

BREWERIANA



COLLECTOR

VOLUME 198



Summer 2022



WHAT'S INSIDE: Celebrating Pittsburgh: When Fort Pitt was "it" ~ trolley ads ~ back bar statues.
NABA's visit to Vicksburg ~ Craig Levin's Western NY State collection ~ Much More!



REGIONAL BREWING HISTORY ON DISPLAY

BEER, AMERICANA & BREWERIANA

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

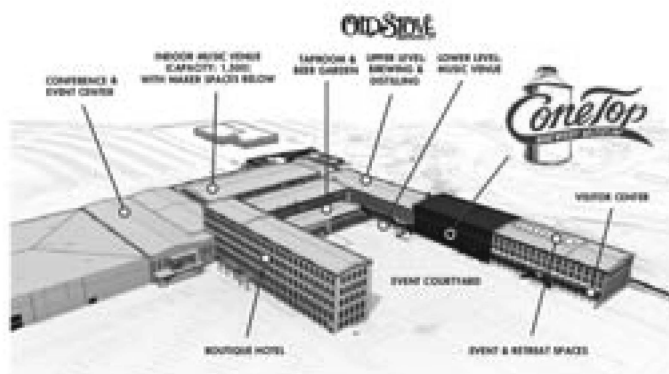
Cone Top Brewery Museum will be a destination for NABA members, serious collectors and casual visitors to discover one of the country's largest breweriana collections.



WATCH OUR BREWERY MUSEUM VIDEO
online at: conetopmuseum.com

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

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



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



CONTACT US

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VICKSBURG, MICHIGAN





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2022 CONVENTION

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Auction Chair: Matthew Olszewski
Auction Co-Chair: Lisa Allen

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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”

Summer 2022

#198

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Cover image:

A pair of stunning, die cut cardboard signs touting Old Shay as “America’s finest ale.” These each stand 15 x 18.5 in. and date from the early 1940s period when Fort Pitt had recently acquired the Victor Brewing Co. of Jeanette, PA and its Old Shay brand. Collection of Chip Echnoz.

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President's Message

Hello Fellow NABA Members!

There has never been a better time to be a NABA member. That's a pretty bold statement to make for an organization that's 50 years old. But it's absolutely true. Here are some reasons why:

Biggest membership numbers: Consider that NABA now has more members than at its previous peak in the early 1990s, when we were the beneficiary of the beer can collecting boom of the late 1970s and early 1980s. NABA is growing at an unprecedented pace thanks to the work of our members, local chapter partnerships, social media, and organization leadership.

Expanded magazine: We went from 48 pages per issue just a few years ago to varying from 64-80 pages. Every edition of this magazine has more than 100 members participating in its publication!

Largest convention attendance: We set a record last year for our 50th convention in Milwaukee and hotel bookings for this year in Pittsburgh are 50% above last year! The Pittsburgh convention has some amazing programming—there's still time for you to register.

More local chapter affiliations: We now have 48 local chapter affiliates—more than twice as many as we had 5 years ago. The strength of our hobby is at the grassroots level and NABA is happy to help promote our chapters and their events.

Outstanding leadership team: I have the privilege of working with a truly dedicated and talented team that we've steadily assembled to drive NABA forward. This includes our Board members,

Membership Committee, and magazine staff. Check out the names of this terrific group of people on page 1 of this issue. They are truly some of the finest people to work with on behalf of our club and hobby.

Strategic partnerships: This magazine has covered the news about our partnership with **The Mill/Cone Top Brewery Museum**, an incredible project in development in Vicksburg, MI. Our association with Cone Top will provide NABA with tremendous exposure and gives our members an opportunity to curate displays in a state-of-the-art museum—at no cost to our organization—when this amazing facility opens in 2026.

We are in the second year of our successful partnership with **Morean Auctions**, a leading breweriana auction company, to host our convention auction and reinvigorate it to the premier level it once enjoyed before the days of the Internet. This is NABA's most important source of operating funds and allows us to do all the things mentioned above—without raising dues!

NABA also has sponsored the **Trayman2.0** brewery tray capture project, which will provide a website of all known North American trays and will be packed with information—and available to all collectors at no cost.

And stay tuned...we are on the verge of announcing **another major partnership** that will hugely broaden NABA's exposure, build membership, and offer our members an additional opportunity to create exhibits and displays of their breweriana.

Has there ever been a better time to be a NABA member? We don't think so. And we are glad to have you as a member and grateful for your involvement and support!

See you in Pittsburgh!

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
1260	166	494	36	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)
- 3) Pay securely online with a Credit Card:
 - www.nababrew.com.
 - Click your name at right side below top banner area.
 - Membership Details appear beside “change password.”
 - Choose “Renew to New Date,” fourth bullet down (after Membership Card).

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

John Stanley
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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

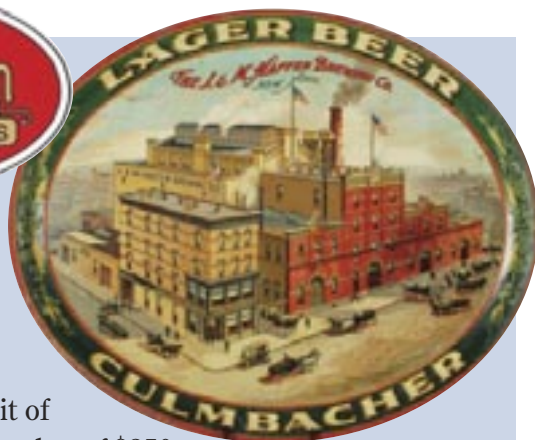
Consignments: Only NABA members may consign items, with a limit of three items per member. Each item consigned must have a minimum value of \$250.

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 to consign your breweriana in this amazing auction! The deadline for consignments is July 5.





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 48 chapters!



NABA in the sunshine state: Scott Kennedy, Ken Jones, NABA Membership Committee member Mike Moon, Robert Smith, and Stephen Struck flanked the Handsome Waiter at the Spearman Chapter show on March 5 in Ft. Walton Beach, FL.



Rockin' in Rochester: NABA was well represented at the Rochester Bottle Show on April 24 in Rochester, NY. Joining the Waiter were, in back, Steve Adydan and NABA Board member Matt Olszewski and in front, Steve "Anything Rhode Island?" Bergquist, Craig Levin (profiled in this issue) and Mark Zeppenfelt.



Father and Son: Tony and Eric Heitzer share a laugh with the Waiter on March 26 at the Koehler Brewery Show in Ellwood City, PA.



New York State of Mind: Rus Hammer, NABA Board Member Matt Olszewski, and Woody Hailey all look handsome with the Waiter on April 2 at the NABA's Schultz & Dooley Chapter show in Clifton, NY.



Springing Forward: The Waiter shares a beverage with Chuck Smith, NABA Membership Committee member Dave Doxie, Jerimie Schmidt and his son Desmond, (who of course does not have a beverage but is nonetheless a future NABA member), on April 22 at the Spring Thaw Brewery Collectibles Show in New Cumberland, PA.



Left Coast is Served: The Waiter was happy to help at the 49er Chapter show on April 30 in Sacramento, CA. From left Rawley Douglas, Michael Malchioni, Chapter President Mike Wilbur, John Burton, Ken Harootunian, NABA Membership Committee member Larry La Duc, Chris Ravert, Steve Gresham, and Dewey Algaard.



NABA Down Under: Turkey Lardinois was sporting his NABA t-shirt and signature hat as he joined New Zealander Don Mathewson on May 15 at the CANvention of the Australian Beer Can Collectors Association in Redcliffe, Australia.



Ringin' in Belleville: BCCA President and NABA member Don Hardy (second from left) joined NABA Board Members Paul Cervenka, Darla Long and Don Roussin to raise the banners on April 2 at the Mississippi Valley Chapter show in Belleville, IL.



The Handsome Waiter is Deep in the Heart of Texas



Shining bright in Shiner:

A big contingent joined the Waiter on May 14 at the Spoetzl Brewery in Shiner, TX for the 44th Texas Brewery Collectibles Show sponsored by NABA's Lone Star and Bluebonnet chapters. Back row: John Reed, Jimmy Stenson, John Williams, Tom Inman, Richard Englebrecht, NABA Director Emeritus John Ferguson, and Edward Hicks. Middle: Bluebonnet Chapter President Mike Lombardo, Chris Young, Rebecca Williams, NABA Membership Committee members and Lone Star Chapter President Charlie Staats, Jaime Pena, and Ron Satterlee. Kneeling: Matt Scherzinger.

Friday night at the Moravia Store



An oasis of breweriana: No Central Texas breweriana get together is complete without both the Handsome Waiter and a visit to the legendary Moravia Store in Moravia, TX. Established in 1889, the Moravia Store was once the social meeting place for the local Czech farmers of this still rural area. Henrietta Filip (in the black T- shirt next to the Handsome Waiter) has owned the store since 1995 and has lovingly preserved it as part tavern, part billiards parlor, part dancehall and a rural oasis to enjoy walls filled with classic Texas breweriana as you sip your Shiner Bock. Among the NABA members gathered in this happy crowd on May 13 to celebrate the Moravia Store are Brent Laswell, John Ferguson (all the way from Indiana!), Rebecca and John Williams, Kerran Fowlkes, Steve Fisher, Edward Hicks, Charlie Staats, and John Paul Hudson.



The historic Moravia Store is one of the oldest country stores still in existence in Texas.



Somehow the Lone Star and Shiner beers taste better when taking in the bountiful breweriana in the barroom.



There is no better place to see classic Texas breweriana "in the wild."

NABA Welcomes New Members



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

Scott Antczak

Milwaukee WI 53219-1830
scottantzak1@aol.com
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Braumeister.
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ajaprea@verizon.net 12oz.
NJ Cans. 12oz. US and
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*Craft Coasters. Krueger
Breweriana*

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and MO*

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Etc-NY Cones & Flats*

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Foxhead 400-Miller-Miller Lite

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Weber(Theresa WI)-Star(Lomira
WI)-Empire(Fond Du Lac WI)*



NABA Convention Agenda

TUESDAY, Aug. 2

House Tours

- 9:00am – noon: Tracy Wallace
 11:00am – 2:00 pm: Jim Mickinak.
 1:00 – 4:00 pm: Chip Echnoz
 3:00 – 6:00 pm: Matt Welch

3:00 pm:

- Registration opens in Hospitality Room
- Room-to-Room Trading begins.
- Hospitality Room is open for registration and refreshments through Saturday night.

WEDNESDAY, Aug. 3

9:00 am – 5:00 pm

*Craft brewery & Historical
 Brewery Architecture Bus Tour*

Bus loads at 8:30am. (Optional, additional cost).

6:00 – 7:30 pm

Brewmaster's Dinner

Master Cicerone Brian Reed will return to host this great beer/food pairing dinner. (Optional, additional cost).

7:30 – 11:00 pm

Olde Frothingslosh

Chapter Hospitality Room

Our venerable Pittsburgh chapter is hosting a celebration of its 50th Anniversary, featuring a display of Olde Frothingslosh breweriana.

Wed – Friday afternoons

The Back Bar Display

Noted lighted sign collector John Bain opens his legendary Back Bar display and contest. Prizes will be awarded for best lighted sign entrees.

THURSDAY, Aug 4

Seminars

9:00 – 10:00 am

Pittsburgh Brewery History

Expert Dick Ober will present an overview of Pittsburgh's illustrious brewing history.

10:00 – 11:00 am

Trayman 2.0 Project Unveiling

Mark Rogers and Peter Bayer are leading this tray capture project and will present their new website, backed by NABA support.

11:00 am – Noon

A Creative Collaboration

Glass sign restoration expert David Butler teams up with NABA Creative Director Barry Travis to demonstrate an intriguing beer label creation.

4:00 – 5:00 pm

First Timer's Cocktail Reception and Q&A

If this is your first NABA Convention, join NABA's Officers & Board for beer, conversation, and a special gift.

7:30 – 11:00 pm

The Jersey Shore Chapter Hospitality Room

This chapter really knows how to throw a party! Be sure to stop by their open house.

FRIDAY, Aug. 5

Auction

NABA is again partnering with Morean Auctions to provide premier breweriana.

9:00 – 10 am: Auction Preview

10:00 – 1:00 pm: Live Auction.

3:00 – 3:30 pm

The Backbar Display awards announcement.

4:00 – 5:00 pm

Pittsburgh Craft Beer Tasting

A variety of local beers presented by the Pittsburgh Craft Brewer's Guild.

6:00 – 8:00 pm

Presentation Banquet

Don't miss this event, which is included in your registration fee. Our buffet dinner allows the entire group to get together, socialize, and hear exciting announcements about NABA.

8:00 – 11:00 pm

Speakeasy

Enjoy a "Roaring 20's" atmosphere with live piano music from world-renowned jazz musician, Tom Roberts. Imbibe Prohibition-era cocktails or specialty beers. Free to badge-wearing members.

SATURDAY, Aug. 6

9:00 am – 1:00 pm

Trade Show

This show is free to the public and enjoys hundreds of walk-ins.



Charlie Smith, of Harrisburg, PA, was unanimously elected to the NABA Board of Directors

In his new position on the Board, Charlie will take leadership of NABA's Membership Committee.

A past president of the BCCA, Charlie is well known and highly regarded within our collecting community as an outstanding hobbyist.

Charlie is a longtime collector who has held a variety of leadership positions in the BCCA, including president. During his time as president, Charlie helped steer several collaborative marketing and informational initiatives with NABA for the benefit of the hobby overall.

NABA is fortunate to add someone with the talent and dedication that Charlie has to our Board.

B'gosh they're handsome!

The Handsome Waiter was in Oshkosh, WI on May 1 at the NABA-sponsored "B-Gosh It's Good!" show on May 1 by Harley Walter and Jim Schmalz in front, and in back, Tim Piche, Ken Angle, NABA Membership Committee member and show organizer, Jared Sanchez, Ken Kreie, and Matt Hunting.



NABA has begun to sponsor regional shows

These may be multi-chapter events or shows with no direct chapter affiliation. One of these is the bi-annual "B'gosh It's Good!" show in Oshkosh, WI, recently held on May 1 and scheduled again for October. Look for NABA-sponsored shows coming up on the West Coast and in the Southeast.



The NABA Auction: Critical to the club's success

by Ken Quaas

Our 50th Convention in Milwaukee in 2021 began a new era for our annual auction. In partnership with Morean Auctions, we introduced a format that allows for online bidding. This created the most exciting and successful event in many years. NABA members proved eager to submit higher-end pieces for sale, assured that there would be a wider audience of potential buyers.

NABA is continuing that format again this year. Based on member feedback, we have reduced the number of auction lots by more than half—to less than 200. This will shorten the duration of the auction and sustain interest in bidding. All items will have a minimum estimated value of \$250, and as you'll see in this article, most are valued at much more.

Like last year, NABA members who register for the convention and attend the auction in person receive a discount on buyers' fees (10% if paid by cash or check and 13% if credit card), versus 14%/17% for online buyers. The seller's fee is only 15%. Both buyer and seller fee percentages are below those of most auction houses.



