

# BREWERIANA



# COLLECTOR

VOLUME 201



Spring 2023



**Convention Registration Form Inside!**

**WHAT'S INSIDE:** Chicago convention updates ~ NABA/Morean auction preview

Membership Survey results ~ Profiling Chicago's Paul Zagielski ~ Beer and the Great Outdoors

Cone Top Museum's "Northern Lights" exhibit ~ The Brewers' Best experiment ~ Star Union of Peru



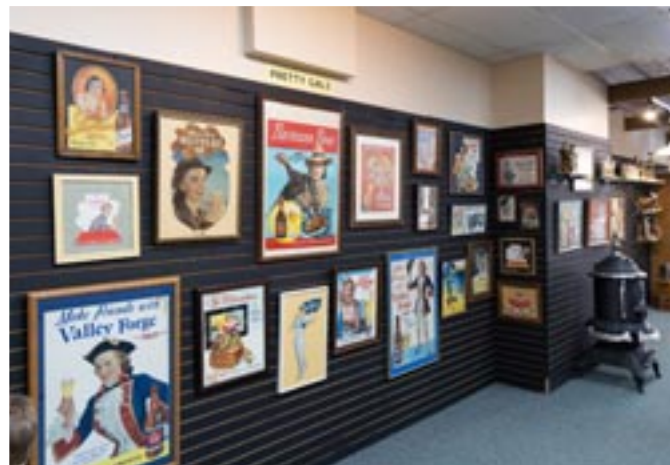


## BREWING HISTORY ON DISPLAY

### BEER, AMERICANA & BREWERIANA

The Mill at Vicksburg's 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.

The 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.



The Cone Top Brewery Museum is currently located in downtown Vicksburg, Michigan.

*Contact us if you'd like to stop in!*

In addition, you can see thousands of artifacts that we've collected by visiting our online brewery museum at [conetopmuseum.com](http://conetopmuseum.com).



### WATCH OUR BREWERY MUSEUM VIDEO online at: [conetopmuseum.com](http://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!



**CONTACT US**

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VICKSBURG, MICHIGAN





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#### 2023 CONVENTION

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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"*

**Spring 2023**

**#201**

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**Cover image:** Self-framed tin sign for Savoy Special Beer and Cabinet Export Beer, United States Brewing Co., Chicago, IL, 19.5 x 16 in., by American Works Coshocton, OH, c. Pre-Prohibition. Collection of The Cone Top Brewery Museum.

Our magazine covers are currently featuring breweriana from Chicago, celebrating the location of the **next NABA Convention in Schaumburg, IL, a suburb of Chicago, August 1-5, 2023.**

The National Association of Breweriana Advertising, Inc.(NABA) publishes *Breweriana Collector* for its membership. NABA Officers, Directors, and Editorial Staff do not verify the content or accuracy of articles accepted for publication. The Editor & Staff may edit submissions and ads or defer publication for space reasons. *Breweriana Collector* is published quarterly at NABA, PO Box 51008, Durham NC 27717-1008. Subscriptions are included in the annual NABA membership dues payment of \$35 per year (or \$90 for three years). **Copyright © 2023** content developed by NABA, authors and photographers, all rights reserved.





# President's Message

*Hello Fellow NABA Members!*

**There are so many great things going on in the world of breweriana and NABA!** Here are just a few of the many exciting developments:

**Membership:** For the past 6 weeks, NABA has added new members at a rate of nearly one per day. We are fortunate to have Board Member **Charlie Smith** as chair of our Membership Committee, and he reports that many of these newly joined members have told him it was the personal outreach of members like you that “sealed the deal” in getting them to join. For everyone of you who has encouraged a collector to join NABA, on behalf of the Board of Directors, we sincerely thank you!

**Membership Committee:** And speaking of the Committee, we are fortunate to have some of the most outstanding people in the hobby representing NABA. We’ve recently added some terrific people and hobbyists in **Dave Unwin** and **Bill Baburek**, and as you’ll see in this issue, we are very pleased that **Todd Barnes**, of Glendale, AZ accepted our invitation to join the committee.

**Membership Survey:** This issue also contains the results of our recent online survey, to which nearly half of our membership responded. Again, to those of you who participated in the survey we extend a sincere thanks, as your opinions are critical to guiding the decisions made for our club by your Board of Directors. Complete results of the survey are outlined in an article in this issue.

**Are you getting NABA emails?** We hope that all of you who have email received the survey. We sent it three times over 10 days to give everyone ample time and reminders to respond. If you are not receiving NABA emails, please check and recalibrate your spam folder so that you can. We don’t want you to miss important club communications!

**Partnership with The Mill and The Cone Top Brewery Museum:** This exciting association continues to grow, as developments with The Mill

project are impressively progressing. NABA members are invited to visit Vicksburg, MI (near Kalamazoo) and see the progress of The Mill.

**“Northern Lights” Breweriana Exhibit and Show on June 9-10** provides the perfect opportunity to visit The Mill. There will be a breweriana exhibit at the Cone Top Museum in downtown Vicksburg (see details in the ad on the inside cover of this magazine) coupled with a breweriana trade show on Saturday, June 10. All NABA members are invited! If you would like a table to sell, please contact: **Clayton Emery** at [claytonemery32806@aol.com](mailto:claytonemery32806@aol.com) or **Paul Cervenka** at [cerpaul@aol.com](mailto:cerpaul@aol.com).

**Auction consignments** are pouring in and as of this writing we already have more than 150 consignments, with a goal of 250 or more. The auction article in this magazine provides a peek at just a fraction of the terrific breweriana already consigned. Please support your club and put items in the NABA/Morean Auction being held online on July 30. Contact Auction Chair **Matt Olszewski** at [Mattski323@gmail.com](mailto:Mattski323@gmail.com).

**Convention plans** are evolving fast. Chair **Mike Michalik** has put together an amazing itinerary, assisted by **Joe Gula** and **John Bittermann**, along with a great team of local NABA volunteers that includes **Paul Cervenka**, **John Friedmann**, **Don Hardy**, and **Dave Lendy**. See the article in this magazine for more details on our annual convention, being held this year in Schaumburg, IL from Aug 1-5. Don’t miss what will be NABA’s biggest and best convention ever—and that’s not an exaggeration.

**If you are attending the convention and have not yet registered online at [www.naba-brew.com](http://www.naba-brew.com) and signed up for the additional events, Convention T-shirts, or tables at the trade show, please do so right away by using the form co-packed with this magazine.** Attendees registering prior to May 15 get a free commemorative tin-over-cardboard sign.

See you in Chicago, from Aug 1-5!

*Ken Quaas, President*  
[Ken@consumertruth.com](mailto:Ken@consumertruth.com)



# Executive Secretary's Report *by John Stanley*

## NABA Membership Report

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

Total Members	3/31/2023 Renewals	3-year Members	New & Rejoined Members	Renewal date is on mailing label
1320	81	623	36	03/31/2023 or 06/30/2023

## Choose one of the following 3 ways to renew your membership when it comes due.

Pay by Check      Check payable to NABA and mail to: PO Box 51008, Durham NC 27717

Pay by Paypal      Send to [naba@mindspring.com](mailto:naba@mindspring.com)

Credit card online      1. Go to [www.nababrew.com](http://www.nababrew.com) and log in using your username and password.  
2. Click on your name, which appears on the right side below the top banner.  
3. Choose "Renew to New Date," fourth bullet down under your Membership Card.  
4. Manually enter credit card field even if your credit card info automatically prefills.  
5. Online transaction is secure.

## Update your membership info if your address, phone or email has changed.

Update online      [www.nababrew.com](http://www.nababrew.com)

For assistance      John Stanley at 919-824-3046 / [naba@mindspring.com](mailto:naba@mindspring.com) / NABA, PO Box 51008, Durham NC 27717

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

**Auction Date:**  
**Sunday**  
**July 30, 2023.**



*To consign your breweriana:*  
**Email Matthew Olszewski at [mattski323@gmail.com](mailto:mattski323@gmail.com)**

# NABA welcomes crowds of new members who have joined the club to celebrate our great breweriana collecting hobby.

## Mark Allen (Candy Cooper)

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This photo shows a typical crowd in the mid 1940s at Sammy's Bowery Follies, a famously raucous tavern located on the Bowery on Manhattan's Lower East Side. The famed photojournalist Weegee (Arthur Fellig) took this photo. He was a frequent patron of Sammy's, which existed from 1934-1970. Sammy's was the ultimate dive bar that became a trendy nightspot in what was a legendarily rough neighborhood synonymous with the downtrodden. But Sammy's was a bright spot on the Bowery, coming alive at night as patrons from all walks of life literally rubbed elbows while they quaffed beer with local labels like Ruppert, Geo. Ehret's Extra, and Trommer's White Label. **Thanks to Tice Nichols for this photo submission.**

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Star, Etc.



## Todd Barnes of Glendale, AZ Joins NABA's Membership Committee

Todd is well-known in breweriana circles in the Southwest for his friendliness, generosity and big smile. He is a mainstay in NABA's vibrant A-1 chapter of Arizona to which he has contributed for 30 years, and was a former longtime president.

Todd's breweriana collecting interests are eclectic and reflect a very keen eye. He focused for many years on local Arizona beer items, but he was influenced to branch out into other areas by both friends in the hobby and traveling to shows across the country. Now he collects a broad range of breweriana and other antique advertising. His collection continues to focus on Arizona but has broadened to include other breweriana (especially Pre-Prohibition era artifacts) as well as back bar items, Mexican breweriana, and cigar and whisky advertising.

Todd grew up in Iowa, where he caught "the collecting bug" at a young age. He headed west to attend college at Arizona State and has lived in

sunny Arizona ever since. After a long career in the space industry, Todd is now retired and also enjoying an active outdoor life of rock climbing, hiking, and biking, along with his wife of 26 years, Lisa.

Todd's many friends in NABA know him as someone who enjoys networking, spending time with fellow collectors, and sharing hospitality. He is an outstanding ambassador for our hobby and NABA is proud to have him join our Membership Committee.



## NABA Welcomes Gator Traders as its 53rd chapter



The Handsome Waiter will now be serving the Gator Traders Chapter, making his first appearance at their show on February 26. Standing: Tracy Soliday, Keith Kerschner, Mike Zane, Dave Reed, Robert Fondren, Jim Lovallo, Doug Groth, Joe Older, Chuck Howe, Mike Wilson, Kevin Brown, Brian Williams, Mike Terry, Bill Frederick, Mike Newton, Jay Jackson, Johann Dieken, Ritchie Dubreuil. Sitting: Don Gravlin, Clayton Emery, Paul Rahne, Alan Cesany, Jon Melillo, George Arnold.





# 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 53 chapters!



**Winning at Winterswap:** The Handsome Waiter joined some of the hobby's leaders at the Winterswap Show in Frankenmuth, MI on January 14. From left, NABA Director Emeritus John Ferguson, BCCA President Mike Newton, Tom Philport, NABA Membership Committee member and BCCA Vice President Clayton Emery, NABA Treasurer Jim Kaiser and NABA Secretary and *Breweriana* Collector Managing Editor Dave Alsgaard.



**Hitting the bottle:** at the Milwaukee Bottle and Ad Show in Waukesha, WI on February 5. The Waiter was joined by Tara Vandygriff, Ryan Hiscox, Cheryl Komp, and NABA Board Member Paul Cervenka.



**Hamming it up:** John Husnik and NABA Board Member Paul Cervenka welcomed the Handsome Waiter to the annual Hamm's Beer show on February 25 in the Land of Sky Blue Waters, Medina, MN.



**The Waiter served sunshine** at the Spearman Chapter show in Pensacola, FL on February 18. From left, James Deavers, Stephen Struck, Jim Hepburn, Ken Jones, and Mike Moon, of NABA's Membership Committee.





**An army of NABA members** joined the Handsome Waiter at the Blue-Gray Show in Herndon, VA on February 16. Front row, kneeling: NABA Board member Joe Gula, Greg Evans, NABA Secretary Dave Alsgaard, NABA Board Member Matt Olszewski, Scott Brown. Back row, from left, Chris Reed, Dan Williams, Jared Williams, Turkey Lardinois, NABA Board Member Chris Watt, NABA Vice President Mike Michalik, Ron McDonald, Frank Zynda, Steve Michalik, and NABA President Ken Quaas.



**Holy Toledo!** The Handsome Waiter served a big crowd at the Buckeye Chapter Show on March 11 in Toledo, OH. From left: Matt Welch, Mike Biggs, Bob Hall, Carl Nestor, Bob Wery, John Huff of NABA's Membership Committee, NABA Webmaster Dan Bora, Danielle Stahl, NABA Board Member Lisa Allen, Jeff Buchler, Mike Cunningham, Jay Curtis, Mike Newton, Barry McGuire, NABA Director Emeritus John Ferguson, and Tom Legeret.

# NABA readies for another record convention!

by Mike Michalik, NABA Vice President & Convention Chair



**Register now  
and get this free  
tin-over-cardboard  
sign!**

**Get this FREE TOC! NABA members who register before May 15, either online at [www.nababrew.com](http://www.nababrew.com) or via the Registration Form co-packed with this magazine, receive this beautiful commemorative TOC sign free!**

The TOC is 6.5 x 13 in. and has both embossed and debossed lettering. It is manufactured in the U.S. by the historic Scioto Sign Company of Kenton, OH. The sign will be available for pick-up only at the convention and will otherwise not be for sale.

Please note that if you plan to come to the convention and attend any of the events, including the home tours on Monday and Tuesday, you will need to register online at [www.nababrew.com](http://www.nababrew.com) or complete the Convention Registration Form co-packed with this magazine and mail it in with payment. Some of the events have limited availability and are on a first come, first served basis.

Last year at this time, I wrote that our 2022 convention in Pittsburgh was on pace to set an attendance record for a NABA convention.

It sure did!

At 870 room nights, we shattered the record of 600 set at the 50th Convention in Milwaukee the previous year.

As we approach our 2023 convention in Chicago (Schaumburg) on Aug 1-5, last year's record hasn't just been exceeded, it's been obliterated. In fact, our room allotment at the Hyatt Regency in Schaumburg was boosted three times and at 1226 room nights, was sold out in October of last year. This year, we are expecting more than 500 attendees.

## **The Convention Hotel**

The Hyatt Regency in Schaumburg is well suited to host a NABA convention. NABA attendee rooms will be grouped together on 3 floors, allowing for efficient room-to-room trading. And the Hyatt is located near the Woodfield Mall, the second-largest upscale shopping emporium in the country that also hosts a number of excellent restaurants. A free, local trolley to the mall conveniently makes regular stops at the hotel.





The Convention hotel is the Hyatt Regency in Schaumburg, IL.

And in addition to the wide selection of local beer that will be available in the NABA hospitality room, there is an outstanding craft beer bar called City Works just steps away from the hotel that features 90 craft beers on tap.

### Monday Game and Home Visits

For those coming in early we have planned a group outing to historic Wrigley Field on Monday, July 31. NABA has acquired a limited block of tickets to see the Chicago Cubs take on the Cincinnati Reds.

Before the game there will be a home tour of John Friedmann's collection from 2-5PM. His home is only a few blocks away from the Cubs' free parking lot and shuttle to Wrigley Field.

Larry Bell has also invited members to his Wrigleyville home for a pre-game Happy Hour.



**Monday night baseball** features a game at historic Wrigley Field. There are a limited number of tickets, which may be purchased only through our website, [www.nababrew.com](http://www.nababrew.com).

Larry's home is farther away from Wrigley Field and there is no available parking in his neighborhood, so this will require a lengthy walk or ride service for those going to the game.

More details on these two pre-game home tours will be communicated closer to the convention date.

Game tickets are limited and available only by purchase through our website, [www.nababrew.com](http://www.nababrew.com). Tickets will NOT be available on the registration form and must be purchased separately. Attendees of both the home tours and the Cubs game must be registered for the convention and will need to arrange their own transportation.

### Tuesday Home Tours

Our self-guided, local home tours begin on Tuesday, August 1. The stunning and diverse collections of noted Chicago collectors Don Hardy and Dave Lendy will be open for viewing. A third home tour is in the works and will be announced soon. Times and locations will be available to NABA members prior to the convention.

### Tuesday-Friday Room-to-Room Trading

The hallmark of NABA's conventions is the always-popular room-to-room trading, where members set up in their rooms with breweriana merchandise and importantly, get to socialize. Trading begins on Tuesday and continues through Friday. We have intentionally limited the scheduled activities on Thursday and Friday morning/afternoon to focus on what our members say is their favorite element of NABA conventions. For security reasons, only registered, badge-wearing attendees may participate in room-to-room trading.

continued on page 10



**Monday night home visits.** For those venturing into the city, John Friedmann is hosting a reception at his home bar, pictured above, and Larry Bell is providing a pre-game Happy Hour at his home.



**Wednesday Bus Tour** also features visits to a few of Chicagoland's most outstanding craft breweries, including Werk Force Brewing Co., Skeleton Key Brewery and Miskatonic Brewing Co.



## Wednesday Bus Tour

Another mainstay of NABA conventions is the highly popular Bus Tour. We have reserved two buses to visit one historical brewery site followed by tours and tastings from three of Chicago's finest craft breweries. Long time NABA member, former Board member, and local brewery historian John Bittermann will lead our tour. It includes a visit to the historic city of Joliet and the home of brewer Fred Sehring, which resembles a Medieval castle and is now the award-winning Bishops Hill Winery.

The tour includes an exploration of parts of the Pre-Prohibition era Sehring brewery, one of the oldest existing brewing sites in Illinois. By special arrangement, tour participants will have unprecedented access to the recently-discovered aging cellars built in the 1860s.

Local craft breweries on the tour include Werk Force (where lunch can be purchased), Skeleton Key, and Miskatonic breweries. The cost of this excursion is \$55 and includes the bus ride and two beers. Please reserve your seat via registering online at [www.nababrew.com](http://www.nababrew.com) or by mailing in the Registration Form co-packed with this magazine.

## Wednesday Brewmaster's Dinner

The annual Brewmaster's Dinner has become an extremely popular part of NABA conventions. This year we welcome premier beer expert and educator Marty Nachel as our host.



**Wednesday Brewmaster's Dinner** will be hosted by premier beer expert and educator Marty Nachel, one of America's top beer writers and a frequent judge at major national beer competitions.

Marty is one of America's top beer writers, judges major national beer competitions, and is the author of the famed "Beer for Dummies" and "Homebrewing for Dummies" books.

Marty will be pairing a special selection of Chicago area craft beers with a sumptuous four-course meal. The dinner price is \$67 and seating is limited to just 84 people. This event sells out very quickly, so reserve your spot NOW.

## Thursday Morning Seminars

Thursday morning seminars are very popular and add value for convention attendees by featuring a range of interesting and educational topics in a 45-60 minute format. We have three exceptional seminars scheduled this year:

**1. History:** Fittingly, the first one will be a presentation on the fascinating brewing history of Chicago, our host city. Details coming soon.

**2. Insuring and liquidating your collection:** These two topics are especially important to today's collectors. This is not a sales pitch but an informational session presented by insurance expert Robert O'Connell, who has over 35 years of experience and is an internationally recognized fine art expert within the insurance industry. Joining him will be seasoned financial planner Richard Townsend,



who will address the topic of collection liquidation.

### 3. Paper conservation and restoration:

This seminar presents the art and techniques of paper conservation and restoration and is presented by a representative of Joel Oppenheimer, Inc., a nationally renowned art paper conservation and restoration company founded in 1969. Oppenheimer has successfully restored and preserved brewery advertising prints and lithographs for many NABA members. Attendees can bring their paper items for a free conservation and/or restoration assessment, immediately following the presentation.



Before (above) and after (below)



**Thursday seminars:** one of the seminars will feature a presentation on paper restoration by Joel Oppenheimer, Inc., a nationally renowned art paper conservation and restoration company.

### Thursday Afternoon “First Timers” Reception

At 4 PM on Thursday afternoon, the NABA Board will host a reception for those attending their first NABA convention. We are anxious to meet you and share a beer, announce some exciting news about NABA, and provide you with a small gift to commemorate your first convention.

### Friday Craft Beer Tasting and Banquet

The annual Craft Beer Tasting event begins at 5 PM and precedes the Presentation Banquet, serving as the pre-dinner cocktail hour. Attendees can enjoy a diverse selection of fine craft beers from Chicago area breweries.

NABA's Presentation Banquet follows at 6 PM on Friday. Great food will be followed by a brief presentation on the exciting developments with NABA. **All attendees are invited to this celebratory event, the cost of which is included in the convention registration fee.**

### Friday Night After-Party

Our Jersey Shore Chapter will host a post-banquet party from 8-11 PM. This great group of NABA members are legendary for their ability to throw a party, and there's always a theme, which is being finalized for announcement soon.

### Saturday Morning Trade Show

Saturday is of course, show time! The traditional NABA Trade Show runs from 9 AM-1PM and is open to the public. This show will be heavily promoted locally and we anticipate a sizeable crowd of walk-ins. We have about 150 tables available, with a limit of two tables for each registered attendee. These tables will sell out quickly, so please reserve yours now.

### Saturday Afternoon Brewery Tour

Our last event is definitely not the least. On Saturday afternoon, John Bitterman will lead “The Best of Bittermann,” a guided tour of some of Chicago's finest breweries. As the journey progresses, we will provide our up-to-the-minute locations via the NABA Facebook page, so members can join the fun at any point in time. Attendees must arrange their own transportation for this event.

I'm very excited for Convention #52 and greatly appreciate all of the assistance and teamwork by the great NABA members of the Chicago area in helping to build an outstanding convention. I hope you will consider attending and sharing in the fellowship of NABA.

**If you do not have a reservation at the Hyatt Regency, please email me at [therunningwaiter@yahoo.com](mailto:therunningwaiter@yahoo.com) to get on the waitlist. You may want to reserve a room at the Hyatt Place next door as a backup. See you in Schaumburg!**



**Saturday Trade Show** provides attendees with an opportunity to sell breweriana to the general public. We expect hundreds of walk-ins as the show will be heavily promoted locally.



# 2023 NABA/Morean Online Auction

Here are just some of the many beautiful items being offered in the auction!

## Date:

Sunday, July 30, 2023.

