

BREWERIANA COLLECTOR

Spring 2024

VINTAGE BEER ADVERTISING & BREWERY HISTORY

Volume 205



WHAT'S INSIDE: Convention programming ~ Cone Top Museum acquires Haydock Collection
A Yuengling "Holy Grail" find ~ Discovering Breweriana ~ A new 25-year-old collector
The story of Lemp Brewery and its Falstaff brand ~ Pietro Raimondi's new column
Bill Lester's Bock Museum ~ The Back Bar's 20th Anniversary ~ much more!

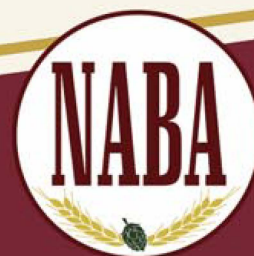
Historic
Downtown
Vicksburg, MI
**JUNE 7-8
2024**

Vicksburg
LIBERTY LANE WEST



Haydock Haydays

SUMMER BREWERIANA SHOW
FEATURING: THE HAYDOCK COLLECTION



FRIDAY, JUNE 7

3 PM-5 PM • 108 S Main Street

**Haydock Haydays featuring
The Haydock Collection**

NABA Members enjoy free access to a
Special Collectors Event.

5-7 PM

Enjoy Downtown Vicksburg for Dinner!

7 PM • 107 S Main Street

FREE Concert

featuring the Charlie Millard Band

SATURDAY, JUNE 8

9 AM-3 PM

Annual Cone Top Collectors Trade Show

Sell your items and tap into thousands of
visitors at the Car Festival! NO setup cost.

Interested?

Contact Clayton at claytonemery32806@aol.com
or Paul at cerpaul@aol.com

Annual Vicksburg Old Car Festival

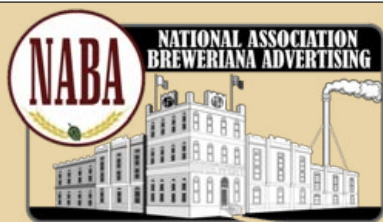
Cone Top Brewery Museum Open for Tours

Live Music Downtown, Food and Festivities!

GET TICKETS FOR THE SHOW:
Call (866) 649-BEER or visit
BrewerianaShow.eventbrite.com



Don't miss out!
BOOK YOUR HOTEL NOW!



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2024 AUCTION

Chair: Matt Olszewski

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John Ferguson Larry Moter

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

BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Spring 2024

#205

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Cover image: Self-framed tin sign for Falstaff Beer, William J. Lemp Brewing Co., St. Louis, MO, 23.5 x 30 in., by Kaufmann & Strauss Co., NY, NY dated 1912. Collection of Joel Gandt. Joel's spectacular collection can be seen in person on the home tours that are part of the **NABA Convention in St. Louis from July 29-August 3, 2024.**

The National Association of Breweriana Advertising, Inc.(NABA) publishes *Breweriana Collector* for its membership. NABA Officers, Directors, and Editorial Staff do not verify the content or accuracy of articles accepted for publication. The Editor & Staff may edit submissions and ads or defer publication for space reasons. *Breweriana Collector* is published quarterly at NABA, PO Box 51008, Durham NC 27717-1008. Subscriptions are included in the annual NABA membership dues payment of \$35 per year (or \$90 for three years). **Copyright © 2024** content developed by NABA, authors and photographers, all rights reserved.



President's Message

Heyday and Hayday

The term “heyday” is defined by the Merriam- Webster dictionary as “the time of greatest strength, popularity, or vigor.”

NABA is in its heyday.

That may sound like a bold statement.

Especially because some of our fellow breweriana collectors would say the heyday of the hobby was during the 1980s and 1990s. This perception is understandable because in 1994, NABA's membership peaked at 1236 members. Our organization then began a slow, but steady decline to a low point of 675 in 2017. It seemed like NABA's heyday was in the distant past.

But the situation has dramatically changed. Thanks to a dedicated Board of Directors and Membership Committee (see their names on the preceding page), as well as to enhancements to our magazine and conventions, things have taken a significant turn since 2017.

NABA's recent growth to more than 1500 members is also very much thanks to you. So many of you have volunteered to help NABA in many capacities, like the more than 100 contributing members that it took to produce this magazine. Like the NABA members in the Detroit area, who befriended and mentored a 25-year-old new collector, who is now one of our youngest members. Our profile of **Jonathyn Mowat** starts on Page 32.

One of the great assets that NABA has is its partnership with **The Cone Top Brewery Museum**, currently in development in Vicksburg, Michigan. The museum is envisioned as “NABA's Front Door” by its creator, NABA member **Chris Moore**. As that museum grows and provides more exposure for both NABA and breweriana appreciation in general, our organization will surely thrive along with it.



The Cone Top Museum may not yet be in its heyday, but that's not keeping it from having a “Hayday.” Much to the immense joy of **Helen Haydock**, Cone Top has acquired the amazing collection that she and her late husband Herb built. The extensive collection had been on display at the Minhas Brewery in Monroe, WI since 2010. Please see the story on this, which begins on Page 16.

On **June 7-8, 2024**, Cone Top and NABA will be celebrating the “**Haydock Haydays of Summer.**” This two-day event will feature an engaging exhibit showcasing some of the highlights of the legendary Haydock Collection. It also will tell the story of Herb and Helen and their history with NABA, the organization they were instrumental in founding and growing. There will be a reception for NABA members on Friday, June 7. This will be followed on June 8 by the 3rd Annual Cone Top/NABA breweriana trade show, with free set-up to sellers. For more details and to get free tickets to the exhibit and reception, see details on the ad on the inside front cover of this magazine.

To experience both NABA's heyday and Cone Top's “Haydays” exhibit, please attend the 53rd annual **NABA Convention in St. Louis from July 29-Aug 3**. The hotel is sold out but we have a waiting list and there are other hotels in the area. Please contact Joe Gula at joeffd@indy.rr.com.

Thank you for being a NABA member and bringing NABA to its highest ever levels of “strength, popularity and vigor.” We truly are in a new heyday!

Ken Quaas, President
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!
1,505	84	764	81	03/31/2024 or 06/30/2024

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

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

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

Got breweriana to sell?

Help your club by consigning in our online auction!

SUNDAY
JULY 21, 2024



Proceeds are
essential to NABA's
operating funds

To consign your breweriana:

Email Matthew Olszewski at mattski323@gmail.com

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

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Black Hills Brewing.*



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Old Style*

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Michael Woida (Tonya)

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NABA plans for yet another record convention!

by Mike Michalik, NABA Vice President & Convention Chair



Register early and get this FREE tin-over-cardboard sign!

Get this FREE TOC!

NABA members who register by May 8, 2024, either on-line at www.nababrew.com or via mailing in the Registration Form co-packed with this magazine, will receive this beautiful commemorative sign free!

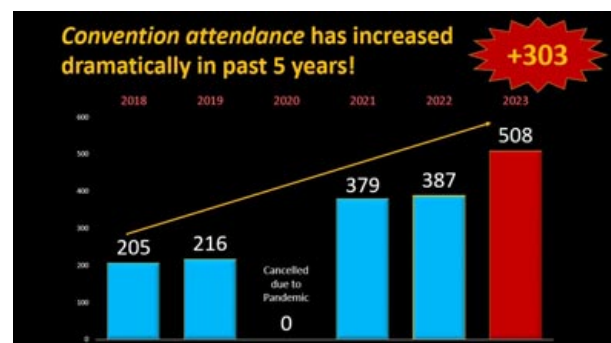
The TOC is 6.5 x 13 in. and has both embossed and debossed lettering and figures. It is manufactured by the historic Scioto Sign Company of Kenton, OH.

The sign will be available for pick-up only at the convention and will otherwise not be for sale.

Please note that if you plan to come to the convention and participate in any of the programming or events—including the home tours on Monday and Tuesday—you will need to register. Registration can be done on-line at www.nababrew.com or by mailing the Convention Registration Form co-packed in this magazine along with your payment.

NABA's 53rd convention, to be held from July 29 – Aug 4, 2024, in St. Louis, is fast approaching. And while the 2023 convention set attendance records, our next convention is expected to reach even new heights. This is not surprising, as St. Louis is a quintessential brewery town and we've got some incredible events for our members who are registered for the convention to enjoy.

The block of rooms, deeply discounted at the special NABA rate at the St. Louis Airport Renaissance, sold out within a few weeks of becoming available last fall. But don't let that discourage you from attending. If you haven't yet secured a room, please contact Joe Gula at joeffd@indy.rr.com, and get your name on the waitlist. There are sure to be cancellations and Joe can advise you as rooms become available.





The 2024 NABA Convention will be held at the Renaissance St. Louis Airport Hotel in St. Louis, MO.

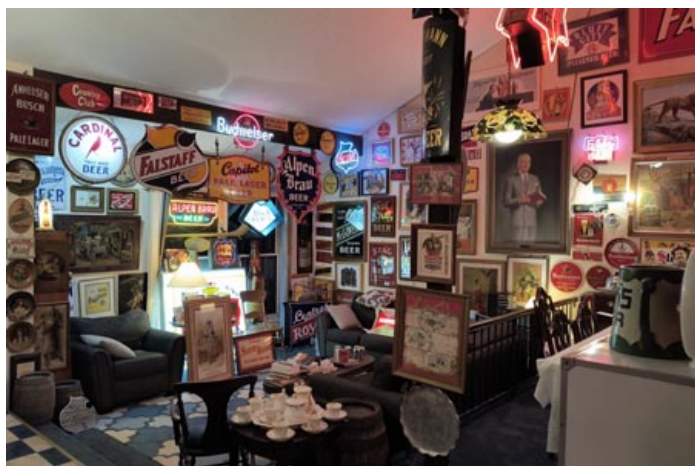
The Convention Hotel

The Renaissance presents an excellent setting for our event. As always, NABA has ensured that our members will be grouped together. This makes room-to-room activity—a highlight of every NABA convention—much easier, while creating a highly festive and social atmosphere. The Renaissance is providing NABA members with free parking (normally \$20), and a free shuttle to the St. Louis airport for those members who are flying into town.

MONDAY, JULY 29

Roussin Collection Tour

Our convention programming begins with an amazing home tour and reception. Don and Mary Ellen Roussin are opening their home exclusively to NABA members who are registered for the convention from 1:00-5:00 PM. Don is a well-known authority on St. Louis brewing history and has amassed an enviable collection of breweriana. Don is one of the authors of the book, “St. Louis Brews, The History of Brewing in the Gateway City,” the seminal work on that topic.



Monday afternoon open house: Don and Mary Ellen Roussin have an incredible home collection to share.

St. Louis Cardinals Major League Baseball Game

After touring the Roussin’s home during the day, NABA is providing a limited opportunity to see the St. Louis Cardinals play the 2023 World Champion Texas Rangers at Busch Stadium, in downtown St. Louis.

NABA has secured a block of discounted tickets which are available for purchase directly by going to our website, www.nababrew.com on a first come, first served basis. Convention registration is required to purchase tickets from the NABA block, and members will need to provide their own transportation to and from Busch Stadium.



Monday night baseball will feature the St. Louis Cardinals hosting the Texas Rangers. Tickets for the NABA block of seats are limited and can be ordered only via the NABA website www.nababrew.com.

TUESDAY, JULY 30

Home Collection Tours

Our home collection tours have become “must-see” events and the offerings in St. Louis are truly exceptional:

continued on page 8

Dave Birk Collection



Dave Birk’s beautiful home features a remarkable collection of lithographs and etched glasses, presented in an unforgettable speakeasy setting.

Joel Gandt Collection



Joel Gandt has the finest and most focused collection of breweriana from the Wm. Lemp Brewery, featuring many pieces that are the only existing examples known.

Home tours are available exclusively to NABA members who are registered for the convention. Times and locations will be communicated to registrants prior to the convention.

Room-to Room Trading and Hospitality Room Opening

Tuesday also signals the official start of room-to-room trading. This is the hallmark of NABA conventions, where members visit, socialize, share information, and buy, sell and trade breweriana.

Room trading will continue throughout the week, concluding Friday afternoon so everyone can attend the Friday evening Presentation Banquet. Note that convention activities will be limited on Thursday to give more time and focus to room-to-room activity.

The famed NABA Hospitality Room also opens on Tuesday and continues to entertain our conventioners all week.

WEDNESDAY, JULY 31

Bus Tour to Brewpubs and Historical Brewery Sites: 9:00 AM – 5:00 PM

On Wednesday, July 31st, the annual bus tour sets off on a daytime excursion with stops at historical sites and current brewpubs and features a hot buffet lunch at the legendary Lemp Mansion. Here are the interesting stops we will make along this journey, which will go from roughly 9:00 AM – 5:00 PM. Note that the bus tour is a separate cost at \$58 per person.

1. Earthbound Brewing: Located in the former stock house of the historic Cherokee Brewing Co. Tour participants will have the opportunity to

Randy Huetsch Collection



Randy Huetsch presents a spectacular array of Pre-Prohibition breweriana from the St. Louis area as well as from his hometown of Waterloo, IL.

descend beneath the city streets and explore the cave network that was once used as aging cellars.

2. The Lemp Mansion: The opulent former residence of legendary brewery owner William J. Lemp is over 160 years old and is believed by many to be haunted. Attendees can explore the mansion and ask questions of the staff and explore the gift shop.

Wednesday Bus Tour



Earthbound Brewing (top) is located in the former stock house of the historic Cherokee Brewing Co. The tour will descend beneath the city streets and explore the caves that were once used as aging cellars.

A visit to the **Lemp Mansion**, (bottom) which features a hot buffet lunch, is one of the highlights of the Bus Tour.

Bonus: There will be a hot buffet lunch served to participants, which is included in the cost of the bus tour. Thanks to the generosity of NABA member Joel Gandt, the cost of this lunch was deeply discounted.

3. Bluewood Brewing: Located in the re-purposed former Lemp Brewery Stables, participants can enjoy a delicious craft beer while enjoying the architecture of this historic structure that dates from the late 1800s.

4. Friendship Brewing Co.: The bus will depart downtown St. Louis for Wentzville, MO, where brewery owner and NABA member Brian Nolan will greet participants. The beer and breweriana displayed at Brian's brewpub are outstanding.

Brian has graciously agreed to brew this year's NABA convention beer, and tour participants will get the first opportunity to sample it "on tap" at Friendship. The beer was created from a local Pre-Prohibition recipe and was named Alpen Bräu in honor of the former St. Louis brand.



Friendship Brewing (top) in Wentzville, MO is owned by NABA member Brian Nolan, and has a fantastic breweriana collection on display. NABA's version of **Alpen Bräu** is being custom-brewed for this year's convention by Friendship's Brian Nolan. Tour goers will be first to sample it on tap at the brewery. The beer was patterned after a local Pre-Prohibition recipe.

Bluewood Brewing (bottom) is located in the historic former Lemp Brewery stables, built in the late 1800s.



Wednesday Brewmaster's Dinner will be hosted by NABA member and Friendship Brewery owner Brian Nolan.

Brewmaster's Dinner: 6:30 – 8:30 PM

Wednesday evening will once again feature our annual Brewmaster's Dinner. An outstanding four-course dinner will be paired with four local brews. Friendship's Brian Nolan will host this year's event. Complete pairings will be provided soon.

THURSDAY, AUGUST 1

Seminars: 9:00 AM – Noon

The Thursday morning seminars run between 45-60 minutes and always draw considerable interest, giving our members a chance to learn about a variety of brewery and breweriana-related topics. Our three seminars this year are:

1. St. Louis Corner Signs, presented by Randy Huetsch: One of the St. Louis area's leading collectors, Randy will host a seminar featuring photographs and discussion of 80 different St. Louis corners signs, accompanied by their original Pre-Prohibition photos of them adorning saloons.

2. Restoration: Before and After: Professional sign restoration expert David Butler will discuss the process of one of his amazing restoration projects. David is well known among his fellow NABA members for his unique skills, learned through more than 40 years of sign making.

3. Exit Strategies: This seminar will present various options on liquidating your breweriana collection and how best to avoid tasking family members with that responsibility by making smart decisions while you are still able to do so.

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“First-Timer’s” Reception (4:00 – 5:00 PM)

Is Convention #53 your first NABA convention? If so, we’d love to both give you a special welcome and meet you! Please join NABA’s Officers and Board of Directors for an informal get together with some local craft beer. Learn more about your club and receive a small “First Timers” gift.

Note: Thursday’s activities are intentionally kept to a minimum so room-to-room trading is maximized.

FRIDAY, AUGUST 2

Room-to Room Activity: All Day

The morning and much of the afternoon hours have been freed up for our most popular pastime.

Craft Beer Tasting: 5:00 – 6:00 PM

This presents a prime opportunity for all registered attendees to sample a diverse selection of beers and beer styles from craft breweries in the St. Louis area. These can be enjoyed in a souvenir, commemorative taster glass provided by NABA’s partner, the Cone Top Brewery Museum.

Annual Presentation Banquet: 6:00 – 8:30 PM

The NABA Presentation Banquet has been a mainstay of our conventions for more than 50 years and our biggest single event of the year. Enjoy a luxurious three-entrée buffet style dinner and hear all of the exciting developments happening in NABA. This is a festive time for all convention participants to convene. Please note that you won’t want to miss this great meal, especially because the cost is included as part of your registration fee.

After Party: 9:00 PM – Midnight

This is the third year of the After Party. This year’s event is called “Woodstock Night,” and will be co-hosted by the Gateway Chapter of St. Louis and New Jersey’s Jersey Shore Chapter. The event has a fun, “Woodstock” theme, so be sure to change into your tie-dye T-shirt and/or any other “hippy wear” you like for this late 1960s -fashioned bash.

The After Party theme is “Woodstock Night”.



And of course, the party will be fortified by classic rock music from the late 1960s and early 1970s. As a special treat The two chapters will be serving a collaboration craft beer that is being brewed exclusively for this event.

SATURDAY, AUGUST 3

Public Trade Show: 9:00 AM – 1:00 PM



Jim Wolf (left) chats with John Cartwright at the Trade Show on August 4th, 2023 at the 52nd NABA Convention in Schaumburg, IL

Saturday morning kicks-off with our annual Trade Show which is open free of charge to the public and will be heavily promoted locally to encourage hundreds of “walk-ins.”

Tables always sell out, so reserve yours early. We anticipate heavy walk-in traffic.

Clydesdale VIP Experience 2:30 – 4:30 PM (Tentative Timing)

The final event takes place on Saturday afternoon. We’ve lined up several tour slots for a Clydesdale VIP Experience at Anheuser Busch. Meet the world-famous Budweiser mascots and leave with a good feeling and a selfie.

Our St. Louis Convention team is top-notch and has prepared a special experience that you shouldn’t miss. To quote the great Judy Garland, “Meet Me in St. Louis!”

If you do not have a Renaissance Hotel reservation email Joe Gula at joeffd@indy.rr.com to get on the waitlist. You do not have to stay at the convention hotel to attend the convention, but you do need to register for the convention.





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 with the names of the folks in them.



The Waiter stayed warm with this welcoming bunch at the Michigan Chapter's Winterfest show on January 13 in Frankenmuth, MI.

From left: Dave Horrigan, Paula Fatura, Mike Newton, Don Hardy, Kevin McCabe, NABA Webmaster Danny Bora, Keith Kerschner, and John Ferguson, NABA Director Emeritus.



Getting wild in the West: The Waiter joined some star collectors at the A-1 Chapter's Way out West show on February 3 in Phoenix, AZ

Front Row (kneeling): Mark Crane, NABA President Ken Quaas, Rich La Susa, Kent Graham, Todd Barnes, NABA Membership Committee, Darrell Polansky, Ed Sipos. **Second Row:** Kelly Thomle, Don Van Hook, Bruce Gregg, Pat Stambaugh, Alicia Fox, Bill Fox, Nancy Grimmer, Carl Covell, Marie Johnson, Judy La Susa, Alice Sipos. **Back Row:** Jackie Jeffrey, Dallas Sweet, Eric Linden, Turkey Lardinois, Patrick Santinello, Dan Scoglietti, Dan Jeziorski, Mark Jeffrey, Brian Wolf, Steve Vanderburg, Juan Flores, Tim Mohr.

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Gator Traders and the Waiter:

The Handsome Waiter forgot his shorts on his trip to Florida on February 4 for the Gator Traders Chapter show.

From Left: BCCA President Clayton Emery, Chuck Howe, Keith Kerschner, Jon Melillo, Joe Older, Ritchie Dubreuil, Johann Dieken, and Jim Lovallo.



Baby it's cold outside:

The Waiter forgot his parka but still braved the cold at the North Star Chapter's outdoor, "Freeze Your Can" show on February 11 in St. Paul, MN.

From left: Paul Schmidt, Stevan Miner NABA Membership Committee, Dave Bullock, and Jeff Kezar.



Seeing it all in Seattle: The Waiter enjoyed seeing and serving these breweriana connoisseurs at the Rainier Chapter's Rustfest Show on February 17 in Des Moines, WA.

From left: Doug Baer, Amber Jackson, Tim Hoffman, Bruce Higgins, Stan Warzecka, Kyle Anderson, Karen Nolan, Carl Scheurman, Norm Wold, Frank Dwight, Ed Willis, Gino Sanfilippo, Greg "Zeek" Warzecha, Steve O'Neil, Brad Morse, Michael Boardman, Clayton Emery, NABA Membership Committee, Dave Unwin, and Mark Brocks.

Sunny smiles at Blue Gray:

The Waiter was happy to serve this happy crew at the annual Blue Gray Show, on February 16 in Herndon, VA.