Large reverse on glass, 79 x 33 in., thought to be a window from an Anheuser-Busch tied house. This is one of the many outstanding pieces from the collection of the late NABA member John Segal that will be for sale in NABA's Convention Auction on August 5.

#1 source of operating funds

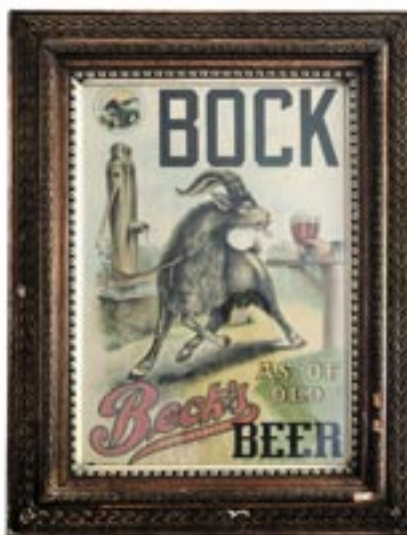
The annual auction is by far the most important source of operating funds for NABA. And as with everything these days, the club's costs have gone up while the Board of Directors continues to work hard to provide our members added value with no increase in member fees.

For example, in the past few years the

publication and mailing costs for this magazine have skyrocketed, while we have expanded from 48 to a minimum of 64—and more typically—80 pages. We have invested money in marketing materials, which has helped produce an amazing 51% growth in membership in the three-year span of 2019-2022. Our club now has more members than its peak year in 1994!



Lithograph featuring mermaid imagery for Lorelei Beer, Kessler Brewing Co., Helena, MT, 18 x 22 in., c. Pre-prohibition.



Lithograph humorously depicting a goat preferring a bock beer over water, Beck's Bock Beer, Magnus Beck Brewing Co., Buffalo, NY, 21 x 27 in., c. Pre-prohibition.

Keeps member fees low

In the meantime, NABA has not raised its dues in years. The \$35 annual fee is the lowest in the hobby, not to mention the three-year discount of \$90 that a third of our members have chosen.

The \$85 convention registration fee also has stayed the same for many years, despite the soaring

costs of food and beverage. For convention attendees, the \$85 includes hospitality room snacks and beverages across 5 days, a craft beer tasting event, an outstanding buffet banquet, and meeting room and audio visual rentals for all the different convention programming. We even lowered the registration price for spouses by popular request.

Supporting the auction and NABA

In sum, the change in auction format is helping drive NABA's success and the quality of programming that we can bring to our members.

The NABA Board of Directors are grateful for the outstanding partnership with Dan Morean that enables us to provide such a premier auction. We encourage our members to both consign and bid on August 5—either in-person or online—for the benefit of our club.

A very special collection

This year's auction features the exciting overlay of highlights from the John Segal collection. John, of Larchmont, NY, was a longtime NABA member who began collecting breweriana in the late 1960s and passed away in 2005.



Pre-prohibition tray from Gottfried Krueger Brewing Co., Newark, NJ by . American Art Works, Coshocton, OH.

His son, John Segal, Jr., chose NABA's auction to sell his late father's higher end pieces. "My dad loved NABA and the conventions, which were a catalyst to his collecting," John recalls. "I think he would be happy that some of the proceeds from auctioning his collection will help the club."

John Segal's interest in breweriana stemmed from his involvement in the beer industry. He led the George Segal Co., founded by his father after Repeal, which brokered the sale of hops. He was an innovator in the cultivation of new hop varieties and successfully propagated the Cascade hop, among others, which has become a mainstay of the American brewing industry.

John Jr., a third-generation hop grower, now leads

the family's hop ranch in Grandview, WA, which last year celebrated its 80th harvest and continues to supply the country's leading craft brewers with a wide variety of high-quality hops.

The NABA Board is grateful to John for entrusting his father's collection to our auction.



Large reverse on glass, 71 x 29 in., thought to be a window from a tied house. From Central Brewing, East St. Louis, IL. Appears to be in original window frame.



A pair of outstanding Pre-prohibition trays from Anheuser-Busch in excellent condition. Both are by Standard Advertising of Coshocton, OH, which was in business from 1891 1901.



Visiting “NABA’s Front Door,” under construction

by Ken Quaas



NABA Board members and The Mill / Cone Top management reviewed strategic plans for our partnership on a site visit to Vicksburg, MI on April 27-28. The massive Mill complex, which is undergoing a \$100 million re-purposing, is shown at right.

On April 27-28, NABA member Chris Moore and his team at The Mill/Cone Top Brewery Museum hosted a contingent of NABA Board members in Vicksburg, MI. This meeting was the first in what will be a series of gatherings to discuss and plan the exciting details of the partnership between the Cone Top Museum and NABA. The museum is slated to be open in 2026.

Chris has stated that he wants the museum to serve as “NABA’s front door,” a place where people can learn about breweriana collecting and NABA’s role in fostering the hobby, as well as to provide a physical “home” where NABA members can exhibit parts of their own collection.

The NABA Board experienced Chris and Company’s unparalleled hospitality over the course

of the two days of meetings and fun. There were many highlights, including an in-depth guided tour of The Mill complex, which is undergoing a truly massive and extensive renovation.

In addition to the brewery museum, the \$100 million complex will someday house a brewery with beer garden, distillery, boutique hotel, music and entertainment venue, as well as a conference center and event space.

Vicksburg is well located in southwestern Michigan and can serve as a gateway to the already immensely popular craft beer tourism that exists in that part of the state.

Joining the NABA group on the tour was the ownership group and management team of The Pittsburgh Brewing Company, which is also in the

planning stages of a museum at their new brewery that will house NABA member and minority owner of PBC Chip Echnoz's incredible collection of Western Pennsylvania breweriana.

In addition to touring The Mill complex, the NABA Board was treated to a behind-the-scenes look at a concurrent project by Chris Moore and his team involving the revitalization of the beautiful, historic downtown. At present, this includes the intricate restoration of seven historic, pre-1900 buildings. Some of these are already in use as event

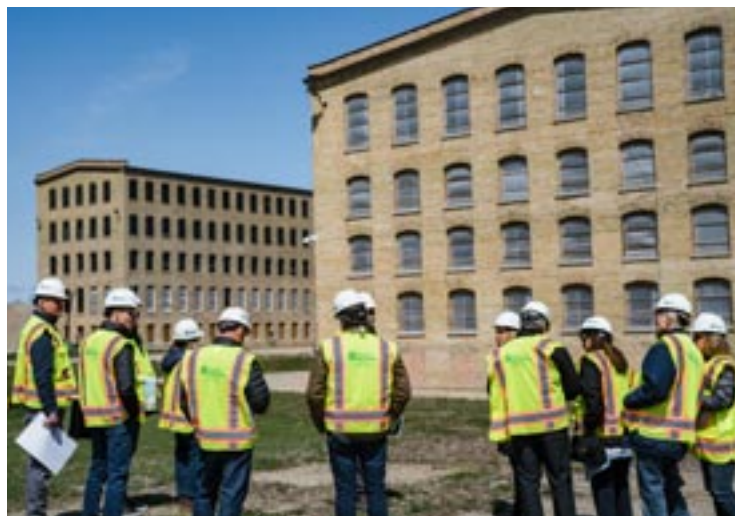
and entertainment spaces and display just a fraction of the amazing collection of breweriana being assembled for the museum.

The NABA Board is especially excited about the museum spaces designed to provide our members with opportunities to curate their own exhibits on a rotating basis in this state-of-the-art facility.

Stay tuned for more exciting updates on this amazing partnership, which will be a true boon to historic brewery and breweriana education and preservation.



Chris points out some of the highlights of the interior design of the Cone Top Brewery Museum to the Pittsburgh Brewing Co. management team and NABA Board members.



Mill developer and NABA member Chris Moore shows the group some of the plans for the ample outdoor spaces on the sprawling 80 acre campus of The Mill.



Victory in Vicksburg: Shown here on April 27 are NABA member Stan Summers (seated), with Chris Moore just behind him, is being honored on June 10-11 at a special Cone Top / NABA event appropriately called "Eternal Summers." It is a reception and show celebrating the Cone Top Museum's acquisition of 93 year old Stan's collection. Behind Stan are, from left, Tom Hardy and Rob McCarty from the Mill / Cone Top team, and NABA Board members who also are part of the NABA / Cone Top Committee: Joe Gula, Mike Michalik, Dave Alsgaard, Don Roussin, Barry Travis, Ken Quaas, and Jim Kaiser.



Vicksburg has a beautiful and historic downtown area that serves as a quaint backdrop for the nearby Mill. Many of the downtown buildings are being lovingly restored as part of the overall Mill project and showcase breweriana displays to help promote The Cone Top museum as a "coming attraction."

Serving Up Great Trays

by Mark Rogers



Editor's Note:

NABA has partnered with members Mark Rogers and Peter Bayer to create a comprehensive database of all known Pan-American trays. This visual database, named "Trayman 2.0 Powered by NABA," will organize trays across a wide variety of categories in an engaging, user-friendly way and will be accessible via the NABA website.

One of the interesting facets of the project is the dimension of cataloging the trays by common themes that brewers used in their advertising. This article explores one of the more popular tray themes—so grab your pooch and a beer and enjoy the celebration of "Man's Best Friend!" Unless otherwise noted, all trays are from the collection of Mark Rogers.

How do you choose just one dog tray to focus on when there are 120+ in the Trayman 2.0 database?

It is pretty much impossible, so let's have some fun and think about the next dog you might want running around your house!

Just like a good rescue, many of these trays may be available for adoption from a fellow dog tray owner. Fees are of course contingent upon rarity and desirability, but some on these pages have reasonable adoption fees.



This article is best read listening to Etta James' "Watch Dog" and drinking a Sneaky Pete's Imperial IPA from Laughing Dog Brewing in Ponderay, ID.



Dog you should own if you are regularly thirsty...

Consumers Park Brewing Co., Brooklyn, NY, by The Meek Co., Coshocton, OH, c. Pre-prohibition.



Dog you should own if your name is "Beauty"

D.G. Yuengling & Son, Pottsville, PA, stock tray by American Art Works, Inc., Coshocton, OH, c. Pre-prohibition.



Don't kid yourself, this Dog would own you!

Beer Drivers Union of Philadelphia, Philadelphia, PA, stock tray by American Art Works, Inc., Coshocton, OH, c. Pre-prohibition.



Dog you should own if you have nice neighbors...

Oneida Brewing Co., Utica, NY, Chas. W. Shonk Co., Coshocton, OH, c. Pre-prohibition. Courtesy of Morford's Auctions.



Dogs you should own if you have a lot of energy...

South Bethlehem Brewing Co., Bethlehem, PA, by H.D. Beach Co., Coshocton, OH, c. Pre-prohibition.



Dog you should own if you have dicey neighbors...

A.G. Van Nostrand, Bunker Hill Breweries, Boston, MA, Chas. W. Shonk Co., Coshocton, OH, c. Pre-prohibition.



D.G. Yuengling & Son, Inc., Pottsville, PA, no mfg. mark, c. 1980s.

Dogs you should own if you don't frequent restaurants...



A. Hupfel's Son's, NY, NY, by Chas. W. Shonk Co., Coshocton, OH, c. Pre-prohibition.



Wm. Schellhas Brewing Co. Winona, MN, no mfg. mark, c. Pre-prohibition. Collection of Les Jones.



Beverwyck Breweries Inc., Albany, NY, by Electro-Chemical Engraving Co., NY, NY, c. 1930s.



Budweiser Beer, Anheuser-Busch Inc., St. Louis MO, no mfg. mark, c. 1930s.

F. D. Radeke Brewing Co. Kankakee, IL, stock tray by American Art Works, Co., Inc., Coshocton, OH, c. Pre-prohibition.



Dogs you should own if you are Canadian...a dentist...a messy eater



L. Kuntz Brewery, Ltd Waterloo, Ontario, Canada, by Kaufmann & Strauss Co, c. 1920s. Courtesy of Miller & Miller Auctions.



Dominion Brewery Co., Ltd Toronto, Ontario, Canada, by General Steel Ware, Ltd, Ontario, Canada, c. 1930s.



John Arnold Brewery Hazleton, PA, stock tray by Haeusermann Litho. Co., NY & Chicago, c. Pre-prohibition.



Wacker & Birks Brewing & Malting Co., Chicago, IL, by Chas. W. Shonk Co. Coshocton, OH, c. Pre-prohibition.

Dogs you should own if you like your dogs 'stocky' (pun intended)...



A. Dotterweich Brewing Co., Dunkirk, NY, stock tray by American Art Works, Inc., Coshocton, OH, c. Pre-prohibition. Collection of Joe Gula.



Jos. H. Glennon's Brewery Pittston, PA, stock tray by American Art Works, Inc., Coshocton, OH, c. Pre-prohibition.



Noxall Beer, Ruff Brewing Co., Quincy, IL, stock tray by American Art Works, Inc., Coshocton, OH, c. Pre-prohibition.



Stag Beer, Western Brewery Co., Belleville, IL, stock tray by American Art Works, Inc., Coshocton, OH, c. Pre-prohibition.



Home Brewing Co., Indianapolis, IN, stock tray by American Art Works, Inc., Coshocton, OH, c. Pre-prohibition.



Salem Brewery Association, Portland, OR, stock tray by American Art Works, Inc., Coshocton, OH, c. Pre-prohibition. Courtesy of BreweryGems.com.

The Beer Statues of Pittsburgh

After Repeal, three breweries emerged as major forces in the renewal of the Pittsburgh brewing scene: Duquesne, Fort Pitt, and Pittsburgh Brewing, makers of the famed Iron City brand. These so called “Big 3 of Pittsburgh” also were the leaders in producing a beautiful array of back bar statues.

The heyday for back bar statues was a 30 year period between the mid 1930s and mid 1960s. Breweries used back bar figurines and statues as point of purchase displays, especially in on premise places like bars and taverns. Their purpose was to catch the eye of the beer drinking customers and entice them to choose their brand at the bar. Chalk was the most common (and fragile) material of construction.

The use of these statues began waning in the 1960s mostly because:

- Production costs had risen over time from a dollar or two to a range of \$10 –\$25.
- There was an overall decline in regional breweries due to a great period of consolidation forced by the larger, nationally distributed breweries, e.g., Anheuser Busch, Pabst, and Schlitz. Smaller breweries often diverted their advertising budgets to better compete on television—the new and more expensive advertising medium.
- Back bar space became more limited and dominated by the larger breweries.
- The statues were fragile and falling off a shelf typically meant their demise.
- The statues were subject to theft for use in one’s home bar. Thank goodness this temptation became the reason that so many statues survived.

