



BREWERIANA

COLLECTOR

Volume 187

Founded in January 1972

FALL 2019

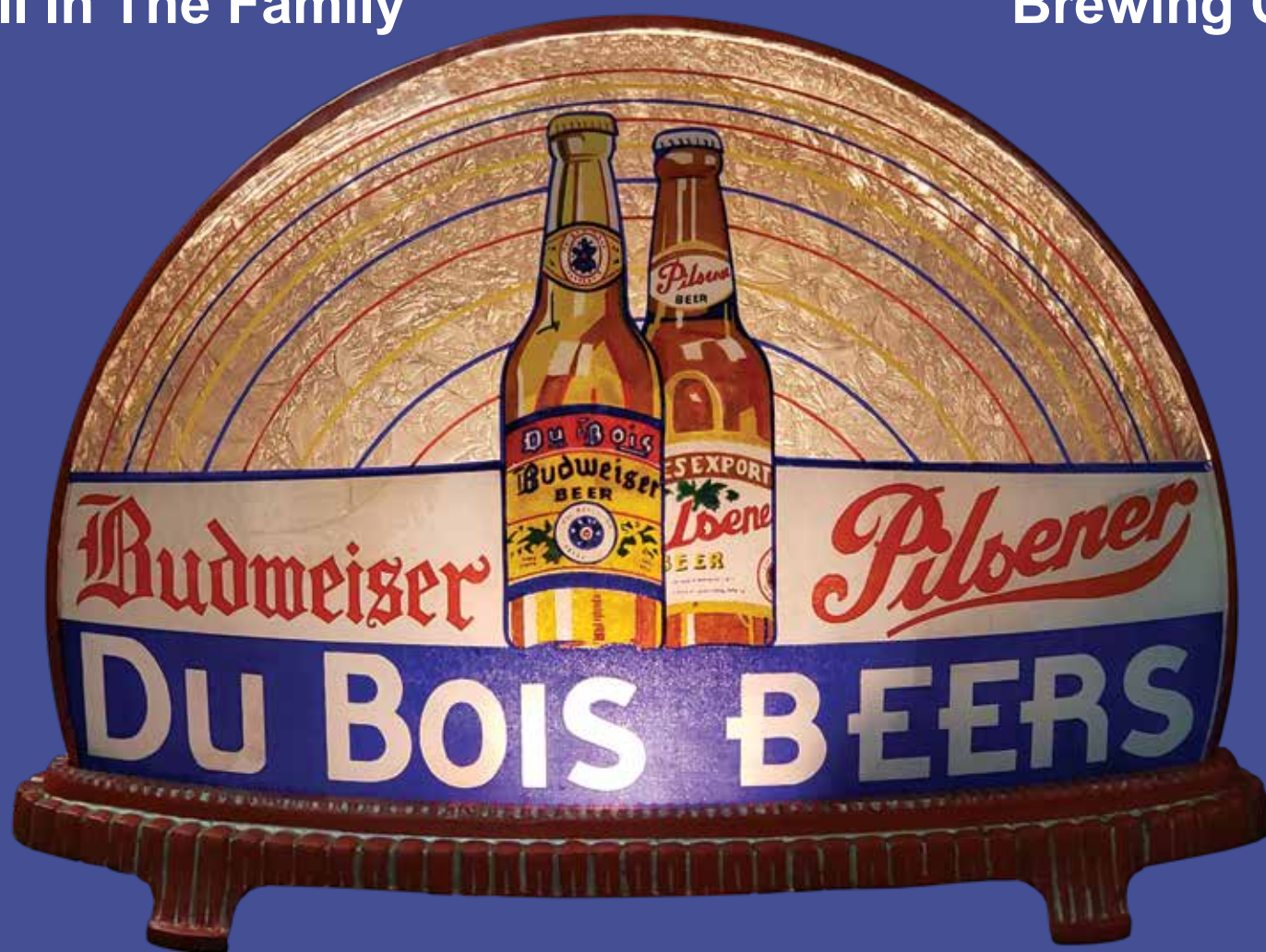
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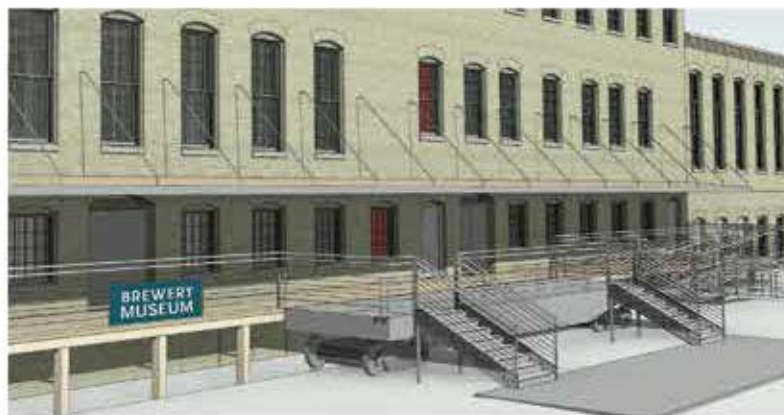




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#187

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Cover Image: Rare, high-profile "cab light," (illuminated) circa late-1930s by Gill Glass Sign Co. ("Gillco") of Philadelphia, PA. See inside for article on DuBois Brewing Company and more excellent DuBois breweriana starting on page 39. **NABA's next Annual Convention will be held in Pittsburgh, PA, July 28 through August 1, 2020. Watch for details in the pages of this magazine.**

NABA PUBLICATIONS The National Association Breweriana Advertising (NABA) publishes for its membership the Breweriana Collector. No effort is made by the Officers, Directors, or Editorial Staff to verify the accuracy or content of articles accepted for publication. The Editor & Staff have the right to edit submissions and ads, and may defer publication of a submission for reasons of space or layout.

The Breweriana Collector, the Journal of the National Association Breweriana Advertising, Inc. is published quarterly at NABA, PO Box 51008, Durham NC 27717-1008. Subscriptions in the United States are \$25 per year to members of the Association and are included as part of the annual dues payment of \$35 per year. **POSTMASTER:** Send address changes to the Breweriana Collector, NABA, PO Box 51008, Durham NC 27717-1008.

President's Message



Greetings once again from Indianapolis! If summer brings breweriana conventions, then with fall arrives a host of great shows. Along with attending our annual Convention in Cincinnati, I made a pilgrimage to Albuquerque for the BCCA CANvention. Congratulations to Paula Fatura, the new BCCA president. I am now looking forward to some of the Midwest chapter shows to take in the fall foliage and raise a glass with many of my fellow NABA members.

Regarding our own Convention...it was truly one for the ages in one of the most classic American beer towns, Cincinnati. We surpassed our record attendance in Madison last year and there were so many highlights – just read Tim Holian's fine recap of the event in this issue.

NABA Notes: • The Convention's annual Friday night banquet was packed with great announcements, including records set by NABA. Through much personal effort and donated time, the board and membership committee volunteers have grown our club by an amazing +225 members in just two years – that's more than 33%. Our count is 900+ members with a goal of 1000 by year-end 2020. We have also added 8 chapters nationwide over the past year, and want to welcome 3 additional chapters since my last letter: Simon Pure and 12 Horse chapters from western

NY; and the Cornhuskers of NE. NABA recognizes that the local chapters are the lifeblood of our hobby and we are happy to support

them in any way: We warmly welcome you all to the NABA fold.

• Banquet guests heard of the official renaming of our coveted Founder's Award after Herb Haydock and it was awarded to the very deserving John Stanley, our irreplaceable executive secretary. And our number two recipient of the Bob Kay Writer's Award was, very appropriately, Larry Moter, who has authored two fine contributions to this issue.

• At the Convention, new Board member Joe Gula from Indianapolis was formally elected to fill outgoing Board member Kent Newton's seat.

Kent, who was a long-time Board member and past vice-president, is a NABA treasure and will continue to chair the auction committee. Meanwhile, Don Roussin (MO), Barry Travis (MN), and Chris Watt (PA) were re-elected to two-year terms.

• Our magazine's quality speaks for itself and we are very thankful for the efforts of Lee Chichester, Ken Quaas, and all the volunteer member writers who bring this outstanding publication to you. A hearty welcome to first-time writer Greg Theberge, who shares his truly amazing collection of Narragansett breweriana in this issue.

• Finally, our Convention T-shirts were a huge hit and sold out. Designed by Barry Travis and Beer Dave, we are producing a second batch by popular demand. Please email me at Fergkate@comcast.net as soon as possible if you'd like to order one.

