

# BREWERIANA

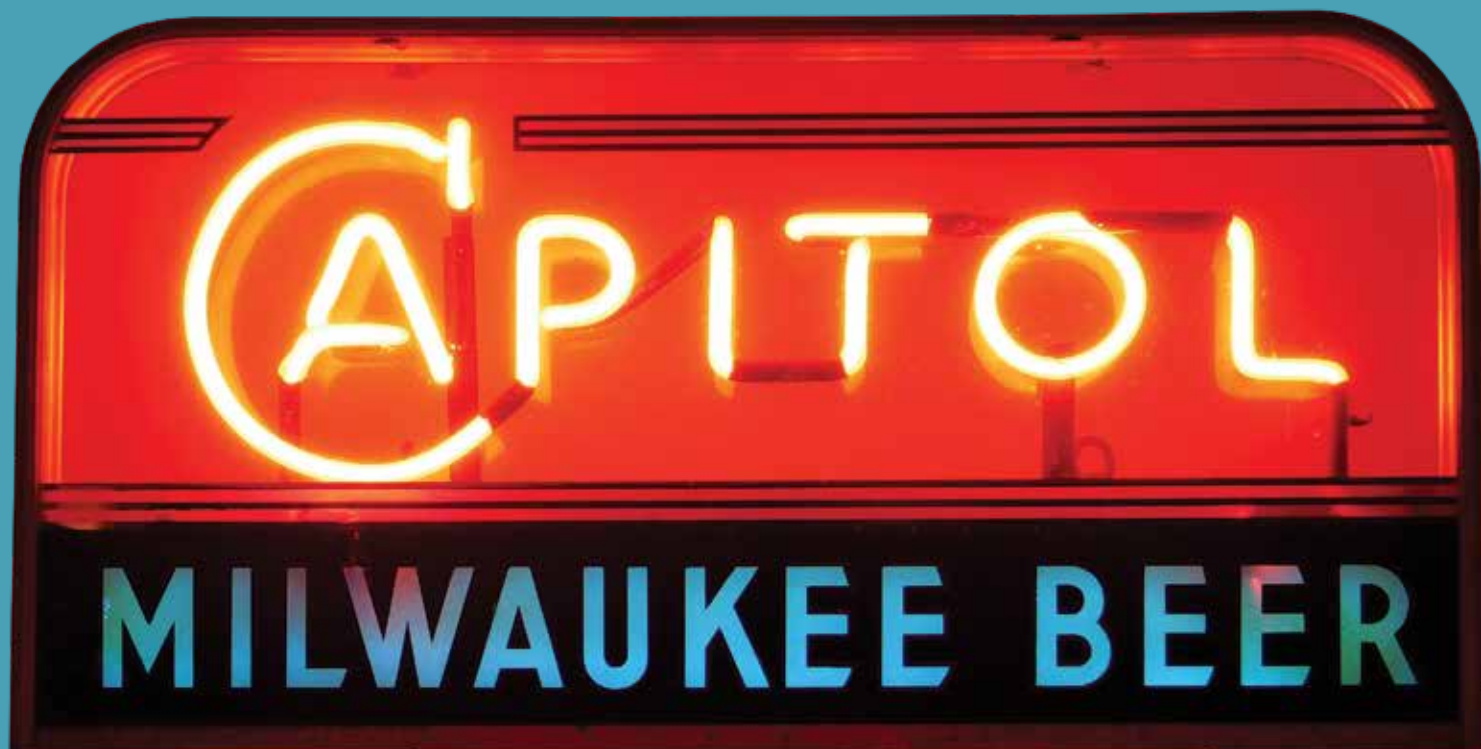


# COLLECTOR

VOLUME 192



WINTER 2021



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of Baraboo**

**Stoney's Jones  
Brewery**

**The Miller Family  
Collection**

**Tom Noonan's  
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# BREWERIANA COLLECTOR

*"Ours is a hobby of stories."*

**WINTER 2021**

**#192**

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**Cover Image:** Next year NABA will be back in Milwaukee for our 50th Convention! To celebrate, Milwaukee breweriana will be featured on our magazine covers. This Capitol Milwaukee Beer glass-encased neon is mounted in a metal case that houses a transformer and frames a reverse-painted-on glass ad panel. It was called a *Super Insolate Gas Tube Display* and was manufactured c. 1935 by the Everbrite Sign Co., Milwaukee, WI. Measuring 24.5 x 12.5 in., it was designed to either sit on a shelf or to be hung with a heavy chain. The Capitol Brewing Co. of Milwaukee, WI operated from 1934-48. This sign is the only example known to exist and is in the collection of NABA member John Steiner.

**NABA's 50th Anniversary Convention will be held in Milwaukee, WI, July 28 - 31, 2021. Watch for details in the pages of this magazine.**

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## President's Message

The challenging year of 2020 is finally over, and we have a new, and I am hoping, brighter year ahead. Many of us have missed the good times and camaraderie that come with seeing each other and sharing stories at our “beer show” gatherings. Happily, there were a few outdoor events that were safely held this Fall. It is my strong hope that we will be able to resume a more normal schedule, and, importantly, hold our NABA 50th Convention in Milwaukee, from July 28th-31st!

### NABA Bats 1000

Now for some good news about 2020. We reached our membership goal by exceeding 1000 members! This is truly a revitalized organization with a talented and energetic Board of Directors who are focused on accomplishment. For perspective, we are now back at the membership levels we hit during our “heyday” 20+ years ago and have increased by +48% in the past 5 years.

### This magazine

There is no doubt that a big part of our club's vitality is this magazine, where our members can contribute. And I am happy to say that you have been, in droves. In the Fall, we did a special 80-page issue, up from our usual 64-page publication, which itself had been increased from 48 pages as of Spring, 2019.

Your tremendous contributions to this Winter issue quite literally forced us to make



**The Handsome Waiter in the Heartland** is joined by a host of breweriana collectors at the **IBC Chapter show** in Indianapolis, IN on October 31, 2020. From left: Jim TenEyck, Greg Gerke, Todd Morton, Don Hardy (BCCA VP), Beer Dave Gausepohl, Clayton Emery, Rick Natter, NABA and IBC Chapter President John Ferguson, Carey Williams, and Doug Groth.

the investment to again extend this issue to 80 pages.

Amazingly once again, more than 100 members were involved in creating this issue and the interest and enthusiasm for this publication continues to grow. As usual, we have first-time authors, like Rusty Long, Ken Jones, Ben Kadow, and Allen Kirgan, as well as many members who have contributed again and again.

Got an idea for an article? Just reach out to our Editorial Director, **Ken Quaas**, at **Ken@consumertruth.com**. We make the whole process easy!

### NABA 2021 Convention

The 2021 Convention marks our 50th, and we will be celebrating where it all began—in Milwaukee. Our meeting will be at the recently-renovated Ingleside Hotel in Pewaukee/Waukesha, which has an ideal set-up and where we successfully held two prior conventions (1996 and 2004). We sent out an email blast to the membership in the Fall about registering for the convention and the response has been



terrific. Eighty percent of the rooms we reserved are already taken and we are requesting more as we expect a sellout. Please see the info on page 55 and make your reservations today.

This 50th Convention is truly an event you won't want to miss, so mark your calendars now for July 28th-31st.

### Local chapters

Our 44 chapters—and we will be adding more in 2021—are the vitality of this organization and our hobby. I realize this, being very involved in the IBC Chapter here in Indiana. NABA's aim is to support our chapters wherever and whenever we can. We will list your shows in the events page of this magazine, promote them on our highly active Facebook page, and feature you on our revamped website—all at no cost. Please reach out to me or our Chapter Liaison, Darla Long at [bluffcitybrews9@gmail.com](mailto:bluffcitybrews9@gmail.com) when we can help your chapter.

I hope you stay in good health, and to once again see you at a show in 2021.

*Cheers!*

*John Ferguson, President*

Fergkate@comcast.net



**The Handsome Waiter out West**, at the **Western Regional Show** in Oakland, CA on November 14, 2020. Pictured, safely masked are from left, NABA Board Member Mike Michalik, NABA Vice President Ken Quaas, and NABA members Keith Kerschner (BCCA President), Charlie Smith, and Ken Harootunian, who did a tremendous job organizing the show's events.

## EXECUTIVE SECRETARY'S REPORT

Total Members	Needing to Renew 9/30/2020	Needing to Renew 12/31/2020		New Members & Rejoins	Renew if Mailing Label Dated
1011	19	51		42	09/30/2020 12/31/2020

**Thank you** to everyone who helped with recruiting new members and rejoins. Our 1,000 member goal has been reached!

### 3 ways to renew!

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PO Box 51008, Durham NC 27717
- 2) Use PayPal (send to [nabamembership@comcast.net](mailto:nabamembership@comcast.net))
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*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.*

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*John Stanley*



Lithograph, c. 1946.  
Collection of Charlie Staats.

# New Members

## Please join us

in raising a frosty beverage  
to *welcome* NABA's New &  
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# FINDING THE “HOLY GRAIL” FOR MY COLLECTION

BY BEN KADOW

All collectors get into their hobby for one reason or another. For me, I can remember specifically the time and place I “got the bug.”

Growing up in Perham, MN, I remember driving past the brewery structure where old highway 10 and the Otter Tail River intersected. My mom told me about how her mother had grown up on that farm and how her grandfather, Andrew Fellerer, had brewed beer there many years ago. He had started out as a malter in 1885 and eventually became the brewmaster in 1891.

When I was around ten years old, a relative asked us over to her house. She showed us a beer bottle found by a friend while scuba diving in Big Pine Lake. It said *Peter Schroeder Brewing Co., Perham, Minn.*



The embossing on this 1890s era bottle is highlighted. Collection of NABA member and bottle expert, Bruce Mobley.

She explained that although Grandpa Fellerer had been the brewmaster, Peter Schroeder owned the operation. She even had a wooden beer crate from the brewery!

Starting with that visit, I tried to think of every place a person might throw an empty bottle and I went looking for one of my own. Growing up on the Otter Tail River, I would peer over the gunwales of the boat each time we went fishing or canoeing anywhere near the old brewery. Staring into the water, I hoped to find my own bottle. In fact, I became somewhat obsessed with this “Holy Grail” of artifacts.

Since then, I have been drawn to both soda and beer bottles that have the same style of slug plate embossing. After reading and learning a lot from



This Schroeder label was used around 1909, its copyright date.

Ron Feldhaus's book on Minnesota bottles, I began going to garage sales and flea markets. As long as the price was good, I would pick up anything from central Minnesota towns in the hopes of one day trading those bottles for a Perham bottle.

Even if I found bottles that weren't from central Minnesota, I would buy them, thinking someone somewhere else in the world might have the same burning desire to own one of these bottles as I did the Schroeder bottles.

Thirty years later, I have a modest collection of central Minnesota bottles, as well as items from the Omaha and Kansas City areas, since we are stationed at Offutt Air Force Base in Nebraska.

I have been very fortunate to have been offered the opportunity to purchase several Schroeder bottles—through persistence and networking—over the last decade. But my dream has been to actually find one—a goal that eluded me for most of my life.

The first Schroeder bottle I bought was from a distant relative on a farm near the old brewery. His story of finding the bottle, relayed to me during the process of buying it, was magnificent.

With a slight German accent, he told about the beautiful day in the field when he saw something on the ground shimmering in the sunlight with the old brewery directly in his line of sight across the river in the distance. He investigated and found the lip of a bottle peeking out of the dirt, which he had plowed with heavy machinery for decades. He dug up the bottle, slowly wiped off the dirt and held it up to the sun to see what it said.



What a miracle that it was still intact! Knowing my great-grandfather made the beer that went into that bottle makes it extremely sentimental to me.

Since COVID-19 hit, I have had a little more time to invest in this hobby. For years I have checked online every evening for items that interest me. This past July, I was scrolling online and rolled across a beer crate that said “Peter Schroeder Brewing, Perham Minnesota.” My heart almost stopped, frozen in disbelief.

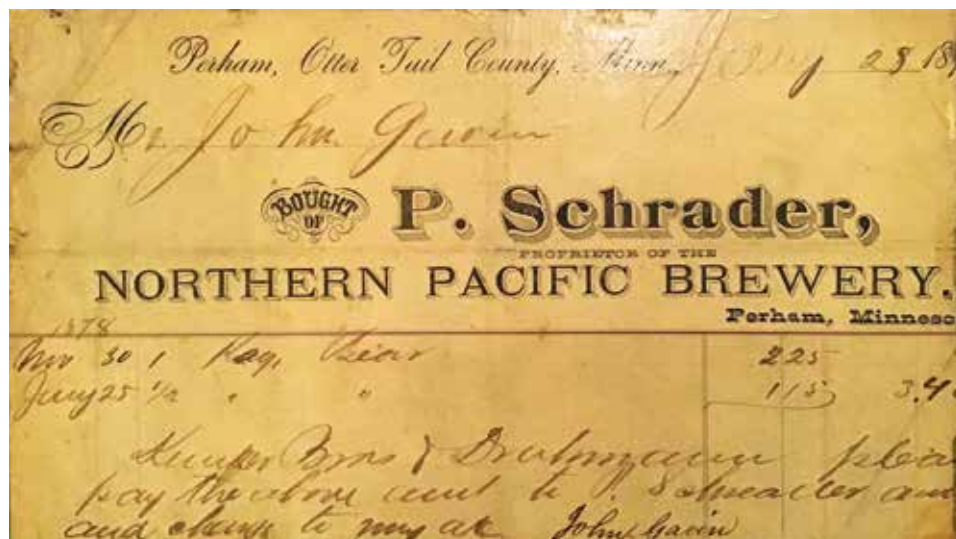
It was exactly like the one in the Perham Museum and at my cousin’s house. Was it still available? How would I get it from six hours away?

In communicating with the seller, I shared a picture of the brewery, my great-grandfather the brewmaster, and my son holding a Schroeder bottle. The seller was delighted the crate was going to someone who could appreciate it.

My family adjusted our itinerary and picked it up on our annual trip to Minnesota.



Until recently, the author’s years of searching produced one crate and four intact, purchased bottles in two sizes from the brewery in Perham, MN.



The Northern Pacific Brewery was the first name used by Peter Schroeder for his brewery, shown on this 1878 invoice with Schroeder’s name misspelled as “Schrader.”  
Collection of Ben Kadow.

A few days later, while visiting family, my 13-year-old niece expressed an interest in archeology. I invited her to go digging in an old dump with me to see what we might unearth.

We spent three hours exhuming what seemed like thousands of broken bottles. Just when we were about to call it quits, she pulled out an intact bottle. As she wiped away the dirt, she began to read aloud the name on the bottle—then stopped. She looked at me, then tried to put the bottle back in the hole!

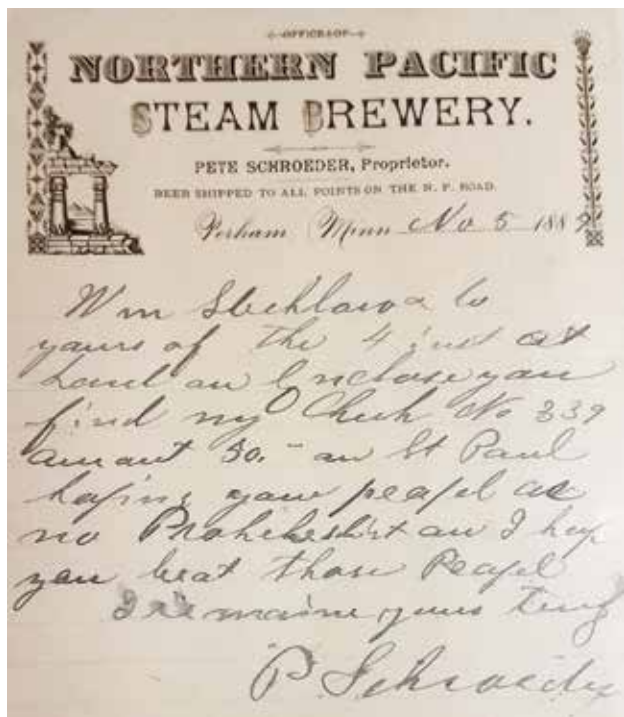


Knowing it had been a dream of mine to unearth a Schroeder bottle, she tried to put it back before I noticed, afraid that she had just crushed my dream. Quite the contrary!

Having passed the story on to her, then

Ben holds the Schroeder bottle his 13-year-old niece (in the background) pulled intact from a recent dig.





Letterhead dating from 1887 with Peter Schroeder's signature indicates Schroeder's beer was shipped "to all points" on the train line, which extended to parts of Minnesota and North Dakota. Schroeder was effective at marketing his beer beyond the tiny region of Perham. Amusingly, the letter is a response to Wm. Schellhas, who was a brewer in Winona, MN. Schroeder mentions enclosing a check for \$50 (\$1365 in today's value) to "beat" the "Prohibitionists." Collection of Pat Stambaugh.



**Above:** Ben holds the recently-discovered Schroeder (his fifth) bottle, with his collection of other pre-Prohibition central Minnesota bottles in the background.

**Below:** Schroeder breweriana is very rare. Corkscrew, c. 1890s. Collection of Murray Srock.



seeing her find the bottle, and sharing in that joy with her was the highlight of the trip for me.

We put the bottle in the Schroeder beer crate I had just purchased, still in my vehicle. That bottle might have been in that crate 100 years ago.

On the way home we drove past the old brewery site, and where this bottle and crate were used! To-day, she has quite a story to tell—as well as a bottle of her own, into which her great-great-grandfather once put beer.

My wife jokes that I can now quit going to antique stores and liquidate my collection since the only pieces I ever really wanted have been found. As many of you already know, the problem is that I enjoy the hunt and connecting with other collectors.

Thanks to NABA, I have been able to connect with and learn from many experienced collectors. That is one of the great benefits of joining NABA. I hope to be a member for years to come—and I hope that we continue to help each other find those pieces that bring each of us tremendous joy.

This non-alcoholic drink (label shown below) was produced by the Schroeder brewery's successor, the Perham Holding Company, which operated from 1912-1915. Silver Leaf was Perham's answer to a ban on alcoholic drinks in northern Minnesota due to the enforcement of an Indian treaty—in addition to the North Dakota market also "going dry" at the time. Collection of John Steiner.



This close up of the cleaned bottle shows the slug plate embossing of the Schroeder brand.



## The Beer That Made

Peter Schroeder started brewing in Perham in the late 1870s. Some sources claim that there was a brewery in Perham before 1878 and suggest that Schroeder purchased the older firm, but this claim is not supported by excise records, local newspapers, or Schade's list of brewers. While Schroeder produced only a few hundred barrels during his first years, he built a large business in northwestern Minnesota with his energy and a reputation for fine lager. Newspapers in towns along the Northern Pacific line reported with pleasure that Peter Schroeder was in town on brewery business. Schroeder's lager was served on the North Coast Limited train and shipped throughout the Dakota Territory.

Schroeder added a bottling line in 1905 and began to offer beer by the case. One of his earliest labels proclaimed that his was "The Beer That Made Milwaukee Jealous." Joseph Schlitz Brewing Company sued Schroeder over the use of this label, and Schroeder was forced to discontinue it.

Peter Schroeder's death in 1912 was a great blow to the business because his reputation and goodwill throughout the region were impossible to replace, no matter how good the beer was. The business began to decline and the closing of the brewery was unavoidable when enforcement of an Indian treaty banned alcohol throughout much of northern Minnesota.

## Milwaukee Jealous



The former brewery as it appeared in 1962. The business had been dormant since 1917 and the venerable building ultimately was demolished in 1986. Courtesy of Ken Malz.

After Prohibition, the Fellerer family made several attempts to reopen the brewery with which they had been associated since Andrew Fellerer\* became brewmaster in the 1880s. Ultimately, the project was abandoned.

As late as the 1970s, the remaining Fellerers and other brewing enthusiasts still dreamed of using the accumulated equipment to brew. At one point the boiler was actually fired up, but no beer was ever made. Joe Fellerer died in 1977, but the dream of brewing in Perham did not completely die until the building was finally pulled down in 1986—just over 100 years after being rebuilt following a fire.

**Excerpted with permission from NABA member Doug Hoverson's outstanding book about Minnesota breweries, *Land of Amber Waters*.**

**\*Editor's note:** The Andrew Fellerer mentioned here is Ben Kadow's maternal great-grandfather.

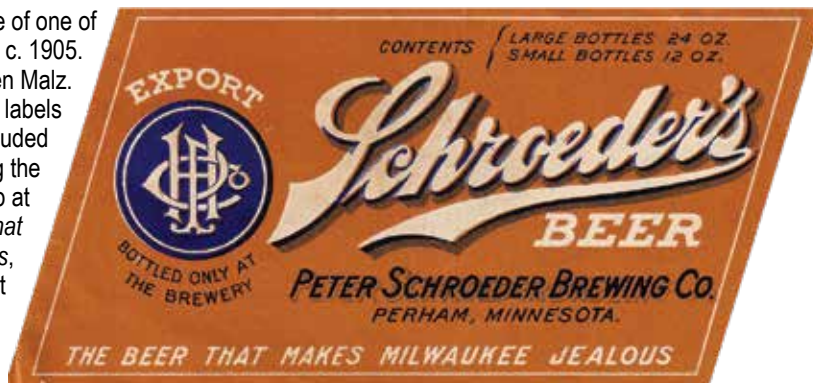


Pre-Prohibition, barrel-shaped etched glass. Collection of Pat Stambaugh.



**Above:** An example of one of Schroeder's early labels, c. 1905. Collection of Ken Malz.

**Right:** Two Schroeder labels date from 1905-1912. Included is one (bottom) using the amusing tagline jab at Schlitz: *The Beer That Makes Milwaukee Jealous*, which prompted a lawsuit (see sidebar above). Courtesy of Ben Kadow.



# *A Special Brew* *from Baraboo:* The Story of

by Ken Jones



Baraboo, Wisconsin is known best for scenic Devil's Lake and its beautiful rock formations. It's also known for being the home of the Ringling Brothers Circus, and now, the Circus World Museum.

Located in southern Wisconsin, tiny Baraboo has a population of a bit more than 12,000 people, but has a rich history of brewing, thanks to the Effinger family.

Ferdinand "Ferd" Effinger was born (1848) in the Kingdom of Württemberg, Germany, the son of a cooper. At the age of 18 he left the family home for Milhausen in the Alsace region, where he fell in love with the process of making beer. His brewing career was side-tracked by three years as a soldier in the Franco-Prussian War of 1870-71—but after the war, Effinger set his sights on starting his own brewery in the rapidly developing United States.

Arriving in New York about 1874, he sought work, spending several years there in the brewing industry. A traveling hop salesman told Effinger about Wisconsin, describing it as having great people from the old country, beautiful topography, and a surprising lack of breweries north of Milwaukee. Effinger discovered there was an area north of Milwaukee developing on the Chicago and Northwestern Railroad that was perfect for what he had in mind.

## **Bound for Baraboo**

In 1879, Effinger disembarked from the train in Sauk County's village of Baraboo. Like so many German immigrants before and after him, Effinger's dream was to bring a high-quality and delicious, frothy malt beverage like those in his native country, to the American Midwest.

When he arrived in Baraboo, Effinger discovered he had competition—two breweries were already established and had settled in a

prime location across from the railroad depot. The Ruhland Brewery, also called The Baraboo Brewery, had been in place since 1867. The eager young Effinger, with his beer-making education and experience, landed the position of brewmaster with the other local, the George Bender Brewery.

Effinger was able to grow in authority at this brewery, as its owner was in declining health. By 1884, Effinger had bought out the Bender family and the brewery was his.

His new business venture hit a bump in the road right away when his newly-acquired brewery met the same fate as many other breweries of the day: It burned down. But Effinger had planned to improve and rebuild in any case, and was undeterred. He struck an ambitious deal with the era's Milwaukee brewers to distribute for them and keep his four employees working as the new brewery was being built.



