

BREWERIANA



COLLECTOR

VOLUME 203



Fall 2023



WHAT'S INSIDE: Convention #52 highlights ~ Cone Top's amazing "Northern Lights" exhibit
Crown collecting ~ Crown Cork & Seal of Baltimore ~ The story of the Leinenkugel Brewing Co.
Bounty from an antique mall booth ~ The Tivoli/Altes Brewing Co. of Detroit ~ much more!



BREWING HISTORY ON DISPLAY

BEER, AMERICANA & BREWERIANA

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

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



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

Contact us if you'd like to stop in!

In addition, you can see thousands of artifacts that we've collected by visiting our online brewery museum at conetopmuseum.com.



WATCH OUR BREWERY MUSEUM VIDEO online at: conetopmuseum.com

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



CONTACT US

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

VICKSBURG, MICHIGAN

THE MILL
 AT VICKSBURG





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

BREWERIANA COLLECTOR STAFF

Ken Quaas.....Editorial Director
Virginia Lepley.....Design Director
Dave Alsgaard.....Managing Editor
Doug Hoverson.....Associate Editor
John Stanley.....Ad Manager
Joel Gandt.....Editorial
Mike Paul.....Editorial
Matt Scherzinger.....Editorial

REGULAR COLUMNISTS

Rick Basken Mark Rogers
Rich La Susa Barry Travis
Larry Moter Christopher Watt

NABA OFFICERS

Ken Quaas.....President
Mike Michalik.....Vice President
James Kaiser.....Treasurer
Dave Alsgaard.....Recording Secretary
John Stanley.....Executive Secretary

BOARD OF DIRECTORS

2022-2024	2023-2025
Joe Gula	Scott Brown
Matt Olszewski	Darla Long
Charlie Smith	
Charlie Staats	
Christopher Watt	

CREATIVE DIRECTOR

Barry Travis

WEBMASTER

Dan Bora

MEMBERSHIP COMMITTEE

Charlie Smith, Chair
Bill Baburek Robert Keasey
Todd Barnes Larry La Duc
Paul Cervenka Stevan Miner
Clayton Emery Mike Moon
John Huff Jared Sanchez
Ken Jones Dave Unwin

2024 CONVENTION

Chair: Mike Michalik
Co-Chair: Joe Gula

2024 AUCTION

Chair: Matt Olszewski

DIRECTORS EMERITUS

George Baley (NABA Historian)
John Ferguson Larry Moter

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

BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Fall 2023

#203

President's Message, <i>Ken Quaas</i>	2
Executive Secretary's Report, <i>John Stanley</i>	3
NABA Welcomes New Members.....	4
Serving up local shows with the Handsome Waiter.....	6
NABA News.....	10
Convention Highlights: NABA holds Epic 52nd convention.....	12
Confessions of a First-Time Convention Attendee, <i>John Warnik</i>	22
The "Northern Lights" of breweriana: Cone Top Museum presents an amazing experience, <i>Ken Quaas</i>	24
Auction Hysteria, <i>Christopher Watt</i>	34
Exciting exhibit of Coshocton advertising, <i>Peter Bayer</i>	37
The art of breweriana: NABA members help curate a museum's history, <i>Dave Alsgaard</i>	38
Serving Up Great Trays: Hyping Hops!! <i>Mark Rogers</i>	42
Always on Top: Some finer points of crowns, <i>Gary Papas</i>	45
The story of William Painter and the modern bottle cap, <i>Scott Brown</i>	50
Chalk Talk: Storing, displaying, restoring, and transporting your statues, <i>Rick Basken</i>	54
My Mom, the "Beer Babe," <i>Matt Scherzinger</i>	58
The story of Jacob Leinenkugel Brewing Co., <i>Doug Hoverson</i>	60
Barry'd Treasures, <i>Barry Travis</i>	72
The Tivoli Brewing Company Detroit, Michigan, <i>Larry Moter</i>	76
Taps.....	84
Upcoming Shows, <i>Darla Long</i>	86
Buy-Sell-Trade.....	92
BC Advertising Guidelines.....	92

Cover image: Lithographed metal sign in a gesso frame for A.B.C. Bohemian Beer, American Brewing Co., St. Louis, MO, 26 in. diameter, by The Meek & Beach Co., c. 1905. Collection of Randy Huetsch. Our magazine cover features breweriana from St. Louis, celebrating the location of the **NABA Convention in St. Louis, July 29–August 3, 2024.**

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

President's Message



The 53rd Annual NABA Convention will be held in the historic brewing city of St. Louis.



The NABA Convention and The Cone Top Brewery Museum.

There is so much great stuff going on with your club! In fact, there was so much to show and tell you in this issue of the magazine that we had to extend it from the typical 80 pages to 96 pages!

The 2023 convention shattered previous attendance records by 25% and our club continues to grow—we have been adding new members at the rate of almost one per day. The convention was by all accounts a huge success—we hope you will enjoy reading about it in these pages and attending the next “NABA Family Reunion,” our 53rd annual convention, to be held in St. Louis, from July 29- August 3, 2024. At publication time, we sold nearly 1000 room nights and are approaching sell-out at the hotel. We are far ahead of last year's pace and it is likely to be another record breaker!

The amazing “Northern Lights”

You can read about many of the convention highlights in these pages, but you have to be there to truly experience and appreciate them. Perhaps the best example of this was the “Northern Lights” exhibit put on by NABA's partner, the Cone Top Brewery Museum. A suburban hotel suite was magically transformed into a cozy Northwoods cabin thanks to the creativity and hard work of the Museum's crew. It presented the perfect environment to display some of Cone Top's classic, outdoorsy-themed breweriana from the 1940s–1960s that featured scenes of the popular pastimes of hunting, fishing, and camping.



The Cone Top Brewery Museum sponsored this souvenir 5-oz taster glass for the craft beer tasting event at the NABA convention.

NABA's “Front Door”

You will continue to read more about the NABA/Cone Top partnership in these pages, as it continues to progress.

Ultimately, the Cone Top Museum will be an integral part of The Mill at Vicksburg, the huge, multi-purpose entertainment and hospitality complex under construction in Michigan, not far from Kalamazoo. Fittingly, The Mill also will house an Old Stove

Brewery—similar to but different from the three Old Stove facilities that exist in Seattle—owned by The Mill's developer, NABA member Chris Moore.

Chris envisions Cone Top as being “NABA's Front Door,” which will enable our organization to have a physical, “brick and mortar” presence but without the corresponding costs that could impede a non-profit organization like NABA. Chris and his team envision a highly dynamic museum, with interactive and experiential displays that not only tell the story of the breweriana but bring it alive.

Importantly, there are plans in development for the Museum to feature displays that highlight the history of NABA and its founders as well as to provide opportunities for NABA members to display parts of their own collections on a rotating basis. A key goal for the Museum is to communicate and celebrate breweriana in an engaging way that will generate interest in both the hobby and NABA.

The “Northern Lights” exhibit is a taste of things to come from Cone Top, and another exciting exhibit is already in the works to develop in Vicksburg and bring to St. Louis. Just another reason to make sure you make it to the 2024 NABA convention!

Ken Quaas, President
Ken@consumertruth.com

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
1401	90	693	87	06/30/2023 or 09/30/2023

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	<ol style="list-style-type: none">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

Got breweriana to sell?

Help your club by consigning in our online auction!

Coming in
Summer, 2024!



Proceeds are
essential to NABA's
operating funds

To consign your breweriana:

Email Matthew Olszewski at mattski323@gmail.com

NABA welcomes new members!

Mathew Abhold

Eden WI 53019-1473
progrockfan28@gmail.com
Beer Neons; Anything Beer or Brewery Related

Steve Andersen (Maria)

Oldsmar FL 34677-5107
Andersun@tampabay.rr.com
Florida Glassware and Signs

Bob Askey

Portage WI 53901-1245
raskey@gmail.com
Beer Cans with focus on Schlitz and Rahrs

Bob Averill (Georgie)

Cape Coral FL 33914-8078
rootbeer@comcast.net

Jeffrey Barber

Toronto ON M6P-2G3
jeffrey.m.barber@gmail.com

Fudpucker's Beachside Bar & Grill

Destin FL 32541-3410
marketing@fudpucker.com

Kenneth Belcher

Carol Stream IL 60188-4526
musky60@comcast.net
Chicago Flats & Cones

Mike Bieke

San Tan Valley AZ 85144-6433
mikebieke58@gmail.com
Detroit Brewing Company Breweriana

Jamison Bieliec

Hometown IL 60456-1182
jbieliec@aol.com
Hamms Beer

Rob Boardman (Martha)

Hays KS 67601-9338
Totalleaserob@yahoo.com
Beer Signs

Steen Borup-Nielsen

Hellerup Denmark 2900
steenethecollector@outlook.dk
Coasters, Stickers

Tom Brevitt

Dixon IL 61021-7606
brevitt@comcast.net
Blatz, Pabst, Chicago Brews

Railhouse Brewery

Aberdeen NC 28315-2735
brewer@railhousebrewery.com

Darren Brightwell

Schaumburg IL 60194-3875
darrenbright1@att.net

Thomas Briscoe (Josefina)

Little Falls MN 56345-3560
tsbriscoe@gmail.com
Minnesota Breweriana

Philip Brogniez

Shady Shores TX 76208-5013
psb@airmail.net
Early Grand Prize, Southern Select, Richelieu, Magnolia Brewery, Houston Ice & Brewing

Michael Chaltry

Milwaukee WI 53212-2131
mikechaltry@gmail.com
Signs, Bottles

Brant Clinard (Kat)

Mesa AZ 85201-4641
theazkid@cox.net
The Big Back Bar Figurines

John Cosgruff

Schaumburg IL 60194-4156
pulpmonger@gmail.com

Ralph Coursel

Michigan City IN 46360-4472

Bill Dee (Sara)

Saint Louis MO 63121-4526
wdeeforty@yahoo.com
Steel from 1930s through 1970s. All Styles, Sizes, and Conditions

Jeff DeGeal

Ashland IL 62612-8187
jeffd_trans1@casscomm.com
Warsaw, IL Breweriana

Rawley Douglas

San Jose CA 95126-1712
ceskydup@pacbell.net
California Beer Cans and Northern California Breweriana

Brian Drnec (Joan)

Orland Park IL 60462-1622
briandrnc@gmail.com
Chicago Pre-Prohibition Glasses, Trays

Dan Elbon

Akron OH 44301-2061
danelbon@gmail.com

John Feinen (Laura)

Oswego IL 60543-8749
johngs455@sbcglobal.net
Strohs

Roland Figley (Rindy)

Lyons OH 43533-0097
rmfigley@gmail.com
Lighted Advertising, Back Bar items, Mechanical Items and many other Bar Related Antiques

Patrick Franco

Vancouver WA 98663-2501
northbuynorthwest@gmail.com

Wayne Gilardoni

Windsor CA 95492-8830

Fred Gonzales

Macon GA 31210-4117
fredgonzalez633@gmail.com

James Gorn (Renee)

Waterford WI 53185-3446
james.r.gorn@dell.com
Vintage Signs—Hamms, Gettelman, Pabst, Blatz, Schlitz

Charles Green

Windham OH 44288-9508
Bigshow099@hotmail.com

Greg Gromosiak

West Carrollton OH 45449-3166
scrabble1959@yahoo.com
Cincinnati Cans and Breweriana, esp Huedepohl, Burger, Schoenling

Jeff Haigh (Susan)

Caledonia WI 53108-9507
haigh.jeff@yahoo.com
Schmidt of St. Paul

Lara Hogan

Rockford IL 61107-2519
Tuxkeeper@yahoo.com
Signs, Lights, Trays, Cans, Smalls, etc

Edward Kantor

Camillus NY 13031-6451
ekantor@twc.com
Syracuse, Utica, & Auburn—New York

Jeff Kauffman (Jill)

Blissfield MI 49228-1232
Bockmanrph@gmail.com
Bock, Strohs, Frankenmuth and Waukesha Breweriana

Michael Kipka

Forest Lake MN 55025-2047
las1111@msn.com
Hamm's Beer

Robert Koehl (Traci)

Houston TX 77009-5131
bigsteeler@aol.com
Houston Ice & Brewing, Magnolia Beer, Southern Select, Jax, Lone Star, Pearl, Grand Prize

Mark Kuntze

Genoa City WI 53128-1659
makkuntze@yahoo.com
Bottle Caps

Jeff Layn

Bloomery WV 26817-0108
Large Outdoor Signs

Cheyenne Loucks

Lawrence KS 66044-3200
cheyenne.loucks0@gmail.com
Boulevard, Leinenkugel, Miller High Life Girl On The Moon

William Macina

North Haven CT 06473-4427
bill91@aol.com
Connecticut Breweriana

Michael Magnussen (Theresa)

Mercer Island WA 98040-2001
jmmagnussen@yahoo.com
Rainier, Olympia, Blitz Weinhard and Other Pacific Northwest (Washington, Oregon & Alaska) Breweriana

George Mateja (Nancy)

Bourbonnais IL 60914-1013
Allcangolf2@att.net
Beer Cans, Breweriana Old Style Lager, Atlas Prager

Earl McIntyre (Lillie)

Sugar Land TX 77498-7498
emcintyr@comcast.net

Bob McNeill

Dodgeville WI 53533-1523
ebob.mcneill@gmail.com
Hamm's

Ferdinand Meyer V (Peachridge Collections, LLC)

Brookshire TX 77423-1825
fmeyer@fmgdesign.com
Bitters and Figural Bottles

Randall Michelz

Wauwatosa WI 53213-1241
rjmichelz@gmail.com
Glasses, Signs, Trays, any Vintage Milwaukee Brewery Advertising

Todd Morton (Melissa)

Indianapolis IN 46220-5733
rudgren@gmail.com
Cans, Signs

Jimmy Myers (Cindy)

Nacogdoches TX 75964-8323
jimmylmyers@hotmail.com
Lone Star Beer & Pearl Beer

Marty Nachel

Orland Park IL 60462-4173
mnachel10@gmail.com

Jonathan Obar

Chicago IL 60631-1545
jonathan.obar@gmail.com

William Oran (Ruth)

Saint Peters MO 63304-7710
oran@charter.net
Banners, Tin Signs, Pint Glasses

Dave Parish

Scottsdale AZ 85252-2676
Pre-1950 American Brewery Factory Scene Postcards

Dan Perrone (Joan)

Gurnee IL 60031-3236
daniel.j.perrone@rrd.com

Jason Phillips (Tara)

Somerset WI 54025-6915
jwp1790@gmail.com
Beer Signs and Related

Jerrie Posthumus

Bourbonnais IL 60914-1074
posthumusjerrie@yahoo.com

David Printz (Karen)

Lakewood WA 98498-3548
david@gurustacoma.com
Coors, Rainier, Falstaff, Miller, Schlitz, Burgie & Liquor!

John Pruett

Houston TX 77057-2231
johnpruett@cbsradiohouston.com
Pearl Beer

Jim Puckett (Jane)

Xenia OH 45385-1844
jipuckett@twc.com
Back Bar, Blatz



Welcome new members... Belly up to the NABA Bar—we've been waiting for you!

Randy Rennaker

Lino Lakes MN 55014-3015
rtothethird@msn.com
Hamm's Ephemera and History

Courtney Richardson

Bronx NY 10469-5325
courich@hotmail.com

Ron Riggenbach

Paulding OH 45879-1242
ronzneonz@hotmail.com
Ohio Cones, Diehl, Centlivre, Wooden Shoe, Berghoff Breweriana

Nathan Rock

DeKalb IL 60115-3994
industrialartifacts@gmail.com
Reverse on Glass Backlit Displays

Skylar Rundle

Brodhead WI 53520-1505
Wisconsin Breweries

Dean Russell

Downers Grove IL 60516-3335
deanrussell85@gmail.com
Beer / Sports Related Ad Items, Score Keeping

Michael Russell

Hoffman Estates IL 60169-7291
mseanrussell@aim.com
Beer Signs/Jim Beam Decanters

Tracy Sherman

Hillsboro MO 63050-2811
tlabs65@yahoo.com

Michael Shubert

North Liberty IN 46554-9732
shubmcs@embarqmail.com
Cans

Mike Siebum

Saint Louis MO 63123-2107
masiebum@hotmail.com

John Stangler (Christy)

Viera FL 32940-8552
Jacstangler@gmail.com
St Louis

Daniel Steil (Jennifer)

Grand Rapids MI 49504-4821
Dansteil1965@yahoo.com
Beer Patches, Glasses, and Cardboard Cases

Sidney Stephenson (Janet)

Fayetteville TX 78940-5444
sids4oldcheveys@gmail.com
Southern Select, Grand Prize, Pearl, Lone Star

Greg Stroud

Dallas TX 75209-1606
gregstroud68@gmail.com
Texas Flats and Cones; Stroudsburg and Stroud Breweriana

Patrick Sullivan

Edgewood KY 41017-3356
sullivanpm8@gmail.com
Advertising which may have Woman, Horses, Americana. Mostly Indiana, Kentucky, Ohio Breweriana.

Henry Thies (Bonnie)

Cut Bank MT 59427-1363

Matt Thoma (Sandi)

Vacaville CA 95687-7710
Thoma1@sbcglobal.net

Scott Thorsen

De Soto MO 63020-4429
rsthorsen@mpr1.com
Busch, Busch Bavarian, St Louis

Ron Unkel (Dawn)

Sterling Heights MI 48313-2803
unron66@aol.com
Mostly Michigan Brewery Items. All Types of Advertisement, with focus mainly on Bar Signs, Chalkware and Cans.

Stacey Vieth

Jefferson City MO 65101-2403
stacey@scruggslumber.com

Donald Walter (Linda)

Oregon IL 61061-9303
donald_walter_434@comcast.net
Walter Breweries, Chicago Breweries, and Wisconsin Breweriana

Cory Webb (Holly)

Truxton MO 63381-3107
Cawin8@msn.com
Beer and Bourbon

Fr Jamie Weber

Cincinnati OH 45209-1323
jweber@eastsideregion.org
Unique Antique Advertising as well as Large Trophies of All Kinds, especially Sports Related; Catholic Religious Items and Yard Long Photos.

Rick Wiley

Mattoon IL 61938-8559
budman5134@yahoo.com
Griesedieck Bros & Busch Bavarian & Signs with Movement

Bradley Wilson (Lenore)

Chicago IL 60646-3915
bradw1100@gmail.com
Advertising

Adam Zoghlin (Ann)

Wilmette IL 60091-2719
adam@beercan.com
Hawaii Related Beverages—Hawaiian Beer, Soda, Juice, Liquor, Sake, Kona Coffee, Okolehao, Primo, Royal



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 55 chapters!

Send us your Handsome Waiter pictures! Email them to Ken@consumertruth.com with the names of the folks in them.

Cooking up a great show at the Koch's Chapter Spring Breweriana Show on May 20.

From left: Jeff Preston, John Robson, Rob Wilcox, Jeff Murbach, Mike Sandretto, Brian Coughlin, and Jeff Ingersoll.



At the crossroads of greatness, the Waiter headed south to meet up with these handsome guys at the inaugural Crossroads Brewery Collectibles show from May 18-20 in Macon, GA.

Standing: Robert Keasey of NABA's Membership Committee, Joe Older, Mike Moon of NABA's Membership Committee, Ritchie Dubreuil, NABA Board Member Matt Olszewski, Ken Jones of NABA's Membership Committee, George Arnold, Jim Lovallo, Erik Amundson. **Kneeling:** Gary Papas, and Charlie Smith, NABA Board Member and Membership Committee Chair.



Breweriana patriots toasted with the Waiter at the Patrick Henry Show on May 20 in Schoolcraft, MI.

From left: Joe Wilson, Rik Dellinger, Don Hardy, Thomas Philport, Mike Newton, and Larry Bell.

Serving a tough crowd:
The Handsome Waiter joined this rowdy crew at the 1st Annual No-Fo Beer show on June 3 in Norfolk, NE.

From left:
David Bullock, Bill Baburek, Heath Henery, Stevan Miner, Frank Feely, Ward Haessler, and Dave Kubat.



Swapping stories with the Waiter: The Swap-a-Rama Show on June 10 in Florissant, MO was a tune-up for the Waiter's big appearance at the 2024 NABA Convention which will be held in St. Louis.

Giving the Waiter pointers are veteran collectors John Feinen, Frank Sandy, Darla Long, NABA Board of Directors, and Don Hardy.



A blast in the 'Burgh: The Handsome Waiter proudly served the Old Frothingslosh Chapter's Summer Blast show on June 25 in Pittsburgh, PA. From left, NABA Vice President Mike Michalik, Phil Koval, Gary McClimans, Tony Heitzer, Steve Michalik, Deb Lorenz, Will Hartlep, Dick Ober, Jeff Murbach, Tim Takacs, Ronald McDonald, Ray Barber, Thomas Smith, Todd Raible, Tracy Wallace.



Breweriana giants at Mini-CAN: The Handsome Waiter was proud to serve this great group on July 7 at the Ohio Mini-CANvention in Xenia, OH.

From Left: Jeff Murbach, Beer Dave Gausepohl, Tom Legeret, Dave Morris, Mary Legeret, Doug Shaiper, Roger Owen, NABA Board Member Charlie Smith, NABA Director Emeritus John Ferguson, Matt Schmeh, Gary Schmeh, Kent Speer, and just out of frame but always a close friend of the Waiter's, Tom Waller.

Standing tall at Summerswap.
The Waiter travelled to Frankenmuth, MI on July 21 to serve these stalwarts of our hobby.

From left: Dan Bora, NABA Webmaster, John Ferguson, NABA Director Emeritus, Jim Kaiser, NABA Treasurer, Bill Chernenko, and Bryan Mecklenburg.





B'Gosh what a great group gathered at the "B'Gosh it's Good" Bi-Annual Breweriana Show on September 16 in Oshkosh, WI.

The Waiter loves this NABA-sponsored show, where he gets to serve some of the Midwest's finest collectors, including, from left: Jim Crouse, Mike Coyne, Troye Shanks, Del Worden, Dave Lendy, Andy Prutch, Jared Sanchez, Dan Hable, Ken Kreie, Jim Schmalz, Tom Gibson, Jonathyn Mowat.

Kings of the Monarch Chapter. The Waiter served breweriana royalty at the Monarch Fest in Carol Stream, IL on September 17 in Carol Stream, IL.

From left: Tom Palka, Jim Crouse, Don Hardy, Clayton Emery, BCCA President, Paul Cervenka, NABA Membership Committee, Dave Lendy, Jim Schmalz, and John Warnik.



Dancing with a dynamic duo.

The Handsome Waiter showed he knows who to party with at the annual Bago Bash on September 16 at the home and bar of David "Big Bird" Bullock and Coleen "Missy" O'Hare Bullock, the hosts of this NABA-sponsored event.

Two NABA veterans join our Leadership Team



Dr. Scott Brown
of Phoenix, MD, was elected to
NABA's Board of Directors.