## Consigning:

We have received over 150 consignments so far and are still accepting items a minimum estimated value of \$250 per item. We will have both breweriana and cans to offer.

## Seller's Fee:

Most items will be just 15%, but larger/fragile items may be higher, based on their size and weight. This will be determined on a case-by-case basis by Dan Morean.

## NABA's auction proceeds:

Help fund our ever-increasing operating expenses and keep dues low.

## Contact:

Matt Olszewski at [mattski323@gmail.com](mailto:mattski323@gmail.com) right away if you'd like to consign your breweriana and help your club!



A stunning and perhaps unique stained-glass window from Anheuser Busch, 37 x 52 in., c. Pre-Prohibition.



Double-sided glass globe, 9 in. diameter, Budweiser Beer, Anheuser-Busch Brewing Co., St. Louis, MO. The word "Faust" is debossed into the glass behind the word Budweiser. Extremely rare example. c. Pre-Prohibition.



"Bullet" style, reverse-on-glass lighted sign, 5 x 14 in., Buckeye Beer, Buckeye Brewing Co., Toledo, OH, c. Pre-1940s. Shown unlit and lit.





Chalk statue, 13 x 9 in.,  
Yankee Premium Pilsner,  
Yankee Brewing Pittston, PA.  
Very rare. Brewery existed  
from 1942-1948.



Oval tray, Dobler Lager, Dobler Brewing Co.,  
Albany, NY, c. Pre-Prohibition.



Tin sign, 8.5 in. diameter with metal back  
stand, E&J Burke Bottlers, Dublin, Ireland.



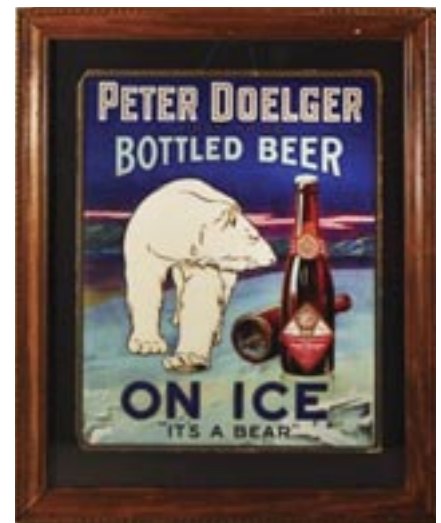
Embossed tin sign, 19.5 x 7 in., Dixie Beverage, Lexington  
Brewing Co., Lexington, KY, c. Prohibition.



Reverse-on-glass sign in wooden frame,  
10 x 20 in., Flanagan-Nay Brewing Co.,  
NY, NY., c. 1930s.



Reverse-on-glass sign in original metal frame, 8 x 16 in.,  
Duquesne Brewing Co., Pittsburgh, PA, c. 1930s.



Lithographed cardboard sign in  
wooden frame, 10 x 13 in, 14 x 18 in.  
framed. Peter Doelger Brewing Co.,  
New York, NY, c. Pre-Prohibition.



Cardboard sign, 19.75 x 14.5 in., Altweiser Beer,  
Auto City Brewing Co., Detroit, MI, c. 1930s.



Framed lithograph, 25.5 x 20.25 in.,  
Connecticut Breweries Co., Bridgeport &  
Meriden, CT, c. Pre-Prohibition.



Self-framed tin sign, 28.25 x 22.25 in.,  
Bellevue Brewing Co., Cincinnati, OH,  
c. Pre-Prohibition.





Ceramic water pitcher,  
13 x 6 in. base  
diameter, Leisy  
Brewing Co.,  
Peoria, IL,  
c. Pre-Prohibition.

Metal-lidded ceramic  
stein, 9 in. tall,  
Columbia Brewing  
Co., St. Louis, MO,  
c. Pre-Prohibition.



Porcelain corner  
sign, 13 x 20 in.,  
Jacksonville Brewing  
Co., Jacksonville, FL  
c. Pre-Prohibition.



Shelf Talker, High Life Beer, Miller Brewing Co., Milwaukee, WI, c. 1940s.



Reverse-on-glass back-bar light with deco-style  
cabinet, Pilsner Urquell, c. 1940s.



Yuengling 1940's  
celluloid-over-tin on  
cardboard sign,  
13.25 x 6.5 in.,  
Yuengling Olde Oxford Ale,  
Yuengling Brewing Co.,  
Pottsville, PA. Rare,  
c. 1940s.



Prismatic  
celluloid-over-tin  
on cardboard sign.  
14.75 x 9 in.,  
Stroh Brewing Co.,  
Detroit, MI,  
c. 1940s



Tin-over-cardboard sign, 9 x 10 in.,  
Graino Hop-Cereal Beverage, Keeley  
Brewing Co., Chicago, IL, c. Prohibition.



Paper calendar in contemporary frame,  
18 x 22 in., Senate Beer & Ale, Christian Heurich  
Brewing Co., Washington, D.C., dated 1941.



Composite sign, 10 x 17.5 in., Jos. Schlitz  
Brewing Co., Milwaukee, WI, c. 1940s.





Tin-over-cardboard sign, Schlitz Beer, Jos. Schlitz Brewing Co., Milwaukee WI, 13.25 x 9.25, c.1930s.



Tip tray, Tam O' Shanter Ale, Bartholomay Brewery, Rochester, NY, 4.5 in. diameter, c. Pre-Prohibition.



Serving tray, Gilt Edge Export Lager, Dotterweich Brewing Co., Olean, NY, 13-in diameter, c. Pre-Prohibition.



Tin-over-cardboard sign, Bartels Malt Extract, Bartels Brewing Co., Kingston Station & Wilkes-Barre, PA, 13.5 x 6 in., c. Prohibition.



Composition Sign, Golden Glow Beer, Golden West Brewing Co., Oakland, CA, 13.25 x 7 in., c 1940s.



Tin-over-cardboard sign, P.H. Lebanon Beer, P.H. Brewing Co., Lebanon PA, 14 x 14 in. C. 1930s.

Chalk Back Bar sign, Old Export Beer, Cumberland Brewing Co., Cumberland, MD, 9.5 x 3.75 in., c. 1940s.



Tin-over-cardboard sign, Tru-Blu White Seal Beer, Northampton Brewery Corp., Northampton, PA, 16 x 8.5 in., c. 1930s.



Back-lit reverse-on-glass sign in metal case, Budweiser Beer, Anheuser-Busch Inc., St. Louis, MO, 25 x 7 in., c. 1940s. Shown lit (top) and unlit (bottom).



Tin-over-cardboard sign, Bavarian Beer, Mount Carbon Brewery, Pottsville, PA, 13.25 x 9.25, c. 1940s.

# Member Survey

## Providing valuable results to guide NABA

by Ken Quaas

In late January NABA sent out via email a link to an online survey asking for opinions and ideas about the club. We sent out two subsequent reminders, so members had about 10 days in which to respond. We had very strong participation in the survey, with nearly half of the membership participating, giving us quantitative results with which we can feel confident.

When the survey was conducted we had about 1330 active members and 583 total responses. Backing out the 87 who don't have emails (giving us a universe of 1243), that means we had an extremely impressive 47% participation. And this level of participation doesn't account for the indeterminate number of people who haven't adjusted their junk mail folders to allow for NABA communications and so likely did not receive the survey.

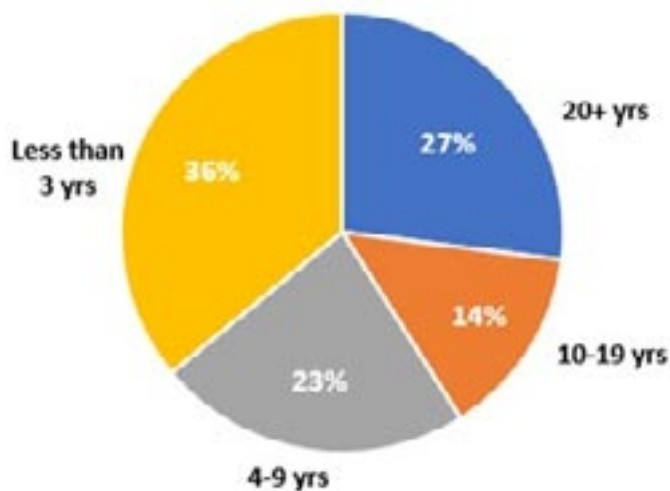
### A wide range of participation

As most NABA members know, our organization has grown tremendously, almost doubling in size in the past 6 years. This survey provided the NABA Board with the opportunity to learn what the membership at large is thinking, while gaining the input of many newer members. More than one third of survey respondents qualify as "newer members," which we defined as belonging to NABA for less than three years. At the same time, the club benefits from the loyalty of our longtime members, as about 40% of respondents have been members for 10 years or more (see above right chart).

### Key Findings

As is typical with this type of market research, we looked at ratings of "4" and "5" (on the 1-5 scale with 5 being highest) and aggregated them to determine high levels of both "importance" and "satisfaction." So the percentages you see in the chart on the next page reflect the percent of respondents who ranked each of the eight NABA membership benefits we asked about as either a "4" or a "5."

LENGTH OF TIME AS NABA MEMBER



### Summary of findings

- **The magazine is tops in both importance and satisfaction.** The *Breweriana Collector* received extremely high marks from members in importance (95%) and satisfaction (97%).
- **News of local breweriana-related events was #2** in importance (86%), but slightly lower in how NABA is performing in conveying this important news (74%). Both the magazine and NABA's website ([www.nababrew.com](http://www.nababrew.com)) contain information about upcoming shows around the country, but there may be other ways, like email blasts, that can elevate news of local events.
- **Learning about brewery history and breweriana collecting** also is both highly important (84%) and members are mostly satisfied (82%). Members told us that this should continue to be the focus of the magazine. Other desired magazine topic suggestions included member profiles and how their collections are displayed, identifying fake and reproduction breweriana, restoration of various breweriana types, stories of great "finds" and discoveries, helpful hints on cleaning and preserving breweriana, and profiles of historical manufacturers.



- **A comprehensive internet website** that carries key information related to NABA activities had a high interest (79%) and a high, but slightly lower satisfaction level of 73%. Members noted the significant upgrades to the website in recent years (thanks to Webmaster Dan Bora). The Board will continue to work to improve and update the scope of content available on the website.
- **The annual NABA Convention** was important to 63% of respondents, with 67% expressing satisfaction with the convention. The Board realizes that not everyone is able to regularly attend the convention and that this may be a reason only about 2 of every 3 members considers it important.
- **A printed directory of fellow NABA members**, what they collect and their contact information. This was relatively lower in importance (60%) but with a higher satisfaction level

with the finished product itself (76%). The printed directory is produced at considerable expense, even though an automatically-updated directory is readily available by logging into the NABA website. Eliminating the printed directory is being carefully considered as a cost-savings measure by the NABA Board.

- **The annual NABA auction** had just under half the respondents (43%) ranking it as important with a slightly higher percentage (47%) expressing satisfaction with it. The NABA Board recognizes that the change in format over the past few years to an online auction has met with mixed reaction, but it has been highly favorable to those members who are sellers (only NABA members can consign) and has been critical to providing the necessary operating funds to the club to maintain a strong magazine and avoid raising dues and convention fees.

## SURVEY RESULTS

NABA MEMBERSHIP BENEFIT	IMPORTANCE Level rated 4 or 5 on a 1-5 scale	SATISFACTION
The quarterly <i>Breweriana Collector</i> magazine	95%	97%
News of breweriana-related events in your area	86%	74%
That NABA provides opportunities and resources to learn more about brewery history and breweriana collecting	84%	82%
A comprehensive internet website that carries key information related to NABA activities	79%	73%
The annual NABA Convention	63%	67%
A printed directory of fellow NABA members, what they collect and their contact information	60%	76%
The local NABA chapters	59%	63%
The annual NABA auction	43%	47%

### Request:

*Please check your email spam folders and make sure your NABA communications are not going there! Email remains the club's primary means of member communication other than this magazine.*

### Note:

*The NABA Board expresses our sincere gratitude to the many members who spent a few moments to complete the survey. Your opinions will help guide us in making future decisions. We also thank Board Member **Charlie Smith** for his considerable assistance in constructing and executing this survey.*



# Beer and the Great Outdoors

by Ken Quaas

Post-World War II beer advertising celebrated the enjoyment of fishing, hunting, and camping.



Stunning 3-D die cut cardboard easel back sign, Schmidt's Light Beer, C. Schmidt & Sons Brewing Co., Philadelphia, PA, 15 x 23 in., c. early 1950s. Collection of Jim Lawley.

As the smoke of conflict cleared following the end of World War II, there was a generation of American GIs who yearned to return to the “normal American life” for which they had ferociously fought on the far away battlefields of Europe and the South Pacific. A life that many of their friends and relatives had tragically lost in that fight.

All photos are from the collection of the Cone Top Brewery Museum in Vicksburg, MI, unless otherwise noted.

These American servicemen returned home to a country that had changed from the one they left in 1942. The country's industries had shifted into overdrive to fuel the needs of the war, and the Great Depression was a distant memory. The economy was booming, jobs were plentiful and after enduring the restrictions and rationing during the war, Americans were eager to spend time and money on the wide variety of things they had been denied during the conflict.

## The “boom” years

During those heady post-war years and into the 1950s, young couples were marrying, having children at unprecedented rates, (the “Baby Boom”) and moving from crowded cities into rapidly growing suburbs. This generation of Americans—especially the servicemen burdened by their recent, sometimes traumatic war experiences—eagerly looked to the brighter future for which they had fought. New products and technologies abounded and helped usher in a bold, modern age of consumerism.





Lighted sign, plastic in metal box, Genesee Beer, Genesee Brewing Co., Rochester, NY, 19.75 x 14.75 in., by Price Bros. Sign Co. Chicago, IL, c. 1960.



Vacuform plastic, faux-wood-framed lighted sign by artist Les Koubo, Schmidt's Beer, Jacob Schmidt Brewing Co., St. Paul MN, 19.25 x 13 in., no mfg. mark, c. 1960s.

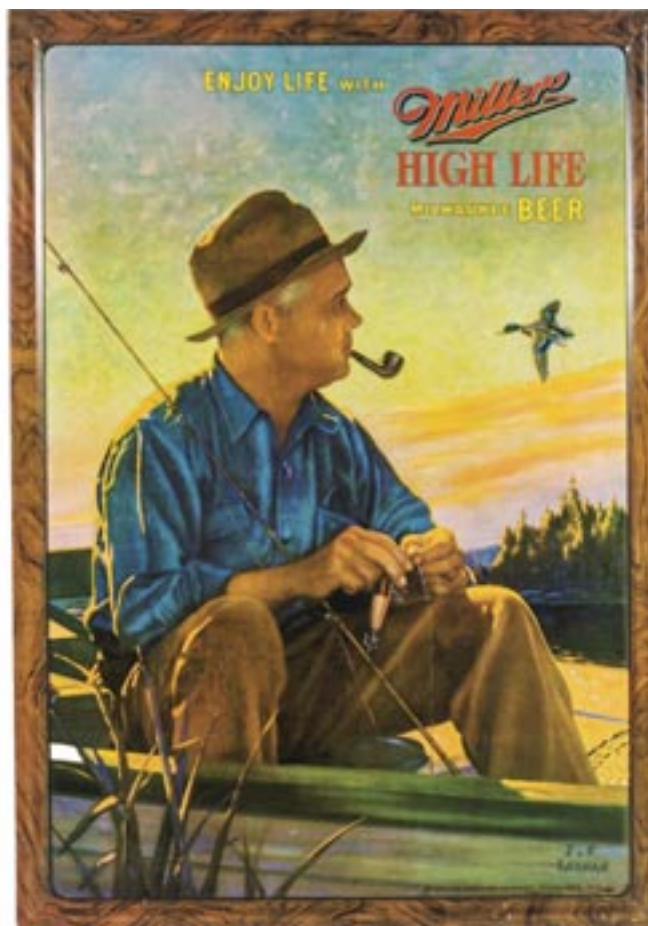


Lighted sign, plastic in metal box, Busch Bavarian Beer, Anheuser-Busch Inc., St. Louis, MO., 18.25 x 12 in., by Tela Sign Inc., Chicago, IL, dated 1959.

## Aspirational advertising

Advertising agencies were busier than ever and helped drive this train of change. The “we can do this” themes of the war years were replaced by “you can have this” messaging. Post-war advertising presented an array of aspirational imagery, conveying a positive peacetime world that would provide not only the latest and greatest consumer goods, but also the benefits of leisure time in which to relax and enjoy them.

The notion of leisure was often conveyed in advertising—especially for those products that could be best enjoyed during times of relaxation. Many ads showed scenes of “the great outdoors” and featured people enjoying fishing, hunting, and camping. To understand why this came about, it is valuable to first examine beer marketing before the war and then assess what drove the significant changes once the war had ended.



Self-framed tin sign, Miller High Life Beer, Miller Brewing Co., Milwaukee, WI., with scene by artist J.F. Kernan, 26.5 x 18.5, no mfg. mark, c. late 1940s.

## Beer marketing pre-war

National Prohibition ended in December 1933 and by 1934, breweries were making “real beer” again and pumping significant dollars into advertising and promotional efforts to relaunch the industry. Once Prohibition had ended, beer marketing had to introduce the product to a new generation of drinkers who came of age during and immediately following the 14-year drought of national Prohibition.

To regain a foothold in the market, the brewing industry had several tasks to accomplish with its marketing and advertising. It needed to convey that full-strength beer was again being made in the traditional manner that had made it so popular before Prohibition. In doing so, it also had to promise purity, quality, and good taste. These were customary and perhaps even expected reassurances. Importantly, beer marketing needed to persuade potential new consumers that beer was an everyday drink that added value to life.

Eager to re-establish themselves, breweries produced a proliferation of brands and brought back

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Brewers often put out a series of scenes, hoping bars or taverns would display multiple signs in the series and increase their brand's visibility on premise. These three feature three different fish species, (Blue Gill, Black Crappie, and Yellow Perch). Cardboard self-framed signs, Valley Forge Beer, Valley Forge Brewing Co., Norristown, PA, 19.5 x 17.5 in., c. early 1960s.

many of the old names and styles that were once popular, like brown ales, porters, stouts, and sometimes more obscure (and decidedly Germanic-based) styles, like Wiener, Muenchener, and Culmbacher.

### The war changes beer

The advent of World War II caused a seismic shift in the American brewing industry. There was a forced reformulation of beer itself. Wartime rationing of barley malt meant it was often replaced in part or full by comparably lighter grains like corn or rice. There also was a mandate to limit alcohol content to 3.2% to avoid inebriating soldiers.

As a result, during the short span of the war years (1942-1945), beer was turned into a more bland, uniform



3-D Vacuform plastic sign, Koehler Beer, Erie Brewing Co., Erie, PA, 14.5 x 7.25 in., no mfg. mark, c. 1960.

product. The lack of malt also impacted beer style offerings. There was little variety beyond basic lagers, less complex ales, and the occasional, seasonal bock. The generation of beer drinkers who came of age during the war grew accustomed to lighter, less flavorful, and lower alcohol beers.

Beer advertising of the post-war era had a new mission. Beer was no longer encumbered by the need to re-establish its relevance, quality, value, and variety, as it had to do after Repeal. The years after the war had ushered in a new world of optimism, and consumerism. This meant that to stay relevant, beer had to associate itself with the modern lifestyle's pleasurable pastimes.



Three tin-over-cardboard signs, each 21 x 16 in., from the same series but for two different breweries, showing comical scenes featuring a bumbling fisherman character. These were created by famed illustrator Hy Hintermeister. At left and center, for Champagne Velvet Beer, Terra Haute Brewing Co., Terra Haute, IN. At right, for Burger Bohemian Beer, Burger Brewing Co., Cincinnati, OH. All three signs by American Art Works, Inc., Coshocton, OH, c. late 1940s





Unusual papier mâché composite bucket with metal handle, Schmidt Beer, Jacob Schmidt Brewing Co., St. Paul MN, 9 in. tall with 11 in. diameter, by Jardien Co., Milwaukee, WI, c. 1950.



Large self-framed cardboard sign with 3-D Vacuform fish, Wiedemann Fine Beer, Geo. Wiedemann Brewing Co., Newport, KY, 26.5 x 40 in., c. 1950s.

## Outdoors is “in”

There is no doubt that once World War II had ended, former servicemen were keen to return to the outdoor escapes they had cherished before the conflict—like fishing, hunting, and camping. Now in peacetime, they sought these pastimes to help gain peace of mind. Partaking in the primal outdoor pursuits of fishing, hunting, and convening around a campfire was the ideal salve for many to soothe their painful memories of war.

And what was the perfect beverage to accompany these good times? Why, beer of course. And breweries often focused their advertising to suggest that their brands facilitated further enjoyment of these outdoor activities. Beer advertising of the day heavily reflects this. Between the end of the war in

1945 and into the 1960s, there was a preponderance—especially with point-of-sale materials—of fishing, hunting, and camping imagery and their direct association with the enjoyment of beer.

**A new series of articles will extend across the next few issues of the *Breweriana Collector* and will examine some outstanding examples of fishing, hunting, and camping scenes portrayed in beer advertising. We are especially pleased to feature some of the extensive collection of breweriana on these subjects from NABA’s partner, the Cone Top Museum.**

More ConeTop on page 22



Self-framed tin sign, Falls City Beer, Falls City Brewing Co., Louisville, KY, 19.25 x 13.5 in., no mfg. mark, c. late 1940s.



3-D self-framed cardboard sign, City Club Beer, Jacob Schmidt Brewing Co., St. Paul, MN, 26 x 22.5 in., by Advance Lithographing Co., Chicago, IL, c. early 1950s.



# The Cone Top Brewery Museum & NABA Present:

## “NORTHERN LIGHTS”

by Chris Moore

Developer of  
The Mill and its  
Cone Top Brewery  
Museum

The Cone Top Brewery Museum is thrilled to partner with NABA to produce a breweriana series inspired by the great outdoors. Anyone who has an appreciation for the era spanning 1945-1965—the beer, the advertising, the camaraderie between men who lived through monumental times—will surely love the artifacts and experiences we’ll be sharing over the next few months during our exhibit, “Northern Lights.” But before we get into that, reminisce with me about the origins of my deep appreciation for this era of breweriana.