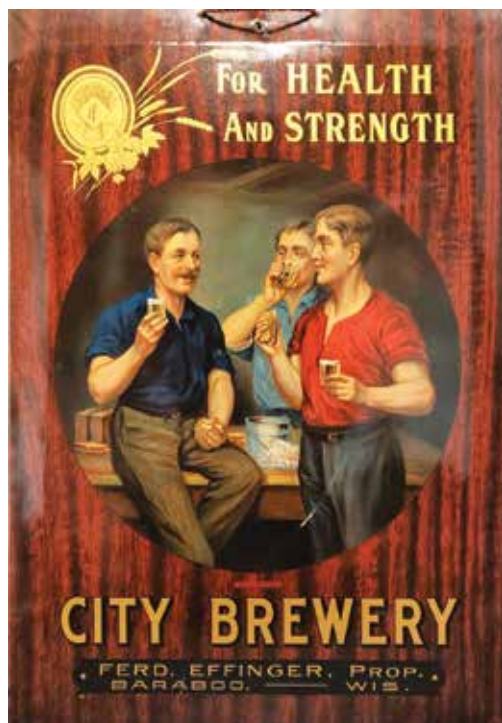
One of the most familiar advertising pieces from Effinger is this 1940s tray, with the iconic bellhop character.



The Effinger Brewery and Saloon, c. 1900. Ferdinand "Ferd" Effinger, the brewery's founder, is standing in the doorway. At right is his family.



*Editor's note: Unless otherwise indicated, all breweriana photos are from the collection of Ken Jones while labels are from the collection of John Steiner. Historical photos, from the Sauk County Historical Society, were originally black and white, and have been enhanced with colorization computer software.*



Very rare tin-over-cardboard sign, using a stock image, c. 1907, 14 x 20 in., by The Meek Co., Coshocton, OH.

### Rebuilding after the fire

Effinger built his new plant on the south side of Baraboo along the Chicago and Northwestern railroad tracks. It was a huge structure that served not only as a brewery, but also had a custom saloon and tap room in the front as well as living quarters for his growing family. His new 80-barrel copper brewing kettle made it possible for Effinger to produce 5000 barrels a year.

The new complex opened in late 1885 with a new name: Ferdinand Effinger Brewing Company. The business flourished and Effinger, known as a loving family man, became a pillar of the community. He bought a lot along the Baraboo river and developed it into the city's park, called Effinger Park. He had



This beautifully-lithographed sign (TOC, 6 x 19 in., c. 1910 by American Art Works, Inc., Coshocton, OH) is in amazing condition for its age, likely because it was never used. Signs like these, in new old stock condition, were sold when the brewery liquidated its assets in 1966.

Supposedly, the signs were not used widely at the time because Ferd Effinger did not like the visual—the beer glass and the cigar having equal billing. This was apparently a stock image that (not surprisingly) also was used by cigar companies.

Schlehen is German for "Blackthorn," which is a flowering, fruit-bearing shrub. The fruit, called a "sloe," is dark purple and similar in appearance to a small plum, but very tart. It is what is used to make sloe gin. Collection of Ron Thomas.



Before Prohibition, "Ferd" Effinger marketed his Export Beer brand and called himself the "city brewer."



the park styled like the German beer gardens he remembered as a child, complete with flowered gardens, bandstands with live music, and steamboat rides down the river.

### Effinger the innovator

Effinger proved himself not only an excellent brewer and businessman, but also an innovator, inventor, and avid nature lover. He kept up much of the park himself and developed one of the first underground sprinkler systems used in the country.

The late 1800s began the heyday for the Effinger brand. In 1896, Effinger's was somewhat rare among small breweries to bottle its own beer. By 1900, Effinger was supplying many towns within a 50-mile radius, thanks to the railway.

Effinger brought in his two sons, Ferdinand Jr. and Fredrick, to help run the business. In 1912-1913 the brewery purchased its



first motorized trucks to modernize delivery.

Despite all this success and growth, danger loomed. In 1918, Baraboo voted to become a “dry town,” and National Prohibition was looming. Effinger’s only hometown competitor, the Ruhland Brewing Co., went out of business.

### Surviving the dry years

The Effingers explored new business ideas to survive. It was an easy retool for them to produce a lower alcohol (1.5%) near beer. The brewery also began making its own root beer, a liquid malt for baking (but also for home brewing), and a grape soda for Milwaukee’s Blatz brand. Like many breweries across the country, Effinger also began making ice cream, which quickly became a Baraboo delicacy, offering many flavors—maple nut and grape nut being the most popular.

The newly-formed Effinger Ice Cream brand also secured the Eskimo Pie franchise, which increased the company’s sales and popularity. Always the innovator, Ferdinand Sr. began making a product called “potato chips”—a snack previously not known locally—as well as “crispettes,” a sort of flattened out popcorn ball.

By the late 1920s, the Effingers sensed that a return to brewing real beer might be imminent, as sentiment against Prohibition grew. They decided to sell their ice cream franchise (for a tidy profit) to an eager Borden Company in 1931.

### Beer comes back to Baraboo

After Repeal in 1933, the Effinger family cleaned the sticky cream from its copper kettle, and once again mixed their unique recipe of hops, gilt barley, and grain. The “Special Brew from Baraboo” was



**Left:** Prohibition-era tray promoting Effinger’s ice cream. Stock image by Parker-Brawner, Washington, DC. Collection of John Steiner.

**Far left:** The root beer bottle’s contents may have gone well with the ice cream to keep things afloat during Prohibition.



Like many brewers that managed to survive Prohibition, Effinger marketed near-beer malt beverages and a variety of other products. The Nearo brand was replaced after Effinger discovered the same name was being used by Dick Bros. of Quincy, IL.



back, and the company was reincorporated under the name The Effinger Co. Brewery.

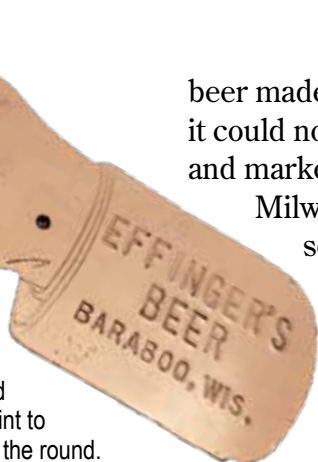
Soon, World War II with its materials shortages, and the large, increasingly “national” breweries, made marketing difficult for the small-town producers. Although the quality and full flavor of Effinger

Effinger flourished after Repeal and capitalized on its proximity to the beautiful “Devil’s Lake – Dells Region,” a resort area, with colorful graphics. They also offered a gallon-sized “Picnic Beer,” designed for family outings. This period is also when the recognizable bellhop character was introduced.

Continues next pg.



This 1930s-era **You Pay** finger spinner was given to tavern owners—when two or more patrons came in together, they could spin it and the finger would point to who would buy the round.



beer made it a local favorite, it could not compete on price and marketing clout with the Milwaukee brands to its south.

Sadly, Ferdinand, Sr. died in 1944 and did not live to see the end of the Nazi regime that had taken over his homeland. Ferdinand Jr. became president, with his brother Fredrick acting as Secretary and Treasurer. Fred brought into the business a third generation, with the addition of his two sons—Carl as Vice-President and Fritz (Fredrick Jr.) as assistant Secretary and Treasurer under his father.



Rare 15 x 23 in. reverse painted glass mirror, c. 1930s. No mfr. mark.



Rare, 4-inch paneled, post-Pro etched glass, c. 1930s.



Rare aluminum tray, 15 in. dia., c. late 1930s, by Priscilla Ware Co., Kewaunee, WI.



A trio of 1940s-era ball knobs.



The brewery updated and expanded its truck fleet and modernized its plant and bottling line in the 1930s and 40s.





The brewery invested heavily in advertising as it faced increased competitive pressure in the 1950s. This elegant graphic, seen on an outdoor billboard in this colorized photograph, was clearly targeting women drinkers, as many ads of the era did.

To better compete, the family raised \$90,000 dollars for an ambitious expansion plan. This entailed \$40,000 to expand and improve the old brewery plant and \$50,000 to modernize the machinery. The brewery employed 20 workers and had 11 delivery trucks to accommodate the higher production, and to maintain their fifty-mile radius for deliveries. Recognizing a wider family involvement and ownership change, the company was renamed Effinger Brewing Co. in 1949.

### Faring in the 50s

By 1950, Effinger was faced with increased marketing competition from the larger brewers. It had to heavily invest in radio, billboards, outdoor signs, and backbar signage to keep from being drowned out by the louder voices of the bigger beer companies. Expanded marketing came at the expense of infrastructure modernization: The company decided not to invest in a canning line—foregoing the packaging that was not only increasingly popular, but also more cost efficient.

Instead, the brewery tried to create news and interest in Effinger beers by experimenting with new brands and package sizing. In 1953 the brewery intro-



As sales faltered in the 1950s, the brewery experimented in the hope of attracting new audiences. A seven-ounce smaller-sized bottle called "Effy," and a paler, dryer, "vacation brew" called Brite (label and outdoor billboard shown) were marketed to those visiting the famous resorts at the Wisconsin Dells.



This 1940s-era display promotes the seasonal Holiday Brew. The colored picture shows a cardboard easel sign that is not known to still exist.



Reverse painted glass sign c. early 1950s, is 10 x 5.5 in., by Ersman Graphic Arts Co., Watervliet, MI.



This neon sign (22 x 16 in., c.1950s) may be the only one in existence.

duced seven-ounce bottles nicknamed *Little Effys* and—some-what ahead of its time—a lighter and dryer beer called Effinger's Brite, marketed as a "vacation brew" to the tourist crowd that flocked every year to the famous resorts at the Wisconsin Dells. Also introduced as a lower cost competitor was a pilsner beer named Badger Brew.

### Struggling in the 60s

Despite its investment and creativity, Effinger struggled to compete. By 1960 the number of small Wisconsin breweries had dwindled from 120 after Repeal to about 25. The family-owned firm soldiered on and brought into the business a



## Time for Effinger



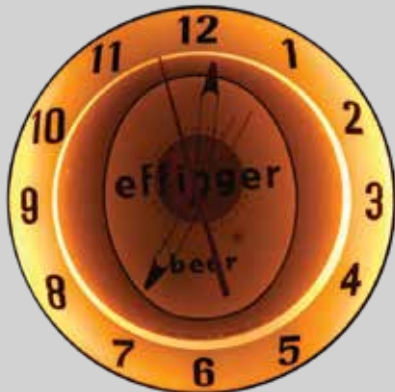
Uncommon clock design, c. 1950, 15 in. dia., by Cincinnati Products, Cincinnati, OH.



Neon spinner clock, c. late 1940s, 15 in. dia., is perhaps the most common of the Effinger clocks, but still difficult to find. By Swihart Co., Ellwood, IN.



A *Special Brew from Baraboo* slogan clock, 16 in. dia., c. 1950s. Its blue face was fragile and often cracked or burned from the heat of the transformer. By Neon Products Inc., Lima, OH.



Have you ever seen one? This striking clock is known to have existed only by this colored picture from the Sauk County Historical Society.



Back-lit clock with metal case, wood frame, and glass face, 18 x 18 in., c. 1950s. No mfg. mark.



fourth generation of Effingers. But new blood could not prevent the end of the company's 81 years of brewing in Baraboo.

By 1963, the brewery was reduced to brewing in smaller batches and distributing for Miller Brewing Co., Gettelman Brewing Co., and Bireleys soda. Inevitably, one of the last of Wisconsin's small breweries, The Effinger Brewing Co., fermented its last vat of beer in Baraboo in 1966.

Sadly, Baraboo's historic Effinger brewing plant, with its iconic smokestacks, came crumbling down by demolition in 1985. All that remains of the once-proud brewing facility is what once was the business suite, which has been converted to the Circus World Museum's official library archive. But fortunately, the memory of Effinger lives on in a rich legacy of breweriana.

Continues next pg.

**Author's Note:** I want to thank the Effinger family and the Sauk County Historical Society for helping me gather information. Many thanks also, to John Steiner for contributing pictures of his extensive label collection for this story.

I would like to dedicate this article to my father, Duane "Buck" Jones, an Effinger delivery driver (1955-1966). If not for him I would not have a love of breweriana, a connection to the wonderful Effinger family, or a healthy respect for hometown history. Thanks Dad, I miss you!

**At right:** The author's favorite Effinger's item is a sales receipt from 1960, signed in the lower right corner by his father, Buck Jones, an Effinger route driver. Amazingly, it was found on eBay a few years ago.

**Editor's Note:** NABA member Ken Jones is always searching for Effinger artifacts to help preserve the history and memory of his hometown brewery. He can be reached at moonsinger1313@charter.net.

No. **93585**

**EFFINGER BREWING CO.**

PHONE 27      415 LYNN ST.

Baraboo, Wis.. *6-9*      19*60*

Sold to *Paul Zwick*

Address *Baraboo*

QUANT.	DESC.	DEPOSIT	TOTAL
1/2 Barrels			
1/4 Barrels			
1/8 Barrels			
<i>50</i> Cases 24-12 oz.	<i>92.50</i>		
Cases 12-32 oz.			
Cases 24-7 oz.			
Cases 24-12 oz. <i>One-Way</i>	<i>45.00</i>		
Total Charges		<i>137.50</i>	

EMPTIES RETURNED AND CREDITS

QUANT.	DESC.	DEPOSIT	TOTAL
1/2 Barrels			
1/4 Barrels			
1/8 Barrels			
<i>57</i> Cases 24-12 oz.	<i>47.88</i>		
Cases 12-32 oz.			
Cases 24-7 oz.			
Total Credits		<i>134.50</i>	
Deposit Credit		<i>17.88</i>	
Cash Received		<i>866.22</i>	

Customer \_\_\_\_\_

BAL. DUE \_\_\_\_\_

DRIVER *Buck*

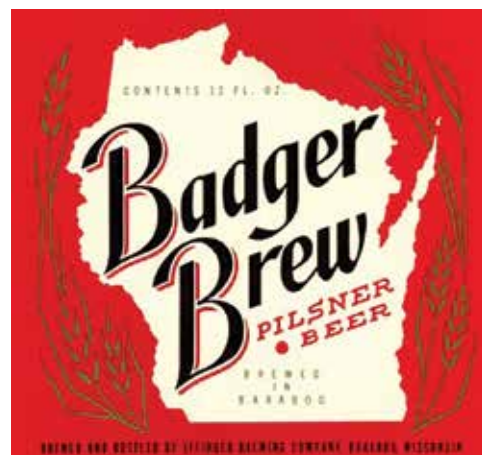
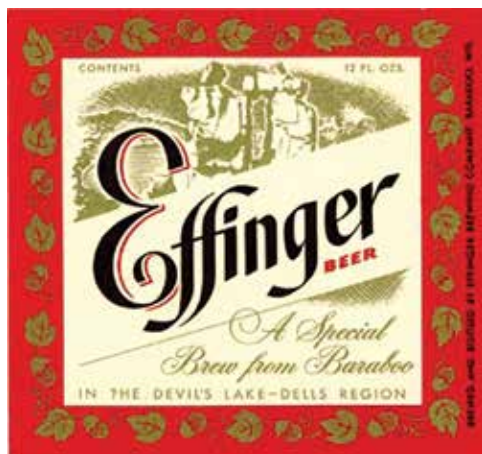
PRINTED IN BARABOO

BREWED AND BOTTLED BY EFFINGER BREWING COMPANY, BARABOO, WISCONSIN



Colorful 1960s plastic shelf talker measures 12 x 8 in., no mfg. mark. Collection of Tim Piche.

**Below:** The late 1950s brought a re-design of the Effinger logo that features a rendering of the beautiful rock formations of Devil's Lake inside a red border of hop leaves. Badger Brew was a failed effort to compete in the lower-cost "popular" beer segment. The name (Wisconsin is known as the "Badger State") and state-shaped design were meant to appeal to a broader audience across WI. When Effinger closed in 1966, the Badger brand name was sold to Oshkosh Brewing Co., Oshkosh, WI.

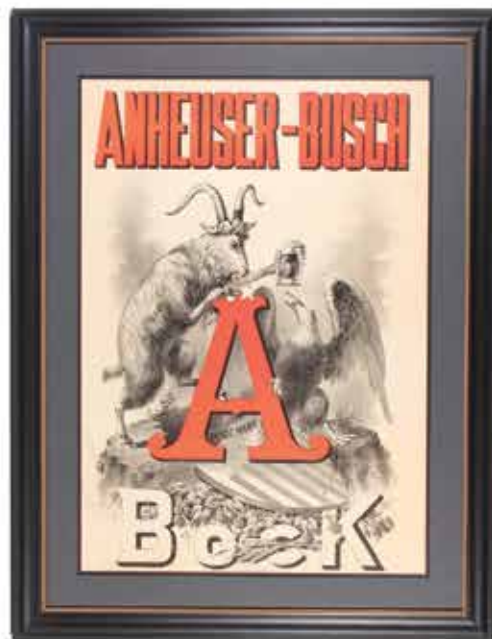




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# C. Kern Brewing Company Port Huron, Michigan



**Ed. Note:** This is our 13th installment 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 this series appeared in Vol. 180, Winter 2018; and subsequent issues covered the MI breweries of the day alphabetically until A. Haas Brewing in the prior issue, Vol. 191, Fall 2020.

BY LARRY MOTER

This historic Michigan brewery has a unique geographic location on the eastern edge of Michigan's "thumb," at the southern tip of Lake Huron, which is also the northern-most location of the Detroit River (across from Sarnia, Ontario).

According to *100 Years of Brewing*, J. Stein founded a brewery in 1856 in Port Huron and operated it until an unknown date. *American Breweries II*, however, states that it was operated in 1874-75 by a J.B. & J. Bellenstein. Jacob Denler (or possibly Densler—I found conflicting information on name spelling) later operated it, from 1875 to 1877. Later in 1877 (or 1879—again conflicting information) Christian Kern assumed the helm and apparently operated the business as a sole proprietorship until 1884.

In 1884 the firm was incorporated, and it operated until Prohibition (1919). *100 Years of Brewing* reports that the plant was almost completely destroyed by fire in 1894 and "rebuilt on modern principles." During Prohibition, the business operated as the C. Kern Products Company, likely making



## STATE OF MICHIGAN LIQUOR CONTROL COMMISSION SECOND SURVEY & STUDY OF THE MICHIGAN BREWING INDUSTRY

By Laboratory Division  
(Geagley, Edwards, Ohmen) 1944-45

the normal era products such as sodas and ice.

After Prohibition, the firm was resurrected (1933-34) as the C. Kern Brewing Company. Like many of its undercapitalized contemporaries, Kern quickly succumbed in the years immediately following Prohibition.

Thanks to Dave Alsgaard, we know from the accompanying architect's rendering (below) that the post-fire plant was designed by famous Chicago brewery architect, Louis Lehle. *100 Years of Brewing* states, "the annual output was up to 25,000 barrels."

This structure had an interesting history. It







A trio of tip trays sporting the slogan, *The Beer of Quality*.



Image courtesy NABA's Virtual Museum.

must have been first mothballed in good condition since Grand Valley Brewing Company of Ionia purchased and refurbished the plant in 1943 [Editor's note: Please see the article by Jim Koerber on Grand Valley and all its incarnations

in the Summer 2020, Vol.

190 issue of the BC, pg. 30].

The Grand Valley operators renamed the brewery Friars Ale Brewing Company. Both Friars Ale and Grand Valley Brewing Company (in Ionia, MI) operated separately until 1946, when the two operations consolidated into the Port Huron Brewery. Due to wartime restrictions and rationing, this plant was a draft ale-only brewery during WWII. Plans were drawn up to move equipment from Ionia to Port Huron and into to a new bottling plant, but the war impacted those plans.

I was hoping to find more info on this brewery through a local historical

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Date: June 5, 1945 Inspection by Edwards.

**FIRM NAME:** C. Kern Brewing Co.

**LOCATION:** River Street, Port Huron, Michigan.

**BREWMASTER:** John F. Lange.

**ANNUAL CAPACITY:**  
Storage x 8 = 62,500.

**PRODUCTS MANUFACTURED:**  
Draught Ale.

**FACTORY BUILDING:** There is only one main building, a rather old brick building which is in a fairly good state of repair. The various floors of the brew-house proper are open steel and concrete. The two top floors are of wood, including roof. Malt bins, scale hopper, etc., are all constructed of wood. Remainder of building is concrete. Building at present time consists of brewhouse, offices, engine room, three fermenting cellars, and three storage cellars. The original bottle shop does not belong to the brewery. This concern has a \$25,000.00 priority to build a bottle shop south of the main building. There is no cooler room - cooler is located in the same room as the brew kettle, etc., There is a refrigerated hop room.

**SANITARY AND COMFORT FEATURES:** Toilet and wash facilities are adequate for the present number of employees. One toilet and wash facilities for brewery, and one for the office.

**EQUIPMENT:** All equipment used is for draught ale only and is of conventional design. Most all equipment used was that originally used by Kern Brewery. Grain grinding, mashing, brewing, cooling, fermenting and storage equipment is conventional. All fermenters are open which is necessary for ale. Keg washing, pitching and racking equipment is standard. Steel barrels are used almost exclusively. Fermenting and storage capacity are as follows:  
Fermenting - open wood.  
Cellar D  
6 - 56 bbl  
1 - 175 bbl  
Cellar C  
2 - 175 bbl  
12 - 56 bbl

54

Settling 3 - 60 bbl.

Storage A 2 - 50 steel 17 - 150 steel 2 - 50 wood 2 - 105 steel 2 - 60 steel	Storage B 12 - 150 wood 10 - 170 wood 1 - 150 wood	Storage C 2 - 50 steel 2 - 50 steel 2 - 105 steel
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**MANUFACTURING PROCESSES:** No unusual or non-standard processes are used. Grain is dried, ground, washed, brewed, hopped, cooled, fermented with ale yeast and stored in usual manner, except that ale is cold or dry hopped in storage tanks. All Cc. gas must be purchased because they do not save any in their ale processes. Yeast is used from brew to brew.

**CLEANLINESS AND SANITATION:** Brewery seems to be in fairly good state of cleanliness. Tanks are in need of paint though brewmaster claims they were thoroughly painted within the last year.

**SAMPLES COLLECTED:** No sample taken.

**CONCLUSIONS AND REMARKS:** This brewery is operating at a very low capacity because they will be unable to move from Ionia until the war is over and their malt quota is very low. In other words, the present status of brewery is temporary. Plans are drawn and a priority granted to build bottle shop, but expect to use Ionia equipment until new can be purchased. No sample taken at this time as only draught beer is produced.

Above and right, actual pages (53 & 54) from the MI Liquor Control Commission's 1944-45 survey.



Continues next pg.



society or blogger interested in regional Michigan history. Alas, I feel there is much yet to be discovered.

I do want to mention there was local competition in Port Huron with a different pre-Pro Port Huron Brewing Co., which ceased operations in 1919. Later that plant reopened as the Lakeside Brewing Company in 1936-37. This was another undercapitalized brewery that quickly failed.

There is a cool website, *Michiganology*, where interesting 1930s brewery images reside, and various products are sold with these



images affixed. Apparently, every beer/ale label had to be pre-approved by the Liquor Control Commission. At the time of this writing, I have not pinpointed the exact website address (leaving that to a Michigan cyber-sleuth) but did discover the gorgeous Lakeside label shown here.

Thanks to NABA members **Dave Alsgaard, Joe Gula, James Kaiser, John Stanley, and Daryl Ziegler** for sharing their Kern breweriana images with us for this article. Special thanks to NABA's Virtual Museum for the image appearing on pg. 21, and to the Michigan History Foundation and Archives for the Lakeside label, left.

**Our next article in this series is the post-Pro Kling Brewing Co. of Flint, Michigan.** Of course, pre-Pro **Phillip Kling Brewing Company of Detroit** breweriana images will be accepted too. Please email "pix of da good stuff" along with an estimated date of production/use and manufacturer (if known) to the *BC* Editorial Director, Ken Quaas ([ken@consumertruth.com](mailto:ken@consumertruth.com)), Design Director, Virginia Lepley ([virginia@virginialepley.com](mailto:virginia@virginialepley.com)), AND yours truly, Larry Moter ([accneca@aol.com](mailto:accneca@aol.com)). Thanks for your participation.



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# Let's Talk Breweriana

by Rich La Susa, Brewery Historian



## The Millers of Greenfield, IN—A special family of collectors

A close-knit family in central Indiana has had a special relationship with breweriana, unlike what most of us have experienced.