From left: Jeff Davis, Jeff 'Yuengling Guy' Schneider, Matt Olszweski, NABA Auction Chair, Dave Alsgaard, NABA Recording Secretary, Scott Brown, NABA Board of Directors, Tim Bowers, ABA President, and Kelly Busse.



Chilling out at Cabin

Fever: The Waiter enjoyed getting out of the house along with his Hoosier Chapter buddies at the Cabin Fever Reliever show on February 24 in Mishawaka, IN.

From left: Tim Maust, Derek Dulcet, James Brown, Mike Walbert, Tom Legeret, Don Kaiser, Lori Kaiser, Deb Brown, and Mary Legeret.

Rockin' in the Rockies:

The Handsome Waiter was proud to rock with this outstanding group of collectors at the Columbine Chapter's Kick the Winter Doldrums Show on February 24 in Westminster, CO.

From left: Board members: Harris Yeager, Bill Schlitter, Treasurer, Scott Butterfield, Mike Logan, Vice President, Brett Dusek, Lonnie Smith, Jim McCoy, President, Carl Glass, and Dennis Morgan, Columbine Brewgle Editor.



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Nashville Hot: The Waiter danced to the music with these top collectors on March 2 at the Music City Madness show in Nashville, TN

From left: Scott Kennedy, Chris Bates, Tom Bates, Tom Legeret, Jerry Gann, Mike Moon, NABA Membership Committee, Andrew Pincsak, Scott Cunningham, David Povlock, and Scott Mertie.



Minnesota titans: The Waiter was guided to the North Star Chapter's "Springfest" show on March 9 in Bloomington, MN.

From left: Roger Krafve, Barry Travis, NABA Creative Director and Stevan Miner, NABA Membership Committee.



The Midwest's Best: The Waiter joined some of the finest collectors anywhere at the Cornhusker Chapter Spring Brewery Collectibles Show on March 9 in La Vista, NE.

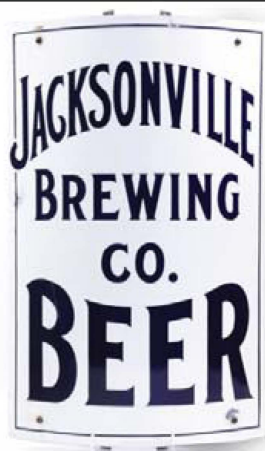
From left: Pat Porter, Keith Kerschner, Bill Baburek, NABA Membership Committee, Bill Lester, Heath Henery, Mike England, Mike Hearn, Ward Haessler, Brian Artzberger, Jim Schwery, Darrell McMillan, Jake Wragge, Dave Kubat, Steve Polk, Ed Reyelts



Serving at the Brew:

The Handsome Waiter served it up on a platter to these great collectors at the NABA-sponsored Brew City Advertising Show on March 10 in Waukesha, WI.

From left: Bob Pirie, Editor of the ABA Journal, Jon Huntington, Jim Welytok, the show's organizer, Paul Cervenka, NABA Membership Committee, and Harold Schultz.



\$18,240



\$7,980



\$1,404



\$2,736

Some strong 2023 auction results



\$1,989



\$2,736



\$1,824



Consign your items now for
NABA's next auction
July 21, 2024



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

Contact Matt Olszewski at Mattski323@gmail.com

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

Submissions are needed by May 15 — but first come, first served.

Auction is set for July 21st of 2024.





by Ken Quaas

Legendary Haydock Collection acquired by NABA partner Cone Top Brewery Museum

She might be 90 years old, but Helen Haydock still has big dreams for the future. When she and her late husband Herb built their legendary breweriana collections, they did so with a purpose.

The Haydock's goal was—and for Helen very much still is—to preserve and present the history of this country's brewing industry so that future generations can understand its role and importance in the culture and evolution of America.

"Herb and I always wanted a place where we could share the history of American breweries and encourage a new generation of breweriana collectors," Helen said.

Now, one of the finest breweriana collections to ever be assembled has found a new and permanent home at the Cone Top Brewery Museum in Vicksburg, MI. The Herb and Helen Haydock Collection, on display at the Minhas Brewery in Monroe, WI since 2010, was carefully wrapped and trucked to the Cone Top Museum during the weekend of February 17-18.

The collection contains hundreds of rare pieces of breweriana—many from the Pre-Prohibition era—with some being the only known existing examples.

The Mill is a 420,000 square foot Complex on a 120-acre campus. It was once the colossal Lee Paper Mill, which was the economic engine and primary



One of NABA's founding members, Helen Haydock, chats with Chris Moore on February 17 at the Haydock World of Beer Memorabilia Museum in Monroe, WI. Chris is a NABA member and developer of NABA's partner, The Cone Top Brewery Museum in Vicksburg, MI. The Cone Top Museum has acquired the Haydock Collection, which will be a featured part of the museum.

employer in this classic Midwestern small town of just under 4000 people. Vicksburg is a quaint village that lies between Chicago and Detroit. It is not far from Kalamazoo, MI, where NABA will hold its 54th annual convention in 2025.

NABA member Chris Moore, owner and creator of The Mill, envisions the Cone Top Museum as "NABA's Front Door," a place where collectors can come to enjoy stunning examples of breweriana, learn about NABA, and experience brewery history in an engaging, entertaining, and state-of-the-art environment.

"I am so proud that Helen believed in me

and the whole crew at the Cone Top Brewery Museum," Chris said. "The collection and the Haydocks played a key role in NABA's history. There is a wide range of beautiful and historic breweriana that will be preserved and displayed for people to enjoy now and in future generations."

Helen is extremely happy that the Haydock Collection has finally found a "forever home." Helen and Chris first got to know each other at NABA's 50th convention three years ago and have become fast friends, with a shared interest in properly preserving and conserving the collection that

Helen and her late husband Herb spent many years carefully curating.

"I was hoping to find the right permanent home for the collection and the Cone Top Museum is just perfect," Helen said. "The Museum has a partnership with NABA, and Chris and his team have proven to me that they will make excellent caretakers of all of these great pieces and that they know how to properly display them. Chris has been just wonderful. He has helped me so much and made me happy."

"Stewardship of the Haydock collection is an awesome responsibility," Chris said. "It takes all of what we've ever wanted to do to another level. We look forward to preserving these items and keeping them safe for the next 200 years and are excited about curating an engaging and experiential Haydock exhibit that'll be a different experience than what was at Minhas."

Chris and his team are currently working on some exhibits that will highlight some of Helen's favorite pieces from the collection. These will be on



Chris and Helen took time to chat about one of her favorite lithographs in what was one of the museum rooms at the Minhas Brewery. This one features three children merrily rolling a beer barrel (see page 20).

display at a special event open to NABA members on June 7-8 at Cone Top's temporary quarters in a group of 1870s-era historic buildings in downtown Vicksburg. That exhibit also will travel to the NABA Convention in St. Louis from July 29-August 3.

"Helen is a storyteller and we will endeavor to tell the story of the Haydock's history of collecting and NABA with our displays in Vicksburg. The Cone Top Brewery Museum will always have ample space to keep the collection together for NABA members and the public to enjoy," Chris said.

Helen is looking forward to seeing the exhibit of collection selections this summer in both Vicksburg and at the NABA Convention. "I am relieved because I was unsure about the future of the collection and wanted it to find the right home. Now I don't have to worry about it. Chris has been a blessing to me. I know he will take exceptionally good care of it and that we both want it to help tell the history of NABA."

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Helen's recollections of the provenances of many of the museum's pieces were carefully documented on video during a walk-through on February 17 and 18 in Monroe, WI.



NABA President Ken Quaas interviews Helen about the various artifacts in the upstairs display room at Minhas, prior to the dismantling of the Haydock Museum there.



NABA Creative Director Barry Travis discusses many of the brewery artifacts in the lower level display area at Minhas.

Selections from the Haydock Collection

will be on display for NABA members to see at the temporary Cone Top Museum in downtown Vicksburg, MI during the weekend of June 7-8. An exhibit of the artifacts also will be featured at the NABA Convention from July 29- Aug 3 in St. Louis, MO.



At the conclusion of packing up the collection on February 19, Chris removed the sign leading to the Haydock Museum at the Minhas Brewery as a souvenir for Helen. This will become a part of the Haydock display at the future Cone Top Museum.



Cone Top's Tom Hardy and Rob McCarty load a large, framed banner onto the 32-foot truck headed for Vicksburg. The beautiful, hand-embroidered cloth banner is one of the many treasures in the Haydock Collection. It promoted the Beer Bottler's Union of St. Paul, MN and dates from the Pre-Prohibition era.



Mindy Reno, Cone Top's Museum Collection Manager, directed the packing and moving process of the Haydock Collection.

More than a dozen people—including Cone Top Museum team members, NABA member volunteers and relatives of the Haydocks spent three days carefully wrapping and boxing the hundreds of artifacts from the Haydock Museum. The breweriana treasures were then transported to a secure and climate-controlled storage facility for future display at the Cone Top Museum.



Among the more than a dozen volunteers packing up the voluminous collection were NABA members Jim Schmalz and Cheryl Komp.



Longtime NABA member Mike Hajicek, who carefully inventoried the collection before it went for display at the museum in Monroe, WI in 2010, helps pack as Helen points out the highlights of one of the pieces.

The story of Herb and Helen Haydock

The dynamic duo of breweriana collecting

by Ken Quaas

When second grade teacher Helen Jones met her future husband at a dance in Northern Wisconsin in 1954, she had never had a beer. Now 90 years old, she still has never had a sip of the golden barley nectar.

But between that time 70 years ago and now, Helen became one half of the most influential and prodigious pair of breweriana collectors our hobby has ever had.

The man that Helen Jones met that fateful night in 1954 was Herbert Haydock. Herb was a true Wisconsinite who enjoyed a good glass of beer—especially of the Bock variety. He had spent time in Europe while he was in the U.S. Air Force and had a chance to sample some select brews from that continent. Once when he was in Germany, he even brought home some colorfully labeled beer glasses that had caught his eye.

In 1956, Helen married Herb and they moved into a house they bought in Wisconsin Rapids, WI. Herb's collection of beer glasses soon evolved into beer bottles and then antique embossed beer bottles.

The collecting begins

Soon the Haydocks found a shared favorite pursuit in collecting, "We had a recreation room in the basement with a back bar and we put up one beer bottle. Then we heard about antique embossed beer bottles and started buying them. Before you knew it, we had a thousand bottles," Helen remembered.

Because Helen is a lifelong teetotaler, one might wonder why she would have an interest in beer stuff. But her passion for breweriana collecting

came naturally for three reasons: she enjoyed travel and adventure, she had a keen interest in history, and as she lovingly says of her late husband who passed away in 2019, "Any interest of Herb's was mine, too."



Herb and Helen Haydock, c. 1982

Opening up new worlds

The pursuit of brewery treasures led to trips to flea markets and antique stores. These opened up new worlds of collecting for the Haydocks in the late 1950s and 1960s.

Helen recalled, "When we first saw the trays, that was the next step. They were in an antique shop where we were buying bottles. Herb said, 'You know, there's a bunch of things over there. They look sort of like pie plates.' We looked at them

and they had interesting artwork and we started buying them. And then pretty soon we were buying anything that had the name of a beer or a brewery on it."

Heading East

Herb and Helen spent their weekends in search of brewery treasures and that sometimes took them to the East, which was a hotbed of action for collectors. Helen said, "We went for long weekends. We would drive out to Shupp's Grove and Renninger's flea markets in Pennsylvania. They were wonderful. And at one of them we saw these sheets of heavy paper with beautiful brewery advertisements on them. They were hanging from clotheslines with clothespins, blowing in the breeze. We learned they were lithographs. Eventually we started buying those, too."

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“We met a lot of the collectors out there on the East Coast,” Helen recalled. “And of course, we became friends with Will Anderson. And one summer weekend, Herb and I drove all night to get to Connecticut, to Will’s house. We got to our hotel in the early morning and had about an hour’s sleep. Then we went to Will’s home with the other collectors and we were all outside, setting up the things we brought, and trading. That was really the first trade session for ECBA (Eastern Coast Breweriana Association), and about when that club was formed. This was 1970.”

Collection Coverage

During the course of their collecting journey, the Haydocks were documented by many local and syndicated newspaper articles and TV news stories, especially when their collections were displayed first at the Oldenberg Brewery and Entertainment Complex in Ft. Mitchell, KY and later at the Minhas Brewery, in Monroe, WI.

Collection of beer items on display

[illegible]

19,000 bottles of beer

Kentucky couple tends a mammoth brew of a collection

The Indianapolis News

FORT MITCHELL, Ky. — It began innocently with vinyl beer glasses — a souvenir purchase from Munich, Germany, in 1962, when Jack Haystack was serving as a cryptographer with the U.S. Air Force.

"Today, some think it's half million pieces of beer memorabilia fill the mammoth Oldenburg Brewery Co., 404½-acre vineyard, equipment, advertising signs, beer canisters, bottles, labels, trays and just about anything you'll throw and admire later. And that's not even half of the collection."

"We have every bit of material at home and in warehouses," says Helen Haystack, who serves as a curator with her husband for his magazine, "Once a collector, always a collector."

The Haystacks, of Whitesboro Heights, Va., entered several offices from brewers, distilleries and vintners for the collection. However, the office was for part-time of the collection and the Haystacks did not need to look it up.

After making about developer Jerry Oldenburg, propelling it to a beer theme park, the Haystacks returned. Oldenburg, who purchased the collection in 1967, Oldenburg, now houses the largest collection of 19th century beer. One of the largest museums of beer memorabilia in the world.

The Haystacks began about six months a year ago at Oldenburg's Oldenburg Inn, adjacent to the Oldenburg Brewery and Museum. Here, personally tends a huge display covers before a year to about of the artifacts, brewer planting flowers and shrubs around the building.

The Haystacks began worldwide in search of the building.

The purchased first a few dollars at the above Oldenburg's, and then, following the above, the above held periodically at the Indiana State Fairgrounds. "We bought start that more. At first, it was up a table to buy things."

The Haystack's collection contains 23,000 beer labels, 13,500 beer cans, 45,000 coasters, 1,000 beer signs, 125,000 U.S. and foreign stamps, 4,500 beer labels, 2,000 log labels, 1,520 beer can labels, 400 miniature bottles and cans, 600 beer and magazines, 800 brewery photographs and six brewery pictures.

The firms are displayed throughout the Oldenburg complex. There's a full-on-of-the-brewery brewing process in the lobby, through a mixture of beer and stimulating the walls of the Great Hall, Oldenburg's balcony and more beer in the complex's main hall.

Times photo: Brenda Steurer

Indy Ad Show and NABA

They learned about and began to attend the famed Indy Ad Show, held twice yearly at the Indianapolis Fairgrounds, and known especially in those days as a mecca for buying and selling the highest quality antique advertising.

Helen recalled that on their first visit to the Indy Show, “There were a couple other old timers that had started selling their good stuff, and so everybody was going there. We had rented a booth, but we didn’t have anything to sell, so we let other people put things in our booth, because we wanted to get in a day early, like the dealers did, so we could buy.”

It was at the Indy Show that they met and got to know John Murray, a knowledgeable collector from Hinsdale, IL who collected artifacts from Chicago breweries. Meanwhile, they also met Dick Bucht, a tavern owner from Milwaukee, who also was an avid collector. Believing there should be a club like the ECBA but headquartered in the Midwest, the three

Vol. CXI Issue 138 www.themonroetimes.com Saturday, June 23, 2012

Couple brews up memorable collection

By Tere Dunlap
tdunlap@
themonroetimes.com

MONROE — Among collectors of beer and brewery memorabilia, the names of Herb and Helen Haydock pop up all over the world.

Wintering for six months in Costa Rica and returning to their hometown of Wisconsin Rapids for two to three months, the couple will now make frequent summer visits to Monroe for the express purpose to taking care of their extensive collection, now on display at the Minhas Craft Brewery Tour Center and Museum.

"Oh, this is only half of it,"

said Helen. "They didn't realize how much we had."

Foremost collectors of breweriana, Herb and Helen were busy Friday at the museum, putting some finishing touches on the new micro-brewery display room, before the grand opening which starts today at noon.

The collection includes hundreds of brewery advertising artifacts. A gallery room holds lithographs and prints from the mid-1800 era to the 1950s and 60s. A lower-floor room holds collections of model cars, trucks and trains, tap handles, and growlers from around the world.

Herb wouldn't say which collectible was his favorite. A favorite collectible is like a favorite beer, he said.

"Everyone has their own."

But Helen was quick to point out advertising posters and calendars with the children depicted. "Those are my favorites," she admitted.

Herb and Helen have authored two books on beer memorabilia. "The World of Beer" and "Beer Advertising Memorabilia" offer a brief history of breweries, along with full-color pictures of individual items in their collection.

Helen pulled one of the books out as she explained the

See COLLECTION, Page A6



Herb and Helen Haydock, among the nation's foremost collectors of breweriana, will be at the grand opening of the Herb and Helen Haydock World of Beer Memorabilia Museum from noon to 5 p.m. Saturday and Sunday at the Minhas Craft Brewery Tour Center and Museum in Monroe.

Times photo: Brenda Steurer

For the love of a good beer ad

[illegible]

19,999 bottles of beer on the wall

[illegible]

Halim Haydock's collection includes original Miller High Life girl advertising.

founded the National Association Breweriana Advertising, or "NABA," for short in 1972.

Author's Note: In the next issue, we will explore in greater depth the history of NABA and Helen's memories of our organization's origins and evolution.

The collection flourishes

The Haydock's collection continued to grow and flourish in both quality and quantity by the late 1970s, spurred by their extensive travels and the many friends they made through NABA. Helen notes that the latter was even more valued by the Haydocks than the treasures in their collection. "Herb always said, and I agree, that the greatest thing about this hobby is all of the wonderful people that you meet from all over and the friends that you make."

By the 1980s, the Haydocks had amassed what was generally accepted to be the country's largest breweriana collection—and perhaps the biggest in the world. "Our collection just kept growing because we just kept seeing things that we liked," Helen said.



A union with Oldenberg

Because of its size and scale, much of the collection was in storage. This plagued the Haydocks, as they yearned to share it with others. They decided to retire in 1987, Herb as a paper company executive and Helen from teaching. It was then that they began exploring possibilities for a permanent place to display a large portion of their collection for the public to enjoy.

What seemed like an ideal home was found at the Oldenberg Brewery Complex in Ft. Mitchell, KY. Created by a visionary businessman and developer named Jerry Deters, Oldenberg was a combination entertainment complex and brewery built to resemble an historic German beer hall that was situated on a 22-acre campus just 15 minutes south of Cincinnati. It also housed an English-style pub and importantly, a huge, high-ceilinged "Great Hall" spanning nearly a half-acre that could seat 750 people.

Herb and Helen thought Oldenberg would provide a perfect backdrop to display at least a generous portion of their collection, which by then had numbered more than one million pieces—including an estimated 150,000 labels, 45,000 coasters, 23,000 bottles and 12,500 beer cans. And among those masses were many rare, Pre-Prohibition era pieces, including lithographs, self-framed tin signs and serving trays—some that were the only existing examples known.

The collection was sold and trucked to Oldenberg and Herb and Helen spent many months in residence, setting up what became known as "The American Museum of Brewing History and Arts." Oldenberg was subsequently the setting for many breweriana events, most notably the 1992 NABA convention.

Sold to Miller, then sold off

Unfortunately, within a few years, the grand Oldenberg Complex was experiencing financial problems, began to fail, and the Haydock's collection was sold to Miller Brewing Company in 1996. Miller initially had plans to create its own museum at the Milwaukee brewery for its display, but plans changed when hands changed—Philip Morris sold Miller Brewing Co. to South African Breweries in 2002.

Miller's new management sold off the huge Haydock collection piecemeal over a period of years. Some of it can still be seen in the Water Street Breweries in the Milwaukee area. The remainder was auctioned off to private collections.

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B12 THURSDAY, OCTOBER 22, 1998

WE

METRO.

If you've got the time, tour has 50,000 items on beer

BY SUSAN VELA
The Cincinnati Enquirer

FORT MITCHELL — The Oldenberg Brewing Co. Museum is more than a decade old. Like wine, the age of the collection of beer coasters, posters, bottles and trays seems to make it better for visitors.

They keep coming, said Emma Oberbarte, Oldenberg's vice president of operations.

The museum houses the world's largest collection of beer memorabilia. It attracts up to 30 visitors a day during the work week and up to 75 a day on the weekend.

Those visitors from around the nation often return, eager to share the museum's collection and samples of the brewery's ales and lagers with their friends.

"It's a lot of fun," said Ms. Oberbarte. "There's a lot of rich history. It's not your basic 'This is how you brew your beer' tour. It's

interesting enough that you want to pass along the information and have (others) experience it."

Bob Neidigh of Port Clinton, Ohio, and Mark Kaminski of Southgate, Mich., agree. They visited the museum Wednesday morning.

"It's interesting how they turn water, grass and flowers into a mind-altering substance," said Mr. Kaminski at the tour's conclusion.

Tour guide Tom Heidrich led the two friends on the hour-long tour, which details beer history in this nation.

On the tour, for example, Mr. Kaminski and Mr. Neidigh learned that the U.S. national anthem, the "Star Spangled Banner," is reminiscent of an old English drinking song.

They also learned there were 132 breweries in the nation in 1810, 4,131 in 1873, and 756 in 1934, the year after the repeal of Prohibition. A poster detailing these

statistics also gave evidence to the rise of microbreweries. In 1996, the nation had 40 breweries and at least 700 microbreweries and brew pubs.

The museum has existed since 1987, when the Oldenberg Brewing Co. opened at 400 Buttermilk Pike. Its collection was gathered by Herbert and Helen Haydock of Wisconsin. They continue to travel the world collecting brewing memorabilia.

The collection comprises about 50,000 items, and not all of it is on display.

