

BREWERIANA



COLLECTOR

VOLUME 196



Winter 2022



WHAT'S INSIDE: Carondelet Brewing Company ~ 50-year member Dick Hinds ~ The Grand Prize of Texas
Little Rock Brewing and Ice Company ~ Pfeiffer Brewing Company ~ Much More!



REGIONAL BREWING HISTORY ON DISPLAY

BEER, AMERICANA & BREWERIANA

The Mill at Vicksburg's \$100 million restoration project includes a museum that will tell the story of American beer and its role in our culture. In the early to mid-twentieth century, regional breweries built awareness with brand art that collectors call breweriana—a reminder of good times, craftsmanship, regional Americana and iconic beers.

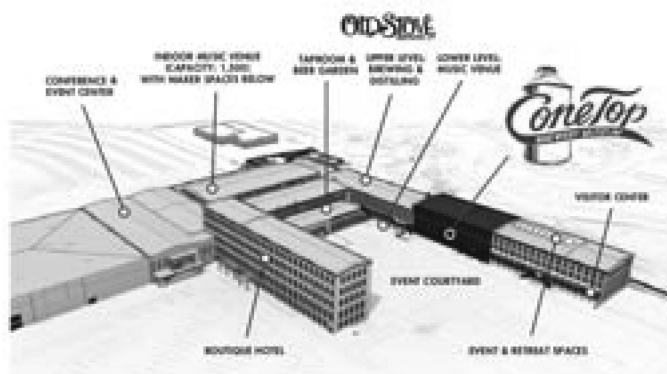
Cone Top Brewery Museum will be a destination for NABA members, serious collectors and casual visitors to discover one of the country's largest breweriana collections.



WATCH OUR BREWERY MUSEUM VIDEO
online at: conetopmuseum.com

Come along as we share the compelling story of beer and its place in The Mill at Vicksburg, including a brewery museum devoted to breweriana. We look forward to hosting NABA conferences and events in the future!

THE MILL WILL DEDICATE 16,000 SQ. FT. TO THE CONE TOP BREWERY MUSEUM WHEN IT OPENS IN 2026!



While the museum is currently under construction, we are displaying artifacts to the public in historic buildings that we've renovated in downtown Vicksburg as venues for artists and breweriana. In addition, you can see thousands of artifacts that we've collected by visiting our online brewery museum at conetopmuseum.com.



CONTACT US

www.conetopmuseum.com
curator@millmuseums.com
Barry Travis: 612.578.2613
Stevan Miner: 507.525.2858

VICKSBURG, MICHIGAN





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

BREWERIANA COLLECTOR STAFF

Ken QuaasEditorial Director
Virginia Lepley.....Design Director
Dave AlsgaardAssociate Editor
John StanleyAd Manager
Joel GandtEditorial
Mike PaulEditorial
Matt Scherzinger.....Editorial

REGULAR COLUMNISTS

Rich La SusaLet's Talk Breweriana
Larry Moter.....Collector's Bookshelf
Barry TravisBarry'd Treasures
Christopher Watt.....Auction Hysteria

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2022 CONVENTION

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Co-Chair: Joe Gula
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Article submissions: Readers are welcome to submit articles for consideration to the Editorial Director, Ken Quaas at ken@consumertruth.com.

BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Winter 2022

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Cover image:

Cardboard sign from the Fort Pitt Brewing Co., Pittsburgh, PA, 18.5 x 26 in., c. late 1940s. Collection of Chip Echnoz.

NABA's 51st Annual Convention will be held in Pittsburgh from Aug 2-6, 2022.

The National Association of Breweriana Advertising, Inc.(NABA) publishes *Breweriana Collector* for its membership. NABA Officers, Directors, and Editorial Staff do not verify the content or accuracy of articles accepted for publication. The Editor & Staff may edit submissions and ads or defer publication for space reasons. *Breweriana Collector* is published quarterly at NABA, PO Box 51008, Durham NC 27717-1008. Subscriptions are included in the annual NABA membership dues payment of \$35 per year (or \$90 for three years). **Copyright © 2022** content developed by NABA, authors and photographers, all rights reserved.



President's Message

Hello Fellow NABA Members!

In reading this magazine, I'm sure you will get a sense for the many amazing things going on with your club. Here are just a few:

Cone Top Brewery Museum: We have established an exciting partnership with this facility that is privately funded and under construction in Vicksburg, MI. It is slated to open in 2026.

This museum will be "NABA's Front Door," and allow NABA members an opportunity to curate exhibits and augment Cone Top's already extensive breweriana collection. The 16,000-square foot Cone Top Museum is part of The Mill, a massive entertainment and hospitality complex that will draw thousands of people each year. Importantly, it will provide tremendous additional exposure for NABA and the hobby, which we believe will forge future growth.

Trayman2.0 Powered by NABA, is an enormous undertaking that involves creating an engaging website which will provide pictures and information on every North American serving and tip tray known. This project is in full swing and there will be presentations about its progress—and there has been great progress—at the NABA Convention in Pittsburgh.

Pittsburgh Convention, Aug 2-6: It is hard to believe we could ever top our 50th in Milwaukee. But we already have. We will shatter the record Milwaukee attendance, as room reservations are already 35% above total rooms reserved for Milwaukee. And not only do we have our usual schedule of great programming, but we also have additional new



features like the **Speakeasy** and **The Back Bar** display and competition. And we will have another terrific auction.

Membership Committee: As NABA grows in membership and regional expansion, so does its committee. We are excited to add **Charlie Staats** of Texas and **Larry La Duc** of Northern California to the team. They are both outstanding people and hobbyists!

This magazine: We had intended to return to our normal format of 64 pages with this issue. But we couldn't. The reason is all of you. We have had so many submissions of wonderful story ideas, great articles and beautiful pictures that we felt we had to produce our sixth 80-pager in a row to accommodate them. As your editor, and on behalf of our great Associate Editor **Dave Alsgaard**, we are so grateful to all of you for your willingness to contribute!

If you have a story idea for this magazine, we make producing it easy. If you have an interest in helping NABA in any capacity, please contact me. I know you will be glad you did.

Happy collecting!

Ken Quaas, President
Ken@consumertruth.com

Executive Secretary's Report

Total Members	Needing to Renew 9/30/2021	Needing to Renew 12/31/2021	3-year Memberships	New Members & Rejoins	Renew if Mailing Label Dated
1197	37		433	48	12/31/2021 or 3/31/2022

Thank you to everyone who helped with recruiting new members and rejoins.

3 ways to renew your membership!

- 1) Send a check payable to NABA to:
PO Box 51008, Durham NC 27717
- 2) Use PayPal (send to nabamembership@comcast.net)
- 3) Pay securely online with a Credit Card:
 - www.nababrew.com.
 - Click your name at right side below top banner area.
 - Membership Details appear beside “change password.”
 - Choose “Renew to New Date,” fourth bullet down (after Membership Card).

Any corrections to member data can be made online at www.nababrew.com. Email me or call if you need help making changes.

John Stanley
919-824-3046
naba@mindspring.com
NABA

PO Box 51008, Durham NC 27717

Be aware that if the credit card information prefills, you may need to manually enter each field even though the information looks correct.

*John Stanley,
Executive Secretary*

Got breweriana to sell? *Consign it in the NABA Convention Auction!*

Date: Friday, August 5, 2022

Place: NABA Convention in Pittsburgh, PA

Auction Partner: Morean Auctions

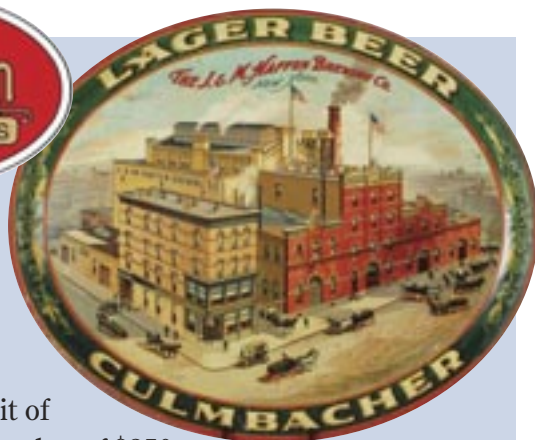
Consignments: Only NABA members may consign items, with a limit of three items per member. Each item consigned must have a minimum value of \$250.

Auction Specifics: The auction will be live, in-person, and online and limited to just 150 lots. All lots will be NABA member consignments. This will be a shorter and more focused auction than last year—what our members say they want.

Buyers' Fees: Members who register for the convention and attend the auction in person will receive a reduced buyers' fee percentage of 10% for cash and 13% with credit cards. Otherwise, the online buyer premium is 14% for fee-free method within 7 days and 17% for credit cards. Online bidding is open to anyone.

Sellers' Fees: The fee to consign an item is 15% of the sales price.

To consign your breweriana, please email Auction Chair Lisa Allen at Lisa.barrigan@yahoo.com and/or Co-chair Matthew Olszewski at mattski323@gmail.com.



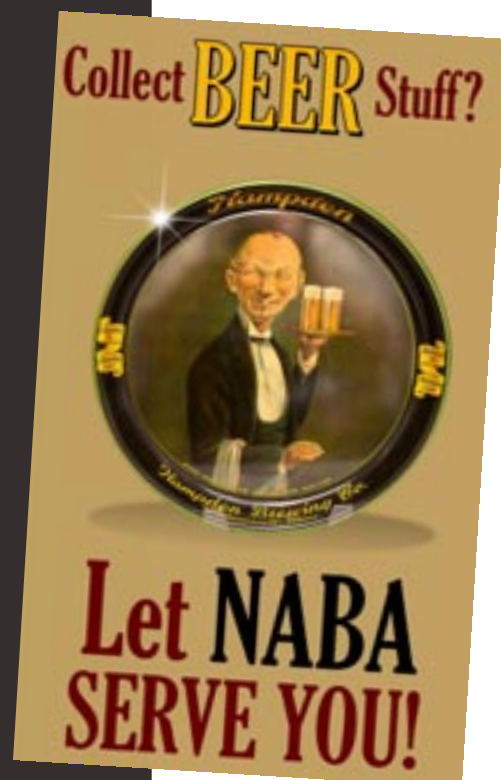


Serving up local shows with the Handsome Waiter

Why did NABA choose the “Handsome Waiter” as the key visual for its promotional efforts? There are three key reasons:

1. He is amusing to look at and there is humorous irony in his name.
2. He is an iconic character within our hobby.
3. He represents the idea of “serving.” NABA’s mission is to serve our hobby by providing information, sharing knowledge, and fostering camaraderie.

Send us your pictures from local shows with the Waiter!



Carol Stream, IL: Dave Lendy and NABA Board Member Paul Cervenka hosted the Waiter at the Monarch Chapter show on September 19, 2021. Paul is also president of NABA's Monarch Chapter.



Rochester, NY: NABA Board Member Matt Olszewski, Steve “Anything Rhode Island?” Bergquist and Simon Pure Chapter President Jeff Murbach gave thumbs up to The Waiter at NABA's 12-Horse Chapter Show on Oct 30.



Macungie, PA: NABA Vice President Mike Michalik, Board Member Chris Watt, President Ken Quaas, Board Member Matt Olszewski and Andrew Riedi met up at the Horlacher Chapter show on December 3.



Ft. Wayne, IN: Rick Natter, Clayton Emery, BCCA Secretary and NABA Membership Committee, BCCA President Don Hardy, BCCA Vice President Mike Newton, Beer Dave Gausepohl, John Ferguson, NABA Director Emeritus enjoy the 47th Annual Three Rivers Chapter show on November 13.



Sanford, NC: Charlie Vick and Erik Amundson extend a welcoming hand to The Handsome Waiter at the 3rd Sandhills Beer Show on November 6.

Newly Updated Website!
dbcollectiblesigns.net
Buy, Sell, Restore



Dean Blazek
715-623-3000

Located in
Northern Advertising
N4220 State Hwy 45
PO Box 92
Antigo, WI 54409



4'-\$6,000 SF

6'-\$7,000 SF

8'-\$8,500 SF

NABA Welcomes New Members



Welcome to NABA. We've been waiting for you!

Dick Adamowicz (Nancy)

Toledo OH 43613-1144
bcca344@aol.com
Buckeye Beer and All US Beer Cans

Peter Dickinson

Bury Lancashire BL8 3HP
England
peter.2358@btinternet.com
Bottle, Cask and Keg Labels

Matt Alexander

Overland MO 63114-2406
Mjalexander64@gmail.com
Beer Bottles, Cans, Glasses and Signs

Howie Diefenbach

Bay City MI 48708-5622
argogang@yahoo.com
Saginaw & Bay City, Signs in General

Cam Kinkade

Toledo OH 43614-4218
carandtruckguycam@yahoo.com
Budweiser, Signs, Neons

Dave Nardini

Rogers MN 55374-8795
dcdnards@gmail.com
Cans & Cardboard Signs

Gregg Serpas (Leslie)

Lugoff SC 29078-8985
dixie45man@aol.com
All from New Orleans LA.

Claire Andracssek

Saint Louis MO 63129-5460
cmepolka@gmail.com

Dean Evenstad

Lincoln NE 68527-3716
evenstad4@yahoo.com
Beer Signs

Ken Kreie (Lisa)

Bloomington IL 61705-7835
kenkreie@gmail.com
Wisconsin Brewery Cans, Bottles, Trays, Signs, Lights, etc.

Steve Nowakowski

Boon MI 49618-9725
sdnowakowski@gmail.com

Gary Papas

Lexington SC 29073-8111
greatbuy@yahoo.com
Crowns, Cans, Taps, Brewery Historian

Lonnie Smith (Sandra)

Broomfield CO 80023-8339
coloradoprinter@comcast.net
Crowns-History-Labels-Menus/Menu Sheets-Paper Items-Playing Cards-Signs; Mostly British, some Iowa & Colorado

John Augustine

Pittsburgh PA 15212-4625
johnrepg@gmail.com
Pittsburgh PA & Allegheny City PA Areas

John Fisher (Tina)

Mechanicsville MD 20659-3226
jfisher285@gmail.com
Pennsylvania Breweriana

Jeff Lee (Annmarie)

Medina OH 44256-4310
General

David Przepiora

East Aurora NY 14052-9729
djprze@hotmail.com
Buffalo NY Breweriana and Canadian Longneck Labeled Bottles

Todd M Solberg (Nancy)

Wisconsin Dells WI 53965-8701
dehoritysolberg@gmail.com
All Breweriana; Heileman, Gund, C&J Michel, Bubs, Blatz, also Minnesota & Wisconsin

Steve A Bloom

Toledo OH 43613-3225
steve71bloom@gmail.com
General

Bart Franta

Contoocook NH 03229-3302
bartfranta@gmail.com
All Breweriana; Montgomery Brewing Co of Montgomery, MN (The Chief & Bohemian Club Beer) (Great-Grandfather Owned)

Rob McCarty

Grand Rapids MI 49506-2537
rob@theimageshoppe.com

John Mercurio

Saint Peters MO 63376-4082
jmerc1335@yahoo.com
St Louis, MO

Dave Rodd

Crystal Lake IL 60014-6927
daver571@yahoo.com
Tap Handles

Glenn Wagenknecht (Karen)

Petersburg MI 49270-9742
kwags@msn.com
Buckeye, Signs, Neons

David Thieme c/o Thieme & Wagner Brewing Co

Lafayette IN 47901-1451
davidthieme.uj@gmail.com
Thieme & Wagner

Shawn Gigrich

Coon Rapids MN 55448-3314
sgigrich@gmail.com
All Breweriana-Calendar-Cans-Cases-Crowns-Signs; Hamms, St Paul MN, Minneapolis MN

Todd Merickel

Muncie IN 47304-3271
todd.merickel@gmail.com
Cans, Trays, Tap Handles, Signs - Indiana-Toledo

James Ruebman (Jane)

Lancaster PA 17601-1914
jruebman@aol.com
Collect Budweiser Items-Sell Trays, Signs, Etc. of Many Breweries

John Williams

Conroe TX 77385-3586
jrzwalesales@gmail.com

Michael Connor

Toledo OH 43612-0231
Mike_c_43612@yahoo.com
Buckeye Beer

Mike Hahner

Pittsburgh PA 15243-1568
mikeah1502@verizon.net

Carl Miller

Lakewood OH 44107-0044
carlmiller33@yahoo.com
History, Pre-Prohibition

Michael Sandretto (Donna)

Getzville NY 14068-1371
mdlinsand@verizon.net

Edd Wimsatt (Nancy)

Springboro OH 45066-8157
ewimsatt@pricestores.com

Pat Cornils (Leslie)

Rancho Palo Verdes CA 90275-2229
pwcornils@verizon.net
Buckeye, Cans

Ben Hoffman

Perkiomenville PA 18074-9587
benbey213@gmail.com
Openers (esp Pennsylvania & Micro)

Timothy Mohr

San Tan Valley AZ 85140-4045
roadkill34026@yahoo.com

Carmino Santaniello (Donna)

West Springfield MA 01089-1908
carmino.santaniello@gmail.com
Hampden Brewing (Williamsett Mass) and Springfield, Mass (Highland, Liberty, Springfield and Commonwealth)

Logan Woodruff

Osceola IN 46561-9096
ljwoc1@yahoo.com
Indiana breweries. Especially Kamms and Drewrys

Kyle Crouch

Louisville KY 40213-1208
Oertel's, Fehr's, Falls City

Ron Keller (Geri)

Hudson WI 54016-2346
ronsent2@gmail.com
US 12oz Straight Steel Cans, Tin Signs, WI Beer Boxes

David Morris

Vandalia OH 45377-2946
drmorris937@yahoo.com
All Ohio Breweries

Doug Schumer (Janet)

Hamburg NY 14075-6423
janetpope1@gmail.com
Simon Pure, Iroquois, Micro Glasses, Older French and German Enamelled Mugs

Timothy Yost

West Bend WI 53090-2433
tyost0326@gmail.com
Grain Belt, Lithia, Chief Oshkosh, Miller High Life

Bob Dice (Dawn)

Powell OH 43065-6081
rddice@aol.com
Cans and Signs, generally Pre-1970. Focus on OH Breweries but by no means exclusively.

John Murray

Ridgeland MS 39157-2534
Jmurray@mdot.ms.gov
Cones and OI Flats

Membership Committee grows with NABA

NABA has added more than 100 new members per year for the past three years and now has 1200 members across 44 states. We have expanded our local chapters from 23 to 47 during roughly the same period.

The Membership Committee was formed by the NABA Board in May 2019 with the objective to help our club increase membership. The Board has identified and invited various members to be on the Committee based on their active engagement for the good of the hobby, involvement in local chapters, geographical location, and interest in helping NABA grow. The Committee currently consists of the seven members: Lisa Allen (chair), Dave Doxie (PA), Clayton Emery, (MI), John Huff (OH), Robert Keasey (SC), Stevan Miner (MN) and Mike Moon (FL) The Board is extremely pleased to have added the following two new members to the Membership Committee:

Charlie Staats of Seguin, TX started collecting cans as a kid in the 1970s and joined the Lone Star chapter, of which he has been president for 28 years—since 1993. In 1979, Charlie began working at a part-time job at the Pearl Brewery and while there, got more interested in collecting beer advertising—and specializing in Pearl.

In 2015, Charlie sold his massive collection of more than 2000 Pearl Beer pieces to the company that re-developed that former brewery complex into a beautiful multi-use facility with a craft brewery, high-end retail shops and a boutique hotel. Plans for the collection's display are still evolving.

Charlie has not stopped collecting or exploring the history of many of the Lone Star State's most famous breweries. He is a recognized authority on San Antonio brewing history and breweriana who has organized museum exhibits, appeared on TV and is a frequently-cited source for the press.

Charlie also is a frequent contributor as an author to the *Breweriana Collector* magazine and enjoys bringing new people into the collecting hobby and to NABA.

