

BREWERIANA



COLLECTOR

VOLUME 202



Summer 2023



WHAT'S INSIDE: Cone Top Museum's "Northern Lights" exhibit ~ NABA Auction preview
Pabst Tapacan ~ Kelly Thomle's baseball breweriana ~ The Neuweiler story
The Back Bar at Blue & Gray ~ Hoster's of Columbus ~ much more!

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

BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Summer 2023

#202

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Cover image: Reverse-on-glass corner sign with hammered copper frame and wooden back for Keeley Fine Beers, Keeley Brewing Co., Chicago, IL., 15.25 x 27.25 in., no mfg. mark, c. Pre-Prohibition. Collection of Mike Murphy.

Our magazine cover features breweriana from Chicago, celebrating the location of the **NABA Convention in Schaumburg, IL, a suburb of Chicago, August 1-5, 2023.**

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President's Message

The NABA Family Reunion!

As I write this, we are “dotting the i’s and crossing the t’s” for our 52nd annual convention. And we are already in the midst of planning our 53rd event.

If you’ve ever been to a NABA convention or have helped put one on, you’ve seen the effort it takes. All of the hours of outreach, evaluating proposals, event planning, and managing a myriad of logistics and details.

Putting on a convention takes leadership and it also takes a team. It takes almost a full year to pull one convention off, and well before that one has even begun, you’re on to mapping out the next one. Just ask our Convention Chair Mike Michalik, Co-chair Joe Gula and Dave Alsgaard, who directs registration. They are among the scores of NABA members past and present who volunteer to help make our conventions great and we owe them a debt of gratitude!

At that first convention in 1972, there were 36 members of the newly formed NABA who met at the famed Kalt’s restaurant in Milwaukee. This year, we will have more than 500 attendees at the Hyatt Regency Hotel in Schaumburg, IL, reflecting the exponential growth that NABA has enjoyed in recent years.

Astonishingly, two of our members have attended more than 50 conventions. Reino Ojala has been to all 51, and of course is registered for #52 this summer. Helen Haydock, “The First Lady of NABA,” has missed just one convention. That was in 2017 and she had a particularly good excuse—she was recovering from surgery.

Helen and Rei are two outstanding people who help make NABA conventions special. And there are so many more. If you walk the halls of the convention hotel you’ll meet people who have been NABA members for 20, 30, 40, and more



Rei Ojala and Helen Haydock have been to 51 and 50 annual NABA conventions, respectively. They are shown here last year at NABA’s 51st convention in Pittsburgh. We look forward to seeing them again this year in Schaumburg, IL.

years. Members who know as much about their favorite historical breweries and/or areas of breweriana collecting as anyone on the planet.

They are joined by newer collectors, brimming with enthusiasm, who can experience our conventions and in turn, share the passion, knowledge, and friendship that comes with our hobby to the next generation. It is encouraging to know that 20% of this year’s registrants are attending their very first NABA convention. We can’t wait to welcome them to their inaugural “NABA Family Reunion.”

Wise men say that our hobby is truly more about collecting friends than breweriana. That can be witnessed in the joyful camaraderie of room-to-room trading. Or the lively conversation among old and new friends over a beer or two in the hospitality room. You are certain to build your collection of friends at a NABA convention. And you might acquire some pretty cool breweriana, too.

If you haven’t yet registered for this year’s convention but would like to attend, just go to www.nababrew.com and sign up online. Let Convention Chair Mike Michalik know and he’ll get you on the waitlist for a room. Contact him at therunningwaiter@yahoo.com

If you can’t make it this year, you will be missed and we hope you’ll plan on coming to a convention soon. You are always welcome at the NABA Family Reunion!

Ken Quaas, President
Ken@consumertruth.com



NABA Convention Agenda

NOTE: Events are open to NABA members and guests who registered and paid for the convention—*except the Trade Show on Saturday, Aug 5, which is free and open to the public.* Selling tables for the show are sold out.

MONDAY, July 31

Activities on the North Side of Chicago

2:00 – 5:00 pm: *House Tour*, John Friedmann

4:00 – 6:00 pm: *Pre-game Happy Hour*, Larry Bell

7:05 pm: *MLB Baseball Game; Chicago Cubs vs Cincinnati Reds at Wrigley Field*

- The NABA ticket block is sold out, but there may be other tickets available.
- Members provide their own transportation.
- Park free at the Cubs satellite parking lot at 3900 N. Rockwell St. Entrance is on W. Irving Park Rd. A free shuttle is provided to and from the game and satellite parking lot.

TUESDAY, August 1

Suburban Chicago Area House Tours

9:00 am – noon: Dave Lendy, St. Charles, IL

11:00 am – 2:00 pm: Paul Cervenka, Plano, IL

1:00 – 4:00 pm: Don Hardy, Westmont, IL

- Members provide their own transportation. *Addresses will be available closer to the convention.*

3:00 pm: *Registration opens in Hospitality Room*

- Room-to-Room Trading begins.
- Hospitality room stays open through Saturday night.

WEDNESDAY, August 2

9:00 am – 4:30 pm

Craft and Historic Brewery Bus Tour

- Must be registered and paid for this additional event
- Bus loads at 8:30 am.

6:00 – 7:30 pm

Brewmaster's Dinner

- Conducted by renowned beer author, educator, and expert Marty Nachel.
- Must be registered and paid for this additional event.

THURSDAY, August 3

Seminars

9:30 – 10:30 am

Midwestern Brewery Architecture

Dr. Susan Appel's presentation will highlight the architecture of Chicago breweries and other Midwest brewery complexes.

10:30 – 11:30 am

Insuring Your Collection & Exit Strategies

Robert O'Connell III is a fine art expert within the insurance industry. He will provide his insights, and his colleague Richard Townsend will address methods of collection liquidation.

11:30 am – 12:30 pm

Paper Conservation and Restoration

Joel Oppenheimer Inc. is a world-renowned art restoration and conservation company that offers museum-quality restoration of works on paper, oil paintings, and photography. *Members are invited to bring pieces from their collections for a free assessment following the seminar.*

4:00 – 5:00 pm

First-Timer's Happy Hour and Q&A

If this is your first NABA convention, we have a special reception for you. Please come and meet the NABA Board, enjoy a beer or two, receive a special gift, and hear important news about the club.

FRIDAY, August 4

Room-to-Room Trading

Although room-to-room trading will be going on all week, we dedicated Friday morning and afternoon for the convention feature our members have told us they most enjoy.

5:00 – 6:00 pm

Chicago Craft Beer Tasting

Our pre-banquet cocktail hour features craft beer brands and styles from Chicago area breweries.

6:00 – 8:00 pm

Presentation Banquet

NABA members enjoy a buffet dinner and socializing, while hearing exciting news and important announcements about the club and its members. *Don't miss this convention highlight, the cost of which is included in your registration fee.*

9:00 pm – midnight

Jersey Shore Chapter Hospitality Room

The famed Garden State chapter is legendary for their ability to throw a party. This event is the perfect way to celebrate a great Convention Week!

SATURDAY, August 5

9:00 am – 1:00 pm

Trade Show

150+ tables of breweriana showcasing "what's for sale" by members from across the nation. It is free to the public and will be heavily promoted locally.

2:00 pm – evening hours

The "Best of Bittermann" Brewery Crawl

Join Chicago beer expert John Bittermann in an informal pub/brewery crawl to his favorite haunts. John knows the craft beer scene like no other. *Members provide their own transportation and are encouraged to carpool and have a designated driver.*

Executive Secretary's Report *by John Stanley*

NABA Membership Report

Thank you to everyone (especially Dave Lendy) who helped recruit new members and rejoins.

Total Members	3/31/2023 Renewals	3-year Members	New & Rejoined Members	Renewal date is on mailing label
1390	31	656	63	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

Credit card online 1. Go to 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

For assistance John Stanley at 919-824-3046 / naba@mindspring.com / NABA, PO Box 51008, Durham NC 27717



Tray titans toil in Tin Tunnel: The Handsome Waiter was honored to join the "Trayman" team in the service of the breweriana collecting hobby by creating a visually-engaging, digital database of all Pan-American trays. The team gathered at the Eastern Pennsylvania home of renowned tray collector Daryl Ziegler on May 11-13 to photograph about 500 of his trays that either were not captured in the database or were visual upgrades to those currently in it. Shown here are, front row, from left: NABA Board Member Joe Gula, Daryl Ziegler, and Peter Bayer. Back row, from left: NABA Vice President Mike Michalik, Mark "Trayman" Rogers, and Mark Porambo. The "Trayman 2.0 Powered by NABA" website is continuously growing and improving, thanks to the contributions of many NABA members. To check it out, go to the NABA website at www.nababrew.com and click on the Trayman 2.0 link.

NABA welcomes new members!

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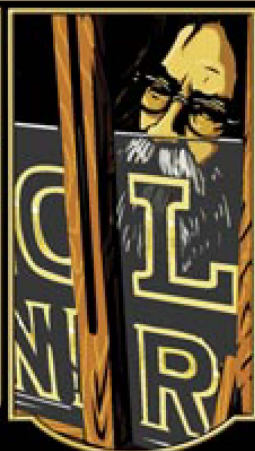
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Serving up local shows with the Handsome Waiter

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!



Landing at the Port of Potosi Breweriana Show on March 18 in Potosi, WI. The Waiter enjoyed the excellent company of Ken Kreie, Jared Sanchez of NABA's Membership Committee, and Troye Shanks.



Lucky leprechauns brought good fortune to the Handsome Waiter on March 18 at the Luck O' the Irish Show in Covington, KY. From left: Don Hardy, Doug Groth, Beer Dave Gausepohl, Tom Waller, Roger Owen, Kent Speer, and NABA Director Emeritus, John Ferguson.



Windy City Waiters gathered around their mascot at the Windy City Chapter Show on March 25 in Carol Stream, IL. From left: BCCA President Mike Newton, Tom Hassmer, Ed Harker, Past BCCA President Don Hardy, (whose collection will be featured on the home tours this summer as part of the NABA Convention in Chicago), Rich Becci, Paul Cervenka, Dave Lendy, Mike Gisburne, and Jim Radeck.

Champions of Tittletown:

The Handsome Waiter became a cheesehead at Tittletown Trade-A-Thon 42 on April 14 in Green Bay, WI. Kneeling from left: Bill Rudahl, John Kottemann, Ken Kreie, Ryan Hiscox. Standing, from left: Rick Basken, Rich Yahr, Linda Piche, Del Worden, Troye Shanks, Tim Hornseth, Turkey Lardinois, Cheryl Komp, Kelly Thomle, Don Hardy, and Greg Lenaghan.



Krausen crowd: The Handsome Waiter had a beer blast with this happy group from the Rainier Chapter at the 46th Annual Krausen Days show on April 15 in Des Moines, WA. Among those posing with the Waiter are Jeff and Maryanne Specht, Mark Brooks, Tom Stover, Stephen O'Neil, Nick Johnson, Paul Landino, Brad Morse, Zeek Warzecha, Jerry Olson, Bruce Higgins and Frank Dewhight.



Three ringers for spring: Handsomeness was in full bloom at the Schell's Border Batch chapter's Springding at the Schell Brewery on April 23 in New Ulm, MN. The two other handsome guys are Stevan Miner of NABA's Membership Committee and David "Big Bird" Bullock.



B'Gosh. what a group! The Handsome Waiter was honored to join this great group of collectors at the NABA-sponsored B'gosh it's Good Breweriana Show on April 29 in Oshkosh, WI. From left: Ken Angle, Steve Schmitt, Lisa Schmitt, Tony Steffen, Del Worden, Rick Basken, Matt Forrest, Troye Shanks, Dave Freimark, Kevin Knitt and Mike Gutkowski. Kneeling: Jared Sanchez, Ken Kreie, Mike Coyne, and Tim Piche.



Shining bright: The Handsome Waiter always shines in Texas, and he did again at the Shiner Texas Beer Collectibles Show on April 29 in Shiner, TX. From left: Ron Satterlee, Joanne Mosser Steve Fisher, Dave Mosser, Charlie Staats, Kerran Fowlkes, NABA Vice President Mike Michalik, Rebecca Williams, John Williams, Philip Brognitz, Mike Lombardo, Todd Brosch Jaime Piña, Richard Engelbrecht, Preston Bradshaw, Brent Laswell, and Doug Stryker. Kneeling: Matt Scherzinger.



Serving Sacramento: The Handsome Waiter always has a blast with his West Coast friends, shown here at the Annual Sacramento Spring Beer Can & Breweriana Show on April 29 in West Sacramento, CA. The group includes, from left, Harry Contos, Ken Harootunian, Turkey Lardinois, Dennis Spence, and Todd Barnes of NABA's Membership Committee.



Old Style stalwarts joined the stylin' Handsome Waiter at the Old Style Chapter's Lacrosse Beer & Breweriana Show on May 6 in Onalaska, WI. From left: Tye Schwalbe, Paul Nelson and Jim Schmalz.



2023 NABA/Morean Online Auction

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

by Matthew Olszewski

Date:

Sunday, July 30, 2023.

Exciting Items:

We have received about 300 high-quality consignments of breweriana. There will be a tremendous selection of items on which to bid.

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.

Free Delivery to Convention:

Morean Auctions will provide free delivery of winning items to the NABA Convention at the Hyatt Regency in Schaumburg, IL. Winning bidders should contact Dan@moreanauctions.com to make arrangements.



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



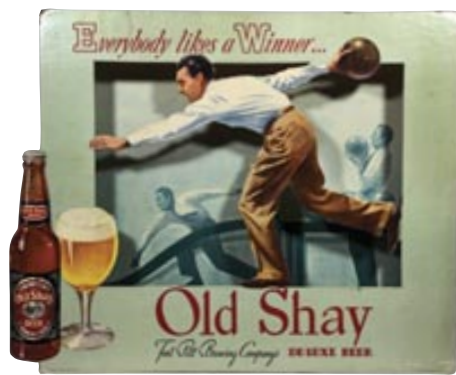
Double-sided glass globe, 9 in. diameter, Budweiser Beer, Anheuser-Busch Brewing Co., St. Louis, MO. The word "Faust" is debossed into the glass behind the word Budweiser. Extremely rare example. c. Pre-Prohibition.



"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.



Composition sign, Esslinger's Beer, Esslinger's Inc., Philadelphia, PA, 6.5 x 5 in., no mfg. mark, c. 1940s.



3-D die-cut cardboard sign, Old Shay Beer, Fort Pitt Brewing Co., Pittsburgh, PA, 15 x 11.75 in., by Weller Co., Philadelphia, PA c. 1950.



Painted, carved wooden back bar sign, American Nut Brown Ale, American Brewery Inc., Baltimore, MD, 7.25 x 11 in., no mfg. mark, c. 1940s.



Paper lithograph calendar in gold frame, Aurora Beer, Aurora Brewing Co., Aurora, IL, 6 x 11 in., no mfg. mark, dated 1917.



Tin-over-cardboard sign, Sterling Beer, Sterling Brewers Inc., Evansville, IN, 22.5 x 19.75 in., by Novelty Workers Union, Coshocton, OH, c. 1940s.



Shield-shaped, reverse-on-glass sign, Delta Beer, Delta Brewing Co., Escanaba MI 12.5 x 12.5 in., no mfg. mark, c. 1940s.



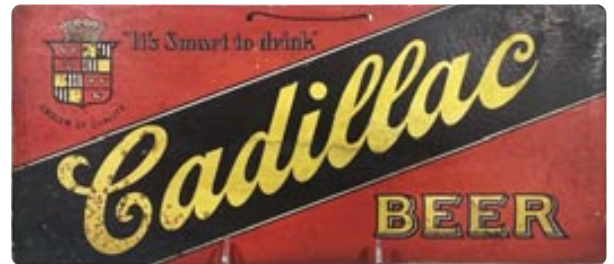
Painted wood back bar sign, Krueger Beer & Ale, G. Krueger Brewing Co., Newark, NJ, 18 x 5.5 in., no mfg. mark, c. 1940s.



Tip Tray, Finlay Salvator Beer, Finlay Brewing Co., Toledo, OH, 4 in., by Chas W Shonk Litho., Chicago, IL, c. Pre-Prohibition.



Tip Tray, Tidal Wave Hop Beverage, Rosenegk Brewing Co., Roanoke, VA, 6.25 x 4.5 in., by NY Metal Co. NY, NY, c. Prohibition era.



Cardboard sign with string hanger, Cadillac Beer, Cadillac Brewing Co., Detroit, MI, 14.75 x 6.25 in., no mfg. mark, c. 1940s.



Tip Tray, Finlay Beer, Finlay Brewing Co., Toledo, OH, 4 in. by Chas W Shonk Litho., Chicago, IL, c. Pre-Prohibition.



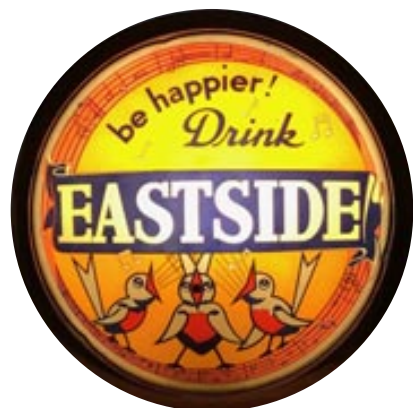
Serving tray featuring factory scene, Manilla Anchor Beer, Manilla Anchor Brewing Co., Dobbs Ferry, NY, 13 in. by Mayer & Lavenson Co. NY, c. Pre-Prohibition.



Celluloid-over-cardboard sign with aluminum scrolled corners and hanging string in wood frame, A.B.C. Bohemian Beer, American Brewing Co., St Louis, MO, 9 x 6.5 in., by New Jersey Aluminum Co. Newark, NJ, c. Pre-Prohibition.



Tin-over-cardboard sign, Pale Reserve Beer, Old Reading Brewery Inc., Reading PA, 11.75 x 9 in. by Permanent Sign & Display Co., Reading, PA, c. 1940s.



Carnegie Half & Half, Duquesne Brewing Co., Pittsburgh, PA, 10 x 14 in., no mfg. mark, c. 1930s.



Reverse-on-glass lighted back bar sign, Eastside Beer, Los Angeles Brewing Co. Inc., Los Angeles, CA, 16.5 in. diameter, no mfg. mark (believed to be by Western Trading Co.), c. 1940s. Shown unlit and lit.



Tin lithographed sign, Progress Duesseldorfer Beer, Indianapolis Brewing Co., Indianapolis, IN, 10 in. diameter, by Meek & Beach Co., Coshocton OH, c. Pre-Prohibition.



Aluminum "button" sign, Richbrau Beer, Home Brewing Co. Inc., Richmond VA, 10 in. diameter, by Leyse Aluminum Co. Kewaunee WI, c. 1940s.



Reverse-on-glass lighted back bar sign, Anheuser-Busch Beer on Draught, Anheuser-Busch Brewing Co., St Louis, MO, 18 in. diameter x 6.5 in. depth, no mfg. mark, c. Pre-Prohibition.



Serving tray with factory scene, Silver Foam Beer, Grand Rapids Brewing Co., Grand Rapids, MI, 13 in., by Kaufmann & Strauss Co., NY, NY, c. Pre-Prohibition.



Cream City Serving tray, Pelham Club & Pilsener Beers, Cream City Brewing Co., Milwaukee, WI, 14 in., by Novelty Advertising Co., Coshocton OH, c. 1930s.



Die-cut paper lithographed bookmark, Yonkers Beer, Yonkers Brewery, Yonkers, NY, 2 x 6 in., no mfg. mark, c. 1890s.



Freeland Beer, Freeland Brewing Co., Freeland, PA, c. 1930s.



Liberty Beer, American Brewing Co., Rochester, NY, c. 1930s.



Star Pale Ale, Star Brewing Co., Boston, MA, c. 1930s.



Narragansett Banquet Ale Kooler Keg knob, Narragansett Brewing Co., Cranston, RI, c. 1940s.



Narragansett Lager Kooler Keg knob, Narragansett Brewing Co., Cranston, RI, c. 1940s.



Narragansett Pale Ale, Narragansett Brewing Co., Cranston, RI, c. 1940s.



Tin Door push sign, Ruppert Ale, Jacob Ruppert Inc., New York, NY, 3.5 x 11 in., no mfg. mark, c. 1940s.