About 100 boxes of bottles and cans remain in a warehouse.

Tours of the museum run between 10 a.m. and 5 p.m. They begin on the hour. Ticket prices are \$3; \$4, for those who want to sample Oldenberg beer.

Oldenberg: The first Haydock Museum

The scale of this large Complex, which sat on about 20 acres, is evident by the visual on the front of this souvenir postcard. On the back of the card, Oldenberg is said to have been “inspired by the famous festival halls of Europe” and boasts of “Three restaurants, live entertainment, tours of the brewery, and the world’s largest collection of brewery memorabilia.”

The Oldenberg brewery was seminal in the rebirth of craft breweries in the Cincinnati area when it opened in 1987. The adjoining Drawbridge Inn was a conference center with nearly 400 hotel rooms.

The owners of the Complex acquired the first Haydock Collection, which Herb and Helen Haydock curated into a museum called the American Museum of Brewing History and Arts, which opened in 1991.

Sadly, the Complex fell on financial hard times, the brewery closed, and the campus was re-purposed and then finally demolished in 2014.



Postcard of the Oldenberg Brewery and Entertainment Complex, c. 1992.



The Oldenberg brewery produced a variety of breweriana, no doubt in part as an homage to the tremendous collection it housed. There were coasters, trays, neons, metal signs and this rectangular serving tray, c. 1992.



Helen and Herb are pictured at the Oldenberg Complex in 1992. Their famed collection, which they personally curated over a period of years at Oldenberg, became the backbone for what was called “The American Museum of Brewery History and Arts.”

Despite more than 8000 square feet of display walls and a 65-foot-high atrium ceiling, the building was still only able to house about half of the estimated one million pieces of the Haydock’s voluminous breweriana collection, which had been transported in two 48-foot long trucks.

But wait, there’s more

Even though they had effectively sold their massive, first collection to the owners of the now-defunct Oldenberg Complex, that didn’t stop the Haydocks on their collecting journey. Far from it.

From 1987 until 2010 or so, Herb and Helen built a second assemblage of renowned breweriana, once again with many rare and beautiful pieces. This has been on display at what was called “The Haydock World of Beer Memorabilia Museum” at the Minhas

Brewery which was formerly the historic Joseph Huber Brewery in Monroe, WI. This also provided a home—albeit more modest than Oldenberg—where Herb and Helen could display and share their knowledge and passion with visitors to the brewery.

A new home at the Cone Top Brewery Museum

Recent management changes at Minhas and Helen’s friendship with Chris Moore, creator of

Minhas Brewery: The second Haydock Museum

The Minhas Craft Brewery, founded in 1845 is the Midwest's oldest brewery and the second oldest in the nation behind Yuengling Brewery in Pottsville, PA, which dates from 1829.

The brewery has had many name and ownership changes since its founding and was best known first as the Blumer Brewery, from 1891-1947 and then as the Joseph Huber Brewing Co., from 1947-2006. It was then sold to its largest contract beer client and re-named Minhas, the family name of its Canadian owners.

Today, Minhas contract brews a wide variety of labels and still brews Huber Bock, its most popular brand in the Midwest.



Herb and Helen in one of the many display rooms of the World of Beer Memorabilia museum at the Minhas Brewery, 2015.



Part of the Haydock Museum at the Minhas Brewery prior to its move to the Cone Top Museum.



The Haydocks stand with their 1920s era delivery truck when their new museum opened at Minhas in June 2010. The delivery truck is being donated by Helen to the Cone Top Museum.



Entrance to the Visitor's Center at Minhas (above) and sign promoting the museum .

The Cone Top Brewery Museum and himself a NABA member and avid collector, persuaded Helen to pursue the Cone Top Museum as the next home for the Haydock Collection.

For Helen, the combination of Chris Moore's stewardship of the collection and the partnership with NABA was a deciding factor in her decision to make the move to the Cone Top Museum.

Helen said, "The Cone Top will be the best place for our collection because it has a

sponsorship with NABA. Herb always wanted NABA to have a museum. We know that Chris will take good care of the collection and display it very well. He has wonderful people that will do a better job than I could do. And that part of The Cone Top Museum that will display the collection will carry the Haydock name. I am relieved that our collection has found such a good home."

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Some of Helen's Favorites

Children on trays

Helen Haydock has been known throughout the years as someone with a highly discerning eye for breweriana. Many of her favorite pieces are from the Pre-Prohibition era, and she appreciates them for their artistic beauty and subject matter. Regarding the latter, children are delightful subjects that always intrigued her when they appeared in brewery advertising—a practice that ceased after Prohibition.



Franz Bros. Brewing Co., Freeport, IL.,
16.5 x 13.5 in., by Meek & Beach Co., Coshocton, OH. c. 1905.

This stock tray, called "Child with Roses," was made for a brewery that existed from 1896-1920. Freeport is a small city in north central Illinois near the Wisconsin border.



Malt Wein, Dallas Brewery, Dallas, TX, by Kaufmann & Strauss Co., New York, NY, c. 1910.

The tray carries the amusing title, "He knows a good thing," in reference to the malt wein, or extract. This spectacular tray may be the only existing example.



Duesseldorfer Beer, Indianapolis Brewing Co., Indianapolis, IN, by Chas. W. Shonk Litho., Chicago, IL.

This well-known tray shows a baby seemingly sipping from a beer bottle and lists the many medals awarded to the beer at various prestigious international competitions.



Silver Foam Beer, Export and Pilsener, Grand Rapids Brewing Co., Grand Rapids, MI. 16 x 13 in., by Kaufmann & Strauss Co., New York, NY.

A memorable scene showing a family with two young children sitting around the table. The mother tends to the children as the father enjoys a glass of Silver Foam.



Stroh's Bottled Beer, Stroh Brewery Co., Detroit, MI. 10.5 x 13 in., by the Meek Company, Coshocton, OH, c. 1900.

This highly distinctive tray depicts the "Munich Child" character in monk's robe with pointed hood, delivering a case of quart bottles.

Children on lithos

This is one of a series of many such “yardlong” calendar lithographs for Pabst Malt Extract but is arguably the most memorable one.

Entitled “Babies of Every Land and Clime,” the illustration features a stunning visual composite of infants of every race from around the world, each holding a calendar page and seemingly wrapped and ready for delivery by the stork.

The stork stands at the bottom of the visual, perched on one leg on a pile of opened letters. He is holding a handwritten letter with the claw of his other leg, that is addressed to “Mr. Stork.”

The association with babies is not surprising, as Malt Tonic was promoted as among other things, “an ideal preparation for nursing mothers, giving them abundant nourishment to resist the extra drain upon the system.”

This 1903 newspaper ad promoted the availability of the eye-catching calendar to consumers at a cost of 10 cents with postage pre-paid, as “an ornament to any home.”

It was illustrated by famed artist Maud Humphrey, (1868 –1940) who was both a commercial illustrator and watercolorist. Humphrey’s work included child portraits and illustrations for calendars, greeting cards, post-cards, fashion magazines, and more than 20 story books. Interestingly, she also was the mother of actor Humphrey Bogart and often used him as a model when he was a child.

Pabst Extract

1904 Calendar | The “Best” Tonic

The Pabst Extract Calendar for 1904 is simply bewitching.

Maud Humphrey designed it; that’s a pledge of its daintiness.

She christened it, “Babies of Every Land and Clime.”

There are twelve dear, sweet, little babies, of twelve different nationalities; each charmingly costumed.

The entire twelve are portrayed in 18 printings, on one exquisite Art Panel, size 10x30 inches; free from advertising.

Little girls and big girls, mammas and grandmas, will take keen delight in the Pabst Extract Calendar for 1904. It is an ornament to any home; an acquisition to any art collection.

It will be sent, pre-paid, for ten cents, coin or stamps. The edition is limited; better write for your copy today.

Maud Humphrey.

Address, Pabst Extract Dept., Milwaukee, Wis.

Do you enjoy living?
Do you want more vitality, more energy?
Take **Pabst Extract**
It is pure, concentrated malt.

It gives zest to the appetite, steadiness to the nerves, strength to the muscles.

Pabst Extract builds up the system; keeps the system from breaking down.

Better build up before you break down.

“We have used Pabst Malt Extract continuously and always recommend it to anyone desiring a good, healthful tonic. My wife has been greatly benefited by it, and enjoys much of her strength restored.”
—*Robt. A. Smith, Toledo, Ohio.*

Every man and woman needs a tonic. **Pabst Extract** is The “Best” Tonic for everyone.

It quiets the heart action; soothes tired nerves; strengthens all physical weakness.

It gives vigor to nursing mothers, and vitality to their babies. Healthy babies come to healthy mothers.

Pabst Extract brings health. At all druggists.

CALENDAR



“Yardlong” lithograph calendar for Pabst’s Malt Extract, Pabst Brewing Co., Milwaukee, WI, 10 x 30 in., dated 1904.

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Children on lithos



Die-cut, lithographed cardboard with calendar, Detroit Brewing Co., Detroit, MI, 10 x 14 in., no mfg. mark, dated 1896.



This visual features a girl being rolled on a beer barrel by a young boy and another young girl. This company existed only 10 years, (1880-1890) and was in the small Wisconsin town of Jefferson, midway between Milwaukee and Madison.

Jefferson Brewing and Malting Co., Jefferson, WI, 14.5 x 19 in., no mfg. mark, c. 1880s.



Die-cut cardboard calendar sign, Muesel Brewing Co., South Bend, IN, 11.5 x 14.5 in., no mfg. mark, dated 1917.



The Frank Jones Brewing Co., Portsmouth, NH, 14 x 20 in., no mfg. mark, with calendar dated 1902.



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Finding my Yuengling “Holy Grail”

by Jeff Schneider

As I am sure many of us obsessed collectors do, I start many days with a nice cup of warm java, relax in my comfy, aged recliner, kick up my feet and start searching. You know the rituals we find ourselves doing to discover new breweriana on the internet. Even if we don't have a dime to spend at the moment, we search.

Years ago, when I began to search online, I simply checked the main source: eBay. But in recent years, I started scouring more traditional auction sites as well as those that mainly feature breweriana. This gives me even more time to look, as my morning cup of coffee goes cold.

Over time, the more desirable and truly rare breweriana items seem to have mostly disappeared from eBay in favor of the other, more high-end auction sites. But every once in a blue moon there is something special that pops up on eBay.

Can it be real?

This was the case on January 11, 2023, when I started my morning coffee with what typically is a routine, boring scan of eBay. But today was no ordinary day. No sir, coffee does not usually shoot out of my mouth across the room—to my wife's dismay—as it did on this cold winter morning. Wow. There it was. A breweriana collector's “Holy Grail”—a stunning, Pre-Prohibition reverse-on-glass corner sign from the very brewery that I collect—Yuengling!

However, my excitement was quickly tamed by doubt. But it



Jeff “Yuengling Guy” Schneider holds the crown jewel of his extensive collection focused on Yuengling breweriana. A retired U.S. Navy officer with 42 years of service, Jeff says his Uncle Sam costume is inspired by “The amazing brewing history of the United States and especially that of Yuengling, America's oldest operational brewery (since 1829). This puts me in a patriotic mood and is also the reason I sport an ‘Uncle Sam’ goatee, along with my love of bock beer.”

can't be. It must be another damn scammer who copied some photos off the internet and reproduced a fake sign or had it made in someplace like China or India. To add to my skepticism, this seller had only one eBay feedback—that's right—

just one other time he had sold something on eBay.

Despite my doubts, the more I looked at this sign, the more stunning I thought it was. Prior to 1900, point-of-sale advertising outside a tavern needed to catch a potential patron's eye to pull him in. This ornate, colorful sign would most certainly accomplish that objective. But the majority of these signs—especially those made of glass—likely experienced a very short lifespan. If they did survive, most were either discarded or destroyed with the advent of Prohibition.

A true survivor?

Those few reverse-paint-on-glass survivors faced other perils of time, often stashed in basements, attics, barns, or other inhospitable storage facilities. There they experienced potential damage from water, heat, cold or all three. We collectors understand that this is why so few of these beautiful signs exist today.

But this sign was found in pristine condition and somehow avoided these obstacles for more



A sign with the same design as Jeff's is shown hanging outside a hotel bar, c. 1890s.

than 100 years. I decided to message the seller to potentially uncover whatever fraud he might be perpetrating. I hit him with questions that would stumble any scammer. But to my surprise, his answers were straightforward and convincing.

He said it was found in an old beer distributorship in Kutztown, PA that he had formerly owned. I did a quick internet search and his story checked out. Still highly skeptical, I sent pictures of the sign to two of our hobby's esteemed experts on reverse-on-glass restoration, requesting their professional scrutiny. The answer came back from both of them that yes, this sign did indeed appear to be the real deal.

The backstory

I then did a little research on the sign's history. The manufacturer was John L. Dawes Mfg. Co. of Pittsburgh PA, a company established in 1846 as a bottle maker. In 1883, Dawes expanded its business and began producing very ornate reverse-on-glass advertising signs such as this one for D.G. Yuengling and Son. The name painted on the inside of the glass "THE JOHN L. DAWES MFG. CO. PGH PA" dates this piece to prior to 1891 (1883-1890) because in that year the company shortened its name on the advertising it produced to simply: "Dawes Mfg. Co."

Still, as a longtime Yuengling collector who had never seen anything like this, I wondered where this gem had been safely hiding all these years. I dug deeper and learned the history of its former home, the Kutztown Bottling Works (KBW) distributorship, which oddly opened its doors in 1928 during Prohibition. In 1962, the original owner sold KBW to a couple named Barney and Elly Bieber. In 1965, the Bieber's son-in-law, Donald "Spike" Miller, was asked to help install additional wiring through the attic of the distributorship building.

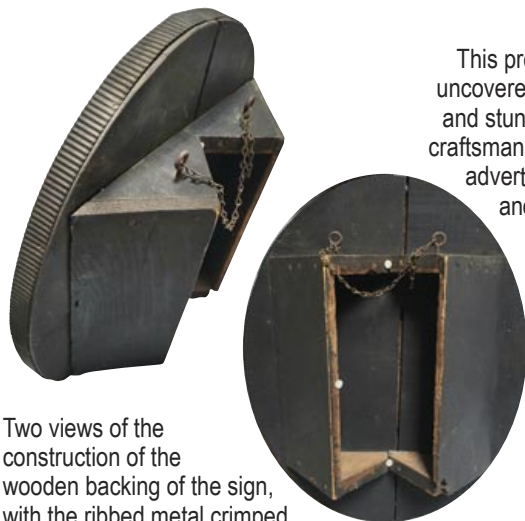
An attic discovery

While in the attic, Spike noticed a bump under the blown insulation. He swiped his hand across the bump, clearing away the insulation and revealing a long-protected and perfectly preserved reverse-on-glass sign. It had been in the attic, likely since the Prohibition era, and was unknown to the Biebers. It was subsequently discovered that this sign was displayed in a prominent local hotel in the days before being hidden away during Prohibition.

The Biebers were delighted by the find and hung it in the back office of
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This pre-1891, reverse-on-glass corner sign was uncovered in 1965. It is an amazingly well-preserved and stunning example of the intricate, hand-painted craftsmanship involved in producing pre-1900 brewery advertising. This rare example measures 15 x 20 in. and was created by the John L. Dawes Mfg. Co., Pittsburgh, PA.



Two views of the construction of the wooden backing of the sign, with the ribbed metal crimped to hold the glass in place (left) and the wooden brackets (right) to attach to a corner of a building.



The hand-painted sign is intricately detailed as seen here in the rendering of the Yuengling eagle symbol.



Jeff's sign reportedly hung at the American House Hotel in Kutztown, PA (left). The circa 1860s stone building was replaced by the New American House in 1908 (right). It was built by brewer John Barbey, who owned the building. It appears a P. Barbey & Son beer sign (of Reading, just 15 miles southwest of Kutztown) prominently hung on the new structure.

Sometime after Prohibition, the sign was moved to the nearby Kutztown Bottling Works (below), where it was stored in the attic until being rediscovered in 1965. Photos and historical information on the American House, courtesy of Kutztown Area Historical Society.



The sign's new owner, Jeff Schneider, met up with former owner Spike Miller in January 2023 (below), to take custody of his spectacular sign. The Yuengling corner sign was in Spike's family's possession at the former Kutztown Bottling Works for 60 years. The picture at left of KBW was taken in 1946. Spike's father-in-law, who bought the company in 1962 from his in-laws, is standing at left, in the back.

The winning bid

The auction ended on Wednesday, January 18 at 3:30. That's a day and time I will never forget. At that moment I was driving north on highway 81 through Virginia heading home. I pulled over at a rest area and put in my maximum bid and held my breath as the final seconds counted down. The message on my phone read: "You are the high bidder. Item Won!"

I sat there staring at my phone. It took a while to sink in that an "Average Joe" like me, (now more in debt than the Average Joe), had just acquired this beautiful and amazing piece of Yuengling brewery history. I had never seen anything like this sign before from Yuengling, let alone dreamt that it could be hanging on my wall. Did I spend too much? Maybe. But I may never again be able to snag a stunning piece like this. And I ain't getting any younger.

When I look at this fine work of art on my wall, I think of it as my "Breweriana Mona Lisa." And I plan to appreciate it and enjoy it as its lucky next caretaker during the rest of my time on this planet.

About the Author: NABA Member Jeff "Yuengling Guy" Schneider collects "anything from Yuengling" and is building a Yuengling Museum at his future home in Nantahala, NC. Reached him at: YuenglingGuy@yahoo.com or (571) 247-1762.

the distributorship, where it remained until they retired in 1989. At that point they turned over ownership of the business to their daughter Audrey and her husband, Spike, who left the sign hanging in the office where it had been since 1965. There it remained until Spike retired and hung it in his basement as a memento of the family's decades-long ownership of KBW.

Spike and Audrey came to realize that this beautiful old sign, preserved as if it had been in a time capsule, had some value. They told me that they felt it was just collecting dust in the basement and were concerned that it could fall and break. A friend recommended Spike list the sign on eBay. He had only sold one other item on eBay—an old Toyota a few years back. That explained why he had only one feedback rating on eBay.

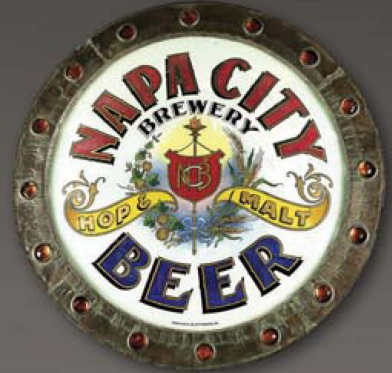


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Discovering breweriana collecting

by Alan Paschedag,
as told by
Jonathyn Mowat

Author's Note:

Jonathyn Mowat is a native of Kenosha, WI, which is about 60 miles north of Detroit. After high school, Jon joined the Marine Corps and today he is a college student at the Michigan Institute of Aviation Technology in Canton, MI. He is studying to become an aviation technician.

At age 25, Jon is one of NABA's youngest members. He has only been collecting for about a year. One of the questions he is frequently asked at breweriana shows is, "How did you start collecting beer stuff?" We wondered the same thing, and with his help, wanted to tell his story here. As you'll learn, an important part of his collecting journey has been the warm welcoming and mentoring he has received from fellow NABA members.

Jonathyn's Story

I am a new collector, but my interest in breweriana began at a very young age. I was about 5 or 6 when my grandpa, a collector, would regularly attend the local auction. I was fascinated, watching him bid on various beer signs or steins that the auction might have. This was in Memphis MI, near my hometown of Kenosha.

My grandpa and I were very close. He lived less than a mile away and at that age, I was at his house almost every day. When I was over at Grandpa's

house, his upstairs "Mug Room" was where I always wanted to be. That's where he kept the breweriana he bought at the auctions. I knew that room was special to him, so it also made it special to me.

Even though I was not allowed in there, time and again I would sneak up to the Mug Room and open the cabinets. There were more than 250



Jon Mowat, one of NABA's youngest collectors at age 25, stands in front of his Schlitz collection, which he has impressively assembled in less than a year of collecting.

John says, "In this I am holding a picture of my grandpa and his collection. He once submitted it to an Anheuser-Busch Collectors Club Magazine, but it never made it into the magazine." Now it can be seen in NABA's magazine.

Anheuser-Busch steins on display, along with mirrors and posters. I was surrounded by stuff I thought was purely awesome. But my time in the Mug Room would not last long, as the second I would make noise, like clinking the mugs together, I would hear my grandfather yelling “Get out of my Mug Room!”

Recognizing my interest in his beer stuff, Grandpa bought me my first beer mirror for my birthday when I was nine years old. It had a NASCAR theme with Dale Earnhardt Jr. on it. Sadly, in 2015 when I was a teenager, Grandpa passed away.

Thereafter, every time I would go to visit my grandma at the house, I would spend time in Grandpa’s Mug Room just looking at his stuff.



Tin charger, 24 in. diameter, by Chas W. Shonk Co. Litho., Chicago, IL, c. 1900.

This is the only charger by Schlitz and carries the slogan at the bottom :“Ah! Isn't Schlitz Always Good.”

His collection sat mostly untouched, gathering dust. One day in 2023 I decided to photograph and document everything. Somehow, I felt the need to do this, almost as if my grandpa was guiding me and sharing his passion in a way he was never able to when I was younger.

Documenting Grandpa’s collection

I figured I’d like to get pictures of all his items before they are someday dispersed. I began cataloging his entire collection, researching the different items he had, where he bought them, and how much he had paid for them. I looked

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Grandpa’s guiding hand

Jon’s late grandfather, Thomas Healy, was a member of the Anheuser-Busch Collectors Club. The club published a magazine called *First Draft*, and Mr. Healy submitted this picture of himself for their “Members Spotlight” section.