Larry La Duc of Davis, CA has been collecting breweriana 12 years, and at not yet 40 years old, is one of NABA's most dynamic young members. He had

always enjoyed collecting what he calls "neat old stuff," but it wasn't until he saw (and bought) a box of beer cans of long-defunct western breweries at a local flea market that his interest in old breweries and breweriana was piqued.

Since that day in 2009, Larry has become highly active and respected among his fellow California collectors, especially for his ability to recognize and find quality breweriana. Although he specializes in collecting breweriana from Northern California, his appreciation for and collection of breweriana goes beyond that geography.

Larry is the vice president of the 49er chapter of Northern California and was instrumental in bringing that chapter into the NABA fold in the summer of 2019. He is very involved in helping to organize breweriana shows in his area and enjoys introducing people to the fun of collecting and the value of joining NABA.



Charlie Staats, Seguin, TX



Larry La Duc, Davis, CA

The Convention in Pittsburgh is off and running!

by Mike Michalik,
NABA Vice President and Convention Chair



The calendar says 2022, and that means that NABA's Pittsburgh Convention is on the horizon. It is being held this year from August 2-6.

Your convention committee has been hammering out the fine details and by the next issue of this magazine, the complete convention agenda will be published. Here is a brief synopsis of what you can expect this August.

Hotel reservations

Reservations have hit an all-time high. Nearly 800 room nights have already been booked—and we are still months away from the convention. This already exceeds the 596 total room nights for Milwaukee, which in itself was record-shattering attendance. The Doubletree-Greentree has extended the \$105 room rate well beyond our original contractual block. At some point, it will either sell out or they will begin charging their regular rate of \$140. If you haven't already, book your room now!

Home tours

NABA will be offering outstanding house tours of magnificent local collections on Tuesday, August 2. If your schedule permits, I strongly recommend that you arrive in the Pittsburgh area late Monday or early on

Tuesday in order to view these stellar collections. Last year in Milwaukee, over 200 members checked in on Tuesday. This also resulted in some great early room-to-room trading. Based on our current reservation totals, the same is expected this year.

Bus tour

On Wednesday, August 3, the annual bus tour will combine past with present, by visiting both

current breweries and historical structures. Pittsburgh Brewing's new brewery is slated to be open in time for our convention. If no delays arise in completing construction, this will be the focal point of the tour.





Brewmaster's dinner

Wednesday night will feature our Brewmaster's Dinner. We are very pleased to announce that Master Cicerone Brian Reed, will return to present outstanding local beer varieties paired with curated cuisine. Brian is one of just 17 master cicerones

in the world and is a knowledgeable and engaging presenter.

Old Frothingslosh chapter celebration

NABA's Olde Froth Chapter will be hosting a hospitality room in honor of its 50th Anniversary following the Brewmaster's Dinner on Wednesday evening. The club is creating a display that spotlights the history of the infamous Olde Frothingslosh brand.



Seminars

Thursday morning will feature our highly popular beer and breweriana related seminars. Our three seminars will include one on Pittsburgh brewing history by the incomparable Dick Ober, and another by glass sign maker and restoration expert David Butler. There will also be an interactive session by Mark Rogers and Peter Bayer on

the "Trayman 2.0 Powered by NABA" tray capture project. They will demo the new website and discuss logistics of image and content sharing.

Room-to-room trading

Everyone's favorite pastime at a NABA convention fosters friendship and camaraderie and the opportunity to pick up that special item for your collection. This will start on Tuesday and be in full swing on Wednesday through Friday.

Friday auction

NABA is once again partnering with Dan Morean Auctions for our annual auction on Friday morning. Based on member feedback that last year's convention auction of more than 400 lots lasted too long, we have shortened the format to about 150 lots provided by NABA members. Like last year, the auction will be both live and online, but NABA members who register for the convention and attend the auction in person will receive a reduced buyer's fee percentage.

This is one of NABA's most eagerly awaited events of the year and provides necessary funds to continue to build the club and our magazine while not raising membership dues. **Contact Lisa Allen at lisa.barrigan@yahoo.com if you would like to enter an item into the auction.** The minimum value of each consigned item must be estimated at \$250, given the limited number of lots being offered.

Craft beer tasting

This has become a favorite event, serving as a cocktail party that leads into the Presentation

continued on page 10



An interesting stop on the bus tour will be Hitchhiker Brewing (left), which operates out of Fort Pitt Brewing's old boiler house. There also will be an opportunity to see Fort Pitt's amazing Art Deco-style brewery building, which is just a block away (right).

Banquet. The tasting will feature a wide range of Pittsburgh-area craft beer styles to enjoy.

Presentation banquet

This serves as dinner on Friday evening and importantly, is included in your registration fee. This is the valued, one time per year when we come together as a club to share fellowship, present news about NABA and make some very special awards.

NEW: Speakeasy event



Following the banquet, NABA will be hosting an exciting new experience, a Speakeasy-themed party! This is included as part of your registration fee. We'll be serving Prohibition-era cocktails and some special, period-appropriate beers, all backdropped by the live piano of Tom Roberts. Tom is a highly-acclaimed jazz pianist who has performed everywhere from The Tonight Show with Johnny Carson to Carnegie Hall in New York City. He is one of the world's foremost authorities on old piano styles, and will be gracing us with some period music from the 1920s and 1930s.



NEW: The Back Bar display and contest

We are excited to announce another new event for a NABA Convention—the famous Back Bar Display and Contest, produced by NABA member and lighted sign expert John Bain. Many NABA members are familiar with this captivating event from the annual Blue and Gray Show in Virginia.

At NABA, John will present another stunning display of rare lighted signs from the 1930s–1950s, most of which will be lent by members. These signs will be displayed in a lounge-like setting adorned with period-appropriate furnishings, music from that bygone era, and a TV running film noir classics. There will be a contest where NABA members can vote for their favorite lighted signs, with prizes and ribbons awarded to each winner.



All display and contest participants and their signs will be photographed and featured in the *Breweriana Collector* magazine. **To enter a sign in the display and competition, just contact John at the-back-bar@earthlink.net.** Space is limited, so please don't delay!

Saturday trade show

A convention finale highlight is the annual Saturday morning trade show, which will be open to the public and heavily promoted in advance locally. Information will be out soon, along with the convention registration form, on how to reserve your table.

Saturday dinner

For those staying until the end, this informal dinner is always a wonderful chance to share a meal and have one last goodbye. This will be at a modest incremental charge to cover costs (not included in the convention registration fee).

Saturday dinner

The number of members signed up already indicate that this will be our biggest convention ever. We hope that you will make Pittsburgh part of your Summer plans and join us for our 51st!

B'Gosh It's Good!

Bi-Annual
Breweriana Show



Hosted By:



When & Where?

Fifth Ward Brewing Company
Sunday, May 1st, 2022 Noon-4pm
1009 S. Main St., Oshkosh WI

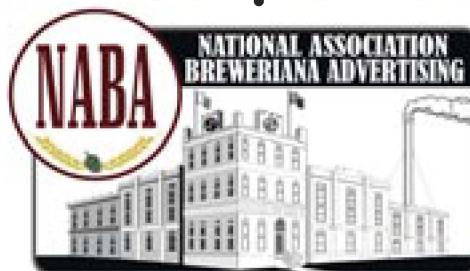
- Fifth Ward Taproom open for Bar Service @ Noon-
- Free to Public & Vendors-
- Non-Alcoholic Beverages Available-
- Family Friendly Atmosphere-

Vendors! Reserve Your Booth
No Charge!

Call Jared Sanchez
@ 920-410-7073

-Set-Up from 11am-Noon-
-Please Provide Own Tables-

Sponsored By:





The Cone Top Brewery Museum & NABA

by Rob McCarty

Ed. Note: *This is the first in a series of updates on the exciting new Cone Top Brewery Museum taking shape in Vicksburg, MI. As was announced at the NABA Convention last summer and in the previous issue of this magazine, NABA is partnering with The Mill at Vicksburg, a multi-function entertainment and hospitality complex under construction near Kalamazoo, MI, to assist in the development and on-going programming of its Cone Top Brewery Museum.*

NABA Member and entrepreneur Chris Moore grew up in the Michigan village of Vicksburg. His vision to create a multi-use, regional destination focused on beer, music and events will become the economic engine that drives his hometown's economy for another century.

Scheduled to open in 2026, and with a focus on sustainability

and preservation, The Mill complex presents a one-of-a-kind campus that can thrive for many years.

A critical component of The Mill is the Cone Top Brewery Museum. It will inhabit a 16,000 sq. ft. space dedicated to the preservation of brewery artifacts and history. In addition to featuring an extensive breweriana collection owned by the museum, it also will provide NABA members with an ample and modern space to set up displays and help curate rotating breweriana exhibitions.

Importantly, there is no monetary investment involved on the part of NABA or its membership with this museum partnership.

There are several exciting goals that are being established for the museum project, in which NABA and its members will have an opportunity to play a significant role:



Above: The Ekhardt & Becker Brewing Co., was established in 1883 by August Ekhardt and Herman Becker, who purchased the Ulmer Brewery, founded 10 years earlier. Ekhardt & Becker was one of only 20 breweries active in Detroit after Prohibition. In 1937, it acquired another Detroit brewery, the Regal Brewing Co. In 1944, the company shortened its name to E&B Brewing Co. and by the late 1940s, was one of only five remaining breweries in Detroit. In 1952, that number decreased again when E&B acquired the Schmidt Brewing Co., another Detroit brewer. E&B itself was acquired by the Pfeiffer Brewing Co. in 1962 and then closed.

This hand-painted wooden sign is believed to be one of a kind. It measures 47 x 38 in. and dates from some time after 1953, when the "Brew 103" brand was introduced. The sign was removed from the brewery building at 1551 Winder St. in Detroit, by Edward Greaney, the lead architect on a project converting the building into loft-style condominiums in the 1970s. Greaney stated that this impressive sign graced the boardroom of the Ekhardt & Becker Brewery headquarters. The sign remained in Greaney's personal collection and was acquired from his estate for the Cone Top Museum in January 2021.



Alysse Thomas of The Mill/Cone Top team joins (from left) NABA members Stanley Summers, Joe Olsen and NABA Treasurer Jim Kaiser at a showing of Joe's outstanding collection of Stroh/Detroit breweriana, in June 2021. The display was set up in one of the storefronts in downtown Vicksburg, MI, also owned by the developers of The Mill/Cone Top Brewery Museum to promote awareness about the museum and NABA.

NABA and Cone Top will again be co-sponsoring a breweriana display and trade show with this year's theme being the "Stanley Summers Collection." This event will be held in downtown Vicksburg. The dates are June 10-11, 2022, and the show will be held in conjunction with another large annual event, "The Vicksburg Old Car Festival," which draws hundreds of participants and visitors.

GOAL 1

Capturing collectors and their artifacts for posterity

The number one goal is to preserve brewery history in every way possible.

The museum has begun collecting artifacts and capturing videos of breweriana collectors and their pieces and will be reaching out to NABA and its members for more assistance with this critical project.

The Cone Top team, in conjunction with the NABA Board of Directors, are very excited about the idea of visiting various NABA members and helping them digitally preserve their collections while making them a part of Cone Top Museum's permanent, online "virtual" collection.

GOAL 2

NABA members' collections on display

Remember "Show and Tell" time in elementary school? Cone Top will have themed breweriana shows welcoming NABA members to display their items to show (and tell) with fellow collectors and guests who visit The Mill to enjoy a concert, stay at its boutique hotel, enjoy its brewery and distillery, or all of these.

GOAL 3

Capturing the history of regional breweries

Regional breweries of a bygone era helped shape and define American culture throughout the late 19th and mid-20th centuries and also generated a rich history of breweriana. The Cone Top museum

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Mindy Reno, Cone Top Brewery Museum Collection Manager, stands next to a large, die-cut cardboard sign. The sign measures 53 x 26 in, and is for Cook's Goldblume Beer, F.W. Cook, Inc., Evansville, IN, c. 1952. This item, which has since been placed in a large frame for protection and display, came from an auction featuring artifacts from an old printing company warehouse which was liquidated in 2021. It was acquired for the Cone Top Museum at that time.

will celebrate the regional breweries from across the country that we have lost and explore what they meant to their communities.

NABA members can help to capture this history by contributing written archives, stories and photos of select permanent regional brewery collections that will be on display at the museum.

GOAL 4

The NABA Collection

In addition to the physical breweriana on display, the museum also will house a “virtual” collection. The goal is to create a long-term program in which Cone Top staff will professionally photograph NABA collectors' breweriana artifacts and display them virtually, online. NABA members will have the option to remain anonymous or receive full acknowledgment of their pieces.

This means that the items that might otherwise be seen only by a select few can be enjoyed by many more enthusiasts across the country. Just like all Cone Top's programming, the opportunity to have breweriana photographed and displayed virtually will be at no cost to NABA members.

GOAL 5

NABA Historian in Residence

The Mill already has a connection to a very robust, ongoing Arts and Music Residency program. Future plans call for a NABA Historian Residency program. Through this program, a NABA resident historian could be temporarily housed in the Cone Top guest house in Vicksburg to work on special projects at the museum. This residency will be full of possibilities, including the chance to:

- Contribute to the histories of regional breweries on display at the museum.
- Curate or set up exhibits.
- Interact with the public visiting the museum during open hours.

There are big goals for the future of the Cone Top Brewery Museum and the NABA partnership will be instrumental in achieving these and more.

Details about these exciting programs are in development and will be communicated in this magazine, so stay tuned!



*August 3rd-6th
at the 51st Annual
NABA Convention
Pittsburgh, Penna*

*Lounge
Open 'til Midnight*

**To Participate in the
Back Bar Display &
Contest, Contact
The Back Bar@earthlink.net**



Serving Up Great Trays

by Mark Rogers



Editor's Note: This is the first in a series of columns by Mark “Trayman” Rogers exploring the wonderful world of beer trays. As announced in the last issue of this magazine, NABA has partnered with Mark and Peter Bayer as they lead the effort to create a comprehensive database of all known Pan-American trays. This visual database will organize trays across a wide variety of categories in an engaging, user-friendly way and will be accessible via the NABA website. The Trayman2.0 project will be an invaluable information resource available to NABA members and all collectors free of charge. A true asset to our hobby! Want to help? Have a unique tray to share? Just reach out to Mark at mark.rogers.8181@gmail.com.

This article is best read listening to Neil Diamond's "Cracklin' Rosie" and drinking a Deep Ellum's Neato Bandito Mexican Lager.

I certainly don't claim to be an expert, but I do own a whole bunch of beer trays and have access to the amazing tray database we are building in Trayman2.0 with NABA. So, let's explore some interesting trays together—looking across regions, themes, time periods, manufacturers, and breweries, just like the Trayman website.

Carta Blanca tray

Let's head south of the border to highlight this amazing Carta Blanca tray. It features a stunning “Vargas Girl,” enjoying a pilsner style beer in the right glass, in a manner that would melt any man.

Alberto Vargas is recognized as one of the most famous pin-up artists of all time. He was born in Peru in the late 1800s and moved to study art in London in his 20s. When WWI broke out, he fled Europe to the U.S., where he began his career as an illustrator. He worked for Esquire magazine in the 1940s and then cemented his legend as a feature illustrator with Playboy magazine from 1959-1972. He can also be found on Acme, Old Reading and Miller beer advertising items from the 1950s.

It is difficult to say when this tray was made, as details on the brewery and Famo-sa are hard to come by. But if we look at tray production techniques, it immediately leaves you thinking 1940s and reminds you of Burdick trays of that time



Featured Tray: Cruz Blanca's “Vargas Girl”

Brewer: Compañía Cervecería de Chihuahua, S.A. (1896–1965)
Location: Chihuahua, Mexico
Tray Mfg: Famo-sa, Monterrey, Mex.
Artist: Alberto Vargas



period. They have a classic alligating that we have come to love on our Burdick trays—that is, over time, the paint cracked in a pattern that resembles an alligator's scales.

What makes this tray great?

- A beautiful woman.
- A famous artist.
- An art deco vibe.
- A great use of vibrant colors.
- An elegant beer glass, mimicking her figure (think “L'Instant Taittinger,” the legendary French champagne's iconic advertising).
- The alligating of the paint, which you will no doubt find on any of these rare beauties. Having patina is not always a bad thing in breweriana. In this case, it is a happy paint failure that makes a perfect touch for this great tray.



The Burdick Co.

Oh, the Burdick tray—such a love and hate relationship we have for these beauties.

They are quite sturdy and when you have one in your hands, you pretty much know it is a Burdick. As for the “New Creation Finish” they boast about in their salesman tray at the right—well, that did not work out so well—as most any Burdick has the tell-tale alligatoring of the paint.

To be honest, it is not this paint failure that drives me crazy on the Burdick trays. It is the fact that the sides of this tray are pretty much at 90 degrees and stacking them anywhere other than the top tray of a stack is pretty much impossible.



The Burdick Co.,
New York, NY
1929-1940.

Below you will find some of the other famous “Gator” trays by Burdick and one Neuweiler’s wannabe manufactured by Grammes, Inc. in Allentown, PA.
Long live the Gators!

Author’s note: If you have a tray you would like to see in an article, please send it and we can work together to highlight what makes a great beer tray!

The Great “Gator” Trays





NABA founding member brought vision to the club's first newsletter 50 years ago

by Ken Quaas



In Hinds' Sight

Dick stands with one of the current favorites in his collection, an amazing, one-of-a-kind wooden sign advertising Ernst Roeber's Restaurant and Tavern. The sign measures 51 x 42 in. and is c.1900.

Roeber was a German-American professional wrestler who held the European Greco-Roman Heavyweight Championship from 1894 to 1900 and from 1900 to 1901. Roeber also held the American Greco-Roman Heavyweight Championship and the German World Heavyweight Championship.

What's interesting about this sign is the co-promotion of the two leading beer brands of the time in their respective cities – Moerlein in Cincinnati and Ehret in New York City. What's just as interesting is that this establishment was not located in either city but instead was at 136 State Street—in Boston!

The restaurant, with its co-branded exterior signage, is shown above (inset) in a 1905 photograph that has been colorized.

On a chilly evening in early 1972, Dick Hinds and his wife Carolyn joined a group of people gathered in Hinsdale, IL at the home of a businessman named John Murray to enjoy some drinks and socializing and talk about their shared interest in collecting old brewery memorabilia.

A native of Cincinnati, Dick was 38 years old and had in the past few years begun collecting old beer bottles. He had developed an interest in the rich brewing heritage of his hometown after reading an article about it in the Cincinnati Enquirer newspaper. His collecting had started on a whim, with two antique beer bottles discovered at a local flea market. He was captivated by their color and embossing. Bitten by the collecting bug and willingly accompanied in his search by Carolyn, Dick quickly developed an impressive collection. "Before you know it, you're off and going," Dick now recalls.

Dick's pursuit of bottles led him to various antique shows in the Midwest. That's where he kept bumping into John Murray, who collected all kinds of brewery

memorabilia and was networked with a small group of other people who shared a similar interest.

Dick and John became friends and John invited Dick and Carolyn to his home to meet some of his fellow collecting friends. Among the people invited to the gathering were two couples from Wisconsin. Herb Haydock, a paper company executive and his schoolteacher wife, Helen had already been collecting since the 1950s and had amassed an impressive and voluminous collection, as had Dick and Katie Bucht, who owned a tavern.

NABA is Born

Dick recalls that evening 50 years ago as, “Enjoying a few beers, buying and trading signs, and having a good time.” This revelry fueled discussion of the idea of forming a social club for people interested in collecting brewery advertising. NABA was born that night and Dick Hinds was there and very much a part of it. Now, 88 years old and still a NABA member who actively collects, Dick remembers those early days fondly.

“It was decided that John Murray would be in charge, as president,” Dick recalls, “He was a big deal and a natural born salesman,” he adds with a chuckle.

