

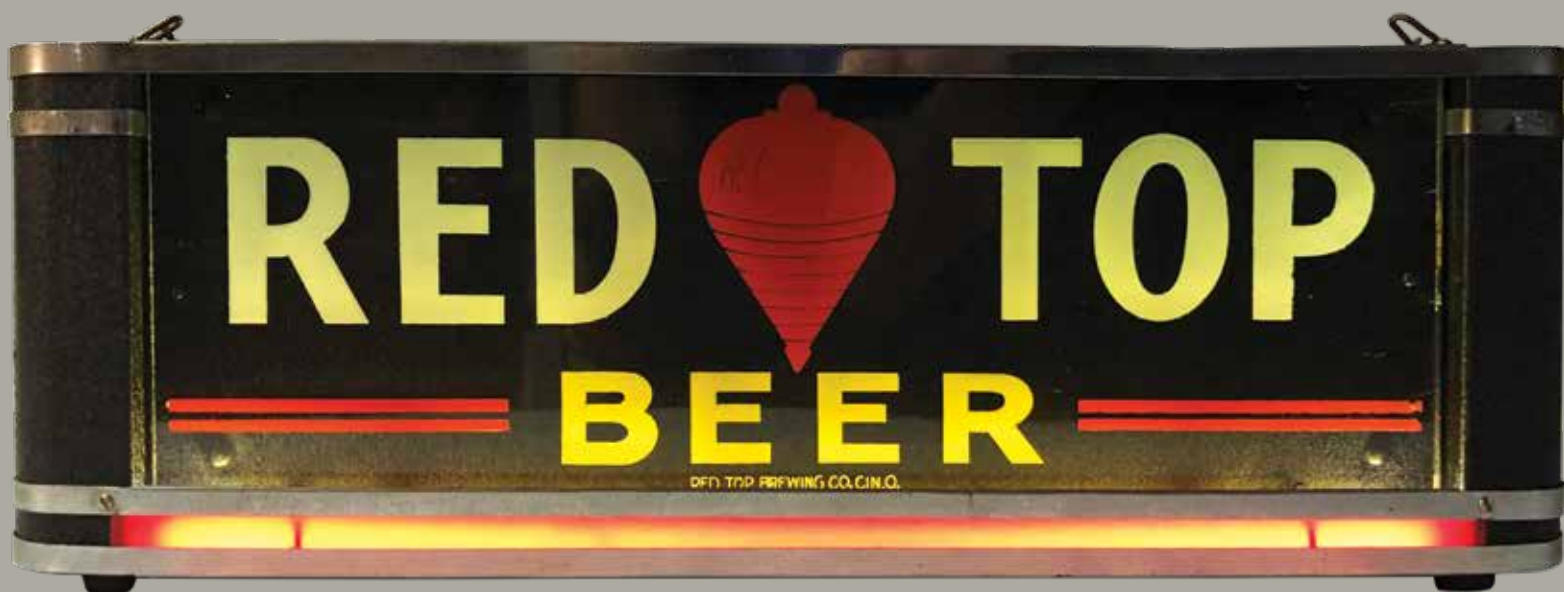


BREWERIANA COLLECTOR

Volume 186

Founded in January 1972

SUMMER 2019



All Things Cincinnati

Cincinnati: A City Built on Beer

America's Story Through the Lens of Beer

Lighting Up Cincinnati

Kauffman Brewery Scandals, 1890s

PLUS:

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SUMMER 2019

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Cover Image: Red Top back bar neon sign manufactured c. early 1940s by The Lackner Company, Cincinnati, OH. Reverse-etched/painted glass ad panel with glass, gas discharge tube below in painted metal cabinet with chrome-plated trim. Collection of Matt Russell. **The 2019 NABA Convention will be held in the Cincinnati/Kentucky region July 30 through August 3, 2019.**

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President's Message



It's summer and that means Convention time! And for NABA, it's membership growth time.

I couldn't be happier to report that NABA continues to grow our membership, and rapidly. I'd like to extend a special welcome to more than 30 new members in this quarter alone!

Some of the most significant growth has happened through the addition of 7 new chapters over the past 6 months. In this quarter we are proud to announce our new, official association with the **Rusty Bunch, 49er**, and **Jersey Shore** chapters. It is for the good of the hobby that NABA works to strengthen and affiliate the local chapters. That is where much of what's special in this hobby gets started and we pledge to promote all of our chapters in this magazine, on our popular Facebook page, and on our newly-revamped website: nababrew.com.

The **Rusty Bunch** have always been one of the leading organizations in our hobby in promoting knowledge, camaraderie, and of course, *the thrill of the find*. As they say on their Facebook page, they pursue "Old cans, trays, signs, neons, labels, bottles, foam scrapers, brewery history, dump digging...peeking into the cellars and attics of abandoned structures to reveal the treasures left behind...if you can dream it, we've seen it."

The Northern California-based **49er** Chapter has also joined our ranks. Established in 1974, their membership extends throughout CA and NV. This group has had some famed collectors among its membership, and today boasts many of our hobby's West Coast leaders.

Last but not least, we are honored to have the **Jersey Shore** chapter join NABA as our 31st chapter. If you've ever been to one of their annual costumed theme parties at a BCCA Convention, then you know these folks know how to have a great time. They also know breweriana and are serious, dedicated, and educated collec-

tors of artifacts created by the legendary New Jersey breweries (Ballantine, Krueger, Feigenspan, Hensler, Breidt, etc.).

New Membership Committee

Under NABA Board member Mike Michalik's leadership, we have assembled a Membership Committee of six geographically-dispersed breweriana collectors who are experienced and active in the hobby—perfect ambassadors for NABA. They are:

- **Dave Doxie** – Central PA
- **Clayton Emery** – Michigan
- **John Huff** – Ohio
- **Robert Keasey** – South Carolina
- **Stevan Miner** – Minnesota
- **Matthew Olszewski** – Upstate NY

See you in Cincinnati!

I hope by now you've made your reservations for our annual Convention in Cincinnati. This is going to be a blockbuster and reservations are way ahead of even last year's record-setting pace. In fact, we had so much interest in the Bus Tour we had to add a second 55-person coach. As of this writing (mid-May) there are only 25 spaces left on the *second bus*. The tour includes lunch, libations, and one of the most fascinating tours of old breweries and long-forgotten lagering caves that you will ever experience. The Cincinnati Convention team, led by Beer Dave Gausepohl, has really outdone itself and the Brewmaster's dinner on Wednesday night will also feature special treats.

Finally, we hope you continue to enjoy your first-rate magazine, newly-expanded to 64 pages. Many thanks to all the volunteers who put the time in to make it so special. In addition to the fantastic Cincinnati articles assembled by Lee Chichester, Ken Quaas, Mike Bartels, Rob Musson, and the Convention team, we have first-time writers Brent Laswell & Charlie Staats who present a terrific look at Pearl Brewery of San Antonio, and Tom Curran & Scott Butterfield exploring Walter's of Pueblo, CO.

See you in Zincy!

John Ferguson, President
Fergkate@comcast.net



EXECUTIVE SECRETARY'S REPORT

The NABA membership number is at 857, an increase of 20 since the last issue. Thank you to Paul Cervenka, Mike Michalik, John Ferguson, and others for recruiting many of the new members listed in this issue.

Fourteen members have not renewed from March 31st and as I write this column, 182 out of 525 who needed to renew have done so for June 30, 2019. If your mailing label has 6/30/2019 as the expiration date please take the time to renew now. My apologies for listing unpaid members in the last issue. We will go the email and letter route in the future.

NABA's website host/server, Wild Apricot, is offering members a third way to pay: by credit card. Thanks to Dan Bora for adding **online registration for the NABA Convention** as well. Many members have opted to pay online with a credit card for their Cincinnati registrations.

Many apologies to all for whom the last issue arrived unusually late. The Post Office has the option to take a few days at each stop when forwarding bulk mailings. In fact I have learned they have a new rule that allows *first class mail* to take up to a week to be processed (versus the previous two or three days). Since first class has (nominal) prior-

ity, bulk mail may take up to **five weeks** for your magazine to be delivered. First class postage for each magazine would cost \$2.20 per issue versus 50-60 cents per issue at the bulk mail rate.

In other news, the spring NABA Board Meeting was at the *Luck o' The Irish Show* across the river from Cincinnati. It was a very well attended show with good local support. Thank you Beer Dave, Doug Groth, and the support staff for a great weekend. I found a good opener for my collection, and for the first time ever when setting up a table, had someone buy me out (115 openers). Let's just say going back through airport security was a breeze.

Again I want to remind everyone to check your mailing label for "6/30/2019." If you have that date on your label, please send in your dues payment. In mid-April, we sent out an early email reminder saying, "Dues Were Past Due"—a mistake on my part for which I apologize. I was trying to get in front of the big surge in renewals as the first email usually goes out early May. Members were not past due—only your secretary was. Thank you to all (184) who did renew early. Please take the time to renew so you do not miss out on any information or news from one of the fastest-growing clubs in the breweriana hobby.

John Stanley

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.

3 ways to renew!

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Please join us

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



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Bavarian, Red Top, Etc.**



The Walter's Legacy in Colorado

by Tom Curran
with Scott Butterfield

Many collectors may be aware of the once well-known Walter-named breweries of Wisconsin, which produced some beautiful breweriana in their time. Being from Wisconsin, I was familiar with the brand name and occasionally drank the popular Walter's Beer from Eau Claire, WI.

In the 1970s I was in the Army and stationed in Ft. Carson, CO. I was both surprised and intrigued to learn that there was another Walter Brewing Co. in Pueblo, CO, less than 60 miles away from Ft. Carson but 1000 miles from my home in Wisconsin. Later I discovered that the Wisconsin and Colorado breweries were related. At the time, however, I was only 20 years old and more interested in drinking Walter's than finding out more about how those two breweries connected.

Recently, I've discovered that this relationship had an interesting heritage that traces back to 1875, when the five Walter brothers emigrated to the United States from the Stuttgart, Germany area. Like so many German immigrants, they made their way to the fertile farmlands of Wisconsin, where they set up in the brewery business.

Brother Johannes bought the Dells Brewery in Eau Claire from a branch of the Leinenkugel family who were not having success at that location. Johannes immediately changed the name to the John Walter Brewing Company, Americanizing his own first name. Brother George bought the Star Brewery in Appleton. And just 15 miles south in Menasha, brothers Martin, Christian, and Matthaus began the Walter Brothers Brewery, ultimately making the Gem and Gold Label brands.



Walter's in Pueblo adopted the Gold Label brand that had been so successful in Wisconsin.

Go west, young brewer

The revenues from the Menasha brewery could not meet the needs of the three brothers' growing families. In 1898, brother Martin struck out for California in search of new brewing opportunities. Other Wisconsin brewers also saw gold in the West, notably, Ed Mathie of the Mathie-Ruder Wausau Brewery, who settled in Los Angeles and started what became the very successful Mathie Brewery.

Martin Walter landed in San Diego but did not find it promising. Dejected, he began the journey back to Wisconsin, but stopped in Pueblo. There he discovered the long-troubled Pueblo Brewing Co., struggling in a market where he foresaw great potential. At the time, Pueblo was home to the largest steel mill west of the Mississippi River and just to the south were coal mines. Miners and mill workers were a thirsty bunch—Martin recognized an opportunity.

The Pueblo Brewery was located on the banks of the Fountain River. It had changed hands numerous times in the previous 30 years, and while none of the owners had been even moderately successful, it was not for lack of consumers. They had been either poor brewers or incompetent businessmen—or both. Martin purchased the brewery, named it Walter Brewing Co., kept the controlling interest of stock, and issued the rest to brother Christian and one John Hrubesky. Anxious to get their new enterprise going and not



Brewery founder Martin Walter stands in front of a Packard truck loaded with kegs of his beer, 1912.

afraid of hard work, the Walter brothers initially undertook most of the brewery labor themselves. They even lived and slept at the brewery.

Conquering Colorado

Martin Walter had every intention of dominating the Pueblo market and began a modernization program by buying a labeling machine, branding his first beer “Mountain Dew.” Then he built a new brewhouse with new boilers. He gained access to a rail siding of the Atchison,

Topeka, and Santa Fe to allow for easy import of raw materials (glass, hops, malt) and export of their product regionally.

By 1905, Walter Brewing was producing more than 20,000 barrels per year—amazing for the smallish population of the trading area. In 1906 it dropped the Mountain Dew label in favor of the “Gold Label” brand, a name that had become popular when used by the Walters Brothers in Wisconsin. Martin Walter built new aging cellars, a malt house, and a boiler room; then he expanded his bottling line and created new general offices.

A large beer garden shaded by cottonwood trees provided a pleasant gathering space for Walter’s patrons to enjoy their beer, as did a saloon on the brewery’s grounds for inclement weather.

But the saloon was sacrificed to the success of the brewery—it needed the space for more keg storage. By 1914 the brewery had built a massive 250-barrel brew

This scarce pre-Pro tray boasts of Walter’s support of its brewery workers’ union.

kettle, with the aim of gaining greater regional market share.

Just when they’d reached what seemed to be peak times for Walter Brewing, it all came crashing down.

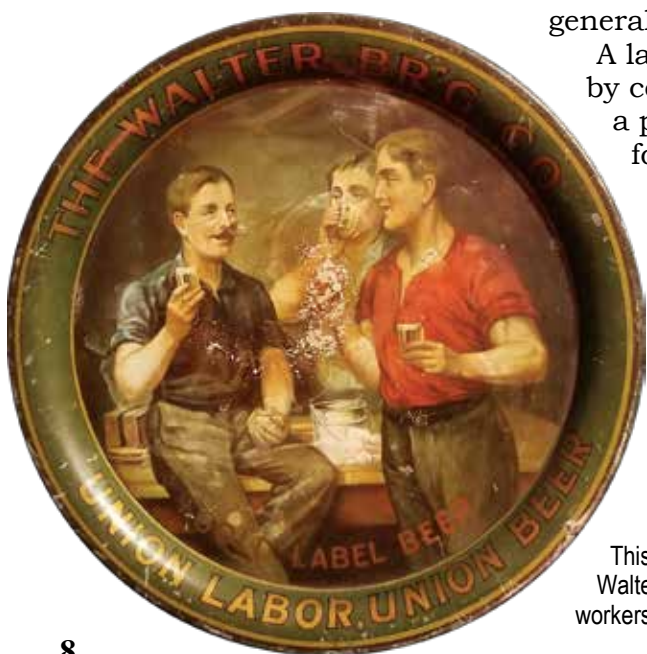
Prohibition comes early

Colorado became one of the earlier states to adopt Prohibition when the state voted for it in late 1915, five years before it became a Constitutional Amendment in 1920. Although Walter Brewery of Pueblo brewed a near beer or a cereal beverage, the operation closed in early 1916. Martin died in 1920 and his widow sold the brewery stock to the remaining brothers in Wisconsin.

Repeal & revival

Anticipating the end of Prohibition, Martin Walter Jr. assumed the presidency of the brewery his late father had worked so hard to nurture and grow. On December 16, 1932, the *Record Journal of Douglas County* exclaimed that the brewery’s “stacks, which have stood unused, a landmark on the outskirts of Pueblo for sixteen years, are pouring smoke into the sky once more. The stacks are part of the Walter Brewery, once manufacturers of Walter’s Gold Label, a beer which achieved much local prominence. After standing idle for sixteen years, the plant is being renovated. Even a brewmaster has been resurrected and put to work.”

It apparently took a lot of investment to get the brewery operating again after sitting idle for so long. Much of the old equipment was reportedly inoperable or stolen. But Martin Jr. managed to formally re-open in March 1933 and Gold Label beer was being enjoyed again by that summer. The brewery also launched several new labels in late 1933 including Triple Brew, Wurzburger Dark, and Walter’s Pilsener Picnic Beer.





These post-Prohibition trays promote both the Colorado and Wisconsin breweries. Walter's did little dual-state advertising, even though the Wisconsin and Colorado breweries were "all in the family."



Walter's Brewery in Pueblo as it looked in 1945.

Absorbing Schneider

Walter steadily expanded production into the 1930s and was well-situated to compete regionally, being one of only five breweries in Colorado to re-emerge after Prohibition. The brewery also stretched its distribution beyond Colorado into various Texas markets, as well as New Mexico and Utah.

Walter Brewing Co. absorbed one of its four post-Prohibition competitors in 1944, when it bought the Ph. Schneider Brewing Co., 90 miles south in Trinidad.

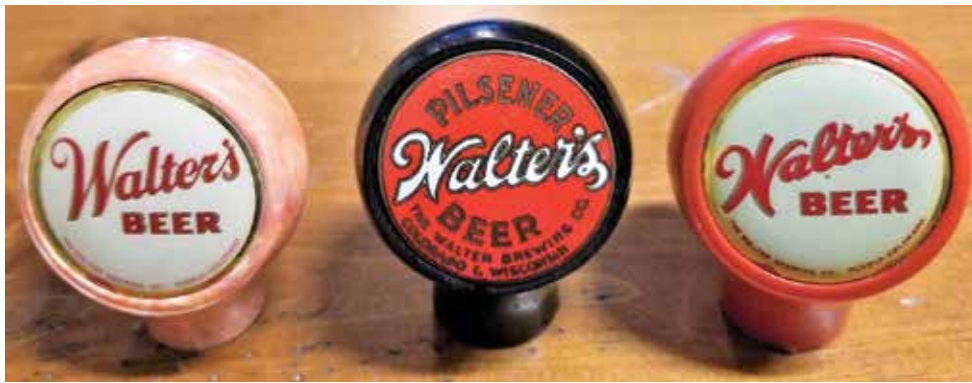
Walter's Pilsener, Karl's Pilsner, and Brewers Best brands all were produced at the Trinidad plant. Brewers Best was a brand launched by different regional breweries across the US to have a "national" brand that might compete with the Anheuser-Busch, Pabst, and Schlitz, all of which had brands in national distribution.

Walter operated the Trinidad brewery for about 7 years before selling it. It then changed ownership several times before eventually closing in 1957.



This 1940s porcelain sign is very scarce. The black and white photo shows how it appeared as an outdoor sign with neon.

1940s ball knobs.

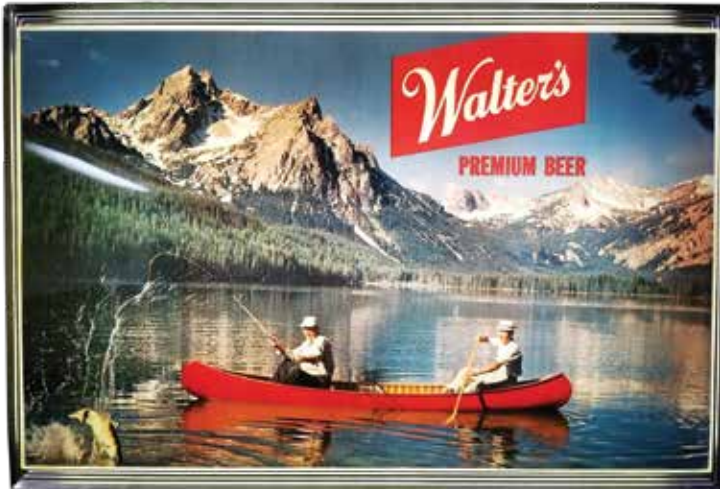


Thriving into the 1960s

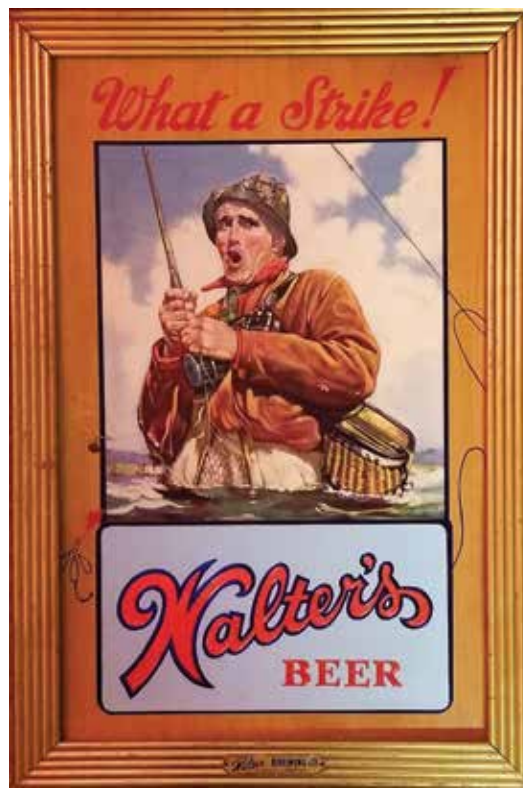
Meanwhile, the Walter Brewing Pueblo plant was doing well. In 1948 a new state-of-the-art canning line was installed. Walter's products became a part of the local fabric with its marketing efforts. The company sponsored an extremely popular fishing contest

throughout Colorado. It had huge exhibits created to promote the beer at the annual Colorado State Fair. It created extensive point-of-sale advertising that could be seen throughout Colorado and some adjoining states.