According to Jon, family members were unaware that his grandfather had submitted this photo (taken in his “Mug Room” about 1991) until Jon found it among his collection papers this past year. The picture never made it into the magazine . It is now published for the first time in the *Breweriana Collector*. We hope Mr. Healy would be proud.



Jon and his grandfather in 2002.

through his various catalogs and saw steins he had highlighted and bought and others that he wanted but never got.

This sparked my interest in breweriana and I decided to continue Grandpa's legacy by starting my own collection that reflected me and my interests.

I chose to focus on breweriana from the Schlitz Brewing Company, as it was at one time Anheuser-Busch's biggest competitor and the country's top brewer by volume from 1934 to about 1950. Schlitz has an interesting history with its major downfall and the fact that it was bought out by the smaller Stroh Brewing of Detroit, which is about an hour south of my hometown.

My collection begins

I decided I wanted to collect just as seriously as my grandpa. The first Schlitz item that I acquired was a back bar lamp featuring a woman holding a globe that I bought on eBay. When it came in the mail, I brought it to my grandma's house, went upstairs, and opened the package in the Mug Room in Grandpa's honor. This is when my passion for breweriana and its history began to take off.



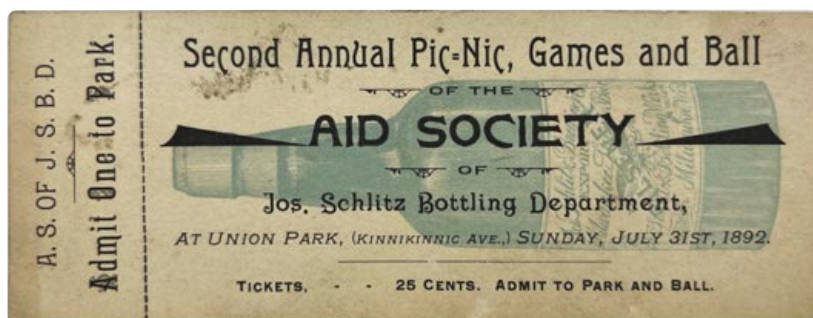
Self-framed tin, 28.5 x 22.25 in., by Chas W. Shonk Co. Litho., Chicago, IL, c. 1906.

This dramatic scene, entitled "The Maid's Dilemma," was reproduced as a posted by Schlitz in the 1970s and widely distributed. This is one of Jonathyn's most recent—and impressive—acquisitions.

Soon, I was searching antique malls, but did not find much. Then I noticed a flyer at a local antique shop. It said something like, "Beer can and sign show." I didn't know there was such a thing, but I thought that this might be exactly what I was looking for. After all, a few months had passed and I still had only the one Schlitz piece.

Self Framed tin sign, 9.5 x 21.5 in., by Chas W. Shonk Co. Litho., Chicago, IL, c. 1910.

This sign depicts a U.S. Army cavalry officer of the period and is one of a series showing military officers.



Paper card stock ticket, 2 x 5.25 in., dated 1892.

This intriguing piece of ephemera is an admission ticket to the "Second Annual Pic-Nic, Games and Ball of the Aid Society of Jos. Schlitz Bottling Department," likely a fundraising event held on July 31 of 1892 at Union Park in Milwaukee.

This ticket either went unsold or unused, as it still has its "admit one to park" perforated tear off piece intact. The background features a bottle of Schlitz's Milwaukee Label Beer Export Pilsner, an early brand of the brewery. On the back is printed "A.S.-J.S. B. Co. B.D." an abbreviation for "Aid Society of Jos. Schlitz Brewing Co. Bottling Department."

Discovering other collectors

It was in May 2023 when I arrived at a VFW hall in Wyandotte MI and walked in and looked around. It was a breweriana show put on by a group called the Stroh's Fire-Brewed Chapter. I quickly realized that at 25 years old, I was by far the youngest person there. But then a whole new world was revealed to me. Even though the people in the hall were older and much more experienced as collectors, they welcomed and took an interest in me.

I met NABA members Joe Olsen, Tom Philport, and Frank Pfeiffer, who are veteran collectors from my area. They were friendly and asked me if I belonged to NABA or ABA or the BCCA. I had no idea what they were even talking about. They invited me to join the chapter, encouraged me to join NABA and told me I should go to the NABA convention that was coming to Chicago in the summer. My first thoughts were, "There's actually other—and even bigger—shows for this kind of stuff?"

At that point, my collection was just a group of random items. Joe Olsen recommended that I decide on a collecting focus and that would make me happier with my collection. I have come to



Chromolithographed paper booklet, 5 in. diameter, by The Beck and Paul Lith. Co., c. 1893.

This 9-page booklet was created as a souvenir for the 1893 Chicago Worlds Fair, as a handout to attendees. The booklet contains a variety of scenes from around the world, and black and white photos of different parts of the Schlitz brewery. The booklet originally had a ribbon tied through the round pages together but is now missing.

realize that this was very good advice. I chose to focus mainly on acquiring Schlitz pieces from the brewery's first 100 years—so anything prior to 1949. And that's when Schlitz was at its peak.

The NABA convention

I was so excited for the NABA Convention that I drove the 6.5 hours straight to Illinois after my last college class on Thursday, arriving at midnight. Entering the hotel, it was like walking into the golden gates of breweriana heaven. There were people and signs and everything you could imagine, literally everywhere.

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Ceramic platter promoting Schlitz distributor, 9 x 21 in., by Sterling China, Sebring, OH, c. Pre-Prohibition.



This oval platter is stamped "Compliments of Frank Fenolio," who is listed as a wholesaler for Schlitz in Fort Smith, AR. This rare piece was likely a giveaway and its advertising is subtle, overshadowed by the wildlife scene featuring a ring-tailed pheasant. This item was a stock piece by Sterling China, which later changed its name to E.H. Sebring China Co.

Walking into the hotel rooms for room-to-room trading, I just got so excited by what I was seeing. I was very happy to be there connecting with new people and being around so many others who had the same interest in collecting breweriana.

At the convention, I bought two signs that I couldn't bear to leave without. One was a scarce Pre-Prohibition Schlitz charger and the other was a Prohibition-era tin sign that showed the familiar Schlitz brown bottle but said "drink" instead of "beer."

When I got home, I immediately showed my family my new additions. We all talked about how proud Grandpa would be if he was still here.

The convention sparked my interest even more in collecting, and I began to search the internet for everything Schlitz related.



Tray advertising "Jos. Gahm & Son Co. New England Agents, Boston", by Kauffman & Strauss Co., New York, NY, c. 1910.

Jos. Gahm and Son Co. was the agent (distributor) for Schlitz in Boston, MA. This rare 13 in. tray has a matching 4 in. tip tray that also is rare. It is likely that Gahm commissioned the tray (rather than Schlitz), suggesting that fewer of these were made, contributing to its rarity.

Jon is proud to have contributed a photo of his tray to the Trayman 2.0 Powered by NABA database.

I enjoy every piece in my collection and try to do extensive research on each one to understand its history.

I am currently a proud member of the Michigan, Stroh's Fire-Brewed and Frankenmuth chapters. I enjoy going to their shows as well as the B'gosh show in Oshkosh, WI, run by another mentor of mine, Jared Sanchez, who is on NABA's Membership Committee.

After listening to the leaders of NABA speak at the podium at the 2023 convention banquet, I decided that one day I also want to be up there. Being in NABA really makes me feel like I am a part of a great group again, just the way I felt when I was in the Marine Corps.



Reverse-on-glass, shield-shaped sign, 20 x 9.5 in., no mfg. mark, c. Pre-Prohibition.

Tin sign advertising, "The Drink that Made Milwaukee Famous," 11.5 x 23.5 in., no mfg. mark, c. 1920s.

While still promoting the product in the familiar brown bottles as before, the word "drink" has been substituted for "beer," reflecting Prohibition times.

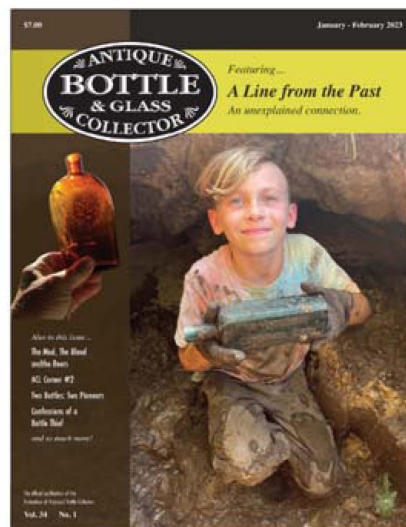
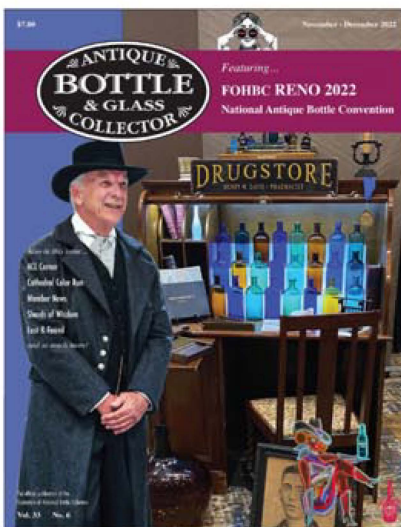
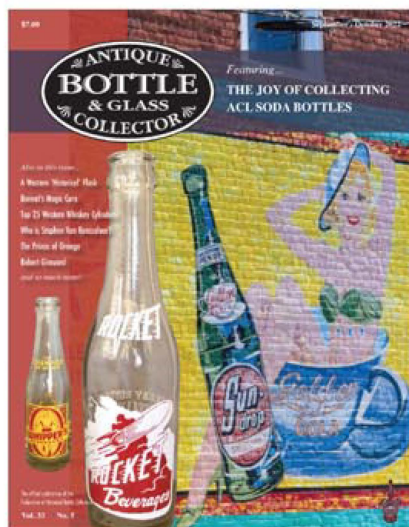
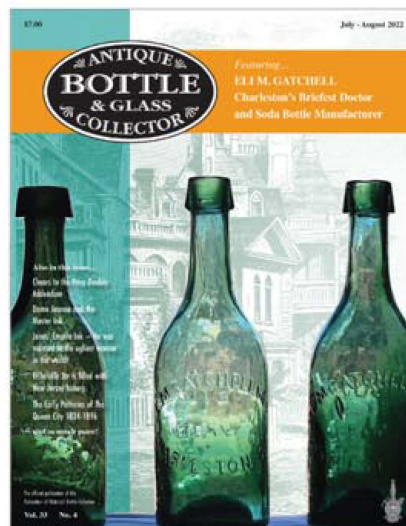
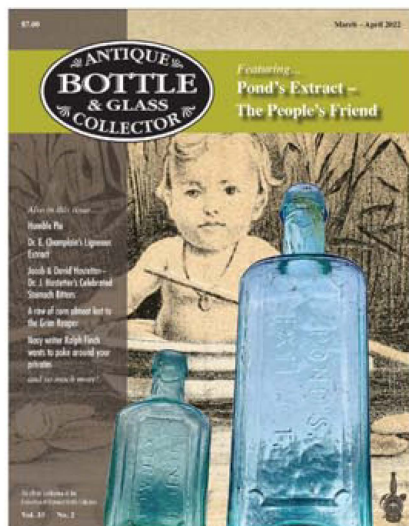




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Chalk Talk

BY RICK BASKEN

Falling for Falstaff

The Falstaff Beer brand has a long and rich history that spanned more than 100 years, (see Joel Gandt's article on the origins of Falstaff in this issue). Introduced in 1899 by the William J. Lemp Brewing Company in St. Louis, MO, the brand is named after Sir John Falstaff, a famous Shakespearean character.

The Falstaff character was famous for his love of food and for drinking too much of what was called "sack," an expensive, imported sweet wine. In fact, Falstaff spent most of his money on sack, kind of like I do with breweriana!

Just after the start of Prohibition, the Lemp family sold the rights to the Falstaff brand name and the Lemp shield logo to "Papa" Joe Griesedieck who then created the Falstaff Corporation. The new company first produced soft drinks with the Falstaff brand name and then shifted to producing beer after the repeal of Prohibition in 1933.

I purchased my first Falstaff chalk bust on eBay, probably in my second year of collecting chalks. I was excited by getting this piece because of its high level of detail. At the time, it also was one of my pricier pieces. Unfortunately, it arrived damaged – the right arm holding the bottle was broken off. Although it was a clean break, it was still my first mailed "chalk casualty." The seller refunded my money and I was left to figure out what to do next.

Sir John stands tall



The first Falstaff chalk statue added to Rick's collection includes a 12-oz. bottle and is 16.75 in. tall, c. 1939 - 50.



Sir John carrying the shield, also with a 12 oz. bottle, 16.5 in. tall, c. 1954-57.



Posing with his arm warpped around a 12 oz. bottle, 12 in. tall, c. 1941-50.

I did a Google search, looking for a chalk repair man, and to my surprise I found a guy in nearby Milwaukee named Todd Brown. I called Todd and he said to bring the damaged Falstaff bust over to his place. Todd's shop is in a portion of a four-story brick building that was once owned by the Schlitz Brewing Company. He collects and deals with all types of breweriana, but he also collects and restores chalks.

A few months later, Todd finished the Falstaff chalk repairs, doing an excellent job with a perfect color match and no sign of any damage. He was kind enough to show me his work area and all the different colors of paint he uses. When I left his building, I thought, "I could do these repairs."

Paging through George Baley's *Back Bar Beer Figurines* book, I believe some of the most eye-catching pieces are the large busts of the Falstaff character. A total of four versions were made, including the original

from the Lemp Brewery. The Lemp/Falstaff bust dates to approximately 1904 and the other versions were produced beginning shortly after Prohibition.

My first encounter with a Falstaff plaster bust was a few years ago at a Glenn Miller auction. I attended the live auction with my sights set on bringing the Sir John Falstaff lot home. Despite a internet bidding war, I was the lucky winner. At the time, it was my most-expensive piece.

A few months later, I found myself at fellow NABA member Scott Bristol's place in Waukesha picking up an item. On his shelf sat another Sir John Falstaff plaster bust. I was surprised to see that there was a different version of a Falstaff bust, so I made a deal for it with Scott and took it home.

I hope to one day land the other Falstaff busts pictured here for my collection. Please contact me with any leads.

Sir John as a bust

Rick's first bust is 21 in. tall and dated 1938."



A second chalk bust was later added to the collection and also is 21 in. tall, dated 1939. He differs by the bottle type and the position in which it is held.



It all started with the Wm. J. Lemp Brewing Co., the Pre-Prohibition brewery that introduced Falstaff (see the following story by Joel Gandt in this magazine). This rare, "first generation" version is 20 in. tall and by The Bailey Co., Detroit, MI, very rare, c. 1904. Collection of Joel Gandt.

A third Post-Prohibition version exists that has Sir John holding a larger glass of beer and is also 21 in. tall, c. 1938.

Courtesy of the *Back Bar Figurines* Book by George Baley.

A later, smaller version has Sir John in a more simplified form, holding a stein and on a round base, 8.5 in. tall, c. 1960.

Courtesy of the *Back Bar Figurines* Book by George Baley.

The rise and demise of the WILLIAM J. LEMP BREWING CO.

Note: All of the breweriana pictured throughout this article is from the collection of Joel Gandt.

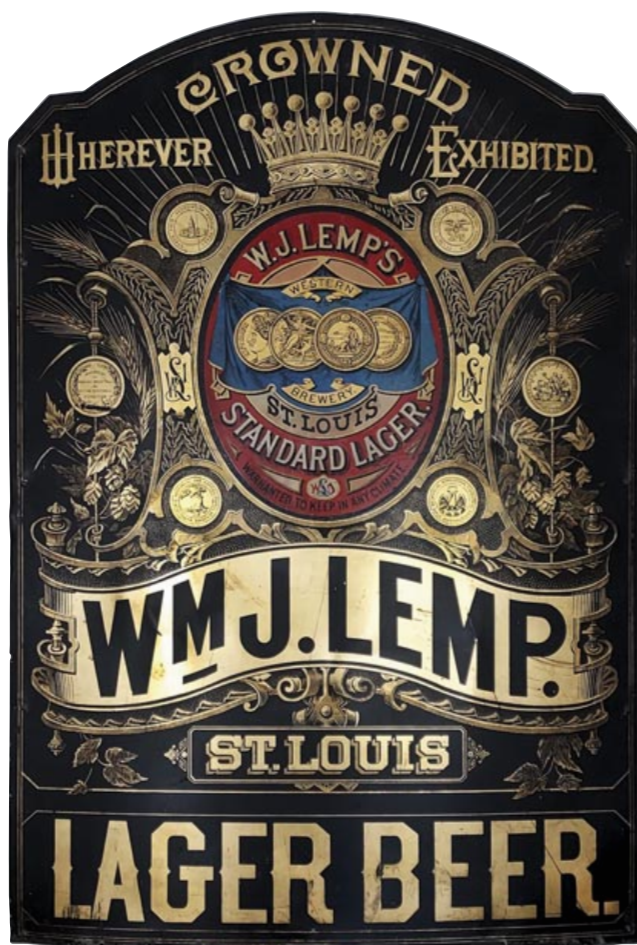
BY JOEL GANDT

The city of St. Louis is legendary for its brewing industry, which today is synonymous with Anheuser-Busch. But there once were other breweries in town that rivaled the Budweiser behemoth—none more than the William J. Lemp Brewing Company.

Lemp's roots trace back to Johan Adam Lemp, who immigrated to the U.S. from Germany in 1836. Adam, as he preferred to be called, eventually settled in St. Louis in 1838. There he opened a general store that also sold a product he crafted himself, lager beer.

By 1840, the success of his small batches of lager beer prompted Adam to shift his attention to brewing and he established the Western Brewery. His lager beers popularized that style in St. Louis, leading to the demise of older ale-style breweries.

In 1845, Adam Lemp purchased property over a natural limestone cave to lager his beer and developed the property into a brewery. By 1850, Lemp's Western Brewery ranked sixth out of 17 St. Louis breweries in volume, and 10 years later in 1860 stood as sixth out of 40 breweries, as brewing



Tin sign mounted on wood backing frame, 24 x 36 in., by The Tuchfarber Co., Cincinnati, OH, c. 1889. This is the only existing example known.

grew to become one of the largest industries in St. Louis.

William takes the reins

After Adam Lemp passed away in 1862, his son William J. Lemp took control and renamed the brewery after himself. Over the next few decades, William applied his excellent business sense to guide the brewery to new heights through innovation, ever-expanding production, installation of artificial refrigeration equipment and massive marketing campaigns.



Paper lithograph, 39 x 27 in., no mfg. mark, c. 1898. This scene shows the massive Lemp Brewery complex that had expanded to 11 city blocks by 1900.

Two early paper lithographs—both are the only existing examples known. Left: St. Louis Lager Beer, 29 x 23 in., F. Welcher & Co., St. Louis, MO, c. 1878. Right: Buck Beer, 22.5 x 34 in., by A. Lambrecht & Co., St. Louis, MO, dated 1886.



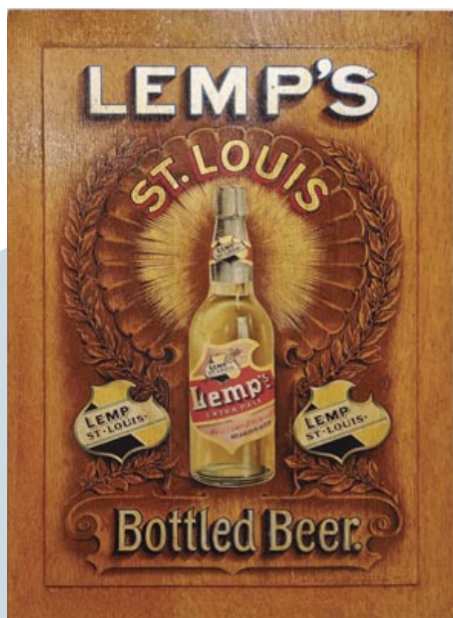
By the early 1870s, the Lemp Brewery was the largest in St. Louis, driven by the quality of its beer, which gained notoriety by winning prestigious awards at the 1876 Centennial Exposition in Philadelphia and the Paris Exposition in 1878. But Lemp faced stiff competition in the crowded St. Louis beer market, especially from the rapidly expanding Anheuser-Busch Brewing Association, which eclipsed Lemp's production in 1884.

Beyond St. Louis

In 1892, William J. Lemp's Western Brewery was incorporated as the William J. Lemp Brewing Company with a reported \$2.5 million in working capital – which is nearly \$85 million in today's dollars. During this time, Lemp pioneered the idea of national distribution by creating a network of

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14 x 20 in., by The Tucharfarber Company, Cincinnati, OH, c. 1898. This is the only existing example known.



Three turn-of-the-century wooden signs for St. Louis Bottled Beer.



30 x 22 in., no mfg. mark, c. 1900.



38 x 19.5 in., no mfg. mark (but believed to be Meyercord), c. 1900.



The “Gemütlichkeit Man”

Gemütlichkeit is the German-language word used to convey a state or feeling of warmth, friendliness, and good cheer. The happy-looking gentleman pictured in this advertising is often referred to as The “Gemütlichkeit Man” (or more simply, “The Top Hat Man”) by collectors. The character was used by Lemp from about 1890-1900 and pre-dated the launch of the Falstaff brand and its use of the “Sir John Falstaff” character as a promotional tool.

Serving tray, 12 in., by
Chas. W. Shonk Co.,
Chicago, IL, c. 1900.



Paper lithograph calendar, 18 x 24 in.,
no mfg. mark, dated 1890. This is the
only existing example known.