Narragansett Light Ale Kooler Keg knob, Narragansett Brewing Co., Cranston, RI, c. 1940s.



Del-Mar-Va Beer, Del-Mar-Va Brewing Co., Wilmington, DE, c. 1930's.



Barbarossa Bee, Kooler Keg knob, Red Top Brewing Co. Cincinnati, OH, c. 1940s.



Tannhauser Beer, Beth Uhl Brewing Co., Bethlehem, PA, c. 1940s.



Colonial Beer Daka Ware knob, Yonkers Colonial Brewing Co., Yonkers, NY, c. 1930s.



Bismarck Beer, Bismarck Brewing Co., Baltimore, MD, c. 1930s.



The Cone Top Brewery Museum & NABA Present:

“NORTHERN LIGHTS”

by Ken Quaas

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

Post-World War II advertising
celebrated fishing, hunting, and
camping in the “Great Outdoors”



Overhead hanging light, Genesee Beer, Genesee Brewing Co., Rochester, NY, 39 x 13 in., no mfg. mark, c. 1960s.

Editor’s Note: This is the second in a series of three articles that will showcase examples of the immensely popular post-World War II outdoors activities of fishing, hunting, and camping as portrayed in beer advertising.

Our first installment in the last issue focused on fishing-themed beer advertising. In this issue, we feature an assortment of period breweriana focused on the “camping” theme from the outstanding collection of NABA’s partner, the Cone Top Brewery Museum.

Parts of this collection will be highlighted in Cone Top’s “Northern Lights” exhibit at the NABA convention from August 1-5 in Suite 4321 at the Hyatt Regency in Schaumburg, IL.

Post World War II—a new era

As detailed in the last issue, following World War II, Americans had a strong desire to put the war behind them and look ahead to a brighter future.

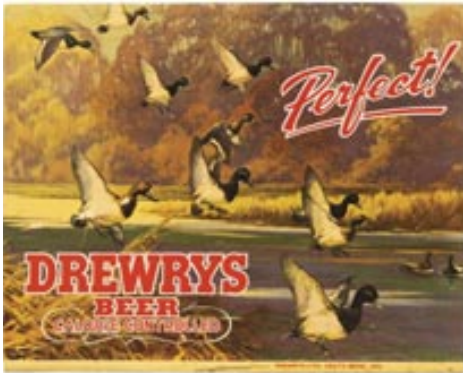
The country’s industries had shifted into overdrive to fuel the needs of the war, putting the Great Depression in the rearview mirror. What followed in the late 1940s were the “boom” years—the economy was flourishing, jobs were plentiful, and new technologies abounded. All of this ushered in a new era of consumerism.

Advertisers had pushed a “we can do this” theme during the war years. This was replaced by “you can have this” messaging that presented a peacetime world infused with a cornucopia of

continued on page 16

Typical examples of Post World War II beer advertising featuring outdoor leisure scenes.

Three different cardboard signs for Drewrys Beer, Drewrys USA Ltd., South Bend, IN. This group was part of a series by artist Ralph Crosby Smith, who was well-known for his 1950s illustrations commissioned by the then-popular *Outdoor Life* magazine. All three signs are c. late 1950s. Donated to the Cone Top Museum by Stevan Miner.



13.25 x 10.75 in.



15 x 11 in.



Self-framed, 14 x 11.5 in.

Camping scenes by popular 1940s artist Hy Hintermeister



Two tin-over-cardboard signs, Champagne Velvet, Terre Haute Brewing Co., Terre Haute, IN, 19 x 14 in., by American Art Works Inc., Coshocton, OH, c. late 1940s.



Tin-over-cardboard sign, Burger Bohemian Beer, Burger Brewing Co., Cincinnati, OH, 20 x 15 in., by American Art Works Inc., Coshocton, OH, c. late 1940s.



Cardboard sign, Hudepohl & Hudepohl Chevy Ale, Hudepohl Brewing Co., Cincinnati, OH, 22 x 18 in. c. 1940s.

modern consumer goods and enhanced by the leisure time in which to relax and enjoy them.

Beer and “The Great Outdoors”

A pivotal theme in this new era was the opportunity to enjoy (and find peace in) “The Great Outdoors.” Advertising abounded with scenes of people enjoying outdoor pursuits like fishing, camping, and hunting.

Advertising from the brewing industry was at the forefront of promoting these themes—and advocated beer as an ideal companion to these pleasurable pastimes.

From the late 1940s through the early 1960s, there was a preponderance of point-of-sale materials

highlighting fishing, hunting, and camping imagery and their association with the enjoyment of beer.

Cone Top exhibit at the NABA Convention

To celebrate the great outdoors as it was featured in historic beer advertising, the Cone Top Brewery Museum has assembled an engaging, traveling exhibit for the NABA convention called “Northern Lights.” This display, which also has been featured at the museum in Vicksburg, MI, is designed to “transport you to another moment in time when camping, fishing, hunting, and brewing came together to make history.” Some of this beautiful breweriana is presented in the following article.

The “Great Outdoors” in lights



Lighted motion sign, Rainier Beer, Sicks' Rainier Brewing Co., Seattle, WA, 18.5 x 13 in., Neon Products, Inc., Lima, OH, c. 1960s.



Lighted sign, Burger Beer, Burger, Cincinnati, OH, 29 x 10 in., by Neon Products Inc., Lima, OH, 1957-1963.



Lighted sign w/clock, Grain Belt Beer, Grain Belt Brewing Co., Minneapolis, MN, 30 x 12 in., by Tel-A-Sign, Chicago, IL, c. 1960s.



Hanging lighted sign, Schmidt's Beer, C. Schmidt & Son, Philadelphia, PA, 13.25 x 18 in., by Display Corp., Milwaukee, WI, c. early 1960s.



Lighted sign, Augustiner Beer, Pittsburgh Brewing Co., Pittsburgh, PA, 18 x 16 in., by Cincinnati Advertising Products, Inc., Cincinnati, OH, c. mid 1970s.



Self framed cardboard sign, Falstaff Beer, Falstaff Brewing Co., Omaha, St. Louis, New Orleans, 28 x 36 in., Simmons Sisler Co., St. Louis, MO, c. 1940s.



Cardboard self-easeled sign, Hauenstein Beer, John Hauenstein Co., New Ulm, MN, 13.5 x 10.5 in., no mfg. mark, c. 1950s.



Cardboard sign, Rams Head Ale, Adam Scheidt Brewing/Valley Forge Brewing Co., Norristown, PA, by R.J. Cavaliere, 24.75 x 21.5 in., no mfg. mark, c. 1960-1964.

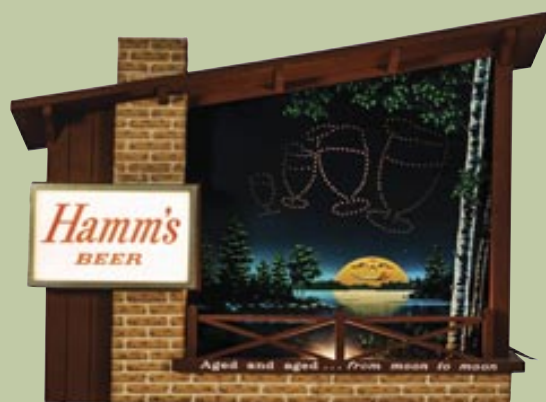
FROM "THE LAND OF SKY BLUE WATERS"

"Dusk to Dawn"



Minnesota in Motion:

Beginning in the early 1960s, Lakeside Plastics of Minneapolis, MN was commissioned by the Theo. Hamm Brewing Co. of twin city St. Paul to create a series of captivating, lighted motion signs that linked Hamm's Beer with the natural beauty of Minnesota. These enchanting signs include "Dusk to Dawn," which includes a clock and measures 29 x 10 in.; "Starry Skies with Dancing Goblets," 17.5 x 12.5 in., and "Flipping Barrel," 21 x 15 in. They also include the now-famous "Scene-o-rama." These dramatic signs will be profiled in the next issue of this magazine.



"Starry Skies with Dancing Goblets"



"Flipping Barrel"



Lighted sign, Gambrinus Beer, August Wagner Breweries/Iroquois Brewing Co., Columbus, OH, 21 in.x 13 in., Advertising Product Inc., Cincinnati, OH, c. late 1970s.



Lighted sign, Budweiser Beer, Anheuser Busch, St. Louis, MO, 20 x 13 in., Raymond M. Price & Assc's, Chesterton, IN, c. 1950s.

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," organizes trays in a visually-engaging way across a wide variety of user-friendly categories. The website is available via a link on the NABA website home page at www.nababrew.com.

This article features a variety of trays that are similar, but have subtle variations—some of which are not immediately discernible—at least without the scrutiny of a side-by-side visual comparison. The Trayman team is always interested in new variations among similar trays. If you find some among your collection that are not depicted on the website, please contact Mark Rogers at Mark.rogers8181@gmail.com.

This article is best read listening to The Hollies' "He Ain't Heavy He's My Brother" and drinking a Cane & Ebel Red Rye Ale by Two Brothers Brewing Company, Warrenton, IL.



Star Brewing Co.
Boston, MA, c. 1930s, 12 in.



Dawson's Brewery, Inc.
New Bedford, MA, c. 1930s, 12 in.



Harvard Brewing Co.
Lowell, MA, c. Pre-Prohibition,
12 in.

Variation Alert! Find the Differences!

As the Trayman 2.0 Team has been working away to capture digital images of as many North and South American beer serving trays as possible, probably the most surprising thing we have discovered is the number of subtle variations on non-stock trays. In our Facebook group we have begun calling the various differences between

similar tray styles "Variation Alerts," and they just keep on coming.

These are not the obvious differences like Star's "Left Truck–Right Truck," Dawson's "Blondes–Brunettes," or Harvard's "Young Date–Old Date." Instead these are differences you often do not even see until you do a side-by-side comparison.

Subtle variations in these Pre-Prohibition trays:



Many of these trays often appear on eBay or displayed on tables or beds at breweriana shows. The rarer trays are often the most surprising, as finding just one can be a real challenge, and then you learn there is another version out there that is ever so slightly different. Our guess is these slight variations either drive excitement among collectors who are working to complete a full line-up of trays from their favorite brands or geographies or maybe just frustration, as their collecting goal post has moved again!

These tray variations remind many of us of the old magazine games where there would be two cartoon cells next to each other and you are asked to find the number of visual differences between them. Some popped out immediately and others, well, you could stare at them for what seemed like hours, until eventually you gave up completely or flipped to the back of the magazine in frustration to finally discover the answers.

Enjoy some of these subtly-varying trays and check out the Trayman2.0 Powered by NABA website to find more. Please contact us if you have ones we don't!



Your turn! Find the Variations!

From the collections of Tom Miller, Tom Curran, Mark Rogers and courtesy of Morean Auctions and Morford's Auctions.



American Brewing Co., Rochester, NY



Rubsam & Horrmann Brewing Co., Staten Island, NY



A. Gettelman Brewing Co., Milwaukee, WI



Standard Brewing Co., Mankato, MN



Los Angeles Brewing Co. Los Angeles, CA



Ebling Brewing Co., Inc., New York, NY



Grupo Modelo, Mexico City, Mexico



Cervecera Toluca y Mexico, SA, Toluca, Mexico



Utica Brewing Co., Utica, NY



National Breweries, Montreal, Quebec, Canada



Chalk Talk

BY RICK BASKEN

Scoring a “Holy Grail” Pabst Statue

As a devoted collector of chalk back bar statues, I enjoy paging through George Baley’s *Back Bar Figurines* book, sometimes to admire some of the items pictured there that I don’t (yet) have.

One of the pictures I always stopped to gaze at was the highly rare, Pabst Export chalk figure. He is kind of a cartoony-looking Germanic character who is dressed in lederhosen and an alpine hat. This guy became a favorite of mine, not only because the statue is extremely rare, but also because Pabst Blue Ribbon is a favorite beer of mine. It is often my beer of choice when I’m out and the bar fridge at home is usually well stocked with “PBR.”

This chalk character statue was produced for a limited time in the late 1930s and promotes Pabst’s Export Beer. He’s got his hand on a globe and the base of the statue has a catchy slogan that says: “Drink Pabst and the World Drinks with You.” The example featured in George’s book is not in the greatest condition. It looks like it was in a fire and makes me wonder if it once perched on the back bar of a tavern that burnt down—maybe from an overheated neon sign transformer—and it was pulled from the ashes. It is discolored from the fire and smoke but still intact as a scarce and surviving example of what I consider to be one of the “holy grails” of chalk pieces.

When I would look at that chalk piece in the book, I’d turn the page and think to myself, “You’ll probably never get to own one of those.” Beyond the one in the book, I had only heard of one other

Rick’s Pabst Export statue is very rare and still has its original paint. The colorful statue is also large, at 25 inches tall and with a base of 15 inches wide. There are at least four existing examples known of this statue, created in 1936. The chalk piece is believed to be the only 3D point-of-sale item featuring the character, which was used in Tapacan’s introductory marketing efforts in 1936-1937.

The statue was produced in 1936, but the can Rick uses dates from 1937. It will be a placeholder until he acquires the correct 1936 can.



one that sold privately at nearly the highest price that I’d ever heard of being paid for a chalk. Again, because of price and rarity, I thought I’d never get one of these to feature in my collection.

Then one night in early 2022 a friend invited me to “like” a PBR group on Facebook. This group was about anything Pabst related, with posts ranging from someone holding a cold PBR to pictures of a wide variety of Pabst collectibles. I accepted the invitation, spent a few minutes browsing the posts

Continued on page 22

in the group, and didn't give it much more thought after that.

Many months later I was randomly scrolling through my Facebook feed when an image of the Pabst Export statue popped up. It was posted in the PBR group! Obviously, this immediately caught my attention. The first thing I noticed was that the statue was incorrectly holding a 1970s-era PBR can. But that was why the owner had posted the picture. He had asked the group, "What is the correct can for this statue?"

Those of you who use Facebook know that you can send a "PM" or "private message" response to someone so only the person to whom you are responding can see your note. I sent the statue's owner a PM as fast as I could type.

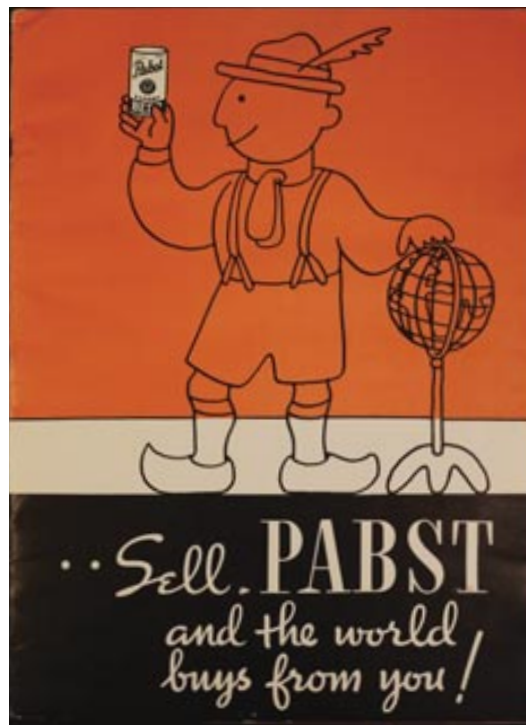
I sent the owner an image of the correct can and of course, asked if he might consider selling it. Sadly, he said that it was a gift from a friend, and he "couldn't just give it away." But I didn't want him to give it away, I wanted to pay him well. I figured I would shoot him a significant offer so he would know I was serious. I did and he quickly turned it down.

I kept in contact with him, chatting with him on Facebook a few times a week to try to build a rapport. It turned out we are both "car guys" and we shared photos of our collector cars. He understood collecting and in fact had a very impressive petroliana collection. I shared pictures of my breweriana collection—and the fact that my specialty area of collecting is chalk back bar statues.

After a few weeks, it came to a point where I was running out of topics to talk about with him, and I could feel my foot in the door slowly slipping out. Finally, I wrote, "Well, it was great talking with you. If you ever want to sell the Pabst chalk, please give me the first crack at it."

And that's when it happened. He sent a message back with a price. And that price was more than I had ever paid for a piece of breweriana. But it was a holy grail piece. A piece I never thought I could obtain. So I agreed.

Understandably, the seller didn't feel comfortable shipping it. I know all too well the dangers involved with shipping fragile chalk figures



Cover of a 1936 salesman's brochure that presented a variety of print advertising available to use in support of the new Tapacan. It features a simple illustration of the Tapacan character in a similar pose as the chalk statue. Collection of Matt Scherzinger.

as I have been on the receiving end of some disasters—where the chalk arrived badly broken. I gave him a three-paragraph rundown on how it should be packed to arrive safely. But he still didn't feel comfortable sending it all the way to me in Wisconsin from his home in Alabama.

This is where timing and the "collector network" comes into the story. I asked my good friend Tom Curran if he knew someone in Tennessee who might pick up the chalk to bring up north. He advised me that Tom Legeret lives in Tennessee. I had just met Tom at the Titletown Show in Green Bay in April 2022.

I sent Tom Legeret a message and he responded that he would be passing

through the seller's town in Tennessee in a week on the way to BCCA's CANvention in Norfolk, VA. Incredible! My good friends James and Donna Woodcock from Chippewa Falls, WI were also going to Norfolk. There were a few stops, but I had strung together a ride for my new treasure all the way up to Wisconsin.

In the meantime, the seller had boxed my new chalk piece according to my construction instructions. But the piece itself is large at more than two feet tall, and the box ended up being almost the size of a dishwasher! It was a challenge for both Tom and James to find room for it in their vehicles, but thankfully, they did.

It was nearly two months after I purchased the Pabst Export chalk before I could make the 3.5 hour trip west across Wisconsin to Chippewa Falls to pick it up. To my great joy, it had arrived intact.

My acquisition of this piece is a story about good fortune, patience, persistence and how truly amazing and generous the people in our breweriana hobby are. My friends Tom Curran, Tom Legeret, James Woodcock, and their willingness to put together a "collector network" to safely transport the statue from Tennessee to Wisconsin, helped make a dream come true for me.

Pabst Export, Tapacan and that funny little cartoon character



by
Ken Quaas

The can was introduced as a container for beer in the mid-1930s as a more cost-efficient package. Cans were lighter in weight than glass bottles and because metal was relatively cheap, cans would not have to be returned. Cans also offered a much larger surface area for labeling, which helped with marketing. But brewers had concerns about using cans that were related to both quality control and customer acceptance—and those two could go hand-in-hand.

Tapacan

Tapacan was a name trademarked in 1935 for the first cans to be used by Premier-Pabst Corp (1933-1938), which was the formal name of the company following the merger of the Pabst Corporation of Milwaukee, WI and Premier Malt Products Co. of Peoria, IL. Premier-Pabst had to have their can manufacturer, the American Can Company, register the trademark and assign it specifically to them.

The Tapacan name was clearly created for marketing purposes—to form the idea that Pabst was taking care to use special and proprietary cans, in using this dubious new packaging for the first time. The “Tapacan” idea may have been intended

to convey quality, freshness, and good flavor—an experience similar to tapping a keg.

Export

Export was a prominent brand name used by Pabst before Prohibition, along with Blue Ribbon, Bohemian, Doppel Bräu, Red White and Blue, and others. The brand was not used during Prohibition. In 1935, Pabst decided to introduce its new Tapacan packaging by using the Export brand. This decision was likely one of risk reduction: Pabst did not want to jeopardize the more premium-positioned Blue Ribbon brand in case there were any issues or consumer backlash to the new can packaging.

In reality, it is likely that the “Export” brand recipe was not even brewed after Prohibition. After all, it was never produced in either bottles or draught—bottle labels were created only for trademark purposes. Instead, the new “Tapacan” cans

most likely contained Blue Ribbon Beer (which was more premium quality than Export) to ensure the highest chance of consumer satisfaction with the new can packaging.

Within a few years, canned beer proved successful and gained wide consumer acceptance

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The Export Beer bottle label was never used on bottles for sale—it was created for trademark purposes only. Collection of John Steiner.



The artwork for the 1936 can included opening instructions, as did other beer cans of that era. Collection of John Steiner.

