## Branding Mishap

Speaking of labor unions, Tube City had created some tension with its oddly named CIO beer, introduced in 1935. The CIO was also a well-known labor group, the Congress of Industrial Organizations, which was the union for the Tube City brewery workers. The clasped hands on the beer label represented that union.

Years later, during the 1946 brewer's union wars between the AFL and the CIO, Tube City was accused of siding with the CIO, which alienated those who preferred the AFL. In lame attempts to appear neutral, the brewery insisted that the initials simply stood for "Choice Ingredients Only."



Lithograph on cardboard.



Quart and cone.  
Several coasters.



ful of the quarts survived to be preserved in today's collections.

By the early 1950s, it became evident to brewery management that failure was unavoidable. The cost of replacing worn out machinery and equipment had become too high, the federal and state taxes on beer had doubled, and the outside competitors lowered prices below Tube City's cost to produce. In 1955, the brewery announced its closing. They tried to sell their existing stock of kegs and bottled product, but in the end, nearly 1,000 barrels were dumped down the sewer. Garden State Brewing Company of New Jersey bought the Tube City brands, and their versions of Tube City's products were sold

in the McKeesport area until they were discontinued in 1959. Tube City Beer faded into oblivion.

### YEARS LATER... THE BIG "FIND"

Many collectors have wondered why there are so many Tube City labels circulating the breweriana world, while other breweriana from Tube City is extremely rare. In 1975, while the brewery stood abandoned and empty, a small group of local teenaged can collectors, led by Clairton, PA native Mark Young, began searching the abandoned building and the local neighborhood looking for anything related to the brewery and . . . jackpot!

The young collectors discovered what had been the print





shop/storage building for the brewery—a small clapboard warehouse about two blocks from the main facility. To their delight, this long-deserted building was stacked to the rafters with label bundles, cardboard cases, and file cabinets. Included in the find were seven different varieties of Tube City labels.

The boys made many trips over the following months, taking as much as they could, filling Mark's spacious '68 Oldsmobile many times over. There were also several dozen flip lid cases and some wooden crates. After filling all the cases they could find with labels, they brought their own boxes from home. Being members of the fledgling BCCA, they began trading the heretofore rare labels for cans, even cone tops, with collectors all around the country.

Subsequently, this huge discovery resulted in a flood of Tube City labels into the hobby, and they remain common today across antique and collectible shows and in breweriana collections.

Unfortunately, the biggest piece of breweriana was left behind in that old print shop: A massive Mosler safe standing

six feet tall and weighing hundreds of pounds. Inscribed on the door was, "TUBE CITY BREWING COMPANY." Mark thought long and hard about how to get that safe home, but as a 16-year-old kid, it just wasn't possible for him.

### BUT WAIT, THERE'S MORE!

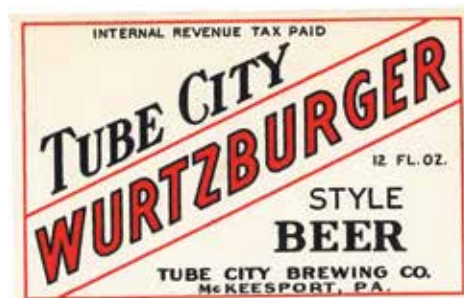
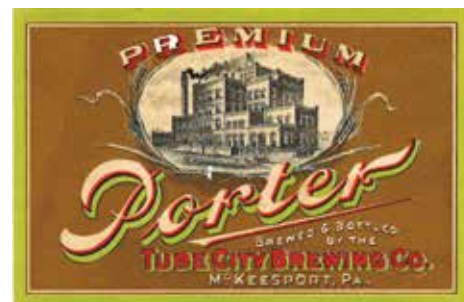
Still in existence are a considerable number of wooden Tube City crates. Mark Young can be thanked for this—his rescue of these artifacts makes for another great "find" story.

It was 1977, two years after the discovery of labels and cardboard cases in the old print shop. The brewery building stood vacant, forlorn, and heavily damaged by a fire from earlier that decade. It also was believed to have been "stripped bare" over the 22 years it had been closed: When the last tenant, a Pabst distributor, had moved out of the stock house, the building had been left completely open and accessible. It sat as testament to

the glory days of both brewing and McKeesport itself. The few remaining cans, boxes, and bits of advertising already had been unearthed from within those venerable brick walls many years earlier.

In 1977, the City of McKeesport decided that the brewery building's dilapidated condition made it a fire hazard and decided it would be razed. Mark Young returned in the big 1968 Oldsmobile on a weekly basis to scour the building's corners and crevices, determined to not let a single relic fall prey to the demolition.

He was surprisingly successful in his diligence, discovering a box of 12 tin-over-cardboard signs, a banged up 12-oz. cone



Part of the 1975 print shop find.





top, crowns, and other tidbits. He felt great satisfaction when he entered the machine room and found a shelf of parts labeled, "32 oz cans." At that moment he knew the brewery must have filled 32 oz cans, although neither he nor his collecting buddies had ever seen one.

During each visit, he stood on the top floor of the brew house and gazed at the ceiling to the trap door, which presumably led to the brewery's attic. Mark became convinced that treasure lay beyond that portal, perhaps in the form of unused cone top cans in mint condition.

Doomsday arrived. The wrecking ball and demolition crews began to stage their work, which

would close the ultimate chapter on the Tube City Brewery. Mark tried to embark on one final adventure, determined to at last get beyond that trap door. But his exuberance ran afoul of a worker standing guard outside the building, insisting that no one could enter. After a \$20 dollar bill exchanged hands, the man turned his back, but cautioned Mark: only 5 minutes was allowed for his concluding salvage mission.

Mark sprinted into the building and heard the wrecking ball banging on the walls of the stock house. Bricks were falling like dominoes. The brew house was groaning and shaking as it neared life's end. Years of dust and dirt clouded the air—all of the commotion had frightened the pigeon population from their roosts. Mark ran up the concrete stairs. At each level, he had to circle the yawning hole in the floor where the brew kettle had been so he could reach the next flight of steps. On the top floor, he threw caution to the wind, grabbed an old (rotten?) wooden stepladder to bridge the last 15 feet to the trap door. He climbed up and found—yes! An undiscovered treasure... not of cone top cans, but hundreds of unused wooden crates for the popular steinie bottles. Stacks and stacks of them!

The pigeons fluttered about in a panic as Mark shoved crate after crate through the trap door to the floor below. Many broke into splinters, but those served to cushion the impact for the ones that followed. With the building still shaking and the wrecking ball nearing the brew house, he hustled as many crates as possible down the four flights of stairs and loaded up his cavernous car. Making three trips into the crumbling building, he filled that '68 Olds with as many crates as he could.



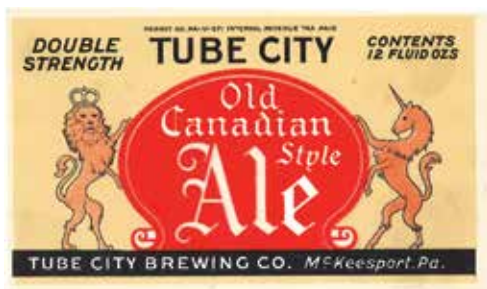
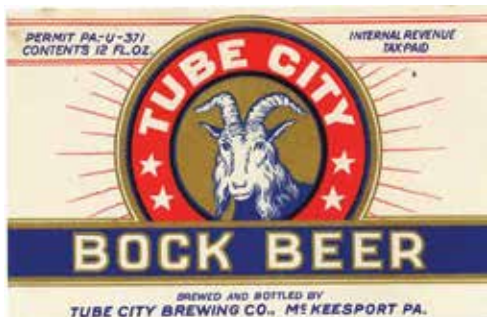
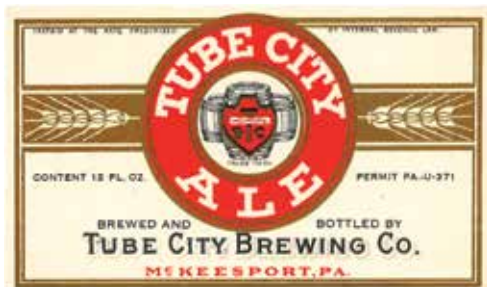
Tube City crate from the brewery attic.

On his last exit trip, with an armload of crates and the building shaking, he heard a distinctive "clang." Mark stopped dead and looked at the west wall of the brew house, about chin high, where he noticed a rectangular "clean spot" on the wall. The walls were black with years of soot build-up. Somehow, neither Mark nor any of the others who had explored that building ever noticed the rectangular porcelain sign disguised by the soot and years of neglect. It had shaken loose and fallen to the concrete floor. Mark grabbed it and bolted.

After he had applied a great deal of rubbing compound, the porcelain sign revealed the identification of the construction company that had built the building in 1903.