A bas-relief sign constructed of plaster
and horsehair on wood backing and
frame, 27 x 31 in., no mfg. mark, c. 1890.
This is the only existing example known.



depots served by its own railroad, the Western Cable Railway Company. But Lemp set its sights even beyond the U.S. and created dozens of international depots allowing it to distribute throughout Canada, Mexico, Central and South America, and beyond, to far-flung locales such as Japan, Russia, Hawaii, and Australia. By 1892, the massive Lemp Brewery complex covered three city blocks.

The brewery’s success catapulted the Lemp family to the wealthy, high society of St. Louis. While growing his prosperous business, William Lemp was actively involved in many civic groups and was a Board Member of the organization that sought to bring the World’s Fair to St. Louis in 1904. Back then, being awarded a World’s Fair was a worldwide honor and brought great international prestige to a host city.

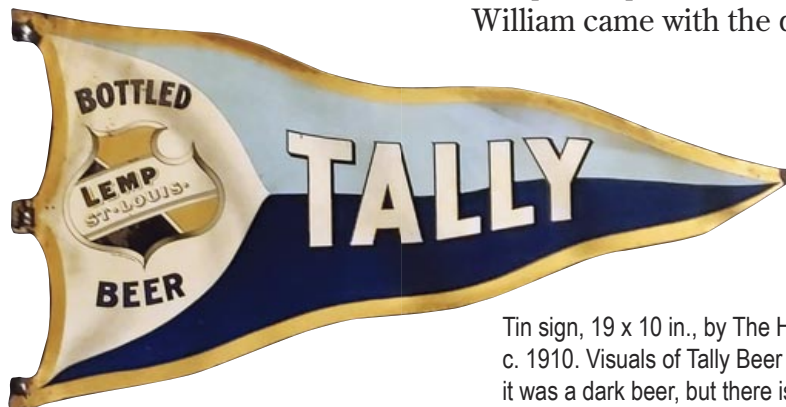
Always looking to innovate and meet the needs of

its consumers, the Lemp Brewery introduced a lighter, yet still full-bodied beer named Falstaff, in 1899. The almost immediate popularity of Falstaff rivaled Anheuser-Busch’s Budweiser and elevated Lemp to new heights. By 1900, the brewery complex had expanded to a massive 11 city blocks and produced 500,000 barrels of beer with annual sales of \$3.5 million.

Tragedy looms

Sadly, darker days were on the horizon. First, there was the untimely death of William’s 28 year-old son, Frederick, in 1901. William had been grooming Frederick to eventually take over the Lemp enterprise. Another emotional blow for William came with the death in January 1904 of

Captain Frederick Pabst, the famous Milwaukee brewer who had become one of William’s closest friends. These events drove William Lemp into



Tin sign, 19 x 10 in., by The H. D. Beach Co., Coshocton, OH,
c. 1910. Visuals of Tally Beer on certain advertising pieces indicate
it was a dark beer, but there is no mention of specific style.

a profound depression and on February 13, 1904, he committed suicide in his office at his mansion.

Control of the brewery then fell to his son, William “Billy” Lemp Jr. who succeeded his father as brewery president. Although he was capable and had the experience to run the brewery, Billy had a wild streak, was a big spender, and despite being married, was known to be a playboy. In 1908, Billy’s wife filed for divorce, which led to a very public trial and the family’s sordid details were exposed, becoming front-page news.

Over the next decade, the Lemp Brewery continued business as usual while the clouds of Prohibition gathered. In 1916, the Tally brand was reintroduced as a near beer but flopped. Lemp then created Cerva as the brewery’s new brand of near beer. Although slightly more successful, Cerva was not financially viable and only lasted a year before Prohibition was enacted in 1919.



Die cut tin signs linked together with brass chain, 10 x 22 in. by Tuscarora Advertising Co., Coshocton, OH, c. 1900. This grouping colorfully depicts the different brands offered by Lemp at the time. This is the only existing example known.

The end of Lemp

On May 4, 1919, the brewery’s employees came to work and found the doors and gates to the complex locked. Unlike other local breweries that strove to remain open during Prohibition by producing ice cream and/or soft drinks or near beer, the Lemps chose to shutter their brewery and live off their wealth.

In 1920, Billy Lemp—who had not been his father’s first choice to run the brewery—sold the Falstaff brand name and its highly-recognizable shield logo to a family friend and fellow brewer, Joe Griesedieck, for \$25,000. The Falstaff brand would continue for many years and be Lemp’s only lasting legacy.

Mired in Prohibition with a closed brewery, the Lemp Family decided to sell the brewery complex in 1922. Even though it had an estimated value of \$7 million, the massive compound that once challenged Anheuser-Busch for brewing dominance in St. Louis only brought \$588,000 at auction.

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Teddy likes Lemp?



Die cut tin sign, 9.5 x 13 in., no mfg. mark, c. 1900.

Nearly 125 years after he first became President of the United States in 1901, Theodore Roosevelt, Jr. remains a highly recognizable figure.

Known as “Teddy,” Roosevelt became a war hero when he led the 1st United States Volunteer Cavalry, nicknamed the “Rough Riders.” This military unit had more than one thousand soldiers and horses and famously fought in Cuba in the Spanish-American War of 1898. Returning home, Roosevelt was elected governor of New York in 1898.

William McKinley chose him as his running mate and won the 1900 presidential election. When McKinley was assassinated, Roosevelt became—and remains—the youngest man ever to serve as president at just 42 years of age.

Roosevelt is rendered here in this implied endorsement in his “Rough Riders” uniform.



The lovely ladies of Lemp

Extra Pale Beer, self-framed tin sign, 18.5 x 27 in., by Chas. W. Shonk Co., Chicago, IL, c. 1900. Extra Pale was Lemp's most popular brand from about 1895 to 1904, when it was eclipsed by Falstaff, which had been introduced about 1901 and made popular by the 1904 World's Fair in St. Louis.



These two paper lithographs in cardboard frames both promote Extra Pale Beer. They each measure 19.5 x 23 in. with no mfg. mark. At left, dated 1905, in original cardboard frame. At right, dated 1906, with a modern cardboard frame.



Falstaff Beer, self-framed tin sign, 18 x 28 in., no mfg. mark, dated 1912. The small picture of Sir John Falstaff on the table is an amusing touch.



Depressed over the lackluster auction results and the sad demise of his family's brewing empire, Billy Lemp committed suicide as his father did—in his office at the Lemp Mansion.

The International Shoe Company bought the Lemp Brewery complex and occupied it from 1922 to 1980 and left most of the buildings originally constructed by Lemp on the property. Since 1980, these buildings have been used for light industrial, commercial, warehousing, office space, and artist studios.

About the Author:
NABA Member Joel Gandt is a registered architect and began his career at a large architectural firm in 1981 that leased space at the Lemp Brewery complex. Fascinated with the

brewery's size, beautiful masonry detailing, and long history, Joel began collecting Lemp breweriana and scoured the antique shops near the brewery in St. Louis' "Antique Row". In 1999, Joel joined NABA and his collection of Lemp breweriana grew quickly after being introduced to other collectors. Today, Joel enjoys retirement while sharing his knowledge and collection with other collectors while maintaining his Lemp Breweriana website at www.lemp-breweriana.com.

Editor's Note:
NABA members who are registered for the 2024 Convention in St. Louis will have an opportunity to tour Joel's unparalleled collection of Lemp breweriana as part of the Home Tours event on Tuesday, July 30.



Tin sign for Cerva Soft drink, in original painted wood frame, 35 x 19 in., no mfg. mark, c. 1918. This was Lemp's final attempt at creating a soft drink that might help address the temperance movement.

The Rise of Falstaff

BY JOEL GANDT



Die cut trade card featuring new flagship brand Falstaff alongside previous flagship Lemp's Extra Pale, 10 x 4.5 in., no mfg. mark, dated 1906. Many of the Lemp advertising materials after 1900 featured both brands.

The Wm. J. Lemp Brewing Company introduced a new brand of beer named Falstaff in June of 1899. Falstaff was the type of a lighter, easy-drinking beer that had become increasingly popular—reflecting a shift in consumer tastes from the more traditional, darker, and heavier German styles like Buck (another name for Bock) and Culmbacher. The earliest pieces of signage promoting Falstaff date to 1900.

It was also around this time that some of the larger brewers, which had broadened their trade markets thanks to the introduction of refrigerated rail cars, began to focus their marketing efforts on their most popular brands. One of the best examples of this strategy is of course Budweiser, which became the star brand for the Anheuser-Busch Brewing Association—an archrival of Lemp's.

This appears to have been the approach with Falstaff. Although Lemp continued to promote its other brands, Falstaff quickly evolved to become its flagship. The first big opportunity to assess the

potential of Falstaff came with the Pan-American Exposition in Buffalo, New York in 1901. That experience must have proved successful as the name "Falstaff" was registered by the Lemp Brewery in 1902.

But it was the 1904 World's Fair in Lemp's own backyard of St. Louis where Lemp's focus on its new flagship propelled the brand to greater prominence. The brewery heavily advertised Falstaff in newspapers, fair-related periodicals, and throughout the event. Lemp even had maps of the fairgrounds printed with all pertinent information, including all restaurants and establishments where Falstaff Beer would be served. The success of Falstaff on that national and international stage strongly established the brand as a leader.

Why the name Falstaff? Sir John Falstaff is a fictional character who appears in three plays by William Shakespeare and became one of Shakespeare's most popular and well-known creations. He is a comical figure who is stout,

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"Sir John"

"Home of Falstaff" self-framed tin sign, 37.5 x 25.5 in., by H. D. Beach Co., Coshocton, OH, c. 1910.

Self-framed tin sign, 17 x 23 in., no mfg. mark, c. 1900.



Plaster bust with intricate detail, 18 x 20 in., by The Bailey Co., Detroit, MI, c. 1904.



Self-framed tin sign, 22.5 in. diameter, by Chas. W. Shonk Co., Chicago, IL, dated 1900.

boastful and spends most of his time drinking. As the story goes, William Lemp was amused by Falstaff's jovial, larger-than-life personality, with his mantra of "eat, drink, and be merry." Lemp apparently felt that this amusing, well-known literary character was a good persona—and brand name—to attach to his new brand of beer.

In fact, the Falstaff brand name for beer lived many years beyond Lemp and achieved even higher levels of success. Although Lemp shut its doors for good in 1919, the legendary brewer Joseph "Papa Joe" Griesedieck and his son Alvin purchased the Falstaff brand name and its familiar shield logo from the Lemp Family in 1920 and formed the Falstaff

Corporation in St. Louis. The deal did not include the Lemp brewery or any other brands.

Under various ownerships, Falstaff thrived, acquired a network of regional breweries and at its height in 1960 was the country's third largest brewery by production volume, behind Anheuser-Busch, Inc., and Jos. Schlitz Brewing Co.

In its final days, the Falstaff brand was brewed by S&P Corp's G. Heileman Brewing Company of La Crosse, WI, which was renamed The City Brewery by the time the last batch of Falstaff rolled off the canning line in 2005. That was the end of the line for a brand that survived more than 100 years.

Charging the Falstaff brand

Lemp issued a series of chargers to promote Falstaff Beer that featured Sir John Falstaff depicted in various 16th Century situations, when Shakespeare's fictional character lived.

In total, there were six different 24-inch chargers and two different 16-inch versions. These were produced between 1904 and about 1917, creating what might be considered an early "collector's series."



This 24-inch charger is the first of the series and dates from 1904.

This charger was the fourth in the series of 24-inch versions and carries the date of 1912 on the wooden case in the foreground. It has no mfg. mark.



This charger is the sixth and final issue in the 24-inch series, by The Haeusermann Metal Manufacturing Co, Chicago and New York, c. 1917.



The portraits of "Sir John" (right) and "The Maiden" (left) are on the chargers, the only ones produced in a smaller, 16-inch size. Both have no mfg. mark and are dated 1907.

The delicate subject of LEMP GLASS SIGNS

BY JOEL GANDT



Reverse-on-glass sign in original (restored) wooden frame, 22 x 9 in., no mfg. mark, mid-1880s.

The William J. Lemp Brewing Company, like many of the larger, Pre-Prohibition era breweries with broad distribution, commissioned diverse types of advertising signs employing a variety of materials including paper, papier mâché, cardboard, metal and wood.

This article delves into the “delicate subject” of glass advertising signs used by Lemp. Not surprisingly, many examples no longer exist due to their inherent fragility and the fact that they were displayed in “rough and tumble” environments like saloons that catered to a thirsty and rowdy clientele, like those who worked in the mines and logging camps.

Another key threat to these delicate glass signs was transportation. In an age before paved roads were commonplace, it must have been challenging to successfully transport these signs to some of Lemp’s far-flung depots throughout North America as well as internationally to Central and South America, Europe, and Asia.

For those signs that survived these threats, there were the additional perils of both wartime

scrap metal drives, and especially, simply being discarded because of Prohibition.

The advertising pieces shown here range between 115 and 135 years old and we collectors are fortunate in this age of a throw-away society that someone thought long ago to save and sometimes even repurpose these treasures. They remain preserved as beautiful and historical examples of advertising with long-gone manufacturing methods from high-quality—and sometimes delicate—materials.

There are two basic types of glass signs that Lemp used for its advertising: reverse-on-glass and Vitrolite. This article examines the details of examples of each of these types used by Lemp.

Wood-Framed, Reverse-on-Glass Signs

Perhaps the manufacturer of these signs recognized their inherent fragility, since the rectangular example has a stout wood frame with wood backing for protection. The reverse-on-glass ad panel is supplemented with brilliant gold foil details while the “Wm. J. Lemp’s” is inset with mother-of-pearl.

Reverse-on-Glass Signs with Brass Backing

There are various examples of these oval signs from the Lemp Brewery.

This sign consists of a thin piece of reverse-painted oval glass held in place against an equally thin layer of brightly colored brass with tiny flanges along the perimeter. The brass backing has a brass colored chain for hanging on a wall. Each variation of this type of sign has the highly recognizable “Lemp / St. Louis” shield logo towards the top and different text messages below, including “Bottled

Beer,” “Lager Beer”, and “Falstaff Bottled Beer.”

This type of sign was used by Lemp from the 1890s to about 1910. But gravity was its enemy. The brass backing was not stout and the oval glass insert could easily pop out of the tiny flanges on the brass backing sheet, like the example below.

Remnants of this type of sign surface from time to time and usually are without the oval glass. As with all reverse-painted glass signs, changes in temperature and humidity played havoc with the inserts causing the paint to bubble and peel.

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Brass-backed oval signs

These two brass-backed oval signs show an example of the sign with its original, oval glass insert as well as one that has just the brass without the glass insert, which was presumably broken somewhere in time. They measure 10 x 13.5 in., by Rodwell Sign Co., Buffalo, NY, patent dates of 1891 and 1892.



Shield-shaped signs

Reverse-on-glass shield-shaped signs sealed in beeswax on the back, 10 x 8.5 in., no mfg. mark, c. 1905-1910.



Reverse-on-Glass, Shield-Shaped Signs

I am lucky enough to own three different examples of this type of sign; two advertise Lemp's flagship brand, Falstaff Beer, and the other advertises another of Lemp's popular brands, Extra Pale.

The beautiful gold highlights of these signs are achieved with foil. These signs were imperiled from the start—they hung vertically and were precariously suspended by only a brass grommet attached through a hole in the glass.

curved glass ad panel that is secured within a painted wood housing.

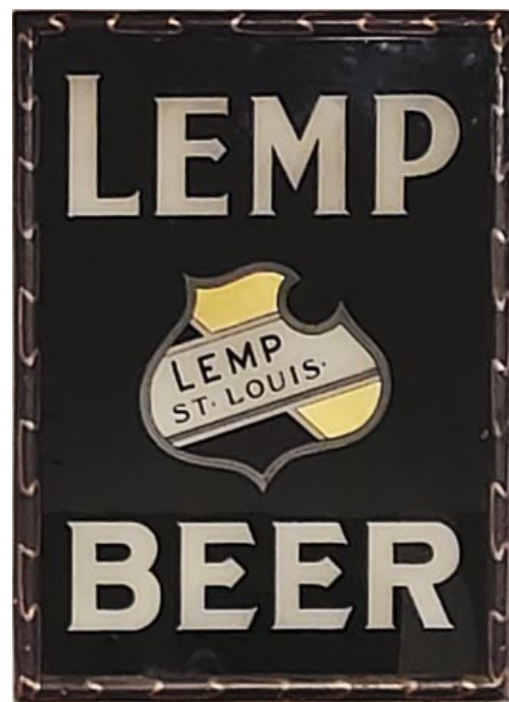
The rectangular "Lemp Beer" reverse-on-glass corner sign has a translucent glass ad panel encased by a painted wood housing and trimmed in copper on the front. It dates to approximately 1910, as can be seen by dated photos showing the sign.

Reverse-on Glass Corner Signs

I have two examples of this type of glass Lemp sign—both were intended for exterior use. We are fortunate to see examples of these over a century later despite their exposure to the elements and all of the temperature fluctuations. Both of these were electrified and internally lit with three light bulbs that could be serviced through a circular access panel on the back side of the corner sign. The "Lemp's World's Fair Beer" corner sign has a translucent



Reverse-on-glass corner sign, 17 x 23 in., no mfg. mark, c. 1904.



Reverse-on-glass corner sign, 17 x 23 in., by P. Pause & Co., Chicago, IL, c. 1910.

Vitrolite Glass Signs

Unlike their reverse-on-glass counterparts, these Vitrolite glass signs were solely intended for interior use. They have a milky, translucent quality. The text and images were applied to the obverse side of the glass, which were given some protection by their wood frames, to which wire hangers were attached. The name Vitrolite for this form of pigmented structural glass was patented by the sign's maker, The Tuchfarber Company of Cincinnati, OH.

Rectangular sign

This rectangular sign came to me with an interesting story. About four years ago, an older gentleman from Ohio contacted me through my website saying he had a "white glass" Lemp Beer sign for sale. He sent photos and after a quick call, I bought the sign.

The seller told me that this sign was discovered at the bottom of an old chest of drawers that belonged to his great-grandparents and then his father's aunts. When his aunts passed away, he became the new owner of this family heirloom.

The drawers were lined with old newspaper that had become yellowed and tattered over the many decades, so the man decided to reline them. To his amazement, the bottom drawer contained a flat object, wrapped in newspaper, which was about the same size as the drawer itself. Upon unwrapping the object, he discovered this mint Vitrolite glass ad panel that presumably hadn't seen the light of day since Prohibition.

The seller told me that his great-grandparents may have carefully removed the Vitrolite ad panel during

Prohibition and used the frame on another picture. Being of the generation known for never throwing anything away, after taking the frame, they apparently wrapped the sign in newspaper and stored it in the bottom drawer of the chest. The seller thought his great aunts never knew the sign was there in all the years that they owned the chest. Upon receiving the sign, I bought a black and gold frame that fit the Vitrolite ad panel perfectly and has a compatible design.

Diamond shaped sign

This diamond-shaped Vitrolite sign is one of two versions of these signs that I have owned. One reads "Lemp St. Louis Beer" and another one that is identical except that has the possessive, "Lemp's St. Louis Beer." The reasons for this difference (Lemp vs. Lemp's) are not known and also exist in other Lemp advertising, including labels, self-framed tin signs, and wooden signs by the Meyercord Co., Chicago, IL.

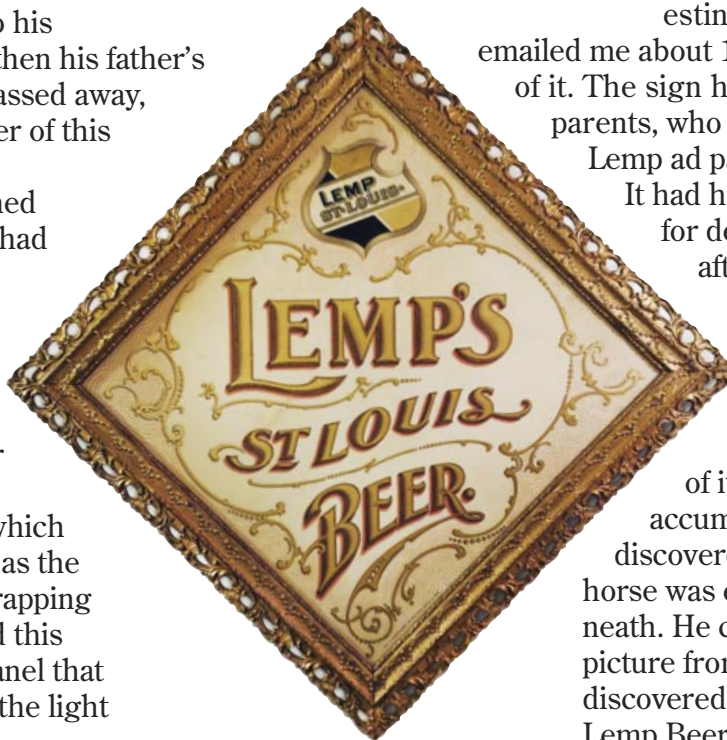
This sign also has an interesting history. Its previous owner emailed me about 10 years ago with pictures of it. The sign had belonged to his grandparents, who had apparently covered the Lemp ad panel with a picture of a horse.

It had hung that way in their home for decades and he acquired it after the grandparents had passed away. The sign served as a sentimental remembrance of his grandparents' home.

When he took possession of it and cleaned off years of accumulated dust, the grandson discovered that the picture of the horse was covering something underneath. He carefully separated the horse picture from the backing, which he discovered was a re-purposed Vitrolite Lemp Beer sign. Because the grandson was only interested in the picture of the horse, he found another frame for it and offered to sell the Vitrolite sign to me.