Scott is highly regarded within our collecting community as both an outstanding person and hobbyist. He is a 40-year NABA member and also an ABA and BCCA member, and frequent contributing author to NABA's *Breweriana Collector* magazine.

Scott's collecting interests focus on breweriana from his native state of New Jersey. While he collects artifacts from all of the Garden State's historic breweries, he has a special passion for Newark's Feigenspan, maker of the legendary P.O.N. (Pride of Newark) beer. Scott's grandfather once owned a Feigenspan tied house in Carteret, NJ and inheriting a few prized pieces from his grandfather's saloon was the catalyst to what has become a lifetime of avid breweriana collecting.

Professionally, Scott is a physician and chairman of the department of Physical Medicine and Rehabilitation at Sinai Hospital, Baltimore. He also is a noted scholar and published author on jazz history.



Ken "Obie" Jones
of Lawrenceville, GA, has joined
NABA's Membership Committee.

Ken is a longtime NABA member who has been active in the BCCA and ABA. He started collecting beer cans in Georgia as a teenager, and gradually narrowed his collecting to Southeastern breweries. He now concentrates on Georgia-based breweries, with a focus on Atlantic Co. brewery items, Pre-Prohibition Georgia breweries, and Carling and Pabst items from their previous breweries in Georgia.

Ken is the long-time president of the Atlantic Chapter and has organized many breweriana trade shows in the Southeast, including the newly created Southern Crossroads Show in Macon, GA. He has written articles on various Southern breweries.

A recognized Georgia brewery historian, Ken has advised various Atlanta bars and restaurants on decorating with local breweriana and has been a consultant to movie production companies on period-specific breweriana. Ken is looking forward to retirement and spending more time on the hobby and growing NABA's membership.

NABA adds two new local chapters—now has 55



A brand new chapter! Standing: Brent Laswell, New Magnolia Brewmaster John Ferguson, Rob Janney, Tyler, Jerry Otahl, Ron Saterlee, Chris Wick, Stephanie & James Defrance, Jaime Pina, and Richard Englebrecht. Kneeling: Mike Lombardo, Unknown, Southern Select Chapter VP Phillip Brogniez, Southern Select Chapter President Matt Scherzinger, Ron Rychel, Charlie Staats, and John Williams.

Southern Select Chapter

The Southern Select Chapter of NABA—a brand new chapter from the Houston area—had its first show at The New Magnolia Brewery in Houston, TX on July 15, with more than 60 collectors attending.

To help celebrate, the New Magnolia Brewery released a special beer using the original Pre-Prohibition formula for Southern Select Beer, first brewed in the early 1900s by the Houston Ice & Brewing Company (also known as The Magnolia Brewery). This formula, developed by legendary brewmaster Frantz Brogniez, (see story on Tivoli Brewing Co. in this issue) won the Grand Prize in Ghent, Belgium in 1913, besting more than 4000 competitors.

After Repeal, Howard Hughes hired Brogniez as brewmaster for his new Gulf Brewing Company in Houston. The new brewery's flagship beer used the same formula as Brogniez' Pre-Pro Southern Select but named it "Grand Prize," reflecting it's win in Belgium more than 20 years earlier.

This new beer launched by New Magnolia Brewery honored both of its predecessors by incorporating their names in the new label, "Magnolia Grand Select."



45 years young! The Westmont Stroh's chapter celebrated its anniversary with a show on October 1 in Elk Grove Village, IL. Joining the Handsome Waiter in the festivities were Mark Nelson, Robert Brown, John Nelson, Jim Radeck, Don Hardy and Brian Nelson. And yes, Mark, John, and Brian are all brothers.



Westmont Stroh chapter

The Westmont Stroh's chapter just celebrated it's 45th year, making it is one of the oldest existing local breweriana chapters. But along with Southern Select, we proudly announce it is NABA's newest!

The chapter was founded in the Chicago suburb of Westmont, IL by the late Dick Johnson and Don Hardy. They took the Stroh's name because Dick has a connection with the local Stroh's distributor, who in turn was generous with donating Stroh's-branded raffle prizes for chapter events, like the truck that the chapter uses on its promotional materials, shown above. At its peak, the chapter had about 600 members.



Convention Highlights

NABA members who registered for the convention before May 15 received this limited edition, commemorative tin-over-card-board sign free, pictured above. The TOC is 6.5 x 13 in. and has both embossed and debossed lettering. It was made by the historic Scioto Sign Co. of Kenton, OH.

NABA holds Epic 52nd convention July 31-August 5

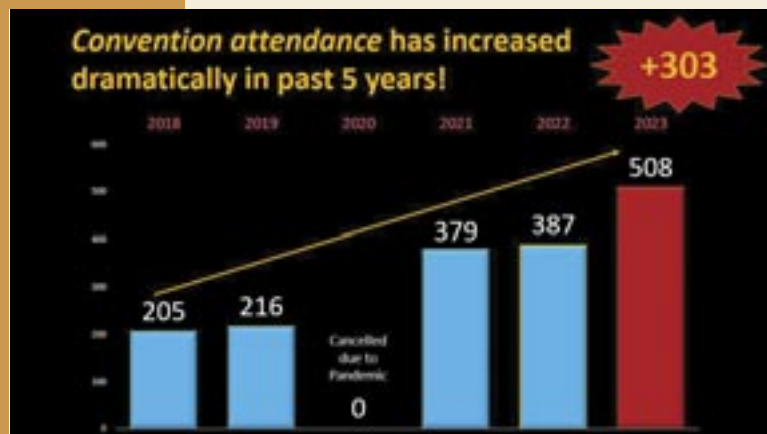
Home collection tours, an amazing bus trip, a Brewmaster's dinner, educational seminars, the annual Presentation Banquet and a party hosted by the Jersey Shore Chapter were among the many highlights of NABA's 52nd annual convention, which enjoyed record attendance for the third straight year.

NABA is indebted to its Vice President and Convention Chair, **Mike Michalik**, whose tremendous creativity and organizational skills have helped make our recent conventions so memorable. He was ably assisted by Co-Chair **Joe Gula**, who brought his financial acumen and unparalleled enthusiasm to the project.

NABA Secretary **Dave Alsgaard** calmly and brilliantly managed the extensive registration process along with Board

Member **Darla Long**, who ran a tight, ship with onsite management at the convention.

The record-setting 52nd Convention set a new benchmark for attendance.



Pre-Game Celebrations

Beers with John Friedmann

John Friedmann hosted a reception on Monday afternoon, prior to the Cubs game and Larry Bell's cocktail reception. His unique, Mid-Century style house on the northwest side of Chicago was built in 1960. Just a few steps into the amazing lower level feels like time travel to a tavern in that same year. The bar area is adorned with more than 100 motion signs, a jukebox, and an early black & white television set.



An ample array of captivating motion signs animate the walls of the barroom.



The décor and accessories in John's barroom have been meticulously chosen and carefully curated to make visitors feel as if they are enjoying a beer in the era when John F. Kennedy was President.



This 1960 Philco Predicta vintage television is connected to a DVD player, allowing it to play a continuous loop of vintage beer commercials. John generously loaned it to the NABA hospitality room at the Hyatt, where it entertained the convention attendees.

Cocktails with Larry Bell

Larry Bell hosted a cocktail reception for NABA members at his elegant townhouse in the Wrigleyville neighborhood of Chicago prior to the Cubs game at nearby Wrigley Field. Larry graciously provided a wide variety of beer and an open bar to his NABA guests.



From left: Vickie Zynda, Kelly Busse, Cheryl Kaiser, Jim Kaiser, Dave Alsgaard, Frank Zynda, and host, Larry Bell.



Minnesotans Barry Travis and Pat Stambaugh enjoy—what else? A Hamm's Beer!

continued on page 14



August 1

Home Collection Tours

Dave Lendy



Dave Lendy displayed what many consider to be the finest collection of Chicago breweriana. His basement also is brimming with a very extensive assortment of artifacts from most of the historic breweries of Illinois.



The Lendy collection includes many showcases filled with beautiful breweriana.



In the Spring, 2010 issue of this magazine, columnist Rich La Susa wrote an article about Chicago's famed Atlas Brewing Co. and among others, referenced Dave Lendy's spectacular collection of artifacts from that historic brewery. Rich also mentioned Dave's favorite Atlas, his little pup, whose photo was featured in that article posed with a Prohibition-era malt tonic bottle. This summer, Atlas greeted NABA members who toured Dave's home collection and he was gracious enough to pose once again—13 years later—with the same bottle.

2010

2023

Paul Cervenka

Paul Cervenka's lovely home and extensive property were open for NABA members to enjoy, including his outbuilding bar, which he calls "The Bohemian Club"—an homage to his Czech heritage.



At the Presentation Banquet on Friday evening, August 4, Paul was awarded a plaque thanking him for his eight years of service (four terms) on the NABA Board of Directors.



The outdoor lighted sign that marks the entrance to his bar is from The Bohemian Club Brewing Co., Joliet, IL, c. late 1950s.

The Cervenka "Bohemian Club" is aglow with lighted signs—many of them extremely rare.



Steve and Susan Miner join Allyn Unwin and Don Roussin in admiring the vast array of mostly Chicago area vintage breweriana.

continued on page 16



Home Collection Tours

Don Hardy

Don Hardy's famed Meisterbräu Bar in the spacious lower level of his home presents an impressive array of breweriana focused on his favorite brand.



Robert and Ann Fondren chat with Todd Barnes of NABA's Membership Committee.

NABA members thoroughly enjoyed what is surely the most extensive display of Meisterbräu breweriana in existence.

August 2

Bus Tour

Long-time NABA and former Board of Directors member John Bittermann designed and led this year's local tour. It included a visit to his hometown, the historic city of Joliet. One highlight was a visit to the former mansion of brewer Fred. Sehring, who owned the Pre-Prohibition brewery in Joliet bearing his name. The mansion, where the group is shown below, resembles a Medieval castle and is now a winery.



Serving tray for Muenchener and Standard Pale brands of bottled beer, Fred. Sehring Brewing Co., Joliet, IL, by the Meek & Beach Co., Coshocton, OH., c. 1900-1905. Collection of John Bittermann.



continued on page 18



Bus Tour



The tour included an exploration of parts of the Pre-Prohibition era Sehring brewery, one of the oldest existing brewing sites in Illinois. By special arrangement, tour participants had unprecedented access to the recently rediscovered aging cellars that date from the late 1800s.



No NABA Convention bus tour is complete without visits to some of the area's best craft breweries, which included Skeleton Key and Miskatonic, where attendees belled up to the bar.

All week

Room-to-Room Trades



Gary Welch knows the hallmark of NABA conventions is heavy room-to-room trading during the week.



Todd Brosch and Frances Guerrero came up from Texas to hang with the Handsome Waiter and enjoy the convention.



Rich and Sharon Horrocks know how to have fun.



Opening up at the convention

The Just for Openers (JFO) chapter merged their convention with NABA's for the first time and were a most welcome addition to the event. Their suite was set up to educate, display, and sell a wide array of openers to the convention attendees.



From left: chapter members Alex Redl, Rick Atwood, Tommy Campnell, Dave Pinney, John Eblen, Mike Hinton, Darvin Stilwell, and Chapter President and NABA Executive Secretary, John Stanley.

continued on page 20



August 4

Presentation Banquet

Chris Moore, owner and developer of The Mill at Vicksburg and The Cone Top Brewery Museum provides an update on the project's plans and progress to the more than 400 banquet guests.



Among the many accolades and awards given at the Banquet, was one given posthumously to NABA Founder Herb Haydock, who was inducted into BCCA's Hall of Fame. "Beer Dave" Gausepohl presented the award to Helen Haydock.



Post-Banquet Jersey Shore Party

The Jersey Shore Chapter once again hosted a lively party on Friday night after the Presentation Banquet. Tom Palka, Jim McCoy, and Turkey Lardinois may be swapping breweriana stories at the table in the foreground.



August 5

Saturday Trade Show

The Saturday Trade Show was opened free to the public and had hundreds of walk-ins, thanks to heavy local promotion leading up to the show.



Jim Wolf and John Cartwright talk breweriana.



Jim McCoy enjoys the show.



Tommy Campnell, corkscrew collector extraordinaire.



NABA Board Member and Auction Chair Matt Olszewski mans the sign-in desk at the Trade Show. NABA picked up many new members who came to explore the offerings.



NABA Board Member and Convention Joe Gula is all smiles as he assists with the show.



Dave Unwin offered some of his extensive collection from the Pacific Northwest.



Confessions of a First-Time Convention Attendee

By John Warnik



Longtime NABA member John Warnik takes in the scene at John Friedmann's house on July 31. This was the start of his first NABA convention.

At NABA's 52nd annual Convention in Schaumburg, our registration packets contained a swanky name badge holder and possibly some ribbons attached. There were ribbons for achieving milestone years of NABA membership. I met folks with 5, 20, even 40 years of membership. But I was probably the only one with a 30-year ribbon and one that designated me as a "First Time Attendee." I figured I was bound to get some friendly jabs about that.

I'm not new to annual meetings or club gatherings. My professional career was in association management. All staff go to the annual meetings. I served 20 years on a homeowner's association board, and another 20+ as publisher/editor of local breweriana chapter newsletters.

So, I was understandably both curious and excited to see how the NABA team would pull off this big annual meeting—my very first one. They nailed it. People should appreciate how well executed this event was, including those quality lanyards that held up for five days. And what about those handy doorstops with the NABA logo that Rusty Long created to keep your room door open? What a great idea!

It's easy to run the numbers and conclude that from a dollar standpoint, you might not get the return on the investment it costs to attend the convention. You'd have to sell enough stuff in the room-to-room trading or at the public show to recoup your investment. But I would argue there are intangibles and unique experiences that add a great deal of value and make attending well worthwhile.

The cost to attend a NABA convention is a different type of investment. It's an investment in yourself and your hobby. I'm keeping it off my ledger of items bought or sold. If you immerse yourself in everything, you come away with a renewed passion for collecting and an appreciation for others who do the same—especially since this show brings out the most prominent collectors in our hobby. The quality and quantity of breweriana is mind blowing.

At the Brewmaster's Dinner, I joined a table where I didn't know anyone. Conversation is easy when you have collecting in common. I re-connected with those people again and again during the convention, exchanging hellos and even a bottle of barrel aged stout, courtesy

of Jim Carballido from Peoria when he stopped by my room.

Room-to-room trading, a hallmark of the NABA conventions, can be a bit awkward for first timers. It was not something I'd ever done in the local shows I have attended over the years. In this case, you haul in your stuff, then invite people into your temporary "personal" space. I found that nearly everyone who opened their doors had lots of high-quality items to sell or trade. That's why I added several pieces to my collection even though I'd come with the intention of downsizing a bit.

Throughout the week I also enjoyed being able to walk into the hospitality suite to sample one of three beers continuously on tap—sometimes late into the evening. It was a great informal gathering place to connect with old and new friends.

For those of us who collect Chicago breweriana, it was a welcome surprise to see the late Phil Pospychala's three adult children attending the convention. An early NABA Board member and Chicago collecting legend, Phil had a flamboyant personality and was amazingly knowledgeable about Chicago breweriana and brewery history. He shared this gladly, with a smile and persona uniquely his own. As gregarious and outgoing as he was in public, when it came to his collection, Phil was private. You can count on one hand the number of people who had ever been inside his home, but the reports were that his collection was astounding.

Phil's "kids" were selling some of his museum-quality items in room-to-room trading and when they opened their door, it was like Christmas morning. Phil's passing left a void but he lives on in a multitude of new ways. There were still dozens of high-quality, fairly priced pieces to choose from every time they opened their hotel room door. We Chicago breweriana collectors were like stalkers, asking each other over the subsequent days, "Are they open?"

Phil would have enjoyed this convention in his hometown. But even though he passed away in 2022,



A trio of John's convention acquisitions:

Top: Plastic and metal lighted "TV Box Rippler" sign, Theo. Hamm Brewing Co., St. Paul, MN, 22 x 18 in., by Price Bros, Chicago, IL, c. 1956.

Center: Lighted clock with plastic face framed in aluminum, Schmidt Beer, Jacob Schmidt Brewing Co., St. Paul, MN, 18.5 x 18.5 in., by Tel-A-Sign, Inc. Chicago, IL, c. early 1960s.

Bottom: Thermometer, plastic face in metal frame (which may not be original) for Land of Lakes Beer, Pilsen Brewing Co., Chicago, IL, 10 in. diameter, by T.W. O'Connell & Co., Chicago, IL, c. late 1950s. Pilsen Brewing Company closed in 1962.

he was actually there. In a fitting tribute that Phil would surely have appreciated, his kids brought some of his ashes in an Atlas Prager mini bottle. I was happy to get to know the next generation of Pospychala's, and I know they met many people who were close to their dad. They swapped stories and he lived on in those moments. I hope they get hooked on the hobby like he did.

The last night of the conference featured a buffet-style dinner and an informative presentation by NABA's leadership. Awards and accolades were given to deserving members for Board service, contributions to the convention, and more. We learned about many projects underway, club finances and the increases in membership. It was all just the right amount of information. The night ended (late again) networking hosted by the Jersey Shore Chapter under an outside tent.

The finale of the convention was the public show on Saturday. For many who came this was an important component, but I decided to give my sales table to someone else. I was content being able to browse and roam freely without being tied to my stuff. My only regret was passing on a few things I considered buying both at the public show and room-to-room. It's a painful realization that hits you when you get home.

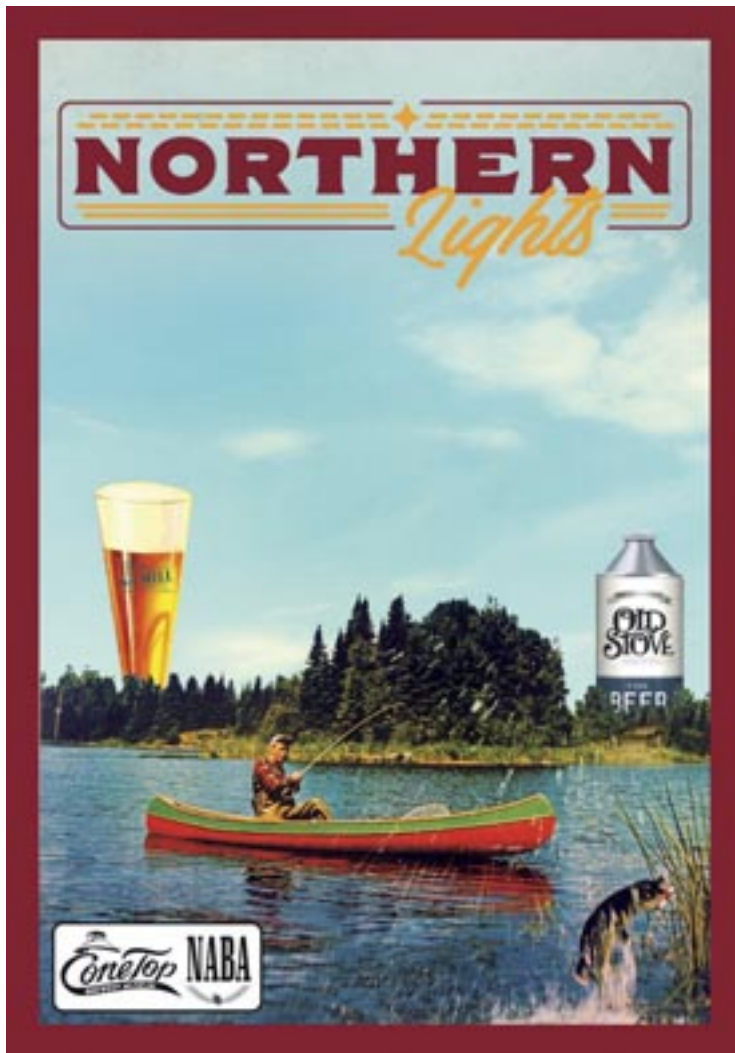
Looking back on my 30 years of membership, I'd been content going to local shows to feed my collection. The annual convention offers so much more, especially if you participate beyond the public show. Sometimes it's worth venturing out into deeper waters. And with that learned lesson, I say, "See you in St. Louis in 2024!"



The “Northern Lights” of breweriana

by Ken Quaas

Cone Top Museum
presents an amazing
experience



A poster was created to promote the exhibit using a period visual from one of the breweriana pieces. The same visual also was made into a limited-edition tin- over-cardboard sign.

Dusk is approaching. Streaks of bright orange and red sunset are fading at the close of what has been a beautiful day. It started as a cool morning with clear blue skies. There was fishing in an old, wooden boat on a sparkling, still lake. Soon, there will be trout sizzling in a cast iron skillet for dinner.

The hike back through the crisp air of the woods is scented by pine and a discovery of wild onions to go with the trout. As the cabin draws into sight, there is nature’s music to enjoy—wind rustles the leaves in the trees the soft waves of the lake lap against the rocky shore.

The cozy cabin and its comforts beckon. Its rustic walls of exposed wood bring the outside in. Now it’s high time for a reward. Grab a church key, flip open the cooler, and punch a couple of holes in the flat lid of a steel can of frothy beer. It could be Falstaff, Hamm’s, Leinenkugel, Schmidt’s, Olympia, Genessee, or many others.

After the feast of fish and caramelized wild onions, step outside to view Mother Nature’s encore. The starry night sky explodes with a colorful stream of bright light. This is the Northern Lights display and it might be as close as heaven gets to Earth. It is a rare and astonishingly beautiful view - one that deserves to be enjoyed with another cold beer. This was an exhilarating day in the “Great Outdoors.”

Idealized in advertising

This scenario above might be a description of an ideal that advertisers were trying to depict when they married their beer brands with the back-to-nature scenes of fishing, hunting, and camping. The combination of beer and the outdoors must have struck a chord with beer

drinkers, because for a period of 20 years or so following the end of World War II in 1945, beer brands across the country offered up a consistent array of point-of-sale advertising with these themes. They likely appealed to war-weary former G.I.'s, who no doubt sought solace in getting "back to nature" to help them forget what they had experienced.

The "Great Outdoors" is a theme that also resonates powerfully with NABA member Chris Moore, owner of Seattle's Old Stove breweries and developer of The Mill at Vicksburg, MI, which will one day house The Cone Top Brewery Museum. Both are currently under construction.

Chris has a special fondness for breweriana from the Post-War era that depicts these outdoor scenes. They bring back memories of some of the most



The inspiration for the exhibit's name is the natural light display in the Earth's sky known as the "Northern Lights," seen here in a photo taken in Barnes, WI, located in the far northwestern part of the state.

magical moments of his childhood, spending time with his grandfather and father at their family cabin in the remote woods of Canada. His grandfather acquired the property in 1956 and it remains virtually unchanged.

