



BREWERIANA COLLECTOR

Volume 184

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WINTER 2019

**Big Apple, Little
Brewery: Kips Bay**

**What's in the
cellar?**

**Tied
Houses in
America**

**Fox De
Luxe,
Grand
Rapids,
MI**

**A fine
pilsner,
YUSAY?**

**Pabst portfolio
in peril**



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BREWERIANA COLLECTOR

WINTER 2019

#184

FEATURES

- 8 Big Apple, Little Brewery A 125-year-old brewery building still survives in Manhattan Ken Quaas
15 What's in the Cellar? Discovering the underground remnants of St. Joseph's brewing history.... Bob Fitzpatrick
19 Lessons from a fabulous find..... Barry Travis
24 Brewing a Legacy The Rise and Fall of Tied Houses in America Dave Olson
33 Fox De Luxe Brewing Co. Installment #5 in Michigan's Liquor Control Comm. Survey..... Larry Moter
45 A fine pilsner, YUSAY?..... Paul Cervenka

SHORT FLIGHTS

- 21 Progress made on new tap knob and statue books
23 Just for Openers Micro Brewery Bottle Openers John Stanley
48 Pabst portfolio in perilous predicament..... Ken Quaas
50 "Grande" price for a ball knob..... Chris Watt

STANDARD BREWS

- 4 President's Letter..... John Ferguson
5 Executive Secretary's Report..... John Stanley
6 Welcome New Members
30 Let's Talk Breweriana History and collecting—a perfect blend..... Rich La Susa
36 Auction Hysteria..... Chris Watt
41 What's Brewing? A Tale of Twin Ports..... Ken Quaas

END OF THE DRAW

- 50 Upcoming Shows
52 Buy-Sell-Trade
53 Membership Application; BC Advertising Guidelines
54 NABA Chapter Contact info

Cover Image: In 1870 George Wiedemann began brewing in Newport, Kentucky, just across the Ohio River from downtown Cincinnati. This charger shows three labeled bottles from their top selling brands. It was made by the Standard Advertising Co., Coshocton, Ohio, between 1890 and 1901. Courtesy of Tom Waller • **The 2019 NABA Convention will be held in the Cincinnati/Kentucky region July 31 through August 3, 2019.**

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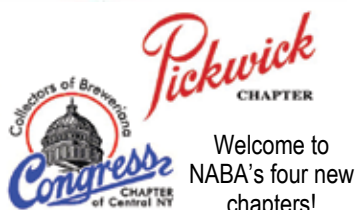
President's Message



Greetings! I hope all enjoyed a wonderful holiday and that 2019 will bring you health, happiness, and of course *breweriana*! Many great things are happening at NABA! Here are a few key examples.

• **Expanded Magazine:** Did you notice this issue of the magazine is a bit thicker? We've expanded from 48 to 56 pages and plan to soon grow to 64. That means more *breweriana* news, stories, profiles of our members, and pictures of *breweriana* for you to enjoy! Thanks to editor Lee Chichester and associate editor Ken Quaas for working with the terrific and always-expanding group of member writers who make the *BC* truly exceptional. In this issue, we have a fantastic contribution on tied houses from long-time member Dave Olson, who is writing his first article for the *Breweriana Collector*.

• **New Chapters:** We are delighted to announce the addition of four new local chapters to our roster! A warm welcome to all the members of the newly-formed Old Reading chapter of Reading, PA; as well as the Olde Frothingslosh chapter of Pittsburgh, the Congress chapter of Syracuse, NY, and New England's Pickwick chapter. As with all our chapters, we will promote them in the pages of this magazine, on our new website, on our Facebook page and through email "blasts" about their various shows and events. Want your event promoted? Just reach out to Executive Secretary John Stanley at JFO@mindspring.com.



• **New Website:** Please have a look at our beautiful, newly-reconstructed website, nababrew.com. It's packed with information on NABA and its events, and is designed to provide greater value to our members. NABA members (only) can access our member directory as well as PDFs of back issues of this magazine. None of this would be possible without the outstanding efforts of our brilliant new webmaster, Dan Bora, whom many of you

know from his masterful work on the BCCA website. We are so happy to have Dan helping us, too!

• **New NABA Brochures:** We have created a new membership brochure that extols the virtues of NABA and includes an application for membership. Many thanks go to the collaboration of Barry Travis and Ken Quaas in creating this valuable, updated piece. Do you need some to distribute at shows, craft beer bars, breweries, or among your chapter members? If so, just contact John Stanley, via his email address above (and with his regular report, next page).

• **Exciting Convention Plans:** Our meeting in Madison last summer was a great success. But we're looking to top it in Cincinnati from July 31 to Aug 3, 2019! Beer Dave Gausepohl is chairing the Convention and, along with the help of the excellent Queen City chapter members, is sure to offer an outstanding event! In addition to all the regular festivities and room-to-room trading, we plan not one, but two bus tours: An historical tour to include the region's old brewery caves and brewing sites AND the American Sign Museum; and another to various craft breweries in the area.



The cover of our new membership brochure. Copies available: contact Executive Secretary John Stanley at jfo@mindspring.com

Please visit the NABA website to book the Convention hotel online! Or call the Cincinnati Airport Marriott directly at 859-586-0166. Be sure to get the special NABA room rate of \$99 (with free parking and Wi-Fi) by mentioning our name. Finally, please look at the **Upcoming Show** schedule on pg. 50, and attend as many as you can to support our great hobby.

John Ferguson, President
Fergkate@comcast.net

EXECUTIVE SECRETARY'S REPORT

The NABA membership number is at 817 as we go to press. NABA has 36 members who did not renew from the June 30 (due date) group and 19 still needing to renew for September 30 (due date). Check your most recent issues of the *BC* (mailing label) to see your due date, and if you haven't renewed, please do so. You can send a check made out to NABA to the address below, or by using PayPal (send payment to nabamembership@comcast.net).

There are 14 new members for this quarter, and I hope you'll join us in welcoming them (list next pg.). Usually the start of each school year is a slow time for bringing in new members. Thanks to Barry Travis, we have a new membership tri-fold hand-out, and will be working hard to recruit new members. If you would like some of the brochures, let me know. Many thanks to Ken Quaas for recruiting several of the new members listed for this quarter.

Unfortunately I could not attend BCCA in Omaha as my birthday falls that week and we opted to go to Las Vegas to celebrate. My next show (or meeting as the group likes to call it) was with the Canadian Corkscrew Collectors Club in Portland, ME September 23-25. The group had 40 members in attendance and is mostly for the advanced collector. The hosts, Josef and Sue L'Africain, along with Tommy Campnell, put on a great event. Lots of action although the only "beer" item I got was a bar-mount corkscrew for Hinckel Brewing in Albany, NY.

The group runs an auction and theirs is an interesting process. An attendee can put in as many items as he/she wants and for each item or lot, a

small form is filled out stating the owner, description, and a reserve amount. The lots are assembled on tables and everyone checks out the lots. Anyone interested in an item who is willing to pay the reserve amount enters his/her name on the form. At the appointed cut off time, any forms that have more than one name are put into the auction. For any forms with only one name, the sale is completed for the reserve amount and the item goes to the person on the form. Any forms with no names are picked up by the owners. Out of about 150 lots, 15 went to auction and about 30 others were completed sales: A smooth, efficient process, I thought.

My next show was the Eastern Great Lakes Brewery Collectors Show in Richfield, OH October 12-13. The hotel was well laid out for hosting a beer show with three sides facing a pool area. It was a big turn out with mostly cans and bigger breweriana. I did manage to sell some openers and the NABA Board meeting was held late that Friday afternoon. This was a new show and the results were very good.

The first of November each year we visit several friends (mainly opener collectors) in the San Francisco Bay Area. The time coincides with the Watsonville Beer Show the first Saturday of November. This show never disappoints as I always find something. Thanks to my transportation supervisor, Pete Nowicki, we managed to hit some antique shops on the way back to San Francisco. While the Watsonville show is fun, it appears it might be the last one as Gene DeCico can no longer organize it, and no one wants to step up to site the show in Watsonville. Rumor has it that a group may try to host a show in Sacramento during this time frame next year.

The second weekend of November I attended the Belleville, IL Breweriana Show. Kevin Kious always does an outstanding job putting this show on. Basically half the tables are for beer collectors and the other half are for bottle collectors. I did manage to score a couple of nice Tennessee beer items (a Palmetto Beer opener and a Chattanooga corkscrew). The show is always well attended by

Continued next page.



Detail.

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Any renewals, changes or corrections to your address, phone, email or areas of interest can be made online at nababrew.com or you may email me or call if you need help.

the public. It is certainly one of the better one-day shows in the country.

To complete my quarterly breweriana trips for this issue, I just returned from the Auburn, MA Red Fox Fallfest. The format is like Blue-Gray and Eastern Great Lakes with just having room-to-room trading. The local turnout was good even though snow hit Thursday night and made traveling a little tough. It warmed up Friday and most of the local collectors made it, along with several

from out of state. Again, I had a good escort, Gary Deachman, to get me around. We spent two nights in Auburn before heading to his place in North Woodstock, NH to check out his outstanding opener collection. It's always a fun weekend.

Lastly: A big thank you to **Dan Bora** for doing an awesome job redesigning the NABA website. Please check out the changes. Dan has a real talent for making a great looking website.

John Stanley

Please join us in raising a frosty beverage to welcome NABA's New and Re-joined Members!



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Big Apple Little BREWERY

A 125-year-old
brewery building
still survives
in Manhattan

by Ken Quaas

Once upon a time, the little island of Manhattan had many breweries. In fact, as late as 1900, “The Big Apple” was the brewing capital of America, with more breweries than Chicago, Detroit, St. Louis, and Milwaukee combined.

This was largely because Manhattan also became the most densely populated area of the country, as German, Irish, and other European immigrants poured into New York harbor beginning in the 1830s and through the rest of that century. Many of these settled right where they had first stepped ashore in America—Manhattan.

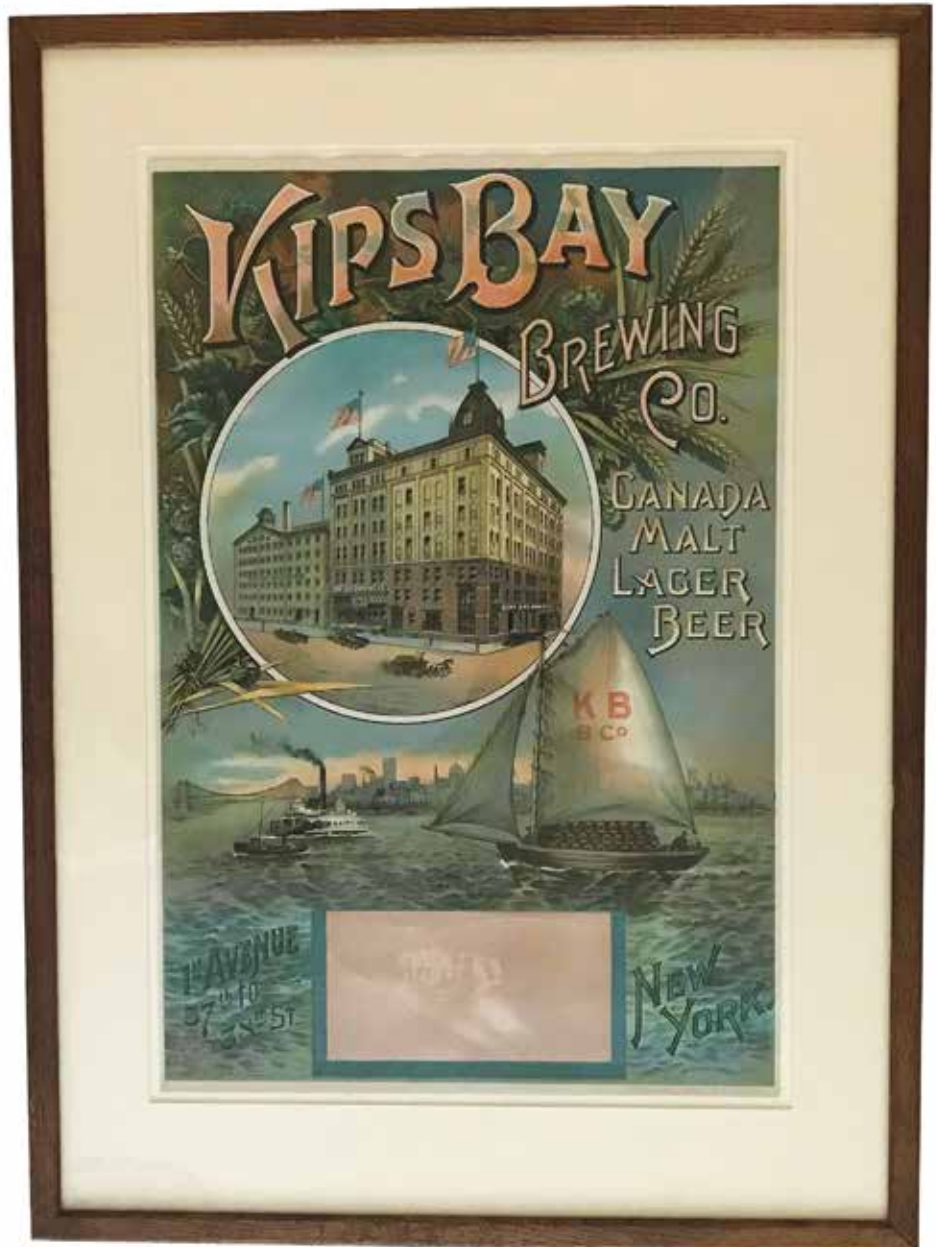
Manhattan’s population deluge created a horde of discriminating beer drinkers. By the late 1800s, the city’s supply of breweries boomed to

nearly 150, many of which were crowded into Manhattan to serve the thirsty throngs living there.

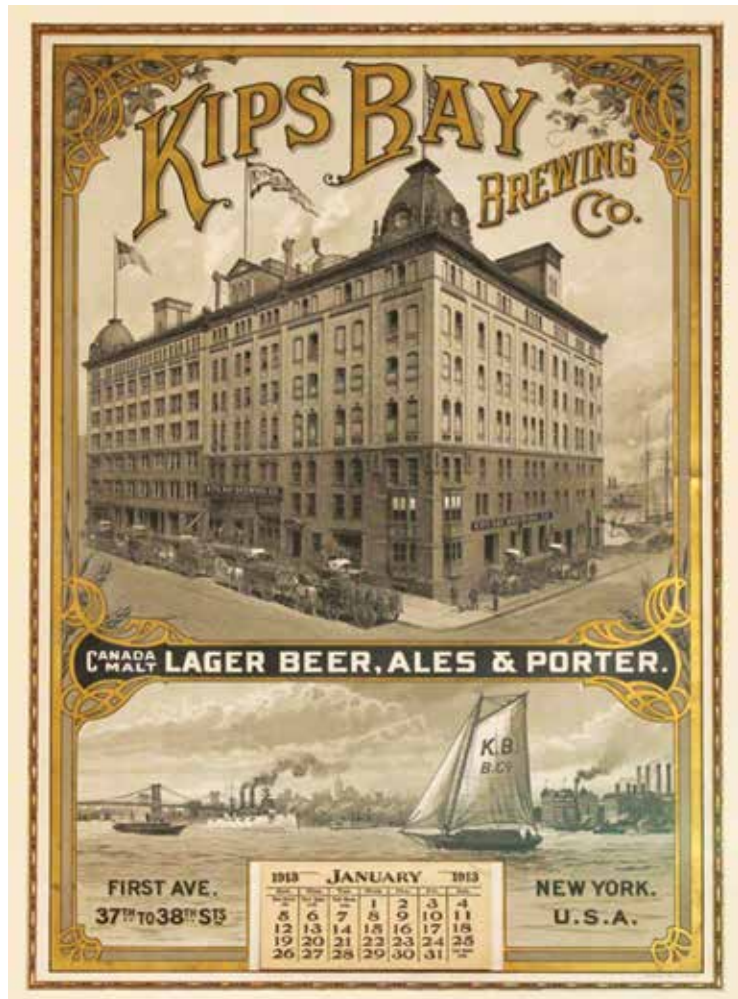
A dense island

Manhattan island is only 13.4 miles long and ranges from 1-2 miles in width. The Hudson River separates it from New Jersey to the island’s west. The appropriately-named East River divides it on the East from fellow NYC boroughs, Queens and Brooklyn.

Manhattan’s east side especially, was loaded with breweries, where early brewmasters aged their lagers in wooden barrels in the cool mudbanks of the East River. Many of these breweries flourished, making multi-millionaires of their immigrant brewers.



Early 1900s color lithograph of the brewery and the bay, only one known. Originally owned by Will Anderson and now in the collection of Keith Belcher.



Sepia toned lithograph of the brewery and its East River proximity, dated 1913, only one known. Originally owned by Will Anderson and now in the collection of Ron Small.

The breweries on the east side of Manhattan were especially crowded along a 3+ mile stretch from 28th Street northward to 94th Street. The East River provided an excellent transportation source for barges to deliver the barley and hops that had been grown upstate. By 1877, George Ehret's Hell Gate Brewery, a hulking complex of buildings, was America's #1 selling brewer by volume. Next-door-neighbor Jacob Ruppert Brewing Co. was ranked not far behind. In addition to Ehret and Ruppert, notable brewery names included Henry Elias, Peter Doelger, J. Christian G. Hupfel, Jacob Hoffman, Herman Koehler, and George Ringler, as well as Consumer's and Central.

Little and Late

One of the smaller breweries on the east side was a little different. It was a relative latecomer in 1894 and didn't have a German name. Instead, the Kips Bay Brewing Company was launched by an Irishman named Patrick Skelly, between two established Germanic brewery neighbors, Hupfel and



Because of its small size, Kips Bay did not produce large quantities or varieties of breweriana. What it did make could be stunning, like this pre-Prohibition factory scene tray, the only one known. Collection of Mark Kaufman.

Koehler (later re-named Fidelio, after its leading brand). Skelly had been a partner in a successful liquor wholesale company as well as a failing brewery called Centennial, which closed in 1899.