By the next day, the iconic Tube City smoke stack had collapsed onto the brew house and the complex was reduced to rubble under a cloud of dust. But Mark Young was not finished with his salvage efforts. For months afterward, he made numerous trips back to the site, loading his '68 Olds with used bricks, for which he paid just a penny each. Every member of his family was blessed with a piece of the old Tube City Brewery. Some of those bricks were reincarnated as components of a brick patio or walkway, and many exist today.

*Photos in the article are from the collections of Mark Young and Will Hartlep.*





# NABA Convention #47 Madison, WI • August 1 - 4, 2018

by Lee Chichester

It was a great gathering of breweriana and collectors in Madison, Aug. 1 - 4 this year. I know I had a great time, and most I spoke with did, too. For starters, we had a record # of registrants this year for the biggest meeting in a few decades.

The members-only Auction was also a record-breaker, not only in total sales, but also in the rarity and variety of items available. Many of the most



interesting pieces were added by the family of the late Richard Bucht, who was one of the founders of NABA and had an extensive collection of rare Wisconsin pieces. And many of our members both sold and bought excellent treasures. Many thanks to auctioneer Tim Barnum from NABA member, (Glenn) Miller's Antiques Company for helping make the event a success for all.

The Brewmaster's Dinner, always a favorite, was another success this year, as was the



bus tour and lunch at Minhas Brewery in Monroe, followed by a stop at the Wisconsin Brewing Co. in Verona. Those who had not gotten the opportunity before were able to visit Herb and Helen Haydock's World of Beer Memorabilia Museum, too. Many frosty beverages and excellent victuals were enjoyed during the bus tour.

Room-To-Room was hopping, and on Thursday, many members attended seminars led by experts in each of their fields:

- *Roll Out the Barrels*, about the Hess Cooperage and Fauerbach Brewery led by descendants of those companies, **Gary Hess and Peter Fauerbach**
- *Bring on Your Shine*, about cleaning and rejuvenating your breweriana, conducted by NABA Board member **Barry Travis**
- *The History of Wisconsin Breweries Project*, reviewed by brewery expert, author and NABA member **Tim Holian**

- *The Art of Glass Sign Restoration*, including a demonstration of techniques by artist and NABA member **David Butler and his wife Suzy**
- *Taste the Lagers*, a guide to lager taste, style, and nuance, led by NABA Board Sec. **Dave Alsgaard**

Next year, we hope to put together a similar syllabus of learning opportunities for the 2019 gathering in the Cincinnati.

The meals served by the Madison Crowne Plaza kitchens and the staff were all very good, and most of us felt we were well-cared-for (despite a few temperature-control issues). The beer flowed freely, highlighted by the *Taste of Wisconsin Breweries* event, a craft beer sampling of a



variety of Wisconsin's best breweries, that preceded the Friday Banquet. The business of the club was handled at the Banquet, and the members were allowed to "have their say" by voting for members of your Board of Directors and reaffirming the slate of Board officers for another two-year term.

VP Ken Quaas presented some of the group's major accomplishments and plans, including:

- A significant membership jump – more than 150 new members in 18 months – a



**NABA is growing!**





+23% increase

- An enhanced NABA presence on Facebook and doubling of Facebook page members to more than 1050
- A planned increase to 56 pages (from the current 48) beginning with the Winter, 2019 edition of the *BC*

Everyone with whom I spoke that had a table or a stroll through the several rooms full of breweriana for sale or trade, said the Saturday Show was a great one, too. Milestones were set that will be challenging to exceed during our upcoming Conventions, first in the Cincinnati region (2019), and then (2020) in Pittsburgh. Mark your calendars and plan to attend.

The Madison region offered many spouse/family entertainments and activities, including a robust bicycling infrastructure, a lovely small zoo, some opportunities for canoeing and kayaking, and shopping galore, for those who are into those sorts of things. For myself, along with cycling around Madison, I took off to Baraboo to visit the International Crane Foundation. As many of you know, I'm a "Bird Lady" so I really enjoyed seeing at least one live individual representing each of the world's 15 crane species, including the critically endangered Whooping Cranes. It was truly special to me.

Another stand-out experience for me at the Madison Convention was meeting someone whom I've known "virtually" for 12 years, but had never met face-to-face. He has been my

teacher, my guide, my sounding-board, and my friend for the entire 12 years I've been Editor of the *Breweriana Collector*. Not only that. He's entertained me with his writing, kept me informed of schedules and activities that would prevent him from contributing, met all deadlines, and helped me "find my feet" in

the hobby—even though we had never spoken by phone or seen one another, except in photographs.

Rich La Susa, brewery historian and author of many of the *BC*'s articles including his world-famous "Let's Talk Brew-eriana" column, was selected by the NABA Board of Directors to be the first-ever recipient of the Bob Kay Writer's award. This was a new award established by the



Board to honor the memory of the late Bob Kay, who was a constant contributor for many years to the *Breweriana Collector*. The fact that I was on hand to present it to Rich—well it was truly an honor. During the Convention Rich and I had several conversations, and for my part, I felt we must be soul mates. I guess it gets down to the fact we're both writers, book authors, and have both worked on the editor-side of the publishing world, too. It was great for me to meet one of my heroes.

Later that same evening (Friday) the group got to hear that the NABA board also selected their sitting president to receive the club's highest honor: The Founder's Award went to John Ferguson. Remember that NABA's Founder's Award is given to members who have served the club with distinction, and have contributed uniquely to the hobby. He seems way too young for this part to be true, but he has

served in several volunteer capacities at the roots and foundation of the club for 30 years straight. I personally find that amazing.



For that as well as his humble and easy-going manner, and his solution-oriented approach to problems, he is a deserving recipient.

So I hope everyone will make a plan today to come and share



in the fun, the entertainment, the activities, the opportunities, and the learning that is available to you through your membership with NABA. Although I'm not a collector myself (but I play one on TV—just kidding!) I have spoken to many, many members who highlight the fact that attendance at Conventions promotes a level of camaraderie and face-to-face opportunity not available via any other event. Your registration fee to attend pays not only for the meals served, but also so the club can cover the overhead required by the hotel for us to use the large rooms where the main events (including meals) are held, plus the hospitality room. Overhead is not only room rental, but the staff to serve and assist, set-up and take-down the beds, chairs, and tables, and all the technical assistance that is required "on call" to pull off a Convention. Like your membership dues themselves, it's a real bargain.

Zee U N Zincy!





## Collector's Bookshelf

Reviewed by Larry Moter  
accneca@aol.com

# Brewing In the Pretzel City

## Stephenson Co. Freeport, IL The History of the Brewing Families of Freeport & The Immigrants That Built America

by Harvey L. Wilhelms (2017)

I had a day or two of leisure on the way to the outstanding 2018 NABA Madison Convention, the weekend after my annual baseball trip to see the Chicago White Sox at "Guaranteed Rate Field" (but in my heart it's the "new Comiskey Park"). Oddly, I decided to hit brewpubs/antique stores in Northwestern Illinois, Dubuque Iowa, and Southwestern Wisconsin. I also planned to visit the Potosi National Brewery Museum and Herb & Helen's Museum in Monroe, too.

While touring Potosi, I especially wanted to check out the library—I was a donor to the Western Brewer project. Among the books on the Potosi library shelf, I found one I did not know had been published yet: *Brewing in the Pretzel City* by Harvey Wilhelms.

I immediately perused it front-to-back, because I know it was a long time in the making. It had been published in 2017 and somehow I had missed it. Upon my return home, I ordered it immediately.

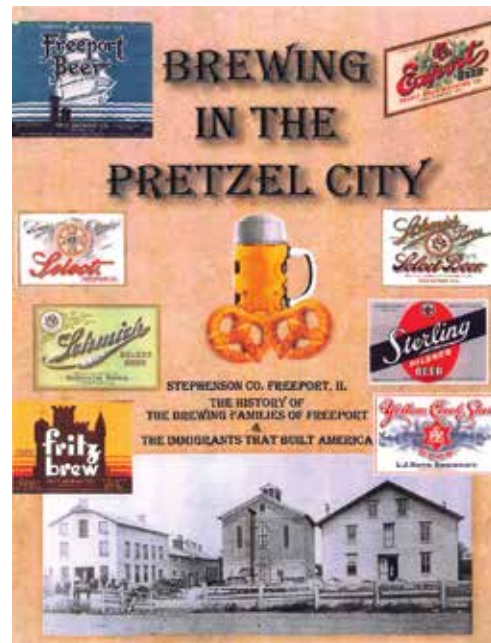
I joined NABA in 1985—a time when I briefly lived in Rockford, Illinois. I first heard of Harvey Wilhelms when I read a local newspaper article on Freeport, Illinois brewing history. This is where I first heard Harvey was the key local collector/historian on Freeport Brewery History. Over many years Harvey has shared his knowledge/research/collection, including articles in both NABA & ABA publications, and collectors ap-

preciate his writings.