Dick was given a position that night, as well, and although he dutifully accepted it, it wasn’t one he requested, or even especially wanted. But he thought that as a charter member of this new club they had

named, “National Association Breweriana Advertising,” that he should do his part. Besides, he’d had a few beers.

“John looked at me and said, ‘Dick, you are going to be the newsletter editor.’ I didn’t want the job—I wasn’t always the best with correct English—but my wife ended up helping me with that.”

And that was how what became the *Breweriana Collector* magazine got its beginnings.

The first NABA newsletter

“John Murray and I went out to dinner a short time later in Chicago,” Dick recalls. “We discussed what we wanted the newsletter to be like. John wanted it to reflect that NABA was a social club for breweriana collectors, regardless of collecting interests and level of collection. John would write things and people would send me articles and that’s how it got started.”

Dick evolved the newsletters considerably during his three-year tenure as editor, and the publication fueled NABA’s early recognition and success. In the Fall of 1973, a year after the first quarterly newsletter was issued, President John Murray wrote:

“Since we first started the NABA newsletter... we have grown into a relative factor on the national collecting scene. We now have 191 members from 28 states and the District of Columbia... We had 70 members attend the (2nd) national convention in St. Louis as opposed to 35 in Milwaukee a year ago.”

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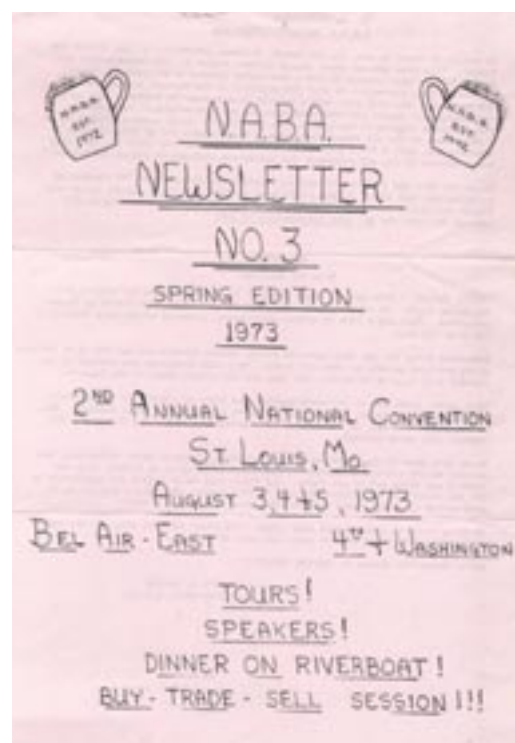


Dick Hinds at the 1973 convention, wearing his NABA nametag button.

NABA officers at the 1973 convention in St. Louis, MO show off a newly-created banner featuring the very first NABA logo. From left, Vice President Herb Haydock, Newsletter Editor Dick Hinds, President John Murray, Treasurer Paul Haudrich and Corresponding Secretary Bob Gottschalk.



Pouring a beer (left) and flanked by Herb and Helen Haydock (right) at the Coors Brewery during the 1980 Convention, held in Denver, CO.



The early newsletters created by Dick Hinds were primitive by today's standards, but carried news of shows, warnings about reproductions, membership updates, and brewery articles. This hand drawn cover of the Spring, 1973 (#3) edition was executed in Dick's best penmanship, while the ensuing 5 pages were typed. The newsletter was then mimeographed on colored paper and mailed to members.

Building a collection

As NABA expanded, so did Dick's collecting interests. "When I went to that first NABA convention (in Milwaukee in 1972), that was really something else. I had just been collecting bottles, and it got me really interested in a lot of other things, like lithos. I hadn't realized this kind of stuff existed until I saw it all there," he says.

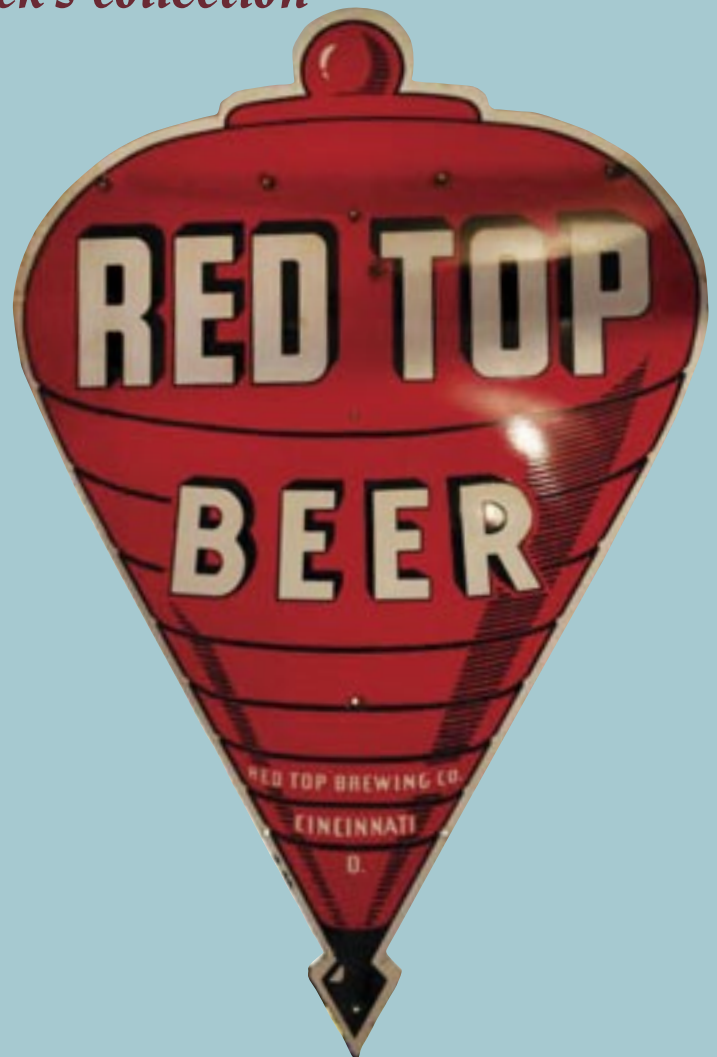
Dick and Carolyn began traveling to shows across the country, from California to the Indy Ad Show in Indianapolis to the famed Brimfield Antique Flea Market, in Massachusetts. Along the way, they built an extensive and impressive collection that included not just breweriana, but other areas of antiques, including general store items, soda, tobacco, and artifacts related to his beloved Cincinnati Reds baseball team.

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Favorites from Dick's collection



The Bavarian Brewing Company was located in Covington, KY, just across the river from Cincinnati, Dick's hometown. It survived Prohibition and merged with International Breweries Inc. in 1959 and the brewery was closed in 1966. This lithograph has an unused calendar pad dated 1899, and measures 17 x 25 in., with the standard metal strips at the top for hanging and bottom for weighing the piece down. It was made by the Eagle Litho Co. of Cincinnati, OH. Dick says he just loves the scene depicted here. "Imagine a guy taking his girl on a nice picnic lunch, and then he proceeds to pop open a beer. What could be better?" he says.



This is one of Dick's favorite signs not only for its color, dramatic size and eye-catching graphics, but also because as he notes, "Red Top was a very popular beer in the early 1950's around Cincinnati. In fact it was my drink." This is a double-sided porcelain sign measuring 4 x 6 ft., no mfg. mark, c. early 1950s. The red top was the brand's primary advertising graphic. The Red Top Brewing Co. closed in 1956.



Main Buildings of
THE HUDEPOHL BREWING COMPANY, CINCINNATI, OHIO

Lithograph of an artist's rendering of the Hudepohl Brewing Co., Cincinnati, OH, 33.5 x 18 in., c. 1950. Dick has owned dozens of factory lithographs over the years, but he particularly likes this one because it is both rare and one of the best Post-prohibition examples he has seen.

Eventually, Dick even opened an antique store with his friend, the late Jerry Stehlin, in an old general store in Shandon, OH, west of Cincinnati. Appropriately, it sold general store memorabilia and other items (like breweriana, of course) and was fittingly called “General Store and More,” a name Carolyn Hinds created. The store is still there but is no longer a retail outlet open to the public.

Collecting breweriana and other antique advertising was not the only thing Dick was doing in those years. He also was collecting great friends in the hobby. Dick was as much admired for his friendliness as he was for his sharp eye for great antiques. His willingness to help others and integrity in his dealings made him one of the statesmen in the breweriana collecting hobby.

Building friendships

Longtime NABA member and veteran Cincinnati breweriana collector Tom Waller says he is honored to count Dick as a good friend. “I started collecting breweriana back in the early 80s,” Tom recalls. “It wasn’t long before I met Dick Hinds. Both Dick and his wife Carolyn always greeted me with a big smile and some kind words. Over the years I was lucky to buy some key Cincinnati pieces from Dick and Carolyn. Every one of them was special to each of them and some were one of a kind. They trusted me with these heirlooms and knew I would take good care of them—and I have.”

Tom notes that Dick’s collection contained some of the best pieces known of Cincinnati area breweriana. More importantly, Tom says that Dick’s character is even more impressive than his collection ever was, and cites his many admirable qualities. “Most of all Dick was honest and trustworthy. Anyone who bought from him knew exactly what they were

buying and got it at a fair price.” Tom adds that, “To me, he is also a role model, not only in the hobby, but on how to conduct oneself in its pursuit. He showed me how and what to collect, and how best to go about it.”

Another longtime NABA member and Cincinnati-area breweriana collector, Marvin Gardner, has the same kind of affection and respect for Dick. “Dick has been my mentor for over 35 years and I am so grateful to be his friend. He has owned some of the most impressive beer signs over his lifetime and I was fortunate to acquire quite a lot of items from his collection,” he says. “Dick was always so helpful, sharing his wealth of experience. He has amazing knowledge and is like a bloodhound who can sniff out treasures wherever he goes. And he has found many great treasures for me to add to my collection over the years. I will always be grateful to Dick for his friendship, knowledge and his big heart.”



“Beer bottles are what started me collecting breweriana,” Dick says. “This example is one of my favorites and one of the tougher old Cincinnati beer bottles to acquire. I like that it has the face of King Gambrinus prominently embossed on it. I call this one ‘the King of Beer Bottles.’ The amber, quart-sized bottle was produced by the Gambrinus Stock Co. (1876-1919) and shows an embossed rendering of the brewery’s namesake, the legendary European character King Gambrinus, who was celebrated as an icon of beer, brewing, and the enjoyment that comes with consuming it.



Rare, oil cloth banner for Duesseldorfer Beer from the Indianapolis Brewing Co., Indianapolis, IN, 12 x 2 ft, c.1907. It was believed to have been created for use in street fairs. The company’s Duesseldorfer Beer won medals at the Paris Exposition of 1900, the St. Louis World’s Fair in 1904, and at Liege, Belgium in 1906. These three awards all are listed in the middle of the banner along with the brewery’s logo. The Duesseldorf style of beer is named for the German city and is a famous Altbier that is a copper colored, lighter-bodied beer that has a fruity, clean and crisp taste. And Altbier (old beer) is called that because it is top-fermented, which is an older method than the bottom fermentation of lager beers. In the mid 1980s one of these banners was brought to a show at the Indiana State Fairgrounds and purchased by a NABA member. The buyer discovered that this was one of five identical banners found in an attic in downtown Indianapolis, and bought three more of them, while the man who originally discovered them kept one. Some of the banners have changed hands over the years among various NABA members, and Dick acquired his two years ago.

“Popular Men and a Popular Beverage”



This rare and intriguing tin lithographed sign is 22 x 28 in., by Kaufmann & Strauss Company, NY, NY, c. 1900. It features military men enjoying bottles of Pabst Beer. It's a scene that Dick finds especially intriguing, given the interesting subject matter. NABA member and premiere Pabst historian John Steiner shared the following information about this rare and stunning sign: "With the United States' victory over Spain in the Spanish-American War in 1898, the Pabst Brewing Company looked to cash in on the patriotic fervor sweeping the country.

To that end, the Kaufmann & Strauss Company was commissioned to create a point-of-sale advertisement. The lithograph "Popular Men and a Popular Beverage" was printed both on tin and on paper (same size and image). A frame of wood and gesso in white was used with both types. The American Asiatic Squadron, under Commodore George Dewey, engaged and destroyed the Spanish Pacific Squadron. Dewey is depicted in the scene on the lower right and is surrounded by his flag officers. The warship pictured above them is his flagship, the cruiser USS Olympia. Dewey's victory at Manila Bay was widely lauded in the United States, and he was promoted to Admiral of the Navy in 1903. The label shown on the bottles pictured was created at the same time, although it was at most a very limited production. It is the only known example."



A lasting legacy

NABA also is indebted to Dick for his efforts on behalf of the club, especially in those early years, when it took energy and dedication to get NABA from an idea at a cocktail party to a thriving association with more than 1200 members across 44 states. Having the asset of a club publication containing news and historical brewery and breweriana information was critical to establishing NABA as an organization valued by collectors.

The early newsletters produced by Dick are available on the NABA website and are interesting to peruse. Notably, many of the pages are devoted to long lists of new members in those early days of the club. And before the advent of Internet auctions, Dick established a "Buy-Sell-Trade" section of the newsletter which was extremely popular in bringing together buyers and sellers. These listings filled multiple pages of each newsletter.

Dick helmed the NABA newsletter for its first three years and then turned over the reins to Doug Bakken, who was then the archivist for Anheuser-Busch. "I was glad to help but also glad to get rid of it," Dick laughs.

There is no doubt that Dick's early efforts helped drive the success of NABA and paved the way for *Breweriana Collector* magazine. Dick not only had a keen eye for valuable breweriana, he also brought foresight to NABA's first communication vehicle.

After retiring as newsletter editor, Dick served as a Board member and has been a loyal NABA member and hobby stalwart for 50 years. He plans to be at our Pittsburgh convention this summer. When you're there, say hello and meet one of NABA's treasures and early visionaries.



Lighted back bar sign featuring a reverse-on-glass ad panel in a metal cabinet, 13 x 6 in., no mfr. mark. May be only existing example known.

Note: The Breweriana pictured in this article is from the collection of Donald Roussin, unless otherwise noted

The short life of Carondelet Brewing Company

By Kevin Kious and Donald Roussin

Of the numerous St. Louis breweries that came and went after Prohibition, one of the shortest lived was the Carondelet Brewing Company. Located just down the street from the Falstaff-leased Stifel Union Brewery, Carondelet was the brainchild of a trio of men—Fred Hoelzer, William Compton and Nick Ems.

National prohibition officially ended in April, 1933 with the legalization of 3.2% beer. A couple months later the Carondelet Brewing Company (CBC) was incorporated with a mere \$20,000 in capital. Hoelzer, who was connected with the St. Louis theater business, and Ems, a longtime general store operator, each held 400 shares of corporate stock and became company president and secretary/treasurer respectively.

Compton had worked for the Klausmann Brewing Company in south St. Louis prior to Prohibition, and during the dry years had operated a bowling alley. He was named corporate vice-president as well as brewmaster and held the remaining 200 shares of original stock. Three of his five assistant brewers had likewise worked at Klausmann.

The Carondelet name

The brewery name came from a south St. Louis neighborhood. Carondelet had been a separate town back when the Klausmann Brewery began there in the mid-19th century. Carondelet was incorporated as an independent city in 1851 and was annexed by the City of St. Louis in 1870. The name Carondelet had a rich history in the area, as it was



A newspaper ad touting Carondelet's Krausened Beer as "natural beer, not carbonated." In the same issue, there was an article describing the new brewery that featured a photo of CBC's president, Fred N. Hoelzer. From the *St. Louis Star-Times*, dated June 6, 1934.

named for Baron Carondelet, the governor of the Spanish colony Upper Louisiana, which is the current Midwest of the U.S. The colony was passed to the French, who sold it to the U.S. as part of the Louisiana Purchase in 1803.

Interestingly, Carondelet Brewing Co. was not actually in the Carondelet neighborhood, but its operators opted to stick with the name in honor of the locale in which they had made their beery reputations.

Rather than taking over the old Klausmann property, the brewery was set up in a building designed as a meatpacking house. CBC entered into a five-year lease on the site from the Laclede Packing Company, which had built but apparently never operated the facility. Enough brewing equipment was installed to provide for an annual capacity of 50,000 barrels per year.

Brewing begins

Brewing commenced at CBC in the fall of 1933. From the outset the fact

that CBC beer would be fully krausened was emphasized. The term refers to beer that is naturally aged to undergo a secondary fermentation, providing natural carbonation. While before Prohibition krausening had been common, afterwards many brewers elected to inject carbon dioxide directly into the brew to produce additional fizz.

A November, 1933 newspaper article mentioned that the 77 vats at CBC were all filled with aging beer. The story stated this brew would be placed on the market once the krausening process had been allowed to give the new CBC brew a mellower flavor.

At first only draft beer was produced, but bottled beer sales began on July 31, 1934. CBC beer would be packaged in both clear bottles and brown "steinies." In the meantime, additional stock had been sold, bringing

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Carondelet Brewing Co. emerged after Prohibition and strongly promoted krausening as a central role in its brewing process. The term refers to beer that is naturally aged to undergo a secondary fermentation, providing natural carbonation. Before Prohibition krausening had been common, but afterwards, brewers more frequently injected carbon dioxide directly into the beer to produce additional fizz.

This sign clearly conveys CBC's natural krausening process over other, "artificially carbonated" beers using the unusual claim, "Its Pep is generated—not injected." The sign is cardboard with an easel-back and has been framed. It measures 30 x 16 in., with no mfg. mark. May be only existing example known.

aboard as minority investors Joseph Kovarik, George Schmaltz and John Grimm.

Corporate shuffling

In 1935 Nick Ems and Fred Hoelzer exited the company. Hoelzer sold his stock to brewmaster/vice-president Bill Compton, who then took over as corporate president. Ems sold out to R.G. Strutmann, who replaced him as secretary/treasurer and on the board of directors.

Existing correspondence sent to CBC from its lawyers shows a company that either suffered from inattention to detail, or else tended to play fast and loose with government rules. Letters and minutes also detail additional ownership changes. George Ernst came aboard as corporate vice-president in 1935, only to be replaced by Arthur Dill in 1936.

While so much corporate shuffling indicates that all may have not been well at CBC, the company was still looking to grow. In late 1935, CBC purchased the old Phoenix Brewery in St. Louis. Phoenix had sat idle for about 20 years prior to the sale, although in 1934 an entity called Marth Brewing Company had attempted (and failed) to reopen the plant.

CBC intended to begin rehabbing the Phoenix plant in January, 1936. The company planned on spending \$200,000 on improvements and new equipment at the site. It hoped to be brewing there by mid-1936, with designs of 80 employees and a 100,000-barrel annual capacity.

But for whatever reasons, most likely a lack of cash, the move to Phoenix never occurred, and CBC continued operating at its original location.

Relaunching the venerable Green Tree

Little is known about what went on at the brewery over the next couple of years, but in 1938 CBC began production of Green Tree brand beer, a venerable St. Louis label originated in the 19th-century by the Green Tree Brewery. Green Tree never reopened after Prohibition, but the brand's lapsed trademark had been revived in 1933 by Christian Buehner and other local investors calling themselves Green Tree Breweries, Inc. While their plans for building a brewery never took off, they did contract with the Peerless Brewing Company of Washington, MO, to produce Green Tree beer.

Peerless had purchased the rights to brew and market the Green Tree brand west of St. Louis on April 1, 1937. Green Tree Breweries, Inc. later contracted with CBC to produce its beer for St. Louis and points east. In late 1938, CBC



Cardboard framed die-cut sign, 8 x 8 in., no mfg. mark. It was found on top of an old refrigerator in a closed neighborhood grocery store in St. Louis. May be only existing example known. Collection of Rich Lenhard.