All of the points above are true for the “Big 3” brewers of Pittsburgh, although thanks to the loyalty of ‘Burgh” drinkers, these brands and their statues thrived and survived longer than many other regional breweries and their back bar figures.

by George Baley



This Duquesne statue of the “Prince of Pilseners” character raising his glass may have been a prototype or specially made for someone at the brewery, as it may be the only existing example. It was clearly not intended to be used in an actual bar setting, as it lacks durability. It is composed of a heavy paper-like material, so its weight is only a few pounds, and it does not have the durability to last in a bar or tavern setting.

I suspect most of the statues shown in this article were made by the W.J. Smith Company of Louisville, KY, with the exception of the Silver Top from Duquesne, which is definitely from Kolograph of Los Angeles, CA.

About the Author:

George Baley is NABA’s historian. He is author of the book Back Bar Beer Figurines, published in 2002. He is always interested in adding new “finds” to the history of beer statue collecting. Please send photos of any items not in his book to gbaley@comcast.net for possible inclusion in future projects.

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Duquesne Brewing Co.

Duquesne,
Duquesne Brewing Co.,
7.5" wood/plastic, c. 1955.



Duquesne,
Duquesne Brewing Co.,
11" chalk, c. 1956.



Silver Top, Duquesne Brewing Co., 4" chalk, c. 1960.



Duquesne, Duquesne Brewing Co.,
12" chalk, c. 1947.



Duquesne, Duquesne Brewing Co.,
8" chalk, c. 1956



Duquesne, Duquesne Brewing Co.,
14.5" chalk, c. 1956.

Fort Pitt Brewing Co.



Old Shay,
Fort Pitt Brewing Co.,
9" glass, c. 1948.



Fort Pitt, Fort Pitt
Brewing Co., 11"
chalk right hand,
rare. c. 1938.



Fort Pitt, Fort Pitt
Brewing Co., 13"
chalk right hand,
c. 1965.



Old Shay, Fort Pitt Brewing Co.,
11" chalk, c. 1950.



Old Shay, Pittsburg Brewing Co.,
11" chalk/latex, c. 1950.



Old Shay, Pittsburg Brewing Co.,
11" plastic/latex, c. 1960.

Pittsburgh Brewing Co.



Iron City, Pittsburg Brewing Co., 3" chalk, c. 1950.



Mustang, Pittsburg Brewing Co., 10" chalk, c. 1958.



Mustang, Pittsburg Brewing Co.,
3" plastic/wood, c. 1970.



Tech, Pittsburg Brewing Co., 3" chalk, c. 1950.



Iron City, Pittsburg Brewing Co., 10" chalk, c. 1958.



Chalk Talk

BY RICK BASKEN

An A-1 Resurrection

Editors Note: *This article introduces a new column focused on back bar statues by one of NABA's outstanding collectors, Rick Basken.*

When you collect plaster/chalk back bar statues, one of the most nerve-racking things is opening a package that just arrived at your door containing a new piece you just purchased—especially, when it's a rare and valuable piece. You take a deep breath, maybe say a little prayer, and begin to cut the tape on the box. Hopefully, you find that your highly-anticipated new treasure has been double-boxed and was cushioned by many inches of bubble wrap, giving your rare chalk piece a safe, protective barrier through what may have been a perilous journey to your door.

A few years ago, I was lucky to purchase a rare “Cowboy Dream” chalk, made by the Arizona Brewing Company of Phoenix, AZ (1933-1964) for its flagship A-1 Beer. It's a whimsical, western-themed piece showing a cowboy sleeping outside, with his hat pulled over his eyes. In 10 years of collecting, it was the only one I'd ever seen for sale.

At the time, it was the most expensive single breweriana purchase I had made. Yet, I felt like I got a great deal, so I was very excited for its delivery from FedEx.

FedEx showed up as scheduled on a Friday afternoon. The delivery lady handed me a very large box, and because I was working in my shop, I placed it on an empty cart. With the excitement of a child on Christmas day, I began to carefully open the box to find a second box inside. “Good,” I thought. “They’ve double-boxed it for safety.” Inside that box was a large ball of plastic bubble wrap. Everything looked fine at that point and my new piece seemed well packed. I began to slowly and surgically cut and peel away at the bubble wrap and then, my heart sank. The layers of bubble wrap were peeled back to reveal the back of the piece, and I could see that it was cracked in half.

Houston, we have a problem! How devastating! I stopped unwrapping to let myself accept this heartbreaking sight and to think about what my next move should be. I began to photograph the piece as I unwrapped it, to document this tragedy.



A careful peeling back of tape and bubble wrap layers painfully revealed a first look at problems – the back of the sign was cracked.



The front of this 1953 figural sign also was in pieces, with extensive chipping to the chalk. The digital clock on the lower section was removed to ready the statue for repair.

The more I unwrapped, the worse it looked. When it was over, I was left with an astonishing mess of 80 pieces and a small amount of chalk dust. My “Cow-boy Dream” had shattered into a nightmare.

I contacted the seller, sending him photos of the mess I had received that was once a stunning, early 1950s chalk backbar statue. He informed me that he had paid a professional shipping company to pack and ship the item. He said he would contact them. A few days later the seller said that he was going to file a claim with FedEx, so I should “hang tight.”

While I was waiting, I laid the damaged chalk on a board with all the pieces. I kept the boxes and all the packing materials. I placed the chalk on the bar in my basement to review all the sad carnage. I wondered, “could I fix this mess?” At the time I’d already done some chalk repair work. But they all had been simple repairs on fairly common pieces. The more I looked at the A1, the more I knew I had to try to save it. It would be a shame to not give this survivor of more than 60 years a chance to grace a back bar once again. That said, I wanted my money back, as I had paid a lot for this item that had arrived essentially destroyed.

I got a call from FedEx. They said they would come to my house to inspect the item and would replace it. I laughed at the absurdity of that and then explained the broken statue’s rarity. FedEx then advised they would refund the money I had paid. I then asked if I could keep the broken item. I explained I wanted to try to save this valuable piece of antique advertising. They agreed to let me keep it and said someone from the company would come out to see it next week.

The same lady from FedEx who dropped it off came to my home the following week to pick up the damaged statue. Stunned, I explained that I was told I could keep it. She called her supervisor, who advised that I would need to bring the damaged statue to FedEx along with its packaging for further evaluation.

The next day, I drove everything to the large FedEx distribution center. In short, they examined everything, heard my story, and after taking two weeks to deliberate, denied the claim. There was no damage to the box and I could not prove that it was not broken before being shipped.

In the meantime, I had called the seller, as he had filed the claim and was the one who told me it had been denied. The seller told me he was contesting the denial. I decided to make the seller an offer that would end this dismal situation. We agreed to a settlement where he would reimburse me half of what I paid. Although I was unhappy, I wanted to move forward and try to preserve this broken piece of chalk statue history.

Determined to try to salvage something of this mess, I started working on the chalk that night. I wondered if I could fix it to a point where it looked like nothing had ever happened. I felt like a detective as I repaired it, almost as if the pieces were actually talking to me as I reassembled them. There was even a bend in the steel reinforcement bar under the shattered plaster. I concluded that FedEx was right—this chalk was broken before it was shipped. I believe the packing company dropped it off a table and it landed on its side, breaking the chalk, and bending the rebar forward.

Continued on page 22



Before the “puzzle” of the chalk statue could be put back in place, its pieces needed to be carefully laid out on a board.



The statue was repaired with glue and filler.

I diligently worked on the repair for what I estimate was about 100 hours—a little bit each evening over several weeks—to put my A-1 Cowboy back together again. When I finally finished this painstaking process I could see for the first time the piece I had purchased in what resembled its condition in the pictures I first saw. Other than a few small areas of filler to replace what couldn't be saved, it was now complete, together in one piece instead of 80 fragments. But of course, it still had to be painted in the areas where I had to put filler.

I knew a bad paint job could still ruin this piece and I didn't trust that I could properly paint it to restore it to its original appearance. These chalk pieces were painted at the factory by airbrush, giving them a certain look that is difficult to replicate. I have a local artist friend who has this capability and I turned over my A-1 piece to him after telling him the whole sordid story about how it was horribly damaged and then repaired.

I told him that I wanted it done right and to take his time. I wanted this piece of beer advertising history to be treated right, after its wrongdoing. Although I waited six months for him to finish it, it was worth it, as it turned out beautifully. He

color-matched it perfectly and replicated the areas of factory over-spray on the statue. The A-1 "Cowboy's Dream" is back as a reality and will always be a star in my collection.

About the Author: Rick Basken of Algoma, WI began collecting breweriana when he was about 7 years old, starting with Miller High Life wildlife mirrors that he found at local rummage sales. His collection evolved into less expensive lighted signs of the 1970s and 1980s until about 10 years ago, when he purchased a Blatz can character statue and was hooked on back bar statues and figurines.

Rick bought former NABA president George Baley's renowned "Back Bar Beer Figurines" book and began the hunt to collect as many of the pieces pictured in the book as he could find. He has since amassed a collection of more than 200 different pieces.

Rick recently started the popular "Back Bar Chalkware & Figures" group on Facebook and enjoys networking with fellow NABA members and statue collectors and providing inspiration and assistance to new collectors.



Finished

The finished piece, shown here unlit and lit, was painstakingly restored to replicate its original appearance thanks to some professional airbrush painting. An interesting aspect of this rare statue is that it is electrified to both light the sign and the clock, illuminating the numbers, which move on a dial. The repaired cowboy can rest comfortably, with his dream of a lady on horseback seen above him, intact once again.

Brewery Collectibles Club of America

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51

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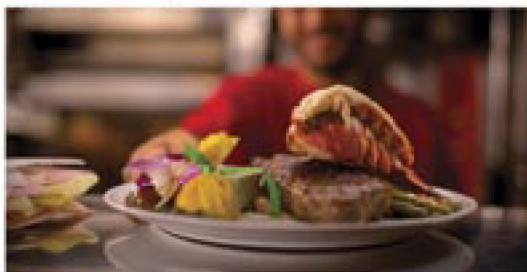


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When Fort Pitt was “it” in Pittsburgh

by Art Distelrath

When Prohibition ended in April 1933, Pittsburgh’s “big three” breweries were ready to provide real beer to thirsty Pittsburghers. Fort Pitt, Duquesne, and Pittsburgh Brewing Co. all stayed open during Prohibition by selling near beer, sodas, ice cream, dairy products, and ice.

Fort Pitt made a variety of non-alcoholic beers during this time including Golden Eagle, Pitt Special Brew, Radio Hour, NOTOX, Montana Wet, and others. When it became apparent that Prohibition was going to end, Fort Pitt geared up to produce real beer. At midnight on April 7, the brewery whistle blew, and Fort Pitt beer rolled out of the brewery.

#3 locally after Repeal

Staying competitive was an uphill battle for Fort Pitt, which found itself in third place after Repeal. Duquesne and Pittsburgh Brewing both had multiple plants with much higher capacity and significantly more capital available. In terms of production, Fort Pitt was well behind the other two, at approximately 100,000 barrels while Pittsburgh Brewing was producing about 400,000 barrels and



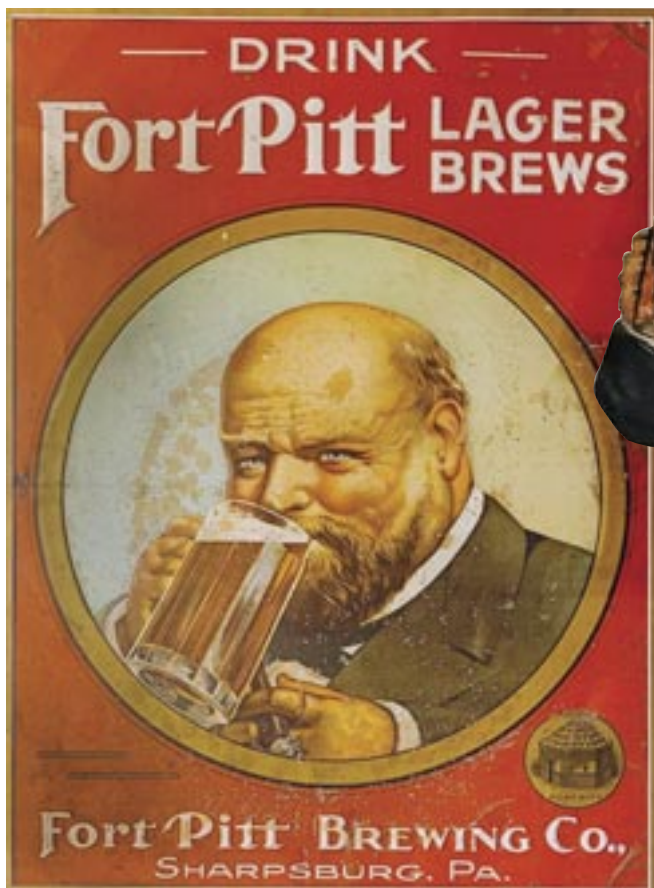
Rare cardboard sign with patriotic theme, 12 x 20 in., c. 1940. Collection of Chip Echnoz.

Duquesne was approaching 600,000 barrels.

There was tremendous excitement in Pittsburgh that real beer was back, and demand was greater than ever before. But Fort Pitt struggled to keep up. Brewery management recognized that to meet the demand, they would have to upgrade and modernize all facets of their company, and they embarked on a \$200,000 expansion to double capacity to 1,000 barrels a day.

Brewing was going on around the clock and the first step Fort Pitt took was to modernize the bottling facilities. The bottling house had been built in 1917 and could not adequately meet the speed and

capacity required. New machinery for washing, filling, and labeling bottles was installed, as well as improving the conveying and loading processes. A canning line was installed, and Fort Pitt Beer and Ale was canned in 12oz. flat top cans. The next priority was to increase storage capacity. They turned to Bollinger Bros. of Pittsburgh, the architects who designed and built the original brewery in 1906, to construct a new five-story stock house.



Pre-prohibition era:

Lithographed tin featuring a stock Germanic character used by several breweries. Far left, a 20 x 28 in. sign.

Left: a tin clicker, 2.25 x 1.87 in. Clickers were small promotional novelties also called "tin crickets." They had a piece of spring steel attached to the back that makes a clicking sound when pressed. Collection of Mike Michalik.

rebuilding the distribution network, he made Fort Pitt widely available throughout Pennsylvania and the surrounding states. Berardino's efforts paid off and the company turned a small profit of \$30,000 in 1938.

Fort Pitt marketing was very heavy in the Pittsburgh area with point of sale signage, trays, ashtrays, newspaper ads, and sponsorship of radio shows. In 1939, sales topped a record 225,000 barrels with a profit of \$227,000, leading to an even broader expansion plan. Improvements were made in the brewhouse. A new power plant was built on the west side of the brewery and a modern bottling facility was built that doubled packaging capacity and increased brewery capacity to 450,000 barrels.

Thriving in the war years

In 1940, Fort Pitt discontinued using flat top cans and switched to Crowntainer cone tops. These were filled on existing bottling lines and proved to

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New leadership

Fort Pitts' roller coaster ride of success took a steep downturn in December of 1935 when its president, Samuel Grenet, died of a heart attack. Grenet had been the inspiration for the brewery for almost 30 years and the uncertainty followed by his death, combined with remaining debts from the expansion, put Fort Pitt in a precarious position. Only 86,000 barrels were sold in 1937, for a loss of \$94,000.