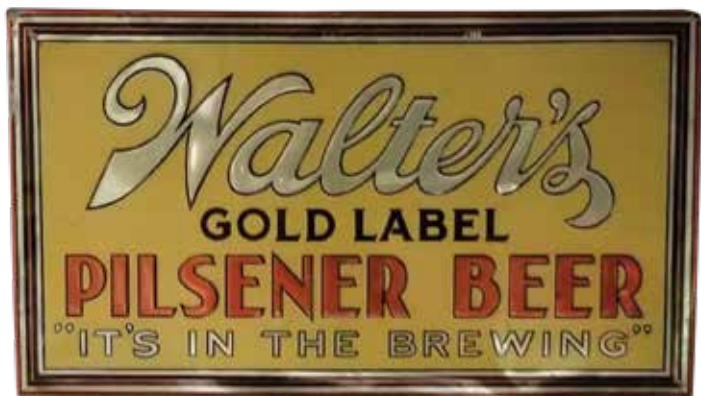
In the 1950s, the brewery employed a strategy of brand proliferation in



Walter's made a concerted effort to appeal to fishermen, sponsoring a highly-popular statewide fishing contest each year as a large part of its marketing budget. Fishing imagery was used in much of its advertising, including the back-lit sign, circa 1960 (above) and 1950s



an attempt to grow volume beyond its flagship Walter's brand. It produced a variety of labels like Colorado Gold Label, Wellington, Berghoff (likely acquiring the licensing rights to brew in the West from the famous Ft. Wayne brewery), Hoffman House (probably a contract brew, perhaps for a supermarket chain), Kol and Pikes Peak brands. Walter also absorbed Wyoming's famed Sheridan brand, after that brewery's shift from beer making to soft drink production in 1954, and it acquired the rights to the Metz brand, after that Omaha brewery closed in 1962.



Embossed tin-over-cardboard sign, circa 1940.

Walter's production peaked in the early 1960s and with just the Pueblo brewery it attempted to build a distribution encompassing more than 20 states. This costly venture was unsuccessful—by the end of the 1960s sales were on a downward spiral, with market share going to in-state Coors (which kept its mystique by limiting distribution to just 11 states) and the “national” brands. Meanwhile, the brewery workers’ union was commanding wage increases and benefits commensurate with the larger brewers.

1960s and 70s and squeezing them to death for profits. Kalmanovitz had begun his beer career in a promising way—by acquiring the failing Maier Brewing Co. of Los Angeles in 1950 and successfully revitalizing it. He then purchased Lucky Lager and merged the two breweries to form the General Brewing Co., with S&P Corporation named as the parent entity.

By the early 1970s, Falstaff Brewing Co., which had built a regional network of breweries, had fallen on hard times

Enter Kalmanovitz

Perhaps no one killed off more regional beer brands and forced more brewery consolidation than Paul Kalmanovitz. The Poland-born billionaire beer baron became famous for buying regional breweries in the

by stretching itself too thinly. Falstaff was acquired by Kalmanovitz, quadrupling the size of S&P. At this point, Kalmanovitz proved himself to be a master of the leveraged buyout. His strategy evolved (or devolved) to acquiring distressed breweries and reducing their costs by closing underperforming or dated plants, reducing staff, and cheapening product quality.

Kalmanovitz slashed the marketing budgets of his acquired breweries to near zero, allowing them to survive only on reputation. Meanwhile, the big national brewers bombarded the markets with heavy advertising and promotion. Kalmanovitz strangled the brands he bought, taking what short-term profit from them he could until they ceased to be viable.

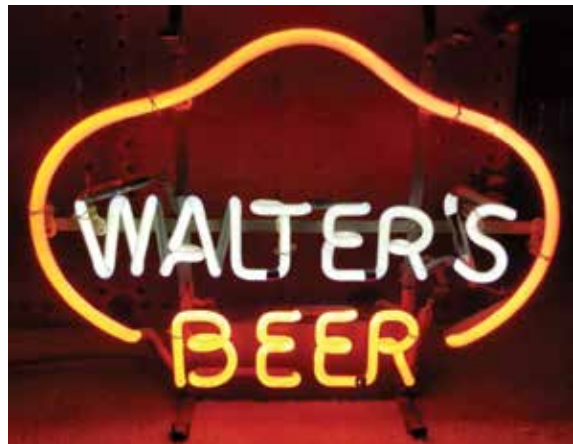
S&P's death grip

What Kalmanovitz did to General and then Falstaff he also did to Olympia, Lone Star, Pearl, and Pabst, among others.

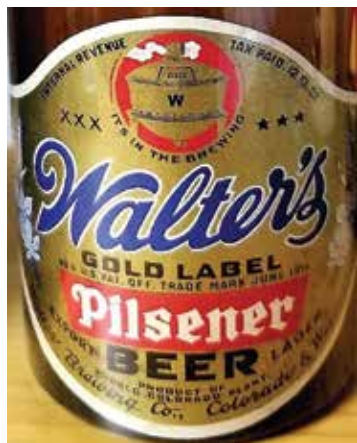
Unfortunately, Walter Brewing also was a victim of the brewery brutalizer. In 1969, Kalmanovitz started accumulating stock from the Walters family, who were desperate to keep their sinking breweries afloat. In 1972, S&P acquired the Pueblo brewery and its myriad brands, and it limped along brewing below its capacity with aged and inefficient equipment for another three years, until Kalmanovitz closed its doors on New Year's Day, 1975.

The stately old brewery sat empty, damaged by fire and vandalism until it was deemed a public nuisance and torn down in 1987.

Walter's adopted a teddy bear mascot named “Wally” in some of its promotional advertising, shown in this Pam clock (above) and composite (left), both circa 1950.



The 1950s neon above (perhaps the only one known) in the unusual shape of the brew kettle, designed to reinforce Walter's *It's in the brewing* slogan.



The kettle can also be seen on the label (right) which was used by both the Colorado and Wisconsin Walter breweries.



Craft era revival

In 2014 some Pueblo citizens came together with living members of the Walter family to resurrect the Original Walter's Pilsener. Today, a downtown Pueblo "Pre-Prohibition" building houses the Walter's Brewery and Taproom, which makes a beer infused with Pueblo chilies, and brews up pre-Prohibition recipes. Appropriately, the taproom is decorated with classic Walter's breweriana.

About the authors and acknowledgement:

NABA member Tom Curran of Potosi, WI has been hanging around old breweries for 60 years. His primary interest is Berlin Brewing Co. of Berlin, WI. He can be reached at curran4tom@gmail.com.

NABA member Scott Butterfield of Westminster, CO provided all of the photos of breweriana from his personal collection for this story. Scott collects Colorado breweriana with a focus on Walters, Schneider, and Tivoli brands. He can be reached at scott.butterfield@proforma.com.

Tom and Scott offer sincere thanks to NABA member and Wisconsin brewery historian Tim Holian, for providing his perspective and information on the Wisconsin Walter's breweries for this article.

Below: This 1960-era foil sign leveraged the Colorado location by touting Walter's as "Mountain High in Quality." About the size of a license plate, it is embossed with bright foil colors on a thick, leather-like composite material.



The Walter's Legacy

While not as associated as an American brewing powerhouse like the Busch, Uehlein (Schlitz), or Pabst families, the extended Walter family collectively rivaled these large brewers in the 1940s and 50s.

The six Walter breweries (four in Wisconsin and two in Colorado) lasted at least into the mid-1950s—a remarkable feat, considering how many other firms both nationwide and regionally had fallen by then.

Just as the two Colorado breweries in Pueblo and Trinidad ultimately collapsed, so did the Wisconsin Walter's, in Menasha, Eau Claire, Appleton, and West Bend.

The Menasha, WI operation—which at its peak (1951) produced slightly over 31,000 barrels—experienced a sharp drop-off during its last two years of operation and closed in 1956.

The Appleton brewery closed in 1972 after having gradually declined from its best year in 1947 (about 55,000 barrels sold) to less than half of that (23,000 barrels) in its final full year.

The West Bend operation also was shuttered in 1972. It had its high point in 1948 selling 58,000 barrels, but sadly dissipated to just 15,000 barrels when it closed.

Eau Claire lasted as Walter's until 1985. Charlie Walter had taken over after leaving the West Bend plant in 1972, but the family sold it to early craft beer pioneer Mike Healy in 1985. Healy kept Charlie on staff and John Walter served as early brewmaster when the facility was re-named Hibernia Brewing Ltd. and shifted its primary focus to craft beer production. Their early craft beer run ended in 1988 when production problems and increasing competition in the craft segment brought about a rapid decline in sales.

Today, the Walter name and label has been revived by the Eau Claire-based Northwoods Brewing Corporation, which touts it as "an all malt lager aged for 40 days at near freezing temperatures to smooth out the flavors and the Saaz hop bitterness and aroma."



This 1950-era die cut was an ad agency prototype that was likely never used, and is believed to be one of a kind.

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America's Story Through the Lens of *Beer*

by Steven Hampton

Cincinnati's Brewing Heritage Trail is the story of American immigration, industrialization, nineteenth century living conditions, and the effect of war on local economies, all told through the production and consumption of a single commodity—beer.

NABA's Convention in Cincinnati (July 30 through Aug. 3) will allow breweriana enthusiasts and their families to immerse themselves in the largest collection of pre-Prohibition brewery architecture still remaining in the country. At its core is a 2.3 mile urban walking trail through the historic Over-the-Rhine and the West End neighborhoods. Signage, designed as a modern take on the industrial aspects of brewing, includes stories, photos, and graphics to guide visitors and explain each historic brewery location.

In addition to the signage and wayfinding, public art tells more of the story, and includes painted murals, mosaic tiles,

3-D barrels, and even neon art. The \$5 million project is still underway—\$2 million has been raised to date with support from a diverse collection of entities and companies whose interests lie in preservation and celebration of this unique surviving heritage. It includes a free smartphone app from which users can learn pieces of the history not physically available along the Trail. It features photos, videos, and self-guided tours. “Virtual” experiences, such as seeing demolished breweries standing proud again, or peering underground into old lagering cellars and tunnels, are a part of the app adventure.

Guided Trail tours are available year 'round—starting from the lobby of the active Christian Moerlein Brewing Company—and most allow visitors to actually step into some of the historic pre-Prohibition breweries, including their lagering cellars and tunnels. The non-profit Brewery District CURC's tour center includes a gallery of rotating exhibits on brewing heritage utilizing breweriana and other artifacts, in partnership with NABA's Queen City and Miami Valley Chapters.



Bronze plaques set in the sidewalks along the Brewing Heritage Trail assure visitors don't get lost.



Cincinnati's brewery district was once home to over two dozen breweries, and has over 50 individual brewery structures remaining. Located in one of the most sizable historic districts in the country, it offers the largest collection of Italianate architecture anywhere. Along with brewhouses, malthouses, ice and stock houses, stables, and offices, the district also showcases saloons and brewer's homes, all built between 1840 and 1940.

The Trail uses beer as the launching point to tell the breadth of Cincinnati's history, not only that of the historic Crown, Hudepohl, Linck, and Kauffman breweries, but also the 1855 election riots, the growth of tied houses, federal tax laws, rushing the growler, and more.

The grand opening of the first three-quarter mile segment was held on April 26, 2019. Cincinnati's Trail is the first of its kind in America to celebrate our brewing heritage, and it's the country's first heritage trail to combine a physical trail with a digital trail, guided tours, and public art.

For more information, including links to download the app and schedule a guided tour, visit www.BrewingHeritageTrail.org



Photo courtesy Dave Fishwick

Photo courtesy Christopher Morris



THE BACK BAR

by John Bain

Review of the Back Bar Display at Blue & Gray

THE BACK BAR made its seventeenth appearance at the Blue & Gray show this year in the Hilton Washington Dulles Airport Hotel. As always,

there were numerous outstanding examples of early, lighted breweriana featured in the display and contest, and many more examples for sale in the Back Bar lounge.





Best of Show

Chris Reed's sign for Silver Dime Beer won **Best of Show** with nearly forty percent of the votes. Chris' sign was discovered hidden within a wall at a renovation site several years ago. It is the only example known for Silver Dime Beer in this particular style by Neo-Lite Display Company. There is only one other example of this style even known, and it is for Poth's beer. The Poth's sign was featured in the Back Bar display in 2009, when we were all ten years younger. (See how time flies when you're having fun hunting for breweriana to add to your collection?)

Reverse-painted glass ad panel with cellulose acetate, reverse-etched/painted panel above, painted metal cabinet with metal trim. Manufactured c. 1930s by Universal Sign Co.



First Runner-Up

Marty Carrano won **1st Runner Up** with twenty-two percent of the votes going for his animated Knickerbocker Beer sign. Although Knickerbocker spinners are not particularly hard to find, getting one in new-old-stock condition in the manufacturer's original box is rare. Marty's Knickerbocker was discovered in Chick's Hummelstown Tavern in Hummelstown, Pennsylvania where Marty works evenings. During a 2016 kitchen renovation, this sign was discovered still in its factory box sitting on a high shelf.

Reverse-painted glass ad panel with spinning disk, brass-plated frame, painted metal cabinet. Manufactured c. 1950s by Ohio Advertising Display Co.



Reverse-painted glass ad panel with painted wood frame and painted metal cabinet.

Manufactured. c. 1930s by the Brunhoff Manufacturing Co.

Second Runner-Up

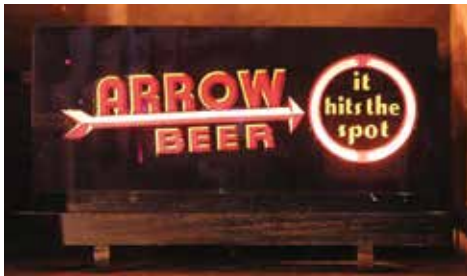
Will Hartlep's lighted sign for Duquesne Nut Brown Ale and **Chip Zeiler's** 1930s bubbler for Arrow Beer (next page) tied for **2nd Runner Up**, with approximately eight percent of the vote going to each. A coin toss was proposed to decide the prize's destination, however Chip graciously deferred to Will. Will's sign was found 20 years ago under a linen sheet in the attic of an antique store in Conneaut Lake, Pennsylvania. It's also worth mentioning that Will, by way of his win this year, has successfully completed a trifecta of a sort: He's won all three places in the course of just four contests. Keep those signs coming, Will. We look forward to seeing more from your collection.

The Winners

Each winner was awarded a Back Bar ribbon to display with his sign and each received a twelve-pack of bottled beer as well.

Left to right: Marty Carrano of Hershey, PA, Chris Reed of Concord, NC, and Will Hartlep of Pittsburgh, PA

Additional Participants



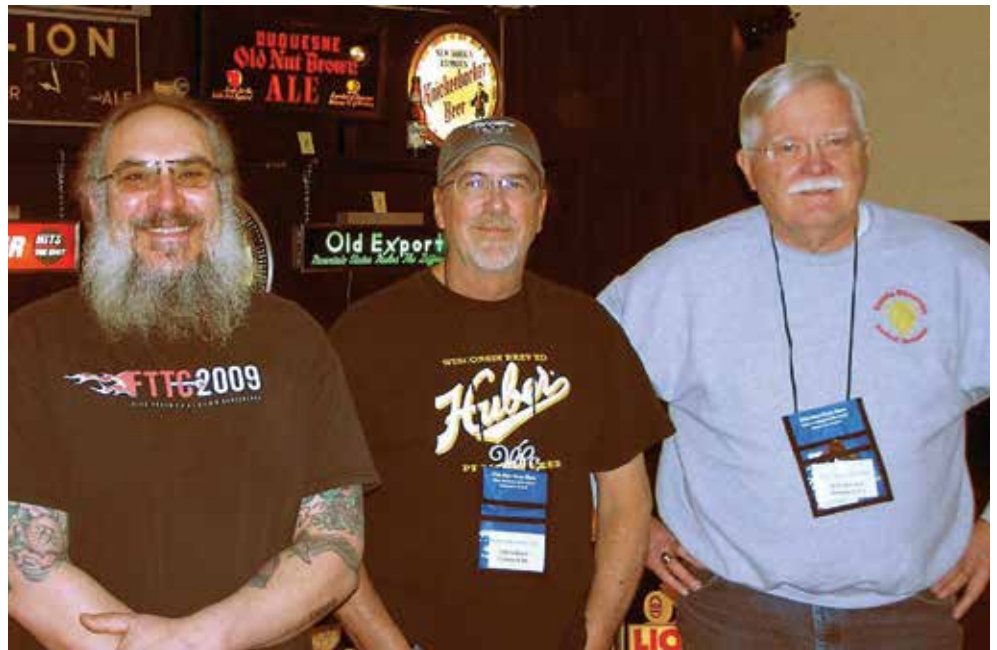
Glass bubble tubes behind reverse-painted glass ad panel, painted wood base.
Mfd. c. 1930s, not signed.
Chip Zeiler, MD



Reverse-painted glass ad panel in wood frame, plastic pilsner glass, painted metal cabinet.
Mfd. c. 1950s by Tube-O-Lite Co.
David Donovan, MD



Reverse-etched/painted ad panel, painted metal base. Mfd. c. 1940s by Universal Sign Co. Chris Reed, NC

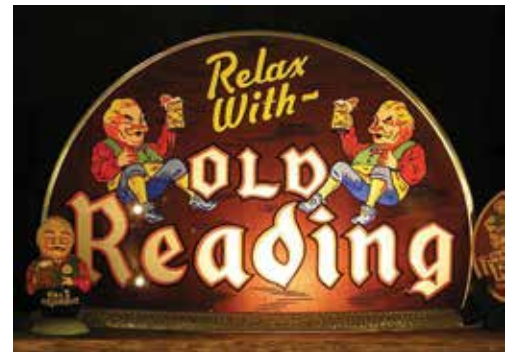


Reverse-etched/painted glass ad panel, reverse painted panel above, painted metal cabinet.
Mfd. c. 1930s, not signed.
Chris Amideo, NY



Above: Reverse-painted glass ad panel, metal frame, painted metal cabinet. 1950s, Ohio Advertising Display Co.
Jim Campbell, MD

Below: Reverse-etched/painted acrylic ad panel, painted plastic light cap. Mfd. c. 1950s, not signed.
John Hamel, CA



Reverse-fired convex glass ad panel, convex glass back panel, metal trim and cast metal base.
Mfd. c. 1930s by Gilco.
Chad Campbell, PA



Reverse-fired convex glass ad panel, metal trim ring, cast metal painted bar, painted metal base.
Mfd. c. 1930s by Gilco.
John Bain, NY

Reverse-painted glass ad panel, celluloid side panels, metal cabinet. Mfd. c. 1940s by Ray-Flex Corp. Mark Young, CA



This year at the **Blue & Gray** show, over four-hundred collectors and walk-ins from the U.S. and abroad attended and booked over one-hundred-sixty rooms. Larry Handy and his team will continue to lead going forward, and the Blue & Gray show and the Back Bar will again be at the Hilton Washington Dulles Airport Hotel in 2020.

