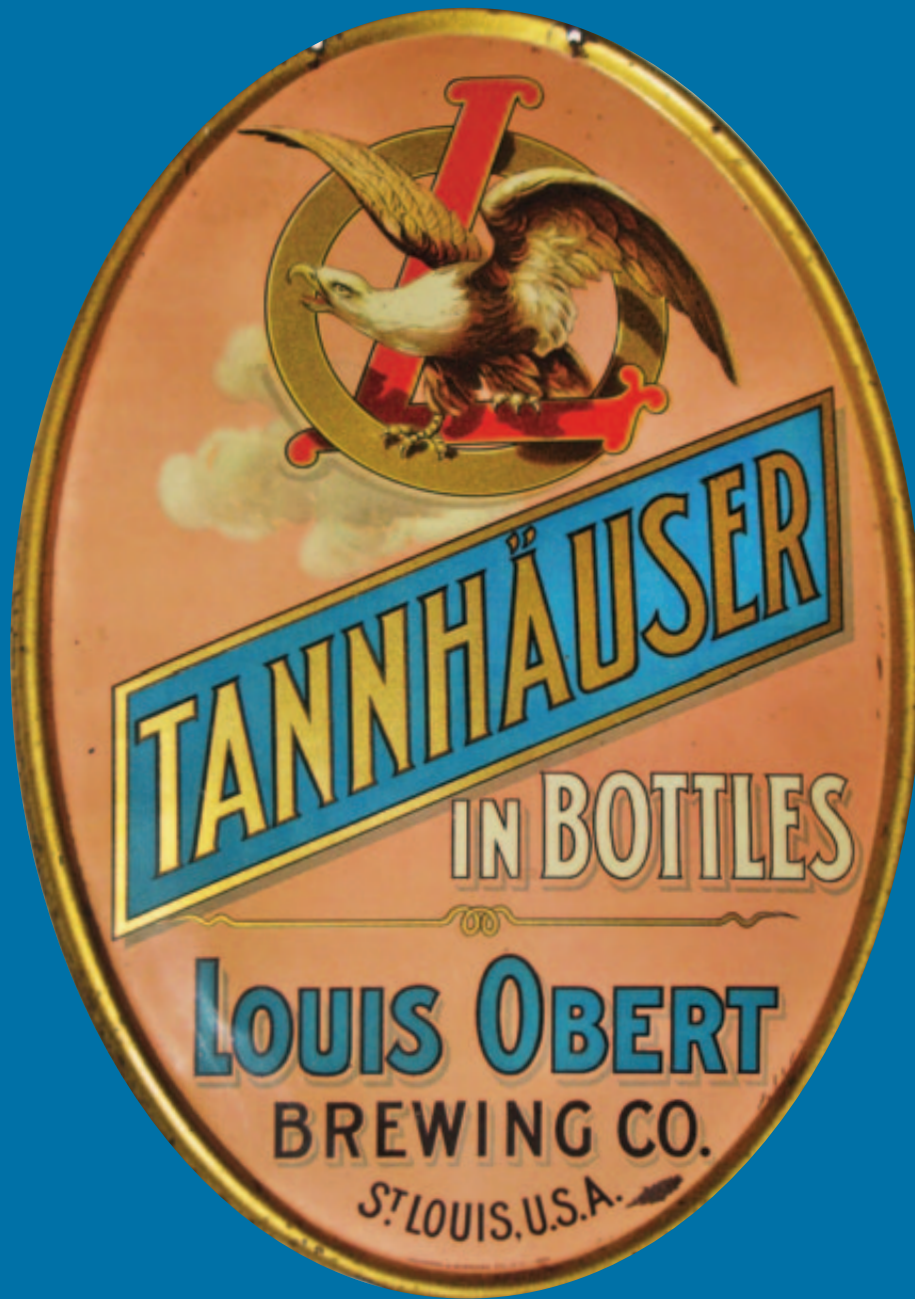


# BREWERIANA COLLECTOR

Winter 2024

VINTAGE BEER ADVERTISING & BREWERY HISTORY

Volume 204



**WHAT'S INSIDE:** Cone Top Museum "hunting" breweriana ~ The legacy of Ken Hauck, Sr.  
Anchor Brewery is dropped ~ A.B.C. Brewery of St. Louis ~ NABA Convention Treasures  
How lithography brought trays to life ~ George Baley on chalk statues  
New life for a Colorado brewery ~ White Seal Brewing of Flint, MI ~ much more!





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# BREWERIANA COLLECTOR

*"Ours is a hobby of stories"*

**Winter 2024**

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**Cover image:** Lithographed tin sign for Tannhäuser Beer, Louis Obert Brewing Co., St. Louis, MO, 8 x 12 in., by Kaufmann & Strauss Co., NY, NY, c. 1912. Collection of Donald Roussin. Don is the third owner of this rare sign, which reportedly hung in the brewery's office and was salvaged by the original owner after Obert closed in 1939. Don's collection—and this spectacular sign—can be seen in person on the home tours being held in conjunction with the **NABA Convention in St. Louis from July 29-August 3, 2024.**

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# President's Message



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



## NABA's New Year Celebrations

It's a new year and there's a lot in store for NABA members! We are anticipating some truly exciting news coming in the first half of this year that we'll be able to tell you more about in the next issue and celebrate at our convention. Meanwhile, there is plenty to report:

Don't miss the next "NABA Family Reunion," our **53rd annual convention in St. Louis, from July 29–August 3, 2024**. Details on registration and convention programming will be coming via email and in the next issue of this magazine.

**The convention hotel is sold out** (in record time!)—but we're taking names for a waitlist. Please contact Convention Co-Chair Joe Gula at [joeffd@indy.rr.com](mailto:joeffd@indy.rr.com) if you have not already reserved a hotel room. A sellout was expected, coming off three consecutive record breaking conventions.

**From St. Lou to Kalamazoo.** We have booked the newly renovated Radisson Plaza Hotel in Kalamazoo, MI as our convention site for 2025. We have huge plans for this event and are letting you know to mark your calendars: **July 21-26, 2025**.

Speaking of Michigan...Mark **June 7-8, 2024**, on your calendars for a **great weekend with the Cone Top Brewery Museum**. We'll be celebrating the 3rd Annual Cone Top/NABA breweriana show (selling tables are free!) in Vicksburg, MI. NABA members will enjoy hospitality and get to see the Cone Top Museum in its current home in downtown Vicksburg, as well as the progress at The Mill, it's future home. For more details, see the ad on the inside front cover.



Helen Haydock joined NABA President Ken Quaas (left) and Chris Moore (right), developer of The Mill at Vicksburg and The Cone Top Brewery Museum, in the hospitality room at NABA's 2023 convention.

**NABA's First Lady is 90!** Helen Haydock turned 90 years old on January 6, 2024. The "First Lady of NABA" has helped guide the club for 52 years and counting! Helen is a legend in our hobby. We look forward to welcoming her at this summer's convention in St. Louis.

**The Trayman 2.0 Powered by NABA** project continues to flourish. This NABA-sponsored initiative, led by members Mark Rogers and Peter Bayer, aims to create a comprehensive database of all known Pan-American serving trays. Thanks to the help of our members (especially Daryl Ziegler!), more than 750 new trays were added to the database in 2023, which has now catalogued an astonishing 4,277 different trays. The team has big plans to continue evolving the website.

**NABA continues to grow** and that's in large part due to your efforts. The word-of-mouth recommendations to various collectors has truly driven the size and scale of the club. And in a true testament of your loyalty, we now have exactly 50% of our members on the 3-years/\$90 plan.

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



# Executive Secretary's Report *by John Stanley*

## NABA Membership Report

Thank you to everyone who helped recruit new members and rejoins.

Total Members	12/31/23 Renewals	3-year Members	New & Rejoined Members	Your renewal date is on mailing label. If date matches below, please renew!
1430	52	716	40	12/31/2023 or 03/31/2024

## 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 <a href="mailto:naba@mindspring.com">naba@mindspring.com</a>
Credit card online	<ol style="list-style-type: none"><li>1. Go to <a href="http://www.nababrew.com">www.nababrew.com</a> and log in using your username and password.</li><li>2. Click on your name, which appears on the right side below the top banner.</li><li>3. Choose "Renew to New Date," fourth bullet down under your Membership Card.</li><li>4. Manually enter credit card field even if your credit card info automatically prefills.</li><li>5. Online transaction is secure.</li></ol>

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

Update online	<a href="http://www.nababrew.com">www.nababrew.com</a>
For assistance	John Stanley at 919-824-3046 / <a href="mailto:naba@mindspring.com">naba@mindspring.com</a> / NABA, PO Box 51008, Durham NC 27717

## Got breweriana to sell?

*Help your club by consigning in our online auction!*

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Proceeds are  
essential to NABA's  
operating funds

*To consign your breweriana:*

Email Matthew Olszewski at [mattski323@gmail.com](mailto:mattski323@gmail.com)

# A welcome toast to all of our new and rejoined members!



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## NABA adds two new local chapters—now has 57!



**From left:** Vice President Jeff Kauffman, Secretary-Treasurer Joe Tomasak, Frank Pfeiffer, Frank Zynda, President Tom Philport, and Jon Mowat at the chapter's 2023 Christmas party.

### Stroh's Fire-Brewed

The Stroh's Fire-Brewed Chapter begins its 52nd year in 2024. The chapter's beginnings were in the Spring of 1973, when about two dozen collectors responded to a newspaper ad regarding a "beer can trade show" that was held at a suburban-Detroit firehouse and became a huge success.

Soon, after hearing about a fledgling national group with the same interests, the "Motor City Chapter" became the 8th chapter of the BCCA. Two years later, the chapter gained the support of the Stroh Brewery family to be renamed the "Stroh's Fire-Brewed Chapter," with the goal of promoting the breweriana collecting hobby.

The chapter's geographic focus is on the greater southeast Michigan area and currently has about 70 members. The group hosts a trade show every June as well as a Christmas party.



**Chapter members at the table are from left:** Bill Boyles, Jacob Parker, Diane Parker, Jim Vincent, Patrick Kelly, Cheryl Kelly, Matt Sackett, Dee Evans, and Jerry Evans. NABA Board Member Charlie Smith is standing, talking to Patrick Kelly.

### KC's Best

The KC's Best Chapter was founded in 1974 and is celebrating its 50th anniversary this year. The chapter primarily serves the Western Missouri and Eastern Kansas areas and co-hosts two regional shows—one each in Salina, KS and Osage Beach, MO. A third show is being launched in south Kansas City on October 26, 2024.

KC's Best holds gatherings at various local craft breweries and conducts "brewpubbing" events several times a year. Informal member collection tours and occasional brewery private tours are also held. A celebration of the chapter's 50 years will be a featured part of the show in Salina on June 28-30, 2024.







# 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 57 chapters!

Send us your Handsome Waiter pictures! Email them to [Ken@consumertruth.com](mailto:Ken@consumertruth.com) with the names of the folks in them.



Congress was in session and governed by the Handsome Waiter and an outstanding group of brewerianists at the Congress Chapter Show on October 14 in Syracuse, NY.

**From left:** Scott Jahnke, Jack Conlon, Jeff Bonk, Art Lacombe, Joe Morgese, and Harry Feeny.



**Hoosier Waiter?** You know who was serving the IBC Chapter's Indy Brewery Collectibles Show on October 21 in Indianapolis, IN.

**From left:** John Ferguson, NABA Director Emeritus, Brent Laswell, Jerry Hendrix, Scott Johanson, Greg Gerke, Derrick Morris, Dan Gootee, Doug Groth, Jim TenEyck, Art LaComb, Mike Newton, Steve Spiech, Tony Steffen, Mike Rogan, Rochelle Rogan, Jim Miller, and Scott Blevins.





**Cooking up breweriana** at the Koch's Chapter Breweriana Show on October 21 in Dunkirk, NY.

**From left:** Clayton Emery, BCCA President and NABA Membership Committee, Joe Gula, NABA Board of Directors, Keith Kerschner, Art Distelrath, and Rob Wilcox, Koch's Chapter President.



**See you in Seattle:** The Waiter was proud to join his friends in the Pacific Northwest at the Rainier Chapter's 44th Annual Oktoberfest Show on October 21 in Des Moines, WA.

**Front row from left:** Jim Johnson, Kyle Anderson, and Fred Davie.

**Back row from left:** Jeff Voecks, Tim Hansen, John Cockrell, Sue Hansen, Greg Warzecka, Frank Dwight, Mark Brooks, John Schwartz, Jeff Specht, Steve Armstrong, Carl Scheurman, Tom Stover, Rich Horrocks, Kent Compton, Sharon Horrocks, Paul Landino, Sue Darcy, Brad Morse, Doug Baer, Bruce Higgins, Todd Gerhardt, and behind the camera, Dave Unwin, NABA Membership Committee.



**An eerie gathering** of at Lake Erie Chapter's Breweriana Spooktacular on October 29 in Medina, OH.

**From left:** Clayton Emery, BCCA President and NABA Membership Committee, Ronald McDonald, Joel Watters, Rodger "Grolschenstein" Brane, Teri Galford, "Jester" Doreen Brane, Chris Galford, Jeff Lee, Bill Leach, Rick Natter, and Doug Groth.



### Holding down the Fort:

The Handsome Waiter traveled to Ft. Wayne, IN on November 4 to join this great group at the Three Rivers Chapter Leroy Art Memorial Show.

**From left:** Jeff Johnson, Chapter President, Mike Newton, Clayton Emery, Joe Art, John Ferguson, NABA Director Emeritus, Charlie Smith, NABA Board of Directors, and Mike Rogan.



**Pure fun:** The Waiter had a good time serving these fine gentlemen at the Simon Pure Chapter show, on November 4 in Lancaster, NY.

**From left:** Ken Kubik, John Eiss, Mike Sandretto, Jeff Murbach, and Dave Przepiora.

**High Society:**  
The Waiter joined these classy collectors at the Chicagoland Breweriana Society chapter's show on November 5 in Elk Grove Village, IL.

**From left:**  
Chicago area stalwarts John Feinen, Don Hardy, Paul Cervenka, John Friedmann, Jim Radeck, and Andy Prutch.





**Nothin' could be finer** than the Waiter in Carolina at the Sandhills Beer Show on November 10 in Sanford, NC. He joined four of the South's finest.

**From left:** Jim Romine, Robert Keasey, NABA Membership Committee, Ken Jones, and John Stanley, NABA Executive Secretary.



**Fuddpucker fun:** The Handsome Waiter warmed things up in Florida at the Fuddpucker's Brewery Collectibles Show on November 11 in Destin, FL.

**From left:** Shar Kielack, Scott Kennedy, Stephen Struck, Don Kielack, Kathy Paxton, Jerry Gann, Jim Lovallo, Lynn Lovallo, Perry Paxton, Jim Hepburn, Dave Reinhard, and Michael Moon, NABA Membership Committee.



#### **Ravin' in Moravia:**

The Handsome Waiter is a true pearl in the Lone Star State. He served at the 7th annual "Moon Over Moravia Beer Bash" on November 11 in Moravia, TX.

NABA members in this group of tall Texans include Jaime Pina, Charlie Staats, NABA Board Member, Henrietta Filip, owner of the legendary Moravia Store, Matt Scherzinger and Todd Brosch.





**Gateway to great:** The Handsome Waiter enjoyed some great company at the Gateway Chapter's Eastside Spectacular #16 on November 11 in Belleville, IL.

**Front row from left:** Bette Fay, Tom Fay, and Jeff Jones.

**Center row from left:** Don Roussin, Mary Ellen Roussin, Darla Long, NABA Board of Directors, Debra Emery, Clayton Emery, NABA Membership Committee, Jen Groth, Mary Legeret, Tom Legeret, Kim Jones, and Patty Kious.

**Back row from left:** Celeste Hardy, Don Hardy, Vickie Kubat, Dave Kubat, and Doug Groth.

### Rockin' at the jukebox show:

The Handsome Waiter was introduced to the legendary Chicagoland Antique Advertising, Slot Machine & Jukebox Show by a group of his close friends on November 19 in Grayslake, IL.

**From left:** Tim Larson, Clayton Emery, Paul Cervenka, and Dave Lendy.



**Homecoming for the Waiter:** The Waiter got back to his New England roots and met with some of his favorite folks when he attended the Pickwick Chapter show on November 19 in Turners Falls, MA.

**At left:** Rus Hammer, Matthew Olszewski, Ken Ostrow, and Woody Hailey.

**At right:** Lora Larrazolo, Dave Larrazolo, Steve Bergquist, and Matthew Olszewski.





### Brewing at brew city:

The Waiter was taking orders from this veteran group of collectors at the great Brew City Advertising Show sponsored by NABA on November 19 in Waukesha, WI.

**From left:** Bob Pirie, Editor of the ABA Journal, Paul Cervenka, Jim Wasielewski, Clayton Emery, Jim Welytok, the show's organizer, Mark Otto and Andrew Borgstrom.

### Having a day in Eastern PA:

It was a great couple of days when the Waiter met up with these East Coast legends at the Horlacher Chapter show on December 1-2 in Macungie, PA.

**From left:** Mike Michalik, NABA Vice President, Larry Moter, NABA Director Emeritus, Pietro Raimondi, John Reinertson, Scott Manga, Charlie Smith, NABA Board of Directors, Al Aprea, Jeff "Yuengling Guy" Schneider, and Jim Etheridge.



### Standin' on a corner in Marana, Arizona.

The Waiter warmed up with the A-1 Chapter's finest on December 2 at the Ed Babitzke Memorial Show.

#### Front row from left:

Tim Mohr, Dan Scoglietti, Bruno Gavran, Carl Scheurmann, Rich La Susa, Alicia Fox, Todd Barnes, NABA Membership Committee, and Ed Sipos.

#### Back row from left:

Dallen Bjerkmess, Leonard Miller, Steve Peterson, Mark Jeffrey, Diana Jones, Tim Schweighart, Steve Vanderburg, Mark Crane, Jay McCurry, Patrick Santinello, Bill Fox, Tom Ward, Ron Jones, Alice Sipos, Jeff Shepley, Dana Whitson, Ed Beckmann.





by Ken Quaas

# The Cone Top Brewery Museum Presents “Northern Lights”

Celebrating the “Great Outdoors”  
and the enjoyment of hunting

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

Our first two installments in the Spring 2023 and Summer 2023 issues of this magazine focused on beer advertising that carried fishing and camping themes from the outstanding collection of the Cone Top Brewery Museum. In this issue, we highlight an assortment of period breweriana that portrays “hunting” themes.

