

# BREWERIANA



# COLLECTOR

VOLUME 197



Spring 2022



**WHAT'S INSIDE:** Stanley Summers collection ~ Pittsburgh Convention update  
The Back Bar at Blue & Gray ~ Profiling Paul Cervenka ~ Pabst plays again in Peoria ~ Much More!



A celebration of Stanley Summers & his amazing breweriana + trade show

June 10-11 2022

Join us in Vicksburg, Michigan for a weekend of breweriana and classic cars

FRIDAY JUNE 10

Cone Top Brewery Museum in partnership with NABA presents Eternal Summers, A Tribute To Stanley Summers And His Breweriana Collection

Join the Cone Top Brewery Museum and NABA as we host a special night that celebrates the antics and breweriana collection of Stanley Summers.

Complimentary tickets for NABA members-the evening will include happy hour, appetizers, beverages and a tribute to Stanley and his collection. Special guest and NABA Board Member Barry Travis will be our MC for the evening. Limited seats-please RSVP.

5:30 - 7:30 PM

107 Main Street, Vicksburg MI 49097

RSVP by May 27, 2022

Sign up online at [conetopmuseum.com](http://conetopmuseum.com) or call (269) 315-5223



9 AM - 3 PM

Eternal Summers, The Stanley Summers Breweriana Collection

110 S Main Street

NABA Beer Advertising & Collectibles Sale

Tent Provided - limited number of spots, bring your own table and tarps

For reservations:

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

Paul Cervenka [cerpaul@aol.com](mailto:cerpaul@aol.com)

Kalsee Credit Union 119 N. Main Street



Memories made by:



SATURDAY JUNE 11

Vicksburg Car Show

Downtown Vicksburg

Live Music

Downtown Vicksburg

Prairie Ronde Art Gallery Showing

101 E Prairie Street

The Plated Nickel - Old Stove Restoration Open House

132 North Street

Staying the weekend? Fairfield by Marriott or Candlewood Suites, just a 20-minute drive from Vicksburg in Portage.





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|-------------------|---------------|
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#### 2022 CONVENTION

Chair: Mike Michalik  
Co-Chair: Joe Gula  
Auction Chair: Matthew Olszewski  
Auction Co-Chair: Lisa Allen

#### DIRECTORS EMERITUS

George Baley (NABA Historian)  
John Ferguson      Larry Moter

**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"*

Spring 2022

#197

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**Cover image:** This stunning stock image of a woman holding a pilsener glass is lithographed on 7.5 x 10 in. paper stock. Its artist is unknown. Collection of Mike Michalik.

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!*

I've been a NABA member for more than 40 years, and one of the biggest benefits of being a part of NABA is attending our wonderful conventions and meeting so many terrific people from across the country. One of those great people is **Reino Ojala**, who has attended 50 straight conventions, and I hope he will be at his 51st in Pittsburgh from Aug 2-6. Unlike Rei, I have not made it to the convention every year. Sometimes other things in life got in the way.

That may be true of you, too. But I hope it's not the case this year, because we've got such a great agenda planned for you in Pittsburgh! There is a packed itinerary full of new and interesting events like The Back Bar and Speakeasy, as well as the popular traditional ones, like the Bus Tour and Brewmaster's Dinner. Please read all about it in this issue on pages 8-10.

And how about that NABA convention hallmark—room-to-room trading? There will be plenty of that, especially as we already have record room bookings, exceeding last year's 50th convention in Milwaukee, our previous all-time high.

But wait, there's more! Co-packed with this issue of the magazine is your registration and merchandise ordering form. **If you register for the convention by May 31 (must be postmarked by then), you will receive a custom-made, limited run tin-over-cardboard sign absolutely FREE!**

**NABA Convention Auction:** Please support our annual auction where your items will have the same worldwide sales audience enjoyed by Morean



**NABA Members who register for the Convention by May 31 will receive this 8 x 8 inch TOC absolutely free. This beautiful sign has embossing and beveled edges and is made in America by the historic Scioto Sign Co. of Kenton, OH. Eligible members can pick up their sign at the convention. Please register today!**

Auctions, our partner again this year. Proceeds from this auction go to NABA's operating funds, which enable us to avoid raising dues or the convention registration fee, despite dealing with inflation. See details on the next page for consigning.

**NABA Leadership:** As NABA grows in membership and regional expansion, so does its membership committee. We are excited to add **Jared Sanchez** of Oshkosh, WI to this outstanding team.

**This magazine:** Thank you to all who contributed to our seventh 80-pager in a row. And welcome to our new **Associate Editor, Doug Hoverson** of Minneapolis, MN.

*Ken Quaas, President*  
Ken@consumertruth.com



# Executive Secretary's Report

| Total Members | Needing to Renew 3/31/2022 | 3-year Memberships | New Members & Rejoins | Renew if Mailing Label Dated |
|---------------|----------------------------|--------------------|-----------------------|------------------------------|
| 1231          | 46                         | 457                | 52                    | 3/31/2022 or 6/30/2022       |

**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 [naba@mindspring.com](mailto:naba@mindspring.com))
- 3) Pay securely online with a Credit Card:
  - [www.nababrew.com](http://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](http://www.nababrew.com). Email me or call if you need help making changes.

John Stanley  
919-824-3046  
[naba@mindspring.com](mailto: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.

**Contact Matthew Olszewski at [mattski323@gmail.com](mailto:mattski323@gmail.com) to consign your breweriana in this amazing auction!**





# Serving up local shows with the Handsome Waiter

NABA's mission is to serve the breweriana collecting hobby by providing information, sharing knowledge, and fostering camaraderie. NABA supports the local shows of its 47 chapters!



**Kings of Queen City:** The Handsome Waiter stood behind some great NABA members who attended the Queen City Chapter show on November 28, 2021. They include Doug Groth, Jason Herbort, Bob Kates, Tom Waller, Michael Collins, NABA Director Emeritus John Ferguson, Carey Williams, Mike Bartels, Marvin Gardner and Beer Dave Gausepohl.



**UC for me!** The Handsome Waiter was in a "New York State of Mind" when he visited with three of NABA's finest at the Miss Columbia Chapter show on March 26 in Utica, NY. Joining the Waiter are from left, Jason Thompson, Steve Adydan (seated) and Jack Conlon.



**Handsome in Blue & Gray:** The Waiter was looking good at the annual Blue Gray Show in Herndon, VA on February 19. Some of the NABA contingent included, from left, Scott Brown, Robert Keasey, Membership Committee, Keith Kerschner, Daryl Ziegler, Ken Quaas, President, Bert Ozgun, Mike Michalik, Vice President, John Ferguson, Director Emeritus, Ray Barber, and Clayton Emery, Membership Committee.





**Holy Toledo!** The Handsome Waiter was welcomed to the 47th annual Buckeye Chapter Show on March 12 in Toledo, OH. Joining him were from left, NABA members Terry Toth, Carl Nestor, Director Emeritus John Ferguson, Danielle Stahl, Dick Adamowicz, John Huff and Jack Bloom, Jr.



**The Waiter goes way out West:** NABA and A-1 Chapter members Rich La Susa, Ron Jones, Mark Jeffrey, Todd Barnes, Steve Vanderburg, Chapter President Kent Grant and Ed Sipos were well served by the chapter's "Way out West" show on February 5 in Phoenix, AZ.



**Basking in the Sunshine State:** From left, Spearman Chapter President and NABA Membership Committee member Mike Moon, Stephen Struck, Gary Brinkmeyer, Mary and Tom Legeret, and Shar Kielack celebrated the Spearman Chapter's 6th annual brewery collectibles show on March 5 in Okaloosa Island, FL (near Pensacola).



**Green with envy:** Lucky NABA members gathered with the Waiter on March 18 at the Queen City Chapter's 46th annual Luck 'O the Irish Show in Covington, KY. Was the waiter serving green beer that day? Just ask John Ferguson, NABA Director Emeritus; Clayton Emery, NABA Membership Committee and BCCA Secretary; Don Hardy, BCCA President; Carey Williams, BCCA Board; Kent Speer, and Tom Waller..



**Three Iron Men:** The Waiter joins Pittsburgh breweriana legends and NABA members Will Hartlep and Dick Ober on February 12 at the Olde Frothingslosh Chapter show in Pittsburgh, PA.



# NABA Welcomes New Members

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

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# NABA Grows its Leadership Team



**Barry Travis of St. Paul, MN has been appointed Creative Director of NABA**, a new position created especially for him by NABA's Board of Directors.

A NABA Board member since 2018, Barry is well-known and highly respected among his fellow breweriana collectors for his artistry, knowledge, generosity, and dedication to promoting camaraderie within the hobby.

Barry re-designed both the logo of NABA and the *Breweriana Collector* magazine, making each more contemporary and appealing. He also is a regular columnist for the *Breweriana Collector* magazine and an integral member of NABA's Conetop Brewery Museum Committee.

This appointment recognizes not only Barry's efforts as a member of NABA's leadership team, but also his extensive and on-going artistic contributions to NABA. In creating this position, the Board wanted to formally acknowledge Barry's pivotal role in NABA's design and marketing programs, which continue to be a critical force in our club's exponential growth.



**Jared Sanchez of Oshkosh, WI has joined NABA's Membership Committee.** Jared started collecting breweriana from his hometown in 2014, spurred on when his homebrewing college friends opened the Fifth Ward Brewing Company in Oshkosh. Their brewing interests sparked his intrigue with the brewing history of Oshkosh. A purchase on eBay led Jared to the home of long time Oshkosh collector and NABA member Ron Akin. Ron gave Jared a tour of his extensive collection and until Ron's recent passing, was Jared's breweriana mentor.

Although Jared's collecting interest started with an Oshkosh focus, it has since expanded to include other Wisconsin breweries, like Berlin Brewing, Haas Brewery of Ripon, and Miller High Life.

Like his mentor Ron, Jared has been a proponent of breweriana collecting and has become an enthusiastic and dynamic force in the hobby. Two years ago, he began the B'gosh It's Good Breweriana Show, held at his friends' Fifth Ward Brewing Company. Now sponsored by NABA, this bi-annual show has gained a large following.

Jared's goal is to grow the hobby and attract the younger generation so that breweriana collecting and brewery history preservation can continue for generations to come.



# NABA Convention will be the Biggest Ever!

by Mike Michalik,  
NABA Vice President & Convention Chair



The 51st NABA Convention in Pittsburgh from Aug 2-6 will be the best-attended convention we've ever had—beating even last year's record breaker in Milwaukee. Don't miss this incredible event! Here are the many highlights:

## **Hotel: Doubletree-Greentree, Pittsburgh**

Our room night count is over 850 at this writing. This number already is 40% higher than the final tally at the Milwaukee convention hotel and it continues to grow.

Our current room rate of \$105 is still being honored by the hotel, even though we've exceeded our contractual block. We don't know how long they will continue to offer that low rate. The Doubletree has advised that a \$140 rate will eventually be instituted. Please reserve your room if you haven't already done so by going to:  
<https://group.doubletree.com/7xyuje>.

## **Home Tours (Tues, 9-4)**

Beginning Tuesday morning, we have three home tours on tap that you won't want to miss. These self-guided tours feature an outstanding array of Western Pennsylvania breweriana and

more. First up is the terrific collection of Tracy Wallace. Then, it's on to Jim Mickinak's wonderful "After Hours" home bar for a light lunch and a Rolling Rock or two. The tour concludes at the home of Chip Echnoz. Chip's amazing collection will soon be housed at the new Pittsburgh Brewing Co. facility.

## **Room-to-Room Trading (Tues–Fri)**

Tuesday night marks the start of NABA's second-to-none, room-to-room trading. There will be plenty of early birds with open rooms as over 110 rooms have already been booked on Tuesday. Room trading will be in full swing Tuesday through Friday. Importantly, there are no external convention events on Thursday. Both buyers and sellers can spend the day visiting and transacting with fellow NABA members, a highlight of NABA conventions.

## **Bus Tour (Wed, 9–4)**

Always a convention favorite, our annual bus tour will combine history with current craft breweries and will be centered around a visit to the exciting new Pittsburgh Brewing Company. This state-of-the-art brewery has repurposed a former glass factory





and fills a gargantuan 140,000 square feet with equipment to produce 150,000 barrels a year, with a capacity of five times that. PBC is the official beer sponsor of the NABA convention.

We'll also visit Dancing Gnome Brewery, one of the Steel City's most celebrated new craft breweries. Opened in 2016, Dancing Gnome has quickly become highly regarded for the taste and quality of its hop-forward beers. The old Fort Pitt Brewery building conveniently sits just a few blocks away and the tour will provide an exterior look (and photo op) of this historic art-deco structure.

Our last stop is the Penn Brewery, located in the historic former Eberhard & Ober brewery building. Penn Brewery was a pioneer in craft brewing in Pittsburgh, and offers a fine selection of quality brews, with a specialization in German-style lagers.

### **The Back Bar Display & Contest: (Tues–Fri)**



Lighted sign expert John Bain brings his popular Back Bar Display and Contest on the road to Pittsburgh. NABA members will be treated to this experiential exhibit and event that has become a famed feature at the annual Blue and Gray Show in Herndon, VA.

John will present a display of vintage lighted signs—many of them for sale—in an expansive hotel suite decorated to evoke the 1930s-1940s art-deco era during which these signs were created.

NABA members are invited to enter their lighted signs in the display and can vote for their favorite piece. Winners and prizes will be announced on Friday at 3pm. Members interested in displaying a sign can contact John at the-back-bar@earthlink.net, although only a few slots remain for this high-demand event.

### **Brewmaster's Dinner (Wed, 6–7:30 PM)**

Master Cicerone Brian Reed, who hosted last year's event in Milwaukee, returns this year to present pairings

of the finest local beer with outstanding cuisine. This event offers great value compared to many beer and food-pairing dinners, which can exceed \$100. Brian is one of fewer than 20 Master Cicerones in the world.

### **Olde Frothingslosh Chapter Hospitality Room (Wed, 7:30–11 PM)**

Celebrate with Pittsburgh's local NABA chapter as they commemorate their 50th Anniversary! The party begins after the Brewmaster's Dinner. The club will feature a display of the Olde Frothingslosh Brand along with locally-brewed beer.



### **Seminars (Thurs., 9:00 AM–Noon)**

We have three outstanding presentations:

- **9:00 – 10 AM:**  
Pittsburgh brewery historian Dick Ober will provide a comprehensive overview of the city's rich brewing history.
- **10:00 – 11:00 AM**  
Demonstration of the new website called "Trayman 2.0 Powered by NABA," will be presented by its creators, Mark Rogers & Peter Bayer. Announced at our last convention in Milwaukee, this will be the "official unveiling" of this ambitious project, which aims to capture images and information of every North American beer tray ever made, for the benefit of our hobby.
- **11 AM – Noon:**  
The final seminar features the collaboration of two breweriana superpowers! Restoration expert David Butler combines forces with NABA's Barry Travis. Watch these two creative geniuses produce a beer-related art project right before your eyes.

### **First Timer's Happy Hour (Thurs., 4–5 PM)**

If Pittsburgh is your very first NABA Convention, we have a special welcome reception for you with a little gift. Please come to meet NABA's Board of Directors for a Q&A and free beer!

### **Annual Auction (Fri, 9:00 AM–2:00 PM)**

Our successful partnership with Morean Auctions continues as NABA's longtime auctioneer, Ricky Schmidt, returns to assist Dan in a revamped format. This

continued on page 10





year's live and online event will be shorter and more focused with about 150 NABA-only lots. The preview

begins at 9am and the auction follows at 10am.

**If you have an item valued at \$250 or more to consign, contact auction chairman, Matt Olszewski, at [mattski323@gmail.com](mailto:mattski323@gmail.com).** Proceeds benefit NABA's operating funds and allow us to keep dues low.

### Casino Shuttle (Fri, 9:00 AM – 3:00 PM)

Although members will not want to miss our incredible auction, spouses may be seeking another diversion. NABA has arranged for a free shuttle from the hotel to and from the Rivers Casino, which is only 4 miles away.

### Craft Beer Tasting (Fri, 4:00 – 5:00 PM)

This has become our annual pre-dinner cocktail party and is a favorite with our members. Socialize while sampling a diverse array of some of Pittsburgh's finest craft brews. The Pittsburgh Brewers Guild, which represents over 40 area breweries, have been extraordinarily helpful in obtaining notable local beers for NABA members to enjoy.

**The Pittsburgh Brewers Guild** has been an invaluable partner to NABA for this convention. They are offering their high-quality, information-packed Pittsburgh Beer Guide at the reduced price of \$8. To

receive this discount you must order in advance through the convention registration form. The guides are typically sold for \$10. The guide will not only provide users with valuable brewery information, but it also contains the most efficient routes to travel between breweries and rewards for visits. And you can get it stamped at each brewery and redeem for merchandise at our Saturday Trade Show.



**NABA Beer:** We are collaborating with one of Pittsburgh's preeminent craft brewers, Dancing Gnome, on a special beer to celebrate our 51st Convention. NABA's Creative Director, Barry Travis, designed a label rooted in both a Fort Pitt brand from the 1930s and Dancing Gnome's current label. Four-packs of the 16 oz. cans will be available at the brewery.



### Presentation Banquet (Fri, 6:00 – 8:00 PM)

This is one event you won't want to miss—our annual high-quality, buffet-style banquet. During this event, you'll hear the latest news about the club, followed by presentation of awards, and other surprises. Enjoy great food and fun!

### Speakeasy Event (Fri, 8:00 – 11:00 PM)



What do we do for an encore to the banquet? We have something amazing planned for this year. We took inspiration from John Bain's Back Bar and

created a Speakeasy, where Prohibition-era cocktails will be poured while NABA members are entertained by the live piano playing of special guest Tom Roberts. Tom is one of the world's foremost authorities on old piano styles and his performance of jazz music will create the perfect backdrop in which to enjoy this unique event. In addition, we'll be serving up three special beers that were brewed expressly for this occasion.

### Public Trade Show (Sat, 9:00 AM–1:00 PM)

Our convention-ending trade show will be heavily promoted locally and is open and free to the public. We expect hundreds of walk-ins. Tables will sell out, so register early to claim your spot.

There will be no Saturday dinner at the convention this year. This decision was made due to rising food costs and the fact that this event has recently been only lightly attended.

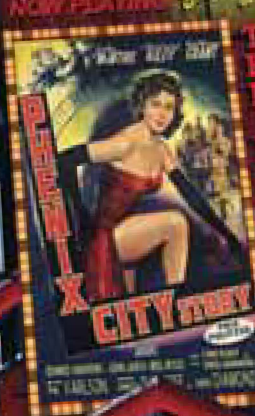




*August 2nd-6th  
at the 51st Annual  
**NABA** Convention  
Pittsburgh, Penna*

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DISPLAYS**

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# 93 Bottles of Beer on the Wall

## A Lifetime of Collecting Breweriana with Stanley Summers

by Patrick Evans

*Ed. Note: This article is part of a series of updates on the exciting new Cone Top Brewery Museum taking shape in Vicksburg, MI. NABA is partnering with Cone Top to assist in the development and on-going programming of the museum. Our mutual goal is to make Cone Top "NABA's front door," a place where NABA members can enjoy, explore and exhibit their collections for the education of others. Cone Top has been amassing a major collection of its own, in addition to planning space for NABA members to curate their own rotating exhibits. One of the newest additions to the museum is the collection of longtime NABA member Stanley Summers.*

Stan Summers leaves an endearing trail wherever he goes. He has blazed countless paths during ventures from his Metro Detroit home to breweriana shows across the country, both for

pleasure and while traveling for work. An avid collector, Stan has amassed an impressive breweriana collection during his 93 years.

Looking to leave a definitive legacy with his Post-prohibition era collection, Stan made the decision to leave it in the fastidious hands of the

Cone Top Brewery Museum in Vicksburg, MI. Cone Top founder Chris Moore was invited to visit Stan to get a look at his collection, then after seeing it, decided the whole lot would be perfect to memorialize at the brewery museum.

"I could never ask for anything more than that," Stan said. "I'm extremely happy that my collection will be kept together. This is

exactly what I wanted. I'm getting up there in years and my children didn't really know what to do with it. I'm very fortunate Chris and I came in contact."