"We had no phones, no radio, no electricity—just an old stove to cook our meals and keep us warm, and propane to light up the space," Chris recalled. "It's a place where time stands still. The breweriana with these outdoor scenes is for me a heartwarming reminder of these times—happy, living memories of my grandpa and his buddies talking, fishing, hunting, and drinking beer."

Showcasing Cone Top's breweriana

Not surprisingly, Chris, with the help of his team at the Cone Top Museum, has amassed a considerable collection of breweriana pieces depicting the outdoor themes of this bygone era. Chris wanted to display some of these pieces in an engaging and creative way in Cone Top's temporary museum quarters in downtown Vicksburg.

"We wanted to tell a story with the breweriana," Rebecca Luong, Director of Design for The Mill, explained. "We want to display the artifacts in a historical context that creates an

continued on page 28

"Northern Lights" debut at the Cone Top Museum



Before the Northern Lights' exhibit was unveiled at the NABA convention, it made its debut in Vicksburg at the Cone Top Museum. The museum's temporary quarters are in an historic downtown building that is owned by Paper City, LLC (parent company of The Mill and The Cone Top Museum). The building, along with many others in the beautiful and historic downtown, is currently being restored to its original appearance from the late 1800s. There was an open invitation for NABA members to join the exhibit's opening and celebration festivities, and more than 70 attended.



“Northern Lights” opens at the Cone Top Museum on June 9-10 in Vicksburg, MI

A hallmark of the “Northern Lights” exhibit is the ability to sit, socialize and storytell while taking in the vast variety of Post World War II breweriana that carries outdoor themes and imagery.



After the exhibit’s grand opening on June 9, there was a country music concert and barbecue buffet enjoyed by NABA members. This was held in The Mill’s music venue that is across the street from the current museum headquarters.

NABA’s “First Lady” Helen Haydock joined the festivities, and is pictured here with Chris Moore, owner/developer of The Mill and The Cone Top Museum.





The Cone Top Museum building has a larger footprint and more display area than the hotel suite in Schaumburg, allowing even more breweriana and accompanying props to enhance the outdoor theme. Examples from Vicksburg shown here but not seen in Schaumburg include a Hamm's billboard as well as an old wooden boat equipped with a vintage Evinrude outboard motor.

The large group of NABA members who joined the Cone Top team at the opening of "Northern Lights" in Vicksburg were treated to a generous reception of food and beverages. Just a few of that group are pictured here.



This 4-panel, outdoor billboard sign is a true survivor. It measures an impressive 12 x 8 ft. Signs like this were created by Meyer Outdoor Advertising of Minneapolis and could be throughout the roadways of Minnesota. Some of the paint is reflective to shine off car headlights at night. The sign was originally bookended by 3-D beer mugs which are currently being displayed elsewhere in the Cone Top Museum. This is a rare existing example that dates from the early 1950s.



From left: Ken Quaas, NABA President, Tom Flerlage, Sue Flerlage (holding their pup, Beanie), Tom Hardy of the Cone Top team, Jim Kaiser, NABA Treasurer, Don Kaiser, Clayton Emery, Cheryl Komp, Brian Langenbach and Mindy Reno, Cone Top's collection manager.

The second annual Cone Top / NABA Breweriana Show held on June 10, in conjunction with the “Northern Lights” event.



Front, from left: Clayton Emery, Isaiah Gardow, Madison Gardow. Back: Heather Gardow, Troy Gardow, Bill Norton, Dave Alsgaard, NABA Secretary, Ken Quaas, NABA President, Paul Cervenka of NABA's Membership Committee, Ed Heise, and Tina Heise.



Helen Haydock, Chris Moore, and Clayton Emery, NABA Membership Committee, BCCA President.

experience. This is an example of what will be a hallmark of the Cone Top Museum—presenting the breweriana in a way that brings it to life.”

Rebecca is part of a multi-talented team that works on The Mill and Cone Top that includes Mindy Reno, Cone Top's Collection Manager, Tom Hardy, John Kern, Rob McCarty, and Taylor Kallio.

The team's goal was to create an interactive and immersive exhibit – where people could enjoy an experience reflected in the themes of the breweriana displayed. They landed on the idea of housing the exhibit in a North Woods-type cabin. Rebecca noted, “We wanted the exhibit to tell a story, to create a feeling, to transport people to a certain time and place. It starts with the sense that you're walking into a warmly lit, woodsy cabin. You immediately experience a feeling of coziness and comfort.”

“Northern Lights” theme

The team named their concept “Northern Lights” after the dramatic light displays in the night skies of places in more northerly latitudes. Sometimes called “nature's light show,” the Northern Lights are best viewed in more remote areas that are unaffected by big city lights.

A 3-D model was developed of how the exhibit could best unfold to create the atmosphere of a rustic hunting/fishing cabin within the confines of a hotel suite at the Hyatt Regency Hotel in

Schaumburg, IL, the site of the 2023 NABA Convention. A key objective was to design the cabin so that it could “seamlessly and purposefully integrate and tell the story of the breweriana,” Rebecca said.

Importantly, the plan was to first showcase the “Northern Lights” exhibit in June at Cone Top's temporary museum in Vicksburg, and then break it down and move it 200 miles by truck to the 2023 NABA Convention in Schaumburg, IL.

Months of careful planning

The team made three separate site visits to the Hyatt to measure and plan for an experience that would transport visitors from a hotel suite to a North Woods cabin.

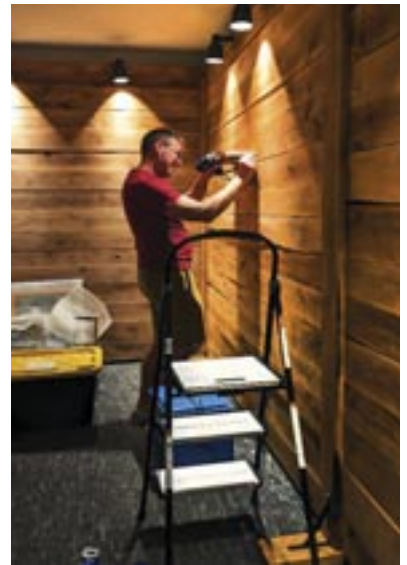
“The planning started last October (2022), when we sourced and prioritized the breweriana pieces (from the Cone Top collection) that were from the appropriate era and with the outdoor themes we wanted,” Mindy Reno said. “We chose about 125 pieces from roughly 400 that fit the era and outdoorsy themes we wanted”.

The visuals in those select breweriana scenes in turn became inspiration for both the materials used in the construction of the cabin's interior, and the furnishings and artifacts used as décor. “We took note of the variety of items we saw in the breweriana scenes, like picnic baskets, metal tackle boxes, a worn, red-checkered hunting jacket and



Above left to right: The Cone Top team surveys the hotel suite as they get ready to reconstruct the “Northern Lights” exhibit at the NABA convention on July 30. The exhibit arrived in Schaumburg by truck after a 200-mile drive from Vicksburg. John Kern gets ready to start unloading the wooden plank walls of the “cabin.” Tom Hardy assembles the walls of the cabin.

At right: Tom Hardy and Mindy Reno work to unpack and set up the exhibit at the Hyatt.



the classic cooler,” Mindy said. Pictures of Chris Moore’s family cabin and its furnishings also served as inspiration.

The walls for the “cabin’s” interior were carefully constructed by Tom Hardy, with wooden planks sourced from a nearby lumber mill. The Cone Top team found camping-themed artifacts in their own basements and attics as well as by scouring estate sales in the towns along the shores of Lake Michigan. “All of us grew up going to cabins in Michigan or Wisconsin,” Mindy said. “We had a pretty good idea of what we were looking for.”



To add to the feeling of welcoming and comfort, the cabin display was outfitted with some 1960s-era overstuffed couches and chairs—the kind of second hand, well-loved furniture that might have found its way to an actual cabin in the woods, in the bed of a pick-up truck. This invited visitors to spend some time, relax, and truly experience the exhibit.

Setting up in Schaumburg

The Cone Top team and their truck arrived in Schaumburg on Sunday July 30, with the goal of opening the exhibit on Tuesday, August 1, the first day of the convention. The team was joined by Mindy’s husband, Dave Reno, and it took the crew of six people nearly five hours to reconstruct the exhibit and transform a simple hotel suite into the “Northern Lights” exhibit.

When the doors opened and the convention attendees were greeted by members of the team with a warm welcome and a cold beer, word spread like wildfire among the hundreds of NABA member attendees that the “Northern Lights” suite this was a “must see” event.

continued on page 32



The Cone Top Team: The brains and brawn behind the stunning Northern Lights exhibit seen at the 2023 NABA convention includes from left, Standing: John Kern, Chris Moore, Rob McCarty, Taylor Kallio. Sitting: Mindy Reno, Rebecca Luong. Missing from the photo are Tom Hardy and Dave Reno.

“Northern Lights” stars at the NABA Convention



A panoramic shot of a hotel suite stunningly transformed into an experiential breweriana exhibit.



Above: Breweriana featuring hunting, fishing and camping scenes were at home in the “cabin.” Beyond the ample displays of point-of-purchase advertising were beer-branded premiums, like the vintage Schmidt’s bait bucket and Hamm’s cooler shown at right.



The rustic directional signs placed on the floor surrounding the suite signaled to convention goers that the “Northern Lights” exhibit was open for business.



The cabin’s décor featured many of the items actually depicted in the carefully-curated period breweriana displayed in the overall exhibit.

Interactive exhibit brings NABA members together



Feeling at home were, from left: Ron Satterlee, Faye Satterlee, Charlie Staats, NABA Board Member, Barry Travis, NABA Creative Director and Mindy Reno.



Turkey Lardinois relaxes in one of the exhibit's easy chairs and peruses a brochure detailing the future of the Cone Top Brewery Museum, which will be "NABA's Front Door."



Veteran breweriana collector Joe Olsen gives some words of wisdom to one of NABA's newest and youngest members, Schlitz collector Jonathyn Mowat.



Susan Appel and Christy Bowman take in the experience of the exhibit.



Barry Travis has a chat with Helen Haydock and Chad Higdon.



The Hamm's "Dusk to Dawn" lighted sign reflects the idyllic "Great Outdoors" theme that the exhibit aimed to convey. It was one of about 120 different point-of-sale brewery signs on display, each with its own museum-like description accessible with a QR code.

Hamm's and the Great Outdoors

While dozens of beer brands leaned on outdoor imagery in the Post World War II era, perhaps none did so with as great and lasting impact as Hamm's.

Beginning in the early 1960s, Lakeside Plastics of Duluth, MN and Chicago, IL was commissioned by the Theo. Hamm Brewing Co., of St. Paul to create a series of captivating signs that linked Hamm's Beer with the natural beauty of Minnesota and its longtime advertising theme of "From the Land of Sky Blue Waters."

"Dusk to Dawn" is one of many iconic Hamm's motion signs that comes in a few varieties. This sign is modeled on a chalet-style lake cabin, an architectural style typical of the Great Lakes region in the early 1960s. The moving scene appears in a large picture window and as the film scrolls, transforms from dusk, with a bluish purple sky, to dawn, with brighter, yellow and red tones. The day-to-night visual cycle then slowly repeats.

There are two different versions; this one has a clock with European-style Roman numerals in the upper right space. The second one instead has 3-D gold beer goblets in the same place.

The "cabin" was invariably crowded with new and repeat visitors throughout the week. They came to sit, talk, and enjoy a beer, just as they might have if they were relaxing in an actual North Woods cabin. "We really loved seeing the reactions of the NABA members and how much they enjoyed the whole exhibit beyond just the breweriana," Mindy recalled. "A lot of the guys were leaving and bringing back their wives, telling them 'You've got to see this!'"

A hit at the convention

NABA members were duly impressed with the imagination and planning that went into the exhibit, as well as its authenticity. "I was truly amazed by the Cone Top Museum's display and how it beautifully presented the breweriana of the 'Great Outdoors.' It was really a highlight of the convention," said Scott Brown, of NABA's Board of Directors.

NABA's Creative Director, Barry Travis, said, "You'd never expect that a plastic key card to a suburban hotel room would open up a portal into a North Woods cabin full of friends, fun, and beer signs!"

NABA Vice President and Convention Chairman Mike Michalik was aware of the Cone Top team's plans beforehand but was astounded by the end result. "I was just blown away by what I saw when I first walked into the room. I had lofty expectations for the project and knew it had been a hit in its Vicksburg location. But in Schaumburg, the Cone Top crew exceeded everything I had envisioned." Mike's wife, Deb Michalik, added, "The warm cabin vibe was so cozy and welcoming. I wished it had been my room at the convention—I probably would have never left!"

By creating these types of memorable, high-impact, and experiential exhibits, the Cone Top team aims to bring the museum's breweriana to life in its future home—currently under construction as part of The Mill at Vicksburg complex. Team leader Chris Moore is excited about future developments, some of which will be on display at next year's NABA Convention in St. Louis, from July 29 – August 3. "We have some exciting plans for next year already in the works," Chris advised, "I think NABA members will really enjoy what we have in store for '24."



nababrew.com

St. Louis

July 29 - Aug. 3 2024

Don't miss NABA's Convention!



Just \$119 per night!

Book your hotel room now at the
Renaissance St. Louis Airport Hotel
Just go to www.nababrew.com, log in,
and select the "Convention" tab.

JOIN US IN THE HEARTLAND OF BREWERIANA

An epic event filled with beer, breweriana, friends and fun.
Held near St. Louis, with some of the greatest collectors
(and collections) in our hobby. See you there!



Highlights from the NABA/Morean Auction on July 30, 2023



Curved porcelain corner sign, Jacksonville Brewing Co., Jacksonville, FL. 12.5 x 20 in., by Ingram-Richardson Co., c. Pre-Prohibition, \$18,240



Chalkware backbar statue, Yankee Pilsner, Yankee Brewing Co., Pittston, PA, 13 x 9 in., c. 1946-1948, \$7,605



Tin-over-cardboard sign, Yuengling's Olde Oxford Ale, D.G. Yuengling & Son, Pottsville, PA, 13.5 x 6.5 in., by Permanent Sign & Display Co. Reading, PA., c. 1930s, \$5,472.



Reverse painted glass sign, Delta Beer, Delta Brewing Co., Escanaba, MI. 12.25 x 13 in., c. 1930s, \$7,980.



Pin-up girl calendar, Senate Beer, Chr. Heurich Brewing Co., Washington, DC, 18 x 22.5 in., dated 1937, \$5,016.



Tin-over-cardboard sign, Graino Cereal Beverage, Keeley Brewing Co., Chicago, IL. 13 x 9 in., c. 1920s Prohibition Era, by American Art Works, Coshocton, OH, \$6,270.



Pin-up girl calendar, Senate Beer, Chr. Heurich Brewing Co., Washington, DC, 18 x 22.5 in., Dated 1941, \$2,508



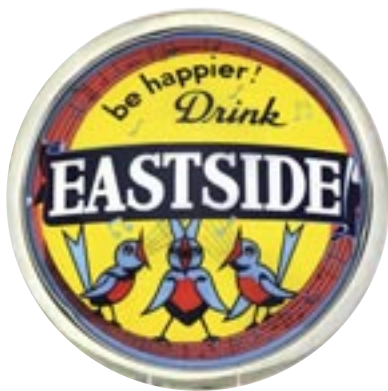
16oz. can, Argonaut Beer, Arizona Brewing Co., Phoenix, AZ, by American Can Co., c. 1950s, \$7,980



"Shelf Talker" sign, Miller High Life Beer, Miller Brewing Co., Milwaukee, WI, 13.5 x 4.25 in., by Kirby-Coggeshall-Steinau Co. Milwaukee, WI, c. 1930s, \$1,083



"Shelf Talker" sign, Krueger Beer & Ale, G. Krueger Brewing Co., Newark, NJ, 18.5 x 5.5 in., by Kirby-Coggeshall-Steinau Co. Milwaukee, WI, c. 1930s, \$1,140.



Porcelain fired glass sign, Eastside Beer, Los Angeles Brewing Co., Los Angeles, CA, 17 in., c. 1930s, \$4,788.



Tin serving tray, Fitger's Beer, Fitger Brewing Co., Duluth, MN, 13 in., c. 1930s, \$1,824.



Tin serving tray, Kips Bay Beer, Kips Bay Brewing Co., New York, NY., 13 in., by Electro-Chemical Engraving Co., c. 1930s, \$1,989



Felt pennant, New Glarus Beer, New Glarus Brewery, New Glarus, WI, 28.5 in., c. Pre-Prohibition, \$1,404



Chalkware wall sign featuring a bear, Canadian Ace Beer, Canadian Ace Brewing Co., Chicago, IL., 9.5 x 12.5 in., c. 1950s, \$1,254.



Celluloid "button" sign, Jax Beer, Jackson Brewing Co., New Orleans, LA, 9 in. diameter, by Philadelphia Badge Co., c. 1940s, \$2,736.



Celluloid "button" sign, Storz Beer, Storz Brewing Co., Omaha, NE, 9 in. diameter, by Parisian Novelty Co., Chicago, IL., c. 1940s, \$2,736.



Tin-over-cardboard sign, Schlitz Beer, Jos. Schlitz Brewing Co., Milwaukee, WI. 9.25 x 14.25 in., by American Can Co., c. 1930s, \$1,938.



Cardboard hanging sign, Peter Doelger Beer, Peter Doelger Brewing Co., New York, NY, 10.5 x 13.5 in., c. Pre-Prohibition, \$1,254.



Self-framed tin sign Bellevue Brewing Co., Cincinnati, OH, 22.25 x 28.5 in., c. Pre-Prohibition, \$2,964.



Die-cut cardboard signs (set of four), Silver Cream Beer, Menominee-Marquette Brewing Co., Menominee, MI, 20 x 13.25 in., c. 1940s, \$2,736.



Embossed tin sign, Red Lion Ale, Burger Brewing Co., Cincinnati, OH, 36 x 24 in., by Donaldson Sign Co., Covington, KY, c. 1930s, \$2,508.

Tin-over-cardboard fishing sign, Sterling Beer, Sterling Brewers Inc., Evansville, IN, 22 x 20 in., c. 1940s, \$4,104



Tin serving tray, High Life Ginger Ale, Sunrise Soda Water Works Co. Ltd., Honolulu, HI, 13 x 10.5 in., c. 1930s, \$1,254.

Other Auctions

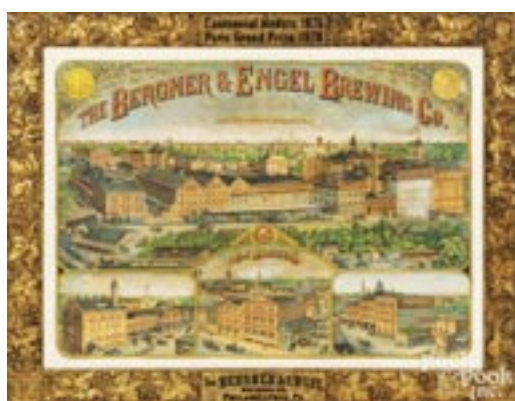


Porcelain curved corner sign, Pabst Blue Ribbon, Pabst Brewing Co., Milwaukee, WI, 14.5 x 22 in., c. Pre-Prohibition, Facebook auction, \$10,000

Factory lithograph in period ornate frame, The Bergner & Engel Brewing Co., Philadelphia, PA, 33 x 43 in., c. 1880s, Pook & Pook Inc. auction, \$8,750.



Tin serving tray, Pointer Beer, Clinton Brewing Co., Clinton, IA, 13 in., c. Pre-Prohibition, Holabird Western Americana Collections auction, \$2,625.



Three different Lucky Lager signs from Lucky Lager Brewing Co. San Francisco, CA, various sizes all with minor restoration, c. 1950s, Swann Auction Galleries, \$800, \$1,000 and \$600.



Cardboard sign advertising radio broadcast on WERE of Cleveland of Browns vs. Steelers football game, Carling Brewing Co., Cleveland, OH, 36 x 21.25 in., by Day Glo Signs, c. 1950s, Dana J. Tharp Auctions, \$403.



Etched and painted glass sign with scalloped edge, Blatz Beer, Val. Blatz Brewing Co., Milwaukee, WI, 8 x 14 in., by Cincinnati Sand Blast Co., Cincinnati, OH, c. Pre-Prohibition, Schmitt Horan & Co. Auction, \$2,125.



Etched and painted glass sign with scalloped edge, Blatz Private Stock, Val. Blatz Brewing Co., Milwaukee, WI, 8 x 14 in., by Cincinnati Sand Blast Co., Cincinnati, OH, c. Pre-Prohibition, Schmitt Horan & Co. Auction, \$1,625.



Cardboard sign with metal corners, Kurth Beer, The Kurth Co., Columbus, WI, 8 x 14 in., c. Pre-Prohibition, Davis Brothers Auction, \$2,048.



Embossed tin sign, Dublin Style Cereal Beverage, Falstaff Brewing Corp., St. Louis, MO, 20 x 9 in., c. Prohibition, Facebook auction, \$1,300.



Tin-over-cardboard sign, Famous Manayunk Beer, Liebert & Obert Brewing Co., Manayunk & Philadelphia, PA, 13 x 9 in., c. 1940s, Facebook auction, \$900.

Exciting exhibit of Coshocton advertising runs till December 31

By Peter Bayer

This Fall, NABA members interested in early breweriana history have a unique opportunity to learn more about the amazing volume of advertising famously produced by companies in Coshocton, OH, often called the “birthplace of specialty advertising.”

The Johnson-Humrickhouse Museum in Coshocton is honoring the city’s advertising art history in a special exhibit, *Advertising Art of Coshocton*, from September 23 to December 31. The exhibit features specialty-advertising items made in Coshocton from the 1890s through the 1950s.

The exhibit’s curators are NABA member William Carlisle, along with fellow long-time collector Joe Kreitzer. Both men have been researching and collecting advertising art from Coshocton for over 35 years.

The mecca of advertising art

Considered the birthplace of advertising art, Coshocton was once second only to New York City in terms of how many artists lived there—astounding for a city that in its manufacturing heyday, had less than 10,000 people.

In addition to many permanent items in the museum’s collection related to the manufacture of advertising, the exhibit will feature the signs, trays, calendars, and celluloid novelty products of the following Coshocton-based companies, with many brewery-related items:



- American Art Works
- The Meek Company
- Beach Art Display
- The Meek & Beach Co.
- Beach Enameling Co.
- Novelty Advertising Co.
- Beach Leather
- Standard Advertising Co.
- The H.D. Beach Co./Beach Co.
- Tuscarora Advertising Co.
- Marshall Mfg. Co.
- W.F. Smith Co.

The companies listed above are what made the small Central Ohio town the world’s leading manufacturer of advertising art. Lithographs

on tin and paper, signs of all kinds, trays, calendars, and celluloid novelties advertised every type of business, particularly breweries, soft drink manufacturers, ice cream factories, tobacco companies, and distilleries.