## Post World War II—a new era

As detailed in previous installments of this series, once the ordeal of World War II had ended, Americans endeavored to put the war behind them, seeking a brighter future. The country’s industries and economy flourished, ushering in a new era of consumerism.

## Beer and “The Great Outdoors”

A pivotal marketing theme in this new era of “peace and prosperity” was the opportunity to enjoy (and find peace in) “The Great Outdoors.” From the late 1940s through the early 1960s, the nation’s advertising abounded with scenes of people enjoying outdoor leisure activities.



This classic scene was created by **Harold Anderson** (1894–1973), a well-known commercial artist and illustrator, whose work graced many national magazines, billboards and advertising campaigns. A contemporary of Norman Rockwell’s, Anderson’s work similarly could often be found on the cover of *The Saturday Evening Post*.

Cardboard sign, Stroh’s Bohemian Beer, The Stroh Brewery Co., Detroit, MI, 14 x 18 in., no mfg. mark, c. 1940s (on loan to the Cone Top Brewery Museum from the collection of Dave Reno).





Cardboard sign, Altes Golden Lager Beer, The National Brewing Co., Detroit MI, 24 x 15.5 in., no mfg. mark, c. late 1950s. This sign appears to use artwork created from photography.

Brewing industry ads were at the forefront of promoting these themes—advocating beer as the ideal companion to enjoying the great outdoors. There was an abundance of point-of-sale materials depicting fishing, camping, and hunting scenes. Many of these were beautiful pieces of commercial art created by exceptionally talented artists, whose work also graced the pages of national magazines and periodicals.

continued on page 14



A pair of self-framed cardboard signs for Grain Belt Beer, Minneapolis Brewing Co., Minneapolis, MN, 30 x 36 in., dated 1945, by Inland Litho Co., Chicago, IL. These signs are especially interesting as they identify the range of wildlife available to hunters in the region. The sign showing the animals features artwork by artist J.F. Kernan, who worked in oil on canvas and was noted for conveying humor in many of his works.

## Cone Top Museum's "Northern Lights" exhibit



The "Northern Lights" experience, as presented at the Cone Top Museum in June 2023 (left), and being enjoyed at the NABA Convention hotel, from July 31-Aug 4, 2023 (right).

To celebrate the "Great Outdoors" as it was featured in Post World War II beer advertising, the Cone Top Brewery Museum created an engaging and interactive exhibit called "Northern Lights." The display was designed to create the experience of being in a North Woods cabin—the perfect environment in

which to enjoy some of the museum's collection of breweriana with an outdoorsy theme.

This exhibit was introduced at the museum in Vicksburg, MI in June and July 2023 and was then stunningly re-created for NABA members to enjoy in a suite at the convention hotel in Schaumburg, IL in late July (see article in the Fall 2023 issue).

# Hunting for original artwork

100%



Printers proof for magazine/newspaper ad for Old Style Lager, G. Heileman Brewing Co., La Crosse, WI, 10.25 x 7.5 in., c. 1956.

It is a rare opportunity when a piece of original advertising art can be found to accompany the ad for which it is used. Such is the case with this view of a hunter holding a bottle of Old Style Lager. The original artwork is rendered in oil on canvas. Interestingly, the bottle is not part of the oil painting but

You'll like the taste of  
*Old Style Lager*

- Unhunted old-world brewing methods
- Expensive imported and domestic hops
- Our own malting
- Sparkling pure Wisconsin water
- Aged far, far longer than other premium beers
- Double fermented, as in making from champagne

We don't aim to make the most beer; only the best

In the summer sun, you get full night's sleep (not just a nap). Don't be satisfied with less.

HEILEMAN'S **Old Style Lager**

is instead a paper insert, suggesting that this could have been intended as stock artwork with space for the bottle to be interchangeable for potential use by other beer brands/bottles.

This art was first acquired in 2008 by NABA Creative Director Barry Travis from a seller who had a number of artifacts that had been salvaged from Heileman's archives.







## Hunting scenes illustrated by notable artists

The artwork was by **Anton Otto Fischer**, (1882-1962) a well-known German-born, American illustrator for the Saturday Evening Post magazine for 48 years.



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



Tin-over-cardboard sign, Burger Bohemian Beer, The Burger Brewing Co, Cincinnati, OH, 15 x 20 in., no mfg. mark, c.1940s.

This scene was painted by **George Hinke** (1883-1953), recognized for the classic, nostalgic style he used to depict American small-town life, religious scenes, and Christmas themes.

Cardboard "A Typical Minnesota Scene," Kato Beer, Mankato Brewing Co. Mankato MN, 22 x 17 in., c. 1940s.

This artwork, showing a happy retriever with a ring-necked pheasant in his mouth, would have been a welcome sign of success to any hunter. It was created by **Reginald Bolles** (1877-1967) an accomplished painter and illustrator who had many works featured on the covers of magazines in the 1920s and 1930s, including for the once-popular national magazines Collier's and Field & Stream.

Not surprisingly from this painting, one of his favorite subjects was game birds. Today, Bolles' original paintings sell at art auctions for into the thousands of dollars.



Cardboard sign, Griesedieck Bros. Beer, Griesedieck Brothers Brewery, St. Louis MO, 18 x 24 in., by Wolff Display Co, St. Louis, MO, dated 1958.





## Pre-Prohibition era Hunting scenes



Lithographed metal sign, John Gund Brewing Company, La Crosse, WI, 24 x 18 in., by The Meek Company, Coshocton, OH, c. 1905.

Hunting scenes in beer advertising existed well before World War II. There are many examples that date to the Pre-Prohibition era, like this beautiful piece recently added to the Cone Top Brewery Museum's collection.

These earlier examples are mostly made from more permanent materials compared to the widespread use of inexpensive cardboard for seasonal point-of-sale signage in the Post-War era.



Self-framed cardboard sign, Kato Premium Beer, Mankato Brewing Co., Mankato and Jordan MN., 16 x 12 in., c. late 1940s. Mankato owned the former Schutz & Hilgers brewery between 1946-1948. This artist's signature can not be identified.



Composite, easel-backed sign, Gettelman Beer, A. Gettelman Brewing Co, Milwaukee, WI, 10.5 x 16.5 in., no mfg. mark, c. 1940s. Artist unknown.



Cardboard sign, F&S Beer, Fuhrmann & Schmidt Brewing Co., Shamokin, PA, 42 x 26 in., c. early 1960s. This sign, with its amusing play on words, seems to show the bears as victors—the hunters are seen in the background running off. The artist is unknown.



# A breweriana bond between father and son

by Ken Quaas

There are many wonderful stories in our hobby about fathers bonding with their sons through collecting breweriana. NABA member Ken Hauck, Jr. had such a bond that has lasted nearly all of his life. “I grew up with NABA,” Ken recalled. “I have so many fun memories of NABA conventions and shows from when I was a kid. Going with my dad and setting up at shows and flea markets to buy and sell beer stuff was always a great adventure for me.”

Ken Jr.’s dad was Ken Hauck, Sr. of St. Louis, MO, a NABA member for more than 40 years. Ken Sr. passed away at age 94 on September 6, 2023, after a lengthy battle with dementia. He was preceded in death by his wife Nell, former wife Marilyn, and is survived by his sons Kenneth Jr., and Stephan, as well as several grandchildren and



Ken Hauck, Sr.  
1928–2023.

a great-grandchild. Ken was a veteran of the United States Navy and had spent his career at National Gypsum and later, Sunmark/Nestle.

Ken Hauck Sr. joined NABA in 1973—in the club’s second year of existence—and attended the second annual convention in his hometown of St. Louis. He was well known within breweriana circles in his prime and was highly active in NABA. He served as editor of the *NABA Newsletter* (the precursor to this magazine) for seven quarterly issues, from 1976-1978.



The two Kens in 2023

**“1978 NABA Officers, Directors, Staff Members”**



**STANDING (left to right):**  
Herbert Haydock, Bob Chapin, John Murray, Jim Gunky, John Fyrak,  
Joe Furr, Loren Karachi, Mike Bartels  
**SEATED (left to right):**  
Bob Gottschalk, David Mathews, Gordon Dunn, Paul Staudrich,  
Ken Hauck

Ken is seated at far right in this 1978 photo of the NABA leadership group. Standing in back of Ken (at far right) is longtime member Mike Bartels, who recalled that Ken was “highly regarded among NABA members”.



In his time as editor, Ken energized the publication with profiles on fellow members and formalized its advertising guidelines to help generate revenue to support printing costs. “I distinctly remember my dad working away at the *NABA Newsletter* at his desk underneath the stairs,” his son said.

Helen Haydock, who along with her late husband Herb was one of NABA’s founders in 1972, recalled Ken Sr. fondly. “Ken was a very nice, soft spoken person who was an asset to NABA in its early years when the club was new and growing. He would do anything the club needed and took on the editorship of the *Newsletter* at a time when we needed the help.”

Ken’s appreciation of both beer and the graphic arts led to his interest in breweriana. “My dad liked beer and appreciated the high level of art that could be found in its packaging and advertising. I guess that’s how he

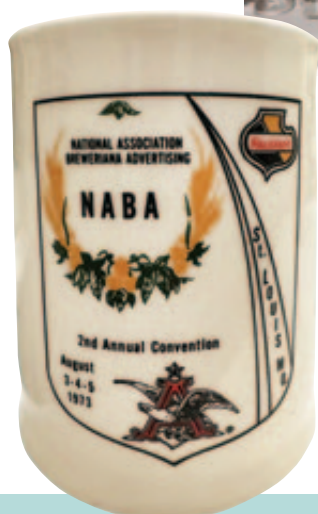
got involved in collecting breweriana”, Ken Jr. said, “He met a NABA member named Carl Hose, who introduced him to the club.”

For Ken Jr., breweriana became a family affair—which he happily enjoyed. “Almost every family vacation revolved around the convention or a brewery somewhere. NABA, its members, and collecting brought my father so much joy in his life. His collection was something he always cherished.”

Ken Sr. collected all of the historic St. Louis breweries, but his favorite was Anheuser-Busch and he amassed an enviable collection, most of which was dispersed to other collectors once Ken became ill more than 10 years ago.

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Ken and Marilyn Hauck at the 1973 NABA convention, their first of many. Ken recalls his mom, who sadly passed away in 1988, as being supportive of Ken’s collecting interest and being “a real trooper” about going to various breweriana shows and conventions.



Ken’s name is recorded on the commemorative mug from the 1973 Convention.

There were 28 different commemorative mugs created for each individual convention during the years from 1972-1998. These mugs were not only great souvenirs but also were a unique way for attendees to mark their participation in NABA’s annual meeting—because their names were listed on the mugs.



# Appreciating the art of breweriana

One of Ken Hauck Sr.'s favorite signs was this amazing piece for Tannhäuser Beer from the Louis Obert Brewing Co., of St. Louis. Ken wrote an article on the historic brewery for the Winter 1977 edition of the *NABA Newsletter* and used this piece from his collection as the cover photo.

Ken's love of the artistry of breweriana—and this piece especially—is clear from his passionate and poetic description of it that he wrote in the *Newsletter*:

"The Tannhäuser metal lithograph pictured on this issue's cover is one of the finest and most colorful pieces of breweriana ever produced anywhere in the United States. I know of only four, which are in safekeeping hands of collectors, and are now 74 years old. It depicts the goddess Venus plying her magic spell on one of the legendary Knight Minstrels in her weird, supernatural grotto, where she holds court and preys upon the souls of men.

In the lower portion, the Louis Obert brewery is pictured as it was in 1902. To the left of the brewery is pictured their cork stoppered label



This amazing Tannhäuser lithographed tin sign was purchased from the Hauck Collection by NABA member Randy Huetsch. It measures 23.5 x 35 in.

This will be one of the many featured pieces of Randy's outstanding collection on display during the home tours at the 2024 NABA convention in St. Louis.

bottle, which was secured by a wire from the neck, which had to be broken by an icepick at the time of consumption. Also pictured are go-withs...an etched beer glass and the necessary corkscrew."

Ken went on to lament that due to the printing limitations at the time, he could not put a color picture of this stunning artifact on the cover, writing: "It does a real injustice to the tin when its vivid colors can't be seen. The artist and manufacturer of the picture are unknown. The brewery is gone now, but "Tannhäuser" will live on for future generations through memorabilia from a fine piece of advertising art left to us by an artist unknown."





Longtime NABA member Joel Gandt, whose fantastic collection of artifacts from the Lemp Brewery will be part of the home tours at the 2024 convention in St. Louis, was one of the many collectors who purchased Ken's items when he decided to sell his collection.

"When I joined NABA back in 1999, I sent letters to folks in the NABA Directory who were interested in Lemp breweriana like me. I heard back from Ken years later and he invited me over to his house. He was looking to sell most of his collection and kindly

offered the Lemp items to me including some very rare lithos. We had a lot of fun that afternoon discussing various pieces and had such an easy time of buying and selling that I called him up a couple days later and bought more non-Lemp pieces from him. Ken will certainly be missed."

Ken Jr. says the happy memories with his dad and breweriana continued even into his later years. "Whenever I took him to the doctor, I'd pull up the NABA Facebook page on my iPad and scroll

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## Custer's Last Fight

The two Kens posed with the classic chromolithograph issued in 1896 by the Anheuser-Busch Brewing Association that is entitled *Custer's Last Fight*. The elaborate scene depicts how Lt. Colonel George A. Custer and 209 soldiers from his 7th Cavalry lost their lives in 1876 at the Battle of the Little Bighorn in Montana. Ken Jr. was seven years old when this photo was taken with the A-B lithograph, which was one of his dad's favorite pieces. It was in 1976, on the 100th anniversary of the battle.

According to the Smithsonian's National Museum of American History, *Custer's Last Fight* is considered one of the most reproduced lithographs with over a million copies distributed to saloons, dining establishments, barber shops, and eventually collectors. The chromolithograph was based on the painting by Cassilly Adams that was completed in 1888. It was sold to John Ferber, who owned a saloon in St Louis. Adolphus Busch acquired the painting along with the saloon for \$35,000



in 1892. Custer's demise in 1876 also coincided with the same year Anheuser-Busch began brewing beer. Busch commissioned the Milwaukee Lithographic Engraving Company

and its artist, F. Otto Becker, to produce a modified 24 x 40 inch painting which was then duplicated through lithography for use in what became a highly successful and long-lasting form of advertising.





through the posts with him. At that point he really didn't understand the concept of Facebook, but seeing the pictures of the breweriana would bring a smile to his face every time.

The day before Dad's funeral, I stopped by a local antique mall on the way home and looked at beer memorabilia. I thought he would have enjoyed that. I bought an A-B stein that we have in the cabinet with his bottles now."

Ken Jr. plans to carry on the family association with NABA that his father forged in the club's early years. "I'm looking forward to the upcoming convention when it returns next year to St. Louis," Ken Jr. said. "That will mark more than 50 years after the first one my dad and mom attended and I will be there, remembering them."

## Hauck Collection favorites



Rare, lithographed tin sign, St. Louis Beer, Columbia Brewing Co., St. Louis, MO, 19 x 14 in., c. 1890s.



"Budweiser Girl" lithograph, Anheuser Busch Brewing Association, St. Louis, MO, 17.5 x 30.5 in., c. Pre-Prohibition.

## Pre-Prohibition bottles with intact labels from St. Louis breweries



From left:

St. Louis Lager Beer, Excelsior Brewery, c. 1880.

St. Louis A.B.C. Beer, American Brewery, (successor to Excelsior) c. 1905.

Louis Obert Brewery, c. 1905.

Empire Lager, Empire Brewing Co., c. 1901

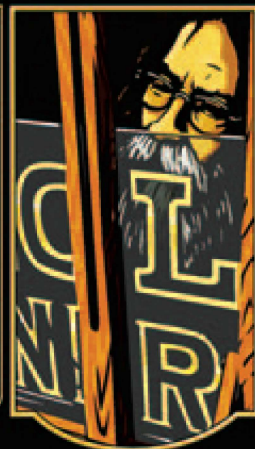
Faust Beer, Anheuser Busch Brewing Ass'n., c. 1900.





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NOW IN  
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OF CREATING  
SIGNS OF ALL KINDS



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# The Anchor alas, has dropped

**Ken Quaas**

It's hard to imagine a more unlikely tale of survival in the annals of American brewery history. It was a brewery that survived earthquakes, fires, multiple ownerships, closings, and a massive industry consolidation.

Facing bankruptcy, it was purchased in 1965 by a wealthy scion of a family that had made its fortune in washing machines. He liked the taste and quality of beer being produced by the small San Francisco brewery, so he bought the place. And thus, Fritz Maytag and his Anchor Brewery became forefathers to today's American craft brewing industry.

In fact, his dedication to quality and later, variety in style, helped Anchor grow a reputation that soon extended beyond the San Francisco area. Anchor developed a cult-like following among increasingly beer-savvy consumers.

## **An anchor of the craft beer movement**

Anchor is widely credited with reviving and modernizing some of today's most popular American beer styles. As companions to his Steam Beer, Fritz introduced a dark porter (Anchor Porter in 1972) and followed this up in 1975 by launching a dry-hopped ale (Liberty Ale), a barley wine (Old Foghorn Barleywine Ale) and a once-yearly Anchor Christmas Ale. As a result, the brewery is



considered a cornerstone—an anchor, in fact—of the now-booming American craft beer movement.

The brewery remained small, but had a cult following and ultimately enjoyed widespread favor and distribution beyond the Bay Area to much of the U.S.

In 2010, after 45 years at Anchor's helm, Fritz Maytag retired and sold his fabled brewery to the local Griffin Group, which had introduced the highly successful Skyy Vodka.

But seven years later, in 2017, the Griffin Group sold Anchor for \$85 million to Sapporo Holdings Ltd, owners of Japan's oldest breweries and the

best-selling Asian brand of beer in the U.S.

## **Anchor sinks**

In 2021, Sapporo made a controversial decision to change the look of the various Anchor brand labels. Anchor's sales already had lost steam and this move seemed to sink sales deeper.

In August of 2022, Sapporo paid \$165 million to acquire Stone Brewing of Escondido, CA. At that time, Stone was the 7th largest craft brewery by sales volume in the U.S. and produced more than 10 times the amount of beer as Anchor. Sapporo promptly



## What is steam beer?

At its height before Prohibition, steam beer was brewed by more than 25 different California brewers. There have been various explanations for the use of the name "steam beer" but the most popular one comes from Anchor, steam beer's most famous purveyor, which trade-marked the term in 1981.