2 PABST TIMES March, 1936

Drink PABST and the world drinks with you—

note how Tapacan stands out in white space

note copy set in large readable type surrounded by white space

logotype & slogan form base for ad

proverb head

cartoon illustration

Tapacan selling reasons featured here

special box for Old Tankard

PABST Export BEER
TAPACAN
BREWERY GOODNESS SEALED RIGHT IN

FINE flavor knows no boundaries. To lovers of beer the world over—Pabst Tapacan brings beer flavor never before possible.

Whether folks gather at Harry's New York Bar in Paris—or in the smart spot in your own home town, they are enjoying delicious Pabst. Pure, purity, wholesomeness just as it came from the brewery cask.

Brisk in the temper-proof, non-refillable can, Pabst Export Beer comes in delicious, luscious and fragrant bouquet for your own personal enjoyment.

Ninety-three years of "knowing how" makes a difference, too... a difference that has made Pabst world famous. Drink Pabst—and the world drinks with you. Call for it by name—Pabst Tapacan.

DRINK ON ORIGINAL PABST TAPACAN

- Brewery Vat Goodness
- Protected Flavor
- Non-fermentable
- Flat Tapacan Shakes
- Saves Half the Space
- No Deposits to Pay
- No Returns to Return
- Easy to Carry
- No Breakage

Old Tankard Ale
Keep Genuine Old Tankard Ale—full bodied full flavored, full enough.

LET THESE ADS WORK FOR YOU

All that glitters—is not PABST

THE PABST TIMES, an in-house publication provided to the salesforce and distributors. It explained the advertising campaign in a clever way—by using what looks like handwritten copy in script but is actually part of the ad. This was intended to provide insight into the thinking behind the ad's construction and its various messaging elements.

MADE ON ORIGINAL PABST TAPACAN

PABST Export BEER
BREWERY GOODNESS SEALED RIGHT IN

Page from a 1936 sales brochure that features the variety of print advertising that was created to support Tapacan. The 30-page brochure is printed on heavy stock paper and measures 10.5 x 14.5 in. Collection of Matt Scherzinger.

SO MUCH MORE REFRESHMENT WHEN YOU SAY PABST

● You get so much more when you say "Pabst." And that greater measure of refreshment is yours for the asking—whether you dine at a corner restaurant—or the swankiest spot in town. The extra quality Pabst offers in purity, wholesomeness and satisfying goodness is within the means of all. Join the millions who enjoy the added quality produced by ninety-three years of brewing experience. When you want beer—say "Pabst"—available in the best, most convenient containers—the famous brewery sealed Tapacan or the handy, new style bottle.

© 1937, Pabst Brewing Co., Chicago



These two illustrations were featured in the Pabst Times of May and June 1936, respectively.

June, 1936 PABST TIMES

MILLIONS SEE . . . AND BUY

Um-m-m DELICIOUS

When All America is on the move—it takes Pabst advertising right in stride. Pabst poster advertising talks fast. The Pabst Tapacan message is put across in the wink of an eye. It strikes with lightning impact—its color, copy and illustration are welded together to create a single flash impression.

JUNE MAGAZINE SCHEDULE

MAGAZINE	Issue	Published	Circulation
COSMOPOLITAN	June	1936	1,790,481
AMERICAN MAGAZINE	June	1936	2,000,000
RED BOOK	June	1936	764,007
LIBRARY	June	1936	2,411,000

CARRY TAPACAN ADS

The Highway Traveler

At top, a prototype billboard. At bottom, a poster created for retail. The poster caption explains that the simple, graphic approach of the Tapacan character is intended to quickly convey the sales message "in the wink of an eye" and with "lightning impact." Collection of John Steiner.

Newspaper ad, 1937. Collection of Rick Basken.

across the beer industry. That's when Pabst relabeled its cans with the Blue Ribbon brand name, phasing it in as "Blue Ribbon Export" and later removing the "Export" part of the name. Once the full transition to Blue Ribbon was in place, the Export brand was never used again, even though Pabst maintained the trademark until 2006.

The Tapacan name appeared on the cans until the early 1940s when the canning of beer was halted for domestic sales by metal rationing and restrictions during World War II. After the war, cans came into popular use again and Pabst Blue Ribbon returned in cans, but without the Tapacan name, which was deemed no longer necessary.

The Tapacan cartoon character

The illustrated character artwork used in the Pabst Export Beer Tapacan advertising was part of a marketing campaign that ran for just two years, 1936-1937. The character, which was not formally named by the company, is humorously drawn in a simple cartoon style. He was often seen garbed in Germanic fashion, with a Tyrolean hat and wearing lederhosen. But the character also was depicted in the advertising in a wide variety of situations with a range of outfits that fit those circumstances.

The company invested heavily in the March 1936 launch of its new Tapacan packaging, with a

Continued on page 27



Die-cut, easel-backed cardboard, 19.5 x 24.75 in. This large, picturesque sign is the same one pictured in the 1936 trade ad. Collection of Matt Scherzinger.

An ad from the June 1936 Pabst Times shows the variety of Tapacan die-cut cardboard displays that can be used at retail to support both Pabst Export Beer and Old Tankard Ale, a popular Pabst brand that also was introduced in the Tapacan in 1936. Also interesting was that Premier-Pabst was offering a factory scene for retail display that combined both the Milwaukee and Peoria breweries. Collection of John Steiner.

July, 1936 PABST TIMES 11

MORE NEW TAPACAN DISPLAYS THAT SELL

Left top:—Santa Catalina Island display. A night scene reproduced in full color, of the famous California Island resort. Easel attached. Two sizes (see cut).

Left center: Old Tankard Ale can cut-out display. Beautifully colored. Inserted can holds display firm on counter, back-bar or window. Size: (see cut).

Left bottom: Pabst Export can cutout display. Likewise an attractive and eye appealing display in full colors. Size: (see cut).

Below: Composite, comprehensive, aerial view of the Pabst Milwaukee and Peoria Breweries. Beautifully lithographed with wood frame effect. Double easel attached.

Below: Tapacan Baseball display. A human and interesting piece with scenes of Chicago's two major league baseball parks. In full color with easel attached. In two sizes: (see cut).

No. 985 (27"x33") No. 986 (20"x25")

No. 965 (12½"x16")

No. 998 (10"x16")

No. 655 (36"x24")

No. 987 (30"x26") No. 988 (22"x20")



Paper window banners, 21 x 9.5 in. The banners have peel-off adhesive stickers on their ends so they can be affixed to the inside of retail store windows, facing out. Collection of Matt Scherzinger.



A series of 1937 newspaper ads and window banners showed the Tapacan character in a variety of situations. Collection of Rick Basken.



Easel-backed cardboard sign, 16.5 x 22.75 in. The Tapacan character clutches the new can and Pabst in steinie bottles as he skis downhill. c. 1937. Collection of Matt Scherzinger.

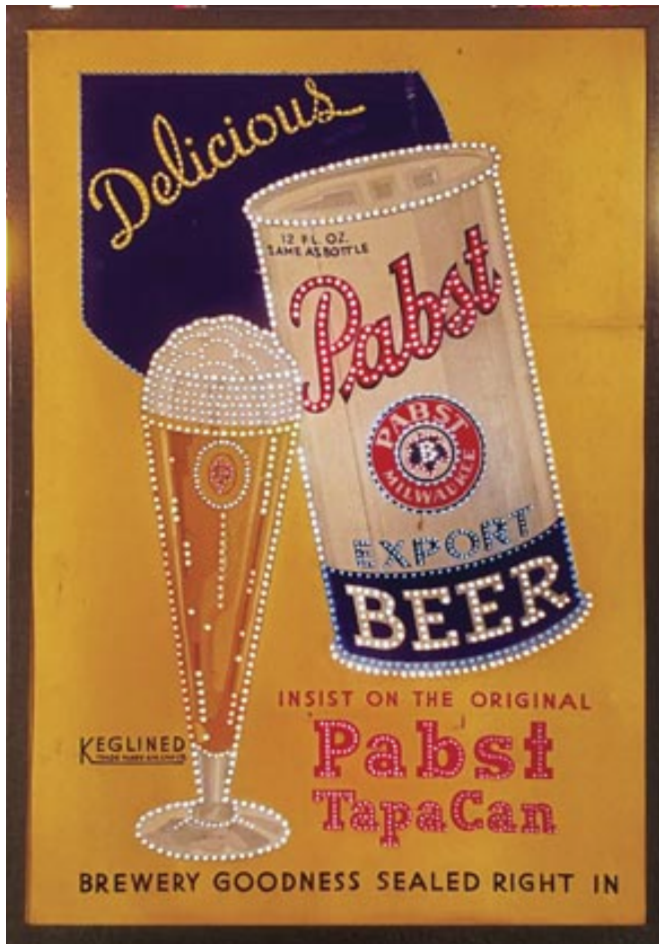


Cardboard 3-D can holder display, 15 x 16 x 3 in., c. 1937. Collection of Matt Scherzinger.



significant amount of consumer and trade advertising. The first ads appeared in magazines in March and April 1936. There was heavy local newspaper advertising and a nationwide launch of a series of billboards during the spring and summer of that year. Cardboard signs, posters and window banners featuring the Tapacan character were made for retail use.

Editor's Note: Special thanks to John Steiner for his assistance with Pabst historical background and photos, and Matt Scherzinger, Rick Basken and John Bain for photos from their collections.



Large embossed tin sign, 19.5 x 61 in., c. late 1930s. Collection of Matt Scherzinger.

One of the most intriguing point-of-sale items created to support Pabst Export in the Tapacan was this lighted motion sign. The sign consists of a cardboard printed panel, plastic beads, painted metal body, internal incandescent lamps, electric motor and perforated metal animator. It was made by Magnalite Corp., Los Angeles, CA, c. 1935-1938. This is one of two existing examples known. Collection of John Bain.



Extra large "feature" matchbook, with cover measuring 3.375 x 4.35 in., shown closed at top and open at bottom, c. 1936. Collection of Matt Scherzinger.



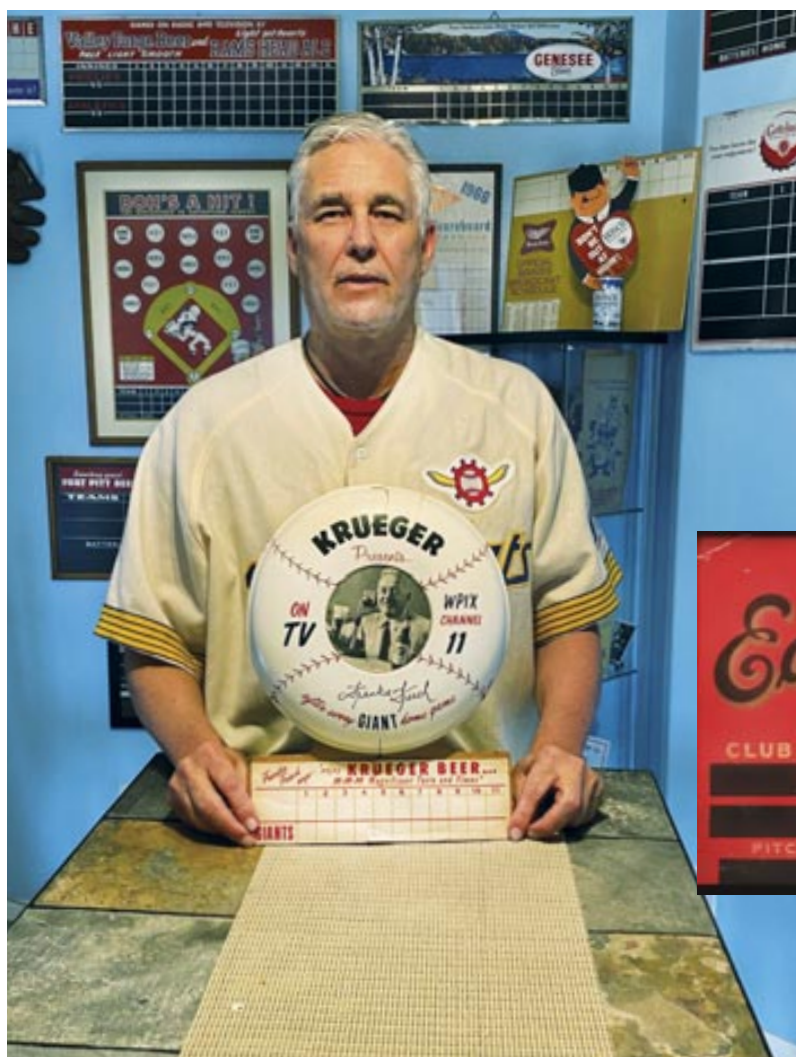
This large fold-out poster measures 22.5 x 33 in. and is dated 1938. It outlines Pabst's advertising campaign for that year. The cute, cartoony Tapacan character is noticeably absent, and was not used again. Collection of Matt Scherzinger.



What's the Score?

Kelly Thomle's amazing collection of baseball breweriana

by Ed Sipos



Kelly stands in one of his collection rooms with a Vacuform plastic, cardboard-backed sign with scoreboard attached, for Krueger Beer, G. Krueger Brewing Co., Newark, NJ. The sign measures 11 x 16 in. and may be the only existing example. It promotes the post-game TV programming for the New York Giants baseball team on New York's WPIX, featuring commentary by Hall of Famer Frankie Frisch.

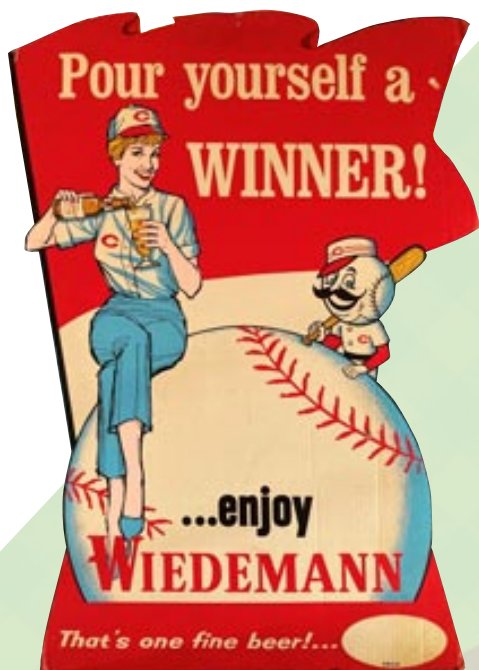
This baseball-shaped sign dates from 1947-1948—the only years that Frisch handled TV broadcasts for the Giants. He left broadcasting to become the manager of the Chicago Cubs in 1949.



The oldest scoreboard in Kelly's collection dates from the Prohibition era. It is a cardboard sign for Edelweiss Secret Brew, Schoenhofen Co., Chicago, IL, 22 x 13 in. May be the only existing example.

Baseball is always in season at NABA member Kelly Thomle's home in Maricopa, AZ. That's because each of the rooms in Kelly's house is adorned with baseball-infused breweriana. Kelly is perhaps the hobby's premier "beer and baseball" collector and has built an impressive array of baseball-themed beer advertising during more than 25 years of collecting.

Kelly has always been a diehard baseball fan. But his interest in beer-related baseball memorabilia began in 1997, when he acquired a 1940s-era tin sign for Franklin Lager Beer from the Franklin Brewing Co. of Columbus, OH. That first find sparked a new interest for Kelly, and he began to seek out beer-related baseball memorabilia. Soon, he decided to, in his words, "centralize his



Cardboard easel-backed sign, Wiedemann Beer, The Geo. Wiedemann Brewing Co., Newport, KY, 27 x 37 in., dated 1966. The sign promotes Wiedemann's sponsorship of the Cincinnati Reds.



Cardboard sign, Stag Pilsener Beer, Griesedieck Western Brewery Co., Belleville, IL, 43 x 21 in., c. mid 1940s. This sign is one of Kelly's favorites and may be the only existing example.



Die-cut cardboard sign for Eulberg Beer, Eulberg Brewing Co., Portage, WI, 18.5 x 8.5 in., c. 1939. May be the only existing example. It is generally acknowledged that Nelson Doubleday invented the game of baseball (and its name) in Cooperstown, NY in 1839.



Cardboard schedule for the Pittsburgh Pirates, Dutch Club Beer, Eberhardt & Ober Brewery, Pittsburgh, PA, 13.5 x 20.5 in., dated 1949.

collection" and give it more focus around his favorite sport, so he let go of much of his breweriana that did not relate to baseball.

Kelly's array of beer-themed baseball memorabilia spans everything from pennants, to signs, to smalls. If it is baseball-themed and has beer advertising on it, Kelly either has it or is on the hunt for it. But of all of the

baseball-related beer items in Kelly's collection, what might be most remarkable is the number and variety of advertising scoreboards he has on display in various sizes and materials ranging mostly from the 1930s through the early 1970s.

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Beer and scoreboards

The history of brewery advertising on point-of-sale scoreboard signs dates to a time when ballgame scores were not as readily available as today—an era when you couldn't get live updates within seconds on your cell phone.

Many of the earliest scoreboards were intended as point-of-sale pieces in taverns, to track the progress of games that could be heard on the radio (and later watched on TV), while enjoying a cold beer. It is most likely that chalk or grease pens were used to mark the scores as they progressed, inning by inning.

Beer's history with baseball

The bond between beer and baseball goes back even farther than using scoreboards in advertising. In fact, it is almost as old as professional baseball itself. Professional baseball got its start in 1876,

when the National League of Professional Baseball Clubs (NL) was established. It was a “dry” organization that catered primarily to wealthy patrons who were influenced by the Temperance movement.

Perhaps the earliest association between beer and baseball took shape when Chris von der Ahe, a Prussian-born entrepreneur who owned a saloon and beer garden in St. Louis, noticed that many baseball fans enjoyed congregating at his establishment after games. Deciding that beer and baseball would make good partners, von Der Ahe purchased the floundering St. Louis Brown Stockings for \$1,800 and simplified their name to the “Browns.” Von der Ahe then helped charter the American Association (AA) which eventually competed against the National League, and the AA began establishing other teams in cities around the Midwest.

The AA allowed the sale of beer and whiskey.

The NL derided its rivals as the “beer and whiskey league,” a moniker the AA accepted

with pride. Rising profits for the AA via sales of alcohol, along with half-price tickets, resulted in a quadrupling of profits in its first year over the NL.

Although selling alcohol at games raised the ire of many, by 1890, the NL could



Embossed tin sign, Franklin Lager Beer, The Franklin Brewing Co., Columbus, OH, 27 x 13 in., c. 1940. The “Columbus” team imprinted on this scoreboard was the Columbus Red Birds, a minor league affiliate of the St. Louis Cardinals. The team existed from 1931-1954. Johnnie Neblett handled the Red Birds broadcasts from the late 1930's through the 1940 season.



Two different Masonite signs for Fox De Luxe Beer, Peter Fox Brewing Co., Chicago, IL, each is 12 x 36 in., c. 1940s.



Tin sign, Gunther Brewing Co., Inc., Baltimore, MD, 23 x 11.5 in., c. 1949, rare.

Pressed board sign, Atlas Prager Beer, Atlas Brewing Co., Chicago, IL, 30 x 10 in., c. late 1940s.



Cardboard sign, Canadian Ace, Chicago, IL, 1930s, 30 x 13.5 in., may be only existing example. The "musical scoreboard" reference comes from the fact that Chicago radio station WJJD played Big Band music but broadcast White Sox games between 1937-1940.

no longer ignore the significant revenue stream coming from alcohol sales at games. Following the lead of its rival, the NL began selling alcohol at games and baseball and beer solidified their marriage until the forced separation brought about by Prohibition.

Another early powerful association between beer and baseball was that of Jacob Ruppert Brewing Co. of New York City and the New York Yankees. Jacob Jr. (also known as "The Colonel") bought the cellar-dwelling Yankees in 1915 and built a powerhouse team, culminating with the 1919 purchase of the legendary Babe Ruth from the Boston Red Sox. The association with the Yankees helped build Ruppert into New York's best-selling beer.

A stronger bond after Repeal

After Repeal in 1933, the bond between baseball and beer grew even stronger as baseball teams sought out brewery sponsors for their radio

broadcasts and point-of-sale advertising. For the first time, beer could be advertised on the relatively new medium of radio, where fans could now listen to live broadcasts of the games. The same became true in the late 1940s with the advent of television advertising, where beer brands sponsored baseball broadcasts that could now be watched on TV as well as heard on the radio.