A debt of gratitude:

I want to sincerely thank Beer Dave Gausepohl for a spectacular job as Convention chair, and the team of Scott Bristol, Dave Reed, Tom Waller, and Carey Williams, who helped pull everything at the 2019 Cincy Convention together.

2020: Pittsburgh is where NABA heads next for our annual gathering. Mike Michalik and Chris Watt have already done an amazing job putting together some very special activities for this event—you'll be hearing much more as the year unfolds. Many thanks to Iron City and the Pittsburgh Brewing Co. for signing on as our official beer sponsor. Please make your reservations early—this one will be

another record-breaker as our East Coast membership has soared!

2021 is a special year for NABA, as it will be our **50th Anniversary**. We are now forming an *Anniversary Committee* to help plan and organize this once-in-a-lifetime celebration, and we are exploring the Milwaukee area for the gathering. Please let me know if you are interested in helping—we'd love to have you. It is an exciting time to be a NABA member!

Happy collecting,

John Ferguson, President
Fergkate@comcast.net



12 Horse
BREWERY COLLECTIBLES CLUB OF AMERICA



Front



Back

EXECUTIVE SECRETARY'S REPORT

The NABA membership number is at 912 as of this writing, an increase of 55 since the last (Summer) issue of the *BC*. Between June 30, 2019 and September 30, 2019 we still have 67 who need to renew (so technically our official total is 845). I am fairly confident at least 40 of the 67 will renew. Anyone in this group, please take the time to renew and keep NABA growing. Our goal is 1,000 members by the end of 2020.

Since my most recent report, I have attended several major shows including conventions for ABA, ECBA, NABA, and BCCA. All were good shows and I had the most success buying and selling at NABA in Cincinnati. ABA definitely had the best hotel in Independence, MO. ECBA was a great last convention before they merge with ABA. BCCA was interesting in Albuquerque, always with a good crowd and lots of events. Due to space limitations I will keep my update short so we have space to acknowledge all of the new members listed below (51).

Please check your mailing label for the dates: **6/30/2019 or 9/30/2019**. If you have either of these printed on your label, please send in your renewal payment. A second mailed reminder for 6/30/2019 renewals has been sent and 9/30/2019 renewals due have received a first mailed notice. Please take the time to renew so you do not miss

out on any advantages of membership in a fast growing club in the breweriana hobby.

3 ways to renew!

- **1) Send a check (payable to NABA)
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- **2) Use PayPal (send to
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find "Renew to New Date" is fourth bullet
down (after Membership Card).**

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.

John Stanley

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Please join us

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



Image courtesy Tony White

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All in the family

A multi-generational appreciation of breweriana

by Heather Watt

I met my husband, Chris Watt in 1996, when we were in college. At the time, Chris was very much into collecting baseball memorabilia. His uncle, Gerald Watt, was known in the family for his beer can and breweriana collection. I had never known anyone who collected empty beer cans and had certainly never heard of breweriana! Yes, my parents had a few antiques, but they were certainly not “collectors.”

I had never been to an auction or even a flea market. So, when I visited Chris during summer breaks from college, I learned a lot. I started tagging along with Chris and Gerald when they attended breweriana shows. Funny how I had thought they must be the only ones with all this stuff. Also funny was my reaction when I heard some of the pricing. “How much do they want for that?!”

Over time, I figured if I was going along for the ride I might as well learn some things about “the hobby.” I remember discovering that old beer cans came with “cone tops” that looked like oil cans. I learned what “reverse-on-glass” meant and what it looked like on signs. I even figured out the various ways a “pre-Pro” sign is so clearly different in appearance from one made in the 1950s. Gradually, I even started picking out items I thought Chris would like—well, at least ones I liked.



Above: Chris Watt holds his favorite piece in the combined collection (his and Uncle Gerald's), a pre-Pro Reading Brewing Co. Vitrolite sign. It was actually quite a find for the family.

In the 1980s Chris, Gerald, and his grandfather, Russell Watt, traveled to local flea markets on most weekends. One Saturday, Gerald saw a sales ad for beer items in the local newspaper. They quickly called the number, spoke to a lady, and stopped by to explore her offerings. Having seen what they described as “lackluster” cans and coasters, Gerald asked if she had anything else beer-related.

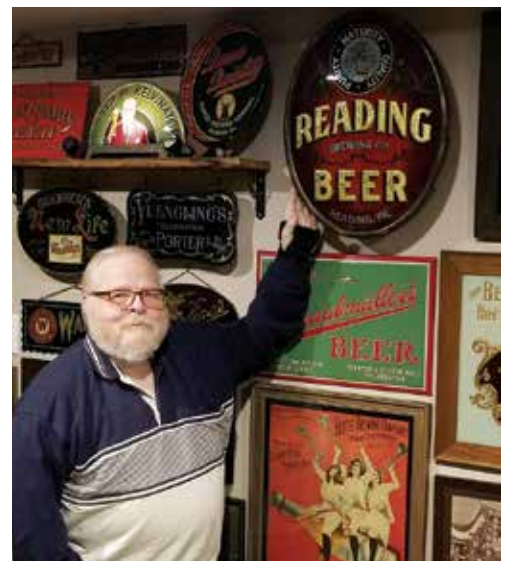


The lady mentioned a sign in the basement that her husband had acquired many years ago. As they descended the stairs, there it was, covered in about a half inch of dust: A Reading Beer “holy grail” sign—a Vitrolite! **Right, center, in its original condition.**

Trying not to show his excitement, Gerald asked if she would sell it, and she said she'd never thought about it. So Gerald made a generous offer to which she said, “You'd pay that for this dusty old sign?”

Gerald joyfully handed over the money to the lady, having first taken a quick trip to the ATM, and the precious piece was added to their collection.

Right, bottom: Gerald Watt points out his favorite item in the collection, an early 1900s Reading Brewing Co. ROG corner sign. Chris and Gerald both grew up in Reading, PA.





It started with these two small shelves, and has developed into a finished "beer room."

Below: While most signs stay in the "beer room," the rest of the house is reserved for lithographs.



When we bought our first home, Chris made two shelves on the wall to display a few tin-over-cardboard signs.

At about the same time, Gerald was running out of places to store things, so we began storing them, and eventually decorated much of our home with Gerald's rare and beautiful items. So, as Chris would come across signs he wanted, we would discuss where in the house we could display them.

Before I knew it, the two little shelves were replaced with lithos hanging in almost every room of the house. Then, when the base-

ment was finished, we had our very own "beer room" to display all the other breweriana in their combined collection.

When it comes to breweriana in our house, I have just two rules. 1) No beer stuff in the kitchen; and 2) No goats upstairs—I'm not a big fan of those bock pictures with goats. Not everyone agrees with me, but I just can't take their angry yellow or red eyes hanging in my living room staring back at me!

In the basement of our first home, I insisted that those crazy goats could only be hung in the closet. But I've since loosened up a bit on that rule. Now, we



Chris and Gerald collect all Pennsylvania beer items dated prior to 1950 with an emphasis on pieces from their hometown of Reading, PA. They are drawn to Gilco Lighted Signs, particularly "cab lights" and "saucer style" examples, as well as TOC and ROG signs. (More pix next pg.)





Campbell Watt, age 10, proudly showing off her favorite piece in the "beer room." Among the family's most sought-after pieces are PA bock beer signs.



have an actual goat's head mounted on the wall downstairs to accompany the collection of bock signs.

We have three young children: A daughter age 10, and twin boys, age 7. When they were babies, the basement breweriana room in our first home was kind of a retreat for Chris and me. It was the only place we could feel like we were on a date without having to hire a sitter. When the children were a little older, we moved, and they got to be there for the construction and unpacking phase of another home breweriana collection and display. I think this has helped them appreciate it and feel like it is a family treasure.

The kids seem to enjoy being in the "beer room" as well. Most people absolutely cringe when we tell them we let the kids enjoy this space. I won't lie, it worried me too, at first. But even though the "beer room" often shares space with Barbie dolls, toy trains, Legos, and other children's odds and ends, they take good care of the signs in the family collection.

The children have eaten dinner downstairs at the bar and created

their own "beer signs" with cardboard boxes and markers. If I recall correctly, the only one who has broken something was me (those darn neons are so fragile).

Chris and I enjoy hosting the occasional party in the "beer room," too. I love it when Chris and Gerald get to share their hobby with others. As all breweriana collectors know, it's one thing to try to explain this hobby to someone who has no idea what it's all about, and quite another to show someone the actual "beer room" and all the beautiful advertising on display.