Stanley Summers enjoying a beverage at his local craft brewery, the Rochester Mills Beer Co. in Rochester, MI.

Stan added, "I think it's something that other breweriana collectors should think about as they get older. To have your collection housed in a museum is just great, and all the folks that Chris has working at Cone Top are just fantastic and will take the very best care of my collection."

### Once a collector...

Stan was always a collector. As a young man, he collected matchbook covers. "I used to walk up and down Woodward Avenue [in Detroit] and pick them up. I ended up with crates of them," he laughed. "I was always collecting something. I didn't have money to buy anything, so I'd pick it up on the road."

Stan got his start collecting beer items in 1975 when he was in an antique store and pointed to an old Stroh's can—which was around 10 years old—asking if it should be thrown out.

"The lady in the store said, 'No, that's a collectible,'" he chuckled. "Well at that time, I could go out every Saturday and Sunday morning and pick up beer cans that were tossed out, but somebody said this can was special. So, from then on, when my wife went to an antique store, I'd go to a bar and get a can of beer."

A year or so later Stan joined the BCCA. A big help in collecting a variety of beer cans was his travel



Narragansett Beer, Narragansett Brewing Co., Cranston, RI, 41 x 28.5 in., c. 1950s.

for work. "I drank my fair share of beer," he noted. "And maybe a bit of someone else's share, too."

### Signs of travel

But Stan's wife eventually tired of the growing amount of tin in their house, so he ended up selling the collection to a dealer in Iowa.

But soon, his collecting started up again—and this time it was signs. As he travelled for his job with General Motors in New England and the Midwest, he bought old beer signs at antique stores. "I'd go in and ask, 'What do you have that's old and is a beer sign?' I wasn't overly particular at the time," he said. If he saw a sign he liked, he'd buy it.

Eventually, Stan filled an old horse barn on his property with those signs and appropriately, created a bar room to go with his breweriana decor. As the collection grew, his bar in the barn became more impressive. "It was a convenient place to have it. I didn't have to walk too far," Stan joked. "It turned out nicely, and we had a lot of parties out there drinking beer."

His most prolific collecting days were during the 1980s and 1990s, as he continued finding more room for signs, renewed his can collecting and added glassware, too. His travels led to friendships and more collecting. Rather than sitting in a bar or a hotel room during his work trips, he'd take his NABA roster with him and



Altes Beer, Tivoli Brewing Co., Detroit MI, 13 x 10.5 in. c. 1942-1945.

continued on page 14





Geo. Ehret's Extra Beer, George Ehret Brewing Co., NY, NY, 13.5 x 19 in., illustrated by C.F. McCurenton. Produced to announce the 1935 daylight savings time.



Ballantine Ale & Beer, P. Ballantine & Sons Brewing Co., Newark, NJ, 17 x 13.5 in., c. late 1940s.

call a collector in the area, pick up a six pack to share, and go check out the collection.

### First-hand experience

Stan's brewery knowledge came from exploring during his business travels, beginning in the late 1950s. "When I was working at General Motors in the late 50s and early 60s, we used to tour all of the Detroit breweries like Stroh's, Goebel, Pfeiffer, E&B, and Altes, and maybe have a couple of beers."

And when his business travels took him to New England and the Midwest, he would try to take time to sample their local brews. "There were still breweries out there, especially in the predominately German areas," he said. "I learned about them through their advertising. Pennsylvania and Wisconsin had many breweries and I would taste a beer if I was in the area."

Although he knows that Pre-prohibition items are sometimes considered more valuable by collectors, Stan never collected with the idea that what he was buying was an investment.

### Living history

Instead, his attraction has been more to items created during

what many consider to be the advertising heyday for American breweries – from the time of Repeal in 1933 through the 1960s. He feels more of a connection to the pieces from this era—because he lived through that period of history. His collecting journey has been more sentimental than commercial, driven by memories and not money. "It's something I can relate to," he said. "It might be from a brewery that I can remember, whereas some of the other older ones, I never had a sip of their suds."

That's why Stan's collection specializes in Post-prohibition era breweriana. His expansive collection features hundreds of die-cut cardboard signs with colorful graphics depicting life from the 1930s through the 1960s. "I like the cardboards the most. I also like the signs with a little bit of action. And of

course, I like to see the pretty girls on them," he said with a smile.

### Future inspiration

Stan has watched the breweriana hobby grow since his early days of collecting in the 1970s. He hopes that seeing his collection at the Cone Top



NABA members Stan Summers, Chris Moore and Jim Kaiser stand in front of one of the storefronts in Downtown Vicksburg, MI that will host a display of Stan's impressive collection on June 10-11. NABA members are invited to a private reception to celebrate this event on June 10, with a breweriana buy/sell/trade show being held on June 11.





E and B Special Beer, Eckhardt & Becker Brewing Co., Detroit, MI, 19 x 16 in., c. 1940.



PON Beer (Pride of Newark), Christian Feigenspan Brewing Co., Newark, NJ., c. 1940. Die-cut cardboard with wooden inserts.

Brewery Museum will inspire a younger generation of collectors. “There seems to be renewed focus on preserving the history of the brewing industry, and that’s why I encourage newer collectors,” he said. “I remember when I was a novice collector, some of those old ‘expert’ Pre-pro collectors didn’t want to talk to me because I didn’t have anything that interested them.”

But what was newer then is not now. Indeed, the items from the 1930s are now over 80 years old and some are 50 years older than when Stan first acquired them. In fact, some contemporary craft breweries use “retro” looking graphics in their advertising similar to what was first created in the pieces of Stan’s collection.

Jim Kaiser, NABA Treasurer and Stan’s long-time friend, echoes this sentiment: “You’re starting to see more younger people collecting the types of items that Stan is entrusting to the Cone Top Museum. I think it’s because they are both graphically interesting and sometimes more affordable (than Pre-prohibition breweriana).”

### Making new stories

Today, Stan still travels, but now business doesn’t get in the way of breweriana. He is often accompanied on these adventures by his buddy, Jim Kaiser. They take trips across the country for shows like the NABA conventions, making new stories along the way. “He has a great attitude about life,” Jim admirably said of Stan.

Stan is still a vibrant supporter of the beer industry, regularly hitting his local craft brewery,

the Rochester Mills Beer Company in Rochester, MI, for lunches and conversation. He’s never one to turn down a beer and a good story. Pieces of his collection even found their way into the Rochester Mills taproom, where he loaned out hundreds of items when it opened in 1997. It speaks to who Stan is. The type of person who wanted to share his collection with others and have it in the appropriate environment for viewing—the taproom of a brewery!

So what is Stan’s favorite beer to drink? “The best one is the one that’s in front of me at the time,” he said, with his ever-present grin and jolly personality.

**Note: Stan Summers and his collection will be celebrated in Vicksburg on June 10 – 11,**

**2022 at the Cone Top Brewery Museum and throughout several other historic buildings in downtown Vicksburg. Appropriately coined Eternal Summers—the show is a celebration that will include both private and public events to view and celebrate Stan and his collection. There also will be a NABA-sponsored trade show in conjunction with this event, on June 11. The private events are free to NABA members who RSVP to [events@millmuseums.com](mailto:events@millmuseums.com) before May 26. For more information, go to [www.conetopmuseum.com](http://www.conetopmuseum.com) or look for the ad on the inside cover of this magazine.**



# Serving Up Great Trays

by Mark Rogers



**Editor's Note:** The Trayman2.0 Beer Tray Capture Project Powered by NABA continues to make steady progress on the development of the site, with a full launch targeted for the NABA 51 convention in Pittsburgh, Aug 2-6. The team is in the midst of design build and initial capture of pictures. Pictures have to be sized and sorted, which is done by multiple vectors (Theme, Geography, Brewer & Tray Manufacturer), so it is a time consuming effort. The new stock section is also a significant work focus area for the team, as it is a complex landscape and the story has to be pieced together. Mark and Peter are poised for an introductory session in Pittsburgh, so if you are planning to attend and would like to participate, watch for the convention agenda and join the fun!



This article is best read listening to Led Zeppelin's "Kashmir" and drinking Tröegs Independent Brewing's Mad Elf Ale.

In March of 2021 the Facebook Beer Tray Collectors group held a Pre-prohibition "tray-off," where interested NABA members submitted their favorite Pre-pro tray to be pitted against the rest. Many members participated.

Using Facebook's survey tool, the 64 submitted trays competed in six rounds of head-to-head competition (think NCAA March Madness Basketball Tournament), culminating in a grand champion.

The amazing "Lembeck & Betz Airship Delivery" tray, entered by Brian Harto, bested the 63 other entries, knocking off some truly amazing trays and claiming the Pre-pro Championship Gold!

## The focal point of the tray

Given the minute detail, great use of complimentary colors, interesting fonts, and a lot of artist whimsy, your immediate gut reaction is "this is a great tray."

Then add some elves delivering you cases of your favorite beer via a Zeppelin, and there is little chance it does not become one of your favorites and you understand why it took the top prize.



## Featured Tray: Lembeck & Betz Airship Delivery

Brewer: Eagle Brewing Co.,  
Jersey City, NJ  
(1869-1933).

Artist and Manufacturer  
Unknown



## The Skyline

But the elf-laden Zeppelin is not all, as once you get past chuckling at the absurdity in the foreground, you start to notice the details of the lower Manhattan skyline in the background. You can clearly make out the 1913 Woolworth Building (of dime store fame) at the far left, which was the tallest building in the world at the time, followed by the 1908 Singer Building (of sewing machine fame) which was once the world's tallest, but ranked #3 by the time this tray was produced.

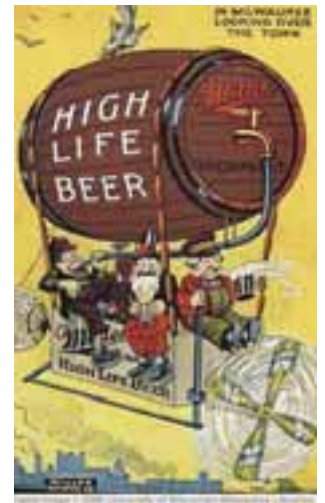




The Woolworth building's appearance indicates the tray was made after 1913.

### The Tag Line

This amazing tray proudly and clearly displayed a cheeky tag line poking fun at another brewing region in Wisconsin and one of its brewer's "famous" tag lines! Was Lembeck & Betz beer really good enough to make Milwaukee jealous? Sadly, we'll never know, as the brewery died with Prohibition. The beautiful 1869 brewery buildings pictured on the tray survived for many years as a storage complex but finally succumbed to the wrecking ball in 1997.



On the coincidence side of the things, these postcards from Milwaukee had also featured airships! Miller had a few versions, and it appears the souvenir shops in Milwaukee were doing the same. Who stole/borrowed the Zeppelin/airship theme idea from whom? We may never know!



## Elite 8 Trays in the Pre-prohibition "tray-off"



GOLD



BRONZE



SILVER



BRONZE



# THE BACK BAR

## *The Back Bar at The Blue & Gray*

By John Bain





After a brief hiatus in 2021 due to COVID concerns, the Back Bar returned in February 2022 to the Blue & Gray Show at the Hilton Washington Dulles Airport Hotel in Herndon, VA. The Back Bar is a hotel suite transformed into an inviting lounge that provides the perfect atmosphere and mood for relaxing and enjoying the most alluring early lighted advertising ever created. The advertising is set up throughout the lounge and showcased in a display that plays music from the Big Band Swing era.

The Back Bar lounge is ready and open by Tuesday for early birds arriving for the Blue & Gray Show. Separate from the display are many fine examples of early lighted signs and premium breweriana for sale and trade. Activity starts early with several sales occurring throughout the day.



Some of the premium items for sale in the Back Bar lounge.

On Wednesday and Thursday, visitors and sales pick up substantially as more collectors arrive for the Blue & Gray Show and Back Bar participants stroll in with their signs to compete in the display. By Thursday evening, the display is complete and ready for votes (see facing page).



A stunning 1930s "cab light" by Gill Glass and Fixture Company of Philadelphia, PA that was available for trade.

Throughout Friday, collectors come to cast their votes for their favorite sign in the display – a total of 165 ballots were received on Friday. In the evening and into the wee hours of Saturday, visitors gather in the lounge to sit, chat and relax while tasting and sharing a variety of specially selected bourbons, ryes and scotches. Among this year's visitors were NABA's President Ken Quaas and Vice President Mike Michalik. Many thanks go to Mike Michalik and NABA member Scott Brown for generously donating the spirits for all to share. Going forward, the Back Bar will host this particular activity on Friday night every year.



Visitors to the Back Bar relaxing and enjoying bourbon, rye and scotch compliments of Scott Brown and Mike Michalik.





On Saturday, winners of the Best of Show contest receive their ribbons and prizes (complements of the Blue & Gray Show) and everyone poses for a photo op. This year Mark Young of Los Angeles, CA won Best of Show for his charming animated sign for Hamm's beer – which features the Hamm's bear skating back and forth

in front of a changing billboard. Will Hartlep of Pittsburgh, PA won 1st Runner Up for his eye-catching cast-metal neon sign for Duquesne Beer. Scott Brown of Phoenix, MD won 2nd Runner Up for his dazzling Art Deco Streamline Moderne neon sign for Feigenspan P.O.N. Beer & Ales.



**Best of Show Contest Winner**



**1st Runner Up**



**2<sup>nd</sup> Runner Up**

**Top left:** The Back Bar's iconic Art Deco lighted smoke stand.

**Bottom left:** Late 1950s Hamm's lighted and animated figural billboard sign by The L.A. Goodman Manufacturing Co. of Chicago, IL. Vacuum-formed printed plastic and cardboard with internal light, motor and movement. Submitted by Mark Young of Los Angeles, CA.

**Top right:** 1940s neon sign by The Lackner Company of Cincinnati, Oh. Glass gas discharge tubes lashed to a painted cast-metal figural frame with a painted metal transformer cabinet. Submitted by Will Hartlep of Pittsburgh, PA.

**Above:** 1930s Feigenspan neon sign by Monarch Neon Sign Company of Newark, NJ. Glass gas discharge tubes lashed to a metal casting of letters on a painted metal cabinet with chrome-plated metal trimming, a reverse-painted glass ad panel and internal glass gas discharge tubes and transformer. Submitted by Scott Brown of Phoenix, MD.

continued on page 22





**Above:** Contest winners *Will Hartlep, Mark Young and Scott "P.O.N. Man" Brown.*

**Right:** Each winner received a half-case of beer, and was awarded a ribbon to display with their sign -- compliments of Larry Handy and the Blue & Gray Show.



**Below, from left:** Display participants *Ken Quaas, Scott Brown, Chris Reed, Jim Campbell, Mike Michalik, Steve Campbell, Mark Young, Chip Zeller, Will Hartlep, Bert Ozgun, Jeff Davis and Chad Campbell.*



**Winners, Prizes and Participants**



## ≡THE BACK BAR≡



Above and below: Reverse-etched and painted glass ad panel, painted metal frame and top. 1940s by the Gill Glass and Fixture Company. Ken Quaas, NV



Die-cast plastic letters, reverse-painted glass ad panel, painted metal back, cast metal base. 1930s by Price Brothers, Inc. John Bain, NY



Reverse-fired glass ad panel, painted glass back reflector, cast metal base and metal trim. 1930s by Gill Glass and Fixture Company. Chad Campbell, PA



Reverse-etched and painted glass ad panel, painted metal back, painted wood base with metal trimming. 1930s by Crystal Manufacturing Co. Chris Reed, NC



Above and below: Reverse painted glass ad panel, tinted glass rods, painted metal cabinet, wood base. 1930s by The Photoplating Company. Chris Reed, NC



Reverse-painted glass ad panel, painted metal cabinet, chrome trimming, internal glass gas discharge tubes. 1930s by The Lackner Company. Jim Campbell, MD



Reverse-painted glass ad panels, painted metal back, cast metal base, internal clock. 1930s by Price Brothers, Inc. John Bain, NY



Painted plastic ad panel and base. 1950s by Ohio Advertising Display Co. Bert Ozgun, MD



Reverse-painted glass ad panel, painted metal body with internal rotating color drum. 1950s. Jeff Davis, NC



Reverse-painted glass ad panel, painted metal cabinet. 1950s by Crystal Manufacturing Co. Chip Zeiler, MD



## ≡THE BACK BAR≡



Fired-decal Vitrolite ad panel, copper-clad wood frame, painted cabinet.  
Pre-prohibition by Myercord.  
Above: John Bain, NY.  
Below: Mike Michalik, MD



The Back Bar is grateful to Larry Handy, the Blue & Gray Show, Matt Hurst and the Hilton Hotel, and all of the fine folks who travel to this wonderful event each year to have a great time.

Blue & Gray's plan for next year is to condense and move the show back a day so its activities will occur Thursday to Sunday instead of Tuesday to Saturday. (To attend the Blue & Gray Show next year, go to <http://bluegrayshow.com/> for the registration form.) The back Bar will maintain its established schedule of activities for Wednesday to Saturday.

**Note: The Back Bar will make a special appearance at the 51st Annual NABA Convention in Pittsburgh, PA from August 2<sup>nd</sup> to 6<sup>th</sup>, 2022. To participate in the Display and Best of Show Contest at the NABA convention, email me at [The-Back-Bar@Earthlink.net](mailto:The-Back-Bar@Earthlink.net). See you in Pittsburgh!**



Painted plastic figural ad panel, painted metal back. 1950s by The Ohio Advertising Display Co.  
Steve Campbell, MD



Painted plastic body with internal clock, 1950s by Majestic Creations.  
Will Hartlep, PA



# Hunter bags a Beer (Barrel)

by Jeff Schneider

My breweriana passion is collecting all things Yuengling. In June 2020, I found myself scouring Facebook Marketplace covering the Pottsville, PA area—home of Yuengling—and came across a listing for an “old wood beer barrel” listed in Saint Clair, PA, which is basically North Pottsville. I immediately sent a message asking if there was any brewery listed on the barrel, thinking it could possibly be Yuengling, but certainly aware that Pottsville was home to a slew of obscure old breweries. The answer soon came saying “Yuengling” and at that moment I think the neighbors could hear me yelling, “Yahoo!”

My private messages on Facebook with the owner darted back and forth. The owner said she was the widow of an avid deer hunter who would go into the woods just one or two days a year since he was always successful in bagging a deer in his first day or two hunting. One year he came back from his first day out in the woods not with a deer, but instead with a nasty old wooden keg. He said he wanted to drag something out of the woods that day and they both had a good laugh over his hunting “trophy.”

I made her an offer and told her I only collect Yuengling items. I think she was surprised that a keg her husband brought home years before was actually appreciated by someone and would be going to a welcoming home. She said my offer was much more than she ever thought the old barrel could be worth and was so glad she had decided to list it for sale instead of putting it at the curb for trash. All I could add to that was, “Me too!”

The next weekend I hit the road for the 3-hour trip from my home on the Shenandoah River in beautiful and historic Harpers Ferry, WV. I headed north to the outskirts of Pottsville, home to the oldest active brewery in the U.S. You can’t get much more historic than that.

A wonderful elderly lady met me at the door and invited me right in with her small-town charm. There in the hallway sat this wooden piece of brewery lore.

It appeared to be complete but with a few wooden patches showing repairs by the Yuengling coopers, likely after falling victim to the hands (and hammers) of government prohibition officers.

She could see how excited I was. After all, there was no reason to show a poker face since the deal was done. I was especially thrilled to see the burnt-in brewery identification barrel branding “D.G. YUENGLING & SON, INC. POTTSVILLE PA” not only on the barrel top, as usual, but also in two additional places on the sides of the barrel.

Interestingly, the barrel was missing one of the metal bands but amazingly the original wooden tap “John Sommer’s BEST” was still there with the barrel after all those years. I can only



The barrel is a quarter keg and is 20 in. tall and 12 in wide at the base. After several days of sanding, cleaning, and re-attaching its original wooden spigot, it was restored and ready for display in my collection. The bottom hoop was missing when it was found.





The wooden tap/spigot found with the keg was produced by The John Sommer Faucet Company of Newark NJ. John Sommer first applied for a patent titled "faucet for use on barrels" in 1887 but records show he had already started production in 1885. This popular Pre-prohibition beer barrel faucet is stamped Peerless Block Tin Key - Best No 0 - Newark NJ.



