



BREWERIANA COLLECTOR

Volume 185

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SPRING 2019

- What's In A Name?
Hudepohl's *Golden Jubilee*
- A "Crafty" Beer Pioneer:
Charles Haley
- Schwarzenbach, Hornell &
the *Old Ranger*
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BREWERIANA COLLECTOR

SPRING 2019

#185

FEATURES

- 8 What's in a Name?..... Tom Waller
16 Heileman's File Cabinet Barry Travis
31 Frankenmuth Brewing Co. *Installment #6 in Michigan's Liquor Control Comm. Survey*..... Larry Moter
34 A "Crafty" Beer Pioneer: *Charles C. Haley* Scott Brown
37 Schwarzenbach, Hornell & *The Old Ranger*..... Tom Raub
47 In Syracuse, Congress
is back in session Matthew Olszewski
52 The James Hanley Brewing Co.: *The "Connoisseur" of Rhode Island Breweriana* Steve Bergquist

SHORT FLIGHTS

- 11 Raising the Glass John Ferguson
41 Breweriana Detective: *Unique Schlitz sign's History is a Mystery* Rich La Susa
46 Historic Brewery Bus Tour: **Cincinnati Convention** 48th Convention Team
56 Just for Openers, *Rarities in M-3 "Slider" Bottle Openers* John Stanley

STANDARD BREWS

- 4 President's Letter..... John Ferguson
5 Executive Secretary's Report..... John Stanley
6 Welcome New Members
12 Collector's Bookshelf: *Brewing Beer in the Mountain State & Akron Beer*, by Rob Musson..... reviewed by Larry Moter
19 What's Brewing? *When the Lion Roared in New York City* Ken Quaas
27 Let's Talk Breweriana: *Canadian Type's whirlwind life was short, not sweet*..... Rich La Susa
42 Auction Hysteria..... Chris Watt
END OF THE DRAW
58 Upcoming Shows
60 Buy-Sell-Trade
61 Membership Application; *BC Advertising Guidelines*
62 NABA Chapter Contact info

Editor's Note: A late-breaking change to the the Winter issue article; Brewing A Legacy: The rise and fall of tied houses in America by Dave Olson was made, incorrectly attributing the first documented export of beer (1852) from Milwaukee to New York. This export was accomplished by **Charles Best**, not Best & Co. as stated in Vol. 184. The editorial staff apologizes for the misstatement in the Winter issue. [Citation, 100 Years of Brewing, 1903, pg. 225]

Cover Image: Courtesy of Tom Waller • Hudepohl began brewing in Cincinnati in 1885. Constantly expanding and improving, they were a mainstay in the area for many years. Probably no Cincy beer was better marketed nor as well known as "Hudy." After expanding to two plants, and buying out the Burger Brewery, they eventually succumbed to the pressure of the nationals and in 1986, merged with Schoenling; a run of 101 years. Their many iconic brands over the years included "Golden Jubilee." In this issue we discover where and why this brand name originated. **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 to all and warm wishes that this Spring issue of the *Breweriana Collector* magazine also delivers warm weather and sunny skies! There is lots of news to share, and here are the highlights:

- **Great local shows in a challenging**

winter: This winter was a rough one on the weather front and challenged me to travel to some of the great breweriana shows from my home in Indianapolis. I missed shows in Frankenmuth, MI, in northern Virginia (The Rayner Johnson Memorial Blue & Gray Show), and the Hoosier Chapter's annual "Cabin Fever Reliever." But as of this writing I look ahead to The Queen City Chapter's "Luck O' the Irish" now in Cincinnati; and the ever-growing Buckeye Chapter's show in Toledo. Many thanks to the chapters who put on events and bring warm life to our great hobby in the frigid cold of winter.

- **Supporting local chapters:** Speaking of chapters, we told you in the last issue how NABA continues to co-sponsor more local chapters around the country. We believe the local chapters are the strength of the hobby and must be supported, which we will continue to do in this magazine, on our website, and on our Facebook page. We are proud to announce our newest partnership with the Lone Star chapter of Texas.



Thanks to the efforts of Charlie Staats and his great group, you'll be seeing more breweriana and brewery histories in these pages from the Lone Star state. Be sure to check out the *Upcoming Events* in the back of this magazine (and in some of our ads) and attend as many events as you can to support our great hobby.

- **64 pages!** Speaking of these pages, did you notice the hefty weight of this magazine? NABA members can now enjoy the largest and most extensive magazine in the hobby with the *Breweriana Collector's* expansion to a whopping 64 pages! That's an additional +24 pages full of breweriana and brewery history as compared to our Spring issue just three years ago. Thanks to efforts led by Vice President Ken Quaas and supported by Editor Lee Chichester and the *BC* staff, our issues will be filled with even more

collector and brewery profiles, more pictures of beautiful breweriana, and greater geographical coverage. And congratulations to first-time authors Steve Bergquist and Tom Raub in this issue! Want to advertise here? Just contact our Executive Secretary (and advertising manager) John Stanley, at jfo@mindspring.com.



- **Big Convention plans:** We have big plans for what will be another great annual Convention. Mark your calendars to make the pilgrimage to Cincinnati, July 31 through August 3. Beer Dave Gausepohl, Tom Waller, Scott Bristoll, Dave Reed, and others are arranging a great event,

which will include an amazing bus tour of the great old breweries (and their lagering caves) of the legendary Over the Rhine District—plus the added bonus of a visit to the famed American Sign Museum. See the story with more juicy details on pg. 46. There are just 53 seats on the bus that will sell out fast, so get your registrations in early!

- **Reserve your spot:** For the first time, you can sign up and pay for the Convention on our newly-revamped website: www.nababrew.com. You also can fill out and mail in the form that came with this magazine. You can reserve your hotel room via the NABA website or by calling the Cincinnati Airport Marriot directly at 859-586-0166 to get the special NABA room rate of \$99 (with free parking and Wi-Fi). Many thanks go to our extraordinary webmaster, Dan Bora, for his terrific work on our website.

Finally, a sincere thank you to all for being NABA members. We also want to extend a warm welcome to our new members. NABA is committed to supporting your breweriana expertise and collecting, and to growing our great hobby.

Happy Collecting!

John Ferguson, President
Fergkate@comcast.net

EXECUTIVE SECRETARY'S REPORT

The NABA membership number is at 837, an increase of 20 since the last issue. Thank you to Ken Quaas, Paul Cervenka, and Mike Michalik for recruiting many of the members listed on the next page. Twelve members did not renew from September 30th and nine have not renewed from December 31st. They are listed below and if you know any of them please encourage them to keep their NABA membership.

Bradley W Burger - Jefferson City MO
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Craig Frazier - Milwaukee WI
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Scott Smith - Saint John IN
Beverly Timming - Toledo OH

Wild Apricot (WA) provides our web service and maintains our membership data. If things go as planned starting sometime in April we will have the ability to pay for membership dues via a credit card. WA claims you enter your card information and they do not save it. As always you can still pay by PayPal, check or cash. And many thanks again to Dan Bora for doing an awesome redesign of the NABA website. We went from a 2000 design site to a 2020 super design site. Take some time and check out the new look—and a big bonus: you now can access *Breweriana Collector* issues back 15 years. With a little work Dan should have a Convention signup page working by the time you receive this issue, so you can

register and pay by PayPal to attend the Cincinnati Convention.

The Blue-Gray Show just completed and again Larry Handy hosted an outstanding event (along with all of his support staff). As always a large amount of very nice breweriana was for sale, especially cans, trays, and signs. I heard a lot of happy comments from sellers and a lot of people walking around with merchandise in their hands. The weather was really good for this time of year in DC. I must add that I did okay sales wise, even though I did not have a lot of good stuff to sell. I did display the new NABA seven foot banner advertising our club. Someone actually inquired about buying it because it is so attractive (thank you Barry Travis). This show is really a *must* to attend for any collector.

The Just For Openers convention will be at the Doubletree in Miamisburg, OH, April 24-28. Any and all breweriana collectors are welcomed. We are mainly openers and corkscrews but will have some general beer items. No charge to stop by for a visit. We will be in a combination show/hospitality room near the main desk Wednesday afternoon through noon Saturday.

The next group of memberships up for renewal are those expiring 3/31 (check your mailing label). I have done an initial email asking for renewals. Sometime in May our largest renewal group (6/30) will get an email asking them to renew. Please take the time to renew, so you do not miss any news or activities of this fast-growing club in the breweriana hobby.

Members may renew by sending a check (payable to NABA) or using PayPal (send to nabamembership@comcast.net).

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

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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.

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



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WHAT'S IN A NAME?

BY TOM WALLER

Most breweries are very particular about each brand name they select to use. Of course, the marketing of their beer is all about brand identification. But did you ever question some of those brand names and wonder just why they were chosen?

The Hudepohl Brewing Company was easily one of the most recognized breweries in the Cincinnati area. It began as the Hudepohl & Kotte Brewery in 1885. After Kotte's death in November of 1899, Ludwig (Louis) Hudepohl gained sole ownership and the name simply changed to Hudepohl. Shortly thereafter, a new brand was introduced to the market called *Golden Jubilee*. I found it to be an odd name for a pre-Prohibition beer and wondered why they had chosen it. As we all know, a golden jubilee celebrates fifty years. The question is, exactly what were they celebrating?

THE 50TH CELEBRATION

If the reason for the name was the brewery's founding date (1885) that would put 50 years at 1935. That would have been right after national Prohibition and well removed from the age of the surviving pieces of pre-Prohibition Golden Jubilee breweriana.

If it was because Hudepohl took over sole ownership of the brewery in 1900, it would make the jubilee even later, and a less likely possibility for the brand name.

So what was this jubilee and why was it so important to name, and market, a brand after it? With a bit of digging, I discovered that no—it was not



This pre-Prohibition self-framed tin sign (frame removed in above photo, detail included below) celebrates the Golden Jubilee brand from Hudepohl. On the frame are the words: "Noch Eins, Bitte," which means, *Another one, please*.



another brew or brewery they were celebrating. In fact, it really had nothing to do with beer at all.

It had a lot more to do with singing.

Although I'm certain that some beer was likely quaffed in the celebration, the root of the jubilee for which Hudepohl's brand was named had everything to do with the German singing societies of the day, brought from the Fatherland to America by German immigrants.

These societies, or clubs made up of singing men, would gather in celebrations, or competitions. These events were known as a Saengerfest song- or singer-fests. Singing societies date back well into the 1800s. The first such festival in Cincinnati was held in 1838.

SAENGERFESTS

In 1848, the North American Saengerbund (singing alliance) was founded. Their **first** combined event was of mammoth proportions, and was held in Cincinnati during **1849**. Clubs from all over the region were invited to attend, sing, and celebrate their common bond. This happening has been considered the true beginning of Cincinnati's famous Saengerfests.

During 1870, Saengerfest Hall was built in Cincinnati to hold the annual event. Constructed of wood, it was quickly outgrown and demolished in 1877 to make way for a bigger and better building. This one, called the new Music Hall, opened in 1878 and became the permanent home of the Saengerfest. The historic building remains today as the heart of the Cincinnati fine arts community, including the Symphony, Opera, Ballet, and May Festival Chorus.

In 1899, fifty years after that mammoth "first" 1849 event, Cincinnati celebrated the golden

jubilee of the first North American Saengerbund combined event.

Singing clubs from several states traveled to the Music Hall for this 50th anniversary. A large brass medal was struck to commemorate the event. On the top bar (seen in below photos) were inscribed the dates (1849 on one side and 1899 on the other). Under that are the letters N.A.S.B., for North American Saengerbunds. Beneath the bar, on the medallion, are inscribed the words, "Goldenes Jubilaeum Saengerfest, Cincinnati." Its reverse reads "Official Badge / June/1899."



Another interesting artifact from the event is a sterling silver collector spoon. Showing the Saengerfest Hall, it is engraved "Golden Jubilee Saengerfests, Cincinnati" and dated "June, 1899." In keeping with the importance of the occasion, the bowl of the spoon is gold-plated.



Yet another souvenir is a beautiful shell glass showing a dancer carrying a lyre, and inscribed, "Remembrance of the 50 Sanger Fest—1899 Cincinnati, O."



Louis Hudepohl loved singing, and was instrumental in his group's continued success. He actually served on the Board of Directors for the 1899

celebration. It is for these reasons that he chose to also commemorate this golden jubilee by naming one of his brands after it. Golden Jubilee beer was heavily advertised in Cincinnati's strong German community.

A QUESTION OF TIMING

The only question remaining is the date the brand was issued. Since the jubilee event was held in mid-1899, and since Hudepohl did not take over sole ownership of the brewery until 1900, I believe his special brand was issued after the actual event.

By the time the brand had been made and marketed, several months had elapsed, as protracted court proceedings involving the Kotte family added to the time it took Hudepohl to gain sole ownership. So it seems clear that the Golden Jubilee **brand** could not have been born until 1900. In using it, Hudepohl was able to both market his beer and the Saengerfest events themselves, as they grew to annual celebrations.

A striking bottle label was created by the brewery to mark



the new brand. Most significant though was the signage used to advertise it. Two ornate self-framed tin signs were produced by Hudepohl.

One shows a baby crawling on the floor after some spilled Golden Jubilee beer. (Ed. Note: See the cover image for this issue.) The beer also has the attention of three Dachshunds. While two of them hold the baby's gown, preventing it from getting to the beer, the other dog happily laps it up. I believe this piece is one of more desirable and aesthetically pleasing pieces of Cincinnati breweriana in existence. The other sign shows a lady pouring a glass of the new brand for a gentleman. A bottle with the new label is prominently displayed on a nearby table (page 8).

It isn't known exactly how long the Golden Jubilee brand lasted. A "non-intoxicating beverage," however, was actually made during Prohibition and branded as Golden Jubilee. The brewery produced several such "near beer" products until closing in 1928. It reopened in 1934 upon the repeal of national Prohibition.

The most likely reason why a new beer and brand was made had a lot to do with Hudepohl's celebration of obtaining sole ownership. But the choice of its name is clear; it was created out of a man's passion for his hobby and his pastime; singing. The Saengerfest continues today in Cincinnati, and many other parts of the US, probably in some small part thanks to Louis Hudepohl.



SAVE THE DATE!

SATURDAY, JUNE 8

RAIN DATE SUN., JUNE 9

BEER CAN & BREWERIANA SHOW AT MOREAN'S!

We're hosting another show, with co-sponsorship from the BCCA's Pickwick chapter and NABA. We always look forward to seeing you in person and really hope you can make it to Brimfield in June!

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Location: Morean's

21 Sturbridge Rd., Brimfield, MA

Advanced New England breweriana collection will be open for viewing/tours

Hours: opens **9:00 am**

Show setup: **8:00 am on**

This is an outdoor show

A limited number of tables will be available, but be safe and bring your own blankets or tables. And remember your sun canopy!

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Raising the Glass

BY JOHN FERGUSON

Now that you have an interest in pre-Prohibition beer glasses, some decisions need to be made. Will you collect brewery glasses from only your city? What about those in your state or region? Nationwide brewery glasses? What about a collection featuring all the variations in size and design issued by a single brewer?

Bryan, OH resident and old-time glass collector, Jim Maxwell, for example, has long been satisfied with having just one glass from any individual brewery. Jim Kaiser, from Washington, MI seeks only Detroit area glasses. I suspect once you begin your search, you will realize how daunting the challenge can be.

I started by looking for pre-Pro etched glasses from Indianapolis, not knowing at the time how many breweries operated before 1918, and having no idea how many variations existed among those beer manufacturers' drinkware. The Indianapolis Brewing Company (formed from merging the Schmidt, Lieber, and Maus businesses in 1889) issued numerous glasses featuring the "winged lady on the world" (all different) for example. In addition, many others were distinctly labeled for the individual breweries; while still others celebrated special events or occurrences. In addition to the etched design and name/brand, you then have to take into consideration the height, diameter and shape of the glasses themselves. From experience, however, I can tell you that discovering an unknown glass from a brewery that interests you is usually both exciting and fulfilling.

Not long ago, a well-known Indiana bottle collector found a Maus Brewing Company etched factory scene glass that was unknown until now. Just this year, three additional glasses (pictured at right) surfaced that were not known to be represented in anyone's collections. Two were from Indianapolis and the other came from Crown Point. The recent discovery of these four previously unknown glasses makes assigning numbers for cataloging purposes by city or brewery extremely difficult.

When sorting through what I thought were duplicate Michigan glasses, I noticed two from the Stroh Brewery that just caught my eye. Both were



the same height and had the same wording and image, BUT there was something that demanded a closer examination. While at first glance the two looked the same, there were differences in the script and logo design (see above). In addition to these two similar etched versions, there is another that has a commonly-found frosted or sugar-coated logo application.

Yes, collecting can be both fun and maddening. Whether you search for trays, cans, or glasses, finding new additions can be a challenge. It might be, though, that what is passed over as a duplicate might actually be just what you were looking for!





Collector's Bookshelf

Reviewed by Larry Moler
accneca@aol.com

Brewing Beer in the Mountain State

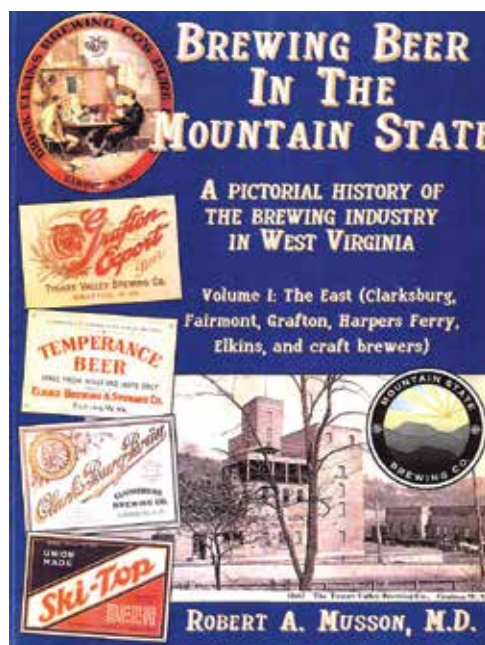
A Pictorial History of the Brewing Industry in West Virginia, Volume I – The East (Clarksburg, Fairmont, Grafton, Harpers Ferry, Elkins, and craft brewers)

by Robert A. Musson, M.D.

This is the last of the 3 volumes in a wonderful series of pictorial histories of the West Virginia Brewing Industry. Again, there is a lot of fascinating West Virginia brewing history as well as general history. This book features pre-Pro, post-Pro, and microbreweries from the Eastern reaches of the state. The breweriana is fantastic and there are many rare items to be either collected or admired.

Over the years, I have traversed many routes through WVA, from my home grounds of Fredericksburg/Richmond, VA, to career stops in Michigan and Illinois, plus the event of the year: The Annual NABA Convention. Using *American Breweries II* as my travel guide, I always searched for old breweries. In the eastern part of WVA, I found Fairmont Brewing Co. still standing, but found the sites of others long gone, including Bluefield, Elkins, Tygart Valley (in Grafton) and Clarksburg. In the process, I learned the difficulty of traversing the mountainous terrain of WVA: winding, two-lane highways, loaded with hills and curves, and the curse of following a tractor trailer over a repeated series of inclines.

This has caused me to reflect upon these geographically isolated towns, and to consider that their breweries were condemned to serve only a local market (due to their tortuous geography) and in the



long term, had been condemned to economic failure no matter whether WVA Prohibition had or had not passed. Many Eastern breweries were in coal towns whose economies collapsed with the closure of the local mines.