Other brewery magnates followed in the footsteps of von Der Ahe and Ruppert by acquiring their own Major League teams. August "Gussie" Busch Jr., who turned Anheuser-Busch into a national giant, bought his hometown St. Louis Cardinals in 1953, and put his team on a winning path. That same year, Jerold Hoffberger, chairman of the National Brewing Co. of Baltimore MD, bought the St. Louis Browns and relocated them to Baltimore, where they became the Orioles.

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Cardboard "dial" sign, Miller High Life Beer, Miller Brewing Co., Milwaukee, WI, 25 x 20.5 in., c. mid-1950s. The Braves moved from Boston to Milwaukee in March 1953, and the Brooklyn Dodgers moved to Los Angeles for the 1958 season.



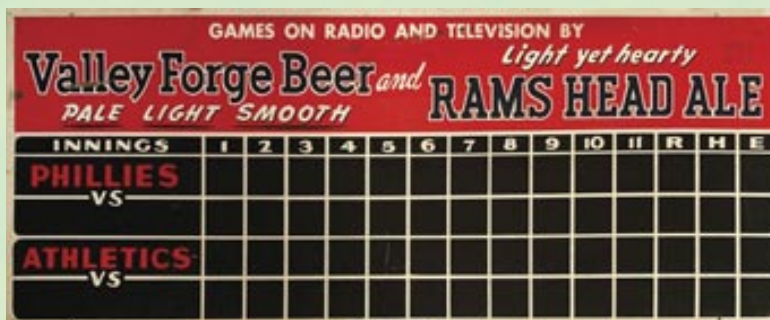
Masonite sign, Hanley Beer & Ale, The James Hanley Co., Providence, RI, 45 x 22 in., c. mid-1950s, rare.



Laminated cardboard sign, Lone Star Brewing Co., San Antonio, TX, 27 x 20.5 in., c. 1950s.



Tin-over-cardboard sign for Duquesne Pilsener and Silver Top Beer, Duquesne, Pittsburgh, PA, 27 x 15 in., c. early 1950s.



Tin-over-cardboard sign, Valley Forge Beer and Rams Head Ale, Adam Scheidt Brewing Co., Norristown, PA., 27.5 x 11.5 in., c. early 1950s. The Athletics moved from Philadelphia to Kansas City beginning with the 1955 season and later to Oakland in 1968.



Tin-over-cardboard sign for Gettelman Milwaukee Beer and companion brand \$1000 Beer, A. Gettelman Brewing Co., Milwaukee, WI, 29.5 x 19.5 in., c. late 1950s.



Cardboard sign, Fehr's Beer, Frank Fehr Brewing Co., Louisville, KY, 27.5 x 10.5 in., dated 1955.



Tin-over-cardboard sign, Ox Cart Beer, Standard Brewing Co., Rochester, NY, 27 x 10.5 in., c. late 1950s, rare.

Masonite sign, Star Model Beer, Star Union Brewing Co., Peru, IL, 36 x 16 in., c. 1950, rare.

The heyday of beer scoreboards

The heyday of brewery advertising on baseball scoreboards was from the 1930s through the 1960s. During this era, the bond between beer and “The American Pastime” was solidified especially through advertising. There were many fans who enjoyed taking in a game at their local tavern and using beer-branded scoreboards to post game scores was a perfect fit.

Kelly believes not all of these scoreboards were used in a functional way and some, especially those made from cardboard and not as sturdy as their tin counterparts, may have been used solely for advertising display purposes. Some of his favorites include two Chicago brewery pieces: a Prohibition-era scoreboard for Edelweiss Brew and one for Canadian Ace from the 1937-38 season.

He also is proud of a rare National Bohemian Beer scoreboard dating from the late 1950s which



doubles as a dart board. It is the most expensive addition he has thus far made to his collection.

A visit with Kelly reveals his passion for his baseball-themed breweriana collection and especially the range of scoreboards he has acquired. His knowledge about each one and the care he has taken to tastefully preserve and display them is impressive. “It’s been a labor of love,” he says, and notes that he enjoys networking with his fellow collectors, who have given him considerable assistance in finding baseball-related beer items. “I have a lot of people in the hobby who will contact me (when they see a baseball-themed piece), which is great. And when I go to a show they say: “Here’s the beer-baseball guy.”

Author’s Note: Kelly Thomle can be reached at kthomle@yahoo.com.



Cardboard scoreboard sign that doubles as a dartboard, National Bohemian Beer, National Brewing Co., Baltimore, MD, 23 x 17 in., c. 1960s.



Foil-over-cardboard sign, Stoney's Beer, Jones Brewing Co., Smithton, PA, 22 x 11 in., rare, 1960s.

“Nix Besser,” There was “none better” than Neuweiler

by Mark Porambo,
Ryan Wieand,
Chris Snyder, and
Andrew Riedi

The story of the Neuweiler brewery is one that is not unique, but yet is very American. It is the story of German immigrants who came to America in search of opportunity and found it by creating beverages that would bring happiness to generations of Pennsylvanians. Over 78 years, three generations of one family presided over the largest brewery in the Lehigh Valley until its demise, abandonment, and now redevelopment in a part of the city where the old is becoming new again.

This is the story of The Louis F. Neuweiler & Sons Brewery of Allentown, PA, a large, industrial city located 65 miles northwest of Philadelphia, and Pennsylvania’s third most populous city behind Philadelphia and Pittsburgh.

Familiar German immigrant origins

Louis Neuweiler was born in 1848 in Germany to a family rich in the brewing industry and attended some of the best German brewing schools.



Very rare lithograph for The Nuding Brewing Co., (1891-1905), the predecessor to the Louis F. Neuweiler Brewery, 21 x 13 in. Collection of Chris Snyder.



The Founder:
Louis F. Neuweiler (1848-1929)

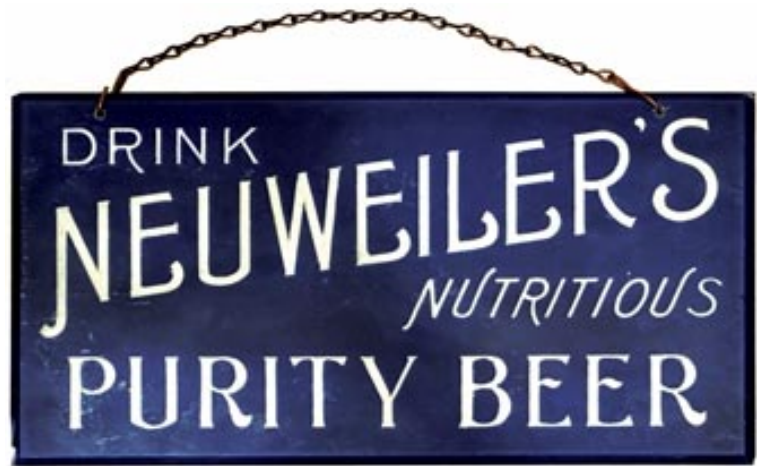


Charles F. Neuweiler (1877-1947).
The oldest son of Louis.
Charles guided the brewery's
Post-Prohibition success.

Louis needed to grow, but in a land so rich with brewers, success was limited, so he cast his eyes toward the great land of opportunity, America. He moved to Philadelphia and quickly found himself employed by one of the biggest breweries in the city, the Charles Theis & Frank Weger Brewery. When the 1890s began, “Louie,” as his friends called Neuweiler, felt the need to run a brewery himself. He longed for the freedom and independence of brewing his beer, in his own brewery.



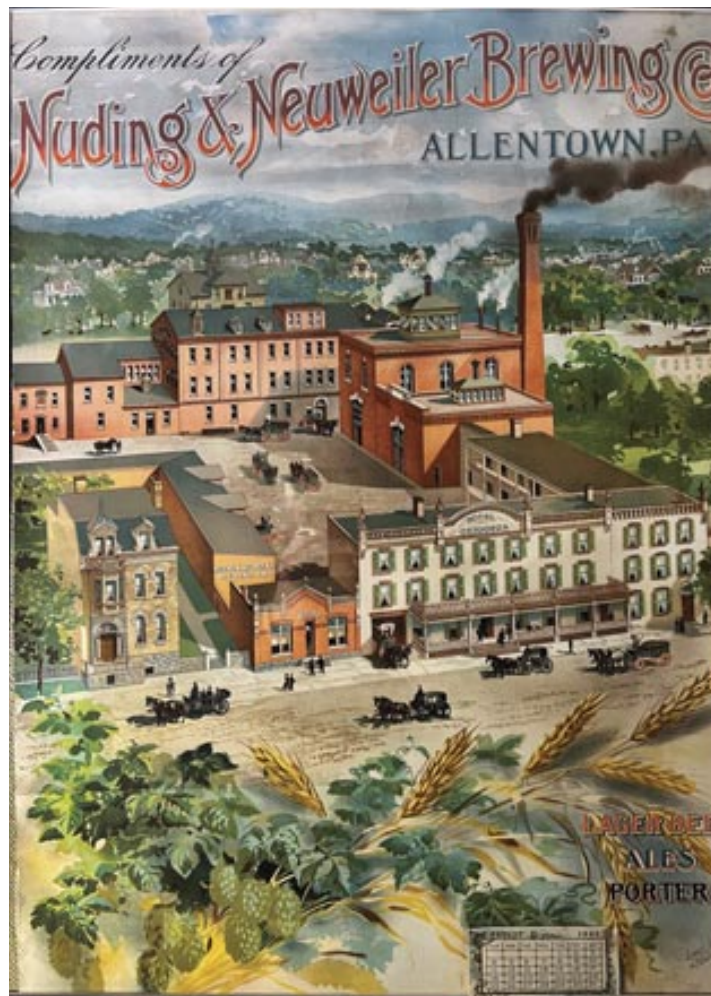
Porcelain bottle stopper for Nuding Brewing Co., c. 1890s. Collection of Chris Snyder.



Reverse-on-glass sign promoting "nutritious" Purity Beer, two adjectives likely meant to help counter Prohibitionists. The sign is 14 x 8 in., no mfg. mark. c. 1915. May be only existing example. Collection of Daryl Ziegler.

Benedict Nuding was also a German immigrant who came to America in search of the promise of a better life. In 1876, he constructed his own brewery in Allentown, PA. By 1890, he saw a need to expand, and began looking for a partner to help him expand the business. Louis F. Neuweiler, one of the top brewmasters in Philadelphia at the time, was looking for a new home to use his skills. Knowing Neuweiler from previous dealings, Nuding set up a meeting. The two men had the same vision, despite Nuding being 10 years older. This bond became the foundation of four generations of brewing in Allentown.

Benedict Nuding's brewery increased production to 4,000 barrels in 1891, the maximum output that the operation could produce. With Neuweiler's help, the Nuding Brewing Company grew and by 1893 it was



Lithograph with 1901 calendar pad, the year Benedict Nuding retired and sold his assets in the company to his partner, Louis F. Neuweiler, who renamed it the Nuding & Neuweiler Brewing Company. The brewery was renamed Louis F. Neuweiler & Son Brewing Co. in 1905, when Louis' oldest son Charles became brewmaster. Collection of G. & D. Yanolko.

constructing additions to the modest size brewery. The brewery now consisted of a three-story brew house, a separate stable, and for the first time a bottling house. The demand for Nuding's Capuziner brand, Ulmer Beer, and Porter was growing. Nuding's beer was becoming such a success that it was being shipped as far as 65 miles north to Wilkes Barre and 65 miles south to Philadelphia.

The brewery erected ice houses along the rail lines, to supply fresh ice to the boxcars to keep the beer at a preferred temperature. Deals

were also made with the local bottlers in new markets to transfer the beer from kegs to bottles, allowing Nuding's beer to be more broadly distributed to these areas.

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*"Nix
Besser"*



Two rare and beautiful examples of advertising for the Cream Ale brand in the 1930s. Above, a tin-over-cardboard sign, 13 x 8.5 in., by Grammes, Inc., Allentown PA. At left, a cardboard sign with string hanger, 14 x 7 in., no mfg. mark. Both are from the collection of Daryl Ziegler.

Louis Neuweiler takes control

In 1901, Nuding retired and sold all of the brewery's assets to Neuweiler, who renamed it Nuding-Neuweiler Brewing Company in 1902 and expanded the output to 20,000 barrels per year—five times the size of 10 years prior. By leaving the Nuding name, Neuweiler demonstrated his respect for his partner, and eventually made the transition to just the Neuweiler name easier.

In 1905, Neuweiler's oldest son Charles joined the firm and was appointed brewmaster. The brewery was renamed the Louis F. Neuweiler & Son,



Reverse-on-glass lighted sign, mounted on wood, 16-in diameter, by The Brunhoff Manufacturing Co., Cincinnati, OH, c. late 1930s. Collection of Chris Snyder.



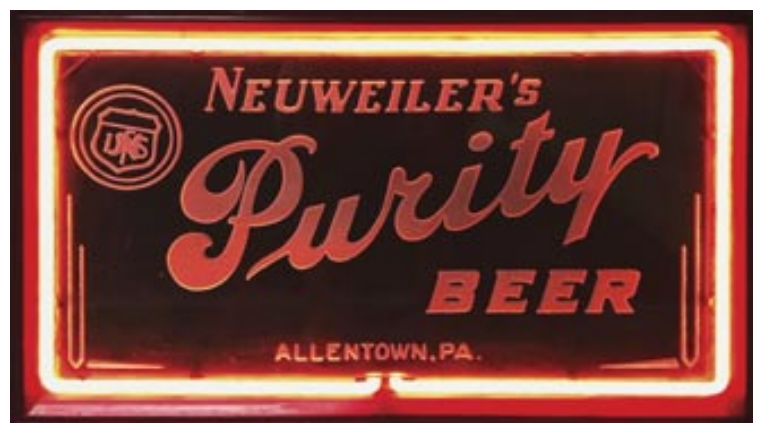
Cardboard die cut sign in "tombstone" shape, 9 x 12 in., c. 1930s. Collection of Daryl Ziegler.

Germania Brewery. The demand for its beer was so great that a

new brewery was built at a location on the Lehigh River. With a direct link to the railway and 4.5 acres to grow, this location was ideal. Work began on the new brewery and the old brewery was turned into an ice plant until Prohibition, when they sold it to the city of Allentown which used it as a maintenance garage until its demolition in the 1950s.



Tip tray featuring porter and bock styles, 7.25 in. x 5.25 in., no mfg. mark, c. 1930s. Collection of Ryan Wieand.



Edge-lit neon sign with etched glass in metal case, 25 x 15 in., by Neon Products Inc., Lima, OH, c. 1930s. Collection of Art Wagner.



A pair of die-cut cardboard signs for Pilsener Beer and Cream Ale, respectively, using stock artwork of a man and woman, 11 x 15 in by The Weiller Co., Philadelphia PA, c. 1930s. Collection of Chris Snyder.

Cardboard sign promoting draught beer, 14.5 x 5.5 in., a rare example, c. 1930s. Collection of Daryl Ziegler.

The firm of Peukert & Wunder of Philadelphia designed a brew house that stood six stories high, and a bottling house three stories high. Both were constructed of brick and cement. A significant hurdle was that the land they were to build on sat on an underground artesian lake 900 feet below. A foundation was created using piers driven 90 feet into bedrock that floated with the lake, so the building would remain stable. There were two separate wells and an electric power plant,

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The "Trayman" article in this magazine addresses subtle variations among similar-looking trays and these from Neuweiler's are prime examples. The top two trays are 12-in. versions that differ in color, by Electro Chemical Engraving Co. NY, NY. Collection John Demczyszyn and Ryan Wieand, respectively.

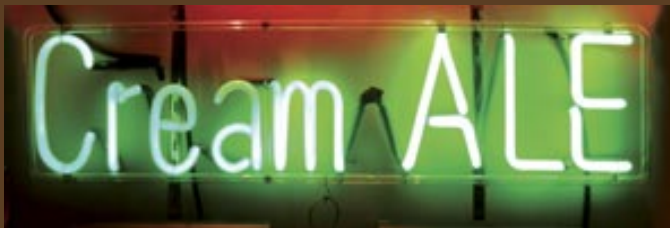
The bottom two trays are 13 in. by Grammes, Inc., Allentown, PA, and differ only by the beer mentioned on the top inside rim; At left is Pilsener and at right is Purity. Collection of John Demczyszyn.

Trays are circa 1930s.



"Nix Besser"

These two neons are unique and have an amazing provenance. They hung in separate windows of the Neuweiler bottling house. The Light Lager neon measures 31.75 x 14.5 in. and the Cream Ale is 32.25 x 8 in., c. 1940. Collection of Daryl Ziegler.



This neon was one of two made that hung in the brewery's hospitality room. The other neon is obverse in color. Collection of Daryl Ziegler.



Three-color neon light, 22.25 x 11.25 in., c. 1930s. Collection of Ryan Wieand.

so Neuweiler would not depend on the city for either.

Not only was the foundation well planned and unique, but so was the rest of the brewery. To Louis Neuweiler, the brewery was more than a building; it was an extension of himself, his personality, and his determination. The offices were constructed of expensive woods, marble and ornate carvings. Brewery visitors were greeted at the front door by a marble entranceway and the LFN logo shield design on the



Embossed tin sign, 9.5 x 18 in., by L.F. Grammes & Sons, Inc., Allentown PA, c. 1940s. May be the only existing example. Collection of Jim Andrew.

floor. The exterior was equally beautiful, with the arched windows and a smokestack eight stories high with the name "Neuweiler" in dark inlaid brick on the smokestack.

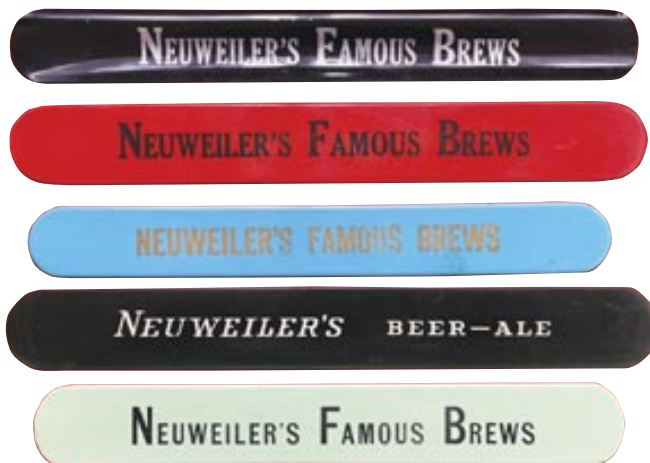
In April 1913, Neuweiler began operations in what many considered to be the most modern brewery of its time. To celebrate the construction of the new building,

Neuweiler issued beautiful color calendars of the finished brewery building. The new brewery



There was quite a change in the development of delivery trucks between 1913 and 1941. Photos from the collection of Chris Snyder.

employed 40 people, including Louis' two sons, Charles and Louis P., who had attended the Wahl-Henius Brewing Institute in Chicago. By 1917, the brewery produced more than 62,000 barrels of beer per year. The only thing that could stop Neuweiler's was Prohibition.



A colorful variety of foamscrapers, c. 1930s-1940s. Collection of Chris Snyder.

Staying afloat during Prohibition

Like most breweries during Prohibition, Neuweiler produced "near beer" and soft drinks. The multiple "near beers" produced during prohibition were named Neuvo, Frontenac Pale, Purity Beer, Port-R, and Canadian Pale. Purity was by far the best seller of these and had existed prior

to Prohibition. Louis F., who had semi-retired in 1922, passed away at the age of 82 on Christmas Day, 1929. Operation of the brewery was taken over by the two Neuweiler sons.

In 1931, the infamous gangster Arthur Flegenheimer, also known as "Dutch Schultz," offered \$500,000 to buy the brewery. Schultz liked the location because of the proximity to the railroad, which would allow him to move the illegal beer easily. Charles turned him down stating, "We have always brewed honest beer!" and ordered him off the property.

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Reverse-on-glass lighted back bar sign in art deco metal cabinet with backlit glass ad panel, by Price Bros, Inc. Chicago, IL, c. 1940s. Collection of Daryl Ziegler.

Tap knobs, c. 1930s-1940s.



Ball knobs and matching "sidewinder" knobs, c. 1940s



Available in the NABA auction!