Many thanks go to everyone who participated in the display, to Larry Handy and everyone under his direction, and to Mary Louise Hartline and Kayla Murphy and the rest of the Hilton staff for providing their invaluable support and a five-star accommodation for this wonderful event. I couldn't have done it without you.

If you would like to attend the Blue & Gray Show next February, just visit <http://bluegrayshow.com> and look for the 2020 registration form. It should be uploaded toward the end of this year. If you would like to participate in the Back Bar Display and Best of Show Contest at the next Blue & Gray, email me at the-back-bar@earthlink.net. I look forward to hearing from you.

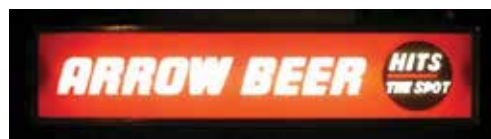
Cheers!



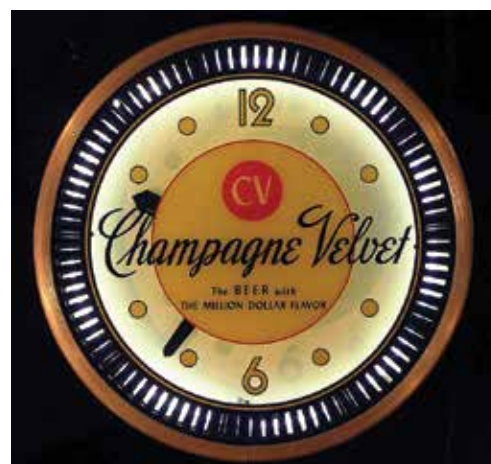
At Right: Glass gas discharge tube around reverse-etched/painted ad panel, metal trim, painted metal cabinet. Mfd. 1940s by Lackner Company. Rich and Lisa Allen, VA



Reverse-painted glass ad panel, painted metal shell and base. Mfd. c. 1937, Price Brothers. John Bain, NY

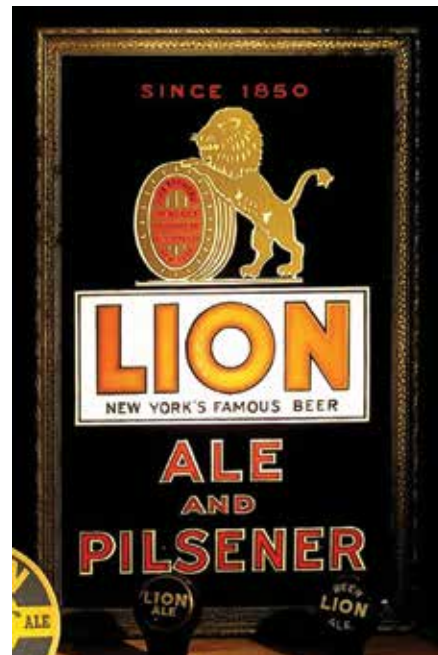


Reverse-painted glass ad panel, metal frame, painted metal cabinet. 1950s, Ohio Advertising Display Co. Steve Campbell, MD



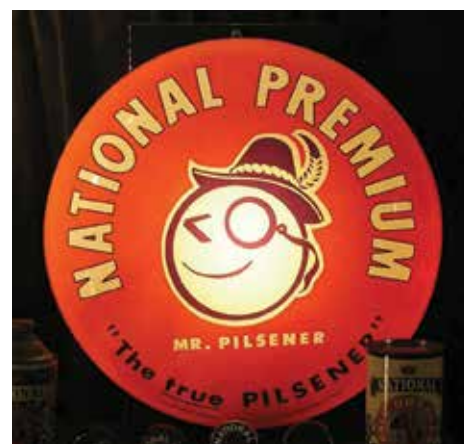
Above: Reverse-painted glass ad panel with spinner ring behind, metal trim and painted metal cabinet. Mfd., c. 1940s by Lackner Co. Rich and Lisa Allen, VA

Below: Reverse-painted glass ad panels, brass plated frame and base. Mfd. 1960s by Raymond M. Price. Scott Jahnke, NY



Above: Reverse-painted glass ad panel, painted wood frame, metal cabinet. Mfd. c. 1930s, not signed. Chris Amideo, NY

Below: Painted convex plastic ad panel, cardboard back. Mfd. c. 1960s, not signed. Chip Zeiler, MD



Spinner disk behind reverse-painted glass ad panel, metal trim and painted metal cabinet. 1953 by Ohio Advertising Display Co. John Bain, NY

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In Focus

Bruce Hertzog hunts rare hometown breweriana

NABA member Bruce Hertzog has lived in the Shamokin, PA area his entire life. He is a self-described “small-town, Coal Region boy” and over the course of his life, has witnessed the declining fortunes of his once-vibrant home town and the disappearance of its beloved brewery, Fuhrmann & Schmidt, known throughout the area as F&S.

Despite its small size, F&S created some beautiful breweriana, albeit in limited quantities. Although there are some captivating F&S items in many PA/NABA members’ collections, Bruce has made it his mission to collect and preserve some of the rarest and most interesting pieces. In doing so, he has become known as the premiere F&S collector. Now the sole focus of his collection, his basement pub is a literal shrine to all things Fuhrmann & Schmidt.

Made in Shamokin

To better understand both Bruce and F&S, one must first know a bit about Shamokin, a city in central Pennsylvania that sits at the edge of the state’s Anthracite coal region, the largest in the US. Anthracite, known as “hard coal,” has the highest energy density among coal types and played a critical role in propelling the nation’s industrial revolution during the 1800s. It was especially useful in making steel, another product for which Pennsylvania became internationally known.

In the late 1800s when Shamokin became a coal center, its population swelled. Railroad companies that transported coal, like the famed Reading Railroad, bought interests in mining companies and became a major employer and growth driver in the Shamokin area. In addition, Shamokin became home to Eagle Silk Co., the largest silk mill in America. It was home to several textile companies making things like socks and underwear. The National Ticket Co., the nation’s



This pre-Prohibition tray has but a few surviving examples.

largest maker of paper tickets, was also spawned in Shamokin.

Like other industrialized Pennsylvania cities, Shamokin evolved into a melting pot of English, Irish, German, Polish, and Ukrainian immigrants who came to work the rich coal mines and in the silk/textile factories. Bruce Hertzog’s ancestors were among those German immigrants, and his father worked hauling coal.



Shamokin is located in Northumberland County (highlighted in orange) in the heart of Pennsylvania’s Anthracite Coal Region.

A beer is born

Not surprisingly, these businesses generated many thirsty workers. Like dozens of other hardscrabble Pennsylvania towns, Shamokin had its own brewery, Fuhrmann & Schmidt.

F&S began as Eagle Run Brewing (1854 – 1878), named for the stream running alongside it. Between 1878 and 1896, Eagle Run operated under the ownership of M. Markel & Company, which modernized and expanded its beer production and lagering.

The future looked bright when Phillip Fuhrmann purchased the brewery in 1896. Fuhrmann had immigrated from Bavaria just 13 years earlier (1883) and had



The F&S bottling house, circa 1918, believed to be decorated to celebrate Armistice Day, marking the end of World War I.



This 1930s era coaster is a rare piece of advertising that shows the old brewery. Oddly it gives more emphasis to Shamokin than it does to the brewery or its products.



During Prohibition F&S sold soft drinks and other products. This tin sign was found on a old shed that was being torn down – the sign was being used as a roof patch. Bruce added the oak frame. It is believed to be the only one known.



Early 1900s tip tray features the "Eagle Run" branding.

partnered in the Charles D. Kaier Brewery (Mahanoy City, another Anthracite region town) 25 miles east of Shamokin.

Fuhrmann's business partner in the purchase of Eagle Run was Max Schmidt, a fellow German immigrant. The two had met when Schmidt worked in the grocery business in Shenandoah, a town neighboring Mahanoy City. Their new company was renamed the Fuhrmann & Schmidt Eagle Run Brewery, and later (1906) shortened to Fuhrmann & Schmidt Brewing Co.

F&S has success

Fuhrmann and Schmidt grew the business and established a network of bottling plants in key cities within a 50-mile radius. F&S earned a reputation: The local newspaper, *The Shamokin Dispatch* reported in the late 1890s: "[F&S has] become widely known for the superiority of its product, a beer which connoisseurs are unanimous in according a distinction of flavor and zest. The porter and ale brewed by this firm has gained an enviable reputation way beyond the boundaries of Northumberland County, and is among the finest made."

Some local businessmen determined there was room for yet another brewery in booming Shamokin and launched The Shamokin Brewing Co. in 1905. It had twice the capacity at 40,000 barrels/yr. than that of F&S Eagle Run. Perhaps fortunately for F&S, Shamokin Brewing was never able to get a financial foothold. It was purchased from bankruptcy in 1911 by F&S,

which then owned two Shamokin brewing facilities with three times the capacity of their original operation.

In 1916, the old Eagle Run facility was severely damaged by fire. This represented another opportunity, though. It was rebuilt to make cider and vinegar. Fuhrmann and Schmidt had the foresight to expect they'd need to reinvent their company as Prohibition loomed.

Thriving after Repeal

Like many breweries that managed to survive the drought of Prohibition, the company stayed afloat by making a variety of different products, including soft drinks as well as its cider and vinegar production. F&S re-emerged strongly after Repeal, still under the leadership of its founders. In that heady age when beer flowed again nationwide, F&S began aggressively advertising.

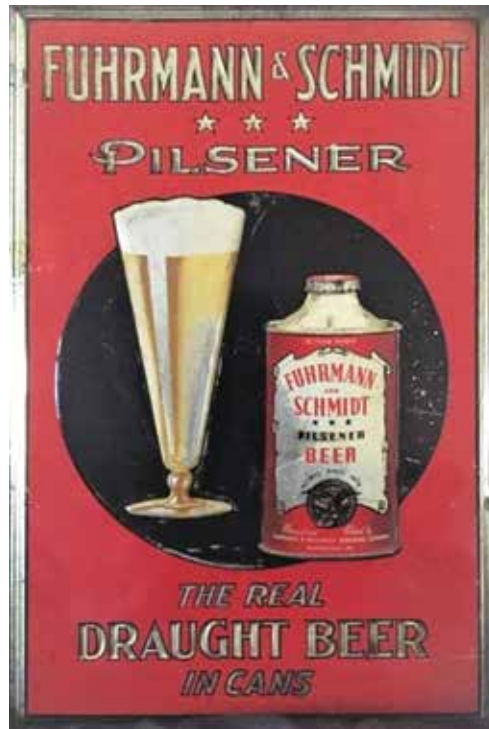


This late 1930s tin-over-cardboard sign measures 10 X 15 inches, by Permanent Sign Co. of Reading, PA.

They created some intriguing, unique, and beautiful breweriana with which they proudly invited beer drinkers to “follow the leader” by drinking F&S.

By the 1930s, however, Shamokin was no longer an industrial leader; its coal and textile businesses were on the downslide. Coal was being usurped by gas as a primary fuel source and silk had lost its demand to artificial fabrics less costly and fragile. Shamokin’s population, which peaked at about 20,000 around the beginning of Prohibition, began a long, steady decline.

Still, F&S thrived into the 1940s while many of the breweries dotting Pennsylvania’s small towns shuttered. It celebrated its 50th year in business during 1946, with Phillip and Max still leading the firm. To help commemorate the event, they launched an ambitious, costly building and expansion program, which stretched into the early 1950s. At its peak, F&S was producing



Bruce’s newest find came in April, 2019. This 1930s reverse-embossed tin-over-cardboard sign also measures 10 X 15 inches and was made by the Permanent Sign Co. of Reading, PA. Bruce reports that this sign is one of two known and was used to advertise the first use of can packaging by F&S.

about 110,000 barrels a year. But by 1960, production had shrunk dramatically to just 60,000 barrels.

Increasing struggle

Now under the management of Max Schmidt’s son, Frank, F&S was struggling in the 1960s for air in the taverns and retail beer depots of central Pennsylvania. F&S tried to stay afloat through contract brewing, making private



This Mid-1930s decal reverse-on-glass light is the only one known. The ad panel is backlit by incandescent bulbs, and accented at top and bottom by two Lumiline lamps.

label beers for various retail outlets and liquor stores. Like other smaller breweries in America, it was inevitably drowning in the tidal wave created by the big national breweries, who had the wherewithal to spend more on marketing, and to undercut the local brands on price. F&S just could not compete.

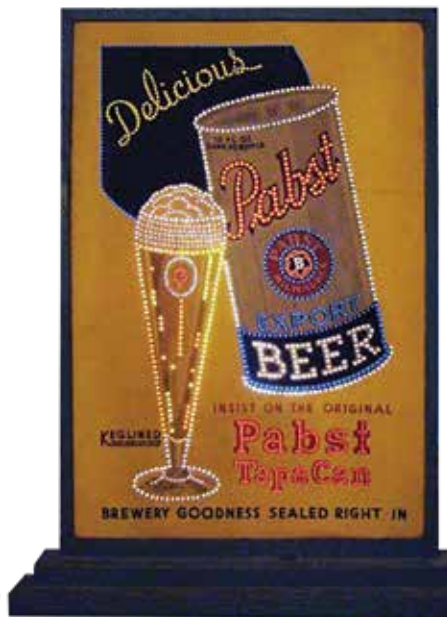
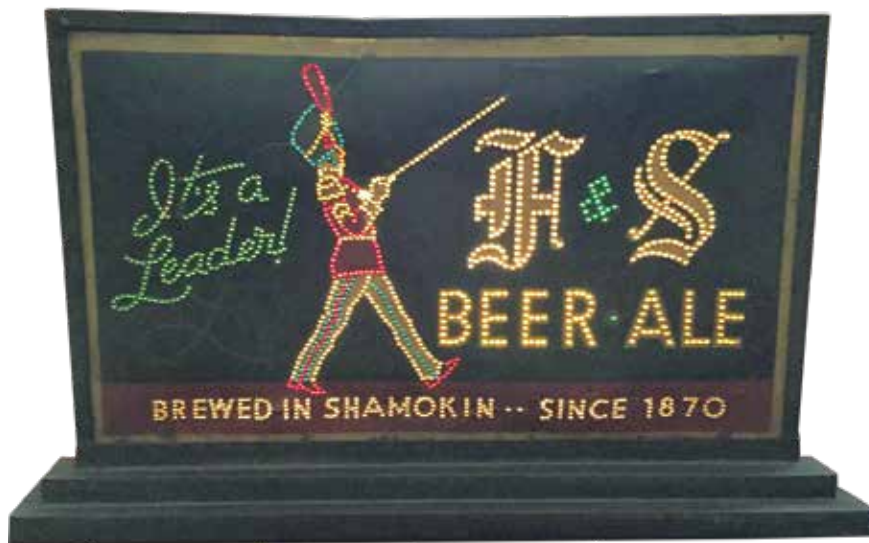
In the meantime, Shamokin suffered, too. As its industries vanished, so did its population. After World War II, railroads everywhere restructured, causing a massive loss of jobs in all of once-industrial America. The coal industry shrunk due to lack of demand and environmental concerns. Shamokin’s silk and textile factories closed.

A shrinking customer base

did not bode well for F&S. Still, it had a loyal following. “My dad’s brothers lived in New Jersey. When they would visit us, they would fill the trunks of their cars with cases



1930s neon, about which Bruce says, “The neon is new old stock and came in a galvanized steel shipping crate. My son knew a kid from high school whose grandfather worked at the F&S brewery and he gave the grandson the light. It was a very surprising birthday gift from my wife and son. It’s my oldest neon and has a highly unusual art deco transformer which I’ve never seen anywhere else.”



This unique, lighted and animated sign was made by Magnalite Corp. of Los Angeles, CA, which operated between 1935-1938. It is constructed of a metal housing with a very thin masonite/cardboard ad panel, that has small colored beads outlining the letters and the drum major. Behind the ad panel is a motorized, perforated metal panel that moves in a circular plane in front of two incandescent bulbs. The motion creates the illusion that the beads blink on and off in sequence, similar to lights on an early theater marquee. The drum major was used to characterize the "It's a Leader!" theme that F&S used in much of their advertising of that era. At right is a similarly-styled and functioning sign also made by Magnalite for Pabst, from the collection of John Bain.

of F&S to take back because they couldn't get it where they lived. They liked it that much," Bruce recalls.

The last chapter

In 1966, F&S began its last chapter. It was purchased, along with the Kaier brewery, by Philadelphia's Henry F. Ortlieb Brewing Co. Kaier was closed in 1968, but F&S was a separate division of Ortlieb, allowing its management to stay on. Sales continued to wane, however, and there simply wasn't enough marketing budget to compete with the big boys.

As parent Ortlieb's struggled, F&S sputtered to a close in early 1975. Still, it lasted longer than any of its Coal Region brewery brethren, except the fabled Yuengling, which has had one of the most astonishing survive-to-thrive stories in American brewing history. At one point, there was interest among the F&S employees to buy back the brewery, but those ideas were destroyed in late 1975 by a brutal fire in the shuttered factory. 120

years of brewing in Shamokin had gone up in flames. Six years later in 1981, Ortlieb's closed its own operations in Philadelphia.

The fortunes of its beloved brewery mirrored those of Shamokin. By 1980, Shamokin's 1920 population had been cut in half to about 10,000. Bruce has witnessed the area's painful decline,

and experienced the loss of his hometown brewery. "It has been difficult to see," Bruce says. "When you look at the demographics, Shamokin and the surrounding coal region have had a declining population since the 1920s. This really demonstrates the slow but consistent economic decay still underway today. The first decrease was due to the transition away from what the town was built for in the first place: coal. Then in 1949, Eisenhower built the interstate system. This bypassed the once popular routes through Shamokin that kept a heartbeat in the town."

Bruce was aware of F&S and its closing when he was a young man but was more passionate at the time about music. Funny enough, he says he tried F&S before its 1975 demise and didn't much care for their brew. It was his hobby as a musician that led to his collecting passion. "I played in weekend rock bands from 1972 until 1992. Early on, I would play in lots of bars throughout the area and would notice the lights and



Dated 1943, this tin-over-cardboard calendar measures 13 X 20 inches and shows the three package types F&S was offering. Bruce says it is one of only two known. "F&S made quite a few different TOCs for a small brewery."



Far left image: Bruce Hertzog (standing right) in March, 2017 with fellow Pennsylvania collector and NABA member Dave Doxie, who obtained this mint, art deco-style outdoor hanging lighted sign. Dave knew it belonged in Bruce's collection and sold it to him. The sign (also shown left) dates from the 1930s and was made by Neo Lite of Philadelphia. Amazingly,

it was new old stock, discovered in its original crate in the attic of an old beer distributorship in Hazleton PA, about 50 miles northeast of Shamokin. Bruce names this outdoor sign as his favorite piece in his collection. "My favorite things to collect are the F&S lighted signs and I love the color combination of this one and the fact that I actually got it in the original crate. It's the only one known in any condition."

signs on the walls. I thought, when I bought my own house it would be cool to have my own bar there and have breweriana hanging in my bar."

The F&S specialist

Bruce's collecting took off in the mid-1990s when he gave up his weekend rock and roll gigs because they were negatively affecting his hearing. He turned his focus to the quieter pursuit of breweriana. At first, Bruce stocked his bar with a variety of different beer signs and brands, some more recent in age. But as he found more F&S items, he decided to focus on preserving the legacy beer of his hometown. He sold everything that wasn't labeled with Fuhrmann & Schmidt.