WVA has many historic east/west US Routes including 33, 40 (The National Road in the Wheeling/Panhandle area), 50, and 60. They can be difficult and slow, and they make one appreciate the

modern (and recent in WVA) Interstate system, including 64, 68, 77, and 79. US Route 250 actually is the subject of another Dr. Musson book: *From Cedar Point to the Confederacy: A Pictorial History of U.S. Route 250*. Quoting the introduction, "Much of Route 250 looks exactly the same as it did when first designated in 1928." It also makes one appreciate how difficult it is to collect breweriana from WVA due to geography and



the fact that most of these companies were short lived.

Rob details eight small/medium pre-Pro and post-Pro breweries in the east of the state (plus a closing section on craft brewers). Generally, all breweriana from these breweries is tough to find except certain post-Pro labels.

Elkins Brewing Co. and Tygart Valley Brewing Co. (Grafton) were founded by folks associated with Fairmont Brewing Co., but were undercapitalized and struggled until local and/or statewide Prohibition (1914, a good 5 years before National Prohibition). Elkins was also severely limited by WVA's allowance of any locality to choose either wet or dry options (they chose "dry") enduring an even earlier, regional Prohibition. Thus Elkins, organized in 1905 closed in 1911.

Similarly, Tygart Valley was organized in 1904 and closed in early 1914; and Bluefield Brewing organized in 1903 and closed with WVA Prohibition (and later was a dairy/beer distributor for Schlitz/Old Milwaukee products). Others like Sistersville Brewing Co. were under-capitalized enti-



ties with short, difficult lives, producing only from 1908 to 1911.

Harpers Ferry Brewing Co. opened in 1894 and closed in 1909 due to fire. It had multiple corporate entities, and originally was a bottling plant. After the fire it again became a bottling plant, until a Shenandoah River flood leveled it in 1942. Clarksburg and Fairmont operated in the north central part of the state along Route 19 adjacent to Interstate 79 (Note: Routes 19 & 219 are also interesting and difficult drives through WVA). Both breweries had pre-Pro and post-Pro entities: Fairmont Brewing Co. had incarnations dating back to 1874. It reopened as the North Pole Brewing Co. from '34-'38. The concern also operated an ice company



(North Pole Ice Co.) which operated after the brewery's closure and continued until the late 1970s. Regrettably, the brewery buildings were demolished after the millennium.

Clarksburg commenced brewing in 1906, struggled financially, and closed with WVA Prohibition. It was listed as "Non-producing" in 1933, but operated as the Old Tavern Brewing Co. in 1936-38. A separate post-Pro brewery was formed in Clarksburg (Old

Monongahela Brewing Co.) which operated solely during 1934, and was sold in 1935 to a group of investors (headed by the Old Tavern Brewing Co. folks). They first operated in the Old Monongahela factory while the Clarksburg pre-Pro brewery was under renovation. Both buildings have since been demolished.

As usual, the pictures of all different types of breweriana, both pre- and post-Pro, are superb. The research is impressive. The support of the local collector community resulted in multiple volumes so avid readers of pictorial brewery history got lucky. Rob has graciously provided many beautiful breweriana pictures for this article from the WVA collector community.

In closing there is a fantastic section on West Virginia's rapidly exploding and expanding craft brewing industry (WVA laws were liberalized a few years ago). I have been to some of these craft brewers but, as of old, the challenge is making the tortuous drives "in dem thar hills!" WVA is and will



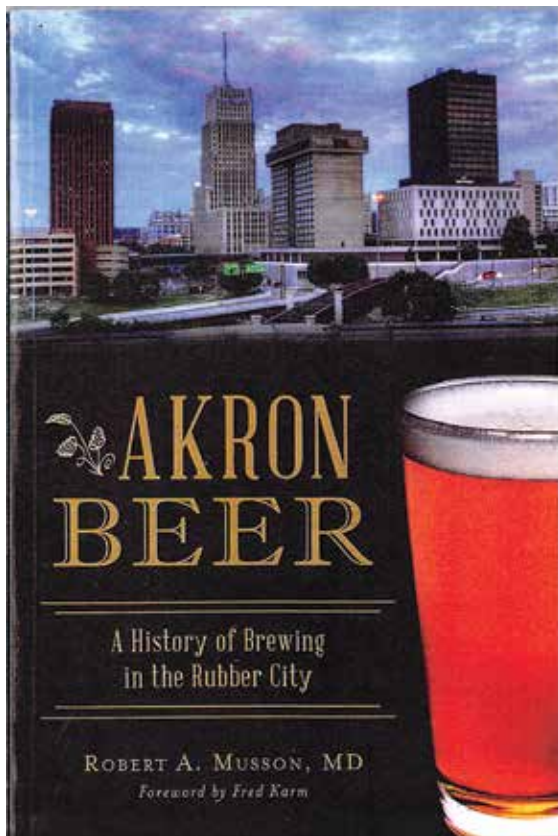
always be geographically challenging to visitors and residents alike.

This is another great book; one in another great pictorial state series. **Ordering info:** www.ZeppPublications.com

Akron Beer

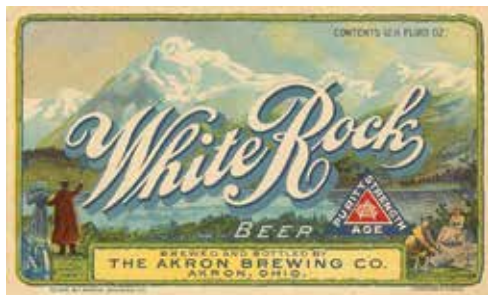
A History of Brewing in the Rubber City

by Robert A. Musson, MD



Every time I think of Akron, I remember a cult record from the late 1970s on England's now-defunct Stiff Records label, which featured local Akron bands (the best known among them being DEVO). One of the best songs on the album was the self-titled cut by the band, the Rubber City Rebels. It has the classic Akron lyric, *Daddy works for Goodyear, Mama works for the 'Stone*. The lyric celebrates the Rubber City's basic "Akroness," a term defined by the Urban Dictionary as being used to describe anything from, of, or relating to the City of Akron, Ohio, "and is only fully understood by residents of the city."

You do not have to be a resident to understand Akron for its rich brewing history. You just need to procure Rob Musson's latest book published by The American Palate, a division of The History Press (www.historypress.net): *Akron Beer—A History of Brewing in the Rubber City*.



Musson's book describes the birth, life, death, and eventual revival of Akron's brewing industry. "Birth" tells the story of the early players, while "Life" describes the big three: Burkhardt, Horix/Renner (later the George Renner Brewing Co.) and Akron Brewing Company. Their lives were interrupted by the greatest horror ever perpetrated on the American people: National Prohibition. Their slow deaths resulted from the agonies of economies of scale, competition from larger brewers, bad state law (excessively taxing Ohio brewers) and changing consumer tastes.

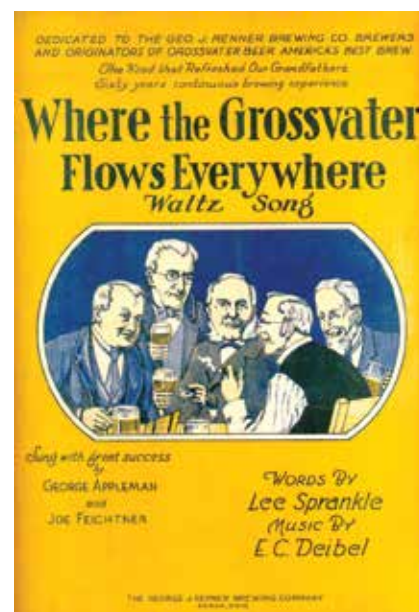
The revival of the industry is covered in the section on Akron's craft brewers, two of which are very highly rated: Thirsty Dog (in the old Burkhardt factory along with Aqueduct Brewing Co.) and Hopping Frog. Fred



Karm of Hopping Frog wrote the introduction to Musson's fine book, which is dedicated to one of the brewing industry's pioneer ladies, Margaretha Burkhardt. In 1882, she lost both her husband (aged 33) and a young daughter within 5 days of one another, and faced a "choice to sell the company, or to keep it to run herself, all while raising two young sons." Margaretha died in the midst of Prohibition (1925). Her company lasted as an independent brewery until 1956, when it was sold to Burger, and subsequently closed in the attrition wars of the 1960s, according to Ameri-

can Breweries II. A remarkable woman to have applied the innate business acumen that allowed her to succeed under adverse conditions, and even to build a legendary Akron business, all while raising a young family alone.

Now it seems to be time to get my Stiff Records album out and decide between its "tireside" or "tubeside." Unfortunately, no one recorded the punk rock version of the George Renner Brewing Co. song, *Down Where the Grossvater Flows*. Too bad.





A new tar roof on the old Gund Brewery building in La Crosse, WI that was over Dave's head was going to cost almost \$40,000. It was 1989 and the Heileman brewing empire was already leveraged to the hilt. Just two years earlier, Australian corporate raider Alan Bond had paid \$1.3 billion for the publicly-held company in a highly leveraged cash deal. A month after Bond bought Heileman, the stock market crashed and so did Bond's financial empire, propped up by junk bonds.

Bond was the leverage king who wanted to squeeze cash out, not spend more on a leaky roof for this ancient bottle house. This was but one of the many things that bothered Dave, a faithful employee for decades, as he pondered his current situation. Dave had been with Heileman through their prosperous years, when the company had owned more than an 8% share of the US beer market (ranking it as fifth largest) and Old Style had risen to become a leading brand in the Midwest and held its designation as Chicago's favorite beer.

In 1989, Heileman was the caretaker of more 100 different beer brands in its portfolio. These brands spanned the country and were once important aspects of the cultures within their respective local markets. Storied brands like Black Label, Blatz, Blitz-

Weinhard, Drewry's, Falls City, Grain Belt, Gluek, Kingsbury, National Bohemian, Olympia, Rainier, Christian Schmidt, Jacob Schmidt, and Wiedemann still existed thanks only to Heileman's ownership.

But the national breweries were squeezing this bevy of blighted brands tighter every day. Dave knew this all too well. Heileman's sales were leaking just like the roof above his head

on the second floor of that old brewery building. In fact, it had become a challenge to even keep his paperwork dry—paper that was essential to his job as corporate credit manager. And then of course there were the various historic company records archived nearby. He wondered, not for the first time, if he was the only one left who respected their historic value.

The damp environment did no favors for anything, including Dave's mood and outlook for his future employment.

Then Dave got a visit from the facilities manager. They exchanged pleasantries and discussed the Packer game. But there was a more ominous reason for the manager to drop by Dave's office: They planned to bulldoze the very building where they were standing by the end of that week!

This short window ensured the historical society wouldn't be sticking their noses into delaying what the company's managers felt was inevitable. By the time any preservationists might get wind of their plan, the historic building would be leveled, its contents pushed into the basement cavity and covered over.

Dave took this news calmly, but his mind reeled to think what was at stake. There were so many historical artifacts in that building that would be lost, including at least a hundred wooden kegs from the many breweries Heileman had bought out over the decades. "What a waste," he thought. "But what can I do about it?"



There was no way the big, heavy stuff could be saved. This sneaky corporate scheme would leave no time for the ancient bottling equipment, racks, and machinery to be salvaged, either—let alone anything with historical value.

The clock was ticking. But rather than despair, Dave became determined to figure out how he could save some of the history of the Heileman Brewery and the myriad brands it had acquired over the years, especially during the great brewery consolidation of the 1960s and 70s. He began putting his thoughts into action.

An empty semi-trailer, secretly parked offsite, would work nicely to rescue the wooden keg collection and save them from a rubble-filled grave. And then there was

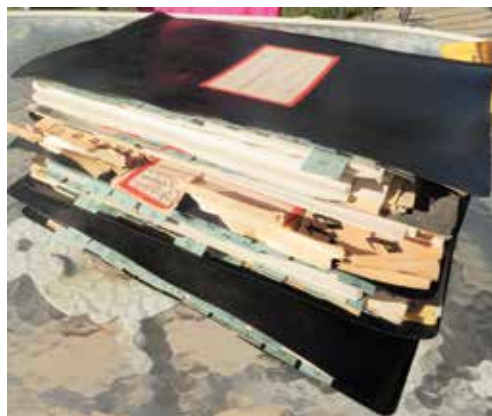
the beige filing cabinet. To anyone else, it was worthless, filled only with outdated files and paperwork. But to Dave (and later, to many breweriana geeks) it was priceless. Dave had the foresight to rescue that ugly old metal file cabinet and all its precious contents that week.

The contents of that cabinet were brewery history treasure, with documents that dated all the way back to 1878. Some dealt with the contents of Gottlieb Heileman's estate: G. Heileman had died in that year, and the file cabinet held documents detailing his wife Johanna's inheritance of the brewery, and the items belonging to him at his death.

Continued on pg. 18



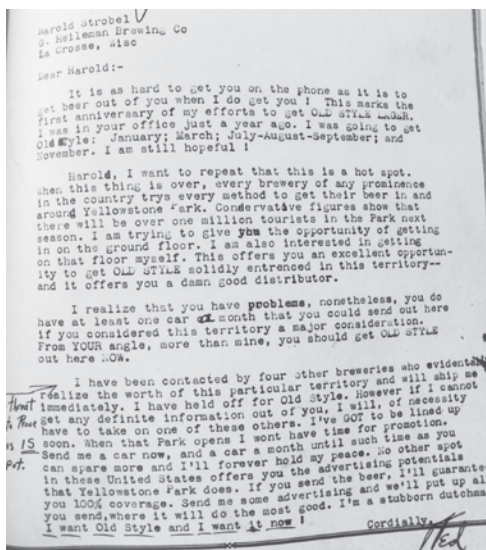
Binder label (above) and stuffed binder from the File Cabinet (right). Sample pages from inside the binder shown below and to the far right, with two letters from the paper trove shown next page.





The Dave in this story was David DeLano, co-author of the book *Brewed with Style: The Story of the House of Heileman*, published in 2004. Dave was more than just Heileman's corporate credit manager. He also was a lifelong writer who wrote a column called "Packer Partisan" about his beloved Green Bay Packers, a regular addition to the *Winona Post* newspaper for 17 years.

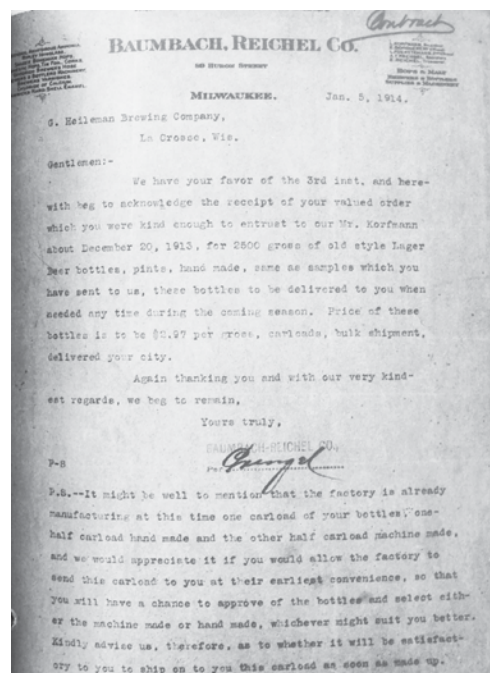
Dave also valued history and understood the need to save those wooden barrels—and especially, that beige filing



cabinet. The contents of the cabinet provided a critical resource and became the inspiration for his book on the history of Heileman.

We collectors owe a debt of gratitude to David DeLano for his quick actions in helping Heileman's irreplaceable artifacts escape the wrecking ball.

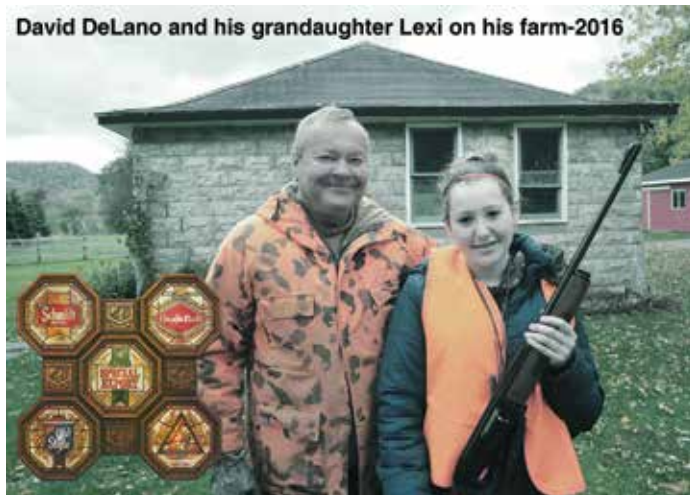
I recently learned that Dave unex-



pectedly passed away this past (2018) summer. I am honored to tell his story here and thank him for his foresight, generosity, and talents. The beer world is a richer place because of him.



David DeLano and his granddaughter Lexi on his farm-2016





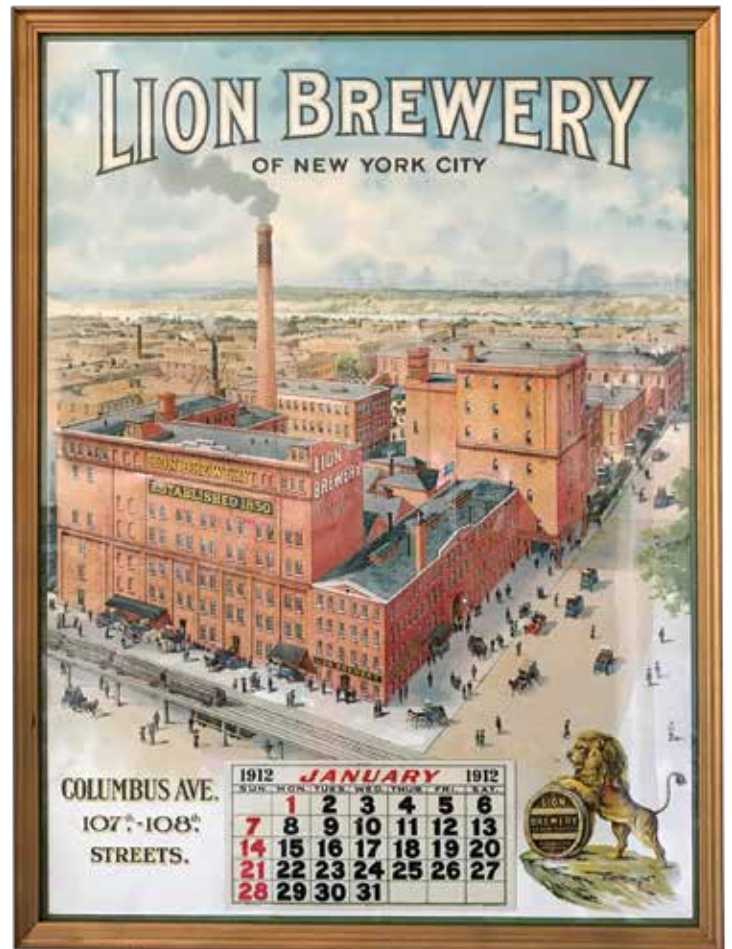
When the Lion Roared in New York City

The Lion was never king of the beer jungle in New York City, but it was a true beast among some of the Big Apple's most beautiful breweriana. From the pre-Prohibition era through the early 1940s, the Lion Brewery was a major power in the nation's largest city. As such, it was once one of America's biggest breweries.

Indeed, the Lion's beer sales once roared, and the brewery rose to the #2 position in New York (behind George Ehret) and #6 in the nation at its peak in the late 1890s. But in an all-too-familiar American brewery story, a once mighty company that began with visionary leadership fell when family inheritors lost focus.

In the Lion's case, these inheritors did much more to generate controversy and scandalous headlines than they did to create a future for their brewery.

A majestic rendering of the lion atop a beer barrel became an icon of the brewery, seen here in a rare pre-Prohibition tray made by H.D. Beach Co., Conshocton, OH. Collection of Ken Quaas.



A look at the extensive Lion Brewery complex in a colorful, beautifully-illustrated calendar lithograph from 1912. Collection of Ken Quaas.