Skelly briefly named his little brewery after himself. Within a year or so he had changed the name to the area in which it resided—Kips Bay. Manhattan's Kips Bay neighborhood runs through streets of the east 20s and 30s. The area is named for Dutch settler Jacobus Kip who owned a farm in the 1600s near what is today 30th Street and the East River. Kips Bay was an inlet in the East River that gained fame in the American Revolution as the spot where the British landed to invade New York. That was in September 1776, in response to America's Declaration of Independence two months earlier. The Redcoats overwhelmed a smaller American force and subsequently occupied New York City.

In the 1800s, the part of the East River originally named for Kip, which extended from present-day 32nd Street to 37th Street, was filled to create precious land for a growing population. It was on this landfill that the Kips Bay Brewery was constructed, at First Avenue between 37th and 38th Streets.

At his new brewery, Patrick Skelly made lager to satisfy his German customers, as well as



Above: The only two known Kips ball knobs not in George Arnold's collection, courtesy of George Baley, as found in his book, *Vintage Beer Tap Markers: Ball Knobs, 1930s-1950s*.



What's in the name? These ball knobs and coasters show the three brands made by Kips Bay Brewing: its namesake Kips Bay, the curiously-named Kipling, and Skelly's, named for the founding family owners. The knob on the far right shows that the Skelly's brand was later produced by the Greater New York Brewery. All from the collection of George Arnold.

porter and ale to suit the tastes of his fellow Irish immigrants. The small brewery prospered under Skelly and when he died in 1908 leaving a million-dollar fortune, his son Hugh took the helm. According to the *New York Times*, Kips Bay Brewing was “more or less a neighborhood facility with a small but loyal following among patrons of restaurants and saloons in an area defined by the range of its horse drawn delivery wagons.” Kips had a small tap room, open to workers and their friends. Compared to other east side behemoths like Ehret’s, Ruppert, and Doelger, Kips Bay was a more insular, neighborhood brewery that didn’t have an “export” market outside Manhattan.



Cardboard behind glass in oak frame, circa 1940s, only one known. Formerly owned by veteran New York City collector Dave Launt, it is now in the collection of Ken Quaas.



Kips Bay made just one style of tray after Prohibition, shown here. It reprised the brand’s logo, first created in 1899, of a sailboat in the East River, loaded with wooden beer barrels and flying a sail emblazoned with the company’s initials, K.B.B. Co. Collection of Ken Quaas.

CHEATING Prohibition

Kips Bay sold enough beer to thrive until Prohibition. Unlike most of the breweries in Manhattan, it survived until Repeal. That’s chiefly because Hugh Skelly spent the 1920s bootlegging. It turned out that the low alcohol “near beer” he was making actually was quite real—at a full 5% alcohol, it was far beyond the .5% limit allowed under federal law. Skelly and his subordinates concocted an elaborate scheme to smuggle that product through a steel doorway that was cleverly disguised to look like a brick wall. He and his crew were famously caught in 1928 and their brewing equipment was impounded by federal agents. Sadly, the feds found and destroyed thousands of dollars’ worth of full-strength product.

Meanwhile during the 1920s era of Prohibition, residential real estate was soaring in Manhattan. To make way for new apartment buildings, much of the east side’s brewery row was decimated, including the grand but then-vacant structures that once housed the Ringer, Consumer’s, Central, and Doelger & Hoffman breweries. Few survived until Repeal in 1933. Two notable names that did make it relocated out of pricey Manhattan. Doelger bolted to New Jersey (taking over the old Peter Hauck Brewery in Harrison) and Ehret sold its massive Manhattan complex to next-door-neighbor Ruppert, and re-emerged in Brooklyn at the former Leonard Eppig Brewery.

The rest of the surviving east side breweries did not

KIPS BAY BREWERY IS SEIZED IN RAID

Campbell’s Agents Shut Plant
Valued at \$100,000 at 37th
Street and 1st Avenue.

SECRET DOORS DISCOVERED

Raiders Say Brew. Was Smuggled
Out Passages Camouflaged With
Brick and Steam Pipes.

The brewery of the Kips Bay Brewing and Maltng Company at Thirty-seventh Street and First Avenue was seized yesterday by the Federal Government as a result of a raid by prohibition agents last Thursday morning. The raid netted a truck load of alleged 5 per cent. beer—one of five which, it is charged, were about to start from the brewery. The truck driver was arrested. Following the seizure of the truck, Prohibition Director Campbell sent additional agents and inspectors to the brewery. They ordered the plant shut down. According to Major Campbell, they seized 10,000 gallons of real beer and equipment of the plant, valued at more than \$100,000.

The beer on the truck, Major Campbell said, had been smuggled out of the brewery through secret steel doors, so cleverly concealed that prohibition inspectors who made their regular rounds of the brewery never suspected their existence.

The steel doors were faced with brick, and when closed they were further camouflaged by a removable section of imitation steam and water pipes insulated with asbestos, he said. They connected with the garage of the brewery. The seized truck had been loaded with beer secretly smuggled out of the brewery without payment of tax in violation of the Internal Revenue law, it was charged.

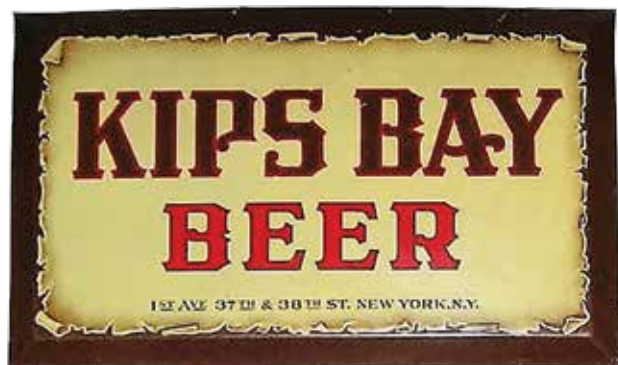
The driver of the truck was arrested on a charge of possessing and transporting beer in violation of the Volstead act. No other arrest has been made.

The Kips Bay Brewing and Maltng Company is capitalized at \$300,000. Its officers are listed as: Hugh P. Skelly, President and Treasurer; John Skelly, Vice President, and John A. Heffernan, Secretary.

The story of Kips Bay’s infamous bootlegging bust, as reported by the *New York Times* on July 3, 1928.



Above: Embossed aluminum sign, circa 1930s, only one known. **Below,** a rare tin over cardboard sign. Both from the collection of George Arnold.



Pre-Prohibition label, extremely rare, formerly in the collection of Bob Kay and now owned by Rob Walters.

last long. Those included the two other breweries in Kips Bay: Hupfel closed in 1938; Fidelio shut down two years later when it became a part of a consolidation of brands into the Greater New York Brewery. Greater NY also subsumed the remaining active breweries on Manhattan's west side, The Lion and Horton's. Each of these was subsequently closed, with brewing shifted to a plant in Queens, which itself closed and ended production of these brands in 1950. By the 1940s, Manhattan had just three functioning breweries. V. Loewer's Gambrinus Brewing on the west side closed in 1948. Ruppert, at the north end of the east side, lasted longest as a functioning brewery, until 1965. Sadly, all of these great brewery build-



Rare bottle crowns for Kips Bay's Extra and Skelly's brands. The two embossed Kip's Bay crowns are pre-Prohibition, and the Skelly's is post-Pro. Collection of Ron Small.

ings (a part of The Lion remains) were whacked by the wrecking ball in Manhattan's merciless march of relentless renewal.

All except one.

The lone survivor

Somehow, things went differently for Kips Bay Brewing. The small concern remained independent and in business longer than anyone but Loewer's and Ruppert. It sputtered and finally shuttered in 1947, however. Little is known as to exactly why, but it's easy to hypothesize the cumulative causes. Kips Bay had never had a canning line. While it did some bottling, it likely became over-reliant on its draft business and just had too much competitive pressure with which to contend. After World War II, the Midwest powerhouses had become "big nationals" (Schlitz, Anheuser-Busch, Pabst) and invaded New York City to get their bite of the thriving Big Apple bars. And local competition was still strong from four other leading NYC area breweries of the time: Ruppert; Brooklyn strongholds Schaefer, Rheingold, and Piel's; and of course, Ballantine from Newark, just across the Hudson River in New Jersey. With all of this power pressing upon it, there would have been little room at the bar for the tap handles of tiny Kips Bay.

Unlike the other fallen Manhattan brewery structures, the Kips Bay building somehow survived fully intact. Although it wasn't as massive or ornate as other east side breweries, it nonetheless had a strong and dignified look, standing a solid seven stories tall and crowned by two towers in the French Second Empire style that was so popular in the 1890s. Surprisingly, at a time in Manhattan when seemingly everything old was automatically considered obsolete—especially brewery buildings—Kips Bay was not reduced to rubble. Instead, it was sold and in a rare move during the decades before the city's historic preservation movement, re-purposed as offices.

Brewery architectural historian and NABA member, Dr. Susan Appel, says that below the brewery's

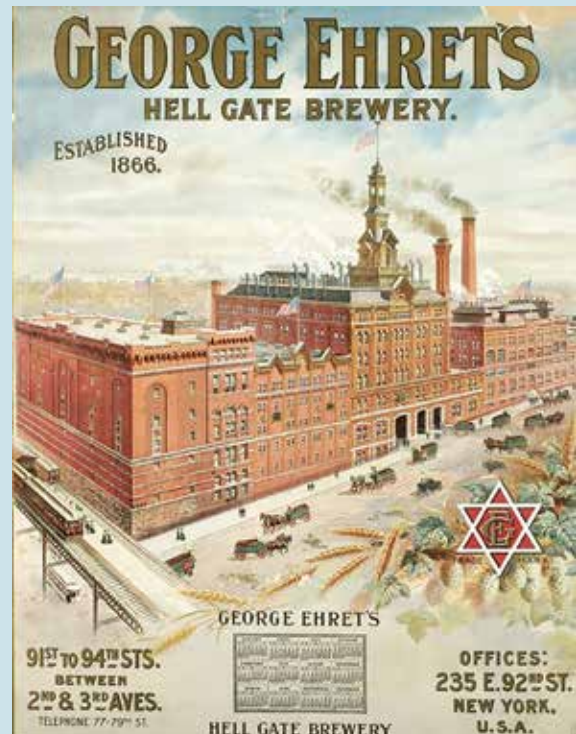
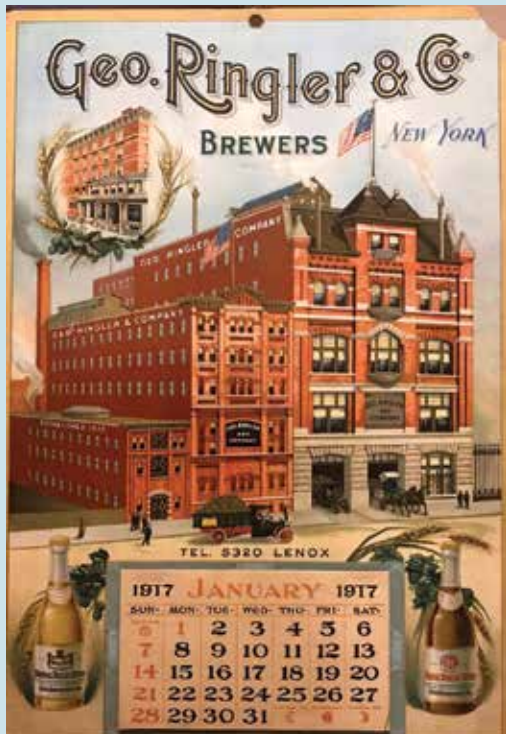
Continued on pg. 14

Fallen Fortresses of Foam



Every one of the many pre-Prohibition era brewery structures along the east side of Manhattan's brewing district ultimately met the fate of the wrecking ball—except Kips Bay. All that's left of these once imposing structures are images, like those depicted in the breweriana shown here. Today, this three-mile stretch along the East River houses posh high rise apartments, towering office and medical buildings, as well

as the imposing United Nations complex. From the collections of George Arnold, Mark Rodgers, & Ken Quaas.



elaborate rooftop domes, “the building is ‘calmer,’ less sculptural, and rather less classically inspired in detail than is often the case with a full-blown Second Empire building.” Perhaps the fact that the building was less ornate is the reason it survived. After all, the late 1940s was a time when this type of elaborate architecture was considered old fashioned looking, and often replaced with streamlined rectangles of steel and glass.

Built to last

Like other breweries constructed in the late 1800s, the Kips Bay structure is built like a fortress. It has walls three feet thick and floors strong enough to bear the weight of heavy brewing equipment. “We thought we might have some trouble when we put in some computer equipment,” one large tenant told the *New York Times* about the old brewery in 1977—thirty years after its original re-purposing. “We weren’t sure the floors of such an old building could take the weight. Then we found that it had a capacity of about 150 pounds per square foot—about twice that of most new buildings.”

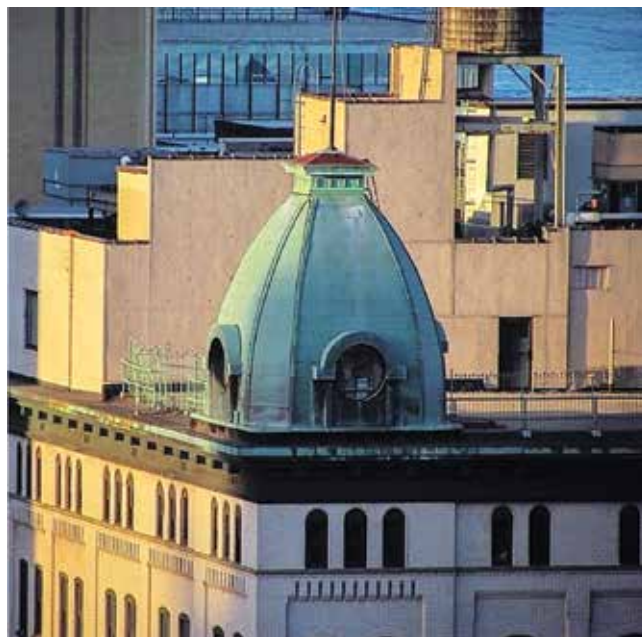
Today, the nearly 125-year-old brewery building has survived yet another expansive renewal, this time by New York University, which spent millions in recent years on developing an extensive medical complex in the Kips Bay neighborhood. With its decorative domes intact, the former Kips Bay Brewing Co. still faces 1st Avenue between East 37th and 38th Streets, just as it first did in when horse drawn wagons filled with kegs left its huge doors. Happily, it looks very much the same as it did in 1894, even though it now houses hospital offices instead of hops. Although it is dwarfed by much larger neighbors, it still stands proudly as a memorable monument—the lone survivor of a bygone era when the now posh and pricey east side of Manhattan was dominated by breweries.

AUTHOR’S NOTE: *Writing this article was for me, a labor of love. I lived in Manhattan for 12 years—a few of them in the Kips Bay neighborhood. I used to walk by the old brewery building frequently, fascinated by the fact that it still stood amidst a sea of constant change. As a New York City breweriana collector, I have for years been on the lookout for pieces from Kips Bay Brewing and am lucky enough to own a few. But advertising from this brewery is very rare. I suspect because the brewery was small and had a limited trading area, it didn’t produce too much in either diversity or quantity. That’s why to put together this article, I had to rely on many of my NABA friends, especially the dean of New York City collectors, George Arnold. Many thanks to George, Susan Appel, Keith Belcher, Mark Kaufman, Dan Morean, Ron Small, Rob Walters, and Daryl Ziegler for their contributions and guidance.*



Above: The brewery building as it looks today. The old structure has hosted various businesses since its re-purposing as an office complex in 1948. It now houses medical offices as a part of the massive New York University medical complex and is dwarfed by many newer and larger buildings, including the condominium in the background, built in the 1980s.

Below: Close-up of one of the old brewery’s two copper-clad, bowed mansard style domes. Both are French Second Empire architectural style, popular in the late 1800s. The domes remain beautifully preserved after nearly 125 years.



What's in the Cellar?

Discovering the underground remnants of St. Joseph's brewing history

by Bob Fitzpatrick

What antique collector or amateur historian wouldn't like to explore an old cellar in search of artifacts? How about if it was an actual lagering cellar, used more than 100 years ago by a long-abandoned pre-Prohibition era brewery?

I had the good fortune to explore such a cellar about eight years ago while on a pub ride, visiting local drinking establishments via bicycle. The pub rides often included a "secret stop," an un-advertised place of interest, which of course involved drinking more beer. One member of the group suggested his house—a historic 130-year-old mansion, built by a wealthy local brewer in my hometown of St. Joseph, MO.

The brewer's name was August Nunning and his sprawling, ornate Queen Anne home was our "secret stop" along this ride. As an amateur historian of St. Joseph, I knew the house itself, and also that—more than 100 years earlier—there had been many news articles of the bachelor Nunning's legendary stag parties held there. These raucous events were fueled by a never-ending supply of Nunning's beer, coursing to his home through pipes inside a "brewer's tunnel" emerging from his brewery, a block behind his residence.

Of course, our "secret stop" involved exploring this old tunnel, thirty feet below the basement of his house. Although newspaper articles of the day referred to this underground space as a "cave" or "brewer's tunnel," I subsequently realized (after my visit and doing a little research) that this was in fact a lagering cellar.

As soon as we embarked on our tour of the cellar I knew right



The author poses in front of the 1887 Nunning mansion, which sits atop part of an amazing subterranean lagering cave.

away it was going to be something special. This was no ordinary cellar. And it couldn't be reached in an ordinary way.

We figured we'd merely be carefully descending some rickety old wooden staircase. Instead, we found ourselves precariously descending the 30 feet not by stairs, but by wooden ladder and rope. Some speculate that at one time this cellar had easier access via a circular staircase. If so, that was long gone. The shaft-like, narrow passage we descended through could possibly have originally housed a dumb waiter or even

the very pipes which brought beer to the parties above.

The darkness carried a musty smell, and the clammy dampness of a cave. Collecting myself and sweating a little from the ladder and the rope experience, I was immediately aware of the change in temperature. These were my first clues that I had punched my ticket to travel over a century back in time, when such lagering cellars were created by the need to slowly and patiently cure the

bottom-fermenting lager beer, produced primarily in the winter months and sold to quench the thirsts of the good people of St. Joseph during the dry and dusty Midwest summers.

The construction of these cellars was a very large investment, but they were instrumental in the production of the popular lager. By 1879, brewers produced 17.3 gallons of lager for every citizen of St. Joseph.