This pair of rare, blue tap knobs, c. 1930s, will be for sale in the upcoming NABA/Morean online auction on July 30.

*"Nix
Besser"*

INDIA PALE ALE



In the late 1940s and into the 1950s, Neuweiler marketed an India Pale Ale variety using a prominent red, yellow and black color scheme. The ale came in a 7-ounce bottle, promoted by a tin-over cardboard sign, 9 x 6 in., by Permanent Sign & Display Co., Inc., Reading, PA. Also shown is the original artwork used to make the TOC. Collection of Ryan Wieand.



Roaring back after Repeal

With the end of Prohibition, the rich, dark Neuweiler beer that the local Pennsylvania German population yearned for came roaring back. The twenty-year period after Prohibition was the most successful for Neuweiler, which reached a peak production of 300,000 barrels per year. The introduction of the beer can in April of 1935 created an easier and more cost effective way to sell and ship beer.



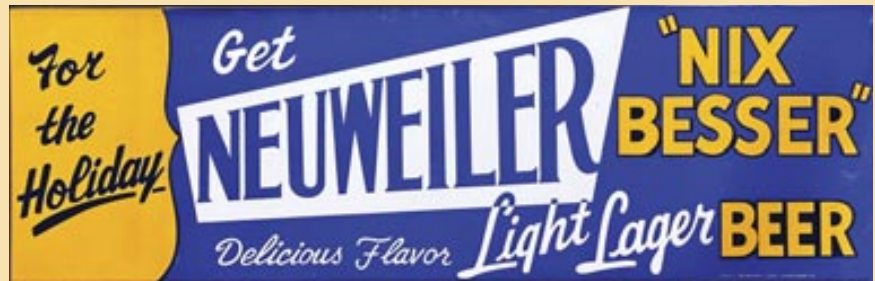
Pre-eminent Eastern Pennsylvania collector and NABA member Dick Strisofsky models a 1950s Neuweiler delivery driver's cap.

Neuweiler introduced its first canned beer with its Pilsner, a year later.

By 1941, Neuweiler beers could be found in 11 states ranging north to Maine and south to West Virginia. Charles Neuweiler's three sons Herman, Theodore, and Philip joined the family business after Prohibition. In the

"NIX BESSER"

In the 1950s, Neuweiler adopted the "Nix Besser" ("None Better") slogan, an homage to Allentown's significant population of German heritage.



Paper distributor's sign, 37.25 x 12 in. Collection of Ryan Wieand



At left and right, two cardboard transit signs, both 36 x 18 in. Collections of Ryan Wieand and Chris Snyder, respectively.

years after World War II the brewery produced 10 different beer styles, with the most popular being Cream Ale and Light Lager. Neuweiler's success was largely due to Charles Neuweiler's leadership. He was known to work 18-20 hours a day and was an excellent financial manager. Sadly, Charles suffered poor health for a number of years and passed away in 1947 at the age of 69.

A long and tangled path to the end

The decline of the Neuweiler Brewery was long and drawn out. A combination of factors contributed to its demise, which of course included pressure from the much larger breweries that



3-D plastic sign, 10 x 9.5 in., no mfg. mark, c. late 1950s. Collection of Chris Snyder.

had national distribution and powerful marketing clout. There was disagreement over brewery finances between Charles' three sons and Louis P. that would play out in court. Eventually, Louis P., Herman, and Theodore were bought out by Philip, who took control. When Philip's son Karl came to work for the business, the Neuweiler's had a fourth generation working in their namesake brewery.

But Philip may not have been an effective leader. His interests in hunting and aviation took him away for long periods. He also changed the beer formula to save money,

Back-lit motion sign, 25.5 x 10 in., by Neon Products, Inc., Lima, OH, c. early 1960s. Collection of Chris Snyder.



Tap knobs in "TV shape," c. 1950s.



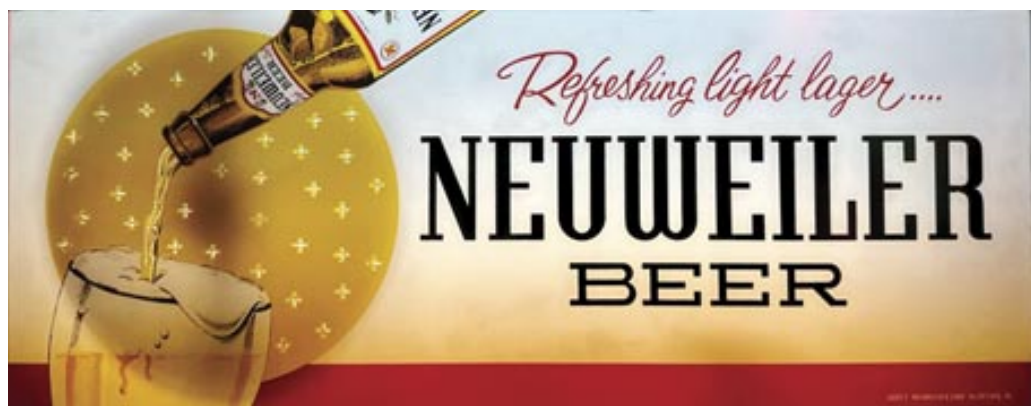
Plastic 3-D sign, 12 x 9.5 in., by Timely Products Mfg. Co., Des Moines, IA, c. 1960s. Collection of Ryan Wieand.

but the customers did not like the taste difference, and sales declined as a result. On top of that, the 1913 brewery needed to be modernized to remain competitive.

Despite selling 192,000 barrels in 1956, which was 53,000 more than its closest local competitor, the brewery was not on solid financial ground. It took out a series of loans, which took away the ownership of the assets and left Philip with operational control of the brewery.

By 1961, a stock sale was offered to help recoup the loans but was not successful and the business sank further into debt. On August 25, 1967, the brewery filed for bankruptcy protection. The court appointed trustees attempted to bring the brewery to solvency, but to no avail. The Neuweiler Brewing Company closed forever on May 31, 1968, with over \$400,000 in debt.

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"Nix Besser"

Three tin-over-cardboard "button" signs, 9-in. diameter, by Permanent Sign & Display Co., Inc., Reading PA, c. 1960. Collection of Ryan Wieand.



The end of Neuweiler in Allentown was not actually the end of the beer or the brand. The name and labels were bought by the Henry F. Ortlieb Brewing Co., Philadelphia, PA. Ortlieb produced a Neuweiler-branded Light Lager, Porter, and Cream Ale between the late 1960s and late 1970s, until closing itself in 1981.

Glass sign, 11 x 6 in., by Beeco Inc., Chicago, IL, c. 1960s. Collection of Ryan Wieand.



A NEW BRAND: in the 1960s

Breweriana shown is from the collection of Ryan Wieand unless otherwise noted.



THE *Hochberg* STORY

THE "WHY" OF THIS NEW AND FINER BEER:

A good portion of the American drinking public patronizes Imported Beers. Our Neuweiler Patrons are the most particular Beer Drinkers anywhere, and many actually suggested that we brew a Beer comparable to the Imports. HOCHBERG, therefore, was created to satisfy the Taste and preference of these men and women, connoisseurs of fine beers.

THE "QUALITY" OF HOCHBERG BEER:

Everyone who has enjoyed HOCHBERG BEER has marveled at its wonderful and superb quality. Its taste and flavor are unique and are the result of painstaking care in the selection of the ingredients which are of the finest and most expensive. Besides, to be the equal of any Imported Beer, NEUWEILER HOCHBERG BEER is produced with brewing skills actually acquired in Europe, the cradle of fine beers. However, Neuweiler does not stop here! HOCHBERG BEER is subjected to a special process called "Dry Hopping". Dry Hopping imparts to HOCHBERG that extra aroma and bouquet which connoisseurs of fine beverages immediately recognize when taking their first sip of HOCHBERG.

NOW!

Neuweiler makes Hochberg available at popular prices to make it possible for everybody to enjoy this fine Beer.

Ask your Distributor or favorite Tavern to serve you the finest of fine beers, ask them for "HOCHBERG BEER", it's "DRY HOPPING" that makes the difference.



Aluminum sign 36 x 18 in., no mfg. mark, c. mid 1960s. Collection of Ryan Wieand.

Hochberg's packaging used an alpine motif. Plastic tap handle at right promotes Hochberg as a "Premium Plus" beer.

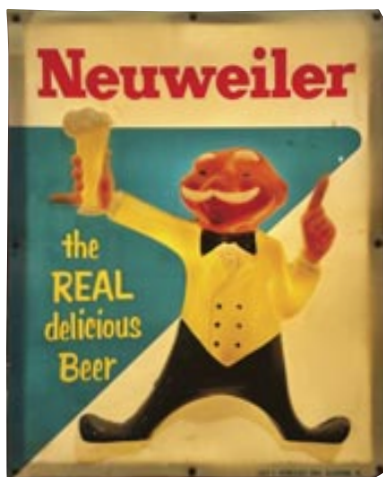


The inside of the introductory trade brochure that told "The Hochberg Story." Collection of Chris Snyder.

A second revival occurred in 1991 when a group of local investors began producing several Neuweiler brands. They obtained the brand's licensing from Ortlieb's and had chemical engineers analyze old bottles of beer to determine the correct recipe. This effort lasted until 1999.

Authors' Note: Special thanks to **Chris Snyder** and **Daryl Ziegler** for their many contributions of pictures from their breweriana collections.

Editor's Note: It takes a team to put together a massive story like this one and NABA is both fortunate and grateful to have this outstanding group of members from Eastern Pennsylvania to produce this article:



Plastic lighted sign, 13.25 x 11 in., by Embosograp Co., Chicago, IL, c. 1960. Collection of Ryan Wieand. This same stock character was used by a number of breweries.

Andrew Riedi enjoys both beer and history and collects breweriana from Lehigh Valley, PA with a focus on breweries from Easton, PA. **Chris Snyder** has been collecting all kinds of things since childhood, inspired by his grandparents. He focuses on items from Allentown, PA, where he has lived all his life. **Mark Porambo** began collecting in 1976 with beer cans and by the 1980s had progressed to specializing in Allentown breweries, with a focus on Neuweiler. He is interested in the history of all north-east Pennsylvania breweries. **Ryan Wieand** is a lifelong resident of Bethlehem, PA and became interested in its vast brewing history. He collects Lehigh Valley breweriana with a focus on Bethlehem's historic breweries: Widmans, Uhl's and South Bethlehem Brewing Company.

continued on page 44



3-D Vacuform plastic sign, 12.25 x 11.25 in., by Harry R. Dubbs & Sons, Inc., Allentown, PA.



3-D Vacuform plastic sign featuring a tap filling a European-style lidded stein with the slogan "Continental Flavor", 8.5 x 18.5 in., no mfg. mark.



3-D chalk sign, 10.25 x 12 in., by Louisville Composition Products Co., Louisville, KY. The beer drinker used on the sign is dressed in a retro European style to help convey that Hochberg was like an import. This was one of a trio of similar chalk pieces, with the two others promoting Neuweiler Beer and Neuweiler Aley.

By the early 1960s, the Neuweiler brewery was struggling mightily. In 1963, Brewery management launched a new brand called "Hochberg," which was positioned as having the taste and quality of an import at a lower price. The Hochberg brand was supported by a variety of point-of-sale materials.

Hochberg, which means "high mountain" in German, gave the beer a foreign-sounding name. Promotional materials boasted that Hochberg was produced for "connoisseurs of fine beer" and was made of "ingredients which are the finest and most expensive." Neuweiler was attempting to draw comparisons—and consumers—from the top-selling import of its time, Holland's Heineken.

To emphasize its quality and difference, Hochberg promoted using the "special process of dry hopping." Dry-hopping entails adding hops late in the brewing process, most often in fermentation tanks, to ramp up specific aromas and flavors without extracting more bittering qualities of hops.

The packaging and point-of-sale graphics used an Alpine scene that also helped convey the idea of a Germanic-style imported beer.

For whatever reasons, Hochberg was unsuccessful and had only about a three-year run, from 1963-1965.

*"Nix
Besser"*

FROM Majesty TO Mess

The decay and demolition of the Neuweiler brewery

*by Ryan Wieand with photos by
Andrew Riedi and Chris Snyder*



Lithograph with missing calendar from 1913, the year the brewery complex was completed (the full 1914 calendar remains) 20 x 27 in. Collection of Chris Snyder.



The main entrance of the brewery dates from 1911 and is to be preserved as part of the redevelopment plans. A tavern is planned for the cupola with its landmark copper crown.

The Neuweilers employed the Philadelphia architectural firm of Peukert and Wunder to design a majestic brewery complex that was erected between 1911-1913 in Second Empire architectural style.

The complex included a brew house, stock house, pump house, laboratory building, bottling house, boiler room, fermenting cellar and tall smokestack. It generated its own electricity, steam heat and pumped pure water for the brewing process from an underground lake 900 feet below the surface of the buildings.

Following its closure in 1968, the massive, multi-building Neuweiler Brewery complex and its acreage located along the Lehigh River sat

deteriorating and mostly abandoned for decades, despite being listed on the National Register of Historic Places in 1980. In the early 1970s, anything of value such as brewing equipment, copper wiring and other building materials was scrapped from the buildings. Through the years, some of the buildings

had been repurposed, sold, or leased for a variety of non-brewing businesses.

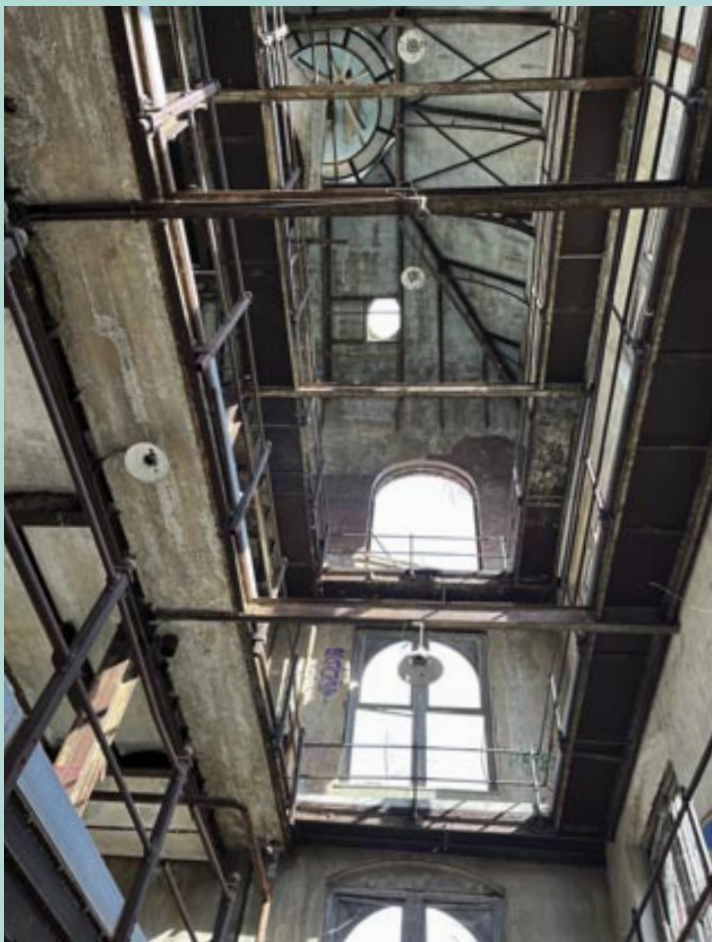


This is the current architect's rendering of what the brewery complex will look like once it is repurposed. The iconic main building and copper-topped cupola are intended for preservation.

Things changed in 2013 with a new program in Allentown called the Neighborhood Improvement Zone (NIZ) that provided tax incentives for developers. The local community was excited to hear that a New York City firm called Ruckus Marketing had acquired the former brewery with a \$1.7 million bid and planned to spend \$30 million to renovate, including construction of a full-scale brewery that would use original Neuweiler brands and recipes purchased from Legacy Brewing of Reading, PA in 2008.

Unfortunately, for a variety of reasons, including difficulty securing the loans, Ruckus sold the property to Manhattan Building Company, who are proceeding with new development plans.

Elaborate Corinthian columns held up a granite cornice with the Neuweiler name emblazoned in raised letters over the main entrance.



An upwards look at the interior of the soaring, multi-story main brewhouse. This space contained the mash tuns, brew kettles and the grain silos.



Left: This floor tile mosaic features an intact "LFN" crest (for "Louis F. Neuweiler") and greeted visitors who came through the large main entry.

In January 2023, most of the buildings were demolished, making way for a seven-story building that will feature 283 apartments and commercial space. The redevelopment is part of a 10-year-plan to revitalize Allentown's riverfront and turn it into a destination. The only historic building saved from the wrecking ball was the iconic seven-story "Neuweiler tower" with its crowning copper cupola. The intention is to incorporate the landmark tower and two small building sections branching off from it to ensure a visible legacy in Allentown of the once-prominent, historic Neuweiler Brewery.

The brewery's main office building featured elaborate woodwork as seen in these photos. Below is the boarded over main entrance, seen from the inside. At right, is the "business side" of the main office building. This part of the brewery was not demolished.



Below: A view of the back of the brewery where the loading dock was. Two of the buildings were demolished in March: the former boiler room in the foreground and the bottling building at the far right.

Below: This decorative wrought iron balustrade is a sad remnant from the once opulent brewery interior.





eBay

A collection of rare breweriana from the “Silver State”



Self-framed tin sign, Crystal Beer, National Brewing Co., Chicago, IL, 21 x 9.5 in., c. Pre-Prohibition, \$6,600.



Double sided porcelain sign, Sierra Beer, Reno Brewing Co., Reno, NV, c. 1930s, \$5,200.



Tray, Royal Lager, Reno Brewing Co., Reno, NV, 12 in., c. Pre-Prohibition, \$1,200.



Lighted sign, One Sound State Beer, Reno Brewing Co., Reno, NV, c. 1930s, \$4,200.



Aluminum sign, Richbrau Beer, Home Brewing Co., Richmond, VA, 9 in. by Leyse Aluminum Co., Kewaunee, WI, c. 1930s, \$821.



Cardboard sign, Manhattan Beer, Manhattan Brewing Co., Chicago, IL, 6.75 x 31 in., c. 1930s, \$750.

Cardboard sign, Sierra Beer, Reno Brewing Co., Reno, NV, 23 x 31 in., c. 1930s, \$1,200.



Summer Antiques Auction (Essex, NY) from a single owner's tip tray collection



Adam Scheidt Brewing Co.,
Norristown, PA, \$4,560.



Oneida Brewing Co., Utica, NY, 12 in.
serving tray, \$3,600.



Duquesne Beer, Pittsburgh, PA,
distributor tip tray, \$3,120.



West End Brewing, Utica, NY, \$2,880.



Record Brewing, Elmira, NY, \$2,640.



The Eagle Brewing Co., Utica, NY,
ash tray, \$2,160.



Portner's Hofbrau, Portner Brewing
Co., Alexandria, VA, \$2,040.



The Henry Elias Brewing Co., New
York City, \$2,040.



Adam Scheidt Brewing Co., Norris-
town, PA, \$1,680.



Buffalo Brewing Co.,
San Francisco, CA, \$1,320.



Goebel's Malt Extract, Goebel
Brewing Co., Detroit, MI, \$1,020.

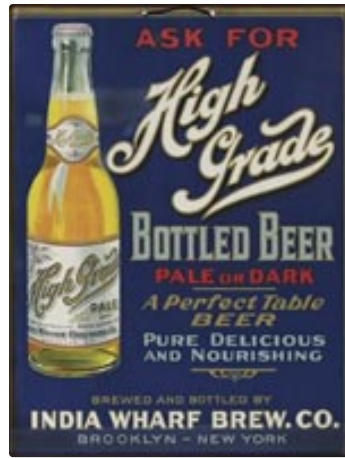


Mission Malt Tonic, Los Angeles
Brewing Co., Los Angeles, CA, \$660.

Morean Auctions



Tin-over-cardboard sign, Rheingold Beer, Liebmann Breweries, Inc., New York, NY, 13 x 9 in., by Electro-Chemical Engraving Co., c. 1930s, \$3,276.



Cardboard sign, Inda Wharf Brewing Co., Brooklyn, NY, 14 x 17 in., c. Pre-Prohibition, \$3,276.