Last summer we attended our first NABA Convention as a family in Madison, WI. The

kids loved going room to room and checking out what other collectors had. They loved meeting everyone, especially because everyone welcomed them with open arms. I took the kids exploring in Madison while Chris attended the meetings—and we definitely spent a ton of time in the hotel pool.

This year at the 2019 Convention in Cincinnati, the kids were on the lookout for more bottle caps and bottles, and they took on a special quest: To find a light-up Spuds Mackenzie dog!

Perhaps the most important thing I've learned from accompanying Chris and Gerald to their different beer



shows and auctions is that collecting breweriana is much more than a hobby to the participants. It's not just about collecting another sign or can, it's also about respecting and holding onto a piece of history that has survived many years. This has helped teach our children the value of preserving history. And just as important, this pastime is about the friendships made and the camaraderie shared in a hobby you truly enjoy.

Far Left: Of course, there is one beer which is a mainstay in every Pennsylvania collector's home: Yuengling.

Left: The collecting bug has even worn off on Heather Watt. Her family grew up in Sturgeon Bay, WI. Heather, Chris and the children now spend summers there, so it was only natural for them to collect Sturgeon Bay Beer items as well.



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is February 1, 2020**

Registration form available at bluegrayshow.com
or on the BCCA Calendar

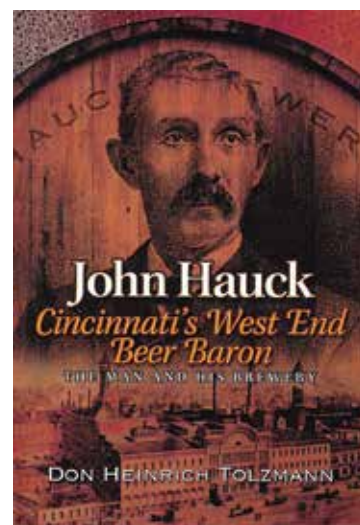
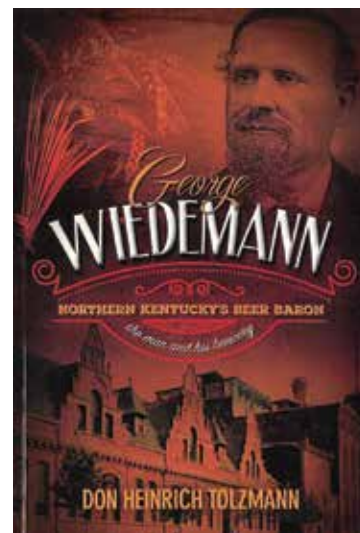
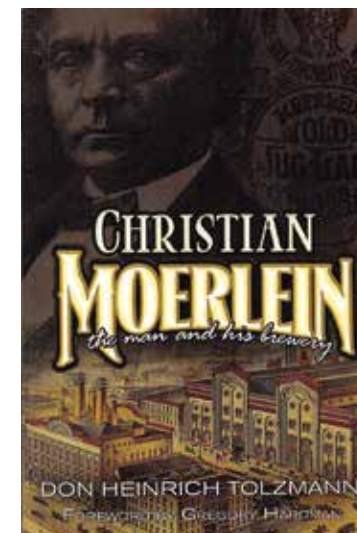
Collector's Bookshelf

This is a brief retrospective on several Cincinnati-focused brewery books. Since our recent (#48) NABA Convention was held in the historic brewing town, I wanted to inform the NABA membership of these outstanding brewery history books so that you can let your loved ones and friends know what you want for Christmas. Or so you can go and purchase them to encourage these fine authors to continue their research, their pride in authorship, and their painstaking work in preparation for publishing, so we can add them to our personal libraries! Plus these specific books can build on what you learned (or possibly missed) during our 2019 NABA Cincinnati Convention!

One of my fondest high school memories growing up in Fredericksburg, VA was country stores—especially those whose operational philosophies required merely that you were “tall enough to slap the money down on the counter” to buy beer. My friends and I were hooked on the TV jingle, ***I don't want one of those national brands, I want me a Wiedemann***, and we quickly observed that Wiedemann tasted better than the popular and snobbish Budweiser (as well as being more suited to our thin high school wallets).

Dr. Tolzmann (author of the three books listed and shown at right) is a prominent author and editor of numerous books on German-American history and culture. His distinguished resume includes service to museums, societies, and institutions specializing in German-American history and culture. To me, the most prominent organization he has faithfully served is Cincinnati's own “Beer Baron Hall of Fame.”

I would note that, in a prior Cincinnati book review article appearing in the Spring, 2016 *BC* (Vol. 173 p. 26), I referenced numerous Cincinnati brewery history books commencing with the late Professor William Downard's 1970s classic, *The Cincinnati Brewing Industry* and Tolzmann's *Chris-*



**Cincinnati
Beer Barons**
***Christian Moerlein:*
*the Man and his Brewery (2012)***
***George Wiedemann:*
*Northern Kentucky's Beer Baron (2015)***
***John Hauck:*
*Cincinnati's West End Beer Baron (2017)***
Dr. Don Heinrich Tolzmann

tian Moerlein book noted above. Since that great work, Tolzmann has produced the Wiedemann and Hauck books.

All are excellent reads. He is obviously well connected to the local collector community, as familiar names are credited in his books including Rob Musson, Dave Gausepohl, and other hobby folks specializing in Cincinnati and Ohio breweriana. Tolzmann's books are truly absorbing reads about a wealth of brewery history in the region.

And of course, a highlight for collectors is that Tolzmann's books are packed with cool pictures. Some of my favorite categories of photos (outside of breweriana) are included: buildings, mansions, graves. To order: www.littlemiamibooks.com

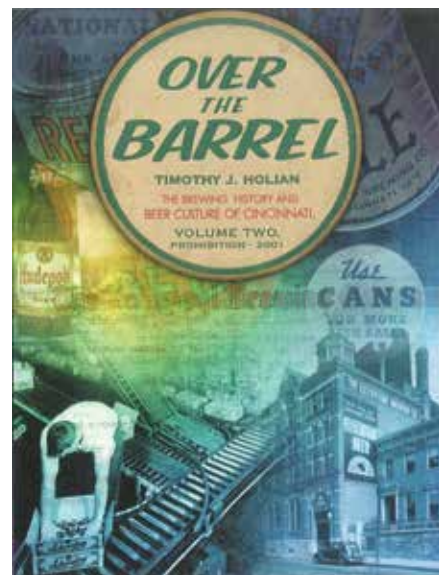
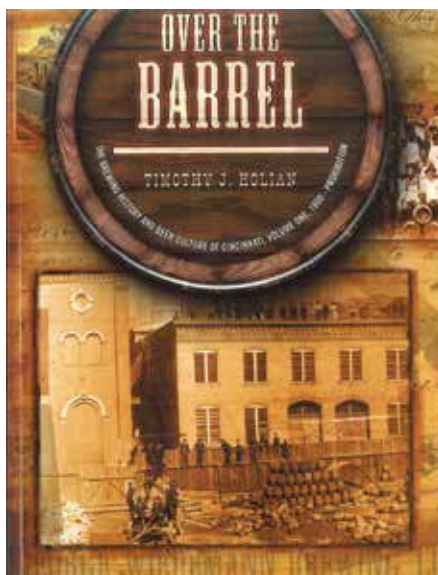
Reviewed by
Larry Moler
accneca@aol.com



Over the Barrel Vols. 1 & 2

The Brewing History and Beer Culture of Cincinnati Timothy J. Holian

On the vast subject of Cincinnati brewing history, I cannot overlook two excellent books by NABA member, Tim Holian. His 2-volume set, *Over the Barrel—The Brewing History and Beer Culture of Cincinnati* is an outstanding, comprehensive overview of Cincinnati brewery history published by Sudhaus press. Volume 1 (published 2000) covers the years 1800 to Prohibition and the scope of Volume 2 (2001) is Prohibition to 2001. Tim is originally from Cincinnati and was in attendance at the NABA Cincy Convention, and has contributed Convention coverage to this Fall issue.