When I first visited Freeport, I knew nothing about the town. To me, it was an old manufacturing center in Northern Illinois on the way to Monroe, WI, where I would go to obtain Augsburger beer—an outstanding German style lager with imported SAAZ hops (brewed by Joseph Huber Brewing Companies' German Brewmaster, Hans Kessler).

At the time, I read a Freeport historical sign stating it "was a site for one (#2) of the famous Lincoln-Douglas debates in 1858." Having recently acquired an *American Breweries I*, I studied Freeport and found there were many pre-Prohibition breweries and one post-Pro (Fritz Brewing Co.) located there. I went looking for the old Freeport Brewery buildings and discovered, sadly, they were mostly gone. I searched for Freeport breweriana and all I found was a Fritz coaster—once, they'd been frequently found—and was struck by the design of the type and graphics. The bottom line: Freeport breweriana is rare and Fritz breweriana is very cool.

Harvey L. Wilhelms "as a child literally grew up in the shadow of the Yellow Creek Brewery" on a nearby farm (says the bio in the book). "School picnics were held in the ice caverns built in



the 1850s where, until the mid-1950s, ten foot doors mounted on the face of the caverns were still intact." Obviously his formative years piqued his interest in Freeport Brewing history & Freeport/Stephenson Co. history in general. He began his brewery research in 1970 and served five terms as President of the Stephenson County Historical Society.

This is a great book documenting a lifetime of research/collecting. It includes the tale of folks (mostly but not all Germans) coming to America to seek the American Dream: Owning land and property; and building a business/family in the "New World." Harvey has







Above, courtesy Harvey Wilhelms



3 labels courtesy John Steiner



Tray courtesy Potosi Museum

done a ton of research about the immigrant families who founded the Freeport breweries starting in 1845.

The Table of Contents is as follows.

- Introduction
- List of Breweries
- Yellow Creek Brewery
- Bavarian, Freeport, B & S, B & O (last corporate entity Baier & Ohlendorf)
- Albion/Bear Brewing Co.
- Western Brewing Co.
- Franz Bros.
- Schmich Bros.
- Fritz/Sterling
- Peter Hand Brewing Co.
- Stephenson County's Newest Brewers
- One More for the Road
- Bibliography

There were four main breweries that closed in 1920 with the arrival of Prohibition: Schmich, Franz, B & O (Baier & Ohlendorf) & Yellow Creek. Harvey has detailed the various ownership/corporate changes of these companies and a few others that expired earlier.

Only one brewery opened after Prohibition, a new one called the Fritz Brewing Company which was built "in the vacant Stover Engine Company's facilities." It was using "the Siebel Brewing Institutes' new designs of stainless steel tanks, modern equipment, and cooling jackets on the tanks, which kept the beer 35 to 45 degrees F."

Their building did not have to adhere to traditional gravity-flow design. In the 70s, Harvey interviewed the owner's son, Frederick Gund Smith (nicknamed Fritz—so now we know the origin of the brewery name) who had managed the brewery from the time of its opening. His "institutional memory" of the plant and the

company has been invaluable to the archive. Harvey has done meticulous research into Fritz Brewery's short run (1934-37) and its brief lease by Sterling Brewing Co. (Evansville, Indiana) between 1937-40.

The company succumbed to the big brewer's economies of scale that allowed them to expend much more on advertising and marketing per barrel than the smaller, family-sized breweries. The "Big Boys" also could engage in predatory pricing to undercut the local brewers' costs, and absorb their customers. Sterling never gained traction in the local market and ceased its lease in 1940.

The research for this book is amazing—even moreso when one realizes it started in 1970. The pictures are legion—from old black and white and color photos of people, saloons and buildings; to breweriana, go-withs, labels, and signs. We are thankful to Harvey.

In addition, I'm personally thankful to the many collectors who responded to my NABA/BCCA Facebook post requesting Freeport breweriana pictures; and especially to Tom Curran & the Potosi National Brewery Museum, who graciously allowed us to



Button sign, courtesy Harvey Wilhelms





Fritz ball knob, tin over cardboard courtesy Dave Lendy

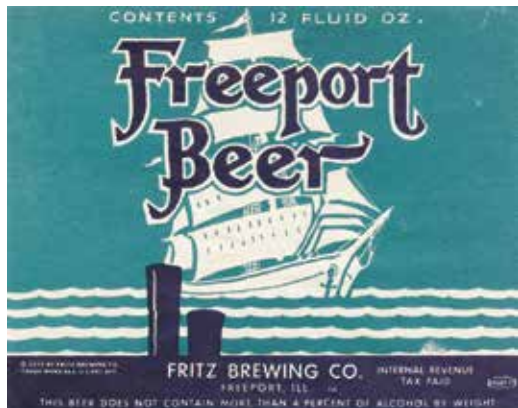
Fritz brew wooden case courtesy Mike Mullally

Litho below courtesy Potosi Museum

include photographs of their display of Freeport breweriana, on loan primarily from Harvey's collection, but also from that of Rodney Baker.

I must admit, after reading this book, it dawned on me why I never could find any Freeport breweriana. Harvey has enjoyed a long term reputation as the go to man for any questions about Freeport brewery history, and he had all the connections to get "da good stuff!"

**Ordering info:** Amazon.com or email Harvey: hlwilhelms@hotmail.com



Courtesy Harvey Wilhelms

Courtesy Potosi Museum



Courtesy Potosi Museum



Wood framed tin Fritz Brew sign, approx. 3x5 feet. Courtesy Mike Mullally

**Editor's Note:** Tom Grindey sent an image of the same tin sign from his collection, for which we're grateful. Unfortunately, we ran out of room to include it here.



# A Jewel in Southern Colorado

## Long dormant, the Schneider Brewery still stands

by Tom Curran

Trinidad has been called one of the most fascinating travel lures Colorado has to offer. At the same time, it is one of Colorado's most widely overlooked spots.

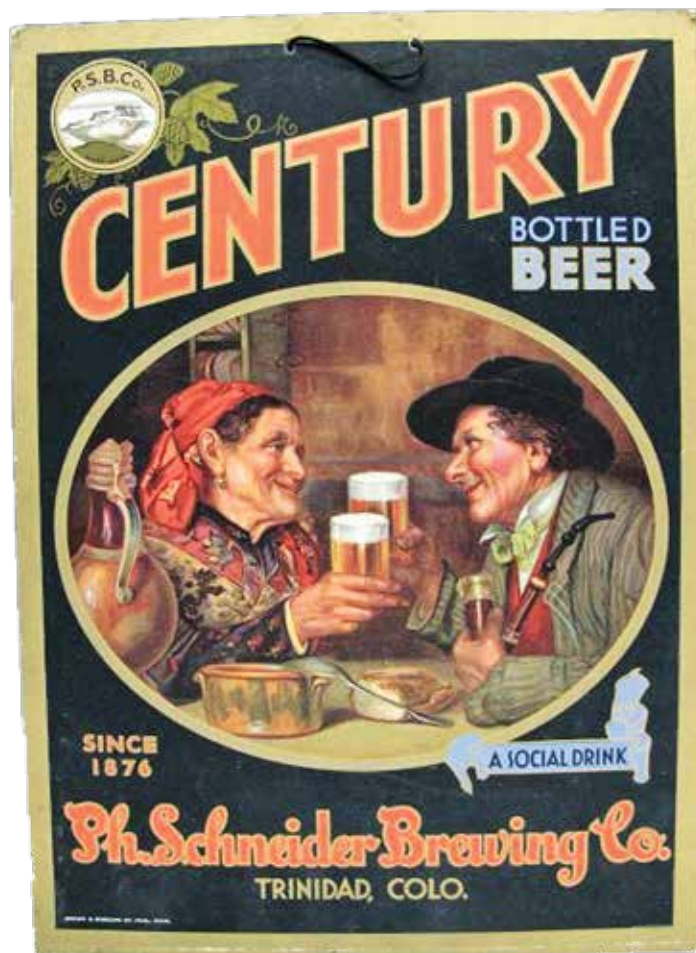
My wife and I make an annual trek from Wisconsin to Arizona. This year, as we embarked upon our return trip home, we decided to take the "scenic route." Upon entering Colorado, the first exit was Trinidad, so we steered off the highway to explore this historic town.

Long an important center of travel and trade—first on the Santa Fe Trail and then as a major rail junction—Trinidad (pop. 10,000) has not managed to draw a lot of attention as a modern "old west" tourist attraction. While it has recently gained notoriety for its many marijuana dispensaries, the amount of historic architectural treasure in Trinidad is amazing: a hotel, an opera house, a bank, a church, and a synagogue—most of which are abandoned. A good part of the original townsite is on the National Register of Historic Places. I was greatly interested to discover one of the town's most compelling old structures – the long-shuttered Schneider Brewery.