Lithograph, "The Winners", Val. Blatz Brewing, Milwaukee, WI, 25 x 35 in., c. 1900, Unframed-original, \$11,115.



Shelf talker sign, Coors Export Lager, Adolph Coors, Golden, CO., 10.5 x 6 in., by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, c. 1940s, \$3,744.



Paper label bottle, Half Stock, Portsmouth Brewing Co., Portsmouth, NH, 12oz., c. Pre-Prohibition, \$1,755.



Paper label bottle, Eichler Special Beer, Eichler Brewing Co., New York, NY, 12oz., c. Pre-Prohibition, \$1,521.



ACL bottle, Goebel Beer, Goebel Brewing Co., Detroit, MI, 7oz. with German Eagle (later changed), c. 1930s, \$1,287.



Aluminum sign, Ferd. Munch Brewery, Brooklyn, NY, 12 x 7 in., c. Pre-Prohibition, \$1,872.



Cardboard sign, Munch's Wurzburger Beer, Munch Brewery, Brooklyn, NY, 10 x 12 in., c. 1930s, \$936.



Lighted sign, Schoenling Beer, Schoenling Brewing, Cincinnati, OH, 22 x 14 in., by Hal Mfg. Co., Cincinnati, OH, c. 1960s, \$878.

Jeff Lebo's Can Smart Auctions (The Charlie Bacon Quart Collection)



Old Reading Ale Qt. Can, Old Reading Brewery, Reading, PA, \$1,035.



Canadian Ace Beer Qt. Can, Canadian Ace Brewing, Chicago, IL, \$1,440.



Edelweiss Beer Qt. Can, Schoenhofen Edelweiss Co., Chicago, IL, \$1,898.



Silver Fox Beer Qt. Can, Fox DeLuxe Brewing Co., Marion, IN, \$1,553.



Little Dutch Lager Beer Qt. Can, Wacker Brewing Co., Lancaster, PA, \$1,955.

Tavern Trove Auctions



Fox DeLuxe Bock Beer can, Peter Fox Brewing Co., Chicago, IL, by American Can Co., \$2,784.



Tap knob, Tropical Ale, Tampa Brewery Inc., by Bastian Bros, Rochester, NY, \$1,624.



Paper ad, Fehr's Lager Beer, Frank Fehr Brewing Co., Louisville, KY, advertisement from Courier-Journal and Louisville Times, 18 x 24 in., c. 1913, \$435.



Tap handle, Olde Virginia Bock, Virginia Brewing Co., Roanoke, VA, by Bastian Bros, Rochester, NY, \$377.

Misc. Auctions



Metal sign with Smaltz paint in wooden frame, Cooper's Beer, Cooper Brewing Co. York, PA, 49 x 74 in., c. 1930s, \$6,150, Bright Star Antiques Co. Auction.



Self-framed tin sign, Schmidt's City Club, Jacob Schmidt Brewing Co., St. Paul, MN, 33 x 23 in., by The Meek Co., Coshocton, OH, c. Pre-Prohibition, \$6,900, Redding Auction Service.



Painted tin factory scene, Duluth Brewing & Malting Co., Duluth, MN, \$17,600, Shipshewana Auction.

A TEXAS-SIZED MYSTERY

THE PEARL BEER “CAT’S EYE” SIGNS

by Charlie Staats

Cataphotes, more commonly known as “cat’s eyes,” are a type of retroreflective glass bead that beginning in the 1930s could often be found on street signs and occasionally on advertising signs as well. The term “retroreflective” means “reflecting light back toward its source.”

The English inventor Richard Hollins Murray took advantage of the reflective glass lens concept and created a device to install on advertising signs to make them more visible at night. He patented his device in 1927.

Most sign historians, however, credit Englishman Percy Shaw with the development of the Catseye. Shaw was a road contractor who wanted to improve driver safety through better road visibility. He searched for an efficient and durable reflective material to light the roads at night without glare and developed the use of glass beads with reflective lenses, similar to what Murray had used for advertising signs.

In 1933, Shaw patented a road marker device using reflector glass beads. He coined the nickname “cat’s eyes” because these reflective beads brought to mind how cat’s eyes shine in the dark. The name stuck and was



Center: One of a pair of large, painted metal signs with reflective “cat’s eye” glass beads. About 220 individual cat’s eyes clearly and dramatically spell out “Pearl Beer” in vertical letters when the sign is in the dark and light is shined on it. These die cut metal road signs were made for Pearl Lager Beer, San Antonio Brewing Association, San Antonio, TX, 2.5 x 10 ft, no mfg. mark, c. late 1930s. They may be the only existing examples. The San Antonio Brewing Association was renamed the Pearl Brewing Co. in 1952.

trademarked as “Catseye” in 1935 when Shaw founded his own manufacturing company called Reflecting Roadstuds. Although the name is trademarked, the term “cat’s eye” came into common use to describe retroreflective glass beads.

The use of cat’s eyes became popular, especially in the United Kingdom, during World War II when nighttime blackouts were ordered to prevent German bombers from identifying targets. Cataphote reflectors provided drivers with safe, lighted travel without calling unwanted attention to roadways that might otherwise be illuminated with streetlights.

Discovering the Pearl “cat’s eye” signs

A unique pair of identical, heavy-gauge, painted metal signs for Pearl Beer of San Antonio Brewing Association of San Antonio, TX was found in the early 1980s at a Pearl distributorship in Seguin, TX. Both signs had retroreflective glass beads the size of marbles and were discovered by a local picker on the office roof, which was located inside the warehouse.

Right: A 1930s poster advertising Catseye Reflecting Road Studs, invented in England. According to company literature, the product’s creator was said to be inspired when, “one foggy night he was driving down the road and saw a cat sitting on a fence and noticed how its eyes pierced the darkness.” A technology similar to that used in Catseyes was applied to signs. Light-reflecting glass beads were widely used on both road and advertising signs by the late 1930s.



There are a number of mysteries around this intriguing pair of signs. They are massive—each standing 10 feet high by 2.5 feet wide. They were obviously designed for some kind of roadside use as they feature about 220 Catseyes embedded in the metal, vertically spelling out “Pearl Beer.” They have no manufacturer markings, and it is quite possible they were made in-house at the brewery, which had an extensive sign shop.

After Prohibition, large beer signs were especially important advertising tools across the large state of Texas as there were many out-of-state breweries competing with their Texas counterparts for larger shares of the Texas market. I think these signs date from the late 1930s, and they couldn’t have been used on Texas roads after 1941. That’s because the abundance of signs promoting beer across the Texas roadways were considered by many to be eyesores. So, in 1941 a law was passed ordering the removal of large beer signs from roadways in the state. That law still stands.

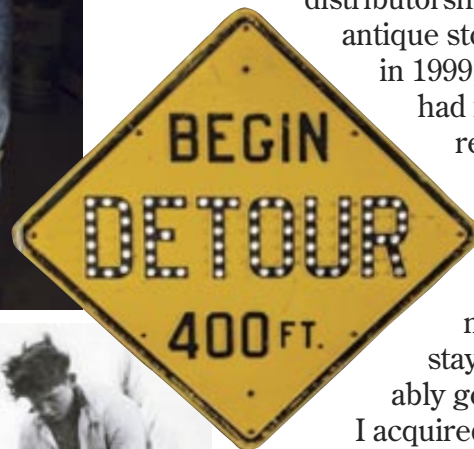
There is no record of where these signs once stood, but because of the cat’s eyes, it is safe

Center: A road sign with light-reflecting glass semi-spheres, commonly called “cat’s eyes.” These were inserted in holes in the sign, c. 1940s.

Right: A sign is being posted to warn motorists that workers are laying cat’s eyes on the road surface. These were used to mark the center lanes of a roadway to illuminate them at night by reflecting a vehicle’s headlights. This photo was taken in England c. 1940s.



NABA Board Member Charlie Staats stands tall next to his Pearl bottle sign, which at 10 feet, stands even taller.



to assume they were near a road where headlights would illuminate them at night. After the law against roadside beer signs was passed in 1941, beer distributors were required to remove these signs. Scores of these signs were subsequently retrieved and contributed to the metal drive to support World War II.

These two examples somehow survived. I have never seen other ones—not even in pictures of old local roadways. One can only guess that they were removed from their location after the 1941 law and brought back to the Pearl distributorship in Seguin, where they were either stored or displayed. It is logical to assume that they may have been displayed because they were apparently repainted in 1948 when new labeling was introduced— Pearl’s most significant label change since before Prohibition. (The glass beads can be individually unscrewed to remove them, e.g. for painting).

Pearl once again made a significant change to its label in 1955, but no changes were made to the giant bottle signs, which were perhaps put out of use by then.

Following their early 1980s discovery at the Pearl distributorship in Seguin, they were moved and stored at an antique store in Boerne, TX. Fittingly, that

building had once housed a Pearl distributorship. When that

antique store closed in 1999, the picker who had found the signs relocated them to his backyard.

They remained there for the next 16 years, staying in remarkably good condition.

I acquired both of the cat’s eye bottle signs in 2015 and brought them back home to Seguin. I have since sold one of them. Not surprisingly, the sign I kept is the largest in my collection and its complete history is still a mystery.

Editor’s Note: Special thanks to Matt Scherzinger for his photos of Charlie’s Pearl bottle sign.



Unearthing Buried Treasure

by James Kaiser

This circa 1900s ultra-rare Kling's Beer porcelain corner sign was dug up in 2014 during road work on St. Jean Street in Detroit, MI, not far from the Kling Brewery location on East Jefferson Street. Hidden buried for many decades, it somehow escaped the sad fate of a countless number of signs of its kind that fell victim to the World War II scrap metal drives that turned breweriana into bullets. It is believed to be the only existing example of a Kling's corner sign.

I was at a bottle collector's club when a friend of mine mentioned he had traded for it and showed me a picture. Fortunately, my friend was willing to let me add it to my collection.

They say, "Beauty is in the eye of the beholder." As a devoted collector of all things from the Ph. Kling brewery, this sign is for me a true beauty, rust and all. The porcelain areas not affected by rust have maintained their vivid blue and yellow coloring. Not surprisingly, the corner sign's wooden mounting bracket is long gone.

Porcelain was first introduced to the United States in the 1890s when it was imported from Europe, where it was in widespread use. Accordingly, this sign dates from 1895-1905.



Kling's Beer corner sign, Ph. Kling Brewing Co., Detroit, MI, 17 x 24 in., no visible mfg. mark, c. 1900. This sign may be the only existing example.

Phillip Kling, a cooper, immigrated to Detroit in 1836 from Germany when he was 18 years old. He invested in the beer business as a partner in the Peninsular Brewery in 1856. Peninsular was one of Detroit's early lager breweries in a market previously dominated by ale brewers. In 1884, after a couple interim name changes, the business became the Ph. Kling Brewing Company. The brewery closed in 1919 with Prohibition.

Kling died in 1910 at the age of 92. He was succeeded by his second son, Kurt, as operations manager. The company tried to survive as Kling Products Co. making the usual non-alcoholic beverages and was succeeded by Frank Products Co. in 1922 and then closed. The plant was quickly razed, as property in the area had become increasingly valuable.

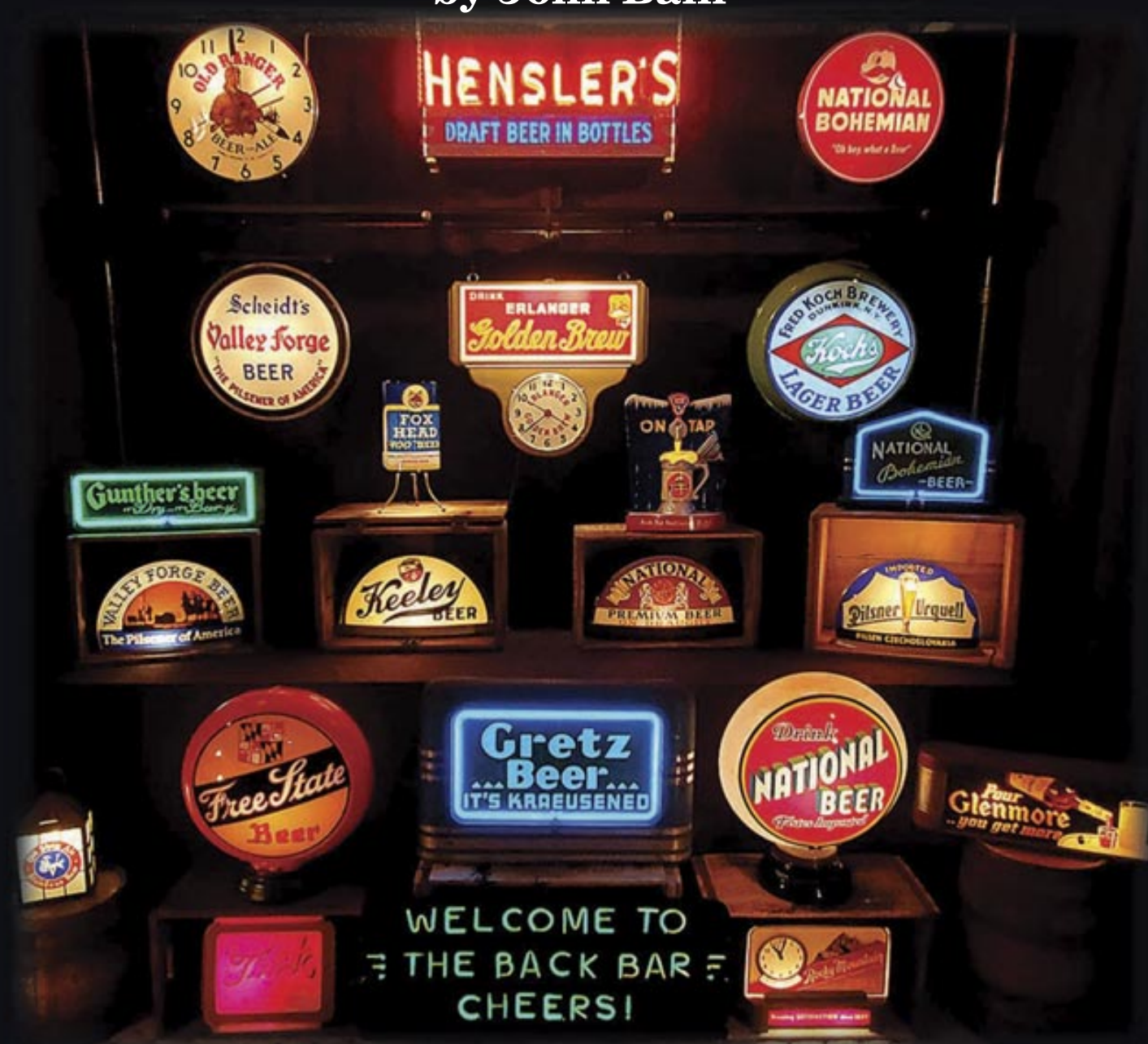


Kling's Pros't beer was sold by the Schmidt Bros. tavern in Detroit, likely a tied house to the brewery, pictured here on an undated postcard. An example of the corner sign can be seen on the left side of the tavern. Schmidt Bros. was located on the east side of Detroit. It was listed in the city directory as a grocer from 1908-1912 and as a saloon from 1913-1918. It would have ceased selling beer by May 1, 1917, when Michigan adopted Prohibition.

THE BACK BAR

At the 2023 Blue & Gray Show

by John Bain



A display and contest featuring beautiful,
early lighted back bar signs.

THE BACK BAR



Best of Show Contest Winner

National Bohemian "On Tap" lighted animated sign with embossed, painted plastic front, cardboard body, internal rotator shade, by L.A. Goodman Co., Chicago, IL., c. 1950s. Entered by Bert Ozgun, Finksburg, MD.



1st Runner Up

Fox Head "400" Beer" lighted animated sign with printed plastic shade, metal frame, internal rotating shade, no mfg. mark, c. 1950s. Entered by Chris Reed, Concord, NC.

Flip back to the previous page and see if you can spot a significant difference between this Back Bar display and all prior displays that you can remember. Take your time. (Hint: the difference isn't that the signs have changed.) Give up? When the Back Bar made a special appearance at NABA's 51st Annual convention last August in Pittsburgh, PA, a show-of-hands vote for having no "go-withs" at the next display was taken by all participants. The idea was to level the competition playing field for all participants by focusing the Back Bar visitors' attention on the signs only. The annual Blue & Gray Show was held on Feb. 16-19, 2023 in Herndon, VA. This year, the decision stood to not have go-withs and this will be the new policy going forward.

This year, the Back Bar lounge featured a mini bar with a variety of top-shelf bourbons and ryes for visitors to sample. There were also high-end Pre-Prohibition signs for sale, including a Vitrolite lighted corner sign by Meyercord of Chicago, IL manufactured circa early 1900s for the Walter Brewing Company of Eau Claire, WI (pictured on next page).

Among the many signs this year was Mike Michalik's 1930s animated sign for Glenmore bourbon, which really rocked the Back Bar display—literally! Mike's sign has a frictionless electromagnetic motor that moves a heavy, internal, textured glass panel side to side fairly quickly. (The panel's motion produces a scintillating appearance in the graphic elements of the sign's ad panel.) After some



2nd Runner Up

Hensler's "Draft Beer In Bottles" neon sign with glass gas discharge tube lashed to a metal letter casting on painted metal cabinet with chrome-plated metal trim, and reverse-painted glass ad panel with glass gas discharge tube and transformer behind, by Monarch Neon Sign Co., Newark, NJ, c. 1930s. Entered by Scott Brown, Phoenix, MD.

Contest winners

Chris Reed, Bert Ozgun, Scott Brown



This year, the Back Bar lounge featured a mini bar with a variety of top-shelf bourbons and ryes for visitors to sample.

comping the Back Bar room, contest awards, prizes, and minor expenses that make the Back Bar possible each year at the Blue & Gray Show. The Back Bar is also very grateful for the generous support

head scratching, it was determined that the entire Back Bar display was also shaking side to side, (i.e., it was not an illusion brought on by drinking too many bourbons and ryes). Several attempts were made to isolate the momentum generated by the sign, but to no avail. So, the motor was turned off and, amid the cacophony of cheers, drinking by all happily resumed.

The Back Bar is always very grateful to Larry Handy and the Blue & Gray show for

from its benefactors and the Hilton staff.

Next year will mark the Back Bar's 20th anniversary at the Blue & Gray show. A couple of signs featured in the 2004 display will be featured again. In addition to the customary 12-pack beer prizes, cash prizes funded by the Back Bar will also be awarded to the contest winners. You are invited to get in on the fun and compete by entering your best lighted sign. Contact the-back-bar@earthlink.net for details. Cheers!

continued on page 56

THE BACK BAR



Left: Collection of Chip Zeiler, MD.
Right: Collection of John Bain, NY.
Reverse enameled/painted convex glass
ad panel with metal back on painted wood
base, by The Cincinnati Advertising
Products, Co., Cincinnati, OH, c. 1930s.



Painted plastic ad panel, painted metal body,
glass crystal, painted metal dial; by The Ohio
Advertising Display Company, Lima, OH,
c. 1950s. Collection of Larry Handy, PA.



Reverse-etched/painted glass ad panel, glass gas discharge
tube, painted metal body, by The Lackner Co., Cincinnati, OH,
c. early 1940s. Collection of Jim Campbell, MD.



Reverse-painted glass ad
panels, painted metal body, by
the Cincinnati Advertising
Products Co., Cincinnati, OH.,
c. 1930s. Collection of
Marty Carrano, PA.



Reverse-painted glass ad panels, painted metal
back, cast metal base, by Price Bros., Chicago,
IL, c. 1930s. Collection of Chris Reed, NC.



Reverse-painted glass ad panel, painted metal body, ribbed metal
trim, no mfg. mark, c. 1930s. Collection of Mike Michalik, MD.



Reverse etched/painted glass ad panel,
transparent plastic trim; by The Ohio
Advertising Display Co., c. 1950s.
Collection of Shane Bomar, VA.



Reverse-etched/painted glass ad panel,
glass gas discharge tube, painted metal
body, by The Lackner Co., c. early
1940s. Collection of Dave Doxie, PA.