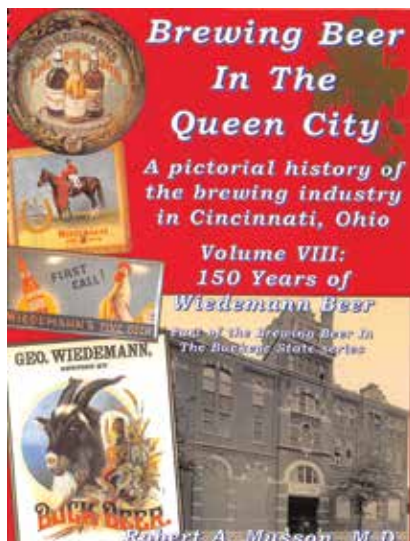
Brewing Beer In The Queen City

**A Pictorial History of the Brewing
Industry in Cincinnati, Ohio**

Volume 8: 150 Years of Wiedemann Beer
Robert A. Musson, M.D.

Mentioned at some length in the Summer issue (Vol. 186, p. 54) was Dr. Musson's new Cincinnati book, *Brewing Beer in the Queen City*, another impressive addition to the Buckeye State Series. Volume 8 drills into the the story/pictorial history of the Weidemann Brewery. As usual, the accompanying breweriana pictures are outstanding, with many beautiful labels, cans, signs, coasters, trays, and etceteras contributed by collectors. Ordering information: www.ZeppPublications.com, ZeppPublications@gmail.com.

Let everyone know these excellent books are on your "wish list" for holiday giving. You won't be disappointed!



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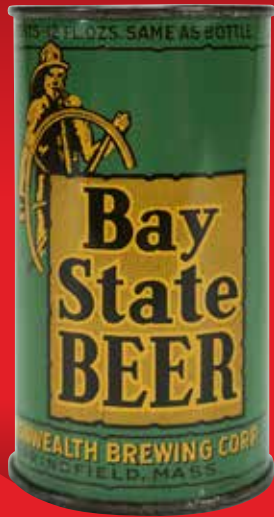
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"So ... whaddaya' gotta' have for it?"

by Barry Travis

I realize this may be **BEER 101** for many readers, but it always surprises me when someone **DOESN'T** employ this easy buying tactic.

What is it?

*Asking sellers what kind of price **THEY** had in mind for their item or collection.*

Sure, the seller may not have the slightest idea, but in this age of a quick internet or phone search, this is the exception.

Why is this important?

It may save you money, embarrassment, or a chance at the item you want to buy. But the whole money thing—that's where we make or break our collections, right?

Let's throw a hypothetical into the mix

Take a beer can a guy found while remodeling the family bathroom. And let's say it's a fairly obscure brand that may not show up as having been in any recent sales or auctions. A nice conetop can in good shape. And let's say the can is worth a grand.

You are both standing in the seller's driveway, and you're kicking the pavement while rolling the can in your hand.

Because your experience tells you it's worth a grand, you throw out an offer of \$700, hoping to start a conversation or perhaps receive a counter-offer.

What you don't know is that, upon finding the can in his bathroom, the seller had his son scour the internet. He located a national auction where the same can sold for \$1500.

Without knowing that back story, your \$700 offer labels you a low-baller in the eyes of the seller,

and shuts down the driveway negotiations right there. The expert becomes the enemy.

A second scenario

Same can, different seller.

In this case the seller truly **HAS** no idea what it's worth. You throw out that same \$700 bid and you can tell that he's just taken a deep thinking breath. He is taken aback, having thought the



can might have gleaned 30-40 dollars. He's thinking, if you've offered **THAT** much, what could this thing **REALLY** be worth?

He says he'll "think about it" and that's the last time you hear from him.

Solution

Ask the seller this magic question: **What do you have to get for it?** This eliminates both scenarios, and it frames a basis for negotiations.

If he replies, "forty bucks," you can either take it, or offer a bit more to make you both happy, opening the door for you to make some effort to educate him a little about the era, or the brewery, or the collecting hobby.

If he comes back at \$2500, you can respond however you like, possibly providing examples or experience to give the seller some perspective on a more realistic price. But at least no doors have been slammed shut by the seller. You can certainly choose to shut that door yourself, depending on how badly you want the piece.

Give it a try the next time you're faced with breweriana for sale from a private party. It's worked wonders for me over the years.

And remember: "You can't be **BOTH** a buyer and a seller" if the person you're talking to won't give you a ballpark price.



NABA CONVENTION BREAKS ATTENDANCE RECORD

CINCINNATI AREA PROVES AN IDEAL SETTING FOR 48TH ANNUAL GATHERING

BY TIMOTHY J. HOLIAN



The annual tradition of good fun and fellowship among breweriana collectors was renewed this year at NABA's 48th Annual Convention, in Hebron, KY, mere minutes south of the Ohio River from Cincinnati. Last year's Convention organizers and participants set the bar quite high in Madison, WI, but Convention Chairman Beer Dave Gausepohl and his team of Cincinnati area experts (Scott Bristoll, Dave Reed, Tom Waller, and Carey Williams) proved to be excellent hosts and helped plan a terrific gathering of NABA members who convened from across the country.

DAY ONE

A steady stream of collectors began to arrive at the Airport Marriott Wednesday morning, taking advantage of the noon opening of registration and hospitality. As always, the early bird got the worm, with numerous quality pieces changing hands during the always-popular Room-to-Room trading.

The main event of the first evening was the Brewmaster's Dinner, as Beer Dave guided the sizeable group through a variety of food choices and brew pairings, featuring the beers of Convention sponsor Christian Moerlein. By late evening most of the action had shifted from the hallways to the hospitality room, fueled by open taps of a fine variety of local craft beers.

After a late arrival myself, I surveyed those rooms remain-

ing open, and was pleasantly surprised to stumble upon, and be welcomed into, a discussion and whiskey tasting session supervised by NABA president John Ferguson, vice president Ken Quaas, and board members Joe Gula and Mike Michalik.

DAY TWO

Having survived my initial encounter with the hotel hair dryer and its hurricane-force power, I

lived up to its reputation as a must-see destination. The American Sign Museum is dedicated to the art and history of commercial signs and sign making. The museum is the largest public structure dedicated to signs in the United States and the NABA group was welcomed and guided by founder Tod Swormstedt. Numerous brewery-issued neons and other signs are part of a 10,000 sq. ft. display space.



Entrance to the
American Sign Museum

boarded the next morning's transport to the highly anticipated bus tour of several historical Cincinnati brewery sites, and the American Sign Museum. In fact two full buses were required to accommodate more than 110 members interested in the excursion, which was designed and organized by Scott Bristoll and Dave Reed.

Bus Two, dubbed "The Fun Bus" by those in the know, featured Scott Bristoll as the designated guide and stopped first at the museum, which more than

In addition to the 10,000 sq. ft. of interior display space, the American Sign Museum sported many signs around the exterior, including those surrounding the entry area and the un-restored 50s-era sign below.





Neons everywhere for every imaginable brand and business.



"Beer Dave" Gausepohl, Rei Ojala, and Dan McShane enjoy a story while bathed in the neon glow of the interior display area.



The Moerlein Lager House offered excellent views of downtown Cincy, and displays of historic advertising (below). NABA members had a variety of Moerlein brews to accompany their lunches (above).



Among the specialties of the American Sign Museum is neon restoration. This craftsman (above) was working on re-lighting an old sign. The group also got to see these three terrific Pennsylvania brewery porcelain skins that had just been reunited with neon and new transformers in the museum's workshop (below).



A short drive later we enjoyed a buffet lunch at the Moerlein Lager House, which was included in the price of the trip. Bus One members, whose first stop was the Over the Rhine District historical sites, arrived for their lunch, and we exchanged places. The Lager House's location—directly across from Cincy's Great American Ball Park, home of the Cin-

cinnati Reds—was optimal for views of downtown and across the Ohio River to Northern Kentucky. A wide variety of Moerlein beers were available on tap for purchase to accompany the meal.

Bus Two made its way to Over the Rhine, the historical German district just north of downtown, to hear a brief presentation by Over the Rhine Brewery District executive director Steven Hamp-

ton, on the evolving Cincinnati Brewing Heritage Trail project. After getting the background, we were able to visit three former brewery sites.