"Established in 1850"

The Lion was born in the mid-1800s, when New York City was on its way to becoming America's largest brewing city. It had a booming German immigrant population and a fresh, abundant water source from the newly-built Croton Aqueduct.

In 1850, Swiss-German immigrants Emmanuel (Max) Bernheimer and Joseph Schmid became partners in one of New York City's first breweries on the Lower East Side of Manhattan, where German immigrants were settling in throngs to escape political upheaval in Europe. They called it

Constanz, after a brewery where Schmid had worked in Germany. The business became, according to the *New York Times*, “successful beyond the hopes of the partners.”

Ultimately, the two partners had a stake in five other New York City area breweries, including a second named Constanz in Staten Island. Most importantly, this partnership soon included the Lion Brewery and their *Established in 1850* slogan actually dated the Bernheimer and Schmid partnership, as opposed to the physical Lion brewery.

Roaming the Upper West Side

While lower Manhattan became the most densely crowded place in America, Manhattan’s Upper West Side was, by stark contrast, still unpopulated and ripe for urban development—a good place to put a brewery. In 1858, a brewery known as Lion Lager Bier Brewery was built by brothers Albert and James Speyers, in association with Max Bernheimer. Schmid then bought out the Speyers and partnered once again with Bernheimer.

By 1868, Joseph Schmid’s son August had joined, and helped take the brewery to new heights. Their focus was on creating a high-quality beer, while Bernheimer had a talent for marketing. He oversaw advertising campaigns that touted the “surpassing quality and lasting flavor” of Lion’s increasingly-popular flagship beers—a lager and a Wuerzberger, which was a richer, darker, and maltier brew.

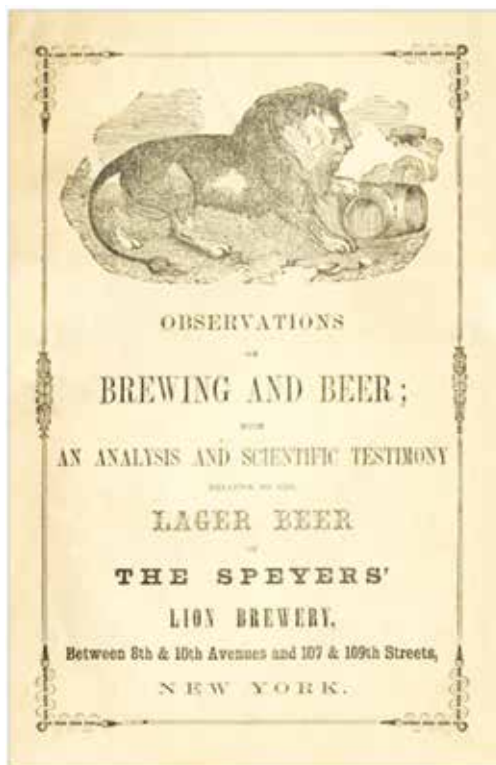
Bernheimer also was the first practitioner in New York City of the tied house system. He orchestrated the purchase-and-lease of some 50 taverns that carried Lion beers, which helped build the brand into a major force in the New

York area and enriched the partners with tavern rents.

A beacon of civilization

During the 1870s, the Lion Brewery grew into much more than just a beer-making plant. It evolved into a welcoming beacon of civilization, helping to draw New York’s German population (in particular) uptown. These immigrants were only too happy to escape the over-crowded Lower Eastside, where an increasing lack of elbow room was shared with more recent immigrants coming from Italy and Eastern Europe. The population of New York City had doubled to more than a million people between 1850-1870.

Bernheimer and Schmid recognized the growth potential of their neighborhood. They built a sprawling complex that extended from 107th to 109th streets, and across Ninth and Tenth Avenues (later re-named Columbus Avenue and Amsterdam Avenue in 1890). The brewery’s campus included its huge “Lion Park,” where concerts, family picnics, and even church masses were held, supported by a large meeting hall known as the “Lion Palace.” There was even a hotel.



Above: This colorful late 1930s chalk backbar piece stands 16.5 inches tall. Collection of Ken Quaas.

Left: The earliest known promotional piece from the brewery was issued about 1860 (when the Speyers still had ownership) and boasted of its quality and purity.



Tray Above: An unusual frontal image of the lion is featured on this pre-Prohibition tray from American Art Sign Co. in Brooklyn. Courtesy of Morean Auctions.



This vibrant calendar lithograph from 1908 (left) showcases the lion icon and some scenes of the massive brewery plant. Collection of George Arnold. By contrast, the (right) 1936 calendar shows the evolution of the lion to a simpler form, as well as the three styles of beer—pilsener, dark, and sparkling ale—brewed by Lion in the 1930s. Collection of Ken Quaas.

But amid this success, things started to get a little strange, setting the stage for what would become a soap opera-style struggle for control and money. Although the dynamic duo of Bernheimer and Schmid had seemed to have the Midas touch, they became over-extended after the Panic of 1873. That famous financial crisis triggered a depression in Europe

and North America that lasted until 1879.

Enter the lioness

The partners were getting old. They worried about protecting the brewery in case they went bankrupt from failed real estate investments. Late in 1878, Max Bernheimer and Joseph Schmid transferred their partnership

to their respective sons, Simon Bernheimer and August Schmid.

All went well for about 10 years, until August's sudden death in 1889. He left his share of the brewery to his 36-year-old wife, Josephine, with his assets to be divided equally among her and their two daughters. Simon Bernheimer would soon find out that his new partner—a woman no less—would prove as fierce as a lioness.

Josephine was by all accounts smart, stubborn, greedy, and a social climber. She was well-educated, extremely stylish and spoke German and French in addition to her native English. The daughter of a wealthy Cincinnati brewer who had her own ample inheritance, she too had beer running through her veins. By the time she took power, the expansive Lion complex was getting squeezed for what was by then valuable property in a neighborhood that it had helped transform. The neighborhood's rapid growth was fueled by a newly-constructed elevated railway on Columbus Avenue that ran right by the brewery.

By 1895, real estate developers were loudly complaining to city officials and the press

Josephine Schmid, "the only woman brewer," made headlines for many years, not only for her ownership of the Lion Brewery, but also for her flamboyant lifestyle and very public squabbles with her business partners and surviving daughter. At left from 1903, center from 1909 and right, from 1917.

WOMAN TO MANAGE MONSTER BREWERY

MRS. JOSEPHINE SCHMID, THE ONLY WOMAN BREWER, AND HER MAGNIFICENT HOME.

STOCKS DULL WITH THE PRICES DOWN

BREWER'S WIDOW NOT A PRINCESS

Don del Drago, Who Married Mrs. Josephine Schmid, Comes, However, of a Noble Family.

SPANISH QUEEN'S GRANDSON

His Father, Prince del Drago, Is Still Alive—Bridegroom Has Three Brothers Older Than Himself.

Mrs. Josephine Schmid, the wealthy widow of August Schmid, the brewer, who was married to Don Giovanni del Drago at the Church of the Sacred Heart, Brooklyn, last Saturday afternoon, does not become a Princess by this alliance, although she has married a member of a princely house.

MONDAY, MARCH 12, 1917.

BREWERY PRINCESS SUED FOR \$3,000,000

Daughter of Joseph Schmid Wants Reform in Management of Lion Brewery.

BUSINESS RUINED, SHE SAYS

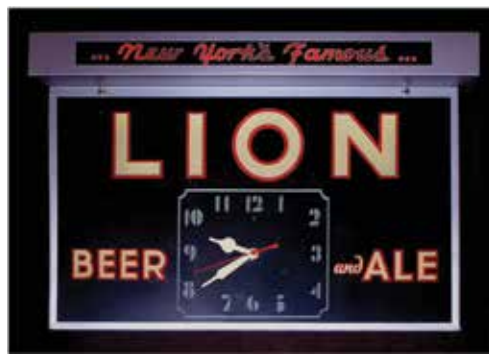
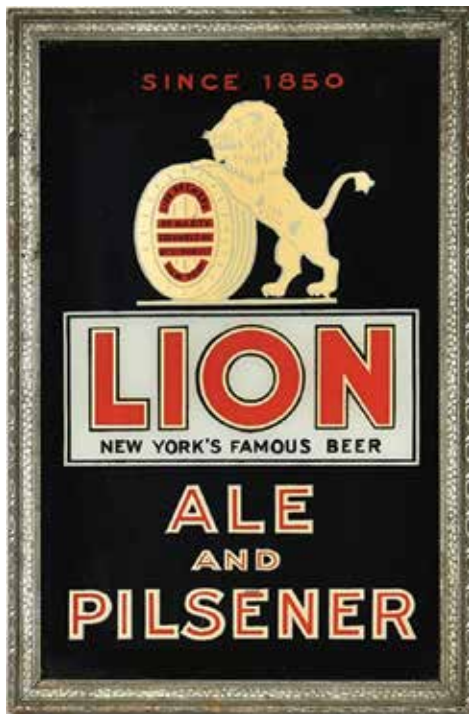
Declares Profits Have Ceased Through Mismanagement, Graft and Antiquated Methods.

Mrs. Josephine del Drago, sometimes referred to as Princess del Drago, who married Giovanni, the fourth son of Prince del Drago of Italy and grandson of Maria Christina, Dowager Queen of Spain, has been sued in the Supreme Court for \$3,000,000 damages by her daughter, Mrs. Pauline Schmid Murray, on the ground that she has deliberately wrecked financially the Lion Brewery at 10th Street and Columbus Avenue.

DOUBTS KINGSE

The Rev. Dr. Blakely Ability to Handle C

The Rev. Dr. Paul took an active part in wiretapping controversy written for the America, the nation's article welcoming Commissioner of Ch that no Catholic or



The Lion commissioned a variety of beautiful lighted advertising in the 1930s and early '40s, but there are very few survivors. **Left:** Back-lit, reverse-on-glass, wood-framed sign by Lumin-Art Display Corp. **Above:** Lighted glass hanging sign with clock. **Right:** Back-lit reverse-on-glass sign with edge-lit neon. Collection of Chris Amideo.

that the brewery was “casting a blight” and stood as an obstacle to the new housing developments the elevated railway had been built to facilitate. The developers complained they could only build “cheap tenements” when they wanted to more profitably build “handsome apartment buildings.” The once popular Lion Park and the Palace properties were sold by 1898, shrinking the massive Lion holdings.

An ugly split

Founder Max Bernheimer had died in 1890, the year after August Schmid's sudden death. Bernheimer's son, Simon, recognized the real estate trends. He wanted to sell the valuable property and relocate the brewery west to the Hudson River.

But Josephine, already at odds with Simon over how to run the business, refused to let the brewery budge. She viewed the highly successful brewery facility (by then the sixth largest by volume in the country and #2 in New York) as an asset not to be touched.

Simon was frustrated, furious, and fed up with Josephine.

He wanted to dissolve the partnership. In 1900 he sued to force the sale of all the partnership's assets—the land, buildings, and capital. But Simon was headed straight into the lion's den. Josephine stood her ground, countersued, and won. This paved the way for her to eliminate her worn-down partner: She bought him out in 1902.

The lioness takes charge

Now it was Josephine's brewery and she re-christened it The Lion Brewery of New York in 1903. Gone was the “Bernheimer and Schmid” name that had always been a part of the brewery's full corporate name. A sad ending to a 50-year partnership.

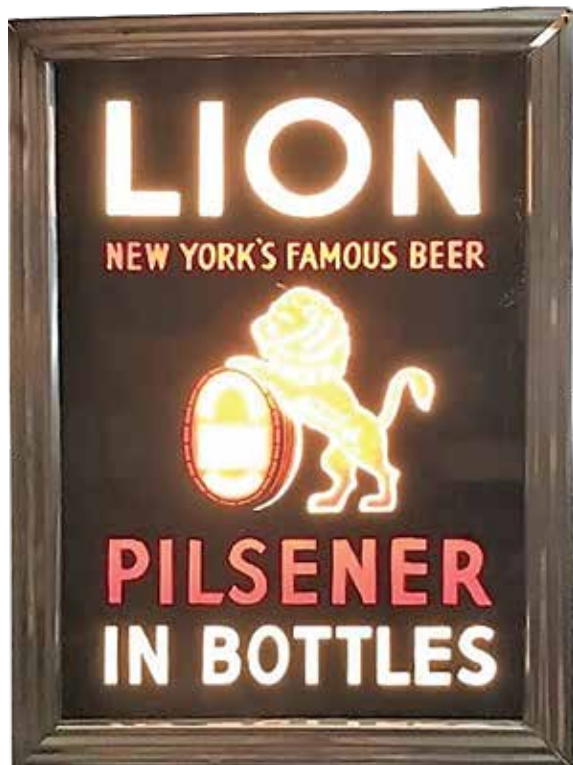
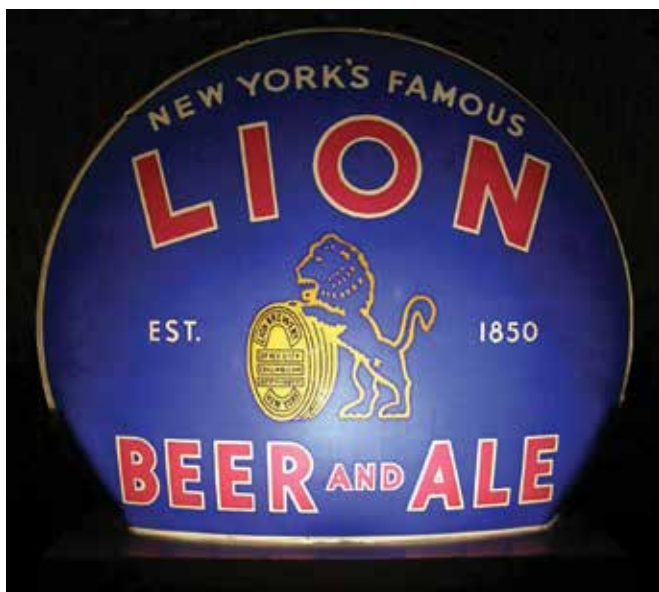
The mention of “New York” in the new name recognized that there were other breweries also named Lion, like the



Art deco-style neon, mounted on metal case with back-lit reverse-on-glass panel, seen unlit and lit. Collection of Chris Amideo.



Extremely rare edge-lit “Lumilyte” glass sign by Lackner Co., Cincinnati, OH. Collection of Ed Johnson.



Two different back-lighted reverse-on-glass signs from Neon Products, Lima, OH. **Above:** Convex, reverse-enameled glass sign with metal base. Collection of Chris Reed. **Right:** Back-lit, metal-framed, reverse-on-glass sign, collection of Ken Quaas.



Above Left: A pair of rare, 1930s mirrored glass signs, each 14 X 9 inches. Collection of Chris Amideo. **Right:** A backbar light in similar style. Courtesy of Morean Auctions.

one in Josephine's native Cincinnati. But none were as large nor had a woman in charge. Josephine was suddenly one of the wealthiest women in the country.

An effective manager, Josephine understood the brewing business and the necessity to keep up with the times—like investing in a bottling line to build in-home consumption of her popular beers. She appointed herself both president and treasurer and showed up at the plant every day. Josephine Schmid was one of the few female business leaders of her time, and confidently managed 230 full-time employees. All of them were men.

Josephine also had an ambition that mushroomed to full-blown greed. She paid herself an enormous annual salary of

\$500,000 a year and continued to reap a sizable income from her real estate holdings, which included the 50 tied house saloons that Max Bernheimer had developed years earlier. She built her personal fortune to an estimated \$10 million, the equivalent of roughly \$270 million in today's dollars. Trying to impress New York's high society and enter its ultra-exclusive ranks, Josephine built a huge limestone mansion in the style of a French castle right in the middle Manhattan's most prestigious Fifth Avenue.

Perils of Pauline

Josephine's oldest and namesake daughter had died suddenly in 1893, at age 21, when she

was supposed to come into her share of the inheritance. The following year, her younger sister (Josephine's only surviving child) Pauline, turned 21. It wasn't enough that Josephine already had her late daughter's inheritance. She also decided to go after the lion's share of what was rightfully due her youngest cub.

Josephine convinced her daughter to sign over her portion of the estate inheritance for a lump sum of \$343,000. What Josephine didn't tell her daughter was that the estate had reportedly grown in value to about \$10 million. This meant Pauline was cheated out of what should have been in excess of



1930s tap knobs. **Above:** (left) Fisher-made ball knob with enamel insert and (right) a Krest-made knob with porcelain face. **Top Right:** A rare knob for the short-lived Gold Label Ale from Lion. **Right:** Newman-made aluminum knobs. Collection of George Arnold.



\$3 million—her third of the empire. Poor Pauline had never imagined that her own mother would feed her to the jackals this way.

Josephine soon became a favorite headliner in newspaper gossip—something frowned upon by the high society of which she so desperately wanted to be a part. In 1908, Pauline sued her mother for her rightful share of the family fortune. At this point, Pauline was married to a stockbroker, who must have been financially savvy enough to make her realize she'd been utterly robbed by her mother. A bitter and very public trial ensued, resulting in a settlement for Pauline. Her mother remained president but could no longer be treasurer—and Pauline became a director.

More scandal

Josephine hit the headlines yet again in 1909. At 50 years old, the “Brewer’s Widow” (as the press indelicately dubbed her) got married to an Italian royal with the flamboyant name of Prince Don Giovanni Del Drago of Rome.

Embarrassingly, it turned out the prince was virtually penniless, and the *New York Times* ran a front-page story debunking the idea that Del Drago was really a prince at all. They mockingly referred to Josephine as “The Brewery Queen.” As the story that she essentially had bought her royal title circulated more widely, she was dubbed, “Dollar Princess.” Undeterred, Josephine the lioness kept her pride and haughtily insisted upon being called “Princess Del Drago” for the rest of her life.

Josephine and her prince began spending more time in Europe. She sold her Fifth Avenue chateau. She loosened her grip on the Lion Brewery—no longer involved in its

day-to-day management—leaving the details to her attorney, George Mott, whom she had named treasurer after her daughter’s lawsuit.

Mother/daughter catfight

Under Mott, the Lion began to bleed sales. It was bitten hard by Jacob Ruppert, which had become #1 in New York largely by gaining market share from Lion. Unlike the Lion’s heritage, however, Ruppert had been energized by its second generation and was led by Jacob Jr., the son of the founder, who proved a brilliant marketer.

Less than 10 years after her first settlement, Pauline, clearly her mother’s daughter, sought more revenge on her flamboyant mother and decided to stage a coup. The duo once again made headlines in 1917 when Pauline accused Josephine of “deliberately wrecking” the company. Pauline claimed that her position as “director” gave her no influence. She sued her mother for \$3 million in damages and control of what she described as a failing business. She accused treasurer George Mott of mismanagement and he promptly resigned.

The exact details of the mother/daughter settlement are fuzzy. But by 1919 just before Prohibition, Hugh A. Murray, not Josephine, was noted as president of the Lion Brewery. Murray was in fact the stock broker who happened to be married to Pauline. The Lion Brewery had a new lioness in the pride.

Then Prohibition hit in 1920. Although many smaller New York City breweries simply shut down for good, the Lion soldiered on, making near-beer. By 1925, Pauline had emerged victorious as the sole owner of the brewery, while her husband Hugh remained president.

Tragedy strikes

Tragically and just as Prohibition was drawing to a close, Pauline and Hugh were killed in an automobile accident (1931). More sensational headlines for the Lion. Once again, the only heir



1930s coasters. Collection of George Arnold.



The Lion was one of the few Manhattan brewers to survive Prohibition and invest in canning. Here are some rare examples, including an extremely rare quart cone top (auctioned in Feb. 2019 for \$11,760), a crowntainer, and "instructional" cans for beer and ale, circa 1936-37. Courtesy of Morean Auctions.

was a married daughter who inherited the \$4 million estate. What's not clear is how the corporate ownership evolved from that point. But in 1933 the Lion came roaring back as one of the first breweries in New York City to be licensed to brew real beer again.