In the late 1800s, because there was no mechanical way available for breweries in Northern California to cool their boiling wort, they had to improvise. They pumped the hot liquid from the kettle to large, shallow, open-top pans on the roof of the brewery. There, the cool Pacific Ocean night air (which creates San Francisco's famous fog) would provide a natural coolant. As it cooled the wort, it created a cloud of steaming vapor that streamed skyward. Once the hot wort had cooled enough, the lager yeast was added for fermentation.



Anchor label, 1930s.

The "steam" beer style also is known as "California common" and is like a hybrid of ale and lager styles. It uses a bottom-fermenting lager yeast but is fermented at warmer temperatures like an ale. This produces a brew of medium amber color with a moderately malty flavor accompanied by a crisp, hop bitterness.

The name "steam beer" might also come from the German style called "Dampfbier" (German for "steam beer"), which also was fermented at higher temperatures.

-Ken Quaas



This rare, perhaps unique, die cut tin sign from the 1930s hung in the brewery tap room.

shifted most of its U.S. marketing and other resources to Stone.

Between 2021-2022, the brewery reported millions of dollars in operating losses. In July 2023, Sapporo announced it was dropping Anchor, blaming "a highly competitive market that left us with no option but to

make this sad decision to cease operations." Sapporo had bought a brewery that had amazingly survived for more than 120 years, yet managed to scuttle it in six years of ownership.

There is a movement afoot to keep the brand—if not the brewery—alive. We can only hope that the amazing, pioneering Anchor will somehow avoid sinking into oblivion.

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Sapporo "refreshed" the branding of Anchor in 2021 (at left) in an attempt to attract new customers. The move may have backfired by turning off existing customers, as the packaging no longer resembled their beloved brand. Many existing consumers reportedly preferred the more classic, traditional appearance (at right) of the longtime previous packaging and felt the brighter, bolder new look cheapened the appearance of the brand.

# Saying goodbye to Anchor

by Ken Harootunian

On December 9, 2023, BuzzWorks Tavern in San Francisco served up their remaining keg and bottle inventory of the Anchor Brewing Co., which had been purchased in July from their distributor when the brewery announced its closing. The beer had been in refrigerated storage since then for a big final hurrah.

Local TV and radio stations were invited to report on the occasion and I was asked by the owner to do an exhibit of my vintage Anchor breweriana.

Members of a co-op made up of former Anchor employees trying to buy the Anchor Steam brand name also attended, as well as about 200 Anchor aficionados.

The co-op members have raised \$250,000 so far in their effort. It's unclear what the asking price for just the brand rights will be, but the owner of BuzzWorks auctioned off magnums of the highly coveted Christmas Ale that he had been cold storing. These brought in over \$3,000 toward funding the effort. At this point, the co-op is looking for "angel investors" to raise more than \$1 million so they can put together a serious offer.

The real estate on which the brewery buildings sit has been valued as much as \$50 million and will be sold separately. The brewing equipment and perhaps the remains of the vintage breweriana



Cardboard sign, 20 x 9 in., c. 1940s. Collection of Ken Harootunian.

collection will also be sold separately. This is in the hands of liquidators. The word is that the Smithsonian acquired much of the Anchor Brewing breweriana and smaller brewing equipment tools.

The brewery has been a popular place to visit and for anyone who has been there with me, I'm glad you had a chance to experience the tastes and vibe of the legendary Anchor Brewery. For me, San Francisco will never be the same without that iconic craft brewery sitting on the Hill, open to the public for tours and good cheer.

Ken Harootunian, shown in his Anchor vest, created a display of his Anchor breweriana as part of the celebration of the last tapping of that beer on December 9, 2023, at BuzzWorks Tavern in San Francisco.



Crowds at the Anchor tapping examine the variety of Ken's Anchor artifacts.



In November 2019 Ken Harootunian arranged a tour of the Anchor Brewery for NABA members attending the 49er Chapter show in San Leandro, CA. Shown here enjoying a fresh Anchor Steam in the brewery's hospitality room are former NABA President John Ferguson and current President Ken Quaas.



## Anchor Steam tap trio

When I moved to CA in 1995, I immediately visited the famed Anchor Brewing Co. That epic craft pioneer sat majestically on Potrero Hill, providing a view of about 50% of all of San Francisco from its main floor.

In the tasting room, there was a display case with vintage items, including examples of all three tap handles pictured here. I thought it was the coolest trio I had ever seen, given the colors and the subject matter.

Within 3 years, I was able to acquire the yellow one. I knew of one other red one in a collection, and about 8 years ago, I was able to purchase it. The green one, however, proved highly elusive, and I feared that the only example might be the one at the brewery.

But in July 2023, a collector in Rochester, NY had not one, not two, but three of them! He put them on eBay one at a time, and I ended up winning two of the three auctions through December 2023. He's assured me that there are no more—he bought them from a picker who got it from a Syracuse estate. How all three got there, when no one else seems to have one, is truly a mystery!

My set is now complete and I hope that the original set that I first saw in 1995 is now safely



Three rare, differently colored tap handles for Anchor Steam Beer, c. 1930s. Collection of Ken Harootunian.

at the Smithsonian, as I read that is where the vintage Anchor artifacts were headed once the brewery shut down in late July.

In curating the display of Anchor breweriana that I have been collecting for almost 30 years, I've been inspired to dedicate a corner of my home bar to focus on Anchor, with the two vintage signs and the five banners, hanging from the tall ceilings.

**Editor's Note: NABA Member Ken Harootunian has contributed to the Breweriana Collector magazine before on Anchor matters. He is always seeking more historic Anchor breweriana—especially a yellow tap knob that is less faded than the one in his collection. Ken can be reached at [kenharootunian@yahoo.com](mailto:kenharootunian@yahoo.com).**



# The beer that would be King

A.B.C. was once a challenger for A-B's crown

by Donald Roussin and Kevin Kiouss

Can you name the brewery that first used the slogan “King of All Bottled Beers” to describe its flagship brand? The brewery was located in St. Louis, was shipping its beer worldwide before World War I, and had “AB” in its corporate initials. The answer is as easy as “ABC,” also known as the American Brewing Company, or A.B.C.

For a few decades before Prohibition, A.B.C. was the crowning achievement of a family of beer kings named Koehler. American would also have a brief, but eventful, post-Prohibition revival before falling to the wrecking ball to make room for a parking lot for its one-time rival and neighbor, Anheuser-Busch, brewer of the other “King of Beers.”

## Beginnings as Excelsior

The birth of A.B.C. started with the death of another brewery, the Excelsior Brewing Company. Excelsior's beginning dates back to 1857. Casper Koehler and a partner



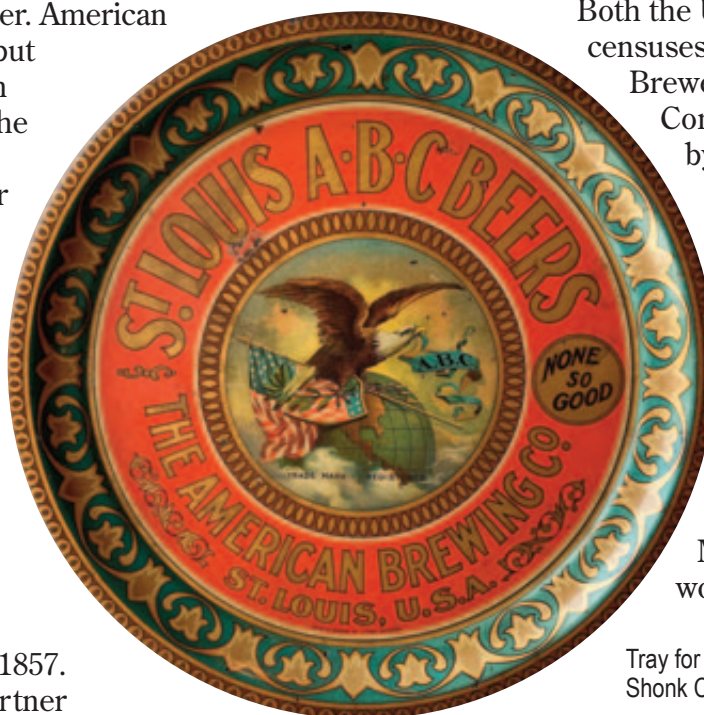
The A.B.C. brewery as pictured on page 131 of a book entitled “Architectural St. Louis.” The colors are original to the print, which is 5 x 3 in. The new brewery opened in 1891. Collection of Don Roussin.

named Huber purchased the plant in 1859, when Koehler was just 21 years old.

Both the U.S. and the Missouri state censuses of 1860 list the Excelsior Brewery of Casper Koehler and Company. The brewery was small by St. Louis standards, where many such businesses were springing up at the time.

## The Koehlers

As Casper was establishing his brewery in St. Louis, his older brother Henry was running a brewery 120 miles up the Mississippi River in Fort Madison, IA. Casper had worked there briefly in 1858,



Tray for St. Louis A.B.C. Beers, by Chas. W. Shonk Co., c. 1900. Collection of Mark Rogers.





2-D Die cut cardboard display sign, 13 x 17 in., no mfg. mark. The barrel is labeled "Brewing of August 1893." The goat folds out in front of the woman sitting on the barrel so the piece can stand. This outstanding piece was purchased from the renowned collection of the late NABA member Bill Mitchell. Collection of Bob Shamel.



Newspaper ad. 8 x 8 in., depicting the Excelsior Brewery, built in the 1870s and predecessor to A.B.C. Collection of Don Roussin.

having just arrived from Germany. In 1863, Henry moved to St. Louis to join Casper at the Excelsior Brewery. Henry must have bought a majority interest in the firm, for it was then christened Henry Koehler and Company.

In 1864 the brewery was destroyed by fire, but the partners quickly rebuilt. When Henry moved upriver to Davenport, IA in 1872 to operate the Arsenal Brewery, brother Casper joined him there. In 1874, Casper returned to

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Lithographed metal sign, 26 in. diameter, by The Meek & Beach Co., Coshocton, OH, c. 1905. This magnificent piece appeared on the cover of the Fall 2023 (#203) issue of this magazine. Collection of Randy Huetsch.



Porcelain corner sign, 24 x 13 in., no mfg. mark, c.1910. Collection of Randy Huetsch.





Celluloid-over-cardboard with ornate aluminum corners, 9 x 6.25 in., by New Jersey Aluminum Co. Newark NJ, c. 1902. Collection of Donald Roussin.



Die-cut, fold-out trade card, 5 x 5. in. copyrighted 1904, by Gugler Lithographic Co., Milwaukee, WI. Rendered to look like a wooden beer crate, the card unfolds to reveal people inside sitting among the beer bottles and enjoying the beer. Collection of Don Roussin.

Excelsior in St. Louis, which he and another investor leased from Henry. Soon the majority of the old brewery would be torn down as work began on erecting a new one.

The Koehlers purchased the most modern brewing equipment of the time for their new enterprise. Construction on the new brewery went quickly. The new office building was built on the site of the original Koehler family home. The machine house was erected with huge plate glass windows embedded into its exterior walls, providing passersby a prime view of the giant steam engines and ammonia compressors. This view of the plant would eventually become a top tourist draw in the city.

### Becoming American

In 1890, the brewery was incorporated as the American Brewing Company and introduced three beer brands:

American Standard, Muenchener, and Bohemian. A few years later, A.B.C. added Pale Export,



Lithography on cardboard in original frame, 16 x 23 in. Lithograph by Winters Co. Lithography, Chicago, IL, and frame by Baxter Moulding Company Advertising Frames, St. Louis, MO. Collection of Randy Huetsch. Like its neighboring archival Anheuser-Busch, A.B.C. made heavy use of patriotic imagery with the eagle and "Stars and Stripes" flag icons. After all, "American" was the brewery's name.

Wuerzburger, and Bock to their lineup.

A formal dedication of the new brewery took place on February 26, 1891. In 1892, Casper Koehler moved on, becoming president of the new Columbia Brewing Company in St. Louis. His son, Julius H. Koehler, joined him there as general superintendent.

The new American Brewing Co. (A.B.C.) was now run by the three sons of Henry Koehler and it became quite prosperous. A.B.C. continued producing its own malt, and specialized in bottling its beer, which was then shipped to distant points in the U.S. and internationally. Plant superintendent Ed Wagner gained renown for inventing the "St. Louis model" pasteurizing and bottle soaking machine. Later,

Wagner and his son Ed partnered with Henry Koehler, Jr., and well-known brewery architect



E.C. Janssen in opening the Wagner Brewing Company in nearby Granite City, Illinois.

### Going International

As A.B.C. expanded its distribution across the country and around the world, it began targeting advertising towards specific new markets. Point of purchase advertising sent to South America included phrases in Spanish. The fact that A.B.C. was exporting beer worldwide was highlighted in its advertising. One great magazine ad features a photograph showing a long train of the brewery's

boxcars pulling away from the plant's huge shipping department building. The ad reads, "The Saint Louis A.B.C. Beers are famous the World Over."

These advertising campaigns apparently were successful. In 1903 the capital stock of the company was increased from \$300,000 to \$1,250,000 in order to enlarge the plant and build a new bottling works, cooper shops and a larger ice factory.

The American Brewing Company was a key player in the St. Louis brewery business. In 1907 A.B.C. plus eight other area breweries combined to

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## "Sold round the world"

Pictured here are two outstanding and extremely rare pieces featuring "Temple of Commerce," artwork.

The tray is 16 x 19.5 in., by H.D. Beach Co., Coshocton, OH, c. 1905. Collection of Randy Huetsch.

The lithographed metal sign in original wood frame is 23 x 30 in., by the Meek and Beach Co., Coshocton, OH. Collection of Bob Shamel.

The graphics in these pieces differ slightly, but both are visually arresting and convey a wealth of marketing information about The American Brewing Co. By the turn of the 19th Century, A.B.C. was a major brand in a major brewing city that proudly boasted of being "King of All Bottled Beers."

The primary visual in these stunning pieces is a goddess standing nobly in front of the mythical "Temple of Commerce," with the brewery in the background. She is clutching an open scroll that proudly claims, "A.B.C. Beer. Famous in the Commerce of the World." To her left are cherubs "crowning" the "King of Bottled Beers," a motif frequently seen in the brewery's advertising of the time.



The tray carries even more detail. It has a legend below the goddess that heralds the beer as "sold round the world" and seemingly as proof, there are a variety of graphics showing the places where A.B.C. is sold that ring the tray's rim. These include such distant and significant locales as New York City (America's largest brewing city at the time), Alaska, Japan, Philippines, Egypt, and Cuba.

Thanks to the invention of refrigerated train cars and other industry innovations like the crown bottle cap, major American brewers like A.B.C. could now ship their beer great distances without fear of spoilage.

~Ken Quaas



# A.B.C.'s for children



To the left is a tri-fold paper brochure, 10.25 x 6.25 in., no mfg. mark, c. 1904. This piece uses child-like imagery to promote the A.B.C. brands of Muenchener, Bohemian, Pale Export beers. Both are from the collection of Donald Roussin.



A.B.C. advertised extensively and across many media—which amazingly even included children's books (playing on the idea of them learning their "ABCs").

To the right is an example entitled *Cats and Kittens*. There are about a dozen variations of brewery-sponsored books known. Many of these are marked (like this one) as being part of the "Father Tuck's Nursery Tales Series A.B.C."

All of these books carry the same ad on the back cover that features the familiar graphic of the cherubs crowning the "King of All Bottled Beers."



form the Independent Breweries Company (I.B.C.). This was a competitive response to the formation of the St. Louis Brewing Association (SLBA) in 1889 which saw 18 breweries merge and operate as one. These two consolidations left only a handful of independent breweries remaining in St. Louis, most notably Lemp and Anheuser-Busch.

A.B.C. was the largest brewery involved in the I.B.C. merger, and the I.B.C. was headquartered in the American Brewing Company offices. The A.B.C. plant became one of the I.B.C.'s main production facilities.



## Prohibition Years

For a considerable period during Prohibition, the brewery produced A.B.C. brand cereal beverage and soft drinks. Newspaper reports in 1927 indicate that while most of the Independent Breweries Company plants had been boarded up, "the only one which has been operating steadily has been the American...where beverages and malt are produced."

Hugo Koehler, longtime president of the I.B.C. and Casper's nephew, remained in

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Die cut metal "spinner," 1 x 2 in., no mfg. mark, c. 1900. These spinners were popular in taverns. Groups would spin the metal piece on top of a bar or table to determine "who pays the next drink." Collection of Donald Roussin.





Self-framed tin sign for Pale Export Cerveza Embotellada (bottled beer), 16.25 x 19.5 in., by Chas W. Shonk, Chicago IL. C. 1900. Collection of Donald Roussin. This sign was clearly made for international Spanish language markets, most notably Cuba. The claims in Spanish read "Guaranteed pure. Made of the best hops and barley of perfect ripeness" and "Perfectly seasoned (flavored)."



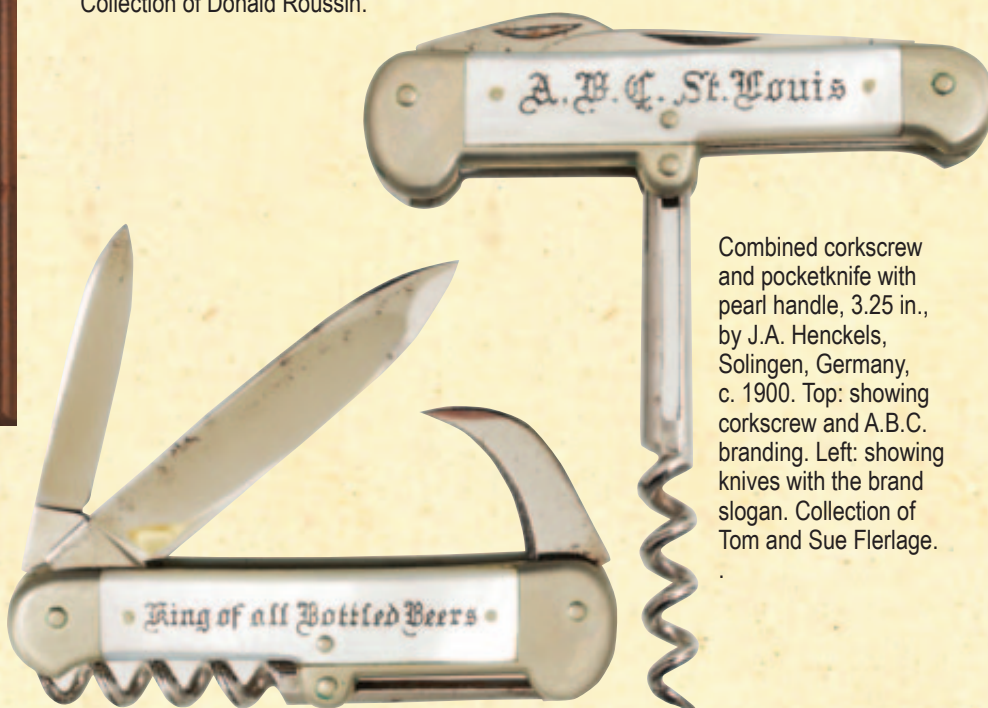
Paper ink blotter, 9 x 4 in. by Gugler Lithographic Co., Milwaukee WI. Collection of Donald Roussin.