Remember, this was before the widespread use of commercial, mechanical refrigeration in the 1880s. When this mansion



Clockwise from left: A local 1889 newspaper advertises the Nunning Brewery products; A ladder was required for traversing the final 10 feet into the Nunning cellar, photo by Trey Rowe; The cavernous Nunning cellar dates from 1859, photo by Kathy Earles.



(and Nunning's brewery) had been built, river ice was packed into ice houses above the lagering cellars to provide the cool we take for granted today.

Nunning's cellar was a cavernous 170 feet long and carved out of a hill in 1859. While our exploration found no tanks in the cellar, during its years of operation, it had housed some 15,000 barrels of aged or "lagered" beer. We explored farther, and examined the rubble pile that was the remains of the Nunning Brewery, demolished in 1932, just one year shy of the reprieve of Prohibition.

The experience of exploring this lagering cellar, for me, was

by far the best part of the pub ride (along with drinking the beer, of course). Prior to this unique experience, I had little interest in old breweries. Afterwards, these hidden and mysterious underground brewing structures hooked my curiosity like a fish on a line.

With my imagination fueled, I began researching local St. Joseph breweries, and I learned what a big brewery town St. Joseph had once been. With the aid of local libraries, city and county biographies, and the rich content from sensation-filled local newspapers, I got many leads for what eventually became my next subterranean expedition.

A year after my Nunning mansion spelunking, I was invited to visit an old building that had most recently housed an automotive firm. While the structure had been added to the National Register of Historic Places, it was newly up for sale. I was excited to go—the historic register file noted that at one time, the structure had been a brewery. In fact, it was once The Avenue Brewery, built on property purchased in 1851 by Xavier Aniser.

A few of the pub riders who had toured the Nunning mansion joined me, armed with strong flashlights, to explore another old building. The opening to the cellar had been covered with a board



Closeup of the Nunning cellar's iron support bands (shown at left) with hooks, reportedly used to hang harvested hop vines.

but we were able to move it and carefully made our way down a rubble pile approximately fifteen feet to the floor of the first cellar. Although it was just as eerie as Nunning's, it was not as deep. It still had an appreciable chill but was not as cold in comparison.

The Avenue Brewery cellar gave the appearance of extending under the primary East/West thoroughfare of Frederick Avenue (which, by the way, provided the origin of the brewery's name). As we made our way through the cellar closest to the street, our flashlights illuminated an oval object. Upon closer inspection, it was an arched opening, bricked up with cut limestone. The archway once headed farther to the north and under Frederick Ave., and the blockade prevented us from exploring farther.

As we departed, I noticed a side wall with what appeared to be another arched outline. I took a picture of the ghost-like arch and that was the end of our tour.

A few months later, I discovered a newspaper article from 1866, which spoke of a new lagering cellar being added to help increase The Avenue Brewery's output. This new cellar was planned to be 70 feet long and would extend westward. I realized the ghostly image of the archway I had photographed must have been an entrance to that new cellar, also blocked up.



Left: The Avenue Brewery cellar was accessed through a small opening, with a tall pile of rubble making descent (and egress) possible.

Right: Looking upward at an old vent from The Avenue cellar where the natural CO2 from fermentation would escape from the subterranean depths while brewing.



Another article from 1870 detailed the sale of the brewery with a listing of assets. There, I discovered additional underground extensions that had been constructed, including a 60-foot long malt cellar, and two 40-foot cellars—one for fermenting and one for storing new beer. I wished I'd been able to explore these as well, but we were unable to locate their openings. Maybe they were hidden beneath the rubble pile we used to access the cellar.

Although The Avenue Brewery went out of business in 1870, its building was re-purposed as the Phoenix Brewing Co. for two years, after which it became a ballroom, and later a bottling operation conducted by Hund and Eger Bottling (they bottled MK Goetz Salvator Beer and Philip Best's Weiner Beer). After its beer-related businesses came to an end, the structure became the automotive company mentioned above. I'm happy to report that in 2017 The Avenue Brewery building was purchased and has returned to its roots as River Bluff Brewing.



The west entrance to The Avenue Brewery cellar also was blocked, preventing access to what was once another 70 feet of tunnel. Shown here with Edison Derr, one of the proprietors of River Bluff Brewing.

Through my research, I have learned that, prior to 1880, there were seven different lagering cellars in St. Joseph. Despite this rich endowment, exploration of any additional cellar locations has proven challenging, either from concerns of private property or structural safety.

One of the latter is the site of the old New Ulm Brewery, which had a 65 x 24 foot cavern built into a natural limestone outcropping. This cellar reportedly maintained a constant temperature of 44 degrees. Sadly, the brewery burned to the ground in 1889.

Three years later, a murderer on the run from the law sought refuge in one of the remaining cellars. He eluded the police for 36 hours before his apprehension. The murderer later claimed that he would rather have been caught and hung than spend one more night in that cellar, hiding among the contemporary occupants: A colony of rats!

My interest in locating and documenting these old cellars remains strong. I truly hope to discover and explore more of them someday—even if I must brave a few four-legged friends.



The New Ulm Brewery cellar arched entrance from the outside.



The 150-year-old building that once housed The Avenue Brewery was restored in 2017 and opened this fall (photos by Patrick Evenson), hosting River Bluff Brewing in the structure where the last beer had been brewed in 1870.

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Lessons From a Fabulous Find



by Barry Travis

Fishermen like to swap tales of the big one they reeled in and of course, the one that somehow got away, which would've been a record catch.

Breweriana collectors are no different, at least not me. There's nothing better than hearing stories of people making great discoveries of old beer stuff. Sometimes the treasure turns up in an attic, basement, garage, or shed. Sometimes there are brewery gems, long lost or forgotten, that suddenly reappear in the bottom drawer of an old desk that belonged to someone's grandfather.

Regardless of when, where, or how, I like living vicariously through the story of a recent "find" so I can at least revel in the unbridled joy of newfound discovery.

To any breweriana collector, it's always a happy story when we hear that somehow and in some way, precious old brewery artifacts escaped the garbage can or recycling bin—and perhaps also eluded a nagging wife, or dodged relatives who mark it for the discard pile. I love when other collectors find stuff. I love when I find stuff, too. Maybe you will get the same kind of enjoyment I do from the tale of discovered treasure. And you also might appreciate the power of a small refrigerator magnet.

One hot summer day

This story begins almost 15 years ago. It was a sweltering summer day when I arrived in Milwaukee from my home in St. Paul, MN to see and

potentially purchase a collection. I met the seller at his house—which had no air conditioning—on a stifling 95-degree day. I felt the sweat rolling down the back of my neck when I stuck both it and my wallet out to secure the man's stockpile of precious beer cans.

I was feeling both light-headed and a bit over my head in paying a lofty price for these high-quality pieces. My discomfort was only heightened while the seller's chorus of barking dogs, chirping parakeets, screechy parrot, and a cross (and cross-eyed) wife all voiced their opinions on our transaction taking place in their steamy house.

My collecting conquests have taught me to politely inquire about the possibility of other leads, even after my wallet has thinned. And so, my parting question before leaving was, "Did you have a buddy that you collected with?"

Sometimes this question leads to a dead end. But other times it creates a lead. This time, it was how I learned about Chuck.

And along came Chuck

The guy from whom I bought the collection and Chuck were co-workers in an auto shop, and they got a few weeks off every summer. Being can collectors, they road-tripped to other states, drained cans in parking lots, and mailed them back home. They also attended shows and did some mail order trading in the 1970s. True pioneers in the hobby.

And so, I reached out to Chuck.

Chuck was up for a chat about breweriana and told me a story of his own: He had an uncle in Chicago who was a hoarder and had passed away. Chuck had helped clean out his uncle's apartment. To his surprise and delight, he found a coaster collection amidst a vast ocean of random belongings.

This cluster of coasters was the output of the Absorbo Company of NY, an early producer of this useful form of advertising. The coasters dated from 1937 and had been part of a display at brewer's convention, where Absorbo was promoting its products to the many breweries that had relaunched during this exuberant post-Prohibition era.

Chuck's uncle—a collector of all things and anything—had rescued this coaster trove from a dumpster after the convention. They joined a vast variety of collectibles and just plain junk, which the uncle had kept for all these many years.

Being a breweriana collector, Chuck did not chuck these beer-related items discovered among his uncle's piles of stuff. Instead, Chuck took home

the coasters—nearly 200 of them—and they were saved from being buried in some landfill for a second time, more than 40 years after their first rescue.

Tracking a trove of coasters

As Chuck was telling me this story over the phone, he read off all the different brewery names to me. All he had to do was look up at his ceiling—he had the full display of coasters affixed above with poster putty. I furiously wrote down the names as he read them, and kept that hand-written page, wondering what each might look like.

Chuck wasn't yet ready to part with these coveted coasters, but we agreed to keep in touch. As a follow up, I sent Chuck a refrigerator magnet that I had created that included my contact info.

I didn't hear from or about Chuck until a few years later. But patience pays off.

As these things sometimes happen, an email arrived one day, not from Chuck, but from his brother, Gary. Sadly, Chuck had been stricken ill. Single and living alone, he had collapsed at his home and laid on the bathroom floor for more than four days.

At the time of the email, Chuck was in a rehab facility and wouldn't be going back home. His house was being rented and his collection of both cans and coasters had been boxed up and placed in the garage.

Brother Gary and I arranged a time for me to come to Milwaukee to view Chuck's collection. I talked a co-worker into making the road trip with me as an April blizzard was rapidly closing on the Twin Cities. It was a race against time and the elements!

Rescuing Chuck's collection

When we arrived at Chuck's former home, we couldn't effectively sort through all of his cans, as they had been stacked in deep layers in a big screen TV box. But the top layer showed promise, revealing age, condition and variety. We only brought down about half of his extensive supply of traders from the garage ceiling, all covered in dust and bird debris, where



Barry's son, Jude, getting into the hobby early.



the packing material revealed they had been stored since 1989.

Gary and I arrived at a price for Chuck's collection, and then very importantly, we headed over for an early-afternoon visit with Chuck at the facility where he now lived. Although this was the first time I'd ever met him, we breweriana collectors have an uncommon bond. Chuck and I had a great time talking about all things beer, and could've continued the conversation for many hours. But with the blizzard closing in, we needed to get on the road headed back west to Minnesota.

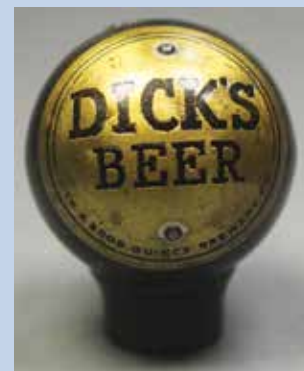
We got back home, just beating a downfall of 14 inches of snow. It was the perfect weather to be inside sorting and polishing all of those dusty cans and poring through the diverse array of 1937 coasters. Chuck's cherished collection lives on in a new (and loving) home across the border in Minnesota.

I am proud to have been the one to deliver these coasters from a potential dumpster fate for yet a third time. They have formed an instant and early coaster collection which is now more than 80 years old. Another breweriana "find" story that proves the adage: Patience and persistence pay.

Not to mention the importance of a little refrigerator magnet!



Progress made on new tap knob and statue books



Former NABA president George Baley continues his work

toward producing second volumes to augment the two breweriana books he authored 15+ years ago, with new photos and valuable updates to the originals. Since they were published, these books have become essential breweriana resources, as well as the only ones to focus on back bar figurines and beer tap markers, respectively.

The first book, *Back Bar Beer Figurines*, was published in soft cover in 2002. Volume 2 will contain updates as well as pictures of additional figurines and chalk wall pieces not included in the first. George's second book, *Vintage Beer Tap Markers, 1930-1950s*, was published in hard-cover in 2003. Volume 2 will include many ball knobs not included in the original book as well as tap handles of Dakaware, Newman Glass and Aluminum, KoolerKeg, and tap markers. Both books will include new value estimates and any addendums and corrections to the first volumes.

This past summer at NABA's Madison Convention, George met with members who brought their ball knobs and statues to be photographed for the new books. "I am very grateful to everyone who brought items to Madison for me to photograph, and to all of those who have reached out to help with these books," George said. "We shot almost 350 new tap knobs that were not in the first book, and added some statues.

"But there are still a couple of great collectors and collections out there I'd like to photograph for inclusion in the books, so the information will be as comprehensive as possible."

George will attend as many shows as he can during 2019, and is looking forward to meeting with fellow collectors who are willing to have their items photographed.

Interested collectors are asked to contact George at gbaley@comcast.net or call 219-325-8811.

Photos above: Two of the many new pieces to be included in George Baley's updated volumes on back bar pieces and tap knobs, respectively. A circa 1940s Duquesne (Pittsburgh, PA) back bar statue made from hard rubber stands 18 inches tall and may have had a light in the raised beer glass. The ball knob is Dakaware from Dicks Beer of Quincy, IL, dating from 1937-41.

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Micro Brewery

Bottle Openers



Finding good, older bottle openers can be very tough in today's market. Another way to start with collecting openers, is to look at the many micro brewery offerings.

Like older bottle openers they come in any shape or size. Many are very good quality with great graphics. The openers shown here are from Art Santen's collection and cover all regions of the United States. During his last few years of collecting beer openers, Art concentrated on those from micro breweries. New openers are

being produced every day, and with some diligence one can accumulate a nice selection.

Many are produced in pewter, copper, or bronze. By far the two most common styles are shown to the right of the collection above: JFO style key opener B-73 (top) and a C-49 "speed" opener (bottom).

So when you are visiting micro breweries, ask if they have any openers. You'll find they usually do, especially if they bottle their beer.

BREWING A LEGACY

THE RISE AND FALL OF TIED HOUSES IN AMERICA

BY DAVE OLSON

Tied houses helped grow the American brewing industry tremendously in the years prior to Prohibition, and they helped fuel the Temperance movement that ultimately brought about their demise. Tied houses were outlawed when Prohibition was repealed in 1933.

Fortunately, there are many examples of these pre-1920 structures that still exist, and there's some outstanding breweriana that was produced as a result of this once highly-effective partnership system.

A “tied house” is a phrase used to refer to saloons or taverns that were associated with a single brewery, either by contract or direct ownership. The practice started in the United Kingdom as a way to expand the sale of beer brands into more drinking establishments in more markets. The premise: A brewery would provide a pub owner with much of what he needed to run his business; and the pub owner would agree to sell only the products of that brewery.

Although brewers owned many of the earliest saloons in the US, the formal practice of using tied houses started as early as 1850. In major cities like New York, Philadelphia, Chicago, St. Louis, and Milwaukee, the huge influx of hard-working immigrants drove the demand and production of beer. The brewing industry grew exponentially, and became increasingly competitive. Brewers worked every angle to gain the favor of saloon owners so more saloons would carry their products. They offered discounts, signage, new equipment & furnishings, and even property repairs.

Brewery-provided appointments included tables, chairs, bars, back bars, stained glass windows, tap systems, iceboxes and coolers, bowling equipment, ashtrays, match safes, etched glasses and mugs, lighting fixtures, and some extraordinary reverse-on glass and porcelain corner signs. Eventually, rather than supplying these amenities to saloon owners, brewers secured the best real estate and built the establishments themselves, often leasing them to their own agents so they could keep control. Many independent tavern owners and smaller local brewers were squeezed out of their own home markets, unable to compete financially with the larger brewers.



One of Milwaukee's most recognizable former tied houses now is the home of Three Brother's restaurant. This Milwaukee icon is a two story Queen Anne style Cream City brick tavern, featuring a rare, original Schlitz belted globe atop an octagonal roof turret. Designed by architect Charles Kirchoff, it was constructed in 1897.

Following Prohibition, the first floor continued to operate as a tavern. It became a Serbian restaurant in 1958. It was designated an official Milwaukee Landmark in 1976—in 1977 it was listed on the National Register of Historic Places. Today, some of the interior is original including an ornate pressed tin ceiling, back bar, and lighting fixtures. The unique glass window shades are composed of bottle bottoms.



Photo by Josh Miller





Another iconic Milwaukee Schlitz tied house is today home to Sobelman's Pub & Grill. This Queen Anne style three story cream brick building was intended to be both a saloon and boarding house, originally known as the Marine Hotel. Designed by Charles Kirchoff and completed in 1889 (with the addition of a rear cellar in 1890) the structure's inlaid brick Schlitz globe on the parapet exterior makes a statement in the style that reflects many Schlitz tied houses. The upper floors hold 11 rooms, which have served as hotel rooms or apartments over the last 129 years. Several restaurants have come and gone on the street level, and a 2003 apartment fire resulted in a complete remodel.



Above: Brewery chairs frequently had carved logos in the seat back. Blatz tied house chair back, collection of Dave Olson. **Right:** A highly-detailed stained glass window from a Jung brewery tied house, collection of Debbie Markiewicz.

MAKING MILWAUKEE FAMOUS

Milwaukee is a prime example of growth that the brewing industry experienced, driven by tied houses and mirroring population increases. In 1860, Milwaukee's population topped 45,000 and had 205 saloons. Just 30 years later, the population had risen to over 200,000 with more than 1,000 saloons in operation. By 1918, the number of saloons had doubled to nearly 2,000—roughly one for every 230 residents.

As their local markets became saturated, brewers looked for ways to expand. The first documented export of beer from Milwaukee's Best & Co. (later Pabst) was a shipment to New York City in 1852. Clever marketers like Schlitz, Best, Blatz, and Miller capitalized on the advent of the new railroad systems and refrigerated railcars to expand beyond Milwaukee into the nation's largest markets.

Just 90 miles away, Chicago's Great Fire of 1871 destroyed much of that city including its breweries. The Milwaukee brewers pounced on the chance to provide Chicago with a steady supply of beer as it rebuilt. In doing so, they expanded their sales by as much as 20%.