### Family heritage

My interest in breweriana began with my grandpa, Gordon Moore, who served in the Navy during WWII as a Captain of an LST ship (a landing ship for troops and tanks) that took part in D-Day. He was among the lucky ones who made it back. Shortly after he arrived home to Vicksburg, MI, he resumed his job as Mill Engineer at the Lee Paper Mill, Vicksburg’s largest industry and local employer.

Grandpa Moore loved Michigan’s Upper Peninsula, known simply as the “UP.” It was his place to get away from a bustling village and into the serenity of nature to enjoy fishing, hunting and good beer with his buddies. Eventually, in the early

This series of Stroh’s fishing scenes reminds Chris Moore of his childhood experiences fishing at his family’s cabin.



Series of cardboard signs with string hanger and easel back, Stroh’s Bohemian Beer, The Stroh Brewery Co., Detroit, MI, 15.25 x 20 in., illustrated by well-known character artist Harold Anderson, by Inland Lithograph Co., Chicago, IL, c. late 1940s.



1950s, Grandpa and his friends found themselves travelling even farther north to a remote fishing and hunting lodge in Canada, far up in northern Ontario. Shortly after finding this gem, property in the surrounding area became available for purchase for a very small window of time. The Moores were one of two families who bought property, and the remaining land was converted into a provincial park. As a nod to the colloquialisms of the local Canadian trappers and hunters, we refer to this off-grid land and experience as “The Bush.”

### **A real-life connection to Post World War II breweriana**

My first visit to the cabin was in August 1974 at the age of nine. It was like nothing I had ever experienced. We had no phones, no radio, no electricity—just an old stove to cook our meals and keep us warm, and propane to light up the space. I’m proud to say the cabin is still in my family today and has remained exactly as it was when Grandpa first built it in 1957.



Captain Gordon Moore, U.S. Navy, took part in the Normandy Invasion during D-Day on June 6, 1944.

As a place where time stands still, the breweriana shared here is a heartwarming reminder of these times. They are happy, living memories of Grandpa Moore; of him and his buddies talking, fishing, hunting and drinking.

Breweriana from the 1950s and early 1960s has always been my favorite to collect. Many of the items reflect my experiences at the Moore cabin. At that cabin, we passed provisions from the dock to the boat for a trek out to the lakes. I grew up using the same kind of minnow bucket featured in the Grain Belt sign shown on the next page. We had a 7.5 HP Evinrude outboard motor that is exactly like the one in the Regal sign also pictured on the next page. My dad had a metal tackle box just like the ones shown in many other fishing scenes depicted in beer signs on these pages.

This breweriana evokes a feeling of nostalgia and fond memories of my Grandpa Moore and his friends, who were part of the “Greatest Generation” that accomplished so much in their time. This is a big inspiration behind my collecting.

continued on page 24



In 1957 Gordon Moore built a vacation cabin in northern Ontario, where he is shown (second from left) with his fishing buddies. Vacations with his family at that cabin are where his grandson Chris developed an appreciation for beautiful scenery and outdoor life, and why Chris enjoys collecting breweriana that depicts these scenes.



Chris Moore and his dad, Tim Moore, enjoying a laugh several years ago at their family cabin in remote northern Ontario, Canada.

## “Northern Lights” in Vicksburg

On June 9–10, The Cone Top Brewery Museum and NABA will be celebrating this great era of breweriana in Vicksburg, MI with an exhibit titled “Northern Lights.” This show will celebrate Grandpa Moore’s generation and their love of venturing out into the land of sky-blue waters and skyscraping green landscapes with nothing but fishing rods and cases of beer.

We invite you to join us, free of charge, for a weekend of exploring our historic Village of Vicksburg and stepping into our re-creation of “The Bush” of northern Ontario. Throughout the weekend you can enjoy:

- An evening of beer tasting with One Well Brewing Company.
- A sneak peek at the “Northern Lights” exhibit at Cone Top Brewery Museum.
- Our favorite items from that era on display.
- A free concert with Nashville recording artists The Bootstrap Boys.
- A NABA breweriana show.
- The annual Vicksburg Old Car Festival, a popular event that draws hundreds of visitors.

And about a month later, we’ll be packing our artifacts and hitting the road, bringing the Cone Top Museum’s “Northern Lights” exhibit to NABA’s Chicago Convention, from Aug 1-5! We invite all of those members who are registered for the NABA convention to join us in suite 4321 at the Hyatt Regency Hotel, as we transport you to years past with pieces that Grandpa Moore would have proudly hung in his cabin.

## Claim your free tickets to “Northern Lights!”

Visit our website at  
[www.conetopmuseum.com](http://www.conetopmuseum.com)  
to download free tickets to the  
**June 9 show in Vicksburg.**

Use code  
**NABAMEMBER**  
at checkout.

We look forward to seeing you in Vicksburg and displaying a wide range of breweriana items to remind you of serenity, stillness, and the Northern Lights of the great outdoors.

Chris grew up using the same kind of minnow bucket and his dad had a metal tackle box like those featured here in the Grain Belt sign. And his family had an Evinrude outboard motor just like the one in the Regal sign.



Above, framed cardboard sign, Grain Belt Beer, Grain Belt Brewing Co., Minneapolis, MN, 28 x 22 in., by Inland Lithograph, Chicago, IL, dated 1950. The illustration is by artist J.F. Kernan, known for his depictions of rural, middle-class American life.

At left, lighted sign, plastic in metal box, Regal Beer, American Brewing Co., New Orleans, LA, 19.25 x 13 in., c. late 1950s.





# NORTHERN

# Lights

PRESENTED BY:



## THE OUTDOOR SERIES PRESENTED BY CONE TOP BREWERY MUSEUM

**JUNE 9** THRU  
**JUNE 10** 2023

Step under the Northern Lights, where the great outdoors and breweriana will transport you to another moment in time when camping, fishing, hunting and brewing came together to make history.

**FRIDAY, JUNE 9 | 3-9 PM**

### ONE WELL BREWING BREWERIANA EXHIBITION, TALK & TASTING

Sip beer, eat snacks and chat with One Well Brewing about their artifacts

101 E. PRAIRIE ST. | 3-4:30 PM

### PRIVATE CONE TOP MUSEUM TOUR & SNEAK PEEK OF NORTHERN LIGHTS

View our tribute to post-WWII breweriana that reflects our vets' return to the joys of the simple life

110 S. MAIN ST | 4:30-5:30 PM

### DINNER

Enjoy dinner at one of the village's many establishments

DOWNTOWN VICKSBURG | 5:30-7 PM

### AFTERGLOW

Attend a live concert featuring Grand Rapids-based, Nashville recording artists The Bootstrap Boys

107 S. MAIN STREET | 7-9 PM

**SATURDAY, JUNE 10 | 9 AM-3 PM**

### CONETOP MUSEUM NORTHERN LIGHTS COLLECTION OPEN TO PUBLIC

Transport back in time with our outdoor breweriana collection from the 1900s on display to the public

110 S. MAIN ST

### NABA BREWERIANA TRADING EVENT

Browse & buy items from NABA members' personal collections; For reservations: Clayton claytonemery32806@aol.com, Paul cerpaul@aol.com

KALSEE CREDIT UNION PARKING LOT  
119 N. MAIN STREET

### VICKSBURG CAR SHOW

Admire vintage cars on display all around the village

DOWNTOWN VICKSBURG

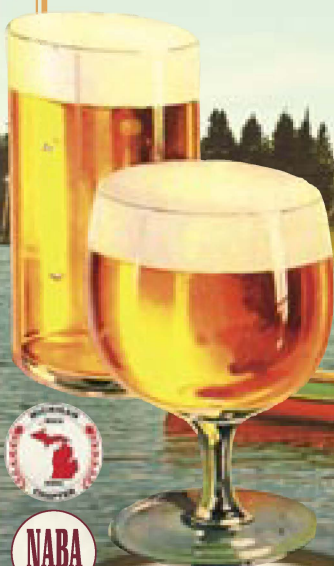
### LIVE MUSIC

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# Paul Zagielski

## A statesman among Chicago collectors

by Dave Lendy  
and Andy Prutch



Paul Zagielski holds the sign that once graced his "Beerbarn," where he displayed his vast breweriana collection and for 20 years hosted large gatherings of breweriana collectors at his annual "Weekend at Pauly's" events in Lena, IL.

### Editor's Note:

*The Chicago area is where the first discussions occurred in the early 1970s to form a breweriana collecting club called NABA. And so, it is a fitting place to hold our 2023 convention, from Aug 1-5.*

*Some of our hobby's greatest collectors have lived in the Windy City area. Some of these early NABA stalwarts have passed on. These include the first NABA President, John Murray, former presidents Norm Jay and Fil Graf, longtime Treasurer Stan Loula, and legendary collectors Adolf Grenke, Bob Kay, and Phil Pospychala.*

*NABA is fortunate to have many elder statesmen from Chicago as members who continue to support our hobby and organization, following in the footsteps of their peers mentioned above. These include former NABA President George Baley, this magazine's columnist, Rich La Susa, current NABA Board Member Paul Cervenka, former Board Member John Bittermann, Dave Lendy, Don Hardy, and of course, the subject of this profile, Paul Zagielski.*

In 1975, Paul Zagielski began collecting beer cans. He saw others collecting cans and became intrigued by the array of distinctive graphics featured on the various cans. Paul found these cans at boat landings, garbage dumps and also near the old Canadian Ace Brewery in Chicago, not far from where he lived. Soon, his can collection expanded to collecting coasters, followed by bigger and more elaborate breweriana. Little did he know that this casual collecting pastime would soon evolve into an increasingly passionate hobby—one in which he would make many friends and mentor numerous other collectors, generously sharing the knowledge he had accumulated along the way.

By the late 1970s, Paul began attending shows and in 1982 joined NABA, which was then in its tenth year of existence. He teamed up with fellow collector extraordinaire and brewery history buff Bob Kay to form the Monarch Coaster Club, named for Chicago's famed Monarch Brewing Company, which closed in 1958. Paul and Bob wanted to document all of the known coasters made to advertise the historic Chicago area breweries and

continued on page 28

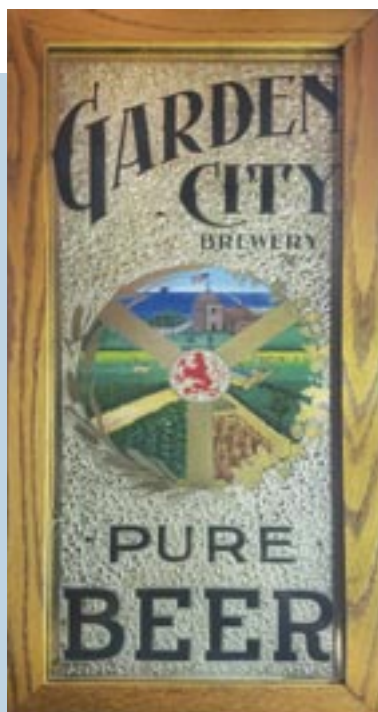


The focal point of the "Beerbarn" was this stunning Pre-Prohibition era back bar made by the famed Brunswick-Balke-Collender Company of Chicago. The back bar dates from the 1890s and was originally in a tied house in Milwaukee that was owned by the Gettelman Brewing Co. of Milwaukee, WI. It was found and sold to Paul by the late John Brandt, who was a former NABA officer and pre-eminent collector of Miller Brewing Co. breweriana. Paul later had a front bar made to match his historic back bar.





Paul and Rachel Zagielski at a "Weekend at Pauly's" event in the early 1990s and a flyer from the same era.



Left and center, a restored Garden City Brewing Co. window and its appearance before restoration.  
Right, a restored Mutual Brewing Co. window.

## An amazing find of tavern windows

Two of the more interesting items from Paul's collection are these spectacular examples of reverse-paint-on-glass tavern sidelight windows. These were likely located in tied houses (taverns owned or co-opted by breweries as outlets to sell their beer – often exclusively) which were legal before Prohibition.

The rectangular shape of these windows suggest they were beside the doors of the tavern, set back into either the exposed corner of a "corner tavern" (which were a staple of Chicago's urban life) or the street-facing front of the tavern in a mid-block building.

These windows were part of an astonishing discovery Paul made in the 1980s. There were a total of 48 of these windows stacked up and damaged by exposure to the elements for many years. Amazingly, they were being repurposed as replacement windows in an old greenhouse in the town of Alsip, IL, about 25 miles southwest of Chicago. Although they had suffered significant paint loss, the designs were still discernible. There were five glass window variations for Garden City Brewing Co. (closed 1951) and one style for Mutual Brewery (closed during Prohibition). Paul had some of these restored.

decided to compile a booklet called *The Chicago Coaster Guide*. In addition to Bob Kay, Paul enjoyed the friendship of many noted Chicago collectors including Phil Pospychala and Fil Graf, from whom he was able to acquire many of the pieces in his extensive collection.

Paul's collection spanned the many storied breweries of Chicago, but he especially favored the Yusay Pilsen brand, brewed by the Pilsen Brewing Company in Chicago, which was sold to its local rival Canadian Ace Brewing Company in 1962. Paul found the graphics used by Yusay to be especially appealing and his focus on the brand was enhanced by his ability to acquire items from a friend who had been a driver for Yusay's maker, the Pilsen Brewing Co. The brand and brewery also had the sentimental value of having been located in the neighborhood where his wife, Rachel, grew up. Paul was so fond of Yusay that he even had a personalized license plate for his car with "YUSAY 1" on it.

### Creating the Monarch Chapter

What began as a coaster collecting club evolved into the Monarch Chapter, which became NABA's very first local chapter in 1985. Monarch became legendary for the size and scale of its local shows, which at its peak had 125 selling tables, drew hundreds of attendees, and had lines waiting for the doors to open at the start of each show. Tables at the Monarch Chapter shows were in such demand that sellers had to reserve them a year in advance. The shows drew collectors from as many as 10 surrounding states.

Paul's longtime friend and NABA Board member Paul Cervenka said, "As the current President of the

Monarch Chapter, I honor and respect Paul for its founding and continued success through all these years. The club was started by Paul in the late 1970s in a tavern on Chicago's Southwest side. From these humble beginnings, the club grew through Paul's leadership."

Paul was president of the Monarch Chapter of NABA for close to 20 years. In the meantime, he became more involved with NABA, serving for nine years (1986-1995) on the Board of Directors and chairing the 1991 convention in Schaumburg, at the same site as the upcoming 2023 convention.



Cardboard easel sign, 19 x 26 in., Rheingold Beer, United States Brewing Co., c. 1940s.



Selection of 1940s-era foamscrapers of classic Chicago brands.



Trio of rare, etched glasses, c. Pre-Prohibition, from Gambrinus Brewing Co., (1900-1936), Mullen Brewing Co. (1904-1917), and Ernst Tosetti Brewing Co. (1886-1915).



## “Weekend at Pauly’s”

In 1990, Paul moved to Lena, IL, a rural village about two hours northwest of Chicago. There, he created what he called the “Beerbarn” in 1991, in a large outbuilding on his property. This was the perfect place to showcase his extensive collection of Chicago-area breweriana. The centerpiece of the Beerbarn was a large, ornate quarter-sawn oak bar that was built before Prohibition by the famed Brunswick-Balke-Collender Company of Chicago.

The Beerbarn and his ample property led Paul and his late wife, Rachel to decide in 1992 to host the first of what became an annual get-together of breweriana collectors, which they named “Weekend at Pauly’s.” Paul and Rachel had 28 acres to share

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Two differently-colored stoneware water pitchers using the same monk character, for Prima Beer, Independent Brewing Co., 11.5 in., no mfg. mark, c. Pre-prohibition.



Convex reverse-on-glass in modern wooden frame for Atlas Prager Beer, Atlas Brewing Co., 23 in., by Gill Glass Co., Philadelphia, PA, c. mid 1930s.



Lighted sign featuring up-lit, reverse-on-glass ad panel on metal base for Monarch Beer, Monarch Brewing Co., 13 x 11 in., by Price Bros. Inc., NY and Chicago, c. late 1940s.



Round reverse-on-glass sign for Edelweiss Beer, Schoenhofen Edelweiss Co., 8.5 in., no mfg. mark, c. 1950s.



Round reverse-on-glass sign for Encore Beer, Monarch Brewing Co., 10 in., no mfg. mark, c. 1950s.



Round celluloid-over-cardboard sign, 9.5 in., by Parisian Novelty Co., Chicago, IL, c. 1940s.

## Reverse-on-glass, Chicago style



Encore Beer, Monarch Brewing Co., 15 x 7 in., by Price Bros. Inc, NY and Chicago, c. 1940s.



Augsburger Bavarian Style Lager, Augsburger Brewing Co., 20 x 10 in., no mfg. mark, c. 1950s.



Meister Bräu Pilsner, Peter Hand Brewing Co., 17.75 x 11.5 in., c. 1940s.



Keeley Beer, Keeley Brewing Co., 17.75 x 13 in., no mfg. mark, c. late 1930s.

with any guests who wanted to camp out, enjoy a few beers and buy, sell and trade breweriana. The yearly "Weekend at Pauly's" events hosted as many as 120 people who traveled from as far as California and New York to enjoy a celebration of breweriana that was complemented with a pig roast, corn boil and raffle. The popular event was held for more than 20 years and was only discontinued when Rachel, a collector herself who specialized in country store items, declined in health.

### Legacy in the hobby

Paul's longtime friend and fellow NABA member Tom Griffin is one of many who appreciate all that Paul has contributed to the hobby. "Paul has always been a friendly, knowledgeable, hard-working

collector. He has devoted a great deal of time and effort to help promote our hobby and I am sure everyone that knows him would say that he is a great guy. Paul is also a visionary and innovator. With much hard work he founded and presided over the Monarch Chapter, which flourished under his guidance."

Paul's friend, fellow NABA member, and recent BCCA President Don Hardy is another of the many collectors who hold Paul in high regard. Don commented, "I've known Paul since he began the Monarch Chapter. He has a true passion for the hobby. He is knowledgeable, friendly, generous, and well-respected."

Founding NABA member Helen Haydock said, "Paul is a friendly, generous, and respected collector, who has always been willing to help other collectors



and share his knowledge. That's what makes him such a good ambassador of our hobby."

In recent years and following his wife Rachel's passing in 2015, Paul moved to Brookfield, a Chicago suburb, to be closer to his children. He also has downsized his collection and provided many local Chicago collectors with the opportunity to acquire some of his finer pieces. Paul still actively collects, but because of his space limitations, he now concentrates on beer glasses, matchbooks, tap knobs, menu sheets, and napkins.

When he thinks back on his years of involvement with the hobby, Paul says that as far as collecting goes, it has been the many friendships he has gained that have brought him the most joy and

satisfaction—far more than the outstanding breweriana pieces he found. He also has a deep appreciation for all of the brewery history he has learned across his many years of collecting.

Paul is looking forward to having the NABA convention return to Schaumburg, the site of the convention he chaired 32 years ago. He always enjoys talking to fellow NABA members and can be reached via email at [beerbarn339@gmail.com](mailto:beerbarn339@gmail.com).

**Authors' Notes: Paul has been a friend and mentor to us and his contributions to the collecting hobby over many years are immense. He is a true statesman of Chicago breweriana.**

## Your favorite brand, Yusay?

**Yusay Pilsen from the Pilsen Brewing Co. is Paul's favorite brand to collect and is well-represented in his collection.**



Chalk bar scene, 13 x 9 in. by Plasto Co., Chicago, IL, c. 1950s.



Ink well, 5 in., no mfg. mark, from when the brand was still named "USA Pilsner" (the U.S. government forced a name change to what became "Yusay" after Prohibition), c. early 1900s.



Wooden price chalkboard, 48 x 24 in., no mfg. mark, c. early 1950s.



Neon sign, 24 x 16 in., dated 1951.

# 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 user-friendly categories accessible via [www.nababrew.com](http://www.nababrew.com).

This article features a variety of trays that might appeal to a beginner or budget collector. There are many great trays that our readers might be partial to that did not make our list—which is great news, as members can help newer collectors build a fabulous looking wall of trays. This will create interest, and when funds allow, these collectors will venture on to rarer gems and move their 'originals' to the next group just getting interested.



This Article is best read listening to Emerson Lake & Palmer's 'Fanfare For the Common Man' and drinking a Catahoula Common Lager from Gnarly Barley Brewing Co., Hammond, LA.

If you have been watching tray auctions lately and you own a lot of trays, you are probably excited about the strength of the prices for rare, top condition trays. If you are trying to buy one of those beauties, probably not so much excitement and maybe even a little resignation.

In this issue of 'Serving Up Great Trays' we are going to focus on some trays that may be more within the financial grasp of new collectors and those of us who are ramping into retirement and/or watching our pennies for other reasons. These might be considered "Trays for the Common Man."

These trays have some advantages. They may be easier to find, are made from high-quality manufacturing materials, and feature great art or subject matter. When found in good condition, most of us would feel they make a fine addition to any wall. "Common Man" trays catch the eye simply for their appeal, not their rarity.

We will use the Trayman2.0's "By Theme" categories to highlight some of our favorites, but for sure there are many more examples that just feel good in your hands and will look great on your walls! We will be skipping stock trays in this article, but there are certainly a bevy of those out there at reasonable prices, so if you like Pre-Pro, think stock...



## Outstanding Common Man's Tray

Our Definition:

- Feels good in your hands
- Great colors or subject matter
- Large production run, so you can actually find one at a reasonable price



## Advanced Collector's Tray

Our Definition:

- Typically Pre-Prohibition
- Great subject matter
- Not many produced or still in existence—rarely available for sale—big bucks



## "Common Man" Trays



Theme: **Bears**  
Hamm's Beer (owned by Olympia Brewing Co.)  
Tumwater, WA  
1980's -13 in.  
Unknown



Theme: **Birds**  
Jacob Ruppert  
Manhattan, NY  
1930's -13 in.  
Unknown



Theme: **Cats**  
Burke Brewery Inc.  
Long Island, NY  
1930's -12 in.  
American Can Co.



Theme: **Bottles**  
Storz Brewing Co.  
Omaha, NE  
1950's -12 in.  
Unknown



Theme: **Cartoons**  
Frederick's Brewing Co.  
Chicago, IL  
1980's -13 in.  
American Can Co.