Lithographed metal in original wooden frame, 41 x 30 in., no mfg. mark, c. 1900s. The artwork is entitled "The Two Kings," as the "King of the Jungle" and the "King of Bottle Beer" stand together. Collection of Donald Roussin.

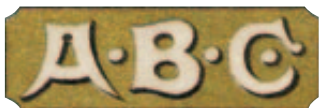


Reverse-on-glass, 20 x 25 in., no mfg. mark, c. 1900. This piece was beautifully restored and is one of four known to exist when purchased from the collection of the late Adolf Grenke, famed Chicago-area collector and NABA member. Collection of Donald Roussin.



Combined corkscrew and pocketknife with pearl handle, 3.25 in., by J.A. Henckels, Solingen, Germany, c. 1900. Top: showing corkscrew and A.B.C. branding. Left: showing knives with the brand slogan. Collection of Tom and Sue Flerlage.





St. Louis during the dark decade of the Volstead Act. He adopted a survival strategy similar to that of other well-heeled brewers, riding out the dry years by managing his real estate and investment company and a railroad. He was still active in what remained of the I.B.C. as well.

With the end of Prohibition on the horizon, the bankrupt Independent Breweries Company saw a golden opportunity to unload some of the

shuttered breweries it owned, and thus recoup part of its investment. With reports of the wild profits being generated by re-opened breweries after beer became legal again in 1933, I.B.C. was besieged by investor groups anxious to buy viable breweries that could be quickly rehabilitated. The original American Brewery was the only I.B.C. plant that had not been boarded up years before, making it an ideal target for investors.

## "Watching a good thing"

### Bulldog Bottle-guard

Dogs and beer advertising are always amusing. A.B.C.'s use of a bulldog chained to his doghouse as he guards a bottle of Bohemian Beer is no exception. The pieces shown here are all c. 1905.

Rare, back-lit chalk back bar statue, 28 x 16 in. There are two light fixtures in the back of the piece. One lights the dog's glass eyes and one lights the embossed glass bottle. Collection of Keith Rist.



Ceramic stein with metal lid, 13 in. tall, no mfg. mark. Collection of Randy Huetsch.



Lithographed metal on wood sign, 28 x 29.5 in., by Meek and Beach Co. This rare sign has a unique doghouse shape and a 3-D effect with an actual metal chain affixed to the wood. This provides the perspective of looking out from inside of the doghouse. Collection of Les Jones, Jr.



Celluloid pocket mirror, 1.75 x 2.75 in., was likely used as a promotional giveaway, promoting that A.B.C. is being sold at Clarke Mercantile Co., Kansas City, MO. Collection of Les Jones, Jr.



Metal sign, 21 x 17 in., by Meek and Beach Co., Coshocton, OH. Courtesy of Peter Bayer.



## Re-opening after Repeal

Just before Prohibition, there were twenty breweries in St. Louis. Only eight of them reopened after, and A.B.C. was one of them. In June 1933, a Chicago syndicate headed by A.D. Plamandon agreed to pay \$275,000 for the A.B.C. Brewery. Plamandon formerly had been involved in two Chicago concerns, a malting house, and the local Federal League baseball team.

A few weeks later in early July, the "American Brewing Corporation" was chartered with a capitalization of \$300,000. Plamandon was elected president of the company, which was expected to begin producing beer within two or three months.

But three months came and went, and brewing had not yet resumed. Perhaps because beer was not going out the door, Plamandon was shoved down the corporate ladder. On December 7, 1933, Richard S. Hawes, Jr., a local attorney, was the new president of the company. Former president Plamandon accepted his demotion to corporate secretary.

The new brewmaster, Henry B. Wellenkoetter, brought extensive experience with him to A.B.C. Before Prohibition, he had been heavily involved with the St. Louis Brewing Association, particularly the Wainwright Brewery. When Prohibition started in the U.S., he established a brewery in Canada.

It is not known what role the "Chicago syndicate" that bought the brewery was still playing



After Prohibition ended, A.B.C. returned to the market in May 1934. This 4 x 6 in. newspaper ad heralds its availability in Western Arkansas and Eastern Oklahoma. The J. Foster and Company mentioned at the bottom of the ad as distributor was a small grocery store chain. Collection of Donald Roussin.

in the new company after Richard Hawes became president. In any case, it would not be the last time that Chicagoans would be involved in running A.B.C.

By the end of 1933, Hawes announced that 100 men were engaged in installing the newest type of brewing equipment in the plant. \$125,000 was being spent to modernize A.B.C., which would have the capacity to produce 165,000 barrels of beer annually.

Hawes announced that A.B.C. would be ready to start production of draught and bottled beer by the end of January 1934. But rehabilitation took about three months longer than

expected. Finally, on May 26, 1934, A.B.C. beer was back on the market.

The public demand for the new brew was so great that sixty new trucks were making deliveries all over the St. Louis metro area. The trucks had closed, insulated bodies with built-in cooling units, an advanced and innovative design for the time. To raise additional funds to pay for all of the improvements to the business, A.B.C. applied to list its capital stock on the St. Louis Stock Exchange.

## Stiff competition

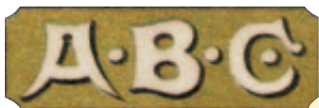
By the summer of 1934, the company was announcing plans to expand distribution beyond St. Louis to encompass the entire Midwest. At an autumn 1934 board meeting, Richard Hawes resigned as corporate president. He was succeeded by R.D. Robinson, a former Indianapolis investment banker. Changes were also made

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Lighted sign, reverse-on-glass with metal frame and cabinet, 5 x 7 in., no mfg. mark, c. mid-1930s. This may be the only existing example. Collection of Randy Huetsch.





## A rare find

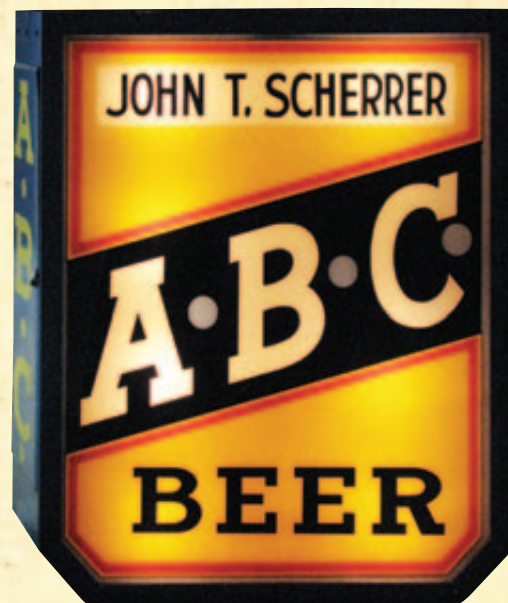
Double-sided reverse-on-glass outdoor lighted pole sign, 31 x 43 in. no mfg. mark, c. 1934.

I know of no other existing examples of this type of sign. This sign was found about 40 years ago by a local collector named Roy Legendre in an abandoned warehouse in St. Louis.

I purchased the sign from Roy's estate—it was new old stock and still in its original shipping crate. I was able to electrify it for the first time—it still houses its original 60-watt light bulbs from the 1930s.

A fellow St. Louis collector researched the name painted on the sign and found that John T. Scherrer owned a tavern in St. Louis in the 1930s. The building that once housed the tavern still stands. It's a mystery as to why the sign was never used.

~Don Roussin



to the board of directors, signaling that all might not be well. Beer sales were relatively good, but the company's cheery public announcements did not match its actual financial performance.

The one-year delay in bringing A.B.C. beer to market had given competitors a significant head start in establishing marketing beachheads. Stating that "cutthroat" competition had followed Repeal, resulting in "excessive sales costs and financial difficulties," A.B.C. filed a debtor's bankruptcy reorganization petition with the Federal Court on April 3, 1935.

On September 20, a federal judge approved a reorganization plan and A.B.C. was off and running again, but soon with new management.

### Bought by Terre Haute Brewing Co.

On November 23, 1935, Oscar Baur, President of the Terre Haute Brewing Company, announced that he was turning his attention west, and had purchased controlling interest in the A.B.C. Brewery. Baur was not looking for additional capacity to expand production of his Indiana brewery's flagship brand Champagne Velvet, although label evidence indicates some "CV" was produced in St. Louis. Instead, Baur stated that beer manufactured at the A.B.C. plant would continue to be sold under the long established A.B.C. Bohemian brand name. Baur also announced that the brewery would be rebuilt with "new machinery and equipment."

Oscar Baur became president of A.B.C., but apparently, just controlling the company was not enough for him. By May 1937, he dissolved the American Brewing Corporation and transferred the assets of the company to the Terre Haute Brewing Co. The stockholders accepted the merger.

Terre Haute's reign over the venerable A.B.C. plant was brief, as in late 1938 the new owners shut down the brewery portion of the A.B.C. complex. The site was then used to distribute Champagne Velvet beer shipped from Terre Haute.



Although colorful, the advertising in the 1930s was more simply branded and not nearly as elaborate and exuberant as its Pre-Prohibition predecessors. At left, die cut metal sign, 12 x 9 in., no mfg. mark.

At right, coaster, 4 in. diameter. Both are c. 1936. Collection of Donald Roussin.



## New management...again

In March 1939, the brewery changed hands yet again. A syndicate of Chicago investors, headed by Louis Kanne, purchased the assets of the A.B.C. plant from the Terre Haute Brewing Company. Kanne was quickly elected president of the new company and announced that A.B.C. would reopen with 75 employees within a week of obtaining a brewing license from the city of St. Louis.

Kanne was confident about being able to quickly resume operations since A.B.C. was an up-to-date brewery in which \$500,000 had been spent on improvements. Louis Kanne was new to St. Louis but not to the brewing industry. He had resigned as treasurer and general manager of the Manhattan Brewing Company of Chicago, a position he had held for five and a half years, before heading A.B.C.

In a newspaper article, Kanne described the new company as a “family affair,” with his brother Benjamin as vice-president and Meyer Lazarus, his brother-in-law, as secretary-treasurer. The term was perhaps more apt than Kanne was willing to admit, as he and other

associates had been well-known “capos” in the Capone mob. Therefore, Kanne first had to survive the scrutiny of the local excise commissioner before the brewery could resume operations.

At a hearing, Louis Kanne denied that Manhattan had been a “Capone brewery” and denied the new corporation had intentions of shipping beer into dry areas of nearby states. A.B.C. soon received its operating permit. The sales territory planned was comprised of Missouri, Illinois, Kansas, Texas, Louisiana, and Arkansas. Kanne said that he expected to make \$100,000 in improvements, including



Reverse-on-glass menu board in wooden frame, 12 x 24 in., no mfg. mark, c. 1937. Collection of Randy Huetsch.



At left, electronic clock 15.5 x 15.5 in. by Ray Flex Corp. Chicago IL, c. 1934. At right, a similar clock with the same size and manufacturer, but with different branding colors, c. 1937. Collection of Donald Roussin.



the purchase of approximately 25 delivery trucks and “additional motorized equipment...when business warrants it.”

As the trade name “A.B.C. Bohemian” had remained the property of the Terre Haute Brewing Co., it was announced that Kanne’s new company would market its product simply as “ABC Beer.” Hopes were high that the new A.B.C. could soon operate at its full rated capacity of 300,000 barrels a year.

## The brewery falls

While the brewery seemed on the road to recovery, in actuality it was about to go off a cliff. A.B.C. terminated all business on January 31, 1940. The brewery was finally closed for good after a tumultuous six years in business following Repeal. Lou Kanne’s new company defaulted on its mortgage, and ownership re-

verted back to Terre Haute Brewing.

Terre Haute unloaded the brewery to an investor who sold it to its expanding neighbor, Anheuser-Busch, in September 1943.

To add insult to injury, in May 1952, A-B razed A.B.C.’s buildings and resurfaced the area as a parking lot.

Few know that when parking on Anheuser-Busch’s lot off South 7th Street and Broadway, they are visiting the former home of the brewery that once boasted being “King of All Bottled Beers.”

**Editor’s Note:** This story was adapted from the book *St. Louis Brews: The History of Brewing in the Gateway City*, by Henry Herbst, Don Roussin, Kevin Kiouss, and Cameron Collins. Special thanks to NABA members Don Roussin and Randy Huetsch for sharing so much of their outstanding collections of A.B.C. breweriana for this article.



## Tales of Treasures found at the 2023 NABA convention

BY ALAN PASCHEDAG



**Porcelain sign, Jacob Ruppert Knickerbocker Brew, Jacob Ruppert Brewing Co., NY, NY, dated 1920.**

Every year we anticipate the annual NABA convention. We look forward to greeting old friends and meeting new ones, perhaps some local sightseeing and restaurants, and just getting away from work for a week...and oh yes, the breweriana that will be there.

We spend countless hours during the week roaming the hotel halls and finally the trade show on Saturday. Are we looking for something in particular, browsing items in our specialty area or hoping to find a surprise that we didn't anticipate? It is not always the oldest or most expensive item that is most cherished by the collector.

I live in New Jersey and yes, it is always nice to find items from my home state. But I have a broader collecting mantra and will buy things that I like, no matter the place of origin or brand. As I roamed the halls this year in Schaumburg, there was a lot of great stuff but nothing really rang the bell.

Saturday came and I started wandering the main hall to see what I might find. After about three times around the grand ballroom, I realized that I needed to go down the hall to another room that had been reserved for a few of the larger dealers.

As I walked in, I saw several tables loaded with great stuff. Right there, on floor level, was a Jacob Ruppert Knickerbocker porcelain sign, dated 1920 that used the Prohibition-era "brew" word instead of "beer." Bill Rawski of Zap Props was selling my "wow item"—and I didn't even know I collected Knickerbocker. The great graphics with "Father Knick" standing there and its excellent condition all said, "take me home!"

That's sometimes how it happens. You hunt all convention and—pow—something you spot just clicks and you discover that special item. Here are 10 different member stories of special finds brought home from this year's convention.



**SCOTT BROWN, PHOENIX, MD**

**Tray for American Club Beer, Lembeck & Betz Eagle Brewing Co., Jersey City, NJ, c. Pre-Prohibition.**

As a geographic collector with a focus on my native New Jersey, I also appreciate the artistic quality of breweriana. And Pre-Prohibition items have special appeal, especially the lithography from that era. I had been aware of a number of trays from the Lembeck & Betz brewery in Jersey City, all of which are especially graphic. The Trayman 2.0 website educated me that there are at least seven of these known. But until the recent NABA convention, I had never owned one. I am now very pleased to have added this to my collection.



**TOM & SUE FLERLAGE, MAPLE CITY, MI**

**Bartender's knives from various breweries, c. Pre-Prohibition.**

Our best purchase at the Chicago Convention was a lovely group of 12 bartender's knives. We arranged the deal at the show and completed it a couple of days later (many thanks to John Stanley). Included were four knives with Stanhope images, and seven with incised advertising on mother of pearl bolsters. All are Pre-Prohibition vintage.

Brewery knives have been one of our interests for many years and this acquisition nearly doubled our collection and improved its scope and quality as well. Breweries represented include a wide range from the East Coast and Midwest: ABC St. Louis, Anheuser Busch, Kittanning, Bartholomay, Pittsburgh Brewing Company, Indianapolis Brewing Co., Windisch Mulhauser, Pabst, Schlitz, Adam Scheidt, and Hinckel. We had a wonderful time at the show and are very happy with this great addition.



**DOUG HOVERSON, MINNEAPOLIS, MN**

**Necktie from G. Heileman Brewing Co., c. 1950s.**

I have to wear a tie to work most days, and I often wear one when doing brewery history presentations. I'm always on the lookout for beer-related ties—especially ones created for a specific brewery.

Most current breweries only sell casual clothing and souvenirs, so I haven't found one for a while. However, at NABA I found this tie from G. Heileman Brewing Co. of La Crosse, WI. It looks like it dates to the 1950s, based on the style of the grenadier and the incredibly short length of the tie. (I'm still looking for a dated picture of someone wearing it.)

I haven't yet found the right time to wear it in public, but when I do it will be with great enjoyment.



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**RANDY HUETSCH, CHESTERFIELD, MO**

**Corner sign, Anheuser-Busch, St. Louis, MO,  
c. Pre-Prohibition.**

NABA 2023 made me happy when I was able to secure this reverse-on-glass corner sign from the annual Morean auction that benefits NABA. Dan Morean made it easy with a simple hand off of the sign at the convention.

I love this piece. Anheuser-Busch is headquartered in my hometown of St. Louis, MO and I collect Pre-Pro AB items! I wanted this piece because it has a beautiful design with the eagle front and center, it's a corner sign with the original bracket and lighting mechanism, and it will beautifully add to my collection of now four A-B corner signs designed in either reverse-on-glass or tin.



**GERALD KELLER, MAUMEE, OH**

**“Yard-long” lithograph, Pabst Brewing Co., Milwaukee, WI,  
c. Pre-Prohibition.**

I attended my first NABA convention this year with my wife, Joye. We were very excited, having heard great stories from our fellow Buckeye Beer Chapter friends. I collect primarily Pabst but have branched out into other brands. Going from room to room trading was an absolute blast and we met some great people and learned a lot.

The item that was my highlight purchase was a double-sided “yard-long” lithograph, of a Pabst Extract Tonic American girl. I had only seen them online, so I was a bit in awe. After stopping in and out of many rooms all day, I decided to hit one more.

I recently met a gentleman at the Buckeye Beer Show in Toledo and it turned out my last stop was his room. While checking out all his great items I spotted “her” on the wall. I made a reasonable offer and knowing I was a new collector in this awesome hobby, he kindly accepted. I purchased many items at the convention but this was at the top of the list. We are looking forward to our second NABA convention in 2024.