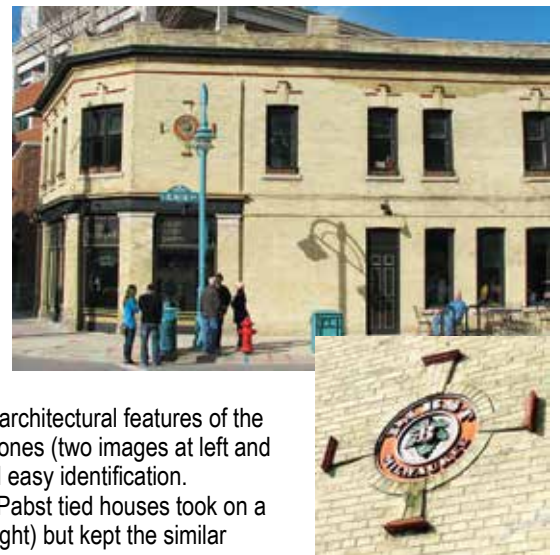
The nation's largest brewers began bottling beer in the 1870s chiefly for the purposes of "exporting" it to other cities and states. In 1872 Anheuser-Busch adopted the eagle for its logo, positioning itself as a more "national" brand. Starting in 1876 Anheuser-Busch was one of the first brewers to pasteurize and transport beer nationwide, using railroad refrigerator cars. Schlitz positioned its market as global, adopting a globe in its logo in 1886 to emphasize their "world-wide reputation." In 1893, Schlitz took credit as "The Beer that Made Milwaukee Famous."



Photo by Ron Thomas



Pabst tied houses frequently shared the distinct architectural features of the Best/Pabst Empire Brewery, especially the early ones (two images at left and above left). This makes for a distinct and easy identification. Later, and closer to the years of Prohibition, the Pabst tied houses took on a revised look (image above right and detail, right) but kept the similar tied house architecture.



A GAME OF MONOPOLY

The ruthless competition for beer sales had exponentially grown the number of saloons across the country, prompting concerns about brewing monopolies. Bigger breweries were getting bigger and smaller ones began consolidating into larger companies. The bigger the brewery, the more easily it was able to influence and control where and how its beer was sold—by leveraging tied houses. Big brewers spent big money on tied houses, creating fine showpiece examples to make a statement about their brand. This included extravagant architecture, signage in the exterior brickwork, elaborate branding in stained glass, and elegant interior woodwork.

A major brewer could afford the best real estate and could furnish and decorate a saloon far beyond what a single, independent tavern owner might be able to afford. For example, in the 1870s, George Ehret's Hell Gate Brewery (NY) led the nation in beer production from America's largest city. Ehret acquired so much prime real estate in the city for his tied houses—especially corner properties—that he became known as New York's "King of Corners."

A tied house could sell beer at lower prices, while offering

giveaways such as free lunches, glassware, bottle openers, calendars, corkscrews, pocket knives, postcards, and prints—all to attract and keep patrons. Today, breweriana issued for tied houses composes a large portion of pre-Pro beer advertising, and it is coveted by collectors.

It was a cutthroat business.

Competition was particularly fierce in the most populated markets. Big brewers from the Midwest saw key East and West coast cities as potential market extenders. So they grew by using local sales agents and bottling partnerships, and by purchasing premium property in these targeted expansion markets.

Just prior to Prohibition, Schlitz had grown to lead in sales by volume, establishing more

than 2,000 tied houses across the United States. Fellow Milwaukee giant Pabst had more than 1,000. One of Pabst's tied houses, built in New York City in 1900, was the Pabst Harlem Music Hall and Restaurant. It was billed as seating 1,400 people, making it the "largest in the world." Even slightly smaller (yet still sizable)



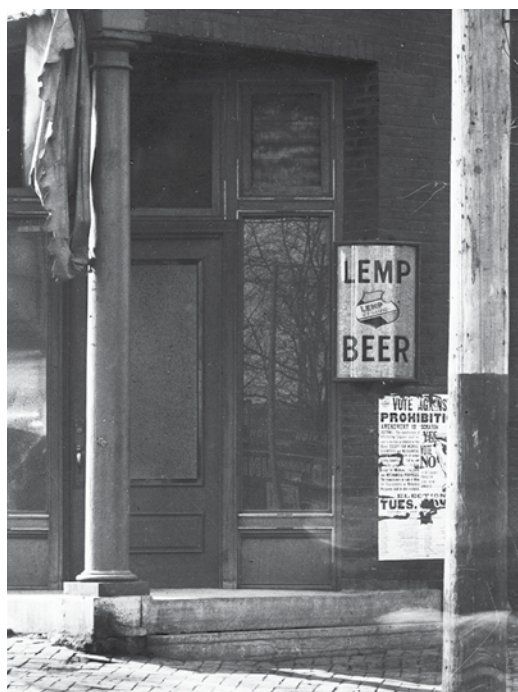
This large, well-preserved stained glass window from the Peter Doelger Brewing Co. is a focal point of Teddy's Bar & Grill in Brooklyn's hip Williamsburg neighborhood. Teddy's is the oldest continually-operated bar in Brooklyn. First established in 1887, it later became affiliated with Doelger and is likely New York City's best-preserved example of a tied house: The bar, most of the tile flooring, and much of the woodwork is original.



This George Ehret's window (left) is one of two known (each different) and is believed to be from a tied house on Manhattan's Upper East Side. Ehret's owned more than 50 tied houses in New York City, the most of any brewery in that city, like the one pictured above in 1910. Collection of Ken Quaas.



Schuba's Tavern (top) and Southport Lanes (shown with closeups of their respective bas-relief Schlitz "belted globe" logos) were both built in Chicago around 1903 by the Schlitz Brewing Company. They are just a few blocks away from one another and are two of five former Schlitz tied houses landmarked as historic buildings by the City of Chicago in 2011. These two were constructed in the German Renaissance Revival architectural style and no doubt stood out—not only for their ornate styling, but also for providing nostalgic, "old country" appeal to the many German immigrants of Chicago's north side. Schlitz built 57 tied house taverns in Chicago between 1897-1905. They were mostly located on corners of commercial streets in immigrant working-class neighborhoods. According to a 2011 Commission on Chicago Landmarks report, at least 41 buildings, which were originally tied houses of various breweries, are known to survive in the city.



Note: Below the Lemp corner sign, the poster urges, "Vote Against Prohibition."



Above: Interior scene of a Klausmann tied house in St. Louis, circa late 1800s. A close look at the photo reveals Klausmann signage all through the interior. Furnishings for tied houses ranged from glasses & plates to bars; from tables & chairs to windows, as seen by the Lemp Falstaff stained glass window (above right) and J.D. Iler dinner plate (right), collection of Don Roussin.

Milwaukee breweries like Blatz, Miller, and Falk had established tied houses in Milwaukee or shipped to agent depots well beyond the Midwest. Miller extended its reach as far as Texas; Falk as far as Mexico and South America.

CONTRIBUTING TO PROHIBITION

Although brewery investment in tied houses raised the standards of the typical saloon with upgrades in furnishings and décor, the idea of a "bar on every corner" seemed excessive to many. The situation worsened in cases where a tied house "diversified" with





According to the *Minneapolis Star Tribune*, the Gluek Brewing Company of Minneapolis, MN once had 86 tied houses in the metro area. Shown here is a stained glass window from one of them, along with a pair of Hamm's tied house chairs, collection of Barry Travis.



gambling and prostitution. All of this provided greater ammunition for the Temperance movement, of which the Anti-Saloon League was a potent part.

When the Volstead Act of 1919 resulted in Prohibition, nearly all the tied houses across the country were closed. A few remained open, converted to ice cream and soda shops. Some secretly kept operating as "Speakeasies," or "Blind Pigs," with hidden entrances, back-rooms, and basements allowing illegal alcohol sales.

After Prohibition, tied house practices were outlawed and states were directed to create new liquor sales laws. Nearly all states adopted a three-tiered system, which includes producers, distributors, and sellers. Some brewers had been able to stay afloat during Prohibition, in part by liquidating some of their large and select retail property holdings. Further, many tied houses had been built with a corner saloon on the first floor and apartments above, which continued to provide additional income.

TIED HOUSE LEGACY

Despite the advent of new, post-Prohibition laws forbid-

ding brewers from directly owning saloons, breweries managed to support individual drinking establishments. Many tavern owners enjoyed similar perks to what existed with tied houses, although the brewers were forced to be more discreet in providing them.

A relative of mine reports that his family's bar in Milwaukee, open from the mid 1930s until 1970, primarily served Blatz. Accordingly, the glasses, signs, and other items were all Blatz-supplied. If the bar's plumbing needed repair, they called on their distributor/brewery connections and "the issue was taken care of." Many distributors remained tightly aligned with certain breweries—a system that remains very much in effect even today—despite the "Three Tier" system laws.

While tied house structures that exist today were built prior to Prohibition, there are many beautiful examples still in use across the nation. Some retain a large portion of the brewery-provided detail and ornamentation that made them special, and others still host popular bars and restaurants. A few survivors have even become historic landmarks—like several former Schlitz

venues in Chicago and Milwaukee. Sadly, others are being demolished as more modern and often larger developments overtake the quaint buildings they once occupied.

It is valuable to our hobby for collectors to learn about and help preserve the former tied houses that exist in their local areas. These were the original showcases for much of the pre-Pro breweriana many of us collect today. Collectors should patronize the businesses and small craft brewers that operate in former tied houses, so we can help them remain viable. Take pictures to document tied houses as you find them during your own explorations.

It is fun for any breweriana collector to think of their pre-Pro items as they once appeared or were used in a tied house tavern, appealing to patrons of a long ago era. We all hope that these structures and the historical items we collect will continue to be lasting tributes to this significant part of America's brewing history.



Tied houses built by breweries frequently included exterior logo medallions embedded in the brickwork, leaving no doubt whose beer was being sold. Aside from painted wood signs, corner signs (images below right) once were the only exterior advertising available. As signage increased, exquisite reverse paint on glass or ROGs started to appear. Especially in show-piece tied houses, breweries spent significant money on advertising.



Author's note: Special thanks to Ken Quaas for generously sharing his time and knowledge by collaborating on this article. Thanks to Kevin Cullen and Leonard Jurgensen for their inspirational 2011 tours, which educated me on Milwaukee tied houses. Finally, thanks to those credited for allowing their pictures to be used.

Editor's note: Long-time NABA member Dave Olson is an avid Wisconsin breweriana collector and brewery historian. Dave works at Milwaukee craft brewer Mobcraft as a pilot brewer, cicerone, and brewery tour guide. He can be reached at dave@wisconsinbreweriana.com.





Let's Talk Breweriana

By Rich La Susa, Brewery Historian

History and collecting—a perfect blend

Being the curious type, I have an inexhaustible supply of questions that begin with “How” and “Why” when I talk with breweriana collectors.

Thankfully, they provide answers, and share their collecting experiences with me, and through me, with you. And if we are lucky, they share a few secrets.

I am fascinated with stories about how a collector evolved from neophyte to expert.

NABA member Jim Wolf's is one of those stories. Many of you are aware of his stellar reputation as an author and historian; and as an award-winning canologist and breweriana collector. Jim has skillfully combined scholarship and collecting.

How he achieved his status is compelling. Reputations, like collections, are not built overnight and do not come easy.

Wolf's interest in collectibles developed gradually, but started early. “From childhood, I have always been a ‘packrat.’” Sounds familiar to most who long ago were bitten by the collecting bug.

He waited until he was seven to start collecting in earnest. A pattern soon became evident. His interest was not predictable; not in baseball cards that were collected by many of his peers in the late 1950s. Something far more esoteric, especially for a young kid.

First, license plates, then auto parts became the focus of his rapt attention. “My father had a friend with a salvage busi-

ness who scrapped cars on occasion,” he said, “and through him, I started a collection of horn buttons and other car emblems, many from long gone makes like Kaiser, Packard, Nash...I still have both collections.”

Of course he does!

His keen sense of what is interesting—even unique—developed early. He started collecting bottle crowns when he was in grade school in Cumberland, Maryland. That collection eventually met a mysterious ending.

“They disappeared while I was in college and my family moved to Texas; a move I did not make with them.” Many of our cherished baseball card or comic book collections “vanished” when we were teenagers, in college, or military service.

Wolf's enthusiasm for breweriana began during his college years and gradually gained traction.

“I began picking up a few beer cans and beer signs. I had a bookshelf in my room that had about a six-inch gap between the top shelf and the ceiling, perfect for a line of beer cans. It took no time to line up about 20 different ones, and I started wondering how many different cans there were.”

Things began to coalesce. “In prowling junk shops and flea markets looking for automotive items, I began picking up beer items.” He was a fast learner.

Soon after, two events became the catalyst for what would evolve into a lifetime of breweriana collecting.

“I saw a news story about beer can collecting, so I realized I wasn't crazy in doing this.

Then my local brewery, Queen City [Cumberland, MD] announced its closing in October 1974.”

It would be easy to say the rest is history, but history figures too large in Wolf's makeup to trivialize. It is an integral element, a common thread, his motivation for collecting. He wants to know as much as possible about an item and where it fits into a brewery's history; what makes a piece of advertising unique.

“I have always enjoyed history, and living in western



Maryland, I loved the local history. I attended a church built on the site of Fort Cumberland, where George Washington, in reality, began his military career during the French and Indian War, and [where he] last appeared in uniform in 1794 during the 'Whiskey Rebellion.'"

Wolf attended college in nearby Frostburg and majored in history. His favorite era of U.S. history is the age of industrialization, from the Civil War (1861-1865) to World War I (1914-1918).

One industry drew his attention. "That is the era that 'grew' the U.S. brewing industry."

His awareness of the history of breweries in his home town—Cumberland Brewing Company and German/Queen City Brewing Company—and his interest in breweriana collecting formed a nexus of ideas. It was a perfect blend.

"When Queen City Brewing closed, I realized that I should gather as many items as I could, as there would be no more."

He then encountered one of life's little obstacles, but was undeterred. "Unfortunately, a new job forced me to move from western Maryland in 1975, but I got up there enough to keep hunting for Cumberland breweriana."

Given his knowledge of local history, and his nascent interest in the history of the brewing industry, it was natural that two breweries, Cumberland and Queen City, which had been in his periphery for years, became his primary focus. "I went past both breweries on my way to and from school and knew people involved with them."

They were hard to miss. "Cumberland Brewing was located at the north edge of town, and all traffic heading out of town into 'The Narrows' along U.S. 40 went right past [it]. Queen City was located beside

one of the three bridges that connected the 'West Side' with the rest of Cumberland. They were big, imposing structures, and I found them interesting, for whatever reason. Why does anything strike one's fancy?"

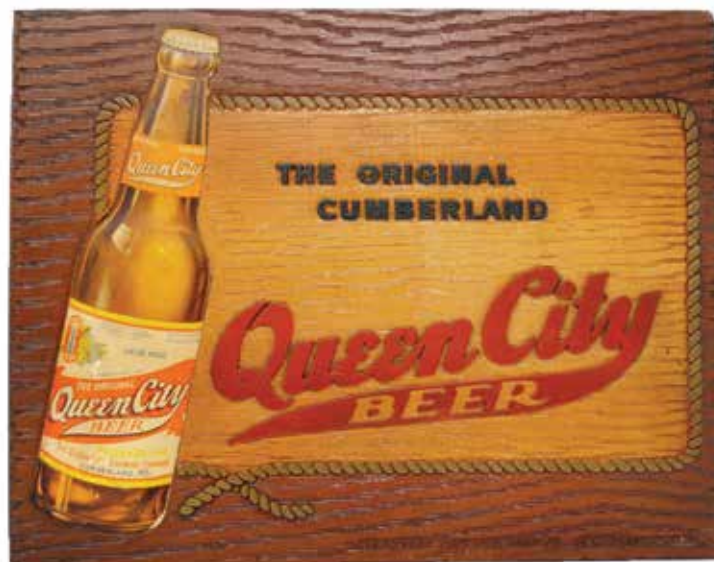
A large custom-painted billboard in front of the boiler house was a consistent feature of Cumberland Brewing, and Wolf has fond memories of this edifice. "[It] sat at an angle to the left of the main brewery building. Centre Street curved left in front of the boiler house, making the billboard visible as you drove north on Centre," Wolf said.

"More than once as a young child, I recall stopping briefly to watch the painters re-painting the billboard. The Old Export logo changed several times in the late 50s, keeping the painters busy. Little did I realize I would grow up to collect items from the brewery."

("Even stranger, my sister, one year older than me, majored in art, and became a billboard artist in Colorado. Coincidence?")

Now that we know about the "How" and "Why," it is time to talk about the "What." The breweriana. The stuff we all love.

Among Wolf's favorites are pieces used by the Queen City brewery during World War II. It was during the war that its primary brand, Old German, was renamed Queen City. "For obvious reasons. [But they still] used the same



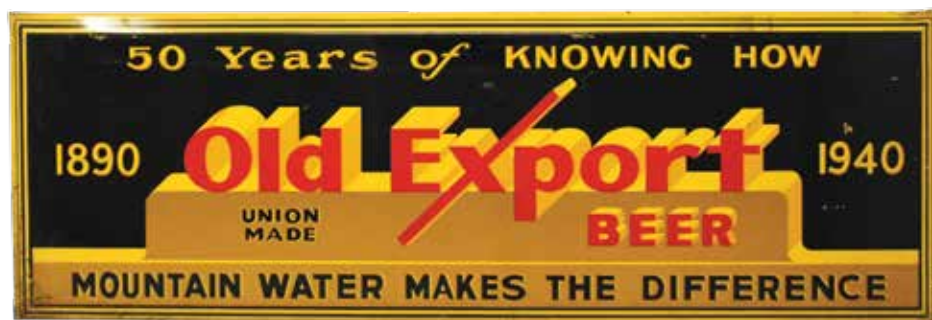
logo and font as the Old German items."

Some are unique, including a prototype tin-over-cardboard calendar, last used in 1946 (photo pg. 32); and a composition-type material Queen City sign (photo above).

The latter features a long-neck Queen City Beer bottle on a faux woodgrain background, with a rope tying together the central graphic. "An identical Old German version posted on eBay in 2018 got away from me." His disappointment was palpable.

"Cumberland Brewing issued a plethora of TOCs, some very striking. Two long and narrow versions from around 1940 are my favorites." They were acquired in an auction of the late Kenny Hostetter's collection. One is a





black and yellow Old Export Beer that marks the brewery's 50th anniversary.

A scarce Old Export Beer/Ale TOC from the same period was obtained from a different source. Wolf has been assisted by many friends within the breweriana collecting community.

His favorite pre-Prohibition tray was used by Cumberland Brewing between 1913 and 1919 (see photo pg. 30). Its Chas. W. Shonk (Chicago) classic design features three bottled brands: Old Export, Culmbacher, and Select Export. "It came to me through my collecting buddy Larry Moter. Larry seems to get around more than I do and has put a few nice items in my collection."