"When my kids were out of college, I had more money to spend," he remembers. I started posting pictures of my collection on the Facebook breweriana pages and the leads started coming." Joining NABA has also given Bruce more contacts. "I was able to buy stuff from other



This F&S ale ball knob may be the only one known.



Another of Bruce's favorite pieces is this impressive pre-Prohibition, self-framed tin sign (above), which measures 28 X 22 inches. The German inscription, *Noch Eins Bitte* translates to "One more, please." The sign is from H.D. Beach Co., Coshocton, OH and dated 1905. It is one of two known, according to Bruce, who bought it from longtime PA collector and NABA member Bernie Wallace in 2014.



Colorful and dynamic cardboard signs. Left has a raised surface of felt and foil, 18 X 24 inches, circa 1940s; Right is early 1950s with foil letters, 24 X 16 inches. The fisherman is in 3D.

Below: A large (20 X 30 inches) embossed tin sign features a bellhop character that F&S also used in its well-known tray of the 1940s (center). Right: A “bullet” style light by Cincinnati Advertising Products, c. 1940s.



F&S collectors, some who maybe had lost interest in the hobby, and that helped fuel the collecting fire in me.”

Bruce loves the stories behind the “finds” in attics, sheds, and other odd places where breweriana treasure somehow managed to survive extinction. Most of all, he loves the hunt and is always on the lookout for something he doesn’t have or hasn’t seen before.

Next year, he will retire from a 43-year career working for the local waste treatment plant. He’s definitely looking ahead to spending more time on the hunt for the rare and elusive F&S breweriana still out there, hidden in the basements, attics, sheds, and closets of the Coal Region of Central PA. “Even though I already have a lot of the good rare stuff from F&S, I look forward to hunting down a few things I still need.”

The future for Bruce’s collection is also bright. “My son loves this stuff,” he says proudly. “He’s a Coal Region boy at heart, too, and will never let it go.” In the meantime (and before his collection is passed down to his son) Bruce will continue to enjoy it and savor imagining the next discovery. “I sit in my F&S tap room every night,” he says. “I turn the lights on and enjoy looking around and remembering how I hunted all this stuff down through the years.”



The tap room of Bruce’s home is adorned with a huge variety of F&S breweriana that spans more than 70 years.



Author’s Note: My sincere thanks to Bruce Hertzog for all of his generous help with this article. He can be reached at fnsbruce@hotmail.com. Many thanks to John Bain for bringing his invaluable perspective and assistance to best characterizing some of the lighted signs shown in this article.

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Greater Cincinnati Area Beer Openers

The annual NABA Convention, being held this summer in Cincinnati, is a reminder that this great brewing city produced some intriguing bottle openers—especially those from the pre-Prohibition era. Below, with JFO type class designations, are some of my favorite ones; a mix of rare and not so rare.

Left column: An A-4 Schwab's Pure Gold from Hamilton (rare). A-53 Ballerina Legs from Cincinnati Home Brewing (rare). Two A-13 car openers, Lackman's (rare) and Zinzinnati (somewhat rare) Beers. An A-15 eagle head opener from Crown Brewing Happy Days beer (not that rare). Two formed G-5 openers from Jung Red Heart (rare) and Wetterer (not rare). The only example I have seen of a N-56 1926 patented Sav-Cap opener from The Bruckmann Co.

Right column: An E-7 Lackman Beer "It Leaves You Yunker" (sic) (not rare). E-17 Lion Brewery figure 8 and E-18 Moerlein Bar-barossa are the only examples I know of. D-24 Brucks (not rare but tough to find with loop seal remover). D-27 Brucks (only example I have seen). A D-8 Foss-Schneider Cigar Box Opener (not rare but not common). A D-16-1 New Kentucky (only one other example known, and it is broken in two parts and glued back together). D-8 Lion Brewery Cigar Box Opener (also not rare but not common).



Geyer Brothers Brewing Company Frankenmuth, MI

Pre-Pro: 1862-1915
Post-Pro: 1933 -1986
Operated until 1996



A pre-Prohibition Geyer litho on paper,
collection of Dave Alsgaard.

BY LARRY MOTER

Part 7 of our series profiling the 1944-45 *Second Survey of the Michigan Brewing Industry* is the diminutive Geyer Brothers Brewing Co. located in the scenic German town of Frankenmuth, Michigan (advertised as the Bavaria of Michigan). According to *American Breweries II*, at this brewery's inception in 1862 it was known as the Cass River Brewery, operated by Martin Heubisch & William

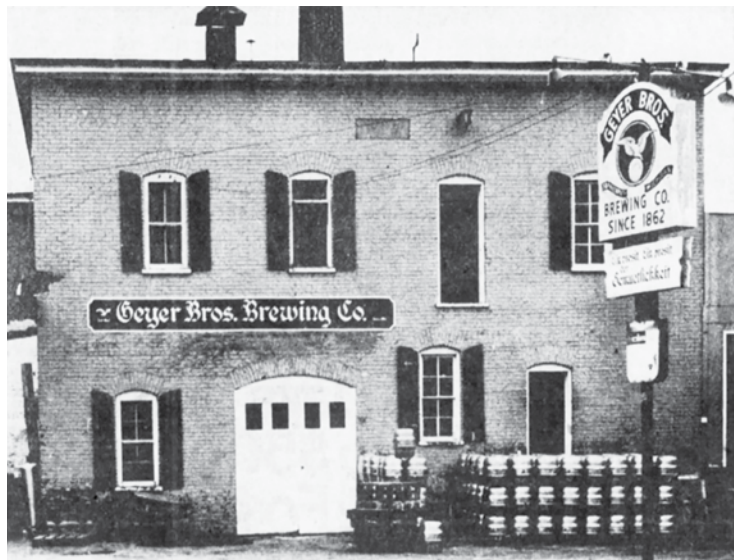
STATE OF MICHIGAN LIQUOR CONTROL COMMISSION SECOND SURVEY & STUDY OF THE MICHIGAN BREWING INDUSTRY By Laboratory Division (Geagley, Edwards, Ohmen) 1944-45

Editor's Note: This is the seventh in our series of those breweries in Michigan surveyed during 1944-45 by the state's Liquor Control Commission. This historic document is an 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., Fox De Luxe, and Frankenmuth, which appeared in the most recent (Spring 2019) issue.

Knaust. In 1871, John Geyer became proprietor and in 1903 it was renamed Geyer Brothers, and operated until 1915.

After Prohibition, it reopened under the same name, incorporated in 1949, and operated until 1986. By its 100th anniversary, the brewery was not only the smallest in MI, but also the second-oldest (next to Stroh's, 1850).

In 1987 it became the Frankenmuth Brewing Company, but burned during remodeling. The facility reopened as Frankenmuth Brewing Company, but again was destroyed in 1996 by a F3 tornado that damaged downtown Frankenmuth. I understand the site is now a brew pub, the Frankenmuth Brewery (visited by NABA members in 2007 during



Brewery image above, Korr's 6-pack, and *Detroit Free Press* article

images
courtesy
Bob Pirie/ABA
Journal.

the bus tour of the first Bay City Convention where excellent brews were sampled—it was a great tour led by the late Fred Clinton).

Geyer Bothers was involved in two trademark disputes of note. In 1956 the Bavarian Brewing Co. of Covington, KY sued the Anheuser Busch Brewing Co. of St. Louis, MO. Bavarian Brewing claimed in the suit that AB infringed on their Bavarian brand with their Busch Bavarian brand. Carl Geyer, then Geyer Brothers' corporate secretary, was deposed in Saginaw to discuss the family brewery's advertising using the word "Bavarian" or the phrase "Bavarian Style" (as shown on the truck pictured above).

He was one of a panoply of brewers deposed in this matter; and the process included plenty of illustrative breweriana as supportive exhibits. I was lucky to procure a legal book describing this process at the Rayner Johnson Memorial Show—renowned as the Blue & Gray Show. This is a fascinating piece of brewery legal history (thank you Ken Ostrow).

The outcome of the suit was basically a "split decision" with Bavarian Brewing (KY) retaining territorial trade rights in the greater Cincinnati geographic area, and AB free to use the name everywhere. It must have been a "pyrrhic victory" for Bavarian because they sold out to International Brewing Corp. a year later (1959).

The second trademark dispute was over Geyer Brothers' production for Korr's Inc. (Novi, MI) of their namesake brand, Korr's. Needless to say, they received official legal paperwork from a certain Golden, CO brewery we all know. They ceased all advertising and production of the Korr's brand and graciously were allowed to sell their remaining stock. That year (1986) regrettably marked the end



Detroit Free Press, May 19, 1976.

Beer Ban Brewing	
BY EILEEN FOLEY Free Press Staff Writer	
<p>A federal judge is expected to rule Wednesday that the Michigan beer Korr's must stop advertising, labeling and manufacturing its brew, which plays on the name of Coors, a nationally known Colorado beer.</p> <p>Judge James Churchill's expected order will make permanent an earlier, temporary court order issued by Judge Cornelia Kennedy last week that banned all sales, advertising and publicity of the Michigan beer.</p> <p>Churchill's order is expected to permit Korr's to sell its remaining stock of beer, but without benefit of advertising</p>	<p>or other publicity, a source said.</p> <p>Coors had sued to shut down the Korr's operation on the ground of trademark infringement.</p> <p>Churchill also is expected to raise the bond Coors had to post to keep Korr's shut down, pending trial in the case, from \$30,000 to \$250,000 to assure that damages will be available to Korr's if it wins the lawsuit.</p> <p>Korr's, made by Geyer Bros. Brewing Co. of Frankenmuth and distributed by Korr's Beer Distributing Ltd. of Novi, hit the Michigan market in April with a name that sounds like Coors, a label similar in lettering and coloring, and a similar advertising slogan, the Coors suit said.</p>



Collection of Ed Stroh.

of the Geyer Brothers era: The brewery closed and sold out in 1987.

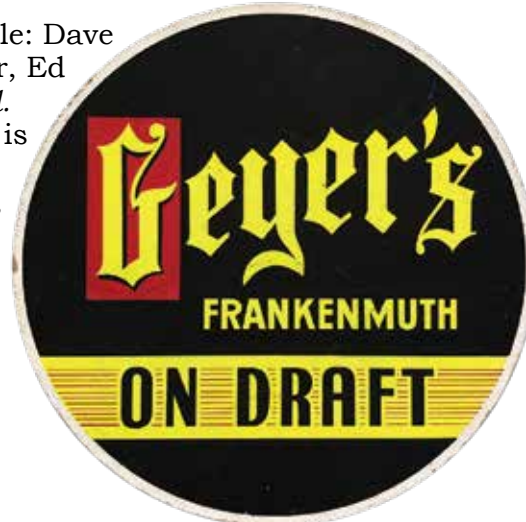
Geyer Brothers Brewing Company breweriana is relatively scarce and is highly prized by collectors, primarily because they produced for a small and devoted

local clientele, and also because the concern must have had a tiny marketing budget. Since their ad budget was so small, almost all of their breweriana was produced on paper or cardboard. Therefore, not a lot of it survives today.

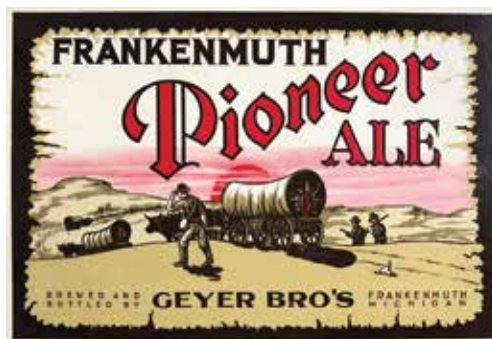
I would like to thank the following collectors for their photo-

graphic contributions to this article: Dave Alsgaard, Ray Geyer, John Steiner, Ed Stroh, and Bob Pirie/*ABA Journal*.

The next brewery in the series is the **Goebel Brewing Company** so please email images to our Editor, Lee Chichester (falconer@swva.net) & yours truly (accneca@aol.com). Since Goebel was a fairly large regional brewery, we are hoping for a lot of pictures.



This 9 inch diameter button sign is printed on pressed board. Collection of Dave Alsgaard.



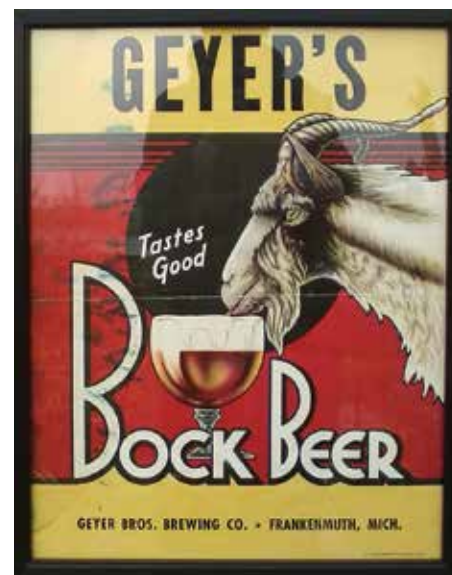
Cardboard sign, possibly from the late 1930s or early 1940s, 11.5" x 8" and Ball Knob (right) collection of Dave

Alsgaard.
Bingo card,
(below)
collection of
Ray Geyer.



Top: Cardboard sign probably from the 1960s measures 22" x 14". Collection Dave Alsgaard.

Bottom: Possibly early 1950s, this 14" x 11" cardboard sign neglects to mention the brewery. But their local market knows it's Geyers by the note Since 1862. Collection of Dave Alsgaard.



Above: Collection of Ray Geyer.
Top Label Below: Collection of John Steiner.



Images left, above, and the label to the right are from the original 1944-45 Survey.

The Pearl of Texas

The legendary brewery's rich history and new life

by Brent Laswell

I always enjoy seeing the Pearl Brewery buildings when I leave I-35 and hit Broadway. It makes me feel like I have officially arrived in San Antonio. Standing noble and proud, these buildings are almost as great a symbol of the city as the Alamo. It would have been hard, back in 1881, to imagine that a small, independent brewery organized by a man named J.B. Belohradsky, would morph into a lasting landmark of the city; and its beer would be-

come a Texas icon.

In fact, within just a few years, Belohradsky was bankrupt and in 1887, the brewery was sold at auction to an investment group of local businessmen. The new owners called their company the San Antonio Brewing Association. That group included German-born brewer, Otto Koehler, the patriarch of a family ownership that would continue into the 1960s.



This early label shows that between its inception in 1883 and 1886, what became the Pearl Brewery was known as the City Brewery in San Antonio, under control of J.B. Belohradsky.



This "Valentine Girl" lithograph dates from the 1890s and includes both the original "City Brewery" name (1883-1886) as well as the subsequent San Antonio Brewing Assn. name.



Pearl proudly showed off its majestic brewery in this colorful tray from the 1930s. All photos used here courtesy Charlie Staats.

Introducing the Pearl

The brewery's fortunes boomed in the late 1880s, after it introduced a new, lighter-tasting beer called XXX Pearl Beer in 1887 under the guidance of Otto Koehler, manager. The designation "XXX" was a well-recognized symbol used by European monasteries denoting the highest quality of brew.

Otto publicly stated that this new beer was originally formulated and brewed in Bremen, Germany, by the Kaiser-Beck Brewery, which produced Beck's beer. The foamy bubbles in a freshly poured glass of the golden brew were said to resemble sparkling pearls—at least so the story went—so the Germans called the beer "Perlen." Because the San Antonio area had such a large German immigrant population, if the beer formula was highly regarded in their native Germany and carried the Triple X symbol, it had to be something special. On July 4, 1887 the first bottles and wooden kegs of American "Pearl" beer rolled off the line in San Antonio and into local tap rooms.

It was a nice story about the origins of the Pearl brand that Otto and company had spun, but it may not have been completely true. Before Otto Koehler arrived in Texas, he had spent considerable time in St. Louis and had worked for

the A. Griesedieck Brewery there, which had a Pearl beer of its own. A recipe from St. Louis would not have been revered nearly so much as one from Germany.



This spectacular 1890s convex, reverse-on-glass sign and (below) very rare metal corner sign both prominently feature the "Triple X" of quality, emphasized early in marketing for Pearl beer.



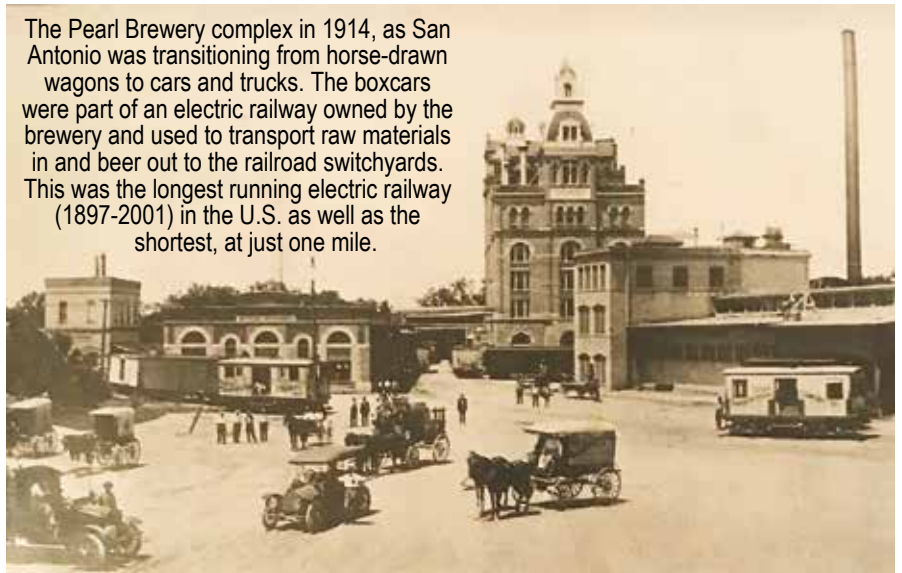
by German-born masons, the new brewery was completed in 1894.

The brewery had a visually dominant edifice, with its distinctive and heavily-ornamented Second Empire-style façade, cut from native Texan limestone. The beautiful building became an enduring crown jewel in the skyline of San Antonio. Within the next three years, the complex was expanded to include a new bottling house, wash-house, ice plant, beer vault, boiler room, stables, and stockhouse. At the same time, SABA added two new beers to its production line: Muenchener and Texas Pride.

Regardless of its true origin,

Pearl beer was a hit. Fueled by Pearl's dramatic rise in popularity, the San Antonio Brewing Association began planning a grand new brewery to support and promote its success. Famed brewery architect August Maritzen of Chicago was enlisted to design what became a towering and majestic structure. Built like a fortress of brick and stone

The Pearl Brewery complex in 1914, as San Antonio was transitioning from horse-drawn wagons to cars and trucks. The boxcars were part of an electric railway owned by the brewery and used to transport raw materials in and beer out to the railroad switchyards. This was the longest running electric railway (1897-2001) in the U.S. as well as the shortest, at just one mile.



Koehler Control

As SABA continued to grow, Otto Koehler, who had become president of the company in 1897, made upgrades and improvements to the brewery, including a special electric railway transport system that helped the brewery more broadly distribute its beer. Sales grew to 60,000 barrels a year.

Otto Koehler, however, had an eye for more than just a good glass of beer. This cost him his life in 1914, when a mistress shot him at the age of 59. Koehler's wife, Emma, to whom he'd been married 22 years, took over the reins, guiding the brewery to continued success. By 1916, SABA was the largest brewery in Texas with a capacity of 110,000 barrels per year.

Emma Koehler tenaciously led SABA through the Prohibition years, as the company evolved into Alamo Industries and Alamo Foods. Determined not to lose her livelihood, Emma transformed the brewery campus into a variety of businesses—auto repair, dry cleaning, and



Self-framed tin over cardboard sign, circa 1917. La Perla near beer was marketed heavily to the four military bases in the San Antonio area. During Prohibition, the brewery marketed a near beer with the Pearl brand name.

cold storage. She also made dairy products (ice cream and butter) as well as malt syrup, soda, and a near beer called La Perla. It was rumored that a clandestine real beer was also brewed.