A vast display

There will reportedly be over 500 advertising pieces displayed with at least 100 full and tip sized trays, including many unusual or rarely seen pieces. Some examples include one-off “after hours” artifacts, such as trays pressed into shapes different than those typically offered, signs pressed into trays, and other similar items. Joe and Bill will also be arranging an evening discussion program sometime later this Fall. Watch the NABA Facebook page for details. Admission to the museum is \$5, which also includes access to the museum’s other interesting exhibits.

Note: *The Johnson-Humrickhouse Museum is located at 300 N. Whitewoman St. in Coshocton, OH. Exhibit viewing hours are 12:00 – 4:00 PM, Tuesday-Sunday through December 31, 2023.*



The art of breweriana

NABA members help curate a museum's history

by Dave Alsgaard

*A special thanks to
Charlie Staats
for contributing
pictures & historical
background.*

The San Antonio Museum of Art is a stunning facility in an historical structure. The building that houses it began its life as the first Lone Star Brewing Company, from 1884 – 1918. Recently, some local NABA members helped curate an exhibit that brought that fact to life, using the art of breweriana.



This is a stylized depiction of the grand structures that comprised Lone Star Brewing Company, c. 1900. The San Antonio Museum Association acquired the facility in the 1970s and after extensive renovation and restoration opened it as an art museum in 1981. Lithograph on metal factory scene, 30 x 42 in., c. 1896-1903. Museum collection.

First, a brewery

The Lone Star Brewing Company in San Antonio, TX was established in 1883 by businessmen John Henry Kampmann and Edward Hope, along with the backing of Adolphus Busch, of the Anheuser-Busch brewing empire. The facility was close to the Sunset Depot on the city's near east side for easy rail transport. The brewery began operations in 1884, and was the first large, mechanized brewery in Texas. At its peak, the brewery produced 65,000 barrels per year.

Adolphus Busch then bought the Alamo Brewery on Cameron Street in 1895, and its brewing equipment was transferred to the Lone Star brewery. Thereafter, the Alamo Brewery's building was used as a Lone Star brewery beer depot in downtown San Antonio for nearby saloons to pick up kegs.

The brewery complex as it exists today was constructed between 1895 and 1904 by local San Antonio architects James Wahrenberger and Albert Felix Beckman, along with the architectural firm of E. Jungenfeld and Co., who had designed all of the Anheuser-Busch brewery facilities in St. Louis, MO.

Thriving before Prohibition

By 1900 the company had greatly increased operations, with distribution throughout the state and soon became the largest brewery in Texas. To keep up with demand, large-scale additions were undertaken, and many new brick buildings were designed to replace older wooden structures. The company continued to thrive until brewing ceased in 1918 with the onset of Prohibition. The large brewery closed, never to brew beer there again.

Interestingly, there was never a brand called “Lone Star” produced at the brewery before Prohibition. The locals referred to the brands/styles Alamo, Tango, Cabinet, Erlanger, Bock and others collectively as “Lone Star Beer.”

After Prohibition

Lone Star beer as a brand first came on to the market in Texas in 1940. It was brewed with a special formula by a new Lone Star Brewing Company. It had the backing ownership of the Muehlebach brewery of Kansas City, MO, operating at the former Sabinas and Champion brewery facility.

The brand continued under the ownership of Olympia (1976), Heileman (1983), and finally Stroh (1996), which closed the San Antonio brewery. Lone Star beer is still brewed in Texas to this day. The label is owned by Pabst (from its Heileman purchase) and contract brewed at Miller Brewing Company’s Ft. Worth brewery.

From brewery to museum

In the meantime, over the nearly 50 years after it closed as a brewery, the original Pre-Prohibition



Charlie Staats, Steve Fisher, and Jaime Pina (the latter two are shown at right) provided historical expertise and loaned artifacts from their collections to what became a beautifully curated exhibition at the museum.

brewing complex served as a cotton mill, an ice company, and warehouse space for a variety of government and business purposes.

In 1971, the buildings were acquired by the San Antonio Museum Association. Following a \$7.2 million renovation of the former brewery complex, the San Antonio Museum of Art (SAMA) opened to the public in March of 1981. The museum opened in the renovated complex with the slogan “We’re Brewing Art.” The museum collection includes a broad range of art representing various world cultures.

continued on page 40



The former Lone Star Brewing Company is now beautifully-preserved as The San Antonio Museum of Art. It is a highlight along the city’s famed River Walk, which was not created until many years after the brewery closed.



Alamo

Some of the former brewery’s original architectural elements pay homage to the nearby Alamo. A skybridge has been added to unite the upper floors of the buildings.



Honoring its brewery heritage

Sadly, in the 42 years since it opened, SAMA never honored its building's rich history. The museum had virtually no history or artifacts from the building's seminal years as a brewery. In an effort to celebrate its history as a Texas brewing icon, the museum decided to feature an exhibit of Pre-Prohibition era Lone Star breweriana and history, called "Still Brewing Art." The museum contacted NABA Board Member and President of the Lone Star Chapter Charlie Staats for his assistance and expertise. Charlie is well known locally as a San Antonio Brewing historian and breweriana collector.

Over the next several months, Charlie aided the museum in its historical research and also assembled an array of Pre-Prohibition artifacts from his own collection, as well as select pieces from



NABA members Steve Fisher, Charlie Staats & Jaime Pina at the exhibit's opening celebration on June 29, in front of the brewery's original limestone logo relief.

NABA members Steve Fisher and Jaime Pina to loan for a display. The exhibit featured beautifully curated breweriana, including factory scene lithographs, rare Pre-Prohibition Lone Star point-of-sale advertising, and historic photos.

Additionally, Charlie's research discovered that in the early 1900s, Lone Star had published several "Lone Star beer" drinking songs in the local San Antonio German language newspapers. The Beethoven Männerchor, the oldest German men's singing society in Texas (founded in 1867) translated the Lone Star beer songs into English. They sang them in their original German for the exhibit grand opening on June 30, 2023. The exhibit ran through Labor Day 2023.

Pre-Prohibition breweriana on display



The Alamo was an important part of local history and many products carried that name over the years. Lone Star Brewing followed suit with a Pre-Prohibition beer called Alamo. The labeled Alamo beer bottle is at right. This sign for Alamo Beer shows a stock image that looks more like a Bavarian landscape than a place anywhere near San Antonio. Lithograph on metal, by Kaufmann & Strauss Mfg. Co., NY, NY. 20 x 28 in., c. 1910. Collection of Charlie Staats.



Rare label for Cabinet Beer, c. 1900. Collection of Steve Fisher.

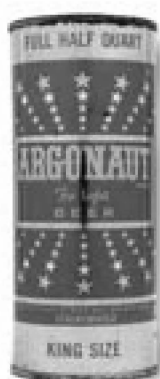
Rolled-edge tin sign for Cabinet bottled beer, using the stock image of "Carmen," 15 x 18 in., by The Meek Company, c. 1907. Collection of Steve Fisher.



In 1917, Lone Star introduced Tango, a non-alcoholic beverage. Advertising of the time used images of soldiers enjoying Tango, with claims that the beer alternative was "The Favorite of Officers and Men in the Army." Oval inverted pie style tray for Tango beverage, 14 x 17.5 in. no mfg. mark. Collection of Steve Fisher.



\$18,240.00



\$7980.00



\$1404.00



\$2736.00



\$1989.00



\$2736.00



\$1824.00



Our 2023 online auction was a HUGE success!



Get the best price for your precious pieces: Putting your items in the NABA/Morean auction will help you realize the highest prices in the hobby. Help support your club at no cost to you. A portion of the proceeds goes to the NABA's operating funds — keeping dues low and paying for increased costs, like those related to the production of this magazine.

Contact Matt Olszewski at Mattski323@gmail.com

Limited to 300 lots, minimum estimated value of \$250 per lot.

Submissions are needed by June 1 — but first come, first served.

Auction is set for July (TBD) of 2024



Serving Up Great Trays

by Mark Rogers



Editor's note: NABA has partnered with members Mark Rogers and Peter Bayer to create a comprehensive database of all known Pan-American trays. This visual database, named "Trayman 2.0 Powered by NABA," will organize trays across a wide variety of categories in an engaging, user-friendly way and will be accessible via the NABA website. This article showcases a variety of great trays that feature an oft-overlooked visual design element—the image of that all-important beer ingredient—hops.

Note: The trays pictured here are from the author's collection unless otherwise noted.

Hyping Hops!!

Growing up in Sacramento, CA, my family had a cute little house on a street that paralleled the American River. Prior to it being a neighborhood, it was a hops farm. My parents always talked about this when people came over for a visit, bragging about the 10 feet of natural topsoil that made gardening a breeze.

It seems hops plants love sandy river soils, where their roots can run deep and gather water and nutrients to deliver to the buds we love in our beer.

The buds also seem to have found a place in the creative minds of history's beer tray designers. As we have gathered and organized tray pictures for Trayman 2.0 database, we kept noting that hop leaves, vines and buds, were often integrated into the tray designs.

continued on page 44



This article is best read listening to The Verve's "Bittersweet Symphony" and drinking a Big-Hop India Pale Ale from 2nd Shift Brewing Co., St. Louis, MO.



Detroit Brewing Co.
Detroit, MI, Pre-Pro, 12 in.
Collection of James Kaiser.



Du Bois Brewing Cos.
Du Bois, PA, Pre-Pro, 12 in.
Collection of Brian Schade.



North Yakima Brewing Co.
Yakima, WA, Pre-Pro, 13 in.
Collection of Gary Flynn.



Pabst Brewing Co.
Milwaukee, WI, c. 1940s, 12 in.



William G. Jung Brewing Co.
Random Lake, WI, Pre-Pro, 12 in.



William Simon Brewery
Buffalo, NY, c. 1930s, 13 in.



Blatz Brewing Co.
Milwaukee, WI, c. 1930s, 12 in.



Buffalo Brewing Co.
Buffalo, NY, c. 1930s, 12 in.
Collection of Brian Schade.



Wunder Brewing Co.
San Francisco, CA, Pre-Pro, 13 in.



Standard Brewing Co.
Chicago, IL, Pre-Pro, 12 in.
Courtesy of Morean Auctions.



Kuntz Brewery, Ltd.
Waterloo, Ontario, Canada, c. 1920s, 12 in.
Courtesy of Miller & Miller Auctions.



Guenther & Zerweck Brewery
La Porte, IN, Pre-Pro, 12 in.

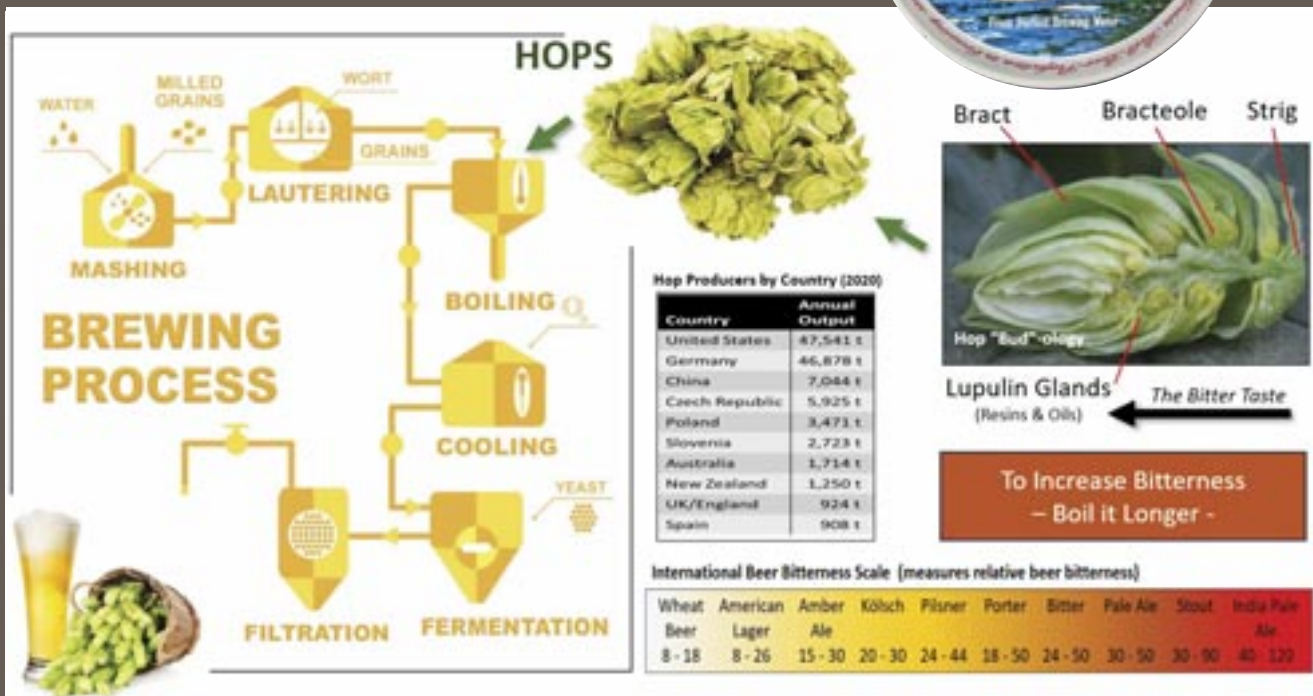


Philadelphia Brewing Co.
Philadelphia, PA, c. 1930s, 12 in.

Minnesota Brewing Co.
Minneapolis, MN,
c. 1950s, 13 in.



Non-Technical Hops Primer



The designers used various parts of the hop vine. Sometimes hops served as the focal point of the design and other times as the decorative filigree to frame the primary visual. Hops can also be found on trays as rim décor. We feature some obvious uses in this article, but as you look closer at your own trays, you will see how frequently images of hops appear.

Other than the cool design possibilities, why do we pay such homage to a simple vine? The Trayman

Team has a few home brewers, but we certainly do not even begin to pretend to be experts in the field. We are however smart enough to know that once harvested, the hops bud is the ingredient that provides bitter bite in your brew of choice. Review the Hops primer on the previous page to impress your buddies (pun intended) the next time you are at your local craft brewery.

Tray Designers paid homage to the hops leaves and buds in these beautiful Pre-Prohibition examples:



Ekhardt & Becker Brewing Co.
Detroit, MI, Pre-Pro 13 in.
Collection of James Kaiser.



Gottfried Krueger Brewing Co.
Newark, NJ, Pre-Pro, 13 in.



Jacob Metzger & Co.
Indianapolis, IN, Pre-Pro. 12 in.



Portsmouth Brewing Co.
Portsmouth, NH, Pre-Pro, 13 in.



San Antonio Brewing Assn. City Brewery
San Antonio, TX, Pre-Pro, 13 in.
Collection of Charlie Staats.



Dubuque Star Brewing Co.
Dubuque, IA, Pre-Pro, 13 in.
Courtesy of ABA Potosi Museum



Wm. Peter Brewing Co.
Union Hill, NJ, Pre-Pro,
16.5 x 13.5 in.



Sprattler & Mennel Centennial Brewery
Paterson, NJ, Pre-Pro,
16.5 x 13.5 in.
Collection of Tim Wry.



The cap on top of your beer bottle has existed in one form or another since William Painter was awarded a patent in for the invention, which he called “crown corks.” (See following story on William Painter and Crown Cork & Seal). Painter then had to convince bottle manufacturers and beverage companies to invest in making a new style of bottles to accommodate the crowns. It was not until almost 1900 that crowns were widely used.

Only an inch round, crowns are important real estate in beer bottle packaging. Their artful designs and eye-catching graphics also make them a highly interesting form of breweriana to collect.



Punched metal blank

continued on page 46

ALWAYS



SOME FINER POINTS OF CROWNS

BY GARY PAPAS

NOTE: ALL PHOTOS
ARE FROM THE
AUTHOR'S COLLECTION



Formed shell with side skirt



Crown face with image

Crown components:

The crown is created when a flat circular piece of metal (left) is stamped from the back with a die that forms the “crown shell” (center) which has a “skirt” of crimps and 21 “points” that cover the bottle neck and seals off the liquid inside. The “face” of the crown shell (right) is the flat surface that covers the bottle opening and is most visible to consumers.

IDENTIFYING PRE-PROHIBITION CROWNS

Liner:

A crown's age can typically be identified by looking at the liner. Until about 1920, crowns used a solid cork liner made from sheets of natural cork. This liner protected the contents of the bottle from contact and potential contamination from the metal crown.

In 1915, the New Process Company introduced an improved, "composition" cork liner made up of chipped pieces of cork bound together. The NEPRO Cork liner was less porous and was widely used until a vinyl plastic liner was introduced in the early 1960s.

Points:

The number of points on the skirt of early crowns can also be used to narrow down when they were manufactured. William Painter's original 1892 patent design had 24 points. Improved machining of the crown top bottle allowed the number of points to be reduced to 22 in 1903. Today's standard of 21 points was adopted in 1911.



Solid cork

Composition cork

Aluminum spot

No Maker's Mark:

Additionally, the earliest beer crowns did not have maker's marks on their skirts, as Crown Cork & Seal had minimal competition. Maker's marks came into use in the 1920s as more crown-making companies developed.

No Spots:

Crown manufacturers introduced an added contaminant barrier to liners in the mid-1930s called "spots." A thin aluminum spot was used for most beers while soda typically used less expensive spots made of paper. These became known as "spot crowns" (right).

STATE TAX CROWNS

State tax crowns came into use after Repeal in 1933. Some states required that both beer bottles and cans include a state tax mark. By 1950, 18 states and Puerto Rico required products to feature a design on bottle crowns specific to their state that usually included either the state's name or seal. Laws regarding tax crowns and the information they were required to carry varied from state to state.

Examples of state tax crowns

from all 18 states (and the territory of Puerto Rico) that required them. The states using special tax crowns shown here from upper left: Alabama, Florida, Georgia, Kansas, Kentucky, Maryland, Michigan, Mississippi, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Utah, Virginia, West Virginia, Puerto Rico, Missouri, and Minnesota (the two on the lower right)



TAX CROWN VARIETIES



Florida



Ohio



Virginia



Utah

Florida had its state name printed on the crown, as seen in this example from Fox Deluxe Brewing Co. of Waukesha, WI.

Ohio required that both its state seal be used along with a color-coded crown to indicate the alcohol content of the beer, as shown by this example from Miller High Life of Milwaukee, WI.

The blue color indicated a "strong" beer of more than 3.2% alcohol. A red crown was used for 3.2% beer, while 32-ounce quarts used orange for regular strength and green for strong beer.

Virginia required that crowns identify the specific tax paid, as seen in this example from Richmond's Richbrau Beer.

Utah had both the seal and the package size printed on the crown's face, as shown by this crown for a 12-oz bottle of Walter's Beer of Pueblo, CO.

continued on page 48



South Carolina tax crowns:

This collection of South Carolina tax crowns shows how far breweries will go to sell their beer.

Note: The black plastic trays holding the crowns shown in some pictures in this article are available via gemsondisplay.com.

CHANGES DURING WORLD WAR II

Metal rationing for the war effort in the 1940s led to a variety of changes in crown production.

Multi-serve bottles:

Consumers were encouraged to purchase larger, multi-serving quarts and half gallons to reduce the need for crowns.

“Wallpaper” crowns:

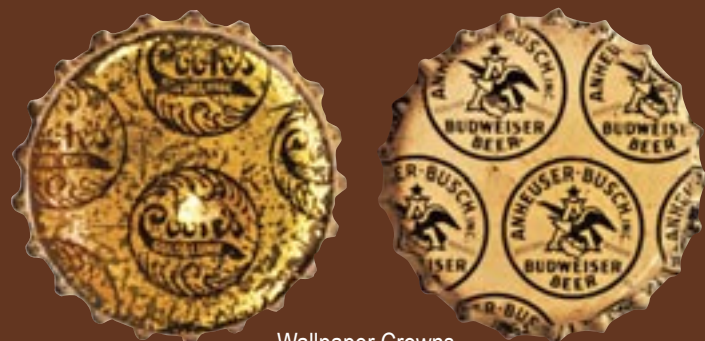
Crowns using small images of the brand logos were introduced. This eliminated the waste produced when crowns were misprinted with off-center logos.

Conserving aluminum:

The aluminum spots inside the crowns were replaced by wax paper. Aluminum oxide removed from the printing inks, which often resulted in less vibrant colors as can be seen by comparing the pre-war Hamm’s example at left with one made during the war, at right.

Drab:

Crowns were produced in an “olive drab” (OD) color for the U.S. military. There are known examples of olive drab crowns from 20 different breweries. Some of these OD crowns were used for bottles and some for cone top cans. There are no known olive drab bottle labels.



Wallpaper Crowns



With Aluminum Oxide



Without Aluminum Oxide



Olive Drab

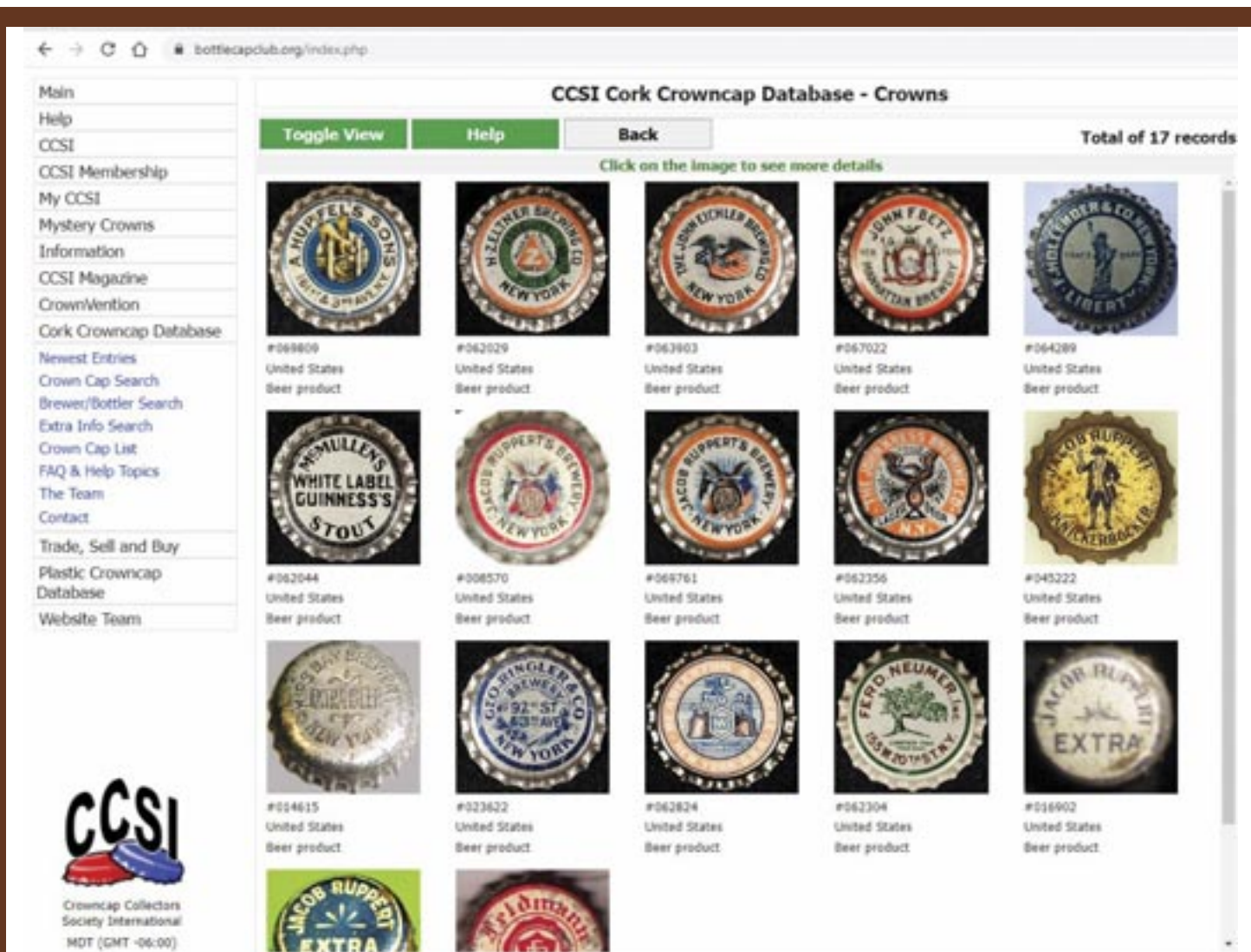
COLLECTING CROWNS

Crowns are colorful one-inch beer signs, that have a rich history dating back to the 1890s. There are so many beer brands that can be collected from a huge variety of breweries that were bottled and topped with intriguing crowns. And they take up little room and can be displayed and organized in any number of creative ways.