**STEVAN MINER, WINNEBAGO, MN**

**Cardboard and paper calendar,  
Hamm’s Beer, Theo. Hamm  
Brewing Co., St. Paul, MN, dated 1952.**

About 25 years ago at the North Star Chapter’s annual Guzzle N’ Twirl show in Minnesota, NABA member Daniel Pawlak showed up with a Hamm’s Beer saltshaker labeled with The Pit Stop, a long gone tavern in Mason City, IA.

These glass shakers with customized painted labels have always been popular to collect but hard to find. Even 25 years ago when this one showed up, it created quite a stir as no one had ever seen this label. Alas, Daniel said he only wanted to trade and I didn’t have anything worthy of a trade.

Fast forward to this year’s NABA convention when I walked into Daniel’s room during the room-to room-trading. After exchanging pleasantries, I bought a super nice Hamm’s calendar from 1952,





that serves up a bottle and Pilsner glass of Hamm's on a silver platter. We visited some more and I reminded him of that saltshaker and asked him to let me know if he ever came across another one.

On the way home from NABA, my buddy, Dave "Big Bird" Bullock, stopped at an antique store in Albert Lea, MN. Amazingly, he found and purchased one of those old saltshakers from The Pit Stop for me. So, I was lucky enough to get a great piece from both the convention and the trip home!

### MIKE MICHALIK, FREDERICK, MD

**Lighted sign, Meister Bräu, Meister Bräu Inc., Chicago, IL, (Miller Brewing Co.), c. mid-1970s.**

As Convention Chairman, I was busy and had little time to shop for breweriana. But during the Saturday Trade Show, I noticed a 1970s Meister Bräu lighted sign that featured singer Lou Rawls. It had the Chicago skyline in the background and what must have been the fairly new Sears Tower, completed in 1974. Most beer signs that feature celebrities are cardboard, so to find one of the 20th Century's greatest singers adorning a lighted sign is unusual.

Although I was intrigued, I don't collect either Meister Bräu or 70s signs, so I moved on. Even though I'm a music guy and I love Lou Rawls, I felt that with my recent downsizing, I didn't have room to display it. I passed by it at least three times trying to convince myself that I didn't need this sign. Finally, when the show was wrapping up and it was still there, I changed my mind and bought it.

Later that day, I was having a beer with Meister Bräu expert Don Hardy. I mentioned the sign, and that I had never seen it before. Don said it was only the second one that he had ever seen. For me, the visual of Lou Rawls hovering over Lake Michigan and his hometown skyline is a statement piece. Rare or not, I would have beat myself up if I didn't bring this piece home.



### LARRY MOTER, WOODFORD, VA

**Embroidered cloth patch, Prima-Bismarck Brewing Co., Chicago, IL. c. 1940s.**

Since attending my first NABA convention in Waukesha, WI in 1996, (a superb convention hosted by Herb & Helen Haydock), I swore I would not miss another—and I haven't. At that convention, I sold most everything I brought, saw lots of goodies, and bought lots of goodies.

These days, the breweriana I want most (smalls, wire loop openers and rare brewery books) all seem to be extremely scarce, with many possibly unique.

Although my acquisitions were few this year, I had a great time "room hopping" in the hunt, seeing old friends, and meeting a few new ones. My primary convention purchase was a patch for Prima Beer that I bought from Dave Lendy.

I always loved this particular patch because of the graphics, colors, and geometric symmetry. I just ordered a rare book online from the 1950s called "Catalog of Embroidered Emblems" that has a section on breweries, along with other industries like soft drinks, auto, gas, and others. I now have a new type of small to collect in patches—and am eagerly awaiting the NABA 2024 St. Louis convention where I will be back in the hunt again!



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## CHRISSY OHL & MIKE OHL

**Clothes brush, Kaier's Beer, Chas. D. Kaier Brewing Co., Mahanoy City, PA, c. Pre-Prohibition.**

Treasured finds with deep childhood connections. The smell of Pall Malls and the taste of a carefully selected stale strawberry candy with a squishy center offered from the sacred tin in the glove box. Memories of our family visits in my pop pop's Nova to Mahanoy City, PA to visit the kin folk. Kaier's breweriana is the connection my brother Mike has to those early memories of Mahanoy City, home to Kaier's Beer until the brewery closed in 1968.

Walking into a room at the NABA Convention, Mike's eyes lit up, focusing on a mint wooden Kaier's Beer clothes brush. Surely our grandfather didn't clean his clothes after a hard day in the coal mines with one like this, but maybe his Sunday church clothes.

Can't wait to chat with old and new friends about treasures found at the 2024 convention in St Louis!



## TOM PALKA, BERWYN, IL

**Mirror with wildlife scene, Pabst Blue Ribbon Beer, Pabst Brewing Co., Milwaukee, WI, dated 1991.**

I got this Pabst mirror featuring artwork of "The Common Loon" at the convention's Saturday trade show from Ken Kreie, who runs The "Beer Collector" YouTube channel. It is labeled "Collector's Edition, 1991." I always like to pick up a piece which reminds me of when and where I got it. It fits well in an extra bedroom that I'm slowly turning into a breweriana room.

My dad had some beer signs and lights in our basement when I was growing up—a few of which I now have. My parents later retired to northern Wisconsin. When I'd visit, you could hear the loons on the lake from their house, so this is a perfect fit.



## KEN QUAAS, LAS VEGAS, NV

**Die-cut cardboard sign, Ruppert Beer, Jacob Ruppert Brewing Co., NY, NY c. late 1940s.**

As a collector of New York City breweriana, I'm always looking for that new item, which I rarely find after more than 40 years of collecting. But you never know what you'll discover at a NABA convention and sure enough, when I visited the room of my good friend Matt Olszewski, he had something I'd never seen before. I instantly knew I had to add it to my collection.

My newest acquisition is a small cardboard sign from Jacob Ruppert. It features a stylish young lady in formal attire, with a hairstyle that telegraphs the 1940s. She smilingly holds a goblet of foamy beer underneath a banner of the brand's slogan of that era, "Make Mine Ruppert."

It is a simple and elegant piece that promotes both a woman consuming beer, while providing an attractive lady to appeal to the men. This is a true survivor—and in pristine condition—of what was a highly disposable form of point-of-sale advertising!





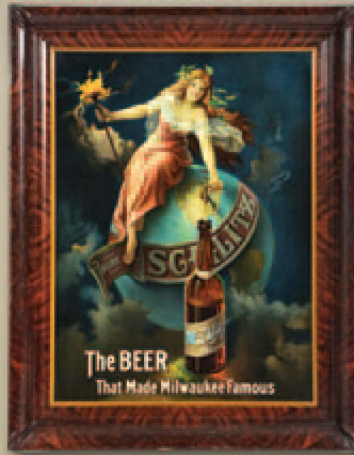


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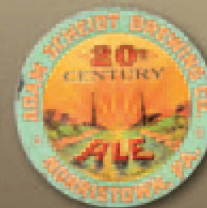
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SOLD \$4,320



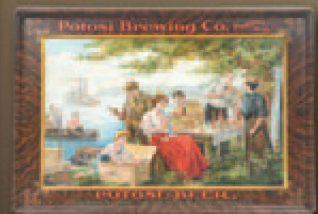
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# Serving Up Great Trays



by Peter Bayer

**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 presents the beginnings of how the trays we love were first created by the painstaking and laborious process of lithography on metal.

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

## Bringing a tray to life

While the original functional purpose may have been more mundane, the primary appeal of beer trays for collectors is visual. The early tray manufacturers consistently delivered eye-catching designs which owe their appeal to the intricate art and process of lithography.

Color lithography on metal was a tricky business particularly for mass production, so how did they master this art? Using some recently rediscovered manufacturing artifacts from early specialty advertising companies (Meek & Co and H.D. Beach) that produced lithographed metal products including trays, this article explores how a lithographic image was created. The stock tray pictured provides a depiction of a finished product. In this article we will show the detailed process that was required to bring this tray to life.



### Lithography is born

Lithography had a well-established history of use in advertising since its invention in Bavaria in 1796 by Alois Senefelder. But Senefelder's lithographs were rendered on paper and only in a single color. Later, in his 1819 book *The Art of Lithography*, he predicted the eventual ability to produce in color. Interestingly, Senefelder began the experimentation that resulted in the lithographic process as a less costly means than traditional printing to publish a new play he'd written. Amusingly, his first lithograph (although unintentional) was a list of supplies for the washerwoman.

Advances over the years from many contributors (most notably Frenchman Godefroy Engelmann) added color and increased the versatility of

Above: H. D. Beach stock tray #15 example from Arizona Brewing Co.



lithography. Still, it was limited to use on paper and most often for advertising purposes.

It was over 100 years before the lithographic process was adapted for printing on metal despite its appeal as a more permanent and durable medium. This was primarily because the exclusive medium for creating lithographic impressions was a special type of limestone (pictured at right) and it was near impossible to create good impressions from one hard surface (stone) onto another hard surface (metal). Not to mention that the 3-inch thick stones were cumbersome to work with, especially when reproducing large runs. The limited metal decorating that did occur was produced by hand, and was too slow to meet the increasing demands of mass marketing.

### Lithography comes to metal

The advancement of lithography on metal came about with the development of the offset process which involved printing from the lithographic stone to an intermediate “rubber blanket” and then from that rubber blanket to a metal item.



Example of limestone block used for lithography by American Art Works

Various claims are made as to who first devised this offset printing approach, primarily from New York based canning firms such as Ginna & Co. and Somer Bros. in the 1870s. But it is clear that decorative tins were the first application of mass-produced metal lithography.

Trays and mass-produced lithographed signs didn't come along until the mid-1890s, perhaps because the stamping and forming machinery wasn't created until then. Or maybe the concept of a tray as a medium to carry advertising hadn't dawned on anyone yet.

### Lithography on trays

Chas W. Shonk of Chicago ran advertising in trade journals of the time claiming to have produced the first beer advertising tray. And H.D. Beach of Coshocton, OH was so dedicated to metal lithography that he designed his factory (pictured below) specifically to accommodate its production. Contemporary accounts suggest that Beach's departure from the Meek & Beach Co. was due to his desire to specialize only in metal products while Jasper Meek wanted to offer a broad array of specialty products.

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Inside of H. D. Beach's metal lithography plant (photo courtesy of Bill Carlisle)



H. D. Beach's manufacturing plant specially constructed for metal lithography production



Claussen Brewing tray detailed in Meek & Co.  
1909 production log at right.

Although the general process of producing lithographed metal has been fairly well understood, mainly from the canning industry, exactly how a lithographed tray was produced had been obscured over time.

Aside from the end product (trays), only the occasional printer's proof provided us any clue. So how did a tray like this early example from Claussen Brewing Association (pictured above) become a tray? Recent discoveries in the archives of the Johnson Humrickhouse Museum in Roscoe, OH have finally shed some light. The primary artifacts consist of a series of production logs from the Meek & Beach/Meek Co./American Art Works (successive names for more or less the same entity) and a complete printer's proof book for a tray produced by cross-town competitor H.D. Beach.

## The process

Comparing these production logs and printer's proof book with some educated insights from lithography journals of the time provides a far better understanding of how the trays we love first came to be. The table in the next column consolidates all of the entries from the Meek & Co production logs from February, March, and April 1909 to produce the Claussen Brewing Association tray pictured above.

Date	Color Impression	Duration
FRI 12	Gelatin Key	1 hour
WED 17	Gelatin Key	2.5 hours
THU 18	Key	5.5 hours
FRI 19	Key	7 hours
SAT 20	Key	7.5 hours
SUN 21	Key	3 hours
THU 25	Base	2 hours
TUE 2	Base	5.5 hours
TUE 2	Yellow	1 hour
WED 3	Yellow	7 hours
WED 3	Red	2 hours
THU 4	Red	8.5 hours
FRI 5	Red	3 hours
FRI 5	Light Brown	5.5 hours
SAT 6	Light Brown	1 hour
MON 8	Light Brown	8.5 hours
TUE 9	Illegible	4 hours
TUE 9	Black	4 hours
WED 10	Black	9.25 hours
THU 11	Black	8.5 hours
FRI 12	Black	2 hours
WED 17	Light Blue	7.25 hours
SUN 21	Buff	3.5 hours
FRI 26	Pink	1 hour
FRI 26	Dark Grey	2 hours
TUE 20	Copyright	1 hour

Consolidated Production Log for Claussen  
Brewing Ass'n tray depicted at left

The process was labor intensive. Production logs indicate that this tray required 26 runs through the production lines with 9 different color printings, some of them multiple times (to enhance the vibrancy and depth of the color) over a period of 9½ weeks. The order of colors follows a long understood color sequencing among printers since Godefroy Engelmann and is still in use by printers today.

An examination of the production logs shows that multiple other tray and sign printing runs were done in the intervening times, apparently to take advantage of the machinery being set up with a specific color. For example, entries for Thursday April 8 show printing runs for trays being made for three separate companies, (Standard Varnish Works,

continued on page 48



# Complete printing impression sequence for Beach stock image #15



**IMPRESSION 0**  
Yellow



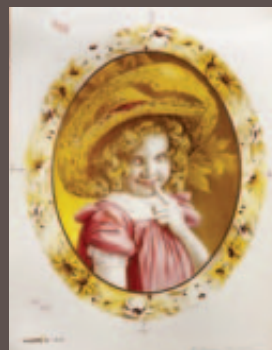
**IMPRESSION 1**  
Red



**IMPRESSIONS 2**  
0 + 1 combined



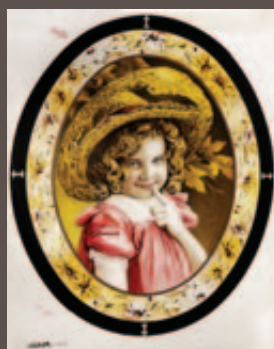
**IMPRESSION 3**  
Light Brown



**IMPRESSIONS 4**  
2 + 3 combined  
(combo after light brown)



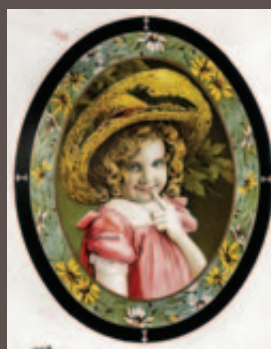
**IMPRESSION 5**  
Black



**IMPRESSION 6**  
Combo after black



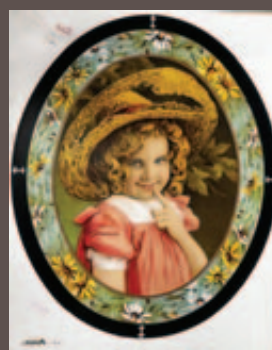
**IMPRESSION 7**  
light blue



**IMPRESSIONS 8**  
Combo after light blue  
(6 + 7 combined)



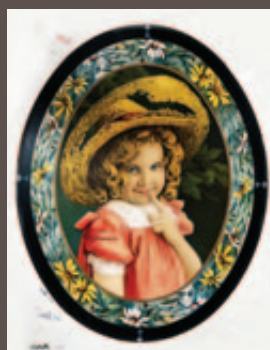
**IMPRESSION 9**  
Buff



**IMPRESSIONS 10**  
8 + 9 combined  
(Combo after buff)



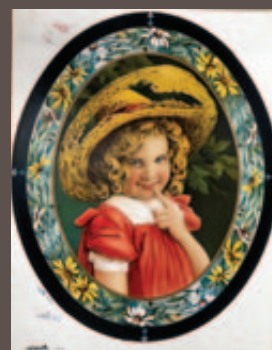
**IMPRESSION 11**  
Dark Blue



**IMPRESSIONS 12**  
10 + 11 combined  
(Combo after dark blue)



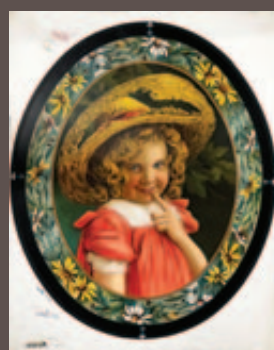
**IMPRESSION 13**  
Red #2  
(Second printing with red)



**IMPRESSIONS 14**  
12 + 13 combined  
(Combo after red #2)



**IMPRESSION 15**  
light grey



**IMPRESSIONS 16:**  
Combo after light grey  
(14 + 15 combined)



**IMPRESSION 17**  
Dark Gray



**FINAL PROOF**

**IMPRESSIONS 18:**  
Combo after  
dark grey  
(16 + 17 combined)



Union Brewing & Malt-  
ing, and Marshall Wells  
Hardware), all using  
running black printings.  
Another factor for the  
lengthy duration is that  
after each printing the  
metal plate (trays were  
not formed into shape  
until after all lithography  
was completed) had to  
be placed on drying  
racks and run through a  
special drying oven.

While the production  
logs shed some light on  
how lithographs on  
metal were produced,  
they don't really bring  
the process to life. To  
truly understand and  
appreciate the evolution  
of a lithograph that  
results in an awesome  
tray requires examining  
the Beach printer's proof  
book (NOTE: proofs  
appear in reverse from the  
printed image due to the  
offset process).

## Enlightened by production logs

Viewing the sequence of printing and seeing  
the resulting image as it is compiled sheds light on  
how what is dryly recorded in the production logs  
comes to life.

This book documents H.D. Beach stock design  
Number 15, "Girl in Straw Hat." Oddly enough, it  
is one of the least encountered of the early Beach  
stock designs. The book shows successive printings  
by color followed by the combined result, continu-  
ously building additional printing on top of each  
other, culminating in the final printer's proof.

Taken together, the printer's proof book,  
pictured above, depicts the cumulative results of  
each printing, showing the gradual build of the  
image with successive layers of detail which brings  
the final lithograph to life.