Theme: **Couples**  
Dawson's Brewery, Inc.  
New Bedford, MA  
1940's -12 in.  
American Can Co.



Theme: **Craft Brewers**  
Seattle Brewing Co.  
Seattle, WA  
2020's -13 in.  
Unknown



Theme: **Factories**  
Peter Doelger Brewing Corp.  
Newark, NJ  
1930's -12 in.  
American Can Co.



Theme: **Food**  
Oertel Brewing Co.  
Louisville, KY  
1930's -17.25 in. x 12.33 in.  
H.D. Meek Co.



## "Common Man" Trays



Theme: **Glasses**  
American Brewing Co.  
New Orleans, LA  
1950's -13 in.  
Unknown



Theme: **Logos**  
Cooper Brewing Co., Inc.  
Philadelphia, PA  
1940's -12 in.  
Unknown



Theme: **Miscellaneous**  
Lucky Lager Brewing Co.  
San Francisco, CA  
1940's -13 in.  
Unknown



Theme: **Old Guys**  
Eagle Brewing Co.  
Catasauqua, PA  
1950's -12 in.  
Unknown



Theme: **Parties**  
Fidelio Brewing Co.  
New York, NY  
1930's -12 in.  
Unknown



Theme: **Pretty Ladies**  
Genesee Brewing Co., Inc.  
Rochester, NY  
1950's -12 in.  
American Can Co.



Theme: **Ponies**  
Jackson Brewing Co.  
New Orleans, LA  
1960's -12 in.  
American Can Co.



Theme: **Porcelain**  
Canada Bud Breweries Ltd.  
Toronto, Ontario, Canada  
1930's -13 in.  
Unknown



Theme: **Prohibition**  
Falls City Ice & Bevg. Co.  
Louisville, KY  
1920's -10.5 in. x 13.25 in.  
Unknown



## "Common Man" Trays



Theme: **Scenery**  
San Antonio Brewing Assn.  
San Antonio, TX  
1930's -13 in.  
Unknown



Theme: **Script**  
Blatz Brewing Co.  
Milwaukee, WI  
1940's -12 in.  
Unknown



Theme: **Senoritas**  
Grupo Model  
Mexico City, Mexico  
1930's -13 in.  
Z.H.



Theme: **Victorian Ladies**  
Miller Brewing Co.  
Milwaukee, WI  
1930's -12 in. & 13 in.  
Unknown



Theme: **Waiters**  
Anheuser-Busch, Inc.  
St. Louis, MO  
1940's -12 in. & 13 in.  
Unknown



Theme: **Wood Grain**  
Milwaukee Brewery of S.F.  
San Francisco, CA  
1940's -10.5 in. x 13.25 in.  
H.D. Beach Co.

## Some Honorable Mentions



# Sebewaing Brewing Company Sebewaing, Michigan



**Ed. Note:** *This is the 21st installment in our series about Michigan breweries surveyed during 1944-1945 by the state's Liquor Control Commission. This historic survey document is a valuable 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 20 of the 23 breweries in the survey, presented in (mostly) alphabetical order.*

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

By Laboratory Division  
(Edwards) August 15, 1945

**BY LARRY MOTER**

**WITH DAVE ALSGAARD  
AND KEN QUAAS**

### The start of Sebewaing

The diminutive Sebewaing Brewing company was located in its namesake small town of Sebewaing, on the southeastern shore of Saginaw Bay in Huron County, in Michigan's "Thumb." The Thumb is flat, rural, rich agricultural land, famous for massive sandy fields spanning the horizon, full of carrots and sugar beets. Sebewaing is known as the sugar beet capital.

Sebewaing was founded in 1845 by a Lutheran minister who was sent by the church to do missionary work in Native American communities. Its unique name comes from the Ojibwe tribe of Native Americans. It is derived from their word *ziibiwing*, which means "place by the river."

The Lutheran minister was followed by many emigres from Germany who also brought their passion for beer to America. Not surprisingly, a brewery was built in nearly every small town in Michigan, and Sebewaing was no exception.



Cardboard 3-D pheasant on 14 in. diameter backer, no mfg. mark, c. early 1950s. Collection of Dave Alsgaard.

Around the early 1870s, a E. O. Braendle began brewing operations in Sebewaing. That brewery went through a succession of about a half dozen names and owners over the next 20 years. Between 1893-1896 it was briefly called "Sebewaing Brewing Co., Ltd." After three more short-lived name and



ownership changes over the next ten years it became the "Huron County Brewing Co." in 1905.

## Prohibition

The brewery closed in 1919 with the start of Prohibition. At that point the building and capital assets were sold to a local salvage dealer. The building sat idle for about eight years. It was then purchased by a group of businessmen led by the former Huron County Brewing Co. brewmaster in April 1927. The new company was called "Sebewaing Products Co.," and planned to make soft drinks and a malt extract called Gold Seal for baking. Malt extract was of course easily repurposed by homebrewers to make real beer.

In May 1931, the company re-organized, and leased the brewery from Sebewaing Products. It was re-named again to "Sebewaing Beverage Co.," which made a brand called Red Seal Malt Extract. Sebewaing Beverage operated under a lease agreement from Sebewaing Products, but despite the name change is ironically not known to have produced any beverages during Prohibition.



A pair of postcards showing photographs of the Huron County Brewing Co., top, in 1912; and its successor, Sebewaing Brewing Co., bottom, about 1940.

## After Repeal

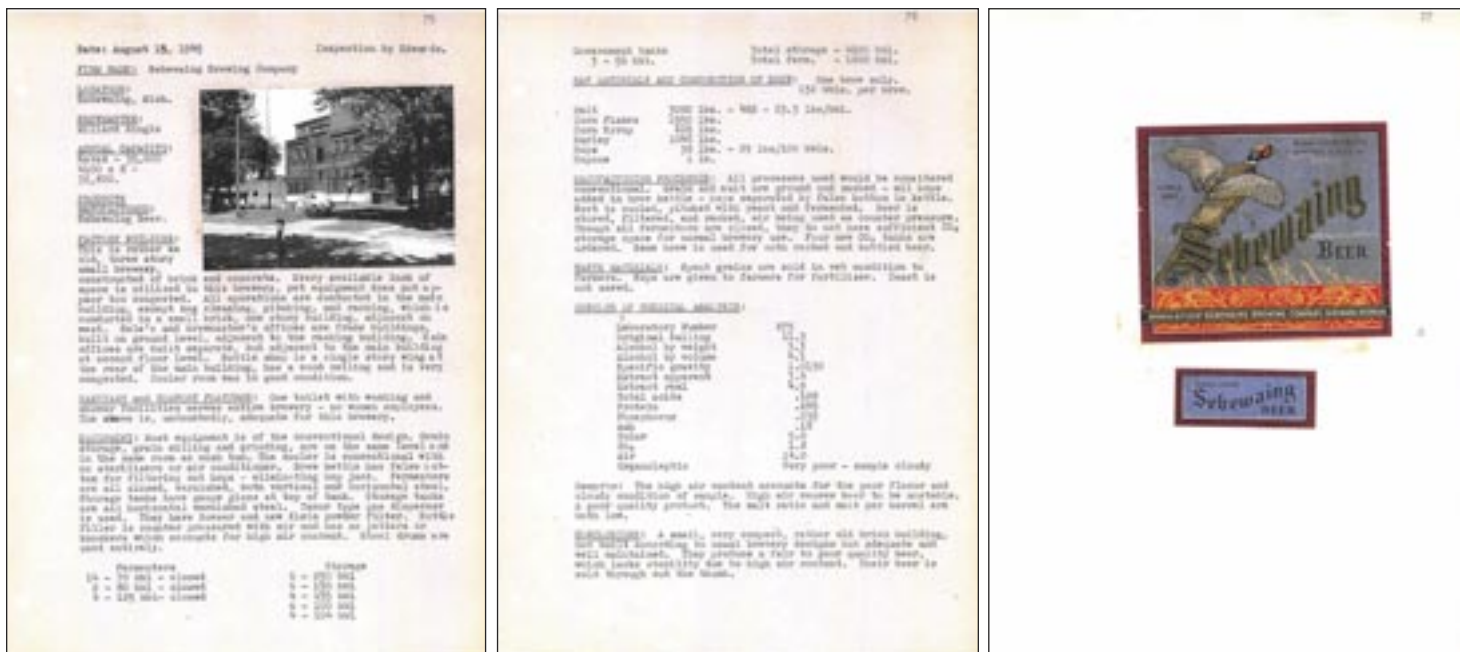
When Prohibition ended in 1933, a new corporation was formed to brew real beer once again. It consisted of most of the stockholders Sebewaing Beverage Co., aided by a \$150,000 capital offering. The new company was renamed the "Sebewaing Brewing Co." The brewery started production in February 1934 and introduced a new flagship brand named Old Style Beer, soon followed by Old Stock Ale. Other brands followed including Sebewaing, Bock,

continued on page 38



Export Beer label from Huron County Brewing Co., predecessor to Sebewaing Brewing Co., c. 1906-1918. Collection of John Steiner.

Left: Although this tray carries a common stock image, this version from Huron County Brewing Co. is very rare. 13.5 x 16.5 in., by H.D. Beach Co., Coshocton OH, c. 1903-1918. Collection of Bill Jordan.



State of Michigan Liquor Control Commission survey document.

Sport (a heavier brewed, slightly darker premium), Club (a lager) and Golden Pheasant.

The use of waterfowl was a branding theme prevalent for Sebewaing which prominently featured geese and ducks on its labels and advertising. The Saginaw Bay region has always been a major waterfowl migratory path, and fittingly, a goose appeared prominently on the first Old Style Beer label. Pheasants also were prevalent in the area and appeared on labels, cans, and a variety of advertising.

Early advertising claims boasted of the brewery's water source quality, "Made from Sparkling Well Water Drawn from 368 Feet Depth." continued on page 40



Rare foam scraper, 1.25 x 8 in, no mfg. mark, c. 1930s. Collection of Howie Diefenbach.



Combination bottle opener/pocket knife/corkscrew for Sebewaing Old Style Beer, 3 in., no mfg. mark, c. 1934-1939. Collection of John Stanley.

## SEBEWAING BEVERAGE CO.

Sebewaing Beverage Co. leased the brewery from Sebewaing Products in May 1931.

Prohibition-era wooden thermometer sign from the then-named Sebewaing Products Company, advertising its Gold Seal Malt Extract brand, 3.5 x 14 in., no mfg. mark, c. 1925-1931. Courtesy of Alan Forrest.



Rare chrome plated etched tray from Sebewaing Beverage Co. shows a large can of Red Seal Malt Extract, 14.5 in. diameter, no mfg. mark, c. 1931-1933. Collection of Dave Alsgaard.



## OLD STYLE BRAND, 1934-1950

A selection of point-of-sale advertising for Sebewaing flagship brand

Rare chalk statue with duck motif for Old Style Beer, 4 x 7 in. base, 6 in. high, no mfg. mark, c. 1950. Collection of Don Wild.



Tin-over-cardboard sign with calendar, 9.5 x 13 in., no mfg. mark, dated 1936. Collection of Dave Alsgaard.



Celluloid-over-cardboard sign for Old Style Beer, with a version of their tag line "Made from Sparkling Well Water," 9 x 15 in., by Bastian Bros., Rochester, NY. c. 1934-1939. Collection of Howie Diefenbach.



Enamel-on-wood sign, 5.5 x 14.5 in., no mfg. mark, c. 1934-1939. Collection of Don Wild.



Rare celluloid over cardboard sign with early mallard duck image for Sebewaing Stock Ale, 6 x 15 in., by Bastian Bros., Rochester, NY, c. 1935. Collection of Howie Diefenbach.



Cardboard sign, 8.5 x 13.75 in., no mfg. mark, c. 1934-1939. The sign carries the lofty claim, "Michigan's Finest Beer." Collection of Don Wild.

Selection of Sebewaing tap knobs. Collection of Don Wild.



c. 1934-1939



c. 1939-1950



c. 1930s



c. 1950s



## From birds to lions

Around 1939, a dramatic branding change occurred after young lion cubs were purchased from a travelling circus. Suddenly, these “kings of the jungle” replaced the local waterfowl as the brewery’s new mascots promoting Sebewaing beer.

The goose was removed from the Old Style Beer label and replaced by a lion’s head, backed with the slogan, “Kings of Beer and Ale.” The lions were a big promotional draw and newspaper accounts of the era recount how they were transported to local events in a homemade trailer as the famous “jungle lion troupe.” Eventually, maintenance costs as well as wartime rationing of gas and rubber for tires put

an end to the lion’s road show. The brewery discontinued using the lions and the lion theme in its marketing around 1949.

The lion image was then replaced by a pheasant which once again became the predominant image used on labels and advertising.

## Surviving as a small brewery

In July 1947, Sebewaing chose to participate with a consortium of similar small, regional breweries fighting for survival in the “Brewers’ Best” campaign in an effort to expand its sales. The company brewed that brand until 1949

### THE LION ICON, 1939-1949

The Old Style Brand imagery switched from a goose in flight to a male lion around 1939.



Sebewaing Brewing purchased some lion cubs from a circus around 1939 for promotional purposes. The brewery’s “Famous Lion Troupe” traveled the state in a special custom built trailer, shown in this postcard.



IRTP label for Old Style Beer. c. 1939-1949  
Collection of John Steiner.



Felt over composition backbar sign promoting Old Style Beer and Old Stock Ale, on 16 x 3 in. base, 12 in. high, no mfg. mark, c. 1940s.  
Collection of Dave Alsgaard.

The Sebewaing lion mascot on bottlecap for Old Style Beer, with the “No lyin’-it’s good” play-on-words slogan, c. 1939-1949. Collection of Don Wild.



Small lion chalk statue, 3 x 5.5 base x 4 in. tall, no mfg. mark, c. 1940s.  
Collection of Don Wild.





## WATERFOWL, 1950-1966

The name Old Style was dropped in favor of simply “Sebewaing” in 1950. Perhaps the most recognizable image from Sebewaing is the locally famous, ring-neck pheasant in flight used in much of its labeling and advertising.



Other waterfowl were also featured in Sebewaing's advertising. The duck and goose are two of a set of four 3-D wildlife signs in cardboard, 13 x 17 in., no mfg. mark, c. 1950. Collection of Alan Forrest.



14 x 22 in., no mfg. mark, c. 1950. Collection of Alan Forrest.



3-D sign in birch log frame, 18 x 22 in., 2 in. deep, no mfg. mark, c. 1952-1960. Collection of Dave Alsgaard.

(Editor's note—see the following article in this issue explaining the “Brewers’ Best” program ).

Despite growth efforts, Sebewaing was always a small brewery. In the 1930s it produced about 30,000 barrels. By the late 1950s, the brewery was producing 38,000 barrels but still remained profitable, with its best sales years in the early 1960s. One thing that may have hurt both distribution and profitability was the brewery's lateness in introducing its beer in the less costly can packaging, finally doing so in 1959.

Profits at Sebewaing Brewing were never huge, but as with many small-town breweries, it was a dependable employer and tax payer, as well as a source of civic pride and local identity.

In January, 1962, Sebewaing's longtime

president, Arthur Mast, retired and sold his stock to William E. Francis and other businessmen from Detroit. This resulted in a loss of local control and allowed Francis to put some of his own people on the board. They may have had good intentions but apparently lacked the know-how to run a small brewery. Francis and his new board added new and exorbitant expenses like a company plane, excessive travel, and a second office in Detroit. Before long, the operating capital was spent and debt of around \$100,000 was accumulated.

On July 1, 1962, Michigan raised the excise tax on each case of beer from 9¢ to 48¢. This cost was passed on to the customers and resulted in a 13% reduction of sales compared to the prior year.

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## SAY "C B WING"

The Sebewaing beer can is one of maybe only a few pieces of breweriana with a pronunciation guide. Just below the letters "Sebewaing" is the phrase "SAY C B WING". This phrase appears only on the cans and not on any known labels.

Why is this? The most likely explanation is that bottles, the original package type, were distributed locally where customers knew how to pronounce Sebewaing. In 1950, cans were introduced to allow for broader distribution. Apparently it was felt that these new "non-local" customers needed help with the word.



Standup cardboard backbar piece with zip-top can, 11 x 9 in., no mfg. mark, c. 1964. Collection of Dave Alsgaard.

1950

1959



A pair of flat top cans featuring Sebewaing's signature pheasant in flight. The cans included a pronunciation guide "SAY C B WING." Sebewaing was comparatively late to issue its beer in cans, not doing so until 1950. Collection of Don Wild.



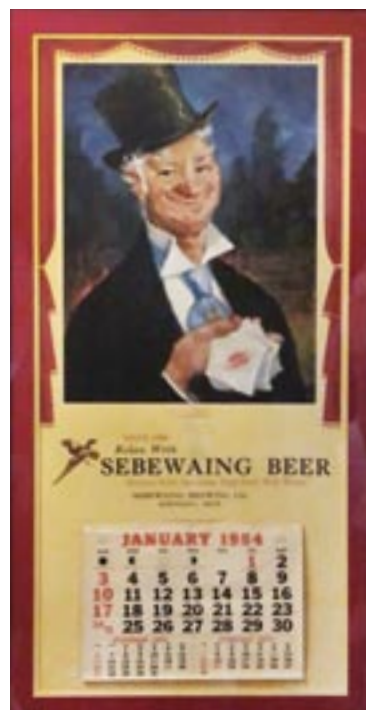
Paper poster with hanger advertises seasonal Bock Beer, 14 x 19 in., no mfg. mark, c. 1950s. Collection of Alan Forrest.

of Michigan" apparently was not well-received in the increasingly competitive beer market. Sales declined and the reputation of the brewery suffered.

In an obvious attempt to raise capital, the new board then attempted to sell the company's brands to the Buckeye Brewing Co. of Toledo, OH on March 17, 1965. Unfortunately, this ignited a lengthy stock proxy battle, led by Francis. But the board's attempt was defeated by local stockholders when they found out this meant the brewery would close.

The brewery had already stopped operating on March 2, during the proxy battle while lawsuits worked their way through the courts. Eventually the proposed sale to Buckeye was declared "dead" and hopes were high that the brewery would resume operations.

In July 1964, there was a change in the company's executive officers and Sebewaing Brewing was renamed "The Michigan Brewery, Inc." It created a new brand, "Pride of Michigan" in an effort to increase appeal of its products to a larger geographical area - statewide and beyond. Despite touting its more expensive ingredients as an "all malt" beer, "Pride



One of a series of calendars using stock images of "The Gay Philosopher." This one, titled "Pleasant Memories," is perhaps the scarcest, 16 x 33 in., no mfg. mark, dated 1954. Collection of Bill Jordan.



Cardboard standup sign from The Michigan Brewery, Inc., successor to Sebewaing Brewing Co., 10 x 14 in., no mfg. mark, c. 1960-1965. The sign depicts the new Mackinac Bridge which connects Michigan's two peninsulas. When opened in late 1957 it was the second longest suspension bridge in the world after the Golden Gate Bridge in San Francisco, and was indeed considered the "Pride of Michigan". Collection of Alan Forrest.

Interestingly, Pride of Michigan (P.O.M.) beer boldly promotes the brand's all-malt recipe. This was in contrast to the flagship Sebewaing Beer, which was made with the less-expensive ingredients of corn flakes and corn syrup—and not surprisingly, did not promote that fact.



Cardboard sign with standup easel back, 14 x 19 in., no mfg. mark, c. 1952-1966. Collection of Alan Forrest.

## “Outsider” takeover

A new board was elected April 20, 1965 and the brewery re-opened in June renamed as “The Sebewaing Brewing Co.” But sadly, customers had by then lost confidence in the beer’s quality and availability. Re-starting its supply chains was difficult because distributors and customers had moved on to other more reliably available brands. And the “outsider” in control, William Francis, had alienated employees and local customers with his various actions.

Sebewaing ran an ad/jingle on local radio in the 1950s. Here is the QR code for it. Just put your cell phone in camera mode and point at the code to hear this catchy, one-minute tune—“Join the Swing to Sebewaing!”



Perhaps the last straw in this public relations debacle was when Francis discontinued the “free tap” that had always been available for the locals when they paid a visit to the brewery.

Still, the new brewery tried to soldier on to regain lost customers and turn the business around. But it was not to be. The brewery closed for good in May 1966. The remainder of that year was spent selling equipment to other breweries and to scrap dealers to pay off \$104,000 of outstanding debt.

The local newspaper, the *Sebewaing Blade* wrote a mournful epitaph for its local brewery on June 30, 1966: “A year ago, there was hope that the patient would rally from handling by incompetent physicians. After years of successful manufacturing in Sebewaing, the brewery had fallen on evil days. A new board had taken over a few years ago, management passed into the hands of the outsiders, and one day it was discovered that the operating capital was gone, and the debts amounted to \$100,000.”

The brewery stood, sad and decrepit, for another 13 years as a reminder of what had once been a thriving local business in the small, north-eastern village of Sebewaing, which only ever had a population of about 2000 people. Finally, it was razed over a five-year period from 1979-1984.

*Ed. Note: Special thanks to Scott M. Thede whose website “The Sebewaing Brewing Co.—All things Sebewaing Beer” was a valuable source for this article’s content. Scott is the paternal grandson of Otto H. Thede, who worked 35 years for the brewery. He rose through the ranks from Truck Driver, to Bottlehouse Superintendent, Secretary, Treasurer, General Manager, President, and finally Director.*

# The BREWERS' BEST EXPERIMENT

by Dave Alsgaard

All photos are from the collection of John Smoller unless otherwise noted.

**Ed. Note:** As you've read in the previous article, Sebewaing Brewing Co. has an interesting history. It also was the last brewery in our Michigan Series to take part in the Brewers' Best program. We thought this presented a prime opportunity to review the Brewers' Best experiment, in which more than 20 other regional breweries participated.

## The challenge

In the years immediately following World War II, the small local breweries faced two problems. The first was that once wartime rationing of raw materials for beer production was lifted, the bigger breweries in the larger markets were able to ramp up production quickly. This created a 30 million barrel excess of capacity in the industry which caused prices and margins to remain low.