The Millers of Greenfield—Jim Jr., his father Jim Sr., and his late mother Sandy—began collecting in the 1970s. They assembled an exceptional collection of vintage Indiana beer advertising, with an emphasis on breweries that did business in Indianapolis, about 25 miles west of their house.

Jim Jr. was the catalyst. In 1976 (at age 8) like thousands of American youngsters, he was caught up in the beer can collecting frenzy. “I told my parents I wanted to start collecting beer cans. I can’t remember where I even got the idea. I suppose a friend was collecting and I thought it would be fun.”

Of course, he needed his parents’ assistance and support, which they readily provided. Collecting



The pride of the Miller collection is this Duselager neon.

cans became a family activity that would lead to bigger and better things.

Their focus would change, but not their unity. “My father and I were very lucky to have a wife/mother who not only ‘tolerated’ our collecting but also participated,” Miller said. Sandy passed away in 2002. “She loved going to the shows and enjoyed all the friends we met; she was very knowledgeable as well.” A special relationship, indeed!

“Through making many contacts in Indiana and elsewhere over the years we have accumulated a decent collection. It’s not the biggest or greatest by far, but we have had great fun doing it and have met many wonderful fellow collectors along the way.”

Miller singled out two who played significant roles, offering their expertise, advice, and friendship when the family was just start-

ing out and had little knowledge.

“Dick Caughey was always very kind and encouraging to us at the early Indy shows. And I obtained most of my knowledge of Indianapolis breweries from John Ferguson—he has been a good friend for many years.”

The Millers collected cans from everywhere. “It didn’t take long until my bedroom walls were full of cans.” While it was fun, Miller said, it soon became overwhelming. Especially dealing with the large number of duplicates they had accumulated. “So we decided to set up at beer can shows and flea markets and sell some of our extras.”

Their interest in cans eventually waned and they agreed to specialize. “Our first show was in 1979... After seeing the growth of breweriana collecting in the early 80s we decided to switch. Breweriana from Indiana, especially Indianapolis,



The Millers in a prior decade, L to R: Jim Jr., Sandy, and Jim Sr.



Cook's neon (Evansville, IN) and globe light.



Indianapolis Brewing Co. cans.

would be our specialty.” It became an extension of what Miller said was their “love for the history” of their home state.

“We were fortunate to live close to one of the best regional shows—the large and immensely popular beer can and breweriana show held twice a year in Indianapolis at the state fairgrounds. In its heyday (during the 1980s) the show attracted dealers and collectors from throughout the Midwest; even other regions of the country. “It was a great weekend, whether you were buying or selling,” he recalled.

They developed a simple but effective strategy. “Our idea was to pick up items during the year to sell at the Indy shows and to use that money buy items for the collection,” Miller explained. “This plan served us quite well over the years, mostly during the pre-Internet era. We also helped quite a few collectors add pieces to their collections...”

Listening to collectors’ stories about how they acquired pieces is a source of enjoyment—and amazement. Some, however, are reluctant to reveal what they believe are innermost secrets.

Jim Miller showed no such reticence, though he did say when first approached to be interviewed for this story that the he did not

like to talk about himself. There is a strong sense of accomplishment and well-earned pride when he talks about his family and collection.

“What I love the most—and I’m sure my father does as well—is that when we look at a piece on the wall or in a showcase, we have the memory of how we acquired it. Whether by luck, or a really good deal; who we acquired it from; where we were; or just the fact we were all together when we got it. There are things we have that might not be that valuable but we have kept them because of how we got them.”

The sources are varied: individuals, shows, flea markets, antiques malls, junk shops, and local auctions. “It’s always been the ‘thrill of the chase’ that we love. Finding quality breweriana was a lot easier before the Internet, but we still find the occasional special piece. It just takes a lot more work, and money,” Miller said with a laugh.

While set up at an outdoor flea market, their cans drew the attention of a person who said that his grandfather had found an unusual-looking can wedged in the rafters of his attic. He wanted to trade it, and the Millers accommodated him.

“It was a 1930s Gold Medal O/I [Opening Instruction] flat top from Indianapolis Brewing Co. [see can

image]. This was our sign to start specializing in Indiana breweries, especially those from Indianapolis. Heck of a way to start a collection!”

They parlayed another advantage into acquisitions: “My father had a job that let him travel the state of Indiana.” Jim Sr. scoured junk shops, flea markets, and antique shops. “He took the time to talk with many people about what we collect. We acquired pieces we never would have without that in-person connection.”

The Millers are not reluctant to bring up the subject of beer advertising with strangers, even in situations that have no obvious connection. “A casual conversation...with a man whose business my father had visited many times resulted in us getting an IBC Crown Select flat-top can in excellent condition [see can image]. It had been in a safe for years!”

A scarce pre-Pro paperweight [below] from Indiana Brewing Association in Marion was obtained





after Jim Sr. told the owner of an antiques shop what he collected. “She went next door to her house and returned with the paperweight, probably St. Clair glass. A short negotiation and it was ours.

“Another time, while my father was picking up a junk car from some people, he told them what we collect. They mentioned beer signs they had found in a wall while remodeling.”

They turned out to be four Champagne Velvet Beer (Terre Haute Brewing Co.) cardboard signs from the late 30s-early 40s.

“After not seeing anything at a garage sale in a nice old neighborhood of Indianapolis we mentioned to the elderly gentleman what we collect. He went inside and brought out a pre-Pro Indianapolis Brewing Co. (1900-1910) multi-color ceramic pitcher!” [Shown below].

The Millers even benefited from what Jim calls the controversial “Budweiser mug/stein craze of the 1980s/1990s.” They bought and sold them and used the money to purchase Indiana breweriana. If they hadn’t had them on their table, a significant trade never would have occurred. “A walk-in at the Indy show had some stuff he wanted to trade for Budweiser Olympic steins.



It turned out to be two pre-Pro ABC etched glasses [one shown here], two Duselager enamel glasses, a Drewrys plaster, and a couple other signs.”



The glasses are from breweries that did business in Indianapolis, ABC Brewing Co. and the Ajax Brewing Co.

The Millers are most proud of one particular category of



breweriana. “If I had to pick our favorite pieces, it would probably be the Indiana neons.” Miller offered reasons why, and an historical perspective. “Lighted beer signs were illegal in Indiana until recent years, so neons weren’t made for this market; they were displayed in other states where the brands were sold. The quality and detail is so much better than new neons. Just look at the Cook’s Beer [previous page], it’s like a piece of art. And all of ours have the original transformers and they still work great.”

An ad they put in a local thrift paper generated the call that led to

the Cook’s neon acquisition. “A gentleman who lived near Butler University in Indianapolis said he had an old neon for sale.” Naturally, Jim and his Dad went to take a look. “He took us to his basement where, hanging on the wall was this Cook’s Beer (F.W. Cook Company, Evansville) three-color neon with the original—and heavy—transformer.”

A brilliant Berghoff neon [center] with bold red script lettering, has “1941” on its transformer.

The crown jewel in their neon collection, however, is a Duselager they acquired at a private auction. It

likely was used from 1937-1941, and Miller believes it is the only one known. “In the 80s, before the Internet, estate auctions were listed in the newspaper. One mentioned a ‘Duse’ German beer neon.” He and his father thought it was a typo, but they went to the auction to satisfy their curiosity.

“You can’t imagine our shock when we arrived and found a beautiful two-color Duselager neon with an aluminum frame hanging in the garage, all lit up. It was the only beer piece there and no one else knew what it was. My heart was pounding so hard when it finally came up for bid...we got it for a reasonable price” [shown on p. 23].



The Millers also have given high priority to interesting pre-Pro trays. Three are from the Home Brewing Co. in Indianapolis.





Two are oval shaped, with colorful and appealing graphics: an attractive young woman with delicate features holding a small glass of beer (known as “Join Me”) [shown previous pg.] and a sizeable dog standing firmly in front of two horses in a stable (“At your Service”) [above, center]. They were made by American Art Works, c. 1910 and 1914, respectively.

A rectangular tray features a bottle with an Indiana brand label—and lists Home’s other beers—was produced by the Chas D. Shonk Co. in Chicago around 1915 [above].

Jim Sr.’s chance stop at a private auction yielded a prized piece—a round pre-Pro Duesseldorfer tray from Indianapolis Brewing Co. This

Shonk (c. 1910) is unusual in that it features a baby holding a bottle of beer [below left]. It was found among “a bunch of household junk in a building in an old run-down neighborhood not far from where this brewery once stood.”

From the same brewery they have a rare 12-foot-long oil cloth banner [shown next pg.], one of four that Miller said were found in a box in an attic of an old house in Indianapolis. “It is amazing that this piece survived. I estimate pre-1910. You may have seen one of these before, but the original find was ours.”

A most unique piece that may not carry the cachet of those from the pre-Prohibition era is a rare mid-century Cook’s reverse-on-glass display on



a wooden base [below]. It commemorates the Indianapolis 500, perhaps the most famous open-wheel auto race in the world.

The eye-catcher is an Indy car, seemingly in motion, and the







tracks' famous pagoda tower. Seven racing flags radiate from its curved top. "It is rare to have the original flags," Miller said (no mfg. mark).

The Millers' most recent acquisition, from an online auction, is a pre-Pro Capital City Brewing Co. (Indianapolis) framed print—19 x 14 in., on pressed cardboard or paper [shown above]—that Miller believes is possibly the only one known. It features an elderly man sitting at table with a bottle of TT ("Taste Tells"), a half-full glass, and a newspaper.

"It is quite rare; even John Ferguson hadn't seen this sign before. It just proves it's still possible to find something special, even now."

Other exceptional items in the collection include

a scarce Cook's pre-Pro light-up two-sided milk-glass globe [pg. 24]; a handsome Brazil Brewing Co. (Brazil) porcelain corner sign (R.S. Co., Chicago) [pg. 26]; Capital City stoneware pitcher (Robison Clay Company, c. 1905); 1903 Indianapolis Brewing Co. bock lithograph (Hampton Printing Co.), and a classy Champagne Velvet ROG cash register sign [left, below].

Miller's stories illustrate how a family that developed a sound plan, stayed focused, and worked in harmony—with a bit of good fortune added in—was able to build an impressive collection. And enjoyed what they were doing.

"It doesn't seem like it's been 40 years. Seems like I was just the kid people were surprised they had to bargain with at the Indy shows. Wow, it has gone fast!

In summing up those four decades, Miller was philosophical, and far too modest. "We knew we never would have the biggest or best collection, but we also wouldn't break the bank. I think we've done all right."

I agree.



**Left:** Rare Prohibition-era Amerigo cereal beverage paper label on bottle from the T.M. Norton Brewing Co. (Anderson). Prohibition in Indiana began earlier (1918) than National Prohibition (1920).



Jim Sr. and Jr. in front of their favored neons.



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**\$6,500**



**\$3,900**



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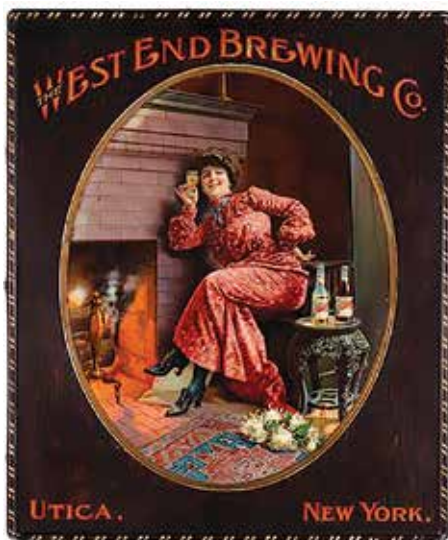
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Pre-Pro Storz Brewing Co. self-framed tin sign, Omaha, NE, 25.75 in. by 37.75 in., \$22,500, Showtime Auctions.



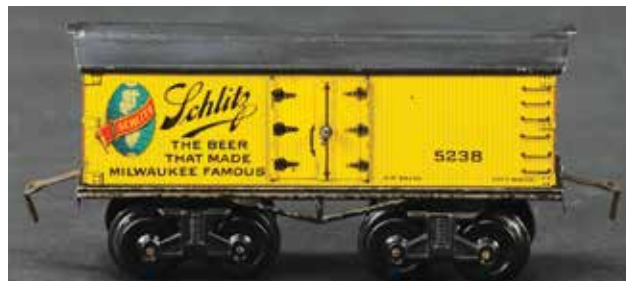
Self-framed tin sign, The West End Brewing Co., Utica, NY (stock image), 20.25 in. by 24.5 in., \$5,500, Morford's Auctions.



Reverse glass Genesee Beer factory sign, Genesee Brewing Co., Rochester, NY, 40 in. by 30 in., by Tuchfarber Co., \$13,250, Morford's Auctions.



1916 Boston Red Sox Wold Champions button, Alpen Brau *Detroit's Champion Beer*, incl. photo of Babe Ruth, celluloid 6 in. oversized button, very rare, only one known to exist, \$62,980, Hake's Auctions.



Bing miniature railway system (0-gauge) box cars: (top to bottom, above) Schlitz \$1,900; Pabst \$1,300; Budweiser \$650; Bertoia Auctions.

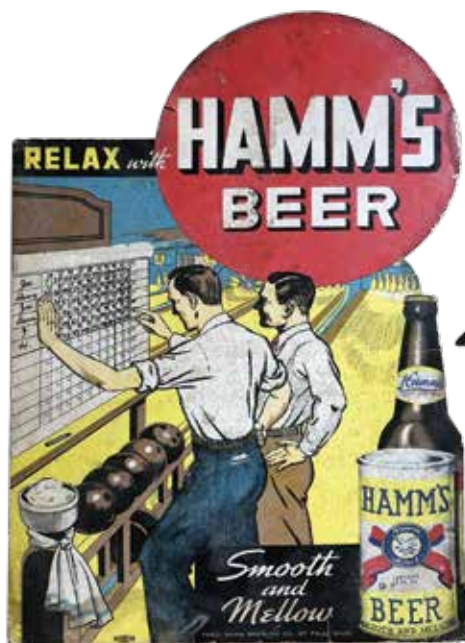


Above: Pre-Pro corner sign, Hausmann Brewing Co., Madison, WI, 17.5 in., \$6,900, eBay.

Below: Narragansett Ale 1940s Tray, Narragansett Brewing Co., Cranston, RI, designed by Dr. Seuss, 12 in. dia., \$1,653. Morean Auctions.







Hamm's Beer items from Theo. Hamm Brewing Co., St. Paul, MN: die-cut cardboard sign, above, \$2,896; 1930s Crystal Mfg. Co. lighted sign, below \$2,556, eBay.



Red Top ROG backbar register sign, non-lighted, Red Top Brewing Co., Cincinnati, OH, 20.5 by 11 in., \$2,200, Soulis Auctions.



Rheingold Beer TOC sign, Evansville Brewing Assn., Evansville, IN, by American Art Works, Coshocton, OH, 13 in. by 9 in., \$8,000, Showtime Auctions.



Pre-Pro porcelain corner sign, E. Robinson's Sons, Scranton, PA, by Ingram-Richardson Mfg. Co., 13.5 in. by 25 in., \$7,695, Morean Auctions.



Above: Old German Lager Beer tin spinner game "Who Pays?" Queen City Brewing Co., Cumberland, MD, \$131, eBay.



Upper Right: Pabst Beer wooden sign series, "The Bartender," African American female bartender, \$710, eBay.

Right: Hofbrau Tivoli Lager Beer etched glass, Robert Portner Brewing Co., Alexandria, VA, \$515, eBay.



Above: End of Prohibition!! Fort Pitt Beer tin sign, Fort Pitt Brewing Co., Pittsburgh, PA, 25 in. by 21.5 in., \$2,508, Morean Auctions.

Left: 1930s die-cut cardboard sign, Schlitz Lager Beer, Jos. Schlitz Brewing Co., Milwaukee, WI, 21 in. by 28 in., \$2,110, Morean Auctions.



Pre-Pro Tray, Fort Schuyler Brewing Co., Utica, NY, 13.25 in., \$3,000, Morford's Auctions.



Stoll Brewing Co., 4 in. coaster, Troy, NY, \$1,312, eBay.





Rainier Ale chalk statue, Rainier Brewing Co., San Francisco, CA, "Koloplack" by Kolograph Corp., Los Angeles, CA, 9 in. by 4 in., \$3,169, eBay.

Esslinger's Ale 1930s tray, Esslinger's Inc., Philadelphia, PA, 12 in. dia., \$969, Morean Auctions.



Above: Pre-Pro tip tray, H. Wagener Brewing Co., Salt Lake City, UT, 5 in. dia., \$430, Morford's Auctions.



Right: Van Dyke Beer ball knob, Ann Arbor Brewing Co., Ann Arbor, MI, by Bastian Bros., \$622, eBay.

## Craft & Micro



Above: Shipyard Wheat Ale tap handle, \$400. Jarre Creek Ranch.



Bogart Mellow Mushroom tap handle, \$650.



Left: Nola Brewing Co. Mechahopzilla tap handle, \$275.



Below: Hefferwizzen Gold Ale tap handle, \$285.



Above: Leinenkugel's Original Lager lighted sign, \$762.  
Left: Magic Hat fiber-optic lighted sign, \$350.

# A clean shave for Mr. Goetz

by Trey Rowe

As a St. Joseph, Missouri native, it's natural that one of the breweries I collect is M.K. Goetz Brewing Co., which once dominated the St. Joe brewing landscape. As local breweriana historians know, Michael Karl Goetz was a German immigrant who stopped in St. Joe on the way to the California gold fields, and decided to stay.

He established his own brewery there after working a few months for another brewer. When he died in 1901 his four sons carried on the business, which was in the Goetz family for more than 100 years. Goetz not only survived Prohibition but actually flourished, thanks to Country Club Special, a non-alcoholic brew that would spike easily with grain alcohol to both taste and perform like real beer. Even after Prohibition, Country Club grew to be the brewery's most famous brand, as a malt liquor.

After Repeal in 1933, Goetz was well-financed and equipped to begin brewing "real" beer again. The leadership sought to expand its market into the much larger Kansas City, just 55 miles to the south. But the politicians who controlled Kansas City insisted Goetz build a brewery there to have access to their market. That plant opened in 1936 and Goetz and its Country Club brand continued to thrive in the Midwest.

But during the era of brewery consolidation, the Kansas City brewery closed (1956) and in 1961, after 101 years of independence, the M.K. Goetz Brewing Co. was purchased by Pearl Brewing Co. of San Antonio, TX. Ultimately, Pearl closed the St. Joseph brewery (1976) and shifted production to Texas.

Memorabilia from the once-famous Goetz brewery is still highly sought after by local residents, many of which had family members who used to work at the brewery. A few years ago, I was browsing through a local antique shop and became fixated on a large brass plaque that once hung on one of the brewery's buildings. I was very disappointed, after speaking with the store owner, to learn it wasn't for sale but only for display. It was, in fact, part of her personal collection—her uncle had once worked at Goetz.

But my disappointment turned to excitement when, after some brief conversation about my interest in collecting Goetz advertising, she pulled a shaving mug from behind the counter. It was the personal shaving mug of William L. Goetz, son of brewery founder M.K. Goetz.

When M.K. died in 1901, William had become president of the brewery until 1946, and then chairman from 1946 until his death in 1953. William had presided over Goetz's greatest period of growth. Under his leadership, the brewery grew from producing about 100,000 barrels a year in the early 1900s to about 700,000 barrels yearly by the late 40s, with distribution in every state west of the Mississippi.

I wondered how the antiques store owner had acquired such a personal item from the Goetz family. She explained that her late uncle, whom she had previously mentioned (named Howard Nagle) had been a brewer at Goetz. Perhaps he and William had been friends, because she had been told that Nagle had received the mug after William Goetz passed away.

Needless to say, she and I quickly arrived at a satisfactory deal for this very unique piece of local breweriana, and William Goetz's shaving mug now resides in my collection.





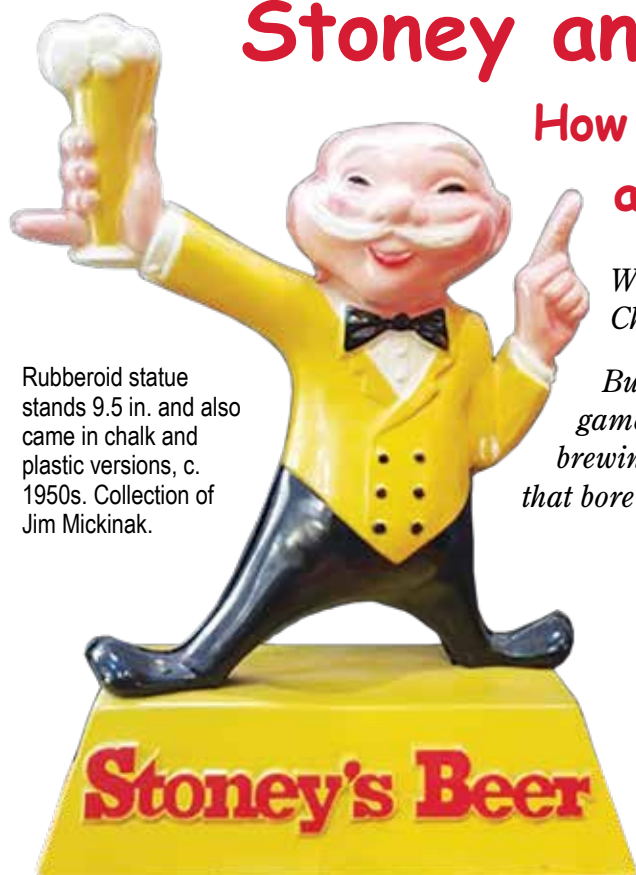
# Stoney and his Jones Brewery

## How a poker game win became a family brewing legacy

*William “Stoney” Jones didn’t start out as a brewer. Chances are, he never thought he would own a brewery.*

*But the chips fell his way one night during a 1907 poker game, and he found himself holding the reins of a successful brewing business. Later, he introduced an iconic local beer that bore his colorful nickname and survives to this day.*

Rubberoid statue stands 9.5 in. and also came in chalk and plastic versions, c. 1950s. Collection of Jim Mickinak.



by Will Hartlep

In 1881, Michael Rorke, an Irish immigrant, moved into western Pennsylvania and founded the Eureka Brewing Company in Sutersville—a small town along the Youghiogheny River, southeast of Pittsburgh. He wisely fashioned his beer to meet the tastes of the eastern European workers who settled in the river’s valley to man the coal fields and coke ovens sprouting there. That beer was their Gold Crown brand, a German style lager that built a strong following among the Sutersville locals. Although Eureka was small and never exceeded 10,000 barrels per year, the brewery was profitable.

At the same time in the early 1880s, a Welsh immigrant named Jones had moved his family to tiny Smithton, PA, 10 miles away from Sutersville (30 miles Southwest of Pittsburgh). He became a successful hotelier and when he died in 1906, his son—a colorful character named William “Stoney” Jones—took charge of the family hotel.

### The rise of Stoney

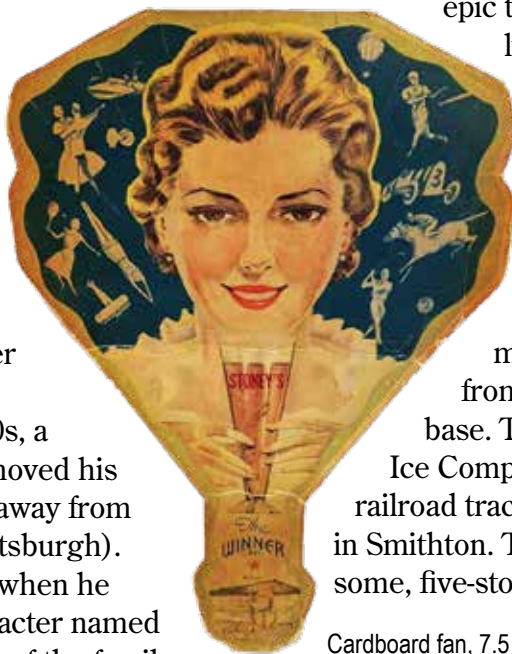
Stoney was both gregarious and an astute businessman. Through his association with other business owners in the Sutersville/Smithton region, he became friends with the most accomplished local men of the era. One of those was Michael Rorke of Eureka Brewing, his successful company in its 26th year of operation.