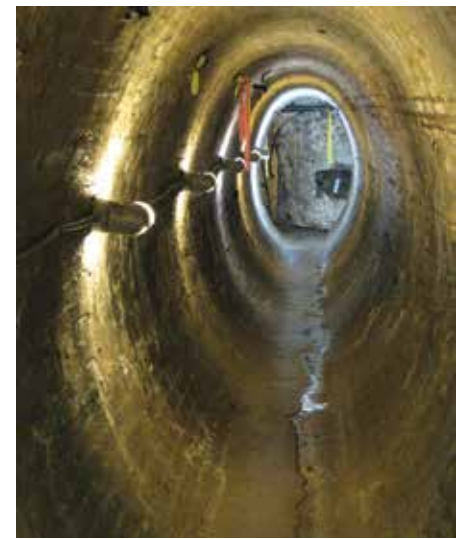
The first was the subterranean caves of the Crown Brewing Company, a victim of Prohibition. It was quite a treat to see the hidden entrance to our destination and wind our way down and around the narrow staircases until we reached the bottom. Although the area had not been used for beer storage for a century,

the high, rounded, elongated architecture of the space made its purpose readily evident. One narrow tunnel, some 30 feet under and across the street, led to the former bottle house. Somewhat ominously we were warned not to go up the stairs at the end. In the words of our guide, "the owner of the building knows the tunnel is here, and he has a shotgun."

Resisting the urge to tempt fate and mortality, we soon made



It was a long climb down into the cellars of Crown Brewing, and the tunnel (right) joined the cool, domed storage area where NABA members were allowed to go, with the old Crown Brewing Ice house, across the street (above).



The Sohn/Clyffside (Felsenbrau) brewery building sits in disrepair but was opened by special arrangement for the NABA group. Above left is a close-up of the original 1887 building, rich in ornate detail that includes the six-pointed brewer's star. Above right is the attached 1950s expansion for the bottling plant. The building, last used by Red Top, has been mostly vacant since 1957. The good news is that the owners, Clyffside Events Spaces, LLC, have just begun rehabilitating the building into a brewery and event spaces with bars, catering kitchens, and decks. The total project cost is estimated to be more than \$13.5 million, according to the *Cincinnati Enquirer*. Rebel Mettle Brewery Inc. will occupy the first two floors and the basement, as well as an outdoor beer garden.

our way back onto the bus, for the brief trip to the site of the former Sohn (pre-Prohibition) and Clyffside (post-Prohibition) Brewing Company. As a former resident of Greater Cincinnati for 30 years and the author of the two *Over the Barrel* books on its brewing history and beer culture, I had driven by this structure many times, wondering exactly what was inside.

This tour became my chance to find out, just before substantial renovation of the interior was due to begin. Upon our entrance to the brewhouse, we saw some of the building's remaining architectural gems, including ornate cast iron pillars and barrel-shaped caps upon the stairway railings. Although brewing ceased on site in 1957, a malt mill remains upstairs, as well as pulleys and flywheels from well before Prohibition that aided the production equipment. The stop at Sohn/Clyffside proved a rare and fascinating visit inside one of Cincinnati's most distinctive remaining brewery structures, well worth the price of the entire tour by itself.

The third and final stop on the excursion was to the caves of the former Jackson Brewing Company, accessible

Far right: Seth McShane takes a break after climbing the long flights of stairs to the upper floors of the Sohn/Clyffside Brewery structure. The protective railings here and the stairs all sported this



distinctive keg-topped post (above), carefully preserved, to be an original feature of the upcoming structural renovation.





The Jackson Brewery structure offered street-level access to the lager storage areas.

at street level. Surprisingly expansive, the interior keg storage site extended over the space of several long rooms and additional side areas, far larger than those at Crown. A curious cap on the tour was a recent photograph shown by our guide, who pointed out what he claimed to be the ghostly figure of a woman lurking in the recesses of the cellar.

After a stop at the Christian Moerlein brewery tap room to quench our thirsts on a hot day, our bus scarcely made it back to the hotel before it was time for the traditional full craft beer bottle and can swap. Much as I wanted to take part, my Cincinnati roots got the best of me, and I peeled off for an early dinner trip to Skyline Chili, a prominent local chain featuring one of Cincinnati's best and most famous foods.

Sufficiently fortified with a plate of three-way chili spaghetti and a cheese coney, I made my way back to the hotel for another successful evening of Room-to-Room trading and hospitality room banter, which again was fueled by a variety of craft beers.

DAY THREE

On Friday the action began early, as NABA members prepared for the annual auction. A large number of consignments made for an interesting and diverse collection of items, and the Ballroom was full when the proceedings began at noon sharp. Rare pieces from breweries across



America were available, but understandably the Cincinnati area was the one most represented among the lots registered.

There were two Christian Moerlein brews on tap throughout, including a dark smoked lager "breakfast beer" brewed with bacon and maple syrup. Reviews were mixed on this variation of a traditional Rauchbier, with some opting for just a taste of it while others, myself included, were more than happy to drink the flavorful, distinctive offering.

Barely had the dust settled on the auction when the Taste of Cincinnati craft beer sampling began, located between the hotel lobby and auction room. As usual for such tastings there was an excellent turnout of NABA members, who bellied up to the bar to try diverse products brewed by Rhinegeist, Christian Moerlein, and under the recently resurrected Wiedemann name—now in production north of Cincinnati as opposed to at its longtime Newport, KY site (closed in 1983, demolished circa 1990). An additional tasty option from farther afield was bottled Metz Jubilee Beer, recently resurrected in Omaha by Infusion Brewing and its owner, NABA member Bill Baburek, who kindly brought and



The auction action began early with members registering items with Auction Chairman Kent Newton and his helpers. Members were able to review and bid on a wide variety of select breweriana during the signature NABA members-only event.



Convention committee member, Tom Waller, holds a Red Top clock for the audience to consider as auctioneer Ricky Schmidt expertly seeks bids.

shared his special brew.

We next made our way across the hall to the Ballroom, for the annual NABA Banquet and business meeting. President

John Ferguson welcomed the group and introduced past presidents Norm Jay, Larry Moter, and George Baley. In his presentation to the membership Ken Quaas noted the particularly strong 33 percent growth rate of NABA membership over the past two years and the expansion of the *Breweriana Collector* magazine from 48 to 64 pages. Jim Kaiser stated in the treasurer's report that the organization remains in very solid fiscal shape. 2020 Convention Chair, Mike Michalik also shared some of the exciting plans for next year's event in Pittsburgh.

AWARDS PRESENTATION

The highlight of the evening was the awards presentation, especially considering NABA does not give out awards every year but does so when the Board of Directors feels that particularly deserving individuals have stepped up or offered longtime, significant contributions to the hobby.

Last year the NABA Board established the Bob Kay Writer's Award for those making longtime and outstanding contributions to the *Breweriana Collector* magazine. This year it was given to Larry Moter for his numerous contributions and quarterly book review columns.

NABA's highest service award, formerly known as the Founders Award, was established in 2012. This year the award was re-named the



The sunken lobby of the Marriott was packed with members for the craft beer tasting event. Above right: Volunteer Mary Clinton serves Dave Alsgaard.



Along with the news and business of the club, the Banquet included awards presentations, notably, the renaming of NABA's most coveted award to the Herb Haydock Founders Award, held by Helen Haydock below, and the newest recipient of that award, John Stanley (bottom).



Herb Haydock Founders Award to honor the memory of founding member and icon in the hobby, Herb Haydock. A plaque noting the re-naming was given to Herb's widow Helen, who said he would have appreciated the honor.

The evening's finale came when John Stanley was awarded NABA's Herb Haydock Founders Award, in honor of his many years of service and extensive contributions to both NABA and the hobby.

DAY FOUR

Saturday morning came early for the many NABA members taking part in the public show and sale, with set-up beginning at 7AM. By the public opening time, a wide range of quality breweriana was on full display, with many remarkable items still available despite the extensive Room-to-Room dealings of the previous days. Although show floor activity was spirited, a number of good buys still could be had as the show ended at 2PM. Several hours were then set aside for some needed rest, personal time to socialize, and exploration of attractions in the area.

At 6PM most of the remaining participants gathered for the evening dinner and official adjournment. The high point of the gathering was a heartfelt tribute by Beer Dave Gausepohl to Herb Haydock, with several touching stories and jokes that reminded everyone of Herb's friendly, easygoing personality. Afterwards, a large group



Left: An excellent variety of quality items were for sale at Scott Bristoll's tables.
Right: Former NABA President, Norm Jay and his wife, Judy displayed a variety of breweriana at their tables.

came together in the hospitality room for further discussion and beer samplings (including a diverse set of brews from Hofbräuhaus in Newport) that lasted well past the designated 11PM closing hour.

DEPARTURE DAY

As usual Sunday morning was primarily fond farewells until next time, although some members managed to extend the festivities on a smaller group level. In my case I was fortunate enough to join up with Beer Dave, Dan and Linda Forbes, and Rich La Susa to visit several craft breweries in Northern Kentucky and Cincin-

nati, sampling some fine beers and ales before taking my leave and returning to Wisconsin.