Display participants
from left: Marty
Carrano, Larry Handy,
Shane Bomar; Jim
Campbell, Bert
Ozgun, Steve
Campbell, Glenn
Berry, Don Johnson,
Chip Zeiler, Mike
Macindoe, Chris
Reed, Scott "P.O.N.
Man" Brown,
Dave Doxie, Chad
Campbell, Mike
Michalik. Absent:
Joe Gula.



Reverse-enameled convex glass ad panel, painted glass reflector back panel, metal retainer trim ring, cast metal base, by The Gill Glass and Fixture Company, Philadelphia, PA, c. 1930s. Collection of Chad Campbell, PA.



Reverse-etched/painted glass ad panel, glass gas discharge tube, painted metal body, chrome-plated metal trim, by The Lackner Co., c. early 1940s. Collection of Glenn Berry, MD.



Reverse-enameled convex glass ad panel, metal back reflector, metal retaining trim ring, cast metal base, by The Gill Glass and Fixture Co., c. 1930s. Collection of John Bain, NY.



Reverse-painted glass ad dial, glass crystal, composition body, metal retainer trim ring, by Telechron Co., Ashland, MA, c. 1950s. Collection of Mike MacIndoe, TN.



Reverse-enameled convex glass ad panel, glass body in metal fitter, by The Gill Glass and Fixture Co., Collection of Don Johnson, MD.



Reverse-enameled convex glass ad panel, painted metal body, metal trim ring and "dog bone", by The Gill Glass and Fixture Co., c. 1930s. Collection of Chad Campbell, PA.



Reverse-painted convex glass ad panel, metal body, no mfg. mark, c. 1940. Collection of Steve Campbell, MD.



Reverse-enameled convex glass ad panels, glass body in metal fitter, by The Gill Glass and Fixture Co., c. 1930s. Collection of Jim Campbell, MD.



Reverse-enameled glass ad panel, painted metal body, by W. Frank Hull, Inc., Pittsburgh, PA, c. 1930s. Collection of Joe Gula, IN.



That's the Beer!

The story of the Hoster Brewery of Columbus

by Jay Hoster

Photos are from the author's collection unless otherwise indicated.

We can only wonder how things might have turned out differently if Louis Hoster had not come through Columbus on July 4, 1833.

Hoster was a young German immigrant from the Rheinpfalz in Bavaria who was headed to a different part of the state. But in later years he would recall the experience of being at the hotel where the governor of Ohio and other state officials were delivering inspiring speeches in celebration of Independence Day.

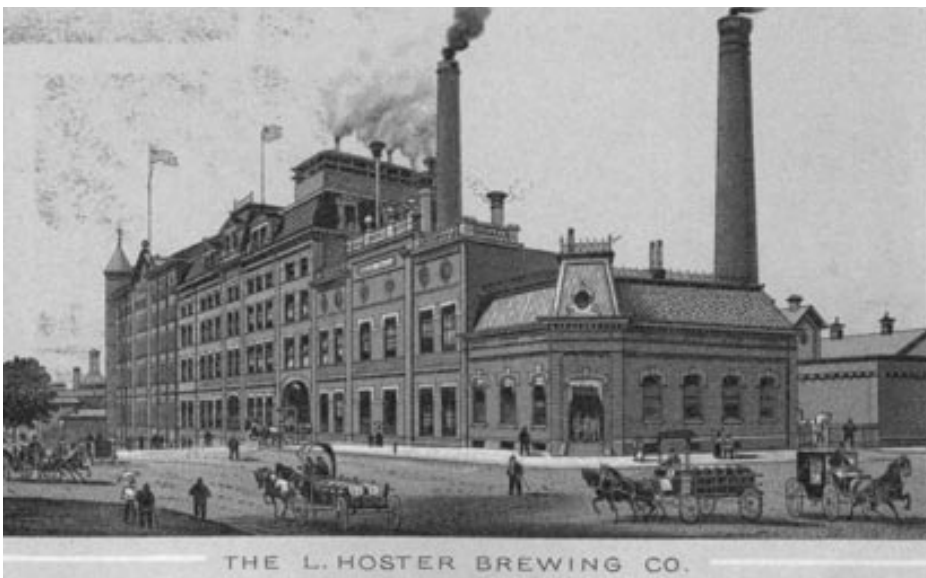
Hoster returned to Columbus and found work at a local brewery. In 1836 he and a business partner launched the City Brewery on Front Street.



Elaborate, factory scene tray, 16.5 x 13.5 in., by Standard Advertising Co., Coshocton, OH,

The City Brewery initially produced 300 barrels of beer annually, but Hoster's partner and co-owner of the business, George M. Herancourt, went into retirement after his wife died from complications in childbirth. Herancourt left half of his stake in trust for his infant daughter and sold the other half to Jacob Silbernagel. He later started a brewery in Cincinnati.

The business continued to grow and an ad from 1852 noted that "this Old Establishment has recently been very much enlarged and improved, and its business capacities increased." Ads from that era gave equal treatment to the "City Brewery" and "L. Hoster & Co."



The brewery was a grand complex of multiple buildings that employed both Italianate and Second Empire architectural styles and is depicted in this c. 1893 rendering.



This billhead from 1904 shows the brewery complex just before the company banded together with three other breweries to form the Hoster-Columbus Associated Breweries.

An important development occurred when the brewery began brewing lager beer in 1856. In a world without air conditioning, a cold glass of lager beer was the perfect drink on a hot summer day—as it still is.

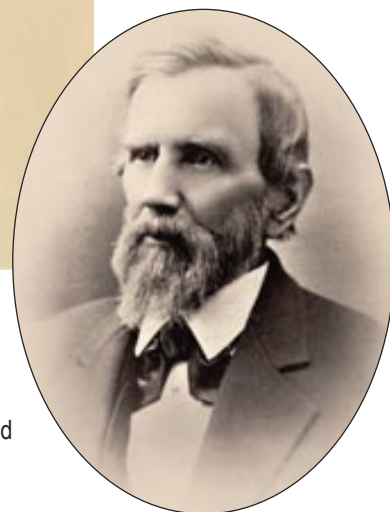
By 1864 the family had acquired complete ownership of the brewery, and a billhead from the 1870s shows the business name as Hoster & Sons, Proprietors of City Lager Beer Brewery. In 1885 the brewery became L. Hoster Brewing Co., the name that took it into the twentieth century.

Louis' son, George J. Hoster, was a strong advocate for the brewery's expansion into bottled beer. He had studied pasteurization at Philadelphia's 1876 Centennial International Exposition, and a family story has it that he conducted experiments at home until his wife kicked him out of the kitchen.

George started a separate business for the bottling operation. This created new opportunities as refrigerated train cars transported Hoster products to out-of-town markets. The brewery's ice machines were housed in a separate building, and by 1903 it had three 220-ton machines.

Louis died on July 3, 1892. At 84 years old he was hailed as the oldest working brewer in the country at the time of his death. He

Louis Hoster, 1807-1892, seen here in a previously unpublished photograph circa 1880s, was co-founder of what became his namesake brewery.



had become a leading citizen of Columbus, having served on the city council and the school board. George took over the brewery.

In 1896 the brewery's production was 175,000 barrels, the largest in Columbus and third statewide behind Cincinnati's Moerlein and Windisch-Muhlhauser breweries. A few years later the L. Hoster Brewing Co. billheads put the company's annual capacity at 500,000 barrels.

A new association

Although the 1890s were good times for the brewing industry, a new century brought a variety of challenges. Brewery workers went out on strike in 1903, and as a sign of increased local competition,

the Franklin Brewing Co. opened in 1904. At the end of that year, four Columbus breweries—Hoster, Born & Co., Nicholas Schlee & Son, and
continued on page 60



The Munich Special label, c. 1890s, featured the company's well-known slogan, "Hoster's. That's the Beer."



The first Wiener Beer label (c. 1890s) was rectangular. It later evolved into a more elaborate, die-cut shield-shaped version, below, c. late 1890s.



The Wiener and Export beers seem to have been positioned to a more upscale audience, as their labels specified: "Especially Adapted for Hotel & Family Use."

Columbus Brewing Co.—banded together to form the Hoster-Columbus Associated Breweries.

But in the years that followed, the competition intensified. Three other local breweries were established, including the Gambrinus Brewing Co., which was founded by August Wagner, who had been brewmaster at Hoster. In addition, breweries from outside of the area transported their beer into the local market.

The Hoster-Columbus Associated Breweries reported record sales in 1906, but the enemy of the brewers was at work. The Anti-Saloon League, which moved its headquarters to the Columbus suburb of Westerville in 1909, achieved a mastery of pressure politics. The League sent out such a high volume of mail that Westerville had a larger post office than the town's population warranted, and while their mailings reached as far as Latvia, it was their influence on American politicians that proved decisive in bringing about Prohibition.

In this world of polar opposites it's understandable that on the first day of April in 1910 newspaper readers might have been surprised to learn that the

German-dominated areas on Columbus' South Side had voted to go dry and that Carl J. Hoster planned to vacation with Wayne Wheeler, the head of the Anti-Saloon League. But then, it was April Fool's Day.

Hoster and Houdini

In December 1911, famed escape artist Harry Houdini was appearing at a local theatre, and the company came up with a publicity stunt that offered a variant on his celebrated water escape. A newspaper ad proclaimed that "Houdini, the World's Wonder, will try to escape from a Galvanized Iron Can filled with beer furnished by the Hoster-Columbus Associated Breweries Company." The ad concluded ominously, "It is a Desperate Test," but as always, Houdini successfully escaped.

Gold Top is introduced

Hoster introduced Gold Top in May 1914 and it became the flagship Hoster brew. A newspaper ad on May 4 proclaimed "A New Brand of Bottled Beer Awaits Your Approval at All Hotels, Cafés &





Muenchner was one of the brewery's mainstays. Hoster's Muenchner was promoted as "a fall and winter beverage" that "gives warmth and strength to the system," c. 1890s.



Bock Beer label, c. 1890s.

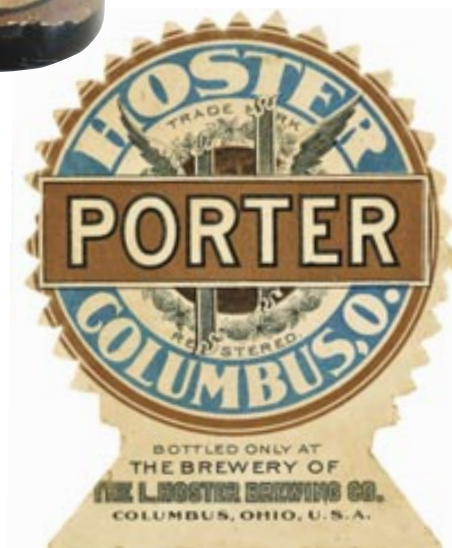
Brown-October Ale bottle is complete with label, neck label, and contents, c. 1900.



Grills Today." The label depicted a gold-capped mountain with the sun in the background and the slogan "Pure as the Rays of the Sun." The brewery had nine labeling machines ready to meet the expected demand, and when Houdini returned to Columbus in 1915, he escaped from a container filled with Gold Top. Hoster-Columbus Associated Breweries went into receivership in late 1914 and emerged from it reconstituted as Hoster-Columbus Company with Carl J. Hoster as president. Meanwhile, the brewery had to contend with the shrinkage of its markets. A 1908 law had allowed Ohio counties to vote in favor of Prohibition, and on July 1, 1914, West Virginia, which had always been an important market for the Columbus brewers, went dry.

Hoster-Columbus emphasized non-alcoholic beverages, including Bruin, a cereal beverage whose labels and ads featured a polar bear, and a cola called Hos-Colo, which had a distinctive bright blue label. There was even a Gold Top Ginger Ale, and the company's other non-alcoholic products included Old English Ginger Beer, a fruit drink called Champagne Mist, and Sparkling Burgundy, a grape drink.

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Intricate die-cut labels were used for Porter and Half and Half varieties, c. 1890s.



Beyond Columbus

A variety of historical artifacts attests to Hoster Brewing's geographical expansion outside of the Columbus market. Hoster's outer markets ranged from the New York metro area south to Baltimore and even as far away as Port of Spain, Trinidad.

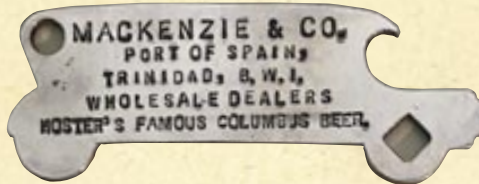
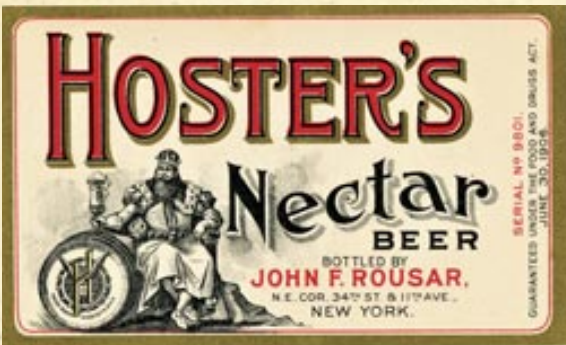
Examples include a cardboard sign issued by the Hoster wholesale dealer in Paterson, New Jersey; a postcard depicting a lighted Hoster sign above the Boardwalk at Atlantic City; and a billhead from the brewery's Baltimore, Maryland, branch. There's even a figural opener from the Hoster wholesale dealer in Trinidad.



New York City: Hoster's was bottled and sold 540 miles northeast from the Columbus brewery in New York City, as demonstrated by this advertising billboard for Hoster's Famous Beer, outside of the fabled Macy's, "World's Largest Department Store," in Manhattan's Herald Square, shown here, c. 1900.



The New York branch operated a tavern in a prime location on Broadway across from the Metropolitan Opera House, seen in this 1905 photo. The tall building at left is the back of the legendary Times Tower, completed in 1905. The tower was named for and housed The New York Times newspaper operations. The front of Times Tower faced Long Acre Square, which was renamed Times Square.



Trinidad: A figural opener shows proof of Hoster's distribution in Port of Spain, Trinidad, the southernmost island in the West Indies. Port of Spain is more than 2400 miles away from Columbus.

The legendary King Gambrinus was featured on the label at left for Hoster's Nectar Beer, a brand name that was only used by the New York bottler. Label is c. 1906.



Baltimore: An elaborate billhead featuring the trade-marked "Flying H" logo, which stands out in silver foil. The billhead is labeled with the brewery's Baltimore, MD, branch and dated 1897. The Baltimore market was 400 miles southeast from the brewery in Columbus.



New Jersey (New York metro area): Bottler Adolph Candelone of Patterson, NJ was a wholesale dealer for Hoster's beers. Two varieties are seen here in the empty bottle of Pale Ale and the bottle of Famous Beer featured on the cardboard sign., 13.38 x 10.75 in., c. 1900.



Final Days

To conserve grain for the war effort, the federal government outlawed the production of beer and other malt liquors as of November 30, 1918, and in 1920, the year marking the start of national Prohibition, the company hoped that its latest effort at creating a soft drink could provide the breakthrough that would turn things around: a lemon-orange drink called Howdy. Hoster said the company was “convinced that a high-grade sugar drink will become quite as popular as ice cream.”

It wasn't enough, and on December 1, 1920, the *Columbus Dispatch* reported that the business would be liquidated on January 1, 1921. Hoster

indicated that “the plant is too large to operate on the present basis of demand.” The rights to the Hoster brand names were sold to August Wagner.

Brief Post-Prohibition revivals

After Repeal in 1933, an investment group that included Theodore G. Hoster, a nephew of Carl J. Hoster, attempted to create a new Hoster Brewing Co. While plans were drawn up “for the construction of one of the most modern and up-to-date breweries in the United States,” a stock offering proved unsuccessful and the project was never completed. Then in the 1940s, the Ohio Brewing Co. briefly revived the Gold Top name.

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The Tale of a Hoster Tied House

The story of one Columbus saloon is well documented because its proprietor went on to become one of Columbus' best known restaurateurs and he related his life story to a local journalist.

In 1908 Carl J. Hoster, the third generation to run the brewery, set up a 19-year-old Italian immigrant named Salvatore Presutti in operation in a Hoster tied house colorfully called the First and Last Chance saloon. It was located in a rough neighborhood in Columbus known as Flytown. Presutti recalled that his workday began early in the morning when he would come in to “wash all the glasses and hose down the floor to get rid of the mud and blood and tobacco juice.”

Presutti maintained an unvarying ritual after he closed for the night: he'd walk home with a money bag in one hand and a .38 revolver in the other. After the 1913 flood, the brewery paid for the rebuilding, which included a new oak bar, but all of that is now a lost world, because along with



The First and Last Chance saloon from 1914 or later, with proprietor Salvatore Presutti and his wife at left. Note the round Hoster sign on the building next to Presutti.

much of Flytown, the First and Last Chance saloon vanished without a trace as a result of freeway construction.

Presutti and his wife were unable to sell their home during the Depression, so they used part of it to open an Italian restaurant. Presutti's Villa became one the area's best known restaurants, but a fire in 1980 damaged the structure and the building was put up for sale the following year.



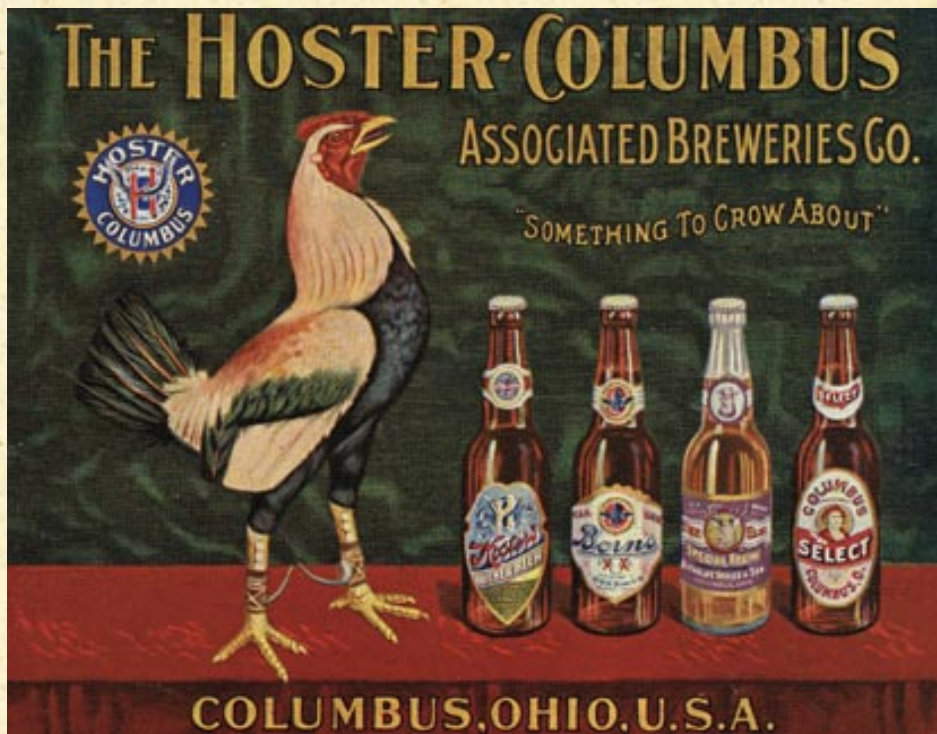
Struggles in the early 1900s

Hoster-Columbus Associated Breweries, 1904

L. Hoster Brewing Co. merged with three other breweries in 1904 to form Hoster-Columbus Associated Breweries, which ultimately struggled and went into receivership as competition increased.

Something to crow about: Some of the early promotional materials heralded the new company using the slogan "Something to Crow About" with a rooster motif.

This charger (below), 24 in. diameter, has whimsical imagery that includes a bottle of Hoster's Wiener beer. The courtroom scene includes a scroll at the bottom that defends beer as "liquid food," a popular notion that promoted the positive benefits of beer at a time when Prohibition seemed immanent.



Trade card, copyrighted 1904, shows the leading products from what had been four independent breweries and were now branches of the newly-formed Hoster-Columbus Associated Breweries: Hoster's Wiener Beer, Born's XX Pale Beer, Schlee's "The Elk" Special Brew, and Columbus Select.



Tray for Associated Beers using stock "Gypsy" image, by Chas. W. Shonk Co., Chicago, IL, c. 1905.