Meanwhile, the once-mighty lioness, Josephine Schmid Del Drago, died in 1937. She left a million-dollar estate that was no longer affiliated with the brewery that helped make her rich and (in)famous.

The Lion's demise

The Lion's roar became more like a yawn as sales declined into the 1940s. The brewery got caught up in what became a downsizing wave of mergers and brewery closings in New York City. All ultimately operated under the banner of the Greater New York Brewery, Inc. The Lion was acquired by Greater New York in May 1941 and by February of 1942, the brewery was closed and put up for sale. Not surprisingly given the increased costs of brewing beer in New York City, there were no buyers and the equipment was auctioned.

Still, the old empty brewing facility managed to do its lion's share for the war effort. In 1942-43, New York City was on a big steel drive for war manufacturing. The city rounded up steel for recycling from old streetcar tracks (which had been replaced by subways and elevated trains), structures left over from the famed 1939 World's Fair, and the remains of the Peter Doelger and Lion breweries.

The Lion products continued to be produced by Greater New York at various breweries it owned until 1950—100 years after the beginning of the Bernheimer and Schmid partnership. Today, the site of the Lion Brewery of New York proudly hosts the Booker T. Washington Junior High School.

Author's Note: As a collector of New York City breweriana, I have always admired pieces from the Lion Brewery for their striking "lion on the barrel" logo. And although the Lion produced a variety of beautiful advertising, it doesn't seem it was made in great quantity, and much of it today is quite rare. To assemble the wide array of breweriana and depth of information featured in this article, I had the generous assistance of NABA friends Chris Amideo, George Arnold, John Bain, Scott Brown, Ed Johnson, Dan Morean, and Chris Reed.

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Let's Talk BREWERIANA

By Rich La Susa, Brewery Historian

Canadian Type's whirlwind life was short, not sweet

What I am presenting here is another “insider-look” story distilled from the treasure-trove of Manhattan Brewing Co. documents that had survived in anonymity and were rescued from the approaching wrecking ball. Although some newspapers reported on the legal aspects of what was an ongoing investigative inquiry at the time, most of the details have never been published. It is time to share them.

William Shakespeare said it best. *What's in a name? That which we call a rose by any other name would smell as sweet.*

Not always. The names Manhattan and Canadian Ace evoke sweet memories for some, especially breweriana collectors. For others, they mean mobsters, inferior beer and shady business practices. And even Al Capone(!) if you enjoy myth or fictive narrative.

In the post-Prohibition era—which is the focus here—it was called the Manhattan Brewing Co. (1933-1947). It became Canadian Ace Brewing Co. and carried that moniker until 1968. Why the name change?

“I didn't like the name Manhattan Brewery with the publicity I'm getting, free publicity, but [I] don't sell enough beer for it,” owner Alex Louis Greenberg confided during his testimony before a US Senate investigating committee on January 19, 1951.

Unfortunately, the name change didn't alter public perception. The brewery had a reputation that clung like a malodorous cloak that its owner could not shed.

Manhattan hoped that a new brand would help. Canadian Type Beer would be in the “premium” category, a level none of its bottled brands had ever achieved, not even Old Manhattan Lager and Manhattan Pale Dry.

Greenberg also hoped that it would help boost flagging sales and complement, not compete with, its Manhattan Premium canned brand—the brewery's best-seller since early 1936, but at the time, showing definite signs of fatigue.

Many viewed Premium (including a bottled version) as that in name only. It often was derisively called a “low-priced” or “cheap” beer. And many names that can't be printed here. It wasn't the image Manhattan had hoped for when it was introduced in late 1935 and had achieved near-national distribution by 1937.

Canadian Type was born in early 1939 under dubious circumstances that could have led The Bard to question the wisdom of his thinking. Most significantly, Manhattan did not secure federal approval before placing the brand on the market, though it claimed it had. It is inconceivable that its decision-makers could not have understood the consequences of such a brash and irresponsible decision; but then they often pushed the envelope beyond the limit, sometimes with impunity, which might have encouraged such recklessness.

That was only one of the major problems Canadian Type would incur. Others centered on the brand name, the beer's origin, and where it was sold, across state lines.

Canadian and Imported. What they suggest leaves little to the imagination and

kindles suspicions that Manhattan's intentions were not entirely honorable. Or legal. Federal regulators chose all of the above, claiming that the brewery misled consumers into believing the beer was imported from Canada, a nettlesome violation of US law.

How the words were placed on the label (shown above) drew objections. *Canadian* is



Photo courtesy of Bob Kay archives and Gil Davis, www.beercoast.com.

prominent, the largest letters on the label. You certainly can't miss *Imported*; it's on a bright, diagonal red ribbon in the lower right-hand corner. As for *Type*—well, close inspection is required. It is in small, light-gold letters to the left of *Beer*, partially obscured by the red word *Extra* (part of *Extra Pale*).

All became the flash-point of a contentious legal struggle in late 1939 between Manhattan and the Federal Alcohol Administration: the US Treasury Department bureau that is charged with the oversight of breweries.

Aspects of the investigation involving other Manhattan brands actually began in 1938. Manhattan was informed of this by the FAA on March 2, 1939. The company had been on the receiving end of many accusations and lawsuits, but this was the largest and most threatening. Its shaky reputation—and bank account—were about to suffer further.

Canadian Type entered the market on June 2, in a sale to a distributor in Springfield, IL. Soon after, orders were placed by long-time Manhattan distributors in Iowa, Kansas, Missouri, and Wisconsin. "Am glad to know you like the Canadian Type Beer," the brewery's sales manager told a distributor—in Manhattan, Kansas—on June 5.

Manhattan employees and customers often called it Canadian or Canadian Beer in correspondence, order forms, and receipts, simply ignoring that tiny word, *Type*. Federal inspectors certainly didn't.

Prior to its debut, Canadian Type was promoted by Manhattan in correspondence, and in newspaper and point-of-sale advertising—including a colorful cardboard menu cover (right). One significant peculiarity is the wording on a label portrayed on the cover: It just says Canadian Beer, overprinted on Extra

Pale Ale. *Type* does not appear as a complete word—you would not know it was that word, unless you knew what you were looking for—and it is even more obscured by *Extra* than on the actual label. It does appear, however, on a crown (bottle cap) next to the bottle. In small letters; hidden in plain view. This, too, would turn out to be troublesome.

No documentation was found to support any idea that this was an actual label.

The word *Type*, however, is clearly visible on the insert of a now-rare ball-style tap handle (right) that was distributed to customers.

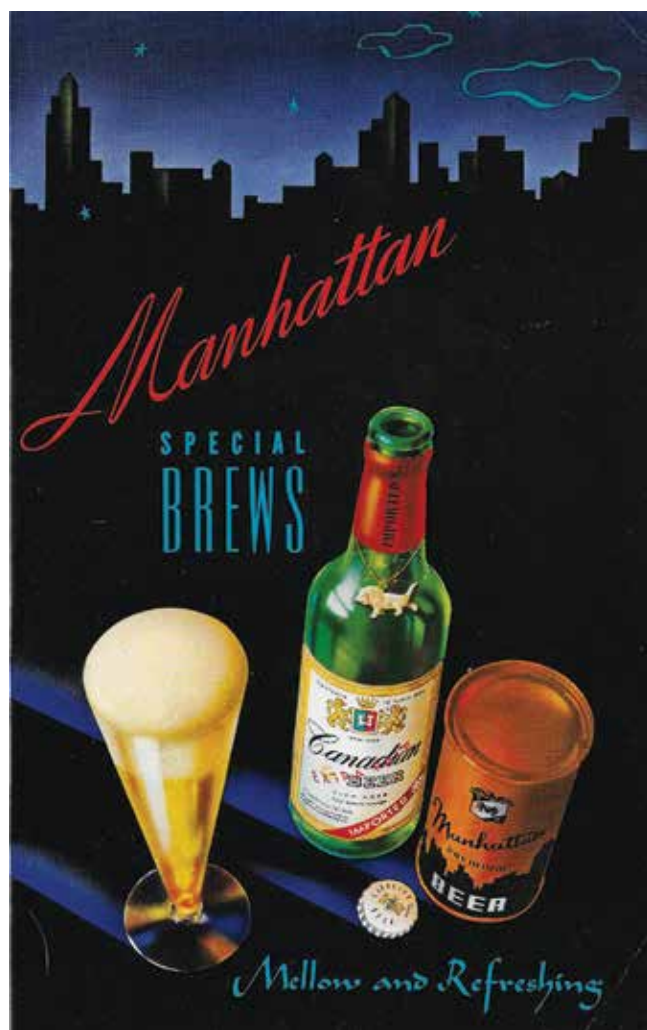
The FAA observed this activity closely. A months-long investigation, supervised by John L. Huntington, FAA deputy administrator for enforcement, culminated in charges against Manhattan, enumerated in a scathing six-page report FAA Administrator W. S. Alexander presented to US Attorney General Frank Murphy on December 2, 1939.

Manhattan, it was alleged, had been conducting illegal business practices; the most serious, willful deception and selling unapproved brands in violation of the Federal Alcohol Administration Act. Including Canadian Type Beer. On July 7, Alexander ordered Manhattan to terminate shipments "...pending receipt of the certificate of label approval."

It wasn't until July 19 (likely on the advice of counsel) that Manhattan's acting general manager applied for a certificate of approval for Canadian Type. On August 1, Huntington responded by issuing a denial of approval.

On August 4, he told Manhattan why: The Canadian reference was illegal, a clear violation of FAA regulations and an intentional attempt to deceive consumers.

Greenberg and his colleagues held strong to their belief that they had done nothing wrong; insisted that they had a legal right to market the brand. A specious argument, indeed. Their strong-headedness, or arrogance,



was puzzling. They seemed to be thumbing their noses at the federal government, as they so often had at state regulators.

Manhattan employed skilled attorneys; they would be needed to extricate them from this mess.

Although Canadian Type had been shipped to many wholesale outlets, Huntington's charges focused on sales in July and November 1939, to a major distributor in Kansas City.

There is a likelihood that Manhattan was targeted by the federal government for something far more significant than FAA violations. The Kansas City distributor had a tarnished reputation—for having organized crime connections. As did Manhattan!

The FAA emphasized its disdain for the wording on the label. "The relative position, size and conspicuousness of the word 'Imported' and...the almost unobservable use of the word 'Type' when contrasted to the word 'Canadian' give the misleading impression that the beer has been imported, although in fact it is domestic." And the brewery's name and location on the label "is in very small and inconspicuous print."

Manhattan had committed fraud "upon consumers desiring malt beverages imported from Canada" by marketing an illegal label "in willful disregard of the provisions of the [law]," Huntington charged.

He claimed that "Canadian [Type]...fails...to comply with... Regulation 7...the description of the product as 'Canadian' beer and... 'Imported' are misleading and should be deleted." And "The advertisement [menu cover] should show reproductions of approved labels."

During this time, its attorneys were busy challenging the charges—even asking relief from any penalties. Manhattan continued selling Canadian Type.

Its flouting of FAA authority did not go unnoticed by Hunting-

ton or his investigators. Sales of Canadian Type "...continued in spite of violations having been brought to the attention of [Manhattan]. I am convinced that the violations...were in willful and total disregard of the [law]."

In September, perhaps finally realizing that Canadian Type was a lost cause, Manhattan began considering a new name. Determined to preserve the Canadian reference, it chose Canadian Ace. Confident that the nuanced modification would satisfy the FAA, the company submitted an application of approval. At first, it seemed it had been approved.

"A brand new label for 'Cana-



dian Ace Brand' was submitted to the Administration for approval on October 28, 1939 (Exhibit 47)," Huntington wrote. "[It] followed, in many respects, suggestions made by the Administration [for] changes on the 'Canadian Type' label."

But there was a hitch. "The brand's label was approved on November 9, 1939, by error. The approval has been recalled," Huntington said, claiming there was no basis for approval. "The same objections to Canadian Type applied here." An honest mistake,

bureaucratic bungling or vindictiveness?

Correspondence shows that Manhattan sent bottles of beer with Canadian Ace labels as samples to a few wholesalers and potential customers. But there is no evidence it was selling the new brand during the time the re-submission for approval was pending.

The FAA eventually specified how the wording should read. Manhattan complied, inserting the word *Brand*, in small letters, between *Canadian Ace* and *Beer*. *Made in the U.S.A.* replaced the troublesome *Imported*. Manhattan and its customers would always call it Canadian Ace, without the *Brand* designation.

It received FAA approval for Canadian Ace Brand Beer on January 8, 1940; for Canadian Ace Ale a week later.

Manhattan wasn't off the hook; it still faced legal action. FAA Administrator Alexander recommended to the Attorney General that the case be referred to "the proper United States Attorney [in Missouri] for the institution of criminal charges."

It was settled in 1940. Documents indicate that Manhattan had paid hefty fines for its transgressions—reluctantly and grudgingly, it should be noted—but no further action was taken because it had complied with the FAA's mandates. After reading subsequent letters sent to customers, however, you get the sense that Greenberg and his staff never fully accepted guilt, nor were totally repentant. Nothing unusual for them!

As for *why* Manhattan chose the name Canadian Ace, or what it signified, the documents are silent. A plausible theory says it was based on Canadian Aces, the name given to 194 Canadian combat pilots who flew for the British air services



In the mid-1920s (post WWI), Fr. Hotz, a German company, began marketing a harmonica brand, The Canadian Ace, in Canada. The type face engraved on the harmonica is virtually identical to that used on the Canadian Ace label. That may not be a coincidence. Manhattan sometimes “borrowed” ideas. Controversy was part of Canadian Ace’s DNA.

during World War I. Every pilot who shot down at least five enemy planes—mostly German—earned the title “Ace.”

Discounting the odd label on the menu cover, there was only one basic design for Canadian Type, with at least two private-label variants. More than 40 variations of the Canadian Ace Beer and Ale labels—most were Beer—and two Bock were used between 1939 and 1968. At least seven had a Manhattan mandatory.

Most are off-white with gold trim. Manhattan may have been striving for an air of distinction. But what it got was pedestrian—a blandness uncharacteristic of many of its other label designs.

The IRTF versions (pp. 20, 33-34) and the obscure Canadian Type (p. 33) can be found in Bob Kay’s superb encyclopedia *US Beer Labels Illinois: 1950 and Earlier*. It is the gold standard source of information about Chicago beer labels.

Canadian Ace Beer and Ale originally came in a green bottle, its neck dressed with a wide, bright-red plastic band wrapped around a string holding a charm. (There were many designs of these plastic novelties; one is shown on the infamous menu cover, and two can be seen in a Canadian Ace sign shown at right, on the server’s tray.)

While Chicago was the primary market for Canadian Ace, it never was the top-selling brand there. Manhattan had a broader vision: Canadian Ace, like the Premium can in 1935, would be a “national brand.” Not quite, but it was sold in at least 25 states. A major distribution area was New England, where sales, especially for Canadian Ace Ale, were strong into the late 1940s.

Canadian Ace did achieve a degree of prominence, especially after being placed, with the help of Manhattan’s well-connected friends, in the Chez Paree night

club and other popular Chicago entertainment venues. It never would gain what Manhattan wanted most: respect. Sure, it would become its most famous brand, but it would carry a stigma throughout its three-decade life. It, too, could not avoid the cheap-beer epithet.

By 1943, it was Manhattan’s top brand. Premium and its other cans had been off the market since May, 1942, when Federal World War II restrictions took effect, prohibiting beer cans for domestic use. (Canadian Ace wasn’t canned under a Manhattan mandatory; that didn’t come until early 1947, after the brewery’s name was changed.)

In 1944, Canadian Ace Beer and Ale constituted more than 60% of Manhattan’s sales. It had become the company’s most successful brand, but never the hoped-for solution to its problems.

For Canadian Ace and its namesake brand, controversy would linger far beyond its demise on July 19, 1968.



Canadian Ace Ale was “The Beer With A Charm.” The bottle “certainly is in keeping with the high quality of the brew,” a Manhattan executive boasted in a letter to a distributor.

Frankenmuth Brewing Company

Pre-Pro: 1899-1918
Post-Pro: 1933 -1954
Operated
until 1990



BY LARRY MOTER

For Part 6 of our series sharing the 1944-45 *Second Survey of the Michigan Brewing Industry*, the focus business is Frankenmuth Brewing Co., located in the scenic German town of Frankenmuth, Michigan—widely known as a tourist destination. In our hobby, Frankenmuth is famous for their annual summer show, among the leading shows in the hobby. The Frankenmuth show has always been closely associated with well known collector, the late Dave Van Hine, always appearing in his trademark hat. Dave led the famous downtown Frankenmuth bar tour the night before the show and hosted an army of merry collectors at his lovely home. Dave joined NABA to assist with NABA's 2007 Bay City Convention, and was again on the team for making the 2011 Bay City Convention happen, although he regrettably passed in the year before. He was an ambassador of good will and is sadly missed in the hobby. Though gone, Dave's trademark hat lives on as modeled by current owner, Clayton Emery (far right).



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

Editor's Note: This is the sixth 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., E&B Brwg., and Fox De Luxe, which appeared in the most recent (Winter 2019) issue.

The post-Prohibition Frankenmuth Brewery is famous for its slogan of "Dog gone good beer" and their use of "Franky," their dachshund image on

labels, breweriana, and etceteras. Their slogan, though, makes me wonder if there was a "hidden message" with respect to their beer: My Webster's dictionary defines "Dog gone" as a euphemism for "Goddamn." Can anyone shed light on that possibility? Is





DATE: August 17, 1945 Inspection by Alameda.

FRANKENMUTH BREWING CO.

LOCATION: Frankenhuth, Mich.

DESCRIPTION: 20,000 bbl. capacity.

REMARKS: The old brewery buildings have been practically all rebuilt and modernized. The brewery consists of four more or less separate buildings - the brew house and storage cellar, power house, bottle shop and office building. The office building is located across the street from the brew house, and is rather pretentious. The cellar, fermenting room, and cooler room, are all air conditioned with forced draught, refrigerated air, causing much lower humidity in these rooms than when coils are used. The brew house is well constructed and adequate for equipment therein. Though bottle shop is rather cramped, conditions were average. On the whole, buildings would be considered modern and well maintained.

SANITATION AND WAREHOUSE FEATURES: Adequate modern toilet and wash facilities.

COMMENTS: Most of the equipment used in this brewery is rather new and of conventional design. Most all fermenters and storage tanks are stainless steel. This seems to be a good feature for liquorizing their carbon dioxide to remove air therefrom. The brew kettle and mash tun are not of sufficient capacity for demands of brewery. The cooler, though not enclosed, is of the newer, compact, stainless steel design. Bottling equipment consists of one line only, but they have automatic capping equipment. Other than above mentioned, all equipment seemed to be adequate for present output and to be maintained in good condition.



that definition widely known to folks? I ask because it was new to me. Possibly, this speculation of "hidden message" is just nonsense, or maybe the truth has been lost to time.

In any event, *American Breweries II* reports that Frankenhuth Brewing Co. became part of the International Breweries Empire along with Krantz (Old Dutch beer) Brewing Co. of Findlay, Ohio; Bavarian Brewing Co. of Covington KY; Southern Brewing Co. (Silver Bar Beer) of Tampa, FL; and Iroquois Beverage Co. of Buffalo, NY. International operated the Frankenhuth plant from 1954-56 and sold it to Carling, which was in an aggressive expansion period, buying regional brewers as well as opening new small breweries. Carling later morphed into Carling National (1976) but sold to Heileman in '79, which operated the plant until its closure in 1990.