As did the late Rayner Johnson, "who also turned up a few items during his travels." One is an unusual blue Old Export A *Swell Beer* tin sign (photo pg. 31). "This design is usually seen in brown."

Among his tap handles are a rare German Brewing Co. (a predecessor to Queen City) ball knob and an Old Export ball with a waterfall image.

Wolf's quest for other pieces from Cumberland breweries—especially rare ones—continues

with vigor. "I am looking for several Pre-Pro German Brewing Co. trays, mostly stock trays that I find visually interesting. I need several cans to upgrade in my collection, including the Tudor Ale 'helmet' can."

Wolf's passion for Cumberland history remains firmly intertwined with his search for breweriana. His two books, *Brewing Beer in Western Maryland* Volumes I and II, 2017 (with Robert Musson) make that evident. "Writing the books has only increased my interest in the collection and in the history. I've made a few new contacts in Cumberland that may yield items, and may add to the historical knowledge."

Wolf travels extensively, often with his wife, Jane, who is supportive of his efforts and has contributed to his impressive work as a canologist. He is a regular at national conventions and major breweriana shows.

It is not unusual for him to engage in conversations with other collectors about brewery and breweriana history. His mild-mannered demeanor quickly becomes animated when the subject turns to Cumberland breweries.

He also enjoys seeing what others collect; even more so when

they have items from Cumberland and Queen City. "I've seen and photographed other collections, and now have a better idea of what is out there. Both breweries did extensive advertising."

Wolf has a willingness to share his treasures with the public. "My hope is that some of my items will eventually be displayed at the Allegany County Museum in Cumberland, which has a room dedicated to the brewing industry."

It would be fitting testimony for an historian/author/collector who has enriched us with his knowledge and dedication.





**STATE OF MICHIGAN
LIQUOR CONTROL COMMISSION
SECOND SURVEY & STUDY OF THE
MICHIGAN BREWING INDUSTRY**
By Laboratory Division
(Geagley, Edwards, Ohmen) 1944-45

BY LARRY MOTER

Editor's Note: This is the fifth in our series of those breweries in Michigan surveyed during 1944-45 by the state's Liquor Control Commission. This historic document is important resource material for industry historians, and the advertising and branding materials from the era's breweries are important to collectors.

The first of the series covered Ann Arbor Brewery and appeared in Vol. 180, Winter 2018; in subsequent issues came Bosch Brwg., Detroit Brwg., and E&B Brwg., which appeared in the most recent (Fall 2018) issue.



Fox De Luxe Brewing Company

Grand Rapids, Michigan
(1940-1951)



Part 5 of our series profiling the 1944-45 "Second Survey of the Michigan Brewing Industry" focuses on the Fox De Luxe Brewing Co. This brewery enjoyed an illustrious position in Grand Rapids history. With an Internet search, I found a 7-part series, *The Braumeisters of Old Grand Rapids* (<https://bavarianairforce.wordpress.com/2012/08/13/the-braumeisters-of-old-grand-rapids-pt-1>). It's a fascinating read and well worth downloading. It is the work of Wilhem W. Seeger, former professor of German at Grand Valley State University, who wrote the series of essays for the *Grand River Valley Review*, Volume VIII, Number 1, 1988, published by the Grand Rapids Historical Society.

In December 1892, six Grand Rapids breweries consolidated (a trend of the era) to form the Grand Rapids Brewing Co. One of the consolidators, Christopher Kusterer, had started a brewery and contracted with the well-known Chi-



Date: January 10, 1945

Inspection by Edwards.

FIRM NAME: Fox De Luxe Brewing Co.

LOCATION: 26 Michigan N. W., Grand Rapids, Michigan.

OWNER: Mr. J. Klenzels.

ANNUAL CAPACITY: 250,000 bbl.

STORAGE CAPACITY: 20,000 x 6 - 100,000 bbl.

PRODUCTS MANUFACTURED: Beer only.

BEER: 2 brews. Fox De Luxe and Silver Fox De Luxe.



FACTORY BUILDING: Consists of one main 6 story brick brew house and several smaller buildings. All buildings are the original old Grand Rapids Brewery. However, they have been modernized inside. All parts of the building appeared to be in good state of repair. The brew house consists of the following rooms: grain and malt storage, grain grinding and milling, hot water storage and wort setting, brewing, refrigerated hop, cooler, fermenting, boiler and engine. The 6 storage cellars are adjacent to the brew house and include the keg washing, pitching and rearing rooms. The bottle shop is located in smaller building to west of main building. Cooler room has tiled walls, plastered ceiling and is equipped with forced draft ventilation. A small neat appearing laboratory is located on 2nd floor of brew house next to brewmaster's office.

SANITARY & COMFORT FEATURES: Several toilet and wash rooms are located throughout the brewery.

EQUIPMENT: Most all the equipment in this brewery was new when the brewery opened, as the National Brewery in 1935, all the old Grand Rapids Brewery equipment having been removed prior to re-peal. Most all equipment in this brewery is of the conventional type and consists of:

grain grinding and milling,	2 grain scale hoppers,
hot water tanks,	grits cooler,
mash tun and lauder tub,	325 bbl. brew kettle,
wort setting tank, (open),	water and direct expansion cooler,
keg washing,	pitching and racking,
2 bottle lines with washer,	low pressure filler,
copper,	pasteurizer (horizontal),
canning equipment,	Bowser & Klein filters,
paper mass washer,	1 horizontal plate filter and
spent grains dryer which is	various and sundry equipment,
not in use at present time,	1 yeast dryer which is being used.

The following is a list of fermenting and storage tanks:

Permenters:
16- 130 bbl. open wood, 3- 300 bbl. open wood, 15- 150 bbl. closed wood.
Storage:
6- 300 bbl. wood, 16- 245 bbl. wood, 20- 175 bbl. steel (coated), 4- 900 bbl. steel (glass), 8- 450 bbl. steel (glass), 6- 550 bbl. wood.

MATERIALS & COMPOSITION: 2 brews, 325 bbl.

	Army		Fox De Luxe
Malt	7775	54%	9775
Grits	6200	43%	6200
Malt Dextrose	375	3%	none
Hops	100		100
Color	none		none

MANUFACTURING PROCESSES: Beer is brewed in more or less the conventional manner, i.e. grains are ground, milled, weighed, grits weighed and precooked, mashed in, run off and brewed. Hops added in brew kettle, wort is settled, cooled, pitched, and fermented, removed to storage, aged, racked and bottled. Low pressure bottlers are used with a counter pressure of washed air. Air displaced in bottles by knockers. All gas from fermenters is used in storage of beer. Spent grains are sold wet to farmers. Yeasts are dried and sold for various purposes.

CLEANLINESS AND SANITATION: All parts of the brewery seemed to be in very satisfactory condition except the bottle shop, which was congested and far from impressive.

RESULTS OF CHEMICAL ANALYSIS:

	Fox Deluxe	Silver Fox
Original Balling	12.4	12.1
% Alcohol by weight	5.2	5.1
% Alcohol by volume	4.39	4.17
Specific gravity	1.0156	1.0160
Apparent Extract	4.0	4.1
Real Extract	5.6	5.5
Total acids	.130	.133
Protein	.360	.355
Phosphorus	.047	.041
Ash	.15	.17
Color	4.5	5.0
CO ₂ volume	2.22	2.07
Air in head space	7.0	2.5
Starch	none	none
Organoleptic test	average	average

Analyses do not check Commission report for lower date claimed (January 14). Monthly reports have been averaged and no conclusions can be drawn. Monthly reports do show this concern changes its formulas often. Comparatives show both beers to be slightly above average quality. Balling is about 1.3 above average for Michigan beer. However, taste is only average. Increased balling is due to high extract.

CONCLUSIONS: Mr. Klenzels has been brewmaster for about one year. Plant seems to be in good condition except bottle shop. Their J.P. beer is sold to the army and to states handling J.P. beer. Mr. Klenzels designed the Miller Brewery in Milwaukee.



cago brewery architect, Louis Lehle to design a new downtown brewery, which was built in 1895. This magnificent brewery closed in 1919 with the advent of Prohibition and was converted to an industrial alcohol/near beer plant with its brewing equipment eventually being dismantled.



In 1935, interested parties bought and revamped it with modern brewery equipment and formed the Michigan Brewing Company. This company lasted until 1940 when it was sold to the Peter Fox Brewing Company of Chicago, and named Fox De Luxe Brewing Company.

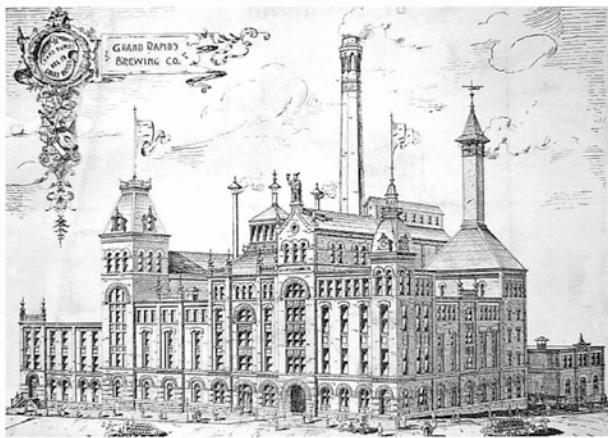
Fox operated the Grand Rapids facility until 1951. Regrettably, this magnificent structure was demolished in 1964 to make way for urban development. Today the site is a parking lot.

Fox was a post-Pro brewery during the 1930s that acquired the former pre-Pro Hoffman Brewing Company of Chicago. It undertook an ambitious growth spurt and acquired the Kiley Brewing Company of Marion, Indiana (Patrick Henry Beer & Ale) in 1942, operating it until 1950. Fox next acquired the Southwestern Brewing Corp. (Old King Beer) in 1946 and operated it until 1948.

In 1944, it brewed 1 million barrels in the combined plants and was the 13th largest brewery in the USA, beating the #16, Miller Brewing Co. Peter Fox succumbed to the economies of scale/competition in 1955.

The pre-Pro Grand Rapids Brewing Company is a subject in itself and not the focus of this article. The post-Pro Grand Rapids Brewing Company of Muskegon, Michigan, however, will be a later article in this series, since it was surveyed by the Liquor Control Commission during 1944-45.

This survey text includes a mysterious quote under **Equipment** (page 31 of the survey, shown above left): "Most all the equipment in this brewery was new when the brewery opened, as the National Brewery in 1935, all the old Grand



(mgs/1531/full/GRBrewingCo.jpg)

Grand Rapids Brewing Co.

1893

The Grand Rapids Brewing Company, pictured rather more grandly than its actual building, was constructed at the corner of East Bridge (Michigan St.) and Ionia in the 1890s. The large smokestack drew the attention of the city smoke inspector in the early 1900s for its illegal smoke emissions



At left is a 4 inch shoe brush, handed out as a souvenir to those visiting Grand Rapids during an Elks Convention.



Rapids Brewery equipment having been removed prior to Repeal." In the Braumeisters articles, several pre-1900 breweries were referenced as the "National Brewery," but none was named as a company. *American Breweries II* does not show a NP (Non-Producing) National Brewing Company post-Pro.

Maybe some local Michigan collectors/members can shed light on this reference to a "ghost" brewery found in the 1944-45 survey.



I would like to thank the following collectors for their pictorial contributions to this article: **John Stanley, John Bitterman, and Mark Dietrich.**

The next brewery in the series is the **Frankenmuth Brewing Company** so please email images to our editor, Lee Chichester (falconer@swva.net) & yours truly (accneca@aol.com).

For a closing word on the Grand Rapids brewing industry: History repeats itself. Today Grand Rapids has a famous & vibrant craft brewing scene. But one must remember forever the



An Illinois beer distributor attempted to revive Fox De Luxe as a contract brand a few years ago (per John Bitterman) but was unsuccessful

timeless slogan made famous by Peter Fox "Don't Say Fox----- Say Fox DEEELUXE!"



Left: 1890s Peaslee's Pale Ale Brewery Bottle, Dubuque, Iowa, 12 oz, \$510, eBay
Above: Pre-Pro Steuben Brew City Brewery Tray, Steubenville, OH, Manufactured by Meek Co. Coshocton, OH, \$3,825, eBay

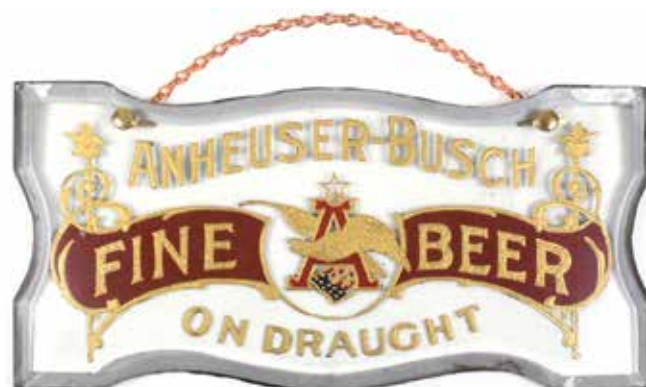
Above: Koch's Lager Beer 6-inch "Crystalline Sign" Button Sign, Williamsport, PA, Manufactured by Parisian Novelty Co. Chicago, \$1,100, eBay
Right: Schlitz Beer double sided tin flange sign, Schlitz Brewing Co. Milwaukee, WI, pre-Pro, \$3,900, eBay



Pre-Pro Rubsam & Horrmann Brewing Co. Tip Tray, New York, American Art Sign Co., \$1,176, Morean Auction

1930s PON Feigenspan Brewing Co. Newark, NJ, Monarch Neon Sign Co., Newark, NJ, \$3,472, Morean Auction

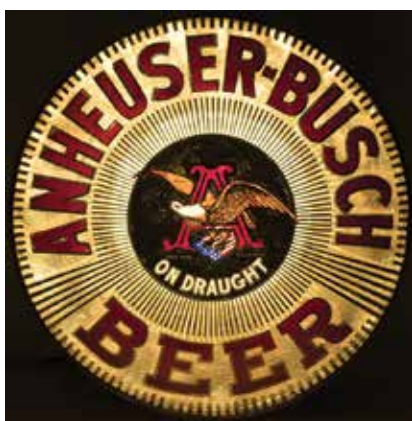
Pre-Pro Luscher's Capital Brewery Lager Beer trade card, Frankfort, KY, 4.75 in x 3 in, \$405, eBay



Pre-Pro Anheuser-Busch St. Louis, MO RPG (Reverse Painted Glass) 12 in x 6 in, Etched Glass, \$2,352, Morean Auction



Two Kato Beer Signed Geo. Hinke oil on canvas, Hunting Cabin Calendar Illustration (left) and Hunting Cabin Fire Place Calendar Illustration (right). Mankato Brewing Co., Mankato, MN, both are 33 in x 25 in. Left sold @ \$9,500, Luther Auctions; Right sold @ \$14,500, Luther Auctions



Pre-Pro Anheuser-Busch St. Louis, MO RPG Lighted Sign, 18 in Convex Glass, \$3,584, Morean Auction



Koch's Golden Anniversary Lighted backbar lens (only the lens, no base) 12 in x 8 in, \$1,159, eBay



WOW, White Crown Beer, 26 in double sided Reverse Glass Neon Lighted Sign, Akron Brewing Co., Akron, OH, \$6,500, Showtime Auctions



1930s Arrow Beer Cartoon Football Team cardboard sign (hand sketched) Globe Brewery Baltimore, MD, 51 in x 35 in, \$600, eBay

1882 Oriskany Falls Brewery First Day Cover & Letterhead, Oriskany Falls, NY, \$375, eBay





Pre-Pro Gutsch Brewing Co. Sign, Sheboygan, WI, Meyercord Co., Chicago, 20 in x 28 in, \$2,100, eBay



Pre-Pro Kuntz Park Brewery Beer Tray, Waterloo, Ontario, 13 in, Manufactured by Kaufmann & Strauss Co. NY, \$4,750, Miller & Miller Auctions



Pre-Pro Lebanon Brewing Co. Reverse Glass Beer Sign, Lebanon, PA, 16 in x 24 in (Not complete, sign was missing wooden back and ornate corners) Manufactured by Brilliant Sign Co. Philadelphia, \$2,500, Showtime Auctions



Pre-Pro Simon Pure beer tank lid, William Simon Bry., Buffalo, NY, heavy brass, 14.5 in, \$800, eBay



1930s-40s Neuweiler Qt. Beer Can Decal, Neuweiler Brewing Co. Allentown, PA, 9 in x 10 in, manufactured by Poster Products Inc. Chicago, \$703, eBay



1938 Alaska Brewing "Petty Girl" Calendar, Alaska Brewing Co. Ketchikan, AK, Brown & Bigelow, St. Paul, MN, 44.5 in x 22 in, \$617, eBay

Knickerbocker Beer
Lighted Spinner Sign, Jacob
Ruppert Brewery,
New York, 15.5 in,
Manufactured by
Ohio Advertising
Display Co., \$717,
eBay

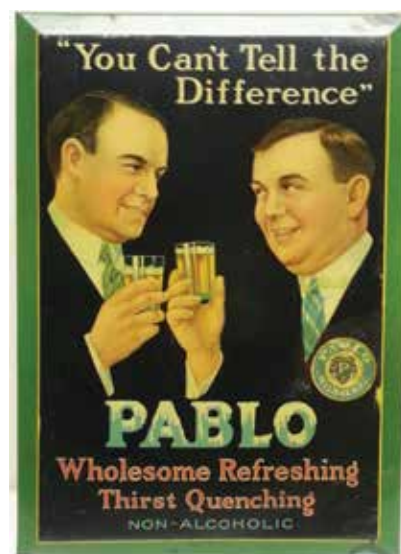


1916 F.A. Rieker Brewing
Co. Star Brewery Schnitzel
Bank Bock Postcard (front
and back), Lancaster, PA,
\$178, eBay

Far Right: Prohibition Era
Pablo Beverages TOC
Sign, Pabst Milwaukee, WI,
13.25 in x 9.25 in, American
Art Works Coshocton, OH,
\$1,498, eBay



U.S. Ale Tin Sign, Tivoli Union Co.
Denver, CO, 12 in x 9 in, \$538, eBay





Above: Gold Label Beer embossed TOC Sign, Walter Bros. Brewing Co. Menasha, WI, 13 in x 6 in, \$826, eBay

Below: Schoen's Beer embossed TOC Sign, Wausau Brewing Co., Wausau, WI, 14.5 in x 6.25 in, Manufactured by Kemper-Thomas Co. Cincinnati, OH, \$1,276, eBay



Pre-Pro National Brewery Co. Griesedieck Bros., Factory Lithograph, St. Louis, MO, 25.5 in x 39 in, \$3,250, Burchard Galleries Inc.