Glass sign, 14 x 20 in., by Tuchfarber Co., Cincinnati, OH, dated 1897. The frame is contemporary.



Reverse-on-glass sign in original, ornate frame, 19 x 19 in., by Tuchfarber Co., Cincinnati, OH, dated 1901.



IN THE WILD

by Pietro Raimondi



Editor's Note: Gaze at the breweriana on your walls and shelves. Imagine when these treasures inhabited another place and time, years ago, in the era they were created. Some competed for attention outside, beckoning passersby to choose their beer brand at a tavern or packaged goods store. Others fought inside, contesting for attention in a noisy, smoke-filled saloon or amid a crowded grocery aisle. This was the past life for vintage brewery advertising, before it was preserved in your collection. But back in their day, your breweriana was untamed, "in the wild."

In this issue we introduce a new column by NABA member Pietro Raimondi, who also is president of the Chesapeake Bay Chapter of Baltimore, MD. The column explores great brands and breweriana of the past as they exist in collections today—and as they once existed in the wild. Many of the photos of the past are grainy and most will be in black and white, but they show how vintage breweriana was once displayed. And thanks to we collectors, it still exists in living color. Fittingly, this inaugural column features Arrow Beer, from the Globe Brewing Company of Baltimore, MD, Pietro's hometown.

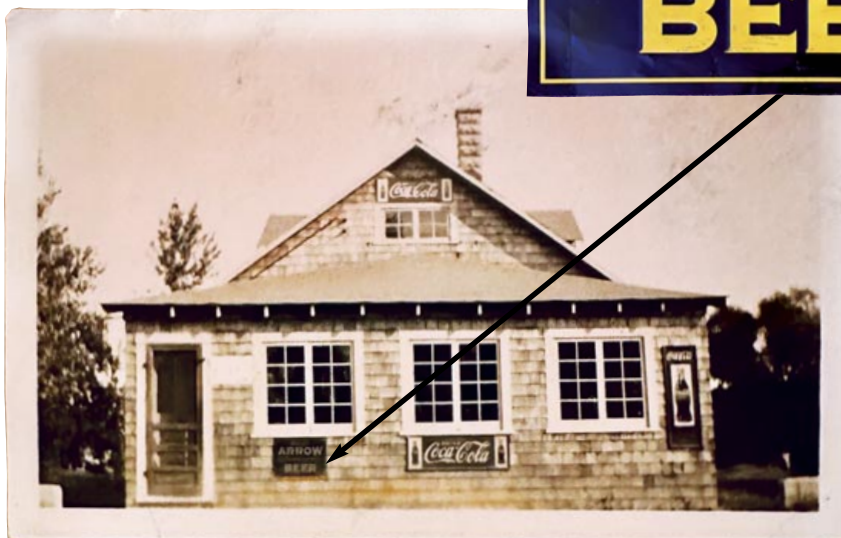
Do you have a photo of your breweriana as it existed in the wild for possible inclusion in this column? Please contact Pietro at Pietrojr@me.com.

Arrow hit the spot!

Within minutes of 3.2 percent beer becoming legal in Maryland on April 7, 1933, the Globe Brewery of Baltimore delivered its Arrow (real) Beer to its first legal retail customer, the Rennert Hotel on Saratoga Street. Later that day, Arrow was delivered to several retail locations throughout Baltimore City, as the beer taps once again flowed after repeal of the Volstead Act, ending Prohibition.

Arrow Beer was brewed by John Fitzgerald, brewmaster at Globe. During the Prohibition years (1920-1933), Fitzgerald had guided the production of Arrow Special, one of the few successful near

beers among Maryland breweries. During Prohibition, Globe Brewery had sponsored a contest to develop a slogan for Arrow Special. The winning slogan, "Arrow, it Hits the Spot," was used for both Select and then after Repeal, for Arrow Beer.



Embossed tin sign, 28 x 20 in., by Parker Metal Decorating Co., Baltimore, MD, c. 1952. Collection of Pietro Raimondi. The sign is shown here hanging on the outside of a packaged goods store.



Double-sided lighted globe sign with porcelain enamel glass advertising lenses, 13.25 in. on an 18 in. diameter white rippled glass body with a copper neck collar, by Gill Glass Company (Gillco), Philadelphia, PA, c. 1935. Collection of David Donovan.

The Bowery tavern, pictured above in 1939, is in Edgemere, MD, about 12 miles southeast of Baltimore. It was owned and operated by the family of NABA member David Donovan from 1933 until being sold in 2021. The tavern still operates as Donovan's Bar (below).

Pictured in front of the building are U.S. Army soldiers who were stationed at Fort Howard, just a few miles away. They were frequent visitors to the Bowery for a refreshing glass of Arrow Beer.



Neon sign featuring red ruby and blue neon gas tubing mounted on a porcelain-fired face panel 24 x 12 in., by Atlantic Neon Company, New York, NY. c. 1936. Collection of Pietro Raimondi.



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The "Imperial Lagered" claim and stagecoach icon used by Arrow dates to around 1951, with this picture dated August 1952.



Double-sided lighted globe sign with porcelain enamel glass advertising lenses, 13.25 in. on an 18 in. diameter white rippled glass body with a copper neck collar, by Gill Glass Co. (Gilco), Philadelphia, PA, c. 1948. Collection of David Donovan.

Globe was better prepared than many to resume brewing real beer, thanks largely to technology improvements made before and even during Prohibition. Its move away from antiquated steam power to electricity allowed Globe to double its production capacity. Other modern improvements were the installation of glass-lined storage tanks, air-conditioned fermenting cellars with humidity control, a new filtration system, and the purchase of 35 new delivery trucks.

As demand for real beer grew, Globe was more prepared than its local competitors to meet the

needs of a beer-thirsty public. And as can be seen by some of the outstanding examples here, Globe was also prepared to invest in eye-catching, point-of-sale advertising. The G-B-S on some of its early 1930s advertising stands for "Gottlieb, Bauernschmidt & Strauss Brewing Co.", which was formed in 1899 with the consolidation of 16 local breweries. G.B.S. reorganized in 1901 as the Globe Brewing Co., survived Prohibition and closed 30 years after Repeal, in 1963.

Author's Note: Special thanks to fellow NABA member, friend, and Baltimore area collector **David Donovan** for providing breweriana examples from his collection as well as historical photographs.

Lighting the way with globes

After Prohibition was repealed in 1933, the use of lighted signs for beer advertising boomed. There was no other major city that used lighted globe signs to the extent that Baltimore did.

When Repeal came to Baltimore, the city formed a liquor control board, which enacted strict limitations that prevented establishments serving alcohol from using outdoor neon signs to promote it. The Globe Brewing Co. and other beer brands selling in Baltimore cleverly

worked around this by using round glass fixtures—like those in use at gasoline pumps at the time.

Because they had the functional purpose of illuminating the entrance to a tavern or restaurant, it could be argued that the globe-shaped fixtures were not merely being used for advertising purposes.



Double-sided lighted globe sign with porcelain enamel glass advertising lenses, 13.25 in. on an 18 in. diameter yellow rippled glass body with a copper neck collar, by Gill Glass Company (Gillco), Philadelphia, PA, c. 1940. Collection of Pietro Raimondi.



Arrow was "hopped for finer flavor," while this lady may be waiting to hop on a trolley.



Wooden bench, 54 x 38 in., no mfg. mark, c. 1951. These benches were used for passengers waiting along the trolley line. Collection of David Donovan.

The Museum of Bock

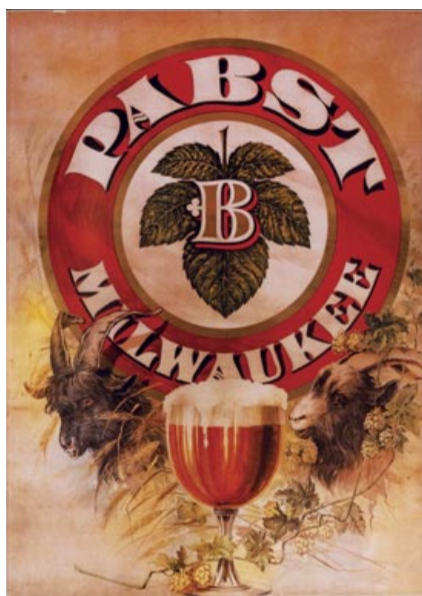
Bill Lester's amazing collection of "all things Bock"

by Dennis
Morgan

Long before I met fellow NABA member Bill Lester and had the opportunity to visit his collection, I'd heard of him, through the breweriana grapevine, as the go-to-guy for "all things Bock." What I didn't expect, after descending his basement staircase, was the Bock upon Bock upon Bock breweriana covering practically every square inch of his 2,400 sq. ft. subterranean breweriana lair—on the walls, shelves, columns, bar top and even the ceiling. It is quite possibly the largest single collection of Bock breweriana in existence.



I drove the 550 miles from my home in Lakewood, CO to Yankton, SD, expecting to tour a Bock man cave. But instead, I discovered what goes far beyond that. Bill Lester's collection can truly be considered a Bock museum.



Lithograph, Pabst Brewing Co., Milwaukee, WI, 24 x 32 in., c. Pre-1900.



Humble beginnings

Bill told me his collection did indeed start out as a humble mancave like so many others in the hobby, but then it morphed into something spectacular. The massive collection includes over 330 bock beer lithographs and posters, 71 of which Bill has never seen anywhere else. Bill also has amassed a collection of 56 Bock tap handles, Bock trays, neon signs and a vast

Lithograph, Minnesota City Brewery, Minnesota City, MN., 20 x 30 in., by Donaldson Litho Co., Newport, KY, c. 1910. This vibrant and colorful image has been frequently reproduced using modern printing methods.



Bill Lester stands in front of a small part of his expansive collection on facing page at left. Above and at right, are some of the display walls in the lower level of his home.



assortment of table tents and smalls. All of this is accompanied by the backdrop of more than 3,000 beer cans. All of this can be found in a home in an obscure small town in the southeast corner of South Dakota.

So, how did this happen? In 1976, Bill found himself in a breakup, broke and banished to new digs—a mobile home bachelor pad in desperate need of beautifying. Bill could afford a six-pack

every week, which after drinking would become the decor on his shelves. Thus, his collecting hobby started and the seed was planted for his present-day museum.

For the next 40 years, Bill devoted his career to various agricultural services and agencies, both governmental and private. Over those years, his profession relocated him to 10 different cities in

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Get your goat

The history of using a male, “billy” goat as the symbol for Bock beer is a bit murky. Bock is a traditional beer brewed to celebrate the arrival of Spring. The beer originates from the northern German city of Einbeck, and in certain German dialects is pronounced as “Einbock”—and may have been shortened to simply “bock.”

As the beer became popular and made its way south into Bavaria, it was likely linked



with goats because in the Bavarian dialect, “bock” means “billy goat.”

Some also believe the billy goat is an ideal symbol because this darker, maltier, and higher-alcohol beer provides a “kick,” like that of a goat.

Whatever the reason, the goat has been the icon used for bock beer for centuries and remains as popular as ever on today’s bock beer labels.

Die cut cardboard, 13 x 19 in. of what may be a stock image for Bock beer branding, marked as “Made in Germany.”

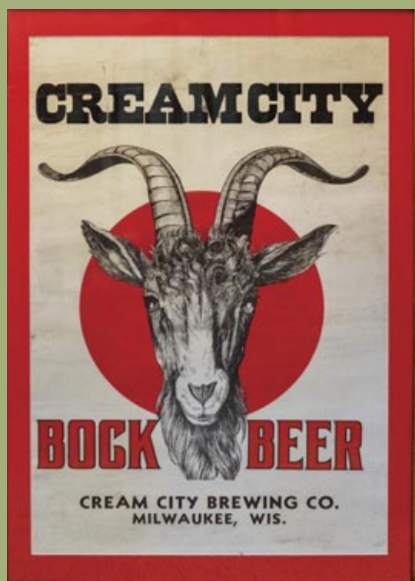


Lithograph, Lembeck & Betz Eagle Brewing Co., Jersey City, NJ. 19 x 26 in., c. Pre-Prohibition. These stunning graphics are why this is one of Bill's collection favorites.



Original watercolor painted artwork on cardboard, Joseph Hensler Brewing Co., Newark, NJ, 12 x 20 in., c. late 1940s. The artwork came with interchangeable goat heads and backgrounds. It is unknown whether this was ever produced as advertising.

Lithograph, Bills Bock Beer, Independent Milwaukee Brewery, Milwaukee WI, 17 x 23 in., c. 1940. A rare example.



Lithograph, Cream City Brewing Co., Milwaukee, WI, 21 x 33 in., c. 1930s. May be the only known existing example.



Lithograph, John Gund Brewing Co., La Crosse, WI, 19 x 25 in., c. 1900. A rare instance of a factory scene included on a Bock lithograph.



Lithographed cardboard, Knapstein Brewing Co., New London, WI, 15 x 32 in., by Northwestern Litho Co., Milwaukee, WI, c. Pre-Prohibition.



Lithograph, The Cremo Brewing Company, Inc., New Britain, CT, 14 x 21 in., c. 1940s. This is a stock image, but rare for this brewery.

four different states. Each time Bill moved, he immersed himself in the local breweriana scene by joining various local chapters.

Bill is a member of NABA, ABA, and BCCA and belongs to nine different local chapters. It was within these groups that Bill has found comradery, cultivated knowledge, and quenched his thirst for Bock breweriana. Like many collectors, Bill says it is the many people he has met that makes this hobby so much fun.

Why Bock?

Of all the breweriana niches, why Bock? Bill had been collecting “shotgun style”—mostly beer cans with a smattering of everything else, including 150 wildlife brewery mirrors. After about five different moves and houses, he was running out of space and had to streamline his collection.

In the 1980s, he met the late Jerry Trowbridge, who was known as “Mr. Bock,” at a show in Kansas. Jerry was smitten with the lore and the look of the



Lithograph, Narragansett Brewing Co. Providence, RI, 18.5 x 25 in., by Einson-Freeman Co., New York NY, c. 1940s. This ad features the fictitious “Chief Gansett” character who also appears on the iconic tray for Narragansett. The character was created by Theodor Geisel, also known as Dr. Seuss.

billy goat and changed the focus of his collecting. Jerry was considered by many as the pioneer collector of all things Bock and shared his interest and knowledge with Bill at numerous shows over the years. Bill would buy a piece or two each year from Jerry and before he knew it, the Bock collection had taken off. In fact, some of Bill’s most prized and sentimental pieces

came from the Trowbridge Collection.”

Again, why Bock? Bill explains that it is really quite simple—he, too, loves the imagery and lore of the goat. Many breweries have mascots, but how many beer styles have their own mascot—one that is used internationally—like a goat for Bock beer? Bill says that each of his lithographs intriguingly

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Outstanding examples from Frank Fehr Brewing Co., Louisville, KY

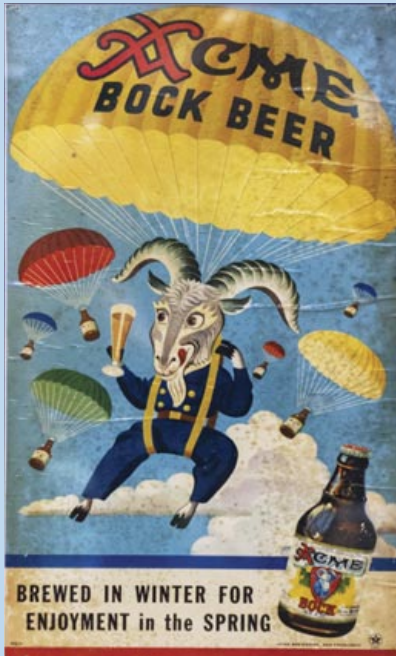


Cardboard lithograph, 22 x 30 in., by Leibler and Haass Litho. Co., New York, NY, c. 1890. The goat, with his tongue out, is leering at either the maiden, the goblets of beer she is carrying, or perhaps both. A rare example.



Pair of lithographs showing whimsical goat scenes, 24 x 35 in., by Amalgamated Lithos Co., Chicago, IL, c. 1910. These were found in an antique store in Cripple Creek, CO. The version with the goat playing the fiddle was also produced after Prohibition in the 1930s.

Whimsical portrayals of the Bock billy goat



As a skydiver: Cardboard lithograph, Acme Breweries, San Francisco, CA, 11.5 x 19 in., c. 1940s.



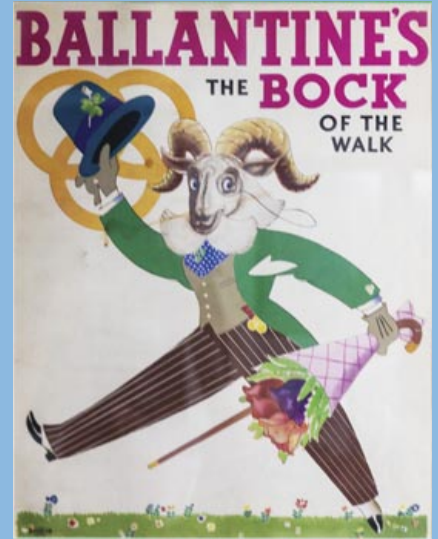
As a bellman: Paper lithograph, Acme Brewing Co., Los Angeles, CA, 11 x 19 in., c. 1940s.

From a bellman to a parachuter: The paper lithograph above right, from the Los Angeles brewery, depicts a goat with an Acme-labeled bellman's cap that was used in the 1940 and 1941 campaigns.

The example above left, from the San Francisco brewery, features a goat parachuting among Acme steinie bottles. It was used in 1942, perhaps reflecting a wartime theme.

Due to war time restrictions, Acme did not produce any Bock beer 1943-1946. It wasn't until 1947 that Bock was once again offered by the brewery.

Information courtesy of NABA member and Acme Brewing expert Gary Flynn.



As a dandy: Cardboard lithograph, P. Ballantine & Sons, Newark, NJ, 11.5 x 19 in., c. late 1930s.



As a maître d': Cardboard die-cut sign, Rheingold Dark Bock Beer, Liebmann Breweries, Inc., Brooklyn, NY, c. 1950s.

depicts goats with different characteristics and personalities. Some have expressions and/or are engaged in various actions that might be interpreted as either playful, mischievous, or even serious. But importantly, all the goats share a longing for a delicious Bock beer.

Friends & finds

Bill credits some of his best finds to the many friends he has made in this hobby. Friends that go to numerous shows and antique shops and who

send him pictures of their Bock finds to see if he'd like to purchase them for his collection. And because he has so many pieces with the Bock billy goat gracing them, like many of us, he sometimes forgets what he already owns. Not long ago, a friend pointed out a rare sign from the Tivoli Brewing Co. of Denver, CO while they were at a national convention. Bill had walked by it and told him he had it already. The friend argued that Bill didn't own it, convincing Bill to buy it. The friend was right.

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Bock stock “Hangers”

Because Bock beer was a seasonal product, most of the breweriana promoting it was intended to be temporary. Bock advertising was mostly paper or cardboard “hangers” that could be tacked up on a tavern wall and then discarded once the season’s bock supply was consumed. Smaller, more budget conscious breweries availed themselves of stock images, which were then customized with their names.

The lithographer’s sample from Donaldson Litho. Co. (below left) provides pricing for both “untinned” and “tinned” edging. Tinned edges were often used on Pre-Prohibition era lithographs. They were thin metal

strips typically at the top and bottom of the poster. They provided some weight for ease of hanging and protection for the delicate paper edges.



**ONE-THIRD SHEET
BOCK BEER HANGERS**

LITHOGRAPHED IN FIVE COLORS
Prices, including Printing of Advertisement
CONVENIENT

100 copies	\$4.00	100 copies	\$6.00
150 "	6.00	150 "	8.75
200 "	7.50	200 "	11.00
300 "	11.00	300 "	16.50
500 "	15.00	500 "	24.50
1000 "	28.00	1000 "	41.50

SIZE, 14 x 30 INCHES.
NO. 2519
FROM THE
DONALDSON LITHO. CO.
NEWPORT, KENTUCKY.
These Prices are F. O. B. Newport, Ky.



Lithograph sample, 14 x 30 in., promoting Bock beer with stock image hanger and pricing for Donaldson Litho. Co., Newport, KY, c. early 1900s.

No. 25
SAMPLE OF
PHILIPP - SCHULZ
LITHO. CO.
MILWAUKEE, WIS.

PRICE LIST

50	BOCK CARDS	\$ 7.50
100	" "	12.50
200	" "	18.00
500	" "	35.00
1000	" "	60.00

1c each Extra for Tin Top and Bottom
ABOVE PRICES INCLUDE ANY PRINTING DESIRED



Lithograph sample, 22 x 31 in., promoting Bock beer with stock image hanger and pricing for Philipp - Schulz Litho. Co., Milwaukee, WI, c. 1901-1907.

No. 140
SAMPLE OF THE
Northwestern Litho. Co.
Cor. Fifteenth and Clybourn Sts.
MILWAUKEE

PRICE LIST

100	Bock Cards	12.50
200	" "	18.00
500	" "	35.00
1000	" "	60.00

1c each Extra for Tin Top and Bottom
ABOVE PRICES INCLUDE ANY PRINTING DESIRED



Lithograph sample, 22 x 28 in., promoting Bock beer with stock image hanger and pricing for Northwestern Litho. Co., Milwaukee, WI, c. 1910.

In addition to breweriana shows, Bill scours auction websites, but prefers to avoid the frenzy of live bidding. Instead, he places what he calls an early “what-the-hell-bid” and waits for the results.