To get there, we walked down cobblestone streets more than 100 years old. When we stopped at an antique store to get directions, I asked the lady if she had any old beer stuff. She said no and dryly added, "I guess everybody has to collect something." We continued our journey.



The brewery complex as it stands today, unused for more than 60 years.



An early post-Pro cardboard sign, with string hanger.  
Collection Scott Butterfield

Suddenly before our eyes, there stood what I can only describe as a true jewel of Southern Colorado. The Phillip Schneider Brewing Company's main building is an architecturally impressive Tuscan style structure built solidly of red brick and stone, standing six stories tall. It was constructed in phases as the brewery grew between 1888-1907.

Brewery founder Henry Schneider came to Trinidad around 1880 and started brewing in

the location where we stood. By 1890 the brewery was officially known as Ph. Schneider, and Henry's son Phil was listed as Secretary. The Schneiders were industrious and



Close up of the stock house, with the brewery tower in the background and roof tiles in obvious need of repair.





Pre-Prohibition oval tray promoting the flagship Century brand. Collection of Mark Rogers, Trayman



Silver State was "exported" out of state in the 1930s to New Mexico and Nevada. Courtesy of Steel Canvas and Tavern Trove



innovative, modernizing their brewery to the standards of the day. By 1905 they had built a huge ice-making plant and increased brewing capacity to almost 10,000 barrels. They added glass fermentation tanks and built a steam heating plant, which also enabled them to sell heat to the city of Trinidad. Then they built a three-story bottling plant capable of producing an astonishing 50,000 bottles of beer per day.

Henry died in 1907, but son Phil carried on the family business. The beer that propelled Schneider during this period was Century Lager, introduced in 1908 and available in kegs as well as bottles.

Unfortunately for Schneider, Prohibition came early to Colorado (1916). Like so many other breweries of the time, Schneider marketed near beer and made cereal beverages and

soft drinks. When Repeal finally came in 1933, Schneider Brewing fought aggressively to resume its business, again leveraging the Century brand, which had been kept alive as a near beer. Sadly, Phil Schneider had passed away in 1925, and didn't live to see the "happy days" come again with Repeal.

Phil's sons, however, faithfully carried on the family tradition. In fact, Schneider received brewery permit COL-U-1001 in 1933, making it the first in the state to get back to making beer post-Prohibition. Of the high watermark of 58 breweries that existed in Colorado in 1875, just four survived to brew after Prohibition's dark days had ended: Coors in Golden, Tivoli in Denver, Walters in Pueblo, and Schneider in Trinidad.

The new generation of Schneiders put

in modern brewery equipment including high-speed mechanized bottling lines. They expanded their labels to include Silver State for marketing to neighboring New Mexico and Nevada. They also added the brands of La Fiesta, Schneider's, Zephyr, and Hawks. Happily, the grandsons of founder Henry Schneider seemed to be building their own success story as the 1930s and the Great Depression came to a close.

But things took a dramatic turn for the worse with the advent of World War II. A large percentage of Schneider's clientele likely fought overseas. Also Coors and the big "nationals" (Schlitz, Anheuser-Busch, and Pabst) aggressively infiltrated Schneider's

Labels issued by Schneider after Prohibition in the steinie bottles of the time. Collection of Paul Rahne



Post-Pro trays of Schneider's two leading sellers. Collection of Scott Butterfield





trade area. These mega-brands carried large advertising budgets that steadily chipped away at Schneider's market share. The writing of doom was on the wall.

In 1944, Walter Brewing Co. of Pueblo bought the Schneider plant and began brewing Walter's Pilsener, Karl's Pilsener, and "Brewers Best" in Trinidad. Brewers Best was a collaboration by a collection of regional breweries to launch a national brand to compete against A-B, Schlitz, and the large breweries. It was a noble effort that subsequently failed.

Sales continued drifting lower and the brewery was again sold, this time in 1948 to Southern Brewery of Los Angeles. The business continued to sputter, change management, and change names until it was finally shuttered under the moniker of Bohemian Brewing Co. in 1957.

Since then, there have come and gone numerous plans to restore and revitalize the historic brewery building, which reportedly remains a well-built, solid structure. Currently, however, nothing has happened and the building stands ghost-like but still proud—truly a jewel in a town filled with historic architectural gems.

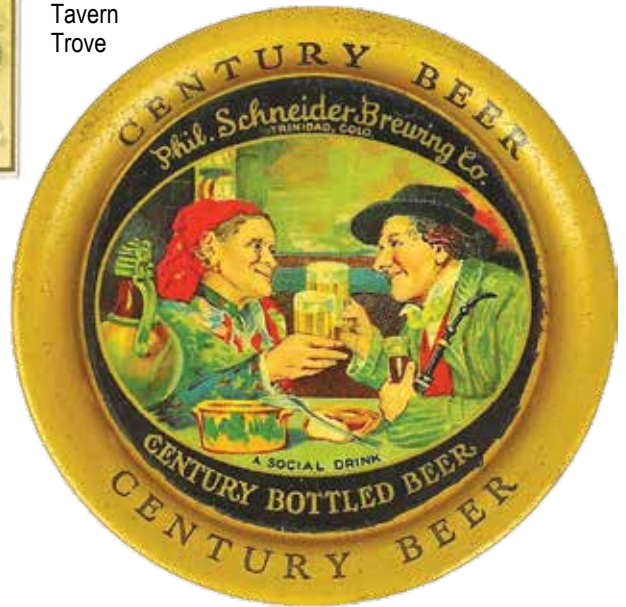
#### About the Author:

NABA member Tom Curran has been hanging around old breweries for 60 years. His primary interest is Berlin Brewing Co., from Berlin WI; he and his wife Karen live outside of Potosi, WI. Tom wishes to thank Paul Rahne and Scott Butterfield for their help with this article.



La Fiesta was made for the Hispanic market.  
Collection of Paul Rahne

Pre-Pro tip tray and label promoting Century.  
Courtesy of Tavern Trove



**THE QUEEN CITY CHAPTER OF THE**  
**BCCA** Brewery Collectibles Club of America and the  
 National Association of Breweriana Advertising  
*Presents Our Annual*  
**SUNDAY AFTER THANKSGIVING SHOW**  
**November 25th, 2018 - 8am-2pm**

**Shop for "MAN CAVE" Collectibles**  
 VINTAGE BEER CANS • BREWERY ARTIFACTS • BOTTLES  
 COASTERS • BOTTLE CAPS • TAP HANDLES • PINT GLASSES  
 TIN SIGNS • OPENERS • CLOCKS • ANTIQUES • NEON SIGNS

**THE CHRISTIAN MOERLEIN BREWING CO.**

**1621 Moore Street Cincinnati, Ohio 45202**  
*In the famous OTR (Over the Rhine) Area of Cincinnati*  
**HOT FOOD & COLD BEER AVAILABLE FOR SALE**  
 Coffee, Donuts, Soft Drinks & Water are also available.

**WALK IN ADMISSION \$5**  
**ADMISSION WITH ONE TABLE \$15**  
**EXTRA TABLES (IF ANY AVAILABLE) \$10**

No additional charge for spouses or children 20 or under.  
 The \$15 admission includes your 2019 Queen City Chapter Dues.  
**OUR FAMOUS RAFFLE WILL BE HELD AT 12 NOON.**  
 Entrance to the show cannot begin until the 7:00 am set up is complete!

**If you have further questions contact**  
**Doug Groth • Tel: 937-554-9262**  
**Email: truckwashdoug@aol.com**



## JACK OF ALL TRADES, MASTER OF BREWERIANA

THE WORLD OF UPSTATE NY AS SEEN THROUGH  
THE EYES AND COLLECTION OF JACK CONLON

BY MATTHEW OLSZWESKI

NABA member Jack Conlon is a very tough guy to describe. Maybe that's because he is accomplished at so many things. Builder, craftsman, artist, photographer, musician, outdoorsman, historian, and humorist are just a few nouns that genuinely fit this very genuine guy. Then there are the important things, like husband, father, family man, friend. And of course, Jack fits the description quite well of an avid breweriana collector.

Jack's dedication to collecting is on bountiful display in the lower level of his comfortable, lodge-like home—constructed of logs by Jack himself—and set within a sprawling wooded property in Janesville, NY (a suburb of Syracuse). Jack's

brewery artifacts are carefully arranged throughout his expansive walkout lower level, which friends have dubbed *Jack's cave*.

Jack has managed to have some kind of "cave" of his own for his collecting conquests for more than 43 years, dating back to 1975 when he was just 10 years old. And he freely shares his artful exhibits with visitors both in person and on Facebook. Photos and video tours of his various displays are well-known and loved throughout the breweriana hobby. But this is not just because his array is admirable. It's also because of the humble, homespun and humorous way he narrates his presentations of brewery antiques. Jack gets as much joy from sharing his breweriana as he does from collecting it.