After two years of turmoil and lagging sales, Fort Pitt found an energetic new leader in Michael Berardino. The dynamic Berardino had many years of experience in the local brewing business, having started as a young boy before Prohibition working on brewery wagons, with the Independent Brewing Co. of Pittsburgh.

Berardino immediately set to work correcting the course of the brewery. The first step was reformulating Fort Pitt beer from a heavier Pre-prohibition style to a lighter pilsener-style that was rapidly gaining popularity. Then by ramping up production and aggressively



Cardboard sign, likely used as trolley car advertising, 25 x 12 in., c. Pre-prohibition. Collection of Chip Echoz.



Prohibition-era:

Left, cardboard die-cut sign, 3.5 x 11, with thermometer promoting Fort Pitt Grand, a near beer, as "made from barley" and "brewed like lager."

Above, paper sign, 6 x 5 in., using the slogan for Fort Pitt's near beers that promised, "They have the smack that others lack." Collection of Chip Echnoz.

be a hit with beer drinkers. World War II rationing was affecting brewers across the country and canning beer for the public was stopped. Fortunately, Fort Pitt was contracted by the government to provide beer to service members overseas during the war. Fort Pitt's "silver growler" Crowntainer became camouflaged, olive drab ("OD") green and black for the war.

Celebrating Repeal:

The management of Fort Pitt Brewing was so grateful to be back in the beer business after Repeal that it produced this large tin sign (at right) offering thanks to the "courageous" and "sound thinking" federal government leaders who introduced the 21st Amendment that ended Prohibition. This rare embossed tin sign is 25 x 21.5 in., no mfg. mark. Collection of Ken Quaas.

The label (lower right) shown is the same one as the bottle depicted on the sign. Collection of John Steiner.

A similar, elegantly-dressed couple (right) appears on this rare 12.5 x 19 in. die cut cardboard sign from the same era. Collection of Chip Echnoz.



Also in 1940, Fort Pitt management sought another brewery to purchase because it was operating at full capacity and they didn't think it practical to expand further at their Sharpsburg, PA location. They found the Victor Brewing Co., 30 miles away in Jeannette, PA, which had recently filed for bankruptcy. Fort Pitt purchased the Victor Brewing Co. in early 1941 for \$333,000 and immediately put it into production.

This acquisition immediately added 300,000 barrels of capacity as well as adding the Old Shay and Steinhaus labels to their portfolio. 1941 sales were 435,000 barrels.

Despite war-time rationing, beer production continued to grow. 1942 saw sales of more than 500,000 barrels and production stayed at that level to the end of the war.

Fort Pitt brewery expansion in the 1930s

Photos of new stock house construction. Records from Bollinger Bros. show that this addition was completed in an astonishingly short time. Once the steel framework was completed, it was little more than a month before the building was ready for installation of the new storage tanks.



1936 stock house in front of 1934 stock house, bottling house on right.

This modern bottling facility was opened in 1939 and doubled packaging capacity so the brewery could produce as much as 450,000 barrels.

The rare, so-called "pretzel tray" for the various Fort Pitt beer styles, by New York Importing Co., NY, NY, c. 1933. Collection of Mike Michalik.



Boom years

After the conclusion of the war, Fort Pitt wasted no time in capitalizing on the demand for beer. In 1946, the company started an ambitious \$1.5 million expansion plan at both of their breweries. New bottling equipment, increased storage capacity, and updated brewing facilities gave the company an astounding 1.4 million barrels of capacity with each brewery having 700,000 barrels of capacity. Sales continued to grow exponentially with this increased production capacity. In 1947, 975,000 barrels were sold, followed by 1.2 million barrels in 1948 and an enormous jump to 1.77 million barrels in 1949. Fort Pitt had very quickly grown to the largest brewery by sales volume in Pennsylvania.

Staying aggressive at a time when many regional brands began to suffer, Fort Pitt began yet another expansion project, earmarking \$3 million for an addition to the stock house, new storage facilities, and a new office building at the Sharpsburg facility.

The company also allocated \$600,000 for an addition to the brewhouse, fermenting cellar, and modernizing the bottling house at the Jeannette plant.

Then, the decline

As Fort Pitt had soared amazingly in the 1940s, it experienced an equally rapid downward spiral in the 1950s. In 1950, sales dropped below one million barrels, a decline of more than 75,000 barrels in just one year. Competition from national brewers, a nationwide drop in beer sales, and an "unusually cool summer" that decreased the demand for beer were cited as reasons.

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Another drop in sales in 1951 brought the numbers down to around 800,000 barrels. And things would quickly get worse. In January 1951, the “Big 3” of Fort Pitt, Duquesne, and Pittsburgh Brewing were hit with a wildcat strike. The strike only lasted a week, and the brewery workers went back to work after receiving a 15 cents per hour raise. But labor problems continued and in April 1952 all of Pittsburgh’s brewery



Tin sign with scalloped edges promoting beer, ale and porter, 14.5 x 6.6 in., c. 1930s.
Collection of Tracy Wallace.

workers went on strike. (See article in *Breweriana Collector*, Vol. 189, Spring 2020.)

The strike dragged on brutally for 100 days, ending on July 31st when workers agreed to a one-year contract with a 12 ½ cent per hour raise, health benefits for dependents, and other concessions. The Pittsburgh area breweries lost three months of sales during the strike and beer from surrounding states and national brewers was brought in to satisfy the local thirst. Even worse was

Here comes the “Running Waiter”

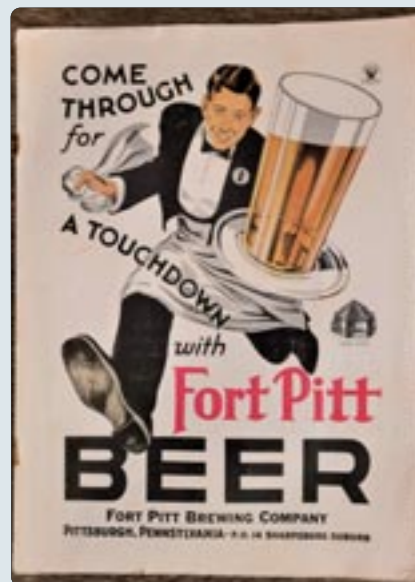
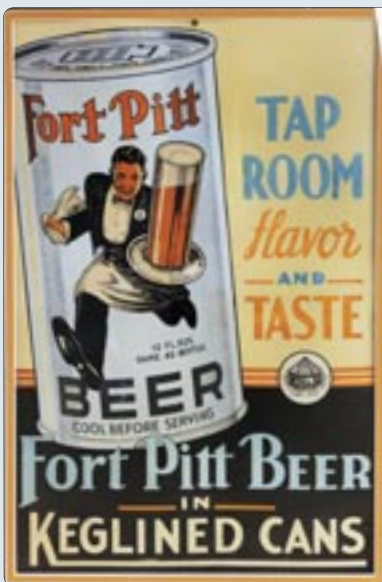
Fort Pitt introduced the “Running Waiter” when it began canning its beer in 1935. The character appeared not only on its early cans but in many forms of 1930s advertising for the brand. The Waiter is one of the more recognizable advertising characters among breweriana collectors from Western Pennsylvania and beyond.

Below are two different 13 X 9 in. cardboard signs by Walcott Bros. Co., NY, NY, c. 1930s. Collection of Chip Echnoz.

Below right is an ad measuring 7.75 x 10.5 in. from a 1935 program for the University of Pittsburgh’s football team. Collection of Mike Michalik.



The Waiter also appeared on a full sized serving tray as well as a smaller tip tray, both by American Can Co., NY and Chicago, c. 1930s. Examples shown above are from the collections of Mark Rogers (12 in. tray) and Mike Michalik (4.75 in. tip tray).



Extremely rare lighted signs from the 1930s



Globe style reverse enameled glass sign backlit by neon mounted in cast metal body, 18 in. diameter, no mfg mark, c. early to mid 1930s.

Single sided lighted reverse enameled glass wall sign mounted in cast milk glass body with metal back, 15 in. diameter, by The Phoenix Glass Co., Monaca, PA



Double sided, lighted globe style reverse enameled glass sign mounted in painted metal body, 18 in. diameter, no mfg mark.

Collection of Chip Echnoz.

the fact that no fresh beer was brewed during those three months, so the breweries were in a bind to deliver beer even after the strike ended.

The “old beer” mistake

While Pittsburgh Brewing and Duquesne chose to wait until they could sell their freshly brewed beer, it is believed that Fort Pitt chose to sell its beer that had been sitting in storage during the strike. The beer may have gone bad and Fort Pitt's reputation suffered. Sales for 1952 dropped to 480,000 barrels, a decline of more than 70% from its best year in 1949—just three years earlier.

Sales continued to decline and labor problems continued. The brewery was losing money, and local beer drinkers had lost their taste for Fort Pitt Beer. In an attempt to resurrect sales, Fort Pitt was reformulated again in 1955, this time as an even lighter, extra special pilsener beer. Companion brand Old Shay remained as a heavier, older-style beer. Advertising was plentiful but sales continued its downward spiral and Fort Pitt lost almost \$1 million in 1955.

The Jeannette brewery was closed in October 1955 and the employees were relocated to Sharpsburg. Then in December, another strike

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Two tin-over-cardboard signs promoting pale ale: At left, 14.5 x 6.5 in., no mfg. mark, c. 1940. At right, 7.5 x 5.5 in., c. late 1940s. Collection of Tracy Wallace.

hit the brewery. After that, the workforce was cut by half and President Michael Berardino announced the company would attempt to diversify into other businesses to offset the losses of the brewery. Sales for 1956 declined to 234,000 barrels. The name of the business was changed to Fort Pitt Industries, emphasizing the other business endeavors, and putting the brewing division as a secondary concern.

Overcoats, jukeboxes, the end

Fort Pitt Industries' acquisitions of two Philadelphia-based overcoat manufacturers were proving to be profitable and in late 1956 it made its biggest purchase, the J. P. Seeburg Corporation of Chicago. Seeburg was one of the largest jukebox makers in the world and at that point made more than half of the jukeboxes sold in the U.S. Seeburg also made electronic components for military guided missiles. Younger men with more business management experience were elected to the company's officer positions to oversee the very profitable Seeburg division.

Berardino continued as the president of brewing operations and hoped the fortunes of the brewery could be turned around and the remaining 400 Fort Pitt employees would be secure in their jobs. Then in the spring of 1957, he was diagnosed with cancer. He died within a few months in August and with him died the last hope for the brewery. On November 17, the brewery announced it would close at the end of the year, ending brewing at the Sharpsburg plant.

The Fort Pitt and Old Shay labels were subsequently sold to the Gunther Brewing Co. of Baltimore, MD, for \$1.3 million with the agreement that Gunther would ship the beer back to Pittsburgh for sale and that Fort Pitt Industries would get a 50 cent royalty for each barrel sold. The labels were sold again, first to the American Brewing Co. of Baltimore, and then again to the Jones Brewing Co. of Smithton, PA in 1965.

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Lighted signs from the Art Deco era



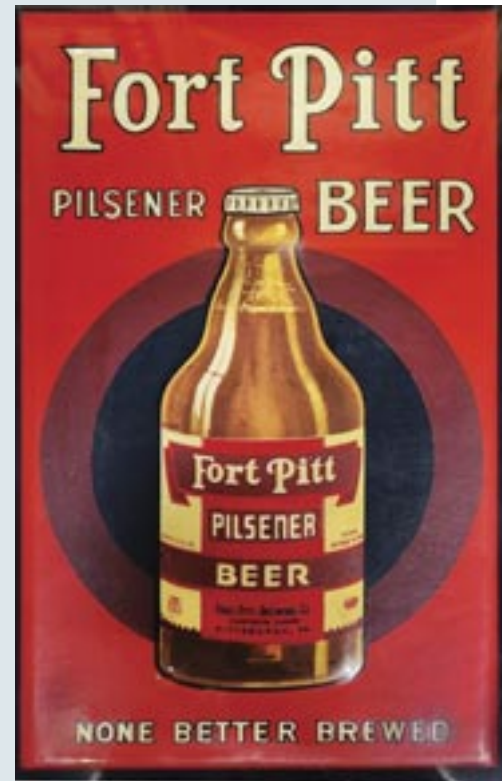
Lighted reverse painted glass sign housed in an Art Deco style painted metal body with celluloid accents and chrome plated metal trim, 13 x 5 in., by Ray Flex Co., Chicago, IL, c. 1940. Collection of Chip Echnoz.

Lighted sign of porcelain enameled glass housed in an Art Deco style painted metal cabinet with chrome trim, 14.5 x 4.25 in., by Gillco, Philadelphia, PA, c. 1940s. Collection of Mike Michalik.

This sign will be one of many fine pieces available in the NABA/Morean Auction on August 5, in conjunction with the NABA Convention in Pittsburgh.



Package promotion in the 1940s



Left: Original artwork of sign promoting Crowntainer packaging, 8 x 14 in., c. 1944.
It is uncertain if this sign was ever produced.

Center: Cardboard sign promoting quarts, 10 x 16 in., c. late 1940s.

Right: Tin-over-cardboard sign, 6 x 10 in., no mfgr. mark, c. 1948.

Collection of Chip Echnoz.



1930s, by J.E. Newman Co., Pittsburgh, PA.



1940s, no mfgr. mark



1930s, by Bastian Bros. Co., Rochester, NY.

Collection of Dave Vajo

Victor Brewing Acquisition

Fort Pitt acquired the Victor Brewing Co. of nearby Jeannette, PA, in 1941 to increase its capacity. Victor's three brands after Repeal were Old Shay Ale, Steinhaus Lager, and Gilt Edge Beer, which was discontinued in 1939.

Fort Pitt added Old Shay and Steinhaus labels to its portfolio, with Old Shay becoming the chief companion brand, as an ale, to Fort Pitt's beer. Steinhaus was discontinued around 1943.



At left is a rare, cardboard sign, 14 x 9.5 in., of the Steinhaus brand from the brief period it was produced by Fort Pitt, c. 1942. Above is a trio of bottles, c. late 1930s, of the Victor Brewing brands before the Fort Pitt acquisition. Collection of Tracy Wallace.

Old Shay when owned by Victor Brewing Co. (1933-41)



Tray, c. 1930s, by Electro Chemical Engraving Co., NY, NY. Collection of Mark Rogers.



Tin over cardboard sign., 5.75 x 13 in., c. 1930s, by Donaldson Art Sign Co., Covington, KY. Collection of Mike Michalik.



Old Shay was brewed in both ale and pilsener forms in the 1930s by Victor Brewing, as seen in this rare seasonal cardboard sign 19.5 x 8.5 in, c. mid 1930s. Collection of Chip Echnoz.



Cardboard sign, 11 x 6 in., no mfrg. mark., c. 1930s. Collection of Tracy Wallace.