When discovered, this Yuengling Pre-prohibition wooden quarter barrel seemed to have damage, possibly caused by an axe. Could it have been done by a Prohibition agent?

assume that many years ago, that keg made a great party for a group of beer lovers in the woods.

After getting the barrel home, I gave it a little "TLC" to bring it back to its earlier glory. This meant a few days of sanding to expose the beautiful oak grain hidden under the hazy gray of more than 60 years of exposure to the harsh PA seasonal elements. You have to wonder how many other hunters, hikers, or folks just wandering through

the forest stumbled across this barrel and chose to ignore it—over its many years of neglect.

I'm so glad the elderly lady's late husband was unsuccessful that day in bagging a deer, but that instead his hunt turned up a fantastic piece of breweriana from "America's Oldest Brewery." That hunter helped save a piece of the past for the future and I am happy to have become the next custodian of another wonderful piece of vintage American breweriana.

Ratchet straps were used to hold the barrel together during sanding and later to pull the keg tight for sliding the metal hoops back in place over the wooden staves.



### About the author:

**Jeff "Yuengling Guy" Schneider grew up in Sheboygan WI and starting collecting beer cans at age 15. Can collecting was put on hold during his 42 years in the Navy, from age 18 to 60. Now retired and living in Harpers Ferry, WV, Jeff is once again actively collecting and focuses specifically on items from America's Oldest Brewery. He joined NABA in 2020 and attended his very first NABA Convention in 2021. Jeff says he "collected years ago as a young kid and now is happy to collect again as an old kid." Want to talk Yuengling? Email Jeff at: [Yuenglingguy@yahoo.com](mailto:Yuenglingguy@yahoo.com)**

# Broken-down in Crockery town

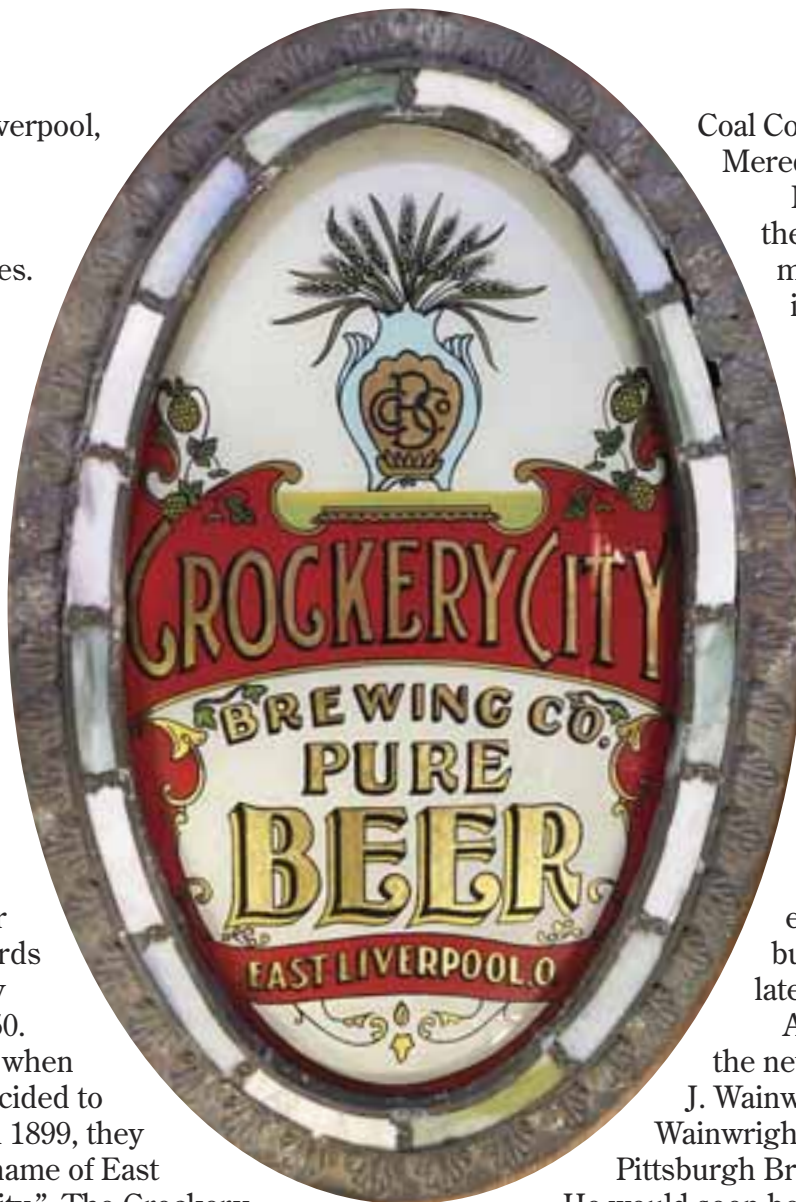
BY DAVE ALSGAARD  
WITH ROB MUSSON

## THE SAGA OF THE CROCKERY CITY BREWING CO.

Historically, East Liverpool, OH was known as the “Pottery Capital” of the United States due to its large number of potteries. East Liverpool became the pottery capital of the United States due to the natural deposits of yellow clay in the area.

Amazingly, by the 1880s, the town claimed to have the largest pottery manufacturing facility in the world. The potteries of East Liverpool became the national center of ceramic toilet and table wares, with 85 firms operating at one time or another making two-thirds of the national crockery output from 1880 to 1950.

It's no surprise that when some entrepreneurs decided to open a brewery in April 1899, they named it after the nickname of East Liverpool, “Crockery City.” The Crockery City Brewing & Ice Company became the city's second brewery and initially operated in conjunction with the existing East Liverpool Ice &



Coal Co., run by George W. Meredith and Joseph Turnbull.

Meredith had worked in the pottery industry for many years before entering the bottling business. He operated a large liquor bottling and distributing company along with the ice and coal company and was simultaneously a local bottler and distributor for the Schlather Brewing Co. of Cleveland prior to entering the brewing business himself. Turnbull had worked as a coal miner until 1885, when he moved to East Liverpool and entered the retail coal business, to which he later added ice production.

A third major player in the new venture was Samuel J. Wainwright, from the Wainwright branch of the huge Pittsburgh Brewing Co. consortium.

He would soon become the company's president. Not long after incorporation, construction began on the new \$75,000 plant, the center of which was a five-story brewhouse.

This spectacular reverse-on-glass, oval corner sign is surrounded by a tin frame with an inner accent track of stained glass. It is 32 x 22 in., c. 1900. The Pre-prohibition sign has a wood backing and is a highlight of Larry Moore's collection. It was found at an auto parts swap meet and was beautifully restored by the late Bob Porter.





This 1.25 in. diameter pinback commemorates the new brewery, 1.25 in. diameter, by Torsch & Minks Badge Co., Baltimore, MD, c. 1900.



Very unusual ceramic mug with two handles. 5 in. tall, no mfg. mark, c. 1910s. Collection of Don Augenstein.



Round lighted convex glass sign, 15 in. diameter, by Phoenix Glass Co., Monaca, PA, c. 1930s. Collection of Don Augenstein.

## The Beginning

The brewery's formal opening was on September 29, 1900. Both lager beer ("Blue Label" brand) and ale were produced, at an annual capacity of 30,000 barrels, and the large ice plant had a daily capacity of 50 tons. Two on-site artesian wells provided all of the plant's water needs. Advertising its production of "spirits that lull that tired feeling," the company reassured the public that "Our beer is pure - because we do not use filthy river water, we take no chance of contagion."

In 1907, the brewhouse was enlarged to seven stories, and with additions to the ice plant, the improvements cost over \$10,000. However, the ice business was sold off a year later, since beer was felt to be more profitable than ice at that time. The company would return to the ice business in 1915, when \$75,000 was spent on the addition of a new plant with a daily ice production of 75 tons.

## Prohibition Turmoil

As in many cities, the Temperance Movement had begun prior to 1900, but in East Liverpool it had a larger and more vocal backing. At the turn of the century, the most common crimes in the city were intoxication and accompanying disorderly conduct. As early as 1893, the Anti-Saloon League began pressuring the local government to limit saloon hours, but it was not until 1900 that the issue was put to a vote.

Although the voters that year chose to keep saloons open by a slim 3:2 margin, the issue was voted on again in 1903 and 1907.

In the latter election, the city of 20,000 people was voted "dry" for the first time in its history, making East Liverpool one of the state's largest cities to ban the sale of alcoholic beverages. That year the city's 89 saloons closed down.

But Crockery City Brewing and Ice was not crippled

continued on page 28



Spectacular "cab style" enameled-glass lighted sign, c. 1935-1942, by the Gill Glass and Fixture Company (GILLCO), Philadelphia, PA, shown here lit. This sign may be the only existing example. From the collection of Chris Reed, photos courtesy of John Bain.

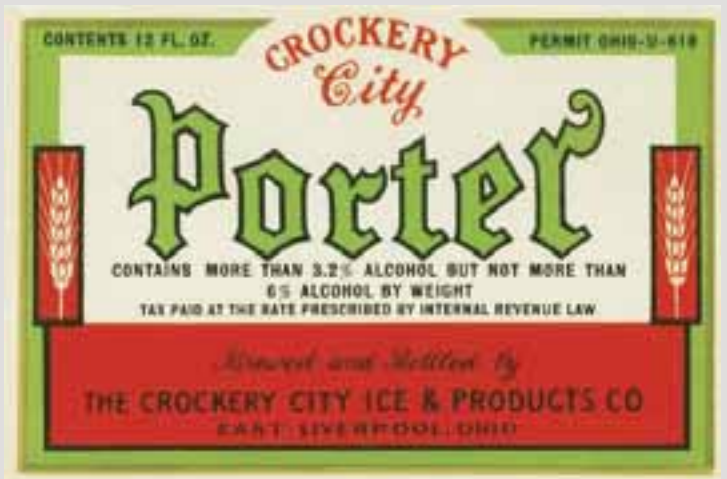
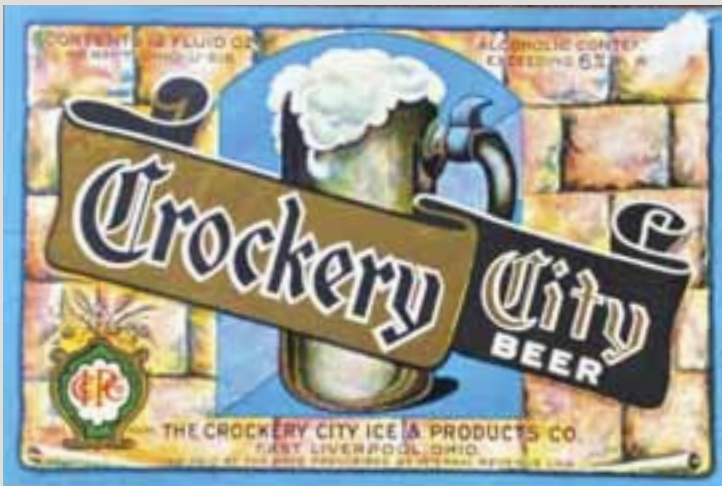
by the early local Prohibition. Its sales territory extended into other Ohio counties and east to Pennsylvania, areas which remained “wet.” Then, the county (Columbiana) was voted “wet” again in 1912. Crockery City Brewing responded by expanding into the small, but defunct Leetonia Brewing Co., 25 miles northwest of East Liverpool, for storage and distribution purposes.

During this time, Ambrose E. Webber was hired as general manager of the brewery. Webber had been the brewery foreman since its inception and had gradually worked his way up through the company. New brands around this time included C. C. (Crockery City) Beer, introduced in 1910, and Progress Beer.

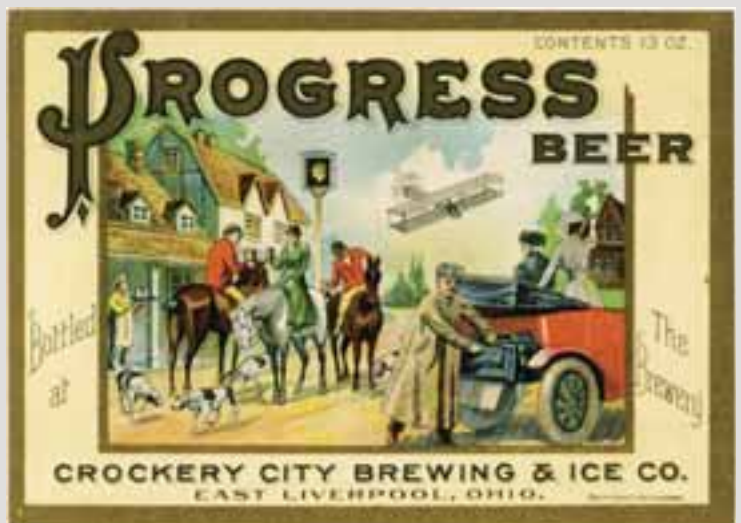
The company survived the first wave of Prohibition, between 1907 and 1911, but would soon face a greater test. In May 1919, all sales of alcohol became illegal in Ohio. In response, the company was renamed The Crockery City Ice and Products Company, and the production of soft drinks and near beer commenced. Later that year, the company purchased a local dairy plant and renamed it City Pure Milk and Ice Cream Co. Such diversity allowed the company to continue functioning as a profitable enterprise for the next 14 years.

### Webbers take over

By 1923, Wainwright and Meredith had left the company (Turnbull died in 1914), and Ambrose



Two highly colorful labels from the 1930s include one for the flagship brand, at left, showing the ceramic mug motif emblematic of Crockery City, collection of Larry Moore. A label for its porter variety, at right, collection of John Steiner.



These two Pre-prohibition labels for Crockery City's two beer brands, CC and Progress, interestingly use the same, highly-detailed scene that includes fox hunt participants, picnickers in an early automobile and a bi-plane overhead. Oddly, companion brand Progress beer came in a slightly larger bottle (13 oz) as compared to CC (11.5 oz). At left, collection of Larry Moore and at right, courtesy of John Steiner.





Celluloid button sign for English Style Ale, 4-in diameter, c. 1930s. There is also a 9" version.



Unusual salt and pepper shakers for Crockery City pilsener style beer. The brewery issued a few different glazed pottery promotional items, in keeping with the "Crockery City" theme, c. 1930s.



Tray showing bottle, 14 in. diameter, by Novelty Advertising Co., Coshocton OH, c. 1930s

Webber became president. His 23-year-old son Leonard C. Webber, who joined the company about 10 years earlier, was appointed vice-president. The two men led the company for the next 20 years.

With the repeal of Prohibition on April 7, 1933, the Crockery City Ice and Products Co. would move quickly to resume brewing. By April 15, 3.2% beer was available and was greeted with considerable enthusiasm by the people of East Liverpool, especially until full-strength beer became available at the end of 1933. Modern brewing equipment was installed, increasing the plant's annual capacity to 65,000 barrels. Within two years the plant had

become the city's second largest employer, with 135 men working in the company's various divisions.

Several new brands of both beer and ale hit the market and more changes took place around 1939. The company sold off its dairy operation and also became the new local bottler of Coca-Cola around this time, doing business as the Coca-Cola Bottling Co. of East Liverpool, and utilizing the brewery's bottling works. In addition, a new division of the company was established for the dealing of live-stock. This was known as Crockery City Farms.

When Crockery City was relaunched after Repeal, it used that familiar brand name. But the

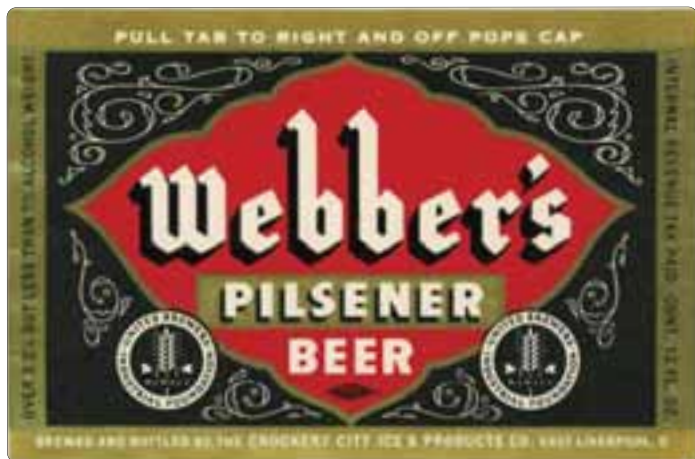
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The Crockery City Beer brand was promoted alongside Webber's until it was phased out in favor of the Webber name in the early 1940s.

**Left:** A "CC" framed reverse-on-glass sign, 12 x 14 in., c. 1930s. Collection of Don Augenstein.

**Right:** Edge-lit neon may be the only existing example, 25 x 15 in, no mfg. mark, c. 1934. This sign was found locally in the attic of an old store.



The Webber name supplanted the old Crockery City name by the early 1940's, as after Repeal, the brewery was now operated by the Webber family. Label is collection of John Steiner.



Scarce African-American themed cardboard sign in frame, 18 x 10 in., c. early 1940s.



Webber's Ale tray, by Novelty Advertising Co., Coshocton, OH, c. 1940 -1946.



Webber's Old Lager was launched in 1938 and continued as the flagship brand after the brewery became Webb Corp. in 1946. Between 1946-52, Webber's came in beer, ale, bock and porter styles. Old lager used a beer tankard motif, as seen in these two framed, reverse-on-glass signs, c. 1940. The sign at left is 6 x 4 in. and at right is 12 x 14 in.



Old German was a variety made from 1933-42. It likely was discontinued given the anti-German sentiment during World War II. This framed, reverse-on-glass sign is 15 x 9 in., no mfr. mark, c. 1940. Collection of Matt Welch.

company was now run by the Webbers, who launched a line of beer with their name as the brand in the late 1930s. And so, Webber's became prominent and the Crockery City brand name was phased out by the early 1940s. Bulldog Ale also became a standard companion brand to Webber's Beer. Most of the beer was bottled or kegged, although in the Spring of 1949 the company began to use cap-sealed cans made by the Continental Can Co., but only for the packaging of Webber's Old Lager Beer.

### Webb Corporation Begins and Ends

On June 1, 1946, the brewing division was purchased by a new group of investors from Akron, OH, 85 miles to the northwest. The new company was called The Webb Corporation and it invested in modernizing the nearly 50-year-old brewery. In 1948 it built new aging cellars and this was followed by a





1930s, Moore collection



Late 1930s, Moore collection



Late 1930s, Augenstein collection



Late 1930s, Augenstein collection

50th Anniversary celebration in 1950 that was accompanied by an investment in automatic refrigeration and new steam boilers, which eliminated smoke emissions. Webb at this time was considered an ultramodern brewery.

By 1951, the plant's annual capacity had increased to 80,000 barrels. In the meantime, the Webbers continued to operate the Crockery City Farms and Coca-Cola Bottling Co. out of the same complex.

By this time, however, regional and national brewery competition had taken its toll and financial difficulties led to bankruptcy. After several failed attempts to rescue and refinance the company, brewing operations officially ended on February 9, 1952. Federal Tax Agents arrived at the plant not long after and adding insult to injury, poured approximately 700 barrels and 9,000 cases of untaxed beer into the Ohio River.

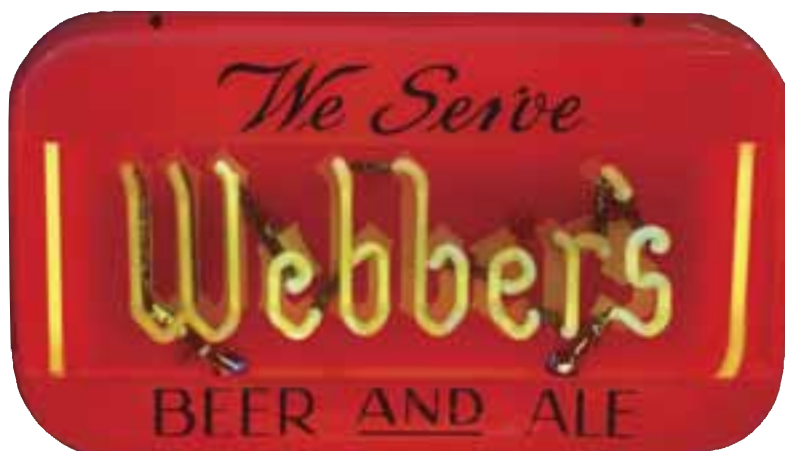
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Late 1940s, Moore collection



Late 1930s, Augenstein collection



Wall hanging neon, 20 x 12 in., no mfg. mark, c. 1940s.