Reverse-on-glass sign, 30 x 27 in. This was a re-creation made 30 years ago after the original example was shattered beyond repair.



Porcelain skin for outdoor neon sign, 40 x 40 in., no mfg. mark. One of only two existing examples known. Collection of Greg Rhomberg.



Wooden 24-bottle case, dated 1934 on the end of the crate. Collection of John Kottemann.

Below, CBC foam scraper. Only a few examples are known to exist, probably because it is said that the Carondelet delivery drivers only handed them out one at a time to tavern owners.



Bottle crown, c.1934.

submitted plans to the government for converting a former garage into an addition to the bottling shop, perhaps with hope that sales of Green Tree beer would take off.

With both Peerless and Green Tree on the verge of insolvency, Carondelet officers Bill Compton and Arthur Dill decided to purchase Green Tree Breweries, Inc. This enabled them to maintain the trademark, which otherwise would have reverted to Peerless.

A company in turmoil

At some point, Nick Ems came back into the CBC fold, taking over his old role as vice-president. Records from 1939 reveal a company in turmoil. In June it was announced that the Phoenix property had been sold to Harold Sanders for \$12,000. Notes from a meeting of CBC stockholders and board members a few days later show that the company now consisted of just four



Two views of matchbook cover, showing front and back, featuring the brewery's trademark keg-shaped logo and advertising CBC's availability on tap and in bottles.

people: President Arthur Dill, Secretary/Treasurer Nick Ems, and a pair of vice-presidents—Elsie Ragan and Mary O'Neil. How and why these women had come aboard is anybody's guess. At this meeting, the company elected to take out a chattel mortgage of just over \$20,000 to loan the business.

At a November, 1939 board meeting, Ems and Dill were forced to cover this mortgage with their personal funds. It was the only way CBC could continue functioning, as creditors and suppliers were refusing to extend additional credit.

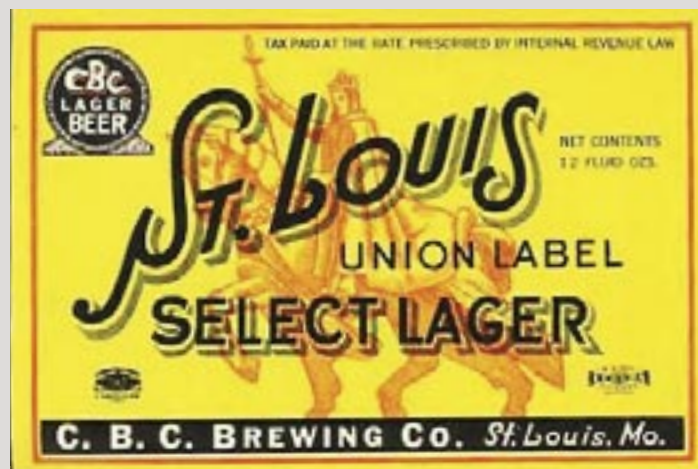
Matters were soon further complicated. At

a meeting held the day after Christmas, Arthur Dill announced that CBC could not complete the purchase of the Phoenix property, as it was unable to pay both an outstanding deed and its share of the real estate taxes. CBC turned to a woman named Marie Wesley, who loaned the company \$12,000 to

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A bottle label for 3.2% beer, thought to be Carondelet's first label when it began distributing in 1934.



CBC also made a brand called St. Louis Union Label, which came in "pale lager" and "select lager" styles. These labels prominently featured the image of a statue of the French King Louis IX, after which St. Louis was named. The statue itself still stands in Forest Park, a massive park of more than 1300 acres known as the "Heart of St. Louis" which features a variety of attractions, including the St. Louis Zoo.



Bottle label for Green Tree Beer, a popular Pre-prohibition brand resurrected by CBC after Repeal. According to one of the author's grandfathers who drank both the original version and later version, the one before Prohibition "tasted great" and CBC's version was "not so great."

repay Harold Sanders, and thus taking over the old Phoenix deed.

The dismal news at this meeting continued, with Dill noting that sales of Green Tree beer were slumping. The CBC board opted to lower prices to try to stimulate shrinking sales.

Struggles continue

CBC continued to struggle through 1940. The brewery was producing Hampton Springs Krausened Bohemian beer for the local Roebock Liquors store, but profits were insufficient to keep the brewery from having to take out another loan, for \$4500 in May.

In October, CBC was named as a defendant in a federal lawsuit filed by Schott Breweries, Inc., of Highland, IL, which is about 30 miles northeast of St. Louis. Schott sought to stop the nearby CBC

from using the title "Bohemian Beer" and alleged that the St. Louis brewery was using a label designed to be "deceptively similar" to that of the Highland Bohemian brand.

Injury was added to insult when CBC president Arthur Dill suffered severe burns in a horrible accident on December 16, 1940. The 42-year-old had struck a match upon entering his garage, igniting fumes from gasoline that had apparently leaked from his car. Dill was seriously burned on his arms, legs and chest; the garage and his auto were destroyed beyond repair.

The end of CBC

Sadly, Carondelet Brewing Co. soon met an inglorious ending. On April 30, 1941, it voluntarily surrendered its brewing license. This decision came amid charges by the State of Missouri that the

brewery was avoiding taxes by failing to cancel beer stamps and reusing previously canceled ones. In announcing CBC's closing, Dill mentioned that the brewery had not been operating since February when vandals had entered the plant and destroyed machinery.

CBC would never reopen. It continued to exist in name only until the end of 1946, all the while being hounded by creditors and lawsuits. Eventually its few remaining assets were sold off and its krausened beer became just a distant memory.

Company co-founder Nick Ems would go on to own the former Central/Lemp brewery in East St. Louis for a couple of years in the mid-1940s. He sold out to St. Louis' other CBC, the Columbia Brewing Company.

As for Carondelet's physical plant, an insurance map from around 1950 shows that part of it was finally being used as a meat processing plant, with another part serving as a body shop. The former brewery site remains to this day and is currently being used by a vending machine company.

This article is an adaptation of a section about the Carondelet Brewing Company that appeared in the book St. Louis Brews by NABA members Don Roussin and Kevin Kious, as well as Cameron Collins and the late Hank Herbst (Reedy Press, 2018).

The Carondelet Brewing Co., as it appeared in 2010 when the exterior looked similar to when the brewery was still in operation. In recent years, the front exterior of the building has been remodeled and trees planted by the sidewalk, greatly altering the look of the former brewery.



Three different keg labels:
blue background, red print on white background touting "Full Strength" and black on yellow background, both with prominent union label. The latter was acquired from the collection of the late Bob Kay.



SIGNS

BY
JASON JOHNSON

from the
**FRUIT
BELT**

PHOTOS BY
JEFFREY DOUGLAS

Southwest Michigan, particularly Berrien and Van Buren Counties, has been famous for decades as the “Fruit Belt” of Michigan for its many farms that produce a variety of fruit, including sweet cherries, blueberries, peaches and grapes. Although I was born and raised in Berrien County, I only recently learned of the Fruit Belt’s role in the history of vintage brewery advertising, quite by accident.

A few months ago, I was browsing eBay as so many of us have in the absence of in-person breweriana shows. A 1950s Drewrys reverse-on-glass sign caught my eye. A photo of the cardboard reverse side showed a stamp with the imprint “Ersman Graphic Arts, Watervliet, Michigan.” Watervliet is a small farming community in north Berrien County along M-140, about 15

THE STORY OF MICHIGAN’S ERSMAN GRAPHIC ARTS

miles from where I grew up. I had not previously heard of the company, and Watervliet seemed an unlikely place for the manufacture of vintage beer signs.

As a breweriana collector, my interest was sparked immediately, so I decided to dig in for further research on Ersman Graphic Arts. My relatives, lifelong area

natives, also were unfamiliar with the company.

My first stop was the Facebook group I belonged to, Benton Harbor & St. Joseph, Michigan Memories. These towns are not far from Watervliet. I posted a picture of the sign and asked for information on the company. They suggested checking with the North Berrien Historical Society, whose director pointed me to the online archives of the Watervliet Record, the town’s local newspaper that is still in operation.

A wealth of information came back through searches of its online archives, along with information added by other commenters on my original post, identifying the man behind the company as Jack Ersman. I was also able to connect virtually with Mr. Ersman’s surviving son,

LATE 1940s ERA

Photos are from the collection of Logan Woodruff except for the set of three that belong to Ersman Jr.



Wood frame, 11.5 x 6 in.



Metal frame, 10 x 5 in.

Jack Ersman, Jr., who shared his considerable knowledge about his father and the Ersman business.

Jack Drury Ersman (1912-1985) was born and grew up in Canada. He never finished high school. With a considerable self-taught skill for art, he supported himself during the Great Depression by riding from town to town on freight trains and painting signs and store windows by hand. After World War II, Ersman settled in Chicago where he started a sign business, working at night and on week-ends while also employed at a commercial art company called Boren Art Products and for Sonora Radio. His son recalled his father's great love for his craft, acting as his own designer, artist, stencil cutter and silk screener, even when he had plenty of employees to help.

In 1948, Ersman moved his growing business from Chicago to Watervliet, about 110 miles to the northeast. A September 24, 1948



A 1948 newspaper article featured a photo of Jack Ersman and detailed how he planned to open his graphic arts business in Watervliet, MI.

article in the Record reported on Ersman and his business plans. He had purchased a piece of property on Main St. (now Michigan state highway M-140) in Watervliet that already had a house on it. To the rear of the house, Ersman planned to construct a 35 x 80 foot concrete block building for light manufacturing. Equipment was to be shipped in and within 90 days, his sign production would begin, creating jobs for an estimated eight workers. The reporter noted that Ersman was “well

known in his field,” having contracts to manufacture signs “with several large ice cream and beverage companies.” An image of the finished factory building graced the company letterhead, topped by the Ersman Graphic Arts logo.

The operation met with immediate success. A commenter on the Facebook group page recalled his employment

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Letterhead examples from Ersman show a picture of the small factory, above, and a whimsical logo, below, and promote the company's expertise in manufacturing mirrored signs and cardboard “merchandise boards.” Collection of Jason Johnson.

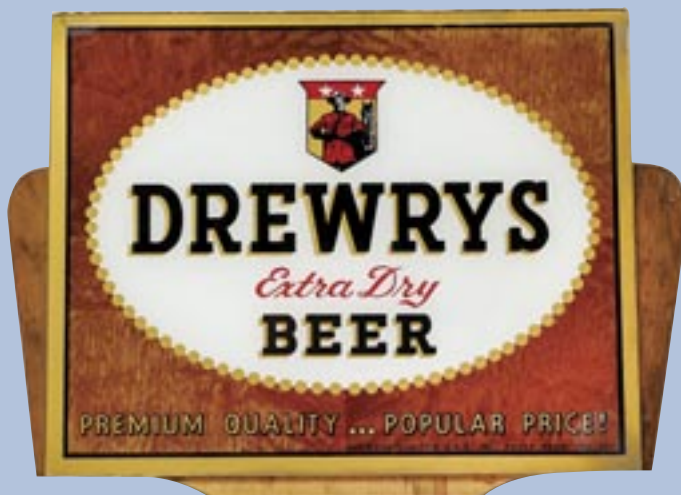


Metal frame with easel back, 12 x 8 in.



Wood frame, 12 x 5 in.

1950s ERA



Slotted into wooden holder, 10 x 8 in.



19 x 8 in.



With black felt border, 11.5 x in.



Wood frame, 11.5 x 9.5 in.

at a paper and cardboard factory in the neighboring farming village of Hartford. He remembered using die-cutting equipment to create the cardboard backs and folding easels attached to Ersman's signs for display purposes.

In its heyday, Ersman Graphic Arts created many beautiful signs. Given Jack Ersman's past connections in Chicago, it was not surprising that he secured accounts to create signs for Atlas Prager beer. Ersman Graphic Arts also created many signs associated with breweries in Northwest Indiana. A leading customer was Drewrys, which at that time

was headquartered in South Bend, IN, just 35 miles south of Watervliet.

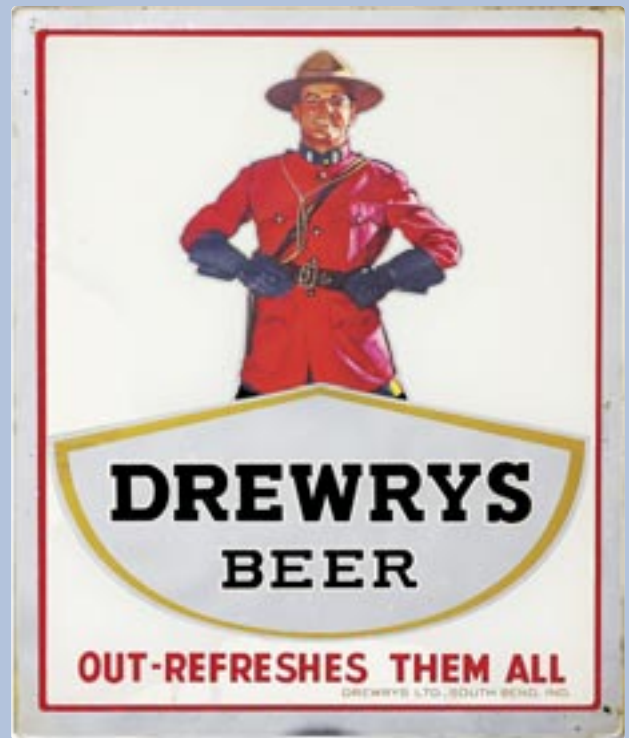
Other brewery labels which Ersman produced include Kamm's Beer (Kamm & Schellinger Brewery) of Mishawaka, IN, just east of South Bend, and for Hoosier Beer, produced by the South Bend Brewing Company. Jack Jr. also recalled that the company manufactured signs for Edelweiss, Friars Ale, Fox Head Beer, Carling Black Label and Ballantine's. Ice cream advertising accounts included Borden's and Sealtest. He remembered the company making the Sealtest "flavor boards" showing the various ice cream flavors.

Jack Jr. did not follow in his father's business but was proud to say that his father loved his work and remained active until his health declined near the very end of his life. He said his father was considered one of the best in the business, and Jack Jr. still proudly displays the pieces he has retained from his father's shop.

As the decades continued, newspaper references indicate that Ersman Graphic Arts was active as late as 1959, although the property containing the house and shop was ultimately sold to the Watervliet School District. The school district used the home for a kindergarten and used the Ersman shop as a high school



Painted wood frame, 11.5 x 6 in.



8 x 10 in.



Cardboard easel back, 8.25 x 8 in.

industrial arts classroom building. Both have since been torn down.

Jack Sr. was also very civic-minded and contributed to his adopted community of Watervliet. A November 12, 1959, article in the Record noted that Ersman Graphic Arts produced and donated a commemorative plaque for installation in the Watervliet Public Library, listing donor names.

Ersman Graphic Arts created some beautiful signs that can today be coveted by breweriana collectors. Learning so much about this truly interesting man was a great adventure. I'll continue to check the backs of signs for more undiscovered treasures produced by the company.

Jack Ersman Jr. keeps a small collection of his father's work on his wall at home.





Large diecut cardboard store display for 6-packs creating a 3-D effect., 20 x 36 in. no mfr. mark, c. 1960. Only existing example known.

Editor's Note: All breweriana pictured is from the collection of Ron Satterlee, unless otherwise noted.

THE GRAND PRIZE OF TEXAS

THE RISE AND FALL OF THE LONE STAR STATE'S FAVORITE BEER

BY RON SATTERLEE

Howard Hughes, Jr. (1905–1976) was one of the most intriguing figures of the 20th Century. He was a true renaissance man and most things he touched turned to gold. Hughes was an internationally-acclaimed business magnate, investor, record-setting pilot, engineer, film director and producer. He was known as one of the most influential and financially successful individuals in the world and one of the early billionaires. He later became notorious for his eccentric



behavior and reclusiveness, reportedly driven by severe OCD (Obsessive Compulsive Disorder).

His father, Howard Sr., had founded the highly successful Hughes Tool Company of Houston, TX in 1908. After Howard Sr. died of a heart attack in 1924, Howard Jr. inherited an estate of nearly a million dollars and a majority stake in the business that had created this fortune, the Hughes Tool Company,

Belgian-born Frantz H. Brogniez was the brewery's first brewmaster and the creator of the Grand Prize beer recipe. Although he had a long career prior to Prohibition, he only worked at Grand Prize for two years (1933-34) and following a brief retirement, died in 1935 at nearly 75 years of age.



Famed brewmaster Frantz Brogniez, the president of Gulf Brewing, inspects the bottle washing line in the state-of-the-art brewery facility he designed that was funded by owner Howard Hughes.



There is a lot of Bock going on in this promotional photograph, c. 1935. The billboard promoting the seasonal beer release was set up to the side of the brewery and there is a small brewery truck pulling a trailer with a live goat in a cage. The young boys are clearly fascinated by the goat.



The Gulf Brewing Co., as it looked upon its completion in 1933.

which controlled the rights to a new oil drill technology that was in high demand.

Howard Jr. soon persuaded his relatives to sell their shares to him as well, taking full control of the company. At just 18 years old, Howard Jr. was already showing his brilliance as a businessman, and used his profits from Hughes Tool to fund a variety of other interests and ventures.

Sometimes forgotten among his many accomplishments is the fact that Hughes founded what became the biggest brewery in Texas. In 1933 at the age of 27, Hughes sensed the tidal wave of thirst for beer that would be coming with Repeal. He

quickly had a brewery built, naming it the Gulf Brewing Company, on the property of the tool company.

Finding the best brewer

Having no background in brewing himself (he was only 15 when Prohibition began), Hughes sought out the man many regarded as the finest brewer in the South: Frantz H. Brogniez. Like Hughes, Brogniez was a brilliant and accomplished man. A Belgian immigrant born in 1860, Brogniez also came from a prominent family and was well-educated in bio-chemistry, engineering, art, and

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A rare, "Guest Package" cardboard box, which held six bottles, c. 1933-34.



Cardboard sign promoting the seasonal bock variety, 12 x 18 in., no mfg. mark, c. 1934.



Cardboard sign boasting that Grand Prize is "Made in Texas," 12 x 18 in., no mfg. mark, c. 1937.



"Finest in the South" was an early slogan for Grand Prize. At left is a large 5-foot wide porcelain sign, c. mid-1930s, no mfg. mark, from the collection of Matt Scherzinger.

Below is a much smaller, 9 x 6 in. oval sign by American Art Works, Coshocton, OH, c. 1933-34.



literature. Like his father, he chose to become a brewer—and was good at it.

Brogniez also was aware of the success that many of his fellow Europeans were having brewing their "old word" style beers in America. He emigrated to the U.S. in 1896, and at the age of 36 started the Belgian Brewery in Detroit, MI, which was soon renamed Tivoli Brewery. He then moved on to Terre Haute, IN to establish the Peoples Brewery in 1905.

Meanwhile, Brogniez' wife was chronically ill and advised to move to a warmer climate. Houston provided that opportunity. In 1912, Brogniez became the brewmaster for Houston Ice & Brewing Company's Magnolia Brewery. He created the formula, reportedly from an old family recipe, and it was implemented for Magnolia Brewing's Southern Select brand, which appears to have been first introduced in the 1890s. Southern Select subsequently became the most popular and best-selling beer brand in Texas before Prohibition.

A year later in 1913, Southern Select Beer was entered into the Universal and

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GRAND PRIZE IN THE 1930s



Menu cover on coated stock, c. 1937. The new Gulf Brewing facility is prominently featured, and the copy reads: "You are cordially invited to visit the home of Grand Prize Beer."



Foil-over-cardboard sign with many messages about the newly-launched Grand Prize, including "strong" (guaranteeing full strength in alcohol), "cold in bottles," and priced at 10 cents. Sign is 12 x 18 in., by Allied Printing Co., Houston, TX, c. 1934.