1930s, by J.E. Newman Co., Pittsburgh, PA.

1930s, by Bastian Bros. Co., Rochester, NY.

1940s, no mfrg. mark

Collection of Dave Vajo

1940s



Lighted, reverse painted, ribbed glass sign mounted in painted metal body with chrome plated ribbed metal trim, 26.5 x 3.75 in. This style of sign was called the "Fireball Model Streamliner" and made by The Ohio Advertising Display Co., Cincinnati, OH, c. late 1940s. Collection of Mike Michalik.



Cardboard die cut sign promoting Old Shay in Crowntainers by Fort Pitt, 12 x 16 in., c. early 1940s. Collection of Chip Echnoz.



Cardboard die cut sign, 10 x 16 in., c. late 1940s. Collection of Chip Echnoz.

1950s



Chalk back bar lighted sign (with hooks for hanging), 14 x 9.5 in. by chalkware artist Ivo Zini for ClemCo., Pittsburgh, PA, c. 1952. May be the only existing example. Collection of Tracy Wallace.



Lighted sign, plastic in metal case, 10.25 x 4.5 in. by American Sign Co., Cincinnati, OH, c. early 1950s, (the Jeanette plant closed in 1955). Collection of Tracy Wallace. Philadelphia, PA, c. 1950.



Cardboard sign, 14 x 9.5 in. This is an original artist rendition not known to have been produced. Collection of Tracy Wallace.



Tin over cardboard round "button" sign, 9.5 in. diameter by Permanent Sign Display Co., Reading, PA diameter. At left is the original artwork, dated 1950, that was found in the archives of the brewery. Collection of Mike Michalik. **This sign, along with its accompanying original artwork, will be one of many fine pieces available in the NABA/Morean Auction on August 5.**



Lighted reverse enameled glass back bar sign with metal retaining ring mounted on painted metal body, 14.5" diameter, by Central Lighting Fixture, Philadelphia, PA, c. 1950. Collection of Chip Echnoz.



Pittsburgh trolley cars, c. 1960s.

A Trip on the 39 Brookline

By Will Hartlep

Years ago, when I was a tyke, my mother took me on my first trip to downtown Pittsburgh, to shop in Frank & Seder's department store for new school clothes. We caught the number 39 Brookline trolley at the corner of Pioneer Avenue and Brookline Boulevard and found seats near the side doors of the trolley. Soon it was click-clack-ing its way toward the city.

I remember sitting there, awestruck by the long rows of colorful ads on either side of the trolley's interior, advertising Lucky Strike cigarettes, Sunkist oranges, Royal Crown Cola, Ipana toothpaste, Packard automobiles, and, of course, Iron City, Fort Pitt, and Duquesne beers.



An Iron City sign is seen in this trolley interior photo, c. 1950s.

A few years later, while taking my first bus ride, I found similar ads there too. They were made of heavy paper or cardboard, and were snapped into place in long metal tracks, forcing them to take on a slightly concave shape. On some trolleys and buses, the ads were covered with clear plastic sheets, also

snapped into the tracks. Every few months, the ads would be changed. I learned later that the advertising companies' rented the space for what may have been a few months, after which time the ads would be updated and/or replaced.

Fast forward to the 1970s, and I found myself,



C. Pre-prohibition



C. Pre-prohibition



C. 1930s



C. Late 1930s



C. 1940s

by then an avid breweriana collector, searching for the trolley signs advertising beer, particularly Duquesne and Silver Top beers, and

sometimes paying hundreds of dollars for ones I found. I wondered what had happened to all the discarded ads from the days of my youth, so I visited the Port Authority Transit in South Hills Junction. This was the hub where all of the South Hills trolley routes came together before going through a tunnel under Mt. Washington that led to a bridge into downtown Pittsburgh. That's where maintenance yards were. I found an old worker in

the terminal building and asked him if he remembered the ads and if he knew what had been done with them. He knew! He told me that they were kept

in big flat file cabinets for about a year, in case the advertising companies wanted to reuse them. But he also said that the building that housed the file cabinets had long since been demolished, and the ads were probably lost with the building.

The trolley signs shown here are from my collection and cover the period from Pre-prohibition to the 1950s. They are just a sampling of what is out there. Continued on page 36

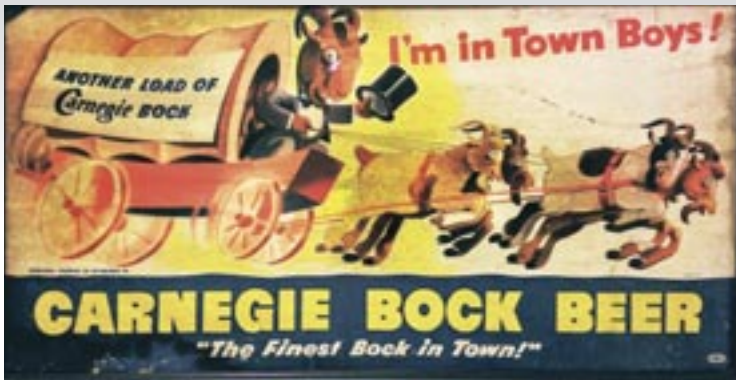


C. Pre-prohibition



C. Pre-prohibition

More Trolley signs from Will's collection



C. 1940s



C. 1950s



C. 1940s



C. 1930s

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Consummate Collecting

Craig Levin's outstanding Western New York collection

by **Matt Olszewski**

NABA member Craig Levin is the consummate collector. Nearly every room in his spacious, suburban Rochester, NY home is filled with eye-catching and carefully curated displays of his various collections. A retired attorney, Craig gives major credit to his wife Sherilyn, who has an eye for presentation and curation of the diverse array of historical artifacts displayed in their home.

The son of an antique and coin collector, who as a boy experienced his fair share of antique stores and estate sales, may also have something to do with his interests in historical artifacts. And although he is a man of many collecting interests, Craig has had a 30+ year passion for breweriana. When asked how he started to collect breweriana, he smiles and simply states, "Because I'm a collector."



Craig Levin holds a favorite tray in the living room of his home. The tray advertises German American Lager Beer from the German American Brewing Co., Buffalo, NY c. 1900. It is a favorite of his for sentimental reasons. His father was an antiques collector who sold it the person from whom Craig bought it.

It started with trays

When it comes to breweriana, it was the intrigue of beer trays that first caught Craig's eye. He already had assembled a fledgling collection of trays and other brewery artifacts, but his collecting accelerated around 1990. The catalyst was the chance to purchase an advanced western New York state tray collection. Craig was hooked by the beautiful graphics of this newly-acquired tray assortment and increased his focus on building what has become an impres-

sive and diverse collection of early and rare pieces from all over the state. And he is still going.

Buffalo and beyond

A native of Buffalo, NY, Craig's primary collecting focus is on breweries from New York's second largest city, which once boasted famous brands like

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Magnus Beck, Iroquois and William Simon, makers of the Simon Pure brand. But Craig's outstanding collection extends throughout western New York state from Buffalo east to Utica, encompassing the historic breweries in between of Rochester, Geneva, Auburn, Syracuse, Rome, Jamestown, Dunkirk, Olean, Elmira, and Hornell.

A striking collection

Although Craig has choice selections of breweriana from these many areas displayed throughout his spacious home, the lion's share of his breweriana is housed in his large, finished basement. A descent into the lower level of Craig's home is like embarking in a time machine to experience a wonderland of upstate NY brewery history. The walls and shelves are filled with striking dis-



Reverse-on-glass sign, Gambrinus Lager Beer, Buffalo NY, 35 x 28 in., c. 1890s. Artifacts from this brewery are rare as it only operated from 1891-1904.

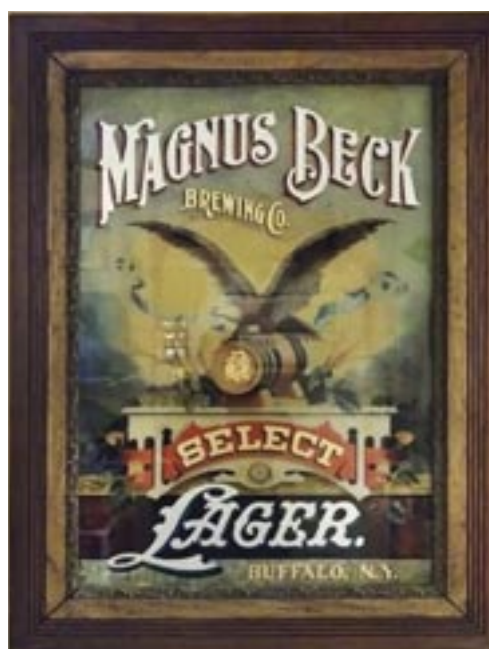
plays of the full gamut of breweriana types. There is an expansive collection of trays and signs that are beautifully accented by lithographs and calendars, which in turn are illuminated by neon signs and back bar lights.

Craig also enjoys smalls and has an impressive collection of ball knobs,

foam scrapers and Pre-prohibition mugs and etched glasses. He has an eye for rare and attractive items that are in top condition—there is one stunning sign after another as you wander in wonder through his large basement, gazing at all of the eye-catching displays. This is a collection that requires time to take in and savor.



Tin corner sign from Geo. Rochevot Brewing Co. (later became the Lion Brewery), Buffalo, NY, 19 x 27 in., c. 1880s. The brewery operated from 1856-1892.



Reverse-on-glass sign for Select Lager from Magnus Beck Brewing Co., Buffalo, NY, 33 x 36 in., c. 1890s.



Porcelain corner sign for Broadway Brewing Co., Buffalo NY, 46 x 52 in., c. 1910.

The one that got away

One of the best things about collecting breweriana is the stories that often come with how a certain piece was acquired. Craig has many interesting stories, including a particularly frustrating one from his early collecting days in the 1990s. At that time, he discovered an opportunity to buy a stunning edge-lit neon sign advertising Down's Beer of Van Buren Products of Buffalo (1940-1947) for the sum of just



\$200. Being a newer collector and having little spare money at the time to put toward what was a still just a budding collection, Craig decided to pass on the purchase. It wasn't long before he regretted the decision.

Amazingly, within a year not one but two examples of the same Downs Beer sign surfaced for sale. Each time, Craig threw thrift aside and pounced, purchasing the signs on separate occasions from different

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Above: Lighted glass globe sign, Record's Ale from Ben Record Brewery, Inc., Watkins Glen, NY, 15 in. diameter, c.1935.



Pair of cardboard signs, 14 x 13 in., for Stein's Beer from Broadway Brewing Co. Inc., Buffalo NY just prior to the company being renamed the Geo. F. Stein Brewing Co., c. 1933-34. May be the only existing examples.



Lithographed paper on cardboard for Stock Lager by John Schusler Brewing Co., Buffalo, NY, 31 x 24 in., c.1890s. The brewery operated between 1889-1900.



Reverse-on-glass sign, American Brewing Co., Rochester NY, 36 x 27 in., by Rodwell Sign Co., Buffalo, NY, c. 1910s.

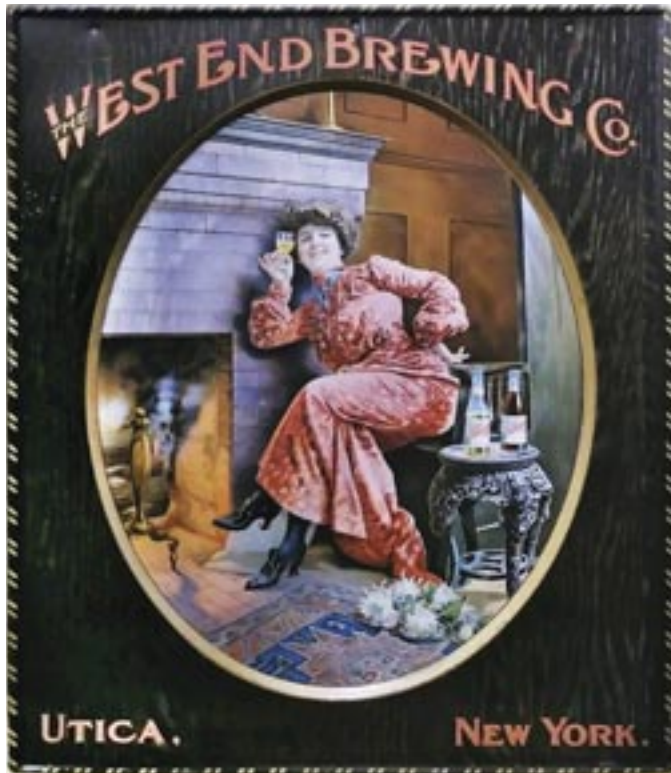
sellers. But to his great dismay, each of the two signs he subsequently bought arrived at his home damaged during shipping. Finally, he had a third chance at a similar sign and this proved a charm. At last, he finally had an unscathed Downs Beer edge-lit neon in his possession.

A collector at heart

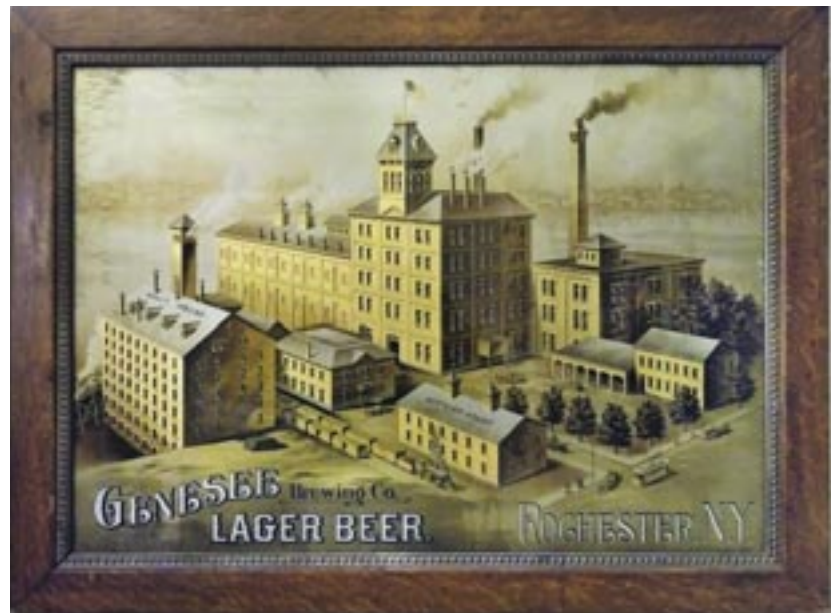
Craig's love of acquiring historical artifacts extends beyond breweriana. He has an impressive range of items from the 1901 Pan-American Exposition, held in Buffalo. This event became infamous as the place where an anarchist assassinated President William McKinley. Craig has assembled a wide assortment of souvenirs related to the Expo,



Lithograph from B. Haberle & Son Brewing Co., Syracuse, NY, 38 x 32 in., c.1870s. The brewery operated only from 1875-1881. May be the only existing example.