Lighted sign featuring neon encased in plastic. 18 x 11 in, no mfg. mark, c. 1940

# CROCKERY CITY BREWERY IS SHATTERED

It's a story that is familiar to the breweriana collecting community and brewery historians—the birth, rise, fall, and final fate of a brewery. It has played out hundreds of times across the nation, but its familiarity does little to temper the sadness. Every decrepit or demolished building or brewery was once its owner's grand vision.

As author Rob Musson notes, "I've been going back over breweries that I researched in the 1990s, only to find a lot of them gone. Of the 18 breweries which were standing in eastern Ohio in 1997, nine are now demolished."

Surprisingly the old Crockery City brewing plant remained standing for many years, until August 2021. At that point its owner, Joseph

Hissom, claimed that the building had fallen into such disrepair over years of neglect that it needed to be torn down in the interest of public safety.

"We are very sad to see it go. It was a very hard decision. They don't build structures like this anymore," Hissom told local news outlets, as the building was demolished. "There are 57 I-beams on each floor and the walls are more than 27 inches thick. It used to be a fallout shelter."

Some of the bricks were gifted to residents who wanted to remember the good times associated with the brewery. Yes—bricks are breweriana too! In the case of Crockery City, finality arrived in August 2021 by way of the wrecking ball.



The once proud but now abandoned Crockery City Brewing Company and Webb Corp. plant was dominant in the East Liverpool skyline.



Demolition began on August 11, 2021.

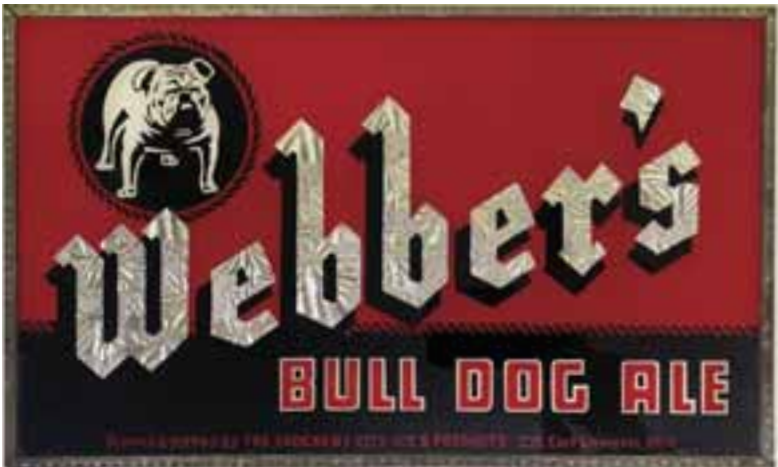
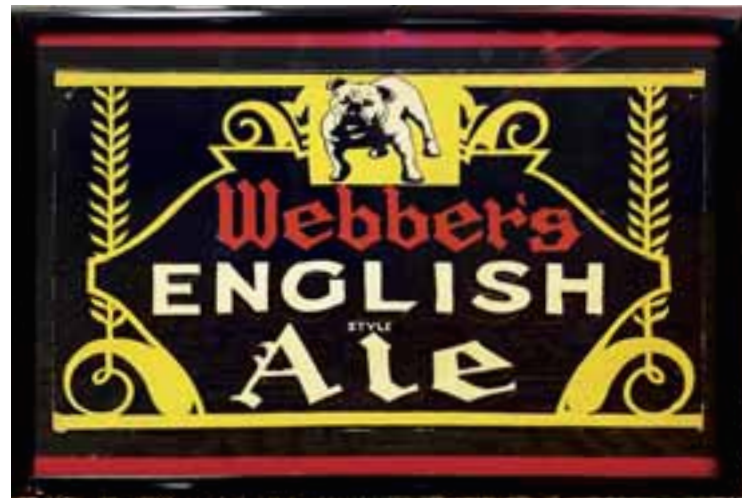


By 2021 the collapsed roof transformed the structure into a public safety hazard, and the end was near.



August 24, the building was reduced to a rubble of bricks and steel beams. The owner says he has no immediate plans for the now vacant property.





Advertising for Webber's Ale evolved but maintained the mascot of an English bulldog.

**Top left:** the bulldog comes into use to advertise the ale, in a framed reverse-on-glass sign for Webber's Ale, with bulldog mascot, 4 x 6 in., c. late 1930s.

**Top right:** the bulldog promotes the ale as being "English Style," in a cardboard sign measuring 20 x 30 in., c. 1940.

**Bottom left:** a Bull Dog Ale reverse-on-glass sign, 16 x 10 in. c. 1940-46.

**At right:** A decal in a bottle cap design for Bull Dog Ale, 5 in. diameter, by Scioto Sign Co., Kenton OH, c. 1948-1952. Once the brewery was acquired by Webb Corp beginning in 1946, the "Webber" brand name was eliminated for the Bull Dog Ale.

By 1952, the large brewhouse was vacant, although the Coca-Cola Bottling Co. continued to operate with Leonard Webber in charge after his father's death in 1954. Leonard continued to manage the company until his death in 1965. Several years after that, all the buildings were vacated.

*Author's note: Unless noted, all photos are from the collection of NABA member Larry Moore, to whom we are grateful for sharing his outstanding collection.*

*Special thanks to NABA member Dr. Robert Musson for his assistance. More detailed information on this brewery and others in Ohio can be found in his excellent book "Brewing Beer in the Ohio Valley", available at [www.zepppublications.com](http://www.zepppublications.com).*



Webber's edge lit Plexiglass back bar sign in metal base, no mfg. mark, c. 1950. This may be the only existing example of the use of the duck character in Webber advertising, which seems to be an association between the Webber's brand name and the duck's webbed feet.





[Auctions.TavernTrove.com](https://Auctions.TavernTrove.com)





It may have been a cold winter, but auction action was as hot as ever. And while Internet auctions can be convenient, I always enjoy going to a live sale, like the one held recently by David Brown Auction Service in Sunbury, PA. It brought out a room full of NABA members bidding to build their collections.

Among the great Pennsylvania breweriana available were these lighted signs from Fuhrmann & Schmidt Brewing Co., Shamokin, PA. The 1950s "bullet" style lights by Cincinnati Advertising Products, Cincinnati, OH, sold for \$2,300 each. The 1950s backbar light (top) by Price Bros. Co., Chicago, IL and NY, NY. brought \$1,870.

The following pages showcase a sampling of the results from a variety of auction forums. continued on page 36



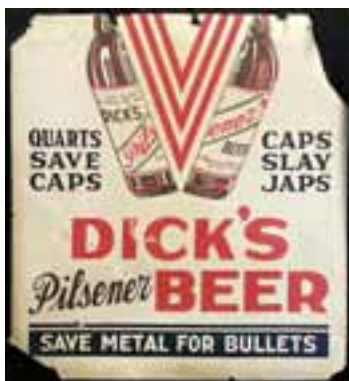
## eBay Auctions



Apache Beer, Arizona Brewing Co., Phoenix, AZ. Cardboard easel back standup sign, 18.5 x 10.5 in., c. 1930s. Sign has significant damage and complete tear that was repaired, \$1,346.



Jung Beer Baseball Team Photo, Wm. G. Jung Products Co. Random Lake, WI. Black & white photograph, 5 x 7 in., \$130.



Dick's Pilsener Beer, Dick Brothers Brewing Co., Quincy, IL. Cardboard WWII sign ("save metal caps for bullets"), c. 1940s, \$985.



Crown Ale, Schmulbach Brewing Co., Wheeling, WV. Decal-on-wood sign, 20 x 15 in., by Meyercord Co., Chicago, IL, c. Pre-prohibition, \$1,750.



Beverwyck Beer, Beverwyck Brewing Co., Albany, NY. Tin-over-cardboard sign, 17 x 8.75 in., c. Pre-prohibition, \$1,435.



Drewrys Beer, Drewrys Ltd., South Bend, IN. Baseball-themed cardboard sign, 14 x 11 in., c. 1950s \$488.



## eBay Auctions



Steinle Bock Beer, The Steinle Brewing and Ice Co., Delphos, OH. Postcard, c. 1911, \$104.



Miller Beer, Miller Brewing Co., Milwaukee, WI., Tin-over-cardboard sign, 13 x 6 in., c. 1930s, by American Can Co., \$3,053.



Old Reading Beer, Old Reading Brewery Inc., Reading, PA. Easel back cardboard sign featuring Vargas pinup model, 10.5 x 16 in., c. 1954, \$1,325.



Bevo Beverage, Anheuser-Busch Brewing Association, St. Louis, MO. Prohibition-era cardboard sign (modern frame), 9 x 13 in., \$738.

## Other Auctions



Yuengling's Beer, D.G. Yuengling & Son Inc., Pottsville, PA. Reverse painted glass, Art Deco-style lighted sign, 18 X 10 in., c. 1930s. \$5,825, Wehrly's Auction.

Crystal Brewery Inc., Butte, MT., Curved porcelain sign, 26 x 18 in., c. Pre-prohibition. \$3,720, Matthews Auctions, LLC.



## Millers Auction Co.



Blatz Milwaukee Beer, Val. Blatz Brewing Co., Milwaukee, WI. Reverse glass painted sign, 24.5 x 32.5 in., c. Pre-prohibition, \$15,500.



Chief Oshkosh Beer, Oshkosh Brewing Co., Oshkosh, WI. Die cut, double-sided porcelain sign, 34 x 40 in., c. 1930s, \$21,000.



Royal 58 Beer, Duluth Brewing and Malting Co., Duluth, MN. Heated plastic spinner lamp, \$950.



Mineral Spring Beer, Mineral Spring Brewing Co., Mineral Point, WI. Heated plastic spinner lamp, \$900.



Leinenkugel's Beer, J. Leinenkugel Brewing Co., Chippewa Falls, WI. New old stock die-cut 3D bird set, 19.5 x 17.75 in., \$5,000.

## Facebook Sales



Falstaff Beer, Lemp Brewery, St. Louis, MO. Self-framed tin sign "The Peacemaker", 30.75 x 22.75 in., c. Pre-prohibition, \$3,200.



Budweiser Beer, Anheuser-Busch Brewing Co., St. Louis, MO. Porcelain single-sided wagon sign, new old stock, 18 in., c. 1920s, \$2,320.



## eBay Pocket Schedules



1961 Baltimore Orioles, Hamm's Beer, \$181.



1960 Baltimore Orioles, Hamm's Beer, \$174.



1953 Baltimore Colts, Gunther Beer, \$500.



1958 Chicago Cubs, Hamm's Beer, \$124.



1957 Baltimore Orioles & Washington Senators, National Bohemian Beer, \$134.



1953 & 1954 Detroit Red Wings, Strohs Beer, \$200.

## Morean Auctions



Teutonic Beer, S. Liebmann Sons Brewing, Brooklyn, NY. Self-framed tin sign, 13 x 39 in., by The H.D. Beach Co., Coshocton, OH., \$4,446.



Grand Rapids Silver Foam Beer, Grand Rapids Brewing Co., Grand Rapids, MI. Oval serving tray, 16 x 13 in., by Standard Advertising. Co., Coshocton, OH., c. Pre-prohibition, \$19,380.



Hussa Pure Malt Beer, Hussa Brewing Co., Bangor, WI. Tin serving tray, 17 x 12 in., by Meek & Beach Co. Coshocton, OH., c. 1901-1905, \$17,670.

## Morford Auctions



Little Elk Malt, East Grand Forks Brewing Co., East Grand Forks, MN. Rolled corner tin sign using stock image, 14.5 in., c. Pre-prohibition, \$2,950.



Central Brewing Co., New York, NY. Lithographed tip tray, 4.25 in., c. Pre-prohibition, \$4,250.



Schlitz Famo, Jos. Schlitz Brewing Co., Milwaukee, WI., Prohibition-era tin-over-cardboard sign, 19 x 8.75 in., \$5,430.

# BARRY'D TREASURES



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★ Alamo, ND

## REMEMBERING ALAMO AND ITS GRAIN BELT NEON

No one has ever knocked on my door and asked if I buy old beer stuff, even though I try to get the word out. So I rely on guerrilla marketing. I have my website prominently featured on my vehicle. I tell my co-workers. In 2017 my local newspaper did a story on my love of old beer stuff.

I had hoped for at least one contact after the article on me was published, but sadly, that never happened, at least not right away. What I've learned is that it might take years after a story gets published—and that it can have an afterlife on the internet. This is the basis for this story.

First, let me give you a bit of background. I grew up 20 miles from Rochester, MN. That's where my first real beer show was—at the VFW in 1978. I was just a fledgling teen collector and in awe of the more experienced collectors I saw, with their shiny cone top cans and beautiful signs that were created and hung in the taverns of Minnesota years before I was born.

Some of those beautiful signs were made for the famous Grain Belt Beer and I have been collecting them over the years. As most breweriana fans know, Grain Belt was once a Midwest powerhouse beer brand that like so many other brands fell into a slow decline when it could not compete



This classic neon is the one that hung for many years in a tavern in Alamo, ND, a tiny town with a famous name. It measures 24 x 12 in. and is housed in a heavy metal box with a black crinkle finish. It originally had an unusual round transformer and was made by the Kaufman Sign Company of Minneapolis, MN, c. mid 1930s.



The horseshoe-shaped bar of Ralph's Place (later Nick's Bar) was once the social center of tiny Alamo, ND. The 1930s era Grain Belt neon hung prominently at the center of the backbar, as seen here in this picture from the late 1940s.

with the national giants. During its original run, Grain Belt produced some fantastic breweriana—including beautiful neon signs.

The declining Grain Belt Brewing Co. was sold to local

businessman Irwin Jacobs in April 1975 who in turn sold it to the G. Heileman Brewing Co. of Lacrosse, WI., seven months later. The old brewery was closed and production moved to the former



Schmidt brewery in St. Paul, also then-owned by Heileman. Under Heileman, Grain Belt staggered into bargain-priced, bottom-shelf oblivion. Sales continued to slide.

Happily, another historic and even older Minnesota brewery, August Schell Brewing Co. of New Ulm saw the brand's potential for a comeback and purchased the Grain Belt labels from another concern in 2002. Since then, Grain Belt has been revived and is still brewed in Minnesota.

Getting back to that article written about me...My friend, Sandy Erdman, writes a monthly column on collectibles for the *Rochester Post-Bulletin*. When she wrote about me in 2017, a picture of a classic, older Grain Belt neon sign accompanied the article.

Although I was hoping for some response to this story, I didn't get a single bite. That is, until about three years later, when the article appeared online. That's when I was contacted by a man named Andrew Hagen, who lives in Michigan. He owned a similar sign to the one shown in the article and had a great story to tell about its history as a "working" sign.

He wrote that it had been in his possession for almost three decades and that after all these years, he still didn't seem to know what to do with it. He said:

"I basically wiped off the dirt, but never had much use for it. It's from the bar in the little town in North Dakota where I grew up, which was Ralph's Place at the time it hung in the bar. I bought this sign nearly 30 years ago at an auction when the owner of Nick's Bar (which took the place of Ralph's Place) was moving into assisted living.

The bar has been closed for over 40 years and this has been in storage for probably 50 to 60



This is a beautiful example of a neon in the same style as the one from Alamo, that resides in the collection of Tom Terwilliger. Like the one featured in this story, it has the original neon with its distinctive light blue and light green accent colors. This one has a frame that accommodates decorative brass slats.

years. I have a photo of the bar from the 1940's of the bar showing the sign hanging above the back bar."

The picture he sent showed that classic Grain Belt neon "in the wild" where it had hung for many years in the classic small-town tavern in Alamo, located in the northwestern part of North Dakota, about 30 miles from the Canadian border. That tavern was once Ralph's Place, then became Nick's Bar, and was most certainly the center of socializing in the tiny and remote town.

Sadly, the structure has been abandoned and decaying for years—I'm not sure it is still standing. Like many buildings in Alamo where the population has dwindled to under 50 people, it is vacant. Alamo has practically become a ghost town.



This picture, taken in the mid-1990s, is what remained of Ralph's Place/Nick's Bar. It had been abandoned for many years, but its old Grain Belt Neon had been saved.

Perhaps the last and likely most prominent vestige of that bar in Alamo was that Grain Belt neon, itself now more than 80 years old. Its owner, Mr. Hagen, may have had little use for it, but I sure did. I happily purchased it and cleaned this once-proud beacon of Grain Belt. I knew that another collector would be proud to prominently display it once again and continue to preserve it.

The fact that this sign was rescued from Alamo had an interesting twist for me. Remember the Alamo? Not the North Dakota town but the famous fortress in San Antonio TX, where American heroes fell in 1836? This was the pivotal event in the Texas Revolution. The American commander of the Alamo famously said that defending it would have one of only two results: "victory or death." Unfortunately, it wasn't victory...

That commander was the famous Colonel William Barret Travis. Guess what? My name is Barrett Travis. Although the original Mr. Travis was unable to save the Alamo, I can claim victory in saving an 80-year-old sign from a long-lost tavern in Alamo. Unlike the other Mr. Travis, I have lived to tell about it.

# Let's Talk Breweriana

by Rich La Susa, Brewery Historian



## Paul Cervenka's collection is aglow with ethnic pride

Paul Cervenka's pride in his Bohemian/Czech ancestry is strongly reflected in the breweriana he collects.

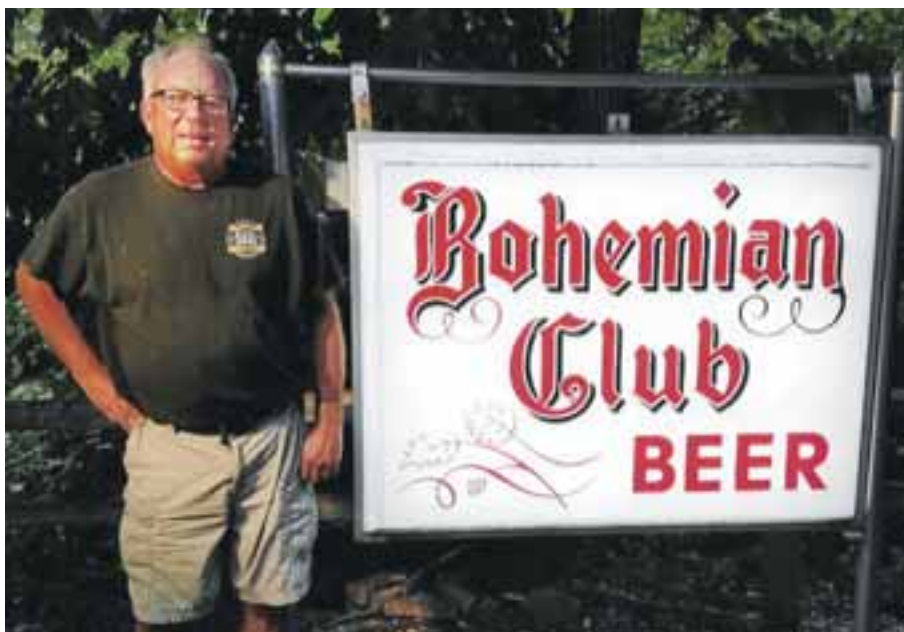
Though not exclusive to them, he has placed special emphasis on three Chicago breweries that were owned from the 1890s to the 1960s by men who emigrated from the Bohemian region of what later became Czechoslovakia (1918-1939/1945-1992), Czech Republic (1992-2016) and now Czechia. Bohemia is its westernmost and largest region. (The terms Bohemian and Czech are used interchangeably.)

Cervenka has a measured order of preference: Pilsen, Atlas and Garden City; and their primary brands, Yusay, Prager and Old Brew, respectively. A broad range of attractive, sometimes spectacular, point-of-sale advertising was used to promote them in the post-Pro era. Some rare, many scarce.