With the end of Prohibition in 1933, Emma restored the San Antonio Brewing Association name as well as its quick return to brewing real beer, the first brewery in Texas to do so. Pearl resumed its market leadership and sales success.

Although she was like the mother of Pearl, Emma had never had children. She did have a nephew, though, named Otto A. Koehler, who was like a son to her. He had become her ward in 1908 at the age of 15, after the death of his father—the younger brother of the first Otto. By the late 1930s, Emma Koehler slowly began to turn over SABA management to Otto A., even though she remained a formidable force at the brewery right up until her death in 1943. Otto A. Koehler seems to have learned well from his uncle and aunt, as he continued to guide SABA into prosperity past World War II and into the 1950s.

Right: Pearl matriarch Emma Koehler and new brewery general manager B.B. McGimsey watch the first bottle of Pearl beer leave the vats after the repeal of Prohibition in 1933.



Below: The “Peppy and Refreshing” slogan was employed from 1936 to 1939 and was used to characterize the crisp, dryer, hoppier flavor of Pearl.

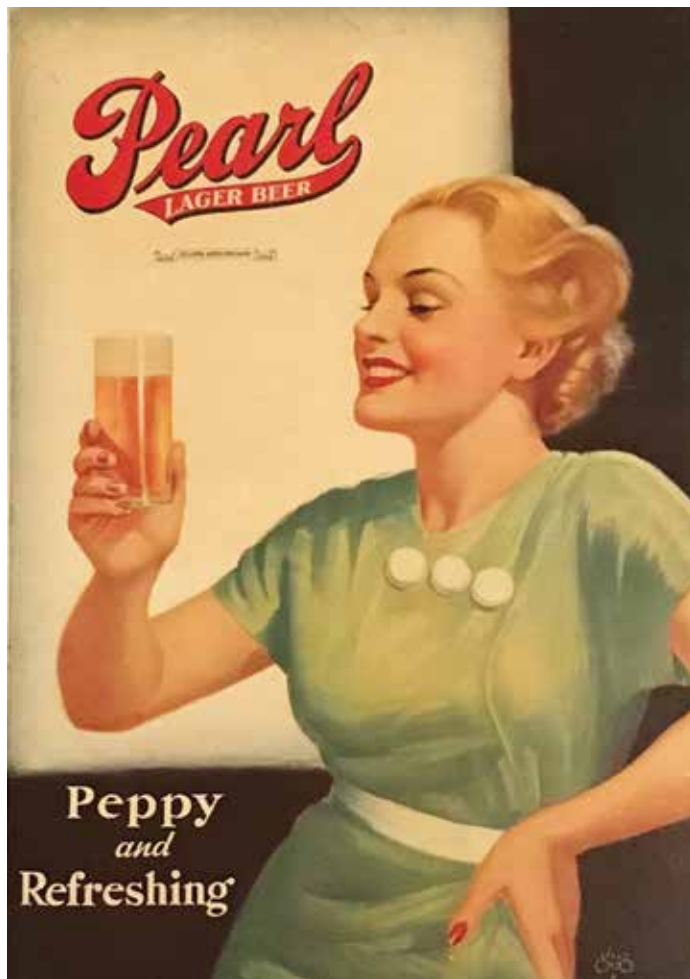


One of only three of its kind known, this rare reverse-on-glass lighted sign dates from between 1933-35.



Pearl introduced and discontinued the “smooth and satisfying” Texas Pride brand four times after Prohibition. The brand was differentiated from Pearl: It was a Vienna-style lager brewed to be more “delicately hopped” and so maltier with a bit more body than the “light and crisp” Pearl, a Pilsner-style lager.

Pearl aggressively advertised its 50th anniversary in 1936 with a series of lifestyle posters in cardboard. This one was by pin-up artist Walt Otto.



Otto A. Koehler was the brewery president from 1943-1968. He also was known as a big game hunter and antique stein collector. Both of these passions were on display at the brewery's hospitality room, where Otto posed in this 1950s-era photo.



Becoming Pearl

Recognizing the popularity and name recognition of its flagship beer, Otto A. officially rechristened his brewery, "Pearl" in 1952. As the '50s progressed, Pearl Brewing Co. also invested in modernization, making much-needed changes in beer storage and fermentation as well as building a new canning shop and an improved bottling line. Pearl continued to be the top seller in Texas, despite fierce competition from cross-town rival, Lone Star.

During this period, Pearl also realized the need to expand its trade area to survive in the age of the "big nationals." The decision was made to purchase an existing brewery to increase produc-



Above: This rare 1930s art deco clock shown lit, is made from wood and accented by four different colors of neon. It is one of the few survivors of only 50 or so believed to have originally been made.

Left: This 1930s metal road sign has reflector marbles that would be lit at night by a car's headlights, giving the lettering an appearance of being made from pearls. This sign, shown here lit and unlit, stands an imposing 10 feet tall and is one of only two known.

tion and expand its distribution network. Pearl's management chose the M.K. Goetz Brewing Company of St. Joseph, MO as a good geographical fit. Goetz had a well-established Midwestern distribution network to help Pearl reach untapped markets. In addition, Pearl gained access to the Goetz line of beers, from pilsners to its highly-popular Country Club malt liquor. The Goetz purchase was completed in 1961.

Continued on pg. 38



Cardboard sign from 1950. Pearl used this image of Judge Roy Bean, known as "The Law west of the Pecos" in its advertising from 1938 until 1976. Bean was a famous and colorful Texas lawman who became notorious for imposing his own brand of Old West justice.



Above: This 1950-51 paper transit ad also was enlarged for outdoor billboards.



Left: Rare back bar light, reverse on glass in a plastic frame, circa 1952.

Time for *Pearl* LAGER BEER

*Marking the hours with a
history of iconic clocks*

by Charlie Staats

In 1938, the San Antonio Brewing Association introduced the first of what would become a nearly 40-year legacy of signature, art deco-styled octagonal clocks, advertising its flagship Pearl Lager Beer brand.

There were eight different clock dial faceplate designs used over the years. These metal plates could be removed from existing clocks as logos and slogans changed with the times. Two body styles were used, with a rounder-edged version introduced in the 1960s.

The clocks always used a soft blue neon light, and the front glass was silk-screened with accents of silver, red, or a combination of both.

These sturdy, metal and glass clocks became familiar fixtures in the taverns, barbecue pits, and juke joints throughout Texas. Many clocks—made by Neon Products Co. of Lima, OH—remain in use today, despite their increasing value as collectables.



1938-42: Reverse Glass
w/Spinner



1942-48



1949-52



1953-55



1956-59



1960-68



1969-71



1972-76

Pre-Prohibition cardboard sign with red celluloid logo dates from 1911.



A steady decline

Despite the acquisition of Goetz and expansion into new markets, Pearl ultimately could not compete with the big nationals, a few of whom had become Texans themselves. In 1966 Anheuser-Busch built its own state-of-the-art brewery in Houston, Schlitz built theirs in Longview, and Miller bought Carling's brewery in Ft. Worth. Following the death of Otto A. in 1969, Pearl was sold to a Houston-based conglomerate called Southdown Corp.

As the 1970s progressed, Pearl survived but did not thrive as one of many diverse businesses under the Southdown umbrella. Pearl purchased the rights to brew New Orleans' Jax brand after that brewery closed, but this did little to help. A one-time regional powerhouse in the South, Jax had formerly been popular in Texas, as well. Those days were now gone.

In 1977, Southdown shed Pearl, selling it to the San Francisco-based General Brewing Co., owned by entrepreneur and leveraged buy-out king, Paul Kalmanovitz—famous (infamous) for closing plants and laying off employees. In 1985, his holding company, S&P Corporation, purchased Pabst Brewing Co.; and Pearl came under that corporate banner.



This 1938 cardboard sign was an early sports tie-in that recognized football's increasing popularity in Texas.

This was an interesting turn of events. In the mid 1950s, Otto A. Koehler had thwarted a potential sale of Pearl to Pabst, when both companies were still at full strength. In a strange twist, Pabst's Corporate operations were moved from Milwaukee to the Pearl Brewery in San Antonio. Perhaps just as strange: One-time arch rivals Pearl and Lone Star were now owned by the same company.

A new beginning

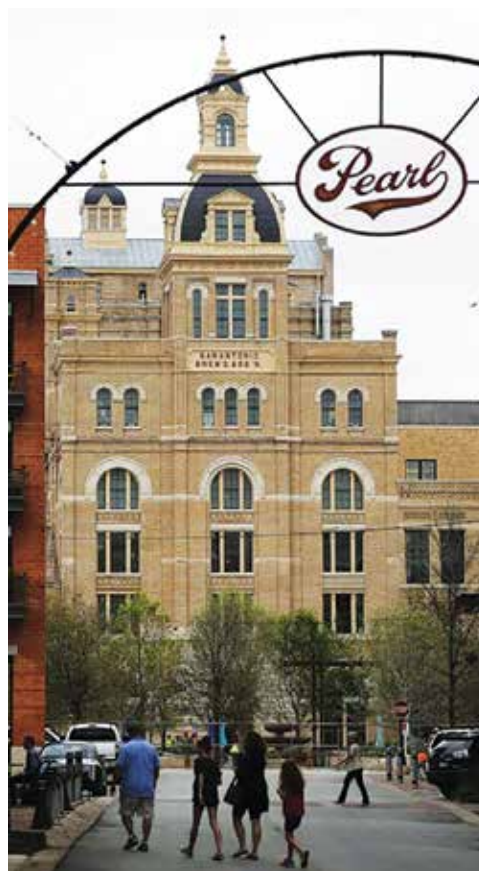
In 2001, following more Pabst brand consolidation, the Pearl brewery was closed after 107 years of operation. Pearl, Lone Star, Pabst, Schlitz, and other brands brewed at the location were subsequently contract-brewed at the Miller Brewing Co. in Fort Worth. This arrangement continues today.

For a while, the stately old Pearl brewery sat silent and neglected. Thankfully, preservationists scrambled to save what is perhaps—aside from the Alamo—San Antonio's most important cultural icon.

In 2002 a local company called Silver Ventures invested in the rebuilding and restoration of the brewery complex. The idea was not only to preserve the structures but also to celebrate them by transforming the entire complex into a focal point for businesses, artists, designers, and the people of San Antonio. In the ensuing years, the brewery's 18-acre campus has become home to a range of businesses and entertainment venues, including

unique restaurants and boutiques, an amphitheater, a division of the Culinary Institute of America, and a farmers' market. You can even live at the old brewery, as almost 300 luxury apartments have been

The Pearl Brewery complex, now restored as a unique multi-use space, has become a highly popular destination in San Antonio shown here (left) daytime and nighttime (next pg. right) views. The evening photo shows the original 1895 brewhouse at left and at right the boiler house with its smokestack.



built in what was once the canning plant.

One of the jewels of the rejuvenated complex is the stylish boutique hotel called Emma, named in honor of Emma Koehler. The Emma was recently named one of the Top 10 hotels in the nation by AAA and is the #1 ranked hotel in San Antonio by Trip Advisor.

Brewing has also returned to the historic Pearl structure. Inside the old brewhouse, Southerleigh Fine Food and Brewery, which opened in 2015, has brought fresh beer back to Pearl's roots. Thanks to all of these positive developments, the old brewery has entered a wonderful new chapter. It has transformed what had been a

bleak industrial area into a vibrant, widely-visited Mecca for commerce and entertainment. Today, the construction and development continue, promising to bring new life to the Pearl of San Antonio.



The Hotel Emma, named for the brewery's matriarch, is part of the restored brewhouse. The hotel's interior is appropriately designed with a vintage industrial look, with many of the original architectural elements intact.



About the Author: Long-time NABA member Brent Laswell is a native Kentuckian who now lives in Texas. He began his involvement in breweriana as a stein collector after going to a meeting at the late stein specialist, Bill Mitchell's home and admiring his legendary collection. In addition to steins, Brent now collects other breweriana from Texas, although his main collecting interests involve items from Cincinnati, Milwaukee, and New York.

Brent and the editors would like to sincerely thank NABA member and Lone Star chapter president Charlie Staats for advising on this article. Charlie shared his deep historical knowledge of the Pearl Brewing Co. as well as pictures of a tremendous array of Pearl breweriana. Recently, Charlie sold his 3,000 item Pearl collection to the owners of the Pearl Brewery complex, where admirers hope it will go on display "back home" for visitors to enjoy.

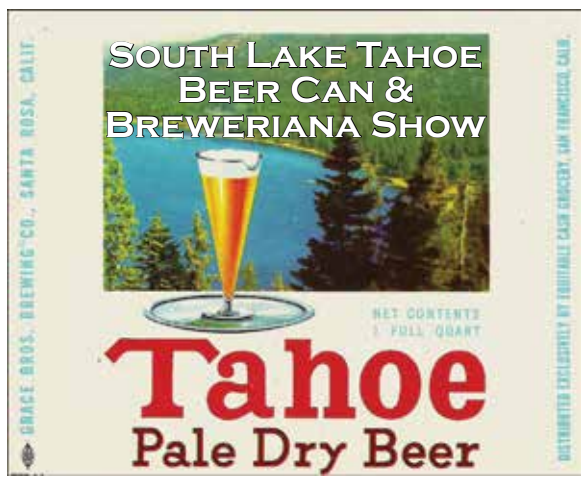


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Below (and right) are 3 pieces from the Denny Ray Collection: Denny is a long time collector who decided to downsize.



Mineral Springs Beer outdoor porcelain neon sign, Mineral Springs Brewing Co., Mineral Point, WI, Everbrite Sign Co. Milwaukee, \$10,000



PrePro Ebling Beer tray, The Ebling Brewing Co. New York, NY, Manufactured by Chas. Shonk Co. Chicago, IL, 12 in dia, \$4,697, eBay

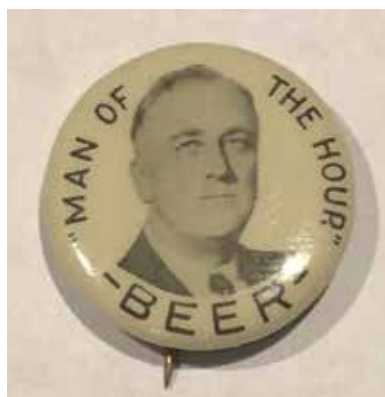


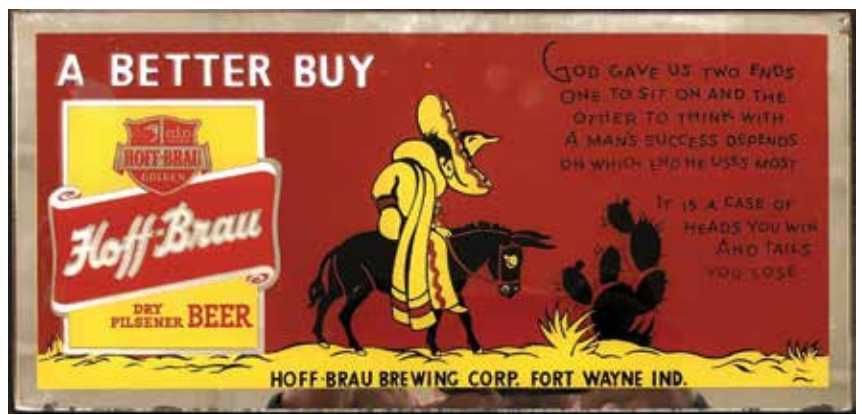
Pre-Pro Mineral Spring Export Bottle Beer tray, Mineral Springs Brewing Co., Mineral Point, WI, The Tuscarora Adv. Co. Coshocton, OH, \$4,500

Horlacher Beer Wood Advertising Sign, Horlacher Brewing Co. Allentown, PA, 12 in by 5 in, \$1,500, Hartzell's Auction (note* not sure if home-made primitive or made by the brewery)



1933 FD Roosevelt Repeal of Prohibition pinback button, .91 in, no specific brew advertising, manufactured by The Pettibone Bros. Mfg. Cincinnati, OH, \$2,313, eBay





Left: Pre-Pro Stroudsburg Brewing Company beer tray, Stroudsburg, PA, stock image, \$2,400, eBay

Above: Hoff-Brau Beer ROG mirror sign, Hoff-Brau Brewing Corp. Fort Wayne, IN, 12 in by 6 in, Mfg. by Ersman Graphic Arts Chicago, IL, \$850, eBay



Left: Pre-Pro Adolph Coors Golden Brewery matchsafe, Golden, CO, \$388, eBay

Below: 1913 Lembeck & Betz lithograph, Eagle Brewing Co. Jersey City, NJ, 17 in by 25.5 in, \$1,568, eBay

Above left: 1939 Tuna Beer label, Tuna Brewing Co. West Palm Beach, FL, in business one year, \$218, eBay **Above right:** Pre-Pro Rheingold Beer self-framed tin sign, Evansville Brewing Assn, Evansville, IN, 15.5 in by 19.5 in, \$5,500, Morphy Auctions



Above: The Bishop & Babcock Co. playing cards advertising Beer Pumps, Cleveland, OH, \$225, Potter & Potter Auctions

Left: Apache Beer 12 oz bottle, IRTP, Arizona Brewing Co. Phoenix, AZ, \$294, eBay





Above: National Bohemian "Natty Boh" chalk sign, National Brewery Baltimore, MD, 9.5 in by 3.25 in, \$1,275, eBay

Below: Pre-Pro Anheuser-Busch wall charger mirror sign, 14 in, \$2,710, eBay



Right: Pre-Pro Anheuser-Busch pocket knife corkscrew, 3.25 in long, \$1,726, eBay



Many of us collect other non-beer advertising that is loosely related to the brewing industry. Before Prohibition, using stock images was a common practice among litho and tin manufacturers. I have observed both of these stock lithos (below) advertising breweries in the past. But here they advertise a saloon and a soda water company. **Below:** The California Wine House (1909, right), Tacoma, WA, \$2,020; and Reinkober & Rau Soda Water and Other Soft Drinks (1904, left), Chilton, WI, \$2,250. Hefty Prices!



1913 Simon Pure Baseball Team photograph, William Simon Brewery, Buffalo, NY; along with 1934 *Buffalo Courier Express* article on the 1913 team. 18 in by 22 in—such a unique historical find—\$235, eBay



1933-1934, Flamingo Beer label, Miami's First Beer, Flamingo Brewing Co., Miami, FL, \$215, eBay



Frank Fehr Lager Beer saloon doors, Louisville, KY, 74 in by 26.25 in, \$3,750, John Moran Auctioneers



Craft Collectibles (next page)



Above: Twin Suns Brewery (Media, PA) Star Wars Celebration 2019 patch set \$275



Twin Suns Brewery Star Wars Proto Pilsner sponsor patch \$355



Above: Deschutes Brewery LED lighted sign Portland, OR \$275 **Below:** 2005 Boulevard Brewing Hops in Motion lighted sign \$610



Above Left: Robinson's Brewery Iron Maiden Trooper Beer tap handle \$350



Above Right: Tree House Brewing Co. Good Morning Bottle Rare Limited Production, \$2,000

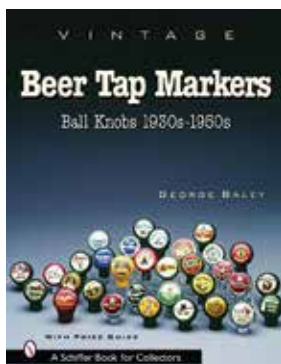
TAPS



Henry M. Zeppenfelt, 91, passed away on March 21, 2019. Henry was predeceased by his wife of 58 years, Leah E. Zeppenfelt. A proud veteran, Henry served in United States Army during the Korean War. Prior to retiring, he worked for more than 30 years at Mack Trucks in Allentown, where he was born and lived.