Author's note: To learn more about crowns and how to date them, check out the website hosted by Crowncap Collectors Society International (CCSI) at www.bottlecapclub.org. The website team has taken on the task of assembling a comprehensive, visual

database of all the crown designs ever made, world-wide. It includes brand and company histories of both breweries and soda bottling companies.

About the author: NABA member Gary Papas lives in Lexington, SC, but is originally from Chicago's south suburb of Dolton, IL. He joined his brother and father in collecting beer cans in the early 1970s and switched to crowns when beer can prices escalated. He collect cork-back crowns from all U.S. breweries, with a special interest in Pre-repeal crowns. He can be reached at Greatbuy@yahoo.com



A sample web page hosted by Crowncap Collectors Society International (CCSI) at www.bottlecapclub.org. From the left-hand menu you can select "Cork Crown Database" and then "Crown Cap Search" to find examples of older crowns.



A souvenir postcard for the 1907 Jamestown Exhibition World's Fair commemorating the 300th anniversary of the Jamestown settlement in Virginia. The company boasts of its massive 10-acre factory complex with two separate plants. Collection of Scott Brown.

THE KING OF CLOSURES

**THE STORY OF
WILLIAM PAINTER
AND THE
MODERN
BOTTLE CAP
BY SCOTT BROWN**

You would be hard pressed to name a technology in use today that is essentially unchanged from its original design over 130 years ago. That distinction can be said of the crown top bottle cap. Within four years of its introduction in the 1890s, this closure became the dominant method of sealing bottled carbonated beverages, and remains the standard worldwide today. It was the brainchild of William Painter, and while he is known primarily in the breweriana and bottle collecting world as its creator, he made contributions to the industrial revolution in many areas. He was perhaps Maryland's most prolific inventor and built one of the most important companies in Baltimore, a powerhouse manufacturing center of that time.

Painter was born in Triadelphia, MD, in 1838. His father was a farmer and shop owner. A Quaker, William was educated locally and then in Delaware in Friends Schools. He never attended college, but found he had both a passion and talent for mechanical invention while working for relatives in their patent leather business.

A voracious reader, the studious Painter soon became highly regarded as a “self-made” mechanical engineer. His compulsion for excellence lost him his first patent when he was beaten to registration for his paper folding machine by taking several extra months to perfect it. He secured his first patent in 1858 for a trolley fare box.

In 1865, he moved to Baltimore and found work in a machine shop. There he had the latitude to experiment and produce the many ideas constantly flowing through his brain. For the next 20 years, his attention focused on pumps and valves, with patents ranging from his “odorless excavating apparatus,” hydraulic pumps, steam boiler damper regulators, hydrostatic water joints, and other disparate items including cutting blades for reapers, spring curtain rollers, locks for double doors, and multiplex telegraphy.



William Painter in 1896

Big problem, big solution

By the mid-1880s, another vexing and everyday problem presented itself. Painter decided to come up with a solution, and this dramatically changed the course of his life.

The bottling of carbonated beverages was becoming increasingly common. Mineral waters, soft drinks and sodas, and of course beer, could be effectively contained in glass bottles instead of stoneware, without exploding. But the methodology and available options for closures for these containers was anything but standardized. In fact, there were nearly 1500 different bottle closures in use at the time, all of which suffered from an array of problems. Many were expensive and reusing them when bottles were returned was the common practice. But dirt accumulated under the edges of the closures and inadequate sanitizing often led to illness. The construction of bottle necks and their surfaces was inconsistent and they often leaked.

continued on page 52

A generic “factory” crown by Crown Cork & Seal Co., c. Pre-Prohibition.



A photograph of the Crown Cork & Seal buildings on Guilford Avenue in Baltimore, MD, c. 1913.

The metal components of the closures rusted, further compromising both a reliable seal and hygiene.

Painter took on this practical conundrum of daily life, and the dedication to bottle stoppers became his primary concern for the remainder of his life. In April 1885, he patented his first design called "The Triumph." Its wire retaining stopper allowed one hand removal, a definite innovation that improved the seal, but did not solve other design challenges. In September of that same year, he patented his "Bottle Seal" design that was a further improvement. It consisted of a rubber disc and wire rim or loop that was forcibly inserted into a flange in the bottle neck. It did not require placing something into the bottle neck itself and was the first single use closure.

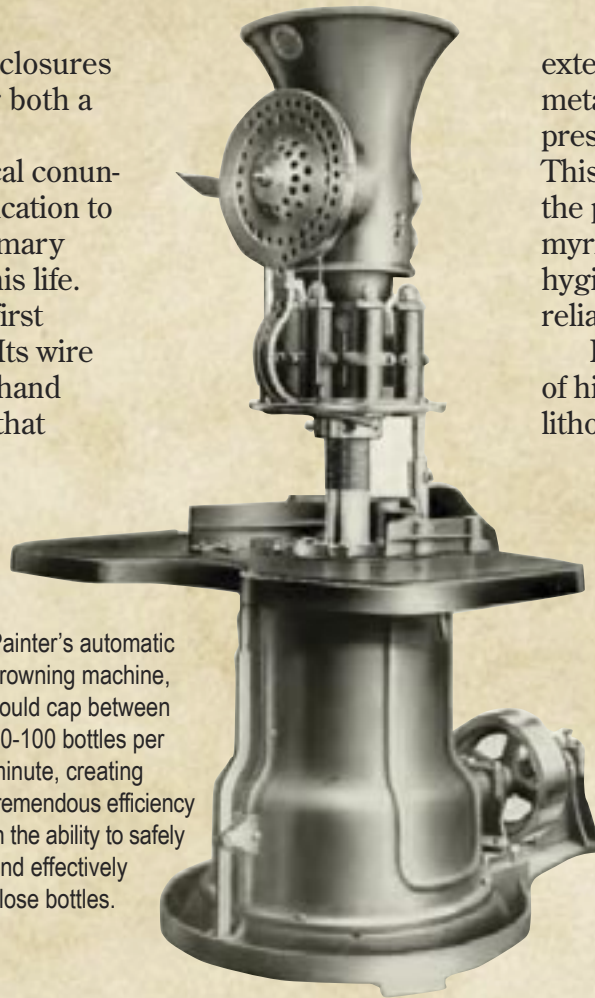
The innovations of the Bottle Seal greatly improved sanitation and leakage; and even though they were disposable, were less expensive. To produce his invention, he formed the Bottle Seal Company. Today, the bottle neck design that accommodated this closure is known to collectors as the "Baltimore Loop Seal".

Inventing the "crown cork"

Then, after years of additional experimentation, Painter came upon the idea that has withstood the test of time for over a century. Rather than seal the bottle with anything inserted below the bottle lip, he designed a tin cap or "crown" that, when installed only with

1904 invoice to the Pittsburgh Brewing Company's Straub Brewery features an intricately-lithographed factory scene of Crown Cork & Seal. Although the loop seal and aluminum stoppers remain printed as options, the order is only for the crowns. Collection of Scott Brown.

Painter's automatic crowning machine, could cap between 90-100 bottles per minute, creating tremendous efficiency in the ability to safely and effectively close bottles.



external contact by crimping the metal edges, could resist the internal pressure of the carbonated contents. This entirely new concept solved all the previous problems with the other myriad closures. It was disposable, hygienic, inexpensive, provided a reliable seal, and was easily removed.

Further, the trademarks or logos of his customers could be printed lithographically onto the crown, allowing brand recognition of the product. The inside of the cap was lined with cork, and thus on February 2, 1892, William Painter patented the "crown cork." He merged his Bottle Seal Company into a new company, The Crown Cork & Seal Company. It was incorporated on April 1, 1893 and headquartered in Baltimore.

A worldwide hit

The new closure was an instant worldwide success.

Although the company continued to produce the loop seal (hence the "seal" part of the name of the new company), the "crown cork" quickly became the standard. Bottle manufacturers soon abandoned the old blob top and loop seal necks in favor of the "crown top" bottle.

1904 invoice to the Pittsburgh Brewing Company's Straub Brewery. The document features a lithographed factory scene of Crown Cork & Seal and a detailed order table.

Gross Crown Corks		Price	Total
200	Gross Crown Corks	@ .35	70
	" " " Decorated	@	
	" Seals	@ .25	
	" Aluminum Stoppers	@ .25	
	" Openers	@	

Terms: 30 days Net. Accounts not paid when due are subject to eight days. Shipped per U.S. Exp.

1511-1523, 1601-1637 Guilford Ave.

Charge to STRAUB BREWERY. Account Sup's.



Happily, most of the massive Baltimore plant still stands today. The entrance to the plant and the engraved “Crown Cork & Seal” name is faded but can still be seen above the doorway. It is now home to the Guilford Hall craft brewery and restaurant. The three-part, five story building that occupies a large part of Guilford Avenue was constructed in 1898. Other sections of the building, now part of the Station North Arts District in Baltimore, are being converted to artist’s lofts.

By 1897, The Crown Cork & Seal Company had 3,000 customers and produced 94 million crowns a year. The crown cork closure eclipsed all other closures combined, except for simple cork stoppers. The company outgrew its first facility and began construction on a new plant in May 1897.

Painter’s legacy

Painter became known as the “pioneer inventor” of closures and single use stoppers. He continued to invent and held over 30 patents for refinements to the closure as well as for bottle design, bottling machines, and “closure extractors” (i.e. openers). His bottling machine could cap 100 bottles a minute, allowing for the efficiency needed as distribution of these beverages exploded.

Painter’s Quaker roots and upbringing informed his life and personal attributes. His father Edward became a physician late in life, and his dedication to the underserved was an important influence on William. He was modest, generous (usually

anonymously) and drank very little. He had a good sense of humor and was especially fond of the work of another adopted Baltimorean, Edgar Allen Poe.

Painter had that rare combination of scientist, creative thinker, and businessman with a keen sense for protecting his intellectual property. He was no ivory tower eccentric. He believed strongly that action was the only path to results, saying, “The only way to do a thing, is to do it.”

Sadly, Painter also was a workaholic and suffered several episodes of “nervous prostration” in 1895 and 1897 that required long stays away for rest. He retired as general manager of Crown Cork & Seal in January 1903, and passed away at age 68 in 1906.

The massive Crown Cork & Seal plant on Guilford Avenue still stands and is now the home of Guilford Hall craft brewery. More than a century later, thanks to William Painter’s crown closure, we can still safely enjoy a frothy, fresh beer and “crown” our collections with those small, graphic bottle closures—a reminder of his ingenuity.



The enterprise founded by William Painter as Crown Cork & Seal Co. in Baltimore is today called Crown Holdings, Inc. and headquartered in Yardley, PA. The company is the world’s leading manufacturer of metal beverage and food cans, metal aerosol containers, metal closures and specialty packaging and has 192 plants spanning 39 countries.



Chalk Talk

BY RICK BASKEN

Storing, displaying, restoring, and transporting your statues

Author's Note: *This article is perhaps the most important article I'll ever write about chalk pieces. That's because it's all about protecting and preserving them and when necessary, restoring a chalk to resemble its former state of glory.*

Storage and display

The most important aspect of storing or displaying your precious chalk statues is keeping them in a dry, low humidity environment. Chalks absorb moisture from the air and over time this moisture will break down the chalk material. Moisture will also rust any unpainted metal that is inside your chalk (the "skeleton" of your statue that holds the chalk together). When the metal rusts, it expands, and this can create enough pressure to crack the chalk.

The problem of metal expansion and subsequent cracking of chalk material is sometimes found in pieces made by Plasto Manufacturing of Chicago, IL, which operated from 1944 into the mid-1980s. Plasto made significant numbers of chalks for Pfeiffer's, Bosch, Falstaff, Goebel, Old Reading, Drewry's and Frankenmuth breweries. I have seen the expansion issues particularly in Pfeiffer's statues, which were produced in great abundance. From what I can tell, Plasto didn't prime any of the interior metal it used underneath the plaster, and so it was prone to rust and expansion from long term exposure to moisture.

A few years ago, I picked up a large Pfeiffer chalk at a low price which was in great distress. I thought it would be a good candidate for practicing my repair skills. But when it arrived, I was surprised to see the chalk itself was so soft that it could be scratched off with a fingernail. The rusted metal

was exposed in the statue's middle—it had popped through the chalk as a result of expansion. The piece had likely been kept in a damp space, perhaps a wet basement. Sadly, it was too far gone to even experiment on it.

Another danger to chalk statues can be sunlight. Over time, the ultraviolet (UV) rays will fade the bright colors from chalk pieces. This is of course true with other forms and materials of breweriana as well. To prevent my chalks from sun fading, I've placed UV blocking screens over the windows in my display area.



Here is an example of a chalk from the mid 1950s that I would not consider a candidate for restoration. It has no broken pieces, cracks or damage to the chalk itself. It does have paint loss and a little fade, but to me that's just patina that has been earned by nearly 70 years of age and survival.

When you collect something fragile like chalks, you are likely to encounter examples that have been damaged or broken either during shipping or as a result of some other kind of mishap. I hate the idea of just discarding a broken brewery artifact that has managed to survive more than 70 years. So for me, the hobby of collecting chalk statues created—by necessity—a second hobby of repairing them. My childhood years of learning patience by putting 3D puzzles together combined with various art classes I took in school have come in handy.

A wooden beer stein with a relief of four men drinking and a barrel with the text "For He's a Jolly Good Fellow". The stein is made of light-colored wood and features a relief of four men in traditional attire, each holding a mug and drinking. To the left of the men is a large wooden barrel with the text "For He's a Jolly Good Fellow" written on it. The base of the stein has the text "BREWED AT ITS BEST SINCE 1861".

Repairs with Fixit

As mentioned, most of my repairs involve re-creating and replacing missing pieces. To do this, I use a compound called Fixit Sculpt, a Play-Doh-like material that is marketed as “an extremely versatile product that combines the features and benefits of modeling clay with the industrial strength and adhesive power of epoxy.” I have found this description to be accurate and I especially like that you can work with it for more than two hours before it starts setting up, so you’re not in a rush to shape something and get it right the first time.

Fixit Sculpt takes 24 hours to cure to the point where you can sand and then paint it. Because the epoxy hardens like a rock it is stronger than chalk. One drawback is that because of its density, it is not easy to sand. So, you want to shape your repair part as perfectly as possible to avoid the need to sand it once it has hardened.

Continued on page 56

Continued on page 56



For reasons unknown, a previous owner of this stock chalk piece, known as the “Barbershop Quartet,” removed the original round Iron City Beer logo. To replicate and then restore it, a mold was made for the letters spelling out “Iron City Beer,” and then another one for the intricate Pittsburgh Brewing Co. crest at the center of the logo. The letters and crest from their respective molds were then separately attached to the figure to create a new logo and painted with a color-matched paint to resemble the original. The finished result is pictured above.

Fixit doesn't shrink in drying, is waterproof, and it sticks to metal, glass, wood, plastic, and of course, chalk. I even used it to repair a diesel tractor fuel tank that had some pin holes causing fuel to leak. It's been two years in hot and cold weather and still no leaks!

I would recommend watching a YouTube video on how to work with Fixit. I always use plastic gloves when working with it as I had a skin reaction to it. It comes in two parts that need to be mixed before using and I have found that adding a little dab of water softens it up and makes it easier to shape in finer detail.

Painting the repaired chalk

The hardest part of a restoration for me is matching the original colors of the repaired parts. I don't believe in re-painting the whole piece. This takes away any of the natural patina and the piece will no longer look original and its appeal and value will be diminished. The goal of any

restoration should be to bring the piece back to how it should look, factoring in the patina of natural aging. That includes areas where original factory airbrushing may have resulted in some overspray.

I have found it best in matching paint colors to leave this to the professionals, like a paint store or Home Depot. Ideally, you can provide a paint chip from the original in order to get the most exact match. If you have to bring in the whole statue, you may want to warn them to be very careful with your valuable antique.

If a paint store can't match your color and you have to try to do it yourself, I recommend finding an acrylic paint set that has the most extensive choice of colors that you can find, and then experimenting with mixing the colors to achieve that ideal color you are seeking.

Mold making

Unless you are a professional sculptor, it is probably best to make a mold of the part of the chalk piece that you are trying to replicate. Of course, this requires that you have an original version of the particular part you are trying to reproduce.

I use two different types of mold making materials. Amazing Mold Putty is a two-part mix again that creates a rubber-like material. I also



Chalks can often be found with their branding removed. Someone must have liked this piece as a decoration but for whatever reasons, wanted to make it generic by removing the brand name from the front faceplate. In this case it was Rainier, which produced this statue in the early 1950s. A mold was made from an intact original piece (middle photo. Can you tell which one at right was restored?





Here are the various mold-making and adhesive materials I use to replace broken parts on various chalk pieces.



The best way to pack a chalk statue for shipping is to fully mummify it with bubble wrap, with the bubbles facing inward toward the chalk for maximum cushioning.

use Amazing Mold Maker, which starts out as a liquid silicone that you pour over the item from which you want to make a mold. This technique is especially effective at capturing more intricate details, like lettering. Once made, molds can be reused.

Shipping

I've been on the receiving end of over 250 chalks. You can successfully ship chalks, but you have to take precautions to do it correctly in order to avoid tragedy. I've seen what works and sadly, what doesn't.

Wrapping: When you have to transport or ship a chalk, bubble wrap is your best friend. Wrap the piece with the bubbles turned inward, toward the piece, for maximum cushioning. Wrap tightly with at least a four-inch

layer—like you're turning the chalk piece into a plastic-wrapped mummy. A tight packing is key so that the chalk piece cannot bounce around inside the box and break in transit. Don't rely on Styrofoam "peanuts," as they can shift in transit and cause the chalk piece to shift to the bottom or one side of the box, exposing it to potential damage in handling. To test if the chalk is properly packed, pick it up and shake it lightly. You shouldn't feel anything move inside.

Boxing: For extra safety against impacts to the box, consider double boxing your chalk pieces. We've all seen boxes that have taken a beating in transit, and adding an extra layer of cardboard provides greater protection. It is also important that your box closes easily and doesn't bulge from being over-packed. That's because during shipping, boxes are invariably stacked and a bulge could cause added pressure to the contents of the box, resulting in damage.

Chalks are a captivating, three-dimensional form of breweriana to collect. But they are fragile and damage easily. I am sure that you share my wish to see that as many of these precious brewery artifacts as possible survive for years to come. I hope this article helps to fulfill that wish.



The "Johnny Fifer" statues, made in the early 1950s for Pfeiffer Brewing Co., Detroit, MI remain one of the most abundant and common items in breweriana collections. Made in the thousands during the early 1950s by Plasto Corp of Chicago, IL, they are often found damaged. The metal "skeletons" inside that support the plaster are prone to rusting, expanding and "popping" the chalk as a result of long-term moisture exposure.

MY MOM, THE “BEER BABE”

by Matt Scherzinger

Some breweriana collectors begin their collections because they had a family member or relative from long ago who was associated with a brewery. Sometimes that person was a tavern owner, salesman, brewery worker, brewmaster, or someone who worked in any number of brewery-related jobs.

Unfortunately for me, no one in my immediate family fell into any of those categories. But what I did have was a mother who was very supportive of my passion for collecting breweriana from Texas, where I have lived the last 50 years. My mother enjoyed accompanying me to auctions, beer club swap/sales shows, antique and junk malls, or any other place breweriana could be found. She would often on her own find very impressive pieces that I would later receive as Christmas or birthday presents.

In late 2015, my mother received a diagnosis of cancer and after a four-month battle, she passed away in early 2016. At her funeral, my older sister assembled 20 or so photos for friends and family to view that represented various stages of her life.

It was in viewing this small collection of photos that I got a big shock. Among the photos was one I had never seen before. It was a picture of my mother in her late teens, holding a Drewrys 12-pack



A lovely young lady holds a carton of Drewrys Beer on a beach in Indiana during the summer of 1949. That young lady eventually became the author's mother.

box, like a waitress with a serving tray. She was posing like a classic “beer babe” on the beach of some lake in Indiana.

Seeing my mother posing like that, I was stunned, almost speechless. I knew two things for sure. First, there was a story behind that photo, and secondly, I knew I would never learn the full details of that story. That thought left me a little bit mad. Both of my sisters insisted the old black and white

photo was taken by my father while my parents were both in college at Purdue University, but I thought my mom looked too young in the photo to be in college.

I decided that as a tribute to my mom and that picture, I had to try to find that Drewrys box she was holding and add it to my collection.

Several months of daily searches of the Drewrys listings on eBay proved futile and I gave up. Then in late April of 2016, while looking at eBay's "sold" Drewrys listings, I saw that the box had been listed since I had given up looking. What was worse is that it had in fact been sold, and on my mother's birthday, no less!

I couldn't believe it. Was my mother reaching out to me? Now the hunt was truly on to get that Drewrys box. After three and a half years of searching eBay every day, the box finally turned up in October 2019. Determined not to miss this opportunity, I made what I felt was an astronomical bid (several hundred dollars) and won the box for \$56. Success at last!

Having obtained the box, I next decided that I had to figure out which particular Drewrys beer can came in that box. Using the NABA website and member database, I found a Drewrys expert, Mike Walbert, who lives in South Bend, IN, which also was the home of the Drewrys brewery.