Keep watch on a **new auction trend:** Live auctions or timed auctions via Facebook. These auctions offer zero buyer's premiums, zero tax, and zero seller's premiums if you are the seller.

Below: Bavarian Beer Porcelain Outdoor Sign, Mt. Carbon Brewery, Pottsville, PA \$3,200, Facebook Auction



Above: 1911 Parade B/W Photo Anaheim, CA with Schlitz Bock Banner, postcard size, \$147, eBay

Below: National Bohemian Menu Cover, Baltimore, MD, \$100, eBay



Micro/Craft Collectibles

At right, from top to bottom:

- Kona Brewing Co. Animated Longboard Island Lager LED Lighted Sign, \$300, eBay
- Kona Brewing Co. Big Wave Golden Ale Lighted Sign, \$250, eBay
- 2018 Dogfish Head Punkin Ale Gourd Growler, 64 oz, Milton, DE, Limited to 75, Handmade Romanick Pottery Co. Newark, DE, \$230, eBay

Left: Dogfish Head Uber Shark Tap Handle, Milton, DE, \$244, eBay



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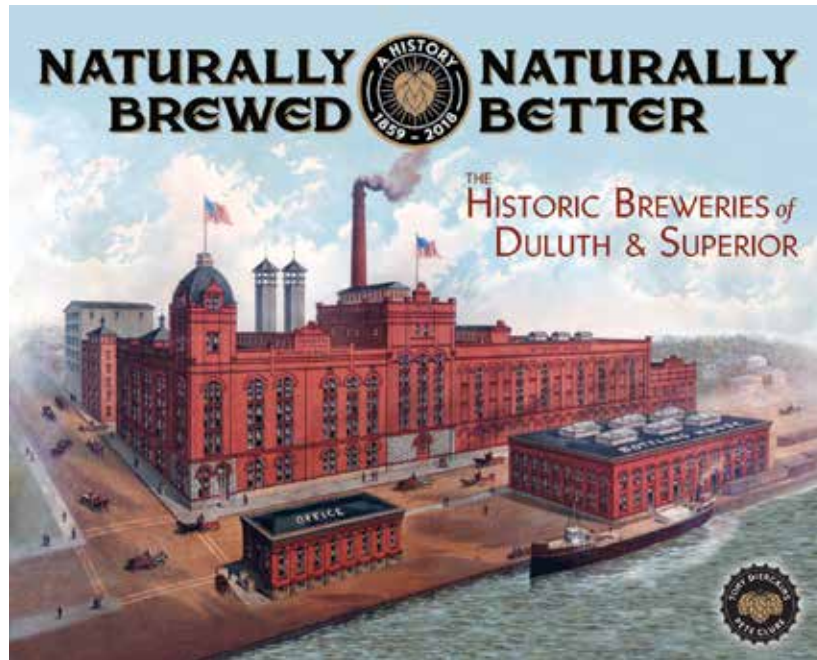
A Tale of Twin Ports

A fascinating look into the breweries of Duluth & Superior

NABA member Pete Clure works as a salesman in a beer business based in a building that once housed a long-extinct brewery. He has been studying local brewing history and collecting its breweriana for 40 years. He has a breathtaking collection of brewery artifacts from the Duluth, MN area.

Tony Dierckins is a writer and publisher who also lives in Duluth. He often writes about local history.

He's also a beer guy. The son of a Hamm's brewery worker, one of Tony's first jobs while attending college in the 1980s was working at a bar and restaurant inside the newly-renovated Fitger's Brewery complex. Long gone today, Fitger's had once been the largest brewery in Duluth.



stories and pictures of breweries, brewery workers, and breweriana from the western tip of Lake Superior: *Naturally Brewed, Naturally Better—The Historic Breweries of Duluth & Superior*.

BRINGING THE PAST TO LIFE

Pete and Tony's book chronicles the breweries of these two waterfront cities, known as the "Twin Ports of Lake Superior" because they are separated by just a thin bay

in the world's largest freshwater lake. Those historic breweries produced some gorgeous breweriana. This fascinating work provides hundreds of photos, not only of Pete's expansive collection,

but also from the collections of others, like NABA member Jody Otto and Chris Olsen.

At least not until 2015. The result of that meeting was a collaboration that published an engagingly-written and beautifully-designed book. It's loaded with



These trays are representative of the many stunning brand items issued by the four Twin Ports Breweries, 1910 - 1945.

Another well-known NABA member and brewery historian, Doug Hoverson, also assisted the project. “It features stories of union workers, saloon keepers, and pioneer brewers,” he says. “Thorough research and stunning illustrations combine to paint a detailed portrait of brewers and their beers.”

The book is full of interesting anecdotes, like one about the long lost perk of allowing brewery workers to drink on the job, for free. At Fitger’s Brewing in Duluth, the average nine-hour workday in the late 1930s included three beer breaks: Up to two glasses of brewery-provided beer could be consumed during each break. Contemporary studies actually suggested that beer consumption promoted the health and strength of brewery workers.

The narrative adds perspective to the struggles and decline of these small regional breweries during the dark days of the 1950s through the 1970s, before our modern craft beer boom. During the post-war 1950s, the Twin Ports had four remaining breweries. People’s Brewing of Duluth did not survive the 50s—by 1960, the remaining three breweries faced stiff competition both from in-state



Tin sign (circa 1934) promoting People’s beer as *The People’s Choice*.



Above: Duluth Brewing & Malting’s advertising campaign for its new beer asked drinkers to tell their bartenders to “Make Mine Karlsbräu,” as seen on this 1930s tin sign.

Below: Tin sign advertising Northern beer during the 1930s.



Above: Ladies enjoying Northern Brewing Co. beer, 1938. The book contains stories of not only the beer, but the people who made and drank it.

Below: Glass sign for Duluth Brewing & Malting’s Gold Shield Beer, ca. 1939.





Pete Clure poses with just one of his many large, outdoor neon signs—this one dating from the early 1950s, promoting the Royal 58 brand, from Duluth Brewing & Malting Co. The “58” was a reference to the beer’s relatively high 5.8% alcohol content, which proved a hit with local consumers, invited by the beer’s slogan to *Treat Yourself Royally*. Photo by Clint Austin, used with permission, *Duluth News Tribune*, from an article by Brady Slater that appeared on September 18, 2018: <http://www.duluthnewstribune.com/entertainment/books/4501204-book-taps-century-plus-duluths-brewing-history>

brands as well as from out-of-state interlopers. The giants (Budweiser, Pabst and Schlitz) had captured 40% of Minnesota’s market share.

Superior’s remaining brewery, Northern Brewing Co., only had a production capacity of 25,000 barrels, the same as People’s, and survived merely as a hometown brewery until early 1967. Duluth

Brewing and Malting produced the second largest (but still relatively small) 40,000 barrels annually and succumbed in 1966.

The last local survivor, and also the largest, was Fitger’s, which produced about 150,000 barrels annually. But they, too were dwarfed by the larger competitors out of Minneapolis and St. Paul, which had more sales clout and were fighting for their own share of the Twin Ports beer market. These included Minnesota Brewing (Grain Belt), which produced 800,000 barrels; Schmidt with 235,000; and Gluek’s with 200,000 barrels. And of course, there was

regional powerhouse Hamm’s, which was brewing 3,000,000 barrels per year. This

became too much pressure for Fitger’s, which finally ceased in 1972.



Cardboard display ad for Fitger’s Natural beer from the 1930s.

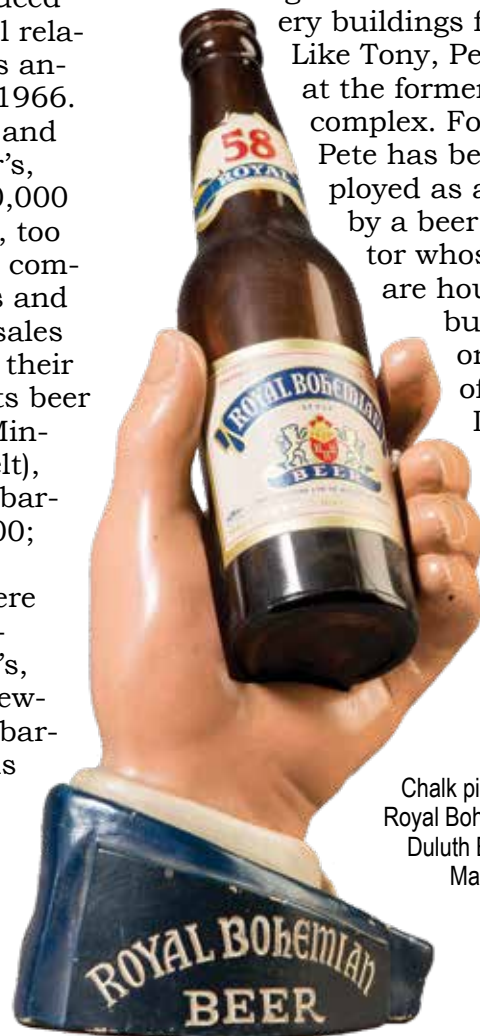
A LABOR OF LOVE

Tony notes that his favorite part of researching this book was “talking to and trading emails with people connected to the region’s brewing history.” He was able to record vivid, first-hand accounts—stories of elderly brewery workers—in addition to those of the direct descendants of some brewers and brewery owners.

Like many brewery historians, Pete was bitten by the breweriana bug early, at the tender age of 11 (1977) during the height of the beer can collecting craze. An older cousin who also collected took him to a can show in the Twin Cities and he was hooked. Soon he expanded his interests to the broader world of signs and other diverse brewery advertising.

Perhaps by coincidence (or not?) Pete not only has been collecting Duluth’s now-extinct beer brands; he also has been working in their former brewery buildings for years.

Like Tony, Pete worked at the former Fitger’s complex. For 20 years, Pete has been employed as a salesman by a beer distributor whose offices are housed in buildings once a part of the vast Duluth Brewing & Malting complex. As he says,



Chalk piece featuring Royal Bohemian, 1950s, Duluth Brewing and Malting Co.



Tin-over-cardboard advertising Vic's Special, named for Northern Brewing Co. owner Victor Nelson. The brand was just Northern pale, packaged in shorty bottles. These 1940s signs are often found in the hobby today due to a large find some years back.



1950s teardrop style clocks.

Backlit Royal Bohemian cab light, 1940s, from Duluth Brewing and Malting Co.



People's Regal Supreme Beer, Lackner-style neon sign with backlit cabinet, 1930s.

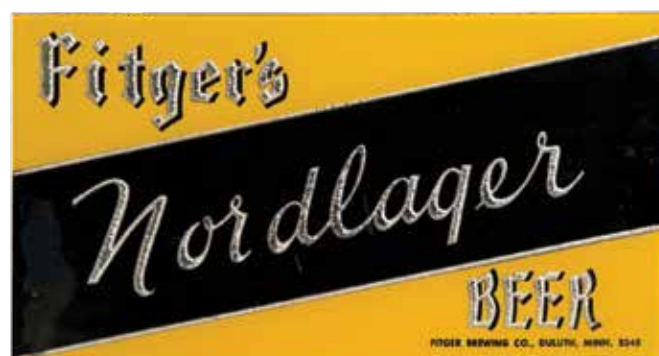


Below: Lighted Fitger's sign featuring light-house icon, 1950s



"Each work day directly connects me to Duluth's brewing past."

In Pete's day job, he's involved with many beer labels of the past that still exist in the Pabst family of brands. But he also is leveraging many newer, craft beer labels, also covered in this book. Happily, the Twin Ports area has enjoyed a great local resurgence in craft breweries, beginning in 1994 with the launch of the Lake Superior Brewing Co. (fittingly housed in the old Fitger's factory). When the book went to press (summer of 2018) there were 16 craft breweries in the area. Their book collaboration has given Pete and Tony the rare reward of immersion in the area's past. But it also has allowed them to engage in research to discover more about a very bright future that's brewing.



Tin sign for Fitger's Nordlager beer, ca. 1939.

Author's note: Naturally Brewed, Naturally Better—The Historic Breweries of Duluth & Superior by Tony Dierckins and Pete Clure is available at www.zenithcity.com/nbnb in both softcover and signed-and-numbered, limited-edition hardcovers. All the breweriana photography featured here is from the terrific collection of Pete Clure, and was photographed by Brian Ravola.



Authors Tony Dierckins (left) and NABA member Pete Clure in Pete's home "brewseum." Much of Pete's breweriana appears in their new book. Photo by Clint Austin, used with permission, *Duluth News Tribune*, from an article by Brady Slater that appeared on September 18, 2018: <http://www.duluthnewstribune.com/entertainment/books/4501204-book-taps-century-plus-duluths-brewing-history>

A fine pilsner, YUSAY?

by Paul Cervenka

The west side of Chicago, IL houses a neighborhood called Pilsen, named for what once was the second largest city of Bohemia: A country that now constitutes the largest part of the modern day Czech Republic. Bohemian immigrants flooded Chicago from the 1860s to the peak of the mid-1880s, a period of tremendous political upheaval in Western Europe. It wasn't long before they embodied a large percentage of the working class in what became America's #1 industrial city. Chicago's Pilsen neighborhood had more Bohemians than any other place but Bohemia itself.

The Bohemian city of Pilsen is of course, known worldwide for pilsner beer, famously created there in 1842 by Bavarian brewer, Josef Groll. Pilsner was a revolutionary beer style—it used new brewing techniques and paler malts to produce a clear, golden beer that became a sensation and endures today. The Bohemians brought this love of pilsner beer to their new Chicago Pilsen neighborhood, and began to open their own breweries.

Being of Bohemian descent and from the Chicago area, I've

been collecting breweriana from Pilsen Brewing Company (PBC) of Chicago (among other breweries) for many years. Pilsen has always been my favorite though, because its first president and I share the same last name.

Their own brewery

The Pilsen Brewing Company was formed in 1903. To understand the thinking behind its creation is to appreciate the mindset of the Bohemians, who had fled Europe to escape oppression. Beer was an important part of their culture and they watched with dismay as the beer business in the US increasingly evolved into something they regarded as tyrannical. By the turn of the last century, about 80% of all retail beer outlets in Chicago were controlled by the “tied house” system, where breweries essentially owned their own taverns and wouldn't let competitive beers be sold in their establishments (*Ed. note: see the article on tied houses in this issue, pg. 24*). There was also a consolidation in the industry, driven in part by British syndicate-owned breweries. Prices had gone up as much as 50% locally.

PBC was begun by a group of seven leading Bohemian immigrant tavern owners who didn't want to be controlled. Quite simply, they decided to make their own pilsner beer to be sold in the Bohemian neighborhoods. They started their brewery in a building constructed in an architectural style reminiscent of the “old country.” It sported a large open beer garden, a landscaped park with pavilions and paths, and places to sit and enjoy a fine pilsner with friends. The first president of the PBC was John Cervenka (a distant relative). He guided the brewery to success and a resurgence after Prohibition. Then things took an odd twist.



A rare, 18-inch free-standing die cut of a lady server by Price Bros.



Map of Bohemia as it was in 1773.



Before and after: These two ball knobs depict the transition of the government-forced name change of the brand from “USA” to “YUSAY.”

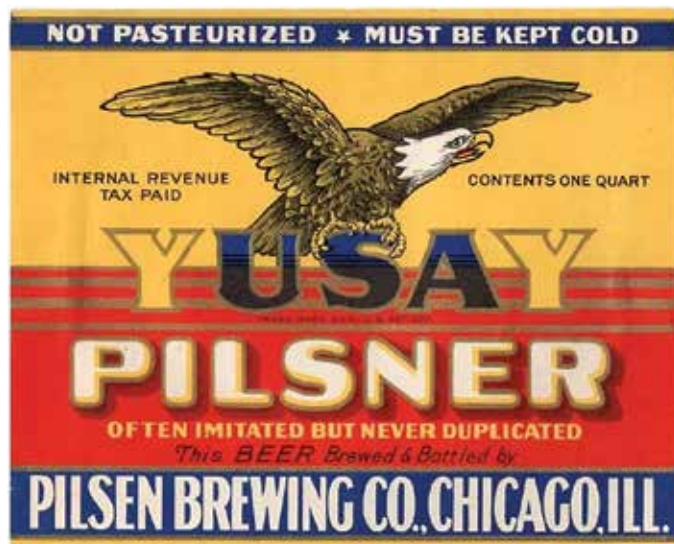
Why YUSAY?

After Prohibition, Pilsen once again produced the beer named for the brewery, called simply, “Pilsen Beer.” But the US Government did not want this American-made brand to be confused with imported Pilsen beer. To address this predicament, PBC re-named their flagship brand, “USA Pilsen.” Not surprisingly, the Federal Government didn’t like that, either. It prohibited anything that appeared to be an official United States designation (or implied endorsement) on PBC’s beer.

To skirt this problem, PBC cleverly re-branded its “USA Pilsen” by flanking the USA with two Y’s: “YUSAY Pilsen.” Why the two capital Y’s? One reason is obvious—the name still sounds basically the same: “You-say” vs. “USA.” Another is because the capital Y is an identifiable symbol long-used by the City of Chicago, which signifies the three branches of the Chicago River. A third reason is so the “USA” in YUSAY could continue to be in all capitals and at least hint of the United States of America’s abbreviation as a part of its brand name.

YUSAY Pilsen thrived until the great brewery consolidation period of the 1950s. It was acquired by Chicago’s Canadian Ace Brewing in 1962.

During its time in business, the PBC produced some beautiful and memorable breweriana.