Collection curators

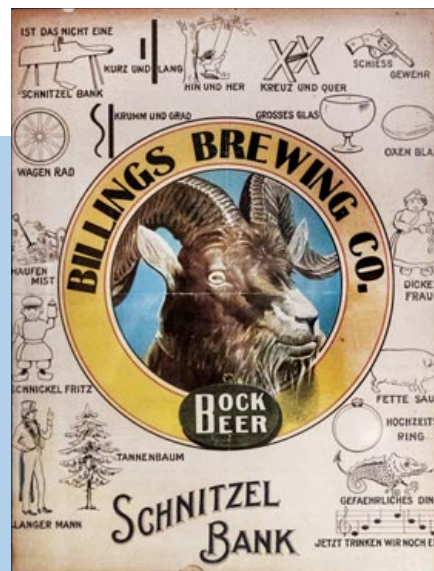
Bill credits Tammy, his wife of 30 years, for the reason his collection is so beautifully displayed in their home. The couple are co-curators of the collection: Bill is in charge of acquisitions and Tammy is the conservator of the artifacts—she mats, frames and designs the “exhibits.” Bill says that without Tammy, his collection might have ended up in storage or as an unorganized accumulation.

The Lester’s enjoy sharing their “Bock Cave Museum” with visitors and fellow collectors, who invariably leave with a greater understanding and appreciation for Bock beer and its billy goat symbol.

About the author: NABA member **Dennis Morgan** lives in Lakewood, CO. He is on the Board of Directors for Colorado’s Columbine Chapter as well as the Editor of their newsletter, *The Brewgle*. He collects only Stegmaier’s Brewing Co. and Wyoming Brewing Co. (aka Stegmaier Brothers Brewery) of Wilkes-Barre, PA.

The Bank for the Bock

“Schnitzel Bank” is a humorous song that was created by German immigrants in the United States in the late 1800s, in part to help teach the German language to their children. It also makes a good drinking song. Each verse becomes progressively longer as more items are added to the list, similar to the traditional English carol, “The Twelve Days Of Christmas.” Many breweries featured this popular song in their Bock advertisements, sometimes showing a goat as the music conductor. Bill has 16 different Schnitzel Bank Bock posters in his collection, with some using common stock images.



Paper poster, Billings Brewing Co., Billings, MT, 21 x 27 in., c. late 1940s.



Paper poster, Eastside Brewery, Los Angeles, CA, 24 x 36 in., c. 1940s.

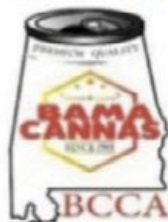


Paper poster, Fox Head Brewing Co., Waukesha, WI, 24 x 36 in., c. 1950.



Cardboard poster, Drewry's Ltd., South Bend, IN, 27 x 17 in., c. 1950s.

THE ATLANTIC, BAMA CANNAS, & SPEARMAN CHAPTERS



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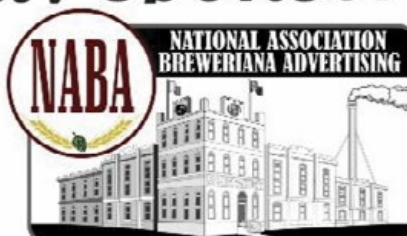


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MAY 16-18, 2024 THURSDAY-SAT. MACON, GA

A 3 day **ALL ROOM TO ROOM** show. We have a block of rooms on 2 floors & a hospitality room for all 3 nights. Request "Beer Show" rate at **TRU by HILTON North** at 478-779-0116.
Show Registration \$20. New this year: Friday afternoon tour of Todd King's neon collection.
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Serving Up Great Trays

by Mark Rogers



Editor's note: NABA has partnered with members Mark Rogers and Peter Bayer to create a comprehensive database of all known Pan-American trays. This visual database, named "Trayman 2.0 Powered by NABA," will organize trays across a wide variety of categories in an engaging, user-friendly way and will be accessible via the NABA website. This article presents the pairing of Post Prohibition trays and their "cousin" coasters, which frequently shared similar, if not identical, graphics.

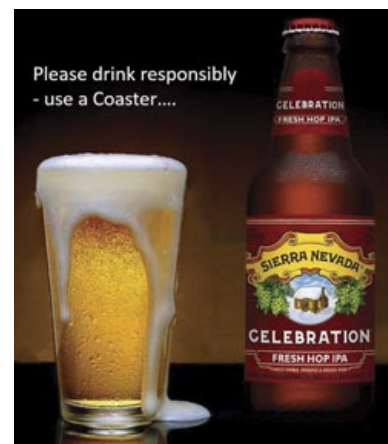
Note: The trays pictured here are from the author's collection. Special thanks to Morean Auctions and Tavern Trove for some of the coaster images.

Coaster Cousins from the 1930s

When you have to follow "Dr. Stock" (Peter Bayer) with a "Serving Up Great Trays" article for this magazine, it is a good idea to go with lots of pictures and a light topic, as his articles delve deeply into complicated areas and are heavily researched.

So, with minimal research and a lot of "well that's interesting," we present a phenomenon of Post-Prohibition trays... many of them have coasters that mirror them in design. It's as if they are related!

This is largely different than what we saw of trays during the Pre-Prohibition era. Some of these had stock designs that seemed pretty random. They often had complex but fairly generic visuals that had little, if any, connection to the breweries and brands they were supposed to be promoting.



This Article is best read listening to Johnny Cash's "Ring of Fire" and drinking a Sierra Nevada Celebration Fresh Hop IPA, Chico, CA.

Jacob Hornung Brewing Co
Philadelphia, PA.



But coming out of Prohibition, it seemed that brewery marketing departments upped their game. Gone were the scenes of 18th Century ladies in their bonnets having tea or dogs barking at horses.

Beer brands were now being promoted differently and more dynamically. Repeal ushered in a new age of bold logos, dynamic graphics, and sometimes, colorful characters, like "The Handsome Waiter."

Why the change? We can only speculate that it was because there were so many new breweries and brands that popped up, that it became critical to stand out and be distinctive amidst the clutter.

Part of making a brand memorable is visual consistency and repetition across advertising and promotional materials. So, with that in mind, it's not surprising to see so many trays and coasters that virtually mirror one another.

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What do these scenes entitled, "Good Morning" (top) and "A Tea Party" (bottom) have to do with selling beer?



Stag Bottle Beer, Western Brewing Co. Belleville, IL. Collection of Daryl Ziegler.



Horlacher's Perfection Beer, Horlacher Brewing Co., Allentown, PA. Collection of Larry Handy.



Chester Brewery, Inc. Chester, PA.



Sprenger Brewing Co. Lancaster, PA.



Otto Erlanger Brewing Co. Philadelphia, PA.



Christian Diehl Brewing Co. Defiance, OH.



Jacob Ruppert, Inc.
New York, NY.



Old England Brewing Co., Inc.
Derby, CT.



Delmarva Brewing Co.
Wilmington, DE.



A. Gettelman Brewing Co.
Milwaukee, WI.



St. Marys Beverage Co.
St Marys, PA.



Yonkers Colonial Corp.
Yonkers, NY.



Stegmaier Brewing Co.
Wilkes-Barre, PA.



Narragansett Brewing Co..
Providence, RI.





Hampden Brewing Co.
Willimansett, MA.



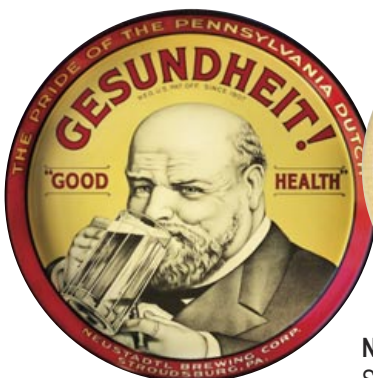
Anheuser-Busch, Inc.
St. Louis, MO.



Erie Brewing Co.
Erie, PA.



Kuebler Brewing Co., Inc.
Easton, PA.



Neustadtl Brewing Corp.
Stroudsburg, PA.



Jacob Schmidt Brewing Co.
St. Paul, MN.



Seitz Brewing Co..
Easton, PA.



And a few from the 1940s



Blatz Brewing Co.
Milwaukee, WI.



Burke Brewery, Inc.
Long Island City, NY.



Geo. Ehret Brewery, Inc.
Brooklyn, NY.





As I put together my column for this issue, I reflected on the tremendous interest in buying breweriana demonstrated by these various auctions. I also thought about the significant growth of NABA's membership during the past few years. In considering these things, I couldn't help but think of the famous two slogans used on some of the pieces from Oshkosh, WI that appeared in Millers Auction of the late NABA member Ron Akin. I think the slogans used by Rahr Brewing Co. and Oshkosh Brewing Co. correlate directly to the current state of both NABA and our hobby as a whole: "B'gosh it's good" and "The Talk of the Town!"

Millers Auction Company

The Ron Akin Collection was auctioned in November 2023. Among the many pieces sold were these interesting chalkware and composite point-of-sale pieces dating from the 1950s.



Composition sign, Chief Oshkosh Beer, Oshkosh Brewing Co., Oshkosh, WI, 8.5 x 6.5 in., \$600.



Chalkware "shelf talker" sign, Chief Oshkosh Beer, Oshkosh Brewing Co., Oshkosh, WI, 13.25 x 6.75 in., \$900.



Chalkware wall hanging sign, Chief Oshkosh Beer, Oshkosh Brewing Co., Oshkosh, WI, 17 x 19.75 in., \$3,700.



Chalkware "shelf talker" sign, Chief Oshkosh Brewing Co., Oshkosh, WI, 8 x 5 in., by Plastic Specialty Co., Milwaukee, WI, \$950.



Chalkware hanging sign, Rahr's Elk's Head Beer, Rahr Brewing Co., Oshkosh, WI, 8 x 10 in., by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, \$450.



Composition sign, Chief Oshkosh Beer, Oshkosh Brewing Co., Oshkosh, WI, 8.5 x 10.5 in., \$350.



Chalk back bar sign, Chief Oshkosh Brewing Co., Oshkosh, WI, 11 x 8.25 in., by Plastic Specialty Co., Milwaukee, WI, \$1,000.

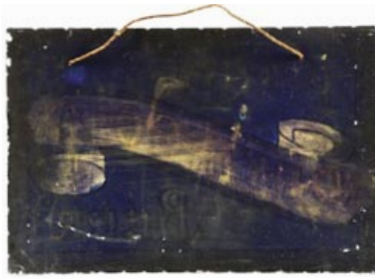


Foil-over-cardboard sign, Chief Oshkosh Brewing Co., Oshkosh, WI, 14.75 x 11.25 in., by Embosograf Company of Illinois, Chicago, IL, \$500.

Other Auctions



This was a fun consignment to watch. It is a hand-painted sign, over a reverse-painted glass sign for Rheingold Beer. Will the buyer leave it as is or remove the paint to expose the original Pre-Prohibition era beer sign? Rheingold Beer, United States Brewing Co., Chicago, IL, 18 x 12 in., \$832, Dan Morphy Auctions.



Vintage T-shirts, Coors Banquet Beer, Coors Brewing Co., Golden, CO, all unused and unopened from the 1970s, \$400, B and D Auctions.



Plastic lighted sign, Potosi Beer, Potosi Brewing Co., Potosi, WI, \$1,730, Tim Slack Auction LLC.

Paper broadside sign, Pabst Blue Ribbon Beer featuring the Green Bay Packers, Pabst Brewing Co., Milwaukee, WI, c. 1960s, by the Green Bay Area Chamber of Commerce Sports Committee, \$910, Ryan's Relics Estate & Auction Co. LLC.



Lighted motion lamp, Cook's 500 Ale, F. W. Cook Co. Inc., Evansville, IN, 9 x 5.5 in., \$1,700, Kraft Auction Service.

Ladies at auction



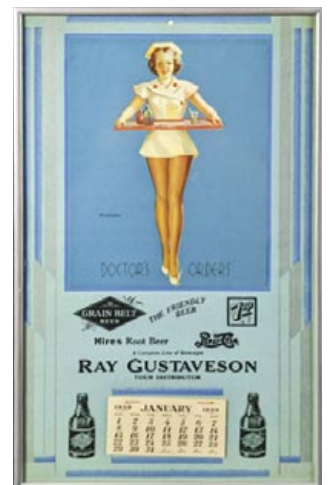
Postcard, Lebanon Valley Beer, Lebanon Valley Brewing Co., Lebanon, PA, dated 1939, \$181 Kleinfelter's Auction.



Cardboard sign, Pointer Beer, Pointer Brewing Co., Clinton, IA, 16 x 24.5 in. trimmed, c. 1940s, \$750 Millers Auction Co.



Paper Pinup Girl calendar, Menominee Beer, Menominee-Marinette Brewing Co., Menominee, MI, 11 x 23 in., dated 1938, \$425 Millers Auction Co.



Cardboard Pinup Girl calendar, Distributor for Grain Belt Beer, Minneapolis Brewing Co., Minneapolis, MN, 10 x 16.5 in., dated 1939, \$250 Millers Auction Co.

Interesting on eBay



Cardboard "Day-Glo" sign, Red Top Beer, Red Top Brewing Co., Cincinnati, OH, by E. S. Bonbright, Hamilton, OH, \$708.



Vacuform plastic signs, National Bohemian, The National Brewing Co., Baltimore, MD, \$780.



Foil over cardboard sign, Rolling Rock Beer, Latrobe Brewing Co., Latrobe, PA, 16 x 10 in., by W. H. Fayle & Co., Everett, MA, \$843.



Wooden backbar sign, Rolling Rock Beer, Latrobe Brewing Co., Latrobe, PA, 14.5 x 6 in., by Knipple Studio, Marengo, IA, \$904.

Double sided tin with milk glass letter outdoor hanging sign, Neuweiler Beer, Louis F. Neuweiler's Sons, Allentown, PA, Found in a barn. \$6,625.



Cardboard easel back sign, Berghoff Beer hunting scene, Berghoff Brewing Corp., Fort Wayne, IN, 19 x 16 in., dated 1935, by Goes Lithographing Co., Chicago, IL, \$1,202 eBay.



Cardboard easel back sign, Berghoff Beer half gallon bottles, Berghoff Brewing Corp., Fort Wayne, IN, 20 x 14 in., dated 1935, by Goes Lithographing Co., Chicago, IL, \$1,450.



Cardboard easel back sign, Berghoff Beer Pale and Dark Dortmund, Berghoff Brewing Corp., Fort Wayne, IN, 20 x 14 in., dated 1935, by Goes Lithographing Co., Chicago, IL, \$911.



Die-cut tin backbar sign, Pfeiffer's Beer, Pfeiffer Brewing Co., Detroit, MI, 16.5 x 12 in., c. 1950s, \$922.



Double sided tin neon outdoor hanging sign, Red Top Beer, Red Top Brewing Co., Cincinnati, OH, Neon is missing. \$4,500 Facebook deal or no deal page.



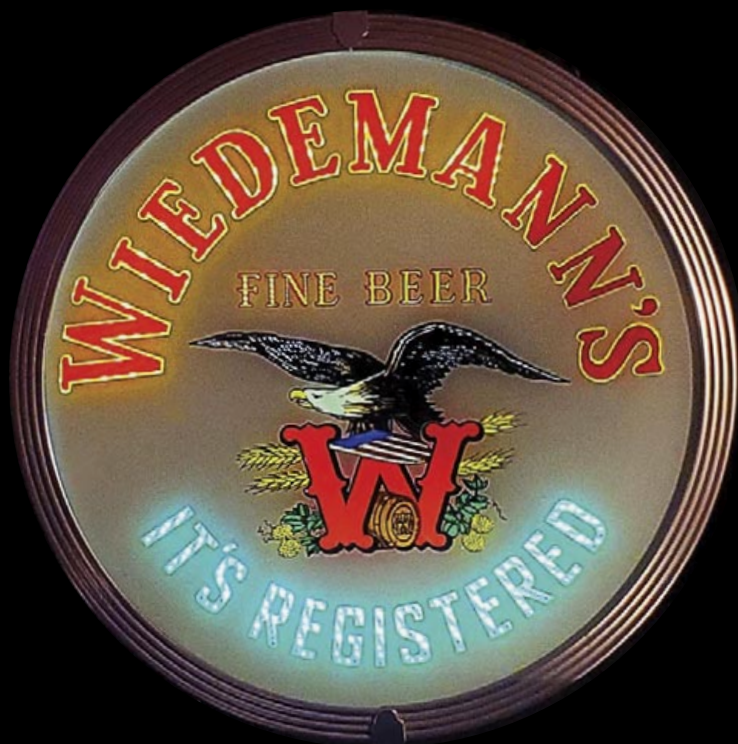
Die-cut cardboard easel back sign, Heileman's Old Style Lager, Heileman Brewing Co., La Crosse, WI, 14 x 13 in., dated 1933, by Goes Lithographing Co., Chicago, IL, \$698.

THE BACK BAR

The Back Bar 20th Anniversary

by John Bain





Best of Show Contest Winner

A dazzling Wiedemann's lighted and animated sign from the 1950s by The Ohio Advertising Display Co., Cincinnati, OH. Reverse-painted glass ad panel, metal frame, painted metal body. Collection of Mike Macindoe of TN.



1st Runner Up

A lively circa-1960s Miller lighted and animated sign by Lakeside Plastics Corp., Chicago, IL. Painted and plated plastic front, painted metal body, internal clock. Collection of Shane Bomar of VA.

When we were 20 years younger, The Back Bar made its first appearance at the Blue & Gray show at a Holiday Inn "Holidome" hotel in Fredericksburg, VA. At that time, The Back Bar was just a display, with no contest or accompanying awards.

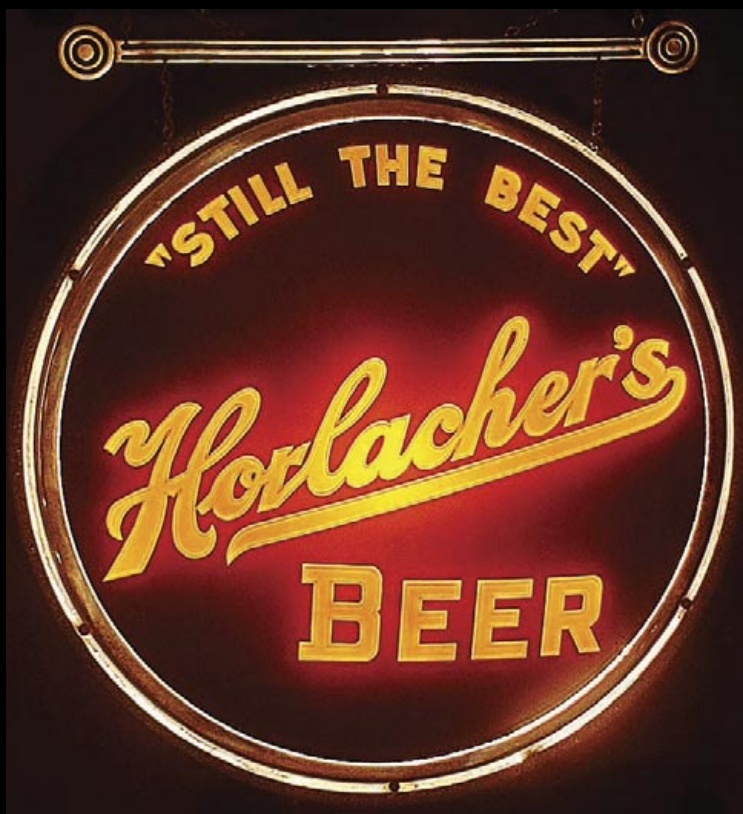
Since then, The Back Bar has evolved into an experiential event, with a comfortable 1930s-style lounge offering big band music, film noir movies, slide show trivia games, and fine whiskies. There are even lighted signs for sale that emphasize the art of early lighted breweriana.

This evolution is a result of the ingenuity of yours truly, and the support and participation of many collectors who attend the Blue &

Gray Show annually, now at the Hilton in Herndon, VA.

By coincidence, the 20th anniversary display showcased 20 captivating signs from 20 participants, including several notably rare gems. To celebrate, the Back Bar featured cash prizes (in addition to the traditional beer prizes and ribbon awards) for the top three entrees, with \$100 awarded to the owner of the lighted sign voted "Best of Show."

For the second year, the Back Bar featured a slide show trivia game with a 50/50 cash prize for the winner. Players were shown approximately 100 slides (one at a time) of scenes, sets and props from famous movies and TV shows from the 1930s through the



2nd Runner Up

A spectacular example of a 1930s Horlacher's lighted sign by the renowned, long-defunct Gill Glass and Fixture Company, Philadelphia. It may be the only existing example. Reverse-enameled convex glass ad panel, nickel-plated metal trim, painted metal body, cast metal "dog bone" hanger with chains. Collection of Larry Handy of PA.

1990s. The challenge was to identify the correct title of the movie or TV program within 10 seconds of seeing the slide. NABA Board Member Scott Brown won this year's game and generously donated his winnings to support The Back Bar.

Last year's game featured two rounds of glamour shots of famous film and television actresses from the 1930s through the 1970s. Winners Chip Zeiler and NABA President Ken Quaas also donated their winnings. Because of their popularity, similar games will be featured in The Back Bar again each year.

continued on page 74



A beautiful c. 1940s Trommer's Malt Beer neon, which was for sale in the Back Bar lounge.

THE BACK BAR

Not surprisingly, The Back Bar has also grown to feature a well-stocked mini-bar of fine whiskies for Back Bar members and display participants to enjoy. Many of these spirits were contributed by bottle or cash donations from Matt Owens, Jeff Browning, Bill Pfeiffer, Doug Harman, "Turkey" Lardinois, Jeff Davis, and other generous donors. I thank all of these gentlemen for their support!

The Back Bar has had an interesting journey over the past 20 years, including a visit to the 2022 NABA Convention. It will be exciting to see how what once was a display (now evolved into a full-blown event) will continue to evolve over the next 20 years. For me, it's been a great pleasure to provide this attraction to all show attendees.