In addition to their professional activities, Jones, Rorke, and several of their friends held a regular “friendly” poker game. A legendary 1907 game involved especially brisk competition and high stakes. By evening’s end, when the cigar smoke had cleared and the cards had been counted, Rorke had been forced to cede his thriving business to the hotelier: the epic tale told that Stoney Jones, stunningly, had won the Eureka Gold Crown Brewing Co. with a poker hand.

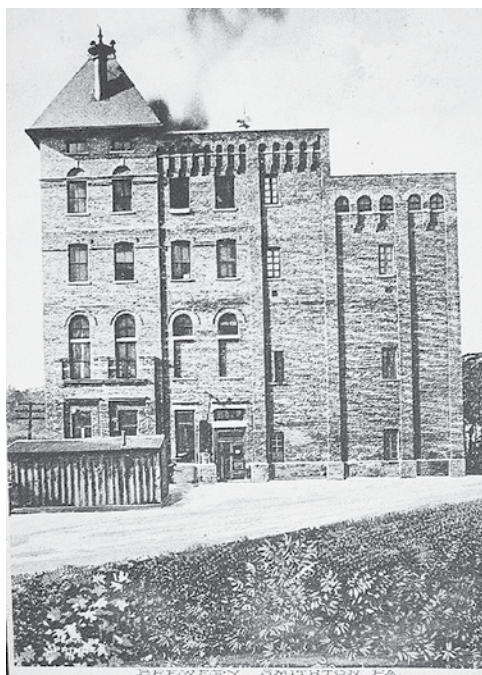
Thus began a legacy in the beer business that would last four generations for the Jones family.

### A new brewery in Smithton

Stoney Jones saw benefits to moving his newly-acquired brewery from Sutersville to Smithton, his home base. To that end, he bought the Puraqua Ice Company building situated along the railroad tracks next to the Youghiogheny River in Smithton. The structure was a large, handsome, five-story factory with attached two-story



Cardboard fan, 7.5 x 10.5 in., by Terra Haute Advertising Co., Terra Haute, IN, c. 1930s. Collection of Bill Stoney.



The Jones Brewery in 1909. This massive, five-story brewery complex towered over every other structure in town.

and one-story wings. He kept the Puraqua ice and water business in operation in part of the building, and hired renowned brewery architect, Fredrick Gatterdam, to design the renovation of the remaining portions appropriate to brewing. By 1907, the new Eureka Gold Crown Brewing Company was up and running, producing beer in Smithton.

Stoney's new brewery could produce 50,000 barrels per year, enabling him to distribute throughout the Youghiogheny River Valley and adjacent areas. Most locals knew the effervescent Stoney Jones, and instead of ordering a Eureka beer by its brand name, they asked for "one of Stoney's" beers.

### Surviving & skirting Prohibition

Stoney was not only a colorful character, but also he held a casual interpretation of the federal liquor laws. He considered them to be a loose set of guidelines rather than hard and fast "rules." As a result, Eureka Brewing was charged in 1911 and 1917 with selling beer in a



**Clockwise from above:** Trio of glass tap knobs, c. 1936 by Newman Co., Pittsburgh, PA, collection of Jim Mickinack.

Bakelite Kooler-Keg tap knob, c. 1940s, collection of Will Hartlep.

Bakelite tap knob with embossed metal face, no mfr. mark, c. 1940, collection of Bill Stoney.

nearby county where the business had no license to operate.

In 1920, with the advent of Prohibition, Stoney planned to stay afloat by continuing to sell ice and water through his Puraqua company, while covertly making beer to sell to his favored customers.

Eureka was cited for the illegal production and transport of beer and fined \$5,000 in 1920, and in 1921, Jones was again caught trying to move 4000 barrels of beer to local bars and hotels. This time, he paid a fine of \$25,000, and the government seized the brewery.

Miraculously, Jones convinced the courts to let him keep the brewery and resume business. Yet again in 1922, Jones was fined another \$5,000 for transporting beer with the intent to sell. Stoney's son, William B. Jones Jr., was one of four men identified as drivers of the illegal beer trucks. In 1923, Stoney Jones petitioned the government to allow him to dissolve his Eureka Brewing Co.—he wanted to be free of the costs of keeping up the buildings and the Eureka name was no longer of value.

If Repeal did happen (and this was no certain thing in 1923) Jones wanted to reopen using his own name for the brewery. In the



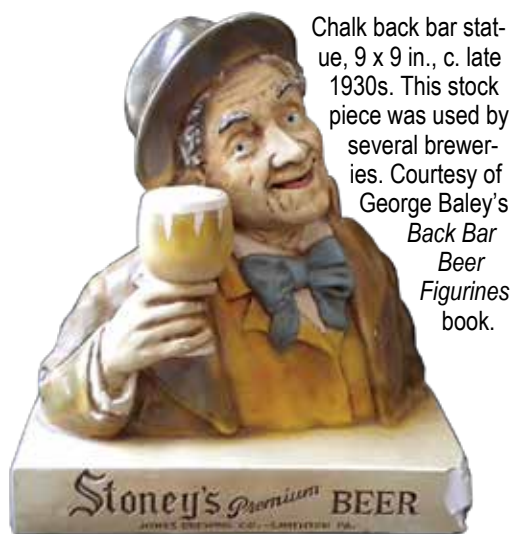
meantime, the colorful Stoney continued to illegally brew his real beer.

### Repeal brings a new name

When Repeal finally came in 1933, Jones reorganized as Jones Brewing Company. He also shifted the name of his flagship beer brand to Stoney's Gold Crown Beer. He followed the style of the pre-Prohibition company, brewing an all-malt lager with no added sugar or preservatives. In 1934 Stoney introduced a companion brand called Old Smithy Ale, and soon after, launched Stoney's Gold Crown Bock and Stoney's Gold Crown Pilsener.

The demand for more beer after Repeal drove Stoney Jones to make major renovations. He modernized his equipment and doubled his brewing capacity to 100,000 barrels. Jones Brewing established its Stoney's Gold Medal Beer as the





Chalk back bar statue, 9 x 9 in., c. late 1930s. This stock piece was used by several breweries. Courtesy of George Bailey's Back Bar Beer Figurines book.



Old Smithy Ale coaster, 4 in. square. Old Smithy was a companion brand to Stoney's Gold Crown Beer that was produced from 1934-37. Collection of Will Hartlep.

number one beer in the Youghiogheny Valley area, and a favorite in the mill towns and VFWs throughout Western Pennsylvania.

### Stoney passes the torch

Stoney's Beer became increasingly popular through the 1930s. Sadly, Stoney Jones died just a few years after Repeal (November 1936) and so was unable to fully enjoy the success that resulted from his persistent hard work. His sons—William B. “Bill” Jones Jr., Hugh, and Paul—took over operations.

The brewery remained under family control, with Stoney's sons holding various leadership positions, through the 1940s and 50s. The company's flagship beer dropped the “Gold Medal Crown” part of its name sometime after 1947, when it was quietly changed to just Stoney's Beer. This marked the disappearance of the last vestige of the brand created by the Eureka Brewing Co.

The 1950s saw increased competition from not only the big three

Pittsburgh brewers—Pittsburgh Brewing Co., Duquesne Brewing Co., and Fort Pitt Brewing Co.—but also from the giant national brewers (Anheuser Busch, Miller, Carling, and Schlitz). Jones Brewing held its own against this fierce competitive onslaught while many other regional breweries both in Pennsylvania and across the country succumbed. This was partially because of the quality of its beer and partially due to an increase in its advertising expenditures. In 1952, the brewery also launched a premium-positioned beer called Esquire.

### New advertising & acquisition

Around 1950, Jones Brewing introduced the cartoon spokes-character, “Mr. Smoothie” as the face of its brand. Mr. Smoothie's smile filled the local newspapers and billboards. Radio ads and sporting team endorsements also appeared regularly. Mr. Smoothie's image was recreated in chalk back bar pieces, and signs made from reverse-on-glass and tin-over-card-

## Na Zdrowie!



This spectacular edge lit sign is from the collection of the late Bud Hundenski and was photographed as part of the Back Bar display at the 2009 Blue & Gray Show, along with a selection of rare tap knobs from the brewery. The

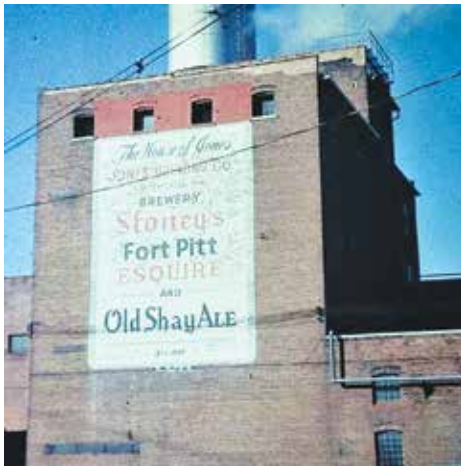
phrase “Na Zdrowie” is a Polish toast literally translating to “Bless you,” which was clearly an attempt to appeal to the many Polish immigrants in the Jones Brewing trade area.

The sign has a reverse-etched/painted glass ad panel surrounded by a uranium glass argon gas discharge tube. This is set into a painted sheet-metal body with nickel or chrome-plated metal accents. Made by The Lackner Company, Cincinnati, OH, c. early 1940s. It may be the only existing example.

Bud was a NABA member and well-known collector of Pennsylvania breweriana and a Stoney's fan, having written the jingle, *Roll Out The Stoney's* for his popular polka band, Bud Hundenski and the Corsairs.

*Photo courtesy of John Bain.*





Through the years, the imposing brewery and its enormous side wall functioned as a giant billboard promoting the "House of Jones" beers for all in Smithton to see. This 1970s photo includes the Ft. Pitt Beer and companion Old Shay Ale brands, which were acquired in 1965.



**Left:** Lighted barrel-shaped sign in acrylic, c. late 1940s, collection of Jim Mickinak.

**Below:** Debossed tin-over-cardboard sign, 10 x 10 in., by the Donaldson Art Sign Co., Covington, KY, c. 1940s, collection of Jeff Flock.



board. These items decorated the shelves and walls of bars throughout the brewery's sales area.

In 1957, one of Jones' major local competitors, Fort Pitt Brewing Company, failed, ceasing operations. The rights to the Fort Pitt labels were sold to the Gunther Brewing Company of Baltimore, MD.

But Gunther was not able to reinvigorate Fort Pitt. Stoney Jones Jr. felt that adding what remained of Fort Pitt's market share to Jones Brewing's portfolio might give the company more scale to compete. In 1965, Jones purchased the Fort Pitt brands, which included Fort Pitt Beer and Old Shay Ale.



Embossed tin-over-cardboard sign, 7 x 15 in., by the Donaldson Art Sign Co., Covington, KY, c. 1940s. Collection of Matt Welch.



Esquire Beer tin-over-cardboard sign, 7.5 x 5.5 in. by Fred M. Simmons Associates, c. early 1950s. Beginning in 1952, Esquire was introduced as a part of the "House of Jones" and positioned as a more upscale, companion brand to Stoney's. Collection of Matt Welch.



**Right:** A trio of coasters, the top two from the 1940s, with an appeal to the Polish immigrants as well the proud "America's Best" claim used at that time. At right is a 1950s version which incorporates the "smoother tasting" claim adopted during that period. Collection of Bill Stoney.

### The long slide

In 1965, following the death of Bill Jr., his son William B. "Bill" Jones III took the helm of the family brewery. The 1960s and 70s saw competitive pressures slowly eat away at

Continued on pg. 38



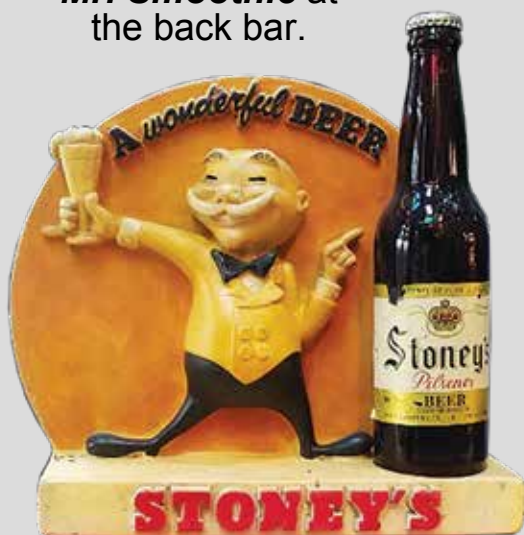


The **Mr. Smoothie** spokes-character was introduced sometime around 1950 to promote Stoney's "smooth" taste. The character was created by the United Brewers Association and used by other breweries, most notably Old Crown Beer of Ft. Wayne, IN. Top three shown are rare examples from the collection of Bill Stoney, clockwise from above: "3-D" plastic wall sign, 12.5 x 8.5 in., no mfr. mark, c. mid-1950s; thin molded plastic sign, 16 x 9.5 in., no mfr. mark; cardboard easel sign uses the old



Thrifty Scot adage to promote no deposit/no return bottles, 13.5 x 6.25 in., no mfr. mark.

**Mr. Smoothie** at the back bar.

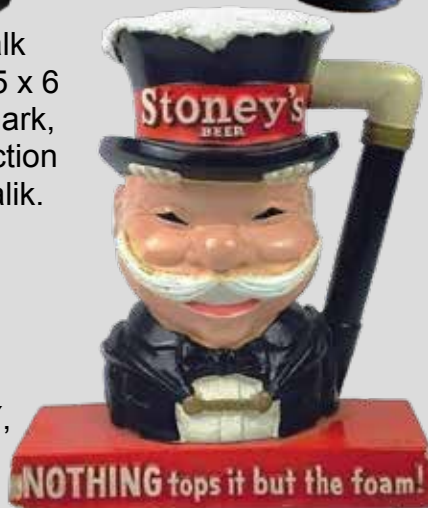


Chalk statue with bottle, 10 x 10 in., c.1950s. Collection of Jim Mickinak.



**Above:** Chalk shelf sign, 10.5 x 6 in., no mfr. mark, c. 1950. Collection of Mike Michalik.

**Right:** Chalk piece resembling a beer mug, 8 x 9 in., by Louisville Composition Products Co., Louisville KY, c. 1960. This stock piece was used by several breweries. Collection of Will Hartlep.



## Mr. Smoothie in lights.



This "Plascolite" motion lamp (above) resembles a Stoney's flat top beer can and is 5 x 10 in., by Plastic Service Co., Los Angeles, CA, dated 1954. The lamp spins when the 25w bulb heats up. May be only existing example. Collection of Bill Stoney.



**Above:** Reverse-on-glass backbar sign featuring edge-lit glass on a blue textured metal base housing a lamp, 7.5 x 8 in., no mfg. mark, c. mid-1950s. Collection of Bill Stoney.



**Left:** Lighted sign with plastic face and metal back, 15 in. diameter, c. early 1960s. Collection of Dan Barthels.

## Mr. Smoothie on packaging.



Stoney's was one of very few beer brands to carry the same label through cone top, flat-top, and zip top cans, all with Mr. Smoothie near to hand. Collection of Will Hartlep.

the brewery's sales. The family members tried to modernize their old facility by building a new bottling and canning plant. This doubled its annual capacity to 200,000 barrels.

The brewery continued to vigorously advertise in its small trading area. A surprising one-third of sales were on draft, thanks to its longtime loyal following in local taverns.

By 1982, Jones Brewing was precariously hanging on with ever-dwindling sales. A brutal blow came when the brewery's workers went on strike, halting production at the worst possible time. Negotiations became stalled, leaving the stoppage with no end in sight. Bill Jones took a risky poker player's step and threatened to declare bankruptcy if the workers did not agree to his contract terms. The union acquiesced, ending the strike, and turning on the spigots once again.

## Changing of the guard

In 1986, after 20 years at the helm, Bill Jones III died. Another family member, Edward Hogan, replaced him as company president. Hogan struggled on, trying to keep the brewery above water.

Within two years, however, he had sold to local entrepreneur Gabriel Podlucky. After 81 years, the Joneses no longer owned the brewery that bore their name.





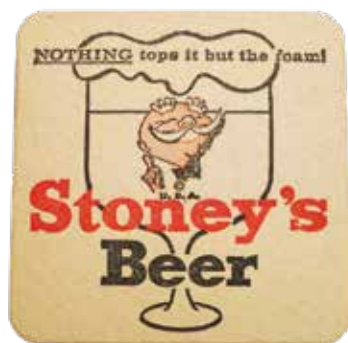
1950, early version of Mr. Smoothie.



Early 1950s.



Late 1950s, "Smoother" slogan.



Early 1960s, "Nothing Tops" slogan.



Late 1960s, "Barrel Fresh" claim.



1970, character re-design.



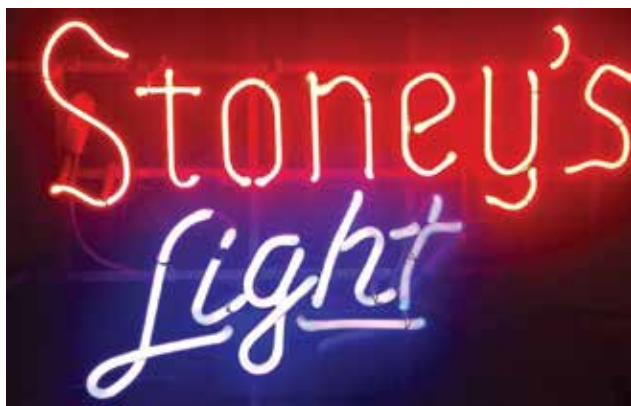
2018, "retro" re-design.

**A coaster chronology (above)** courtesy of Bill Stoney. It's probably obvious from Bill's last name why he decided to amass what has become an extensive collection of Stoney's beer items and historical documents, even though he is a New Hampshire native who still lives there, far from Smithton, PA. "I was at a party around 1986," Bill recalls, "and a friend brought back a six pack from a trip to Pennsylvania and brought it to the party to give to me. At the time, I couldn't believe there was a beer with my last name. It's been close to 35 years and I've been searching for Stoney's stuff ever since." Bill can be reached at [Bstoney68@gmail.com](mailto:Bstoney68@gmail.com)

Podlucky started his ownership run with some bold moves. He exported 100,000 cases of Stoney's and the re-launched Esquire Dry to Japan, where dry beer was in vogue. In 1989, he began advertising and selling Fort Pitt as a super-premium beer to compete with Michelob and Lowenbrau.

These moves produced mixed results. Ultimately, Podlucky could not turn the tide of red ink to make the brewery profitable again.

In 1993, Podlucky declared bankruptcy. Two years



**Clockwise from upper left:** A scarce 1950s Stoney's Beer neon, 26 x 13.5 in., with Stoney's and Esquire Beer printed on the front of the transformer, no mfg. label. Collection of Bill Stoney.

Lighted, lenticular reverse-on-glass sign, c. 1950s. This sign came in a second version with red lettering.

Collection of Jim Mickinak.

One of Stoney's last efforts to stay current with the market was to launch a light version, c. 1990. This neon was recently acquired by Bill Stoney from the Podlucky family, the previous owners of Jones Brewing Co.





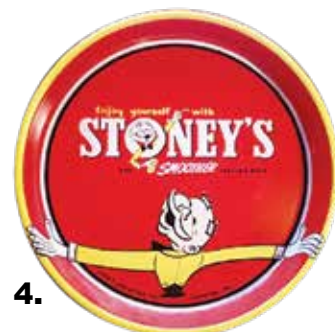
1.



2.



3.



4.

Jones Brewing produced four tray versions for its flagship brand beginning in the 1930s. **1.** The oldest, produced by Novelty Advertising Co., Coshocton, OH, c. late 1930s. **2.** C. 1940s, by American Colortype Co., Chicago, IL. **3.** C. late 1940s. **4.** The 1950s version, no mfr. mark. Collection of Bill Stoney.

later, the brewery was slated to be sold at a Sheriff's sale but was saved by Pittsburgh investors. By 2000, Jones Brewing's sales had dwindled to 45,000 barrels (despite its 200,000 barrel capacity) and it filed for Chapter 11 bankruptcy protection. The old brewery was running into costly problems with antiquated equipment, and with insufficient funding for modernization, was closed for good in 2002. The building still sits in Smithton, in a state of serious decay.

The Jones brands were sold to Pittsburgh Brewing Co., which continued brewing Stoney's at its Lawrenceville location. It was later brewed by contract at the Lion

Brewery in Wilkes Barre, PA, and then in 2009, at the former Rolling Rock Latrobe Brewing Company's plant.

### Back in the family

In 2017, the rights to Stoney's Beer returned to the Jones family. Businessman Jon King, Stoney Jones' great-grandson, bought the brand along with a partner, John LaCarte, whose great-grandfather had been a friend of Stoney Jones and allegedly helped him with some of his bootlegging.

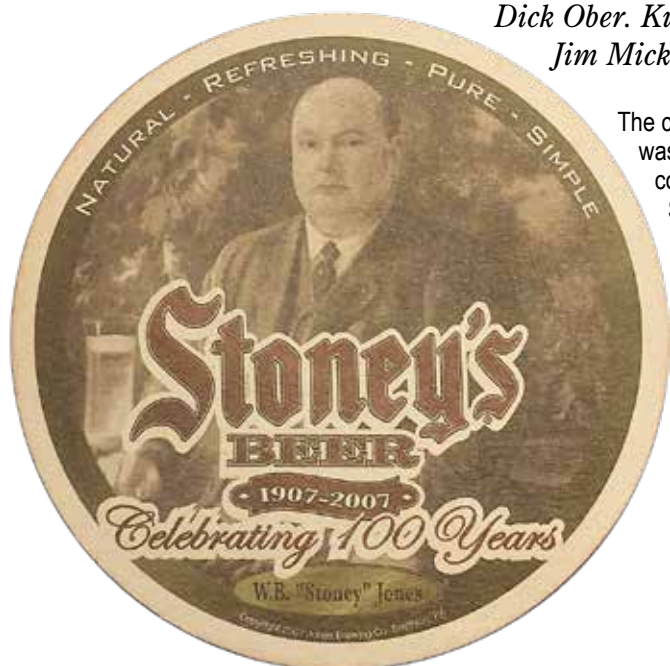
Jon King has reported that he decided to act on a dream he had had since 1988—acquiring and resurrecting Stoney's beer. The compa-

ny was re-named Stoney's Brewing Co. for its flagship brand, replacing the venerable Jones name.

The two partners are still contract brewing at Latrobe, and still using the original 1907 recipe. The new Stoney's beer is marketed as a "retro beer," with the owners touting it as being made in the "Old World" all-malt style...the beer our grandfathers drank."

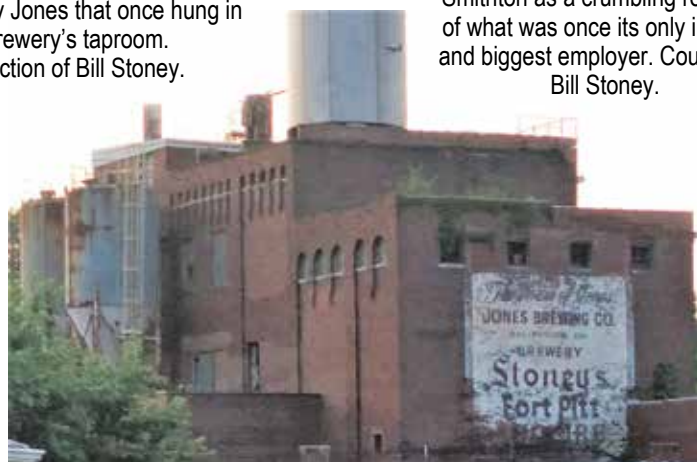
The partners have opened an office and gift shop in Charleroi, just 10 miles from Smithton, where they hope to finance a brewery someday. Old Stoney would no doubt be happy to see his great-grandson brewing his namesake beer once again.

**Author's note:** Thanks for historical background assistance go to Bill Stoney and Dick Ober. Kudos go to John Bain, Dan Barthels, Jeff Flock, Mike Michalik, Jim Mickinak, Bill Stoney, and Matt Welch for sharing breweriana images.



The company's 100th anniversary was commemorated with this 2007 coaster, featuring the portrait of Stoney Jones that once hung in the brewery's taproom. Collection of Bill Stoney.