Diecut cardboard sign, 20 x 29.5 in., c. 1936. Collection of Matt Scherzinger.



Extremely rare milk glass shades. At left, a back bar light with wooden hoops features the name of Frantz Brogniez, the creator of Grand Prize Beer. The sign is 8 in. high on a 4 in. base. At center, a shade in 6-in. size that was given to distributors for use at retail with a hanging light. At right is one of four known 11-inch globes that hung in the brewery hospitality room. The shades have no mfg. mark, c. 1933-35.



This paper mock-up, measuring 23.75 x 7 in., has notations on it that are handwritten in pencil that says, "large outdoor banners," with the date 3-24-(19)34. If these banners were ever made, they have not been seen by Grand Prize collectors. Collection of Matt Scherzinger.



Tin-over-cardboard sign with debossed lettering, 18 x 12 in., no mfg. mark, c. 1936-38.



Cardboard sign boasts of sales of 94 million bottles of the beer, making Grand Prize the top seller in Texas, 18 X 12 in., c. 1937.

Extremely rare cardboard sign promoting poker game on the backs of the bottle label where purchasers could win a free beer, 24 X 12, c. 1933. These labels were made for bottles that were used in bars and taverns as an incentive to try the new Grand Prize Lager Beer. Various "winning hands" were revealed by peeling off the label and patrons would be awarded different prizes—mostly a free beer.





Die cut cardboard sign in the shape of the state of Texas, with paper mâché Longhorn steer's head and displaying various cattle brands, 18 x 16 in., no mfr. mark, c. 1948.

International Exhibition in Ghent, Belgium. Amazingly, Southern Select (the sample entry sent to Belgium had reportedly been “plucked from a routine production run”) was awarded the Grand Prize by the International Congress of Brewers out of 4,096 entries. This gained huge acclaim for the beer and fueled its growth into the best-selling beer in the South.

Prohibition hit Texas in 1918 and Brogniez was out of a job at Houston Ice & Brewing Co. He moved to 750 miles northwest to El Paso, TX and worked across the border, brewing beer in Juarez, Mexico at the Cerveceria Juarez.

Southern Select saga

With Prohibition ending, Brogniez moved back to Houston in early 1933, re-engaging with Houston Ice & Brewing Co. as the vice president and general manager, as the company tried to re-organize its operations. HIBC was not well capitalized, having struggled during Prohibition as the Houston Ice and Cold Storage Company without the profits of its once-popular beer.

HIBC never got off the ground to brew beer again but tried bringing Southern Select back while operating as a distributor. Oddly, HIBC entered into an agreement to have Southern Select contract brewed by Liebmann Breweries, Inc. of Brooklyn, NY. This did not last—perhaps in part



“Grand Tustin’ in the tavern: Framed license holder, 14 x 22 in., c. 1942..



Lighted sign featuring the Texas State Capitol building in Austin. This large sign, 54 x 48 in., is constructed of cardboard and mounted in a wooden framed box that contains a light fixture. It has a dramatic, 3-D effect (notice the shadows in this picture) constructed in part from two existing flat cardboard signs, dated 1941. The sign is believed to be the only one known and custom made for the Grand Prize distributor in Boerne, TX (near San Antonio). It hung for many years over the door on the inside of the distributorship.

due to what must have been high shipping costs all the way from Brooklyn. By 1934, the rights to the well-known Southern Select brand were sold to the Galveston-Houston Breweries, of Galveston, TX, which quickly reintroduced the brand with its familiar brown label design.

Introducing Grand Prize

In the meantime, Hughes had likely made Brogniez an offer he could not refuse to become the first



Grand Prize outdoors: Double-sided, outdoor porcelain sign that once held neon, 8 x 4 ft., c. late 1940's.



Back bar sign featuring cowboy roping a bottle, 15 x 11 in. Made from pressboard, the sign is mounted on a wooden base and uses real string as an eye-catching lasso, no mfg. mark, c. 1946.



Here are two versions of the same, double-sided sign, showing each side. A tavern owner would hang the sign in the window and if it was turned to say "no beer," the delivery man would know he had to stop and replenish the supply, which may have been short during the years of WWII. Sign is 20 x 16 in., no mfg. mark, c. 1942-43.

brewmaster of the Gulf Brewing Co. Hughes put the veteran brewmaster in charge, named him president, and let Brogniez design a new brewery that Hughes funded, to be built on his tool company property.

Hughes also wanted Brogniez to brew his famous Southern Select from the popular original recipe. The problem was that the Southern Select brand name (but not the recipe) had been acquired by the Galveston-Houston Breweries, which brewed Magnolia as well as Southern Select in its Galveston plant until 1955. In 1956 Galveston-Houston was one of many breweries of that era acquired by Falstaff.

With the Southern Select name unavailable, Hughes and Brogniez came up with a clever

solution to name the award-winning brew recipe for the award it won: Grand Prize. Brogniez' formula, combined with Hughes' strong backing, was a successful combination. Brogniez was gifted with a 50,000 square-foot, state-of-the-art facility, and his sons, Frantz P. (Frank) and Fernand, were also brought into the business. A newspaper ad of the day boasted that the new Gulf Brewing facility was:

"a manufacturing plant considered by experts to be the most modern operating today in the United States. The brewery, both buildings and equipment,

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1933 – 34

1935

1936 – 38

1939 – 41

1942 – 43

The 30-year lifespan of the Grand Prize brand can be seen in the evolution of its four-ounce glasses. The 10 different expressions over that time show the emphasis of its various marketing efforts, to include various logo changes and advertising slogans.



was built under the direct supervision and as designed by Mr. Brogniez and was the culmination of a dream of many years."

The opening day for Gulf Brewing was December 15, 1933. With great fanfare, the public was invited to visit the new brewery and enjoy three days of free barbecue and beer to celebrate. In an interesting marketing gimmick, the first production bottles destined for bars and taverns had various poker game "hands" under the label for customers to play and win free beer at their drinking establishment. Grand Prize was off and running.

Frantz Brogniez, creator of Grand Prize Beer and his son Frank were the first two brewmasters at Gulf Brewing Co. When Frank retired, Charles "C.E." Lieberman took over and introduced a reformulation called "Pale Dry."

Lieberman came from a brewing family, Joseph Lieberman & Sons, Allentown, PA, which had closed at Prohibition. Charles Lieberman began his brewing career in 1933 as an apprentice at the Widman Brewing Co. in Bethlehem, PA. In 1934, he joined the Neuweiler Brewing Co. in Allentown, PA and then in 1937, he moved to Horlacher Brewing Co in Allentown where he worked his way up to Head Brewmaster and Plant Manager.

Gulf Brewing owner Howard Hughes hired him away and his new Pale Dry Beer won The Premium Quality Medal of Leadership at the international contest in Munich, Germany in 1952, the world's highest award at the time.

After Gulf Brewing closed in 1963, Lieberman taught brewing courses and gave keynote addresses and lectures throughout the brewing industry for the remainder of his career. He died at the age of 99 in 2008.

This rare, stand-up diecut cardboard display is 11 x 15.5 in. and introduces both Lieberman and his new beer, c. 1949. Collection of Matt Scherzinger.

Biggest brand in Texas

Sadly, the brilliant Brogniez died in 1935. His eldest son Frank, who was serving as operation manager, assumed the role of brewmaster. Despite this setback, Grand Prize was fueled by the deep pockets of Howard Hughes. Sales soared, and Grand Prize became the top beer brand in Texas by 1936. A companion brand called Richbrew was introduced from 1934-37 but did not fare as well.

For the next 10 years and through World War II, Grand Prize continued to rise in Texas. During the war, the brand was canned in olive drab and shipped



to military bases across the country. Grand Prize peaked at 438,000 barrels in 1947 remaining the best-selling brew in the Lone Star State.

Things began to slip in the late 1940s. This was, of course, a period that began a massive consolidation in the beer industry. Local brands across the country suffered from the relentless pressure of the bigger brands with broader, more national distribution, especially those from St. Louis and Milwaukee.

The Pale Dry years

Gulf Brewing and its flagship Grand Prize increasingly felt the pressure but continued to brew a well-regarded beer. In 1948, Frank Brogniez retired and Charles Lieberman, a highly-respected brewmaster from eastern Pennsylvania and head brewer at Horlacher Brewing Co. of Allentown, PA was hired away by Howard Hughes to take the reins at Gulf Brewing. Lieberman created a new formula, Grand Prize "Pale Dry" Beer, to create some news and excitement to reinvigorate the brand and in keeping with the Post World War II trend toward lighter beers.

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"Pale Dry" Pete: At right, Vacuform plastic sign, 15 x 10 in., by Advertising Arts Corp., NY, NY. At left, plaster back bar statue and bottle, 10 in. tall, by Plaxto Mfg. Co. Chicago, IL. Both signs are c. 1950. Grand Prize launched its Pale Dry beer in 1948 and distributed it into the 1950s. This was a period in which sales had slumped, and Gulf Brewing was trying to reinvigorate Grand Prize with a new beer and ad campaign. "Pale Dry Pete" was introduced as an advertising character at a time when brands were increasingly being promoted with cartoon characters. "Pete" became quite popular—and also was a big hit with children.



One of the more beautiful pieces of Grand Prize breweriana—of which there are many—is this magnificent Art Deco style, reverse-on-glass clock. The clock came in the same style but with different variations on the advertising message. This one, touting “South’s Famous Beer,” dates from 1935. The clock measures 14.5 x 20.5 in. by Crystal Manufacturing Co., Chicago & New York.

GRAND PRIZE TIME



Lighted sign with clock in “teardrop” shape, 25 X 17 in., by Ohio Advertising Display Co., Cincinnati, OH, c. 1950.



Grand Prize Time: A beautiful pair of “double bubble” clocks, 15-in. diameter, by Cincinnati Advertising Products Co., Cincinnati, OH. At left, c. 1946-47 when the new “shield” logo was introduced, and at right after the introduction of Pale Dry Beer, c. 1948-53.



Uplighted Plexiglass sign with clock mounted on metal base, 12.5 x 14 in., by Ohio Advertising Display Co. Cincinnati, OH, c. late 1940s. Collection of Matt Scherzinger.

In 1952, Pale Dry won an international Gold Medal Award and in 1953 Gulf Brewing introduced the slogan “GP-20” to celebrate and remind the public that it and its Grand Prize beer had been successfully in business 20 years – and won yet another grand prize.

Capitalizing on the trend at that time for cartoon characters in TV advertising, Grand Prize introduced “a new sheriff in town,” to support its new Pale Dry beer in the early 1950s. That character was “Pale Dry Pete,” who for several years became the icon for the brand and was said to be highly popular with children (which may have contributed to his eventual demise).

Gulf Brewing also tried unsuccessfully to introduce some companion brands including

Charro (1955 – 56), Buccaneer (1956) and Kol (1957-59). Sadly, none of these efforts stemmed the sales decline suffered by Gulf Brewing and its famed Grand Prize.

Hamm’s takes over

In 1960 the Theo. Hamm Brewing Company of St. Paul, MN leased the brewery from the Hughes Tool Company. Hamm’s was pursuing an aggressive national growth strategy through regional brewery acquisitions in California (Los Angeles and San Francisco) Baltimore, MD and lastly, Gulf Brewing in Houston.

Gulf Brewing and Grand Prize had ceased to exist and Hamm’s foray into Texas soon failed. After being in operation for 30 years, the brewery closed

in 1963. In February 1968 a welder's spark started a fire that destroyed most of the facility, and in June the remaining five-story brew house was demolished. It was a sad and final ending for what had once been the favorite beer of Texas.

About the Author:

*Longtime NABA Member **Ron Satterlee** lives outside of Houston, TX and has been collecting Grand Prize breweriana since 1977. A decorated Vietnam War veteran who was awarded the Purple Heart, Ron has amassed the finest collection of the brand that was once the favorite in Texas but existed for just 30 years. Before moving to Texas in 1977 and beginning his Grand Prize collection, Ron collected a variety of brands in Chicago, where he previously lived. He was first drawn to the hobby after being mesmerized by a Hamm's "Dancing Waters" lighted motion sign at his local bowling alley.*



Salesman samples in original case, containing a variety of metal promotional accessories that could be ordered, c.1956.

***Editor's Note:** Special thanks to NABA members **Matt Scherzinger** for his knowledge and additional pictures from his terrific collection and **Charlie Staats** for his assistance on historical information.*

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GRAND PRIZE ON TAP



1935 – 1938



1939 – 1941



1946 – 1947



1948 – 1953



1954 – 1958



1959 – 1960



1961 – 1963

LIGHTING UP TEXAS



Trio of 1950's-era, curved glass, lighted signs in metal frame, by Advertising Products Co., Cincinnati, OH. At left, 13 X 9 in., promoting the beer "on tap." At center is the simple "sunburst" logo and at right, promoting Pale Dry Beer, both 11 x 9 in.



Two lighted, reverse-on-glass signs in metal cases by Price Brothers, Chicago, IL and NY, NY, c. early 1950s. Top measures 9.5 x 8 in. and bottom is 15.5 x 20.5 in. Collection of Matt Scherzinger.



Spectacular neon mounted on an ornate, cast aluminum frame that replicates the brand's shield logo of the time, 23 x 19 in., c. 1946-47.



Three-color neon promotes the Pale Dry brand, c. late 1940s.



Neon targeted to the Hispanic market, c. late 1940s.



Extremely rare reverse-on-glass animated lighted sign, 11 x 12 in., by Econolite Corp. Los Angeles, CA. c. 1940s.



Plastic lighted sign, featuring the "GP-20" slogan that celebrated Grand Prize's 20th year in business. Sign has a 7 in. diameter, by Gilbert Products Co. Los Angeles, CA, c. 1953.



This is one of a few styles of early 1950s heat motion lamps used by Grand Prize. It is pictured along with an extra translucent plastic "flat" which shows the full scene. Collection of Matt Scherzinger.



Rare lighted reverse-on-glass sign, designed to guide customers to the "beverage department" of a store. Sign measures 18 X 8 in., has no mfr. mark, c. 1940s.



Neon edge-lit sign reverse glass advertising panel in a black-painted, Art-Deco style metal cabinet with chrome-plated trim. Shown lit and unlit, the sign is 18 x 6 in., by The Lackner Co., Cincinnati, OH, c. 1934.

THE THREADGILL'S BREWERIANA COLLECTION

Threadgill's was a road-house style tavern that featured live music. It was opened in an old gas station in Austin, TX in 1933 by boot-legger and country music lover Kenneth Threadgill and became a favorite watering hole for traveling musicians.

In the 1960s, Threadgill's regularly hosted a young Janis Joplin, who honed her performing style there. But by the late 1970s, Threadgill's Tavern had been closed for several years, following a period of disrepair. The building was nearly collapsed when entrepreneur Eddie Wilson bought the property from Threadgill in 1977.

He re-built the tavern and reopened it in 1980 as a Texas-style restaurant, and Threadgill's became a mainstay in promoting Austin's unique and thriving culture. Wilson also was a collector and



The unique, colorful, large porcelain sign, hanging at left in the picture of the music stage at Threadgill's, had two sides. This is the other side, owned by NABA Membership Committee member Charlie Staats of Seguin, TX. The sign, dating from the late 1930s, is the only example known to exist. It was originally acquired—and split in half—by two antiques dealers. One dealer sold his half to Threadgill's owner, Eddie Wilson. The other dealer kept his half in a storage unit for many years until he sold it to Charlie in 2016. Charlie had the neon restored to include the Grand Prize script logo, along with the period-correct "lager" at the bottom.

Threadgill's served as a showcase for his extensive assortment of concert posters and photographs, much of it related to the vibrant local music scene. It was like a museum of Austin artifacts, which included terrific examples of Post-prohibition Texas breweriana, which Wilson also collected. I have traveled the country, and Threadgill's

had the best collection of breweriana of any restaurant I'd ever seen.

In March 2020, with its closure forced by the pandemic and saddled with increasingly high operating expenses and the sky-high property taxes of booming Austin, Wilson sadly decided to close

Threadgill's and auction off its amazing collection of memorabilia, which included an extensive array of breweriana from the famed Texas breweries like Lone Star, Pearl, Shiner and of course, Gulf Brewing's Grand Prize Beer.

~ Ken Quaas



The legendary Threadgill's in 2019, before it closed.



Music stars Butch Hancock, Jimmie Dale Gilmore, Rich Brotherton, Champ Hood, and Joe Ely playing at Threadgill's in the 1980s. Notice the porcelain Grand Prize sign hanging behind them. Photo Courtesy of Texas Monthly Magazine.



The interior of Threadgill's had a Texas roadhouse type of atmosphere and an impressive collection of vintage breweriana.



A spectacular late 1940s Grand Prize neon, similar to the one shown in this article in the collection of Ron Satterlee, hung prominently at the bar, as seen above.



Tops in Breweriana

by Robert Keasey



Four small spinning tops featuring beer brands, shown in side view above and overhead view, below. Collection of Robert Keasey.

I've been collecting breweriana, large and small, for 45 years. Over the years, one of the most intriguing and seemingly rare "smalls" that I've collected are miniature spinning tops, sometimes also called spinners. These beer-branded tops were produced by the Parisian Novelty Company of Chicago, IL, sometime in the 1930s. That said, the tiny toy tops have a patent date of 11/16/15, so were likely around much earlier, even if not used before Prohibition to advertise beer.

Parisian Novelty Co. became famous for producing a wide variety of products carrying advertising, including toy tops, pin backs, pocket mirrors and some of the 9-inch button signs that were used to promote beer and many

other categories of brands. The company used Celluloid, an early form of plastic developed around 1870, as the major component in many of its products. Celluloid was durable and an excellent surface on which to imprint colorful graphics. It also was relatively inexpensive. Parisian Novelty thrived for more than 100 years making its celluloid promotional novelties. In 2008, the button division of the company was acquired by the Matchless Group, and re-named Matchless Parisian Novelty, Inc. The company still manufactures promotional buttons at its plant in Chicago.

Over many years of searching, I've only managed to find four different versions of these tiny tops. Three are for Pennsylvania beer brands and the



one I acquired in November was for a rare Baltimore brand. These could be easily overlooked because of their tiny size. The diameter of the top is only 1-3/8 inches and it stands just 1-1/8 inches high.

I've been able to date all four of the tops to the 1930s, based on their designs. For example, the Esslinger (Philadelphia, PA) version promotes its "Repeal" beer and the Fort Pitt (Pittsburgh, PA) spinner features the iconic "Running Waiter" used during that period.

My most recent acquisition is perhaps the rarest. This one promotes Hopfheiser, a brand contract-brewed for a grocery distributor in Washington, DC by the Globe Brewing Co. of Baltimore, MD. Hopfheiser was brewed for just two years (1935-36), and any breweriana promoting it is extremely scarce.

Why would a company make a child's toy to advertise a beer brand? The tops themselves reveal clues to that answer. It appears they were used for entertainment as a form of trade stimulator, and even for a little gambling while at the bar. Three of the tops challenge the user to try to spin the top for 60 seconds. All of them have colors or numbers the spinner can land on, and two invite people to "guess what color the top will fall on."

These small but colorful promotional items are fascinating forms of breweriana that are scarcely seen. I hope to find more of them at future shows and auctions.

Robert Keasey is on NABA's Membership Committee and can be reached at kruegerale@msn.com.

The Parisian Novelty Company of Chicago, IL made a wide variety of promotional items using Celluloid, a durable early form of plastic. On the previous page is a ladies' compact and at right a clothes brush. Both feature a visual of the Parisian Novelty factory and were used as samples to show the types of products the company could manufacture.