Except Atlas, they were relatively small, with mostly local distribution, and located in the same general region on Chicago's South Side—in or near communities heavily populated by proud working-class Bohemians, most of whom were immigrants. The Pilsen brewery was in the Lawndale community, not in the nearby Pilsen neighborhood, which its name may indicate.

Ethnic pride was an important factor in a highly competitive market dominated by German brewers.

Cervenka didn't have this or any other specialty in mind when he began collecting, and that includes breweriana from a famous Minnesota brewery whose founder was a German immigrant.



Paul stands next to a large, exterior lighted plastic-lens sign that lights the entrance to his outbuilding of the same name. The 3 x 5-foot sign promoted Bohemian Club Beer from Bohemian Brewing Co. in Joliet, IL, which closed in 1958.

"I first started collecting beer cans in the early 1970s, when I was a teenager growing up in Berwyn, IL. [He now lives in Plano, southwest of Chicago.] I don't remember how I got 'the bug' to start can collecting, but it was fun and something to do."

He built a large collection, with help from his father, by trading with a next-door neighbor his age and "dumping" for old cans in Cook County's forest preserves. "Back then, I wasn't so concerned about condition...more about the numbers."

"In 1979 I got married (first one) and the cans were placed in the rafters of my garage. Later in the 80s, during a divorce, I left and the cans stayed."

After a decade-long hiatus, he resumed collecting. The Hamm's brand (Theo. Hamm Brewing Co.,



St. Paul, Minn.) was the catalyst, “because of its extensive advertising, and my travels to Minnesota to see relatives on my Mother’s side,” he said.

“Fast forward to May 1997. Up to this period no cans, signs, breweriana of any type for me. No interest in any collecting.” That was about to change, and his brother, George, provided the unexpected impetus.

“That May, my extended family was vacationing in Minnesota, at a resort in Park Rapids. George had gone into town to visit antique shops. When he returned, he displayed a beer sign he bought. It was a Schmidt Beer motion lighted sign, with a mug and logo rotating in and out of the base. In the dark, it looked so cool.”

A light went on, in a metaphorical sense. “Memories of the past flooded my mind: watching White Sox and Cubs games on TV, with those funny Hamm’s Beer commercials [“From the land of sky blue waters”]; visiting relatives...in Minnesota and seeing Hamm’s ‘Dancing Goblets’ neon signs in windows at local bars...a Hamm’s “Scene-A-Rama” in the basement of the neighbor’s house.”

Cervenka took more than a walk down memory lane; he drove into town that very day in search of his own treasures. He didn’t realize it at the time, but it would be a momentous, life-changing decision. And a positive learning experience.

“I bought a few of the less expensive ones, but I do remember a reverse-glass Old Style Beer motion sign that cost \$50. Who would ever pay \$50 for a beer sign? It’s now worth about \$400!”

His quest for them began in earnest. “I thought I was the only person in the world who collected this stuff. I then found out about a store, now long-closed, in Ottawa,



Paul pours a beer behind the bar inside his lodge-style Bohemian Club.

IL. that sold beer signs. Pete’s Palace became my favorite go-to place to buy breweriana. The collecting bug hit me and it has not stopped to this day. I just like the glitz and display appeal of signs...”

He also learned about others who “liked to collect this stuff,” joined organizations, and attended shows and conventions. “I was one of the first Hamm’s Club members when it was formed in 1998. My first Hamm’s Show and first breweriana or can show was in February, 1999.”

It certainly made a constructive impression. “It was so much fun that I haven’t missed one

since. I then started joining local and national clubs; until the Covid problems, I attended 20 to 25 shows a year.”

His first national convention was NABA’s in Naperville, IL. in 2000. “I sold an Atlas Prager mirror to Dave Lendy. It was the start of a great friendship with Dave; buying, selling and trading breweriana through the years.”

Lendy had a profound influence. “Dave changed my main focus of collecting to former Chicago breweries.” Still not exclusively. “When asked what I collect, I say Chicago, Hamm’s and anything that catches my eye. What I like... what I have room for.” Quality, however, became his standard.

Cervenka recalls others, including NABA icons, who were a positive influence. “It was also during

this time period that I met some of the legends of Chicago breweriana collecting: Norm Jay, Adolf Grenke, Stan Loula, Bob Kay, Ken Bormann, and Paul Zagielski. I was fortunate to learn from them and see their awesome collections.”

The main breweriana room in his house—many splendid pieces also are on walls in other rooms—



This three-color Edelweiss Beer neon is 26 x 13 in., c. 1930s.

continued on page 42

is tastefully furnished in a museum-style format. Handsome cabinetry is filled with every form of breweriana: reverse-on-glass painted signs (ROG), tin-over-cardboard, celluloid buttons, chawks, steins, glassware, coasters and openers. Labeled bottles are displayed in an 1896 cigar store wooden case.

Viewing the contents of one that holds Cervenka's ball knob collection, about 75, is akin to a kid hungrily gazing at goodies in a candy store.

When asked to identify his favorite pieces, he responded with a smile and pleasant laugh. "Favorites are difficult. I love them all."

However, he relented somewhat when asked specifically about the ball knobs. "My favorite is the USA Pilsen."

His collection is not limited to his house; a special treat awaits after that delightful tour. Most of his large advertising is in the Bohemian Club, an adjacent outbuilding. Its spectacular interior is of classic lodge-style design; walls and ceiling clad in beautiful pine wood. (Hard to believe that the previous owner used a more modest version to house German shepherd dogs!)

When approaching the building, you're greeted by a large lighted plastic-lens sign. Bohemian Club



Two stunning lithographs include a rare Pre-prohibition piece by Peter Schoenhofen Brewing Co., which advertises its legendary Edelweiss Beer with a graceful woman. And an early 1930s poster showcasing Prima Special Beer from Prima-Bismarck Brewing Co., features a fashionable young lady holding a glass of beer. United States Brewing Co., c. 1930s.

Beer, naturally! "The Bohemian Club carved-wood sign that hangs in front of the building...was a gift to me by NABA member Kevin Caliendo, who remodeled the building and built the beautiful oak bar."

The interior is a dazzling, awe-inspiring wonderland, aglow with brightly lighted signs that advertise brands of the Big 3, Hamm's and other post-Pro Chicago breweries (31, including name changes). Large metal outdoor signs and other breweriana easily impress even experienced breweriana collectors.



Paul's varied collection includes a rare 10 x 13 in. poster for the short-lived Superior Brewing Co (1933-40), a large backbar sign with elaborate, scalloped glass edge, 25 x 14 in., no mfg. mark, for Rheingold Beer, United States Brewing Co., c. 1930s, and a 1950s backbar light for Nectar Beer, Ambrosia Brewing Co., 13 x 8 in., no mfg. mark.



# Paul Cervenka's favorite breweries

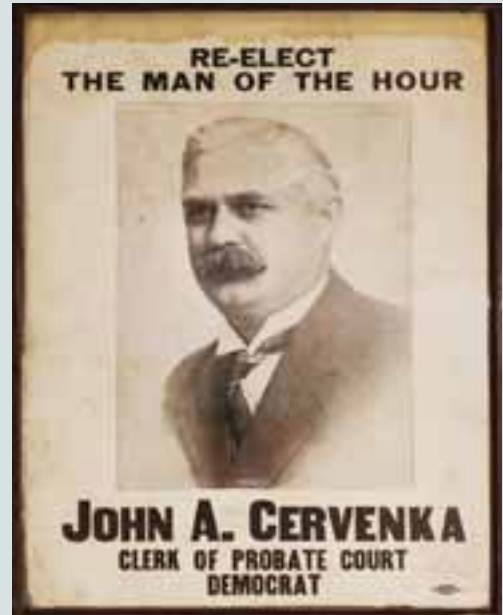
## PILSEN BREWING CO. (1903-1962)

"Pilsen is my favorite because the brewery was created by several Pilsen-area bar owners [Bohemian Liquor Dealers' Association] and the first President was John Cervenka. He would also become the City of Chicago Treasurer. Many brewers were also politicians. I don't know if we are related, but John has a great last name!" (John was born in Svety Kriz, southeast of Prague, in 1870, when Bohemia was part of the Austro-Hungarian Empire.)

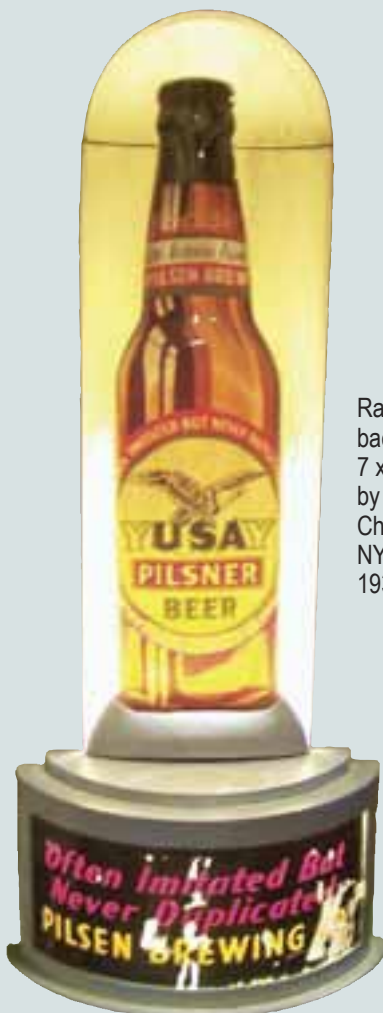
The brewery's beloved brand name had an inauspicious beginning. John Cervenka was not rewarded for his patriotic gesture. Federal bureaucrats, reasoning that he was infringing on our nation's name, ordered him in 1934 to cease using USA Pilsner. (No objection to "Made in America.")

A nimble Cervenka, or a clever copywriter, tacked the letter Y on each end and, voila, the brand name Yusay. Which also serves as a subtle advertising slogan, when read as "You Say" Pilsen. Creativity even the most officious or obtuse Fed could appreciate!

continued on page 44



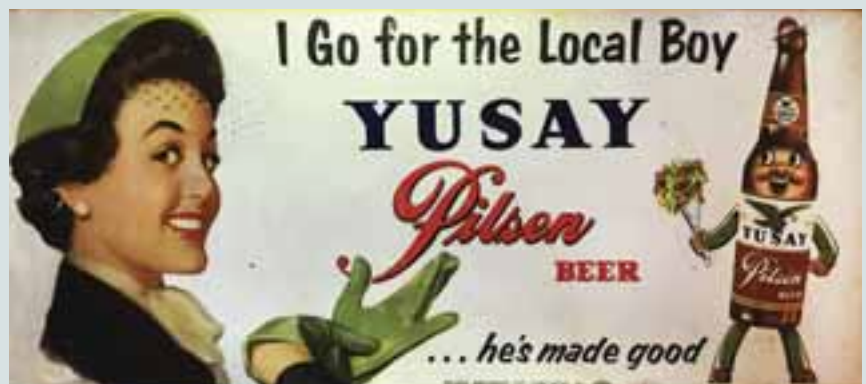
This original election poster is a favorite in Paul's collection, as it features John Cervenka, the founder of the Pilsen Brewing Co.



Rare "Halo" backbar light, 7 x 16 in., by Price Bros, Chicago, IL and NY, NY, c. late 1930s.



Lighted backbar sign, 13 x 10 in., by Price Bros. Co., Chicago, IL and NY, NY, c. 1940s.



Paper sign, 13 x 6 in., c. 1950s.

## PILSEN BREWING CO. (CONTINUED)

The jewel of Cervenka's Pilsen advertising is a magnificent Olympia Beer lighted ROG, issued by Pilsen Products Co., a name the brewery also used from 1933 to 1936. "Only two of these signs are known," he said.

The largest is a spectacular neon sign, with a porcelain body, mounted on a wall in the Bohemian Club. Its vivid yellow and green colors beckon like a beacon.

The attracting element of an intriguing 1945 "Dark Eyes" sign isn't the calendar but an illustration of a sensuous red-haired female. It is a stereotypical form of artwork popular with male tavern owners and habitués. (Flanking the calendar, if anyone cares to notice, are long-neck bottles with the familiar red, white and blue Yusay Pilsen oval label.)

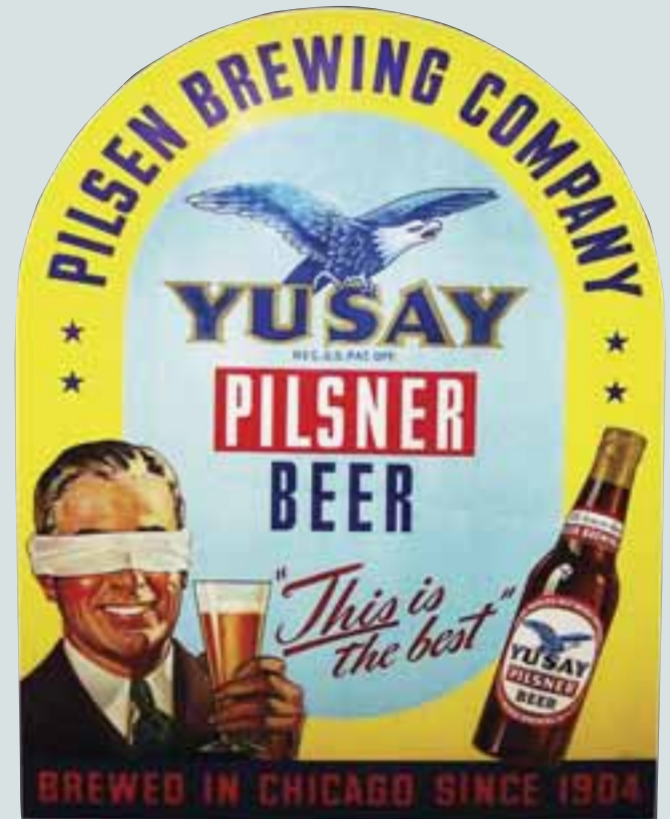
A 1939 glass-framed paper "Taste Test" lithograph shows a blindfolded male who somehow knows he's drinking Yusay. "This is the Best," affirms a copy block next to a beer-filled pilsner glass. This rarity was found in an abandoned print shop.

Also noteworthy are three diverse 1950s pieces, all incorporating the brewery's iconic eagle symbol. A large, green cardboard "car sign" appeals to Cervenka because "it was in a 'find' made by NABA member John Warnik. To my knowledge, no other example exists." This form of inexpensive advertising was displayed in a large frame on the exteriors of street cars and buses. "It was interchangeable with other signs. They would just be tossed when new signage was added," he said.

A colorful cardboard die-cut easel-back is dominated by a smiling female waitress holding a tray filled with Yusay bottles and stemmed pilsner glasses. The prominent detail on a gorgeous celluloid button-style sign is a large foil-top bottle. continued on page 46



Olympia Beer lighted, reverse-on-glass sign, 25 x 20 in., no mfg. mark, c. 1933-1936.



A 1939 "Taste Test" themed lithograph measures 20 x 26 in.



The prominent detail on a near-mint celluloid-over-cardboard sign is a large foil-top bottle. This 9.5-in. button sign is by Parisian Novelty Co., Chicago, IL, c. 1940s.





The largest Pilsen piece Paul owns is this neon mounted on porcelain sign. It measures 6 x 2 ft., by Lu-mi-nus Sign Co., Hutchinson, KS, c. 1930s. Before it was acquired by Paul who added new neon and electrical, it spent 35 years in a barn in Wisconsin.



The 1945 calendar measures 12 x 19 in.



Cardboard die-cut easel-back sign, 8 x 12 in., c. 1950s.



Cardboard "car sign," measuring 45 x 22 in. and c. 1950s,



Of Paul's extensive Chicago-area ball knob collection, this rare trio from the Pilsen Brewing Co. are his favorites. The knob in the middle shows the "USA" brand and then the knob on the right carries the government-forced name change of the brand from "USA" to "YUSAY."

## ATLAS BREWING CO. (1896-1962)

Atlas promoted its Prager brand with a sizeable variety of exceptional advertising. None so stunning, or rare, as a colorful lighted Gillco ROG; its intricate and dramatic round convex glass lens mounted in a metal frame. Three are known. It is believed to be the only one the Gillco Glass Sign. Co., Philadelphia, made for a Chicago brewery.

A Prager Beer lighted “stereo-type” flat-face ROG makes a bold statement. Because of the way the glass is set in a painted metal cabinet, it resembles the face of an old stereo speaker, Cervenka explained.

Two 1930s die-cut easel-backs are exemplary examples of this highly effective advertising-art form. A version that depicts an elegantly dressed female and male is rare. It was designed in 1934 by Chicago-born George Petty, one of America’s famous pin-up girl artists. Its Depression-era provenance is verified by the NRA—National Recovery Act—symbol.

The core elements of another scarce gem are a large hand holding a big bottle and a captivating bright-yellow ribbon-pattern motif.



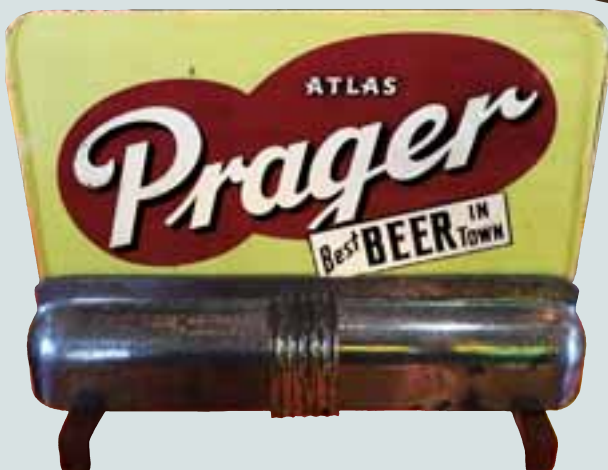
Gillco lighted sign, c. 1930s



Die cut cardboard sign measures 18 x 18 in., c. 1930s



Back-lit reverse-painted glass sign with metal frame and painted metal cabinet, 23-inch diameter, no mfr. mark, c. late 1930s.



A vibrantly colorful, late 1930s reverse-on-glass lighted back bar sign stands 13 x 10 in., by Price Brothers, Chicago, IL and NY, NY.



Easel-backed, die-cut cardboard sign, 18 x 24 in. c. 1934



**GARDEN CITY BREWING CO. (1901-1951)**  
**MONARCH BREWING CO. (1891-1958)**

Garden City was not a prolific user of point-of-sale advertising, but it competed well in certain categories.

A 1930s tall framed ROG panel may have been the brewery's most elegant piece. Its striking components are Pure Beer in large, shimmering silver foil lettering and an elaborate circular graphic that dominates its center.

Two 1950s back-bar chalk statues are highly desirable niche pieces: Old Brew "Hobo"—a forlorn-looking elderly gent—and "Waiting for a Live One," which replicates a bar scene, with four male customers whose moods reflect the Hobo's lethargy.

Cervenka also has a special fondness for the Monarch Brewing Co. It was located at the western edge of the Pilsen neighborhood, not far from Lawndale. Many Monarch customers were Bohemian/Czech-Americans who resided in both.

Bohemian immigrant Joseph Hladovec founded his brewery of the same name in 1890, but sold it in 1892 to two men of other ancestry, and they renamed it

Monarch. In 1958, Joe Fusco, once a close associate of Al Capone, purchased it and changed the name to Van Merritt Brewing Co. It marketed Van Merritt and Bohemian Club beer until 1967.

A 1940s Monarch embossed back-bar piece, indirectly lighted, carries the famous "Chicago's Own" slogan; and a 1950s small, opaque light-up with a delicate plastic body promotes the beer as "Brewed better... to taste better." Bull Frog Beer, one of Monarch's secondary brands, is advertised on a 1940s embossed aluminum "Lee-See" button art sign (Leyse Aluminum Co.).

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Two 1940s back bar chalk statues from Garden City (top), 13 x 11 in., by Plasto Manufacturing Co., Chicago, IL. This large piece (bottom) measures 21 x 12 in., by Liberty Novelty Co., Chicago, IL.



Framed ROG, 12 x 30 in., believed to be by Western Sand Blast Manufacturing Co., Chicago, IL.



"Button" sign, 9.5 in. diameter, by Leyse Aluminum Co., Kewaunee, WI., c. 1940s.



Backlit back bar sign, 14 x 6 in., no mfg. mark, c. 1950s.