Self-framed tin sign for West End Brewing Co. Utica NY, 20 x 24 in., by The Meek Co., Coshocton, OH c. 1901.



Reverse-on-glass factory scene of the Genesee Brewing Co., Rochester NY, 40 x 30 in., by Tuchfarber Co. Cincinnati, OH, c. 1890.



Reverse-on-glass, backlit sign in metal frame, Stein's Ale and Beer, George. F. Stein Brewery, Inc., Buffalo, NY, c. 1930s.

including ceramics, pinbacks and other smalls that served as keepsakes for those who attended.

When it comes to collecting, perhaps the best way to describe Craig's interest in Americana is the marketing phrase, "but wait, there's more!" That's because his home also houses his 19th century occupational shaving mugs, talcum tins, oat cans, political campaign material and posters, Hartland

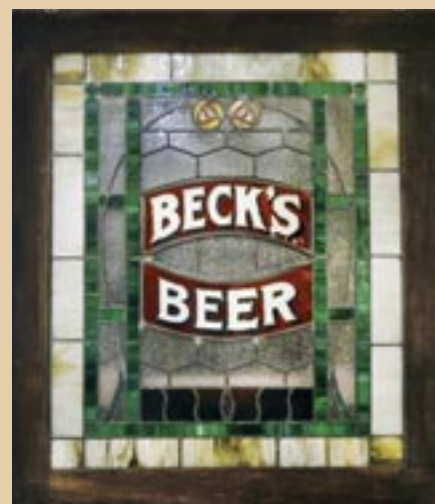
plastic figurines, Marx toy playsets, Pre 1975 baseball and football card sets, and an assortment of antique advertising tins, signs, and lithographs that extend beyond a beer theme. A visit to the Levin home is like walking the halls of a museum dedicated to Americana and with a New York state of mind, carefully assembled by Craig and beautifully curated by Sherilynn.

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Tied house stained glass windows



Broadway Brewing Co., Buffalo NY, 67 x 36 in., c. 1900. This colorful sign has been back-lit and hangs above the mantle of the stone fireplace in Craig's living room.



Beck's Beer from Magnus Beck Brewing Co. Buffalo NY, 33 x 36 in., c. 1900.



Weyand's Lager Beer, Christian Weyand Brewing Co., Buffalo, NY. B, 69 x 42 in., c. 1900.



Iroquois Brewery, Buffalo, NY, 36 x 26 in., c. 1900.

Author's Note:

Craig enjoys networking with fellow collectors and is always looking to add quality pieces to his various collections. He can be reached at Craiglevin2019@gmail.com.



A display of lighted backbar signs and statues from the New York breweries Craig collects.

Among Craig Levin's other collections



Paper label oat cans from the 1930s-1940s Heinz stoneware paper label food jars, c. 1900 find an appropriate display space in the kitchen of Craig's home.



1901 Pan American Exposition Indian Congress souvenir china.



Craig's display of western-themed figurines by Hartland Plastics, Hartland, WI, c. 1958-62.

Phoenix Brewing Company Bay City, Michigan



Ed. Note: *This is the 18th installment in our series about Michigan breweries surveyed during 1944-45 by the state's Liquor Control Commission. This historic survey document is an important resource for industry historians, and provides an excellent opportunity to profile these breweries and their breweriana. The first of this series appeared in Vol. 180, Winter 2018. Subsequent issues have covered 17 of the 23 Michigan breweries covered in the survey, presented in (mostly) alphabetical order.*

BY LARRY MOTER

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

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



phoe·nix | 'fē-niks | **n:**
a mythical bird of great beauty fabled to live 500 to 600 years in the Arabian wilderness, burned itself on a funeral pyre, only to rise alive from the ashes to live through another cycle of years: often an emblem of immortality or of reborn idealism or hope.

The Phoenix Brewing Company of Bay City, MI did just that, rising from a destructive fire in 1896 and emerging as a new brewery in 1898 with added capacity. The former West Bay City Brewing Company adopted a name change and featured the mythic bird, rising from a flame, as its new logo.



The original brewery was established in 1865 when John Rosa cleared a site on the banks of the Saginaw River, facing Arbor Street, in what was then West Bay City. The original name is unrecorded, but in 1868 it was known as the West Bay City

Brewing Company. Initial annual production was listed as 5,000 barrels per year. Prior to the 1896 fire, there were a number of ownership changes.

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Colorful pie-plate tray with spectacular image of the rising phoenix. 13-in. diameter, by Standard Advertising Co., Coshocton OH, c. 1898-1904. One of two examples known to exist. Collection of Howie Diefenbach.

Upon rebuilding, the new facility's capacity was increased to 20,000 barrels per year. Frank Mohr was listed as president; Julius Kaiser, vice-president; and Louis Hine secretary/treasurer and general manager. Under their leadership, Phoenix was marketed as being "known far and wide as makers of the famous High Grade, the brand that is always the same."

Bay City, at that time, had two other breweries—the Kolb Brewing Co. and the Bay City Brewing Co.—with which the Phoenix Brewery was in direct competition. Phoenix was distinguished from the others through its amber-colored bottles and a symbol of a large eagle-like bird on the front label. The phoenix bird became synonymous with the brewery, and at least two chalkware versions of the rising phoenix are extremely rare and much sought after among Phoenix breweriana collectors and statue collectors alike.



Rare lithographed calendar top, 11 x 17 in. c. 1898-1905. Collection of Alan Forrest.

Prohibition era

Like other breweries at the time, Phoenix suffered with the onset of Prohibition and the Mohr/Kaiser/Hine partnership was dissolved in 1917. The brewery had to shift focus to viable alternatives to stay afloat, and turned to producing and selling malt extract. The malt extract was sold around the country, as well as to the local populace for the production of "home brew" during Prohibition. Malt extract was sold in five-gallon cans, by the H.H. Behren's Malt Extract Co., until 1933, when Prohibition ended.

Hans Behrens was the brewmaster for the Phoenix Brewery from 1910 until 1918, succeeding the late Julius Kaiser. Behrens left Bay City and worked for the Home Brewing Company and the Woolner Brewing Company in Toledo, OH until 1921. Upon his return to Bay City, Behrens was employed by the Kolb Brewing Co., supervising the production of "near beer." In 1925, he purchased the Phoenix Brewery and continued to sell malt extract until the end of Prohibition.

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Unique pencil drawing of the brewery made for owner Hans Behrens' office, 11 x 26 in. by Hurd Martin Co., Detroit, MI, c. 1930s. Collection of Rick Schmidt.



Billhead with dynamic factory scene and early logo c. 1900. West Bay City, MI merged into Bay City in 1905. Collection of Alan Forrest.



Back page of theatre program showing blob-top bottles with foil wrap and neck labels, 6 x 4 in., dated Oct. 28, 1906. Collection of Alan Forrest.



Framed tin sign with unusual stock image of cockfighting scene. 18 x 24 in. No mfg. mark c. 1910.



Rare leather wallet for Phoenix Malt Extract with interesting embossing for 'Old Size' and 'New Size' currency. The new size is smaller and was issued starting in 1928. Prohibition era, 4 x 9 in. Collection of Alan Forrest.



Very unusual 3-tier lunch pail from West Bay City Brewery, forerunner to Phoenix 8.5 x 5.5 x 7 in. high, no mfg. mark, c. 1896-1898. May be only existing example. Collection of Rick Schmidt.



Pre-prohibition-era corkscrew with wooden sheath, 2 in. long w/o handle. Collection of Dan McShane.

Repeal

When Prohibition ended in 1933, Behrens reformed the Phoenix Brewing Co. with Fred Vollbrecht. When that partnership dissolved, Behrens brought in his sons, Erwin and Jack, and son-in-law Emmons Riegel. The two other local competitors of Phoenix — Kolb Brewing and the Bay City Brewing Co., — also rose from the ashes of Prohibition. All three companies mainly made lager, but Bay City Brewing, which called its beer "The Finest," also had imperial ale.

Interestingly, Phoenix Brewing was the only brewery in Bay City to produce cans. It was a cone-top can, produced for less than a year before World War II began.

In 1943, the storage capacity of the Phoenix plant was increased to 40,000 barrels, with annual production of 30,000 barrels produced under the Phoenix Beer trade name.

The end

Increased pressure from the nationally-advertised competitors started the demise of Phoenix. Its two other Bay City competitors succumbed first; Kolb closed 1939 and Bay City Brewing in 1943.

Phoenix Brewing, one of the smaller breweries in the Michigan Survey, was fortunate to survive the war years, and struggled to hang on as Bay City's only surviving brewery until 1951.



The Phoenix cone top beer can is one of the rarest and most desirable of Michigan beer cans. There is also an even rarer version with a silver top, c. 1944. Collection of Don Wild.



Phoenix chalk statues are rare. This one has a gold colored chest vs. the usual silver, and was made for the brewery's owner. It measures 12.5 x 7 in., no mfg. mark, c. early 1940s. May be only existing variant. Collection of Rick Schmidt.

After the brewery closed, the buildings that were used to produce thousands of barrels of Phoenix subsequently had a variety of occupants until the early 1960s, when a cleaning supply business purchased the property. A 24-foot smokestack from the brewery was deemed a safety hazard and was toppled and removed in 1999. Scavengers were reported to have discovered the fragments of hundreds of broken Phoenix beer bottles among the debris. Just prior to Christmas 2004, a wrecking ball sent red brick and wood fragments flying as the south end of the brewery was demolished. This section had been condemned by city officials.

All that remains of the Phoenix Brewery today is the north section that was once the bottling house.

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Full 1951 calendar 11x23 in., featuring the "Gay Philosopher" character. It was created by The Brown and Bigelow advertising agency, NY, NY for the Phoenix Brewing Co. Collection of Alan Forrest.



Full 1952 calendar, 16 x 33 in., featuring the Gay Philosopher and his family. This 1952 calendar must have been ordered and printed just before the brewery went out of business in 1951. Collection of Alan Forrest.



Rare cardboard case made for Phoenix cone top cans, ca. 1944. Collection of Rick Schmidt

WHAT IS “ARMY BEER?”

One fascinating product category in the Michigan Survey is the use of the term, “Army beer.” It is interesting to contrast the U.S. Military’s attitude toward beer in World War I compared to World War II. During WWI, there was Prohibition and massive anti-German sentiment (frankfurters became hot dogs and sauerkraut became liberty cabbage). The large German brewers also felt the anti-German backlash. And with Prohibition also looming, this resulted in a lack of provision of beer to the troops.

Repeal came in 1933 and brought a new political climate towards beer. Per an article by Toni Kiser titled “How World War II Saved American Beer Brewing” (The National WWII Museum in New Orleans), “the US Military landed on the side of providing alcohol rather than restricting it, and the Government instructed the brewing industry to allocate 15 percent of its products for the military to ensure that beer could be provided to the troops. The U.S. Government declared beer brewing an essential wartime industry. The Government limited the ABV to 3.2 percent lager.”

The Government created a purchasing specification for 3.2% beer, with logistics handled by the Army which provided the beer to the other branches of the military. This specification discriminated against the stronger ales that had both a higher ABV (alcohol by volume), and also a shorter

shelf life than lagers, from military procurement. Amanda Summers Lowe, of the Smithsonian National Museum of American History, wrote an article entitled, “How the Army made Lager America’s beer.” In it she described how the shared experience of millions of servicemen and women drinking 3.2 percent lager dramatically affected the brewing industry “by making lager America’s beer.” Lowe further stated that the Army’s PX’s (post exchange) “started the abhorrent trend of telling soldiers to drink it straight out of the can, a habit they took home with them.”



Framed cardboard sign honoring Gen. Douglas MacArthur.
11 x 8.25 in., c. 1945. Collection of Alan Forrest

As noted in the Survey of August 14, 1945, Phoenix Brewing’s sole product was lager beer. The survey states, “Army beer is brewed but to date has not been sold to the Government. Army beer is usually marketed by blending with regular beer.” According to the Survey, Phoenix Lager was nearly 4% ABV, and had to be “toned down.” The survey also notes that Army Beer is brewed with less malt than Phoenix Lager. It seems unlikely that Phoenix ever sold Army beer to the government, since olive drab cans are not known from Phoenix.

The age of the building and its proximity to the Saginaw River make the site desirable for eventual development and its demise is just a matter of time, according to its current owner.

As with many breweries across the country, the memories of Phoenix live on through its beautiful breweriana.

Author's Note: Thanks to all who generously contributed photos for this article, and to NABA member and Army veteran Ken Bow for some history on Army beer. The next brewery in the series of Michigan breweries is the Schmidt Brewing Company of Detroit.

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



Early Phoenix tap knob, Bakelite body with green insert. 1.5" diameter, c. 1940s. Collection of Alan Forrest.



Tap knob with metal plated body with cream colored insert. 2" diameter, c. 1930s. Collection of Don Wild.



An outstanding pair of framed, reverse glass signs advertising Phoenix beer are above. Each is 12 x 6.5 in., no mfg mark, c. 1940s. The "on tap" version is collection of Don Wild and the "in bottles" is collection of Rick Schmidt.



Rare reverse glass sign, 12 x 9 in., no mfg. mark, c. 1940s. Collection of Rick Schmidt.



Tin over cardboard sign, 6 x 13 in., no mfg. mark, c. 1940s, Collection of Dave Alsgaard.



Aluminum sign, 10 x 6 in., by Leyse Aluminum Co., Kewaunee WI, c. 1930s. Collection of Dave Alsgaard.



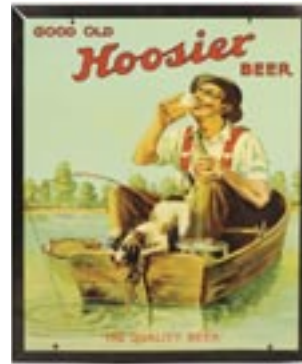
Tin-over-cardboard sign with striking green background, 13 x 9 in., no mfg. mark, c. 1940s. May be only existing example. Collection of Rick Schmidt.



1956 Miller High Life cardboard sign, Miller Brewing Co., Milwaukee, WI, 17.5in x 23.5in., c. 1956, \$480, Weiss Auctions.



Jetter's Gold Top Beer sign, Jetter Brewing Co., South Omaha, NE, 23 x 33in., c. Pre-prohibition, \$6,765, Rich Penn Auctions.



Hoosier Beer tin-over-cardboard sign, South Bend Brewing Co., South Bend, IN, 15 x 12.5in., by American Art Works, Coshocton, OH, \$984, Rich Penn Auctions.



Atlantic Ale & Beer rolled edge porcelain bubble single-sided sign, Atlantic Co., Atlanta, GA, 38in., \$5,400, Matthews Auctions, LLC.