The production logs along with the understand-  
ing of the handling between printings through the

Week ending March 27 09

SUN.	25896	Claussen Brew Assoc 13" Tray	Buff	6239
21				330
MON			0 Blue	4-
22	91448	The Ten Paces Bread Co. Arthur M. Co. & M. Dept.	Sketch	3-
	26510	Stock Tray (Bertha) attaining Border stone	Green	1-
	26333	Standard Varnish Co (1st printing)	Gold	130
TUE				445
23	91805	Stock Calendar 20x28 (Eleanor)	Key	1-
	26730	Franklin Railway Supply Co 1/2 1/2	Black	315
WED				6-
24		1/4 printing - A		330
THU				230
25	26333	Standard Varnish Works (attention)	Buff	130
	26723	Standard Varnish Works 10 1/4 x 16 1/2 S.F.	Key	330
	26783	Stock Tray 10/10 (End Morning)	Black	1-
FRI				3-
26	26723	Standard Varnish Works 10 1/4 x 16 1/2	Key	2-
	25896	Claussen Brew Assoc 13" Tray	Buff	1-
	91784	Stock Calendar (Playmates) 17 1/2 x 20	Key	30
	91783	" (grateful Knighthood) "		30
	25896	Claussen Brew Assoc 13" Tray	0.25	2-
SAT				2-
27	26837	Standard Varnish Works 10 1/4 x 16 1/2	4.25	3-
				4-

Week production log week of March 27, 1909, with entries related to the  
Claussen Brewing tray on page 44.

drying ovens gives  
us insight into the  
amount of labor and  
elapsed time it took  
to produce a finished  
product.

For stock  
designs like the  
Arizona Brewing  
example the  
advertising text  
would have been  
printed later when an  
order was received.  
This advertising text  
was usually kept  
simple using a single  
color, most often  
black or gold.  
There are also a few  
examples with ad  
text in red or blue.

Catalogs and  
price lists circa  
1900 indicate that  
although a nine-color,  
custom design like  
the Claussen Brewing  
Association example

depicted earlier cost between \$.571 (for a lot of 100)  
to \$.1625 (for lots of 5000). Stock designs were less  
expensive, however, costing as little as \$.02 per tray  
when ordered in lots of 5000. Given that many of  
the brewers that utilized stock trays were smaller  
operations, it is suspected that they were typically  
ordering in lots of 100 to 250 with prices between  
\$.22 and \$.25 per tray (including the advertising  
text)—an amazingly low price given the amount  
of time and labor involved. This is certainly no  
comparison to the prices collectors are paying  
today for rare and well-preserved examples of  
these beautifully lithographed trays.

**Editor's Note:** Peter Bayer is a long-time tray  
collector with a special interest in stock trays. Please  
check out the **Trayman Powered by NABA** website  
at <http://www.trayman.net/2t/>. If you have pictures  
or information on stock examples not represented on  
the site, please contact Peter at [noendos@verizon.net](mailto:noendos@verizon.net).

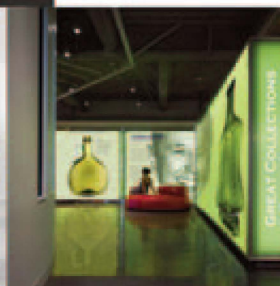
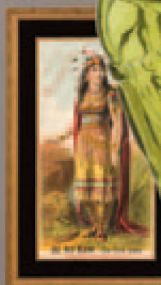
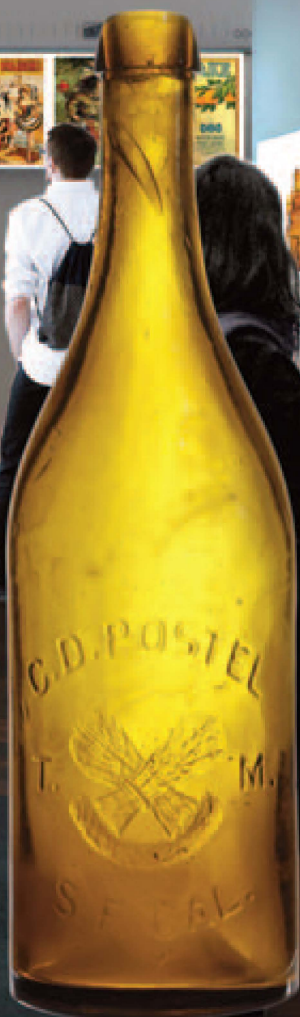
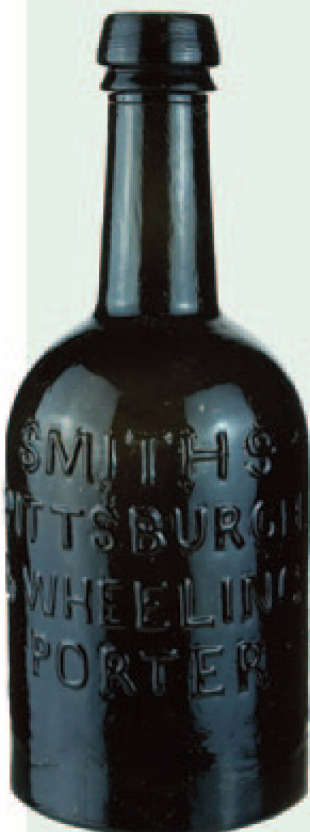




# FOHBC VIRTUAL MUSEUM OF HISTORICAL BOTTLES AND GLASS



FOHBCVirtualMuseum.org



FOHBC AUCTION  
PRICE REPORT







# Chalk Talk

BY RICK BASKEN

## George Baley shares his love of chalk

This issue's column features a collector of back bar statues who was voted "Collector of the Year" in the second annual poll on the "Back Bar Chalkware and Statues" Facebook page.

The truth is, he could probably win this award every year. He is not only a top collector of beer advertising chalkware but has made his mark on our hobby as the former President of NABA, Editor of this magazine and recipient of NABA's "Herbert A. Haydock Founder's Award," the highest honor given by NABA for service to the organization and the hobby. He also has authored books on back bar figurines and ball knobs.

Important to this column, he also is the author of the "bible" for chalk collectors, *Back Bar Beer Figurines*. I am of course talking about the legendary George Baley.

With his book, George has opened the path for others to become more knowledgeable about this aspect of our hobby, me included. In fact, if it wasn't for the inspiration provided by George's book, my breweriana collecting path



Rick Basken (left) and George Baley in George's collection room in August 2023.

might have taken a very different direction.

After nearly a decade of using George's book as a guide toward building my collection, you can imagine that finally meeting him and seeing his amazing collection during the summer of 2023 was an incredible experience for me.

George's collection is beautifully displayed. His statues spread through his large "beer room" and are often accompanied by a matching tray from the same brewery or brand.

### In his own words

How did George get started? No one can tell his story better than him, so here it is, in his words:

"Growing up in a suburb of Chicago, my dad and I liked to visit a place called Maxwell Street on Sundays to search out baseball cards. One Sunday, I saw this little revolutionary period figurine standing next to a bottle of beer in one of the street booths.

Being underage, my dad bought it for me to put in our pool room basement display. That was my first exposure to beer stuff collecting that became dormant for probably twenty years. That little guy



turned out to be Johnny Pfeiffer—#320 in my future book on Back Bar Figurines!

I'm often asked what happened to that little guy? Little Johnny ended up being sent to a friend (female) who lived in Pfeiffer Hall at Cornell College in Iowa. See what love does to one's thinking, even without ever enjoying a Pfeiffer beer as a teenager?

That was my introduction to breweriana, a word I had never heard before. In the early 1970s, I met a family friend, Gil Brennell who had served as chairman of the first two BCCA Conventions in St. Louis. While visiting him at his home I got to see his impressive collection of beer cans. That introduction by Gil resulted in me going home with four cases of cans. The fever was acquired!

For the next 10 years, my attention was focused on cans and beer can dumping with friends around Kalamazoo, MI, where I was employed. Most of



A rare statue of "Sir John Falstaff" from the Wm. J. Lemp Brewing Co., St. Louis, MO, is one of several Falstaff figures that guard the backbar, c. Pre-Prohibition.

my interest was directed towards Michigan and foreign cans that I collected on business trips to Europe.

Then I met Tom Snyder, a fellow Michigander who was heavily in love with beer statues. Tom and I roomed together at BCCA Convention #8 in Milwaukee in 1978. Tom was hawking statues and I was buying and selling cans. Walking the hotel halls with Tom, we hit a room filled with statues. I thought those things looked cool, so I bought one of the small Frankenthuth dogs (#148 in my book) for the heck of it. Big mistake.

While there was nothing wrong with cans, I realized my wall space at home was not large enough to house the hundreds or thousands of cans showing up in the BCCA magazine. Besides, from six feet away, the cans began to look alike

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One of George's favorite statues is also featured on the "Dedications" page of his book – the famous "Cowboy's Dream" with a digital clock, for A-1 Pilsner Beer from the Arizona Brewing Co., c. mid 1950s.



A rare, Holland-themed windmill for Van Merritt Beer from the Burlington Brewing Co., Burlington, WI, c. 1950. This is one of George's favorites and appears on the first page of his book. This example is from Rick Basken's collection.



to me. And there's nothing like a three-pound beer statue to get your attention!

About that time my employer, Upjohn Pharmaceutical, sent me on a two-year assignment to Puerto Rico, which put a lid on all my collecting. Coming home to Michigan, I eliminated all but a few beer cans from my collecting interest.

But I soon learned that collecting statues eats up a lot of display space too. At one point as the count pushed to over 500, the wall space available seemed to shout, "Wait!"

So, there was a need to pull back and I decided to get rid of all the metal Blatz and Pabst figures, except for the Blatz baseball-themed figurines (#30 in the book). This was probably in honor of my baseball card hunt back at the Maxwell market that started my future new collecting direction.

Over time, I met a group of like-minded collectors by attending NABA Conventions. Much of my involvement with the chalk stuff came through



A wide assortment of shelf talkers and bar scene chalks.

Don Schultz, one of the premier chalk collectors, as well as Kenny Hostetter and Rod Everett, all of whom are no longer with us.

The Kalamazoo chapter of BCCA held annual beer shows every May where cans and other breweriana was being sold and traded. With my interests switched to back bar stuff, we started a newsletter entitled "Chalk Talk" to help promote the collector's interest. I think it's cool that this name continues in use in the NABA quarterly journal!

Looking at the attention and documentation that beer cans received, it seemed only fair that something for back bar stuff—and specifically statues—was warranted. That need for a real book on the

subject was realized in 1992 with the publication of my first book on the subject, "Back Bar Breweriana," through L-W Book Sales out of Gas City, IN. That effort gathered almost 600 statues, both domestic and foreign. The demand for a



The massive statue collection is artfully exhibited in an array of vintage display cases.



book, this time in color, saw the 2002 version through Schiffer Publishing, this time in full color, but without foreign statues.

Collectors often ask me, "what's your favorite statue?" Unlike, "what's your favorite beer," several have a place fighting for first. Two of my high likes are The A-1 "Cowboy's Dreams (#1 in the book) and the Van Merritt windmill with maiden (#419).

There is a plan to generate an update for statues not pictured in the book. At this time more than 100 additions have been identified and photographed. Copyright laws from the 2002 book prevent the generation of one comprehensive book, but hopefully if even more new items are brought forth, a follow up book is possible. The future book could expand to include 3-D wall hangings, new finds, and possibly even foreign statues.

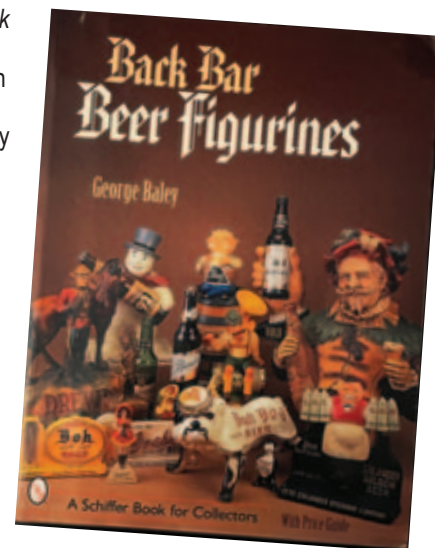


More than 20 breweries used these statues of a hand grasping a bottle of their beer and not surprisingly, George has a very wide array of them.

Thanks to all of you who have sent me images for inclusion in what hopefully will be a new book to document them. If you have something new or even a minor deviation of what is already pictured in the book, please drop me a note at [gbaley@comcast.net](mailto:gbaley@comcast.net) or call 219-325-8811.

I have been pleased to get to know Rick Basken and appreciate the effort he makes in bringing deserved attention to a fun part of the hobby."

George Baley's book, "Back Bar Beer Figurines," was published in 2002 has been a valuable resource to the breweriana collecting hobby and remains the definitive work on the subject.



The well-adorned bar in George Baley's home is an original by Brunswick that was once in a tavern in Berwyn, IL.



# NEW LIFE FOR A HISTORIC COLORADO BREWERY

BY MIKE BARDEN

Breweriana pictures are from the collection of Mike Scherer unless otherwise noted.

Any fan of old, defunct breweries with ornate, historic architecture loves to see them somehow repurposed instead of tragically meeting the wrecking ball and disappearing forever. One such building, the former Schneider Brewery of Trinidad, CO, has been dormant and neglected since 1957. But that all changed in early 2023, when an organization called Downtown Trinidad Development Group began revitalizing some of the historic Schneider Brewery complex that once played a crucial role in the economy of this small town in southern Colorado.

Right: Tray using the stock image called "A Lady of Quality, by The Meek Co., Coshocton, OH, c, 1905-1909.



Exciting plans for the renovated buildings include retail, residential, office space, and most importantly, the desire to have a microbrewery. This is welcome news, as Trinidad has been a craft brewing desert compared to many cities in Colorado.

The man behind this development is Trinidad native and local businessman Jay Cimino who is leading the charge to modernize this small city, which has a population of just over 8,000 residents. His investment in revitalizing the brewery complex will preserve this icon of the town's history and one of the only existing Pre-Prohibition brewery structures in Colorado.

Above: Elaborately-designed tray promoting Schneider's Bohemian and Bavarian beer styles by The Tuscarora Advertising Co., Coshocton, OH, c, 1890s.



The imposing Ph. Schneider brewery buildings as they looked prior to the revitalization. Although in a state of deterioration, they were largely intact. At right is an artist's rendering of how the finished product will appear.



## 1870s–Prohibition

Brewery founder Henry Schneider came to Trinidad in the 1870s and began brewing on the site of the current buildings, which were constructed in phases between about 1876-1907. Schneider named his enterprise Ph. Schneider Brewing Co. after his son Philip, who joined him in the business and took over operations after Henry died in 1907. Philip launched a flagship brand called Century Lager Beer in 1908. Unfortunately for Schneider, Prohibition came early to Colorado—in 1916.

Tom Curran authored an excellent article on the Schneider brewery in Volume #183 of this magazine published in Fall, 2018. He documented that during Prohibition, Schneider marketed near beer and made cereal beverages and soft drinks, like so many other U.S. breweries struggling to survive the “dry” years. The brewery’s namesake, Phil Schneider, passed away in 1925. But when Repeal came in 1933, Phil’s sons faithfully continued the family’s brewing tradition.



Tray promoting Schneider's Export beer, by Universal Tray and Sign Co., New York, NY, c. late 1930s. Collection of Mark "Trayman" Rogers.

Rare, enameled glass, one of two known existing examples, c. Pre-Prohibition.



## 1933–1957

In fact, Schneider received Colorado's first brewery permit in 1933, making it the first to get back to brewing real beer. While there once were as many as 58 breweries in Colorado in 1875, just four survived Prohibition: Schneider, Coors (Golden), Tivoli (Denver), and Walters (Pueblo).

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Schneider used these images before Prohibition that promote its Century Beer in bottles as a “social drink,” and feature a middle-aged couple in what appears to be Bohemian-Style garb toasting with a glass of beer. These two different tip trays both use decals instead of the more customary lithography. Collection of Joe Gula.

## CENTURY BEER: “A SOCIAL DRINK.”



Cardboard sign with string hanger. Collection of Scott Butterfield.



Pre and Post Prohibition trays for Century Beer. At left by H.D. Beach Co., Coshocton, OH. At right, by Universal Sign & Tray Co., NY, NY, c. 1930s. Collection of Mike Barden.

Like many breweries that had quick success immediately after Repeal, sales peaked and slowed down in just a few years, with heavy competition from Coors and mega-brands like Schlitz, Pabst, and Budweiser. The Ph. Schneider Brewing Co. closed its doors in 1941.

In 1944, Walter Brewing Co. of Pueblo, CO—about 90 miles north of Trinidad—bought the Schneider plant and began brewing Walter's Pilsener, Karl's Pilsener and "Brewers Best" there. Brewers Best was a collaboration by a collection of regional breweries to launch a national brand to compete against A-B, Schlitz, and the large breweries. An interesting idea that eventually failed.

Walter Brewing sold the brewery in 1948 to Southern Brewery of Los Angeles, (owned by Grace

Bros. of Santa Rosa, CA). But the brewery continued to struggle and changed management and corporate names. It was The Colorado Brewing Co. (1951-1952), Schneider Brewery, Inc. (1953-55) and finally the Bohemian Brewery Corp. of Colorado. (1955-1957). It was finally shuttered in 1957.

Although the building sat empty for many years, part of it was used in the 1970s to house the administrative offices of the local school district. But neglect led the multi-building complex to fall into significant disrepair, with many buildings deemed structurally unsound and as a result, some have had to be demolished.



Round convex reverse-on-glass lighted sign, 18 in., illuminated by an internal neon ring, by Neon Globe Co., Norfolk, VA, c. 1930s. Collection of Dennis Gates.



Tap knobs for Schneider's two major Post-Prohibition brands, c. late 1930s.



These Walter's Pilsener, Karl's and Brewer's Best ballknobs date from the period of 1944-1948 when Walter Brewing Co. of Pueblo, Co acquired the former Schneider plant in Trinidad, 90 miles south of Pueblo.

Rare ballknob from the brief period in 1951-1952 when the former Schneider Brewery was known as Colorado Brewing Company and featured the flagship Colorado Three Star Beer.



But the iconic five-story brick central tower that dates to the late 1800s and is a local landmark, is being refurbished as a part of this important revitalization of historic downtown Trinidad.

#### About the

**Author:** NABA member **Mike Barden** of Denver, CO has had a 40-year career in design and construction and enjoys seeing historic buildings get redeveloped in downtown areas.



Art deco style menu insert featuring Century Beer, c. 1930s.  
Collection of Mike Barden.



Large porcelain outdoor sign with holes indicating it was once electrified and illuminated.  
c. late 1930s.



Beveled foamscraper c. 1930s.



Neon for Century Beer, c. late 1930s.



Aluminum sign by Lee-See Art Sign, by Leyse Aluminum Co.  
Kewaunee, WI, c. 1930s.



### A DISCOVERY FROM 1937

Here are two Century Lager cone top cans from my collection. At left is an inverted rib, low-profile cone with a flat bottom. At right is an extruded rib low profile can with concave bottom. Both cones were manufactured by Continental Can Co. between 1935 and 1938.