Sadly, the old brewery sits in decay (2018 photo), looming over tiny Smithton as a crumbling reminder of what was once its only industry and biggest employer. Courtesy of Bill Stoney.





## Actress Shirley Jones is Stoney Jones' granddaughter



Smithton, PA's most famous daughter is Academy Award winning actress Shirley Jones, granddaughter of Stoney Jones. Ms. Jones, now 86, rose to fame as a singer and actress in Hollywood movies, as well as being the star of one of the most iconic TV shows of the 1970s, *The Partridge Family*.



**Left to right:** Ms. Jones' father, Paul; Shirley Jones; and Bill Jones, Jr., her uncle. They were photographed in front of the Jones Brewing Co., which the brothers took over upon the death of their father, the famous Stoney.

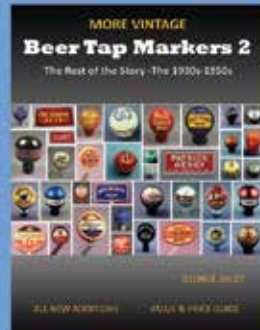
## The New Stoney's



Stoney's was relaunched by the great-grandson of Stoney Jones in 2017, with a bold red and black packaging color scheme, a retro "Mr. Smoothie" character, and a light beer variety. Marketing elements reflect Stoney's position as a retro, heritage brand (note 1907 dating), with a straightforward and no-nonsense message: *pure, honest beer.*

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## Collector's Bookshelf

### More Vintage Beer Tap Markers 2 *The rest of the story: 1930s - 1950s* (2020)

By George Baley

This is a follow-up to George's superb 2003 book, *Vintage Beer Tap Markers, Ball Knobs 1930s-1950s*, which illustrates over 2,000 ball

knobs. There was much buzz in the hobby about George's first book. In fact, major collectors of the era were bringing their collection(s) to group events like shows, for George to photograph and include in the first book—I remember the late Bud Hundenski at the Blue & Gray Show, who once owned a major collection, discussing the efforts of many folks to bring rare knobs for George to photograph so they'd be included in the first book.

That volume is a must-have if you want knowledge of these cool collectibles in the hobby. The 2003 book illustrates "manufacturer advertisements" in various beer magazines and journals, each of which help date the referenced knobs. John Vetter's *Who's Who in Brew*, and Dale Van Wieren's *American Breweries II* are also used for dating, as is the case in George's newest book. In the first volume, he also details the historical research of the various manufacturers including: American Emblem, Bastian Brothers, Fisher Products, Robbins, Fox, Green Duck, New Art Specialties, Selimore, General

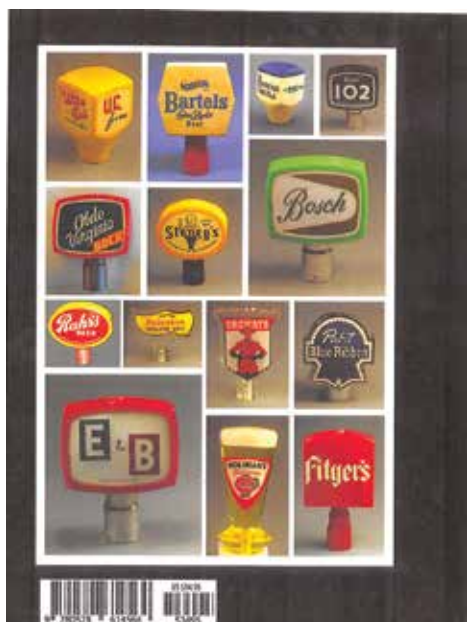
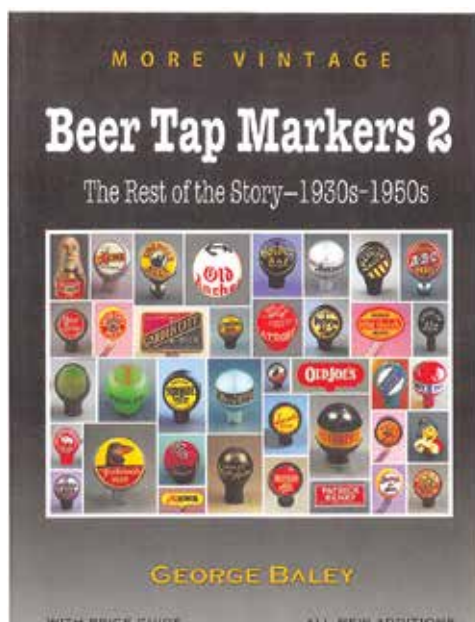
Products, Krest Manufacturing, and Clark C. Merritt. It dives deeply into the thickets to describe "Design Considerations," "The Manufacturing Process," "Insert Styles," and even a few "Repairs, Reproductions, and Fakes." George describes in great detail many interesting facts about these knobs.

*Beer Tap Markers 2* feeds on the first to offer an extended dive into the known knowledge of knobs (and Kooler keGs, Side Winders, Daka-Ware knobs, so-called "tin cans," Newman Glass, and other

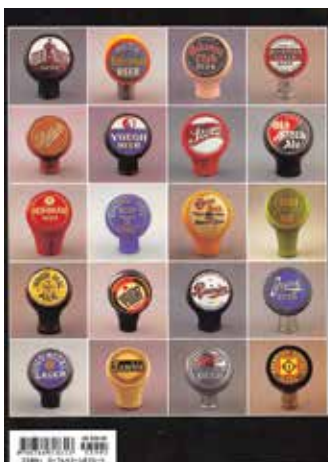
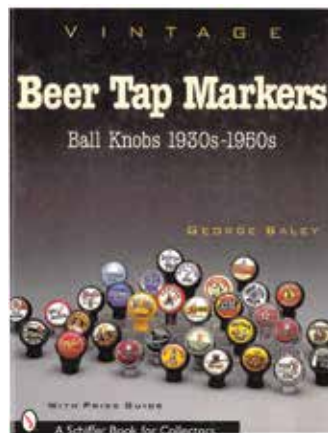
styles of tap marker advertisements). The contributors listed in the acknowledgements are a "Who's Who" in the hobby.

In *Markers 2*, George gives a scaled value/rarity guide (crediting the legendary late Bob Kays' label book as his model). The ratings are: A) \$1-100, common; B) \$101-250, less common; C) \$251-500, elusive; D) \$501-1000, scarce; and E) \$1001+, rare. He chose this style of

Front and back covers of the older, 2003 compendium.



Front and back covers of the newest Tap Marker book, published 2020.



market evaluation because he notes that value guides are subjective—when boiled down, “the market value is left to the buyer and seller” and changes with every transaction. In addition, values today are considerably different from those found in the first book. Many of the second book’s contributors assisted in the value/rarity assessments.

Volume 2 goes beyond ball knobs into other types of tap markers. George’s images can be decoded (see example below) by using the numerical order of each item’s appearance in Vol. 2 at the top left, with the advertised brew’s brand name across the top, and the image of the item below. Under the photo is the brewing company’s name, with the city and state in which the brewery operated next. The final pieces of info, referenced from *Who’s Who in Brew* plus *American Breweries II* are the years of operation of the brewery, plus its *American Breweries II* code, and lastly, at the bottom left corner, the rarity code (designated as above, A through E).

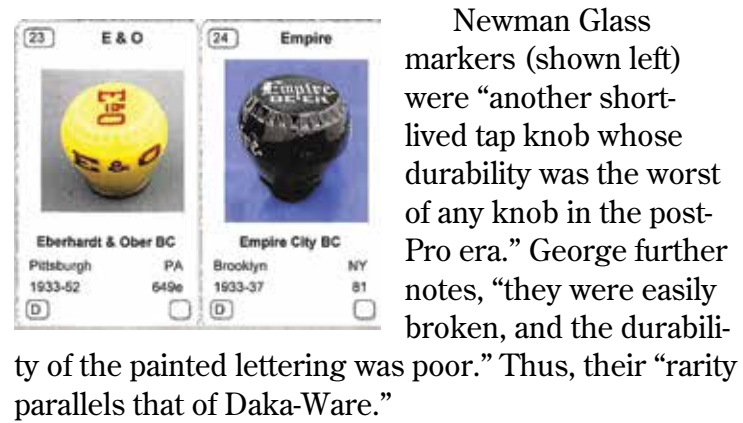
The first section is on ball knobs, with an additional 744 knobs illustrated in Vol. 2 that did not appear in Vol. 1. George’s next type of tap marker is this reviewer’s favorite, the Kooler Knob Collectible: “Kooler-keGs” (& “Side Winders”). George notes there are three types of Kooler-keGs sharing one common feature—a square hole. The first type is the “most squat,” the second “looks like a traditional ball knob,” and the third type are called “Side Winders.” George notes “Kooler-keGs claimed usage by 200 breweries in 5000 progressive tap rooms . . . they tend to be lower in cost [to collectors] than traditional body styles except when used by short-lived breweries.” He further notes they are “easier to collect since the brands number in the hundreds instead of the thousands for the traditional knob.”



Example styles of tap markers, rows from top to bottom: Ball Knobs; Kooler keGs; Sidewinders.

Next up are the rare and elusive Daka-Ware knobs manufactured by the Harry Davies Company of Chicago from 1933-38 (examples next page, top left). Daka-Ware knobs were “smaller than regular knobs, suffered from wear and paint loss, and the convex metal faces [were] usually held in place by small nails to the Bakelite body.” George states they are “one of the rarer and most valuable knob styles produced, with roughly 100 examples identified.”

“Tin can” is the “nickname derived from the full metal construction used in the body of this knob style,” George writes. They “are differentiated by the larger face diameter vs. ball knobs of the same era.”



Newman Glass markers (shown left) were “another short-lived tap knob whose durability was the worst of any knob in the post-Pro era.” George further notes, “they were easily broken, and the durability of the painted lettering was poor.” Thus, their “rarity parallels that of Daka-Ware.”

There is an old NABA journal (Vol. 86, Summer 1994) published right before the 1994 Pittsburgh (Greensburg) PA Convention that features long-

Item's numerical sequence in the book		Brand advertised	
11	Kern's Crm of MI		
C. Kern BC		Brewery name ("BC" = Brewing Co.)	
Brewery's City	Port Huron	MI	Brewery's State
Years of operation	1933-44	243g	American Breweries II code
Value/rarity code	C		





25 Ebner  
Carl Ebner BC  
Ft Atkinson WI  
1933-46 116b  
E



29 Fox De Luxe  
Peter Fox BC  
Chicago IL  
1933-55 111c  
D



33 Golden Drops  
Two Rivers BC  
Two Rivers WI  
1933-46 498e  
C

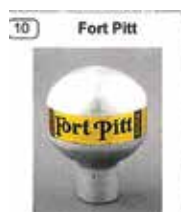


Pennsylvania Newman tap marker collection sample shown in a 1994 NABA Journal article (Vol. 86, Summer 1994).

deceased NABA member, Len Rosol's, Newman Glass collection of western PA knobs (see image above of pg. 19 from that article). The write-up generated much buzz (and ogling) at that convention about the rarity of this knob style. This article is highly informative: I tried to go through it and "rank" every Newman Glass knob by George's scale and came up with a "D" for most. But someone more versed in the marker realm might give each pictured in the article an "E" rating, especially after several decades' interval between Rosol's article and George's book.

Daka-Ware knobs.

Newman Aluminum, "the least attractive style, was short-lived and used heavily by PA breweries," George notes. "A lack of visual design and minimal décor make them occupy a lower level of collector interest."



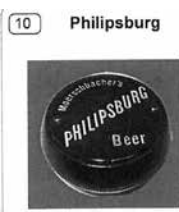
10 Fort Pitt  
Fort Pitt BC  
Pittsburgh PA  
1933-80 776b  
B



11 Fritz  
Fritz BC  
Freeport IL  
1933-37 227e  
D



12 Gilt Edge  
Victor BC  
Jeanette PA  
1934-39 227b  
C



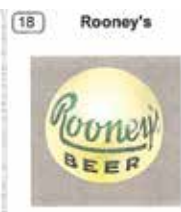
10 Phillipsburg  
Moerschbacher BC  
Phillipsburg PA  
1934-40 633b  
A



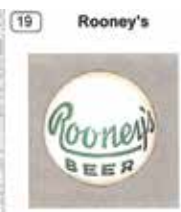
8 Old Stock Ale  
Philadelphia BC  
Philadelphia PA  
1933-34 501e  
A



17 Rooney's  
Genl Braddock BC  
Braddock PA  
1933-37 47e  
C



18 Rooney's  
Genl Braddock BC  
Braddock PA  
1933-37 47e  
C



19 Rooney's  
Genl Braddock BC  
Braddock PA  
1933-37 47e  
C

Three Newman Aluminum markers.

"Hockey Pucks" got their nickname for obvious reasons.

Three examples of Glass/Metal/Wood balls.



5 Hanley Beer  
James Hanley BC  
Providence RI  
1934-57 12g  
B



6 Hanley Bock  
James Hanley BC  
Providence RI  
1934-57 12g  
B



9 Hornung  
J. Hornungs BC  
Philadelphia PA  
1933-53 459b  
B



10 Hyde Park  
Hyde Park BC  
St. Louis MO  
1933-54 147e  
A

Four "figural" styles of tap markers.

to serve malt beverages from a dispensing apparatus unless in full sight of the customers, [with] the brand/trade name in legible lettering upon the dispensing apparatus." The preceding excerpted quote is a rare example of great government regulation because it bequeathed all these wonderful collectibles to our hobby. George states that they were prevalent in the Northwest and along the East Coast.

The "Next Era" chapter—in which Georges notes his listing is by no means complete due to the thousands of different examples—illustrates the 50s

Miscellaneous styles include so-called "Hockey Pucks" and Glass/Metal/Wood balls, and cute little figures. George states, "they never really caught on among breweries."

Tap marker advertisements "are one of the rarer forms of markers because they are not knobs," although George includes them because they conform to the 1935 Beverage License Law, which specifies "it is illegal for a retail dispenser



77 Old Stock  
Philadelphia BC  
Philadelphia PA  
1934-39 501e  
C



78 Old Tavern  
Rock Island BC  
Rock Island IL  
1933-39 344e  
C



79 Old Town  
Denmark BC  
Denmark WI  
1933-47 80  
C

Left: Three examples of Tap Marker advertisements.



"New Era" tap pull examples.

transition to colorful plastic knobs. Some are referred to as "TV" style knobs, and he closes the section by documenting some Plexiglass samples.

George Baley has served as a key leader in our hobby as multiple term President of NABA, Editor of the *Breweriana Collector*, recipient of the Herbert A. Haydock Founder's Award, and renowned author of not only these two Tap Marker compendia, but also *Back Bar Beer Figurines* (for which, rumor has it, a

follow-up second volume is in the works). He has bequeathed a legacy and left big footprints in our hobby, which is greatly appreciated by all who seek layers of well-researched information about brewery history.

#### Ordering information:

GBaley@comcast.net.

Kudos to a Kool Kat for Kool Collectible Knob Knowledge, especially the Koolest Collectible Knob (IMHO): the Kooler-keG. I must admit, after staring at thousands of killer knobs, I went a bit knob crazy!

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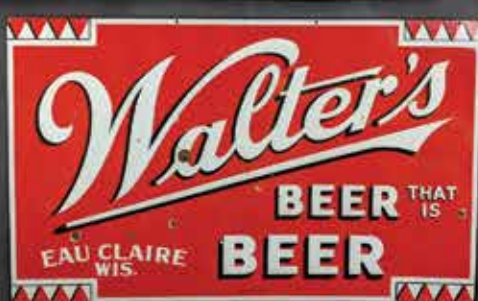


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# The Beauty of the TOC

by Joel Gandt

Although the production of tin-over-cardboard signs dates back to the latter years of the pre-Prohibition era, it seems the use of this form of advertising really blossomed during the first decades *following* Prohibition. Most breweries (large and small) spent marketing dollars to promote their products in local taverns using this attractive style of signage.

With the advent of recessing (“debossing”) and embossing text and graphics for added depth, brighter colors on the metal, and the use of reflective metallic colors to highlight portions of the message, many collectors think of tin-over-cardboard signs—“TOCs” as we often call them—as primarily a post-Prohibition collectible. And their popularity amongst collectors remains strong today, possibly because of the bright

colors and the beautiful graphics; or maybe just because TOCs don’t take up a lot of space on the wall.

Collectors are fortunate that many examples of this type of breweriana still exist for us to collect and enjoy. We canvassed a wide segment of our membership asking if they would share their favorite TOC sign for this article. Members from across the country provided images of a wide array of signs for our use, highlighting the TOC sign’s diversity and beauty.

Over the years, these signs were witness to many world events in the establishments where they hung, as well as the reinforcement of countless friendships over a glass of beer. So, without further ado, we raise a glass to these beautiful survivors of a bygone age as we salute the tin-over-cardboard sign. Enjoy!

**Old Frankenmuth Beer, Frankenmuth Brewery Co., Frankenmuth, MI, by Bastian Bros. Co., Rochester, NY, 15 x 9 in., c. 1915**

Frankenmuth Brewing Company is my favorite brewery to collect. I have several back bar pieces and nice signs that I have framed and haven’t seen any others. I fell in love with this sign many years ago in a peer’s collection and I had to have it. It took some time and coaxing but I finally was able to take it home and display it in my collection.

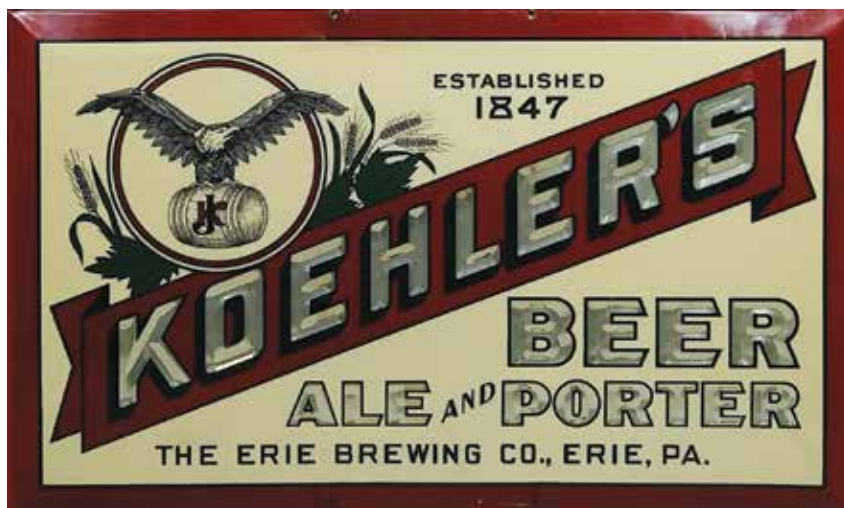
—Jeffery Buchler, Maumee, OH



**Koehler’s Beer & Porter, Erie Brewing Co., Erie, PA, by Bastian Bros. Co., Rochester, NY, 15 x 9 in., c. 1935**

This is among my favorite tin-over-cardboard signs as it has a bold, bright, eye-catching color scheme and a nice patriotic eagle graphic.

—Matthew Olszewski, Syracuse, NY







**Elfenbrau Beer, Michel Brewing Co., LaCrosse, WI, by The American Art Works Co., Coshocton, OH, 19 x 13 in., c. 1910**

Being a Wisconsin tin-over-cardboard collector, this sign is one of my favorites because of the subject matter—a gentleman relaxing by the fireplace with a book on the table and holding a shell glass full of Elfenbrau Beer. I also like the other piece of breweriana shown on the table: a hard to find gnome statue.

—Brian Langenbach, Waukesha, WI



**Gunther's Beer, Gunther Brewing Co., Baltimore, MD, no mfr. mark, 13.5 x 9.5 in., c. 1938**

What appeals to me in this is the utter simplicity of the sign's design. This type of tin-over-cardboard sign (being pre-war) harkens back to the days of advertising before television existed. I can just imagine this sign hanging on the wall inside a local tavern promoting the Gunther's Beer brand to its thirsty bar patrons.

—Pietro Raimondi, Forest Hill, MD



**Left: West End Sparkling Ale, The West End Brewing Co., Utica, NY, by Haeusermann Litho of New York & Chicago, 5.75 x 13 in., c. 1915**

My breweriana collection started with Eagle, Oneida, and West End bottles that we found in old dumps while exploring the woods. I still collect bottles to this day. Fast forward thirty years from my first find, when I walked into my friend's bar and this sign was hanging on his wall! After a couple cold Utica Clubs we struck a deal.

—Jason Thompson, Marcy, NY

**Right: Tech Beer, Pittsburgh Brewing Co., Pittsburgh, PA, by Kaufmann & Strauss, New York, NY, 8 x 15 in., c. 1915**

I love how the multi-colored label and bottle pop against the black background. I love that it's a vertical sign. I know of only one other.

—Mike Michalik, Frederick, MD





**Above: Hudepohl Beer, Hudepohl Brewing Co., Cincinnati, OH, Fogarty Sign Co., Dayton, OH, 15 x 9 in., c. 1935**

I like this sign because it is debossed, making the Hudepohl lettering recessed into the sign. It's a very rare, early post-Prohibition piece in superb condition.

—Mank Chatfield, Cincinnati, OH



**Bushkill Lager Beer, Bushkill Products Co. Inc., Easton, PA, by Permanent Sign and Display Co., Reading, PA, 11 x 6.75 in., c. 1939**

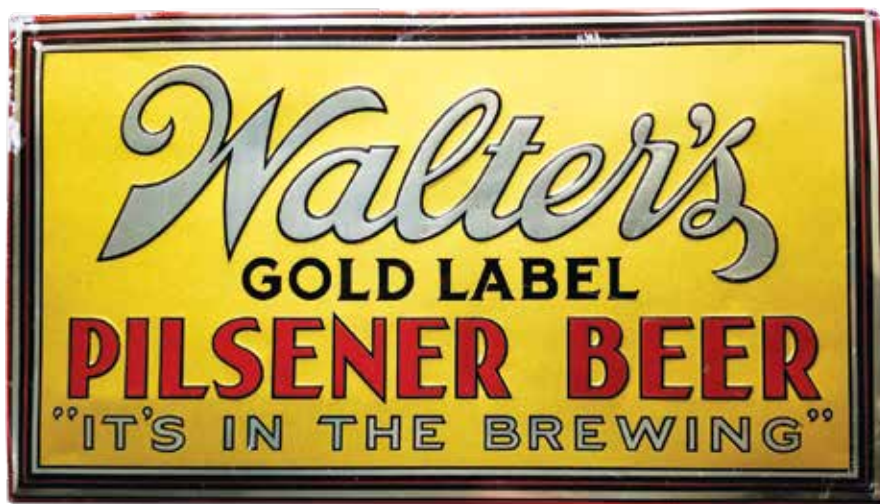
It's probably my favorite TOC sign because of the different green color used; its rarity; the picture of the bottle and picturesque label; and the fact that the sign is flawless.

—Matt Welch, Gibsonia, PA

**Walter's Gold Label Pilsener Beer, Walter Brewing Co., Eau Claire, WI, by Leyse Aluminum Co., Kewaunee, WI, 11 x 7 in., c. 1935**

I love this sign. I found it at a guy's home in Pueblo, Colorado, whose father had been an executive at the brewery. It was great getting to know him and to hear stories of how he'd worked there as a kid. He started off doing menial tasks like sweeping, etc. and went on to giving tours of the brewery. He had so much admiration for his dad and the entire brewery organization. I got a number of unique and priceless pieces from him. What a great day!

—Scott Butterfield, Westminster, CO







**Rheingold Beer, Liebmann Breweries Inc., Brooklyn, NY, by The Burdick Co., Inc., New York, NY, 13 x 9 in., c. 1935**

I like the way the rolled edge looks, with its double pin striping of black and yellow around the edge that makes the sign look like it is framed. The colors make for a very sharp-looking and attention-grabbing sign. I have a matching reverse-on-glass sign to go with it.

—Chris Amideo, East Northport, NY

**Buckeye Beer, Buckeye Brewing Co., Toledo, OH, by The American Art Works Co., Coshocton, OH, 11 x 17 in., c. 1938**

This sign is my favorite due to its rarity and because it represents Buckeye's 100th anniversary. Also it's special to me because it was signed on the back by "Bucky" himself and given as a gift to the legendary Buckeye collector, Jim Van Orden.