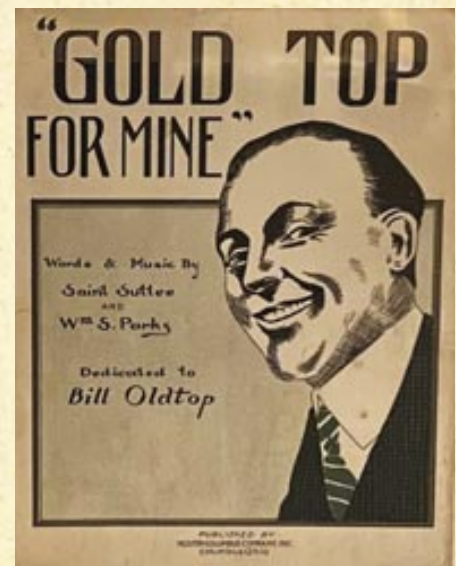
Hoster-Columbus Company, 1914

The company was reconstituted as the Hoster-Columbus Company in late 1914. Earlier that year, a new flagship brand, Gold Top Beer, was introduced in the hopes of reinvigorating sales (at right).

The Gold Top brand had its own song, "Gold Top for Mine" as seen in this sheet music cover and used a fictional advertising character named Bill Oldtop (center, right).

Non-intoxicating brews

With Prohibition looming, Hoster-Columbus emphasized non-alcoholic beverages, including Bruin, a cereal beverage whose labels and ads featured a polar bear (below). The venture into non-alcoholic beverages ultimately failed.



Bruin: Hoster-Columbus' Bruin brand of cereal beverage was given marketing emphasis as Prohibition loomed. Bruin was the sponsoring brand on this 1920 scorecard for the Columbus Senators minor league baseball team.



Rare 13-inch tray, c. 1918 features polar bear mascot. Courtesy of Morean Auctions.



Brewery Redevelopment



Stables Building:

In an era when horse-drawn beer wagons were a common sight, this ornate structure housed 125 horses. It is now home to a local theatre company and other businesses.

Historic Hoster Brewery Redevelopment, 2023:

Many of the Hoster brewery's 19th Century buildings have survived and are currently being repurposed into a mixed-use complex known as Front & Fulton that involves the adaptive reuse of existing buildings and the addition of compatible new structures. This is an artist's rendering of the planned development, which is located in the city's Brewery District area.



Ice Machines Building:

In 1903 this building had three 220-ton ice-making machines and a mosaic with the brewery's Flying H logo. Today it houses a landscape architecture firm and a cybersecurity business.

1980s revival

That wasn't the end of the story. In 1989 a new entity called the Hoster Brewing Company opened a brewpub in a building at Hoster and High Streets. Gold Top once again became a familiar name to local beer drinkers, and among the offerings was Reverend Purley Ale, which was brewmaster Allen Young's sarcastic tribute to the Rev. Purley Baker, one of the leaders of the Anti-Saloon League.

The brewpub closed in 2002 and ended brewing the following year. Local businessman Dan Meyers stepped in to revive Hoster's Gold Top, launching a well-publicized effort in 2005, but encountered difficulties with contract brewing. Meyers now has a dedicated brewing space that includes a taproom.

Historic Hoster brewery site

A century ago, the state of things could be summed up by a Hoster bottle that according to a family story, found its only use as a container for bathtub gin during the Prohibition years. Now, with the brewery buildings being brought back to life for a new generation and Gold Top Beer once again flowing, the future looks promising.

About the Author: NABA member Jay Hoster is a retired bookseller and longtime breweriana collector. He is the great-great-grandson of brewery founder Louis Hoster.

Taps

Bill Frederick

Bill Frederick, 75, of Littleton, CO, passed away on March 27th, 2023. He is survived by his wife of 54 years, Sharon, and daughters Kimberly, Kari, and Kristy as well as three grandchildren.

Bill and Sharon moved to Denver in the late 1960s. Bill began his career at Coors Brewing Co. in 1969 and eventually retired from a managerial position with the Coors Distributing Center in 2005. He enjoyed his career tremendously and continued his relationships through the Coors Oldtimers club. Not surprisingly, Bill became a breweriana collector specializing in Coors.

Bill joined all three national clubs (NABA, BCCA and ABA) to broaden his knowledge of breweries and their collectibles. He was actively involved in the formation of ABA and the Columbine Chapter, for which he was serving as president at the time of his passing. He was also an active member of the Mile Hi Chapter and played a pivotal role in both of those Colorado-based chapters joining NABA. He was also an active member of the Antique Bottle Collectors of Colorado.

Although Bill focused on collecting Coors, he also spent time acquiring breweriana from other legendary Colorado breweries like Tivoli, Walter's, Schneider, Rocky Mountain Brewery, Ph. Zang, Neef Bros., Crystal Springs, Capitol, and Mile Hi.

Bill's breweriana finds were made in local antique stores, flea markets, estate sales, and chapter shows in Colorado, Nebraska, New Mexico, and Arizona, often accompanied on these journeys by Sharon. The hunt to build his collection also took him to the national club conventions.



I met and became friends with Bill in 1973—our friendship spanned 50 years. While many knew Bill for his great Coors collection, fellow Colorado collectors looked to him for his expertise in that state's breweries and breweriana—particularly when it came to the Pre-Prohibition era. His vast knowledge of Colorado breweriana and their values was amazing.

Those of us in the hobby have not only lost a good friend, but also a walking encyclopedia on the brewing industry and its artifacts, who was always generous with sharing that knowledge. Bill Frederick will be greatly missed, but not forgotten, to the many of his fellow collectors who enjoyed his friendship and for all of his contributions to our hobby.

~ Jim McCoy

Upcoming Shows

July, 2023

- Date:** July 7-8
Time: 8:00 AM - 4:00 PM
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 7
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 Avenue,
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 14-16
Time: varies
Event: **Monticello Extravaganza XXIX**
Sponsor: *Richbrau & Rusty Bunch Chapters*
Address: Best Western Plus Crossroads
Inn & Suites
135 Wood Ridge Terrace,
Zion Crossroads, VA 22942
Contact: Chris Eib, 804-647-8197
- Date:** July 15
Time: 9:00 AM - 3:00 PM
Event: **Southern Select Chapter Breweriana Show**
Sponsor: *Southern Select Chapter (new!)*
Address: New Magnolia Brewery
1616 Bevis Street
Houston, TX 77008
Contact: Phillip Brogniez, 469-766-6577

- Date:** July 21-22
Time: 8:00 AM - 2:00 PM
Event: **Summerswap**
Sponsor: *Michigan and Rusty Bunch Chapters*
Address: Frankenmuth American Legion Post
150 - 990 Flint Street,
Frankenmuth MI 48734
Contact: Clayton Emery, 231-920-6013
- Date:** July 30
Time: 9:00 AM - 1:00 PM
Event: **Beer, Soda & Bottle Collectibles MEGA SHOW**
Sponsor: *Hawkeye Chapter*
Address: FFA Enrichment Center,
Des Moines Area C.C.
1055 SW Prairie Trail Parkway,
Ankeny, Iowa 50023
Contact: Mike England, 515-360-3586
- Date:** July 30
Time: 9:00 AM - 2:00 PM
Event: **Hartog Memorial Picnic & Beer Show**
Sponsor: *Prison City Chapter*
Address: Belmont Athletic Club
651 Highland Pkwy,
Joliet, IL 60431
Contact: Willy Novak, 630-291-7943

August, 2023

- Date:** August 5
Time: 11:00 AM - 2:00 PM
Event: **Mile-Hi Chili Fest**
Sponsor: *Mile-Hi and Rusty Bunch Chapters*
Address: Copper Kettle Brewery
1338 S Valentia St,
Denver, CO 80247
Contact: Gordon Bragg, 303-745-4599
- Date:** August 12
Time: 7:00 AM - 3:00 PM
Event: **A Day at Leinie's**
Sponsor: *North Star Chapter*
Address: Jacob Leinenkugel Brewing Co.
124 E. Elm St.,
Chippewa Falls, WI 54729
Contact: Mike Mullally, 651-451-3786

September, 2023

- Date:** August 31-September 2
Time: varies
Event: **BCCA CANvention 52**
Sponsor: *BCCA CANvention 52, Louisville, KY.*
Address: The Galt House Hotel
140 N Fourth St,
Louisville, KY 40202
Contact: BCCA, 636-343-6486
- Date:** September 16
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:** September 23
Time: 9:00 AM - 3:00 PM
Event: **49th Annual Guzzle 'n Twirl**
Sponsor: *North Star Chapter*
Address: Aldrich Arena
1850 White Bear Avenue,
Maplewood, MN 55109
Contact: Paul Schmidt, 651-343-8244
- Date:** September 23
Time: 8:00 AM - 1:00 PM
Event: **OctoBEERfest Swap Meet**
Sponsor: *Cascade Breweriana Association*
Address: American Legion Post 180
2146 SE Monroe St.,
Milwaukee, OR 97222
Contact: Michael Boardman, 503 880-8252
- Date:** September 24
Time: 10:00 AM - 2:00 PM
Event: **Bullfrog Fall Show**
Sponsor: *Bullfrog Chapter*
Address: Buffalo Creek Brewery
360 Historical Lane,
Long Grove, IL 60084
Contact: Steve Gola, 312-218-0019

Breweriana Conventions	
2023	 <p>ABA 2023 Convention Julien Hotel, 200 Main St. Dubuque, Iowa June 13 - 17, 2023</p>
	 <p>NABA 52nd Convention Hyatt Regency, 1800 E. Golf Rd. Schaumburg, Illinois August 1 - 5, 2023</p>
	 <p>BCCA Convention 52 Galt House Hotel, 140 N. 4th St. Louisville, Kentucky August 31 - September 2, 2023</p>

October, 2023

Date: October 1
Time: 9:00 AM - 2:00 PM
Event: **29th Annual Jerry Trowbridge Memorial Show**
Sponsor: *Carrie Nation Chapter*
Address: Crestview Shelter House
 44901 SW Shunga Dr.,
 Topeka, KS 66614
Contact: Marc Milner, 785-273-8447

Date: October 1
Time: 8:00 AM - 2:00 PM
Event: **Westmont Stroh's Trade Session**
Sponsor: *Westmont Stroh's Chapter*
Address: Elk Grove Village VFW Hall
 400 E. Devon Avenue,
 Elk Grove Village, IL 60007
Contact: John Nelson, 630-431-3164

Date: October 6-7
Time: varies
Event: **Spacecoast Breweriana Collectibles Show**
Sponsor: *Gator Traders Chapter*
Address: Carib Brewery USA
 200 Imperial Blvd,
 Cape Canaveral, FL 32920
Contact: Johann Dieken, 812-327-3395

Date: October 7
Time: 10:00 AM - 2:00 PM
Event: **Annual Fretz-Hancock Show**
Sponsor: *A-1 Chapter*
Address: PHX Beer Co. Brewery + Taproom
 3002e Washington St.,
 Phoenix, AZ 85034
Contact: Kent Grant, 520-247-1840

Date: October 14
Time: 9:00 AM - 1:00 PM
Event: **Newton I-80 Beer Collectibles Show**
Sponsor: *Hawkeye Chapter*
Address: Legacy Plaza
 403 W 4th St. N.,
 Newton, IA 50208
Contact: Tony Stice, 641-831-9725

Date: October 15
Time: 9:00 AM - 2:00 PM
Event: **Prison City Chapter Trade Session**
Sponsor: *Prison City Chapter*
Address: Knights of Columbus Hall
 1813 E. Cass St.,
 Joliet, IL 60432
Contact: Willy Novak, 630-291-7943

Date: October 26-28
Time: varies
Event: **The Indy Brewery Collectibles Show**
Sponsor: *IBC Chapter*
Address: Delta by Marriott E. Hotel and Conference Center
 7304 East 21st St.,
 Indianapolis, IN 46219
Contact: Todd Morton, 317-502-8835

Date: October 28
Time: 9:00 AM - 2:00 PM
Event: **12 Horse Hoot & Howl**
Sponsor: *12 Horse Chapter*
Address: Plumbers & Steamfitters Local No. 13 Hall
 1850 Mt. Read Blvd.
 Rochester, NY 14516
Contact: John Robson, 585-202-0647

Date: October 29
Time: 10:00 AM - 3:00 PM
Event: **Spooktacular Beer Can and 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



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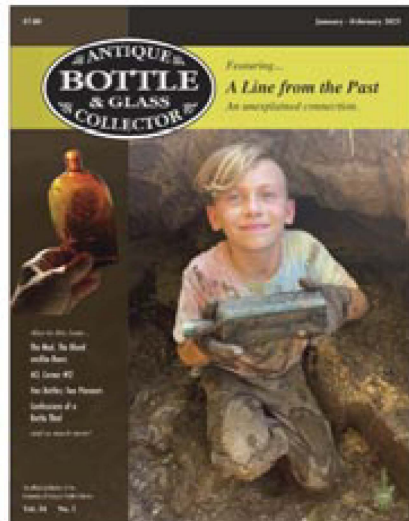
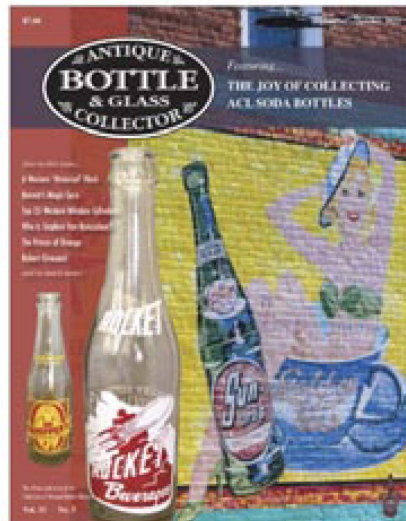
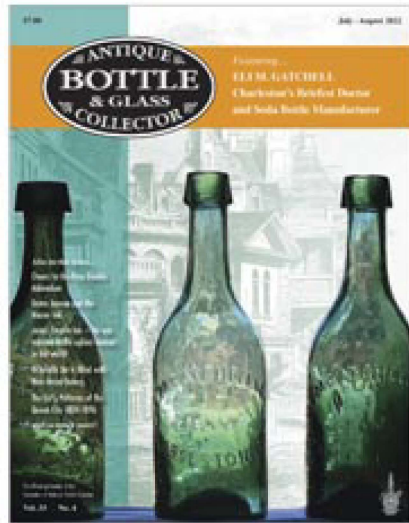
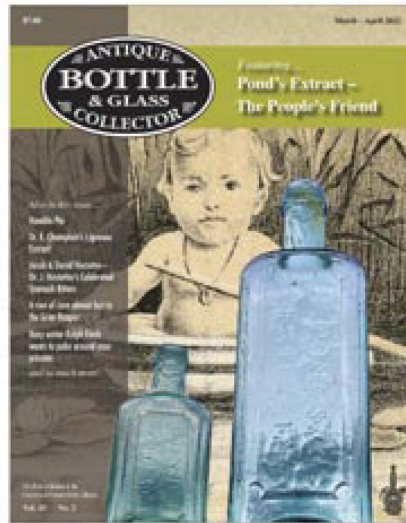
Sample page layout



For more detailed information contact: Andy Prutch
1-630-520-1156 or andy.prutch@epsilon.com



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Breweriana Show
Autumn '23



Hosted By:



When & Where?

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

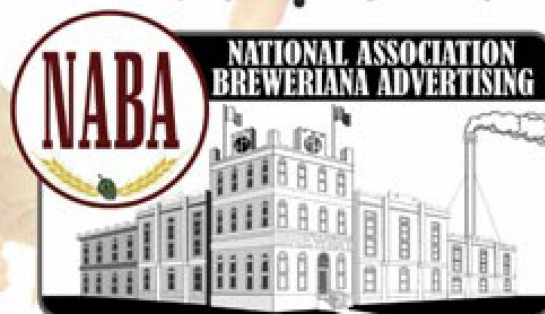
- Fifth Ward Taproom open for Bar Service @ Noon-
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Sponsored By:



Spacecoast Breweriana Collectibles Show

October 6th & 7th, 2023

Join us for a weekend at Cocoa Beach!
Friday: Room-to-room networking starting at 4pm
Saturday: Beer can show from 9am - 2pm @ Carib Brewery
Tables are \$15 each

Hotel Information

Best Western - Ocean Tower
5600 N Atlantic Ave, Cocoa Beach, FL 32931
Guestrooms available as 1 King or 2 Queen sized beds for \$189.95

Additional Features

2 on-property restaurants: Cocoa Beach Ale House & Cocoa Beach Fish Camp Grill
Enjoy outdoor deck seating and live entertainment
(Hotel guests will receive 10% discount on food & beverages with room key)
Only one block from the World famous Westgate Cocoa Beach Pier!!!
Additional dining/entertainment/shopping within walking distance

For additional information, contact
Johann Dieken @ 812-327-3395 or j.dieken@hotmail.com

To make a reservation, call the hotel directly at 321-783-7621. We hope to see you there!



Gator Traders

Want to sell?



Big, small-we buy it all.



Wanted

Bottle Openers, Corkscrews,
Can Openers, Cigar Box Openers
especially Older and/or Patent Pieces (& RI)

John Stanley

PO Box 51008 Durham NC 27717

jfojrs@gmail.com

919-824-3046



New Location!!!

The Indy Brewery Collectibles Show!

Sponsored by: The IBC Chapter

When: Saturday, October 21, 2023 @ 8:00 am
Thursday & Friday, October 19 & 20, Room-to-Room

Where: Delta Indianapolis East Hotel and Conference Center
7202 East 21st Street, Indianapolis, IN 46219
(317) 352-1231



New Location!!!



Public Welcome!
General Admission Free!

Show hospitality/registration is \$20 Trade Tables
are \$15 each (eight footers)
Room Rate is \$99
<https://www.marriott.com/event-reservations/reservation-link.mi?id=1683752307640&key=GRP&app=resvlink>

More information, online table sales, registration, better map at
www.ibcchapter.com

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Schaumburg, IL

SYROCOKID@GMAIL.COM
206-612-7239 call or text



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CORKSCREWS
w/ CAN OPENERS

♦Buy♦Sell♦Trade♦Buy♦Sell♦

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.

DISPLAY ADVERTISING

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

We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email to naba@mindspring.com. With your text and photos, however, we can compose. Oversized or undersized ads will be changed to correctly fit your paid space.

PAYMENT

US funds must accompany order.
Make check payable to NABA.

DEADLINES

Issue	Materials Receipt	Publish Date
Spring	February 20	April
Summer	May 1	June
Fall	September 8	Oct/Nov
Winter	November 20	January

Advertising is accepted only from members of NABA. The Officers, Directors, and Staff make no effort to investigate the value or authenticity of any item offered for sale or trade, or of the business reliability of the persons placing advertisements. NABA and its Officers and Directors disclaim responsibility for inaccuracies that may occur in its publications, as well as liability for transactions to which it is not a party.

CONSIGNMENTS WANTED!!!

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



\$16,500

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at Auction



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at Auction



SOLD
at Auction

\$19,000



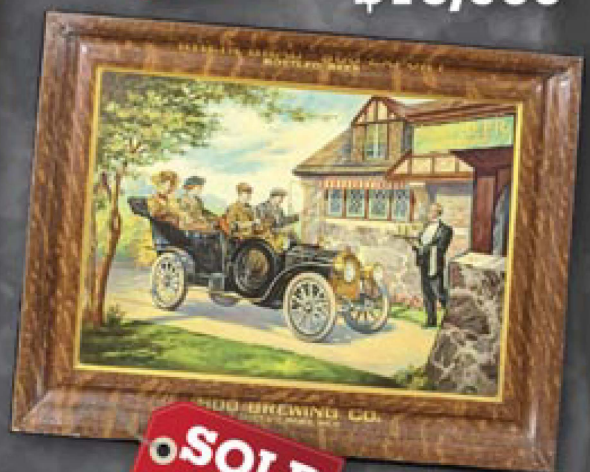
\$24,000

SOLD
at Auction



\$10,000

SOLD
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at Auction

\$31,000

Millers Antiques & Auction Company - PO Box 143, Hixton WI 54635

Call Glenn at 715-299-2543 • wisconsinjunk@yahoo.com

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\$45,030

\$45,030

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\$38,760



\$30,780

\$51,870

\$28,500

\$21,660

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