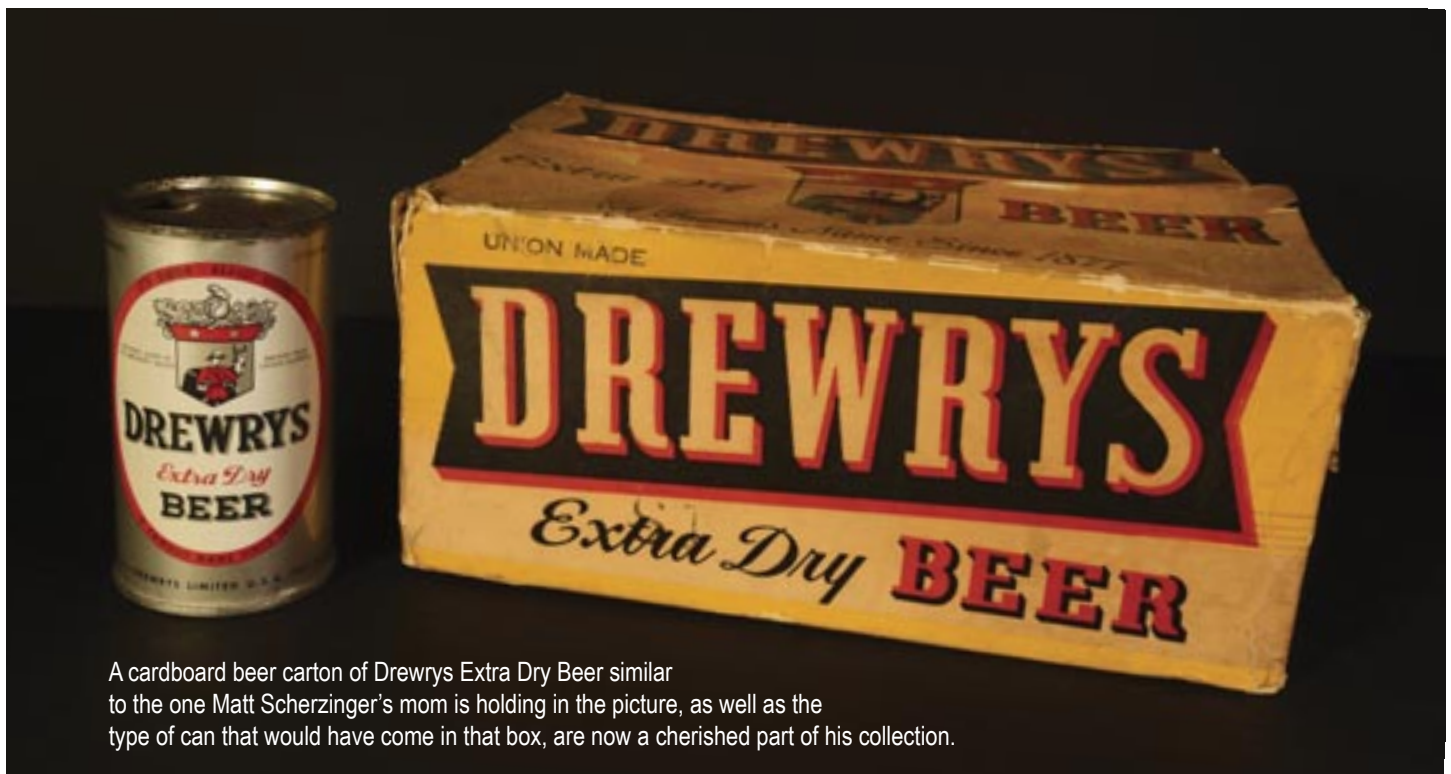
With Mike's help, I was able to determine that the box design dated to 1949 or 1950. That meant the photo of my mom at the beach must have been taken

either in the summer of 1949, when she was 17 and in her senior year of high school, or when she was 18 and about to go to college. Knowing the correct box dates, I made a quick search of my beer can books and was able to determine which can design came in that box. Unlike the search for the box, finding the correct can in mint condition on eBay was easy and only took a couple of months of searching.

Now that I have a box like the one my mother is holding in the picture and the correct can of that era to go with it, I am thinking about adding other pieces of Drewrys breweriana from that time period to my collection. Whatever items I might add, one thing is for sure: they will need to have the same logo of the Canadian Mountie and his horse that is featured on the box.

Although I may never know the real story behind that old photo, with it, in a small way, I now feel like I have a family link to a brewery. Along with my Texas breweriana, the photo with the Drewrys box and the beer can to go with it will make an addition to my collection that I will proudly display.

About the Author: *NABA member Matt Scherzinger is a member of the Breweriana Collector's editorial team and President of NABA's newest local affiliate, the Southern Select Chapter in Houston, TX. A resident of Cypress, TX, Matt primarily collects Texas breweriana, but for reasons mentioned in this article, also has an interest in Drewrys.*



A cardboard beer carton of Drewrys Extra Dry Beer similar to the one Matt Scherzinger's mom is holding in the picture, as well as the type of can that would have come in that box, are now a cherished part of his collection.



The Pride of Chippewa Falls



The story of Jacob Leinenkugel Brewing Co.

by Doug Hoverson



Twenty-six-year-old Jacob Leinenkugel was the third member of his family to start a brewery in Wisconsin. He and partner John Miller selected a location in Chippewa Falls higher up the hill than their rival F.X. Schmidmeyer (founded around 1855) and began production in 1867. Little did they know that their creation would not only survive, but also thrive, to the present day. Jacob's namesake brewery is now the seventh oldest brewery in the U.S.



The partners called their enterprise the Leinenkugel and Miller Spring Brewery, and showed they had big dreams, even from the start. Shortly after opening, they had an impressive lagering cellar cut into the rock which a visitor described as “nearly as large as Rodermund’s” (the largest brewery in Madison).

They soon embarked on a major building program which included new residences, an addition to the brewery, new machinery, and a new boiler and a stone malt house that showed how far ahead they were of other breweries of their size and age.

Above left: Embossed tin sign, 20 x 14 in., by the Tuchfarber Co., Cincinnati, OH, c. Pre-Prohibition. This was among a group of corner signs found in the brewery's malt house. They were flattened and had been used to cover up holes in the floors before being removed during the 1990s. Collection of John and Sandie Cansino. **Center:** Round tin sign for “High Grade Beers,” 13.75 in. diameter, c. Pre-Prohibition, no mfg. mark. This design also came in the form of a serving tray. Collection of Martin Schryver. **Above Right:** One of the oldest known artifacts is this small, metal lunchbox, 8.5 x 5 in., which was given as a promotional vehicle to loggers (the brewery's primary customers) during the 1880s to be used for food and/or as a growler to obtain beer from the brewery. At that time, the company was called Jacob Leinenkugel's Spring Brewery (1883-1898). Collection of John and Sandie Cansino.

Editor's Note: Special thanks to NABA member Paul Bialas, author of the 2019 book, *The Jacob Leinenkugel Brewing Company*, (Amazon.com) for his assistance with information and pictures for this article. Also thanks to Chris Osterholz for his assistance in organizing various breweriana photos.



Cardboard sign, 13.5 x 4.75 in. c. Pre-Prohibition. The frame is contemporary. Collection of Martin Schryver.

During 1873, the company spent \$33,000 on improvements—a staggering sum for a small brewery in the 1870s: nearly as much as the total cost of the nearby courthouse then under construction. Partners Leinenkugel and Miller began to bottle their beer in the summer of 1880, making them among the earliest smaller breweries to have their own bottling plant. The *Chippewa Herald* rejoiced: “there won’t be any more necessity for importing Milwaukee or La Crosse bottled goods.”

Leinenkugel takes control

Like most breweries of the era, Leinenkugel and Miller functioned like an extended family. A dormitory provided housing for the single men

employed there, and Jacob’s first wife Josephine prepared the meals for up to twenty men, in addition to her own household chores and caring for children. Leinenkugel bought out the interest of founding partner John Miller in 1884. Advertisements from the late 1880s and 1890s show that Leinenkugel sold porter and bock beer, offering his customers a range of products.

Jacob Leinenkugel was an important political leader of the community. Jacob was a benefactor to the community, serving three terms as mayor in addition to several more terms on the city council. He helped the needy with groceries from the store that he ran along with the brewery.

continued on page 62



Oval serving tray, 13.75 x 16.75 in., stock scene called “Springtime,” by H.D. Beach Co., Coshocton, OH, c. Pre-Prohibition. Collection of Chris Osterholz.



Metal, curled edge sign, 21 x 16 in., using “Hearts are Trumps” stock scene by the Meek Co., Coshocton, OH, c. 1905-1909. Collection of Dean Rein.



Oval tray with a stock scene used by many brewers of the period, 13.5 x 16.5 in., by H.D. Beach Co., Coshocton OH, c. 1904-1918. Collection of Martin Schryver.

The brewery through history

Although the brewery's machinery and technology have been modernized, its historic buildings look remarkably similar to the way they did 100 years ago.



1914



Mid-1930s



2010

Photos courtesy of Bob Pirie.

Jacob was also foresighted enough to realize the importance of protecting his business for his family. In 1898 he incorporated the company with himself as president—and not a moment too soon—as he died the next year at age 57. The transition to the next generation was smooth: son Matt took over as president, daughter Rose's husband Henry Casper became general manager and younger daughter Susan's husband John Mayer became sales manager. Descendants of all three would remain with the company well into the 20th century.



Masonite thermometer, 4.5 x 16 in., c. 1930s. This piece is unusual in that it features the "Little Man" bellhop character that was heavily used (and presumably trademarked) by Esslinger's, out of Philadelphia. This is the only known example of the character's use outside of Esslinger's to advertise a beer. Collection of Martin Schryver.

Into the 20th Century

The Leinenkugel Brewing Co. of the early twentieth century was a flourishing business. Around 30 men were employed at the brewery, and the beer was distributed throughout Northern Wisconsin. The brewery employees were unionized in 1903. Luckily, the brewery was in sound financial shape when Prohibition arrived because there was only a tepid reception given its near beer, Leino. Eventually, a popular soda water helped keep the company functional during the dry era.

Many repairs and upgrades were required before the brewery could reopen in 1933, but the company had enough money to complete the needed work and have fresh beer on the market when it was legal again. The company replaced the horse teams with modern trucks but kept one nod to tradition by maintaining horse-drawn deliveries to some city accounts—continuing this practice into the early 1950s.

Illuminated back bar “bubbler,” 19 x 6 in., by Biolite Inc., New York, NY, c. 1935-1936. This light features a reverse-painted ribbed glass ad panel, nickel-plated metal body, and figural glass tubes filled with colored dichloromethane that bubble when heated by the light. Collection of Dean Rein.



Neon on porcelain outdoor sign, 6 x 2 ft., by McGinnis Signs Co., Rice Lake, WI, c. late 1940s. Shown lit and unlit. Collection of John and Sandie Cansino.



Reverse-on-glass sign backed by foil, in metal frame, 14 x 10 in., no mfg. mark, c. mid-1930s. This sign is one of just a few known to exist. Courtesy of Roger Stanford.

Leinenkugel emerged from World War II in an enviable position for a small-town brewer. It was one of the largest in the state outside of Milwaukee, trailing only Heileman, Kingsbury, and Fox Head Waukesha. Like many smaller breweries, Leinenkugel was relatively late to adopt the beer can—only turning to the Crowntainer style in 1952 before

replacing it with the flattop can in 1958.

Even though output leveled off just above 70,000 barrels starting in the mid-1950s, it was consistent at this level for the next 15 years. This was enough to surpass all the small-town Wisconsin breweries except the resurgent Joseph Huber Brewing Co. of Monroe. Long-time employees credited the brewery's survival to maintaining close relationships with distributors and tavern owners in their “sovereign territory”—an area of about 5,200 square miles within about 100 miles of Chippewa Falls.

continued on page 67

Curved porcelain sign, 16.38 x 14.25 in., by Veribrite Signs, Chicago, IL, c. mid-1930s. Collection of Chad Haas.





The Indian Maiden icon

The Leinenkugel Brewery is located in the northwestern part of Wisconsin, which was strongly influenced by Native American heritage and culture. The town where Leinenkugel was established, Chippewa Falls, is named for the famous Chippewa tribe. When the brewery created its Chippewa's Pride brand, it began to incorporate what became its "Indian Maiden" icon. The earliest known photo featuring the Indian Maiden with Leinenkugel's beer dates to 1906.

In 1907, Chippewa's Pride beer was officially registered, but it wasn't until after Prohibition that the "mystical and lovely" Indian Maiden graced the label. She remained a focal point of the Leinenkugel logo, in various iterations, for more than 80 years. The use of the Indian Maiden icon in Leinenkugel promotional materials was discontinued in 2021.



1906 calendar featuring an early visual of the "Indian Maiden" Courtesy of the Jacob Leinenkugel Brewing Co.



This 1936 calendar features a stunning, full-length visual of the Indian Maiden, 11 x 22.5 in. This was the year the flagship beer brand was re-named from Chippewa's Pride to Leinenkugel's Chippewa Pride. Collection of John and Sandie Cansino.



Self-framed outdoor metal sign, 69.5 x 33.5 in., by A-M Sign Co., Lynchburg, VA, c. 1942. This sign was apparently originally used at a tavern called "Slim's," which is hand painted on the sign. More recently it hung in a bar called She-Nannigan's in Eau Claire, WI until the late 1980s when a collector acquired it and subsequently sold it about 10 years ago to NABA member Martin Schryver.



A stunning, illuminated high-profile "Cab Light," 14.5 x 10 in., by Gill Glass & Fixture Co., Philadelphia, PA, c. late 1930s. This rare and spectacular sign features a reverse-enameled convex glass ad panel, textured/silvered convex glass reflector panel, metal retaining ring, and with cast metal footed base. Courtesy of John and Sandie Cansino.



Embossed tin sign, 13.75 x 19.75 in., by Donaldson Art Sign Co., Covington, KY, c. 1930s. Collection of Chris Osterholz.



A rare reverse-glass, metal-framed lighted sign, 25.5 x 9.5 in., by Allison Sign Co., Milwaukee, WI, c. late 1940s. Collection of Roger Stanford.



Plastic lighted sign in the shape of a bottle cap, 16 in. diameter, by Ohio Advertising Display Co., Cincinnati, OH, c. 1950s. Collection of Roger Stanford.



Chippewa's Pride Beer tray, by American Art Works, Inc., Coshocton, OH, c. 1930s. Collection of Mark Rogers.



Extremely rare Lee-See aluminum sign, 10 in. diameter, by Leyse Aluminum Co., Kewaunee, WI, c. 1930s. Collection of Dean Rein.



Pre-Prohibition

Like many breweries before Prohibition, Leinenkugel offered a range of beer styles.

The Chippewa or Chippewa's Pride name was officially registered in October 1907.



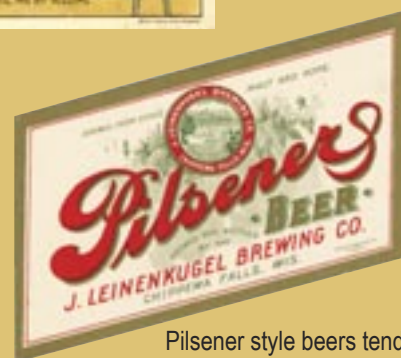
Münchner is the classic Munich helles (which means "pale in color"). The style is clear, golden, and with a dense head.



Ruby Malt was a premium, all-malt beer.



Blue Seal claimed, "new strength and vigor in every drop." It was brewed from about 1910 to Prohibition.



Pilsener style beers tend to be more hops forward than regular lagers, as was likely the case with this variety, as "choice malt and hops" are called out on the label.

Post-Prohibition

The Indian Maiden logo was added to the label after Prohibition, as seen in this 1934 example.



Mid 1940s



Late 1940s

The brand was subsequently re-named from Chippewa's Pride to Leinenkugel's Chippewa Pride, emphasizing the brewery name, as seen in this example that dates from 1941.



1956

Labels are from the collection of John Steiner.

Centennial and Beyond

Customer relations were enhanced when the brewery hired its first official tour guides during its centennial year of 1967. The brewery remained strong from its centennial into the next two decades, in part because of its expansion into Michigan's Upper Peninsula with the purchase of the Bosch Brewing Co. in 1973. It also had a strong following in eastern Minnesota. President Bill Leinenkugel decided that, rather than trying to compete with Milwaukee brands on price, he would price the beer so that the brewery could make a profit.

The brewery also launched an important line extension. By this time, Miller Brewing Company's Miller Lite brand had exploded onto the scene and, as Bill observed, "it was time to take some guidance from their customers." Chippewa Pride was reformulated and positioned as the "light" brand, but the link to the light beer style and its benefit of fewer calories was not strong enough. To give its distributors a competitive brand, the brewery introduced Leinie's Light, which later became Leinenkugel's Light until the 1990s.

But despite these changes and building a hospitality center in 1979, production dropped to under 60,000 barrels in 1985. While Leinenkugel was not yet desperate, the company needed financial and marketing support to make a comeback.

Small in size, big in rarity



Top: A "bullet pencil," so named because they are an old-school combination of pencil extender and carrying case, shaped like a rifle cartridge (hence the name). In fact, the original bullet pencils were actually made from surplus ammunition casings, c. 1930s.

Bottom: A pocket thermometer, which may have been used at the brewery during the brewing process. Collection of John and Sandie Cansino.

Miller makes a deal

In 1987, Miller Brewing contacted Leinenkugel regarding a joint marketing agreement, looking for a way to move into the craft beer market and to trade on the image of a small brewery in the Northwoods. Fans of the brewery and residents of Chippewa Falls worried that Miller simply wanted the labels and its mystique but had no interest in the brewery or the community. Miller assured the

continued on page 69

Taking the temperature



Two thermometers from the collection of Roger Stanford.

Top: Glass and metal thermometer, 12 in. diameter, by Air Master Thermometers, Chicago, IL, c. 1940s. **Bottom:** Plastic and metal scale-style thermometer, 13.5 in. diameter, by Advertising Products, Inc. Cincinnati, OH, c. 1950s.



Bringing the outdoors inside

NABA member Chris Osterholz acquired a beautiful pair of late 1930s outdoor porcelain signs to which he added new neon.

The smaller, dark blue sign at left is 52 x 17 in. and was made by the Artkraft Sign Co. of Milwaukee, WI. It was rescued by a collector/dealer from underneath a wooden lean-to that was guarded by a formidable hornet's nest. The sign had been stored

for many years behind an old resort in Birchwood, WI, prior to its discovery. It was the only sign to be saved from the resort, as others were known to have been removed from the property—and their whereabouts unknown.

The red sign features the classic Indian Maiden logo, measures 48 x 40 in., and is by the Everbrite Sign Co., Milwaukee, WI. It was purchased at

NABA member Glenn Miller's antique shop in Wisconsin, with the other side acquired a few months later at one of Glenn's auctions. He had to replace the can that held the electrical components required for illumination.

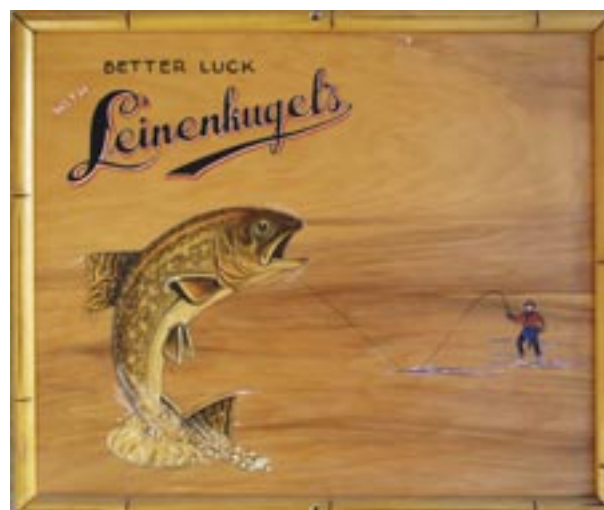
These stunning pieces now serve as electrified crown jewels atop the dramatic, two-story stone fireplace at Chris' cabin in the Northwoods of Wisconsin.

~Ken Quaas





Decal-on-wood sign with bamboo frame, 19 x 16 in., no mfg. mark, c. 1960. Collection of Martin Schryver.



Leinenkugel's northern Wisconsin location made it a natural for hunting and fishing themed point-of-sale advertising, as seen in these three die cut cardboard signs from the collection of The Cone Top Brewery Museum, all from the mid-1950s.

Top left: "Brook Trout", 18 x 12.5 in., no mfg. mark. **Top right:** "Canada Goose", 14 x 17 in., no mfg. mark.

Bottom left: "Wall-eyed Pike", 21 x 12 in. by The Weiler Co. Philadelphia, PA.

existing management that they would still be in charge of the brewery, and the sale became official on March 1, 1988.

The marketing and distribution muscle of Miller created new popularity for Leinenkugel's beers and strained the capacity of a brewery designed to supply only a regional market. Some draft beer production moved to Miller's main brewery in Milwaukee. Leinenkugel's need for more production became so acute that in September 1995, it purchased the Blatz facility from Heileman, which needed cash. After the formation of MillerCoors, this facility on Tenth Street provided part of the name for that company's Tenth and Blake division that focused on craft and other specialty beers. (The "Blake" portion came from Coors' Sandlot Brewery located inside Coors Field on Blake Street in Denver.)

Thriving in the 1990s

Beginning with the debut of Leinenkugel Red in 1993, the company adopted a two-prong strategy to grow the brand via new products that would appeal to both the "regular" and craft beer drinker markets. The first prong was to create more basic beers to spread the brand to new drinkers. The primary example of this was Leinenkugel's Honey Weiss, a sweeter, lighter wheat beer that first appeared

as a summer seasonal in 1995. But Honey Weiss proved so popular that it went year-round almost immediately, and ultimately became the label that spearheaded the national expansion. By 1998, Honey Weiss was absorbing 75% of Leinenkugel's advertising budget. The second prong was to appeal to the craft beer market with small-batch, specialty beer style labels. An example of this was Big Butt Doppelbock, introduced in 1996 as a spring seasonal.

The two-pronged strategy continued to produce beers that were critically acclaimed and big sellers, though not always at the same time. Honey Weiss was joined by Berry Weiss and Sunset Wheat, which was the company's answer to the popularity of Coors' Blue Moon. Leinenkugel was among the first to bring bottled shandies to American drinkers in 2007, with Summer Shandy. By 2012, Summer Shandy, despite only being available half the year, was the top selling label and the first Leinenkugel product available in all fifty states. On the craft beer

continued on page 70



style end of the spectrum, the Big Eddy Series appeared in 2007 with Imperial IPA, followed by Russian Imperial Stout. The series, which numbered six by 2013, all had alcohol content above 8% ABV.