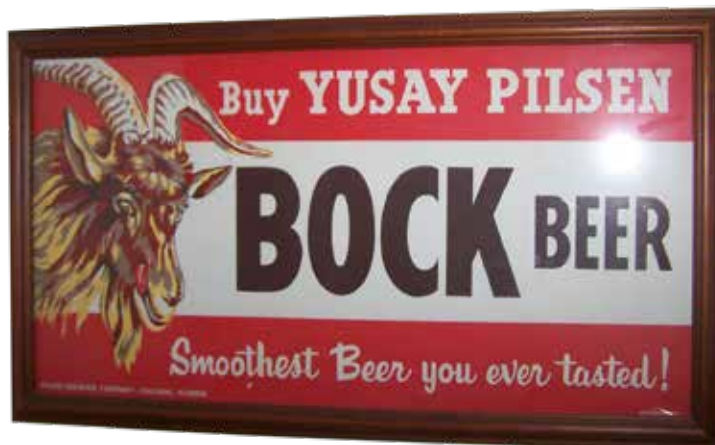
1940s quart label, emphasizing the “USA” in the brand name, courtesy of Erik Amundson, Tavern Trove.

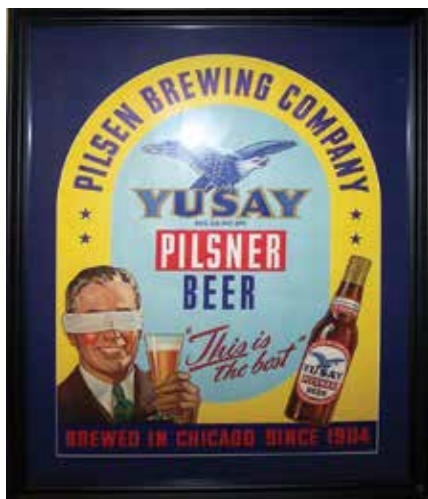


Two Price Bros. back bar lights (see above and photo right next pg.) from 1940s and 1950s; and Bock beer cardboard sign (below).



This is a 9.5 inch diameter celluloid over cardboard button sign believed to be from Parisian Novelty Co.





Left: Classic "halo" backbar light from the late 1930s by Price Bros.

Above: A memorable campaign: The "blind taste test"
26 X 20 inch lithograph from 1939.



A barn find, YUSAY?

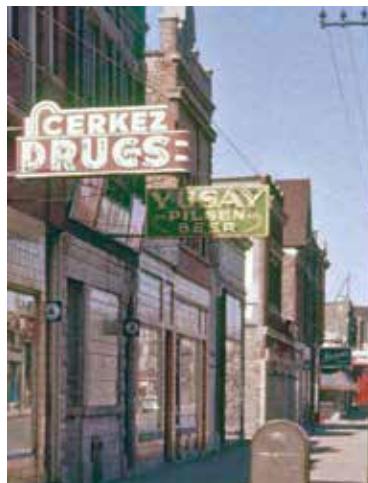
A few years ago, a friend of mine turned up a piece that had not been seen by the collecting community before. It was a six-foot long porcelain

enamel skin that had once housed an outdoor neon sign for YUSAY Pilsen Beer. I was excited to buy it from him and have the neon restored. I envisioned it proudly hung in the out building on my property where much of my collection is housed: "The Bohemian Club."

In October 2018, that same friend called me again, all excited. Amazingly, he had found *another* of the same large porcelain sign—in even better condition—that had been hanging in a barn in Wisconsin for 35 years.

Recently I transferred the neon that I had made for my previous sign to the more pristine version of the skin. I sold the first sign to a fellow Chicago breweriana collector and NABA member.

I am proud to display this "barn find" as a centerpiece of my collection, along with my other treasured YUSAY pieces. I think that somewhere



A similar style YUSAY sign is shown here (circa 1955) in Chicago's Lawndale neighborhood.



Above: The six-foot long porcelain sign, as found, prior to being cleaned and having new neon and electricity installed.

Below: After 35 years hanging in a Wisconsin barn, this YUSAY sign has returned home to the Chicago area, had the neon restored and electrified, and is now on display in the pub shed of Paul Cervenka.

All photos (except the label pg. 46) courtesy of Paul Cervenka.



from above, PBC's long-time leader, John Cervenka, might be smiling on me, his distant relative.

About the Author: NABA Board Member Paul Cervenka grew up in Berwyn, IL, just outside of Chicago, which was known for its sizable Bohemian population. He has been a serious collector since the mid-1990s and is also president of NABA's Monarch Chapter, based in the Chicago area. Paul collects Chicago breweriana and Hamm's (he loved the Hamm's Bear commercials as a kid and was always captivated by their motion signs). His Chicago collection focuses on what once were Czech/Bohemian-owned breweries: Pilsen, Atlas Prager, Monarch, and Garden City.

Pabst portfolio in

by Ken Quaas

Will Texans feel alone without Lone Star? Will Baltimore be bereft without its beloved “Natty Boh?” Will the reign of Rainier finally end in the Northwest?

These questions and the fate of a slew of other venerable beer brands hung in the balance on the scales of justice in a Milwaukee County Circuit courtroom. At the time of this writing, a battle royal was nearing its end between Los Angeles-based Pabst Brewing Co. and MillerCoors, headquartered in Chicago.

At least for now, the Pabst portfolio remains safe. That’s because on November 30, 2018, MillerCoors and Pabst Brewing Co. settled a lawsuit after a two-week trial. Details of the settlement were not disclosed.

“We have reached an amicable settlement in the case and are pleased to resolve all outstanding issues with Pabst,” MillerCoors LLC said in a statement.

In a separate statement, Pabst said that it “will continue to offer Pabst Blue Ribbon and the rest of our authentic, great

tasting and affordable brews to all Americans for many, many years to come.”

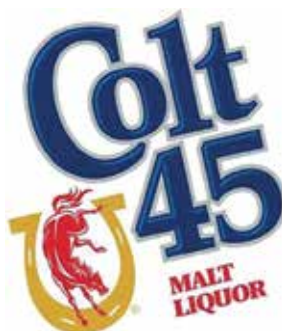
Sadly, it may be the beginning of the end for many once-relevant, revered, and respectfully resurrected regional brands. These local labels have been part of Pabst’s strategy to revitalize its “legacy” brands, once integral to the local beer drinkers in their respective markets. Pabst had brought its own Blue Ribbon brand back to hipster popularity, based largely on nostalgic imagery, and was working to do the same with the likes of Schlitz, Pearl, Old Style, Blatz, Schaefer, Stag, and many others.

The root cause of all of this can be found in what is essentially a misstatement on Pabst’s website:

With over 30 beers in our portfolio, Pabst Brewing Company is the largest American-owned brewery. Since 1844, we’ve taken pride in brewing



This recent Pabst Blue Ribbon billboard clearly depicts the nostalgic heritage of the brand, which seemed to appeal to the younger, hipster audience who drove the brand's resurgence.



perilous predicament

beers that have become iconic, cherished American brands. Brands that promote regional pride, and brands that express common bonds amongst people all over the world.

American-owned? Yes. Brewery? Not so much.

That's the problem. Pabst is a "brewing company" with just a small production brewery in Milwaukee, which is not self-sustaining in terms of brewing capacity for its portfolio. Since 1999, Miller Brewing (now MillerCoors) has been contract brewing most of Pabst's plethora of brands among its network of regional breweries. The contract runs through 2020, with the possibility of two five-year extensions.

MillerCoors had been threatening it might no longer have the capacity to brew Pabst's beers—that it might have to upcharge Pabst a back-breaking price (reportedly triple what it is currently charging) to continue. Pabst says this would force it into bankruptcy.

And so, Pabst sued MillerCoors.

It may seem like a bad idea to file an accusatory lawsuit to force a company to work with you. Pabst claimed it had no other option: It needs a brewery or breweries to supply it with 4 million barrels of beer annually, for it to produce its various brands. Pabst claims that only MillerCoors can fulfill this quantity. Anheuser-Busch is not an option as it has a corporate policy never to contract brew.

Relations between the two companies had soured to the point where Pabst publicly claimed MillerCoors was trying to run it out of business. It claimed MillerCoors wanted Pabst gone so it could capture a greater share of the lower-priced beer market where the Pabst brands sit. Pabst released a statement to the press that read in part: "Even though MillerCoors' market power is much larger than Pabst's, we will not allow this industry bully to push us around."

During 2015 negotiations about extending the contract, MillerCoors announced it would close one of its nine brewing facilities in 2016 (in Eden, NC) and that it eventually might have to shutter another of its breweries—the one in Irwindale, CA—in response to its sales declines. Pabst was upset that MillerCoors wouldn't consider leasing their North Carolina facility. MillerCoors insisted on selling it for an "astronomical" price.

Adding to the intrigue is a consultant's report to MillerCoors from 2013. Pabst's attorneys say the report proves the company never intended to act in good faith. Attorneys say the report had parts that detailed how to "eliminate Pabst altogether" and noted that MillerCoors would need to close two breweries "to be sure they don't have excess capacity for contract manufacturing."

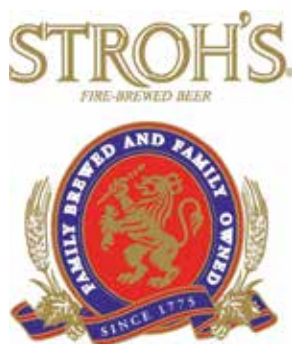
So the questions continue: Will Schlitz, Schmidt's, and Schaefer brands be shut down? Will Stroh's and Stag stagnate? Will Blatz splat just like that?

The revival of these classic, regional brands has been a delight to many nostalgic beer drinkers and breweriana collectors. For now, the Pabst portfolio seems to have had a stay of execution. Stay tuned...



Although it dates from 1955 and the Dodgers (and Schaefer) have long left Brooklyn, this print ad is relevant today. Schaefer fans will need to keep their fingers crossed that somehow the brand might once again be saved from extinction.

Chances might be better that the Dodgers win the World Series.



"Grande" price for a ball knob

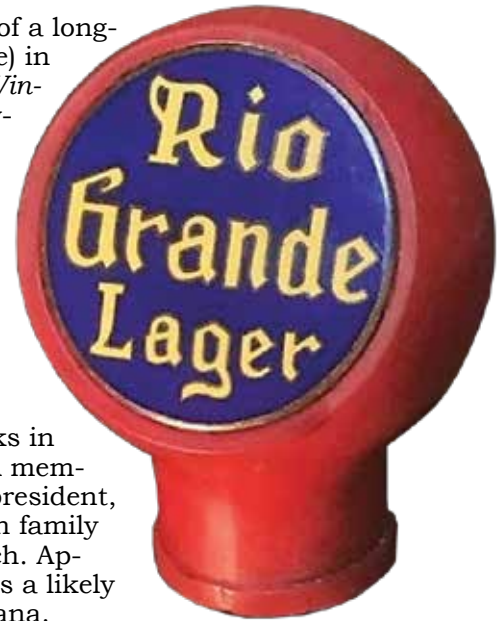
by Chris Watt

This Rio Grande ball knob, one of just two known, sold for an astonishing \$3,777.00 in December, 2018. The sale is believed to have garnered one of the highest prices ever paid for a ball knob.

This item surfaced on eBay after spending many years in the collection of a long-time NABA member. It differs from the other known version (not shown here) in its red body. The other example, which is pictured in George Baley's book, *Vintage Beer Tap Markers 1930-1950s*, has a black body. The Rio Grande Brewing Corporation was in business for only two years, between 1937-1939.

Why the same insert in two differently-colored bodies? George Baley can only speculate. "Looking at the bodies of the two knobs, it is clear they are from different knob manufacturers, which suggests one has had the insert switched to a new body. The body style of the black one is more common with what was being used in knobs from Arizona and California in that era." But George added that it is possible both versions could have been samples or prototypes from different companies, and were never produced in quantity.

The two Rio Grande ball knobs also are the only post-Prohibition ones known from New Mexico. After Prohibition, three breweries were in the works in Albuquerque but only Rio Grande successfully got its beer to market. NABA member and West Coast brewery historian Gary Flynn notes that Rio Grande's president, Baron Paul von Gontard, was the grandson of Adolphus Busch. But his own family disavowed any connection between him and their company, Anheuser-Busch. Apparently, he was regarded as more of a socialite than a businessman. This is a likely cause for Rio Grande brewery's short lifespan and lack of surviving breweriana.



Upcoming Shows

February, 2019

Date: February 3, 2019
Sponsor: Milwaukee Antique Bottle & Advertising Club
Address: County Expo Center, 1000 Northview Rd, Waukesha, WI
Contact: David Kapsos
Email: bottleshow@charter.net

Date: February 3, 2019
Sponsor: Superbowl Sunday Sponsored by Bullfrog Chapter
Time: 8am-1pm
Address: American Legion Hall-Wauconda 514 Main Street, Wauconda, IL
Contact: Ken Kieliszewski: 847-202-1877
Email: kenscans@sbcglobal.net

Date: February 9, 2019
Sponsor: A-1 Chapter's Way Out West Show
Time: 9am-2pm
Address: Phoenix Ale Brewery, 3002 E. Washington St., Phoenix AZ 85034
Contact: Rich LaSusa 480-452-7186
Email: rlasusa@aol.com

Date: February 10, 2019
Sponsor: Jersey Shore Chapter Tribute
Time: 8:30am-2:30pm
Address: Milltown American Legion Hall, 4 J.F. Kennedy Dr, Milltown, NJ 08850
Contact: Joe Radman 732-946-3416
Email: radman6898@aol.com

Date: February 13-17, 2019
Sponsor: Blue-Gray 2019, Rayner Johnson Memorial Show
Time: Varies
Address: Hilton Washington Dulles Airport, 13869 Park Ctr Rd, Herndon, VA
Contact: Larry Handy 267-221-8300
www.bluegrayshow.com
See our ad pg. 18

Date: February 16, 2019
Sponsor: Hamm's Beer Club's Hamm's Beer & General Breweriana Show
Time: 9am-3pm
Address: Medina Entertainment Center, Medina, MN
Contact: **www.hammsbeerclub.com**
See our ad, pg. 52

Date: February 22-23, 2019
Sponsor: Hoosier Chapter's Cabin Fever Reliever
Time: 9am-9pm; 9am-3pm
Address: Waterford Estates Lodge, 52890 State Rd 933 N, South Bend, IN 46637
Contact: Mike Walbert 574-276-2466
www.hoosierbeer.com

Date: February 23, 2019
Sponsor: Spearman Chapter's 3rd Annual Breweriana Collectables Show
Time: 9am-2pm
Address: O'Quigley's Seafood Steamer & Oyster Sports Bar, 34940 Emerald Coast Pkwy, Destin, FL 32541
Contact: Mike Moon 850-826-2669
Email: a1964buickman@yahoo.com

Date: February 23, 2019
Sponsor: Columbine Chapter's Kick the Winter Doldrums Show
Time: 11am-2pm
Address: The Crafty Fox Taphouse, 3901 Fox St, Denver, CO 80216
Contact: Jim McCoy 720-420-9942
Email: jimrealone@gmail.com

Date: February 24, 2019
Sponsor: Ar-CAN-Sas Chapter's The Vic Olson Memorial Show
Time: 9am-2pm
Address: Best Western Inn of the Ozarks, Hwy 62, Eureka Springs, AR 72632
Contact: Erin Jones
 479-531-4146
Email: erinjbrew1002@aol.com

March, 2019

Date: March 9, 2019
Sponsor: Buckeye Chapter's 45th Annual Beer & Collectibles Show
Time: 9am-2pm
Address: UAW Hall, 5411 Jacnman Rd, Toledo, OH 43613
Contact: John Huff
 419-367-9713
 www.buckeyechapter.com

Date: March 10, 2019
Sponsor: 45th Annual Cornhusker Chapter Spring Show
Time: 9am-3pm
Address: Ralston Arena, 72nd & 'Q' St, Ralston NE 68127
Contact: Bill Baburek
 420-320-5805
Email: bill.b@infusionbrewing.com

Date: March 14-16, 2019
Sponsor: Queen City Chapter's 43rd Luck O' The Irish Show
Time: Varies
Address: Holiday Inn Cincinnati Airport, 1717 Airport Exchange Blvd, Erlanger, KY 41018
Contact: Dave Gausepohl
Email: beerdave@fuse.net

Date: March 23, 2019
Sponsor: Atlantic Chapter's Matt Parker Memorial Show
Time: 8am-2pm
Address: Krafty Draft, 269 Chapter Oak Rd, Lexington, SC 29072
Contact: Gary Papa
 803-808-7286
Email: info@berrsdasports.com

Date: March 30, 2019
Sponsor: Simon Pure Chapter's Spring Show
Time: 9am-12pm
Address: Elks Lodge #860, 55 Main St, Tonawanda, NY 14150
Contact: Jeff Murbach
 716-713-7236
 www.simonpure.org

April, 2019

Date: April 4-6, 2019
Sponsor: Keystone Chapter's Spring Thaw Brewery Collectibles Show & Crownvention
Time: Varies
Address: Park Inn by Radisson, 5401 Carlisle Pike, Mechanicsburg, PA
Contact: Larry Handy
 267-221-8300
 www.eastcoastbrew.com

Date: April 6, 2019
Sponsor: Missouri Ozarks Chapter Beer Can & Breweriana Trade Show
Time: 11am-4pm
Address: Billard's of Springfield, MO, 541 E. St. Louis St, Springfield MO 65806
Contact: Michele Fritz
 573-690-6552
Email: beercanman@gmail.com

Date: April 7, 2019
Sponsor: Westmont Stroh's Chapter Spring Show
Time: 9am-2pm
Address: Elk Grove Village VFW, 400 E. Devon Ave, Elk Grove IL 60007
Contact: Ray Capek
 630-78-1482
Email: rbcapek@sbcglobal.net

Date: April 13, 2019
Sponsor: A-1 Chapter's Big Marv Dickson Roundup
Time: 9am-2pm
Address: Phoenix Ale Central Kitchen, 5813 N. 7th St, Phoenix, AZ 85014
Contact: Rich LaSusa
 480-452-7186
Email: rlasusa@aol.com

Date: April 26-27, 2019
Sponsor: Packer & Badger Bunch Chapters' Tittletown Trade-A-Thon #39
Time: 12pm-8pm; 8am-5pm
Address: KI Convention Center/Hyatt Regency Hotel, 333 Main St., Green Bay WI
Contact: Rob Smits
 920-469-1466
 www.packerchapter.com
 See our ad pg. 40