The can with the extruded rib (at right) has a most interesting story. Like most collectors, I've told my family, friends, and co-workers about my breweriana collecting hobby and always get a mixed reaction until they see the collection in person.

A co-worker who was fixing up a house built in 1937 on an historic parkway in Denver found this rare can in the ceiling above the home's furnace in 2019. It was in almost perfect condition.

He brought it to me in the middle of a Zoom video call meeting and placed it in front of me on my desk. At that point, I was completely distracted and couldn't wait to end my meeting and get the full details of this amazing find. Happily, I was able to add this fine example to my collection.

~ Mike Barden

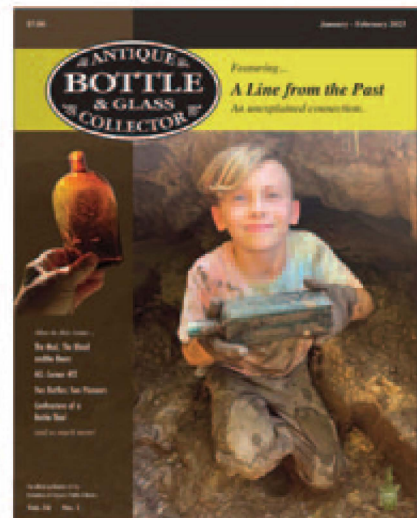
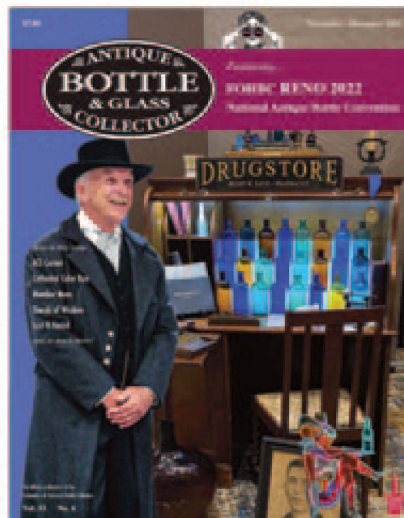
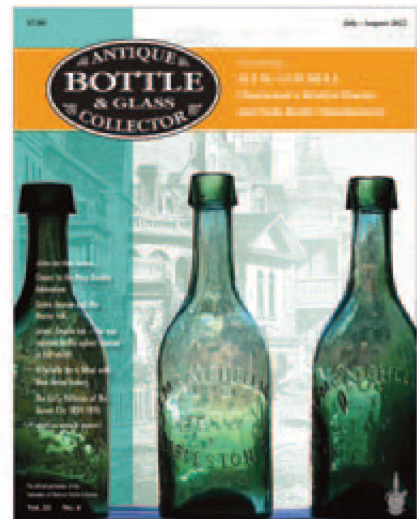




FOHBC AUCTION  
PRICE REPORT



# Federation of Historical Bottle Collectors



## Non-profit organization dedicated to all facets of antique bottle and glass collecting

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# The White Seal Brewing Company Flint, Michigan (1939-47)



**Ed. Note:** This is the 23rd and final 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 22 of the 23 breweries in the survey, presented in (mostly) alphabetical order.

**BY LARRY MOTER**  
**WITH DAVE ALSGAARD**

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

By Laboratory Division  
Edwards, June 4, 1945

**Author's Note:** I “pitched” this article to the NABA leadership with the goal of getting members to participate and share their knowledge and breweriana from Michigan Breweries. I would like to thank all of you who graciously participated because you made this series happen.

I have given a copy of the entire survey to the NABA leadership team and asked that it be published online in its entirety. There is much written material and beer brand chemical analysis to examine. Maybe those of you who are brewers can “reverse engineer” some of these lost brands so we can taste more historic retro beers!

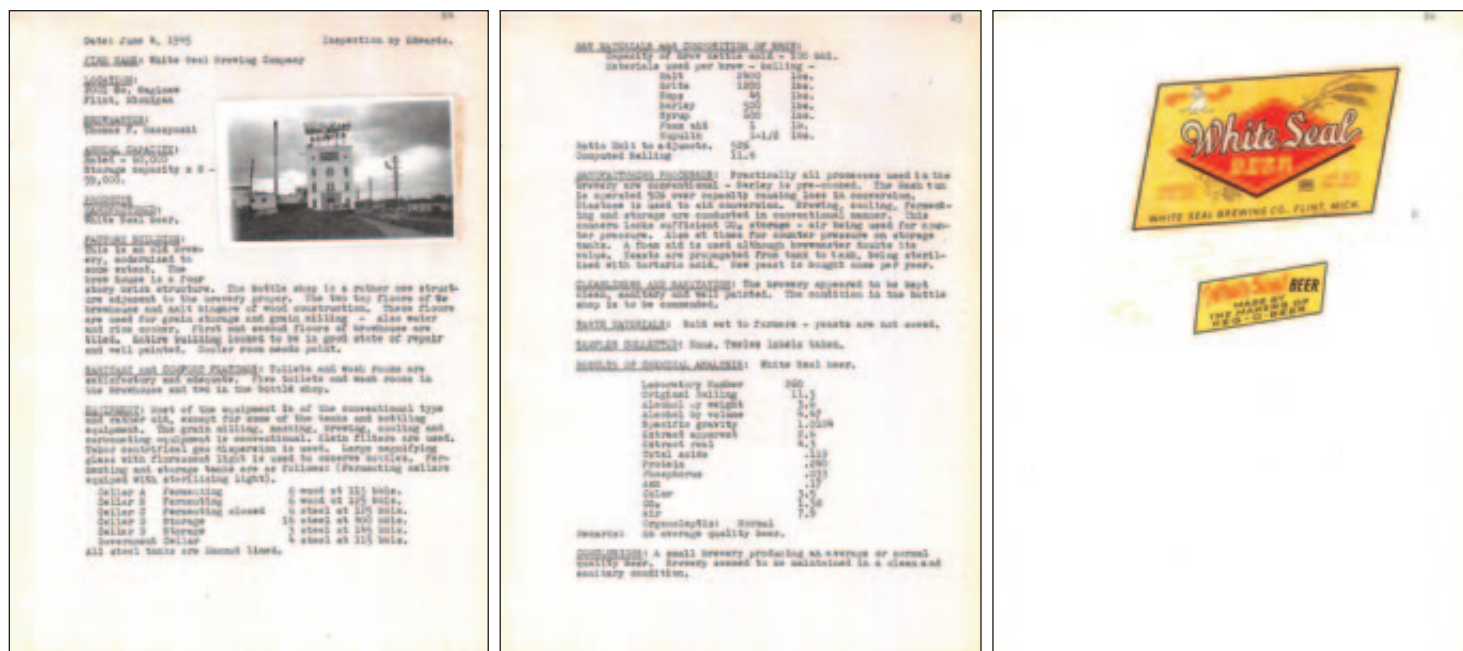
I lived briefly in Flint, MI in the early 1980s at the dawn of my professional career. A vivid memory was driving north on an expressway into downtown Flint where there was an abandoned brewery. This brewery had a fading but legible ghost sign of a seal balancing a ball on its nose, advertising “White Seal Beer.” This stimulated my interest in breweries and ultimately led me to the collecting hobby.

continued on page 60



Flint Brewing Company: Reverse-on-glass sign with gold plated brass backer, 14.5 x 19.5 in., c. 1894-1912. Collection of Dave Alsgaard.





State of Michigan Liquor Control Commission survey document.

## The Early Years

The genealogy of the White Seal Brewery starts with the Wildanger and Hux Brewery in 1874. In 1877 William Lewis was listed as proprietor, operating it as the William Lewis Brewery until about 1894.

## Flint Brewing Company, 1894-1912

At that time, a group of four businessmen bought the Lewis Brewery and continued operation. On January 1, 1898, they formed and incorporated as the Flint Brewing Company. Its capacity at the time was listed as 15,000 barrels per year. It also increased its capital stock from \$18,000 to \$35,000 in order to expand and meet growing demand.

In July 1903, the company sold its assets to Charles F. Buehler of Pittsburgh, PA in an effort to improve product quality. The new company was reorganized, with Buehler assuming the roles of president, general manager, and Master Brewer. Charles had many years of experience in the brewing business in Pittsburgh and he

brought with him other officers and stockholders from Pittsburgh, who all relocated to Flint.

In 1909 the county went “dry” by local option and the brewery sat idle until 1911 when the county went “wet” again. Voters returned the county to dry again in 1913, this time for good.

Charles Buehler died at age 58 on January 24, 1913. The brewery was either unable or unwilling to continue without him. In April 1913, Flint Brewing Co. sold off its remaining beer at “cut rate prices,” and by May was selling its capital assets.

Why it closed is lost to history, but competition from larger breweries in nearby Detroit was likely a major contributor. The death of Charles Buehler

certainly could not have helped. And the final blow was likely the early Prohibition efforts.

By 1915, local Prohibition leaders had converted the building to a church and it was later occupied by a succession of different businesses.



Flint Brewing Company: Rare bottle label for Crystal Export Beer, c. 1905-1919. Collection of Ron Van Tol.

## Flint Hill Brewing Co., Inc. 1934-1938

Michigan was the first state to ratify the 21st Amendment on April 10, 1933. The heady days following Repeal stimulated the local Flint brewing industry, and a small handful of short-lived breweries popped up, including Gorney, Dailey, and Genessee. Also in 1933, the Flint Hill Brewing Company was organized by a publicly traded stock investor group that purchased the former Flint Brewing plant and refitted it to start brewing real beer again.

By August 1934, Flint Hill had refurbished and updated the pre-prohibition brewery and started operation with Adam Kettelman, 75 years old, as its "second brewmaster." Its general manager and master brewer was Edward Gorney, who would soon go on to start his own short-lived namesake brewery in town.

The two main brands brewed by Flint Hill were Viking Royal Lager Beer and King's Tavern Beer and Ale. The updated brewery aged all of its beers in 1000-barrel cypress tanks, the largest in the state. Its capacity was 100,000 barrels per year.

In the first year of operation (1934), Flint Hill brewed 17,686 barrels, more than doubling that in 1935 with 44,849 barrels. Production in 1936 dropped dramatically to 16,897 barrels, presumably due to a strike in late 1935 which wasn't settled until February 1936.

It was May of 1936 before the brewery returned to normal operation. In June 1936, the company issued a capital stock offering for 100,000 shares at \$1 each. But by September, the brewery had filed for bankruptcy reorganization. In February 1938, the Federal judge ordered a liquidation sale of the brewery and equipment.

continued on page 62

### Flint Hill Brewing Company



A pair of aluminum signs for the King's Tavern brands of beer and ale, 10 x 10 in., by Leyse Aluminum Co., Kewaunee, WI, c. 1934-1938. At left, collection of Don Wild. At right, collection of Dave Alsgaard.



Celluloid-over-tin sign for Viking Royal Lager Beer, 15 x 6 in., by Bastian Bros., Rochester, NY, c. 1934-1938. Collection of Don Wild.



Rare cardboard sign for King's Tavern Half and Half, 11 x 13 in., c. 1934-1938. Collection of Don Simons.

Tin-over-cardboard sign for King's Tavern Beer, 9 x 15 in., by Bastian Bros., Rochester, NY, c. 1934-1938. Collection of Dave Alsgaard.



Tin-over-cardboard sign for King's Tavern Ale, 15 x 6 in., by Bastian Bros., Rochester, NY, c. 1934-1938. Collection of Don Wild.



## King's Tavern Brewing Co. 1938-1939

The assets of Flint Hill were purchased by another group of investors, who had beer and ale ready for the market in late June 1938. They formally opened on July 1, 1938, with assets of \$138,000.

They named the new brewery King's Tavern Brewing Company. Wilbert Anteau was named president and treasurer, with son Richard as secretary. Both came from American-National Company, maker of toys and baby carriages in Toledo, OH. William Mueller was named brewmaster, having been a brewmaster at Bay City Brewing for 20 years and also at Flint Hill for two.

But in less than a year the new King's Tavern brewery changed hands.

## White Seal Brewing Co. 1939-1947

In early 1939, the stock and property of King's Tavern was bought by yet another group of investors led by Rudolph Herzog, who was named president and general manager. Importantly, Rudy had Charles B. Kiewel (third generation brewer and son of Charles E., see sidebar) in a key position as brewmaster and Vice President. Charles B. was previously brewmaster at Minneapolis Brewing Co.

The brewery was renamed yet again and started operating as the White Seal Brewing Company in April 1939.

During the early 1940s there was little reported on White Seal, apart from a \$20,000 warehouse

fire in June 1940. The 1945 Michigan Liquor Control report states that the brewery is old but "modernized to some extent," with a "rather new" bottle shop.

## The Final Years 1947-1952

Unfortunately, the White Seal Brewery succumbed to market forces and it was leased to the nearby Frankenmuth Brewing Company, which operated the plant for two years. In October 1948, Frankenmuth allowed a purchase option to expire.

Following that, White Seal was acquired by a group of local businessmen who called it Valley Brewing Co., with a proposed capitalization of \$300,000. The brands produced were Heidelberg Extra Dry Pilsner beer, packaged in a high-profile cone top can, and Michigan Club.

Valley Brewing operated from 1949 to 1952, when the plant was purchased by a group called Brewery Enterprises, Inc. This was the last year the brewery was listed as operational. Apparently, the new owner bought the plant to liquidate the assets.

## The White Seal name

Several other U.S. breweries also used the "White Seal" brand name. These were unaffiliated with the breweries mentioned here. Among them were El Dorado Brewing Company (Stockton, CA), Enterprise Brewing Company (Fall River, MA), and Northampton Brewery Corporation (Northampton, PA). There may have been more. continued on page 64

### White Seal Brewing Company



Reverse-on-glass sign for White Seal Beer, 9 x 12 in., c. 1939-1947, No mfg. mark. Collection of Alan Forrest.



A pair of rare reverse glass signs for White Seal Beer, Left - 9 in. diameter by The Photoplating Co., Minneapolis, MN. Right - 13.25 x 7.25 in., no mfg. mark. c. 1939-1947. Collection of Don Wild.

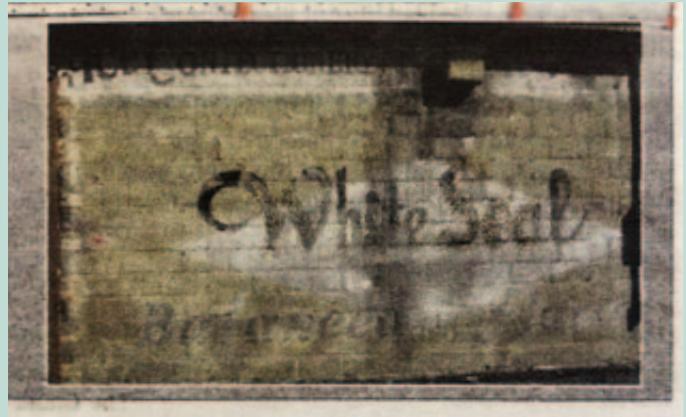


## A "GHOST SIGN" RETURNS TO LIFE

During an exterior restoration of a building near Flint in 2016, remnants of an old White Seal Beer sign were discovered. The faded advertising sign had been hand painted on a side wall of the building and was hidden behind a chicken wire and stucco façade that had been added at some point many years ago. The building is in Grand Blanc Township, about eight miles south of Flint, where the brewery was located.

The wall sign was professionally restored by local artist Gregg Bugala using paint from the original supplier. It was funded by owner and local historian Richard Jobbagy. The structure was built by his parents as the Ace Confectionery shop in about 1932 and later sold White Seal Beer. The restored sign is now a local landmark.

This 2016 newspaper photo shows the faded painted wall sign, as it was found, prior to its restoration.



At left is building owner Richard Jobbagy who is joined at right by NABA member Don Simons, who lives locally and is a friend of Jobbagy. This photo was taken in December 2023.



**Valley Brewing Company** was not around long, but long enough to package its Heidelberg brand of pilsner beer from about 1948-1952 in an attractive and desirable high-profile cone top can. No other breweries from Flint used cans. There are two variations known, the scarcer IRTP version (pre-1950) and non-IRTP. Valley Brewing Company, c. 1950. Collection of Don Wild.



Paper sign for White Seal Beer, White Seal Brewing Co., Flint, MI, 22 x 31 in., c. 1934-1938. Collection of Don Simons. This image of a farm girl laying in a field of barley was also used by Minneapolis Brewing Co



# THE OTHER KIEWEL FAMILY BREWERIES

A key figure involved with the Flint White Seal brewery was Charles B. Kiewel, third generation in an illustrious upper Midwest brewing family, who served as brewmaster and vice president. What follows are snapshots of the other breweries associated with the Kiewel Family.

## Fergus Falls, Minnesota

Charles B.'s grandfather Jacob Kiewel emigrated from Prussia to Fergus Falls with his parents in 1856. There, with a Mr. Haas, he founded a brewery in 1883. The following year, Jacob was the sole proprietor of the first brewery that bore his name. This brewery lasted until 1893 (some sources say 1895) when it succumbed to a combination of arson and early local prohibition. No breweriana is known from this early brewery.

## Little Falls, Minnesota

After the brewery in Fergus Falls burned to the ground, Jacob moved his family to Little Falls, about 100 miles southeast. There, Jacob purchased Rudolph Koch's brewery and enlarged it. In 1906 the business was incorporated as the Jacob Kiewel Brewing Company.

Jacob died in 1928, but the brewery survived Prohibition selling dairy products. It re-opened as the Kiewel Brewing Co. in 1933 and lasted until 1961 when it was absorbed by the Minneapolis Brewing Company.

Charles E. Kiewel (one of Jacob's sons) was chairman of the Minneapolis Brewing Co. for a time

in the 1950s. Minneapolis Brewing produced the renowned Grain Belt beer.

## Crookston, Minnesota

Only a handful of years after the brewery in Little Falls began operation, Charles E. Kiewel, his father Jacob, and brother Frank purchased another brewery in Crookston in 1899, some 200 miles northwest of Little Falls. This brewery too was named the Jacob Kiewel Brewing Company. It was closed for much of Prohibition and re-opened for less than a year in 1934 as Kiewel Products Company.



Tray for White Seal Beer, Kiewel Brewing Co., Crookston, MN, by The Meek Co., Coshocton, OH, c. 1906-1909. Collection of Brian Schade.

## Saint Boniface, Manitoba, Canada

Canada had Prohibition laws too, but by 1923 Manitoba had inaugurated a system of government sale of alcohol. The Kiewels apparently decided they weren't going to wait for Prohibition in the U.S. to end. So, in 1925, Charles built a \$250,000 brewery in Saint Boniface, 150 miles north of Crookston, which he called the Kiewel Brewing Company.