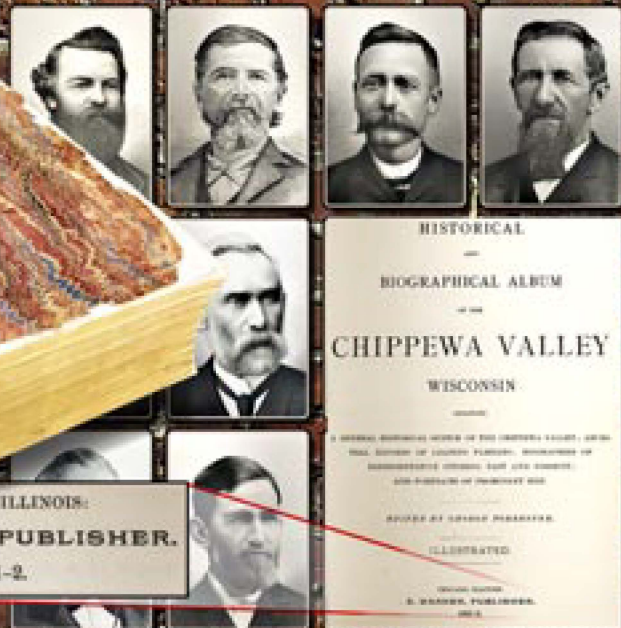
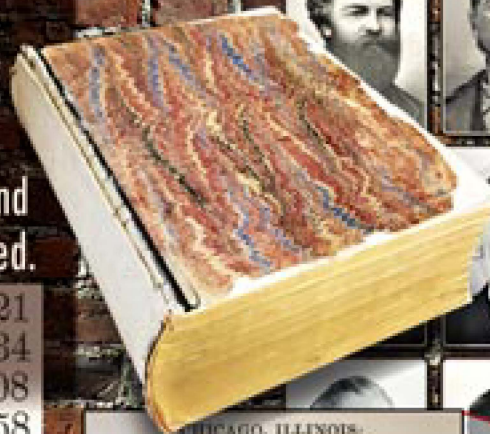


These are two examples of 9-inch button signs made for beer brands by Parisian Novelty.

TINY BOON

Found this old book with no cover in an antique store in Wisconsin. I just couldn't put it down as the illustrations were so interesting to me. Then an old familiar name appeared in the index and a bit of breweriana history was revealed.

Legore, John.....	521
Leidiger, Erich.....	634
Leidiger, William E....	608
Leinenkugel, H. J.....	858
Leinenkugel, Jacob.....	650
Lenmark, Christian J....	710
Lent, Francis.....	920



Jacob Leinenkugel, mayor of Chippewa Falls, was born in Prussia, May 22, 1842, and came to America with his parents in 1845, and settled in Sauk City, Wis. In 1867 he came to Chippewa Falls and purchased his first land of A. E. Pound, as well as the lumber with which to build a brewery. The small start then made formed the nucleus of the present mammoth structure. He has served the city of Chippewa Falls in various ways, as mayor, alderman and a member of the county board, and is the present mayor of that city. July 18, 1865, he married Miss Joesphine Imhoff, native of Prussia, and this union has been blessed with four children, namely: Mathias, William, Rosa and Susanna. Mr. Leinenkugel is a member of the German Benevolent Society and upholds the principles of the democratic party.

THE FOLLOWING EXCERPTED FROM THE PREFACE (Susie insisted this be included!)

Some difficulty was experienced in getting exact dates from many of the old settlers. They could remember the circumstances of which they spoke readily enough, but their memories were not always perfect as to the precise time when they occurred. In many instances they were corrected by the female members of their families, whose recollection in this aspect appears frequently to be more acute.

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While most of the country is in the midst of a chilly winter, breweriana auctions remain hot. With the pandemic, many auction houses are using an online format and independent sellers are using other online methods, including Facebook to sell their collectibles.

Currently, there are a handful of Facebook pages offering "Facebook live auctions" or "timed bid auctions," both of which have been offering collectors a variety of quality items. If you have not checked out the NABA Facebook page, I recommend doing so, as it is packed with information and interesting posts. There are many breweriana related Facebook pages, including those run by some of our local chapters.

I encourage you to join NABA's Facebook page and experience all the interesting and informative online breweriana conversations. And while NABA's Facebook page is not a selling site, there are many that are. We've included just a few examples here of breweriana that's recently been sold via Facebook.

We also have singled out some Pittsburgh items recently sold. Breweriana from Pittsburgh is among the most intriguing and popular in the hobby. NABA will be celebrating our 51st Convention in Pittsburgh this summer from August 2-6. Hope to see you there in what promises to be another record-setter for attendance!

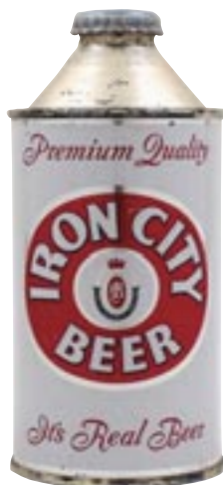
continued on page 10



Pittsburgh Items



Silver Top Beer Flat Top, Duquesne Brewing Co., Pittsburgh, PA, by Continental Can Co., \$17,935, eBay.



Iron City Beer cone top beer can, Pittsburgh Brewing Co., Pittsburgh, PA, by Continental Can Co., c. 1950's \$1,755, Morean Auctions.



Iron City Beer lighted globe sign, Pittsburgh Brewing Co., Pittsburgh, PA, 15 in., c. 1930's, \$2,706, Route 32 Auctions.



Fort Pitt Beer Running Waiter flat top can, Fort Pitt Brewing Co., Pittsburgh, PA, by American Can Co., c. 1930's, \$3,393, Morean Auctions.



Fort Pitt Ale Ol flat top beer can, Fort Pitt Brewing Co., Pittsburgh, PA, by American Can Co., c. 1930's, \$8,483, Morean Auctions.

Hahne's Beer tray, DuBois Brewing Co., DuBois, PA, 12 in., by Chas. W. Shonk Litho Co. Chicago, IL., c. Pre-prohibition, \$4,200, Morford Auction.



Hamm's Beer ceramic statue by Red Wing Pottery, from the collection of a former employee of Theo. Hamm Brewing Co., St. Paul, MN, 12 x 6.5 in., \$7,380, Matthew Bullock Auctioneers.



National Brewing Co. tip tray, Steelton, PA, 4.25 in., c. Pre-prohibition, \$2,410, Morford Auction.



Peter Doelger Bottled Beer tip trays, Peter Doelger Brewing Co. NY, Eagle \$1,486 & Factory \$1,025, Morford Auction.



Gund Bock Beer lithograph, John Gund Brewing Co., La Crosse, WI; 44 x 32 in., by Williams Poster Co. Milwaukee, WI, c. Pre-prohibition, \$2,175, Morphy Auctions.



Poth's Beer saucer-shaped lighted sign, Poth Brewing Co., Philadelphia, PA, 17 in., by Gillco, c. 1930s, \$13,800, Morean Auctions.



Steinhaus Beer Gillco Saucer Lighted sign, The Victor Brewing Co., Jeannette, PA, 17 in., by Gillco, c. 1930's, \$5,225, Route 32 Auctions.



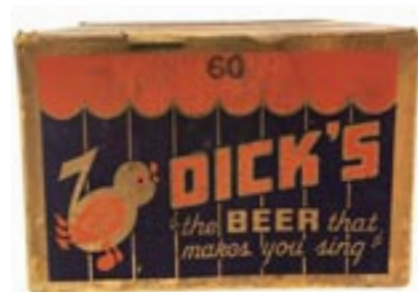
Ballantine Bock Beer lithograph, Newark, NJ, 31 x 21 in., by Whitman Litho Co. New York, c. Pre-prohibition, \$1,792, Morphy Auctions.



Wooden Bronco Pale Export Beer sign, The Consumers Brewing Co., Norfolk, VA, 25 x 20 in., by Meyercord Co. Chicago, IL, c. Pre-prohibition, \$7,680, Morphy Auctions.



1936 Pabst Export Beer die-cut cardboard sign, Pabst Brewing Company, Milwaukee, WI, 17 x 21 in., c. 1936, \$3072, Morphy Auctions.



Dick's Beer cardboard beer case (quart bottles included), Dick Brothers Brewing Co., Quincy, IL, c. 1940s, \$3,690, Matthew Bullock Auctioneers.

Budweiser Beer embossed tin outdoor sign, Anheuser Busch Inc., St. Louis, MO, 26 x 72 in., by Stout Signs, \$2,289, Route 32 Auctions.



Pair of Brass Pfaff's and King's Bohemian corner signs; Massachusetts Breweries Co., Boston, MA, 14 x 17.5 in., c. Pre-prohibition, \$3,575, Clars Auction Gallery.

eBay Auctions



Jung's Red Heart Beer celluloid-over-cardboard sign, The Jung Brewing Co., Cincinnati, OH, 5 x 4 in., by The Whitehead & Hoag Co., Newark, NJ (Crystaloid sign), c. Pre-prohibition, \$589.



Fecker's Beer embossed tin sign, Fecker Brewing Co., Danville, IL, 19.75 x 13.5 in., by Scioto Sign Co. Kenton, OH, \$1,000.



Schor's Beer ball tap knob, Springfield Brewing Co., Springfield, IL, \$1,325.



Marathon Beer calendar, Marathon City Brewing Co., Marathon, WI, 14 x 28 in., c. 1941, \$490.



Rheingold Lager Beer ash tray, Voigt Brewery Co., Detroit, MI; 5 in., \$2,025.



Hauck's Beers tin-over-cardboard, Peter Hauck & Co., Harrison, NJ; Manufactured by Kaufmann & Strauss, 9.25 x 13.25 in., c. Pre-prohibition, \$1,835.



Stoeckle Beer Wooden Crate, Diamond State Brewery, Wilmington, DE, \$1,199.

Facebook Sales



Pickwick Ale on Tap self-framed tin sign, Haffenreffer & Co., Boston, MA, 28 x 22 in., by Chas. Shonk Co. Chicago, IL, \$600.



Blatz Beer lighted "bullet" sign, Blatz Brewing Co., Milwaukee, WI, 12 in., by Cincinnati Advertising Products Co., c. 1930's, \$1,800.



Miller Brew Tin Over Cardboard sign, Miller Brewing Co., Milwaukee, WI, 17 x 11 in., by American Art Works, Inc. Coshocton, OH, \$1,770.



Budweiser Beer self-framed tin sign, Anheuser Busch Inc., St. Louis, MO; 37.5 x 25 in., by Chas. Shonk Co. Chicago, IL, \$3,400.



The Little Rock Brewing & Ice Co., c. early 1900s. Courtesy of the Butler Center for Arkansas Studies, Central Arkansas Library System.

THE LITTLE BREWERY WITH THE BIG OWNERS

THE STORY OF THE LITTLE ROCK BREWING AND ICE COMPANY BY KENN FLEMMONS

In 1898, Little Rock, AR was the largest city in the South without a brewery. But that finally changed when a small brewery was launched in the city of 38,000 people by two out-of-towners, only to be swallowed up within 18 months by two of America's most successful brewers, Adolphus Busch, and William Lemp of St. Louis.

The Little Rock Brewing & Ice Company was opened in August of 1898 to much local fanfare. It was not only the first brewery in Little Rock, but also the only brewery in the state of Arkansas.



Letterhead, c. 1901, showing Nicholas Kupferle as president.

All photos, unless otherwise noted, are from the collection of Kenn Flemmons.

Founders John Doyle of Richmond, VA and Philip Hildenberger from Philadelphia, PA had both been involved with breweries in their hometowns. They saw an opportunity to bring brewing to Little Rock but needed local financial support to get their plans off the ground.

Doyle and Hildenberger successfully petitioned the city of Little Rock for a donation of \$2500 to help remodel the vacant Quapaw Cotton Mills property into a brewery and ice plant. The city's Board of Trade (today's equivalent of a chamber

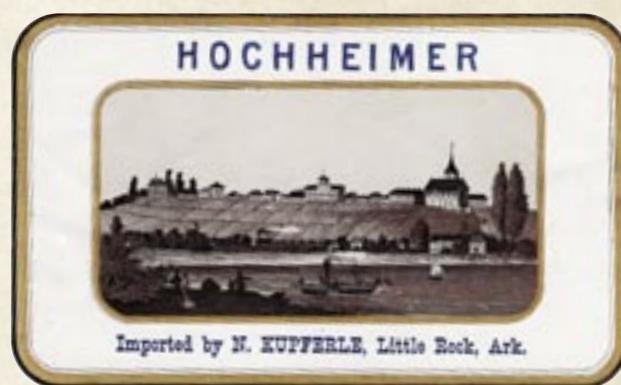
of commerce) also authorized subscriptions to be solicited from the businessmen of the city, according to an article that appeared in the Arkansas Democrat newspaper in January 1898.

Quapaw Cotton Mills was a company named for the Native American tribe that had lived in Central Arkansas. By 1898, the buildings had been vacant for several years, but were seen as an ideal home for a brewery interested in using a gravity-fed brewing process. Importantly, the Quapaw Mills plant was only a couple of blocks from the Arkansas River and a railroad depot, which were the major shipping options of the day.

Brewing comes to Little Rock

The August 1898 issue of the *Western Brewer* magazine announced the brewery's imminent opening. "The Little Rock Brewing and Ice Co. filed articles of incorporation July 21, 1898, with capital stock of \$110,000 of which \$80,000 has been subscribed. The plant will be ready for business about August 15. Capacity is 50,000 barrels of beer annually."

The brewery did in fact open on August 19, and with a huge celebration. The *Arkansas Gazette* reported that, "In the morning all the vehicles belonging to the institution were drawn up in procession through the principal streets of the city, preceded by a brass band. An invitation had been extended to the public and several thousand persons visited the brewery. Keg after keg was tapped and for four hours the amber liquid flowed like water. And everybody liked the home brew." Little



1880s wine labels from Nicholas Kupferle's wholesale liquor, beer, and wine distributorship. Kupferle eventually became president of the Little Rock Brewing & Ice Co.

Rock finally had a hometown brewery, and its beer was on sale at local taverns the next day.

Importantly, the brewery also produced ice, a valuable commodity, especially in the South in the days before refrigerators and electricity. Both homes and businesses needed ice to help preserve food and drink and Little Rock Brewing & Ice could

continued on page 54



Mr. Speiser and his son Fritz delivering ice from one of the brewery's early wagons, c. 1900. Speiser was the delivery man for the ice side of the business but since he worked out of the brewery building, this wagon likely delivered kegs of beer on occasion, as well. This is the only picture that has ever surfaced of a delivery wagon for the brewery. Courtesy of University of Arkansas Library Collections.



Keg filling machine at Little Rock Brewing & Ice Co., c. early 1900s. Courtesy of Butler Center for Arkansas Studies.

produce over 30 tons a day. And large brewers of the time, which had expanded their trading areas thanks to the advent of the railroad, needed ice to pack their beer in rail cars. The ice needed to be periodically replenished.

The St. Louis titans take notice

Two brewers who had expanded their markets considerably were of course, Lemp and Anheuser-Busch. Both brewers had various depots along the rail lines where fresh ice could be packed onto their beer-carrying rail cars.

Perhaps gaining access to ice created the interest that Lemp and Busch soon showed in the Little Rock Brewery. The brewery was open for less than two years when an article appeared in the *Arkansas Democrat* in April 1900 with more exciting brewing news for Little Rock.

Anheuser-Busch had purchased a city block directly east of the Little Rock Brewery. "They will erect a \$50,000 cooperage plant to make kegs for both Anheuser Busch and Lemp Brewing. The plant will employ 300 men." Anheuser-Busch also purchased two lots along the Arkansas River which included a private wharf.

It turned out that while these plans were being developed, John Doyle and Philip Hildenberger were negotiating the sale of their new brewery to the St. Louis behemoths.

The purchase papers were signed on April 10, 1900, with a reported price of \$125,000. Doyle was quoted as saying, "We got a satisfactory price for the plant and the new company will proceed on the same lines we were following." The price was satisfactory enough for Doyle to retire and return to Richmond, where he remained until his death in 1906. Hildenberger remained briefly with the new owners as superintendent (brewmaster) but within the year left and returned to Philadelphia.

Busch and Lemp move in

The new company kept the name Little Rock Brewing & Ice Company. Stockholders were W.J. Lemp (2055 shares), Adolphus Busch (2015 shares), Louis Lemp (100 shares), August A. Busch (100 shares), Edward Faust (50 shares), Nicholas Kupferle (50 shares), J.B. Klem (10 shares), A. Nicoud (10 shares) and Herman Reidel (10 shares). Additional family members of both Busch and Lemp were also involved.

The shareholders were an interesting cast of characters. Edward Faust was a Busch family friend. Kupferle was a Little Rock businessman and was appointed president of the brewery. Louis Lemp was named vice president. Reidel also was a local businessman and was named secretary and treasurer. Minority owners Klem and Nicoud were auditors with Anheuser Busch and Lemp Brewing, respectively.

Nicholas "Nick" Kupferle had an interesting history. He was a banker before he took over as president of the brewery. Born in 1841 in Baden, Germany, Kupferle immigrated to the United States in 1856, settling in St. Louis where he was a carpenter. When the Civil War broke out, Kupferle volunteered for the Union Army and was severely wounded at the Battle of Shiloh in April 1862. He was hit by a bullet to the back of his neck, a wound that would affect him the rest of his life. After the battle, he recuperated in Memphis and eventually moved to Little Rock in 1870.

There Kupferle opened a saloon and later operated a wholesale liquor, beer, and wine distributorship and ice depot. He became a director of the First National Bank in Little Rock and was elected vice president in 1882 and later served two terms as a city councilman. He was a director and vice president of the Bank of Commerce when he joined the Little Rock Brewing & Ice Company.

Kupferle had known his fellow German-American Adolphus Busch since the early 1880s, as he had sold Anheuser-Busch products in his wholesale business and surely knew him as the head of the liquor dealers association in the state.



One of two known to exist, this corkscrew was used when the brewery opened in 1898.

New ownership takes over

One of the first orders of business for the reorganized company was to construct a new office building across the street from the main brewery buildings. The interior of the brewery was reorganized to increase the amount of ice that could be made, from 30 to 50 tons per day.

Within a year—by mid-1901—the excitement of new ownership had died down and beer sales were slipping. A new superintendent was hired by Vice President Louis Lemp, who used his connections in the brewing industry to attract Emanuel Schnaider of Columbus, OH. Schnaider had brewed beer for the Hoster Brewing Company there for over 20 years.

Perhaps Schnaider made a better beer, as brewery sales rose by 40% within a year and a new beer brand was introduced called Baren Brau. Between increased beer sales and continued strong ice sales, the brewery

was growing and had nearly 60 employees.

More good news came at Christmas time in 1901 thanks to the winnings of a lawsuit. Adolphus Busch wrote to brewery president Kupferle that, “Mr. Lemp and I have agreed to waive the balance due us on the notes of the brewery. All monies coming from our suit against the Choctaw Rail Road will be paid over to Mr. Lemp and me.” The railroad had built lines that infringed on land that the brewery owned and the brewery sued the railroad and prevailed.

This same letter also had good news about a raise for Kupferle. “I wish to state now that Mr. Lemp fully concurs with me to advance your salary from and after

January First, 1902, to \$150.00 per month, you to assume full charge of the Management of the Little Rock Brewing and Ice Company, and to give it your whole time and attention; this latter would bring with it your withdrawing entirely from the bank.”

Investing in the brewery

Soon, the ice plant increased its output and a new brand, Pilsener Extra Pale, had joined Baren Brau, further boosting beer sales. Profits were reinvested in major improvements, including a massive new mash kettle, a new bottling line, and a keg cleaning machine in 1902. In 1906 the brewery

added a fermenting cellar, lagering cellar, and filtering equipment. The future looked bright. But then Little Rock Brewing experienced a brief labor strike and lost two key leaders in less than two years.

The company’s labor strike was amusingly brief — continued on page 56



This early newspaper ad promoted the new brewery less than two months after it opened. It appeared in the Arkansas Democrat on October 6, 1898.