Uplit back bar sign, 13 x 10 in., by Price Brothers, Chicago, IL and NY, NY, c. late 1940s.

## THEO. HAMM BREWING CO.

Hamm's advertising co-exists harmoniously with its Chicago counterparts. It wouldn't surprise anyone if Cervenka's most cherished is one of his many lighted motion signs or the splendid "Dancing Goblets" neon with four lighted glasses of beer, set in motion sequentially.

They don't even come close!

The top choice is a color drawing done by legendary illustrator Bill Stein. The Bear is wearing his famous goofy smile and waving his "arms." The key here is what the Bear says: "Paul, I feel just like a Hamm's Beer!"

How this all came about seems straight from a Hollywood script; except this is wonderful reality.

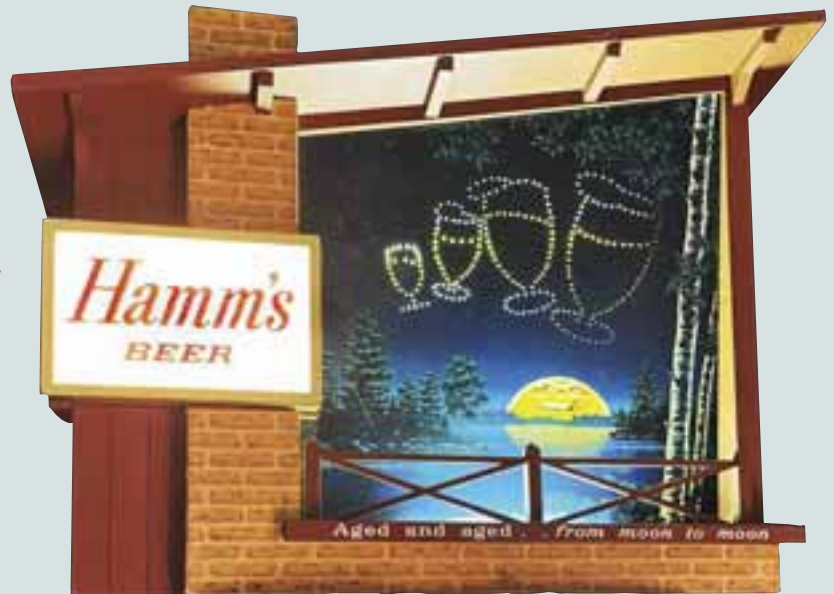
"In the summer of 2000 my wife, Karen, and I went to the first-ever outdoor Hamm's show in the old Hamm's brewery parking lot," Cervenka said. "Bill's wife, Betty, saw us looking kind of out of place and asked if we wanted to have dinner with her and Bill. Of course...and we had a great time!"

"During dinner, I asked Bill if he would draw a Hamm's Bear on a napkin for me. He started drawing, but Karen told him to stop; she chastised me for being rude with such a request. Bill went home and late at night, drew the personalized color illustration for me. This is the most important piece in my collection, and the one I will die with."

Stein was the most prolific and longest-running (1954 to 1984) artist associated with the Bear.

Cervenka's favorite Hamm's production piece is the brewery's rarest—a 1960s "Moon to Moon Starry Skies" motion sign. A small number were made and shipped only to the former Gunther Brewing Co. in Baltimore in 1959, the year the Hamm brewery acquired it, he said. It is similar in style to the more familiar Starry Skies sign with twinkling stars and mugs.

Cervenka's affinity for the Hamm's advertising, depth of knowledge about it and his dedication to the Hamm's club has earned him highest honors. He is one of eight members of the Hamm's Brotherhood Hall of Fame!



"Moon to Moon Starry Skies" motion sign, 14 x 13 in., by Lakeside Plastics, Minneapolis, MN., c. 1959.



"Dancing Goblets" motion neon sign, 37 x 23 in., by Jefferson Electric Co., Bellwood, IL, c. 1962. The sign features four lighted goblets of beer, set in motion sequentially.



Hand-drawn picture of the Hamm's Bear by legendary illustrator Bill Stein.



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# *The Pabst "33" Room is Once Again Playing in Peoria*

**By Kip Rodier**

Before Prohibition Peoria was known for its whiskey production because of the number of distilleries in and around the city. Peoria also had a large malting company called Premier Malt Products which made a brand called Blue Ribbon Malt Syrup. That changed after Prohibition when the Pabst Corporation merged with the Premier Malt Products Company in 1933 to form the Premier-Pabst Corp. Premier's major malting facilities were in Peoria so it made financial sense to expand Premier's main malting plant that had a facility to brew malt syrup into a complete brewery.

Interestingly, there was no affiliation to Pabst with the Blue Ribbon Malt name. In fact, Pabst had sued Premier Malt Products in Federal Court during Prohibition over the use of the name. The court sided with Premier Malt saying Pabst had trademark rights to Blue Ribbon for beverages, not for foods such as malt syrup.

That lawsuit was beer under the bridge once Pabst Blue Ribbon Beer and Pabst Blue Ribbon Ale became the first products produced at the brewery which was actually in Peoria Heights, a suburb of Peoria. Two years later, tin cans were introduced for the first time. In 1938, stockholders voted to rename it the Pabst Brewing Company, aligning it with its Pre-prohibition Milwaukee roots.



The former taproom of the long-defunct Pabst brewery in Peoria Heights, IL, has made a triumphant return to its original 1940s Art Deco style splendor, thanks in part to NABA member Kip Rodier.

## **Pabst in Peoria**

Why did Pabst want to play in Peoria? It was the second largest city in Illinois at the time and there was a rail head (something the Milwaukee plant lacked) at the Peoria plant to facilitate distribution across the Midwest, which was the heartland of Pabst's sales.

By 1940 Pabst was the #2 brewery in volume sales behind Anheuser-Busch. The Peoria plant was successful in helping to drive the brewery's growth, so construction began on new facilities—including a new brewhouse—in 1947.

Ultimately, Pabst later purchased breweries in both Newark and Los Angeles to expand its distribution nationwide.



## The “33” Room

Part of Pabst Peoria’s expansion plans of the late 1940s included a new administration building that would feature a lovely (and lively) taproom to provide entertainment and the brewery’s beverages to its visitors. The name “33” Room came from the Pabst process of blending “33 brews from 33 kettles” to achieve the same quality and taste from both the Milwaukee and Peoria Heights breweries.

The “33” Room was on the ground floor of the Pabst Administration Building which opened in 1949. It hosted countless visitors from around the world who stopped and toured the Peoria Heights brewery. Visitors would come to enjoy a beer after going to Blue Ribbon Hall for lectures, banquets, and various employee and community entertainment events. (Blue Ribbon Hall was a 500-seat auditorium that Pabst built with the late 1940s expansion.)

The brewery and its “33” Room became a popular destination throughout the 1950s. The



The “33” Room is named for Pabst’s marketing promotion of the era that emphasized the beer’s quality and consistency. This is depicted in the 1948 point of sale advertising, which features the “Blue Ribbon Girl” on a festoon (a large, 60 x 27 in. banner made of pleated cardboard). Collection of John Steiner.

brewery boomed into the late 1970s, producing as much as 18 million barrels of beer a year, and by 1977 was the nation’s #4 brewer by sales volume at that time. But Pabst soon began a rapid decline and the Peoria Heights brewery was closed in March

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### Yesterday and today:

Despite its different uses since the brewery’s closure in 1982, the room remained largely intact from its original days as the “33” Room (shown below at left in a black and white photo from 1949 and in color at right, in a 1950s era postcard). The bar top, back bar, and beautiful, curved wall behind the bar are all original. Now all of the elements have been repainted to look like before. The congenial space can comfortably accommodate about 40 people.





1949



Today



Today

#### Then and now, at the bar:

At left, one of the original bartenders at the "33" Room was Harry R. Ballard, in a photo taken in 1949. Harry took great pride in being a "bartender's bartender" and was proud of Pabst's beers. NABA member Kip Rodier (right) dons the same white coat attire used by Harry and the other bartenders working there at the time.

The new version of the "33" Room replicates the look and feel of the old room and features Pabst on tap, with the addition of classic cocktails. The generous selection of breweriana comes largely from the collections of Kip and longtime NABA member Jim Searle. It includes the same array of bottles and bronze chargers on the back bar as appeared in 1949.

1982. More than 700 employees were put out of work, helping to send Peoria into an economic decline.

The "33" Room has had a varied journey between the time it closed in 1982 and the subsequent 40 years until its return to former glory in 2022. Since the brewery closed, the "33" Room has had a separate existence as an event rental space, a coffee and sandwich shop and most recently, a jewelry store. The jeweler retired in 2019 providing an opportunity for something new.

#### Bringing "33" back

A couple of years ago I placed an ad in the Peoria Craigslist looking for Pabst Peoria items. In recent years I had been focusing my collecting efforts on Pabst Peoria. This has allowed me to reach out to former Pabst employees still living in the area. They have a lot of good stories, and any items they might have from the brewery comes with the background on when it was produced and sometimes why.

The first call I received was from the new manager of the old Pabst building in Peoria Heights. It had recently been acquired by a

local developer named Kim Blickenstaff, whose focus is renovating and repurposing historic structures in Peoria. Kim was looking for Pabst historical items to display in the old Pabst office building that he planned to revitalize.

Kim already had leased the old "33" Room space in the building to Rob Mathison, a friend of mine who owns Pour Bros. Craft Taproom, a local craft beer bar in Peoria Heights. In the past, I have given local brewing history talks at various events at Pour Bros.



#### A Prohibition-era reminder:

Blue Ribbon malt extract, made by Premier Malt Products, is advertised on this porcelain sign. It measures 15 x 22 in., no mfr. mark. After Prohibition, Premier became the Premier-Pabst Corp. brewery. This sign now hangs in the new "33" Room, courtesy of Kip Rodier.

#### My involvement

Rob wanted to restore the "33" Room to its original glory. I was very interested in helping with this project and volunteered to display pieces from my Pabst Peoria collection in the room. This led to a business agreement and my part ownership in the new "33" Room along with one of Rob's employees, Dustin Crawford, who has a background as a cocktail mixologist.

Rob built a 6 x 10-foot wooden showcase that I loaded with my local Pabst items. My friend and fellow local NABA member Jim Searle also contributed some



1949



Today



The brewery and office building (top left) as it looked in 1949 and today (below left). The "33" Room is on the first floor on the left side. The facility is appropriately promoted by window neon signage at street level, shown above.

spectacular items from his own Pabst/Peoria Heights Pabst collection to our display. We plan to rotate items throughout the case to keep the display always changing. We have some Premier Malt Products items on display as well as they were made on the same property before the merger with Pabst in 1933.

### Former employees return

We have been very fortunate to have several former employees at Pabst in Peoria Heights to

donate items to display in the showcase. To celebrate and promote what we are doing, we hosted an open house for former Pabst employees in February 2022 and it was a true pleasure to see the room filled with these former employees and family members. They enjoyed seeing the old tap-room restored to its former glory. Some brought in old photos and there were great stories told in what turned out to be a successful day. In the future, we plan to host the annual Pabst employee reunion.

### Current plans

The "33" Room is now available for private rentals and offers a full cocktail menu along with a variety of local craft beers. And of course, Pabst Blue Ribbon beer is always on tap!

The facility also will periodically host presentations of Pabst Peoria history. The original "33" Room was open for 33 years—from 1949-1982. We hope this revitalized "33" Room will enjoy an even longer life.

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1949



### Cutting the ribbon:

The dedication of the new Pabst Peoria buildings and the "33" Room happened in March 1949, as seen at left. Illinois Governor Adlai Stevenson (who in the 1950s lost the presidential election twice to Dwight Eisenhower) was on hand to cut the "blue ribbon" to the new buildings. He was joined by radio personality Eddie Cantor, whose radio program was sponsored by Pabst. Executives from Pabst watch in the background.

The most recent ribbon cutting opened the new "33" Room on March 3, 2022. The ceremony, shown at right, featured local dignitaries and the cutting itself was appropriately handled by Paul Hodge, a former brewery worker at the Peoria Heights facility. Paul worked there from 1968 until the brewery closed in February 1982.

2022





#### Still keeping it cool:

The original walk-in cooler, lined with cork walls for insulation, is once again keeping packaged and keg beer cold. It, too, has been restored to its original appearance.



#### The men behind the breweriana:

At left is Jim Searle, his nephew Skyler Edwards, and Kip Rodier. All three men have contributed to the outstanding displays of Pabst breweriana in the revitalized "33" Room. Jim has been a NABA member for 45 years.

The association between Kip, Jim and the "33" Room goes back many years. At right Jim and Kip sat at the bar in the 33 Room in 1988, when it was rented as an event space by then 20-year-old Kip for a breweriana show. The lady in the middle was tending bar but is unknown to them.



#### Showcasing the breweriana:

A new showcase, measuring 6 x 10 feet, is bursting with Pabst Peoria memorabilia from the collections of Kip Rodier, Jim Searle and others. It matches the original woodwork and looks as if it was installed in 1949. Close ups of some of the items are shown below.

Included in the showcase are various smalls (like those shown above) from before Repeal when the complex made malt products before becoming a beer brewery.

*Author's Note: NABA members who are traveling in the Peoria area are invited to contact me at [Kiprodier@hotmail.com](mailto:Kiprodier@hotmail.com) to make advance arrangements to see the "33" Room. Please follow the "33" Room on Face-*

*book and Instagram to see more photos and get information on our open hours and events.*

*Special thanks to NABA member and Pabst historian John Steiner for his assistance with this article.*



# A blend of 33 fine brews



Point-of-sale advertising showcasing the “33 to 1” story was featured in both the 1948-49 merchandising manual and as part of Kip’s extensive collection on display in the “33” Room. This reverse-on-glass sign (right) is held in place by a metal bracket and sits on a wooden base. It measures 12 x 11 in., by Price Brothers, Inc., Chicago, IL and New York, NY. The “33 to 1” story also was promoted on trays of the era like this one (below) in the showcase at the “33” Room.

The “33” Room emanates from the marketing idea to position Pabst as offering a combination of “33 fine brews blended into one great beer.” Like with whiskies, the benefit of blending was to provide taste consistency.

Pabst heavily promoted the “33 to 1” idea in the 1940s, and although it was a bit gimmicky, it was grounded in truth.

The idea also was that only a large brewer (like Pabst) had the advantage of achieving flavor consistency through blends. Conversely, small brewers could only brew in small batches and could not blend.

For example, at Pabst Milwaukee there were six brew kettles. The contents of these six kettles



From the merchandising manual.



Actual piece, on display in the ‘33’ Room.



fed into multiple fermenting vessels that were dispersed into numerous lagering tanks. These streams of beer were thoroughly mixed and then blending orders (based on a taste panel analysis) were issued between fermenting and lagering processes and then again from lagering to finish tanks. In actuality, the 33 to 1 claim may have been an understatement of the actual number of brews in the blend.

# Watch out for beer time!



by John Dikun

I spend the majority of my breweriana time searching for items to add to my extensive, 40+ year collection, which specializes in breweries from New Jersey, where I have lived my whole life.

That's why the first beer-branded watch I ever bought was made for Ballantine Beer of Newark, NJ in the mid-1960s by Vantage, a subsidiary of Hamilton Watch Co. I acquired this interesting timepiece from a former employee of the brewery in the early 1980s. I loved this watch (still do) and wore it everywhere—from work, to home, to beer shows on the weekends. Other collectors, especially from New Jersey, sometimes tried to buy it off my wrist when I was at shows. It was (and still is) a classic and was most valuable because it was from a New Jersey brewery.

Fast forward to the 1990s. Somehow I got the idea to collect

The impressive timepiece collection is housed in two jeweler's watch cases.

John Dikun's acquisition of a Ballantine watch almost 40 years ago was the start of a collection of about 50 beer-branded watches.



## Collection favorites

Here are some of the favorites in John's collection of Beer-branded watches from across the country. John especially likes the timepieces that have simpler branding, which he feels gives them more of an elegant appearance.





As John's overall collection specializes in New Jersey breweriana, it is not surprising that he has four different watches from Ballantine of Newark, NJ, representing various eras. Each watch of course features the famed Ballantine logo of three interlocking rings, representing "purity, body, and flavor," which were the promoted hallmarks of the brand.



more of these beer-branded wristwatches. I was particularly interested in the more traditional, wind-up watches, as opposed to the modern, battery-operated quartz watches that first hit the market in 1974 and quickly took over.

Thus began my pursuit of beer watches from all of the U.S. breweries that I could find. It has been a rewarding task, as I have been able to build a large and diverse collection—but not an easy one. These watches are rare and were seemingly not mass produced, because they were typically given out as gifts to employees or key retailers. They are all quality timepieces, from well-known brands like Hamilton, Bulova, Gruen, and Helbros. Many of the watches in my collection were manufactured in Switzerland, with the familiar "Swiss made" marking.

It has taken me 40 years to build the collection of about 50 watches that I have today and I



A subset of the beer-branded wristwatch collection is a grouping featuring some of the various iconic cartoon characters created by the various breweries, such as The "Budman", the Hamm's Bear, the Pabst Bartender and National Bohemian's "Mr. Boh."

am still actively searching for new additions. At this point, my focus is on wind-up watches (and not quartz) as well as those that have the self-winding mechanisms that wind by wrist motion.

When I wear one of these, it's always time for beer!

*Editor's Note: NABA member John Dikun can be reached at [tavern.treasures@verizon.net](mailto:tavern.treasures@verizon.net)*



# Madison's Favorite Beer

## FAUERBACH BREWING'S 118-YEAR LEGACY



Tin lithographed sign, 28 x 20 in., by Tuchfarber Co., Cincinnati, OH, c. 1897, may be only existing example.  
Collection of Mike Schultz.

### by Peter Fauerbach

Madison was selected as the second capital of the Wisconsin territory in 1836 because of its convenient location halfway between Milwaukee and the active lead mining region near Mineral Point. The city was named for James Madison, the nation's fourth president, in honor of his death that same year. Although Mineral Point was the site of the state's first brewery, and Milwaukee soon became world famous for its beer, Madison also developed a vibrant brewing business.

In 1848, the same year that Wisconsin became a state, the first brewery in Madison was



This stunning, round convex light is extremely rare. It has a 15 in. diameter, no mfg. mark, c. 1940s. Collection of Peter Fauerbach.

established on the shore of Lake Monona at the end of the city's main industrial and commercial road.

### Sprecher came first

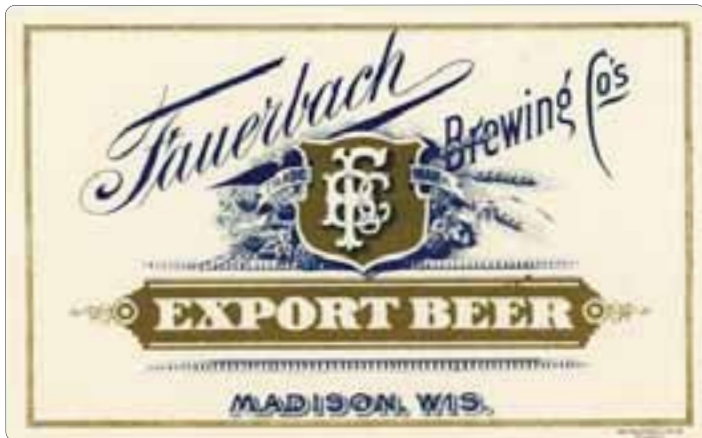
Reinhold Frederic Sprecher's brewery was a small affair, but located perfectly for future growth. During the first decade of operation, Sprecher brewed only a few hundred barrels each year, much of which was probably sold in his brewery saloon. (The inventory of his estate in 1860 included a billiard table and 2,000 cigars—which sure looks like he was running a saloon.)

The rival Madison Brewery on Lake Mendota, built in 1849 and owned for most of its existence by John Rodermund, was much





The Fauerbach Brewery as it appeared from street level in 1880. The brewery's office is visible to the right. Courtesy of Wisconsin Historical Society.



The Export Beer label from 1898 was among the first paper labels produced by Fauerbach. Collection of John Steiner.



The bird's-eye view of the brewery in this 1884 lithograph shows how large the business already was. Litho is 28 x 22 in., no mfg. mark. Courtesy of Wisconsin Historical Society.