His passion first took shape when he was a young boy on a serious mission, riding his bicycle all around town searching for beer cans to add to his brother's stockpile. Like most collectors, Jack was captured by the thrill of the hunt. Along with other neighborhood boys, he soon was bitten by the bug. Jack and his friends spent increasing amounts of their free time foraging in the woods and sifting through old dumps for rusty gold—discarded beer cans from another era. The excitement he experienced when discovering a rare Drummond Brothers can along the railroad tracks near his home proved pivotal for Jack. He became infected for life.



Jack Conlon in front of one of the many artfully arranged antique showcases he uses to display his extensive collection.

Jack's hoard grew exponentially, fueled by other can collecting kids as well as an endless stream of new cans constantly coming to his local store shelves. Conlon laughs about his naïveté in his early collecting days when he traded a 1930s or 40s can that he had uncovered in some deserted area for a case or more of 1970s cans.

Jack recalls a new family moving into the neighborhood from Milwaukee with a son around his age who also was caught up in the can collecting craze. Especially exciting was that the boy's dad was employed by Schlitz and had transferred to the Syracuse, NY plant. The new kid's impressive can display had a Midwest flavor—the neighborhood collectors were in awe of all the different labels he had. Jack vividly remembers trading with the new kid to acquire a Primo Beer can from Hawaii, a real treasure at the time.



Jack describes some of his many display cases as "shrines," for the way he has them purposefully arranged and displayed.





By the time Jack was 13 (photo at left dated 1978) he had been avidly collecting cans and breweriana for three years and already had amassed an impressive array. Many of his early conquests are still showcased in his expansive collection as below.



3 of what Jack calls the "jewels" of his collection, all pre-Prohibition, from the top: Indee Ale cardboard sign – the only one known, found in a wall a couple of years ago in Auburn, NY; Bartel's reverse on glass; Haberle wooden sign.



As with many young can collectors, Jack's interest and focus evolved. Over the years, he has fervently pursued bottles, signs, trays, coasters, ball knobs, and various smalls from the myriad historical (and mostly defunct) New York State breweries.

The "Jack Cave" has several large, antique cabinets loaded with memorabilia from breweries like Rochester's Genesee, Utica's Utica Club, Albany's Beverwyck. He also displays a host of brewery names that once supplied nearby Syracuse: Haberle Congress, Greenways, Zett's, Thomas Ryan's Consumers, Moore & Quinn, Bartels, and many more. Jack's taste in breweriana has helped engender a loyalty to the local beer flavors. He especially enjoys Genesee Bock in the spring and Utica Club Pilsener all year round.

An interest in local history has driven Jack's collecting beyond breweriana. Several display cabinets contain milk, soft drink, and medicine bottles from historic Central NY companies, many of which Jack "dumped" himself



The Conlon collection contains an impressive quantity of high-quality smalls, which include this rare saloon tip tray and Ryan's pocket mirror (pictured next page) both from Syracuse.







over the years on his many local archaeological expeditions. Just like when he was a kid, Jack enjoys the thrill of scouring the woods and byways, hunting old dumps for beer cans, bottles, and other artifacts. He also enjoys metal detecting and has many displays in his home full of his digging and detecting finds over the years. When it comes to collecting, he truly is a “Jack of all trades.”

What’s best about visiting Jack’s extensive collection is getting the personalized tour from the man himself. Jack is funny, friendly, and engaging, and his passion for breweriana and antiques shines brightest when he gives you a tour of his collection. That passion also is unselfishly shared in the variety of entertaining pictures and self-produced videos he posts on the breweriana Facebook pages, which help promote the hobby and put a smile on the faces of his fellow collectors.



Jack has an artist’s eye for staging and photographing his collection, typically organized by city or brewery. Of the artifacts in these photographs, he says, “They are survivors that I am glad to have to enjoy. It’s a wonder how many forms of breweriana have transcended the decades to end up in collections and be showcased as works of pure advertising art in the present day collector’s eye. I am glad to be one of those people who see such beauty in the past!”



The many faces of Jack, as seen and loved by his fellow collectors on his Facebook page: **Left:** local beer brand (Genesee) supporter. **Above:** He calls this pose “Utica Club, served on ice.” **Right:** historian (selfie in front of the F.X. Matt brewery, Utica, NY). As always, he displays his unique sense of humor.







**Left to Right:** Fort Christian Brew Pub Hammerhead Shark Pale Ale Tap Handle, St. Croix U.S. Virgin Islands, \$475, eBay. Cavalry Brewing Co. Hatch Plug Ale Army Tank Tap Handle. This brewery has since been sold to Black Hog Brewery in Oxford, CT, \$350, eBay. Dogfish Head 2012 (2 images) Tara McPherson Uber Tap Handle with twisting bodies, \$325, eBay.



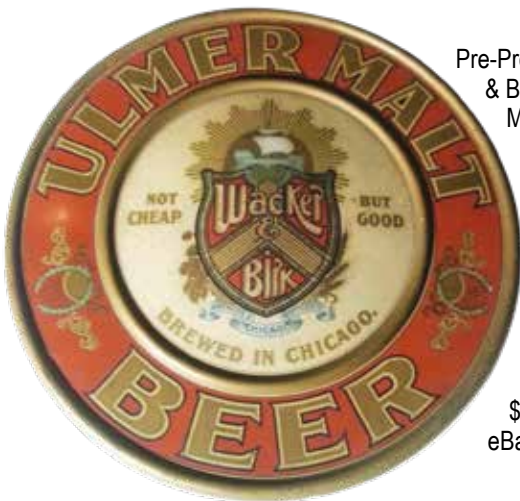
Troegs Perpetual IPA, Moving Gears hanging sign, Hershey, PA, \$300, eBay.



## Micro/Craft Collectibles



Pre-Pro Weinhard's Beer Tin Sign, Henry Weinhard Brewery, Portland, OR, Manufactured by NY Metal Ceiling Co., 9.5 in. x 6.5 in., \$740, eBay.



Pre-Pro Wacker & Birk Ulmer Malt Beer Tin Charger, Wacker & Birk Brewing and Malt-ing Co. Chicago, IL, 10 in. round, \$2600, eBay.



**Left:** 1940s Renner Beer Chalk Statue, Youngstown, OH, 5 in. x 5 in., \$408, eBay.

**Right:** Hamm's Beer Motion Bear Display, 71 in. tall, \$6,400, eBay.





Dan Morean continues to offer some incredible items throughout the year during his auctions. Below is just a small sampling of trays he offered in a recent auction in June. Check out his website at [breweriana.com](http://breweriana.com)



**Left to Right:** Rubsam & Horrmann Nude Lady Tray, New York, manufactured by American Art Sign Co., 12 in. round, \$6,000; Star Brewing Tray, Oregon/Washington, 13.25 in. round, manufactured by Meek Co., \$4,700; Indianapolis Brewing Co. Progress Brand Tray, manufactured by Chas. Shonk Co., 18.5 in., \$4,500; Imperial Brewing Co., Kansas City, MO, "Mayflower" Tray, 16.25 in., manufactured by Kaufmann & Strauss, \$4,000, all Morean Auctions.



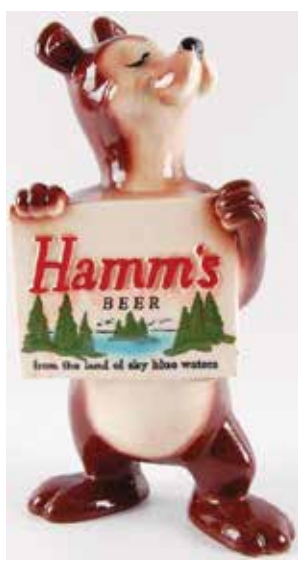
St. Anthony Brewing Co. Lithograph, 1908, St. Anthony, Idaho, 18.5 in. x 14.5 in., \$788, eBay.



Red Fox Ale Largay Brewing Co. Waterbury, CT, clockwise from above: Full Wooden Case w/Bottles, \$575; Foam Scraper, \$610; Mirror, \$510; and Ball Tap Knob (right) \$740; all eBay.



**Above left:** Pre-Pro Lemp Lager, St. Louis, MO, Postcard, \$510, eBay.



**Above right:** Hamm's Porcelain Bear, Rare Brown Color Variation, \$3,250, Matthew Bullock Auctions.



**Above:** Grand Prize Beer Ball Tap Knob, Houston, TX, \$850, eBay.



**Right:** Pre-Pro Tin Litho Match Holder, Congress Beer, Haberle Brewing Co., Syracuse, NY, \$430, eBay.







## Whistling for Dixie again

Visitors and natives alike will soon be able to whistle for Dixie again in the bars of New Orleans. Yes, the Dixie Brewing Company will produce in “The Big Easy” again, thanks to a brand new brewing facility being built in the eastern part of town. In 2017, the late billionaire Tom Benson (owner of the NFL New Orleans Saints and NBA Pelicans) bought the long-struggling brand and pledged to bring it back to glory.