This published trademark to be used on the bottles differs from what was actually used on the bottle at right. Published in the *Arkansas Democrat*, October 7, 1899, just over a year after the brewery opened.

the shortest for any American brewery up to that point. Reasons for the strike remain unknown but there must have been a very short list of grievances. On August 21, 1900, the *Arkansas Democrat* reported, "Thirty men employed at the brewery were called out by their union the morning of August 20, 1900. The differences between the union and the company were slight and there was little difficulty in arriving at an amicable settlement. The workers were back on the job by early afternoon."

Nicholas Kupferle died at 62 on May 9, 1902, finally succumbing to complications from the 40-year-old bullet wound in his neck from the war. This was a big blow to the brewery, as it lost its well-respected, popular leader and most ardent supporter. In April 1904, the company was dealt another heavy blow when William Lemp Sr., who had provided



Above, more of these porcelain stoppers have survived than any other item from the brewery.

At left, an embossed bottle, c. 1900, one of the few still known to exist.

both leadership and financial support to the company, committed suicide. Without the leadership of Kupferle and the strong support from William Lemp, sales became sluggish.

Temperance takes over

All of this was overshadowed by the politics of the day and increasingly, women with hatchets. The Women's Christian Temperance Union was gaining strength across the country. Their message that alcohol ruined families resonated with many in Arkansas during the early 1910s. Carry Nation, the American temperance movement's fiery leader, became famous for wielding a hatchet to demolish booze bottles and barrooms while she typically sang or prayed. Nation made trips to Arkansas from her home in neighboring Kansas to stoke the fires of Prohibition.

Arkansas succumbed and became dry early. In 1915, the Arkansas General Assembly passed the Newberry Act, effectively banning the manufacture and sale of alcohol in the state. By this time, the Little Rock Brewing & Ice Company was more dependent on ice sales and chose not to fight it.

On September 11, 1915, the *Arkansas Gazette* reported, "Under the statewide prohibition law passed by the last legislature, Arkansas will be dry after January 1, 1916. Carl Koop, secretary and manager of the Little Rock brewery said his company will close out its brewing business by January

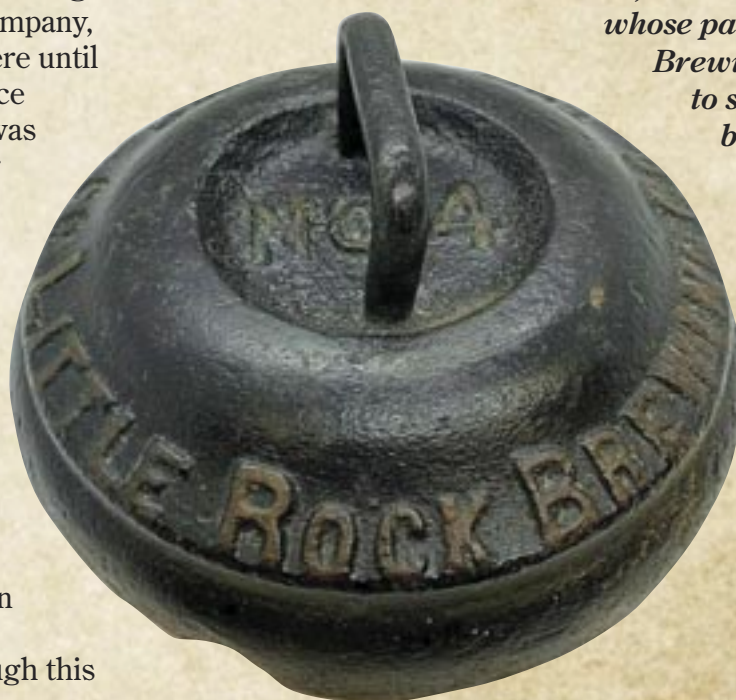
1 and although it may continue the manufacture of ice, it will not establish its plant in another state.”

The brewery is iced

It was ice that kept the plant operating. Despite fierce competition, the brewery was able to hang on until 1925, still using the name Little Rock Brewing & Ice Company even though it hadn't brewed beer for 10 years. William Lemp, Jr. had become the company's president in 1920 and increased ice production to 75 tons a day (up from 50) and ice storage areas for 2000 tons. By 1925, Lemp's brother Charles was the company's president when the corporation was dissolved. The Little Rock Brewing & Ice Company was no more.

But this wasn't the end of ice manufacturing at the plant. The Southern Ice Company took over the ice plant and remained there until 1965. That year, the ice company shared the buildings with the Safeway Grocery Store company, which made ice cream there until 1975. By 1980, Southern Ice had left and the building was vacant. Sadly, the building was demolished sometime after 1980. Today, the site is part of a parking lot adjacent to the William J. Clinton Presidential Library and museum in Little Rock.

Brewing finally returned to Little Rock in 1984, thanks to the growing craft beer movement in the form of the Arkansas Brewing Company. Although this



brewery lasted but two years (1984-86), it paved the way for others.

About the Author:

*A NABA member since 1999, **Kenn Flemmons** is the author of Goldcrest 51 Beer: Finest Beer You Ever Tasted; The Tennessee Brewing Company of Memphis (2003). He lives in Little Rock, AR and owns Southern Barter Exchange, Inc. a reciprocal trade organization which helps businesses barter or trade their excess inventory. Kenn grew up just south of Memphis and his collecting specialty is focused on brewery items and history from Memphis and Little Rock. Special thanks to Kenn's wife and editor Mari, Larry Childers, Curtis Cox, Dan Durning, Barbara Bowlus, Shirley Schuette, the staff of The Butler Center for Arkansas Studies, and the late Jimmy Higgins, whose passion for the Little Rock Brewing & Ice Company led to several items from the brewery being found and saved. Kenn can be reached at kflemmons@southernbarter.com.*

Above is an ornately-etched glass, touting Little Rock Brewing as "Pioneer Brewery" of Arkansas.

At left is a highly unusual piece of breweriana—a horse weight embossed with the brewery's name.

Both pieces are from the collection of Larry Childers.

Pfeiffer Brewing Company Detroit, Michigan



Conrad Pfeiffer (1889-1902)

C. Pfeiffer Brewing Company (1902-1919)

State Products Co. (1926-1933)

Pfeiffer Brewing Co. (1933-1962)

Associated Brewing Co. (1962-1966)

Ed. Note: This is the 17th installment in our series about Michigan breweries surveyed during 1944-45 by the state's Liquor Control Commission. This historic survey document is an important resource for industry historians and provides an excellent opportunity to profile these breweries and their breweriana. The first of this series appeared in Vol. 180, Winter 2018. Subsequent issues have covered 16 of the 23 Michigan breweries covered in this survey of the 1944-45 era, presented in alphabetical order.

BY LARRY MOTER

Conrad Pfeiffer was yet another German immigrant success story who left a powerful legacy in American brewing. Nearly 100 years after he was born in 1854, the brewery that bore his name became the largest in Detroit and the best-selling beer in Michigan, driven by a cartoon character playing a fife, before quickly fading by the end of the 1950s.

Pfeiffer emigrated to the U.S. in 1871 at the age of 17 and made his way to Detroit, where he had family (the Breitmeyers) who had established a successful florist business (and later helped found Florists' Telegraph Delivery, known today as FTD). Pfeiffer worked in various jobs before gaining work at the Phillip Kling and Co. Brewery in 1881, where he worked for three years and learned all aspects of the brewing trade. He left after three years to

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

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



This vibrantly colorful ink blotter is lithographed in full color and measures 6.1 x 3.5 inches. It shows all three of C. Pfeiffer's primary brands just before Prohibition. Collection of Jim Kaiser.

become an engineer at the Charles Endriss Brewery (1865-1889), which later became a Goebel plant around 1889.

Pfeiffer took on his nephew, Martin Breitmeyer, in order to begin brewing on his own in 1890. Backed by the wealthy Breitmeyer family, a magnificent new brewery was built in 1892 (see sidebar on page 64) in an area close to the train tracks, giving



THE COMPANY WAS KNOWN AS CONRAD PFEIFFER BREWING CO., 1889-1902.

Pfeiffer a competitive advantage in receiving raw materials and transporting the finished beer product.

Sadly, Pfeiffer died at age 57, leaving his wife, Luisa and daughter, Lillian, in control of the company. The C. Pfeiffer Brewing Co. continued to enjoy success by riding its two main brands, Pfeiffer's Famous Lager, a traditional German lager marketed as "an old-time favorite," and Wurzburger, a "full strength" dark beer.

The brewery sold 100,000 barrels in 1914, ranking it eighth in sales of the 20 breweries in the Detroit area. Just four years later in 1918, production ground to an abrupt halt as Michigan began Prohibition early.

After Repeal, Pfeiffer returned under the helm of William Breitmeyer. A company called the State Products Co. had acquired the former C. Pfeiffer



Etched glass; collection of Jim Kaiser.



Ceramic beer mug; collection of Tom Flerlage.

Brewing Co., and anticipating Repeal, the new management team remodeled and expanded the plant. On June 20, 1933, this new enterprise was officially renamed The Pfeiffer Brewing Company, keeping the well-known brand name despite having no members of the Pfeiffer family involved.

But the Breitmeyer family remained as backers, with

William Breitmeyer named president and Alfred Epstein named vice president. Pfeiffer gained considerable market share after Prohibition, with reports that strong-arm tactics were used by some of their distributors which resulted in an investigation by the Michigan Liquor Commission. On April 10, 1935, the company agreed to bar all persons with criminal records from serving as beer distributors and suspended their contracts.

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Three items from the collection of John Liedel from the 1889-1902 period.



An 1892 Celluloid pocket calendar with attractive graphics and intriguing fonts, dated 1892, 2.5 x 4 in., by Baldwin & Gleason Co. Ltd., NY, NY.



At right a 12-inch tray with stock image of monks enjoying beer, by Chas. W. Shonk Co., Chicago IL.



An unusual porcelain bottle stopper resembling more modern crowns.

BREWERY NAME SHORTENED TO C. PFEIFFER BREWING CO., 1902-1919.

William Breitmeyer departed for Eckhardt and Becker Brewing Co. and later Kling, and Epstein became President. Alfred Epstein was a dynamic and forceful leader who drove Pfeiffer Brewing to new heights. Pfeiffer beer sold well in the heady years after Repeal and barrelage was in the 400,000 range, making it a major player in the local market. The Investment Statistics company rated Pfeiffer as “a fair speculation” and among the many favorable comments were, “the prestige of an old name,



The brewery's lead brands are featured on the back cover of a 13-page booklet featuring various lunch recipes. The front cover depicts the Famous brand as an integral part of a lunch scene. Front and back covers each measure 6 x 3.5 in. Collection of Jim Kaiser.

experienced and aggressive management, a completely modernized plant, a good competitive sales position.”

The 1944 survey showed a 500,000 barrel capacity. However, Pfeiffer had a growth spurt after the war and increased sales/barrelage to 2,000,000 in the early 1950s. The former Kling plant in Flint, MI was bought in 1947 for draft sales only and operated until 1958. Epstein continued to invest in the plant to increase production and efficiency.

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PRE-PROHIBITION PORTFOLIO



continued on page 56



Labels depicting Pfeiffer's array of beer brands and styles. Collection of John W. Stroh III



An intricate monogram highlights this enamel on brass watch fob.
Collection of Tom Flerlage



Rare, early pulp coaster, made in Germany with German words of wisdom in rhyme, which translated are: "Uphill gently Pay attention Aim straight" Collection of Don Wild.



Pocket knife with corkscrew features ornate embossing with hop leaf imagery, 4 in. long. Wording on reverse says in German: "Ein guter Trunk macht Alte jung!" which means "A good drink makes old people young." Collection of Tom Flerlage



Rare, early wood case with ornate logo c. 1905. Collection of Frank Pfeiffer.



Rare wooden sign for Pfeiffer's Wurzburger dark beer, 6 x 10 in., no mfg. mark. Collection of John Liedel.

The company also invested heavily in advertising. At a time in the 1940s when cartoon characters became increasingly prominent in American advertising, the brewery introduced "Johnny Fifer" who was dressed in a Revolutionary war uniform and played the fife. Johnny Fifer became a widely recognized icon of the brewery with a lasting and highly familiar legacy among breweriana collectors.

By the early 1950s, Pfeiffer had catapulted past the Stroh Brewing Co. and the Goebel Brewing Co. to the position of top-selling beer in Michigan. In his 1999 book, "Brewed in Detroit, Breweries and Beers since 1830," the late former NABA president,

Breweriana Collector editor and retired Stroh Brewery executive and archivist, Peter Blum characterized Pfeiffer as "the Giant that scared Stroh." Blum also wrote that "under Alfred Epstein's stewardship, Pfeiffer was on a roll," partially exemplified by a second acquisition, the Jacob Schmidt Brewing Co. of St. Paul, MN, in 1954.

But by the end of the 1950s, Pfeiffer's sales had deteriorated, due to the unrelenting onslaught of the larger, more national brewers and the devastating 1958 Detroit Brewery strike that allowed out-of-town brewers to gain a greater



Foam scraper, 8-in. Foam scrapers from any Michigan brewery are rare and all date from Pre-prohibition. Collection of Jim Kaiser.



Unusual lithograph depicting a night-time view of the brewery's "Park and Winter Pavilion." The indoor "Palm Garden", a biergarten (beer garden), can be seen at left through the windows. The brewery is at right in the background, with standard belching smokestack in the distance.

Litho measures 21.75 x 16.625 in. Collection of Don Wild.



This 1910 postcard has a photograph of the interior of the "Palm Garden," which was like a greenhouse with tropical palms that served as an indoor beer garden in the cold weather. Photo postcards from this time period showing interiors are rare because it could be difficult to get adequate lighting— but not inside a greenhouse with all of its windows.

Collection of Dave Alsgaard.

foothold in the Detroit market. Blum speculates that financing a plant expansion during the strike hurt the brewery, as revenue had to be diverted from marketing to servicing the debt of the expansion. Epstein retired in 1959 as president but retained the Board Chairmanship.

In 1961, the State of Michigan hurt its breweries with an astronomical increase in excise tax on beer

from \$1.25 to \$6.61 per barrel. This was especially hurtful for Pfeiffer, which had historically been competitive by keeping prices low.

Without a nationally-known brand name but struggling to survive in an era of brewery consolidation, Pfeiffer pursued a popular strategy of the day – to purchase regional breweries and brands.

Continued on page 65

PRE-PROHIBITION TRAYS

4.25 in. tip trays

12 in. trays



Chas. W. Shonk Co., Chicago IL



Tip tray with attractive monogram logo 4.25 in.,
by Chas. W. Shonk Co., Chicago IL.
Collection of Tom Flerlage.



H. D. Beach Co., Coshocton OH



Chas. W. Shonk Co., Chicago IL



Rare, ornate tip tray, 4 x 6.5 in., no mfg. mark.
Collection of John Liedel.

A FLAMBOYANT AND FANCIFUL FACILITY

The two postcards seen here from 1907 depict two views of the new C. Pfeiffer Brewing Company. It can only be described as fantastic in the truest sense of the word: extravagant; fanciful; or in the words of brewery architectural historian (and long-time NABA member) Susan Appel, "Wow!"

Susan describes the building's style as: *Really flamboyant, mixing elements of styles that range (chronologically) from the late Medieval through the Baroque, as if in a late 19th-century eclectic fashion. It has a Germanic quality, but that's logical, given Pfeiffer's background. The elaboration suggests that Pfeiffer intended to make a strong visual statement with this new complex, which goes beyond what was typical of this period.*

The crenellations and contrasting color accents of the various segments (brew house, bottling house, engine house, etc.) tie them all together, and blend with the ornate swirling arches. It's rich and vibrant and full of energy, and it demands to be looked at. It speaks to the company's pride and desire to assert itself in the Detroit landscape, and within the local brewing industry.

As fantastic as the brewery appears in the lithographed postcards, no photos from that period have surfaced that show the complex was actually built to this design. A 1937 drawing and a 1946 photo from the annual report both show that the major block of the design from (presumably) 1907 was actually built, if without the



separate brewhouse, and surrounded by more modern structures. There is no evidence of the brew house. Like many full-size factory

scene lithos, these postcards might be an architect's rendition of what was envisioned but never fully realized, due to cost or other constraints.

~Dave Alsgaard

In 1962, the company changed its name to the generic-sounding Associated Brewing Company and a buying binge beginning with Detroit neighbor, Eckhardt and Becker Brewing, (which closed in 1962); Hampden Harvard of Willimansett, MA (1962), Sterling Brewers, Inc., Evansville, IN (1964), Drewry's Ltd. of South Bend, IN (1966), and Piel Brothers, Inc., Brooklyn, NY (1973).

Of these, Associated leaned on the five strongest regional brands, Pfeiffer, Schmidt, Piel's, Sterling, and Drewry's and by 1965, grew to be the nation's seventh largest brewing concern by sales volume. Although the company was profitable in the 1960s, "the firm generated earnings but none of the brands showed any growth, and all were vulnerable to

Continued on page 67

AFTER PROHIBITION, KNOWN AS PFEIFFER BREWING CO., 1933-1962



Rare tin-over-cardboard sign picturing the flagship brand with factory scene label, 6 x 13 in. By American Art Works, Coshocton OH, c. 1930s. Collection of John Liedel.



Pinback showing waiter character used in the 1930s.



One-sided standup cardboard sign promoting the new tear-off "Fifer-Kap," 10 x 7.5 in., c. late 1930s. Collection of Frank Pfeiffer.



A selection of eight nice tap knobs shows various logos used over the years, as well as their rare Cream Ale brand. Collection of Don Wild.

JOHNNY FIFER

One of the most iconic and recognizable brewery symbols, Johnny Fifer, was launched in 1940 and featured in ad campaigns that successfully helped expand sales. The Johnny Fifer statues, made in the early 1950s by Plasto Corp of Chicago, IL, remain one of the most abundant and common breweriana items in collections. Standing just 7.25 inches tall, the prototype was reportedly designed by Walt Disney studios in 1951. During the 1950s, eight different versions of this statue were created and Plasto is said to have produced about 2000 of them per month during the early 1950s. Collection of Frank Pfeiffer.



Very scarce diecut metal backbar sign, 13 x 15.5 in., no mfr. mark, c. 1950s. Collection of John Liedel.



This version of the Johnny Fifer statue also is 7.25 inches tall, but much rarer and has arms that move the fife up and down. It does not have a manufacturer's mark but is believed to have been made by W.J. Smith Co., Louisville, KY, c. 1952. Collection of Frank Pfeiffer.



Standup cardboard sign promoting new "no deposit" bottles, 23 x 16.5 in., c. early 1940s, Collection of Frank Pfeiffer.



Lighted sign with Flint branch (former Kling brewery) indicated. Sign is double-sided plastic with metal frame, for hanging or backbar, 24 x 10 in., 1947-1958. Lighted beer signs were outlawed in Michigan, so these were made for out-of-state markets. American Sign Co., Cincinnati OH Collection of John Carpenter.



Tin over cardboard featuring bottles, 11 x 17 in., American Art Works, Coshocton OH., c. 1950s Collection of Matt Welch.



A dozen colorful crowns shows the progression of Post-prohibition advertising starting from the 1930s waiter, through use of the Johnny Fifer character appearing in the 1940s, and ending with the modern, teardrop logo of the 1960s. Collection of Frank Pfeiffer.

competition,” according to Blum. Without growth, Associated could not invest to improve its aging plants.

The Pfeiffer plant was closed in 1966 because it was less expensive to brew beer in Drewry’s Indiana plant. There were longtime ties between Drewry’s and Pfeiffer through Alfred Epstein, who helped organize Drewry’s USA, Ltd., and was its chairman.