Before hitting the road, I made one final stop, at the site of the former Hudepohl brewery (currently in demolition) where I took some photographs of the sad circumstance. It was a bittersweet moment to see the walls largely down from my favorite area brewery, while remembering the plant tours I had taken over the years and the many good beers issued by the facility, especially Hudepohl 14-K, the first beer I ever drank. It was my own way of bringing the NABA Convention full circle, celebrating Cincin-

nati's great brewing history while recognizing the new order of craft brewers and the bonds that both older and newer producers share.

In a similar vein each NABA member at the Convention now has his or her own Cincinnati story to tell, a mix of memories of longtime friends and the joy of making new acquaintances. We look forward to next year in Pittsburgh, when the cycle will resume and the many who left the Queen City wanting more will find the continuation just as rewarding next year in the Steel City. Mark your calendars for July 29 - August 1, 2020, and I hope to see you in Pittsburgh!



July 29 - August 1, 2020 NABA's 49th Annual Convention

Doubletree Green Tree Hotel
Just minutes outside
Downtown
Pittsburgh, Pennsylvania

Watch for registration information and rates to come in this publication, our Facebook page, and on our website:

nababrew.com

Goebel Brewing Company

Detroit, Michigan

Pre-Pro: 1873-1919
Post-Pro: 1934-1964



This standard Goebel image is actually on a pie plate tray. Courtesy Dave Alsgaard.

BY LARRY MOTER

August Goebel Sr. was an immigrant success story and quite a prominent businessman in Detroit. Born 1839 in Rhenish Prussia, Goebel Sr. ended up broke in Detroit at the age of 17. He apprenticed to a bookbinder, then joined the Scott Guards in 1859. This later became Company A, Michigan 2nd Infantry. Goebel rapidly rose through the ranks and



AUGUST GOEBEL
DETROIT
PRESIDENT THE GOEBEL BREWING CO.
DIED 1905.

became a Captain, at which time he re-enlisted (1881) and rose to the rank of Lt. Colonel. His unit experienced 14 engagements before he was honorably discharged in August, 1862. Further biographic information can be found at: www.elmwoodhistoriccemetery.org/biographies/august-goebel.

A 1905 caricature of August Sr. illustrates a sword/scabbard marked "Civil War," indicating he valued his military service highly.

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: *Goebel Brewing is the eighth in our series sharing with readers Michigan breweries surveyed in 1944-45 by the state's Liquor Control Commission. Their resulting document, Second Survey of the Michigan Brewing Industry is notable resource material for historians, and the industry's advertising and branding materials are significant to collectors. Prior series coverage can be found starting with Vol. 180 (Winter 2018) of the BC, and the most recent installment was last issue's (Vol. 186, Summer 2019) coverage of Geyer Bros.*

Goebel and a partner, Theodore Gorenflo, opened A. Goebel & Company in 1873 (also known as the Cincinnati Brewery according to *American Breweries II*). During the 1880s, it became the 3rd largest brewery in Detroit.

Former NABA Editor & Stroh Brewery Executive Peter Blum (deceased) wrote a wonderful book in 1999, *Brewed in Detroit – Breweries and Beers since 1830*, which had an entire chapter dedicated to Goebel called *The Competitor across the Street*. In Blum's account, Goebel, backed by English capital, opened a new brewery in 1883, followed by construction of a large plant in 1897. This enterprise ceased operation in 1919 at the dawn of Prohibition when the family sold to a local investor group, which purchased the plant for real estate investment.

The Tales Bottles Tell by Ed Stroh

Did you know?

- November, 1949 Goebel *announced* the purchase of the Golden West Brewing Co. in Oakland, CA (operating it 1951-56) announcing its sale in January of 1957.
- Goebel signed a licensing agreement with Arthur Guinness Son & Co., Ltd. in October, 1954 to produce Guinness ale and lager in the US. Before the end of 1956, production had discontinued.
- Their 'Crystilled water' marketing stamp was introduced in the spring of 1957.
- Stroh paid just under \$2mm for Goebel in April, 1964.



- #1 - Goebel began selling beer again in April, 1934, and the Christmas label was first used in 1935.
- #2 - 3 Bock labels, circa 1935 on the left with the German Eagle symbol, the middle one shows the American Eagle symbol; the right-most label is from circa 1946.
- #3 - Goebel changed from the unpopular German Eagle to the American-styled Eagle in the spring of 1939.
- #4 - Gold Label was introduced in April, 1939.

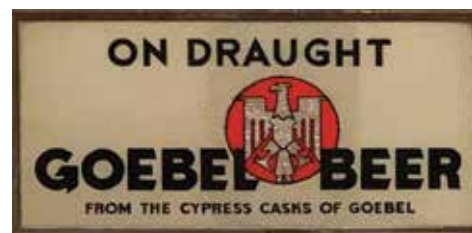


- #5 - When Goebel purchased Koppitz-Melchers in 1947 they continued to sell Koppitz Beer for a short time but with a Goebel Brewing Co. label identifier.
- #6 - With Goebel's changeover to the American-style eagle in the spring of 1939, the labels changed also. Here are 3 Dark Beer bottles, with the middle one being the first after the label change, but it still has the German eagle on the crown. The bottle is full.
- #7 - Goebel announced the purchase of the Grand Rapids Brewing Co. in Muskegon (note 2 bottle labels "Brewery also at Muskegon, Michigan") in April, 1946. Eleven years later, the announcement of its permanent closing came in September, 1957. Extra Dry (far right) was introduced in Sept., 1948.

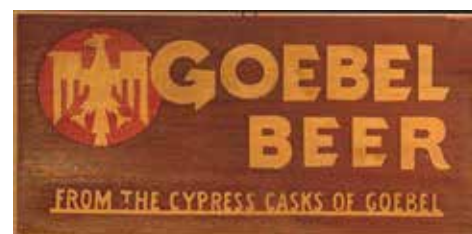
After Repeal, however, the investment group led by Walter Haass decided to recapitalize/reopen the plant. Blum's book includes a definitive history of the rise and fall of Goebel after Repeal, when it enjoyed significant growth in the 30s and 40s. In fact, Goebel was the subject of a cover story in the June 15, 1941 *Brewers Journal* (pictured next page), which noted "33 million more bottles of beer sold in 1940 than 1939 . . . and [the company] showed the second largest increase in sales nationally, attained by any major brewer." Goebel even gave Stroh's a scare in the late 40s/early 50s when Stroh slipped to 3rd in the local marketplace.



Porcelain insert brass tray,
courtesy Dave Alsgaard.



Two signs, courtesy Don Wild, showing the German-eagle styled logo, and touting the famous "From the Cypress Casks of Goebel" slogan. Above is TOC and below is wooden, both prior to 1939.



Date: July 17, 1944

Inspection by Maloney & Edwards.

FYRE NAME: Goebel Brewing Co.

ADDRESS: 8001 Rivard,
Detroit, Michigan.

BREWMASTER: Herman Serwek.

ANNUAL CAPACITY:
Storage x 6 = 504,000 bbls.

PRODUCTS MANUFACTURED:
Goebel beer and Goebel beer
for the Army.

FACTORY BUILDING: Modernized
yellow brick buildings, con-
crete and steel construction,
originally built prior to
Prohibition and operated as
"Brew Beer" and malt extract
plant during Prohibition.
The main building houses the
malt and grain storage, brew-
ing, fermenting and storage.
The bottle shop, etc., are
located across the street to
the West. Offices are located
in separate two-story
building across from the
bottle shop. The cooler room is constructed from glass and tile
and is air conditioned with washed and filtered air. Most of
storage cellars are exceptionally well constructed and laid out.

SANITARY AND COOLING FEATURES: Adequate modern toilet and wash
room facilities.

EQUIPMENT: Most all equipment is new and of conventional design.
Grain is conveyed to storage by blowers. Equipment consists
essentially of:

grinding mills,
hoppers,
grist cooker,
hop jack,
cypress fermenting tanks glass
lined and some cypress stor-
age tanks,
bottling,
washing and racking.

grain scale,
wash tun,
410 bbl. brew kettle,
cooler,
filters,
refrigeration,
pasteurizing,
kag pitching.