Frankenhuth Brew-

ing had made their own attempt at going with a multi-plant operation in 1939, when it formed the Frankenhuth-Kentucky Brewing Co. in Louisville, KY. They had bought the post-Pro Kentucky Brewing Co. (1934-39) but only operated that plant until 1942, when they permanently closed it.

Frankenhuth Brewing Co. generated tons of cool breweriana that is highly prized by collectors. I would like to thank the following collectors for their photographic contributions to this article:

Dave Alsgaard, Joe Christensen, Clayton Emery, Gary Gottschalk, Gary Lange, Ed Stroh, and John Stroh III.

The next brewery in the series is another Frankenhuth, MI company, the tiny **Geyer Brothers Brewery**. Please email images to our Editor, Lee Chichester (falconer@swva.net) and to yours truly at accneca@aol.com. Given the size of Geyer, I wonder whether there is much Geyer Brothers breweriana amongst our collections. I hope you avid collectors can surprise me!





A “Crafty” Beer Pioneer

Charles C. Haley brought “pop” to his beer

by Scott Brown

The craft brewing industry has exploded in the last few decades and beer drinkers are thankful it did. By the 1970s, there were fewer than 50 breweries remaining in the United States. And why would there need to be more, because the beer industry was stuck in a sea of sameness.

By the 70s, most brewers were either complicit in or had succumbed to the post-World War II marketing tidal wave that transformed the palates of American beer drinkers into appreciators of light, bland beer.

There were a few rare exceptions—most notably, Anchor Brewing under the leadership of Fritz Maytag, who bought the brewery in 1965 and continued to produce unique beer varieties based on storied brewing traditions.

Despite the flavor brewers like Anchor, home brewers who were able to transition into microbrewers were the ones that saved the day—like NABA member Larry Bell, founder of the legendary Bell’s Brewery in Kalamazoo, MI. In 2019, American beer drinkers can enjoy an incredible variety from more than 6,000 breweries across the country.

Today’s craft beer industry might be characterized as the application of inventive approaches to making beer by taking the traditional base of the four essential ingredients—hops, malted grain, yeast, and water—and adding a range of stylized flavors. This movement first took hold in the late 1970s. But it can be said that craft brewing really began one hundred years earlier, in the 1870s.

Of course, most of the early brewers were craftsmen who took great pride in the high quality of their products and the traditional brewing methods used to make them. But there was one brewing pioneer who took the notion of being “crafty” with beer to new heights in the late 1800s. He was in fact a forerunner of what we see in the kaleidoscopic craft beer world of today. His name was Charles C. Haley.

It was Haley who brought his own cacophony of flavors to his brewing process—long before some of today’s avocado honey

ale, banana split chocolate stout, or coconut curry hefeweizen came out of the tap.

The beverage known as “pop beer” can be traced back to England. By the early 19th century in the US, it referred to drinks in the same general category as ginger beer, spruce beer, Champagne cider, and malt tonic. These were often considered “brewed” beverages, but many were bottle fermented, ending up with varying amounts of alcohol.

They were commercially produced but also popular with “home brewers.” Recipes were

UNITED STATES PATENT OFFICE.

CHARLES C. HALEY, OF TROY, NEW YORK.

IMPROVEMENT IN THE MANUFACTURE OF BEER.

Specification forming part of Letters Patent No. 132,574, dated October 23, 1872.

To all whom it may concern:

Be it known that I, CHARLES C. HALEY, of Troy, New York, have invented an Improvement in the Manufacture of Beer, of which the following is a specification:

This invention consists in a compound of the ingredients hereinafter named, used in the manner and in the proportions substantially as described, to form an improved beverage which I have denominated “California Pop Beer.”

In the manufacture of beer according to my invention, I first prepare the yeast as follows: For one hundred and five gallons of beer, I take of wheat flour three-quarters of a pound and dissolve it in one quart of cold water, and one ounce of hops steeped one hour in two quarts of water, and afterward strained. The dissolved wheat flour and the steeped hops are then mixed together, and the mixture is steeped for half an hour. It is then allowed to cool to the temperature of 88° Fahrenheit, after which three ounces of ground malt and one-half an ounce of pure spirits are added, and the mixture allowed to stand for twelve hours.

The essence is next prepared as follows: To five ounces of alcohol I add one-half an ounce of oil of winter-green, one-third of an ounce of oil of sassafras, and one-third of an ounce of

oil of spruce, and these ingredients are thoroughly mixed.

The yeast and essence having been thus prepared, the manufacture of the beer is proceeded with as follows: I take one-half a pound of hops, fourteen ounces of chemically-prepared cream of tartar, and one-half pound of African ginger-root. These are placed in a suitable tub and steeped with ten gallons of water one hour, after which seventy pounds of granulated sugar are added. The essence prepared as above stated is now added to the mixture in the tub, and the contents are brought to a heat of about 90°; and, at this point, the yeast first prepared is poured in and the mixture allowed to stand for four hours. It is then bottled, and after standing for three days it is ready for use. The beer thus prepared is a superior and harmless beverage.

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent, is—

The manufacture of beer of the ingredients used in the proportions and compounded substantially as herein described.

CHAS. C. HALEY.

Witnesses:

W. H. FINCKEL,
GEO. W. ROTHWELL.

Original 1872 patent for Haley’s California Pop Beer.



This quart sized stoneware bottle may predate Haley's bottling in Newark since there is no address. As with all his pop beer bottles, the patent date is readily visible as seen in the 1872 in close up. Collection of Scott Brown.

published in the newspapers. Pop beer was its own category and could be made from a variety of ingredients. One recipe proudly claimed that in 3 months it would be the equivalent of ale.

Certainly, pop beer was served at saloons and pool halls. But it also was sold at soda fountains and appeared at church picnics. It became a useful tool of both the temperance and anti-temperance movements because it was promoted as having less alcohol than traditionally brewed lager beer and ale. Arguments raged in the press about whether pop beer was an "intoxicating beverage." In the late 1860s and early 1870s, Kansas state Prohibition allowed pop beer, but Massachusetts outlawed it, even though it was measured as containing only 2.45% alcohol. Only one characteristic was agreed upon: pop beer was very popular.

Enter Charles C. Haley. He was born in Saco, Maine, in 1835, and by 1860 was peddling a variety of goods. His repertoire soon included beer making, and in particular, pop beer. By 1871 he had moved to Lewiston, ME and was officially designated by the state's Internal Revenue Commission as a brewer. He had been experimenting with several recipes but didn't seem to have



These typical Hutchinson style bottles are identified by the squat design with virtually no neck. The blob top essentially sits on the base. The non-pop beer bottle on the left was likely used for other products while the one on the right was obviously used by Haley. Collection of Scott Brown.

a distinguishing branding strategy. At some point between 1870 and 1872, Haley moved to Troy, NY where he developed a formula that he thought was sure to make it big.

On October 29, 1872, Charles C. Haley submitted his patent for "California Pop Beer," an "Improvement in the Manufacture of Beer." It had the four beer basics (malt, hops, yeast and water) but with the "improvement" of adding a variety of favorite flavors like the pop, ginger, and spruce beers that preceded his brew.

Haley considered his pop beer harmless, and he may have been right since it was bottle fermented and (at least he claimed) ready for use after only 3 days. Why he chose "California" to distinguish his flavorful fermented beverage is anyone's guess. The entrepreneurial Haley probably hoped it would add mystique and novelty. There is no hint of the name origin in the recipe he deposited with the patent office.



Left: Haley's first address in Newark was 401- 403 Mulberry Street. This is probably considered a Hutchinson bottle although it gives some hint of a neck and shoulders.

The closure is a type of blob top.

Right: Haley's second location at South Orange Ave. and South 11th St. in Newark, NJ is fully spelled out. This Hutchinson style bottle has yet another type of closure. Courtesy of New Jersey Bottle forum.

In 1879, Haley moved south from Troy and opened a bottling works in Newark, NJ, where he successfully ran his business for 18 years until 1897. In addition to continuing to brew his pop beer "invention," he also bottled soda, mineral water, root beer, and the output of other brewing companies.

There is no known advertising breweriana from Haley's business. But as a bottler and licensor of his unique product, his embossed bottles are plentiful and legend among bottle collectors. Haley bottles are renowned for the amount of information embossed on them. In some examples there are well over a hundred letters, numbers and symbols on one bottle!

While in Newark, his business moved three times and we know this in part be-

cause these addresses were listed on his bottles. In addition, the full name of his concoction and, just as prominently, the patent date of his pop recipe were also embossed. He licensed the name “California Pop Beer” to bottlers like GB Selwers in Brooklyn, NY and as far away as Chicago, including S. Geer, HC Dorman, Paul Rouze and John A. Lomax.

An intriguing “error bottle” exists (shown here). This one has the address of 531 and 533 West 38th Street, Newark, NJ—but there is no 38th street in Newark. Also, the letters are separated in “Newark,” leading bottle experts to conclude the mold should have read New York and the mold makers confused his primary base of operations across the river.

Of course, the patent date and name “California Pop Beer” are clear as day. Most of Haley’s bottles are of the Hutchinson type, but there are a few quart blob top and Baltimore Loop style examples.

Haley’s inventive spirit didn’t stop at his bottle contents. In the late 1880s, he patented his own filling machine and two different bottle closures. By 1895, he assigned the patents to another Newark bottler (Henry A. Haussling) whose business was primarily mineral waters. Haley’s closures were not widely adopted among the nearly 1500 different closure styles, all of which were soon rendered obsolete by William Painter’s revolutionary invention of the cork crown top in 1892.

During his last two years in operation in Newark until 1897, Haley’s company was re-named the West End Bottling Works. By then he was in his sixties, and he was either retired—and perhaps sold his company—or he’d passed away. Pop Beer continued to be produced until Prohibition, but modern brew-



Note the space after “New” in this extremely rare bottle that actually has a New York City address. Instead of “Ark” it may have meant to say “York.” The bottle type would probably be considered a Hutchinson since it has very little neck. The top is likely a blob top, with a more elongated fixture for the closure. Courtesy New Jersey Bottle Forum.

ing methods after Repeal and more stringent restrictions on alcohol-containing beverages relegated it to a 19th century relic.

So, if you are a craft beer aficionado and enjoy sampling a hibiscus, saffron, nutmeg wheat, or any other fancifully-flavor-infused brews, raise your glass to the imaginative and inventive Charles C. Haley: a great grandfather of today’s craft brewing.



Far Left: Haley used this bottle’s embossing to full advantage proclaiming his “celebrated” product and the full patent date. This Hutchinson bottle is ornamented by the heavily decorated shoulders with chevrons and a unique closure. Courtesy Warren Rinda, “History

and Directory of Sodas & Beers, 1846-1905, Featuring Newark, N.J. Bottlers.”

Above: A close up shows the extremely unique neck design and stopper design that was patented and used by Haley.

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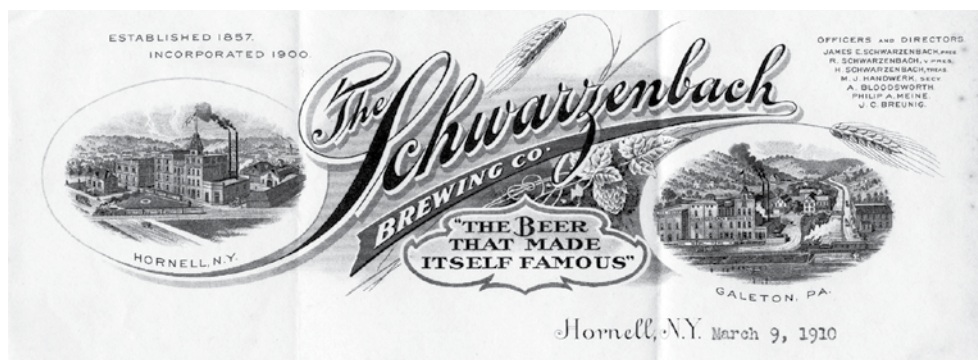
STEVAN MINER
MINER@BEVCOMM.NET

VINTAGE BEER EXPERTS

BARRY TRAVIS
OLDBEER@GMAIL.COM

SCHWARZENBACH,

HORNELL, AND THE OLD RANGER



The beer that made itself famous. This pre-Prohibition key-shaped bottle opener offers the beer drinker a "membership key" to Schwarzenbach Brewing Co. on one side and on the reverse, the odd slogan (also used on the company letter-head), "The beer that made itself famous." It may have been jibe at behemoth Schlitz, which (of course) boasted of making Milwaukee famous. Collection of Tom Raub.

BY TOM RAUB

When Bavarian-born Joseph Schwarzenbach came to America in 1851, he surely had no idea that he would leave a brewing legacy in his adopted land that would last for more than 100 years. Unlike most other German immigrant brewers who became successful, Schwarzenbach began his career in America as a stone cutter, first in New York City and then in Washington D.C.

By 1858 he had left the stone business and traveled to Germania, PA where he opened the Schwartzentbach Brewery. The small, ~6,000 barrel business produced brands called Bohemian Hop Bitters and Schwarzenbach Select Lager Beer. It left some breweriana evidence in the form of a factory photograph, numerous bottles, a label, and an etched glass.



HORNELLVILLE, 1895

In 1895 Schwarzenbach opened a brewery 63 miles from Germania, across the state line in Hornellsville, NY (shortened to Hornell in 1906). There it produced a variety of brews under the Schwarzenbach name: Crystal Ale, Export Ale, Export Beer, Select Beer, Porter, and Wurzburger. Additionally, it made a brand called Steuben Brew. Hornellsville/Hornell breweriana from this period includes a tip tray, trays, etched seltzer bottles, lithos, openers, Vienna art plates, and signs.



Rare etched glass from the brewery when it was still in Germania, dating it from before 1902. Collection of Tom Raub.



Rare, early pre-Prohibition exterior signs for Hornellsville and Galeton breweries. The white porcelain corner sign (top) has been professionally restored. Collection of Tom Raub.

Pre-Prohibition trays: The tray below with the brands on the rim, the lowest tray and the far right tip tray all refer to Hornellsville, before the town shortened its name to Hornell in 1906. Serving trays, collection of Tom Raub; Tip tray, collection of Joe Gula. The "King" serving tray at right is the only known version that mentions just the Galeton Brewery. The bottom-most trays in this group (L & R) advertise both brewery locations and depict fanciful character scenes, such as "Old Friends" (bottom) and "The Life Saver." Collection of Tom Raub.



Schwarzenbach also was bottled in several towns, including Lebanon PA (Gem bottling was purchased by Schwarzenbach in Feb. 1906), and in Dansville, Livingston Manor, and Wayland, NY.

GALETON, 1902

After Joseph Schwarzenbach died in 1891, his sons carried on the family brewing legacy. In 1902, the old Germania brewery was closed, replaced by a new, larger brewery 7 miles north in Galeton, PA. At Galeton, production expanded to 10,000+ barrels: Crystal Ale, Beer, Bohemian Beer, Bock, and Porter were made, all carrying the Schwarzenbach name. The Galeton brewery also produced a variety of interesting breweriana, including a tip tray, trays, openers, and signs.

PROHIBITION

Both the Hornell and Galeton breweries operated during Prohibition, making non- or low-alco-

hol products. But neither was controlled by or named for the Schwarzenbach brothers, who had died before and during the Prohibition era.

REPEAL: GALETON

The brewery in Galeton resumed operations in late 1933 and was bottling again by June of 1934. But production only lasted until 1936 or 1937. The

Galeton brewmaster before and after Prohibition was Louis Raub, who is apparently a distant relative of mine. In that short, post-Pro time, the brewery made tap knobs, and a TOC to promote its Galeton Beer, Ale, and Sportsman's (and sometimes Sportsmen's) Beer, Ale, and Bock.



Rare post-Prohibition Galeton tin-over-cardboard sign. The brewery reopened only for a few years in the 1930s and under new ownership, dropped the Schwarzenbach name. Collection of Tom Raub.



After Prohibition the new owners paid homage to the brewery's previous name by introducing Schwartzbrau and K.D.K. Cream Ale. Collection of Tom Raub.

REPEAL: HORNELL & OLD RANGER

The brewery located in Hornell, NY re-emerged from Prohibition as the Hornell Brewing Co., with operations commencing in June 1934. For a small brewery, Hornell put out a quite a variety of brands, including:

- Hornell Ale, Beer, Bock, Crystal Ale (1933 to 1936), Mineral Water Ale, and Mineral Water Beer
- Old Ranger Ale, Beer, and Bock
- Pride of Steuben Beer & Ale
- Schwarzenbrau, a dark beer that played on the pre-Prohibition Schwarzenbach name
- K.D.K. Cream Ale, which was named for brewery owners Frank Kilbert (president), William Day (vice president), and John Kingston (secretary/treasurer)

Hornell Brewing thrived for a time and became best known for its Old Ranger brand, which it introduced around 1945, sporting a highly-recognizable “Ranger”

character. The Hornell Ranger was dressed in a fringed, deerskin jacket and coon-skin cap, resembling American legends Davy Crockett or Daniel Boone.

Their historic character’s outfit is apparently based on that of the militia assembled by General John Sullivan during the Revolutionary War, whose forces battled the alliance of the Iroquois Indians and the British Army in western New York State. The Ranger is also linked to the brewery’s highly-touted spring water source, as their marketing claimed their beer came from the “Famous Old Ranger Spring.”

THE BREWERY’S END

During the era of brewery consolidation, Hornell Brewing was absorbed in the late 1950s by



This late 1940s bottle label mentions the brewery’s water source as the “Old Ranger Spring.” Courtesy of Tavern Trove.

Metropolis Brewing Co., which was part of a combine of breweries owned by the Hertzberg brothers. Metropolis had acquired and sold a variety of beer brands. Under Metropolis, the Hornell brewery continued to produce its Old Ranger, Hornell Beer, and K.D.K Cream Ale.

Hornell also made a variety of other labels acquired by Hertzberg, which sold beer in Ohio, Pennsylvania, and Michigan, and had contracts to supply grocery store chains. The myriad brands Hornell brewed for Hertzberg included Best Ale, Best Beer, Brauhaus Cream Ale, Brauhaus Pilsener Beer, Gilt Edge Ale, Gilt Edge Beer, Malta Coloso, Malta La Isla, Malta Lily, Olbrau Ale, Olbrau Beer, Old Dutch Beer, Pilsner, Premium Quality Ale, Premium

Old Ranger beer (red) and ale (green) were color coded beginning in the 1940s. Collection of Tom Raub.



The highly-recognizable Old Ranger beer and ale was introduced circa 1945 and became Hornell’s flag ship brand. Collection of Jim Salvato.





The Old Ranger character changed slightly over time, with his jacket going from green to brown, as seen in these two clocks made by PAM. Collection of Tom Raub.

Quality Beer, Tudor Cream Ale, Tudor Beer, and Tudor Bock. Gilt Edge was a brand created for Grand Union, and Tudor brand was brewed for A&P stores.

in what must have been the brewery's employee locker room. There, I found two cans on top of a metal locker—an Iroquois Ale and an Old Dutch (a brand Hornell had brewed after its Hertzberg acquisition).

We spotted an overhead trapdoor and I boosted my brother through. Believe it or not, we had no flashlight, so we rolled up some newspaper that was there and lit it. My brother said, "Hey, here are some of those cone cans." My heart raced as he passed down a 12 oz. conetop of Bub's Strong Beer from Winona, MN.



Clockwise from above: A rare neon, circa 1950. Right: The Schwarzenbach brewery in Hornell as seen at the turn of the century. Below that photo is the facility in 1939 after its name change to Hornell. Finally, the building after it had closed, in a photo taken by Tom Raub in 1974. All from the collection of Tom Raub.



As the Hertzberg's fortunes declined, Hornell's small and aging brewery was shuttered in September, 1963. The Hornell property was sold at auction in May 1965 and the facility subsequently morphed into an electronics warehouse.