In 1972, Associated changed its name to Armada and sold its Midwestern brands and plants to G. Heileman Brewing Co. The remaining plants (Piel’s in Brooklyn and the former Hampden in Massachusetts) were sold in 1973 to Rheingold Breweries, Inc. of Brooklyn, NY.



Like many large companies past and present, Pfeiffer had its own security department. Badge is 2 x 2.25 in. Collection of John Liedel.



Pocket watch with chain. C. 1940s. Collection of Frank Pfeiffer

All that remains today of the once grandiose brewery is some drab structural remnants. However, breweriana collectors will never forget the Pfeiffer Brewing Co. because it seems the Johnny Fifer character will live forever. Everywhere you look, whether it is a breweriana show, antique mall, eBay, or anywhere you can find breweriana, it seems there is a Johnny Fifer statue for sale.

Author’s Note: Thanks to all those who generously contributed pictures for this article. Special thanks to the late *Peter Blum* for his amazing book on Detroit breweries. The next brewery in the series is the diminutive Phoenix Brewing Co. of Bay City, MI.

Please email pictures of breweriana you would like to share to Associate Editor *Dave Alsgaard* at dalsgaard@charter.net with a copy to me at accneca@aol.com.



1940s era business card with Johnny Fifer character inset. Collection of Jim Kaiser.

FARM-FRESH FIND

Unearthing an enormous Goetz sign

by Trey Rowe

The thrill of the hunt is what keeps many of us going. I'm blessed to have a hobby that allows me to get out and meet people from all over that share my appreciation for treasures of the past. In this case, I'm also fortunate to have my brother Trevor, who at a moment's notice will hop in the truck with me to go on an antiquing adventure. Here is the story of a recent victorious find which appropriately concluded with celebratory beers.

It was mid-November 2021, when I found myself one morning on the way from Springfield, MO to Topeka, KS. I travel a lot for work, so I have a lot of windshield time to let my mind wander. I was thinking that lately, I had not received any phone calls or emails in response to my long-running Craigslist ad for local advertising, especially Goetz Brewing Company memorabilia from my hometown of St. Joseph, MO.

I believe that the universe was listening to my thoughts that morning because that afternoon I received a phone call from a gentleman named Bob from Northwest Missouri regarding some things he had on his family farm. Best of all, he mentioned



Trey Rowe stands at right with Bob, the man who unearthed the enormous sign, comprised of six porcelain panels, on his family's farm.

that one of these things was a large Goetz Country Club Beer sign.

As we began to talk, I realized that this was not just a big sign—it was enormous! Amazingly, Bob said the sign, composed of different panels, was about 10-feet tall and could be more than 20-feet wide! My mind raced as I struggled to recall if I had ever seen such a large sign. I tried to rationalize what something that large could have been used for and where it might have hung.

My immediate thought was that it must have been some kind of roadway billboard. I asked him to send a photo since I was on the

road for work and wasn't immediately available to go and see it in person. He kindly explained that he didn't know how to take photos with his phone, and he'd ask his wife to help him.

The next morning while I was at work, I received a text containing 18 photos from Bob. As I began to open them up, I was blown away by what I was seeing. At first glance, it appeared that he had several red and white Goetz Country Club Beer signs covered in dirt. I responded to the text message

that I would come over in the next few days to take a closer look. I couldn't wait to see them!

A few days later, I traveled with my brother Trevor about 40 miles north of St. Joseph to Bob's farm outside Forrest City, MO. The last three miles to his place were on gravel roads leading up to a home surrounded by several dilapidated barns, with rusting farm equipment scattered around. As I pulled onto his property, I noticed an middle-aged man in the distance, who waved me over to an area near a 1950's Chevrolet sedan that was halfway buried in the ground – an awesome sight. As I got closer, I saw the pieces of

the gigantic sign laying on the ground. That's when I really started to get excited!

Trevor and I got out of my truck and walked over to introduce ourselves, and started learning a bit about Bob and all these sign panels he had unearthed. We learned the farm belonged to Bob's parents and had been in his family for over a hundred years. Bob's dad had recently passed away and left the farm and estate to Bob and his siblings. Bob always loved the farm, so he made an agreement with his siblings and became its sole owner.

Bob then began the daunting task of cleaning up the land. That's when he discovered many large sign panels buried in the ground, which he believes have likely been there about 50 years – since around 1970. Fortunately, they were made of porcelain, and had survived quite well.

There were many of these large panels—18 in all—that had been stacked on some railroad ties. The farm was situated less than one mile from the Missouri River and had a bad history of flooding, and that sealed the fate of these sign panels. But as the area flooded, the signs were consumed by wet, muddy ground and buried.

As we began to study them, it

became obvious that one side was made from six different and individual panels. There were 18 panels in all. We began moving them around like a puzzle to form complete signs. Unfortunately, we discovered there were only enough of these six different panels to form a single complete sign. The remaining 12 panels all were duplicates.

We began to brainstorm about how the duplicate panels might still be used for something but couldn't come up with any ideas. So, we decided to select the best panels to form one complete sign. Although most had some wear on them and were very dirty, they were in generally good shape, especially considering how long

they had been buried in the ground.

Bob and I negotiated a price and Trevor and I chose the six best pieces, loaded them on the truck and headed home. When we got back to St. Joseph, our first stop was to the car wash to blast off all the dirt and grime that had accumulated over decades. As we hosed and scrubbed these long-forgotten relics, we were stunned to see the way the signature bright red and white colors of the Goetz brand re-appeared to shine again. I couldn't help but smile at this 1940's beauty.

It turned out that the four end panels forming either side stood 8-feet tall and 3-feet wide, and the two center pieces are 10-feet tall.

When all six panels are assembled it measures a staggering 18-feet wide and is punched for neon glass. I can't imagine what this amazing porcelain sign might have looked like if it had been electrified and lit up in neon—wow!

What is also amazing is that this giant sign is a new find among Goetz collectors and its size is one for the record book. I'm not sure where it will end up, but for now it's in my garage until the Spring when the weather warms back up, so I can get it out to really detail it.

NABA member Trey Rowe can be reached at: trowe@hrsi.com



The classic red and white colors of Goetz Country Club Beer shone bright after their trip to the carwash.



Trey stands with his brother Trevor (right) as the newly-washed 18 x 10 foot sign is displayed for an overhead photo on Trey's front lawn.

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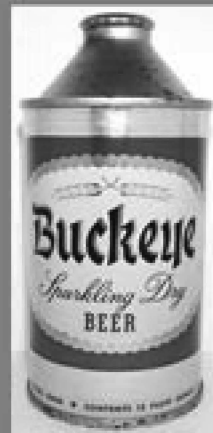
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Upcoming Shows

February, 2022

Date/Time: February 27, 9:30am-2:30pm
Event: **The Vic Olson Memorial Show, Sponsored by Ar-CAN-Sas Chapter**
Address: Best Western Inn of the Ozarks
 Hwy 62, Eureka Springs AR
Contact: Erin Jones, 479-531-4146

Date/Time: February 27, 9:00am
Event: **Cabin Fever Reliever Breweriana, Beer & Soda Can Expo. Sponsored by the Hoosier Chapter**
Address: Ramada by Wyndham S. Bend
 52890 State Rd 933
 South Bend, IN 46637
Contact: Mike Walbert, 574-276-2466

March, 2022

Date/Time: March 3-6, 8:00am
Event: **Cheesehead Candemic online show (Facebook). Sponsored by the Wisconsin Collectors**
Address: Online on Facebook
<https://www.facebook.com/groups/840603616401102/>

Date/Time: March 5, 10am- 2pm
Event: **Brewery Advertising Tradeshow. Sponsored by the Spearman Chapter**
Address: Ricks on the Island
 1318 Miracle Strip Pkwy SE,
 Okaloosa Island, FL 32548
Contact: Mike Moon, 850-826-2569

Date/Time: March 12, 9am-2pm
Event: **47th Annual Buckeye Beer & Collectibles Show. Sponsored by Buckeye Chapter**
Address: UAW Local 14

5411 Jackman Rd
 Toledo, OH 43613
Contact: John Huff, 419-367-9713

Date/Time: March 13, 9am-3pm
Event: **Prison City Chapter Trade Session**
Address: K of C 4400
 1813 E. Cass Street
 Joliet, IL 60432
Contact: Willy Novak, 630-291-7943

Date/Time: March 17-19, Time varies
Event: **46th Annual Luck of the Irish. Sponsored by Queen City Chapter**
Address: Radisson Cincinnati
 Riverfront Hotel 668 W. 5th
 Street, Covington, KY 41011
Contact: Doug Groth, 937-554-9262

Date/Time: March 19, 7:30am- 2pm
Event: **Spring Beer Can Breweriana Mancave Trade Session. Sponsored by the Windy City Chapter**
Address: American Legion #76
 570 S. Gary Ave.
 Carol Stream, IL 60188
Contact: Ed Harker, 312-927-9329

Date/Time: March 19, 9am- 2pm
Event: **Horlacher Chapter Spring Breweriana Show**
Address: Macungie Park Memorial Hall
 50 Poplar Street
 Macungie, PA 18062
Contact: Larry Handy, 267-221-8300

Date/Time: March 19-20, Time varies

Event: **48th Annual Spring Show. Sponsored by Cornhusker Chapter**
Address: Comfort Inn & Suites
 Omaha Central 7007 Grover St
 Omaha, NE 68106
Contact: Bill Baburek, 420-320-5805

Date/Time: March 20, 9am- 2pm
Event: **A-1 Chapter Spring Show**
Address: Raceway Bar & Grill
 49237 West Papago Road
 Maricopa, AZ 85239
Contact: Kent Grant, 520-247-1840

Date/Time: March 26, 11am- 2pm
Event: **Kick the Winter Doldrums. Sponsored By the Columbine Chapter**
Address: Hoffbrau Colorado - 9110
 Wadsworth Blvd.
 Westminster, CO 80020
Contact: Jim McCoy, 720-420-9942

April, 2022

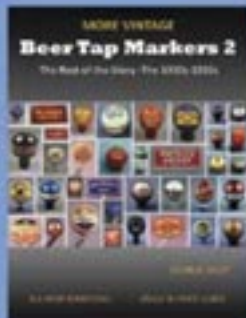
Date/Time: April 2, 9am-1pm
Event: **Simon Pure Chapter Spring Show**
Address: Variety Club
 6114 Broadway
 Lancaster, NY 14086
Contact: Jeff Murbach, 716-713-7236

Date/Time: April 2, 9am-1pm
Event: **Annual Spring Show. Sponsored by the Schultz & Dooley Chapter**
Address: Clifton Park Elks Club
 95 McElroy Rd
 Ballston Lake, NY. 12019
Contact: Bill Laraway, 518-439-2739

Continued on page 73

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For more Info: 608-642-0321 or 608-778-8609



Upcoming Shows

Date/Time: April 2, 9am-2pm
Event: **Breweriana Blowout. Sponsored by the Mississippi Valley Chapter**
Address: Belleclair Fairgrounds
 200 South Belt East
 Belleville, IL 62220
Contact: Bob Helmkamp, 618-580-5475

Date/Time: April 2, 9am-2pm
Event: **1st Annual Old West Breweriana Roundup. Sponsored by the Carrie Nation Chapter**
Address: VFW Post 9076
 2106 Vine Street
 Hays, KS 67601
Contact: Dave Yost, 620-397-3127

Date/Time: April 3, 9am-1pm
Event: **Spring Beer Can & Breweriana Show. Sponsored by Badger Bunch Chapter**
Address: Delafield Brewhaus
 3832 Hillside
 Delafield, WI 53081
Contact: Mike Scheffler, 414-750-3469

Date/Time: April 3, 10am-3pm
Event: **Blue Heron Breweriana Show. Sponsored by the Lake Erie Chapter**
Address: Blue Heron Brewery
 Event Center
 3227 Blue Heron Trace
 Medina, OH 44256
Contact: Pat Newton, 216-548-8542

Date/Time: April 9, 11am-2pm
Event: **Mile-Hi Chapter Spring Show**
Address: Launch Pad Brewing
 884 S. Buckley Rd.
 Aurora, CO 80017
Contact: John Smoller, 303-931-5047

Date/Time: April 10, 8am-2pm
Event: **Spring Show. Sponsored by Chicagoland Breweriana Society NABA/ABA**
Address: Elk Grove Village VFW Hall
 400 E. Devon Avenue
 Elk Grove Village, IL 60007
Contact: Jim Radeck, 630-222-0840

Date/Time: April 21-23, Time varies
Event: **Spring Thaw 2022 Brewery Collectibles Show & CROWN-vention. Sponsored by Keystone, Rusty Bunch, ECBA and CCSI**
Address: Clarion Hotel & Conference Center Harrisburg West
 148 Sheraton Drive
 New Cumberland, PA 17070
Contact: Jeff Lebo, 717-210-1716

Date/Time: April 21-23, Time varies
Event: **Titletown Trade-A-Thon 41. Sponsored by Packer and Badger Bunch Chapters**
Address: KI Convention Center & Hyatt Regency Hotel 333 Main Street
 Green Bay, WI 54301
Contact: Rob Smits, 920-469-1466

Date/Time: April 30, 9am- 2pm
Event: **Flour City Trade Show. Sponsored by the 12 Horse Chapter**
Address: Plumbers & Steamfitters Local #13 Union Hall
 1850 Mt. Read Blvd.
 Rochester, NY 14516
Contact: Brian Coughlin, 585-703-6697

Date/Time: April 30, 9am- 1pm
Event: **Breweriana & BBQ at Lefty's Tap Room. Sponsored by the 49er Chapter**
Address: Lefty's Tap Room
 5612 Elvas Avenue
 Sacramento, CA. 95819
Contact: Ken Harootunian, 415-515-5093

May, 2022

Date/Time: May 1, 7am-1pm
Event: **Spring Trade Show. Sponsored by the Bullfrog Chapter**
Address: American Legion Hall
 514 Main St., Wauconda, IL
Contact: Ken Kieliszewski, 847-202-1877

Date/Time: May 7, 9am-2pm
Event: **La Crosse Beer & Brewery Collectibles Show. Sponsored by Old Style Chapter**
Address: Omni Center
 255 Riders Club Road
 Onalaska, WI 54650
Contact: Paul Nelson, 608-780-6630

Date/Time: May 14, 8am-1pm
Event: **Combined Forces Show. Sponsored by Westmont Stroh's and Bullfrog Chapters**
Address: Church Street Brewing Co.
 1480 Industrial Dr Unit C
 Itasca, IL 60143
Contact: John Nelson, 630-431-3164

Date/Time: May 14, 8am-2pm
Event: **44th Texas Brewery Collectibles Show (The Shiner Show). Sponsored by Bluebonnet & Lone Star Chapters**
Address: Spoetzi Brewery
 603 E Brewery St.
 Shiner, TX. 77984
Contact: Charlie Staats, 210-834-5202

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SATURDAY ONLY **\$5**
ADMISSION

RADISSON HOTEL

668 West 5th Street, Covington, Kentucky 859-491-1200

www.QueenCityChapter.com for more info

Contact Beer Dave Gausepohl at BeerDave@fuse.net

 Find us on Facebook



♦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

FOR SALE: Coasters, Labels, Crowns and Misc. Breweriana. Send SASE for list to: CBG, 2148 Beacon Light Way, Knoxville TN 37931 rV196

Continued on page 76

Titletown Trade-A-Thon 41

Breweriana & Beer Collectibles Trade Show
Friday, April 22 & Saturday, April 23, 2022
KI Convention Center & Hyatt Regency, Downtown Green Bay

165 Eight-foot Trade Tables.
Pre-register and Reserve up to Three (3) Tables.
(Registration form available at packerchapter.com)

Pre-registration ends April 14, 2022.
(NOTE: Additional \$5.00 fee is added after April 14, 2022)

Registration includes: "Early Arrivers" Thu. Social ♦ Fri. & Sat. Night Hospitality Room ♦ Live Band Fri. Night ♦ Fri. Door Prize Drawing & Booze Baskets Raffle ♦ Sat. Trade Hall Raffle ♦ Sat. Night Aloha Shirt Contest ♦ Sat. Night Raffle (includes a one-week stay in Kailua-Kona, HI).

Sponsored by the Packer Chapter, U.A., a member of the BCCA, NABA, ABA, & BCWC.

HYATT REGENCY SUITE RESERVATION INFO

Book your hotel room (suite) at 1-888-421-1442.
Reference Code: G-BYGP, OR use the special website exclusive for TAT41: <https://www.hyatt.com/en-US/group-booking/GRBRG/G-BYGP>

Nightly Rate: \$99/ Night. Note: All are Suites.
Discounted breakfast coupons available at check-in.

For more information contact Rob Smits at Stuffball1993@yahoo.com or call 920-469-1466.
Titletown Trade-A-Thon - Where a Weekend in Green Bay can lead to a Week in Kailua-Kona, Hawaii

♦Buy♦Sell♦Trade♦Buy♦Sell♦

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

BACK BC ISSUES FOR SALE: Issues 93, 95, 97; 99 & 100; 105 - 132; 135 - 139; 141 - 145; 147-150; 152-155;

159-160; 162-163; 165; 168-169; 172-178. 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

SCHROEDER BREWING, PERHAM MINN! Serious collector seeking to buy bottles, crates, labels and advertising from the Peter Schroeder Brewing Co, Perham, Minnesota. Also interested in other northern Minnesota breweries to include Fergus Falls, Alexandria, Bemidji, and Brainerd. Please call Ben Kadow at 402-905-1688 or email jazzbone8@hotmail.com" rV204

RHODE ISLAND BEER ADVERTISING
40+ year collector of all pre-1950 R.I. Breweriana \$\$\$ Steve Bergquist: 401-935-9177. BeerRI@cox.net rV196

WANTED: Cardboard Genesee sign from 1950s titled, "The Midnight Raid of Paul for Beer." Top dollar paid! Sign shows man in bathrobe at refrigerator late at night. Call Jim Starkman (585) 383-1824 rV196

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\$180
Half page\$90
Quarter page\$45

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.

CONSIGNMENTS WANTED!!!

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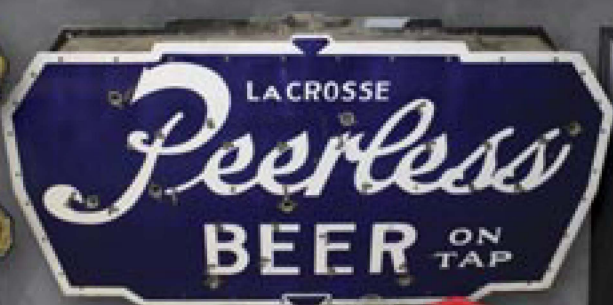
*Have some good advertising
you might want to consign?*

**Here is what some of our
recent auction items sold for...**



\$25,000

SOLD
at Auction



\$9,000

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at Auction



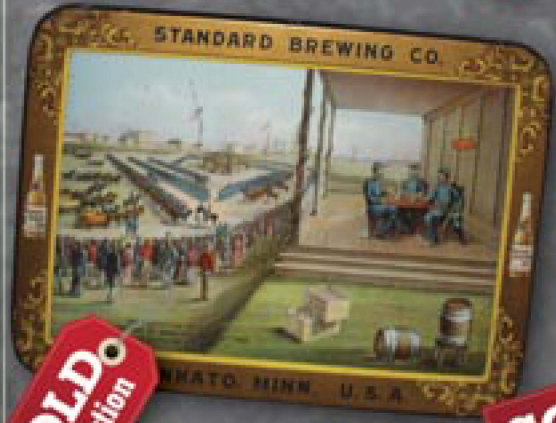
\$7,100

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at Auction



\$10,000

SOLD
at Auction



\$13,500

SOLD
at Auction



\$4,750

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at Auction

Millers Antiques & Auction Company, N8779 Hwy 95, Hixton WI 54635
Call Glenn at 715-299-2543 • wisconsinjunk@yahoo.com

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



The Breweriana Collector
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