Although Benson died in March 2018, his company plans to continue his work, restoring the 111-year-old Dixie beer brand to its past glory. A New Orleans native, Benson had been a major benefactor in revitalizing the city after the 2005 destruction of Hurricane Katrina. Bringing back the iconic Dixie brand was a highly visible part of that effort. “It’s something that represents New Orleans for me,” Benson told the New Orleans *Times-Picayune* newspaper.

New construction involves the conversion of an existing 20,000

square foot warehouse, re-stored and retrofitted with a \$30 million investment in a state-of-the art brewhouse. This will boost the brewing capacity to 60% more than the old brewery could ever have produced.

Defunct and devastated since Katrina, the venerable 1907 Dixie brewhouse had been left drowning in ten feet of standing sewage water. With almost everything on the first floors, including the modern bottling line, 10,000 cases of beer, and anything that wasn’t made of stainless steel (i.e., the brewery’s famous cypress wood aging tanks) completely destroyed, looters attacked the mold-ridden building, stealing copper and other valuable metals from the site, destroying parts of the building in the process (see photos next page).

It seemed a sad and final ending to the slowly-declining Dixie, which had sputtered for so long as the last large regional



Pre-Prohibition tray, collection of Mark Rogers, Trayman

brewery in the South. Years of sales declines, mismanagement, ownership changes, and financial woes had left the brewery with little money to modernize. It dripped out a mere 20,000 cases before Katrina roared through town.

Once a regional powerhouse brand synonymous with New Orleans, Dixie almost went down in the 1970s—the same era that toppled its only two local competitors, Jax and Falstaff, which once had even greater market share than Dixie. In 1975, it put an infamous “bad batch” into the marketplace. The cause for that spoiled beer was attributed (by the brewery) to phenol fume contamination from a floor refinishing project in the brewhouse. This gave the entire batch an awful, iodine taste and gave its



This artist’s rendering shows how the new brewery complex will appear, with a replica of the old tower at left and the giant cans at right, similar in size to those that were once grain silos on the roof of the 1907 brewhouse.



customers an equally awful surprise upon cracking one open.

Amid a federal inquiry, the brewmaster was fired. But the brewery's reputation took a significant hit and sales dropped from 200,000 to 60,000 barrels almost overnight. Only a concerted marketing effort involving a recall and literally giving away beer saved Dixie from oblivion.

In 1985, Dixie Brewing was bought by Joe and Kendra Bruno, who pledged to keep the brand and brewery afloat. They struggled through the years, while Dixie's local market share slipped from 20% to less than 1%. The Brunos introduced Dixie Light and Blackened Voodoo Lager, trying to keep up with industry trends toward both lighter beers and more flavorful craft beers.

Then Katrina came, and Dixie disappeared until 2007, when the Brunos made a deal to have Dixie brewed under contract by Minhas Craft Brewery in Monroe, WI (the beer sponsor of the 2017 NABA Convention).

Meanwhile, the original building still stood defiantly, but was falling into deeper decay. The Brunos wanted to somehow brew there again, but in 2011, the state expropriated the building and had it transferred to the Veterans Administration. The structure was absorbed into a massive Louisiana State University/VA hospital complex being constructed nearby.

The plans included restoring and incorporating the brewery building's most identifiable architectural elements as part of the larger hospital



**Photos left, in order, top to bottom:**

The abandoned brewery as seen in 2009, an empty shell near ruin with loose masonry and shattered windows.

Courtesy of the *Times-Picayune*.

The interior in 2010, showing the sad state of the once-proud structure.

Courtesy of the *Times-Picayune*.

Dixie Brewery façade reconstruction, as seen in 2015. The exterior was being stabilized and repaired for incorporation into the new Veterans Administration medical center.



The Dixie tower once shone brightly in the New Orleans sky, but the large neon sign perched on top (seen here in 2007) had been broken for many years, well before Hurricane Katrina. The tower has been restored (see photo right) but without the sign.

complex. This Fall (2018) it will reopen as a new, state-of-the-art research facility—the latest addition to the \$1 billion VA hospital complex that has revitalized the once-blighted area.

Today, the new brewery is being constructed in a different part of town—but it will bring Dixie back home to New Orleans. The beer will be an improved version of that made most recently, which was often maligned for lacking quality. As part of the brand's rejuvenation, owner Benson and his group changed the beer back to its original 1907 recipe—to both enrich it with a quality story, as well as make it more competitive with today's craft beer tastes. Under contract with Blues City Brewery in Memphis, the “new” Dixie beer has been in production since June of 2017.

Dixie now advertises that its beer is once again made from lightly roasted two-row barley, rice, and Cascade hops, producing a “richer, higher-quality, and better-tasting lager.” That German-style recipe was developed by Dixie's founder, Valentine Merz, who died at 76 in 1929 and never saw Prohibition's end.







This artist's rendering shows how the old brewery's 1907 façade will be ultimately incorporated into the new medical center, to be opened in the fall of 2018.



Large outdoor porcelain sign, circa 1930, that once included neon.

The masonry façade of the old brewery has been repaired and reinforced and currently houses a medical facility (the more contemporary brown metal building to the right). At the photo's left is the old Falstaff Brewery building, which was renovated into apartments in 2008.

Ironically, Blues City is formerly a Schlitz, then Stroh's, and finally a Coors brewing facility. When it brewed those brands in the past, it put powerful competitive pressure on Dixie. This turnabout might prove that, despite what the song says, you just can't drive old Dixie down. At least not Dixie beer.



Dixie's Blackened Voodoo Lager, a dark, German-style lager, was introduced in 1992 to help Dixie compete in the craft and specialty beer market.



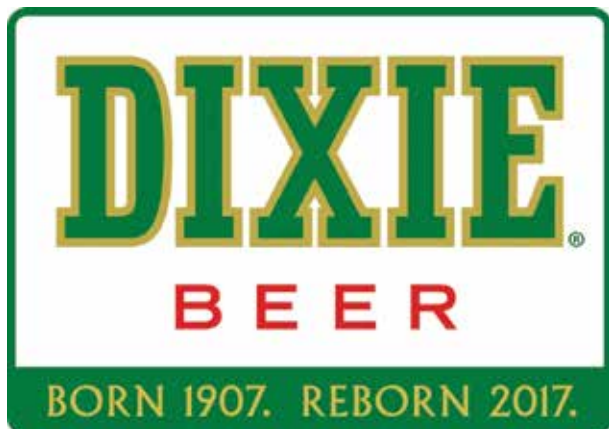
Neon from the 1940s.

## Why 45?

How did the Dixie 45 brand get its name and why did it go away?

Accounts vary on the former, but it seems a legal conflict with Colt 45 Malt Liquor, introduced by the National Brewery of Baltimore in 1963, ended the "45" at the end of Dixie. Somehow, Dixie had failed to properly secure the trademark for the numerals.

Most accounts of how the "45" was originally added involve the once-infamous Nick's Original Big Train Bar: THE popular watering hole for



A contemporary ad promoting the revitalized brand, using its familiar label from recent times.



A 1940s-era ball knob.



the brewery workers across Tulane Ave. Understandably, Nick's Bar served a lot of Dixie.