Goebel brewery was the cover article in the 1941 *Brewers Journal* (right). The image above shows the Goebel factory and office structures, from the souvenir booklet from the 1897 Braumeisters convention held in Detroit. Included in the original (p. 29) were these additional notes: *Capacity 350,000 barrels; August Goebel, President & Manager; Fred W. Brede, Assistant Manager; Joseph B. Moore, Treasurer; Ralph Phelps, Jr., Counsel; August Goebel, Jr., Secretary*

Goebel's ascent was rapid and they acquired other companies during their growth spurt. Grand Rapids Brewing Co. (Muskegon) was plant #2 from 1946-57. Kopitz-Melchers's relatively new plant became Goebel's plant #3 from 1947-58. Finally, they entered into an ill fated western venture with the operation of the Golden West Brewing Co. of Oakland from 1951-56.

Goebel peaked at 1.3 million barrels in 1953 and then began a decline that culminated in closure in 1964. Blum attributes the decline "to changes in personnel and erratic marketing slogans, and at the end an inability to cut costs and/or increase prices - Out-of-state Drewry's could ship beer into Michigan at a cheaper cost than Goebel could produce." The business also lacked the economies of scale enjoyed by larger competitors such as Stroh's, to whom Goebel sold in 1964. Stroh's quickly demolished the plant to prevent "the competitor across the street" from ever rising again.

FERMENTATION TANKS:

Cellar 2G - 6 at 610 bbl. steel. Celler 1G - 6 at 610 bbl.
" 2F - 2 at 195 " wood. " 4 at 624
" AA - 25 at 150 " " 0 - 4 at 370
" BB - 25 at 150 " " 1 at 85
" C - 2 at 283 " steel. " 1 at 1010
" D - 2 at 283 " " " A - 28 at 110
" 1F - 14 at 195 "

STORAGE TANKS:

Cellar 1A - 15 at 571 bbl. Celler K - 12 at 221 bbl.
" 1B - 15 at 572 " " 2 at 146
" 1C - 16 at 573 " " 3 at 315
" 1D - 15 at 573 " " 1 at 580
" 1E - 15 at 573 " " 1 at 720
" 2A - 8 at 574 " " 4 at 908
" 2B - 16 at 573 " " V - 1 at 825
" 2C - 16 at 573 " " 1 at 890
" 2D - 16 at 573 " " 2 at 950
" 2E - 16 at 573 " " W - 1 at 719
" 2F - 16 at 573 " " X - 1 at 913
" 2G - 16 at 573 " " Y - 1 at 907
" 2H - 16 at 573 " " Z - 1 at 725
" 2I - 16 at 573 " " 2 - 1 at 785
" 2J - 16 at 573 " " 3 at 908

RAW MATERIALS AND COMPOSITION OF BEER: Materials for 400 lbs.

	July 1944	April 1945
Malt	11,700	9,500 - 53 %
Hops	180	173 - 43 lbs/100 bbl
Grits	1,000	3,680
Barley	2,500	-
Rice	2,500	3,680
Milo maize	1,000	-
Flakes	-	1,170

MANUFACTURING PROCESSES: The usual brewery practices are followed throughout. This brewery has a good laboratory and chemist so it is possible to control all operations very closely. This concern saves all their spent yeast and sells it in wet condition to processor. Carbon dioxide is used for counter pressure on storage tanks and bottling machine, as they have sufficient CO₂ storage capacity for their fermenters.

CLEANLINESS AND SANITATION: This brewery is kept immaculately clean from top to bottom. The cooling room is closed and has filtered fresh air ventilation.

WASTE MATERIALS: All spent grains are sold in wet condition to processors. Spent hops are sold to farmers for fertilizer. Spent yeast to processor.

RESULTS OF CHEMICAL ANALYSIS:

	July 1944	Jan. 14, 1945
Original Malt	10.3	11.1
Alcohol by weight	3.1	3.6
Alcohol by volume	1.07	1.2
Specific gravity	1.004	1.010
Apparent extract	2.5	2.6
Real extract	4.22	4.2
Total solids	1.08	1.15
Protein	.333	.340
Phosphorus	.043	.040
Ash	.45	.48
Color	-	3.0
Vol. CO ₂	1.78	2.11
Alr	3.2	7.6
Starch	-	none

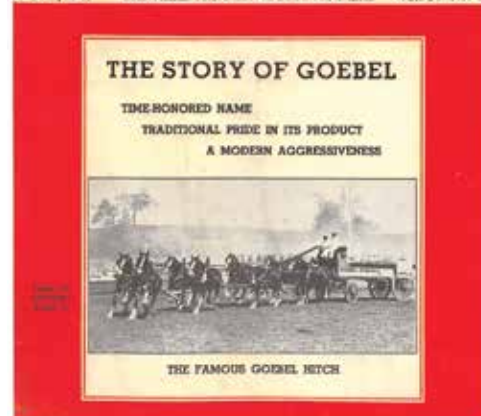
Results show that while this brewery does change its formula to some extent, that they are fairly consistent, considering the raw material supply. Results also show they produce a good beer, the composition of which are close to average for Michigan beer.

CONCLUSIONS: The conditions and practices of this brewery are the most correct in producing any beer for overseas shipment but no sample was obtained.



WANTED NOW!

Please return all empty beer bottles and caps to your dealer. - strict drought!



Two stock certificates, courtesy James Kaiser.
Top from 1934, bottom from 1946.

their common “Bald Eagle” ACL returnable bottles, and was used to advertise Extra Dry and Goebel 22 brands. According to Blum, Brewster was killed off with loud squawks in a TV ad near the time of Goebel’s demise.

This series cannot be presented to you without our fellow collectors sharing their goodies, and this installment is no exception. Thanks go to several significant MI collectors for the wonderful breweriana pictures shown here: **Dave Alsgaard, James Kaiser, Ed Stroh, Paul Rahne, and Don Wild.**

We are going to change our alphabetical presentation of the MI breweries in the series to give some kudoes and honor to a NABA member family who has offered many gifts of time and expertise

to the hobby and the Association over many years. Frank and Vickie’s contributions are such that they should not, in my opinion, suffer “alphabetical discrimination” based solely on the first letter of their last name, nor be required to wait until the end of this series to have the historic brewery carrying their name covered in *their* NABA journal.

Next up in our presentation of the series is the **Zynda Brewing Company** of Detroit. Please, those of you who have Zynda Brewing items in your collection that you’d like to share with the hobby and to have included in the permanent archive, please send images to Editor Lee Chichester at falconer@swva.net and to yours truly at accneca@aol.com.



Beautiful Goebel framed lithographs and calendar (center). Courtesy of (left) Dave Alsgaard, Don Wild (2).



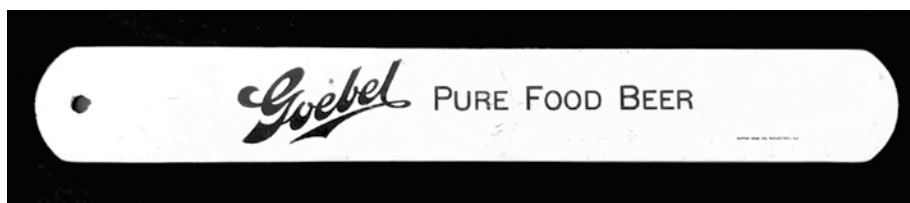
3 crowns show the progression of Goebel advertising in logo art, from pre-Pro (upper left). Courtesy Don Wild.



A variety of Brewster the Rooster images: two lights and a TOC. Courtesy Don Wild.



Paul Rahne says: “I collect Malt Tonic/Extract bottles. This is an unusual unopened bottle—it was wrapped in paper and dated (above, punched into the paper as 9 • 29 • 17). I have never before seen a bottle wrapped in paper.”



Above: Ivory foam scraper, courtesy Dave Alsgaard.

Below: Early “Winged G” logo foam scraper, courtesy James Kaiser.

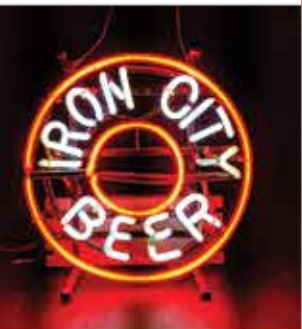
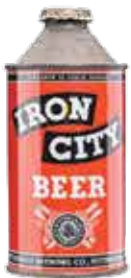




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Hi Neighbor, Have a Little 'Gansett History

Part I: Birth, Growth, & Prohibition

by Ed & Greg Theberge

Whether you're old enough to remember Curt Gowdy calling out "Hi Neighbor, Have a 'Gansett" during a Red Sox broadcast, or you're a millennial enjoying a reincarnated vintage-style can of your grandparent's favorite beer, all will agree that the Narragansett Brewing Company of Cranston, Rhode Island, holds a special place in the hearts of those who wax nostalgic for days gone by.