Matthew Bullock Auctioneers



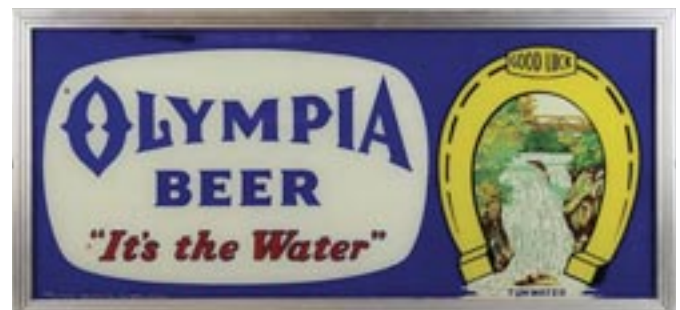
1957 Blatz Beer battery powered cardboard motion sign, Blatz Brewing Co., Milwaukee, WI, 22.5 x 19in., c. 1957, \$6,150.



Schoenling Beer reverse painted glass motion lighted sign, Schoenling Brewing Co., Cincinnati, OH, 25.75 x 11.75in., by The Ohio Advertising Display Co., c. 1940's, \$1,230.



1957 Budweiser Beer bass plastic and tin light up sign, Anheuser-Busch Inc., St. Louis, MO, 19.5 x 13.5in., by Raymond M. Price Assoc.'s, Chesterton, IN, c. 1957, \$738.



Olympia Beer reverse painted glass motion lighted sign, Olympia Brewing Co., Olympia, WA, 25.75 x 11.75in., by The Ohio Advertising Display Co., c. 1940's, \$738.

continued on page 50

eBay Auctions



1908 Mundus Beer celluloid match safe featuring Ty Cobb & the Detroit Tigers, West Side Brewery Co. Detroit, MI, c. 1908, \$4,300.



Hackerbrau Munchner Beer Gillco lighted saucer body sign, 17in., by Gillco Philadelphia, PA, c. 1930's, \$3,450.

Old Blackhawk Beer from The Zoller Brewing Co. and Independent Brewing & Malting Company in Davenport, IA.



Wooden Crate, \$2,523.



Outdoor Metal Sign, \$3,170.



Granite State & Climax Ales tray, True W. Jones Brewing Co., Manchester, NH, 13in, by Kaufmann & Strauss Co. NY, c. Pre-Prohibition, \$3,801.



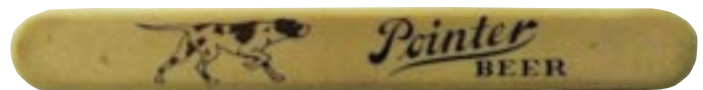
Olde Vat Beer ball knob, The New Philadelphia Brewery Co., New Philadelphia, OH, \$2,125.



Ball Knob, \$2,280.



Anvil Brand Beer curved porcelain beer sign, Mullen Brewing Co., Chicago, IL, 24 x 13in, c. Pre-prohibition, \$2,000.



Pointer Beer foam scraper, The Pointer Brewing Co., Clinton, IA, c. 1930's, \$424.



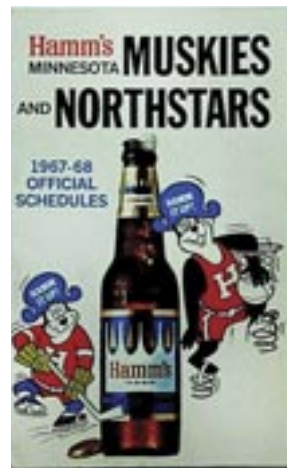
Burgermeister Beer lighted saucer body sign, San Francisco Brewing Corp., San Francisco, CA, 17in., c. 1930's, \$975 buy it now. Similar sign as Eastside Beer below.



Eastside Beer lighted saucer body sign, Los Angeles Brewing Co. Los Angeles, CA, 17in., c. 1930's, \$3,750. Similar sign as Burgermeister Beer.



Valley Forge Beer & Rams Head Ale silk banner advertising the Philadelphia Phillies and Athletics on radio and television, Adam Scheidt Brewing Co., Norristown, PA, 12 x 16in, c. 1940's, \$271.



Hamm's Beer Minnesota Muskies & Northstars pocket schedule, c. 1967-68, \$1,001.

Morean Auctions

The value of tin is on the rise these days.



Tivoli Beer Leyse aluminum sign, Detroit, MI. \$4,402.



Fox Head Old Waukesha Ale tin-over-cardboard sign, Waukesha, WI. \$4,563.



Cream Top Beer self-framed tin sign, The Whitewater Brewing Co., Whitewater, WI, 3 x 19in., by Meek Co., Coshocton, OH, c. Pre-prohibition, \$14,820, Morean Auctions.



Tahoe Beer tin-over-cardboard sign, Jeannette, PA., Victor Brewing Co., \$1,881.

Tahoe Beer embossed tin sign, Carson City, NV. \$4,560

Heidelberg Beer tin-over-cardboard sign, Covington, KY. \$2,052.



Tavern Trove Auctions

Mini-cans with not so mini prices.



1957 Tech Beer 8oz six pack w/cans. \$780.



1954 Goebel Beer 8oz six pack w/cans. \$1,150.



1960 Ruppert Knickerbocker 7oz ten pack w/cans. \$1,080.



1959 Gunther Beer 7oz 24 pack w/cans. \$1,440

Taps

Ron Akin

Ronald K. Akin, 84, of Oshkosh, WI passed away on March 21, 2022. He is survived by his wife Kenlynn, sons David (also a NABA member) and Daniel, and daughter Julie. He is also survived by six grandchildren and a great-granddaughter.

Ron was an outstanding athlete who turned his passion for sports into a coaching career at the collegiate level. He earned a doctorate degree and became a professor and coach for 29 years at University of Wisconsin, Oshkosh. Ron was inducted into the UW-Oshkosh Hall of Fame in 1986 for his outstanding accomplishments as an athlete and coach.

Ron was a 40-year NABA member, whose interest in breweriana began when son David and his friend found a case of Chief Oshkosh cone tops. "So, I became a collector too, collecting anything related to any of the closed Oshkosh breweries," Ron once explained to the Oshkosh Beer Blog. "Back then, there was so little information available on those breweries. I wanted to know more. Collecting breweriana became part of that and as I learned more, I discovered how important the breweries were to the history of Oshkosh."

Ron's collection of Oshkosh brewery memorabilia was unrivaled and he generously invited inquisitive strangers and fellow collectors into his home to introduce them to the pieces he was dedicated to preserving. As his knowledge and collection grew, Ron began publishing articles in breweriana journals and enjoyed giving talks on Oshkosh brewing history.



Lee Reiherzer, author of the Oshkosh Beer Blog, relates that he met Ron in 2010 and was invited to his home to see his extensive collection. "I was stunned. Not long after that, Ron suggested that we collaborate on a book about the history of Oshkosh's breweries." The result of this collaboration was "The Breweries of Oshkosh" published in 2012.

Ron was known for inspiring and mentoring new collectors like Jared Sanchez, a prime example of Ron's positive influence. "I had bought a Tonka Truck off of eBay and I had no idea that the seller was Ron Akin," Jared says. "When I arrived to pick up my purchase we talked for a few minutes and he asked if I collected anything else. I told him I collected Chief Oshkosh Beer items and his face lit up. He asked me if I wanted to see his collection. The moment I saw his basement, my life was never the same."

Jared went on to establish the "B'Gosh It's Good" breweriana show held bi-annually in Oshkosh and sponsored by NABA. He also has recently joined NABA's membership Committee.

Ron leaves a strong legacy to the breweriana community in both the collectors he inspired and in his donation of a large pre-prohibition collection from the Hortonville Brewing Co. to the National Breweriana Museum in Potosi, WI. Although he will be sorely missed, his presence will be felt for years to come.

– Dave Alsgaard, with Lee Reiherzer

John Coupie

John Coupie, 62, of Bay City, MI passed away on May 15, 2022. He is survived by his mother Patricia, two sisters, one brother, and many local family members.

John was a dedicated member of the Knights of Columbus #414 and worked for Care Enroll for many years in the I.T. Department. He had many friends and was known for his ready smile. John enjoyed golfing, bowling, playing guitar, and was an avid collector—especially of breweriana from Bay City and the State of Michigan.

John joined NABA in 1994 and was a long-time member and officer of its Dog-Gone-Good Chapter, which recently was incorporated into the Michigan



Chapter. When it came to chapter business, John was always there to pitch in. He helped print, fold, staple, label, and mail the chapter newsletters. He was integral to organizing and running the chapter's summer and winter trade shows. From

flipping brats and burgers on the grill, running the raffle, and cleaning up after the fun was over, John didn't leave until the job was done. His motto was, "someone has to stay and help finish the beer."

When the annual NABA Convention was held in Bay City in both 2007 and 2011, John played a key role behind the scenes doing much more than his fair share to ensure the success of those events.

The great State of Michigan is well represented in NABA, and with such a large group of members it is inevitable to lose some along the way. But John's passing leaves a void, and his energy and good spirit will be greatly missed. Our hope is that others will look to his example and carry on his legacy of service to the local chapter and breweriana collecting hobby overall.

– Dave Alsgaard, with Dan McShane

Phil Pospychala

Phil Pospychala, 85, of Libertyville, IL, passed away on March 22, 2022. He is survived by his children, Linda, Chuck, Nancy, and Bart, seven grandchildren, and two great granddaughters.

A native Chicagoan, Phil was a long-time NABA member and had served on its Board of Directors.

He also was one of the most iconic figures in the hobby of breweriana collecting, and perhaps the most colorful personality in NABA history.

Phil had a well-earned reputation as both a brewery and music historian. He co-authored (with Joe McFarland)

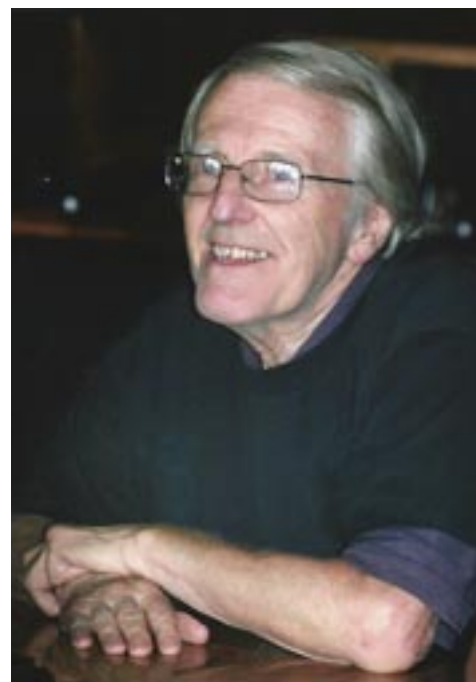
"The Great Chicago Beer Cans," a landmark 1979 encyclopedia. The "Tales from the Vat" columns he wrote for a Chicago entertainment periodical were filled with always-entertaining stories about breweries and Chicago mobsters. Many were reprinted in the newsletters of NABA's Monarch Chapter.

Phil was a devotee of Bix Beiderbecke, the famous 1920s cornet player, and the Hot Jazz music genre. The "Tribute to Bix" concerts he co-sponsored with the Good Time Jazz Club were well-known and respected internationally.

Most importantly, Phil was a good person. He was especially sensitive to the needs of others and cared about the people in our hobby. An attribute that impressed me the most during the 49 years I knew him was his unwavering sense of fair play. He didn't take advantage of collectors in his dealings and he expected others to meet that high standard. Those who transgressed landed on his "oily" characters list. There weren't many, fortunately.

Phil was a treasure trove of knowledge and willing to share it. His marvelous ability to tell stories—he had barrels full of them—is legendary.

continued on page 54



During his classic bus tours of old Chicago breweries, he regaled participants with spiced-up narratives.

Later in his life, many of his friends called him Father Phil and would gather after breweriana shows to listen to his colorful orations. Sometimes, he responded to their comments with “Yes, that’s right. That’s right,” as if the solution to one of life’s great mysteries had just been revealed.

Who could forget Phil’s unique voice and animated delivery, the somewhat lopsided grin and big smile? And his irrepressible laugh!

I especially treasure the memory of a visit to his Libertyville, Ill. home in the 1980s. We sat together for hours in his breweriana room—which was filled with a fantastic collection of advertising and cans—listening to Bix tunes and drinking beer. Not from cans or bottles. At Phil’s insistence, the vessels were valuable Pre-pro etched shell glasses plucked from his collection. “We have to. It’ll put us in the right mood,” he reasoned. He drew out ‘have’ in his unique style. Vintage glasses and Pospychala logic—an incomparable combination!

Without question, Phil’s complex personality had many eccentricities and quirks that were not always understood or appreciated. There is no person, however, in real life or fiction, with whom I can compare. “One of a kind” and “one only known,” concepts familiar to breweriana collectors, capture the essence of Phil Pospychala. Rest in Peace, Phil, and keep them entertained, wherever your spirit exists.

– *Rich La Susa*

John Weatherhead

John D. Weatherhead, 74, of The Villages, FL, passed away on April 13, 2022. He is survived by his wife of 55 years, Illona, children Alan and Amy Thompson and two grandchildren. John was a longtime NABA member and was a current member of the ABA board and had served as advertising director of the ABA Journal.

A native of Morristown, MN, John served in the United States Navy after high school. Returning to Minnesota after serving, John began what became a 40-year career in construction industry publishing. As his career advanced and his family grew, he moved to New Berlin, WI in 1975 and headed up the Associated Construction Publications as Executive Vice President. In 2007, he founded Weatherhead Custom Publishing.

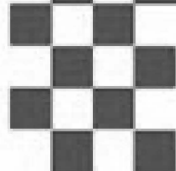


In his later years when he and his wife moved to Florida, John further pursued his love of golf and enjoyed bringing friends together through the game. Still, he was a mainstay at breweriana conventions, regularly making the trek up north from Florida.

John was an avid breweriana collector, who built an impressive collection of Fleck’s Beer items from the Fleckenstein Brewing Company of Faribault, MN, just 10 miles from his native Morristown. Fleckenstein was the smallest active brewery in the U.S. when it closed in 1964.

Known as a very friendly, softspoken man, John had many friends in the breweriana collecting community. Among those friends was NABA Creative Director and fellow Minnesotan Barry Travis, who said, “John was a passionate collector who held our hobby in high regard by paying it forward. I can picture him always wearing a golf shirt from one of the many courses he played, offering both a smile and some kind words to his fellow collectors.”

Former NABA Board member and ABA President Larry Bowden counted John as a good friend. He said, “John was planning to spend several days with my wife Shirley and me in September of 2021, but health issues prevented that from happening. We were disappointed as we cherished his friendship. The breweriana hobby has lost one of its best volunteers, who donated his time and effort to ensure its success. NABA, ABA, and BCCA have lost one of their finest promoters. John, we all will miss you.”