—Matt Russell, Marshall MI



**Stag Beer, Griesedieck Western Brewery Co., Belleville, IL, by Bastian Bros Co., Rochester, NY, 15 x 9 in., c. 1935**

This sign is a favorite for several reasons. It is scarce, being one of only a handful known. The powder blue color is unusual for a beer sign, so it really stands out among the other pieces in the collection that sport the more common color schemes used historically with beer advertising.

I also have pleasant memories of acquiring the sign some 25 years ago at a time when there was more trading than buying & selling going on among collectors. In the early 1990s, I had purchased a box full of beer items at an

auction that happened to include several 1930s foam scraper holders from northeast breweries. How they ended up in Missouri was a mystery.

I didn't even know what they were until I inquired with NABA member Dave Launt. At the time, I knew Dave through the Rusty Bunch, as we were both avid dump diggers. But I also knew that he collected New York breweriana. I asked Dave if he had anything from the St. Louis region that he might want to trade for the foam scraper holders. Voila!

—John Kottemann, Eureka, MO

**Henry Weinhard Brewery, Portland, OR, by Bachrach & Co., San Francisco, CA, 21 x 17 in., c. 1906**

Fifteen years ago, I attended a large antique show in Portland Oregon and saw a pre-Pro Henry Weinhard tin-over-cardboard sign for sale by a local dealer. The sign can be dated to around 1906 or 1907 because the Lewis & Clark Exposition was held in 1905.

The \$500 price was more than I wanted to spend. There is some blotching in the paint because someone over the years had painted the graphics around the gold oval with red paint that the antique store owner had stripped off. The sign did not sell but I was able to purchase it from the antique dealer's store the next week. It's been hanging on my wall ever since. My \$500 was a good investment because I know of one that recently sold for \$3500.

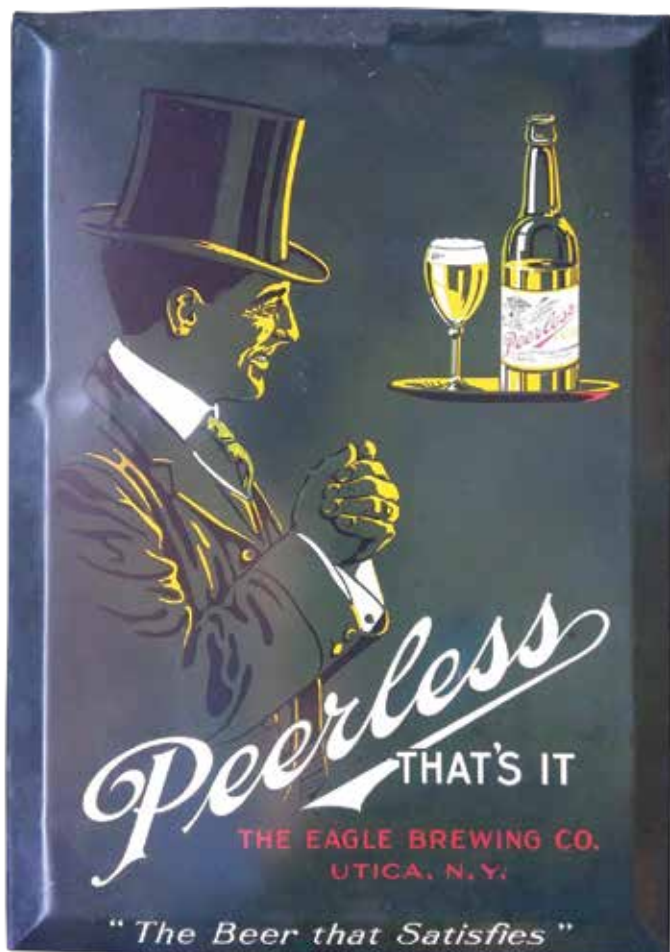
—Jim Wells, Camas, WA



**Left: Peerless Beer, The Eagle Brewing Co., Utica, NY, by The American Art Works Co., Coshocton, OH, 9 x 13 in., c. 1915**

I bought this sign many years ago at a NABA Convention from Ken Ostrow who found it at Brimfield. I like the sign because of its great graphics: a thirsty gentleman looking at a bottle of beer, already poured on a tray, suspended in the air. Very interesting image and a great name for a beer!

—Mike Cunningham, North Royalton, OH



**Next Page, Bottom: West Virginia Special Ale, Fesenmeier Brewing Co., Huntington, WV, by The Donaldson Art Sign Co., Covington, KY, 16 x 13 in., c. early 1950s**

This is my favorite TOC in the collection. It's beautiful! The faux 3D effect of the framing around the center picture is striking. So is the color. The center shows a coal train in the tipple (where the coal was loaded out from the mine) rail yard. That's about as West Virginia (where I was born and raised) as it gets. The graphics in the sign are striking, and with the help of two other West Virginia collectors, I was able to land this example. So nice to know that my friends made it possible for this to be on my wall. That makes it special!

—Jim Romine, Sanford, NC





**Buffalo Lager, Buffalo Brewing Co., Sacramento, IL, by Fred B. Bain Co., San Francisco, CA, 17 x 7.25 in., c. 1930s**

This is my favorite TOC sign in my collection because I was able to acquire it back in the days—about 6-7 years ago—when I still ran want ads for breweriana online and in the local paper.

A man contacted me, saying he had a Buffalo Beer sign for sale.

That got my interest. We met up and he showed it to me. He was a local electrician and said he was re-wiring an old house in downtown Sacramento when he found it buried in the wall (why the condition isn't perfect). He held onto it for a while until he saw my ad.

We talked for a little while longer, and then struck up a fair deal for both of us and I brought it home and put it in my collection.

—Larry Laduc, Davis, CA



**Utica Club Pilsener, West End Brewing Co., Utica, NY, by Permanent Sign & Display Co., Reading PA, 8.625 x 4.625 in., c. mid 1930s**

This tin-over-cardboard sign is my favorite as it tells a story of its long life. The surface scratches, dings, and dents show me the struggles it has gone through in its journey through time. When the sign was made, it had a destiny with me some eighty years later in 2020. Just before the COVID-19 lockdown, I made it to the Schultz & Dooley Chapter show in Albany NY. My good friend, fellow NABA member and Utica Club collector guru, Jason Thompson, walked up to me and said, "I have something for you." The rest is history, as I have proudly displayed this Depression era survivor in my Utica Club collection.

—Jack Conlon, Jamesville, NY



*Left: For owner's statement, see previous page.*

# Commemorating the early days of NABA

by George Baley

**Editor's Note:** NABA Historian George Baley will be working on a series of short articles for this magazine as part of our great organization's 50th Anniversary celebration. This is the first in that series.

It was one of the coldest days on record in January 1972 when a meeting was called for interested breweriana collectors to gather in Milwaukee, WI at a Holiday Inn to discuss starting a new organization.

Attending were the three men who have come to be called "The Founders:" Herb Haydock, John Murray, and Dick Bucht. Joining their husbands were Helen Haydock and Katy Bucht.

The Founders' first meeting was held at the same Holiday Inn which became the site of the First Convention, from August 4-6, 1972. This meeting was followed by dinner at the Kalt Restaurant in Milwaukee, owned by Howard Kalt, who was soon to become one of the earliest NABA members.

Being a breweriana enthusiast, Howard decorated his restaurant with

all kinds of beer memorabilia making it the perfect place for a collector to dine.

The second NABA Convention was held in St. Louis in 1973. It was there that a special stained-glass emblem was created to commemorate the event. About 25 of the numbered shields manufactured by Unique Art Glass of St. Louis were made available for purchase by members in attendance.

One purchased by Howard Kalt was enhanced by incorporating it with added stained glass into a wooden door at his restaurant. I was not a NABA member that early so did not have one of these special shields from 1973. But years after the Kalt restaurant closed, I was fortunate enough to acquire the one from his restaurant at an NABA auction through Don Limpert.

It found a new place of honor with me, by being integrated into the entry door to my home collection.

For the 1977 Convention—the five-year anniversary once again celebrated in Milwaukee—a stained-

glass hanging light was commissioned to commemorate the Convention.

The circular light featured four sections, representing Pabst, Schlitz, and Miller beers, and a NABA logo.

I believe that Helen Haydock plans to donate one of these for the upcoming 50th Convention in Milwaukee, either as a raffle item or for the Friday Auction. This would be an outstanding opportunity for one of our members to acquire an important piece of NABA history.

Another NABA convention tradition was the offering of a ceramic mug, listing all of the NABA members who had attended the convention. This souvenir offering lasted from the 1972 convention thru the 1998 convention held in Columbus, OH. A future article will feature images of all 26 mugs.

In the meantime, don't forget to make your plans to celebrate our 50th anniversary convention from July 28th-31st, 2021 in (of course) Milwaukee, WI.



The original shield designed to commemorate the second NABA Convention (1973) held in St. Louis.



The 1973 shield purchased by Howard Kalt and subsequently incorporated, with additional stained glass, into a door of Kalt's restaurant. This piece is now displayed in a door to the author's personal collection display area.



# 2021 Milwaukee Convention Update

The planning for NABA's 50th Convention, **July 28-31st, 2021**, is well underway. We are moving ahead with a full slate of great programming in anticipation that the pandemic will be behind us by the time the convention takes place. As has been announced, we have been taking reservations at the hotel, and we are already at a record pace for participation, and are anticipating a sellout for our 50th Anniversary celebration!

**Tuesday and Wednesday, July 27 & 28th:** As always, we have a fun-filled agenda planned, starting with "early bird" home tours on Tuesday the 27th. The official Convention agenda begins on Wednesday with a fantastic brewery bus tour highlighting both the historic and craft breweries of the Milwaukee area; and the Brewmaster's dinner, to be conducted by world-class Master Cicerone, Brian Reed.

**Thursday July 29th** will focus on room-to-room trading all day—we have arranged with the hotel to keep our rooms grouped together to make it easier to "make the rounds."

**Friday July 30th** is packed full of events, which include educational seminars, the annual NABA auction—look forward to a new a new format (see note below)—craft beer tastings, and the annual banquet, with some special announcements and awards being presented.

**Saturday, July 31st:** Finally, the 50th Convention will conclude with the Saturday trade show open to the public, and will be heavily promoted locally.

***New Auction Format:*** The details are still being finalized, but the plan is to add on-line bidding capability—but with a buyer's premium—to drive stronger auction offerings. The goal is for this event to allow a much larger audience participation. There will be more information to come on this shortly.



***Free TOC:*** Like last year, we are offering a free commemorative tin-over-cardboard sign to all those who register for the convention **prior to May 31st, while supplies last**. The TOC design will be presented in the next issue of this magazine with full details.

**To make your room reservations** at the Ingleside Inn in Pewaukee/Waukesha, just go to our website, [www.nababrew.com](http://www.nababrew.com), and click on the Lady in the Moon convention visual pictured here. Alternatively, you can call the Ingleside's reservation number at 262-547-0201. The **group code is 45683** and it is listed as 2021 NABA Annual Convention.

Looking forward to seeing you at our 50th!

—Joe Gula, Convention Chair  
[Joeffd@indy.rr.com](mailto:Joeffd@indy.rr.com)

—Mike Michalik, Convention Co-chair  
[Yiproc@gmail.com](mailto:Yiproc@gmail.com)

# A breweriana dream comes true

Tom Noonan's



brewery displays his  
amazing collection

by Rusty Long

*What beer and breweriana lover hasn't played this "what if" game: What if you could display your collection in a setting that looks like a 1940s tavern? The scene would include enough space to display a wide array of breweriana, and you'd decorate beautifully, with well-organized sections and display cases filled with an amazing selection of (only the best) items from the different breweries and brands you collect. What if you even had enough space for some stunning outdoor*

*signs, in addition to back bar breweriana, trays, TOCs, and smalls?*

*Even better: your amazing collection is displayed in a working, open-to-the-public tavern—and guess what—it's all connected to the brewery where you make your own beer.*

*Sound like a dream? Well, then you'll be inspired by NABA member Tom Noonan, because he has made that dream come true.*

In February 2020—just before the pandemic hit—Tom opened his Sangamo Brewery in Chatham, Illinois, a small town about 10 miles southwest of the state capital, Springfield, IL. The business is a full bar, restaurant, and craft brewery with a chef-inspired food menu.

The inside of the brewery's tap-room/restaurant looks like an ode to famed Central Illinois breweries of yore, with a smattering of St. Louis and Chicago breweriana and even some of the bigger regional and national brands to spice the mix.

A quick stroll through the tap-room offers a view of some spectacular signage from all of the prominent brands once sold in the area. There are southern Illinois brands like Dick Brothers from Quincy, Bluff City from Alton, Highland from Highland, and Stag from the Griesedieck Western Brewery in Belleville, among many others.

Visitors to Sangamo also can gaze upon dazzling antique signs from Hyde Park and Falstaff of St. Louis, as well as Monarch and Atlas from Chicago—not to mention those from Midwestern stalwarts Schlitz, Blatz, Hamm's, and Miller. There is more than enough eye candy to satisfy any breweriana collector as he or

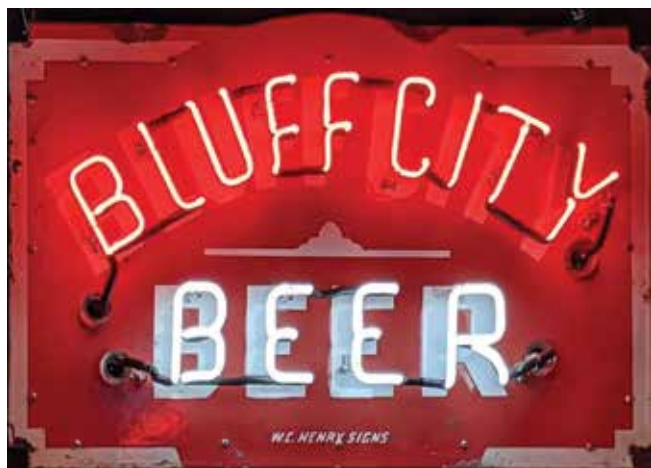


**Above:** After major renovations and an incredible infusion of high-quality local breweriana, the Sangamo Brewery took over the space of a former restaurant and opened in February of 2020.

**Below:** Tom Noonan's project, part brewery, part restaurant, and part museum, takes its Native American name from a pre-Prohibition brand issued by Reisch Brewing Co. of his native Springfield. Label from the collection of John Steiner.







Bluff City Brewing Co., Alton, IL, porcelain is 3 x 3 ft., by W.C. Henry Signs, Springfield, IL.



Joliet Citizens Brewing, Co. Joliet, IL, porcelain is 56 x 36 in., by QRS Neon, Spring Valley, IL—may be only example known.



Burgemeister Beer, Warsaw Brewing Co., Warsaw, IL, two-sided porcelain sign is 66 x 20 in., by Economy Signs, Quincy, IL—may be only example known.



she enjoys one of Tom's fine brews and basks in the old-timey atmosphere.

### It started early

Like many breweriana collectors, Tom Noonan has always enjoyed sharing and showing his collection with others. His love of brewery-related items started early. While growing up, Tom and his brother spent many hours hunting, digging, and collecting beer cans in and around their Springfield hometown. During that time, Tom estimates he amassed about 1500 cans.

Other brewery items would find a way into his collection, most memorably, a Reisch Brewing Wiener Style tin-over-cardboard sign given to him in high



Engleking's Beer, Springfield Brewing Co., Springfield, IL, lighted reverse fired on glass sign, 16 x 12 in., Gill Glass & Fixture, Co., Philadelphia, PA, (shown lit and unlit) purchased from the Adolph Grenke Auction in 2012.

school by his mother. After graduating from college Tom recalls that the cans were packed in boxes in his father's attic. When he received the call to "come get the cans or they are going in the trash," Tom saved them, and has them to this day.

### A turning point

As he grew into adulthood, Tom began to focus more on breweriana than cans. A turning point in 2012 pushed Tom to a new level of collecting, and was the



genesis of an idea. That was the year the famous and astonishing collection of the late NABA member, Adolf Grenke, was auctioned. That event, which liquidated over 4000 high-end items and cleared \$1.5 million in sales, inspired memories for many in the hobby.

Tom participated in the event but was saddened by the thought of dispersing such a great collection. He felt it would have been great if such a remarkable collection could have been kept together and displayed in a museum-type setting for all to enjoy.

Tom also had begun to build his own impressive collection. The Grenke sale inspired him to create a plan to bring his own large collection “out of the basement” and display it in a way that many could enjoy. This is when the idea of what would become Sangamo Brewing began.

### What is “Sangamo?”

When considering a name for his museum/restaurant/brewery project, Tom was drawn to an old label from a beer once brewed by Springfield’s defunct Reisch Brewery. Springfield is in Sangamon County, named for the river that runs through it.

Though historical accounts vary, the widely accepted version of how the river got its name is that it is derived from the Pottawatomie Indian word *Sain-guee-mon*, Anglicized to Sangamon, meaning, “Where there is plenty to eat.”

Reisch made a pre-Prohibition beer brand called Sangamo, and Tom was captivated by the beautiful label graphics featuring a native American motif as well as the local significance of the name. And so, he decided to bestow the Sangamo name on his dream.



Old Tavern Beer, Warsaw Brewing Co, Warsaw, IL. This two-sided porcelain is 6 x 2 ft., by Quincy Neon Signs, Quincy, IL—may be only example known. Tom says, “This one is my favorite because of its rugged edges. I chose the neon to make it pop off the dark porcelain. And it does. That’s why I made sure it was front and center when you walk in the front door.”

### The right location

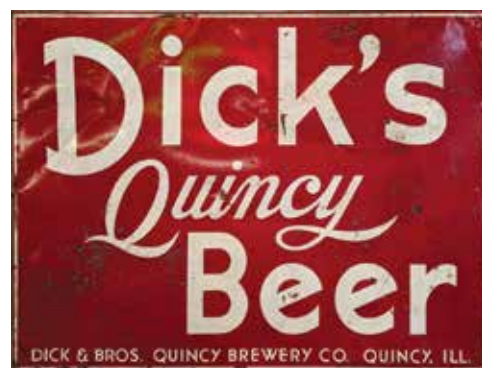
Originally, Tom envisioned a brewery and restaurant with a museum featuring local breweriana and Route 66 memorabilia. Ideally, the location would be downtown, near Springfield’s numerous other historical attractions—especially the famed and widely visited Abraham Lincoln Presidential Library and Museum.

Tom was forced to modify his original plan, however: he couldn’t find a suitable in-city site, and was unable to obtain a significant collection of Route 66 historical items. It was in nearby Chatham that he found not only an optimal location but also a business partner—Jason Butler—who owned the long-popular Fat Willy’s pub and restaurant.

Alpen  
Brau Beer,  
Columbia  
Brewing Co.,  
St Louis,  
MO,  
masonite  
9 x 4 ft., no  
mfr. mark.



Dick & Bros. Quincy Brewery, Quincy, IL: tin sign above is 13 x 9 in., and below is 38 x 28 in., both by American Can Co., Chicago, IL.







Three stunning Stag Beer signs, Griesedieck Western Brewery, Belleville, IL. Clockwise from top left: "diamond" tin is 36 x 36 in.; long tin sign is 53 x 18 in., neither have mfr. mark; two-sided porcelain is 36 x 30 in., by McCord Tubelite Co., E. St Louis, IL. The neon is all original.

The idea began to really take shape in 2018. Fat Willy's was closed and its conversion to Sangamo Brewing began. This required significant renovations and of course, the addition of brewing equipment. It also required finding local experienced talent in the form of a chef and a brewmaster.

### A brewery museum

For Tom, the construction of the building and the effort made to display his collection was truly a labor of love. He has made Sangamo a place where people can enjoy good food and craft beer in a historic and nostalgic setting.

Tom's museum celebrates his collecting focus on Springfield breweries. But because the variety and availability of items from those two breweries is limited, his massive collection also encompasses "Downstate Illinois" or "south of I-80" as the locals say.

He also has antique signs promoting other beers that were available in the area at one time—those from nearby St. Louis and Chicago, as well as other Midwestern breweries. In fact, it is hard to imagine seeing so many stunning, large outdoor neon beer signs in one establishment.

In addition to Downstate Illinois, the collection has a strong St. Louis representation, particularly from the Griesedieck Brewery, which had a branch in nearby Belleville, IL. Tom notes that Griesedieck's bold, red color scheme in its numerous advertising pieces adds considerable visual appeal to the displays.

### Bringing it all together

Like many, Tom has amassed his abundant collection through shows and auctions. But he gave special recognition for his successes to having made connections within the hobby, noting a handful of fellow NABA members who were instrumental in helping him track down and obtain many of the items now on display. Tom also noted the role social media played—he started the Facebook group "Breweriana Exchange" and originated the "days of the week" postings, e.g., "Signs on Sunday" and "Women on Wednesday," in which collectors participate to this day, sharing

**Below:** Prince of Pilsen Beer, Mound City Brewing Co., New Athens, IL, porcelain is 24 x 27 in. by Mt. Vernon Neon, Mt. Vernon, IL.

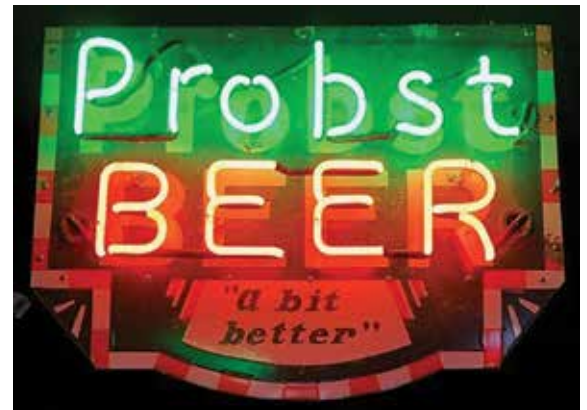


images of their breweriana.

He recalls his tremendous excitement and sense of accomplishment when the building was finally ready, and he began the process of bringing his collection out of storage for hanging, placing, and arranging. He treasures the experience of seeing his many years of collecting and hard work showcased in the Sangamo project for all to enjoy.

Continued next pg.

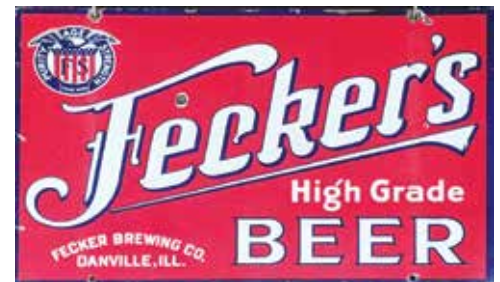




**Top left:** Gipps Brewing Co., Peoria, IL, porcelain is 5 x 2 ft., by Ruesch Electric Co., Peoria, IL.

**Above:** Probst Beer, Mound City Brewing, New Athens, IL, porcelain is 30 x 21 in., no mfr. mark.

**Below:** Fecker Brewing Co, Danville, IL, two-sided porcelain is 3 x 2 ft., by Burdick Enamel Sign Co., Chicago, IL.



A collection of Stern Brau (*stern* is German for "star") signs from Star-Peerless Brewery, Belleville, IL, porcelain (above) is 34 x 40 in., by Mt. Vernon Neon, Mt. Vernon, IL; (at right) three framed tin signs, all 32 x 16 in., no mfr. mark.

## On tap ahead

Although Tom is happy with the way things are going at Sangamo, he admits the timing has been difficult, opening just as the COVID pandemic hit. Having to shut down and adjust for regulations has greatly reduced business after what had been a great start.

Looking to the future, Tom says he still has plenty to do. His brewmaster is currently brewing offsite. So getting an onsite brewery operating is certainly a priority. Tom also dreams of re-creating Reisch's Sangamo Beer to serve in the tap room.

As far as his breweriana showcase goes, Tom notes that

only about 75% of the collection is currently exhibited. He is looking forward to getting the remaining items placed—recently, he obtained more vintage display cases he will put to good use.

Continuing to create interior enhancements to the 1940s tavern

feel he is going for, Tom plans to use vintage style ball knobs for his beer taps. The exterior of the building has experienced some important improvements, too. An outdoor patio area surrounded by a wooden fence has recently been added, expanding the outdoors into a delightful beer garden. Happily, the fence also provides a place to hang additional larger signs that Tom continues to collect.