Fauerbach's letterhead in 1900 listed officers Louis, Henry and Philip Fauerbach as well as their several brands of beer and Nectarine tonic. Collection of Mike Schultz.

larger—by 1860 it was the biggest brewery in the state outside Milwaukee. William Voigt's Capital Brewery on State Street provided a third local competitor, starting in 1854.

Sprecher's death in 1859 led to a period of unsettled management of the brewery. Reinhard's widow Margareta first leased the brewery to partners Joseph Hausmann and Mathias Breckheimer who operated it under the name Sprecher Brewery until 1864. These two men left to open their own breweries: Hausmann bought Voigt's Capital Brewery and Breckheimer built his own. Margareta remarried in 1864 and her new husband, George Rochenbach, took over management of the brewery. However, his term at the brewery was brief as a new family, headed by Peter



When Peter Fauerbach bought his brewery in Madison, WI in 1880, he began four generations of family ownership that lasted 86 years—one of the longest periods of family brewery ownership in Wisconsin history.

Fauerbach, arrived in Madison looking for opportunity in the beer business.

### Fauerbach enters

Peter Fauerbach had been a partner with Henry Bierbauer in a brewery in New Lisbon, about 80 miles northwest of Madison, but left the beer business in 1862 to buy a hotel in New Lisbon. In 1868, Fauerbach moved to Madison and leased the Sprecher Brewery. He continued to operate it under the well-known Sprecher name until 1880, when he purchased the business and changed the name to Fauerbach. Thus began four generations of family ownership that lasted 86 years—one of the longest periods of family brewery ownership in Wisconsin history.

continued on page 60

Peter Fauerbach died just six years later in 1886, but the business continued under his widow Maria and in 1890 the brewery was incorporated. The brewery grew rapidly both in size and production in the 1890s. The company added a bottling plant which produced a full range of beer brands and a malt tonic. It also expanded their malting capacity. Fauerbach had the advantage of having ample land near the brewery to expand, unlike its local rivals Hausmann and Breckheimer, both of which were in the heart of the city and had no additional space.

## Surviving Prohibition

Prohibition arrived in Wisconsin in 1920 as the Volstead Act took effect, but Fauerbach Brewing was prepared. It had already been producing some non-alcoholic drinks, but that became much more complicated and expensive during Prohibition. Corporate records from 1921



The Fauerbach bottling house crew pose with some of their products in 1908. Collection of Peter Fauerbach.

show the cost of becoming certified to produce near beer: the required bond itself was \$25,000, (\$397,000 in today's dollars) and there was also a \$5,000 bond application fee and \$8,000 in authorization fees.

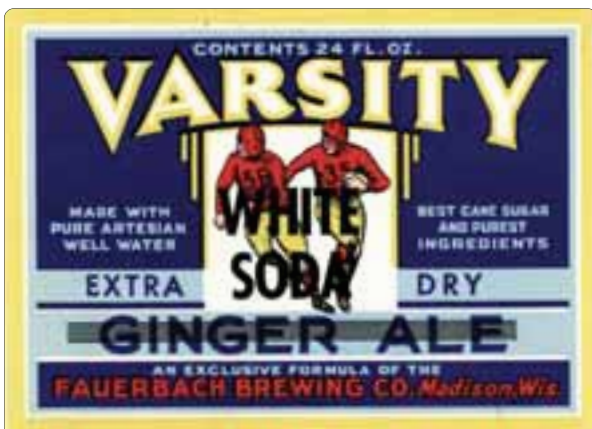
Fauerbach entered the soft drink business in 1929 and sold products like White Soda, ginger ale, and other flavors. This would turn out to be just the beginning of their soft drink business, because in 1936 Fauerbach acquired a Pepsi franchise and became the bottler for the area.

While sales of other products certainly helped Fauerbach survive Prohibition, there were other

continued on page 62



Badger Club was a Fauerbach beer brand before and after Prohibition, but it was also the brand of one of the company's non-alcoholic products. This label was used immediately after Prohibition began. Collection of John Steiner.



The Varsity line of sodas capitalized on the popularity of the University of Wisconsin's Badger football team, c. 1930s. Collection of John Steiner.



Vitrolite sign is 18 x 22 in., c. 1898, by the Meyer-cord Co., Chicago, IL. The sign prominently displays the logo that also appeared on bottle labels from that period. The badge-like design of the "FBC" (Fauerbach Brewing Company) logo is derived from the historic, harp-shaped symbol associated with German S ngerfests, which were singing festivals. The sign was Collection of Peter Fauerbach.

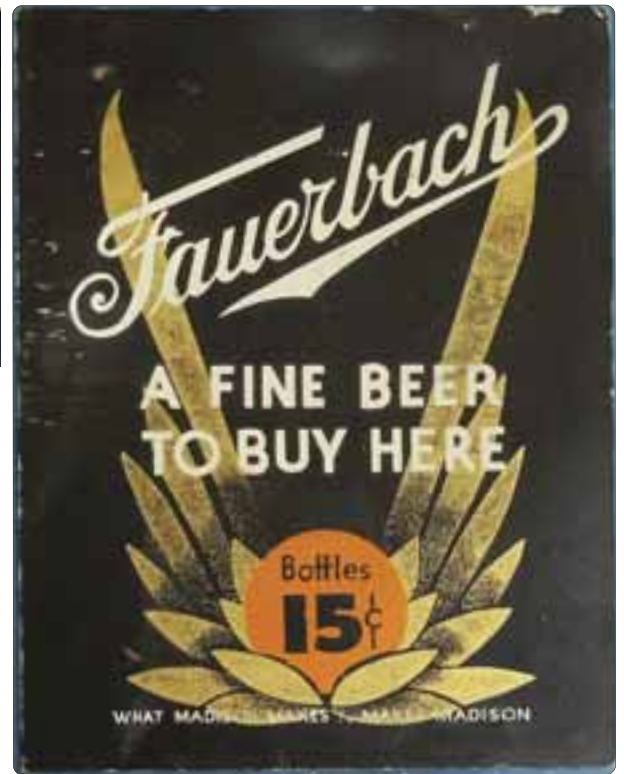




Tin-over-cardboard sign, 14.5 x 6 in., by Permanent Sign & Display Co., Reading PA, c. 1930s. All pictures on this page collection of Mike Schultz.



Rare, 4-in coaster, c. late 1930s.



This cardboard sign emphasized that Fauerbach was made locally in Madison and advertised bottles for 15 cents. Sign is 7 x 9 in., c. late 1930s.

#### TAP KNOBS



1930s



1940s



1930s



1940s



The familiar Fauerbach script logo is featured on two 1940s era neon signs. Sign at left is 38 x 15 in., no mfg. mark. Collection of Mike Schultz. At right is a hanging outdoor sign with neon mounted on porcelain, 46 x 30 in., by General Neon Products, Beloit, WI. Collection of Peter Fauerbach.

reasons as well. The company received revenue from the sale of 65 properties, many of which were taverns or hotels that went broke and were in arrears to Fauerbach Brewing Co. The company took possession of these properties and was able to sell them to other buyers.

### Failed rivals

In addition, Fauerbach's rivals fell by the way-side. Breckheimer Brewing Co. had been in financial trouble even before the United States entered World War I, and prohibition was the last straw. The brewery became Breckheimer Seed Co. and never returned to brewing. Hausmann Brewing was in better shape and started making near beer. However, the property was destroyed in a

spectacular fire in March 1923 and the company never recovered. (Interestingly, from 1995-2005 a craft brewer named Angelic Brewing operated on the site of the old Hausmann brewery.)

### Ready for Repeal

When the officers of Fauerbach Brewing Co. were confident that Prohibition was ending, they prepared to refurbish every aspect of the company: the plant, the equipment, the delivery vehicles, and the packaging. The most dramatic repairs were to the brewery itself, where each of the two boilers needed major repairs before they could be ready for the first post-Prohibition brews.

To deliver beer to their customers, Fauerbach needed new trucks. The brewery worked with Ideal

### Three Fauerbach CB neon signs with different messages



At left is one from around the time of the launch of CB in 1948 and has the Fauerbach name above it to promote new CB brand, from the collection of Peter Fauerbach. The sign measures 24 x 25 in. and reprises the harp-shape symbol used by Fauerbach Brewing since its beginnings. At center is a sign measuring 16 x 19 in. that was created for tavern use, promoting CB on tap, c. 1950. The sign at right is unusual in that it committed retailers to a price of 95 cents for an "8 pak." It measures 16.5 x 21.5. Both are c. 1950, from the collection of Mike Schultz.



Body Shop in Madison and ordered vehicle chassis on which Ideal added customized truck bodies. Ideal also supplied customized trucks for other breweries including Eulberg Brewing Co. of nearby Portage. The upgrades were accomplished in time so that Fauerbach was one of about two dozen breweries in Wisconsin to have beer available on April 7, 1933, the first day of legal beer since 1920. Crowds thronged the Fauerbach brewery tavern and enjoyed fresh beer on tap and in bottles.

### Celebrating 100 years

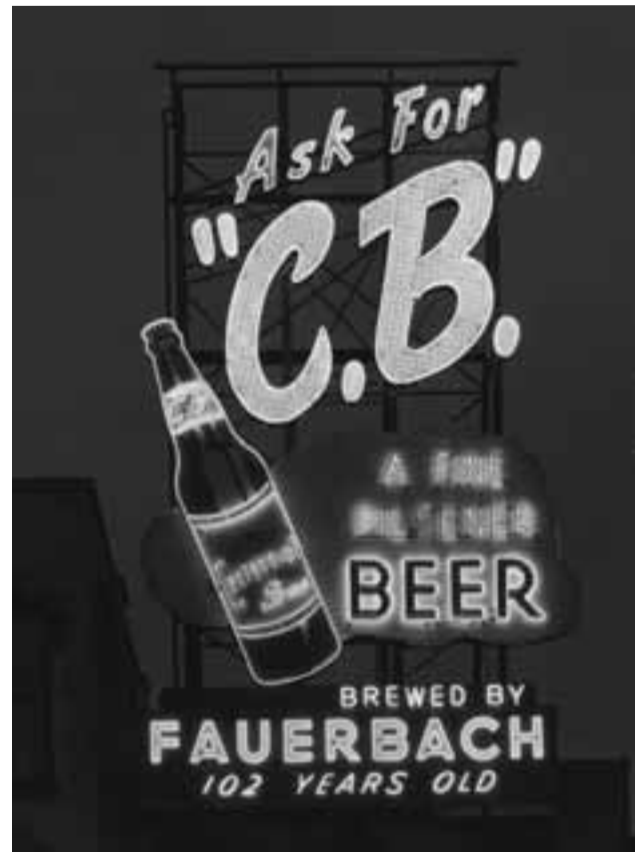
Fauerbach remained a profitable company for the next 15 years. It introduced canned beer, created partnerships with other Madison businesses, and withstood the problems of economic depression and World War II. During the war, a combined total of nine Fauerbach boys, brothers, and cousins, left for the conflict.

In 1948, both Wisconsin and the Fauerbach brewery were 100 years old. To celebrate, the brewery introduced Centennial Brew and a new packaging program. "CB" became a favorite in the area for several years and lasted long enough to go through packaging changes. The red flattop can of the 1950s that included sporting themes on the sides was a continuation of the affinity for sports seen throughout the history of the brewery with its advertising and sponsorships.

### Schlitz hits

The broader economic forces of the brewing industry proved to be the undoing of Fauerbach Brewing in the 1960s. The brewery went from selling 8,000,000 bottles in 1961 to losing the equivalent of \$1.2 million in 1965 alone. Much of this decline was because of predatory pricing by Schlitz Brewing Co.

Schlitz used its lower-priced Old Milwaukee beer to undercut many of the smaller breweries that



In 1948, Fauerbach celebrated the 100th anniversary of Wisconsin statehood and the brewery's founding by introducing Centennial Brew, "C.B." for short. This three-story neon billboard was erected in Madison's Capitol Square in 1950 and remained until 1963. The sign was changed each year to keep the "years old" up-to-date. Courtesy of Wisconsin State Journal.

previously had been able to compete on price with national brands. A brewery consultant reported to Fauerbach that its beer could not be produced for less than \$2.57 per case. Comparatively, Old Milwaukee sold for \$1.80 per case, which was almost 30% less than Fauerbach cost to make. This kind of price competition put Fauerbach in an impossible position. continued on page 64



Cardboard sign promoting 15- cent bottles 28.5 x 7.5 in., c. late 1940's. Collection of Mike Schultz.

## The end

The complaints of small brewers led to action by the Federal Trade Commission against Schlitz, but for most it was too late. Fauerbach Brewing Co. sold its last beer on June 30, 1966. In August, the company sold the Pepsi franchise, and the brewery was demolished in 1967.

For the next twelve years, the property on the lake was in lockdown as city officials debated its fate. The Fauerbach family's plan was for a hotel with a marina, but many residents of the neighborhood proposed a large park. Eventually a condominium complex was built on the site.



The 1964 packaging celebrated the four generations of Fauerbachs by noting the beer had been brewed "For Generations."

Ultimately, Fauerbach Brewing Co. was Madison's longest lasting brewery. It outlasted more than 70 of the other local Wisconsin breweries that reopened after Prohibition, but finally succumbed to high costs and increased competition from the giant breweries a mere 90 minutes away in Milwaukee.

*About the Author: NABA member Peter Fauerbach is the great, great grandson of his namesake, who established the brewery. He has just completed a 160-page book detailing the history of the company from 1848-1967. The book can be ordered at [fauerbachbrewery.com](http://fauerbachbrewery.com) and enter the "Gear" store. Peter can be reached at [peter@fauerbachbrewery.com](mailto:peter@fauerbachbrewery.com).*



**4th Generation Keeps 109-Year-Old Plant a Family Business**

## Home-Owned Fauerbach Brewery Holds Place Against 'Giants'

By HAL J. ROCHE.

IN AN ERA when a few industrial giants have taken over the bulk of the nation's beer business, Madison's small, home-owned Fauerbach Brewing Co. has held its place in the local market with the steadfastness of a Rock of Gibraltar.

The success with which the 109-year-old local brewery has withstood the tide of big brewery advertising and competition, a combination which has sunk many small breweries throughout the U. S., is even more outstanding when one considers that Madison is only 75 miles from Milwaukee, the recognized "beer capital" of the nation.

One of those least surprised at the Fauerbach company's continued success in the Madison market, however, is Karl H. Fauerbach, president, representative of the third generation of his family to guide the destiny of the local brewery.

FOUR GENERATIONS OF FAUERBACHS have been brewmasters at the family brewery which has been part of the Madison scene since 1848. From left to right above, they are Peter Fauerbach who came to the city in 1908 to take over the

old Sprecher brewery; his son, Louis, who was president of the brewery from 1931 until his death in 1938; the latter's son, Karl H., present president and general manager, and the latter's son, Karl P., 28, present brewmaster.

Four generations of Fauerbach's—Peter, Louis, Karl H. and Karl P.—were celebrated in a Wisconsin State Journal article in 1957, noting local Fauerbach's battle with "giants" of the beer business – especially those just 75 miles across the state in Milwaukee.



# NABA Members Make History



Doug Hoverson has made two expert appearances discussing Milwaukee brewing history on episodes of "The Food that Built America" on the History Channel.

by Ken Quaas

**Two NABA members were recently featured on different programs on the History Channel as experts in—of course—beer and breweriana.**

**Doug Hoverson**, associate editor of this magazine, appeared on two different episodes broadcast in 2022 of its popular series, "The Food that Built America." The series focuses on rivalries between famous companies in all types of foods ranging from cheese to sandwiches to donuts and of course, beer.

How did this appearance come to be? Doug explained, "Back in January of 2020 I was contacted by the production company that created the series. They knew about my book, *The Drink that Made Wisconsin Famous*, and wanted me to talk about the rivalry between Pabst and Kraft over processed cheese.

Plans for me to travel to the New York area to shoot my appearance in February were shelved when COVID-19 began to spike. But in June 2021, they got in touch again and wanted to know if I could fly out for two shows: one for the series "Empires of Excess" about Adolphus Busch and the other about the rivalry between Pabst and Schlitz. I agreed, and they made the arrangements to first bring me out to the New York area in July."

It turned out that the "New York area" actually meant Newark, NJ, where Doug filmed his appearance in the ornate Centennial Hall of the main

branch of the Newark Public Library—an Italian Renaissance style building completed in 1901. Doug said it took three hours to film his sequences, an effort that included multiple cameramen, interviewers, and several other staff. After the long day, Doug said, "while waiting to catch my flight back to Minneapolis, it seemed appropriate that I should enjoy a Budweiser from an aluminum bottle while gazing out the terminal window at the Anheuser-Busch brewery in Newark."

In August, Doug returned once again to Newark for his second appearance, this time for the episode, "A Cold One," which addressed the rivalry between Pabst and Schlitz as they strove for national and world dominance of the light lager market. The show featured several experts well-known in the beer world: Pabst Mansion curator John Eastberg; Garrett Oliver, author and brewmaster of the Brooklyn Brewery; and Maureen Ogle, author of *Ambitious Brew*.

Doug recalled, "Again, the production team was great, but the location wasn't as fancy. If you've seen the episode and wondered why the interviews had a warehouse background, it is because it was really filmed in an old warehouse. It was a hot and humid day, and we had just a couple of portable air conditioners and fans to counteract an ambient temperature that had to be around 100 degrees. Tragically, I couldn't find any Blue Ribbon to enjoy in the airport on the way home. After shooting these episodes, I now have a much deeper appreciation for how much it takes to put a good TV show together."

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Tom Noonan discusses some original drawings from the Paul Stanley Co. for its motion displays with “American Pickers” co-star Danielle Colby.

Tom first met Robbie Wolfe (right) several years ago when he purchased this Griesedieck neon-on-porcelain sign from him.



# AMERICAN PICKERS



Pictured from left are “American Pickers” series creator and star Mike Wolfe, co-star Danielle Colby, Tom’s wife, Teri Noonan, and Tom.

porcelain sign from Robbie and we became friends. Since then, I’ve bought other things from him and helped

him sell a sign, and he’s called me from time to time with questions on the value of various breweriana items.”

Robbie Wolfe called Tom last year about an interesting set of original drawings that he and his brother Mike had picked up. They were prototype sketches from the Paul Stanley Co., of San Francisco, CA, which made large, elaborate motion display signs from the 1940s-1960s (see Sidebar story). “Robbie called asking about the value of these original drawings, which included one for Lone Star Beer (San Antonio, TX) and one for Hamm’s (St. Paul, MN) as well as a sketch for a Hills Bros. coffee display. I told him that I’d make some calls to find out. I called (fellow NABA

**Tom Noonan**, owns the Sangamo Brewery in Chatham, IL (near Springfield), which houses his outstanding collection of breweriana from the Southern Illinois area, and was profiled in this magazine in the Winter, 2021 issue. Tom appeared as an expert on the long-running series, “American Pickers,” (Season 23, Episode 8) which first aired in March 2022. The series follows the Pickers as they scour the country for hidden gems in junkyards, basements, garages, and barns, while meeting quirky characters. The featured stars are creator Mike Wolfe and during the past few years, his younger brother, Robbie, of Davenport, IA.

“I’ve been enjoying “Pickers” since the beginning.” Tom recalled. “A few years back I bought a Griesedieck outdoor, neon-on-



Tom purchased the original drawings from the Paul Stanley Co. that he was asked to appraise. The Hills Bros. sign is not known to have been produced.



members) Steve Fernandes, Randy Huetsch and Barry Travis, among others, and was able to give him a pretty good estimate.”

What happened next was unexpected. Tom said, “I got a call from Robbie asking me if I would appear on the show to talk about the value of the drawings.” Tom agreed and drove six hours from his home in southern Illinois to Nashville, TN, where Mike Wolfe owns one of his two Urban Archaeology stores.

Tom said they closed the store to film the segment on a Friday, and his appearance was with the assistant on the show, Danielle Colby. He

provided background on the Paul Stanley motion displays and an estimate on the value of the prototype drawings. “It took most of the day just to film my short segment.” Tom said. “We were surprised when Mike Wolfe showed up unexpectedly to watch, hang out and share pizza with us. I had not met him before but like his brother, he’s a very nice guy”.