A second related problem was that the larger breweries could afford to expand, and they did. In 1946, just 20 breweries controlled more than 40% of the beer sales in the U.S. With greater sales came more money for marketing expenditures. The big brands had more money to spend on discounting in new markets, point-of-sale and promotional materials, as well as to engage in mass market advertising using print and outdoor media, radio and a new, visual medium called television.



Lighted sign featuring uplit Lucite mounted in a chrome metal base. This piece is New Old Stock. No brewery or mfg. mark, c. 1948-1952. Collection of Matt Russell.

## The solution

These challenges were recognized by many small local breweries as an existential crisis. The only way for the small to survive was to somehow get big enough to fight big brand clout with big brand clout. But how could a smaller brewery

These eye-catching high-relief 3-D backbar pieces can also be hung on the wall.



The main frame and lettering is cut out of wood, with the crown and lions molded of plastic, 12 x 15 in., for Sebewaing Brewing Company, Fleischman Mfg. Co., New York, NY. c. 1947-1949. Collection of Dave Alsgaard.



Molded composition sign, 7 x 8.5 in., Brewery not marked, by Fleischman Mfg. Co., New York, NY. c. 1948-1952.



possibly afford to do this? The answer, it was believed, was for these small breweries to combine forces and brew a uniform, high-quality beer using their idle capacity. This new beer would also be advertised and promoted on a regional or even nationwide scale, using tactics similar to those of the big breweries.

Other potential benefits to combining forces were that the breweries could keep shipping costs low, and also retain local employees, keeping the money at home.

To implement this proposed solution, Brewers' Best Associates, Inc. was organized in November 1946. The idea originated in 1939 by Frederick G. Mayer, an executive at a major ad agency; Peter Jay Theis, a sales executive for breweries like Schlitz and Ruppert; and Arthur Deute, President of The National Brewing Company in Baltimore. But it wasn't until after the war that the idea was finally executed.

The plan was that Brewers' Best Associates would award franchises to selected breweries based on their commitment to the plan and their ability to consistently produce a beer of outstanding quality. There was also a plan to limit franchises to just one per territory although it is not clear how the territorial boundaries were defined.

These shelf talkers are laminated thick layers of composition board with aluminum graphical overlay. They were normally used as backbar pieces, but could also be hung from the wall. According to Brewers' Best Associates, they make for a 'scintillating' display. All are 5 x 13.5 in., mfg. by Place & Place, Inc., New York, NY.



Robert H. Graupner, Inc., Harrisburg, PA. c. 1948-1951.



Sebewaing Brewing Company, Sebewaing, MI. c. 1947-1949.  
Collection of Dave Alsgaard.



Hoff-Brau Brewing Corp., Fort Wayne, IN. c. 1948-1951.

Before being granted a Brewers' Best franchise, brewery applicants were carefully screened by E.A. Siebel & Company of Chicago. Now called Siebel Institute of Technology and still based in Chicago, it was founded in 1868 and is a world-renowned leader in brewing research and education.

This franchise-based business model was not new. Soft drink companies like Coca-Cola were very successful at producing and distributing a uniform, high-quality product at small bottlers throughout the country while benefitting from significant national marketing and advertising. But the franchise model had never been implemented with beer before.

### Initial Success

The new beer would be called Brewers' Best Premium Pilsener Beer—giving it a premium positioning to compete at the same level as the "national" brands like Budweiser, Schlitz and Pabst. The idea was first introduced on April 18, 1947 at a

national meeting of the first 15 franchisees. The beer was reported to be "enthusiastically acclaimed" by the member breweries and compared favorably to the finest imported pilsener.

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"Generic" or standard Brewers' Best cardboard case that would have the local franchisee brewer marked on the end. 9.5 x 18 x 12 in., no mfg. mark, c. 1948-1952. Collection of Scott Butterfield.



Matchbook cover from Flock Brewing Co., Williamsport PA, by Universal Match Corp., Philadelphia, PA. c. 1947-1951.



Cover of 1947 Christmas card from Walter Brewing Co., Trinidad CO. The visual is an artists conception of an outdoor hanging sign that is not known to exist, 7 x 8 in., no mfg. mark.



Stand-up cardboard plaque with circle of gold foil. The center logo was meant to be pushed out in bas-relief to achieve the 3-D appearance of a jewel. August Wagner Breweries Inc., Columbus-Chillicothe OH, 9 x 10.5 in., no mfg. mark, c. 1947-1952.

In August 1947, Newsweek reported that Brewers' Best was selling at a rate equivalent to 600,000 barrels per year. By this time the Associates had already turned down about 40 franchise applications for failure to meet quality standards, and had 33 more waiting. The trade publication *Brewers Digest* stated that Brewers' Best franchises would be limited to 52 breweries. Brewers' Best Associates was hopeful that by early 1948 the new brand would be available to 90% of the country.

By September 1947, 20 breweries were licensed under Brewers' Best Associates and 18 had Brewers' Best beer on the market. Brewers' Best was also in the process of negotiating franchises in Hawaii and Mexico. Ultimately, only around 30 breweries, from at least 17 states, were believed to have joined.

By late October 1947 this new beer business model seemed to be working. *Business Week* reported 21 breweries

participating, and 10 more planned before year's end. Each brewery produced a contracted amount of Brewers' Best beer per the franchise agreement and paid \$1.25/barrel to the Association. It was further reported that \$300,000 was budgeted for advertising and that \$1.5 million was planned for 1948.

### Quality standards

To assure continued and uniform high quality of Brewers' Best Premium Beer, Peter J. F. Weber, a renowned brewing technologist from E.A. Siebel, was put in charge of quality control. Standard recipes provided by Siebel were used by all franchised breweries, and control was strictly maintained over the brewing process.

Franchised brewers who failed just once to adhere to the agreed quality guidelines were given a warning. A second such failure would result in cancellation of the franchise.



Brass desk thermometer with unusual nautical theme from the Walter Brewing Company, Trinidad, CO. 5 x 5 in., no mfg. mark, c. 1947-1952.



It was reported that in mid-1947 one brewery's license was terminated for failing to measure up to quality standards but there was no mention of which brewery it was.

## Advertising

One significant benefit to breweries of being a Brewers' Best franchisee was that the Association helped the local brewery with sales and marketing strategies. It also designed and produced point-of-sale, print and broadcast advertising.



Celluloid button sign, 7.5 in. diameter, for National Brewers Inc., Great Falls, MT, no mfg. mark, c. 1948-1950. Collection of Matt Welch.

The point-of-sale advertising was to include a wide array of items such as trays, mechanical pencils, coasters, calendars, foam scrapers, tap knobs, decals, and signs with lighted versions. These were sometimes provided as generic items and the member brewery affixed their sticker or decal to the advertising piece. It is interesting to note that despite this aggressive strategy some of the proposed items, such as trays, are not known to exist.

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A sampling of bottle labels from participating breweries. The labels are unmistakably similar, but strangely, have notable differences too.



Harvard Brewing Co., Lowell, MA. c. 1948-1950.



Pioneer Brewing Co., Walla Walla, WA. c. 1948-1952.



Maier Brewing Co., Los Angeles, CA. Maier is believed to be the last brewery to make Brewers' Best, until about the mid-1960s.





Perhaps the Brewers' Best advertising department couldn't decide between a round coaster or a square one. So they combined them into a highly unusual shape. The square portion is 4.125 in. and the round part is about 4 in. diameter. This example was made for National Brewers, Inc. from Great Falls, MT, c. 1948-1950. Collection of Steve Armstrong. There are known examples from at least two other breweries—Mankato (MN) and Walter (Trinidad, CO).

The reasons for the short life and demise of Brewers' Best are not well-documented, but John Smoller sums it up nicely with his observation that "Brewers' Best Associates came into being just as behemoths like Anheuser-Busch, Schlitz, Pabst and others were beginning to relentlessly squeeze regional brewers out of business."

Ultimately, Brewers' Best Associates' plan to fight and beat the "Big Boys" at their own game proved to be a lost cause.

The Association also produced print and radio ads, posters, billboards and even delivery trucks. It also produced ads for the member brewers to run in their local newspapers, as well as ads that ran in national magazines such as LIFE, Time, Colliers, Esquire, and Newsweek.

This advertising program was to be paid for out of the member brewery's royalty fee with \$1.00 of the \$1.25 per barrel allocated to national advertising.

## The end

Despite the strong start and ambitious plans, the Brewers' Best brand did not last long. The heyday for the brand would seem to be 1948-1950 or so. It appears as if the Brewers' Best strategy did not benefit the local brands—at least not enough. By the end of 1952, twenty of the licensed breweries were out of business or had changed ownership. And by 1953, Brewers' Best Associates, originally headquartered in New York City, was no longer listed in that city's directory.

The Brewers' Best brand briefly lived on, failing to achieve its lofty goals and mostly, quietly, faded away. But at least one brewery, Maier Brewing (Santa Rosa, CA), apparently bought the naming rights and sold a Brewers' Best beer until the mid-1960s.



Bottle used by the Walter Brewing Co., Trinidad, CO. Collection of Scott Butterfield



Ball knobs used for Walter's Brewing Co, Trinidad, CO and Charles Schaefer Brewing Co., New York, NY. Collections of Scott Butterfield and George Arnold, respectively.



Rare IRTP flat top can from North Bay Brewing Company, Santa Rosa, CA. The only other brewery known with an IRTP flat top is Atlantic Brewing Co. from Chicago. Collection of Dan Scoglietti.



## Sebewaing's role

Based on the Michigan Survey, Sebewaing beer sampled for the report in August 1945 was said to be of "poor quality" and "cloudy." It therefore seems possible that Sebewaing Brewing might have welcomed the opportunity to "up their game" by brewing within the guidelines of a Brewers' Best contract. They may have appreciated outside expertise and the opportunity to make a better product. In any event, Sebewaing started producing Brewers' Best beer in July 1947. They held a kickoff event to launch the brand on September 5, 1947 and it was only produced until sometime in 1949.

**BREWERS' BEST Premium BEER ACCLAIMED**

In April, 1947, Brewers' Best Premium Beer was introduced and enthusiastically acclaimed at a two-day meeting attended by the country-wide group of fifteen brewers who had received franchises up to that time. (The experts who sampled Brewers' Best compared its lightness and distinctive flavor to the finest imported Pilsener.)

A notable feature of the meeting was an address by a member of the U. S. Senate Small Business Committee in which the franchised brewers were congratulated for their vision in meeting the competition of big business in their industry.

**PRESENT FRANCHISE HOLDERS**

Currently, there are twenty franchised brewers of Brewers' Best Associates, Inc. More brewers will be added if they can meet the strict requirements of this organization.

AMERICAN BREWERY, INC., Baltimore, Md.	CLAUDE A. FITZGERALD, Pres.
AMERICAN BREWING CO., Rochester, N. Y.	E. W. LORAN, Pres.
ATLANTIC BREWING CO., Chicago, Ill.	HAROLD S. LAMBER, Pres.
BLACKHAWK BREWING CO., Des Moines, Ia.	STUART A. FORTIN, Pres.
PETER BRADY BREWING CO., Elizabeth, N. J.	J. FRANK O'DONNELL, Pres.
BRIDGEMAN'S, INC., Philadelphia, Pa.	JOHN B. BRIDGEMAN, Pres.
FLACK BREWING CO., Williamsport, Pa.	J. MERVIN HINDMAN, Pres.
ROBERT H. GAUGHER, INC., Harrisburg, Pa.	J. MERVIN HINDMAN, Pres.
HARTMAN BREWING CO., Lowell, Mass.	WALTER GIBBETTS, Pres.
HART SHAW BREWING CO., Ft. Wayne, Ind.	WALTER SHAW, Pres.
KIRCH BEVERAGE & ICE CO., Wapaham, Ohio	MICHAEL LAMBERT, Pres.
MARLBORO BREWING CO., Marlboro, Mass.	GERALD E. MARTIN, Pres.
MICHIGAN-MARKETTES BREWING CO., Muskegon, Mich.	LEO W. ENGLISH, Pres.
PURVIS BREWING CO., INC., Pottaw, Wis.	NICHOLAS SCHWABACHER, Pres.
GRACE BROS. BREWING CO., Brooklyn, N. Y.	GEORGE E. STURGEON, Pres.
SEBEWAING BREWING CO., Sebewaing, Mich.	A. G. LOTT, Pres.
TWO RIVERS BEVERAGE CO., Two Rivers, Wis.	GEORGE J. EISENBERG, Pres.
AUGUST WAGNER BREWING CO., Columbus-Chillicothe, O.	N. D. LAMAR, Pres.
WALTER BREWING CO., Trinidad-Pueblo, Colo.	MARTIN WALKER, JR., Pres.

Premium Quality **BEER**

**BREWERS' BEST**

**SPECIAL**

STANDARD SIZE  
**12oz. Cans**

Paper Point of Sale sign for Brewers' Best, overprinted for Grace Bros. Brewing Co., Santa Rosa CA. 14 x 14 in., c. 1948-1952. Collection of Turkey Lardinois.

## Author's Note

Thanks to **Randy Carlson** for additional information based on his article on Brewers' Best, which originally appeared in NABA's *Breweriana Collector* issue #77, Spring 1992.

Special thanks to **John Smoller** for providing images and details from his article on Brewers' Best in *Beer Cans & Brewery Collectibles*, Feb/March 2009.

REMEMBER THIS NAME...

**BREWERS' BEST**

**PILSENER BEER**

Premium

THE NEW BIG NAME IN BEER

"Brewers' Best Beer is among the best" says the *New York Times* Book Club.

Remember the name! Brews' Best Beer. Once you try it, you'll ask for it again and again. For Brews' Best is truly a high quality, distinctive beer—with light, clean, appetizing flavor.

Brews' Best Premium Beer represents a great drink brewed by brewers from brewing houses in 15 foreign and 15 domestic states with groups of carefully selected prominent brewers whose combined experience and resources have produced a superior premium beer.

Remember the name—Brews' Best Beer. You'll be asking for it...and asking, after the very first try, "How else is it a great glass of beer?"

**BREWERS' BEST Premium BEER**

BREWING BEST ASSOCIATES, INC., 405 FIFTH AVE., NEW YORK

This 1947 print ad touts Brewers' Best's proposition that it was "bottled by a country-wide group of carefully selected prominent brewers whose combined experience have produced a premium beer." Collection of Chas Ford.

This page from a 1947 brochure lists the first 19 small regional brewers that signed on to become a Brewers' Best franchisee.

Die cut cardboard sign, likely made to display a bottle, promotes Brewers' Best as the "new big name in beer." It was produced by August Wagner Breweries, Inc., Columbus-Chillicothe, OH.

**BREWERS' BEST**

**PILSENER BEER**

Premium

the new big name in Beer!



# Chalk Talk

BY RICK BASKEN

## Signs of the Fehr's Bear

The Frank Fehr Brewing Company of Louisville, KY had a very long and successful run, from 1890-1964. It was one of Louisville's three most famous breweries, outlasted by competitors Oertel Brewing Co. (closed in 1967) and Falls City Brewing Co. (closed in 1978).

Near the end of Fehr's existence, the company used an advertising character that resembled a white teddy bear in a red jersey, widely known as the "Fehr's Bear" (it says so on his red jersey). The bear was used in the brewery's advertising in the late 1950s and in some of it, he was called "Freddie."

The fact that a brewery used a cuddly-looking mascot that looked like a child's toy is kind of amazing and something that certainly would not be allowed in today's world. It is unclear whether it prompted any positive sales results, and even if it did, it couldn't have been enough, as the brewery closed within about five years of the Fehr Bear's introduction.

The most commonly found—and likely the most mass-produced breweriana piece featuring the Fehr's Bear—is a chalk statue that stands 15.5 inches tall. The statue serves as a "bottle glorifier"—meaning the bear is holding a bottle of the beer, an important part of the display piece. First



Freddie the Fehr's Bear is a distinctive statue that came in one style but held several different pole signs. Eric Basken has three bears and two different signs in his collection.

Above: A third version of the pole sign invites the customer to "Take Home" Fehr's and seems to allow space below for an additional message, e.g., a price point. Collection of Roger Owen.

Left: The statues are 15.5 in. tall and weigh nearly nine pounds. They are often found without the cardboard pole signs, many of which likely did not survive the more than 60-year existence of these statues.

created more than 60 years ago, the Fehr's Bear statue today is sometimes found missing the bottle.

I purchased my first Fehr's Bear chalk statue from an online auction in Canada. I thought I'd gotten a great deal on it until the auction company told me the shipping cost, but that's another story. When it arrived, I realized it was missing something. I had seen the Fehr's Bear statue in George



A fourth version of the pole sign reads "Cold to Go" and this picture of it was found on an internet auction site.



I wanted to make a replica sign for the other two bears in my collection to make them look more authentic. The printing company I use charges a set-up fee, so I figured I'd make 20 signs to reduce my overall cost per sign and have extras in case other collectors needed one. On the back I marked them "R" for "reproduction" and numbered them 1-20.

I kept three signs and offered the others to members of the Back Bar Facebook group and also on eBay. Within a few months, they sold out. I think it's neat that these signs have made their way to collectors across the country, allowing them to display their bear statues with a more authentic representation of how they originally looked.

About a year ago I discovered there were actually a number of different sales messages carried by the placards on these pole signs, which over the many years just got lost, damaged

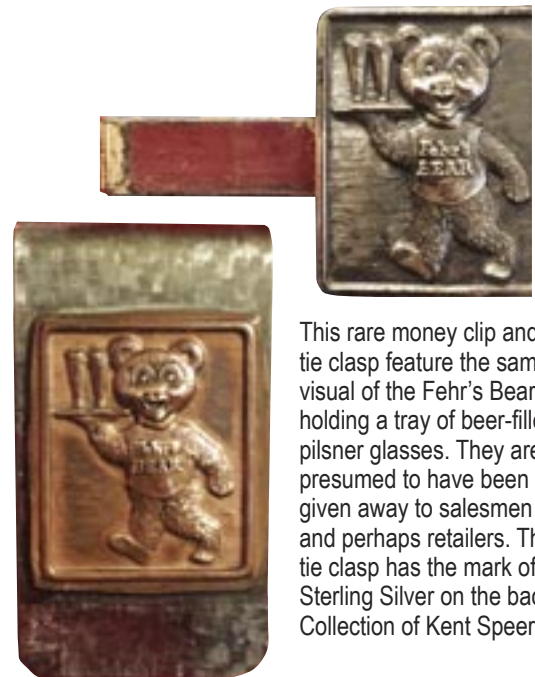
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Baley's "Back Bar Beer Figurines" book. It was produced in one style and as pictured in the book, holding a small American flag in one hand. My bear's hand was empty. I figured I'd need to find a flag to make it complete.

A few years later on eBay, someone listed a bear holding not a flag, but a large cardboard Fehr's sign. I love our American flag, but the Fehr's sign looked more authentic and seemed a better fit with the piece. I discovered that in fact, the original statues held a pole sign. This consisted of a wooden dowel painted gold, with a cardboard placard attached that had a sales message printed on it. I purchased the bear with the sign and it became the third Fehr's Bear in my collection.



Photo of a Fehr's Bear statue as it appears in George Baley's "Back Bar Beer Figurines" book.



This rare money clip and tie clasp feature the same visual of the Fehr's Bear holding a tray of beer-filled pilsner glasses. They are presumed to have been given away to salesmen and perhaps retailers. The tie clasp has the mark of Sterling Silver on the back. Collection of Kent Speer.

These two images are promotional pictures from the University of Louisville archives. The photo at left shows a stuffed toy version of the Fehr's Bear used for a display for Kroger's grocery stores. There also was a promotional effort where the bear was used as a ventriloquist's dummy. This version of the Bear is shown in the photo at right, being held by a Fehr's salesman named Jack Schnatter in front of a display in a Louisville area Kroger store.



or discarded. There were at least four (and perhaps more) different versions of the sign.

After I sold out of the first batch of signs I had made, another sign-less bear fell into my hands and I've gotten additional requests from collectors for signs for their Fehr's Bear statues. I thought it made sense to make 20 more of what I call the "second version" of the sign, and I did so recently.

To date, I have about 10 signs left if anyone with a bear is in need of one. Please contact me at [sellsavere@yahoo.com](mailto:sellsavere@yahoo.com) if I can help or if you know of more varieties of the sign messages than the four pictured with this article.

The Fehr's Bear was used in a variety of low-cost, highly-disposable, point-of-sale items, much of it promoting the launch of "pasteurized draught beer." The typical materials used were cardboard and thin, vacuum-formed plastic, so not much has survived from the late 1950s to the current day.

Here are some rare surviving pieces from the collection of Roger Owen.



Large vacuum-formed plastic display sign with a shelf built into the hand to hold a cardboard 6-pack case, 22 x 32 in., no mfg. mark.



Cardboard sign promoting three bottle sizes of "draught beer," 9.25 x 12.25 in.



Die cut cardboard sign, 9.5 x 11.5 in.



Original artwork shows designs for what may have been intended as window decals. It is uncertain if these were ever produced as there are no existing examples known.



Here are three other point-of-sale signs that featured the Fehr's Bear, in cardboard and vacuum-formed plastic. This piece on the right identifies the bear character as "Freddie Fehr, the friendly bear." There were a variety of messages that could be attached to the sign, and the "Freddie says" sayings became a newspaper advertising campaign. Photos courtesy of Kent Speer.



# SUNBRU RISES AGAIN

By Ed Sipos

The Arizona Brewing Company of Phoenix was the only brewery to open in the state of Arizona (among a number of failed attempts by others) following Repeal in 1933. It quickly made a name for itself selling Arizona Brew Beer, its first brand. The brewery achieved later fame for its Apache

(introduced in 1934), Elderbrau (created in 1939), and A-1 Pilsner (launched in 1943) brands. Despite enduring several ownership changes in its first few years of existence, the brewery still found ways to thrive as "Arizona's Brewery" for the next 50 years.

Surprisingly, it was a little-known and short-lived beer brand called Sunbru, that was the first bottled beer sold by Arizona Brewing shortly after the installation of its bottling line in 1933. The brand was a lager-style beer measuring in at 3.2% ABV (alcohol by volume). Because only a small amount of information has been found in researching Sunbru, it is uncertain exactly how long it was in production, how many barrels were made, or where it might have been distributed outside of Phoenix.