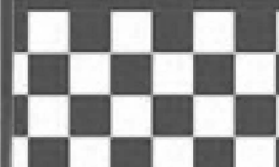
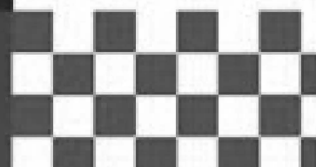
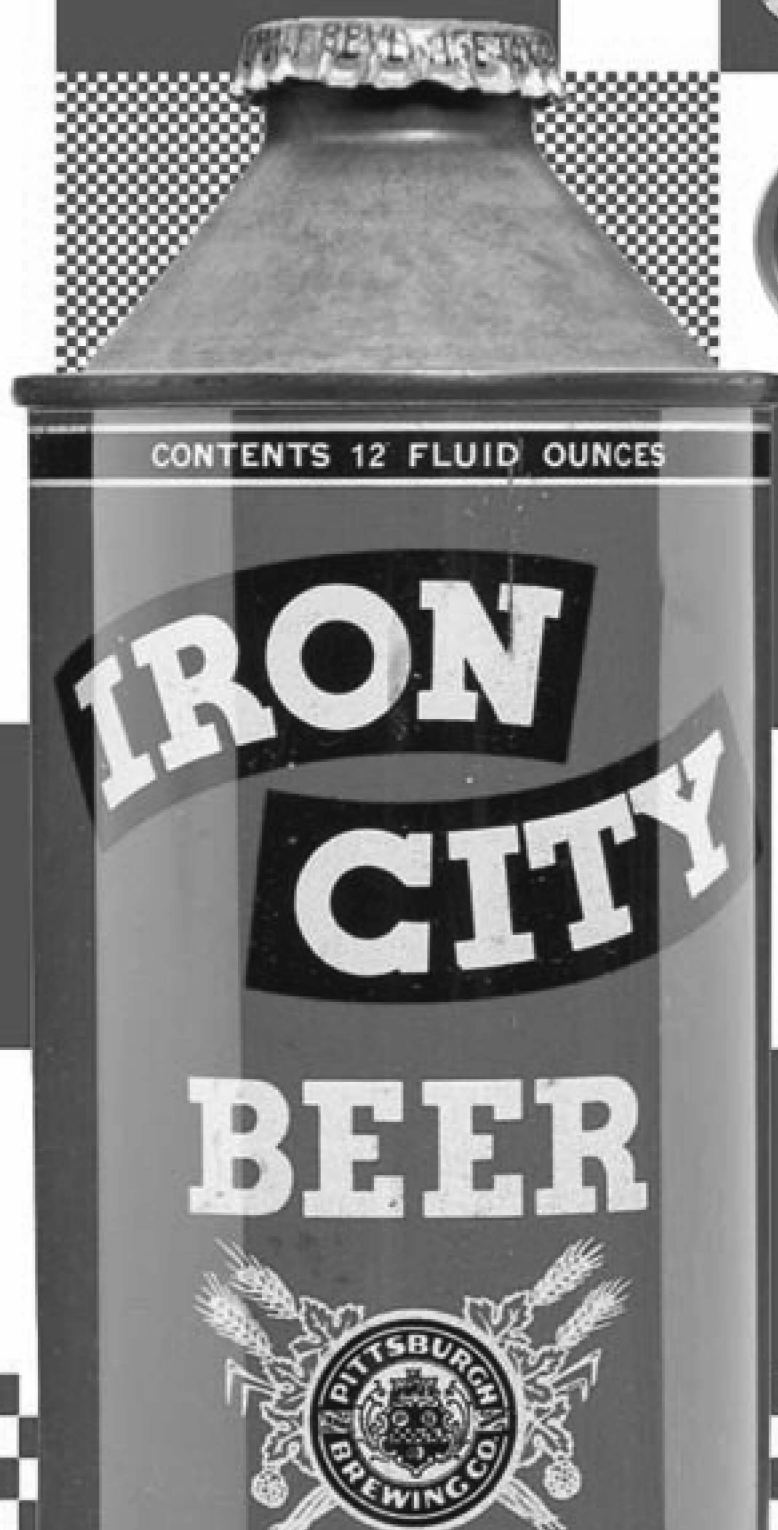


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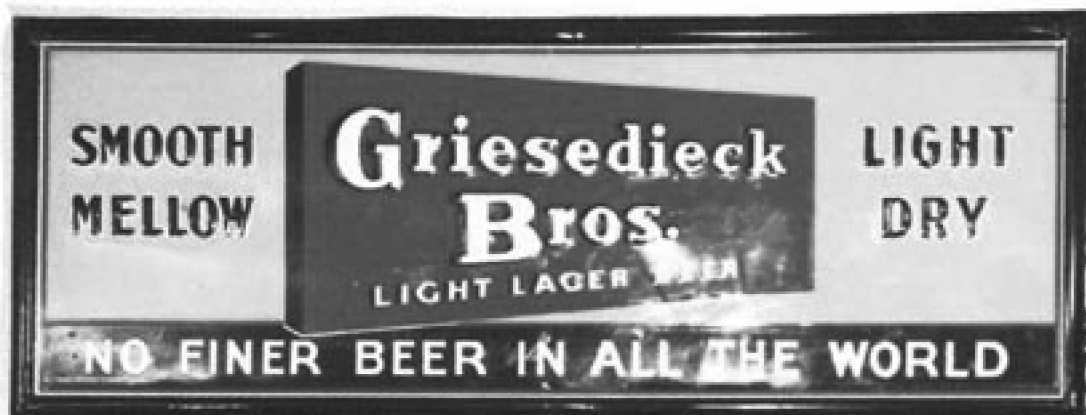
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AUCTIONEER'S NOTE As directed by the terms of her will, Paul Auction Co. is to sell at Public Auction the personal collection of the late Ralph and Antonia (Tony) Buddenhagen, West Bend, WI. Ralph & Tony were active collectors beginning in the 1970's. Over a period of decades they assembled one of the very finest collections of advertising items. It is now being sold without reserve at [online auction](http://www.paulauction.com).

TOP ITEMS INCLUDE Jung Brewing Co., Milwaukee ROG corner sign; Wm. G. Jung Brewing Co. Random Lake, Old Country ROG Gilco Cab Light; West Bend Lithia ROG Gilco convex light with beer elf; Large Lithia ROG lens w/beer elf; West Bend Brewing Co. etched glass; West Bend Lager Beer horseshoe bottle.

OTHER BREWERIANA Miller Pre-Pro self framed tin Lobster Lunch; Lithia porcelain corner sign; Adler Brau porcelain corner sign; Lithia die stamped sign; Lithia Beverages flange sign; 2 different West Bend Lithia porcelain neon skins; West Bend Lithia wood half & pony kegs; Old Timer's ROG lighted sign; Lithia 1915 picnic photo; WWII era West Bend Lithia pin-up calendar print; Schlitz salt glaze mug; Jung Brau Milw. glass stein; Trays from Plymouth, Storck, Ziegler, West Bend, etc. Both Lithia thermometers; Framed Lithia labels; Ball & other tap knobs; Church keys; Much more.

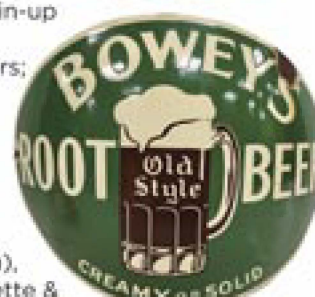
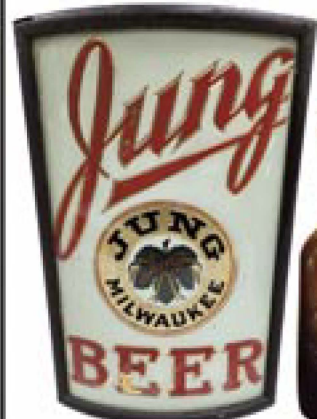
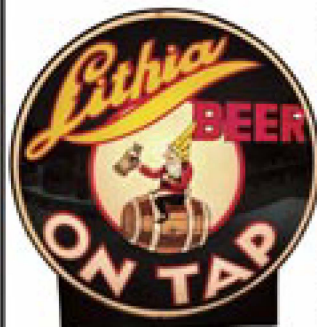
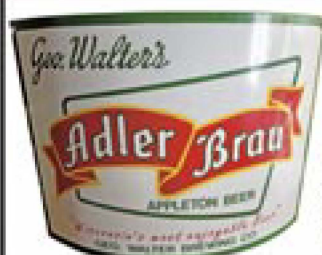
OTHER ADVERTISING & ANTIQUES Bowey's Root Beer porcelain sign; Mint condition Pre-Bigger Hair tobacco can; Double sided "Barton Bakery/Consumer's Ice Cream" sign; Lg. Pennzoil sign; Porcelain gas signs; Porcelain ice cream signs; Porcelain Barber's "Look Better Feel Better" corner sign; Heinz Soups tin sign; Many TOC adv. signs include: Rhinelander Butter, Cherry Blush, Commercial Club maple syrup (Duluth), Rummy Grapefruit drink, G. Washington's coffee; Dozens of soda, cigarette & other thermometers; Orange Crush mirror; Large quantity coffee and other advertising cans, tins, pails, etc; Hoffmann's 3lb & 1lb coffee tins; Nickel Arcade Crystal wall coffee grinder; Dozens of chain framed advertising; C. Hermann 2gl ovoid decorated jug; O.F. Baker 2gl ovoid decorated jug, Old Sleepy Eye pottery; B&W Wildflower adv. rolling pin; Advertising butter crocks; Red Wing 4gl water cooler w/lid; Nested Red Wing sponge bowls include 5"; Red Wing adv. beater jars; Red Wing Cattail cookie jar; Many pieces of souvenir custard & flash glass; Much more.

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Upcoming Shows

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, 10am-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) 920-6013a

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 3-7, 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

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

Event: "A Day at Leinie's" Annual Show. *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, 7am

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

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, Varies

Event: BCCA CANvention 51, Norfolk, VA

Address: Hilton Norfolk the Main, 100 E. Main St. Norfolk, VA 23510

Contact: (636) 343-6486

Date/Time: September 17, 8am-1pm

Event: Oktoberfest Swap Meet. *Sponsored by The Cascade Breweriana Association*

Address: American Legion Post #180, 2146 SE Monroe St., Milwaukie, OR

Contact: Michael Boardman: (503) 880-8252

Date/Time: September 24, 9am-3pm

Event: 49th Annual Guzzle 'n Twirl. *Sponsored by the North Star Chapter*

Address: Aldrich Arena 1850 White Bear Avenue, Maplewood, MN 55109

Contact: Mike Mullally (651) 451-3786

Date/Time: Sept. 28-Oct. 2, Varies

Event: Just for Openers 43rd Annual Convention

Address: DoubleTree Suites by Hilton Hotel Dayton, Miamisburg, 300 Prestige Pl, Miamisburg OH 45342

Contact: John Stanley (919) 824-3046

October 2022

Date/Time: October 1, 9am-2pm

Event: Fretz-Hancock Show. *Sponsored by the A-1 Chapter*

Address: PHX Beer Co. Brewery + Taproom, 3002e Washington St., Phoenix, AZ 85034

Contact: Kent Grant (520) 247-1840

Date/Time: October 1, 9am-3pm

Event: Beer Can & Breweriana Show. *Sponsored by Missouri Ozarks Chapter*

Address: Billard's of Springfield, MO 541 E. St. Louis St, Springfield, MO

Contact: Michele Fritz (563) 690-6552

Date/Time: October 2, 8am-2pm

Event: OktoBIERfest. *Sponsored by the Westmont Stroh's Chapter*

Address: Elk Grove Village VFW Hall, 400 E. Devon Avenue, Elk Grove Village, IL 60007

Contact: John Nelson (630) 431-3164

Date/Time: October 7-8, Varies

Event: Space Coast Breweriana Collectibles Show (Port Canaveral, FL). *Sponsored by the Gator Traders Chapter*

Address: Carib Brewery USA, 200 Imperial Blvd., Cape Canaveral FL 32920

Contact: Johann Dieken (812) 327-3395

Date/Time: October 15, 9am-1pm

Event: 12th Annual Newton I-80 Beer Collectibles Show. *Sponsored by the Hawkeye Chapter*

Address: Legacy Plaza, 403 W 4th St. N, Newton, IA 50208

Contact: Tony Stice (641) 831-9725

Date/Time: October 8, 9am-1pm

Event: Annual Oktoberfest Beer Can & Brewery Collectibles Show. *Sponsored by the Chesapeake Bay Chapter*

Address: Newport Terrace Banquet Hall, 23 Newport Drive, Forest Hill, MD. 21050

Contact: Pete Raimondi (410) 294-5877

Date/Time: October 15, 9am-2pm

Event: 38th Annual Western States Beer Can & Breweriana Show ("New Watsonville Show"). *Sponsored by the 49er Chapter*

Address: Old Kan Beer & Co. 95 Linden Street Oakland, CA 94607

Contact: Ken Harootunian (415) 515-5093

Date/Time: October 16, 9am-59pm

Event: Prison City Chapter Trade Session. *Sponsored by the Prison City Chapter*

Address: Knights of Columbus Hall 1813 E. Cass Street Joliet, IL 60432

Contact: Willy Novak (630) 291-7943

Date/Time: October 9, 8:30am - 2:30pm

Event: Jersey Shore Chapter Anniversary Show. *Celebrate our 44th year together. Beer and food by the Milltown Volunteer Fire Dept.*

Address: Milltown American Legion Hall, 4 J.F.K. Drive, Milltown, NJ 08850

Contact: Joe Radman (732) 946-3416

Date/Time: October 9, 9am - 3pm

Event: 39th Annual Midwest Breweriana Convention. *Sponsored by The Cornhusker Chapter*

Address: Comfort Inn & Suites Omaha Central, 7007 Grover St, Omaha, NE

Contact: John Kieran (402) 292-4024

Date/Time: October 16, 9am-3pm

Event: Port of Potosi Flea Market. *Sponsored by The Port of Potosi Chapter*

Address: Potosi Brewery, 209 S Main St, Potosi, WI

Contact: Mike Kress (608) 642-0321/(608) 763-2042

Date/Time: October 30, 10am-3pm

Event: Oktoberfest. *Sponsored by The Garden State Chapter*

Address: Polish Cultural Foundation, 177 Broadway, Clark, NJ

Contact: Marc Helders (732) 735-0062

Date/Time: October 30, 2022, 10am-3pm

Event: Breweriana Spooktacular. *Sponsored by The Lake Erie Chapter*

Address: Blue Heron Brewery and Event Center, 3227 Blue Heron Trace, Medina, OH

Contact: Pat Newton (216) 548-8542 or Ed Harker (312) 927-9329

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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

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

BREWERIANA COLLECTOR Magazine

All advertising inquiries should be directed to:
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Durham, NC 27717
naba@mindspring.com
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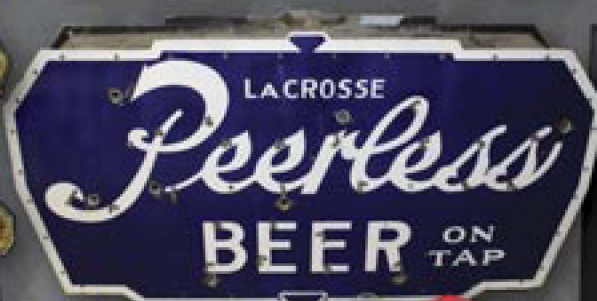
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