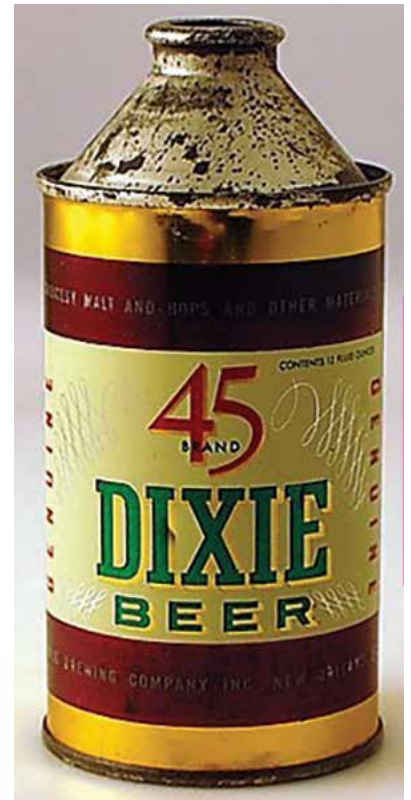
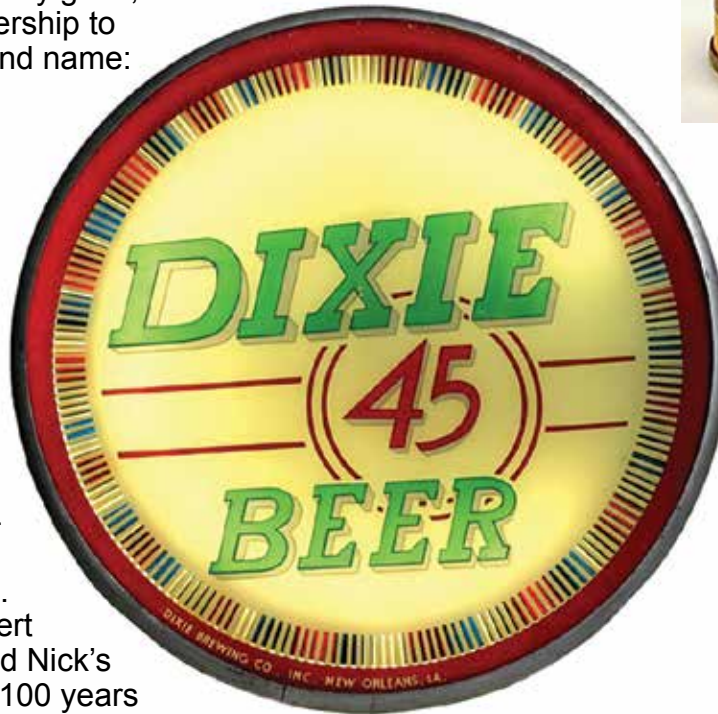
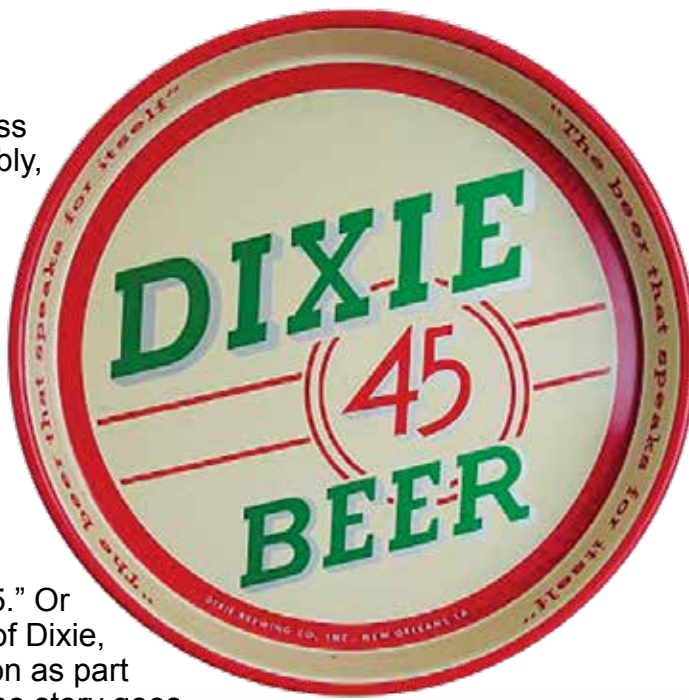
Various stories say that owner Nick Castrogiovanni was known to keep a 45 caliber pistol behind the bar for protection. This earned him the nickname "45." Patrons would constantly use the nickname in their bar call: "I'll have another Dixie, 45." Or "Give 'em another round of Dixie, 45." Of course, it caught on as part of the local lingo and as the story goes, the brewery workers got ownership to include the number in the brand name: "Dixie 45."

Another story suggests that Nick always said Dixie beer "had a kick like a 45" pistol. The brewery owners supposedly got a kick out of that statement and added the 45 to Dixie's name.

Both Nick and his bar lasted longer than the "Dixie 45" brand. While Nick died in 1979, his bar lasted until Hurricane Katrina (2005) wiped out most of the neighborhood. Happily, Nick's grandson, Albert Kattine, has recently reopened Nick's Original Big Train Bar (2018) 100 years after it first hung out its shingle as a grocery store.

But how did the bar originally get that name? No one seems to know that, either.

What we do know is that a new generation of customers will be calling for Dixie at Nick's Bar, just as they did some 85 years ago.

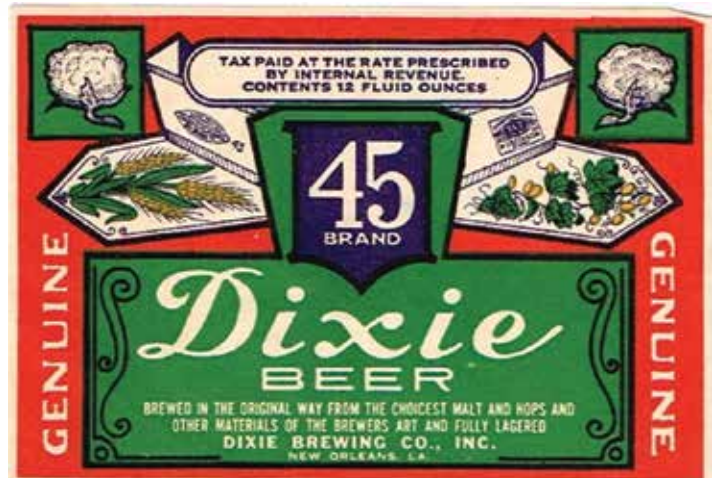


Circa 1940s cone top can.

Lighted spinner sign, early 1950s and closely matching tray (top, from collection of Mark Rogers, Trayman).

The tray resurrected the pre-Pro slogan, *The beer that speaks for itself.*

1930s label.





# Upcoming Shows

## October, 2018

**Date:** October 6, 2018  
**Sponsor:** Oktober Insanity Breweriana & Sale,  
Sponsored by Congress Chapter of Central NY  
**Time:** 9AM- 2PM  
**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  
**Sponsor:** North Star Chapter's 45th Annual  
Guzzle 'n Twirl  
**Time:** 9AM- 3PM  
**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  
**Sponsor:** Jersey Shore Chapter's Full Moon  
Show  
**Time:** 8:30AM-2:30PM  
**Address:** Milltown American Legion Hall, 4 J F  
Kennedy Drive, Milltown NJ  
**Contact:** ?  
**Email:** ?

**Date:** October 7, 2018  
**Sponsor:** OktoBIERfest Show, Sponsored by  
Westmont Stroh's Chapter  
**Time:** 9AM- 3PM  
**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  
**Sponsor:** Newton 180/Speedway Show,  
Sponsored by Hawkeye Chapter  
**Time:** ?  
**Address:** New Light Event Center, 114 E. 2nd St.  
S, Milwaukee, WI  
**Contact:** Ray Capek, 630-778-1482  
**Email:** ?

**Date:** October 12-14, 2018  
**Sponsor:** Eastern Great Lakes Brewery Col-  
lectibles Show, Sponsored by Buckeye, Lake  
Erie, and Michigan Chapters  
**Time:** Room to Room Only  
**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  
**Sponsor:** A-1 Fretz-Hancock Show  
**Time:** 9AM- 2PM  
**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  
**Sponsor:** Jerry Brewer Memorial Progress  
Chapter Chili Cook-Off & Breweriana Show  
**Time:** Sat. 1PM-6PM; Sun 9AM-3PM  
**Address:** Tom Hull's House, 8720 E. 86th St.,  
Tulsa, OK 74133  
**Contact:** Tom Hull, 918-252-7503  
**Email:** ?

**Date:** October 14, 2018  
**Sponsor:** Prison City Chapter Trade Session  
**Time:** 9AM-2PM  
**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  
**Sponsor:** Oktoberfest, Sponsored by Garden  
State Chapter  
**Time:** 10AM- 3PM  
**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  
**Sponsor:** Indy Brewery Collectibles Show,  
Sponsored by IBC Chapter  
**Time:** RtoR Nov 1&2; Show Nov 3 9AM-1PM  
**Address:** Wyndham Indianapolis West,  
Indianapolis, IN  
**Contact:** ?  
**Email:** show@ibcchapter.com  
www.ibcchapter.com

**Date:** November 3, 2018  
**Sponsor:** Simon Pure Chapter Fall Show  
**Time:** 9AM-12PM  
**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  
**Sponsor:** Chicagoland Breweriana Society  
Fall Show  
**Time:** 9AM-3PM  
**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  
**Sponsor:** Eastside Spectacular #12, Sponsored  
by the Gateway Chapter  
**Address:** Belleclair Fairgrounds, 200 S. Belt East,  
**Time:** 9AM-3PM  
Belleville, IL 62220  
**Contact:** Kevin Kious, 618-346-2634  
**Email:** whoisthealeman@aol.com  
See our ad pg. 19

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

**Date:** November 17, 2018  
**Sponsor:** Turkey Pluck Off Swap Meet, Spon-  
sored by Cascade Chapter  
**Time:** 9AM-2PM  
**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  
**Sponsor:** Fort Wayne Brewery Collectibles  
Show, Sponsored by Three Rivers Chapter  
**Time:** 8AM-3PM  
**Address:** Classic Cafe, 4832 Hillegas Road, Fort  
Wayne, IN  
**Contact:** LeRoy Art, 260-432-6839  
**Email:** ftwynbrew@aol.com  
See our ad pg. 15 or visit  
www.fortwaynebeer.com

**Date:** November 25, 2018  
**Sponsor:** Queen City Chapter  
**Time:** 8am-2pm  
**Address:** 1621 Moore Street (Moerlein Malt  
House) Cincinnati, Ohio  
**Contact:** Doug Groth 937-554-9262  
**Email:** truckwashdoug@aol.com  
See our ad pg. 33

## December, 2018

**Date:** December 1, 2018  
**Sponsor:** Columbine Chapter Christmas Show  
& Party  
**Time:** 11am-2:30pm  
**Address:** McCarthy's Sports Bar & Grill 15350 E.  
Smoky Hill Road, Aurora, CO  
**Contact:** Jim McCoy: 720-420-9942  
**Email:** jimrealone@gmail.com

Continued next pg.