Nonetheless, Sunbru has an interesting story that is well worth telling. That story starts with the inception of Arizona Brewing Co. in May 1933. The founders were brothers Martin and Herman Fenster, who both had extensive experience working in the beer industry in other parts of the country. Martin became president and general manager, while Herman was vice president and sales manager of the company.



Breweriana is from the collection of Ed Sipos unless otherwise indicated.

Like many beer labels that appeared immediately after Repeal, Sunbru boasted it was "old time original strength"—a clear reassurance that it contained alcohol.

An unopened full bottle contains beer with a partial neck label which once promoted "Buy U.S. Defense Bonds and Stamps," c. 1942, collection of Herman Dickson.

Their new brewery in Phoenix had an initial production capacity of 30,000 barrels of beer per year. Oskar Scholz, a former employee of the world-famous Pilsen Brewery in Pilsen, Czechoslovakia, was hired as brewmaster. Scholz was a highly skilled and educated brewer with 30 years of experience. He had studied at a brewing school in Prague, had helped establish three breweries in Austria, and also worked at a large brewery in Budapest, Hungary.

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The first beer produced by Arizona Brewing was called Arizona Brew Beer. It was released on October 16, 1933 and offered only on draught and available just in the Phoenix area. The only known existing example of breweriana for Arizona Brew is a very rare keg label.

During the time the bottling line was being installed, a “name-the-beer contest” ad campaign was launched to name Arizona Brewing’s new bottled offering. The contest offered a grand prize of \$50 cash for the best name as judged by the brewery, and one case of beer to the 50 contestants whose naming ideas received “honorable mention.”

More than 10,000 entries were submitted. In December 1933, the submitted name that was selected for the new beer was “Sunbru.” This winning name was submitted by a lady named Betty Vernon from Phoenix, who happily accepted the \$50 cash prize.

But shortly after the release of Sunbru, the Fensters began negotiations of the sale of the company to new buyers for unspecified reasons. Arizona Brewing had been in business only six months. All ads promoting the new Sunbru soon disappeared.

On April 11, 1934, the sale of Arizona Brewing Co. to E.P. Baker, Bailey Russell and Wirt Bowman was announced and the brewery took a different direction. Brewer Oskar Scholz was replaced by George Bines. (Scholz moved on to the Harry Mitchell Brewing Company in El Paso, TX).



Arizona Brew Beer was the first beer produced by Arizona Brewing Company. It was a draught-only companion brand to the bottled Sunbru and is believed to have only been in market for a year or so. This keg label may be the only existing example of the brand’s breweriana. Collection of the late Bob Kay.

Little is known about Bines’ brewing background, but he was instrumental in expanding the brewery’s brand offerings. In June 1934, a new product called Apache Beer was introduced as the company’s flagship brand. It too was initially available only on draught

prior to being bottled. Ads for Apache Beer soon appeared in local newspapers, magazines, and other promotional formats including radio.

With the new ownership and release of Apache, the Arizona Brew Beer and Sunbru brands were thought by local brewery historians to have been discontinued by the mid-1930s. But that may not be the case for Sunbru and other obscure brands from Arizona Brewing. Sometime in the past 20 years, a full bottle of Sunbru, with a partial “Buy U.S. Defense Bonds and Stamps” neck label, appeared on eBay. The neck label suggests that Sunbru was sold for longer than once thought—at least through 1942. It is interesting to note that in all the years Sunbru was offered, no point of purchase displays

have surfaced or are known to exist among collectors. The only known items include two variations of the Sunbru bottle and the Sunbru neck labels.

What is certain is that the sale of the Arizona Brewing Co. to Joe Lanser Sr. in 1942 ended Sunbru’s run—that is, if Sunbru still existed. In January 1943, A-1 Pilsner Beer was released and all other brands previously produced by Arizona Brewing were discontinued, except for Dutch Treat, which was a private brand brewed for A.J. Bayless Markets.



At left is a newspaper ad from November 1933 announcing the “name contest” and the \$50 cash prize for the winner. At right is another ad from December 1933 announcing Phoenix resident Betty Vernon as submitting the winning “Sunbru” name. The ad also claims the contest drew over 10,000 name submissions.



# BRAND SUCCESSION

Arizona Brewing Company had four owners in its first nine years of business (1933-1942). These ownership changes also produced beer brand changes.

In 1934, a new product called Apache Beer was introduced by the second owners as the company's flagship brand. Apache was sold in bottles with three label colors—Blue Label Beer; a green label that carried a “natural lager;” and a red label for its “English Type” ale style.

The brewery's most famous brand, A-1, was launched in 1943, replacing Apache. The label shown was its first and used from 1943-1946.



The success of A-1 led to unprecedented growth for the company over the next 20+ years under Lanser's leadership. But regional breweries increasingly struggled to compete and Arizona Brewing was sold to the much larger Carling Brewing Company of Cleveland, OH in October 1964.

Carling then sold the brewery in 1966 to the National Brewing Company of Baltimore, MD, which succeeded in resurrecting A-1 Beer as an Arizona-themed brand. In 1974, National Brewing was acquired by Carling Brewing, becoming Carling-National Breweries. In 1979, G. Heileman took control of Carling-National and its brewery in Arizona, which finally closed in 1985.

In an interesting retro twist, the Sunbru name resurfaced in Arizona after more than 50 years in 2006 when the Four Peaks Brewing Company of Tempe trademarked the name “Tribute Sunbru Kölsch Style Ale.” Four Peaks conceived it not as a tribute



A recent version of Sunbru is called “Sunbru,” an ale brewed by the Four Peaks Brewing Co., of Tempe, AZ. Its name pays homage to the Phoenix Suns of the NBA.

to its namesake, but to A-1 Pilsner Beer, the best known brand ever produced in Arizona. In 2008, Sunbru joined Four Peaks' flagship brand, Kilt Lifter Scottish Style Amber Ale, as that brewery's first canned beers. In 2016, Sunbru was awarded a gold medal at the World Beer Cup in the Kölsch Style Ale category.

More recently, Four Peaks introduced a version of the brand called Sunbru (with a second “s”) as a tie-in with the Phoenix Suns NBA basketball team. Four Peaks was acquired by AB InBev in December 2015 and clearly has substantial funding to afford this kind of licensing.

Happily, the once obscure Sunbru, the winning brand name that Betty Vernon submitted back in 1933, lives on today for beer drinkers to enjoy.

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# The STAR OF ILLINOIS

BY ERIC BARA

Peru is a small town of about 10,000 inhabitants that is nestled along the banks of the Illinois River in north central Illinois, about 100 miles southwest of Chicago. Along with its neighbor twin city of LaSalle, Peru makes up the core of an area known as the Illinois Valley. The Peru area grew as it became a coal mining center. It was also home to the famed Westclox Company, makers of a variety of clocks and watches, which closed its large plant there in 1980. LaSalle was notoriously known as



ALL BREWERIANA AND  
PHOTOS FROM THE  
COLLECTION OF ERIC BARA

Lithographed, scalloped-edge tin sign, 21 x 16 in. uses the "Hearts are Trump" stock image, by the Meek Co., Coshocton, OH, dated 1906. May be the only existing example from Star Union.



Tin-over-cardboard sign, 9.25 x 13.25 in., uses "The Invitation" stock image by American Art Works, Coshocton, OH, c. 1910.

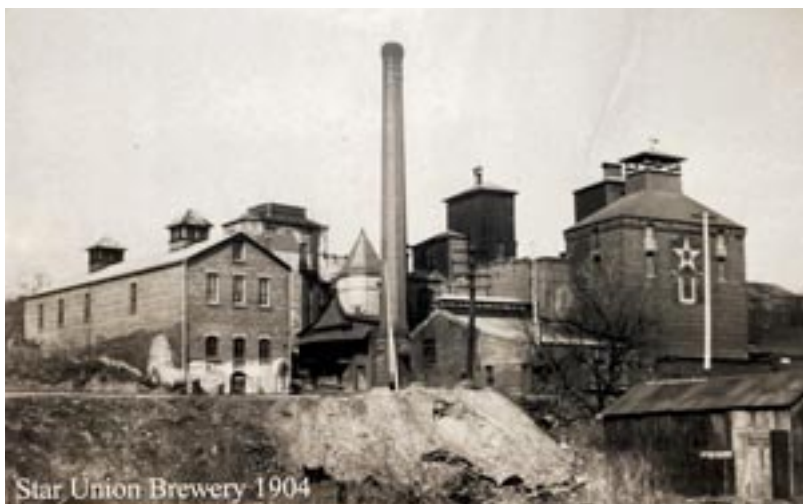


"Little Reno" from the 1930s until the early 1950s because of its abundance of drinking and gambling establishments.

LaSalle hosted about 80 taverns in the 1940s with Peru having around 50. With a combined population of 20,000, that equated to one tavern per 154 residents. To say the Illinois Valley was a "drinking" area would be an understatement. It's not surprising then, that Peru would have not one, but two breweries. This is the tale of one of them, the Star Union Brewing Co.

Ornate brass clock, 11 x 14 in., no mfg. mark, is thought to have sat on Star Union President Henry Hoerner's desk featuring a cavalier surrounded by hop vines, barley and stars. The cavalier figure represents René-Robert Cavellier, Sieur de La Salle, the famed French explorer and fur trader who explored North America in the 17th Century.





The Star Union Brewing Company complex, 1904

## A "Star" is Born

Star Union got its beginnings in 1845, when Fred Kaiser established a brewery along the Illinois River at the intersection of Pike and Water Streets. Ownership changed several times over the next 20 years and following the Civil War, a man named Phil Link headed a group that took control and incorporated under the name of Union Beer Company. In 1880, Henry Hoerner bought out all of the owners except for Phil Link, and the name was changed to the Star Union Brewing Company.



Above: Star Union Brewing Company is at left, sitting at the bottom of the steep "Brewery Hill" in this 1940s era photo.



Left: Metal-framed, reverse-on-glass sign, 25 x 14 in, no mfg. mark. c. 1900



Far left: Tray using stock scene entitled, "A Close Game," 16.5 x 13.5 by Meek & Beach Co., Coshocton, OH, c. 1905.

Hoerner became not only the owner and president of Star Union Brewery but also served for nine terms as the mayor of Peru. The brewery operated under the sons and daughters of the Hoerner and Link families for the next 83 years.

In the early days, the beer was brewed in the winter and stored in the caves located in the hills

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Ceramic calendar plate, 9.5 in., by American Art Works, Coshocton, OH, dated 1910.



Tray using stock scene entitled, "Janice," 16 x 13 in. by American Art Works, Coshocton, OH, c. 1913.



Tray, 13 in., using "Good Morning" stock image by American Art Works, Coshocton, OH, c. 1910.





Cardboard sign, 13 x 9 in., c. 1928 promotes Prohibition era soft drinks made by the Star Union Products Co., which dropped the name "Brewing" during Prohibition. The sign is one of two existing examples known.



Reverse-on-glass window, 36 x 20 in., c. 1930s, features the 1880 date when Henry Hoerner took over ownership of the brewery as opposed to the 1845 founding date that is typically shown in advertising. It is the only existing example and the only piece in the author's collection that specifically refers to 1880.

behind the brewery. It was kept cold with ice that was harvested straight from the backwaters of the Illinois River. The brewery's location was not only perfect for cutting ice from the river and having natural caves to store it in, but also having the Illinois River and Rock Island Railroad right there for transportation and shipping.

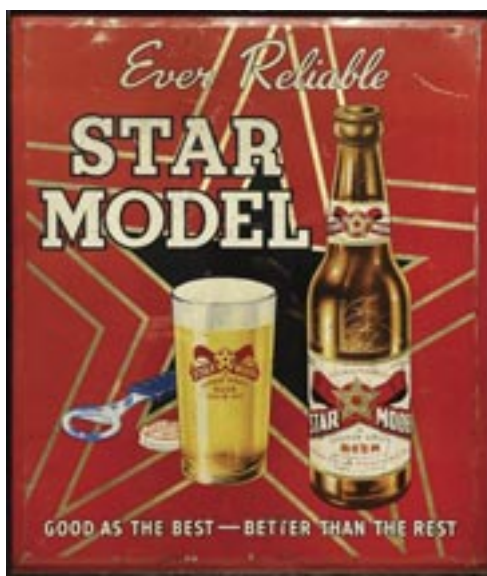
Prior to 1910 and the conversion to motor transportation, the Star Union horse barn housed sixty draft horses that were used to deliver beer in Peru and surrounding towns. Two teams of horses were needed to pull the beer wagons up the steep "Brewery Hill." A third team of fresh horses would be waiting at the top of the hill to relieve the two teams that had climbed that steep incline. That wagon would then continue on with the delivery of Peru's most popular beer.

### Surviving the "Dry Years"

When Prohibition arrived, the company switched to manufacturing ice and created a line of Star Model non-alcoholic beers and sodas, such as Red Feather Pale Dry Ginger Ale. In order to keep up with the times, Star Union dropped "brewery"

from its name and became the Star Union "Products" Company. A devastating fire gutted much of the plant in 1925, but Henry Hoerner refused to give up and decided to rebuild.

Because Star Union was the oldest brewery in Illinois and one of the oldest companies in the Illinois Valley, its brand name was both remembered and respected during the "dry" years. This favorable reputation helped the company to successfully transition back to producing beer in 1933.



1930s Tin-over-cardboard sign, 14 x 12 in., no. mfg. mark, c. 1930s.



Aluminum Lee See Art Sign, 10 in., by Leyse Aluminum Co., Kewaunee, WI, c. 1930s.



Extremely rare coaster, c. 1930s.





This 14 x 8 in. leather sign, c. 1940s, may be the only existing example. The sign depicts the horse drawn wagon driven by Punky Mohler, a little person who was a local entertainer. One of his gigs in the 1940s was driving a miniature Star Model beer wagon pulled by a team of Shetland ponies at promotional events.



### A new generation in Repeal

Henry Hoerner, who had led the brewery in 1880, retired in 1930 after 50 years at the helm. His son Martin took over operations and relaunched the brewing business following Repeal in 1933. Martin died young in 1937 and his sister, Kathryn Hoerner Ellis, took over as the president and general manager of the brewery. Another sister, Irene Hoerner, became vice president.

The sons of the late Phil Link, who had owned the brewery along with Henry Hoerner, served as



secretary (Lester Link) and treasurer (Howard Link), respectively. It was certainly a rare—if not unique—occurrence to find a brewery in the 1930s with women serving in the top two positions. Star Union, with an annual capacity of 180,000 barrels, sold more beer in the Illinois Valley area in the mid-1930s than any other brewer and was one of the top sellers in Peoria, which was then the second-largest city in Illinois.

Beer brands produced by Star Union in the 1930s included Union Club, Star Union, Star Malton, and Dark Table. Eventually, management decided to narrow its focus to three main brands: Star Model Beer (the most popular flagship), Star Pilsner

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## SWEDISH AND THEN GERMAN

During the late 1930s, Star Union's brewmaster was O. Wahlin, who learned to brew in his native Sweden and perfected his craft in Germany, Russia, and Finland before finally landing in the United States. Wahlin created Göta Lejon Pilsner, which was Star Union's premium-priced brand.



Cardboard sign, 14 x 11 in. , c. 1940s.

Cardboard sign, 14 x 11 in. by Scioto Sign Co., Kenton, OH, c. 1930s. The copy reads, "Starkt Som Mjöd Från Valhalla" (Strong Like Mead From Valhalla) and "En Brygd Som Gör Dig Glad Ock Fri" (A Brew That Makes You Happy And Free). Göta Lejon translates to "Goth Lion" which most likely pays tribute to the Goths, a Germanic people who played a major role in the fall of the Western Roman Empire and the emergence of medieval Europe.



# UNION CLUB

Star Union produced Union Club from 1933-1937. The label was clearly intended to have appeal to unionized workers.



4 in. coaster.



Back bar light, etched reverse-on-glass on metal base, 14 x 11 in., no mfg mark.



Cardboard sign, 14 x 11 in.



Paper poster, 28 x 14 in.

Special (the lower-priced option), Göta Lejon Pilsner, (the premium offering), and Star Model Bock Beer, a seasonal specialty.

Through the 1930s and mid-1940s, the brewery thrived, and its market area stretched about 165 miles, from Galena in the northwestern corner of Illinois, south to Peoria in Central Illinois.



Original metal lettering (above) that hung above the Star Union Products Co. office. The 7.25 in. letters were removed from the brewery in the late 1960s by a local police officer who was also a collector.

## Final Days

In the late 1940s and throughout the 1950s the competitive onslaught of larger breweries increasingly eroded Star Union's market share and in 1963, the company was sold to Canadian Ace Brewing Company of Chicago. Canadian Ace continued brewing the venerable Star Model Beer in Peru until the brewery was deemed obsolete and too expensive to maintain. On January 9, 1966, the brewery filled its final bottle of Star Model Beer, thus ending a 121 year legacy. Canadian Ace continued producing Star Model from its Chicago facility for two more years until 1968 when the original brand disappeared forever.



Door panel cut from a delivery truck, 32 x 23 in., c. 1940s.



Lighted back bar sign, 15 x 10 in. featuring reverse-etched/painted glass ad panel and painted metal back panel on a metal base, by Universal Sign Company, Chicago, IL, c. 1940s.





Cardboard sign, 17 x 13.5, c. 1950s.



Plastic lighted sign in shape of bottle cap, 16 in., by Tel-a-Sign Inc. Chicago IL, c. 1950s.



Self-framed tin sign, 30 x 22 in., no mfg. mark, c. 1950s.

## STAR UNION BRANDS TAP KNOBS



c. 1930s



c. 1930s - 1940s



c. 1930s - 1940s



c. 1950s



c. 1950s

### About the Author:

NABA member Eric Bara collects breweriana from his native Peru, IL, which includes the Star Union Products Co. and Peru Products Co. breweries. He can be reached at [seppelbrau@gmail.com](mailto:seppelbrau@gmail.com).



As a child, I enjoyed the freedoms that came along with growing up in the small river town called Peru. It wasn't uncommon for me to gather up my fishing pole and tackle, hop on my bicycle, and try my best to not crash while navigating the steep downhill ride to Water Street and the banks of the Illinois River. After a day of fishing, the trip home was always dreaded because it was nearly impossible to ride up the monster-of-a-hill known as "Brewery Hill." The street leading uphill was flanked by a now-defunct Pabst Beer distributor on one side and an old Joliet limestone building across the street.

It wasn't until I was older that I wondered why the steepest and most arduous hill of the journey had been named "Brewery Hill." At some point, I asked my father why it was not referred to by its proper name, Pike Street. It was then that he told me all about the Star Union Brewery and pointed out the two remaining aforementioned structures.

### My Grandfather's Tavern

My father told me stories of how he and my uncle used to pick up barrels of Star Model Beer for my grandfather, who owned a tavern called the "First Street Tap," back in the 1950s and 60s. At times the mischievous teenage brothers would tell

## MY JOURNEY WITH STAR UNION

BY ERIC BARA

the brewery office that their father wanted his sons to just "pay cash" for the barrel of beer instead of billing the tavern for it. Obviously, the beer never made it to the tavern, and needless to say, many teenagers were envious

(and also the beneficiaries) of the boys' gimmick.

My grandfather began showing signs of significant memory loss in the 1970s, when he was in his early 60s and I was a young child. At a very early age I was aware that something was "wrong" with my Dzia Dzia ("grandfather" in Polish) and that he was ill.

He was placed in a nursing home when I was in the first grade. Alzheimer's Disease ruined any chance that I had to develop a bond with him. I grew up hearing stories of how he and my grandmother operated the First Street Tap, which had at one time been a Star Union tied house. I remember sifting through boxes of old black and white photos of the tavern and I could almost hear the polkas playing on the jukebox.

As an adult, I became interested in Star Union breweriana, perhaps as a way to connect with the grandfather I never really got to know. First, I began collecting cans and bottles and that evolved into acquiring some of Star Union's rare breweriana, a treasure hunt that I continue to love.





This 1895 photo (above) hung on Eric's wall for more than 15 years before he acquired an example of the sign shown in the foreground of the picture, believed to be the only existing one. In October 2022, Eric was contacted by a high school classmate who knew he was a Star Union collector from social media. Her husband had inherited the sign, pictured at left on the opposite page and held by Eric at right, which had been acquired by his grandfather.

His grandfather sold bait to the local fishermen and on a walk home from the river and past the brewery one day in the 1960s, saw workers cleaning out the building. Curious, he wandered inside the old, abandoned building and found the sign hidden behind a filing cabinet. It is a 34 x 24 in. embossed tin sign by F. Tuchfarber Company of Cincinnati, OH, c. 1895. Eric considers this to be the "centerpiece" of his extensive collection of Star Union breweriana.



Eric Bara's grandfather, John, owned the First Street Tap in Peru, which sold Star Model beer, as can be seen by some of the signage in the background of these photos taken inside the tavern.

At left, a polka party held at the tavern in 1958. Note the lighted bottle cap sign on the upper left corner of the polka picture, an example of which is pictured in this article.

Below, John Bara pours a beer in 1960.



# Beer Openers Through The Years



by John Eblen & John Stanley

*Author's Note: The "Just for Openers" Chapter of NABA will be holding its annual convention with the NABA convention in Schaumburg, IL, August 1-5. If you have interesting openers or ones you have questions about, bring them to the convention. If you are interested in joining the chapter, email John Stanley at jfojrs@gmail.com.*

Ever since man invented the bottle, he realized he needed something to seal the top and to open it. The earliest bottles had corks, bringing about the creation of the tool to remove them—the corkscrew. Beer was a beneficiary of the bottle and cork. The first corkscrews carrying beer advertising were designed by William Rockwell Clough of Alton, NH, and patented on February 1, 1876. They were called the "Duplex Power Cork Screw." The following pages show the progression of openers throughout history.



1876

The first corkscrew to carry beer advertising was the "Duplex Power Cork Screw." Examples of these are difficult to find, and include these from Anheuser-Busch, St. Louis, MO. Banner Brewing Co., Cincinnati, OH, Burton Ale & Porter Brewery, St. Louis, MO, Crescent Brewing Co., Aurora, IN, and F. D. Radeke Brewing Co., Kankakee, IL.