Henry was an early breweriana collector and NABA member, who handed down the passion for our hobby to his son, NABA member Mark Zeppenfelt. "My dad attended many shows and conventions from the early 1970s up to the 2000s. He took me to my first national convention when I was just 10 years old. He is the reason that I started collecting and why I am involved in the hobby to this day. I will miss him dearly," Mark said.

Seeking pictures for revised tap knobs book



Former NABA president George Baley is revising his popular and valued resource book on beer tap markers. He continues to seek information and pictures for pieces not originally contained in his original book, *Vintage Beer Tap Markers, 1930s-1950s*, published in 2003. Like the 2003 version, the revised edition will include information on the history of various types of tap knobs, dates of use, grading, pricing, manufacturers, and a detailed index of breweries.

For Volume 2, George plans to include many vintage tap knobs not included in the original book, as well as Daka-Ware, Newman glass and aluminum, KoolerKeg and Kooler Keg "Sidewinders," tap marker signs, regular ball knobs, "Tin Cans," and character knobs.

George began the project to revise his book last year and thanks to the collecting community, already has added hundreds of additional tap knobs not contained in his original book.

George invites all members attending the NABA Convention in Cincinnati to stop by his room from Tuesday July 30 – Sunday Aug 4 and bring tap knobs to be photographed. Please contact George or send pictures to gbaley@comcast.net or contact him at 219-325-8811 to inquire about submissions to the new volume. All contributors will be credited in the book.



CINCINNATI: A CITY BUILT ON BEER

QUEEN CITY HAS AN AMAZING LIVING LEGACY OF BREWING

BY NABA'S CONVENTION COMMITTEE

When NABA holds its National Convention in Cincinnati from July 30th through Aug 3rd, members will gather in one of the nation's most historically important brewing cities: The Cincinnati area boasts a total of 100+ separate brewing sites over the past two centuries.

The tremendous success of the beer industry in Cincinnati was originally driven by the large influx of German immigrants to the Queen City beginning in the mid-1800s. But Cincinnati got its most famous nickname well before that time. "Queen City," also the name of NABA's local chapter there, is taken from a May 4, 1819 article by Editor B. Cooke in the *Inquisitor & Cincinnati Advisor* newspaper, which referred to it as

"Queen of the West." The accolade referenced the pride of the residents for the amazing growth of their city. It was further immortalized in the 1854 H.W. Longfellow poem, *Catawba Wine*:

And this song of the Vine, / This greeting of mine, / The winds and the birds shall deliver, / To the Queen of the West, / In her garlands dressed, / On the banks of the Beautiful River.

By the mid-1800s, Cincinnati was the largest US city not

located on the Atlantic Ocean or Gulf of Mexico.* The immigrant German population that swelled the city's numbers mid-century built breweries and other businesses in what became known as Cincinnati's Over-the-Rhine district, an extended German neighborhood named for the mother country's most famous river.

By 1890, Cincinnati's beer production was comparable to other major US brewing centers such as Philadelphia, New York, Chicago, Milwaukee, and St. Louis. Despite its brewing success, Cincinnati never produced a mega-brand brewer, like Milwaukee's Pabst and Schlitz, or St. Louis's Anheuser-Busch. The bigger brewers, notably Moerlein, had branch offices elsewhere (Baltimore and Pittsburgh) and after Prohibition, many of them (Red Top and Burger in particular) enjoyed thriving ale businesses in some



Banner image: Historic photograph included in one of the descriptive signs along the Brewing Heritage Trail in Cincinnati.

Photo courtesy Steven Hampton. **For more about the BHT and the bus tour at the Convention that will take registrants to some of the trail highlights, please see article pg. 14 of this issue.**

*Source: Reference.com

<https://www.reference.com/geography/cincinnati>

southern states. Sadly, most of Cincinnati's once-famous beer names disappeared with Prohibition.

THE KEY PLAYERS

When the 18th Amendment was repealed in 1933, only six area breweries rebounded—Bruckmann, Hudepohl, Foss-Schneider, and Schaller in Cincinnati, Wiedemann in Newport, and Bavarian in Covington. Foss-Schneider and Schaller never became significant players, and closed in 1937 and 1941 respectively. Two additional smaller post-Prohibition entries—Jackson and Vienna—also had roots in earlier breweries. Neither ever thrived after Repeal, however, and both closed in the 1940s.

Understanding Cincinnati's brewing legacy necessitates a familiarity with the key players both before and after Prohibition. These include **Moerlein**, **Burger**, **Hudepohl**, **Schoenling**, **Red Top**, **Bruckmann**, **Wiedemann**, and **Bavarian**. It is on these pivotal companies this overview will focus.

MOERLEIN

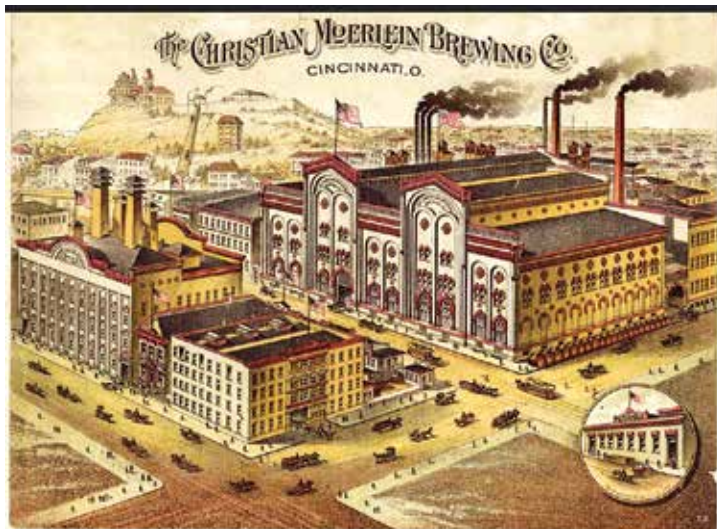
A look at the area's most prominent historic brewers should begin with Christian Moerlein Brewing Co., the first brewer to set up shop in what became the Over-the-Rhine brewing district. Once Cincinnati's largest pre-Prohibition brewery, Moerlein was established by Bavarian immigrant Christian Moerlein in 1853—one of the first brewers to expand his trading area by using railways to ship beer. He also established a nationwide network of bottlers and distributors even extending to Europe and South America.

After Christian died in 1897, his children continued the Moerlein legacy, growing the company to one of the nation's 10

largest breweries by volume before Prohibition abruptly ended the empire. A short-lived concern called The Old Munich Brewing Co. opened in the old Moerlein brewery complex after Prohibition, but closed in 1937. Some members of the old Moerlein company also planned to open a new facility, but the venture never materialized.

The once-famous Moerlein brand lay dormant for more than 60 years until it was reintroduced in 1981 by Hudepohl as a premium-priced beer with a richer flavor profile and a deeper golden color. The idea was to emulate San Francisco's Anchor Steam brand's success in the small but profitable specialty beer market. It became a hit and likely bought Hudepohl a few more years than it would have had otherwise. Sales tailed off around the mid-1990s as craft brewing competition in that segment became keen—an unintended consequence of the movement toward better beer that CM helped to pioneer in the Midwest.

Happily, the Moerlein name was successfully revived starting in 2008 by local entrepreneur and beverage industry veteran Greg Hardman. Hardman had been CEO of Warsteiner Importers but was driven by a desire to re-establish some of Cincinnati's legendary brands. Hardman has



These pre-Prohibition lithographs show the scale of the massive Moerlein Brewery, once Cincinnati's largest, as well as its full array of beer styles and brand offerings. Above, courtesy of Rob Musson; below, collection of Marvin Gardner.



Embossed tin sign, c. 1940s featuring the Burger Brau character. Collection of Ken Quaas

since acquired part of the old Kauffman Brewery in the Over-the-Rhine district and is again producing beer there under the name of Christian Moerlein Brewing.

Meanwhile, the gigantic bottling plant of Moerlein has been amazingly transformed into the Rhinegeist craft brewery.

BURGER VIA WINDISCH-MUHLHAUSER

Established in 1866, the Windisch-Muhlhauser Brewing Co. operated out of a huge, ornate building called the Lion Brewery. Once the city's second-largest brewery (behind Moerlein), it also ceased with Prohibition. In 1934, it was purchased by the Burger Brothers, who already had a well-established malting company. Burger leased the Lion Brewery and bought it a decade later.

The Burger Brewing Co. subsequently became one of the city's most successful breweries, producing more than 800,000 barrels annually well into the 1950s. In 1956 Burger bought the Burkhart Brewery in Akron, OH in an attempt to expand its business, but this proved a losing venture and the Akron plant was closed in 1964. The company's fortunes slid in the 1960s as part of the mass decline of regional brands nationwide, and also due to a controversial switch—from

Ball knob, c. 1940s featuring drinking Burger Brau character, courtesy of Curt & Alan Boster.



Above left: 1950s ball knob by Fisher Products, Syracuse, NY. Introduced in 1953, 14-K became the best-selling beer in Cincinnati. Courtesy of Curt & Alan Boster.

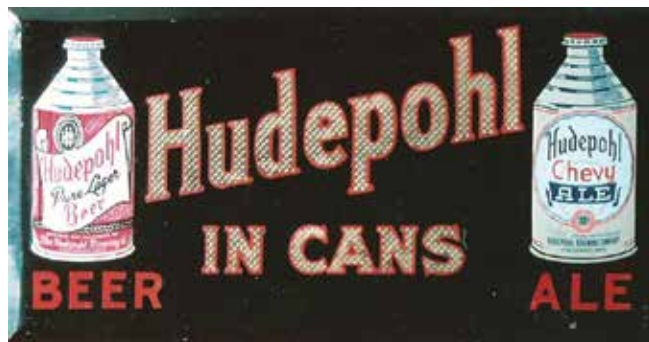
Above right: 1930s 14-inch tray, made by The Novelty Advertising Co. Coshocton, OH.

Below: One of very few tin-over-cardboard signs featuring Crowntainers, c. 1940. Courtesy of Rob Musson.

city water to the use of artesian well water—circa 1968. The flavor profile of the beer was negatively affected, driving away countless longtime customers. By 1973, Burger had sold its brands to Hudepohl, which continued to produce some of them. Hudepohl didn't want or need the old Lion brewery, though, which closed.

HUDEPOHL

Perhaps the city's most famous beer was Hudepohl. Established by Ludwig Hudepohl in 1885, it was one of Cincinnati's top five brewers before Prohibition and survived the dry era



by making near beer and soft drinks. After Repeal, Hudepohl had a major growth spurt and was Cincinnati's top seller by 1935. It grew even more after that; first by purchasing the former Lackman Brewery, a pre-Prohibition giant with a modest facility; and then with a series of significant production capacity expansions after WWII and into the 1960s.

By 1947, Hudepohl was producing almost 900,000 barrels. By 1949, it was selling beer in 14 states, and the brand 14-K, introduced in 1953, became the best-selling beer in Cincinnati. Hudepohl sponsored the Reds on TV and radio from the mid-'50s until 1975. It was



An old couple in Germanic garb play cards and share beer in this 1930s Burger tray by H.D. Beach Co. of Coshocton, OH. After Prohibition, Burger became a Cincinnati favorite with its "Vas You Efer in Zinzinnati" ad campaign. Collection of Ken Quaas.

both creative in its marketing and innovative in its products. The brewery was expanded and modernized in the 1960s, and produced successful specialty beers, like Moerlein Select, a dark, rich and malty lager.

14-K held its own until the late 1970s. To counter the raging success of Miller Lite, Hudy Delight was launched and not only bolstered 14-K, but also was able to claim 40% of the local packaged light beer market by 1982. Also, the 1973 acquisition of the Burger label gave Hudepohl an initially strong presence in the economy beer category, allowing it to go head-to-head against brands like Wiedemann, Old Milwaukee, and Busch.

But the inevitable was coming. By 1976, Hudepohl produced about 400,000 barrels—less than half what it made at its 1947 peak. By 1984 that number fell to 324,000 barrels. The one-time biggest brand in Cincinnati was in deep trouble.

SCHOENLING

In the meantime, local rival

Schoenling continued to survive, based largely on the success of its Little Kings brand. When Prohibition ended, Edward Schoenling decided to change the family business to beer from ice and fuel. Schoenling was a small brewery that achieved its biggest success when it decided to make a different kind of beer. While other local breweries were making lagers, in 1958 Schoenling introduced a rich, creamy ale that achieved wide popularity. It had a regal name and came in an eye-catching 7-ounce bottle: Little Kings. The success of Little Kings transformed Schoenling, and it spent money on marketing and expansion. At its peak, Little Kings was sold in 44 states. But inevitably, Schoenling struggled against the larger national brands.

RIVALS COMBINE

In 1986, trying to stave off defeat by the national brewers, once-rivals Hudepohl and Schoenling agreed to combine operations with both facilities open. But consolidation brought the end of production at Hudepohl

in 1987. The Hudepohl brewery closed after 130 years, going back to its days as Lackman Brewery.

The Hudepohl-Schoenling Brewing Company took the nickname “Cincinnati’s Brewery” and revived 14-K in 1988. But this turned out to be a bad move: Sales of the revived brand essentially cannibalized those of Hudy Gold—not of other regional and national brands. Eventually, it integrated Moerlein into the almost nationwide distribution network for Little Kings. It also contract-brewed and stayed afloat for a while. But by 1991, Anheuser-Busch was selling 3.7 million barrels in Ohio, while Hudepohl-Schoenling’s sales had dwindled to less than 175,000 barrels.

As a stop-gap, H-S tried contract brewing for Samuel Adams Boston Lager. But the end of Cincinnati’s big brewing era came in December 1996 when Hudepohl-Schoenling sold its brewery and assets to Boston Beer Co., owner of Samuel Adams. The sale essentially reversed each company’s role, until Boston Beer dropped production of the H-S labels, needing the capacity for its own brands and standardizing the packaging line. As fate would have it, Boston Beer founder Jim Koch’s dad had worked at Hudepohl in 1946 as an apprentice brewer.



Above: 1940s era reverse-painted glass ad panel, metal frame, painted metal cabinet. Ohio Advertising Display Co. Collection of Will Hartlep.

Left: Ball knob for Top Hat brand by Schoenling, c 1940.

Courtesy of Curt & Alan Boster.

Right: Little Kings—in its distinctive green 7-ounce glass bottle, c.1959—became a hit after it was introduced by Schoenling in 1958 and is still sold today. Courtesy Morean Auctions.



Red Top advises customers that it's brewing in the old Hauck Brewery on this coaster from the mid-1930s. Courtesy of Tavern Trove.

40 Years of Hudepohl Neons

The stunning Hudepohl neon collection of NABA member Ken Stidham has examples spanning 40 years (1930s through 1970s). All were made by Cincinnati area companies and most by Centralite.

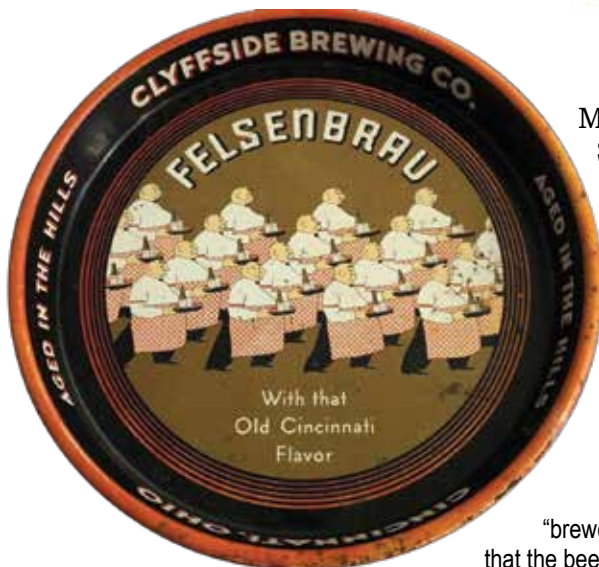
The "Have a Hudepohl" 4-color rectangular sign (lower left corner) began Ken's breweriana collecting odyssey. "Hudepohl was the beer a lot of my family drank when I was growing up," he says. "My father in law gave me my first sign, but it had an old transformer with frayed wiring, so I took to a shop owned by Grady Richards. Once I saw it lit up I was hooked. It turned out that Grady had one of the best collections in Cincinnati and he was more than happy to mentor me when I first started collecting. Unfortunately, Grady has passed, but I am forever grateful for the knowledge he so willingly shared."



Between 2004-2006, Burger and Hudy Delight were made at the City Brewery in La Crosse on a contract basis, while Little Kings production took place in Frederick, MD. Quality control issues there plagued the brand's output, eroding sales still further. During that period, Greg Hardman (mentioned previously in the Moerlein section) purchased the brands and recipes of Christian



A pair of cannon-themed, stand-up, die-cut cardboard backbar bottle glorifiers for beer and ale, c. 1940s. Collection of Matt Russell.



Moerlein and of Hudepohl-Schoenling.

Today, the storied Hudepohl, Burger, and Little Kings brands are brewed and bottled at the Moerlein brewery, in Cincinnati's historic Kauffman brewery building.

Above: Clyffside was known for its Felsenbrau brand, which translated to "brewed in the rocks" and conveyed the fact that the beer was lagered in hillside tunnels. Clyffside Brewing made the popular Felsenbrau until selling the brewery to Red Top in 1945.

Right: Old Hickory Ale was the accompanying brand to Felsenbrau, and also used the "Aged in the hills" slogan. Tin-over-cardboard sign, c. late 1930s. Collection of Dave Reed.

RED TOP

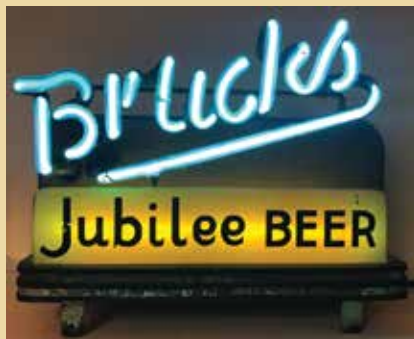
The massive structures erected by the brewers in Cincinnati during the late 1800s were clearly built to last, even when the companies that built them did not. Clyffside Brew-

Continued on page 52





Hudepohl hanging neon sign, c. mid-1930s by The Lackner Co. Glass gas-discharge tubes on painted metal ad panel in painted metal cabinet with chrome-plated metal trim, collection of Ken Stidham.



Bruck's register-top neon sign, c. 1941 by The Lackner Co. Reverse-painted glass ad panel with glass gas-discharge tubes behind and above. Painted metal transformer cabinet on painted wood base with chrome-plated metal trim, collection of Matt Russell.

Lighting up

Cincinnati-area breweries put out a beautiful array of elaborate lighted signs, most of which were made by Cincinnati-based companies. Grouped here are some of the finest examples, from the extensive collections of NABA members Chris Reed, Dave Reed, Matt Russell, and Ken Stidham.



Bruck's 48 x 26 inch, double-sided outdoor sign, c. 1930s-40s, manufacturer unknown. Reverse-painted glass ad panels in painted metal cabinet, collection of Matt Russell.



Red Top fluorescent sign, c. 1940s by Neon Products Inc., Lima, OH. Reverse-painted glass ad panel in painted metal cabinet with chrome-plated metal trim, collection of Ken Stidham.



Above left: Pair of Red Top hanging neon signs, c. 1930s to early 1940s by The Lackner Co. Glass, gas-discharge tubes on painted metal ad panels in painted metal cabinets with chrome-plated metal trim, collection of Matt Russell.

Above right: Bruck's "cab" style convex light, c. 1940s by Cincinnati Advertising Products, Cincinnati, OH. Reverse-painted glass ad panel back lighted by incandescent bulbs, collection of Dave Reed.