ABANDONED BREWERY FIND

In November 1974, my brother and I were able to explore the old Hornell brewery building in its new incarnation as an electronics warehouse. We ascended an old staircase and found ourselves

My brother kept looking around and spotted several sealed cases, some containing Bub's and others holding conetops of Kaiers of Mahanoy, PA. With some effort he extracted the boxes and we took the long-forgotten relics with us. There were 96 pristine cans, in total. They were uncapped, never filled, and sent to the Hornell Brewing Company from a can manufacturer. I believe this indicates that Hornell was being urged to consider, or was contemplating using cone top cans—although they never did.

Because we had discovered so much after dark, I went back the next day in search of more treasures. I came away with some wood cases, and a steel barrel. That was the last time I visited the Hornell brewery.

Four years later in the summer of 1978, the old building was finally razed as part of an urban renewal plan.



Pre-Pro Schwarzenbach tray, "Loyal Friends." Collection of Tom Raub.

NABA'S *BREWERIANA DETECTIVE*

Unique Schlitz sign's history is a mystery

by Rich LaSusa

It looks old, and has characteristics reminiscent of something fashionable in the early 20th century.

A long-time breweriana collector recently sent me a photo of a sign that advertises two beer brands, Schlitz and Atlas Brau. He also asked two questions: How old is the sign? and What is its origin? No questions about its value or where it rates on the rarity/scarcity scale. It would be good to know answers to both.

While I was not familiar with the piece, I told him I was confident other collectors could provide answers.

It is reverse-painted glass mounted in an ornate, black metal frame. A globe with Schlitz painted on its face sits at the top. It also is encased in metal. The owner did not provide a size, but it appears to be large. Its basic style, including the intricate gold-leaf lettering, indicates it may be from the pre-Prohibition era (prior to 1920).

With the exception of wear marks, some damage on edges of the glass, and aging on the metal frame, it appears to be in overall good condition.

It is the combination of brands—Schlitz being the prominent of the two—that is sufficient to stimulate my curiosity. My contact didn't say when the photo was



taken, but a clue tells us 2000 or after. While the quality of the photo is lacking, in a reflection found on the lower right-hand corner, you can see a portion of a Budweiser light-up sign that has an auto racing theme. A numeral 8 is clearly visible. That was the number on a Budweiser-sponsored car driven by Dale Earnhardt Jr. for Hendrick Motorsports on the NASCAR Cup circuit from 2000 to 2007.

There are clues that others, especially Schlitz experts, will identify. Surely, this will not remain a mystery for long. Get in touch if you or a friend of yours knows anything more.



Above: Hauenstein's New Ulm Beer Composition Die-cut Sign, John Hauenstein Co., New Ulm, MN, 16.5 in x 10.75 in, \$1,050, Miller's Auction **Right:** Pre-Pro tin litho bottle opener, Goebel Beer, Goebel Brewing Co., Detroit, MI, \$340

Pre-Pro Texas Brewing Self-Framed Tin Sign, Texas Brewing Co., Ft. Worth, TX, 22.5 in x 28.5 in, \$2,240, Morean Auctions



Leinenkugel Ruby Malt Tin Charger Sign, Pre-Pro, J. Leinenkugel Brewing Co., Chippewa Falls, WI, 13.75 in, \$7,600, Miller's Auction



Rare, 1876 Schmidt & Gamer 12 1/2 cents trade token, Centennial Brewery, Butte, MT, \$1,395, eBay

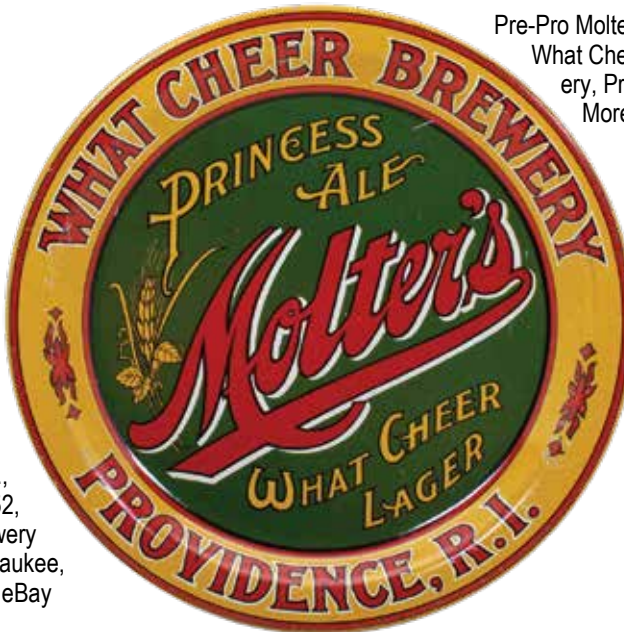


Next pg. Right: Pre-Pro Reading Brewing Co. Tip Tray, Reading, PA, 4.5 in, \$2,240, Morean Auctions

Lower Left: Pre-Pro Central Brewing Co., New York, NY, Manufactured by Savage Mfg. Co., 4.25 in, \$2,576, Morean Auctions

Tip Trays, Upper Left: Pre-Pro Wirthbrau Beer, Standard Brewing Co., New Orleans, LA, 4.25 in, made in Germany, \$1,400, Morean Auctions

Above: Pre-Pro Arnholt & Schaefer Brewing Co., Philadelphia, PA, Manufactured by Brilliant Mfg. Agents for American Can Co., 4.5 in, \$1,736, Morean Auctions



Pre-Pro Molter's Tip Tray, Princess Ale & What Cheer Lager, What Cheer Brewery, Providence, RI, 5 in, \$3,105, Morean Auctions



Above: 1940s Acme Ale Tin Over Cardboard Sign, Acme Brewing Co., Los Angeles, CA, 17 in x 11 in, \$952, Morean Auctions **Left:** Schlitz Brewery Lunkenheimer Steam Whistle, Milwaukee, WI, Unique Piece, 24 in, \$563, eBay



Pre-Pro Philip Zang Brewing Co. Match Stick Holder (front and back images) Denver, CO, \$1,200, eBay



Mountain Brewery Quart Blob Top Bottle, Jos. Schwarzenbach & Son, Germania, PA, Karl Hutter, NY glass maker, \$565, eBay

Pre-Pro White Rose Beer Tray, Dallas Brewery, Dallas, TX, 13.5 in x 16.75 in, Manufactured by Kaufmann & Strauss Co., NY, \$1,165, eBay



Above: 1930s Narragansett Bock Beer Litho, Rhode Island, Dr. Seuss Chief Gansett, 25 in x 18 in, \$306, eBay

Top Left: 1869 Western Brewery Letterhead, West Belleville, IL, 10.25 in x 8.25 in, \$432, eBay **Lower Left:** Late 1800s Fox & Williams Brewery, Super Rare Find, Buffalo, NY, mounted on cardboard, 12 in x 10 in, \$438, eBay



Right: Mishicott Brewing Co. Picnic Blob Top Beer Bottle, Mishicott Brewing Co., Mishicott, WI, \$761, eBay





Lot of 4 Pre-Pro Hagerstown Brewing Co. Advertising Trays, Hagerstown, MD, \$1,500 Buy Now, eBay



Original National Premium Reverse Glass Sign, National Brewing Co., Baltimore, MD, 28.25 in x 13 in, \$1,548, eBay



1954 Gettelman Beer Neon, also shown below in original crate, New Old Stock, Milwaukee, WI, \$2,100, eBay



Oddball Porcelain Silver City Beer & Ice Company, seller stated it was found in Silver City, NM, 60.5 in x 36.25 in, \$4,200, Miller Auctions

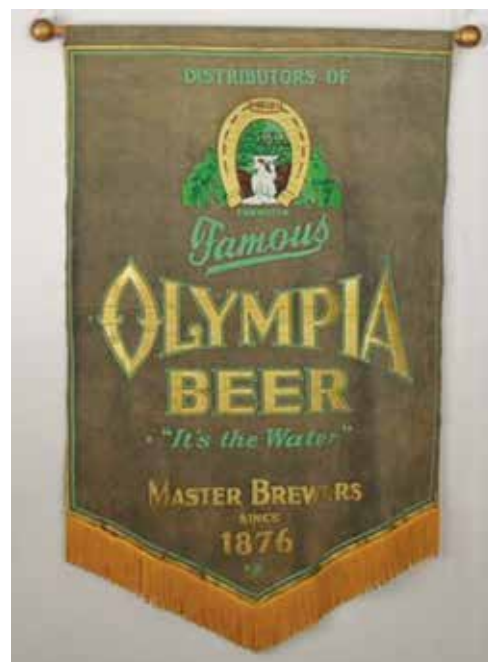


Above: Rare National Ale Beer Coaster, National Brewing Co., Baltimore, MD, Mfg. by Absorbo Beer Pad, NY, 4.5 in, \$565, eBay



Right: Prohibition Storck's Ice Cream Sign, Storck Products Co. Brewery, Schleisingerville, WI, 21.5 in x 20 in, \$525, Buy Now, eBay

Below: 1930s Red Fox Ale & Lager Tray, Largay Brwng Co., Waterbury, CT, Manufactured by Electro-Chemical Engraving Co., NY, 13 in, \$843, eBay



Olympia Beer Banner, Washington State, 48 in x 30 in, \$2250, Buy Now, eBay



Pre-Pro Berghoff Meyer cord Beer Sign, Fort Wayne, IN, 20 in x 12.5 in, \$1,521, eBay





Above: Eulberg Crown Select Beer Porcelain Skin, Eulberg Brewing Co., Portage, WI, 42 in x 24.5 in, \$4,000, Miller Auctions

Right: Eulberg Crown Select Beer Curved Porcelain Sign, Eulberg Brewing Co., Portage, WI, 14 in x 16 in, \$5,100, Miller Auctions



Above: Rare Gem State Ball Tap Knob, Gem State Brewery, 1936-1946, Wallace, ID (possibly only known example) \$2,575, eBay

Right: Early 1900s El Capitan Beer Cardboard Advertising, RARE Brewery, The Bluefield Brewing Co., Bluefield, WV, 1905-1914, 35.5 in x 14 in, \$333 (in my opinion fell under the radar) eBay



Below: 1889, E & J Burke, "Guinness Brewery" Dublin, Wagner & Co. Lithographers, 24 in x 18 in

This poster is the second appearance of professional athletes used for product endorsement at the time, the first use being a cigar litho. This one features Cap Anson and Buck Ewing, \$96,000, Heritage Auctions.



Above: Bushkill Lager Beer Cardboard Sign, Bushkill Products Co., Inc., Easton, PA, 13.5 in x 11 in, \$845, eBay



Collectibles

Micro/Craft



Micro/Craft Clockwise from tap handle: Props Craft Brewery Blonde Bomber Ale Tap Handle, \$185, eBay—Rhinegeist Brewery LED Neon Sign, \$284, eBay—Saint Archer Brewing Co. LED Light, San Diego, CA, \$190, eBay—Dogfish Head IPA Steampunk Beer Clock, \$330, eBay—Flying Fish Brewery Neon Sign, \$405, eBay



Historic Brewery Bus Tour

Cincinnati Convention

Don't miss this insider's tour of historic breweries, lagering caves, and sign museum



Cincinnati is uniquely blessed with the historic Over-The-Rhine district, where quite a few pre-Prohibition breweries are still proudly (and amazingly) standing. The 48th NABA Convention, being held this year in Cincinnati from July 31st through August 3rd, will feature an historic brewery tour the likes of which only Ohio's venerable Queen City can offer. Mark your calendars and sign up now for one of only 53 spots on this fantastic trip on August 1, 2019.

This tour will be especially memorable because it will include much more than simply seeing these amazing architectural artifacts up close. NABA members who are signed up for the Convention and taking the tour will actually have a chance to go inside the old brewery structures and descend into the historic lagering cellars that were so carefully handcrafted many years ago—and are still accessible.

But that's not all. After the brewery and cave exploration, the tour will head to another unique Cincinnati landmark: The American Sign Museum. This incredible museum has become a Mecca for antique sign aficionados. It transports you back in time, when splashy outdoor advertising featuring intricate, colorful, eye-popping displays reigned supreme. This part of the trip features a guided tour with one of the curators and a peek behind the scenes at the museum, featuring a quick chat with a couple of the museum's neon-bender craftspeople.

In between stops at the Over-The-Rhine district and the American Sign Museum we will stop for lunch (covered in the cost of the tour) at one of Cincinnati's great craft beer hotspots before returning to the Convention hotel. NABA members and Cincinnati experts, Scott Bristoll and Dave Reed, are curating and helping to conduct the tour and will be accompanied by a professional tour guide for the Over-The-Rhine district.



As a bonus, the tour will include a sampling of some of Cincinnati's great craft beers to be served on the tour bus (which has a restroom).

Register for the Convention and sign up for the August 1st Bus Tour today (\$65). Fill out the form that came with this magazine or go online at www.nababrew.com to download the form. There are only 53 spaces, and this will be a highly-memorable event that you won't want to miss!

In Syracuse, Congress is back in session

***But which version of the
storied beer will stand?***

by Matthew Olszewski

The Haberle Congress Brewing Co. enjoyed an amazingly long and highly successful 105-year run, brewing its beer in Syracuse NY before closing in 1962. But, as of the summer of 2018, Congress Beer has joined the ranks of long-defunct local beer brands around the country (Narragansett, Schaefer, Metz) that have been relaunched and are trying to capitalize on nostalgia to make the past present again.

For much of the 20th century, Haberle Congress was Syracuse's major beer brand, the equivalent to Upstate New York regional powerhouse lager brands like Genesee in Rochester, Iroquois and Simon Pure in Buffalo, and Utica Club in Utica. All of these brands took advantage of central New York's ideal environment for growing hops, helping the region become the nation's top hop supplier in the late 19th century.

Haberle and Syracuse rise

Haberle Congress Brewing Co. was founded in Syracuse's north side in 1857 by Benedict Haberle. The brewery's beginnings came during a wave of immigration to Central New York, especially by German immigrants like Haberle, who arrived in the 1840s and 1850s. The German newcomers settled primarily on the city's north side, which led to the start of that neighborhood's



1930s tray
courtesy Morean
Auctions.

preeminence as a brewing district.

By the founding of the Benedict Haberle Brewing Co., Syracuse had grown from a swamp to a city and had become the "hub of trade in Upstate New York," fueled by the development of the Erie Canal, which once ran through the city. Already one of the world's leading producers of salt, new industries were catching on that were driving tremendous growth in Syracuse. Besides being the "Salt City," Syracuse became known as the "Type-writer City" and "Gear City" as it participated in the industrial revolution.

Haberle Brewing joined the ranks of well-established Syracuse breweries like Greenway, Zett's, Moore & Quinn, Kearney, and Bartels. It came out on top in a pre-1900 struggle among rival Syracuse breweries competing for market share. It bought and merged with a competitor, Crystal Springs, to strengthen its position.

Haberle produced a number of German-style beers: stock lager, extra pale, extra dark, and bock. But its most successful product was a light-colored lager beer introduced in the 1890s: Congress Beer. Congress quickly became a hit with the locals and grew in popularity to become the brewery's flagship brand and eventually, part of its name.

Haberle Brewing became an



1930s coaster. Collection of Matthew Olszewski



important part of the culture of Syracuse and one of its bigger employers. It survived Prohibition by brewing a near beer called “Congo” and re-emerged in its previous prominence as the re-named Haberle Congress Brewing Co.—acknowledging its flagship brand in the brewery name—once Repeal was enacted in 1933.

The brewery falls

Haberle progressed into World War II, and introduced an ale brand called Black Bass (later Black River—see sidebar) to better compete with the strong Upstate New York ale market. After World War II, Haberle began to struggle, as did so many other regional breweries across America. According to the Onondaga Historical Association (Syracuse is in New York’s Onondaga County) when Warren Haberle, the last of the third generation of company managers, died in 1949, his estate’s executors noted a “disastrous situation” in the local brewing field caused by local beer consumers drinking “‘nationally advertised’ beers to such an extent that it is doubtful if the local brewers can exist.”

The brewery underwent a \$500,000 modernization guided by fourth-generation family member Benedict Haberle III in the early 1950s. But in 1958 a new brewmaster reportedly tinkered with the Congress Beer recipe—likely in an effort to

Pre-Prohibition label and trade card, and 1937 State salesman’s license for Haberle Brewing Co. worker, Francis P. Murphy living in Amsterdam, NY. Collection of Matthew Olszewski.

cut costs—and sales suffered even more. The brewery could no longer survive the competitive assault and was forced to close its doors in 1962. The brand was then sold to a regional competitor, Standard-Rochester Brewing Co., and was brewed in Rochester until the late 1960s—no longer under the auspices of the Haberle family.

The brewery building sat vacant for two years. It was an impressive structure and a long-time landmark in Syracuse: An imposing, five-stories of brick, complete with a large tower, and it famously had an 11.5-foot statue of King Gambrinus perched atop a ledge. Gambrinus appeared to be raising his glass in a toast to the beer drinkers of Syracuse.

Sadly, the brewery was torn down in 1964 to make way for a shopping plaza. The good news is many of the brewery’s most important artifacts, including the Gambrinus statue and in-



1930s tin lithographed ashtray. Collection Matthew Olszewski.

formation on how Congress Beer was made, were donated to the Onondaga Historical Association (OHA). Happily, the Gambrinus statue was restored and put on display inside the OHA building some years later, where it still stands.



Pre-Pro Congress Beer salesman sample felt-backed bar pennant. Collection of Matthew Olszewski.

Congress gets revived

Fast forward 56 years to the spring of 2018. The OHA announced it was collaborating with Willow Rock, a local craft brewery, to bring Congress beer back to Syracuse. Association organizers had obtained the long-expired trademark for Congress beer and previously had created a line of Congress beer merchandise (hats and t-shirts) that were hot sellers.

When the OHA discovered among the materials that had been donated, information about how to make Congress beer, organizers decided to look for a local brewer interested in reviving the beer. Willow Rock's owners were already familiar with the iconic Congress Beer brand and had plans to explore bringing back

the label once their own business expanded. A partnership with OHA and Willow Rock to revive Congress Beer seemed perfect.

Willow Rock began brewing test batches of their rendition of a new Congress Beer. Their stated objective was to brew a "more modern"

version of Syracuse's once-famous lager based somewhat on the original version. After months of testing, the result was a crisp, light-bodied lager beer with an ABV of 4.8% and an IBU of 34—smooth and not too bitter or hoppy.

Willow Rock co-founder, Rockney Roberts claimed: "Our goal from the outset was to create a beer that respects Congress' legacy and satisfies the taste of today's beer drinkers. We're confident that the new Congress properly honors the history, while delivering an approachable craft beer experience."

Roberts advised that while they had information about the brewing process from the OHA, it was actually more of a brewing "procedure" than a true recipe. They did not have ratios of ingredients, nor information on the specific type of malts or hops used. "So, we're going to do our best to approximate what a beer of that era would be—an approachable light lager. But brewing has changed, and tastes have changed, so there will some differences," Roberts told the media.

By mid-summer 2018 the impending launch of the new Congress Beer was the talk of



On May 14, 1932, Syracuse hosted an enormous anti-Prohibition parade and protest. The 11.5 ft. tall statue of King Gambrinus, mythical patron saint of beer (who was also the figurehead of Haberle Brewery) was carried on the back of a railroad car for one of the largest crowds to assemble in downtown Syracuse to see. The statue is now at the Onondaga Historical Association museum as part of its Haberle display. Courtesy of OHA.



1930s pocket knife openers and below, pre-Pro opener for Congress Beer. Collection of Matthew Olszewski.





1930s Congress Beer matchcovers.



Above: Brewery letterhead, circa 1940. Both collection of Matthew Olszewski. **Right:** This cardboard sign and 7 oz. bottle promote the Congress "Light" beer, which was reformulated in the late 1950s with "creamalt" (a combination of malted barley and corn) which no doubt lightened the color and flavor of the beer. This proved an unpopular move with consumers. Collection of Jack Conlon.