## Two different Rainier openers

from Seattle Brewing and Co., Seattle, WA. carry a colorful enamel Native American motif to commemorate the Golden Potlatch (or "Potlatch Days"), an annual festival held in Seattle from 1911–1914. The name derived from the Potlatch, a Chinook tribal name for a festival ceremony that had been practiced by indigenous peoples of the region. Reportedly, people stood in lines at the Seattle Brewing booth, sometimes for several hours, to get one of these souvenir openers.



(B)



(A)



(C)

## 1880s - 1910s

These Rainier openers have an interesting story. The opener pictured at top with a spire and question mark was probably given out in 1911 and 1912. In 1911, a proposal was made to build in Seattle the tallest building west of the Mississippi. There was considerable doubt that it would be built. This is reflected by the question mark on the opener. But the building was completed in 1914 and still stands as a Seattle icon. At the top of the Smith Tower is the same Potlatch symbol.

Once construction began in 1913, the opener at bottom with the Potlatch symbol was given out (in 1913 and 1914) opener which faces in the opposite direction was handed out." Both openers are equally scarce and highly sought by collectors.

**Wire openers.** This opener (A) from Lion Brewery, Cincinnati, OH is an example of an early "Figure 8" wire opener, c. 1910s. It is highly valued (sold for \$300 more than 10 years ago) and is the only example from Lion Brewing known to exist.

This cast iron opener (B), from New Kentucky Brewery, Covington, KY, provided a "multi-tool" opener that featured a stopper, screwdriver tip, cap lifter, and loop seal remover. The loop seal remover was used to pry open the metal strip that sometimes held corks down on bottles.

Salt Lake City Brewing Co. wire opener (C) with a "badge" attached, c. late 1910s. Although wire openers can be found with badges attached that are souvenirs from various locations and attractions, this is the only example known to exist with a badge featuring beer advertising.





## 1880s-1910s

**Wooden handle openers.** Cornelius Titus Williamson of Newark, NJ, (who was once a partner of Clough, the Duplex Power Screw inventor), along with Edwin Walker of Erie, PA. manufactured large quantities of more substantial wooden handle corkscrews from the 1880s to 1910s. This example is from the Georgia Brewing Association, Savannah, GA.

**Wooden handle cap lifters.** August Stephens of Waltham, MA added a cap lifter to the wooden handle along with the twisted corkscrew at one end created a device that had two different ways to open a bottle, depending on its closure. This example was made for the Joseph Schlitz Brewing Co., Milwaukee, WI and carries the renowned slogan, "The Beer That Made Milwaukee Famous," c. early 1900s.

**The church Key.** The Stephens patent (the cap lifter plus corkscrew) was preceded in 1892 by the bottle cap and first opener patents by William Painter of Baltimore, MD. Painter's patents would generate a vast array of new openers and patents. Painter's first opener was similar in shape to the metal example pictured above from Pabst Brewing Co., Milwaukee, WI. The term "church key" most likely came into vogue when this opener became widely distributed.

**Opener for Krug Luxus Beer,** Fred Krug Brewing Co., Omaha, NE, commemorates the 1909 Grand Aerie Convention held by the Fraternal Order of Eagles in Omaha. This opener is especially rare as it is still attached to the original "compliments of" promotional card.



## 1880s - 1910s

**Knife with corkscrew for Budweiser Beer,** Anheuser-Busch, St. Louis, MO. This opener also contains a stanhope of August Busch. A stanhope is an optical device that enables the viewing of a microphotograph. This knife was a promotional giveaway in the early 1900s.

**Opener for Tannhaeuser Beer,** Claussen Brewing Co., Seattle, WA, patented in 1909 by Adolph Rydquist. This rare opener is the only known example of this style from Claussen. Although this style is common among 4-5 brands such as Blatz, Schlitz, Bay City Brewing Co., Bay City, MI and Buck Beer, National Brewing Co., Chicago, IL. This opener style also was branded with some 40 other beer brands/breweries, examples of which are much rarer.

**A "cigar shaped" opener from Salinas**

**Brewing Co.,** Salinas, CA was a promotional giveaway during the 1910s. It is one of three or four examples known to exist.

**Lithographed opener for Rheingold Beer,** Voigt Brewing Co., Detroit, MI is the only known example of an opener from any brewery that features a picture of the owner. It is extremely rare, with four or five examples known. The style was patented in 1911 and made by H. D. Beach of Coshocton, OH.

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## 1920s - 1940s

The first 20 years of the 20th Century saw the rise of the Crown, Throat & Opener Co. of Chicago, IL, which later took on the name Vaughan, after its founder, Harry Lockwood Vaughan. Some examples of 1920s-40s openers follow.

**Wire openers** produced by Vaughan for the Pioneer Brewery, Fairbanks, AL (early Alaska beer advertising openers are very rare) and the Trainer Brewing Co., Philadelphia, PA (also very rare).

**Old Union Lager Beer and Victor Beer openers** are examples of an “over-the-top” style opener, c.1930s. Although there are many examples of beer-branded openers in this style, these two, for Union Products, New Orleans, LA, and Victor Beer, Victor Brewing Co., Jeannette, PA, are the only two known examples that have a beer bottle outline on the opener.

**Anheuser-Busch refrigeration knife** is very unusual with a bottle opener added to the knife blade, C. 1920s. The knife is fairly common with A-B advertisement having just a knife blade. One of only two known to exist with the cap lifter added to the blade.

**Opener for Schultz Beer and Ale**, Schultz Brewing Co., Union City, NJ, made by Vaughan. This is an example of the first “can piercer”, introduced in 1935 and used to open the first beer cans.



## 1940s - Present

Between the 1940s-1960s, can piercers were produced by the millions. But the invention of the “pull-tab or pop-top” in the early 1960s brought on the general demise of beer advertising openers.

From the 1970s to current times, many openers have been created from plastic, with just the cap lifter part being metal. The rise in craft breweries also has brought back the beer-branded bottle opener, as most craft breweries don't use twist off caps.

Some craft brewers are investing in higher-quality openers, made of expensive metals like pewter, brass, copper, and bronze.







## 1920s - 1940s

**Wall mount and machine mount bottle openers.** The 1920s-1940s also saw the introduction of the first large-scale wall mount and machine mount bottle openers. These examples were produced by Raymond Brown of Newport News, VA, using the "Starr X" brand name.

Examples of other unusual wall-mounted openers from Acme Brewing Co., San Francisco CA and Flock's Brewing Co., Williamsport, PA. The wall mount was patented in 1924 by Herbert Moriarty. These "toothed" wall mounts with beer advertising are scarce and are more commonly found advertising Coca-Cola.

One of the most unusual wall-mounted openers ever created is also the only known example. It was invented by Ewald G. Saal for Arrow Beer, Globe Brewing Co., Baltimore, MD. Appropriately, it is shaped like an arrow and because of its opener configuration, is also called the "Birdhouse." Saal was from Baltimore and his patent for the opener was issued at the time of Repeal, in 1933.

## Just for Openers

### 44th Annual Convention joins the **NABA Convention** Schaumburg, IL, Aug 1-5, 2023

*Please bring your bottle openers  
or corkscrews to NABA,  
you will have a very interested audience!*



**More information at [www.just-for-openers.org](http://www.just-for-openers.org)**



## Passing the \$25,000 milestone

Beer cans selling for \$25,000 or more is no longer a surprise in the collecting hobby. But we are entering a new realm where we are seeing beer signs selling north of that amount at auction on a consistent basis.

Are these prices a temporary phenomenon or are they here to stay?

So far, it seems that most, if not all of the signs that have reached this lofty price range in auctions are from the Pre-Prohibition era. I wonder if there will be a Post-Prohibition sign out there that will join the "\$25,000 plus" club?

These sizzling seven signs soared above \$25,000.



Self-framed tin sign, New England Beer & Ale, New England Brewing Co., Hartford, CT, 34 x 23 in., by Meek Co., Coshocton, OH, c. Pre-Prohibition, \$30,780. Morean Auctions.



Oval reverse painted glass corner sign, Yuengling's Beer, D.G. Yuengling & Sons, Eagle Brewery, Pottsville, PA, 20 x 15 in., by The John L. Dawes Manufacturing Co., Pittsburgh, PA, c. 1908, \$33,111. eBay.



Double sided painted wooden sign (that hung outside the Lititz Springs Hotel), Rieker's Beer, Frank A. Rieker Star Brewery, Lancaster, PA, 39.5 x 84 in., c. 1880's, \$43,520. New England Auctions.



Tin charger sign, Yuengling's Beer, D.G. Yuengling & Sons, Eagle Brewery, Pottsville, PA, 23 in., by Chas. W. Shonk Co. Litho, Chicago, IL, c. early 1900's, \$27,600. Millers Auction Co.



Reverse-paint-on-glass sign in original frame, Ph. Zang Beers, Ph. Zang Brewing Co. & C.A. Lammers Bottling Co., Denver, CO, 33.5 x 25.5 in., by The Tuchfarber Co., Cincinnati, OH, c. Pre-Prohibition, \$40,250. Millers Auction Co.



Self-framed tin sign, Rhein Brau Soo Export Beer, Soo Brewing Co., Sault Ste. Marie, MI, 30.75 x 22.75 in., c. Pre-Prohibition, \$35,650. Millers Auction Co.



Stained glass window, ABC Bohemian Beer, The American Brewing Co., St. Louis, MO, 22 x 8.5 in., by Hoehler of St. Louis, MO, c. early 1900's, \$35,000. Potter & Potter Auctions.



## Jeff Lebo's Can Smart Auctions (The Ken and Linda Nace Collection)

The Naces owned an outstanding collection of composition signs and Post-Prohibition trays from Pennsylvania breweries.



Die-cut composition sign, DuBois Budweiser Beer, DuBois Brewing Co. Inc., DuBois, PA, 10.5 x 13.5 in., \$862.



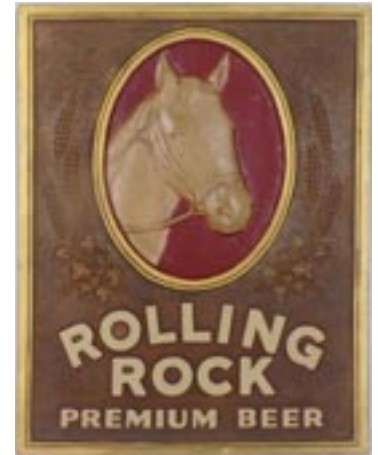
Chalk backbar statue, Erlanger Golden Beer, Otto Erlanger Brewing Co., Philadelphia, PA, 9.5 x 10 in., \$2,875.



Foil-over-composition sign, F&S Beer, Fuhrmann & Schmidt Brewing Co., Shamokin, PA, 8 x 12 in., \$1,093.



Die-cut composition sign, Hornung Beer, Jacob Hornung Brewing Co., Philadelphia, PA, 8.5 x 10.5 in., \$1,010.



Composition sign, Rolling Rock Premium Beer, Latrobe Brewing Co., Latrobe, PA, 11 x 14.25 in., \$920.



Decaled tin-over-cardboard sign, Kostenbader Beer, Eagle Brewery, Herman Kostenbader & Sons, Catasauqua, PA, 8.5 x 19 in., c. Pre-Prohibition, \$2,645.



Ball knob, Penn Star Brew, Penn Star Brewing Co., Lancaster, PA, \$1,120.



Die-cut composition sign, Old Nut Brown Ale, Duquesne Brewing Co., Pittsburgh, PA, 9.5 x 16.5 in., \$1,150.



Reverse-paint-on-glass sign, Yuengling Porter, D.G. Yuengling & Son, Inc., Pottsville, PA, 6 x 10 in., \$1,495.



Aluminum-over-composition sign, Sunshine Luxury Beer, Sunshine Brewing Co., Reading, PA, 5 x 8.75 in., \$1,610.



Tray, Old King Cole Beer, Pittsburgh Brewing Co., Uniontown, PA., 12 in., \$1,150.



## Morean Auctions



Esslinger Beer 1960's test design can, Esslinger's Inc., Philadelphia, PA, \$513



Esslinger Beer 1960s test design can, Esslinger's Inc., Philadelphia, PA, \$1,596.



Die-cut cardboard, easel-backed sign, Schlitz Beer, Jos. Schlitz Brewing Co., Milwaukee, WI, 3 x 6 in., c. Pre-Prohibition, \$1,254.



Rosalie Beer can, Brewed for Church Point Wholesale Grocery, Church Point, LA., Chicago, IL, by American Can Co. A rare, highly-sought can. \$4,332.



Tray, Hubert Fischer Beer, The Hubert Fischer Brewery, Hartford, CT, 13 x 11 in., by Kaufmann & Strauss, New York NY, c. Pre-Prohibition, \$4,788.



Tray, Ebling's Celebrated Beers, The Ebling Brewing Co., New York, NY, 13 x 10 in., by Chas. W. Shonk Co. Litho, Chicago, IL, c. Pre-Prohibition, \$4,560.



Tray, San Miguel Pale Pilsen, Geo. Muehlebach Brewery, Kansas City, MO, 10.5 x 13.25 in., c. 1930's, \$798.



Tray, Burkhardt Augsburg Cream Stock Ale and Tivoli Beer, Burkhardt Brewing Co., Boston, MA, 12 in. by Kaufmann & Strauss, New York, NY, c. Pre-Prohibition, \$5,016.



Tray, Hand Brewing Co., Pawtucket, RI, 17 x 14 in., c. Pre-Prohibition, \$5,244.



Tin tacker sign, Pablo Hoppy Drink, Pabst Brewing Co., Milwaukee, WI, 37 x 13 in., c. Prohibition Era, \$7,980.

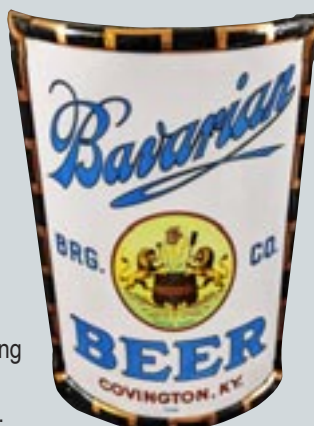


Tray, Sonder Beer, Suffolk Brewing Co., Boston, MA, 12 in., "minor restoration," \$6,840.

## Millers Auctions



Oval tin sign, Pabst Extract Malt Tonic, Pabst Brewing Co., Milwaukee, WI, 13 x 19.25 in., by Chas. W. Shonk Co. Litho, Chicago, IL, c. Prohibition, \$6,040.



Glass "Vitrolite" corner sign, Bavarian Beer, Bavarian Beer, Covington, KY, by The Meyercord Co., Chicago, IL, 16 x 22.5 in., c. Pre-Prohibition, \$18,975.



Single-sided, curved porcelain sign, Bohrer Beer, Bohrer Brewing Co., Lafayette, IN, 12.25 x 20 in., "Restoration to the front," c. Pre-Prohibition, \$8,910.



## eBay

Self-framed tin sign, Alamo Beer, Lone Star Brewing Co., San Antonio, TX, 27.5 x 21 in., c. Pre-Prohibition, \$765.



Chalk back bar statue, Utica Club Beer, West End Brewing Co., Utica, NY, \$1,525.



Tap knob, Coronet Old Vat Beer, Rock River Brewing Co., Rockford, IL, \$1,600.



Tray, Nectar Beer, Nectar Brewing Corp., Elmira, NY, by Electro-Chemical Engraving Co. Inc., New York, NY, c. 1930s, \$813.



Tin-over-cardboard sign, Effenbrau Beer, C & J Michel Brewing Co., La Crosse, WI, 19 x 13 in., by American Art Works, Coshocton, OH, c. Pre-Prohibition, \$3,255.

Double-sided glass lens, dome-style lighted sign with original rippled-glass body, Ruppert's Beer, Jacob Ruppert Brewing Co., New York, NY, 17 in., by Gillco, Philadelphia, PA, c. 1930s, \$6,100.



The "K-Man" icon for Krueger Beer, G. Krueger Brewing Co., Newark, NJ is well-known among collectors from appearing on the first beer can as well as being featured in some eye-catching point-of-purchase advertising. A collection of these die-cut cardboard signs were individually sold on eBay.



\$667



\$541



\$511



\$1,000



\$637



Single-sided, embossed porcelain sign, Ye Tavern Brew, Lafayette Brewery Inc., Lafayette, IN, 40 x 40.5 in, \$3,335.



Tin-over-cardboard sign, Pablo, Pabst Brewing Co., Milwaukee, WI., 13.25 x 6 in., by American Art Works, Coshocton, OH, c. Prohibition. \$4,140.

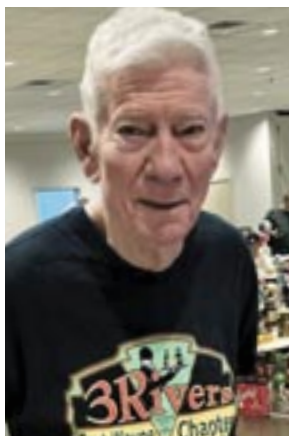
# Taps

## LeRoy Art

LeRoy Art, 89, of Fort Wayne, IN, passed away on December 19, 2022. He is survived by his daughter Chris, his son Joe, two brothers and two sisters, and many grandchildren and great-grandchildren. LeRoy is also survived by hundreds of dear friends throughout both Indiana and the entire country that he made during his more than 50 years as a highly-regarded beer can and breweriana collector.

LeRoy started collecting beer cans in the early 1970s and although he specialized in cans and breweriana from Anheuser-Busch, his collection spanned far beyond that. He was a founder of the Three Rivers Chapter in 1974 and became a BCCA member in 1975. Over the years, LeRoy held every office in the Three Rivers Chapter, and was the club's president for many years. As other founding members of the chapter passed on, LeRoy was the mainstay of Three Rivers who tirelessly held it together over the years.

LeRoy was always actively involved in putting on the Three Rivers Chapter shows and was known for his preparation and perfectionism that ensured



they were successful. "He was the glue and had what it took to bring a group of guys together to pull off a successful show," NABA member Mike Newton, the current President of the BCCA said. "With LeRoy's leadership and mentoring of newer members, the Three Rivers Chapter is now stronger than ever. Since the 1970s, anything that had to do with breweriana collecting in the Fort Wayne area had LeRoy Art involved with it in some capacity."

LeRoy's efforts brought BCCA's national CANvention to Fort Wayne in 2013. He also was instrumental in aligning the Three Rivers Chapter as a local chapter of NABA.

Former NABA President John Ferguson said, "LeRoy had a significant influence on Indiana collectors and faithfully promoted Fort Wayne's Three Rivers Chapter and its yearly Thanksgiving show. Even in failing health, he was a fixture at shows in Indiana and Ohio, usually accompanied by Mike Newton. For me, LeRoy Art is irreplaceable as a leader and mentor in our great hobby."

## Paul Miller

Paul Miller, 75, of Crofton, MD, passed away on Friday, January 7, 2022. He valiantly fought a lengthy battle with cancer and is survived by his wife of 47 years, Ellen. Paul graduated from Frostburg State University and taught social studies in Prince George's County, MD for 30 years. He was a NABA member for 43 years and specialized in breweriana from Maryland as well as the Schaefer Brewing Co., Brooklyn, NY. He often attended shows in his area as well as some of the national conventions.

His wife Ellen wrote that he enjoyed breweriana activities and that they were a highlight in his life, and always looked forward to seeing everyone and especially enjoyed visiting during room-to-room trading.



## Steven E. Collopy

Steven E. Collopy, 72, of Epworth, IA, passed away on December 16, 2022. He is survived by his wife Deborah, two children, Nick and Ashley, three grandchildren, and four sisters.

Steven was a graduate of Northeast Missouri State University with a bachelor's and master's degrees. He also was a United States Army veteran from 1972-1974 and an Industrial Technology teacher at Western Dubuque High School from 1975-2006.

Steve was a devoted family man who loved spending time with his grandchildren. He was an early collector of breweriana and a NABA member since 1978. He also collected baseball cards (an avid fan of the Chicago Cubs and New York Yankees) and Skelly gas station petroliana. Steve enjoyed a good ride on his Harley-Davidson motorcycle.





## Dan Forbes

Dan Forbes, 85, of Arcata, CA, passed away on February 22, 2023. He is survived by his wife Linda, a son, two daughters, three grandchildren, and seven great grandchildren.

Dan followed in his father's footsteps by becoming a teacher, with a long career excelling in the field of educating special needs children.

Dan and Linda, who also was a schoolteacher, used their summer breaks for more than 40 years to travel east to zig and zag across the country visiting antique stores, breweriana shows and conventions. Linda's collecting interests spanned a variety of areas, while Dan's was focused on beer advertising—especially glassware. He amassed what may be the most complete collection of embossed beer glasses ever assembled.

A life-changing experience for Dan occurred in 1977 with the opening of the New Albion brewery in Sonoma, CA. New Albion is acknowledged as the first craft brewer in the U.S. and heavily influenced the craft beer movement of the late 20th century.

This sparked a passion in Dan to start visiting various craft breweries as they emerged around the country. He eventually visited well over 6,000 of these breweries and collected glassware, posters, coasters, tackers, and business cards from these breweries. Dan had a notable drive for organizing this massive collection, meticulously cataloging each



Dan and Linda Forbes

of his new “treasures” as they were added to his collection. He took collecting to an art form.

Dan painstakingly planned his summer travel routes East and back. His trips with Linda were coordinated to arrive for the ECBA conventions and to culminate in attending NABA conventions on the way back to

California. The routes were carefully planned and his maps were marked with breweries they needed to visit as they traversed the country.

A visit to the amazing Forbes home “museum” in California meant enjoying a vast and diverse collection of artifacts acquired from their more than 40 years of journeys. These trips encompassed visits not only to each of the national parks and all 50 states, but also to all 3,243 counties in the U.S.

Dan was an immensely popular figure in the breweriana collecting hobby who truly enjoyed an IPA in the company of his fellow collectors, while trading coasters or business cards or sharing a new brewery visit. And with his many interests, he also was a renaissance man. Dan enjoyed Frank Sinatra, any ball game, and of course a good laugh as he shared his pointed sense of humor.

When I hear a Sinatra song or drink an IPA, I will always think of Dan. Hoppy Trails my Friend!

*~Beer Dave Gausepohl*

## Ben Hoffman

Benjamin F. Hoffman, 94, of Perkiomenville, PA passed away January 9, 2023. He was married to the late Cornelia Hoffman and is survived by his daughter Marlene, son Gary, three grandchildren, and two great grandchildren.