Still, Tom enjoys the daily operations, and meeting his customers as they enjoy the collection—especially

Continued on pg. 64.



Falstaff Brewing Co., St Louis, MO, porcelain is 5 x 2 ft., by R. Tunica Electric, St. Louis, MO.



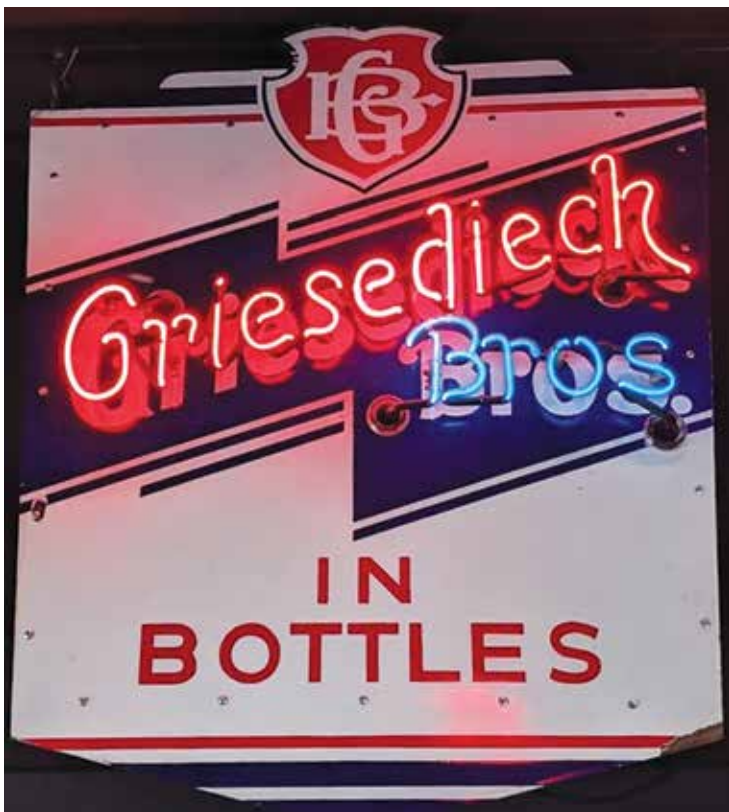


Tom Noonan (left) visited Robbie Wolfe, of TV's *American Pickers* in his shop in Iowa three years ago. He purchased this tin sign, which may have had the neon added, from Griesedieck Bros. Brewery, St. Louis, MO, 28 x 60 in., no mfg. mark.



A trio of signs from Griesedieck Bros Brewery, St. Louis, MO, to accompany the upper left Griesedieck sign:

Above is a double-sided, reverse-painted-on-glass mounted in a porcelain frame, 33 x 32 in., no mfg. mark; left, 31 x 42 in. porcelain, no mfg. mark; below, large framed tin, 4 x 9 ft, by H.D. Beach Co., Coshocton, OH.



**Below:** Chief Beer sign from either Springfield Brewing Co. or Peoria Brewing Co.—they both shared the Chief label—porcelain, 6 x 2 ft., by Boy Hansen-Lustrolite, Davenport, IA.



**Above:** Leisy Brewing Co., Peoria, IL, pre-Prohibition tin 1 x 3 ft.  
**Left:** Hyde Park Breweries Assn., Inc., St Louis, MO, tin 6 x 3 ft. Neither has any mfg. mark.





*I know a lot of collectors with really great stuff, but it's in the basement. Mine was in storage units. No one ever sees it. This project was to bring it out so everybody can see it—to have a museum of local brewery history here in town. —Tom Noonan*



**Chicago is in the house**, exemplified by this pair of signs, right (among others) at Sangamo. Top is Edelweiss Bock Beer cardboard, Schoenhoffen-Edelweiss Brewing Co., Chicago, IL; and Old Manhattan Beer, Manhattan Brewing Co., Chicago, IL, porcelain, 5 x 2 ft., by Electro Neon Sign Co., Chicago, IL. Tom notes, "I started collecting bock bottles and lithos before I changed my focus to downstate Illinois. I have some other Chicago signs also purchased over the years, but just couldn't part with them!"



EMS Brewing Co., East St. Louis, MO, porcelain, 38 x 54 in., by Levy & Co.







**Two stars from Peru:**  
 Star Model Beer, Star Union Brewing Co., Peru, IL, porcelain is 6 x 2 ft., by Ruesch Electric Co., Peoria, IL; and Star Union Beer, same brewery, porcelain is 6 x 2 ft., by Q R S Neon Displays, Spring Valley, IL.



***My goal was to have a tap room where you have the feel of walking into a central Illinois bar back in the 1940s. —Tom Noonan***

Tom has much of his extensive collection beautifully displayed by brand and brewery. Of the vintage display cases, he says, "I bought them from Abe's Old Hat antique store here in Springfield. I had them taken apart and stored in my garage for over a year. Then they were re-assembled in the brewery. It was such a thrill to find all my stuff in the storage units and fill the cabinets."








This Wagner neon is an unusually-shaped sign, porcelain is 32 x 34 in., no mfg. mark.

his fellow “beer nerds” as he calls us. He has hosted many NABA members so far and if he knows you are coming and if he’s available, he will gladly take time to stop and visit. Just be sure to drop him a line at sangamo-brewing@gmail.com first.




Sangamo Brewing Co. owner, Tom Noonan (center) shares a beer with fellow NABA member, Rusty Long and NABA Board member, Darla Long.



# TRADE-A-THON 40

**APRIL 23-24, 2021    GREEN BAY, WI**



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# LIKE A ROCK

## WAGNER BEER: THE WORKING-CLASS BREW OF GRANITE CITY

BY ALLEN KIRGAN

*With special acknowledgement to Kevin Kiouss & Don Roussin and their story, Wagner Brewing Company: Bringing Beer and Baseball to Granite City, IL.*

Granite City is a gritty, working-class town of about 28,000 in Southwestern Illinois. It is part of the Metro St. Louis area, about 10 miles Northeast of St. Louis just across the Mississippi River.

Officially founded in 1896, Granite City was named by two German industrialist brothers, William and Frederick Niedringhaus, who established it as a steel company town for the manufacture of kitchen utensils made to resemble granite.

Their company was called the St. Louis Stamping Company. They became most successful after introducing a product called *Granite Ware*, which made iron kitchen utensils coated with enamel (to make them lighter and more resistant to oxidation) in a decorative pattern that mimicked granite. The resulting product became enormously popular.

The iron factories of Granite City brought a huge influx of Eastern European immigrants, who brought with them a thirst for beer. By June 1904, Granite City had its own brewery. The owners of the brewery were



Post card of the brewery as it looked in the early 1900s.  
Collection of Don Roussin.



Rare cash register topper lighted sign c. mid-1930s, by Price Bros. Co., Chicago, IL. Photo courtesy of Don Roussin.

experienced beer makers, Edward Wagner Sr. and his son, Edward Jr. They had been involved in the American Brewing Company (ABC)—one of the largest breweries in St. Louis—and before that, they worked in the brewing business in Chicago. Their new brewery was a state-of-the-art facility, the last to be opened in southern Illinois prior to Prohibition.

### PART OF THE COMMUNITY

The Wagner Brewing Company invested heavily in local newspaper advertising to establish its Wagner beer, named for its owners. Sales doubled the second year of operation (1905) with the 50,000-barrel capacity plant employing around 50 men. The company sponsored a semi-professional baseball team—fittingly named the Wagners—that played their games at Wagner Field, where spectators could undoubtedly enjoy cold Wagner beer. The brewery also invested in local tied houses: taverns that advertised and sold only Wagner products.

In addition to the Wagner brand, the brewery also produced bottled beers called Granite and Muenchner, plus a springtime-only bock beer labeled “Buck.”



Granite City was named for its most famous product, Granite Ware, which used a process of applying porcelain enamel to steel that left a design that resembled granite.



In 1906, the brewery introduced what became their familiar shield advertising symbol, an enduring icon that was successfully resurrected after Prohibition. Period newspaper ads stressed Wagner's quality and purity; its advertising touted it to be "properly aged, carefully placed on the market. Sterilized when bottled. Always distinguished by its purity, satisfying flavor, and rich, full body. No 'morning after' with Wagner Beer."

#### A COG IN A CONGLOMERATE

In 1907, a major change came to the brewery—something that was happening to breweries in different markets across the country during the years before Prohibition—Wagner Brewing Company joined with nine others in the St. Louis area to become part of a brewing conglomerate called Independent Breweries Company (IBC). These included American, Home, Consumers, Gast, Empire, Columbia, and National, all of St. Louis; the Central Brewery of East St. Louis; and Wagner's. The Board of Directors included Ed Wagner Sr.

Within a few years, Ed Wagner Jr. left the company, and the plant was being managed by Frank Griesedieck. This would not be the only time that the Wagner and Griesedieck families' paths would cross: Around 1910, the Forest Park Brewery in St. Louis was founded by the Wagner family; and this plant, too, would also eventually be managed by the legendary Joseph "Papa" Griesedieck, and become Plant One of the Falstaff Brewing Corporation.

Soon after Ed Jr. left, the old Wagner brands

were discontinued, and the brewery began producing the Alpen Brau brand. The Independent Breweries Company (IBC) had decided to make use of the shipping advantages of the Granite City location for moving one of its major labels to points north. The Wagner Brewing Co. continued making Alpen Brau through the years of World War I.

#### THE PROHIBITION YEARS

The conglomerate then readied for Prohibition. As early as 1919, it had started making IBC root beer. The Granite City plant produced its own line of soft drinks under the Wagner brand, which featured the Wagner Shield on its labeling. Its soda business was short-lived, however, and soon the structure sat empty.

After Repeal in 1933, the idled plant reopened under new ownership, but with a familiar name: The Wagner Brewing Co. The new owners invested heavily in modernizing. They hired George Schmitt, the brewmaster who had started with Wagner in 1904 (at the time, 70 years old) to resume his brewing duties.

#### RENEWING THE SHIELD

The brewery dusted off the old shield symbol for its advertisements, telling beer drinkers, "You've had plenty of time to



Pre-Prohibition wood-grain tip tray.  
Collection of Don Roussin.



Lighted reverse-on-glass sign with wooden frame and metal light box, c. 1930s, no mfg. mark. Collection of Don Roussin.

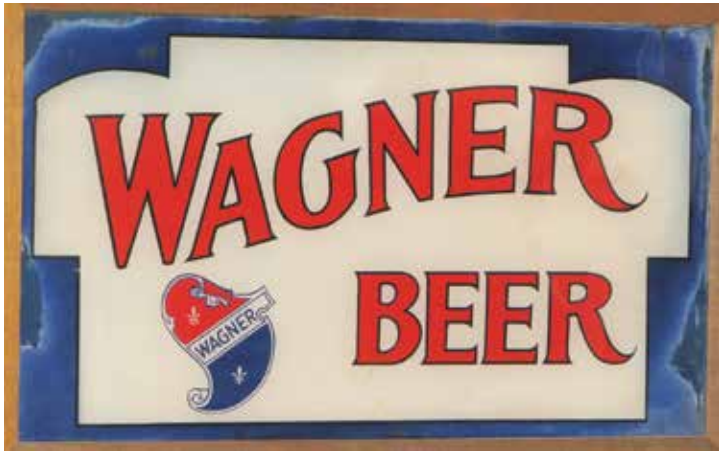


**Above:** Octagonal coaster, c. mid-1930s. Like many breweries after Repeal, Wagner sought to reassure its customers that it was once again making tasty, quality beer, hence the slogan, *That Old World Flavor*.  
Collection of Don Roussin.

**Left:** Cardboard hanging sign with string, c. 1930s, 4 x 7 in., only known example.  
Collection of Allen Kirgan.







Double-sided, reverse-painted-glass transom window sign, 34 x 21 in., pre-Prohibition. Astonishingly, this was found re-purposed as part of a chicken coop, no worse for the wear. Collection of Don Roussin.



1930s Wagner ball knob. Collection of Don Roussin.

acquaint yourself with other beers, now you can treat yourself to a brew of finest quality...Look for the Wagner red, white and blue banner...the sign marking establishments where you can order Wagner Genuine Lager Beer on draught."

Control over Wagner's brewery soon shifted to the City Ice and Fuel Company of Cleveland, Ohio. This large company wanted to diversify in response to shrinking

demand for its ice and coal products. The leadership had decided to enter the brewing business.

In addition to Wagner's Granite City plant, City Ice and Fuel also acquired breweries from the Pilsener Brewing Company of Cleveland, and Regal Brewing of Miami, FL and New Orleans, LA. The iconic Wagner shield was replaced by the more geometric shield used for their P.O.C. brand in Cleveland.

The Wagner operation was initially successful and expanded its distribution throughout southern Illinois and eastern Missouri. But as with every other small-town brewery during the post World War II period, the larger and more powerful regional and national beer brands put the squeeze on the smaller local guys—not only St. Louis and nearby Illinois brewers, but others from Chicago, Indiana, and Wisconsin were all fighting over sales in the Granite City regional market.

### ABC OF NO, LA

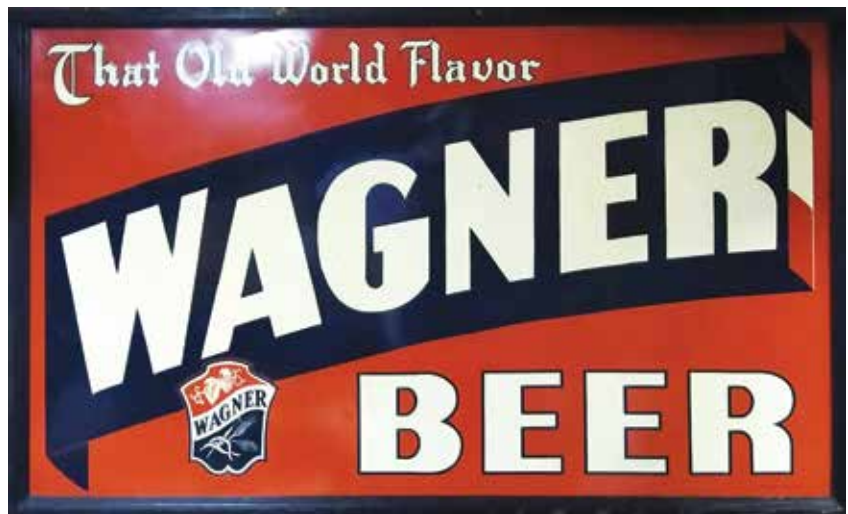
In late 1938, the brewery became part of the American Brewing Company—a concern with same name as the St. Louis brewery from which the Wagners had launched the original business decades earlier.



Stacked boxes: At bottom, a wooden box designed to hold 36 bottles, c. 1904. At top, a 24-count box, c. 1934. Collection of Allen Kirgan.



A trio of Wagner beer bottles from the 1930s, with bock version on the left, and steinie & longneck (lager) at center and right. Collection of Allen Kirgan.



Large tin sign, 3 x 5 ft., c. 1930s, by Stout Sign Co., St. Louis, MO, one of three existing examples known. Collection of Allen Kirgan.





Pre-Pro and Prohibition-era labels. The patriotic-sounding Old Glory was introduced by Wagner in 1914. The label with the white background has the Independent Breweries Co. (IBC) affiliation printed on it. The Prohibition-era "Brew" label includes the stone pattern of its granite namesake. Collection of Allen Kirgan.



Same name but different roots. This was American Brewing of New Orleans, brewers of Regal beer. American had also purchased a Wagner Brewery based in Miami that had no relation to Granite City's Wagners—they only shared a name.

American undertook a massive newspaper ad campaign to establish its Regal brand locally, using their iconic Regal prince character as advertising spokesman. The Prince claimed that Regal Lager was "Always Light and Dry...Never leaves that bloated Feeling."

Two porcelains, right, show the shield design difference before and after Prohibition. **Right:** the pre-Pro design using a heart-shaped shield, 16 x 24 in., by H.D. Beach Co., Coshocton, OH. **Far right:** the Wagner shield turned into a more geometric design after Prohibition, 16 x 24 in., no mfg. mark. Collection of Allen Kirgan.



**When Wagner became Regal:** The American Brewing Co. of New Orleans and Miami owned the Granite City brewing location from 1938-40 and tried to establish its brand using their Prince character, where Wagner had once reigned. **Left:** A reverse-on-glass clock on metal base, 13 x 9 in., by Universal Electric Display, Chicago, IL. **Right:** Tin-over-cardboard, 14 x 9 in., no mfg. mark. The printing at the bottom right of both the clock and the sign says, *American Brewing Co., New Orleans – Miami – Granite City.* Collection of Allen Kirgan. The American Brewing Co. itself ceased brewing in 1962.



The reign of the Regal Prince lasted just two years in Southern Illinois. In December 1940, it was announced that the American Brewing Co. plant in Granite City would close. Wagner's had been the last St. Louis area brewery to be built before Prohibition and it was the first one to close after Repeal.

The structure sat vacant until 1943, when it was purchased by the Nestlé Company. It was renovated to produce their Nescafe coffee brand, which it did for more than 50 years.

#### AUTHOR'S NOTE:

As a lifelong resident of Granite City, I was not aware that my hometown once had a brewery until 10 years ago—the same is true of most of the citizens of my town. Even my fellow collectors did not have much information about Wagner Brewing Co. Not surprisingly, advertising from Wagner was scarce.

Then I picked up two post-Pro tin signs on eBay. I began asking old timers around town what they

Pre-Prohibition tray, designed to look like Granite Ware, the product for which Granite City is named.



knew about the Wagner brand and its Granite City plant. Many had no recollection of it at all.

Over the next five years, I returned from breweriana shows frustrated at the lack of Wagner items available—I counted myself lucky if there was one item at a show.

The brewery had never canned its beer, so there was little knowledge among can collectors. I found and contacted other Wagner collectors searching for info and items. We became friends, and I even purchased some of those collections. All the sellers told me the reason



Porcelain "skin" for a neon sign, c. 1930s, 36 x 28 in., no mfg. mark. Collection of Don Roussin.

they were selling was frustration—it was just too difficult to find things.

I have now amassed a collection of about 100 Wagner items. Belonging to clubs like NABA and BCCA helps you make connections, and this hobby is full of knowledgeable and helpful collectors. I am always on the hunt for Wagner items and can be reached at [allen.kirgan@gcsd9.net](mailto:allen.kirgan@gcsd9.net).

Special thanks for assistance with this article go to fellow NABA members **Don Roussin, Kevin Ki-ous, Randy Huetsch, Jared Jones, Jeff Jones, Tom Noonan**, and also to **Theo Adams**.



Washington Dulles Hilton Airport  
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**Pre-Registration deadline**  
**February 1, 2021**

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



# *Join the celebration of NABA's 50th!*

## **2021 Milwaukee Convention**

### **July 28 - 31, 2021**



Say Bill, will you be joining us this year at the NABA Convention in Milwaukee? There's sure to be Schlitz breweriana there! I hear they've got some amazing plans for their 50<sup>th</sup>!



There's a terrific bus tour planned, killer house tours, a brewmaster's dinner featuring a master cicerone, a revamped auction, barrels of craft beer and more! They are really going for the gusto!



By gosh, I'll drink to that, Jim. And what's more, they've got the convention room block all together for better room-to-room trading. I'd better make my reservations now at the Ingleside Inn in Pewaukee – it's sure to be a sellout.

***NABA 2021 will be the convention that makes Milwaukee famous!***



To make your room reservations at the Ingleside Inn in Pewaukee/Waukesha, just go to our website, [www.nababrew.com](http://www.nababrew.com), and click on the Lady in the Moon convention image. Alternatively, you can call the Ingleside's reservation number at 262-547-0201. Our group code is 45683 and it is listed as 2021 NABA Annual Convention.



# Grabbing the Gusto

by Dave Olson

A few months ago, a friend gave me a tip: A bar he worked for here in Milwaukee was forced to close and they would be selling off their signs. Although I showed up that same day, the bar was nearly cleaned out. There was a terrific large, porcelain-and-neon Schlitz sign, but sadly, I was told it already had a pending buyer.

Of course, I made the classic offer: “If your deal falls through, I’ll pay cash.” But I thought that was that.

Miraculously, the next day I got the call that never happens—the deal had in fact, fallen through. I immediately headed over to the bar to claim the prized sign. It took four of us old guys two hours to get it down and load into my truck.

The bar that closed was the famous blues and music venue in downtown Milwaukee called the Up and Under Pub. It was in the East Brady Street Historic District, which is one of Milwaukee’s best-known surviving ethnic commercial strips. The street originally served as the “main street” for the working-class Polish immigrant community that lived in the surrounding neighborhood. Several tied house examples exist in this district.

According to the Wisconsin Historical Society, the Up and Under’s building dates to 1885 and is believed to have started life as a tied house, likely Schlitz. But of course this was not the bar’s first Schlitz sign. According to an article in *Urbanmilwaukee.com*, this sign dates to 1951 when the Fox Head



sign that was originally out front had been retired, and they installed a “very nice Schlitz sign, complete with a little globe on top.”

This is the very Schlitz sign I acquired. It had been retired in 1973, and re-hung inside the bar where it was protected from the elements. And because it has been indoors for the last 47 years, it’s no surprise that the neon on both sides still works. I also was able to get the original hanging bar that was used to mount it, including its rare “arrowhead” finial; as well as some of the original hanging chain.

It is my intent to give this 4 x 3 ft. beauty a thorough cleaning, inspect its inner workings, and eventually, to put it on the market. It is extremely rare to have provenance on one of these old signs, so I consider myself very fortunate to have become the new custodian of such a timeless piece of breweriana.

The sign on its way home in the back of Dave Olson’s truck (top right) and directly right, on the workbench in his garage, cleaned and repaired (one wire connecting to the neon was loose).



The large 4 x 3 ft. Schlitz sign, made by Everbrite Co., Milwaukee, WI, as it hung in the former Up and Under Pub in Milwaukee. Note at far left of the photo above, the hanging bar with the arrow-shaped finial.

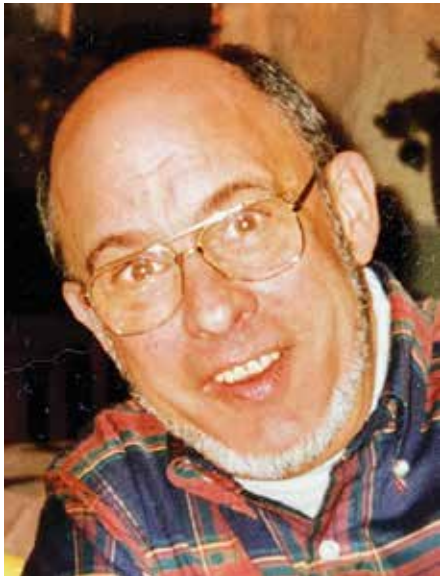




# Taps

## Remembering a former NABA President and Editor

by John Stanley



**John Filson “Fil” Graff**, 82, of St. Thomas, PA passed away on October 21, 2020. Fil served NABA with great capability and devotion in its highest leadership positions. He was President (1992-1996) and Editor of NABA’s *Breweriana Collector* magazine (1997-2001) as well as a Board member

(1985-86) and Recording Secretary (1987-88). Fil also served as Convention Chair for Baltimore (1990) and Minneapolis (1998).

In addition to his breweriana collecting and vast historical knowledge of the brewing industry, Fil became an internationally known researcher and restorer of Aladdin and other kerosene lamps. Fil worked for Chinnet, the paper goods company, for more than 25 years before retiring in the early 2000s.

Fil is survived by his wife of 55 years, Roberta “Robbie” Hershey Graff, and his son, David Scott Graff. He was preceded in death by his son, John Filson Graff III and his sister, Karen Thompson.

I first met Fil at one of the JFO (Just for Openers) Conventions 30 years ago, where he was a dealer and always had good merchandise – including bottle openers. One learned quickly that Fil had a sharp mind and knew a lot about old breweries.