**Date:** December 2, 2018  
**Sponsor:** 41st Annual Ed Babitzke Show  
**Time:** 9am-2pm  
**Address:** 11120 Old Spanish Trail  
 Tucson, AZ 85748  
**Contact:** Rich LaSusa: 480-452-7186  
**Email:** ?  
[www.a-1chapter.org](http://www.a-1chapter.org)

### February, 2019

**Date:** February 3, 2019  
**Sponsor:** Superbowl Sunday Sponsored by  
 Bullfrog Chapter  
**Time:** 8am-1pm  
**Address:** American Legion Hall-Wauconda  
 514 Main Street, Wauconda, IL  
**Contact:** Ken Kieliszewski:  
 847-202-1877  
**Email:** [kenscans@sbcglobal.net](mailto:kenscans@sbcglobal.net)

**Date:** February 3, 2019  
**Sponsor:** 47th Milwaukee Antique Bottle  
 & Advertising Show  
**Time:** 9am-3pm  
**Address:** Waukesha County Expo Center, 1000  
 Northview Road, Waukesha, Wisconsin  
**Contact:**  
**Email:** [bottleshow@charter.net](mailto:bottleshow@charter.net)

**Date:** February 13-17, 2019  
**Sponsor:** Blue-Gray 2019, Rayner Johnson  
 Memorial Show  
**Time:** Varies  
**Address:** Hilton Washington Dulles Airport,  
 13869 Park Ctr Rd, Herndon, VA 20171  
**Contact:** Larry Handy: 267-221-8300  
**Email:**  
[bluegrayshow.com](http://bluegrayshow.com)  
 See our ad pg. 7

## TAPS

Gary Anderson, age 73, of Waterford WI, passed away unexpectedly at home on February 6, 2017. Gary was a graduate of Gibraltar High School and starting at age 20, proudly served his country in the United States Marine Corp. for 3 years.

After returning from the military he married Eileen M. Maleport in 1970. The couple raised four daughters and lived in Milwaukee, moving to Waterford in 1988. Gary and Eileen co-founded Anderson's Corn Roast, a business they were proud to own and operate. Gary was an avid collector of Wisconsin breweriana, particularly pre-Prohibition pieces. He also was an avid Green Bay Packers fan, and attended many games, including playoffs and two Superbowls.

He is survived by his loving wife Eileen, four daughters, and six grandchildren. Gary was buried with military honors.



## FOUNDER'S AWARD

2012	Bob Kay
2014	George Baley
2015	James Kaiser
2017	Helen Haydock
2018	John Ferguson

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



# ♦Buy♦Sell♦Trade♦Buy♦Sell♦Trade♦

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

**WANTED: Berlin Brewing**, Berlin, WI items. Will pay premium prices. Contact Tom Curran, 608-575-2276, [curran4tom@gmail.com](mailto:curran4tom@gmail.com)

rV184

**Miniature Beers WANTED:** Hochgreve WI - 92; Camden Stubby NJ - 1; Schlitz Stubby (with a neck label). Victor Visalli, 201-845-0463; [vicvis067@yahoo.com](mailto:vicvis067@yahoo.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](mailto: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](mailto:jfo@mindspring.com)

NABA

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

NABA

## APPLICATION FOR MEMBERSHIP

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

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

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip plus 4 \_\_\_\_\_

Phone (incl. area code) \_\_\_\_\_ Amt. Enclosed \$ \_\_\_\_\_

email address \_\_\_\_\_ Sponsor \_\_\_\_\_

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

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

Specific breweries, brands, cities \_\_\_\_\_

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



# Officially Recognized NABA Chapters

**Buckeye** (NW OH, SE MI)  
**Contact:** John Huff, 7300 Crabb Rd,  
 Temperance, MI 48182; cadiac500@aol.com

**Capital City Chapter**  
 (Washington DC, MD, No. VA)  
**Contact:** Jim Wolf, 9205 Fox Meadow La,  
 Easton, MD 21601; jwolf@goeaston.net

**Chicagoland Breweriana Society**  
 (Chicagoland)  
**Contact:** Ray Capek, 3051 Ridgeland Ave,  
 Lisle, IL 60532; rbcapek@sbcglobal.net

**Craft Brewery Collectibles Chapter**  
 (At Large) website: www.bcca.com/  
 chapters/at-large-chapters/craft-brewery-  
 collectibles-159/ **Contact:** Jeff DeGeal;  
 jeffd\_trans1@casscomm.com

**Gambrinus Chapter** (Columbus, OH)  
**Contact:** Doug Blegan, 985 Maebelle Way,  
 Westerville, OH 43081;  
 dblegen@msconsultants.com

**Gateway** (MO/IL St. Louis Metro Area)  
**Contact:** Kevin Kious, 908 Daniel Drive,  
 Collinsville, IL 62234;  
 whoistheailman@aol.com

**Goebel Gang** (South Bend, IN)  
**Contact:** Leonard Wentland, 903  
 Greenview, South Bend, IN 46619

**Great White North Brewerianists** (Canada)  
**Contact:** Phil Mandzuk; philman@mts.net

**Hoosier Chapter** (IN)  
**Contact:** Mike Walbert, PO Box 6133, South  
 Bend, IN 46660; mikewalbert@att.net

**IBC Chapter** (Indiana)  
**Contact:** John Ferguson, 3239 Five Points  
 Rd., Indianapolis, IN 46239;  
 fergkate@comcast.net

**Just For Openers** (Earth)  
**Contact:** John Stanley, PO Box 51008,  
 Durham, NC 27717; jfo@mindspring.com

**Lake Erie Chapter** (NE Ohio)  
**Contact:** Doreen Brane, 7985 McCreery Rd,  
 Broadview Hts, OH 44147  
 doreene.brane@att.net

**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  
 your text and photos, however, we can compose.  
 Oversized or undersized ads will be changed to  
 correctly fit your paid space.

#### PAYMENT

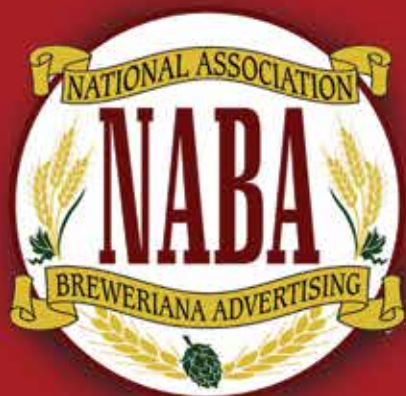
US funds must accompany order.  
 Make check payable to NABA.

#### 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.





IS **ON FIRE**



30% increase in our membership!  
Our biggest Convention in years!  
And our magazine will be 56 pages!

Thanks for making NABA  
the hottest club going!



# CONSIGNMENTS WANTED

PICK THE METHOD OF SALE YOU PREFER: CONSIGNORS TO BOTH MOREAN BREWERIANA AND AUCTIONS HAVE GARNERED THE HIGHEST PRICES IN THE HOBBY.

CALL DAN AT **617-448-2300** TO DISCUSS YOUR OPTIONS

  
The Breweriana Collector  
NABA  
PO Box 51008  
Durham NC 27717-1008

## AT RETAIL

## AT AUCTION



\$37,501



\$37,500



\$35,000



\$17,920



\$25,200

\$8,120



PRSR STD  
U.S. POSTAGE  
PAID  
PONTIAC, IL  
PERMIT NO. 592

**Morean**  
BREWERIANA

[BREWERIANA.COM](http://BREWERIANA.COM)

[INFO@BREWERIANA.COM](mailto:INFO@BREWERIANA.COM)  
21 STURBRIDGE RD.  
BRIMFIELD, MA 01010

**Morean**  
AUCTIONS

[MOREANACTIONS.COM](http://MOREANACTIONS.COM)

DAN MOREAN, AUCTIONEER. MA 03322. FL AU4836.

VISIT [MOREANACTIONS.COM/CATALOG](http://MOREANACTIONS.COM/CATALOG).  
ASPX FOR PRICES REALIZED IN OUR RECENT  
BELCHER BREWERIANA AUCTION

WE ALSO BUY QUALITY INDIVIDUAL PIECES AND COLLECTIONS.