The Northwoods image

Through all the expansion and product development, Leinenkugel strove to maintain the Northwoods cachet that had helped keep the brewery alive during the lean years of the 1970s and 1980s. Leinenkugel leaned heavily on Northwoods imagery in its point-of-sale materials. The most visible nod to this tradition was the opening of the new “Leinie Lodge” in 2003. This new visitor center served as the starting point for tours, a gathering place for sampling beer, and housed a gift shop with a wide range of clothing, bar items, and novelties.

In the beginning of 2021, Leinenkugel updated its branding and eliminated the Native American woman in the logo that had been used since 1933. In an interview from 1992, Bill Leinenkugel recalled that “Originally it was felt that with a name like Chippewa’s Pride, it wouldn’t mean much without an Indian on our label.” The logo changed only slightly from 1933 to the 21st century—according to Bill, because customers



Like many smaller breweries, Leinenkugel was relatively late to adopt the beer can—adopting the “Crown Container style” in 1952 before replacing it with the flat top can in 1958.

told the brewery’s distributors they liked the old-fashioned look and the distributors “kept telling us not to change it ... not ever. So we never did.”

However, the logo was never used on seasonal specialties like Bock, and much of the recent branding, such as the canoe tap handles, focused more on recreation in the Northwoods. In July 2020, the company announced that it would soon adopt a modernized version of its Pre-Prohibition waterfall logo. Dick Leinenkugel, who was company president at that time, attributed the change to

a desire to update the overall look for the company’s brands. He noted that the waterfall logo was used when the company brought back the Chippewa Pride label in the 1970s. The change provoked some complaints and even an online petition to restore the label, with most of the signers appealing to tradition and arguing that the logo was respectful and artful, but to no avail.

For nearly 155 years, Leinenkugel Brewing Co. has been producing both fine beers and some of the most attractive breweriana pieces in existence. Once strictly available only in the Upper Midwest, it is now a subsidiary of Molson Coors and available throughout all 50 states—helping to make tiny Chippewa Falls a place known throughout the country.



Leinie Lineup: Today’s portfolio of Leinenkugel brands. The Summer Shandy is by far the company’s best seller.

Chippewa Falls and Leinenkugel

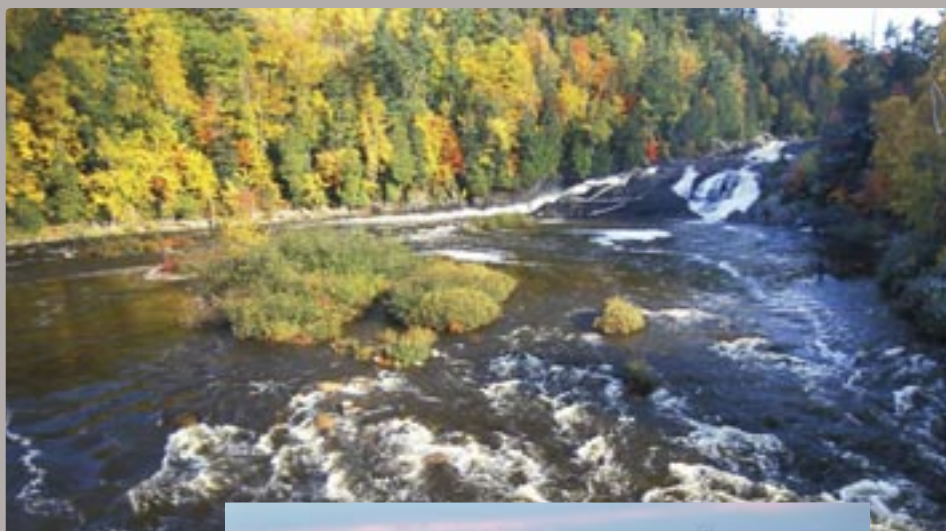
As Leinenkugel's beers now have national recognition, the name Chippewa Falls—historically synonymous with the brewery—also has become well known. There may be no other small city in America that is so intertwined with the name and image of its hometown brewer. And thanks in part to the success of the brewery, the small city of Chippewa Falls has thrived.

With a population of about 15,000, the city of Chippewa Falls has proven a popular place for beer tourists and others to visit, before or after they have sampled some brews at the famed Leinenkugel Lodge hospitality center on the grounds of the brewery.

The city's name derives from the Chippewa, also known as the Ojibway or Ojibwe (said to mean “the puckered moccasin people”) who are indigenous peoples who originally inhabited southern Canada, the northern Midwestern United States, and Northern Plains.

Historian and NABA member Tim Holian spoke to Jake Leinenkugel in 2009 as part of an on-going oral history project on America's small breweries. Jake served as the president of his family's namesake brewery from 1988 until his retirement in 2014. Jake had this to say about the significance of Chippewa Falls to Leinenkugel, something he realized after a stint in the Marine Corps where he saw various parts of the world:

“There's something magnetic about little Chippewa Falls, that part of the state, that I didn't realize how good we all had it. It's truly home. It is about the Northwoods. It's about the lakes. It's about the people. I don't want to make it sound like all these little nuances are niceties, but it is exactly that. It's who I am. I'm a part of the community. I love the community. I think my great-great-grandfather came there for about the same reason. The lumberjacks were there, but he had a beautiful piece of property in a neat, serene piece of wooded territory in Wisconsin. And it's the gateway to the Northwoods, which is very important to us. I love to fish. I love to hike. I love the outdoors. It just fits...Leinenkugel's and Chippewa Falls sort of seem to go hand-in-hand



Top: The Chippewa Falls are on the north bank and a highlight of the Chippewa River, which for thousands of years served as a water highway through the wilderness of forests and swamps of Northern Wisconsin, travelled by Ojibwe people, Lakota, and other Native American tribes. **Bottom:** The city of Chippewa Falls is aptly described as “Northwoods beauty meets small-city charm” in its promotional materials.

now, so it's sort of neat to see throughout Wisconsin it's an automatic. Whether it's Chicago, Minneapolis, or Denver, Leinie's is Chippewa Falls, Chippewa Falls is Leinie's.

Author's note: *The quote by Jake Leinenkugel is part of an on-going oral history project to document the thoughts, memories, and experiences of those who once worked at small, historic breweries. NABA members who have friends or relatives (living or deceased) with stories to share are asked to reach out to Tim Holian, who is documenting these. Tim can be reached by e-mail at deutschmeister@sbcglobal.net.*

~Ken Quaas

BARRY'D TREASURES



ACQUIRE, RESTORE, ADMIRE, REPEAT.

BARRY TRAVIS IBUYOLDBEER.COM



THE BOUNTY OF NORM'S BOOTH

Once a year, a co-worker and I head to Lexington, VA to work on an annual design project. Our meeting typically takes less than two hours, so this gives us time to check out local attractions—and of course, antique stores—beforehand. After all, why watch Jerry Springer reruns on TV in your hotel room when you have a rental car and can explore the area?

Back in 2014 while on our annual mission to Lexington, we found two local antique malls to explore. All these years later, I can still remember my co-worker excitedly motioning to me to check out a certain booth in that mall that he thought would capture my attention.

I rounded the corner to where he was pointing and felt the smile of excitement immediately take over my face. There they were. Stacks of beer trays. But not your usual, run-of-the-mill, 1970s era



Barry Travis hanging out with a trove of trays on his friend Norm's front lawn.

Schaefer and Rheingold trays that seem to be the staple of every antique mall in America. There were actually some nice ones here.

There were circular, rectangular, and oval-shaped

varieties—many depicting the logos, motifs, and characters used to advertise long-lost brands that often, only we breweriana collectors might recognize as heralds of a long-lost era.

Even more intriguing was that there was no rhyme or reason to the brands or geography represented in this assembly. Each tray had a small piece of paper taped to its back, meticulously detailing its brand, brewery, and the decade in which it was manufactured. It was obvious that this was not a haphazard, found-in my aunt's basement assortment. Quite the contrary. It was obvious that these items had come from someone's carefully curated collection.

Adding to my intrigue was the fact that the paper descriptions taped to the back also carried prices that I felt were quite reasonable. Again, something unusual for an antique store where the previously mentioned Schaefer and Rheingold trays are often priced like rare Pre-Prohibition artifacts.

I immediately and excitedly plopped down on the floor like a kid sorting through his presents



Trays and other memorabilia were artfully displayed in Norm and Barbara's elegant home.

on Christmas morning. I brought five of the trays back home to Minnesota in my carry-on briefcase and decided I needed to find out whose booth this was, to discover whether the owner had even more tin treasure.

I found Norm's business card after some booth-sleuthing and contacted him via email. It was then that he dropped the bomb on me, "Well, you should've been here a few years ago, kid!

I probably sold a couple hundred of those trays out of my booth. People love them down here. They say they never see beer stuff in Virginia!" Norm was a man of means, who had in fact been a long-time breweriana collector who previously lived in New Jersey. He was a frequent patron of the legendary mail order auctions of breweriana during the 1980s, run by once-famous names in the hobby, like Herb Ashendorf, Paul Michel, and Lynn Geyer.

I told Norm that I annually visited Lexington, and that I'd be back the next fall. Over the ensuing years, I visited his home, where he still had 50 or 60 nice trays in his collection, along with a nice assortment of other

continued on page 74



The most fragile of the finds was this three-color window neon sign for Utica Club Beer, West End Brewing Co., Inc, Utica, NY, c. 1950s.



Among the many interesting brewery artifacts in Norm's collection were, from left, trays for Derby King Beer, Southern Breweries, Inc., Norfolk, VA, c. 1930s, Kips Bay Extra Beer, Kips Bay Brewing Co., Inc., NY, NY, c. 1930s, Henry Elias Pilsener Beer, Henry Elias Brewing Co., NY, NY, c. 1915 and a framed, Prohibition-era cardboard sign for Consumers Brewing Company of New York, Ltd., NY, NY. The 17 x 11.5 sign, a printer's proof, may be the only existing example.



quality breweriana. Norm and his wife Barbara turned out to be great folks, and we became fast friends. I mentioned that I'd love to be the next owner of his stuff, should he ever lose interest, or decide to downsize. Our visits became a yearly event to which I looked forward, and featured breakfast at a local restaurant. This year, over some toast and a cup of coffee, Norm announced that it was time. He and Barbara were downsizing and were ready to sell off their remaining collection. They wanted to offer me the first chance to acquire it.

I was both flattered and excited by the idea of becoming the new owner of Norm's collection. But I was faced with a significant hurdle: how to transport 10 boxes brimming with breweriana and accented

by a fragile Utica Club neon sign the 1100 miles northwest from Virginia to Minnesota?

Inevitably, I turned to the "beer wagon train." A Facebook post, a friend of a friend driving back north to Minnesota from wintering in Florida, and a negotiated brew-transport fee for him to detour five hours east to Virginia proved the winning combination.

In the years that I've been making the annual business trek to Lexington, VA, I've continued to scour the antique stores and malls in my spare time. But Norm's booth has been the lone highlight of those many

years prowling Lexington for breweriana treasure. Importantly, that booth led to a friendship with Norm and Barbara and I am proud to have been chosen as the steward for the remainder of their collection.

Some years ago, I used to scoff when I'd read in this magazine and hear the older collectors say, "It's about the people and relationships" when they prioritized the greatest value of our cherished hobby. But Norm proved for me once again that it's truly not about the stuff, but instead, the reward of the friendships of the collectors with whom you cross paths.



Auctions.TavernTrove.com

The Tivoli Brewing Company Detroit, Michigan



Ed. Note: *This is the 22nd installment in our series about Michigan breweries surveyed during 1944-1945 by the state's Liquor Control Commission. This historic survey document is a valuable resource for industry historians and provides an excellent opportunity to profile these breweries and their breweriana. The first of this series appeared in Vol. 180, Winter 2018. Subsequent issues have covered 21 of the 23 breweries in the survey, presented in (mostly) alphabetical order.*

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

By Laboratory Division
Maloney and Edwards, July 1944

BY LARRY MOTER

**WITH DAVE ALSGAARD
AND KEN QUAAS**

The Tivoli Brewing Company began in 1897 as the Frantz Brogniez Brewery, named for its founder, a recent Belgian immigrant. Brogniez, born in 1860 in the west-central province of Hainaut, was a graduate of the University of Louvain. Brogniez came from a prominent brewing family and although he was well-educated in bio-chemistry, engineering, art, and literature, he chose to become a brewer, like his father.

Brogniez also was aware of the success that many of his fellow Europeans were having brewing their “old world” style beers in America and



Factory scene lithograph on paper, 4 x 8.5 in., by Martin Hurd Co., Detroit MI, c. Pre-Prohibition. Collection of John Liedel.

emigrated here in August, 1896, directly from Brussels to Detroit. He immediately began building his own brewery in November, which was completed the following spring.

Needing capital, Brogniez partnered with two members of the local Belgian community: 66-year-old Bernhardt Verstine, a prominent lumber dealer who was likely the main investor; and Louis Schimmel, who was book-keeper at E&B brewing and had married into the Kling brewing family.

The young brewery soon outgrew its capacity. With financial support from the new partners, Brogniez' original brewery was replaced by a larger

one in 1898. It was re-organized as the Tivoli Brewing Company with Verstine as President, Brogniez as VP, and Schimmel as Secretary/Treasurer. The new Tivoli Brewing Co. was described as “enlarged and strictly modern” with a simple design and with new glass-lined fermenting and storage tanks.

Founder's Departure

In 1899, Brogniez returned to Belgium to be with his dying father. But Brogniez had neglected to protect his interests in the brewery. When he came back to Detroit a year later, he found he was unable to return to his position as brewmaster or recover his equity in the brewery, which had thrived despite his absence. He felt cheated by his former partners, and so he left.

He next signed on with a brewery in Walkerville Ontario, just a few miles across the Detroit River in Canada.

Stamp promoting Tivoli's Altes beer, 2 x 1.5 in., by Henderson Lithographic Co., Cincinnati, OH, c. Pre-Prohibition. Collection of Frank Pfeiffer.



Frantz Brogniez was the founder of Tivoli Brewing. He went on to win an international Grand Prize for his beer while brewmaster at Houston Ice and Brewing Co. in 1913. After Repeal, he became brewmaster for Howard Hughes' Gulf Brewing Co. in Houston, best known for its Grand Prize Beer. He died in 1935.

Brogniez left the Great Lakes area for good in 1904, becoming brewmaster at the Peoples Brewery in Terre Haute, IN.

Meanwhile, Brogniez' wife became chronically ill and was advised to move to a warmer climate. In 1912, Brogniez headed south and became the brewmaster for Houston Ice & Brewing Company's Magnolia Brewery. He created the formula, reportedly from an old family recipe, for the famed Southern Select brand, which became the best-selling beer brand in Texas before Prohibition.

continued on page 78



Pre-Prohibition Tivoli advertising featured the Altes Lager waiter character in Germanic-style garb.



Serving tray, 12 in., by Charles W. Shonk Co. Litho., Chicago, IL, Collection of Frank Pfeiffer.



18.5 x 15 in., by Palm, Fechteler & Co., Chicago, IL and New York, NY, Collection of John Liedel.

Serving tray, 10.5 x 13.5 in., no mfg. mark, Collection of Dave Alsgaard.



Surviving through Prohibition

Meanwhile, Tivoli Brewing continued to grow and expand in the years leading up to Prohibition. The original simple brewery building was embellished with turrets; a new office building was added and the brewery had an annual capacity of 75,000 barrels of lager beer. By 1918, Tivoli was one of the largest breweries in Detroit. Its brands consisted of Altes, a premium old-style lager; Bornheim, an aged lager; and Parfait, sold in 9-ounce bottles.

Like many breweries across the country, Tivoli survived Prohibition by manufacturing various non-alcoholic beverages, including ginger ale, carbonated water, distilled water, and liquid malt. Schimmel, by then President, left Tivoli in January 1921, and a new management team was assembled consisting of Elwood Bayne, President; Charles Verstine, Vice President; and Henry Verstine, Secretary/Treasurer.

Tivoli anticipated Repeal and the return of legalized beer. The brewery raised capital by selling stock and debentures (bonds). The first brand to be brewed after Repeal was Tivoli Pilsner. Plant expansion continued with a new brewhouse that was erected in five months' time and opened in March 1935.

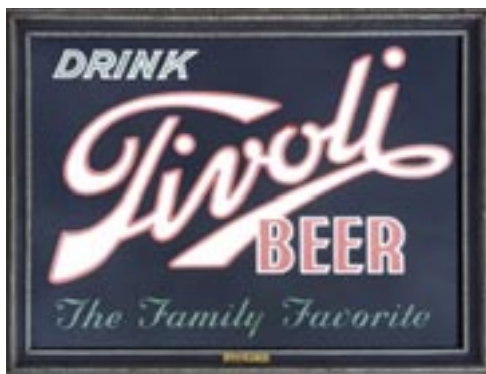


Pre-Prohibition Altes label from Tivoli Brewing with a vibrant factory scene, and text in German. Complete with neck label. c. 1910. Collection of John Strohl.

Bornheim style beer



Bornheim was a popular Tivoli brand before Prohibition. Bornheim did not appear after Repeal. Shown here are a labeled bottle and 12 in. serving trays from Chas. Shonk, Chicago IL, c. 1907-1918. Bottle: collection of John Liedel. Trays: collection of Jim Kaiser.



Rare reverse-on-glass lighted sign, 13.5 x 17.5 in., by Crystal Manufacturing Co., Chicago IL, c. mid-1930s. Collection of John Liedel.



Back-bar globe light, 9 in. diameter, c. Pre-Prohibition. May be only existing example. Collection of John Liedel.



Lithographed cap lifter/opener with bottle of Altes Lager on handle. 3.25 in. long, c. 1911 By H.D. Beach Co., Coshocton, OH.

Capacity was now 400,000 barrels, making the plant one of the six largest in Detroit. It had wisely reconditioned and modernized its plant, but decided to stick with traditional open-top wooden (cypress) fermenters. This was promoted in point-of-sale advertising.

Tivoli was one of the first Detroit breweries to bring “real” beer back after Prohibition. Altes Lager was re-introduced in 1936 in distinctive “Dutch Green” bottles, and it quickly became Tivoli’s most

popular beer. The green bottle was unique for the time, and was possibly meant to imitate early European import beers like Heineken. Other brands included Tivoli Pale Select, and in the early 1940s brand extensions Altes Draft and Altes Imperial were tried unsuccessfully, along with a brand packaged in 7-ounce bottles called Skyball, which also failed. By 1940, Tivoli Pilsner seems to have been discontinued in favor of the more popular Altes Lager. continued on page 80

“The Family Favorite”

was the tagline used in the early years after Repeal.



Aluminum button sign, 10 in. diameter, by Leyse Aluminum Co., Kewaunee, WI, c. 1933-1935. Collection of John Liedel.



Clock with metal face in wooden frame, 15 x 15 in., by Crystal Manufacturing Co., Chicago IL, c. 1933-1935. Collection of Don Wild.



Two similar 13 x 5.75 in. tin-over-cardboard signs by American Art Works, Coshocton, OH. c. 1930s. Left, showing a pilsener glass promoting the beer on draught and right, in a bottle. Collection of Don Wild.

This may not be a ringing endorsement, but Tivoli used the play on-words claim, “Positivoli OK” using the tagline in both Pre Prohibition newspaper ads, as well as on Post-Prohibition advertising, until about 1939.



A pair of tap knobs show slightly different treatments of “Positivoli.” Collection of Don Wild.

Tin-over-cardboard sign, 13 x 6 in., by American Can Co., Chicago IL, Collection of Don Wild.



Tin-over-cardboard sign, 9 x 13 in., by American Can Company, c. 1940s. Collection of Don Wild. Select Pale was brewed from about 1936-1944.

Tivoli becomes Altes

Altes Lager was Tivoli’s well-known flagship brand, and in newspaper ads as early as 1939 Tivoli self-identified as the “Altes Lager Brewing Company.” To take advantage of this and to avoid confusion, Tivoli was renamed “The Altes Brewing Company” in December 1948.

Altes Brewing seemed to be soaring. In January 1949 the newly named Altes Brewing Co. announced completion of a \$2 million project to expand bottling, storage, lab, offices, and power plant. This increased the brewery’s capacity to 1,000,000 barrels per year. At that point, it was being distributed in five states: Michigan, Ohio, Indiana, Pennsylvania, and New York .

In March 1949 the brewery announced that Altes Lager was being brewed in San Diego for the

Altes Lager was packaged in distinctive green bottles before Prohibition. After Repeal this was continued, and a tagline was born. Here are two different 6 x 13 in. tin-over-cardboard signs from the mid to late 1930s, by American Can Co., NY & Chicago.



Collection of Don Wild.



Collection of Matt Welch.



Metal baseball scoreboard sign, 14 x 40 in., no mfg. mark, c. 1930s. Collection of John Liedel.



Altes display featuring oval-shaped aluminum overcard sign, 9 x 7.5 in. by Bastian Bros., Rochester, NY, at center; flanked by left and right-handed chalk backbar pieces, c. 1940s. Collection of Tom Philport.

Altes Lager sponsored the Detroit Red Wings via this pocket schedule, for the 1937-1938 season. Collection of Tom Philport.

Reverse-on-glass, embossed sign on wood base, 11 x 5.25 in., no mfg. mark, c. 1940s. Collection of Frank Pfeiffer.



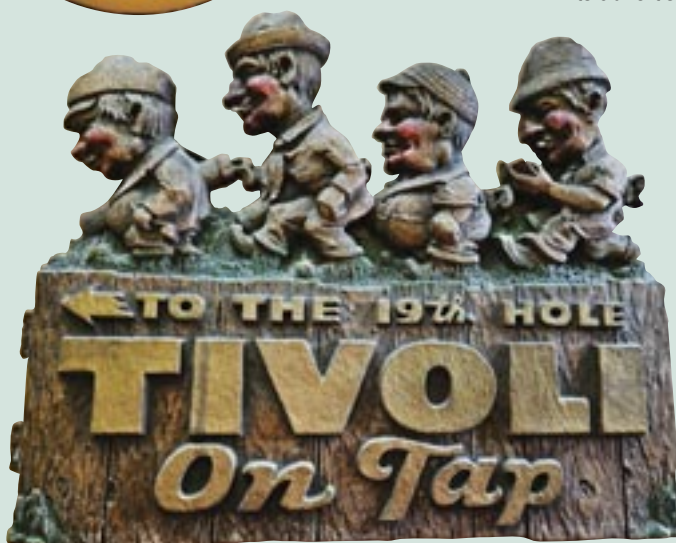
Celluloid sign promoting Altes Imperial Beer and Altes Lager. 10.75 x 4.75 in., by Offset Gravure Corporation, Celluloid and Metal Novelties, NY, NY. c. 1942. Collection of Don Wild.



Pinback button with unusual calendar pad, 3.5 in. diameter, no mfg. mark, c. 1940s. Collection of Frank Pfeiffer.



Cardboard easel-back sign, 10.5 x 13 in., no mfg. mark, c. 1941-1945. Like many American businesses, Tivoli supported the war effort through its advertising. Collection of Dave Alsgaard.