A final twist in the story happened off camera. Tom decided to purchase the drawings and is having them framed to display in his Sangamo brewery.

## Paul Stanley Co.

Paul Stanley started his business in San Francisco, CA in the late 1940s. Stanley’s idea was to design large, eye-grabbing floor displays for consumer products companies that would command attention at retail.

A variety of displays, ranging from 5-6 feet tall and higher, were created by Stanley from the late 1940s to the late 1960s for companies like Pepsi-Cola, as well as the Theo. Hamm Brewing Co., St. Paul, MN; Lone Star Brewing Co., San Antonio, TX; and Burgermeister Brewing Co., San Francisco, CA.

Each of these large, elaborate and highly whimsical displays was crafted by hand, with slight variances, making them unique. Because of their size and cost, they were made in limited quantities, with possibly as few as 10-40 individual pieces of each style. Very few of these units have survived. Today, they are rare and expensive treasures in the collecting world.

Hamm’s was likely the most prolific customer of the Paul Stanley Co., and commissioned four styles of displays, with one having two variations. The “Helicopter” display (pictured) is the most animated of these. It stands approximately 6 ½ feet tall. The entire unit revolves from the lighted base, which displays three scenes of “The Land of Sky Blue Waters.” The helicopter revolves in a full circle independently from the base, and so does the overhead prop and tail rotor.

These Stanley displays were large and heavy, and some could be elevated using a heavy steel pole attached to the underside of the base. This allowed



The famed “Hamm’s Helicopter” motion piece was the most elaborate of all the Paul Stanley Co.’s displays



An example of the piece pictured in the Hamm’s drawing was sold at auction a few years ago.

the captivating displays to rise as high as 12 feet so they could be seen store-wide, even in the largest of supermarkets. When the display was elevated, it also could accommodate stacks of six or twelve packs underneath for display.

Stanley Company appears to have been in business for only about 20 years, ceasing operations by 1968. Paul Stanley, the company founder and designer whose name and legacy lives on with these amazing displays, passed away in the middle 1980s.

There are only a few of these spectacular animated displays surviving, as production was limited from the start. They show up periodically in advertising auctions or change hands privately among collectors who have the luxury of space to display these fantastical pieces.

*Author’s Note: Special thanks to Barry Travis and Mike Frye for providing this information on the Paul Stanley Co.*

# Taps



## Don Limpert

Don Limpert, 94, of Manchester, MI, passed away on February 18, 2022. Don is survived by his children, Bruce and Denise, two grandchildren, and a great grandson.

As a young man, Don became an active, resourceful entrepreneur in the building trades in Oakland County. He moved his family to Manchester in 1963, where he lived for 58 years and established a reputation for historic restoration and preservation. Some of his notable works include the Black Sheep Tavern, Manchester Mill, Manchester Village Blacksmith's Shop, and several buildings in Tecumseh, MI.

Don served his community as Chair of the Township Planning Commission, Trustee of the Village of Manchester, and a member of the Manchester Historical Society, Manchester's Men's Club, and the Masonic Lodge.

Don became a NABA member in 1988 and enjoyed collecting Pre-prohibition-era breweriana from breweries that fascinated him. He faithfully attended 22 annual NABA conventions until his hearing and eyesight failed him.

He was an active participant in NABA's convention auctions and truly enjoyed the fellowship of the hospitality rooms. Don was also a charter member of the Michigan Chapter of Stein Collectors International.

The Civil War held a special importance for Don. As a young child in Sterling Heights, MI, he witnessed Michigan's surviving Civil War veterans participate in Memorial Day parades in his hometown. Thus began a lifelong passion and his assemblage of a nationally-recognized collection of Civil War artifacts. He was a proud member of the Michigan Regimental Round Table Civil War Group. The Grand Army of the Republic was a fraternal organization (like today's VFW) created by the Union Veterans of the Civil War. Don bought an original GAR post building in Eaton Rapids, MI in 2012, restored it, and established a museum there called the Michigan Grand Army of the Republic Memorial Hall.

When his declining health kept him close to home, Don began a popular social hour in his bar room, formerly a garage, which often welcomed a dozen or more friends daily for refreshments and good conversation. There was always a generous supply of beer, wine, soda pop and snacks. Interestingly, Don's social hour often served as a forum for local officials and other elected leaders to hold an informal town hall.

Don was certainly an incredible person and friend who immensely enriched my life and those of many others. He will be sorely missed.

*– Jim Kaiser*

## Dave Launt

Dave Launt, 79, of Portage, MI, passed away on Feb 13, 2022, after a lengthy illness. He is survived by his wife Dena, and their children Dan and Deirdre.

Dave is also survived by a legion of friends in the breweriana collecting hobby, who will remember his infectious laugh and sharp sense of humor. He also was a founding father of both the Rusty Bunch Chapter and Michigan's Patrick Henry chapters and is a member of both the Halls of Fame of BCCA and Rusty Bunch. Dave was also the





driving force behind the infamous at-large Hospitality Chapter, a thinly veiled excuse to sample craft beers in mass quantities at each BCCA Convention. He was a prodigious dumper of beer cans, and his exploits and finds are well known among a pantheon of collectors.

Dave had a prolific literary side. His writings were published in multiple chapter and national breweriana periodicals. He was a longtime NABA member and contributor to the *Breweriana Collector* magazine. He and George Arnold published a multi-installment series on the breweries of New York City in both the NABA and BCCA magazines. His Hospitality Chapter newsletter, entitled “Martha Stewart’s Nightmare,” gives you a clue that Dave enjoyed the beat of a different drummer his entire life.

#### Dave’s pet names for the McSorley’s tap knobs:



“Cirrhosis” McSorley   “Winter” McSorley   “Deathly Sick” McSorley   “Well-tanned” McSorley   “Space Alien” McSorley   McSorley on a Stick

Many of his fellow collectors remember Dave fondly for selflessly sharing his historical knowledge and his collection. “Dave was always so nice, an amazing source of knowledge and took the time to educate me on New York City brewery history,” said Chris Amideo.

Ken Quaas recalled, “I greatly enjoyed getting to know Dave and sharing some porters with him at the Greenbush Brewery in Michigan – one of his favorites. He was the nicest of guys and a fountain of information about New York City brewery history, which he generously shared with me and for the benefit of the *Breweriana Collector* magazine.”

Dave started his breweriana collecting with cans in the late 1960s, and at one time he had amassed the largest quart cone top collection in the hobby. Then he completely switched gears and devoted himself to New York City breweriana. There are many in this hobby who have been the happy recipients of a piece from those two collections, and no doubt those pieces still remind the owners of a special man.

~ *Jim Romine*

I met Dave many years ago at some breweriana show. We became friends and, because of our mutual love of New York City breweries, in 2005 he suggested that we work together on some articles about them. That idea resulted in 11 articles for the BCCA magazine and four for NABA’s *Breweriana Collector* magazine.

Working with Dave turned out to be more fun than I ever expected. While putting together an article about figural McSorley’s tap knobs, Dave decided they needed appropriate names, as can be seen below.

Dave’s sense of humor was a finely tuned instrument, and he had a way with words. I’ll miss him.

~ *George Arnold*



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**OHIO MINI-CANVENTION**

*June 17th and 18th, 2022*

**WARREN COUNTY FAIRGROUNDS  
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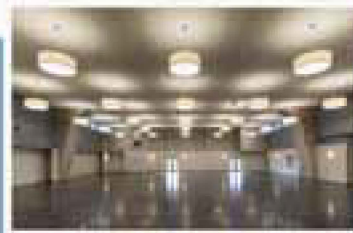
**EXPORT OLD LAGER BEER**

**OPENING INSTRUCTIONS CAN**  
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A limited number of tickets will be sold.

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*Cans generously donated by The Good Guys of Beer Cans Plus.*



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# Upcoming Shows

## May, 2022

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

**Date/Time:** May 1, 12-4pm  
**Event:** **B'Gosh It's Good Breweriana Show**  
**Address:** Fifth Ward Brewing Company  
 1009 S. Main Street Oshkosh, WI 54902  
**Contact:** Jared Sanchez, 920-410-7073

**Date/Time:** May 7, 12-5pm  
**Event:** **Derby Day Breweriana Swap Meet. Sponsored by the Gateway Chapter**  
**Address:** Friendship Brewing Company  
 100 East Pitman Avenue  
 Wentzville, MO 63385  
**Contact:** Al Kell, 314-348-3786

**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 7, 8am-1pm  
**Event:** **Smoky Mountain CANboree. Sponsored by the Smoky Mountain Chapter**  
**Address:** Crafty Bastard Brewing Co  
 West - 9937 Kingston Pike, Knoxville, TN 37774  
**Contact:** Tom Legeret, 865-221-9710

**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

**Date/Time:** May 14, 9am-3pm  
**Event:** **Annual St. Paul Brewing Co.'s outdoor parking lot show Sponsored by the North Star Chapter**  
**Address:** St. Paul Brewing Co.  
 688 Minnehaha Ave. E., St. Paul, MN 55106  
**Contact:** Mike Mullally, 651-451-3786

**Date/Time:** May 14, 8am-1pm  
**Event:** **Brew City Swap Meet**  
**Address:** American Legion Post #180  
 2146 SE Monroe St.  
 Milwaukie, OR 97222  
**Contact:** cascadebeer.com

**Date/Time:** May 21, 9am-1pm  
**Event:** **Patrick Henry Show. Patrick Henry Chapter BCCA & NABA**  
**Address:** Bell's Eccentric Cafe  
 355 E. Kalamazoo  
 Kalamazoo, MI 49007  
**Contact:** Bill Norton, 269-578-6607

## June, 2022

**Date/Time:** June 5, 7am-1pm  
**Event:** **Old Reading Chapter Beer Can & Breweriana Show. Sponsored by the Old Reading Chapter**  
**Address:** Leesport Farmers Market  
 312 Gernants Church Road  
 Leesport, PA 19533  
**Contact:** Tad Steele, 610-780-2353

**Date/Time:** June 5, 8am-2pm  
**Event:** **Brennan's Show. Sponsored by A-1 Chapter**  
**Address:** Brennan's Pub 'N' Grill  
 3510 E. Bell Road  
 Phoenix AZ 85032  
**Contact:** Kent Grant, 520-247-1840

**Date/Time:** June 10-11, 8am  
**Event:** **Swap-A-Rama. Sponsored by Gateway Chapter**  
**Address:** Knights of Columbus Park  
 50 Rue Saint Francois  
 Florissant, MO 63031  
**Contact:** Al Kell, 314-348-3786

**Date/Time:** June 11, 9am-1pm  
**Event:** **50th Annual Brewery Advertising & Beer Can Show. Sponsored by Stroh's Fire-Brewed Chapter**  
**Address:** Knights of Columbus  
 Wyandotte Council  
 3530 Biddle Avenue  
 Wyandotte, MI 48192  
**Contact:** Rich Daniels, 313-388-6015

**Date/Time:** June 14-18, 8am-1pm  
**Event:** **Combined Show for ABA & Columbine Chapter. Sponsored by Columbine Chapter**  
**Address:** DoubleTree by Hilton  
 at Lincoln Park  
 919 7th St. Greeley, CO. 80631  
**Contact:** Jim McCoy 720-420-9942  
 Continued on page 73

## • MORE • VINTAGE BEER TAP MARKERS

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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 300 knobs from the post "New Era" era. Includes a Rarity and Value estimate for each item.

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# Upcoming Shows

**Date/Time:** June 17-18, 8am

**Event:** **47th Annual Ohio Mini-Convention & Breweriana Show. *Sponsored by the Miami Valley Chapter***

**Address:** Warren County Fairgrounds  
665 N. Broadway Street  
Lebanon OH, 45036

**Contact:** Rick Ordeman, 937-558-6993

**Date/Time:** June 18, 9am-1pm

**Event:** **Summer Blast Beer Collectibles Show. *Sponsored by the Olde Frothingslosh Chapter***

**Address:** Penn Rod and Gun Club  
602 Coal Street  
Penn PA 15675

**Contact:** Jerry Lorenz, 412-760-7621

**Date/Time:** June 24-26, varies

**Event:** **43rd Annual Kansas Kolossal Kan Kaper. *Sponsored by Carrie Nation and KC's Best Chapter***

**Address:** Candlewood Suites Salina  
2650 Planet Ave  
Salina, KS 67401

**Contact:** Bill Boyles, 816-820-9933

## July, 2022

**Date/Time:** July 9, 9am-4pm

**Event:** **Annual Show *Sponsored by the Nordlager & North Star Chapters***

**Address:** Northeastern Saloon & Hotel  
115 St. Louis Avenue Cloquet,  
MN 55720

**Contact:** Bert Whittington, 218-393-0657

**Date/Time:** July 9, 9am-4pm

**Event:** **45th Annual Sizzle 'n Sweat. *Sponsored by the Ar-Can-Sas Brewery Collectibles Club***

**Address:** Shelby Smith Pavilion in  
Burns Park  
3701 Arlene Laman Dr. North  
Little Rock, AR 72118

**Contact:** Kenn Flemmons,  
501-590-3151

**Date/Time:** July 22-23, 9am

**Event:** **Summerswap. *Sponsored by the Michigan and Rusty Bunch Chapters***

**Address:** Frankenmuth American  
Legion Post 150  
990 Flint Street  
Frankenmuth MI 48734

**Contact:** Clayton Emery, 231-920-6013

**Date/Time:** July 30, 9am-1pm

**Event:** **Simon Pure Summer Show. *Sponsored by the Simon Pure Chapter***

**Address:** Fraternal Order of Eagles  
No 2692 – 4569 Broadway,  
Depew, NY 14043

**Contact:** Jeff Murbach, 716-713-7236

**Date/Time:** July 31, 9am-2pm

**Event:** **Hartog Memorial Picnic and Trade Session. *Sponsored by the Prison City Chapter***

**Address:** Belmont Athletic Club  
651 Highland Pkwy  
Joliet, IL 60431

**Contact:** Willy Novak, 630-291-7943

## August, 2022

**Date/Time:** August 2-6, time varies

**Event:** **NABA Convention 51, Pittsburgh PA**

**Address:** DoubleTree by Hilton Hotel  
Pittsburgh, Green Tree  
500 Mansfield Ave,  
Pittsburgh, PA 15205

**Contact:** [www.nababrew.com](http://www.nababrew.com)

**Date/Time:** August 13, 7am-3pm

**Event:** ***Sponsored by North Star Chapter***

**Address:** Jacob Leinenkugel Brewing  
Company, 124 E. Elm Street  
Chippewa Falls, WI 54729

**Contact:** Mike Mullally, 651-451-3786

**Date/Time:** August 26-27, 7:00 AM

**Event:** **3rd Annual Bago Bash *Sponsored by the Schell's Border Batch***

**Address:** The Birds Nest , 34410 180th  
Street Winnebago, MN 56098

**Contact:** Dave Bullock, 952-500-3845

**Date/Time:** August 28, 9am-2:30pm

**Event:** **The 46th Annual PACKNIC *Sponsored by Packer Chapter, U.A.***

**Address:** Badger State Brewing  
Company, 990 Tony Canadeo  
Run, Green Bay, WI 54304

**Contact:** Ken Trembl, (920) 432-2542

## September, 2022

**Date/Time:** September 8-10

**Event:** **CANvention 51**

**Address:** Hilton Norfolk The Main:  
100 East Main Street  
Norfolk, VA 23510

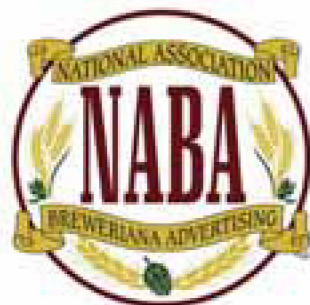
**Contact:** BCCA, 636-343-6486

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

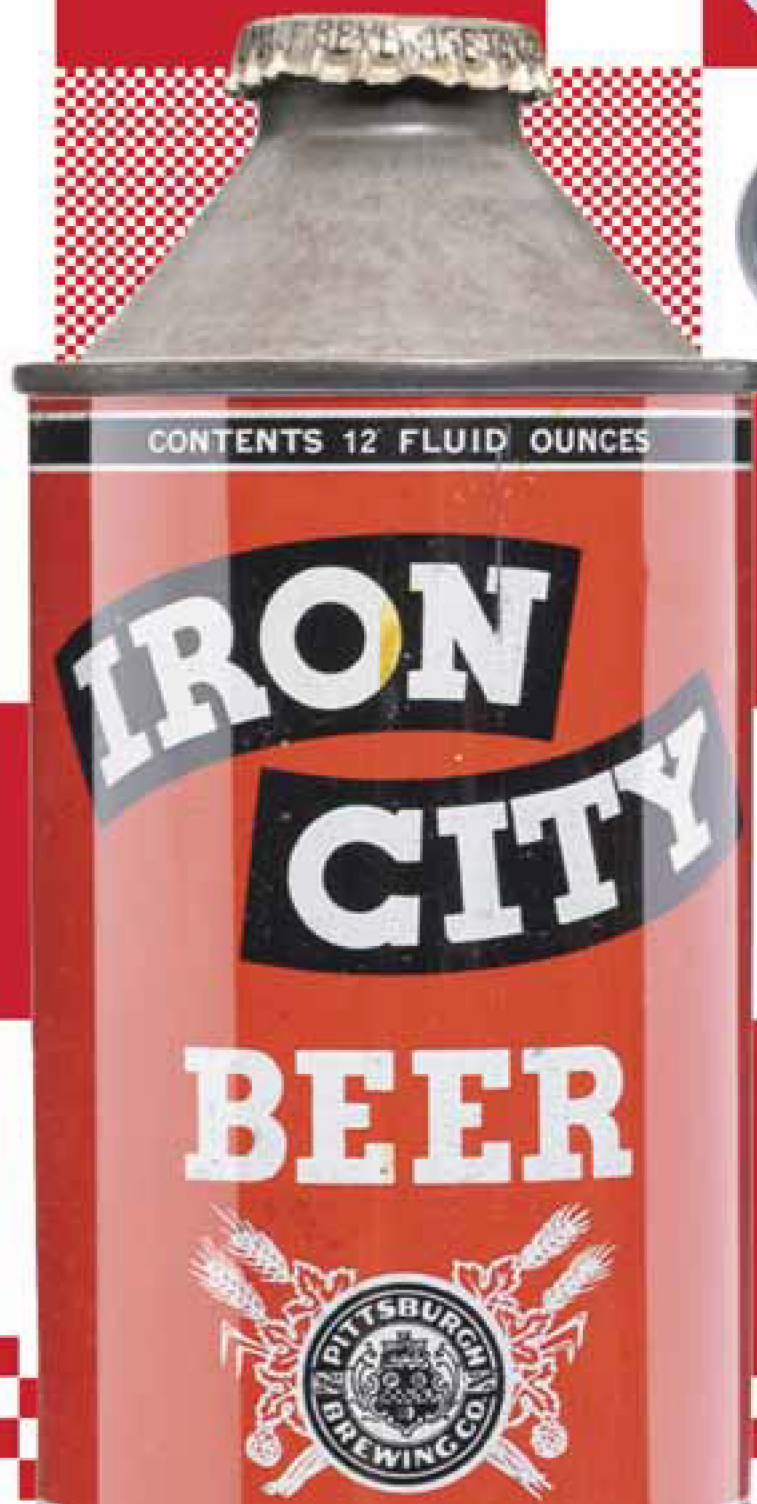
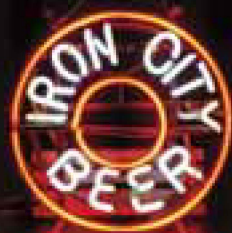


# IRON CITY BEER

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NABA Convention



August 2-6th 2022





# ♦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

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# ♦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

**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**  
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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  
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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.



# 4-DAY ONLINE ONLY BREWERIANA & ADVERTISING AUCTION MAY 22-25, 2022

**4 DAY ONLINE ONLY  
Breweriana & Advertising Auction**

**SUNDAY, MAY 22<sup>ND</sup>**

**MONDAY, MAY 23<sup>RD</sup>**

**TUESDAY, MAY 24<sup>TH</sup>**

**WEDNESDAY, MAY 25<sup>TH</sup>**

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