We regularly met each year at the NABA Conventions as well as the annual Blue-Gray breweriana show in Virginia, where Fil always worked the registration desk. One of my most distinct memories of Fil was from the 1995 show, when my wife Pat and I drove

up in a heavy snowstorm. I was anxious to get to the show and Pat was upset at my fast driving to get there. When I walked in the hotel, Fil walked over to me, twirling an opener on his finger. He joked, “I’ve already got the best opener here, so you can head back home.” It was a hard-to-find figural opener from the Krug Brewing Co. of Omaha, NE. He was right, but we stayed anyway.

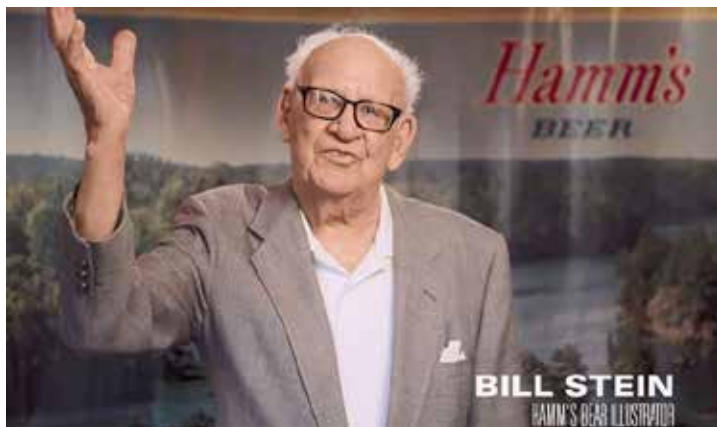
Former NABA President and magazine editor, George Baley remembers, “Fil was a wealth of knowledge on many subjects and always willing to share. I first met him when I joined NABA in the 1980s. As a Chicago area member he was a tremendous resource for most everything about breweriana and beer. And he was always there to share his thoughts about what was happening in the craft beer world. NABA members will remember his dedication to the *Breweriana Collector*, as it became a leader in bringing breweriana history to the hobby.”

Former NABA President Larry Moter recalls, “Fil was one of the first folks I met in the hobby around 1985. I had just moved to a new job in Rockford, IL and started going to my first shows, which were held by Chicago’s Monarch Chapter. Fil, along with other super NABA veterans, was extremely outgoing and friendly to me, the novice collector, encouraging me to join the chapter and NABA. Fil impressed me with his encyclopedic knowledge. And with his gift of gab, he was fun to hoist a pint with.”

As editor of the *Breweriana Collector*, Fil put his heart into each issue. He also developed the first NABA website – teaching himself web coding to accomplish this – and then convinced and encouraged me to manage it, which I did for a few years.

Fil was an avid breweriana collector until his retirement in the early 2000s, when he moved to Pennsylvania, where he and Robbie bought an old farm. The farm became his passion along with collecting Heisey Glass. We lost a ton of breweriana knowledge with the passing of Fil.





**William W. “Bill” Stein**, 97, of Shoreview, MN, passed away on November 2, 2020. Bill was a friend to many NABA members as the famed illustrator of the Hamm’s Bear—one of the most iconic of all beer advertising symbols—for more than 30 years. In the 2000s, he was involved in the creation of the Hamm’s Collectors Club (where he developed close friendships with many NABA members) and designed the Hamm’s Bear monument on display in downtown St. Paul. Bill never stopped drawing. In fact, he was working on a Hamm’s Bear illustration until his death.

In a 2018 interview, Bill said, “I started with Hamm’s Brewing Co. in 1954, and I drew him so many times that I’m almost a bear myself. Me and that bear were close friends for 30-some years. I’m very humbled that I could be a part of something that was so successful.”

NABA member Kirk Schnitker, founder of the Hamm’s Club, became close friends with Bill. He wrote: “Bill’s Hamm’s Bear art is his legacy to so many people in the collector world and beyond. He was involved in the Hamm’s Club from 1999 when it formed, up until he died. He supported all of us collectors and brewery history folks and made it so much more fun. When we at the club worked to get the Hamm’s Beer Bear monument put up in downtown St. Paul, Bill was right there with us battling the city in the media and in St. Paul politics. That monument, and that Bear on it, are Bill’s work.”

NABA Membership Committee member and Hamm’s collector extraordinaire Stevan Miner has fond recollections of Bill. “I first met Bill 20 years ago when the Hamm’s Collectors Club was formed,” Stevan said. “He was totally on board with the idea of creating the club and was a very important part of our success. He generously volunteered his time and talents to design our annual commemoratives every year, and countless other items that we sold to support



the club. Every year he would come to the annual show in February and mingle with the crowd, signing autographs and posing for pictures. I never did figure out who enjoyed it more, Bill or the collectors at the show. I also have never met a kinder and more gentle man. He will really be missed.”

NABA Board member Paul Cervenka is one of the Hamm’s collectors who enjoyed a close personal friendship with Bill. He recalls, “My wife and I were lucky enough to establish a personal relationship with Bill and his wife, Betty. When Kirk Schnitker started The Hamm’s Club, he called fellow Hamm’s collectors, past employees, friends etc. One of those people was Bill Stein, who was very enthusiastic to help.

“Kirk organized Hamm’s-themed shows and I attended one of those in September 2000 in Medina, MN, where I got to meet Bill, who was drawing at the show. My future wife, Karen, and I drove up from suburban Chicago to attend. During the show, Karen struck up a conversation with a woman who invited us to dinner at a restaurant after the show. It turned out that this friendly lady was Betty Stein, and we ended up having dinner with her and her legendary artist husband, Bill.

“We had such a good time that we decided to have breakfast together the next morning. To my surprise, Bill had gone home the night before and had drawn me a personalized, colorful drawing of the Hamm’s Bear in a Northwoods scene. I was thrilled and honored to receive it. I tell people that it is the most valuable piece in my collection, and I cherish the memory of what became a long and wonderful friendship with Bill and Betty Stein.

“Despite suffering from cancer, Bill was still able to make it to the 2020 Hamm’s Show, which unfortunately (due to COVID) was the last time many of us saw him. I like to think that he is smiling down on us from ‘upstairs’ and enjoying a Hamm’s Beer!”





**Gene J. Abate**, 61, of Dayton, NJ passed away on September 21, 2020. Gene spent the majority of his career with FedEx before his retirement in 2016. Gene was predeceased by his wife, Charlene, and is survived by his father, Phil

Abate, and children, Jacqueline and Jeffrey. Gene was a popular member of both the Garden State Chapter and Jersey Shore Chapters.

Fellow NABA member and NJ collector Dave Vajo remembers Gene very fondly. "Gene and I were traveling partners to the Allentown shows and other shows here in the East. After the shows in the Allentown area we always stopped at the famous Yocco's Hot Dogs on Rt 100, right across from the old Schaefer Brewery. Gene was no lightweight when it came to eating those dogs. We both enjoyed them! Gene was also a big sports fan, with his favorites being the New York Giants, Yankees, and Rutgers University teams."

"Gene was always smiling and greeted you in a warm, friendly manner," NABA member Joe Germino recalls. "We always found time to B.S. and catch up on our family life. He enjoyed the brewery collectibles hobby immensely and was always hunting finds at yard sales and flea markets. And then he passed those finds on to other collectors. Gene was an intense networker and always had numerous new sports coasters to trade. He would always say, 'take what you need and we'll catch up later.' I probably still owe him a box of coasters. But it wouldn't matter to Gene."

"He will be missed by all and most surely by me. It's sad to say the hobby has lost another great collector!"

NABA member Joe Radman, president of the Jersey Shore chapter, added, "Gene was a wonderful gentleman who added depth and richness to our hobby. We will greatly miss him."



**Joseph "Joe Pacz" Paczkowski**, 72, of Tabernacle, NJ, passed away on September 14th, 2020. Joe is survived by his wife, Rita; children, Stephen, Vince, and Catherine; and three grandchildren.

Joe was as a cost estimator for large construction projects, working for many years at a variety of engineering and construction firms

before starting his own consultancy. Joe also was an avid bowler with multiple 300 games and a high series above 800. A native of Philadelphia, Joe was a big fan of the Phillies, Eagles, and Flyers. He was also a jazz fan since his teenage years, when he travelled to NYC clubs to see the legendary musicians in their prime.

Joe was much beloved in the hobby and known for his great sense of humor, making friends wherever he went as a collector of breweriana for 40 years, and former president of the Jersey Shore Chapter. Joe started collecting beer cans with his sons in 1980. Their first show was at the Asbury Park Convention Center in 1981. He specialized in breweriana from NJ, Philadelphia, and Eastern PA, along with NYC cans. His regional can collection was the one of the best on the East Coast. He also collected mini bottles and matchbook covers. He amassed one of the largest collections of matchbooks in the country.

Fellow NABA member and close friend, Paul Dodge wrote, "Our hobby truly lost a great one. Joe had an encyclopedic knowledge in many areas of breweriana. He was sought out by many collectors to help with research or simply to just talk about a certain can or brewery. Joe was a gentle man who could hold court for hours talking breweriana."

"It has been said by many what a great hobby this is, because of the people in it. They make it fun and they become family. For so many in our hobby, Joe was a great friend and more like a brother. He cherished those friendships, and we were all better people for having him in our hobby."

"He will be missed at the monthly chapter meetings, the trade shows, picnics and parties we hold throughout the year. For me personally, he will be terribly missed, but I am blessed for having him as my dear friend for the past 25 years."

# Upcoming Shows

## January, 2021

Date: January 22-23, 2021  
Time: 9:00am-2:00pm  
Event: Mid-Missouri Brewery Collectibles Show, Gateway, KC's Best, and Missouri Ozark Chapters  
Address: Inn at Grand Glaize, 5142 Osage Beach Parkway, Osage Beach, MO 65065  
Contact: Rick Kottemann, 314-575-0032

## February, 2021

Date: February 6, 2021  
Time: 9:00am-1:00pm  
Event: 28th Annual Winter Blast Beer Collectibles Show, Olde Frothingslosh Chapter  
Address: Hopewell VFW, 138 Stone Quarry Road, Aliquippa, PA 15001  
Contact: Jerry Lorenz, 412-760-7621  
Deborah Lorenz, 412-708-9267

Date: February 6, 2021  
Time: 9:00am-2:00pm  
Event: Way Out West Show, A-1 Chapter  
Address: PHX Beer Co. at 3002 E Washington St., Phoenix, AZ  
Contact: Ed Sipos, 602-525-6806

Date: February 7, 2021  
Time: 7:00am-2:00pm  
Event: Superbowl Sunday, Bullfrog Chapter  
Address: American Legion Hall Wauconda, 515 South Main Street, Wauconda, IL  
Contact: Ken Kieliszewski, 847-202-1877

Date: February 10-14, 2021  
Time: 9:00am-5:00pm  
Event: Rayner Johnson Memorial Blue Gray Show, Capital City Chapter, ECBA, CBCC, BCCA, ABA and NABA  
Address: Washington Dulles Hilton Airport, 13869 Park Center Road, Herndon, VA 20171  
Contact: Larry Handy, ohugo1@aol.com  
(See our ad on Pg. 69 of this issue)

Date: February 21, 2021  
Time: 8:30am-2:30pm  
Event: Jersey Shore's Tribute Show, Jersey Shore Chapter  
Address: American Legion Joyce Kilmer Post, No. 25-4 J F Kennedy Drive, Milltown, NJ, 08850  
Contact: Joe Radman, 732-946-3416

Date: February 26, 2021  
Time: 9:00am-6:00pm  
Event: 15th Annual Hoosier Chapter Cabin Fever Reliever  
Address: Ramada by Wyndham South Bend, 52890 State Road 933, South Bend, Indiana 46637  
Contact: Mike Walbert, 574-276-2466

Date: February 28, 2021  
Time: 9:30am-2:30pm  
Event: The Vic Olson Memorial Show, Ar-CAN-Sas Chapter  
Address: Best Western Inn of the Ozarks, HWY 62, Eureka Springs, AR 72632  
Contact: Erin Jones, 479-531-4146

## March, 2021

Date: March 6, 2021  
Time: 9:00am-1:30am  
Event: Annual Spring Brewery Collectibles Show and Sale, Schultz & Dooley  
Address: Colonie Elks Lodge 1, Elks Lane, Colonie/Latham, NY 12110  
Contact: Dennis Heffner, 518-793-0359

Date: March 13, 2021  
Time: 9:00am-2:00pm  
Event: 47th Annual Buckeye Beer Show, Buckeye Chapter  
Address: UAW Local 14, 5411 Jackman Road, Toledo, OH 43613  
Contact: John Huff, 419-367-9713

Date: March 18, 2021  
Time: 9:00am-2:00pm  
Event: 45th Luck O' The Irish, Queen City Chapter  
Address: Radisson Cincinnati Riverfront Hotel, 668 W. 5th St, Covington, KY 41011  
Contact: "Beer Dave" Gausepohl, 859-750-4795

## April, 2021

Date: April 3, 2021  
Time: 9:00am-12:00pm  
Event: Simon Pure Spring Show, Simon Pure Chapter  
Address: Elks Lodge #860, 55 Main Street, Tonawanda, NY 14150  
Contact: Jeff Murbach, 716-713-7236

Date: April 21-25, 2021  
Time: 1:00pm Wed-1:00pm Sat  
Event: Just For Openers 42nd Annual Convention  
Address: Hampton Inn Quakertown, 1915 John Fries Hwy, Quakertown, PA 18951  
Contact: John Stanley, 919-824-3046

Date: April 23, 2021  
Time: 12:00pm-5:00pm  
Event: Titledown Trade-A-Thon 40, Packer and Badger Bunch Chapters  
Address: Hyatt Regency Green Bay, 333 Main Street, Green Bay, Wisconsin 54301  
Contact: Rob Smits, 920-469-1466  
(See our ad on Pg. 64 of this issue)

Date: April 25, 2021  
Time: 9:00am-2:00pm  
Event: Springding at Schell's, Schell's Border Batch Chapter  
Address: August Schell Brewing Company, 1860 Schell Road, New Ulm, MN 56073  
Contact: Tom Terwilliger, 515-341-3347

## May, 2021

Date: May 15, 2021  
Time: 7:00am-5:00pm  
Event: Bullfrog Spring Show, Bullfrog Chapter  
Address: American Legion Hall Wauconda, 514 Main Street, Wauconda, IL  
Contact: Ken Kieliszewski, 847-202-1877

## June, 2021

Date: June 6, 2021  
Time: 9:00am-2:00pm  
Event: Brennan's Show, A-1 Chapter  
Address: Brennan's Pub 'N' Grill, 3510 E. Bell Road, Phoenix, AZ 85032  
Contact: Ed Sipos, 602-525-6806

## July, 2021

Date: July 28-July 31, 2021  
Time: 8:00am-5:00pm  
Event: NABA Convention 50, Milwaukee WI  
Address: The Ingleside Hotel 2810 Golf Road, Pewaukee, WI 53072  
Contact: Joe Gula, Joeffd@indy.rr.com

***If you have a show and want it listed here, please email information to Darla Long: bluffcitybrews9@gmail.com***



# ♦Buy♦Sell♦Trade♦Buy♦Sell♦

**WANTED: Latrobe, PA breweriana.** Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10easyst@comcast.net. rV193

**NEW YORK CITY BREWERIANA!** Serious collector seeking to buy trays, signs, lithos, etc. especially from old breweries in Manhattan and the Bronx. These include Beadleston & Woerz, Bernheimer & Schmidt, Central, Consumer's, Doelger, Ebling, Eichler, Ehret, Elias, Everard, Fidelio, Haffen, Horton, Hupfel, Kips Bay, Lion, Loewer's, Ringler, Ruppert, and Stevens. Please call Ken Quaas, 630-204-5270 or email Ken@consumertruth.com rV200

**WANTED: Altes Age postcards** (Detroit) from the 1940s. Also, postcards from Detroit Brewing Co. (holiday series from 1909 - 1910). Collecting pre-Pro Michigan signs/trays too. Dave Alsgaard, dalsgaard@charter.net or 989-631-7239 (cell/text). rV200

**WANTED: Items related to Mitchel Brewing** or Mitchel of Mokena. Serious collector looking for anything related to Mitchel Brewing. Particularly a Dutch Boy Draft Beer label. Dutch Boy was distributed by Illinois Brew Co., Chicago, IL, brewed and bottled by Mitchel Brewing Co., Mokena, IL. Call Robert Horras, 815-875-9348 or email rob9348@hotmail.com rV200

**WANTED: U.S. I.R.T.P. labels**—especially looking for Oshkosh and Green Bay items. Also looking for U.S. Beer letterheads, postcards, paper items and advertising. Robert Stempel, 355 W Sunnyview Dr Apt 205, Oak Creek, WI 53154; (414) 574-4373; Facebook: robertstempel1951@gmail.com. rV197

**WANTED:** Elizabeth, NJ breweriana. Breidt's, Rising Sun, Seeber, Elizabeth Brew, etc. All categories wanted. Bill Decker (908) 370-3062 mbdecker2@comcast.net rV194

**MORE VINTAGE BEER TAP MARKERS:** Ready to ship! Volume 2 of the only book ever published on beer tap markers. Volume 2 supplements Volume 1. The new edition contains more than 1700 images including the regular ball knob style, as well as Kooler-keGs, Daka-Ware, Newman Glass and Aluminum, Kooler-keG "Side Winders," "Tin cans," Figurals, and Shapes plus over 350 knobs from the post "New Era" era. Includes a Rarity and Value estimate for each item. Get yours now for \$34.95 plus \$5 S&H. Payment (check) to: George Baley; 1585 W. Tiffany Woods Dr., LaPorte, IN 46350 219-325-8811. rV193

**RADEKE BREWERY KANKAKEE IL:** All items, trays, pictures, glasses, mugs, advertising, crates, signs, barrels, etc. and later companies: Kankakee Beer and Riverside. Top dollar, send picture to walter@waltersanford.com. Cell/Text 815-954-9545 rV196

## MEMBERS-ONLY Sale!

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

NABA

**BACK ISSUES** of the BC for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147-150, 152-160, 162-180. 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



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<b>2012</b>	<b>Bob Kay</b>
<b>2014</b>	<b>George Baley</b>
<b>2015</b>	<b>James L. Kaiser</b>
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<b>2018</b>	<b>John Ferguson</b>
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Awarded for distinguished service and contributions to NABA and to the Breweriana hobby.

## APPLICATION FOR MEMBERSHIP

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

**OR** join online via our secure server, using a credit card or PayPal: See NABABREW.COM and hit the "JOIN" button. I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$35 (3 years for \$90), Canada \$40 (US); and overseas \$50 (US); Family +\$5 (3 years for \$105). Please make your check or money order payable to NABA (please type, or print legibly!).

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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.*

# BREWERIANA

## COLLECTOR

### Magazine

*All advertising inquiries should be directed to:*  
**John Stanley**  
 Breweriana Collector Ad Manager  
 PO Box 51008  
 Durham, NC 27717  
 naba@mindspring.com  
 919-824-3046



### 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

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email to naba@mindspring.com. 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	September 8	Oct/Nov
Winter	November 20	January

Advertising is accepted only from members of NABA. The Officers, Directors, and 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.



# *NABA's Local Chapters Across the Country*

**Buckeye** (NW OH, SE MI)

**Contact:** John Huff, [cadiac500@aol.com](mailto:cadiac500@aol.com)

**Capital City** (Wash DC, MD, NoVA)

**Contact:** Jim Wolf, [jwolf@goeaston.net](mailto:jwolf@goeaston.net)

**Cascade** (Oregon)

**Contact:** Michael Boardman

[bsstudio1@comcast.net](mailto:bsstudio1@comcast.net)

**Chapter Presidents**

**Contact:** Clayton Emery

[claytonemery32806@aol.com](mailto:claytonemery32806@aol.com)

**Chesapeake Bay** (Maryland)

**Contact:** Pietro Raimondi

[pietro@comcast.net](mailto:pietro@comcast.net)

**Chicagoland Breweriana Society**

(Chicagoland)

**Contact:** Ray Capek

[rbcapek@sbcglobal.net](mailto:rbcapek@sbcglobal.net)

**Columbine** (Colorado)

**Contact:** Jim McCoy

[jimrealone@gmail.com](mailto:jimrealone@gmail.com)

**Congress** (Syracuse)

**Contact:** Richard Alonso

[syracusebeer@gmail.com](mailto:syracusebeer@gmail.com)

**Cornhusker** (Nebraska)

**Contact:** Heath Henery

[wings@buffalomaid.com](mailto:wings@buffalomaid.com)

**Craft Brewery Collectibles** (At Large)

**Contact:** Jeff DeGeal

[jeffd\\_trans1@casscomm.com](mailto:jeffd_trans1@casscomm.com)

**Gambrinus** (Columbus, OH)

**Contact:** Doug Blegen

[dblegen@msconsultants.com](mailto:dblegen@msconsultants.com)

**Gateway** (MO/IL St. Louis Metro Area)

**Contact:** Kevin Kious

[whoisthealeman@aol.com](mailto:whoisthealeman@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](mailto:philman@mts.net)

**Hawkeye** (Iowa & bordering states)

**Contact:** Mike England

[mikeengland@bccca.com](mailto:mikeengland@bccca.com)

**Hoosier** (Indiana)

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[mikewalbert@att.net](mailto:mikewalbert@att.net)

**IBC** (Indiana)

**Contact:** John Ferguson

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**Jersey Shore** (New Jersey)

**Contact:** Joe Radman

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**Just For Openers** (Earth)

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[jfo@mindspring.com](mailto:jfo@mindspring.com)

**Lake Erie** (NE Ohio)

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[doreene.brane@att.net](mailto:doreene.brane@att.net)

**Lone Star** (Texas)

**Contact:** Charlie Staats

[lonepearl63@gmail.com](mailto:lonepearl63@gmail.com)

**Miami Valley** (Dayton, OH)

**Contact:** Bob Kates, [bkates@woh.rr.com](mailto:bkates@woh.rr.com)

**Michigan**

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**Mile Hi** (Colorado)

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[ibuyoldsigns@gmail.com](mailto:ibuyoldsigns@gmail.com)

**Officer Suds** (Central NY)

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**Pickwick** (MA)

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**Queen City** (Cincinnati, So. OH, No. KY)

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**Richbrau** (VA, MD, WVA, NC)

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[g.lenaghan@comcast.net](mailto:g.lenaghan@comcast.net)

**Rusty Bunch** (North America)

**Contact:** Dave Reid

[reidd@comcast.net](mailto:reidd@comcast.net)

**Schell's Border Batch** (So. MN, No. IA)

**Contact:** Tom Terwilliger

[schellsguy@outlook.com](mailto:schellsguy@outlook.com)

**Schultz & Dooley** (New York State)

**Contact:** Bill Laraway

[brew.coll@verizon.net](mailto:brew.coll@verizon.net)

**Simon Pure** (Western NY & So. Ontario)

**Contact:** Jeff Murbach

[jmurbach@ymail.com](mailto:jmurbach@ymail.com)

**Spearman** (NW Florida)

**Contact:** Michael Moon

[a1964buickman@yahoo.com](mailto:a1964buickman@yahoo.com)

**Three Rivers** (Fort Wayne, IN)

**Contact:** Mike Newton

[clipperpale@hotmail.com](mailto:clipperpale@hotmail.com)

**12 Horse** (Western NY)

**Contact:** Brian Coughlin

[gennycbeer@rochester.rr.com](mailto:gennycbeer@rochester.rr.com)

**49er** (No. Cal)

**Contact:** Mike Wilbur

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The Breweriana Collector  
NABA  
PO Box 51008  
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1904 Cook's Goldblume (Evansville, IND)  
19" W x 23" T Self-Framed Tin Sign



Circa 1910-1914 Rooney's Malt Whiskey (Richmond, VA)  
20" W x 24" T Self-Framed Tin Sign.



1914 Welz & Zerwick (Brooklyn, NY)  
21" W x 29" T Calendar with Full Pad



Acme Beer (San Francisco)  
Bottle Topper 8" W x 10 1/2" T  
(Framed 17" W x 19 1/2" T)



Marathon Lager Beer Embossed  
Cardboard 13" W x 21" T



Marathon Lager Beer Embossed  
Cardboard 14" W x 22" T



Ranier Beer (Washington)  
Tip Tray 4 1/4" Diameter



1900's Hudepohl BrewG Co. (Cincinnati, OH)  
16" W x 22" Vitrolite In  
Original Painted Copper Frame

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