Student Prince (Heidelberg) reverse-fired glass ad panel, rotating disc in plastic globe, c. 1940s, Ludlow Mfg. Co., collection of Chris Reed.



Heirloom register-top neon sign, c. 1940s by Changeable Neon Co. Glass gas-discharge tube around reverse-painted glass ad panel in painted metal cabinet with chrome-plated trim, collection of Matt Russell.



Red Top hanging fluorescent sign "Fireball Streamliner" c. 1950s by Ohio Advertising Display Company, Cincinnati, OH. Reverse-painted glass ad panel with chrome-plated metal frame on painted metal cabinet, collection of Ken Stidham.



Heirloom register-top neon sign, c. 1940s by Changeable Neon Co. Reverse-painted glass ad panel with chrome-plated frame and glass gas-discharge tube in painted metal cabinet, collection of Matt Russell.



Felsenbrau (Clyffside Brewing) back bar neon sign, c. early 1940s by The Lackner Company. Glass gas-discharge tube around reverse-etched/painted glass ad panel in painted metal cabinet with chrome-plated trim, collection of Matt Russell.



Burger Brau back bar lighted sign, 15-inch convex reverse fired on glass lens with a metal body, c. 1940 by Gilco, Philadelphia, PA, collection of Chris Reed.

Cincinnati

The editors would like to extend sincere thanks to NABA members John Bain for generously sharing his historical and technical expertise to help describe and date many of these signs, and Matt Russell for helping to coordinate this material.



Burger register-top neon sign, c. 1940s by The Lackner Co. Reverse-painted glass ad panel with transparent plastic frame on painted metal cabinet with internal glass gas-discharge tube, collection of Matt Russell.



Bavarian (Bavarian Brewing Co.) back bar neon sign, c. early 1940s by The Lackner Company, Cincinnati, OH. Glass, gas-discharge tube around reverse-etched/painted ad panel in painted metal cabinet with chrome-plated trim, collection of Matt Russell.



Schoenling register uplighted sign, c. late 1930s, by Price Brothers. Reverse-painted on scalloped-glass ad panel on cast-metal base, collection of Dave Reed.



Above: Barbarossa (Red Top) fluorescent "Trenlite" sign c. 1940s by Trenbath Corp., NY, NY. Reverse-painted acrylic glass ad panel with applied die-cut letters in painted metal base and cabinet, collection of Ken Stidham.

Right: Felsenbrau back bar neon sign, c. early 1940s by The Lackner Co. Glass gas-discharge tube around reverse-etched/painted glass ad panel on Bakelite dish and painted metal cabinet, collection of Matt Russell.



Left: Condon's register-top incandescent sign, Brunhoff Manufacturing. Reverse-painted, beveled glass ad panel on cast-metal base. Hershel Condon bought the failing Bruckmann Brewery in 1949 but managed only one more year in business and closed in 1950, collection of Dave Reed.



Heirloom (Heidelberg) register-top neon sign promoting "V for Victory" slogan during World War II, c. early 1940s by Changeable Neon Co., Cincinnati, OH. Painted glass gas-discharge tube on painted metal cabinet, collection of Matt Russell.



Bruck's art deco style back bar sign, c. 1940 by The Lackner Co. Reverse-painted glass ad panel back lit by incandescent bulbs, in painted metal cabinet, collection of Dave Reed.



Left: Wiedemann's hanging fluorescent sign and clock "Fireball Streamliner" c. 1950s by Ohio Advertising Display Co., Cincinnati, OH. Reverse-painted ad panel in painted metal cabinet, reverse-painted clock glass with glass gas-discharge tube, perforated metal spinner disk and painted metal dial behind, collection of Ken Stidham.



Above: Hudepohl register top incandescent sign, c. 1938 by Price Brothers, Chicago, IL. Die-cast plastic lettering and reverse-painted glass ad panel on cast-metal base with painted metal shell back, collection of Matt Russell.

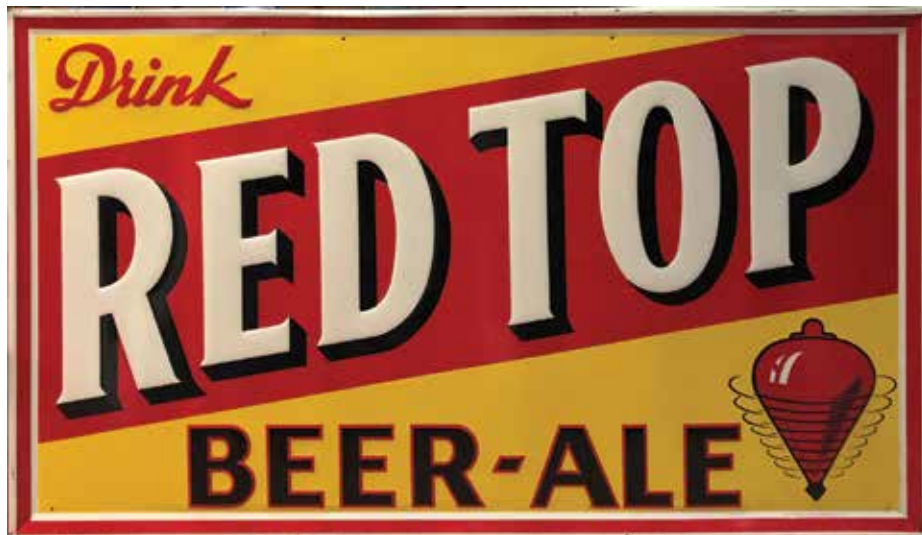


Burger hanging fluorescent sign, "Fireball Streamliner" c. 1950s by Centralite Co., Cincinnati, OH. Reverse-painted glass ad panel with chrome-plated metal frame on painted metal cabinet, collection of Matt Russell.



Above: Round 4-color neon, circa 1940s, collection of Ken Stidham.

Right: Large (56 x 42 in) embossed tin sign c. 1940s, by Robertson-Dualife in Springfield OH. Collection of Matt Russell.



Red Top purchased Clyffside in 1945 to increase its capacity. The goal was to become a major regional brewery, as the nationals were taking charge in America's beer business. By 1950, Red Top was Cincinnati's largest brewer and ranked 14th in the US in volume, with distribution in 20 states including a significant southern trade.

As the 1950s progressed, Red Top's ambitions to crack the nation's Top 10 did not pan out and sales declined. A new brand called Wunderbräu was introduced early in the decade with an expensive TV and newsprint campaign. While the brand sold quite well initially, it did not prove *wunderbar* in sales. Red Top

changed ownership but could not be revived and the brewery closed in 1957. Some of its brands were still produced by other breweries until the early 1970s.

BRUCK'S

In 1856, Frederick Bruckmann started the Cumminsville Brewery. Frederick had come from Germany around 1847 and was joined by his brother, John, who eventually bought out Frederick. After John died in 1887, ownership transferred to his sons and the company was re-named The John C. Bruckmann Brewing Company, later shortened to Bruckmann Brewing Co. until Prohibition.

The brewery remained open during Prohibition by producing near beer and other non-alcoholic beverages, so when Prohibition was repealed, it was the first in Cincinnati to ship beer again. The Bruckman Company and its flagship Bruck's brand thrived for a while but declined after World War II. It was sold to businessman Herschel Condon in 1949 and lasted for just one more year, closing as the Herschel Condon Brewing Company in 1950.

OVER IN KENTUCKY

Across the Ohio River in northern Kentucky were three breweries, two of which were especially important to the greater Cincinnati area: Wiedemann in

ing Co. opened after Prohibition in the old Sohn Brewery complex. There, Clyffside brewed the popular Felsenbrau as well as Old Hickory Ale and a variety of other brands until it sold to local rival Red Top Brewing Co. in 1945.

Red Top had emerged after Prohibition in the buildings that once housed the John Hauck Brewing Co., which dated from 1863. The company launched the popular Red Top Extra Dry and 20 Grand Ale, along with Barbarossa (formerly a pre-Pro Christian Moerlein brand) and later, Wunderbräu labels.



Bruckmann was one of very few Cincinnati breweries to remain open during Prohibition, by producing "Aristocrat Cereal Beverage" (a near beer) label left.

Lower left: Bruck's tin-over-cardboard sign, c. 1936, courtesy of Morean Auctions.

Below: Ball knob, c. 1930s, courtesy of Curt & Alan Boster.





Above left: Back bar neon sign, c. early 1940s by The Lackner Company, Cincinnati, OH. Glass, gas-discharge tube around reverse-etched/painted ad panel in painted metal cabinet with chrome-plated trim. Collection of Matt Russell.

Above right: Wiedemann was a long-time sponsor of the Reds baseball team, as shown by this 13.5 x 17.5 inch 3D vacuform plastic sign, c. 1970.

Below: Tin-over-cardboard sign, c. 1930s. Collection of Dave Reed.



separate division of the company in 1970, Heileman peaked by the early- to mid-1980s. Unfortunately, their Newport plant's fate was sealed when Heileman acquired a newer, larger, more efficient brewery in Perry, GA from Pabst (1982) to service southern markets. Wiedemann suffered mostly from being an old plant and a landlocked one, incapable of rail service, despite being relatively close to major interstate highways.

The 90-year-old brewery was closed in 1983 with the grand old structures later demolished. The Wiedemann brand was a strong entry in the popular-priced beer category under Heileman, and it continued to be so under Evansville Brewing Company's ownership. When Pittsburgh Brewing Co. bought the Evansville brands in 1997, Wiedemann became a low-shelf, discount beer, and was finally discontinued in 2007.

WIEDEMANN NAME IS REVIVED

In 2011, the lapsed Wiedemann brand name was purchased by Jon Newberry, who had been a local business reporter for the *Cincinnati Enquirer and Business Courier* newspaper. He loved nostalgia and had memories of drinking the fabled local brand as a young man. Newberry acquired the lapsed trademark with the intention of bringing back a



facility long demolished.

George Wiedemann began brewing in Cincinnati in 1870. He became a partner in a brewery in

Newport and Bavarian and Heidelberg in Covington. Wiedemann has been revived, even though its historic brewery complex was demolished. Bavarian has had its iconic landmark building saved after narrowly missing the same fate. Heidelberg, the smallest of the three, produced the popular Student Prince and Heirloom beer brands, but faded, to be absorbed by Bavarian in 1949, and its

nearby Newport, KY and by 1878 had taken control, renaming it the Geo. Wiedemann Brewing Co. After George died in 1890, his well-trained sons successfully guided the business. By 1900, Wiedemann was Kentucky's largest brewery and a major player in the Cincinnati area.

Wiedemann's position of regional strength resumed after Prohibition, and the company continued to thrive under family ownership, lasting into the 1960s when Wiedemann fell victim to a consolidating industry. It had an older, inefficient facility and didn't have the capital to modernize. In 1967, the family sold the brewery to Midwest powerhouse G. Heileman of Lacrosse, WI. While Heileman expanded and modernized the old brewery and made it a



Student Prince coaster, Heidelberg Brewing Co. Courtesy of Tavern Trove.

beer true to its original recipe. In 2012, he began contract brewing his new “old” Wiedemann at Point Brewery in Stevens Point, WI.

In June of 2018 Newberry opened a new Wiedemann microbrewery on Cincinnati’s north side. Newberry has a keen appreciation of Wiedemann’s importance to Cincinnati’s cultural history. He states on the brewery’s website, “We hope Wiedemann can help bring back the fun and community spirit that has been a big part of Cincinnati’s neighborhood taverns and beer culture for so many decades.”

BAVARIAN: STILL STANDING

Bavarian also had a rich history. Established in Covington in 1866, the company was first the John Meyer Brewery and then the Meyer-Riedlin Brewery before incorporating as Bavarian Brewery Co. in 1889. The family-owned company thrived until Prohibition and successfully reopened upon Repeal, and was purchased by the Schott family in 1937. In 1949, the Schotts purchased the plant of Bavarian’s former crosstown rival Heidelberg, only to close it six years later (1955) because of softening sales. Bavarian was sold to International Breweries, Inc. (IBI) in 1959. IBI was a regional brewery holding company, so the brewery operated as the Bavarian Division of IBI and continued to produce its flagship beer, Bavarian’s, until closing its aging facility in 1966.

The stately old brewery was placed on the National Register of Historic Places in 1996 and since its closure more than 50 years ago, has housed a number of businesses—including a microbrewery. In the recent past, it nearly faced the wrecking ball but is today in the midst of a rehabilitation into local government offices, with parts of it—most notably the large stock house—having been torn down as not fitting with the renovation plan.

A BEER PARADISE

Cincinnati remains a beer lover’s paradise, with an increasing collection of craft brewers producing a wide array of beers, backed by two centuries’ worth of brewing history—all nestled in a friendly, picturesque, and thriving city along the Ohio River. From personal experience, we can guarantee a good time to all who register for the NABA Convention in 2019.

Despite the march of time, the Cincinnati area still contains intact many magnificent buildings where beer was produced: Sohn/Clyffside, Crown, and Bellevue on McMicken Avenue; Kauffman (now Moerlein) on Vine Street; Schoenling (now Boston Brewing Co.) along Central Parkway; and



Above: Back bar neon sign manufactured c. early 1940s by The Lackner Company, Cincinnati, OH. Glass, gas-discharge tube around reverse-etched/painted ad panel in painted metal cabinet with chrome-plated trim, collection of Mank Chatfield.



Left: Ball knob, c. 1930s. Courtesy of Curt & Alan Boster.

Fairmount and Bruckmann on the city’s north side.

Portions of both Hudepohl plants, Moerlein, Burger, Jackson, Herancourt, Ohio Union, and Vienna also remain standing in Cincinnati, while the former Bavarian Brewery brew house has recently been renovated into Covington city government offices on the Kentucky side of the river.

Editor’s note: Many thanks for the contributions to this article from NABA members Timothy Holian and Rob Musson. Tim, a Cincinnati native, is the author of Volumes I and II of *Over the Barrel – The Brewing History and Beer Culture of Cincinnati*, published by Sudhaus Press. Tim is one of the foremost authorities on Cincinnati brewing history and is an invaluable, “go-to” resource for the editors of the *Breweriana Collector*. His books are available from Tim directly (limited time) and Amazon.com (used). Tim can be reached at 608-373-0256 or deutschmeister@sbcglobal.net.

Rob is the author of a series of books covering the Cincinnati area brewing industry, *Brewing Beer in The Queen City*. That series currently has eight volumes, with each containing hundreds of images of the buildings, people, and breweriana connected with individual breweries. His books are available online at www.ZeppPublications.com, as well as on eBay. He can be reached at: ZeppPublications@gmail.com.

The production of the *Breweriana Collector* would not be possible without the many hours of donated time invested by volunteers, enthusiasts, and experts in the field. We are eternally grateful to those willing to lend critical resources to making this magazine the best it can be. Thank you.

Sensation Shadows Suit for Separation

The Scandals that Rocked Cincinnati's Kauffman Brewery

by Michael Bartels

John R. Kauffman enjoyed the single life and was no stranger to Cincinnati's clubs, theaters, and dance halls. Early in 1892 he met Blanche Beekman, a popular French-accented soprano at Kissel's Music Hall who had arrived from New York a few months earlier. As brewmaster and officer of Kauffman Brewery, John (34) was able to woo Blanche with fine gifts and outings. That summer he purchased a flat and the two moved in together. John's mother was not pleased. A concert hall singer was not worthy of her son, and living together without the blessing of marriage was, quite simply, scandalous.



The brewery complex in its heyday, circa 1900, from a period lithograph.

So enamored were they (John with the French beauty, and Blanche with new found status) they secretly married in Dayton, on July 25, 1893. With John's good salary, Blanche expected to enjoy a comfortable life.

The elder (John B.) Kauffman had died in 1886, leaving his large family to run the successful Kauffman Brewing Company. His wife, Mary, became president; Charles vice-president and man-

aging. He denied it and accused Emil Schmidt of making book-keeping errors. Michael also reported that all family members had keys to the safe and could have taken the money. In the midst of this scandal, Michael, who had been seriously ill, died (August 1893).

The week prior to John and Blanche's secret marriage, Kauffman Brewing was put into receivership. Since John B's death,

John R. brewmaster and secretary; and Michael cashier. Sons-in-law Emil Schmidt and Frank Schaffer also held positions.

But the brewery was not managed well. Early in 1893, Michael was charged with embezzling.

Editor's Note:

The John Kauffman Brewery still stands in Cincinnati's historic Over-the-Rhine district (see building at left) and will be a stop along NABA's bus tour at this summer's Convention. Now known as the Guildhaus apartments, part of the brewery complex was renovated in 2011 by the new owners of the Christian Moerlein Brewing Co., and is once again producing beer. Below the structure lie some of the area's most fascinating lagering caves (photo left).

The building's namesake, **John B. Kauffman**, got his start at his uncle's Vine Street Brewery in Cincinnati. A new facility was constructed in 1859 and the firm changed its name to Kauffman and Co. By 1882, John B. had assumed full control and the brewery became John Kauffman Brewing Co.

John B. died in 1892 and his son, **John R. Kauffman**, became head brewmaster and eventually took command. But the son created salacious headlines with his philandering ways.

The brewery operated until 1919, as Prohibition loomed. While the 1920 Census listed John R. Kauffman's profession as "brewer," he never actually brewed again once Prohibition began, and died in 1928, before Repeal.

At its peak in 1871, the Kauffman Brewery was the fourth largest beer producer in Cincinnati and shipped beer to other markets across the country.

the family had been generous to themselves, supporting their luxurious lifestyles. The brewery's debts surpassed and deepened the embezzled totals. Nevertheless, managers undertook expensive improvements to the brewery.

Eventually, the courts placed the business into receivership, having agreed that Kauffman's was viable enough that it could pay off its debts. The two men appointed to manage the brewery were sons-in-law, Emil Schmidt and Frank Schaffer.

John retained his position, but his salary was slashed to \$38 a week. A good wage, but not enough to support what he and Blanche spent. Blanche dipped into her savings to maintain their lifestyle.



The young Mrs. Kauffman's first incident involving a revolver was June 6, 1894 (see newspaper clipping above). Hamer St. neighbor, Mrs. William Sigmond, was sweeping the sidewalk when Blanche assaulted her. When Mrs. Sigmond threw Kauffman to the ground, Blanche pulled a revolver, pointing it at Mrs. Sigmond, and was subsequently arrested. This conflict was not her first run-in with community members: They had had to move to Hamer St. from their previous home on Eighth St. because Blanche had frequent spats with neighbors.

Blanche, who must have had "anger issues," was not kind to John either. On August 1, 1894, just over one year into their marriage, John sued Blanche for divorce. He claimed that Blanche had pointed a revolver at him and locked him

in a room, explaining that he'd had to jump out a window to escape. Before that, he reported, she had variously tried to scratch his face; and gave him black eyes with blows to the head. He described her as "a terror."

Exactly one day after John had sued for divorce, Emil Schmidt, arriving at his home with his son, was unhitching his horse. Without provocation, Blanche stepped up to Schmidt and pulled the trigger of a revolver. The chamber was empty. Schmidt grabbed her arm and took the gun.

In talking to detectives, Blanche was blasé, explaining that she intended to kill Emil Schmidt and the gun did not fire because she "didn't know much about using it."