Tin-over-cardboard sign for White Seal Beer, Kiewel Brewing Co., St. Boniface, Manitoba. 9 x 13 in., no mfg. mark. c. 1925-1929.



Tin-over-cardboard sign for White Seal Beer from Kiewel Brewing Co., Little Falls, MN. c. 1933-1959. By Bastian Bros., Rochester, NY.

After closing the Crookston brewery, Charles sold the buildings and shipped the equipment to Saint Boniface. This brewery survived at least four subsequent name and ownership changes, finally closing for good in 1976 as the Kiewel Pelissier's Breweries.

## Toronto, Ontario, Canada

In 1927, Charles E. Kiewel became managing director of the Toronto Brewing Company. This was in addition to his responsibilities at Saint Boniface. Soon after, the Canadian Brewing Company acquired both his Canadian breweries. Kiewel stayed on as manager in Toronto while his brother George ran the St. Boniface business.



Label for White Seal Beer, Dominion Brewery Co., Ltd., Toronto.  
c. 1927-1936.

## WHITE SEAL LOGO VARIATIONS

White Seal is a brand the Kiewel's used before in their other breweries. A common theme is a circular "K" emblem inside a white diamond shaped logo, with "White Seal" in script below.



Crookston, MN



Little Falls, MN



St. Boniface, MB. Image courtesy of Tavern Trove.



Flint, MI

This label differs the most from the others. It does not have the Kiewel's "K" emblem; the diamond background of the logo is red instead of white; and there is a graphic of a white seal on both the upper left corner of the main label as well as featured prominently on the neck label.





“Breweriana” can be defined as any item that contains some kind of beer/brewery branding. Historically, our breweriana collecting hobby has had two dominant areas of collecting: signs (to include trays) and cans. These categories continue to dominate the auction scene.



Lithograph on paper, Frank Jones Ale, Frank Jones Brewing Co., Portsmouth, NH, 15 x 20 in., dated 1906, \$4,332, Morean Auctions.



Cone top can, Schlitz Beer, Jos. Schlitz Brewing Co., Milwaukee, WI, c. 1940s, \$40,950, Morean Auctions.



Quart can, Little Dutch Lager Beer, Wacker Brewing Co., Lancaster, PA, c. 1930s, \$37,440, Morean Auctions.



Vitrolite Sign, Columbia Beer, Columbia Brewing Co., Shenandoah, PA, 21 x 14.75 in., c. Pre-Prohibition, by The Meyercord Advertising Co. Chicago, IL. Lens only, missing frame and wooden body. \$32,424, eBay.



Outdoor lighted neon sign, Chief Oshkosh Beer, Oshkosh Brewing Co., Oshkosh, WI, 32 x 30 in., c. 1930s, \$16,500, Millers Auction Co.



Case of 12 quart-size cans, Golden Glow Ale, Golden West Brewing Co., Oakland, CA, dated 1946, \$9,860, Tavern Trove Auctions.



## Lighted signs continue to electrify the auction block.

### eBay



Lighted bubbler sign, Prior Beer, Adam Scheidt Brewing Co., Norristown, PA, by Gilbert & Jackson, c. 1940s, \$1,602.



Lighted sign, Goebel Bantam Beer, The Goebel Brewing Co., Detroit, MI, 9.75 x 9 in., by W.P. York Inc., \$789.



Bubbler sign, Blatz Pilsener, Blatz Brewing Co., Milwaukee, WI, 13 x 4 in., c. 1930s, by Biolite Inc. NY, NY, \$2,850.

### Morean



Lighted back bar sign, Atlantic Ale & Beer, Atlantic Brewery, Atlanta, GA, 14 x 10 in., by Ray-Flex Corp. Chicago, IL, c. 1940s, \$3,978.



Lighted sign, Blitz Beer, Blitz-Weinhard Co., Portland, OR, 12 x 10 in., c. 1940s, by Lackner Signs, Cincinnati, OH, \$1,254.



Lighted glass sign, Schaefer Fine Beer, F&M Schaefer Brewing Co., New York, NY, 13 x 11 in., c. 1930s, by Price Bros. Chicago, IL, \$2,280.

### Other Auction Houses



Lighted glass sign, Schaefer Beer, The F&M Schaefer Brewing Co., Brooklyn, NY, 15 x 8 in., c. 1940s, by Advertising Arts, Inc., \$690, Weiss Auctions.



Lighted glass sign, Lone Star Beer, Lone Star Brewing Co., San Antonio, TX, 27 x 5 in., \$4,375, Burley Auction Group.



Motion lighted sign (bottom part of a larger, "teardrop" sign), Ortlieb's Beer, Ortlieb Brewing Co., Philadelphia, PA, 10 x 17.5 in., c. 1950s, by The Ohio Advertising Display Co., Cincinnati, OH, \$1,797, Miller & Miller Auctions Ltd.



Lighted glass sign, Kingsbury Beer, Kingsbury Brewing Co., Manitowoc, WI, 11.5 x 9 in., c. 1940s, by Price Bros., Chicago, IL, \$1,815, Paul Auction Co.



## Tin, cardboard, and tin-over-cardboard signs remain popular.

### Morphy Auctions



Tin sign, Continental Brewery, Philadelphia, PA, 23.5 x 31 in., c. Pre-Prohibition, (heavily restored), \$3,584.



Self-framed tin sign, Schlitz Beer, Schlitz Brewing Co., Milwaukee, WI, 22 x 28 in., c. Pre-Prohibition, by Chas Shonk Company, Chicago, IL, \$24,320.

Tin framed cardboard sign, Prima Special, Prima Company, Chicago, IL, 29.5 x 13.75 in., dated 1918, by The Kemper-Thomas Co., \$1,408.



### Morean Auctions



Cardboard sign, Hull's Beer, Hull Brewing Co., New Haven, CT, 23 x 20 in., c. 1940s, by Wolf & Lawrence, NY, \$1,404.



Tin-over-cardboard, Trenton Beer, Peoples Brewing Co., Trenton, NJ, 18 x 7 in., c. 1930s, by Permanent Sign & Display Co., Reading, PA, \$2,736.

### Other Auction Houses



Lithograph, Schlitz Beer, Schlitz Brewing Co., Milwaukee, WI, 40 x 27.5 in., c. 1880s, by The Beck & Pauli Litho Co. Milwaukee, WI, \$11,340. Fontaine's Auction Gallery.

### Paul Auction Co.

Tin-over-cardboard sign, Ann Arbor Beer, Ann Arbor Brewing Co., Ann Arbor, MI, 13.5 x 6 in., c. 1930s, by The Scioto Sign Co., Kenton, OH, \$935.



Cardboard sign, Fox Head 400 Beer, Fox Head Brewing, Waukesha, WI, 14.5 x 8 in., c. 1930s, \$400.

Tin-over-cardboard sign, King's Tavern Ale, Flint Hill Brewing Co., Flint, MI, 15 x 9 in., c. 1930s, Manufactured by Bastian Bros., Rochester, NY, \$1,095.



Cardboard, easel back sign, University Club Lager Beer, Miller Brewing Co., Milwaukee, WI, 16 x 12 in., c. 1930s, \$632.

Cardboard sign featuring wrestling theme, Hull's Beer, Hull Brewing Co., New Haven, CT, 23 x 20 in., c. 1940s, by Wolf & Lawrence, NY, \$1,200, eBay.





# *Big Gosh It's Good!*

*Bi-Annual  
Breweriana Show  
Spring '24*



*Hosted By:*



*When & Where?*

*Fifth Ward Brewing Company  
Saturday, April 27th, Noon-4pm  
1009 S. Main St., Oshkosh WI*

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

*Vendors! Reserve Your Booth  
No Charge!*

*Call Jared Sanchez  
@ 920-410-7073*

- Set-Up from 10am-Noon-*
- Please Provide Own Tables-*

*Sponsored By:*





# Upcoming Shows

## January 2024

**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 Parkway Osage Beach, MO  
**Contact:** Rick Kottemann, 314-575-0032

**Date:** January 20  
**Time:** 8:00 AM - 2:00 PM  
**Event:** **3rd Annual Coulee Region Beer and Brewery Collector Show**  
**Address:** Onalaska Omni Center, 255 Riders Club Rd., Onalaska, WI  
**Contact:** Justin Swartling, 608-781-9566

**Date:** January 20  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **Bama Cannas Winter Warmer**  
**Sponsor:** Bama Cannas Chapter  
**Address:** Dreamland BBQ/Railyard Brewing, 12 W. Jefferson, Montgomery, AL  
**Contact:** Perry Paxton, 334-313-0368

## February 2024

**Date:** February 3  
**Time:** 10:00 AM - 2:00 PM  
**Event:** **Way Out West Show**  
**Sponsor:** A-1 Chapter  
**Address:** PHX Beer Co., 3002 E Washington St., Phoenix, AZ  
**Contact:** Ken Grant, 520-247-1840

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

**Date:** February 10  
**Time:** 9:00 AM - 1:00 PM  
**Event:** **Winter Blast Breweriana Collectors Show**  
**Sponsor:** Olde Frothingslosh Chapter  
**Address:** VFW Post #8805, 138 Stone Quarry Rd., Aliquippa, PA  
**Contact:** Ronald McDonald, 724-601-6797

**Date:** February 11  
**Time:** 8:00 AM - 1:00 PM  
**Event:** **"Freeze Your Can" Annual Show**  
**Sponsor:** North Star Chapter  
**Address:** Saint Paul Brewing, 688 Minnehaha Avenue East Saint Paul, MN  
**Contact:** Paul Schmidt, 651-343-8244

**Date:** February 11  
**Time:** 8:00 AM - 1:00 PM  
**Event:** **Super Bowl Sunday Show**  
**Sponsor:** The Bullfrog Chapter  
**Address:** American Legion Hall Wauconda, 515 S. Main St. Wauconda, IL  
**Contact:** Steve Gola, 847-526-9718

**Date:** February 15-17  
**Time:** varies  
**Event:** **44th Annual "Rayner Johnson Memorial" BLUE-GRAY SHOW**  
**Sponsor:** The 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

**Date:** February 18  
**Time:** 9:00 AM - 3:00 PM  
**Event:** **26th Annual Hamm's Beer & General Breweriana Show**  
**Sponsor:** The Hamm's Beer Club  
**Address:** Medina Entertainment Center, 500 Highway 55, Hamel, MN  
**Contact:** Scott Lovelace, 608-444-9182

**Date:** February 24  
**Time:** 8:00 AM - 2:30 PM  
**Event:** **The Vic Olson Memorial Show**  
**Sponsor:** The AR-CAN-SAS and Missouri Ozark Chapters  
**Address:** Best Western Inn of the Ozarks, 207 W. Van Buren, Eureka Springs, AR  
**Contact:** Erin Jones, 479-531-4146

**Date:** February 24  
**Time:** 8:30 AM - 2:00 PM  
**Event:** **Jersey Shore Chapter Tribute Show**  
**Sponsor:** The Jersey Shore Chapter  
**Address:** Milltown American Legion Hall 4, J.F.Kennedy Dr., Milltown, NJ  
**Contact:** Joe Radman, 732-946-3416

## March 2024

**Date:** March 9  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **49th Annual Buckeye Beer Show**  
**Sponsor:** The Buckeye Chapter  
**Address:** UAW Local 14, 5411 Jackman Rd., Toledo, OH  
**Contact:** John Huff, 419-367-9713

**Date:** March 9  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **"Springfest" Annual Show**  
**Sponsor:** North Star Chapter  
**Address:** Everett VFW, 311 West 84th S St., Bloomington MN  
**Contact:** Paul Schmidt, 651-343-8244

**Date:** March 10  
**Time:** 8:00 AM - 2:00 PM  
**Event:** **Prison City Chapter Trade Session**  
**Sponsor:** The Prison City Chapter  
**Address:** Knights of Columbus 4400, 1813 E. Cass St., Joliet, IL  
**Contact:** Willy Novak, 630-291-7943

**Date:** March 14-16  
**Time:** varies  
**Event:** **47th Annual Luck O' The Irish**  
**Sponsor:** Queen City Chapter  
**Address:** Radisson Hotel Cincinnati Riverfront, 668 W. 5th St., Covington, KY  
**Contact:** Doug Groth, 937-554-9262

# 2024 Breweriana Conventions



**June 4 - 8, 2024**

ABA 2024 Convention  
Embassy Suites @ La Vista  
Omaha, Nebraska



**July 29 - August 3, 2024**

NABA 53rd Convention  
St. Louis Renaissance-Airport  
St. Louis, Missouri



**August 29 - 31, 2024**

BCCA Convention 53  
Little Rock Marriott  
Little Rock, Arkansas

**Date:** March 16  
**Time:** 9:00 AM - 2:30 PM  
**Event:** **18th Annual Port of Potosi Show**  
**Sponsor:** *The Port of Potosi Chapter*  
**Address:** St. Andrew - Thomas School,  
100 US Hwy 61 N, Potosi, WI  
**Contact:** Mike Kress, 608-642-0321 or  
608-778-8609

**Date:** March 23  
**Time:** 8:00 AM - 2:00 PM  
**Event:** **Windy City Spring Trade Show**  
**Sponsor:** *The Windy City Chapter*  
**Address:** American Legion #76,  
570 S. Gary Ave., Carol Stream, IL  
**Contact:** Ed Harker, 312-927-9329

**Date:** March 30  
**Time:** 9:00 AM - 12:00 PM  
**Event:** **Simon Pure Spring Show**  
**Sponsor:** *The Simon Pure Chapter*  
**Address:** Variety Club, 6114 Broadway,  
Lancaster, NY  
**Contact:** Jeff Murbach, 716-713-7236

## April 2024

**Date:** April 4-7  
**Time:** Varies  
**Event:** **Spring Thaw Brewery Collectibles Show**  
**Sponsor:** *Keystone, Rusty Bunch, ECBA and CCSI Chapters*  
**Address:** Red Lion Hotel Harrisburg Hershey,  
4751 Lindle Rd., Harrisburg, PA  
**Contact:** Larry Handy 267-221-8300 or  
Jeff Lebo, 717-210-1716

**Date:** April 6  
**Time:** 9:00 AM - 3:00 PM  
**Event:** **Missouri Ozarks Chapter Beer Can & Breweriana Show**  
**Sponsor:** *Missouri Ozarks Chapter*  
**Address:** Billard's of Springfield,  
541 E. St. Louis St., Springfield, MO  
**Contact:** Michele Fritz, 573-690-6552

**Date:** April 12-13  
**Time:** varies  
**Event:** **Titletown Trade-A-Thon 43**  
**Sponsor:** *Packer and Badger Bunch Chapters*  
**Address:** KI Convention Center & Hyatt  
Regency Hotel, 333 Main St.,  
Green Bay, WI  
**Contact:** Rob Smits, 920-469-1466

**Date:** April 13  
**Time:** 9:00 AM - 12:00 PM  
**Event:** **Annual Spring Show**  
**Sponsor:** *The Schultz & Dooley Chapter*  
**Address:** Clifton Park Elks Club,  
695 McElroy Rd., Ballston Lake, NY  
**Contact:** Bill Laraway, 518-369-6865

**Date:** April 27  
**Time:** 9:30 AM - 3:30 PM  
**Event:** **3rd Annual Old West Breweriana Roundup**  
**Sponsor:** *The Westside Chapter*  
**Address:** Ellis County Fairgrounds,  
1344 Fairground Rd., Hays, KS  
**Contact:** Mike Brull, 785-656-0640

**Date:** April 28  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **Springding at Schell's**  
**Sponsor:** *Schell's Border Batch Chapter*  
**Address:** August Schell Brewing Company,  
1860 Schell Rd., New Ulm, MN  
**Contact:** Tom Terwilliger, 515-341-3347

## May 2024

**Date:** May 4  
**Time:** 9:00 AM - 2:30 PM  
**Event:** **Dakota Chapter Breweriana Show**  
**Sponsor:** *The Dakota Chapter*  
**Address:** NFAA Easton Archery Center,  
800 Archery Lane, Yankton, SD  
**Contact:** Bill Lester, 605-857-5902

**Date:** May 4  
**Time:** 9:00 AM - 3:00 PM  
**Event:** **Texas Beer Collectibles Show**  
**Sponsor:** *Spoetzi Brewery and NABA*  
**Address:** 603 E Brewery St., Shiner, TX  
**Contact:** Charlie Staats, 210-834-5202

**Date:** May 4  
**Time:** 9:00 AM - 2:00 PM  
**Event:** **"Gottlieb" Tolstyga Memorial Beer & Brewery Collectibles Show**  
**Sponsor:** *Old Style Chapter*  
**Address:** Omni Center, 255 Riders Club Rd.,  
Onalaska, WI  
**Contact:** Paul Nelson, 608-780-6630

**Date:** May 16-18  
**Time:** varies  
**Event:** **Southern Crossroads Brewery Collectibles Show**  
**Sponsor:** *Spearman, Atlantic, and Bama Cannas Chapters*  
**Address:** Tru by Hilton Macon North,  
107 Providence Blvd., Macon, GA  
**Contact:** Mike Moon, 850-826-2569

**Date:** May 18  
**Time:** 8:00 AM - 2:00 PM  
**Event:** **Patrick Henry Breweriana Show—NEW LOCATION**  
**Sponsor:** *The Patrick Henry Chapter*  
**Address:** Fraternal Order Eagles, Aerie 3531,  
11611 Shaver Rd., Schoolcraft, MI  
**Contact:** Rik Dellinger, 269-366-8828

**Date:** May 18  
**Time:** 10:00 AM - 4:00 PM  
**Event:** **48th Annual Sizzle 'n' Sweat**  
**Sponsor:** *The Ar-Can-Sas Brewery Collectibles Club*  
**Address:** Shelby Smith Pavilion in Burns Park,  
3701 Arlene Laman Dr.,  
N. Little Rock, AR  
**Contact:** Kenn Flemmons, 501-590-3151

**Date:** May 18  
**Time:** 9:00 AM - 3:00 PM  
**Event:** **St. Paul Brewing Annual Show**  
**Sponsor:** *North Star Chapter*  
**Address:** Saint Paul Brewing, 688 Minnehaha  
Ave., East Saint Paul, MN  
**Contact:** Paul Schmidt, 651-343-8244



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**Pre-Registration deadline  
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Registration form available at  
[bluegrayshow.com](http://bluegrayshow.com) or on the BCCA Calendar



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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).

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**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

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**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

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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

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