Below: A 1950s flat top can. Haberle was the only Syracuse brewery ever to can its beer. Collection of Matthew Olszewski.



Above: This collection of 1940s Kooler Keg tap knobs shows the different varieties of beer produced by Haberle in addition to its flagship Congress brand. Collection of Steve Adydan.



a town eager with enthusiasm to try its long-lost local beer. The new brew was officially re-introduced on August 15th amid the fanfare of a grand release party. Appropriately, the event was held at the former Hotel Syracuse (now the Marriott Syracuse Downtown) a recently-renovated local historic landmark that surely once served Congress Beer in its heyday.

On the day of the re-launch party, Willow Rock transported kegs of Congress to the hotel via horse drawn wagons, in the same way it would have been carried when it was first created in the 1890s. The release was a big success and there was a huge turnout at the hotel for the re-launch party. Congress was back in session in Syracuse.



Beyond flagship Congress and the Haberle Light brands, the brewery fought hard in the competitive Upstate New York market. In the years before World War II, ales were more popular than lagers in the region. In 1933, Haberle launched Black Bass Ale, a premium-positioned ale to compete with Genessee of Rochester's successful 12-Horse Ale.

Ale advertising used popular fishing, outdoorsy imagery that no doubt resonated well with beer drinkers in the area. It also promoted its dry hop process, (adding hops, usually in secondary, to enhance the



hop aroma). Because the hops are added dry and not boiled, oils are not extracted that would make the beer more bitter.

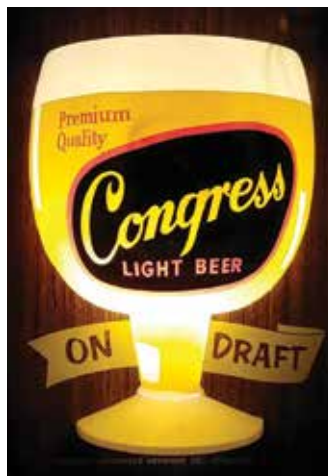
The Black Bass trademark, however, was owned by a Canadian brewery, and litigation forced a name change in 1939 to "Black River"—the 125-mile river that runs from the Adirondacks into Lake Ontario.

During World War II, GIs became used to the lighter lagers shipped overseas by the bigger breweries and tastes changed. Black River was discontinued in 1950. Collection of Jack Conlon.





Above and Right: Congress neon and a lighted goblet promoting draft sales, both from the 1950s. Collection of Matthew Olszewski.



Left: 11 in. x 8 in. oval pre-Prohibition tray. Collection of Jack Conlon.



Haberles not happy

Unfortunately, this seemingly triumphant and nostalgic tale touting the revival of a once-popular brand was not at all welcomed by the Haberle family. In the media and on a website, they explained their parallel plans to once again introduce the fabled Congress Beer back to thirsty Syracusans. They com-

plained that the OHA had neither consulted with them nor even had given them the courtesy of informing them of the plan. The Haberles felt that any new chapter of the Congress Beer story was rightfully theirs to write.

The Haberle family claimed the new Congress Beer brewed by Willow Rock was not authentic because it did not use the original recipe. In a statement released just two days before the Congress Beer re-launch by OHA and Willow Rock, a Haberle family spokesman said: "Any 'Congress Beer' that you may have been hearing about up to this point is not associated with or authorized by the Haberle family and therefore cannot be deemed authentic or representative of the standards upheld by the Haberle family and the Congress name."



Early 1930s Haberle tray featuring their lineup of brands. Collection of Mark Rodgers.

In conjunction with this announcement, the Haberle family announced that they would be relaunching the Haberle Congress Brewing Co. during 2019, with plans to have their own version of Congress Beer available. The family claimed they had already tested and refined some pilot batches of their recipe, which has "several specialized ingredient sources that make this a hard recipe to recreate and still be 'historically accurate.'" The family said they are searching for the right brewer to make what they believe is the "real" Congress Beer.

What's next? It's possible that after a long, 56-year drought without Congress Beer, there may actually be two versions of the famous brew for Syracusans to enjoy and choose their favorite. Congress may be back in session, but which one prevails is still to be determined.



This new Congress beer, relaunched in a partnership between the Onondaga Historical Association and Willow Rock Brewing of Syracuse, makes its debut in August, 2018. Courtesy of Willow Rock Brewing.



The Haberle family has announced its intention to counter the Willow Rock Congress Lager with their own, "real" version, using this logo. Note that, unlike the other new Congress brand, it uses the Haberle name.

THE JAMES HANLEY BREWING Co.

THE “CONNOISSEUR” OF RHODE ISLAND BREWERIANA

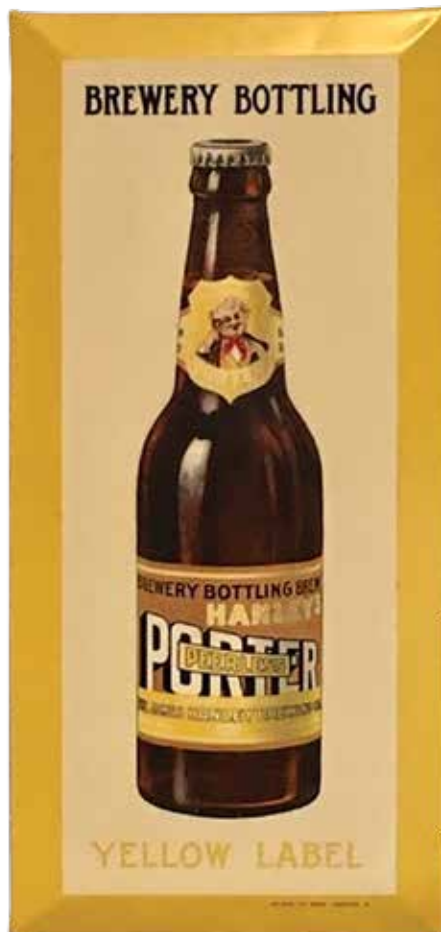
BY STEVE BERGQUIST

Rhode Island may be America's smallest state, but at one time it had some big breweries that—in both the pre- and post-Prohibition eras—produced spectacular breweriana. One of those was the James Hanley Brewing Co. of Providence. Famous not only for producing its Peerless Ale, Hanley also was known for its highly memorable advertising characters: The “Connoisseur” and “Watchdog of Quality” bulldog.

Hanley had a long history of brewing, with deep roots in Rhode Island's capital and largest city. The location of the Hanley brewery dated to 1824; 50+ years before it even became Hanley. Not surprisingly, the brewery was first established near a bountiful supply of clean water, which is always a necessity for any brewery.

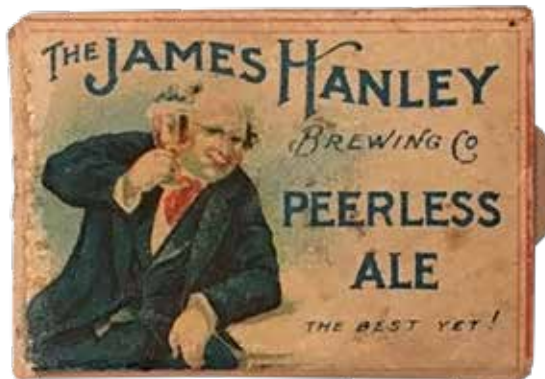
FIRST THERE WAS HOLMES

In 1824 Otis and Oliver Holmes purchased land in the Weybosset area of Providence and began the first brewery at that location. The Holmes family ran their brewery under several family names until 1865. A new owner, John Bligh, took over in 1867 and re-named his concern the Narragansett Brewery, which had no connection to the future Narragansett Brewing Co. In 1876, two local liquor dealers, John P. Cooney and James Hanley, joined forces to purchase the brewery, calling it the Merchants Brewing Co. After Cooney's death in 1879 the brewery was re-named the James Hanley & Co.'s Silver Spring Brewery.



HANLEY BECOMES HANLEY

There was yet another name change to come six years later (in 1885) to the Rhode Island Brewing Co., which had no connection to the post-Prohibition Rhode Island Brewing Co. in Pawtucket. Finally,

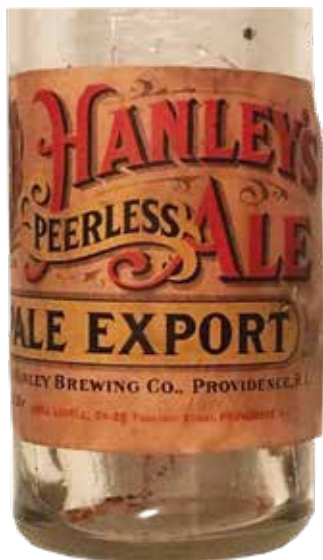


Before Prohibition Hanley's Pale and Porter bottles could be distinguished by their red and yellow labels, respectively, as seen on these colorful signs, which date from between 1915-19, and were made by American Art Works of Coshocton, OH. All images from the collection of Steve Bergquist.

in 1897, the brewery was named the James Hanley Brewing Co., keeping what became an iconic brewing name in New England for the next 60 years, until its demise in 1957.

James Hanley was an enterprising businessman who not only operated his namesake brewery, but also helmed a liquor business and partnered with John E. Goode in the American Brewing

This matchbook cover dating from about 1900 shows an early version of the Connoisseur character.



Above: Pre-Pro Hanley's label, bottled by James Lavell, later the Founder of Hand Brewing Co., and after Repeal, the short-lived Rhode Island Brewing Co.

Below: The purpose of the Hanley's bulldog-guarding ale and lager quality—is seen on this 1950s embossed plastic sign, dia. 11 inches.



Hanley always boasted of its quality, with taglines like "The Standard of Excellence," as seen here in this 1930s TOC made by Brown & Bigelow of Minneapolis.



A rare turn-of-the-century shield-style porcelain sign that was professionally restored by the late Bob Porter.



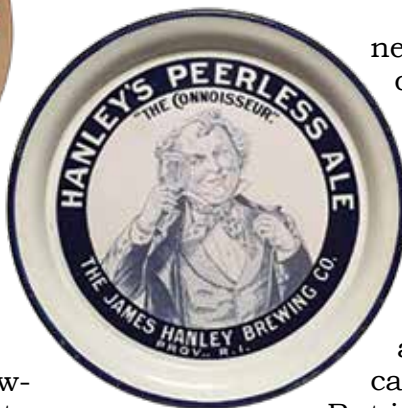
Left: Two pre-Prohibition porcelain enamel trays showing the evolution of the Connoisseur.

Bottom: The 1930s tray with the Connoisseur, reborn after Prohibition in living color.



Co. (1892 – 1896) which later became the Providence Brewing Co. (1896 – 1920). Hanley died in 1912, leaving a strong brewing legacy and one of only two Providence breweries that would survive Prohibition (the other being Narragansett).

In fact, most Rhode Island breweries failed to re-emerge after the long drought of Prohibition, including Eagle and Park in Providence, Molter in Cranston, and Hand in Pawtucket. Narragansett was well-positioned to survive Prohibition, legally operating its plant to produce Gansett



near beer, a line of soda, and a malt extract during the "dry years." Hanley, meanwhile, introduced a near beer appropriately called Limited.

But it was marketed only for a short time with seemingly limited success.



BREWERIANA LEGACY

Hanley established a legacy of memorable advertising, featuring two characters that are highly recognized



1940s tray with Watchdog character that touts "Rhode Island's Largest Ale Brewery."

in the breweriana collecting hobby. The first was the Connoisseur, introduced sometime around 1900 and used into the 1940s, despite his old-fashioned appearance. The Connoisseur was depicted as a middle-aged, well-dressed, aristocratic gentleman who, judging by his attire, seemed to date from the mid-1800s. Clearly a man of discerning taste, he is typically pictured admiring a glass of Hanley's Ale and judging it to be "peerless."

Just before Prohibition, Hanley added a bulldog charac-

Right: A trio of taps includes the extremely rare stock ale (1940s) and porter (1930s).



1930s "Watchdog" neon enclosed in original glass and metal case.

ter to its marketing repertoire. Known as the "Watchdog of Quality," the dog visually reminded consumers that Hanley had been "guarding quality since 1876." Once Prohibition was repealed, Hanley once again aggressively advertised, using both the Connoisseur and the Watchdog characters, always with some kind of quality assurance message. Hanley variously used *Always Dependable*, *The Standard of Excellence* and *Triple Tested for Quality* slogans. Some of the brewery's advertising also proudly claimed that it was "Brewed in Rhode Island's largest ale brewery," a clear reference to both New England's heritage of brewing ales in the style of Great Britain & Ireland (as opposed to the more Germanic lagers) and also in an attempt to build affinity as a local brand in the face of competition from the large nationals (Anheuser-Busch, Pabst, Schlitz).

HANLEY'S FADES AWAY

By the 1950s, the old-fashioned Connoisseur had been phased out of the brewery's advertising and Hanley was struggling in the era of brewery consolidation. Market share was slipping to its more powerful neighbor, Narragansett, as well as to the national brands, which had become entrenched in New England after World War II. A third brewery in Providence, which had emerged after Prohibition—The Roger Williams Brewing Corp.—had closed



Above: 1950s glass door push promoting the purple-labeled Extra Pale Ale.

Right: This large 1930s TOC serves up Hanley's Ale and Lager on a silver platter; 19 x 55 inches.

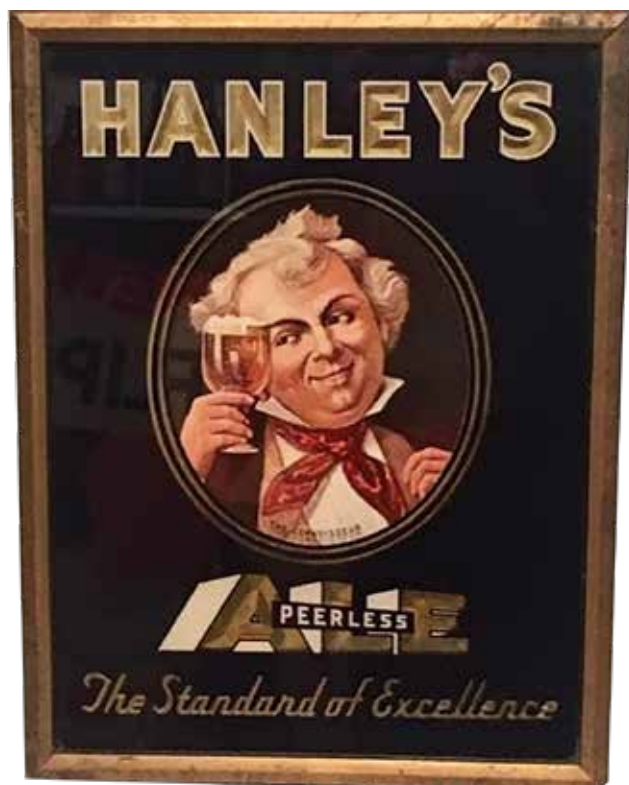


1930s art deco backbar light mounted on metal case. made by Lumin-Art Display Corp. of Waterbury, CT.



1950s chalk backbar piece by Kolograph Co. of Los Angeles.

by 1940. In 1957 Carl Haffenreffer, who owned Narragansett, bought the rights to the James Hanley Brewing Co. name and brands, and the brewery was closed. The plant itself was torn down a few years later. The Peerless Ale, once a staple in New England, gradually became just a memory.



BREWED FROM SILVER SPRING WATER

The first brewery on the site of what became the James Hanley Brewing Co. was built in the Weybosset side of Providence and took advantage of water from the Silver Spring. When that area was first being developed in the 1770s, residents discovered that the water in wells dug near the swampy shores was too brackish to drink. Providence would not have its own city-wide water supply for many years. So, in 1772 a group called the The Rawson's Fountain Society constructed a fountain that tapped into a deep spring, and laid an aqueduct.

This spring was three hundred feet deep and provided a bounty of cold, clean water so prized that its source became known as the "Silver Spring," which is where the Hanley Brewing Co. drew its brewing water. In 1941, the brewery celebrated its 65th anniversary with an ad campaign hyping the fact that it was "Brewed with water from the Silver Spring." To help commemorate the event, a 55-pound bronze plaque was attached to the brewery, marking the location of the Silver Spring.

Steve says: "After the brewery was torn down, the plaque was somehow stored in a Massachusetts basement for more than 50 years. An antiques 'picker' came across it and contacted a friend of mine in Vermont who referred him to me. In 2018, I was thrilled to be able to bring it back to Rhode Island and add it to my collection."



Left: Steve Bergquist holds the one-of-a-kind plaque commemorating Hanley's 65th anniversary that he acquired in 2018 after it emerged from storage for more than 50 years.

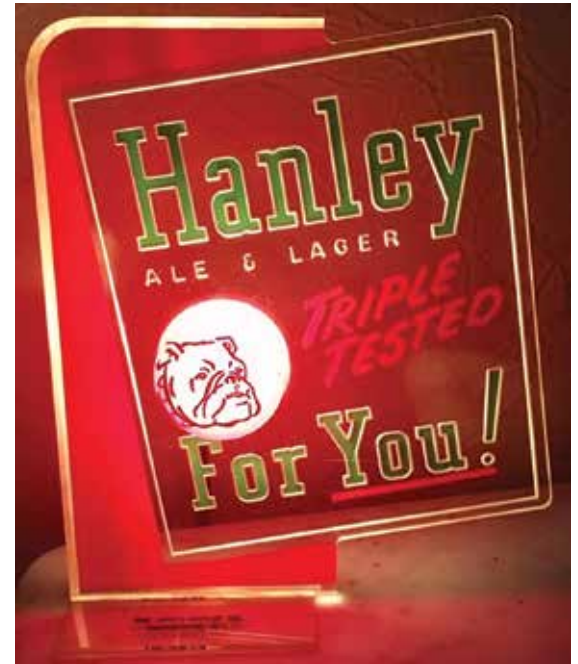


Detail: A close-up of the plaque, which marks the spot of the deep Silver Spring, the exclusive water source "since 1876" always used by the Hanley brewery.



Above: This large 1930s TOC serves up Hanley's Ale and Lager on a silver platter; 19 x 55 inches.

Right: This 1950s lighted backbar sign measures 9X7 inches and showcases yet another quality assurance claim: "Triple Tested."



Left: A pair of 1950s foil "license plate" signs measure 13.75 x 6.5 inches and were made by Kirby-Cogeshall-Steinau Co. of Milwaukee.



Continued next page.

HANLEY EXPORT: THE PREMIUM OF THE 1950s



This 1950s plastic and metal lighted sign for Export Lager features a more stylized Watchdog character, "crowned" with a bottle cap.



This Price Bros. lighted back bar sign (above) puts emphasis on the word, *Export*: Hanley's featured premium beer during the 1950s. It touts the brand's New England roots – likely an effort to appeal to the locals and fend off the increased pressure of the big national breweries.



Far Left: Although Hanley frequently used different colors to identify its different beer varieties, here are two differently-colored 1950s TOCs both for Premium Export.