Reverse-painted glass ad panels, painted metal back, cast metal base; c. 1937 by Price Bros., Chicago, IL Collection of Chris Reed, NC



Glass gas-discharge tubes, wood/wire shipping crate, detached transformer; c. 1930s. Collection of John Reinertson, PA



Reverse-etched/painted glass ad panel, painted metal frame and base; Ohio Adv. Display Co. Collection of Don Johnson, MD



Reverse-embossed plastic ad panel, painted metal body, internal color drum; c. 1950s by Liquid Flow Co. Collection of John Bain, NY



Reverse-etched and painted ad panel, brass plated metal base; c. 1940s by Price Bros., Inc., Chicago, IL. Collection of Jeffrey Flock, PA



Reverse-painted textured glass ad panel, painted metal body, internal plastic color drum; c. 1950s by Liquid Flow Company. Collection of Mark Young, CA



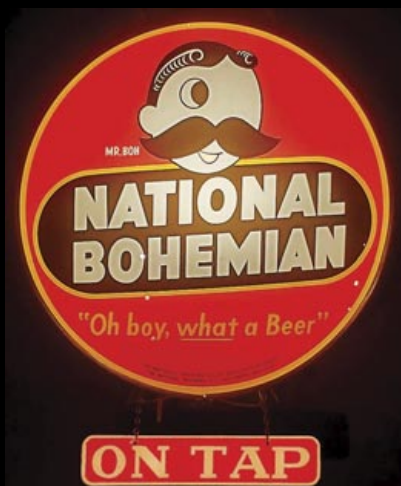
Reverse-etched/painted ad panels, brass-plated metal base; c. 1950s by Price Bros., Inc., Chicago, IL. Collection of Dave Hoffman, MD



Reverse-painted glass ad panels, 4-sided painted metal body, painted fitter; c. late 1950s; Collection of Chip Zeiler, MD



Reverse-painted glass panel, paint-ed/stenciled metal body, internal plastic pin-wheel; c. 1950s. Collection of Jeff Davis, NY



Reverse-enameled convex glass ad panel, painted metal body with metal wire stand; c. 1940s. Collection of Glenn Berry, MD



Reverse-etched and painted glass ad panel, glass gas discharge tube, painted metal body, chrome-plated metal trim; early 1940s by The Lackner Co. Cincinnati, OH. Collection of Chad Campbell, PA



Reverse-painted and embossed plastic face, painted metal body; c. 1950s by Hagen Advertising Displays, Cincinnati, OH. Collection of Bill Pfeiffer, PA



Reverse-painted glass ad panel, painted metal shell and base; c. 1937 by Price Brothers, Chicago, IL. Collection of Dennis Heffner, NY



Reverse-painted glass ad panel, painted metal shell with metal wire stand; c. 1930s by Brunhoff Manufacturing Company, Cincinnati, OH. Collection of Dave Donovan, MD



Reverse-enameled convex glass ad panel, painted glass reflector panel, metal trim ring, cast metal base; c. 1935 by The Gill Glass and Fixture Company, Philadelphia, PA. Collection of Scott Brown, MD



Clear and powder-coated glass gas-discharge tubes, painted metal frame, attached transformer. Collection of Tony Zerante, VA



Forward printed plastic ad panel, painted metal body, bowed extruded metal frame, c. 1950s by Centralite Company. Collection of Mark Benbow, VA

continued on page 76

THE BACK BAR

The Back Bar is extremely grateful to Larry Handy and the Blue & Gray Show for comping the Back Bar room; and especially grateful for the assistance of its participants, benefactors, the Hilton staff and Tony Zerante.

For details on participating in The Back Bar contact: the-back-bar@earthlink.net

Cheers!



Display Participants

Above: Display participants (left to right). Standing: Jeff Davis, Bill Pfeiffer, Mark Benbow, Jeffrey Flock, John Reinertson, Scott "P.O.N. Man" Brown, Larry Handy, Chad Campbell, Chip Zeiler, Glenn Berry. Sitting: Dave Hoffman, Mark Young, Tony Zerante, Dave Donovan, Shane Bomar, Mike Macindoe, Don Johnson. Absent: Dennis Heffner, Chris Reed.

Below: Contest winners (L to R). Shane Bomar (1st Runner Up), Mike Macindoe (Best of Show), Larry Handy (2nd Runner Up).



Contest winners

From Left:

Shane Bomar
(1st Runner Up)

Mike Macindoe
(Best of Show)

Larry Handy
(2nd Runner Up)



Taps

Ann Marie Kotch

Ann Marie Kotch, 71 of Plainfield, NJ, passed away on January 29. She was married to John Dikun, one of New Jersey's most renowned breweriana collectors. She was well known and much beloved for her warm, gracious, and engaging personality and her passing is a loss to the NABA community.

Ann Marie was a Registered Nurse at Robert Wood Johnson Hospital in New Brunswick, NJ for over 40 years before retiring. In her free time, Ann Marie enjoyed frequent road trips with John, her husband of 27 years. She is survived by her husband John, mother Rose, and brother Peter.

Upon learning of her passing, the tributes of love and respect for her poured in. Here are samples from some of her fellow NABA members:

"Ann Marie was a truly special person. I always enjoyed our chats at the breweriana shows, and she added a wonderful persona to our community."

~ Scott Brown

"Ann Marie was a sweetheart. We had countless conversations over the years at all the shows we both attended. Oddly, very few of those conversations were about beer and collecting. We always had so many other things to talk about. That's the beauty of this hobby, the great people. RIP friend."

~ Paul Dodge

"Ann Marie was a kind, caring person who respected others and was very pleasant to speak with. When we had meetings to see John's collection and at the Garden State Chapter picnics, she would entertain us with outstanding appetizers and other specialties. I really enjoyed talking with her about cooking and family recipes. She enjoyed all the people in the hobby and was proud to contribute to John's collection. Ann Marie will be sorely missed by all the lives that she touched."

~ Joe Germino

"Ann Marie was just a charming woman. A caring nurse, wife, and a person who was always smiling and joyful at breweriana events. Her passing



is a loss to our community, but we have our lovely memories of Ann Marie. I wish I could still give her some chocolate bars, which she often enjoyed."

~ Mark Maklary

"Ann Marie was a fixture at East Coast shows. You were always greeted with a smiling face and pleasant conversation. She raised a great deal of money for NABA selling 50/50 tickets at our last several conventions. If Ann Marie asked you to buy some tickets, you weren't going to say no."

~ Mike Michalik

"Ann Marie was a true gem. I enjoyed seeing and chatting with her at shows and the NABA conventions, where she and John did a wonderful job fundraising for the club. She was a very welcoming and gracious host when I visited their home. The best thing about our hobby is the people. Ann Marie was truly one of the best people in our hobby."

~ Ken Quaas

"Ann Marie was a very kind, caring, and lovely person. She was easy to talk with and always concerned about the health of others, even when she herself was not well. As an O-R Nurse, she was part of the team who treated my wife, Lee, during her surgery several years ago. Always a caring person, Ann Marie would talk with Lee at various beer-related events and ask how she was doing."

Ann Marie was also dedicated to helping John collect quality brewery pieces. I'm certain that the careful placement of these museum-quality items in their lovely home was Ann Marie's doing. We in the Jersey Shore Chapter will always miss her."

~ Joe Radman

"Ann Marie was one of those people you instantly liked. You immediately sensed her warmth and caring. She always showed interest in others, even when facing her own personal fight against cancer. Her patients found comfort in her dedication as a loving nurse, sometimes bringing the only light in their day."

~ Pat Stanley

Upcoming Shows

May 2024

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

Date: May 4
Time: 9:00 AM - 2:00 PM
Event: **Horlacher Chapter Spring Breweriana Show**
Sponsor: *Horlacher Chapter*
Address: Macungie Park Memorial Hall, Route 100, Macungie PA
Contact: Larry Handy, 267-221-8300

Date: May 4
Time: 9:00 AM - 2:00 PM
Event: **12 Horse Flower City Trade**
Sponsor: *12 Horse Chapter*
Address: 1850 Mt. Read Blvd., Rochester NY
Contact: Brian Coughlin, 585-703-6697

Date: May 4
Time: 8:00 AM - 3:00 PM
Event: **Shiner Texas Beer Collectibles Show**
Sponsor: *Bluebonnet, Lone Star and Grand Prize Chapters*
Address: 603 E Brewery St., Shiner TX
Contact: Mike Lombardo, 214-924-0003

Date: May 4
Time: 9:00 AM - 2:30 PM
Event: **Dakota Chapter Breweriana Show**
Sponsor: *Dakota Chapter*
Address: 800 Archery Lane, Yankton SD
Contact: Aric Lee, 701-721-5326

Date: May 5
Time: 9:00 AM - 1:00 PM
Event: **Badger Bunch Spring Show**
Sponsor: *Badger Bunch*
Address: 3832 Hillside, Delafield WI
Contact: Mike Scheffler, 414-750-3469

Date: May 11
Time: 8:00 AM - 2:00 PM
Event: **Patrick Henry Breweriana Show**
Sponsor: *Patrick Henry Chapter*
Address: 11611 Shaver Rd., Schoolcraft MN
Contact: Rik Dellinger, 269-366-8828

Date: May 11
Time: 8:00 AM - 1:00 PM
Event: **Smoky Mountain CANboree**
Sponsor: *Smoky Mountain Chapter*
Address: 9937 Kingston Pike, Knoxville TN
Contact: Tom Legeret, 865-221-9710

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

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

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

Date: May 19
Time: 8:00 AM - 1:00 PM
Event: **Bullfrog Spring Trade**
Sponsor: *Bullfrog Chapter*
Address: 515 S. Main St., Wauconda IL
Contact: Steve Gola, 312-218-0019

Date: May 31-June 1
Time: varies
Event: **Tri-States Beer Can & Breweriana Show**
Sponsor: *Hawkeye Chapter*
Address: 1111 Dodge St., Dubuque IA
Contact: Mike England, 515-360-3586

June 2024

Date: June 2
Time: 7:00 AM - 1:00 PM
Event: **Old Reading Chapter Beer Can & Breweriana Show**
Sponsor: *Old Reading Chapter*
Address: 312 Gernants Church Rd., Leesport PA
Contact: Tadd Steele, 610-780-2353

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

Date: June 7-8
Time: varies
Event: **Swap-A-Rama**
Sponsor: *Gateway Chapter*
Address: 50 St Francois St., Florissant MO
Contact: Al Kell, 314-348-3786

Date: June 8
Time: 8:00 AM - 3:00 PM
Event: **Annual Cone Top / NABA Trade Show**
Sponsor: *Cone Top Brewery Museum and NABA*
Address: 119 N. Main St., Vicksburg MI
Contact: Clayton Emery, 231-920-6013

Date: June 8
Time: 9:00 AM - 2:00 PM
Event: **Butte Beer Show**
Sponsor: *Big Sky Chapter*
Address: 465 E. Galena St., Butte MT
Contact: Dewey Algaard, 406-633-1640

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: June 15
Time: 10:00 AM - 3:00 PM
Event: **The Ida-show!**
Sponsor: *Gem State Chapter*
Address: 942 Preakness Dr., Eagle ID
Contact: Joe Prin, 208-573-1082

Date: June 15
Time: 9:00 AM - 1:00 PM
Event: **52nd Annual Brewery Advertising & Beer Can Show**
Sponsor: *Stroh's Fire-Brewed Chapter*
Address: 3530 Biddle Ave., Wyandotte MI
Contact: Tom Philport, 734-934-5664

Date: June 21-23
Time: varies
Event: **45th Annual Kansas Kolossal Kan Kapper**
Sponsor: *Carrie Nation and KC's Best Chapters*
Address: 2650 Planet Ave., Salina KS
Contact: Bill Boyles, 816-820-9933

Date: June 23
Time: 10:00 AM - 2:00 PM
Event: **Summer Blast Beer Collectibles Show**
Sponsor: *Olde Frothingslosh Chapter*
Address: 800 Vinial St., Pittsburgh PA
Contact: Ronald McDonald, 724-601-6797

July 2024

Date: July 12-13
Time: varies
Event: **Nordlager & North Star Chapter's Annual Show**

Sponsor: *Nordlager & North Star Chapters*
Address: 115 St. Louis Ave., Cloquet MN
Contact: Bert Whittington, 218-393-0657

Date: July 12-13
Time: varies
Event: **49th Annual Ohio Mini-CANvention**
Sponsor: *Miami Valley Chapter*
Address: 120 Fairground Rd., Xenia OH
Contact: Teri Galford, 937-831-0046

Date: July 19-20
Time: varies
Event: **Summerswap**
Sponsor: *Michigan and Rusty Bunch Chapters*
Address: 990 Flint St., Frankenmuth MI
Contact: Clayton Emery, 231-920-6013

Date: July 27
Time: 9:00 AM - 12:00 PM
Event: **Simon Pure Summer Show**
Sponsor: *Simon Pure Chapter*
Address: 4569 Broadway, Depew NY
Contact: Jeff Murbach, 716-713-7236

Date: July 28
Time: 8:00 AM - 3:00 PM
Event: **Hartog Memorial Picnic & Beer Show**
Sponsor: *Prison City Chapter*
Address: 651 Highland Pkwy., Joliet IL
Contact: Willy Novak, 630-291-7943

Date: July 28
Time: 9:00 AM - 1:00 PM
Event: **Beer, Soda & Bottle Collectibles MEGA SHOW**
Sponsor: *Hawkeye Chapter*
Address: 2405 SE Creekview Dr., Ankeny IA
Contact: Mike England, 515-360-3586

August 2024

Date: August 10
Time: 7:00 AM - 3:00 PM
Event: **A Day at Leinie's**
Sponsor: *North Star Chapter*
Address: 124 E. Elm St., Chippewa Falls WI
Contact: Paul Schmidt, 651-343-8244

September 2024

Date: September 7
Time: 9:00 AM - 2:30 PM
Event: **Dakota Chapter/ North Star Chapter Breweriana Show**
Sponsor: *Dakota & North Star Chapters*
Address: 17 Wiley Ave. N., Lidgerwood ND
Contact: Aric Lee, 701-721-5326

Date: September 13-14
Time: varies
Event: **Bago Beer Bash**
Sponsor: *Schell's Border Batch Chapter and NABA*
Address: 34410 180th St., Winnebago MN
Contact: Dave Bullock, 952-500-3845

Date: September 14
Time: 9:00 AM - 2:00 PM
Event: **Horlacher Chapter Weekender Breweriana Show**
Sponsor: *Horlacher Chapter*
Address: 4550 Old Packhouse Rd. at Rt. 309, Schnecksville PA
Contact: Larry Handy, 267-221-8300

Date: September 15
Time: 9:00 AM - 2:00 PM
Event: **Monarch Fest**
Sponsor: *Monarch Chapter (NABA)*
Address: 570 S. Gary Ave., Carol Stream IL
Contact: Paul Cervenka, 630-379-1522

Date: September 22
Time: 9:00 AM - 2:00 PM
Event: **Jerry Trowbridge Memorial Show-Topeka**
Sponsor: *Carrie Nation Chapter*
Address: 4901 SW Shunga Dr., Topeka KS
Contact: Marc Milner, 785-273-8447

Date: September 28
Time: 9:00 AM - 3:00 PM
Event: **50th Annual Guzzle 'n Twirl**
Sponsor: *North Star Chapter*
Address: 1850 White Bear Ave., Maplewood MN
Contact: Paul Schmidt, 651-343-8244



STROH'S[®]

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General Admission\$1.00

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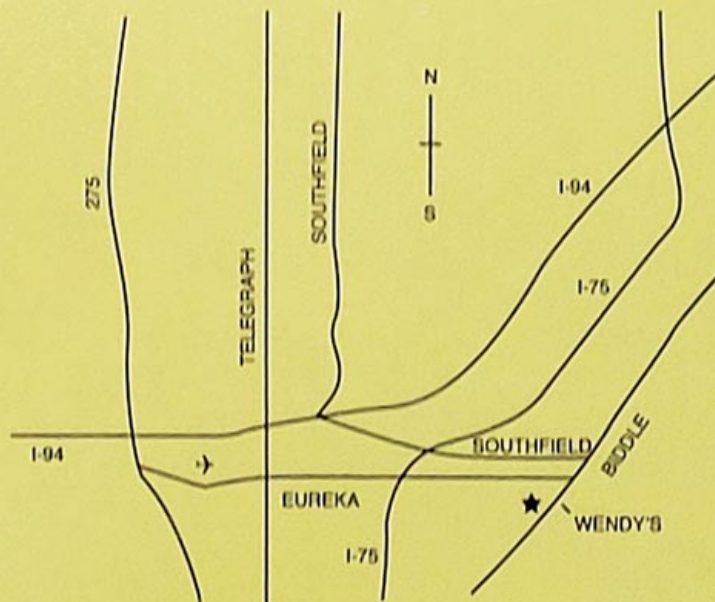
RAFFLE!

NEED INFO?

Contact:

Tom Philport- NABA/BCCA: 734.934.5664

Frank Pfeiffer- Events Coordinator: 734.596.9089



Take I-75 to Exit 36
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Saturday May 4 2024 9am - 3pm

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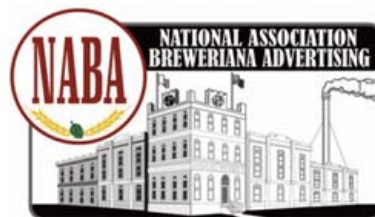
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NEW YORK CITY BREWERIANA! Serious collector seeking to buy trays, signs, lithos, etc. especially from old breweries in Manhattan and the Bronx. These include Beadleston & Woerz, Bernheimer & Schmidt, Central, Consumer's, Doelger, Ebling, Eichler, Ehret, Elias, Everard, Fidelio, Haffen, Horton, Hupfel, Kips Bay, Lion, Loewer's, Ringler, Ruppert, and Stevens. Please call Ken Quaas, 630-204-5270 or email Ken@consumertruth.com rV200

WANTED: Altes Age postcards (Detroit) from the 1940s. Also, postcards from Detroit Brewing Co. (holiday series from 1909 - 1910). Collecting pre-Pro Michigan signs and trays too. Dave Alsgaard, dalsgaard@charter.net or 989-631-7239 (cell/text). rV200

WANTED: Items related to Mitchel Brewing or Mitchel of Mokena. Serious collector looking for anything related to Mitchel Brewing. Particularly a Dutch Boy Draft Beer label. Dutch Boy was distributed by Illinois Brew Co., Chicago, IL, brewed and bottled by Mitchel Brewing Co., Mokena, IL. Call Robert Horras, 815-875-9348 or email rob9348@hotmail.com rV200

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

RADAKE Brewery of Kankakee IL. Text me a picture, tell me condition, give me a number...get a check! Walter Sanford 815-954-9545 i205

SIMPLY ROCHESTER. Vintage collector seeks Rochester NY Breweriana & History 1819 to 1960. Miller, Flower City, Cataract, Oothout, Bartholomay, Moerlbach, Hathaway Gordon, Enright, American, Rochester, Weinmann, Monroe, Genesee & more. All Categories-Tin, Paper, Glass, Wood, Cardboard. Call, text or email. John DeVolder, 585-697-4047, jcdvette@yahoo.com i205

Serious Collector seeking to buy 1949 and prior years of Joseph Schlitz Brewing Company. Looking for Signs, Trays, Lithos, Paper items, Small items, Pre-Pro Bottles, Prohibition and Pre-Pro labels. Anything to do with Agents or Sole agents for Schlitz Brewing Co., especially Jos. Gahm and Son Co., New England Agents. Please call Jonathyn Mowat, (810) 956-2436 or email, Jonathynmowat@gmail.com. i205

BREWERIANA COLLECTOR Magazine

All advertising inquiries should be directed to:

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

Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

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

PAYMENT

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

DEADLINES

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

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

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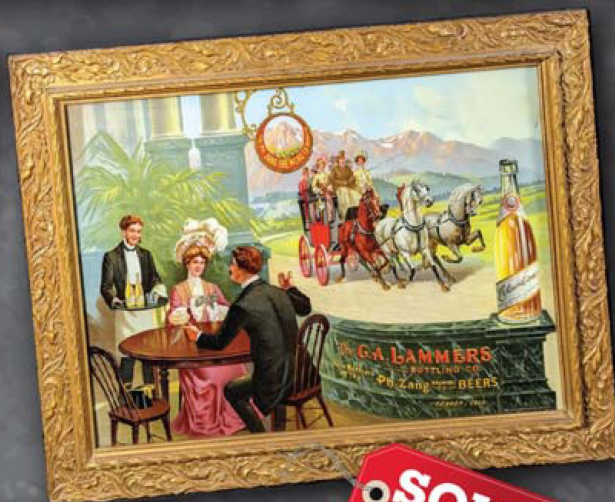
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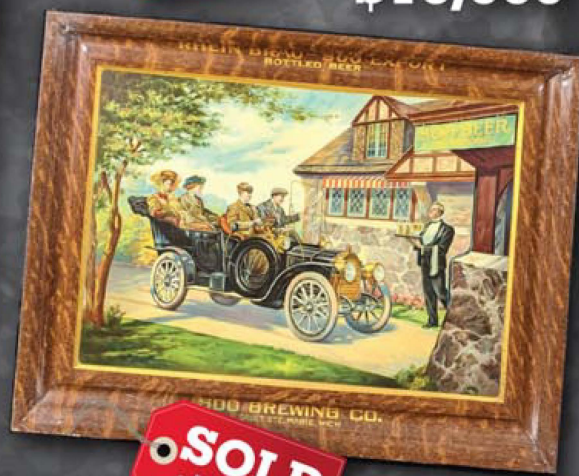
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\$45,030

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