Ben served in the U.S. Army during the Korean War and was awarded a Bronze Star. After his service, he worked for Little's John Deere, in Zieglersville, PA for 41 years. Ben was a loyal member of NABA's Just for Openers (JFO) chapter. He and his wife enjoyed going to flea markets and breweriana shows and incorporated those excursions into visits to all 48 lower states.

NABA Executive Secretary John Stanley, who also is President of the JFO Chapter, fondly recalls Ben, whom he knew for 36 years. “I first met Ben and his wife, Cornelia, at the 1987 JFO Convention in Chicago. My first impression of Ben was that he



had the demeanor of a true gentleman and over the long course of our friendship, that never changed. He was always concerned if you were happy with any deal you made with him.”

Ben started collecting beer cans in the early 1970s but by the end of the decade, developed a strong interest in openers. He enjoyed living in Eastern Pennsylvania saying it had at least one flea market within a 50-mile radius that he could attend every day of the week.

Ben was known in his area as the expert in openers and corkscrews. He amassed what was considered the best Pennsylvania beer-branded opener collection, as well as an impressive collection that spanned breweries across the U.S., including openers from contemporary craft breweries. John Stanley said, “Ben will be fondly remembered as one of the great opener collectors in our hobby.”

# Upcoming Shows

## April, 2023

**Date:** April 29  
**Time:** 12:00 PM - 4:00 PM  
**Event:** **B'Gosh It's Good Breweriana Show**  
**Sponsor:** *National Association  
Breweriana Advertising*  
**Address:** Fifth Ward Brewing Company  
1009 S. Main Street Oshkosh, WI  
54902  
**Contact:** Jared Sanchez, 920-410-7073

**Date:** April 29  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **Shiner Texas Beer  
Collectibles Show**  
**Sponsor:** *Bluebonnet & Lone Star Chapters*  
**Address:** Spoetzl Brewery  
603 E Brewery St. Shiner, TX 77984  
**Contact:** Charlie Staats, 210-834-5202

**Date:** April 29  
**Time:** 9:00 AM - 1:00 PM  
**Event:** **Annual Sacramento Spring Beer  
Can & Breweriana Show**  
**Sponsor:** *49er Chapter*  
**Address:** Jack Rabbit Brewing  
1323 Terminal St.,  
West Sacramento, CA  
**Contact:** Mike Wilbur, 916-769-0051

**Date:** April 30  
**Time:** 8:00 AM - 1:00 PM  
**Event:** **King's Spring Fling**  
**Sponsor:** *Gambrinus Chapter*  
**Address:** Makoy Center  
5462 N. Center Street  
Hilliard, OH 43026  
**Contact:** Doug Blegen, 614-890-0835

## May, 2023

**Date:** May 6  
**Time:** 12:00 PM - 6:00 PM  
**Event:** **Derby Day Show**  
**Sponsor:** *Gateway Chapter*  
**Address:** Friendship Brewing Company  
100 East Pitman Ave  
Wentzville, MO 63385  
**Contact:** Mike Overschmidt, 262-227-7316

**Date:** May 6  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **Gottlieb Tolstyga Memorial Beer &  
Brewery Collectibles Show**  
**Sponsor:** *Old Style Chapter*  
**Address:** Omni Center  
255 Riders Club Rd.,  
Onalaska, WI 54650  
**Contact:** Paul Nelson, 608-780-6630

**Date:** May 7  
**Time:** 8:00 AM - 1:00 PM  
**Event:** **Bullfrog Spring Trade**  
**Sponsor:** *Bullfrog Chapter*  
**Address:** American Legion Hall Wauconda  
515 S. Main St., Wauconda, IL 60084  
**Contact:** Ken Kieliszewski, 847-202-1877

**Date:** May 13  
**Time:** 8:00 AM - 1:00 PM  
**Event:** **Smoky Mountain CANboree**  
**Sponsor:** *Smoky Mountain Chapter*  
**Address:** Crafty Bastard Brewing Co. West  
9937 Kingston Pike,  
Knoxville, TN 37774  
**Contact:** Tom Legeret, 865-221-9710

**Date:** May 18-20  
**Time:** varies  
**Event:** **Southern Crossroads Brewery  
Collectibles Show**  
**Sponsor:** *Spearman and Atlantic Chapters*  
**Address:** Tru by Hilton Macon North  
107 Providence Blvd.,  
Macon, GA 31210  
**Contact:** Mike Moon, 850-826-2569

**Date:** May 20  
**Time:** 9:00 AM - 3:00 PM  
**Event:** **St. Paul Brewing Co. Show**  
**Sponsor:** *North Star Chapter*  
**Address:** St. Paul Brewing Co.  
688 Minnehaha Ave. E.,  
St. Paul, MN 55106  
**Contact:** Mike Mullally, 651-451-3786

**Date:** May 20  
**Time:** 8:00 AM - 1:00 PM  
**Event:** **Patrick Henry Show**  
**Sponsor:** *Patrick Henry Chapter BCCA & NABA*  
**Address:** Fraternal Order Eagles Aerie 3531  
11611 Shaver Rd, Schoolcraft, MI 49087  
**Contact:** Rik Dellinger, 269-366-8828

**Date:** May 20  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **Koch's Chapter Spring  
Breweriana Show**  
**Sponsor:** *Koch Chapter*  
**Address:** Kosciuszko Polish Home  
252 Nevins St., Dunkirk, NY 14048  
**Contact:** Rob Wilcox, 607-368-1306

**Date:** May 20  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **Cascade Club Swap Meet**  
**Sponsor:** *Cascade Breweriana Association*  
**Address:** American Legion Post #180  
2146 SE Monroe St.,  
Milwaukie, OR 97222  
**Contact:** Rick Clark, 503-380-5733

## June, 2023

**Date:** June 2-3  
**Time:** varies  
**Event:** **Tri-States Beer Can &  
Breweriana Show**  
**Sponsor:** *Hawkeye Chapter*  
**Address:** Days Inn by Wyndham Dubuque  
1111 Dodge St. Dubuque, IA 52003  
**Contact:** Mike England, 515-360-3586

**Date:** June 4  
**Time:** 7:00 AM - 1:00 PM  
**Event:** **Old Reading Chapter Beer Can &  
Breweriana Show**  
**Sponsor:** *Old Reading Chapter*  
**Address:** Leesport Farmers Market  
312 Gernants Church Rd.,  
Leesport, PA 19533  
**Contact:** Tadd Steele, 610-780-2353



**Date:** June 4  
**Time:** 10:00 AM - 2:00 PM  
**Event:** **Dick Johnson Memorial Show at Brennan's**  
**Sponsor:** A-1 Chapter  
**Address:** Brennan's Pub 'N' Grill  
 3510 E. Bell Rd., Phoenix, AZ 85032  
**Contact:** Kent Grant, 520-247-1840

**Date:** June 10  
**Time:** 9:00 AM - 3:00 PM  
**Event:** **Cone Top Breweriana Trade Show**  
**Sponsor:** NABA and Michigan Chapter  
**Address:** Kalsee Credit Union  
 119 N. Main St., Vicksburg, MI 49097  
**Contact:** Clayton Emery, 231-920-6013

**Date:** June 10  
**Time:** 9:00 AM - 1:00 PM  
**Event:** **51st Annual Brewery Advertising & Beer Can Show**  
**Sponsor:** Stroh's Fire-Brewed Chapter  
**Address:** K of C Wyandotte Council  
 3530 Biddle Ave.,  
 Wyandotte, MI 48192  
**Contact:** Rich Daniels, 313-388-6015

**Date:** June 10  
**Time:** 9:00 AM - 3:00 PM  
**Event:** **Dakota Chapter Breweriana Show**  
**Sponsor:** Dakota Chapter  
**Address:** NFAA Easton Archery Center  
 800 Archery Lane, Yankton, SD 57078  
**Contact:** Don Wallace, 605-280-4163

**Date:** June 10  
**Time:** 9:00 AM - 2:30 PM  
**Event:** **Big Sky Chapter Show**  
**Sponsor:** Big Sky Chapter  
**Address:** Butte Brewing  
 465 E. Galena St., Butte, MT 59701  
**Contact:** Steve Armstrong, 208-702-2733

**Date:** June 23-25  
**Time:** varies  
**Event:** **44th Annual Kansas Kolossal Kan Kaper**  
**Sponsor:** Carrie Nation and KC's Best Chapters  
**Address:** Candlewood Suites Salina  
 2650 Planet Ave., Salina, KS 67401  
**Contact:** Bill Boyles, 816-415-3834

**Date:** June 25  
**Time:** 10:00 AM - 2:00 PM  
**Event:** **Summer Blast Beer Collectibles Show**  
**Sponsor:** Olde Frothingslosh Chapter  
**Address:** Penn Brewery Parking Garage  
 800 Vinial St., Pittsburgh, PA 15212  
**Contact:** Deborah Kay Lorenz, 412-708-9267

**July, 2023**

**Date:** July 7-8  
**Time:** varies  
**Event:** **The Ohio Mini-CANvention**  
**Sponsor:** Miami Valley Chapter  
**Address:** Greene County Expo Center  
 120 Fairground Rd., Xenia, OH 45385  
**Contact:** Rick Ordeman, 937-558-6993

**Date:** July 8  
**Time:** 9:00 AM - 4:00 PM  
**Event:** **Nordlagers & North Star Chapter's Annual Show**  
**Sponsor:** Nordlager & North Star Chapters  
**Address:** Northeastern Saloon & Hotel  
 115 St. Louis Ave., Cloquet, MN 55720  
**Contact:** Bert Whittington, 218-393-0657

**Date:** July 9  
**Time:** 10:00 AM - 3:00 PM  
**Event:** **Summer Sun Breweriana Show**  
**Sponsor:** Lake Erie Chapter  
**Address:** Blue Heron Brewery Event Center  
 3227 Blue Heron Trace,  
 Medina, OH 44256  
**Contact:** Bill Leach, 216-262-3735

**Date:** July 21-22  
**Time:** varies  
**Event:** **Summerswap**  
**Sponsor:** Michigan and Rusty Bunch Chapters  
**Address:** Frankenmuth American Legion  
 Post 150  
 990 Flint St., Frankenmuth MI 48734  
**Contact:** Clayton Emery, 231-920-6013

**Date:** July 29  
**Time:** 9:00 AM - 1:00 PM  
**Event:** **Simon Pure Summer Show**  
**Sponsor:** Simon Pure Chapter  
**Address:** Eagles Club  
 4569 Broadway, Depew, NY 14043  
**Contact:** Jeff Murbach, 716-713-7236

**Date:** July 30  
**Time:** 7:00 AM - 1:00 PM  
**Event:** **Beer, Soda & Bottle Collectibles MEGA SHOW**  
**Sponsor:** Hawkeye Chapter  
**Address:** FFA Enrichment Center  
 1055 SW Prairie Trail Parkway,  
 Ankeny, IA 50023  
**Contact:** Mike England, 515-360-3586

**Date:** July 30  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **Hartog Memorial Picnic and Beer Show**  
**Sponsor:** Prison City Chapter  
**Address:** Belmont Athletic Club  
 651 Highland Pkwy., Joliet, IL 60431  
**Contact:** Willy Novak, 630-291-7943

## Breweriana Conventions

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3


**ABA 2023 Convention**  
 Julien Hotel, 200 Main St.  
 Dubuque, Iowa  
 June 13 - 17, 2023

**NABA 52nd Convention**  
 Hyatt Regency, 1800 E. Golf Rd.  
 Schaumburg, Illinois  
 August 1 - 5, 2023

**BCCA Convention 52**  
 Galt House Hotel, 140 N. 4th St.  
 Louisville, Kentucky  
 August 31 - September 2, 2023

# B'Gosh It's Good!

Bi-Annual  
Breweriana Show  
Autumn, '23



Hosted By:



When & Where?

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Saturday, September 16th, Noon-4pm  
1009 S. Main St., Oshkosh WI

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

Vendors! Reserve Your Booth  
No Charge!

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@ 920-410-7073

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

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SOUTHERN CROSSROADS  
BREWERY COLLECTIBLES SHOW**

**MAY 18-20 2023 THUR-SAT**

**LOCATION**

**TRU BY HILTON**

**107 PROVIDENCE BLVD.  
MACON, GA. 31210**

**Phone #1-478-779-0116**

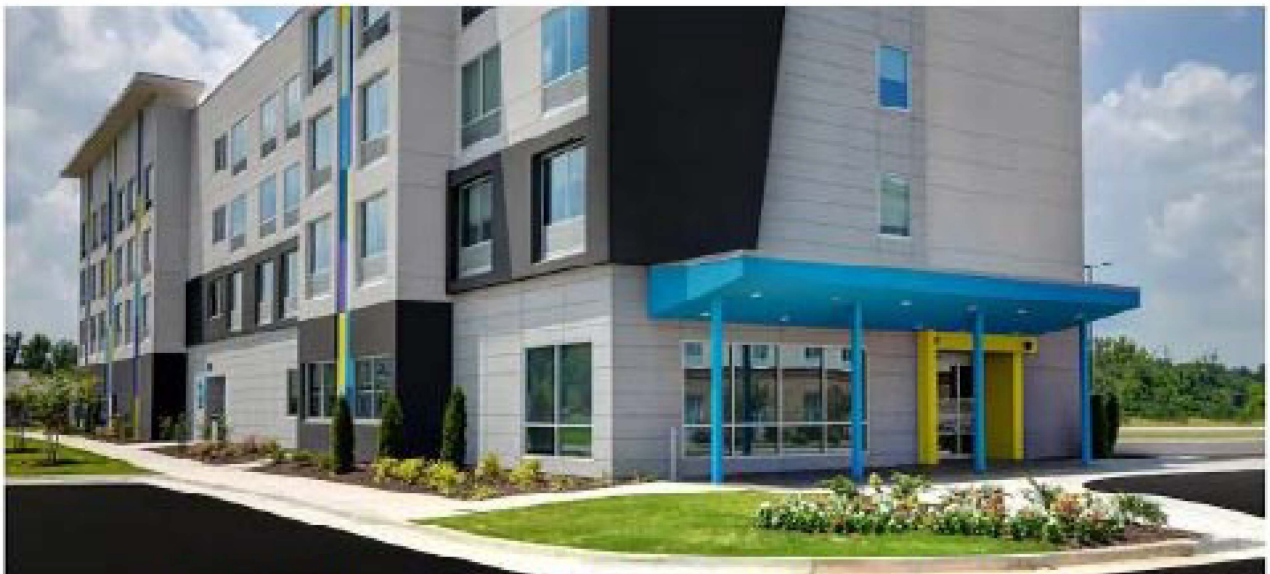


This show will be following in the footsteps of Blue-Gray.  
Except it will be located in the southeastern states.

There will be no trade floor, it will only be room to room.

We will have a block of rooms reserved for all attendees. To reserve your room,  
Please call the hotel and give them the "Southern Crossroads" code to ensure you are  
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For more information contact  
Mike Moon at  
[mike.spearmanchapter@yahoo.com](mailto:mike.spearmanchapter@yahoo.com)  
Ken Jones at  
[Abico1876@yahoo.com](mailto:Abico1876@yahoo.com)

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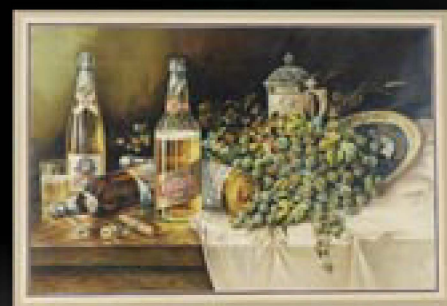
\$51,870



\$5,700



\$22,800



\$22,000



\$4,560

SUNDAY, JULY 30 2023



\$2.166

## LIMITED CONSIGNMENTS AVAILABLE

CONSIGNMENTS SHOULD HAVE A MINIMUM ESTIMATED VALUE OF \$250  
(PRICES SHOWN ARE PRICES REALIZED FROM THE 2022 AUCTION)  
SOME OF THE PROCEEDS FUND NABA'S OPERATING EXPENSES.  
PLEASE SUPPORT YOUR CLUB!

TO ARRANGE YOURS, CONTACT:  
**MATTHEW OLSZEWSKI**  
MATTSKI323@GMAIL.COM  
**315-516-0857**

# NABA's 53 Local Chapters Directory

CHAPTER	LOCATION	CONTACT	EMAIL
A-1	Arizona	Kent Grant	texzona58@gmail.com
Big Sky	MT, ID, WY, WA	Dan Jeziorski	mtbeercan@bresnan.net
Bluebonnet	Texas	Michael Lombardo	mikethetexan@gmail.com
Buckeye	NW OH, SE MI	John Huff	cadiac500@aol.com
Bullfrog	Northern IL & Southern WI	Steve Gola	srgola@comcast.net
Capital City	Washington DC, MD, N VA	Jim Wolf	jwolf@goeaston.net
Cascade	Oregon	Micheal Boardman	bsstudio1@comcast.net
Chapter Presidents	At-Large	Clayton Emery	claytonemery32806@aol.com
Chesapeake Bay	Maryland	Pete Raimondi	pietro@comcast.net
Chicagoland Breweriana Society	Chicago IL	Ray Capek	rbcapek@sbcglobal.net
Columbine	Colorado	Jim McCoy	jimrealone@gmail.com
Congress	Central NY	Jack Conlon	karenandjack@twcnr.rr.com
Cornhusker	Nebraska	Heath Henery	wings@buffalomaid.com
Craft Brewery Collectibles	At Large	Jeff DeGeal	cbcc.club@gmail.com
Falstaff	At Large	Dave Kubat	dwklionel@aol.com
Gambrinus	Columbus OH	Doug Blegen	dblegen@msconsultants.com
Gateway	MO/IL St Louis Metro Area	Kevin Kious	whoisthealeman@aol.com
Gator Traders	South Florida	Ritchie Dubreuil	gearhead65@msn.com
Goebel Gang	South Bend IN	Leonard Wentland	
Great White North Brewer-ianists	Canada	Rob Horwood	gwnbeerinfo@gmail.com
Hawkeye	Iowa and Bordering States	Mike England	mikeengland@bccca.com
Hoosier	Indiana	Mike Walbert	mikewalbert@att.net
IBC	Indiana	John Ferguson	fergkate@comcast.net
Jersey Shore	New Jersey	Joe Radman	radman6898@aol.com
Just For Openers	Earth	John Stanley	jfo@mindspring.com
Koch's	Chautauqua County & Cattaraugus County NY	Rob Wilcox	kochsbock@gmail.com
Lake Erie	Northeast Ohio	Doreen Brane	doreen.brane@att.net





CHAPTER	LOCATION	CONTACT	EMAIL
Lone Star	Texas	Charlie Staats	lonepearl63@gmail.com
Miami Valley	Dayton Ohio	Bob Kates	bkates59@gmail.com
Michigan	Michigan	Clayton Emery	claytonemery32806@aol.com
Mile Hi	Colorado	Gordon Bragg	gpbragg@comcast.net
Miss Columbia	Central New York	Jason Thompson	Jwthompsonmasonry@gmail.com
Monarch	Chicago & Northern IL	Paul Cervenka	cerpaul@aol.com
North Star	MN, WI, Midwest US	Mike Mullally	ibuyoldsigns@gmail.com
Old Reading	Berks County PA	Jeffrey R Miller	muchibaba@yahoo.com
Olde Frothingslosh	Pittsburgh PA	Deb Lorenz	Irishdkl54@gmail.com
Packer	WI & IA, IL, MI, MN	Dan Hable	whable@yahoo.com
Patrick Henry	Kalamazoo MI	Rik Dellinger	Rtdfunk@yahoo.com
Pickwick	Massachusetts	Tayter (Keith) Whitmore	tayter2db@aol.com
Port of Potosi	SW WI, Eastern IA, NW IL	Larry Bowden	listbrew@gmail.com
Queen City	Cincinnati, S OH, N KY	Dave Gausepohl	beerdave@fuse.net
Rainier	Washington State	Tim Hoffman	tim@rainierbeercans.com
Reisch Brew Crew	Central Illinois	Greg Lenaghan	g.lenaghan@comcast.net
Richbrau	VA, MD, WV, NC	Chris Eib	moquarts18@aol.com
Rusty Bunch	United States	Jim Hall	jahall636363@gmail.com
Schell's Border Patch	Southern MN & Northern IA	Stevan Miner	miner@bevcomm.net
Simon Pure	Western NY & Southern Ontario	Jeff Murbach	jmurbach@ymail.com
Spearman	Northwest Florida	Michael Moon	a1964buickman@yahoo.com
Sports Cans & Breweriana	At Large	Kevin McCabe	sportscans@gmail.com
Three Rivers	Fort Wayne Indiana	Mike Newton	clipperpale@hotmail.com
Westside	Kansas	Dan Parks	westsidebcca@gmail.com
12 Horse	Western NY	Brian Coughlin	gennycbeer@rochester.rr.com
49er	Northern California	Mike Wilbur	mwillbur72@gmail.com



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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 and 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

**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

**WANTED: two Mini Mugs advertising RIB (Rock Island Brewing) and Faultless Lager Chattanooga Brewing.** Bill Arber, 11162 Broadway St, Alden NY 14004, (716) 681-4833, wrabra@aol.com. i199

## BREWERIANA COLLECTOR Magazine

*All advertising inquiries should be directed to:*

**John Stanley**  
**NABA Ad Manager**  
PO Box 51008  
Durham, NC 27717  
naba@mindspring.com  
919-824-3046

### Advertising Guidelines

#### CLASSIFIED ADVERTISING

NABA members may advertise up to six lines (about 50 words) in the **Buy-Sell-Trade** area for \$5.00 per issue. Pay for 8 classified ads and get 10. We are unable to provide proof copies or tear sheets of Classified ads.

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US funds must accompany order.  
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Issue	Materials Receipt	Publish Date
Spring	February 20	April
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Advertising is accepted only from members of NABA. The Officers, Directors, and Staff make no effort to investigate the value or authenticity of any item offered for sale or trade, or of the business reliability of the persons placing advertisements. NABA and its Officers and Directors disclaim responsibility for inaccuracies that may occur in its publications, as well as liability for transactions to which it is not a party.



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