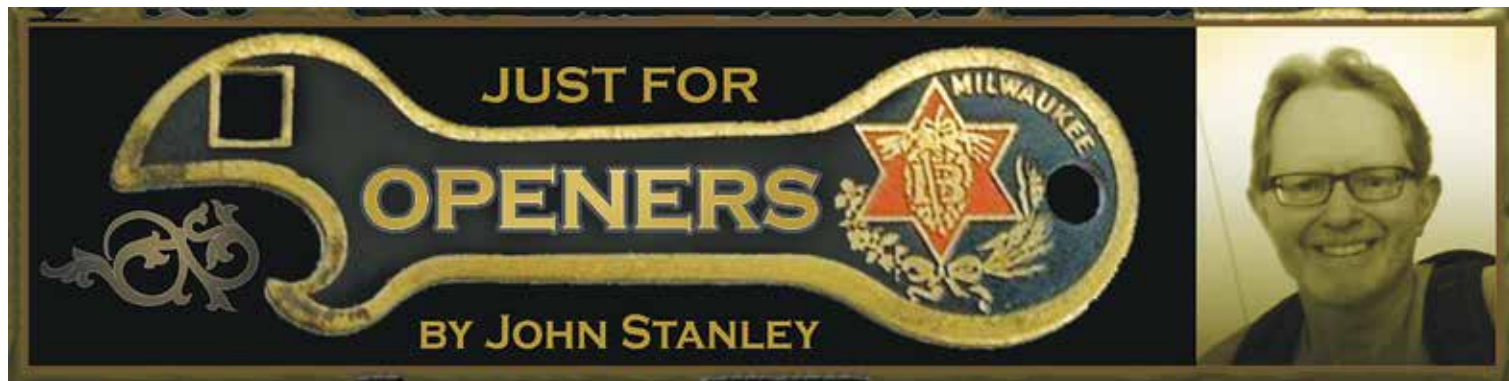


Left: A 1950s chalk backbar piece features a hand holding a bottle of Hanley Export Lager, the famous premium variety produced by the brewery.



I have been seriously collecting breweriana since 1980. It started when I was 18 and saw a friend's beer can collection at his house. I admired the cans and he gave me a box to take home. As they say, the rest is history. I have been collecting quality Rhode Island breweriana ever since and am always looking for new additions. You can contact me at BeerRI@cox.net.

AUTHOR'S NOTE: My first brewery experience was in 1972 when I was 10 years old. Narragansett had a contest for kids to collect and recycle beer cans when they were switching from steel to aluminum. The incentive? 100 kids who collected the most cans would win a trip the new Disney World in Florida. I collected over 7000 cans and came in 7th. My mom was picked as a chaperone. In a meeting at the brewery before the trip, we got a private tour of the plant and a visit to the 1890s-era tap room, where I got my first taste of beer as a 10 year old!



Rarities in M-3 “Slider” Bottle Openers

One area in bottle opener collecting that always has strong interest is “slider” bottle openers made by the Electro-Chemical Engraving Co. of New York City. In the Just For Openers classification system the style is a M-3 (or M-73 if it has a corkscrew).

Among the pictures at right are very rare beer advertising M-3s.

- The red Eichler, Jockey Club Beer (Hialeah Brewing), and the Osterstyoock Beer (Easton, PA) are the only ones known.

- The Ruppert’s Beer from New York City, and the Standard Scranton Beer are each one of only two known. The Seitz from Easton, PA is one of two known and the only one with full paint.

- At the bottom right is the only known yellow Eichler M-3.

Directly below this text are two examples of the M-3 Beverwyck slider.

- The top one is the only known example with the advertising as shown.

- The bottom Beverwyck slider is one of the most common M-3s to find.

The sliders in the picture to the right were all owned by Art Johnson of Mendon, MA. They were passed down to his family when he died in 2009.

If anyone has additional examples of the rare openers shown here, I would like to at least know they exist. As I discovered from readers of my Wisconsin rare opener page last summer, I thought the F-16 Walter Bros. corkscrew was the only one known and at least three others have turned up. So not that rare, which is excellent information to have.

As a rule painted bottle openers seem to draw much more interest than other categories and M-3/M-73 sliders lead the way.



Upcoming Shows

April, 2019

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

Date: April 6, 2019
Sponsor: Missouri Ozarks Chapt., Beer Can
& Breweriana Trade Show
Time: 11am-4pm
Address: Billard's of Springfield, 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 Chapt.
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 Chapt., 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 20, 2019
Sponsor: Bama Cannas Chapt., Montgomery
Spring Fling
Time: 8am-2pm
Address: Alcazar Shrine, 555 Eastern Blvd,
Montgomery, AL 36117
Contact: Ray Kynard:
334-272-1823
Email: jrkynard@yahoo.com

Date: April 26-27, 2019
Sponsor: Packer & Badger Bunch Chapt.
Titletown Trade-A-Thon 39
Time: 12pm-8pm; 8am-5pm
Address: KI Convention Center- Hyatt Regency
Hotel, 333 Main St, Green Bay WI 5431
Contact: Rob Smits:
920-469-1466
packerchapter.com

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: Gambirinus Chapt., 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,
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 Chapt.,
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; borderbatch.com

Date: April 28, 2019
Sponsor: Carrie Nation 33rd Annual
Spring Show
Time: 9am-2pm
Address: Sedgwich Co. Park Sunflower Shelter,
6501 W. 21st St. N, Wichita, KS 67212
Contact: Jacob Parker:
316-644-0721
Email: jacob.f.parker@spiritaero.com

Date: April 28, 2019
Sponsor: Garden State Chapt., First Annual
Bob Taylor Memorial Breweriana Show
Time: 10am-3pm
Address: Polish Cultural Foundation,
177 Broadway, Clark, NJ 07066
Contact: Scott Manga:
845-634-2626
Email: manutd1@optonline.net

May, 2019

Date: May 2-4, 2019
Sponsor: Columbine Chapt., 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

Date: May 4, 2019
Sponsor: Old Style Chapt., Annual Beer and
Brewery Collectibles Show
Time: 9am-2pm
Address: Omni Center, 255 Riders Club Rd,
Onalaska, WI 54650
Contact: Paul Nelson:
608-780-6630
Email: broonswagger@yahoo.com

Date: May 5, 2019
Sponsor: Badger Bunch Chapt., Spring Show
Time: 8am-1pm
Address: Delafield Brewhaus, 3832 Hillside Dr,
Delafield, WI 53018
Contact: Del Worden:
414-477-2537
Email: bcca59@yahoo.com

Date: May 4, 2019
Sponsor: Lone Star, Bluebonnet, & Grand
**Prize Chpts., 41st Annual Shiner Texas
Brewery Collectibles Show**
Time: 9am-2pm
Address: Green Dickson Park, 65 County Road
#250, Shiner, TX 77984
Contact: Charlie Staats
210-834-5202
Email: LonePearl63@gmail.com

Date: May 8, 2019
Sponsor: North Star Chapter Annual
Summit Brewery Show
Time: 9am-3pm
Address: Summit Brewing Co., 910 Montreal Cir,
St Paul, MN
Contact: Mike Mullally:
651-451-3786
Email:

Date: May 18, 2019
Sponsor: Cascade Chapt., Cinco de Mayo
Time: 8am-1pm
Address: American Legion Post #180, 2146 SE
Monroe St., Milwaukie, OR 97222
Contact: Michael Boardman:
503-880-8252
www.cascadebeer.com

Date: May 18, 2019
Sponsor: 42nd Patrick Henry Chapt. @ Bell's
Eccentric Cafe
Time: 8am-2pm
Address: Eccentric Cafe, 355 E. Kalamazoo Ave,
Kalamazoo, MI 49007
Contact: Bill Norton:
269-578-6607
Email: bcsanorton@tds.net

Date: May 19, 2019
Sponsor: Bullfrog Chapt., Spring Trade
Time: 8am-2pm
Address: American Legion Hall – Wauconda,
514 Main St, Wauconda, IL
Contact: Ken Kieliszewski:
847-202-1877
Email: kenscans@sbcglobal.net

June, 2019

Date: May 31-June 1, 2019
Sponsor: Hawkeye & North Star Chpts.,
Tri-States Beer Can & Breweriana Show
Time: Varies
Address: Riverfront Pavilion, Eagle Point Park,
2601 Shiras Ave, Dubuque, IA 52001
Contact: Mike England:
515-360-3586
Email: mikeengland@bccca.com

Date: June 2, 2019
Sponsor: A-1 Chapt., Brennan's
Time: 9am-2pm
Address: Brennan's Pub 'N' Grill,
3510 E. Bell Rd., Phoenix, AZ 85032
Contact: Rich La Susa:
480-452-7186
www.a-1chapter.org

Date: June 2, 2019
Sponsor: Coal Cracker, Delaware Valley &
Horlacher Chpts., 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:
americanbreweriana.org

Date: June 7-8, 2019
Sponsor: Miami Valley Chapt., 45th Annual
Ohio Mini-CANvention
Time: 7am-2pm
Address: Warren County Fairgrounds, Bldg A,
665 N. Broadway St, Lebanon, OH 45036
Contact: Rick Ordeman:
937-558-6993
Email: rdordeman@gmail.com
See our ad, pg. 7

Date: June 7-8, 2019
Sponsor: Gateway Chapt., 41st Annual
Swap-A-Rama
Time: 8:00am-11:00pm
Address: Knights of Columbus Park, 50 Rue
St. Francois, Florissant, MO 63031
Contact: Al Kell:
314-921-4349
Email: bigaandc@yahoo.com

Date: June 8, 2019
Sponsor: Stroh's Fire-Brewed Chapt.,
47th Annual Brewery Advertising Show
Time: 9am-1pm
Address: Wyandotte K of C #1802,
3530 Biddle Ave, Wyandotte, MI 48192
Contact: Rich Daniels:
313-388-6015
Email: rdaniels1340@wowway.com

Date: June 8, 2019
Sponsor: Pickwick Chapt., Beer Can &
Breweriana Show
Time: 9am-?
Address: Morean Auctions, 21 Sturbridge Rd,
Brimfield, MA
Contact: Dan Morean:
617-448-2300
Email: dan@moreanauctions.com
See our ad, pg. 10

Date: June 9, 2019
Sponsor: Lake Erie Chapt., D-Day
Trade Show
Time: 10am-2pm
Address: D-Day Ohio Event Hall,
283 Buffalo St, Conneaut, OH 44030
Contact: Art Distelrath:
440-344-7438
Email: artemus_maximus@hotmail.com

Date: June 21-23, 2019
Sponsor: KC's Best & Carrie Nation Chpts.,
40th Annual Kansas Kolossal Kan Kaper
Time: Varies
Address: EconoLodge Inn & Suites,
1846 N. 9th St, Salina, KS 67401
Contact: Bill Boyles:
816-415-3834
Email: wlboyles@sbcglobal.net

Date: June 22, 2019
Sponsor: Windy City Chapt., Summer
Picnic/Beer Can Trade Show
Time: 9am-2pm
Address: Elk Grove Busse Wood Forest
Preserve, Arlington Height Rd & Higgins,
Elk Grove, IL 60007
Contact: Ed Harker:
312-927-9329
Email: balprkhark@sbcglobal.net

July, 2019

Date: July 12-14, 2019
Sponsor: Richbrau & Rusty Bunch Chpts.,
28th Annual Monticello Extravaganza Show
Time: Varies
Address: Holiday Inn Charlottesville/University,
1901 Emmet St, Charlottesville, VA 22901
Contact: Chris Eib:
804-360-5744
Email: moquarts18@aol.com

Date: July 19, 2019
Sponsor: Michigan & Rusty Bunch Chpts.
Summerswap
Time: ?
Address: Frankenmuth American Legion Hall
Post 150, 990 Flint St, Frankenmuth, MI
Contact: Clayton Emery:
231-920-6013
Email: claytonemery32806@aol.com

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

Date: July 27, 2019
Sponsor: Simon Pure Chapt. Summer Show
Time: 9am-1pm
Address: Eagles Club, 4569 Broadway,
Depew, NY 14043
Contact: Jeff Murbach :
716-713-7236
Email: jmurbach@ymail.com

Date: July 28, 2019
Sponsor: Prison City Chapt., Hartog
Memorial Picnic and Trade Session
Time: 9am-2pm
Address: Belmont Athletic Club, 651 Highland
Pkwy, Joliet, IL 60431
Contact: Willy Novak:
630-291-7943
Email: OldstyleWilly@att.net

Date: July 28, 2019
Sponsor: Hawkeye Chapt., Beer, Soda &
Bottle Collectibles MEGA SHOW
Time: 9am- 2pm
Address: Courtyard By Marriott Ankeny –
Grand Ballroom, 2405 SE Creekview Dr
Ankeny, IA 50021
Contact: Mike England:
515-360-3586
Email: mikeengland@bccca.com

Date: July 31 - August 3, 2019
Sponsor: NABA 48th Annual Convention
Time: Varies
Address: Marriott Hotel, 2395 Progress Dr,
Hebron, KY 41048 (Cincinnati region)
Contact: **www.nababrew.com**

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

♦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 10easyst@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 Beadleston & Woerz, Bernheimer & Schmidt, Central, Consumer's, Doelger, Ebling, Eichler, Ehret, Elias, Everard, Fidelio, Haffen, Horton, Hupfel, Kips Bay, Lion, Loewer's, Ringler, Ruppert, and Stevens. Please call Ken Quaas, 630-204-5270 or email Ken@consumer-truth.com rV189

WANTED RHODE ISLAND BREWERIANA: Collector of all Breweriana from ALL R.I. pre- and post- Prohibition breweries. Hand, Narragansett, Hanley, Providence, Molters (What Cheer), Park, Eagle, Roger Williams, Hollen, Consumers, Kent, etc. Steve Bergquist at BeerRI@cox.net or call 401-935-9177. rV186

WANTED: Altes Age postcards (Detroit) from the 1940s. Also, postcards from Detroit Brewing Co. (holiday series from 1909 - 1910). Collecting pre-Pro Michigan signs/trays too. Dave Alsgaard, dalsgaard@charter.net or 989-631-7239 (cell/text). 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; 147-150, 152-160, 162-180. 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;
whoisthealeman@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

Lone Star Chapter (Texas)

Contact: Charlie Staats, PO Box 940,
Seguin, TX 78156-0940
lonepearl63@gmail.com

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

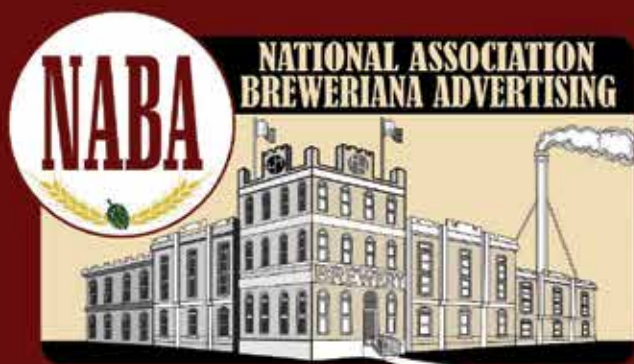
Schultz & Dooley Chapter

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

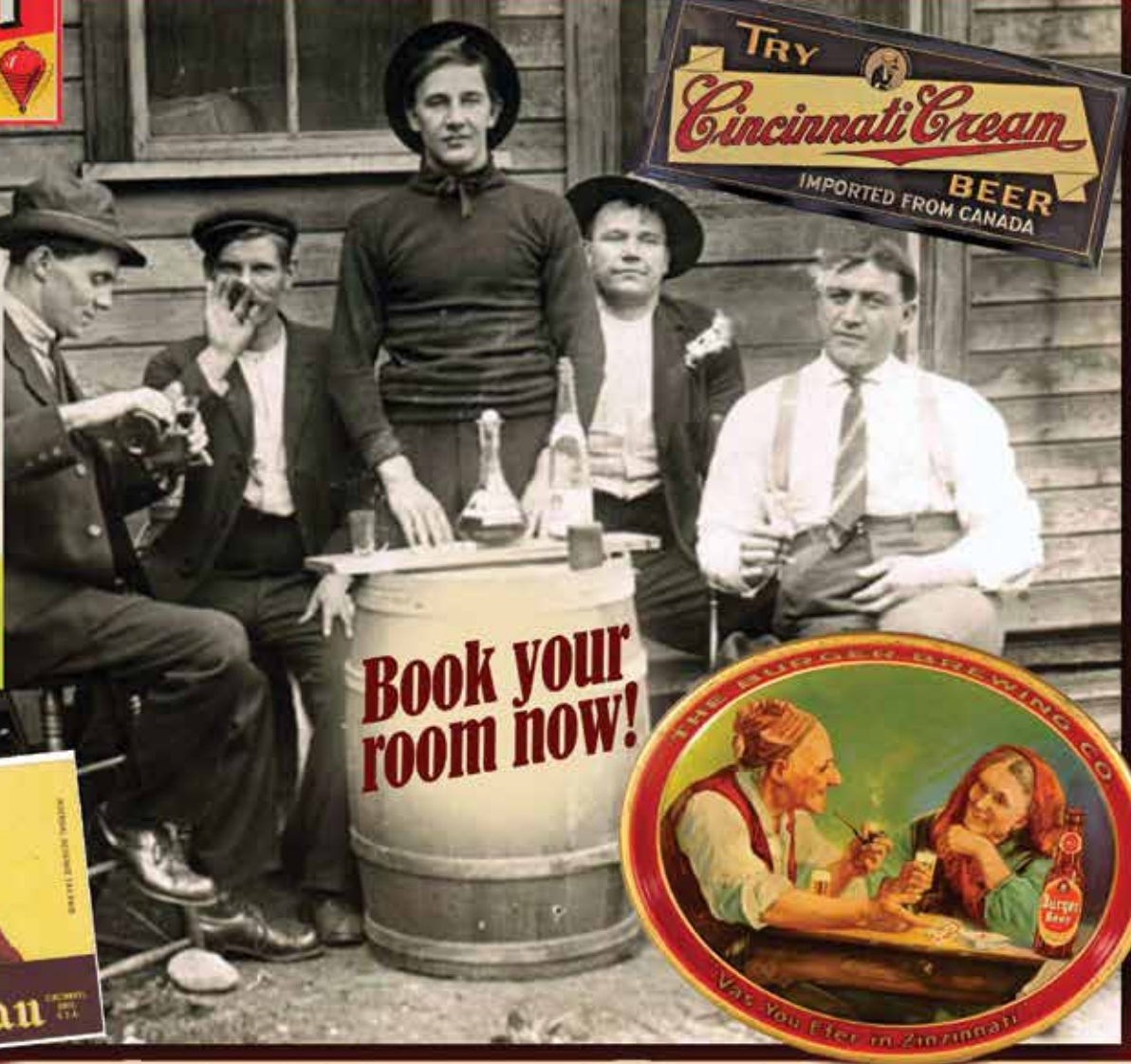
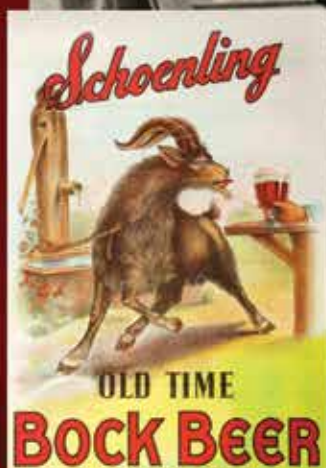
Three Rivers (Fort Wayne, IN)

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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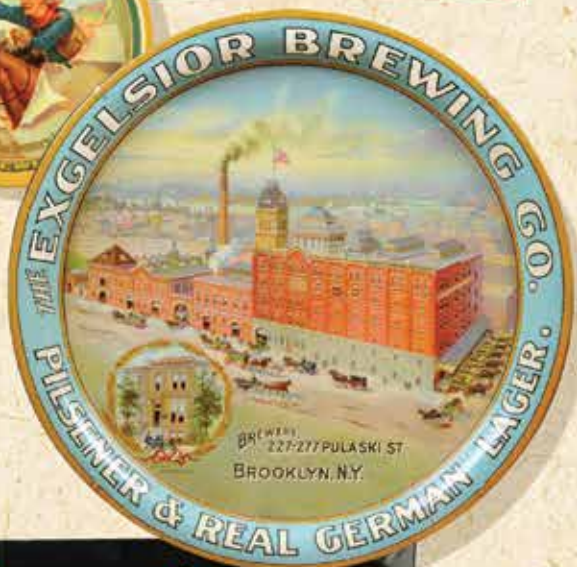
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