Date: April 27, 2019
Sponsor: Dakota Chapter Breweriana Show
Time: 9am-2pm
Address: Tea Events Hall, 205 S. Main St, Tea, SD 57064
Contact: Don Wallace
 605-224-7495
Email: wallace@pie.midco.net

Date: April 28, 2019
Sponsor: Gambrinus Chapter's Annual King's Spring Fling Show
Time: 8am-1pm
Address: Makoy Center, 5462 N. Center St, Hilliard, OH 43026
Contact: Doug Blegen
 614-890-0835
Email: yblegen@gmail.com

Date: April 28, 2019
Sponsor: Chicagoland Breweriana Society's Spring Show
Time: 9am-2pm
Address: Elk Grove Village VFW Hall, 400 E. Devon Ave, Elk Grove, IL 60007
Contact: Ray Capek
 630-78-1482
Email: rbcapek@sbcglobal.net

Date: April 28, 2019
Sponsor: Schell's Border Batch Chapter's A Day at Schell's
Time: 9am-3pm
Address: August Schell Brewing Company, 1860 Schell Rd, New Ulm, MN 56073
Contact: Tom Terwilliger
 515-341-3347
 www.borderbatch.com

May, 2019

Date: May 2-4, 2019
Sponsor: Columbine Chapter's 24th Annual Rush to the Rockies Show
Time: Varies-3 Day event
Address: Fort Collins Marriott, 350 Horsetooth Rd, Fort Collins, CO 80525
Contact: Jim McCoy
 720-420-9942
Email: jimrealone@gmail.com

June, 2019

Date: June 2, 2019
Sponsor: Coal Cracker, Delaware Valley, & Horlacher Chapters' Tri Chapter Show
Time: 7am-2pm
Address: Leesport Farmers Market, Route 61, Leesport, PA 19533
Contact: Jerry Matonis
 570-690-3287
Email: jmat973447@aol.com

Date: June 4-8, 2019
Sponsor: ABA 38th Annual Meeting
Time: Varies
Address: Independence, MO
Contact: www.americanbreweriana.org

July, 2019

Date: July 18-21, 2019
Sponsor: Eastern Coast Breweriana Association's 46th Annual Convention
Time: Varies
Address: Baymont Inn & Suites, 1 Abbey La, Queensbury, NY 12804
Contact: Larry Handy
 518-793-7701
 www.eastcoastbrew.com

Date: July 31-August 4, 2019
Sponsor: NABA Convention 48
Time: Varies
Address: Cincinnati Airport Marriott, Hebron, Kentucky
Contact: www.nababrew.com

If you have a show and want it listed here, please email information to Darla Long: bluffcitybrews9@gmail.com

Hamm's Beer and General Breweriana Show

Medina Entertainment Center - Medina, MN

Saturday February 16th - 9:00 - 3:00

150+ tables of vendors selling *cool*/beer items

Free pictures with the Hamm's Bear

Watch *classic* old beer commercials

Ice Cold Hamm's Beer for sale

www.Hammsbeerclub.com



Hamm's
BEER

♦Buy♦Sell♦Trade♦Buy♦Sell♦

WANTED: Latrobe, PA breweriana. Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10ea-syst@comcast.net. rV189

NEW YORK CITY BREWERIANA! Serious collector seeking to buy trays, signs, lithos, etc. especially from old breweries in Manhattan and the Bronx. These include Central, Consumer's, Doelger, Eichler, Ehret, Everard, Fidelio, Haffen, Horton, Hupfel, Kips Bay, Lion, Loewer's, Ringler and Ruppert. Please call Ken Quaas, 630-204-5270 or email Ken@consumertruth.com rV189

MEMBERS-ONLY Sale!

Breweriana Collector special set of 50 issues: Only One Bundle Available. Bundle includes 50 select past issues of NABA's premier *BC* magazine: don't miss 1996 #93: Breweries of Kenosha; 1998 #102: Beer keg revenue stamps; 2001 #114: Fesenbeier of WV; and many more. \$75 postage paid. jfo@mindspring.com NABA

BACK ISSUES of the *BC* for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147 - current. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to NABA, PO Box 51008, Durham, NC 27717 NABA



FOUNDER'S AWARD

2012

Bob Kay

2014

George Baley

2015

James Kaiser

2017

Helen Haydock

2018

John Ferguson

Given for distinguished service and contributions to NABA and to the Breweriana Hobby

APPLICATION FOR MEMBERSHIP

PHOTOCOPY, FILL OUT, AND MAIL TO: NABA, PO Box 51008, Durham, NC 27717

OR join online via our secure server, using a credit card or PayPal: See NABABREW.COM and hit the "JOIN" button. I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$35, Canada \$40 (US); and overseas \$50 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!).

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

Phone (incl. area code) _____ Amt. Enclosed \$ _____

email address _____ Sponsor _____

Please check the areas of breweriana that you collect. You may select a **MAXIMUM** of six different listings, including specific brands or cities, for inclusion in the Membership Directory.

- | | | | | |
|--|--|---|---|--|
| <input type="checkbox"/> All Breweriana | <input type="checkbox"/> Clocks | <input type="checkbox"/> Lamps | <input type="checkbox"/> Neon Signs | <input type="checkbox"/> Salt Shakers |
| <input type="checkbox"/> Ash Trays | <input type="checkbox"/> Coasters | <input type="checkbox"/> Leaded Windows | <input type="checkbox"/> Openers | <input type="checkbox"/> Show Promoter |
| <input type="checkbox"/> Barrels | <input type="checkbox"/> Corkscrews | <input type="checkbox"/> Lithographs | <input type="checkbox"/> Paper Items | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Books & Magazines | <input type="checkbox"/> Crowns | <input type="checkbox"/> Matches | <input type="checkbox"/> Patches | <input type="checkbox"/> Statues |
| <input type="checkbox"/> Bottles | <input type="checkbox"/> Dealer | <input type="checkbox"/> Match Safes | <input type="checkbox"/> Photos | <input type="checkbox"/> Tap Knobs |
| <input type="checkbox"/> Brewery Equipment | <input type="checkbox"/> Foam Scrapers | <input type="checkbox"/> Medals | <input type="checkbox"/> Pinbacks | <input type="checkbox"/> Thermometers |
| <input type="checkbox"/> Calendars | <input type="checkbox"/> Glasses | <input type="checkbox"/> Menus/menusheets | <input type="checkbox"/> Pitchers | <input type="checkbox"/> Tip Trays |
| <input type="checkbox"/> Cans | <input type="checkbox"/> History | <input type="checkbox"/> Mini Beers | <input type="checkbox"/> Playing Cards | <input type="checkbox"/> Tokens |
| <input type="checkbox"/> Cases | <input type="checkbox"/> Knives | <input type="checkbox"/> Mirrors | <input type="checkbox"/> Postcards | <input type="checkbox"/> Trays |
| <input type="checkbox"/> Chairs | <input type="checkbox"/> Labels | <input type="checkbox"/> Mugs & Steins | <input type="checkbox"/> Reverse On Glass | <input type="checkbox"/> Watch Fobs |

Specific breweries, brands, cities _____

*Be sure to fill out ALL the requested information. This is used for the Membership Directory.
If you skip an item, you've limited the usefulness of your listing.*

BREWERIANA COLLECTOR Magazine

All advertising inquiries should be directed to:
John Stanley
Breweriana Collector 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. We are unable to provide proof copies or tear sheets of Classified ads.

DISPLAY ADVERTISING

Full page.....\$150
Half page\$ 80
Quarter page\$ 40

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email to falconer@swva.net. With your text and photos, however, we can compose. Oversized or under-sized 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	August 20	October
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 any liability for any transactions to which it is not a party.

Officially Recognized NABA Chapters

Buckeye (NW OH, SE MI)

Contact: John Huff, 7300 Crabb Rd,
Temperance, MI 48182;
cadiac500@aol.com

Capital City Chapter

(Washington DC, MD, No. VA)
Contact: Jim Wolf, 9205 Fox Meadow
La, Easton, MD 21601;
jwolf@goeaston.net

Chicagoland Breweriana Society (Chicagoland)

Contact: Ray Capek, 3051 Ridgeland
Ave, Lisle, IL 60532;
rbcapek@sbcglobal.net

Congress Chapter

Contact: Richard Alonso
syracusebeer@gmail.com

Craft Brewery Collectibles Chapter (At Large)

Contact: Jeff DeGeal;
jeffd_trans1@casscomm.com

Gambrinus Chapter (Columbus, OH)

Contact: Doug Blegen, 985 Maebelle
Way, Westerville, OH 43081;
dblegen@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

Contact: Kevin Kious, 908 Daniel Drive,
Collinsville, IL 62234;
whoistheailman@aol.com

Goebel Gang (South Bend, IN)

Contact: Leonard Wentland, 903
Greenview, South Bend, IN 46619

Great White North Brewerianists (Canada)

Contact: Phil Mandzuk;
philman@mts.net

Hoosier Chapter (IN)

Contact: Mike Walbert, PO Box 6133,
South Bend, IN 46660;
mikewalbert@att.net

IBC Chapter (Indiana)

Contact: John Ferguson, 3239 Five
Points Rd., Indianapolis, IN 46239;
fergkate@comcast.net

Just For Openers (Earth)

Contact: John Stanley, PO Box 51008,
Durham, NC 27717;
jfo@mindspring.com

Lake Erie Chapter (NE Ohio)

Contact: Doreen Brane, 7985 McCreery
Rd, Broadview Hts, OH 44147
doreene.brane@att.net

Miami Valley Chapter (Dayton, OH)

Contact: Bob Kates, 2474 Apricot Dr,
Beavercreek, OH 45431;
bkates@woh.rr.com

Michigan Chapter

Contact: Clayton Emery, 3900 N. Seeley
Rd, Manton, MI 49663
claytonemery32806@aol.com

Monarch Chapter

(Chicagoland, Northern IL)
Contact: Paul Cervenka, 630-379-1522,
cerpaul@aol.com

North Star Chapter (MN, WI, Midwest)

Contact: Brent Kastler; 612-987-8771;
brent@illumineassociates.com

Old Reading Chapter (Berks Co., PA)

Contact: Jeffrey R. Miller, 54 Mine Rd,
Oley, PA 19547
muchibaba@yahoo.com

Olde Frothingslosh (Pittsburgh, PA)

Contact: Jerry Lorenz;
jlironcity@gmail.com

Packer Chapter

(WI & Adjacent States – IA, IL, MI, MN)
Contact: Dan Hable; 18675 Ibsen Rd.;
Sparta, WI 54656; 608-269-1199;
dwhable@yahoo.com

Patrick Henry Chapter (Kalamazoo, MI)

Contact: Bill Norton, 14761 Trillium Dr,
Augusta, MI 49012; 269-578-6607;
bcsanorton@tds.net

Pickwick (MA)

Contact: Jim Hailey;
nebeercans@comcast.com

Port of Potosi

(SW WI, Eastern IA, NW IL)
Contact: Larry Bowden, 960 Broadway,
Platteville, WI 53818;
listbrew@gmail.com

Queen City Chapter

(Cincinnati, So. OH, No. KY)
Contact: Dave Gausepohl, 8930 Ev-
ergreen Dr, Florence, KY 41042-8713;
859-750-4795; beerdave@fuse.net

Reisch Brew Crew (Central IL)

Contact: Greg Lenaghan,
2507 Huntington Rd,
Springfield, IL 62703;
g.lenaghan@comcast.net

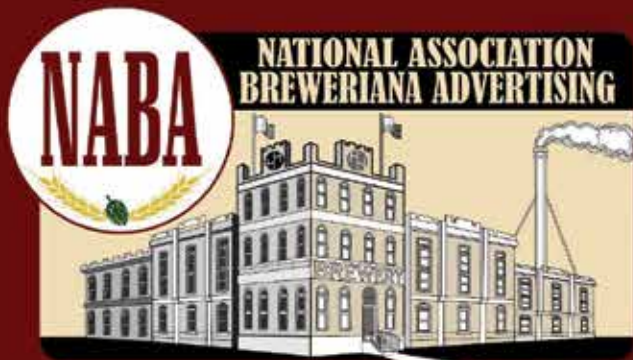
Schultz & Dooley Chapter

(New York State)
Contact: Bill Laraway, 627 Kenwood Ave,
Delmar, NY 12054; brew.coll@verizon.net

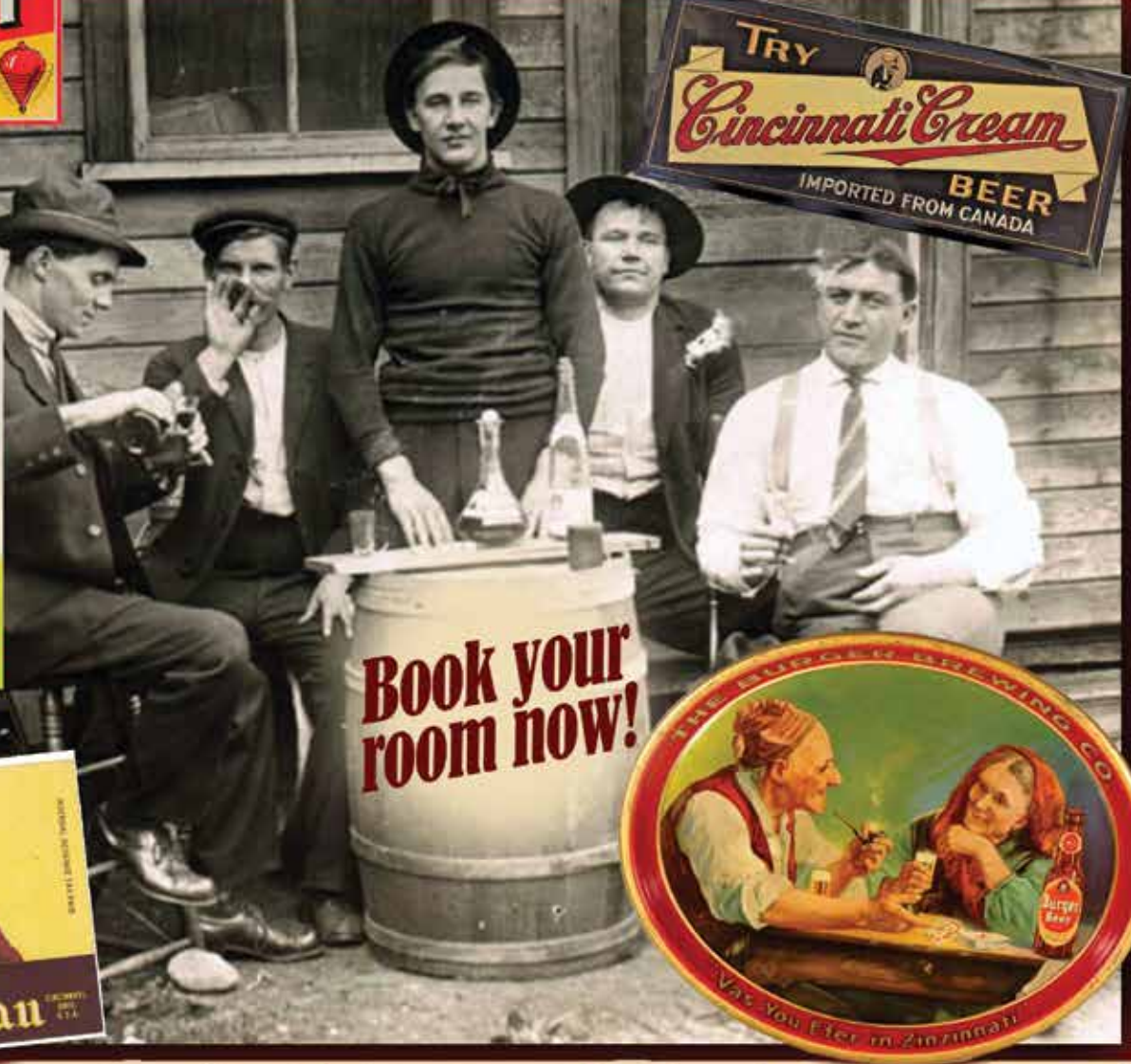
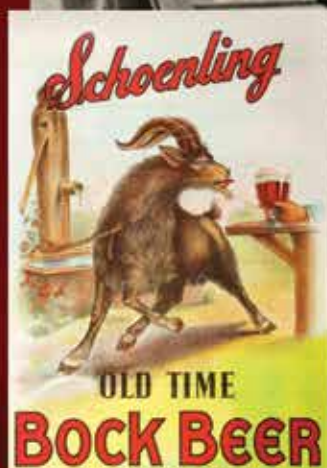
Three Rivers (Fort Wayne, IN)

Contact: Mike Newton
260-414-4746
clipperpale@hotmail.com





2019 Convention July 31-Aug.3rd Cincinnati, Ohio



Includes an amazing bus tour of Cincinnati breweries
and a trip to the American Sign Museum.

Cincinnati Airport Marriott
2395 Progress Ave. Hebron, KY
Tel: 859-586-0166

To make your hotel registration online, go to the new NABA website at www.nababrew.com and click on
the Convention tab for the reservation link.

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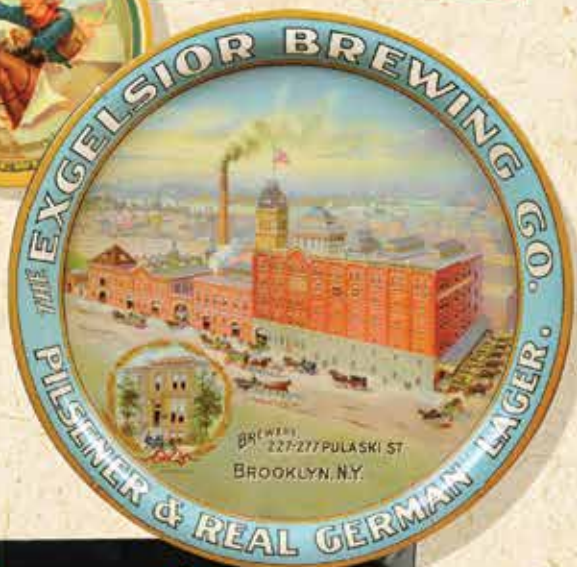
LET'S TALK

WHAT DO YOU HAVE?
WHAT ARE YOU
LOOKING FOR?

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PRIVATE COLLECTOR
& PART-TIME DEALER

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NOW SCHEDULING
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FOR 2019!




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