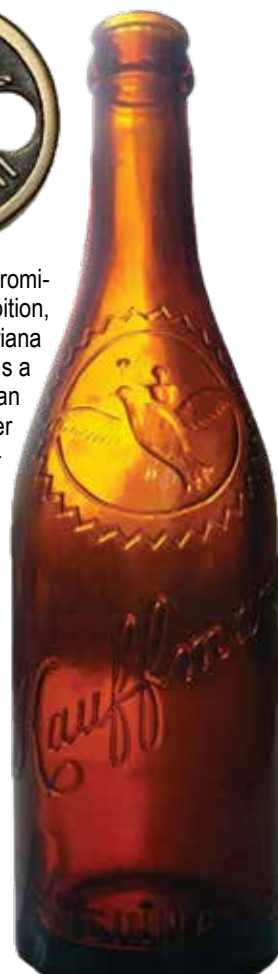
Her motivation? Evidently, Frank Schaffer had told Schmidt to deliver John's divorce papers to her. Blanche swore she and her husband loved each other. She went immediately to find John at the brewery, where he told her he had no choice: Schmidt would throw him out if they did not divorce. They kissed, she explained, and that was the moment she decided she would kill Schmidt.

Later, John went to the house on Hamer St. to collect his clothes. She asked him to kiss her, but John replied, "I can't, Mamma, Schmidt will throw me out."

Because the gun aimed at Schmidt did not fire, the police said, Blanche could only be charged with illegally pointing a firearm. After a night in jail, she posted \$500 bond and was freed.



Despite its size and prominence prior to Prohibition, Kauffman breweriana is scarce. Above is a beautiful example of an ornate bottle opener promoting the brewery's flagship Gilt Edge beer brand, circa 1915-1919, collection of John Stanley. At right on the embossed bottle (c. 1910) we can see the same elaborate image of the brewer sitting atop an eagle that is depicted on the opener.



She was arrested again on a peace warrant signed by Emil Schmidt and his wife. Again she spent a night in jail but was released after promising not to attempt harm to Emil Schmidt and posting \$2,000 bond.

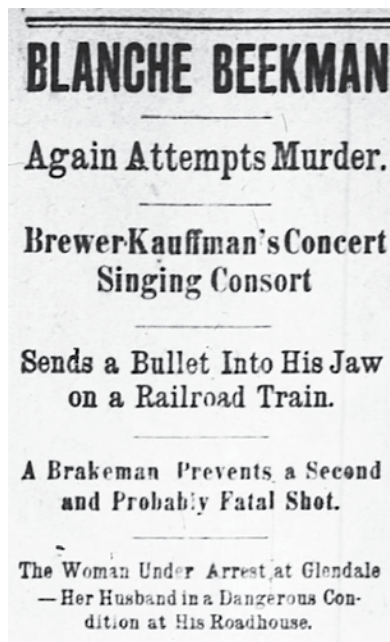
Blanche seemed to real-





THE BULLET FROM MRS. KAUFFMAN'S REVOLVER STRIKES HER HUSBAND.

On September 2, 1894, brewer John Rudolph Kauffman was shot by his jealous wife. This was not the first time Mrs. Kauffman resorted to using a pistol when having a disagreement, but it was the first time she hit her target.



ize, even though she claimed to love John, that their relationship was doomed. She returned to singing for her living, and was even seen in the presence of other gentlemen despite still being a married woman.

On September 1, 1894, as she emerged from Bourdick's where she'd eaten supper, Blanche came face to face with John. She later reported that John had laughed at her, saying, "Ha! Ha!

Now you had better go get the divorce. I just came from the races and have plenty of dough." Blanche replied, "Papa, come with me. I love you and I cannot live without you." John then said, "No. I love you no more."

At 1:30 on Sunday, September 2, Blanche boarded the Glendale train: Her husband owned the Stone Jug Roadhouse, south of Glendale, and she had learned that he was usually aboard. With determination, she searched the cars. It seems everyone except her husband saw the wild-eyed French lady.

As the train arrived at the Glendale station, Blanche pulled her pistol, closed her eyes, and fired—this time she did not miss. Before she could fire a second shot, the brakeman grabbed her by the wrist. John Kauffman had been hit in the jaw. Passengers Drs. Reemelin and Rickets immediately attended his wound. Met at the station by Dr. Hady,

the three physicians took John to the Stone Jug and continued treating him. By 4:00, the victim was out of danger, despite having lost a lot of blood.

Mrs. Blanche Kauffman was tried and sentenced for attempted murder. In 1895 she was released, but when she returned to Cincinnati (October 1895), she was arrested again for destroying several of the library's newspaper archives referencing her. Emil Schmidt also took out a warrant against her, fearing for his family. Blanche posted bond. What eventually became of Blanche Beekman Kauffman is not known, although an advertisement (Nov. 3, 1895) promoting her upcoming performance at Heck and Avery's Family Theater, relied on her notoriety to catch readers' eyes.

John R. Kauffman was granted a divorce from Blanche in July of 1895, and he remarried, continuing his career as a brewer. Cincinnati's Kauffman Brewing Company paid its creditors and was successful until Prohibition.

Author's note: Newspaper clippings are from the *Cincinnati Enquirer* and *Dayton Herald*, 1893-95.

"Reading on the 9's"

ECBA will celebrate
50 years at our 47th
Annual Convention



July 16 - 20 2019

Crowne Plaza Hotel
1741 Papermill Rd,
Wyomissing, PA 19610

*This is our 4th decennial visit to
Reading, PA*

Contact: Larry Handy
267-221-8300
OhHugo1@aol.com

Upcoming Shows

June 2019

Date: June 21-23, 2019
Time: Varies
Sponsor: 40th Annual Kansas Kolossal Kan Kaper Sponsored by KC's Best & Carrie Nation Chpts
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
Time: 9am-2pm
Sponsor: Windy City Summer Picnic/ Beer Can Trade Show Sponsored by Windy City Chapt
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

Date: June 23, 2019
Time: 10am-2pm
Sponsor: Spring Fling Beer Collectibles Show Sponsored by Olde Frothingslosh Chapt
Address: Penn Brewery, 800 Vinial S, Pittsburg, PA
Contact: Jerry or Deborah Lorenz
Email: JLironcity@gmail.com or oldefroth011@gmail.com

July, 2019

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

Date: July 13, 2019
Time: 7am-2pm
Sponsor: Nordlager Show, Buy, Sell, Trade
Address: Northeastern Hotel & Saloon, 115 St. Louis Ave., Cloquet, MN
Contact: Bert Washington
 218-393-0657

Date: July 19-20, 2019
Time: Varies
Sponsor: Summerswap Sponsored by Michigan & Rusty Bunch Chpts
Address: Frankenmuth American Legion Hall Post 150, 990 Flint St, Frankenmuth, MI 48734
Contact: Clayton Emery 231-920-6013
Email: claytonemery32806@aol.com

Date: July 16-20, 2019
Time: Varies
Sponsor: Eastern Coast Breweriana Association 47th Annual Convention
Address: Crowne Plaza Hotel, 1741 Papermill Rd, Reading, PA
Contact: Larry Handy 267-221-8300
Email: OhHugo1@aol.com
 See our ad, pg. 57

Date: July 19-21, 2019
Time: Varies
Sponsor: South Lake Tahoe Beer Can & Breweriana Show Sponsored by the 49er & Rusty Bunch Chpts
Address: S. Lake Tahoe Super 8, 3838 Lake Tahoe Blvd., S. Lake Tahoe, CA 96150
Contact: Ed Scoglietti
Email: calcans@aol.com
 See our ad, pg. 40

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

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

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

August, 2019

Date: August 3, 2019
Time: 9am-2pm
Sponsor: Osage Beach ExtravaCANza Sponsored by Gateway & KC's Best Chpts
Address: Inn at Grand Glaize, 5142 Osage Beach Pkwy, Osage Beach, MO 65065
Contact: Mark Sanders
 314-459-6637
Email: blatzboy@yahoo.com

Date: August 3, 2019
Time: 11am-2pm
Sponsor: Annual Chili Cook Off Sponsored by Mile Hi Chapt
Address: Copper Kettle Brewing Company, 1338 S. Valentia St, Denver, CO 80247
Contact: Michael Albrecht
 970-590-0190
Email: albrecht1127@gmail.com

Date: August 4, 2019
Time: 9am-3pm
Sponsor: Annual Midwest Breweriana Convention Sponsored by Cornhusker Chapt
Address: Comfort Inn Hotel, 7007 Grover St, Omaha, NE 68106
Contact: John Kieran
 402-292-4024
Email: pocguy65@cox.net

Date: August 10, 2019
Time: 9am-2pm
Sponsor: Gator Traders Sumer Fling Sponsored by Gator Traders
Address: The Sunset Lounge, 5431 Spring Hill Dr, Spring Hill, FL 34606
Contact: Ritchie Dubreuil
 941-927-4849
Email: gearhead65@msn.com

Date: August 18, 2019
Time: 9am-2:30pm
Sponsor: PACKNIC 43 Sponsored by Packer Chapt
Address: Titledown Brewing Company, 200 S. Dousman St, Green Bay, WI 54303
Contact: Ken Trembl
920-432-2542
Email: barbiken@netzero.net

Date: August 29-31
Time: Varies
Sponsor: CANvention 49 Sponsored by BCCA
Address: Hyatt Regency Albuquerque, 330 Tijeras Ave NW, Albuquerque, NM
Contact: bcca.com

September, 2019

Date: September 14, 2019
Time: 9am-2pm
Sponsor: Weekender Breweriana Show & Picnic Sponsored by Horlacher Chapt
Address: Schnecksville Fire Co. Pavilion, 4550 Old Packhouse Rd @ Rt. 309, Schnecksville, PA 18078
Contact: Larry Handy
267-221-8300
Email: OhHugo1@aol.com

Date: September 15, 2019
Time: 8am-2pm
Sponsor: Bullfrog Chapter at Buffalo Creek Brewery
Address: Buffalo Creek Brewery, 360 Historical La, Long Grove, IL
Contact: Fran Kelch
224-627-4713
Email: fkelch@comcast.net

Date: September 14, 2019
Time: 8am-1pm
Sponsor: Oktoberfest Show Sponsored by Cascade Breweriana Assn
Address: American Legion Post #180, 2146 SE Monroe St, Milwaukie, OR 97222
Contact: Michael Boardman
503-880-8252
Email: bsstudio1@comcast.net

October, 2019

Date: October 5, 2019
Time: 9am-2pm
Sponsor: 10th Annual I-80/Speedway Breweriana Collectables Show Sponsored by Hawkeye Chapt
Address: Jasper County Community Ctr, 2401 1st Ave E, Newton, IA 50208
Contact: Tony Stice
641-792-7722

Date: October 6, 2019
Time: 9am-2pm
Sponsor: OktoBIERfest Show Sponsored by Westmont Stroh's Chapt
Address: Elk Grove Village VFW Hall, 400 E. Devon Ave, Elk Grove Village, IL 60007
Contact: Ray Capek 630-778-1482
Email: rbcapkek@sbcglobal.net

Date: October 12, 2019
Time: 9am-1pm
Sponsor: Oktober Insanity Breweriana Show & Sale Sponsored by Congress Chapt
Address: Camillus Elks Lodge, 6117 Newpot Rd, Camillus, NY 13031
Contact: Jim Voutsinas
315-637-8241
Email: voutsinasj@aol.com

Date: October 12, 2019
Time: 9am-3pm
Sponsor: Guzzle 'n Twirl 46 Sponsored by North Star Chapt
Address: Aldrich Arena, 1850 White Bear Ave, Maplewood, MN
Contact: Mike Mullally
651-451-3786,
northstarchapter.com
See our ad, pg. 40

Date: October 11-12, 2019
Time: Friday 5pm-9pm;
Saturday 9am-5pm
Sponsor: Eastern Great Lakes Brewery Collectables Show Sponsored by Michigan, Buckeye & Lake Eric Chapt
Address: Days Inn and Suites, 4742 Brecksville Rd, Richfield, OH 44286
Contact: Clayton Emery
231-920-6013
Email: claytonemery32806@aol.com

Date: October 13, 2019
Time: 10am-3pm
Sponsor: Oktoberfest Sponsored by Garden State Chapt
Address: Polish Cultural Foundation, 177 Brdwy, Clark, NJ
Contact: Scott Manga
845-634-2626
Email: manutd1@optionline.net

Date: October 20, 2019
Time: 8:30am-2:30pm
Sponsor: Jersey Shore Full Moon Show Sponsored by Jersey Shore Chapt
Address: Milltown American Legion Hall, 4 JF Kennedy Dr, Milton, NJ
Contact: Joe Radman
732-946-3416
Email: radman6898@aol.com

Date: October 20, 2019
Time: 9am-2pm
Sponsor: Prison City Chapter Trade Session Sponsored by Prison City Chapt
Address: Knights of Columbus Hall, 1813 E Cass St, Joliet IL 60432
Contact: Willy Novak
630-291-7943
Email: oldstylewilly@att.net

Date: October 26, 2019
Time: 9am-2pm
Sponsor: 12 Horse Chapt Hoot & Howl
Address: Plumbers & Steamfitters Local No. 13 Union Hall, 1850 Mt. Read Blvd, Rochester, NY
Contact: John Robson
585-202-0647
Email: JR6655@rochester.rr.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

RADEKE BREWERY KANKAKEE IL: All items, trays, pictures, glasses, mugs, advertising, crates, signs, barrels, etc. and later companies: Kankakee Beer and Riverside. Top dollar, send picture to walter@waltersanford.com. Cell/ Text 815-954-9545 rV196

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

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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

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

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

WANTED: Items related to Mitchel Brewing or Mitchel of Mokena. Serious collector looking for anything related to Mitchel Brewing. Particularly a Dutch Boy Draft Beer label. Dutch Boy was distributed by Illinois Brew Co., Chicago, IL, brewed and bottled by Mitchel Brewing Co., Mokena, IL. Call Robert Horras, 815-875-9348 or email rob9348@hotmail.com rV190

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NABA Annual Convention
to get the special group
rate! See our ad
pg. 63 of this issue.



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2012	Bob Kay
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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.

- | | | | | |
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| <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 |
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| <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;
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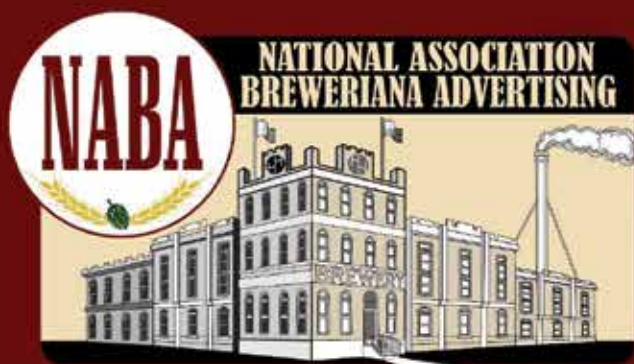
Three Rivers (Fort Wayne, IN)

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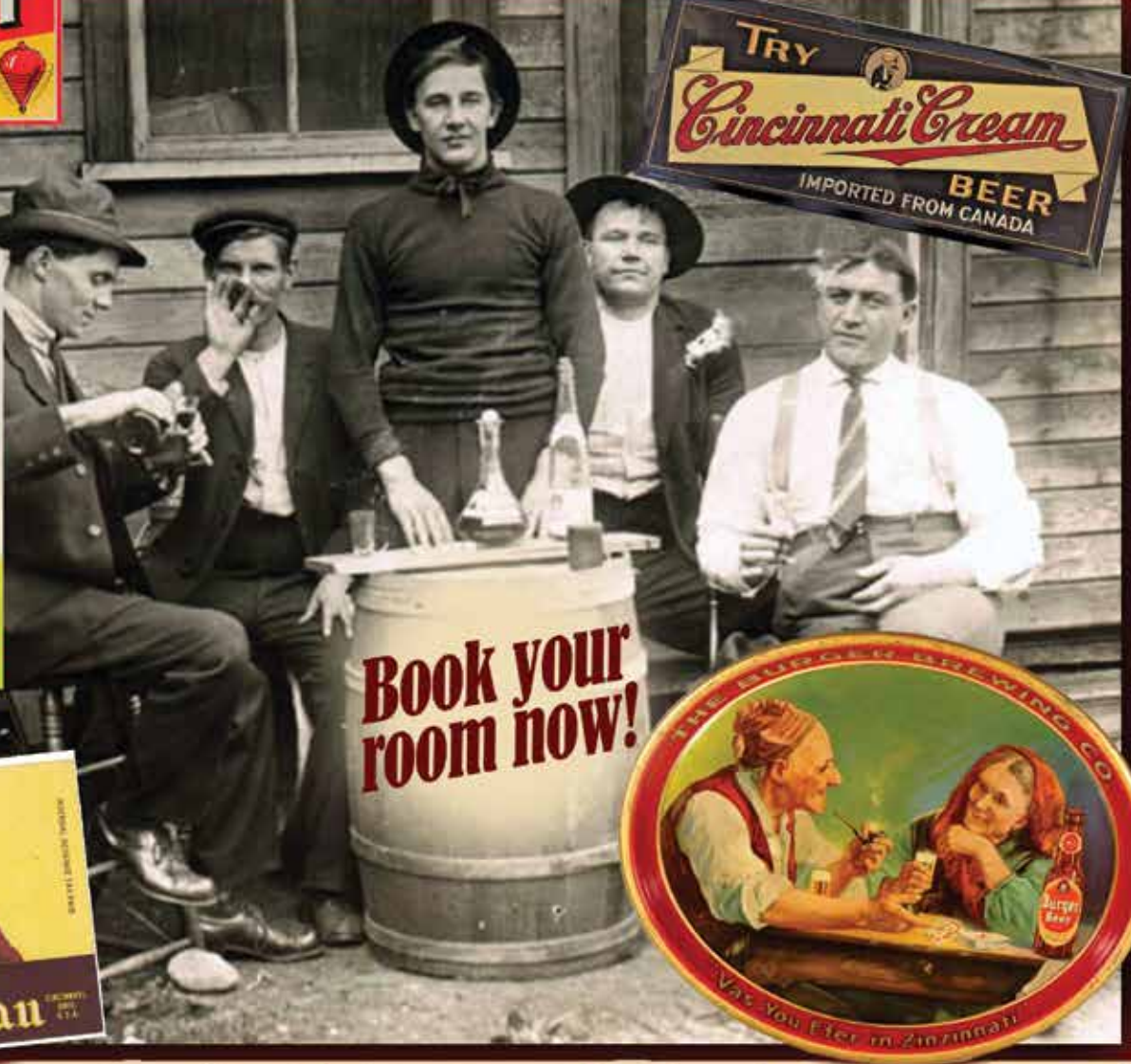
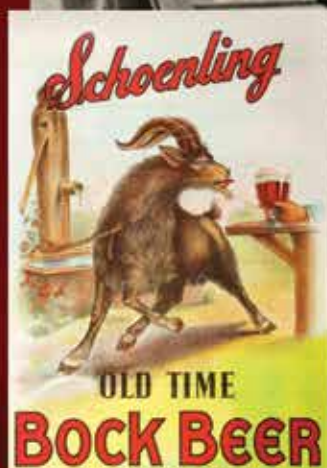
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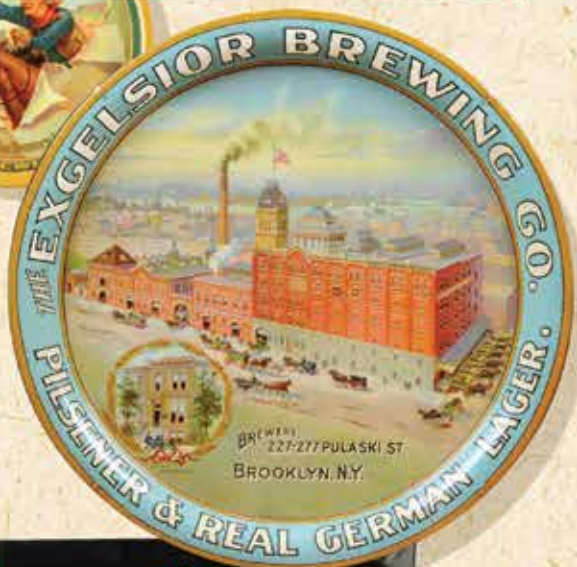
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