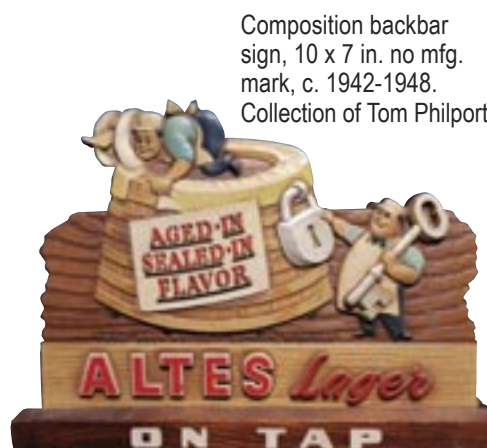


3-D caricature reputed to depict Andrew Carnegie, Henry Ford, Thomas Edison, and Harvey Firestone golfing. 15 x 12.5 in., Burwood Products Company, Traverse City, MI. c. 1940s. Collection of Larry Moter.

Altes depicted brewery workers and a vat under lock and key with the tagline “Aged-in Sealed-in Flavor” to promote their closed fermentation process.



Reverse-on-glass sign with back designed to allow the sign to be back lit. by Schaefer-Ross Co. Inc, Webster, NY. 14 x 8 in. c. 1942-1948. Collection of Don Wild.



Composition backbar sign, 10 x 7 in. no mfg. mark, c. 1942-1948. Collection of Tom Philport.



This scarce variation of a chalk hand backbar promotes Altes' short-lived 7-11 brand. 5.5 x 13.5 in., no mfg. mark, c. 1952-1954. Collection of Tom Philport.

first time. This was made possible by Altes Brewing's acquisition in June 1948 of the Aztec Brewing Company of San Diego, CA in a westward expansion effort to take advantage of the growing California market. The un compelling marketing slogan was “The Only Eastern Beer Made in the West.” This venture proved unsuccessful, and despite investing \$500,000 in improvements in the San Diego facility, it closed just four years later in March 1953.

Swallowed by National

In September 1954 the National Brewing Company of Baltimore purchased a controlling interest in the Altes Brewing Co. Altes was then re-named the National Brewing Company of Detroit. Historically, Altes had a very successful local and unpretentious blue-collar brand following. National emphasized its own flagship brand, National Bohemian, with its “Mr. Boh” character, at the expense of Altes. But Baltimore's legendary “Natty Boh” flopped in Detroit. National Brewing tried to revive the once-popular Altes, by sponsoring the Detroit Lions and Tigers broadcasts in the 1960s. It also sponsored an early local TV show for sportsmen called “Michigan Outdoors”. But the damage was done - too many of the local brand's former customers had switched to other beers.



Altes continued to sponsor the Detroit sports teams even after being purchased by National. This is a pennant for the Detroit Lions, 14 x 20 in., c. 1967. Collection of Tom Philport.

Then Carling, and Heileman

Meanwhile, National was struggling with declining sales and market share in Baltimore. To cut costs and consolidate, the Detroit plant was closed in 1973. In 1976 National merged with Carling to become Carling National Breweries, Inc. This brought a plant in Frankenmuth, MI into the fold, which Carling had acquired in 1956 from International Breweries, Inc (IBI). The Frankenmuth Brewing Co. had been purchased by IBI just two years earlier in 1954. As a result, Altes was brewed in Frankenmuth and

once again available in the Michigan market.

Carling National was acquired by G. Heileman Brewing Co. of La Crosse, WI in 1979, who ran the Frankenmuth plant until it closed in 1990. Altes, which by then had devolved to a bottom-shelf, low-priced brand, was discontinued.

THE 'PROPELLER' CAN

During World War II, the U.S. military ordered the brewing industry to allocate up to 15% of its output to the troops to boost morale. Tivoli Brewing Company, like many businesses of that time, was a patriotic supporter of the war effort and happy to be chosen to supply its product to the cause.

Tivoli was one of seven breweries known to have canned its product with a standard stylized airplane motif design, known as a "propeller" can. The airplane with stars before and aft is superimposed over a subtle wide olive green "V" shape for "Victory." Interestingly, all participating breweries used this same generic label that says only "BEER" and does not denote the style, although the predominant style of the day was lager. This label was used on both cone top and flat top cans.

The propeller design is believed to be from the 1942-1943 time period. It was the predecessor to the more widely known olive drab cans first ordered in 1944 by the U.S. Military, for which 35 larger breweries across the country canned beer. These select breweries were then allowed to use their standard label, or opt to vary their design as they wished, but using an olive drab military-style paint scheme.

Only Tivoli used the propeller design on a Crowntainer style can, and is the only Michigan brewery known to have ever used this type of cone top. This attractive can is extremely rare because it was made for only about a year, and strictly for military issue. There are just a few existing examples known.



Rare Tivoli Beer "Propeller Can", by Crown Cork & Seal Co. Baltimore, MD, c. 1942-1943. Courtesy of Morean Auctions.

Recent relaunch

In April 2019, the Altes brand was revived as a premium, craft beer brand and became available in the Southeast Michigan area. Altes Original Detroit Lager was launched as an all-malt lager along with a companion brand, Altes Sportsman Copper Lager, a darker, richer-tasting Vienna lager style beer. This Altes brand renewal was years in the making by three local entrepreneurs who incorporated as the Altes Detroit Brewing Company. Their new Altes brands are brewed by a local contract craft brewing concern called Brew Detroit.



The Altes brand was resurrected in 2019 and licensed by Altes Detroit Brewing Company. This is their Sportsman Copper Lager, in a can reminiscent of the very collectible Sportsman Ale series of the 1950s.

Author's Note:

*Thanks to all those who generously contributed pictures for this article. Special thanks to the late **Peter Blum** for his authoritative book on Detroit breweries. The next and final brewery in this series is the small and obscure White Seal Brewing Co. of Flint, MI.*

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

Taps

Bob Wacunas

Bob Wacunas, 84, of South Bend, IN, passed away on July 3, 2023. He is survived by his wife of 53 years, Sandy, and children; Pamela, Linda, Dwayne, and Michele, 12 grandchildren, 25 great grandchildren, and 16 great-great grandchildren. Bob was preceded in death by a son, Garry.



Bob was a proud veteran of the United States Air Force followed by a career as a carpenter. He was well-known and much beloved in the Indiana breweriana community.

Fellow Hoosier Chapter member Don Kaiser recalls Bob as “a soft-spoken, easy-going pillar of the chapter. Bob had many great collections, and after building and liquidating several groups of cans and breweriana, he decided to concentrate on the South

Bend area breweries. Drewrys became his specialty, becoming known as “Drewrys Bob” to all of us who knew and loved him. Bob generously shared his Drewrys, Kamms, and South Bend Brewing knowledge. Bob and Sandy were always willing to step-up and host another chapter party at their house, which was full of beautiful Drewrys breweriana on display.”

Debbie Brown and her husband, J.B. traveled to many shows over a span of 30 years with Bob and Sandy. Debbie said, “Bob was a complete gentleman, well-known as an avid Drewrys collector, a huge Notre Dame fan, and above all, a true friend. We all loved him in the local chapters. He will be missed.”

NABA Director Emeritus John Ferguson said, “There are people in our hobby who are known nationally and those known for their impact on collecting locally. Bob fit neatly into both camps. He was regarded as the ‘go-to guy’ who knew everything about Drewrys and most other breweriana from Indiana. Bob and Sandy continued to support the local shows even when Bob was faced with serious health issues. I will miss Drewrys Bob, who was a true gift to our expanding hobby.”

Gary Deachman

Gary Deachman, 80, of North Woodstock, NH, passed away on July 4, 2023. He is survived by his former wife, Darlene (Rick) Atwood, son Dell, daughters Karen and Denise, six grandchildren and five great-grandchildren. A New Hampshire native, Gary lived in Aurora, CO for 17 years where he worked as a heavy machine operator before moving back to New Hampshire, where he later operated a breweriana-focused antique store.



Gary was an avid family man and outdoorsman. He also was a drummer who played at weddings, dances, parties, and other events.

Gary acquired a love for collecting breweriana while living in Colorado in the 1970s. He became an advanced bottle opener collector who made many friends in the JFO (Just For Openers) chapter. He also loved any breweriana that pictured a bottle.

He attended his first NABA Convention in 1980 where he met Don Bull (founder of JFO) which

spurred his interest in openers. Current JFO Chapter President John Stanley recalls, “I met Gary in 1987 at the JFO convention in Chicago. He was a guiding light for collectors, readily sharing his knowledge. We often roomed together at shows and could spend all day telling opener stories.”

Rus Hammer recalls, “I met Gary about 1990 at his antique shop. We talked and he showed me the magazines from ABA and NABA. I became hooked on collecting beer items. We became close friends, attended shows together, and he mentored me, teaching me most of what I know about the hobby.”

Jim McCoy is another veteran collector who was mentored by Gary. He remembers that “Gary turned me into an opener collector. After viewing his collection in the late 70s or early 80s, I was blown away by the beauty of his pre-pro litho openers. Being a beer can collector, these openers had the same attraction for me because of their typography and colorful graphics. Gary shared information on these types of openers. I bought some of his duplicates and my collection now numbers about 40 pieces. Thanks to Gary’s influence, I’m still looking for more.”

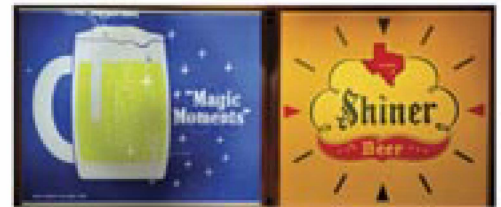
“JFO will remember Gary as an outstanding collector who was fun to be around. We lost a lot of great stories with his passing,” John Stanley said.

SAVE THE DATE!!!!

MORAVIA STORE

NOVEMBER 11, 2023

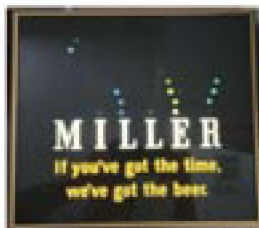
COLD BEER SERVED ALL DAY - FREE ADMISSION!!



7th Annual Moon Over Moravia Beer Bash 10 AM - 4 PM

Beer collectibles will be for sale!

Includes the following but not limited to Signs, Neons, Posters, Light Ups, Clocks, Cans, Bottles, Tap Handles, Glassware, Mugs, Coasters, Openers, etc.



ANNUAL FRANKIE FEST!!

Music by

Fender Bender Band

8:30 pm - 12:30 am

957 LEADS RIGHT TO THE DOOR!!

Moravia, TX

Upcoming Shows

October 2023

Date: October 19-21
Time: varies
Event: **The Indy Brewery Collectibles Show**
Address: Delta by Marriott Hotel & Conf. Center
7304 East 21st St., Indianapolis, IN
Contact: Todd Morton, 317-502-8835

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

Date: October 28
Time: 9:00 AM - 1:00 PM
Event: **Boos and Brews Beer Collectibles Show**
Sponsor: *Olde Frothingslosh Chapter*
Address: South Park Home Economics Building
2050 Buffalo Drive
South Park Township, PA
Contact: Tracy Wallace, 412-606-1909

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
Contact: Bill Leach, 216-262-3735

November 2023

Date: November 4
Time: 9:00 AM - 1:00 PM
Event: **Simon Pure Fall Show**
Sponsor: *Simon Pure Chapter*
Address: Variety Club
6114 Broadway Lancaster, NY
Contact: Jeff Murbach, 716-713-7236

Date: November 4
Time: 8:00 AM - 2:00 PM
Event: **Leroy Art Memorial / Fort Wayne Brewery Collectibles Show**
Sponsor: *Three Rivers Chapter*
Address: Classic Cafe Catering & Event Center
4832 Hillegas Road, Ft. Wayne, IN
Contact: Don Cuney, 260-229-1556

Date: November 4
Time: 9:00 AM - 2:00 PM
Event: **5th Annual Sandhills Beer Show**
Sponsor: *Atlantic and Richbrau Chapters*
Address: Hugger Mugger Brewing Company,
229 Wicker St., Sanford, NC
Contact: Jim Romine, 919-353-4998

Date: November 4
Time: 9:00 AM - 1:00 PM
Event: **39th Annual Western Regional Show**
Sponsor: *49er Chapter*
Address: 21st Amendment Brewery, 2010
Williams St., San Leandro, CA
Contact: Larry LaDuc, 408-332-9047

Date: November 5
Time: 8:00 AM - 1:00 PM
Event: **Badger Bunch Fall Show**
Sponsor: *Badger Bunch*
Address: Delafield Brewhaus
3832 Hillside Drive, Delafield, WI
Contact: Mike Scheffler, 414-750-3469

Date: November 5
Time: 9:00 AM - 2:00 PM
Event: **Brewery History Day III**
Sponsor: *Greater Delaware Valley Chapter*
Address: Von C Brewery
1210 Stanbridge St., Suite 300,
Norristown, PA
Contact: Larry Handy, 267-221-8300

Date: November 11
Time: 9:00 AM - 2:00 PM
Event: **Fudpuckers Brewery Collectibles Show**
Sponsor: *Spearman and Bama Cannas Chapters*
Address: Fudpucker's Beachside Bar & Grill
20001 Emerald Coast Pkwy, Destin, FL
Contact: Mike Moon, 850-826-2569

Date: November 11
Time: 9:00 AM - 2:00 PM
Event: **Eastside Spectacular #16**
Sponsor: *Gateway Chapter*
Address: Belle-Clair Fairgrounds & Expo Center
200 S. Belt East Belleville, IL
Contact: Kevin Kious, 618-346-2634

Date: November 16-19
Time: varies
Event: **New England's Fallfest 2023**
Sponsor: *CANecticut Red Fox, Pickwick & CBCC Chapters*
Address: La Quinta Inn by Wyndham
Auburn Worcester
446 Southbridge St., Auburn, MA
Contact: Jon Melillo

Date: November 18
Time: 7:30 AM - 2:00 PM
Event: **Windy City Pre-Thanksgiving Trade Session**
Sponsor: *Windy City Chapter*
Address: American Legion #76
570 S. Gary Ave., Carol Stream, IL
Contact: Ed Harker, 312-927-9329

Date: November 18
Time: 8:00 AM - 1:00 PM
Event: **Turkey Pluck-Off Swap Meet**
Sponsor: *Cascade Breweriana Association*
Address: American Legion Post 180
2146 SE Monroe St., Milwaukee, OR
Contact: Michael Boardman, 503-880-8252

Date: November 19
Time: 10:00 AM - 2:00 PM
Event: **Brew City Advertising Show**
Sponsor: *NABA/Unievents*
Address: Waukesha County Expo Center
1000 Northview Rd., Waukesha, WI
Contact: Jim Welytok, 262-366-1314

Date: November 22
Time: 6:00 PM - 11:00 PM
Event: **Warren Taylor Memorial Night Before Thanksgiving Show**
Sponsor: *Gateway Chapter*
Address: Airpath Instrument Co.,
13150 Taussig Ave., Bridgeton, MO
Contact: Al Kell, 314-348-3786

December 2023

Date: December 1-2
Time: 4:00 PM
Event: **Horlacher Chapter "Penguin Frolic" Show**
Sponsor: *Horlacher Chapter*
Address: Macungie Park Memorial Hall
50 Poplar St, Macungie, PA
Contact: Larry Handy, 267-221-8300

Date: December 2
Time: 12:00 PM - 4:00 PM
Event: **Ed Babitzke Memorial Show**
Sponsor: *A-1 Chapter*
Address: Button Brew House
6800 N. Camino Martin
Suite 160, Marana, AZ
Contact: Kent Grant, 520-247-1840

January 2024

Date: January 13
Time: 8:00 AM - 2:00 PM
Event: **Winterfest**
Sponsor: *Michigan Chapter*
Address: American Legion Hall Post 150
990 Flint St., Frankenmuth, MI
Contact: Clayton Emery, 231-920-6013

Date: January 19-20
Time: varies
Event: **Mid-Missouri Brewery Collectibles Show**
Sponsor: *Gateway, KC's Best, and Missouri Ozark Chapters*
Address: Inn at Grand Glaize
5142 Osage Beach Pkwy.
Osage Beach, MO
Contact: Rick Kottemann, 314-575-0032

February 2024

Date: February 4
Time: 10:00 AM - 3:00 PM
Event: **Kick Off Classic**
Sponsor: *Garden State Chapter*
Address: Polish Cultural Foundation
177 Broadway, Clark, NJ
Contact: Steve Pawlowski, 908-298-0942

Date: February 15-17
Time: varies
Event: **45th Annual "Rayner Johnson Memorial" Blue-Gray Show**
Sponsor: *Capital City, ECBA and Craft Brewery Collectibles Chapters*
Address: Washington Dulles Hilton Airport,
13869 Park Center Rd., Herndon, VA
Contact: Larry Handy, 267-221-8300

Joint NABA/JFO 2023 Chicago Convention Wall Mount Opener



\$25.00

Pay to John Stanley: PO Box 51008, Durham NC 27717



Dean Blazek

Call for an appointment
Monday-Friday 10-2 CT

715-623-3000

Located in

Northern Advertising

N4220 State Hwy 45

PO Box 92

Antigo, WI 54409

dbcollectiblesigns.net

**Over 500 beer &
& assorted NEON Signs for Sale!**

LUCKY X LAGER

\$12,000 SF

**Fitger's
BEER**

\$12,000 SF



\$7,500 SF

**MILWAUKEE
GETTELMAN
BEER**

\$5,000 SF

Buy, Sell, Restore

NOW AVAILABLE



- 250+ brands from coast to coast
- 300+ pages of over 1150 unique menu sheets in 4-color
- Some one of a kinds examples
- \$50 per book plus shipping (Check/Money Order)
- Brief history, plus more



Sample page layout



For more detailed information contact: Andy Prutch

1-630-520-1156 or andy.prutch@epsilon.com



Washington Dulles Hilton Airport
13869 Park Center Rd, Herndon, VA

February 15-17, 2024

2 Floors - 180+ Rooms • Two Hospitality Rooms • The Back Bar Display
All Room-to-Room • Easy In & Out • Set up Once and You're Done!
Show Coordinator Larry Handy - 267-221-8300 or ohhugo1@aol.com

Pre-registered attendees - \$35 Entry for the entire show which includes:
Beer, Hospitality Rooms, Saturday Night Pizza, Coffee/Donuts, Soda & Snacks

To reserve rooms: (BEGINNING OCTOBER 2023) - 703-478-2900 Deadline: January 20, 2024

Special Show Rate: \$95 single / double **Begins 2/13**. Mention Blue-Gray Show
or use link available on the website or Facebook page.

**Pre-Registration deadline
is February 1, 2024**

Registration form available at
bluegrayshow.com or on the BCCA Calendar

The 51st Annual Milwaukee Antique Bottle and Advertising Show

Bottles • Breweriana • Advertising



Sunday February 4, 2024

9:00 a.m. – 2:00 p.m. \$6.00 admission

Early Admission at 8:00 a.m. - \$20.00

Waukesha County Expo Center

For more information contact: mabacshow@yahoo.com

Want to sell?



Big, small-we buy it all.



STEVAN MINER
miner@bevcomm.net



Ham's replacement parts available



BARRY TRAVIS
oldbeer@gmail.com



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



FREE ADMISSION **Fort Wayne**

BREWERY COLLECTIBLES SHOW

Gone but not forgotten
The Falstaff Brewing Corp.
Fort Wayne, Ind.






Leroy Art Memorial Show

SATURDAY NOV. 4th 2023

BUY-SELL-TRADE at The "Classic Cafe" 4832 Hillegas Rd. Fort Wayne, Indiana
Friday Nov. 3rd Early Set-up & Sell 2-6pm, Friday Night Chapter Party 7-9pm
Show starts Saturday at 8am - BIG RAFFLE at 1pm

Reserve Your Table NOW!
CONTACT DON CONEY 260-229-1556

visit FortWayneBEER.com

HOTEL RESERVATIONS
Wyndham Gardens 260-209-1479
5700 Challenger Pkwy, Fort Wayne, IN



February 14th to 17th 2024, Room 425 at the 44th Annual
**Rayner Johnson Memorial
Blue & Gray Show**
Hilton Washington Dulles, Herndon, VA

Back Bar Display and Best of Show Contest
◆ Cash Prize Awarded to each Winner ◆
Lounge Open 'til Midnight

To participate, contact: The-back-bar@earthlink.net

AUCTION

December 2, 2023 | 9AM

*I'll say
it's good!*



LOCATION: Monroe County Fairgrounds
1625 Butts Ave, Tomah, WI 54660

Inside heated building • Food available

SAT, DEC 2nd 9AM

Selling Beer Advertising, Signs, Clocks, Tap Knobs,
Cans, Thermometers, Chalk Back Bar Statues, Etched
Glasses, Kegs, Saloon Chairs, Bottles, Plus Much More.
Check website for more photos & details.

LIVE INTERNET BIDDING

AuctionZip.com Auctioneer ID# 12887

NO BUYERS PREMIUM

Different terms for online bidding, Reg Wis Auctioneer Tim
Barum #1284 Auction Conducted & Clerked by Millers
Auction Co. #347-053, N8779 Hwy 95, Hixton, WI 54635

715-299-2543 GLENN MILLER

Email: wisconsinjunk@yahoo.com

Terms: Cash, Check, or Credit Card (3% Card Fee) • Sales Tax: 5-1/2%



MILLERSAUCTIONCO.COM

♦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.

AUCTION LIVE INTERNET & IN-PERSON
FRIDAY NOV 10 6000 9PM

Ron Akin's Oshkosh Breweriana Collection

Terms: Cash, Check, or Credit Card (3% Card Fee) • Sales Tax: 5-1/2%



MILLERSAUCTIONCO.COM

ACCEPTING CONSIGNMENTS

CONSIGNORS TO MOREAN AUCTIONS REALIZE THE HIGHEST
PRICES IN THE HOBBY. SEE BELOW FOR VERY RECENT EXAMPLES.

CALL DAN AT 617-448-2300.

**LIVE
NOW!
CHECK OUT**

OUR CURRENT
INCREDIBLE AUCTION
MOREANACTIONS.COM



The Breweriana Collector
NABA
PO Box 51008
Durham NC 27717-1008

PRICES REALIZED FROM OUR MOST RECENT AUCTIONS*

* INCLUDES BUYERS PREMIUM

\$47,880



\$35,910



\$49,590

\$45,600

\$45,030

\$45,030

\$41,040

\$40,470

\$38,760

\$37,620

\$36,480



\$30,780

\$51,870

\$28,500

\$21,660

\$26,910

**Morean
AUCTIONS**

MOREANACTIONS.COM
MOREAN AUCTIONS LLC • MASS. AUCTIONEER 33937

PRSR STD
U.S. POSTAGE
PAID
PONTIAC, IL
PERMIT NO. 592

WE ALSO BUY QUALITY INDIVIDUAL PIECES AND COLLECTIONS.