Before it became New England's largest brewery and made the region's best-selling beer, Narragansett began life as the brainchild of six German-American businessmen in 1888. These gentlemen included beer/wine distributor, bottler, and restaurateur Jacob Wirth of Boston, Massachusetts, Constand A. Moeller from New Haven, Connecticut (who served as President), George M. Gerhard, and three officials from the Providence Dairy Company: John H. Fehlberg, Augustus F. Borchardt, and Herman G. Possner (who served as Treasurer and General Manager of the brewery).

John Fehlberg's profits from his dairy business afforded the "Original Six" investors the necessary capital to construct their new brewery. His most popular and lucrative product at the time was "Butterine," a precursor to margarine often



referred to as "Oleomargarine." Fehlberg continued to work in the dairy business after becoming a brewer. On April 1, 1891, he joined forces with the Oakdale and What Cheer Dairies to form the Oakdale Manufacturing Company of Providence.

Starting Big

When it was built, the Narragansett Brewing Company was a state of the art facility. According to an 1896 article in the *Boston Herald*, "the buildings were fully as large and as complete as those of any brewing company then in existence in the country. They comprised all the modern machinery, cooling apparatus, and storage capacity that were necessary for the careful handling of the brew that they might finally become a beer second to none made in this or any foreign country."

The brewery opened its doors in December of 1890 with an initial capitalization of \$150,000 and began brewing beer under the supervision of brew master George Wilhelm of Wurzburg, Bavaria. The first lager beer that rolled off the production line was so pure and wholesome it quickly drew the attention of many local patrons, including New England physicians who began recommending it as an invigorator for convalescents.

Although Narragansett initially advertised that it was located in Providence, it was actually located just beyond the city's limits in the Arlington section of Cranston. Built adjacent to Tongue Pond at the junction of Cranston Street, New Depot Avenue, and Garfield Avenue, the site was originally chosen for its exceptionally pure water, which would later flow from 5 artesian wells that ranged in depth from 400 to 1000 feet. The site also placed the Narragansett brewery conveniently along the New York, New Haven, and Hartford Railroad Line as well as the Cranston and Providence street lines. A spur track separated it from the Arlington Grain Mill.



The massive Narragansett Brewing Company plant as it appeared c. 1900. The Bottling Works Department is featured in the inset photo.

Early Years of Growth

The Narragansett Brewing Company thrived during its first thirty years of operation. Much pride was taken in its motto, "The Famous Narragansett: Made on Honor, Sold on Merit."

Under the presidency of Constand Moeller, the brewery became incorporated in 1891 with a capital of \$250,000. Half Stock Banquet Ale and Select Stock Lager were the brewery's flagship brands during the early years. Other products that followed included Bavarian Lager, Porter, Bock, and "Gan-sett" Pilsner. In addition to its regular beers, the Narragansett brewery also produced Malt Extract. This non-alcoholic elixir was "Sold by All Drug-gists and Grocers" and was heralded for "building up the constitution and strengthening the nervous system."

Narragansett produced 27,997 barrels of beer during its first full year of operation in 1891. By the dawn of the 20th century, this figure jumped to 114,182 barrels. The brewery nearly doubled this output by 1909 and continued to do so in the years that led up to Prohibition.

With the ever increasing sales of beer came growth. Capital was continuously reinvested in the brewery. Over time, \$4,000,000 was spent on expansion and modernization. By the turn of the 20th century, Narragansett's facilities included a four story brick brew house that held two 350 barrel copper kettles, an adjoining storage house and hop room, a wash house, ice house, bottling works, four story ale house built in 1898, as well as a cooperage shop, carpenter shop, shipping room, main office, stables, barn, and a dry house for grains. By 1915, the brewery occupied thirty buildings on approximately 40 acres of land. In just 25 years of operation, it had become the



Wooden sign, c. 1895-1900.



Pre-Prohibition reverse glass mirror in brass frame, c. 1900.



Lithograph promoting Half Stock Ale, c.1895



The company was so concerned about cheaper, counterfeit beer sometimes deceptively bottled in Narragansett packaging by outsourced bottlers that they required Narragansett labels to include the name of the authorized dealer as well as a seal of authenticity. Narragansett proudly touted its new, on-site bottling plant in the 1912 ad (next page, top). This extremely rare bock beer label c.1912 (next page, bottom) as well as this felt pennant (above) market the brewery's new bottling plant by noting the brewery had bottled the beer on site.

largest and most sophisticated facility of its kind in all of New England.

Bottling and Ice

Although it first started brewing beer in 1890, the Narragansett Brewing Company did not have a bottling department to call its own until 1897. During the late 19th and early 20th centuries, independent bottling companies bottled beer, wine, and soda at plants distant from their place of manufacture. In 1910, Narragansett authorized 22 of these independent companies to bottle its products. To guard against the unscrupulous practice of bottlers selling inferior beer passed off as a Narragansett product, the brewery required every bottle they sold to contain a label that disclosed their name as an authorized dealer as well as a \$1000 seal to guarantee its authenticity.

Jacob Wirth, one of the original 6 investors of the brewery, sold Narragansett products at both his Providence and Boston bottling facilities. When bottling companies came up for sale dur-

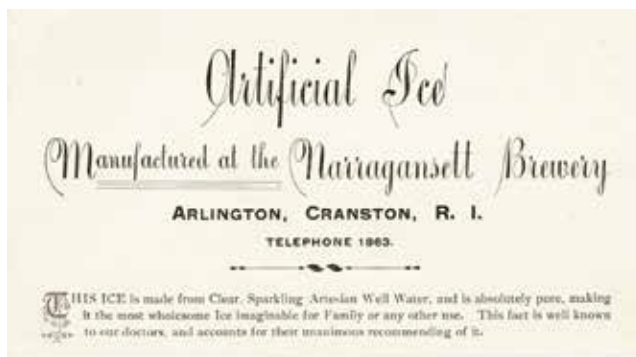
ing this period, the Narragansett Brewing Company often placed advertisements on their behalf in the local newspapers. It did the same when saloons that sold Narragansett products became available.

One of the new facilities heavily touted by Narragansett in 1912 was an improved and state-of-the-art hygienic bottling plant. This new installation allowed the company to fill and pasteurize 85,000 bottles of beer every ten hours. On the second floor of this building was a hospitality room where Narragansett marketed its products. This Mission-styled *Bierstube* was decorated and tiled with Dutch and German motifs. After touring the brewery, visitors could relax in this cozy old world setting and enjoy a foaming glass of beer.

In addition to its regular operations, Narragansett also ran a large artificial ice facility on its grounds. For this task, it utilized multiple artesian wells, an ice house, three refrigeration machines as well as an ice pond (presumably Tongue Pond). As ice was the only means of refrigeration during the late 19th and early 20th centuries, Narragansett workers kept busy stocking the many ice



Narragansett was also in the "Artificial Ice" business, as advertised on this delivery wagon, c.1900 – 1915 and trade card of the same era, promoting the "pure" and "wholesome" ice.



Export Lager lithograph, c. 1895-1900.



boxes of its surrounding neighbors. Delivered by horse and wagon, the brewery reportedly distributed up to 25 tons of ice per day to its customers.

Transportation and Distribution

The Narragansett Brewing Company relied heavily on the horse and wagon to distribute its products locally during its early years of operation. Over time, these teams were replaced by motor vehicles. In 1915, the brewery had a "big stable and garage for local delivery equipment" that included "100 horses, 50 wagons of various types, and many large motor trucks." Despite the eventual phasing out of the horse and wagon, Narragansett continued to keep ceremonial teams as romantic symbols of the brewery's proud heritage. They were commonly used for promotional purposes and were often seen at regional fairs and parades until the early 1960s.

To import the raw materials and machinery it needed to produce beer, and to distribute its products to locations throughout New England and parts of Canada, Narragansett relied extensively on rail transportation. By 1906, the brewery owned 21 refrigerated railroad cars. Each of these had the capacity to carry 125 barrels of beer. To transport its beer overseas, the brewery utilized the ports of Narragansett Bay to ship its "Export"

Point To The Tap

Long before the Narragansett Brewing Company used ball knobs to identify its products at the tap, it used brass and porcelain countertop markers they called "Tap Signs." Beginning in 1912 and ending slightly before Prohibition, the brewery heavily marketed these markers with a "Point to the Tap" campaign designed to ensure its customers that they were receiving genuine Narragansett products.



Early 1900s corner sign (left) and a period photo showing a typical installment of a similar pair of signs.

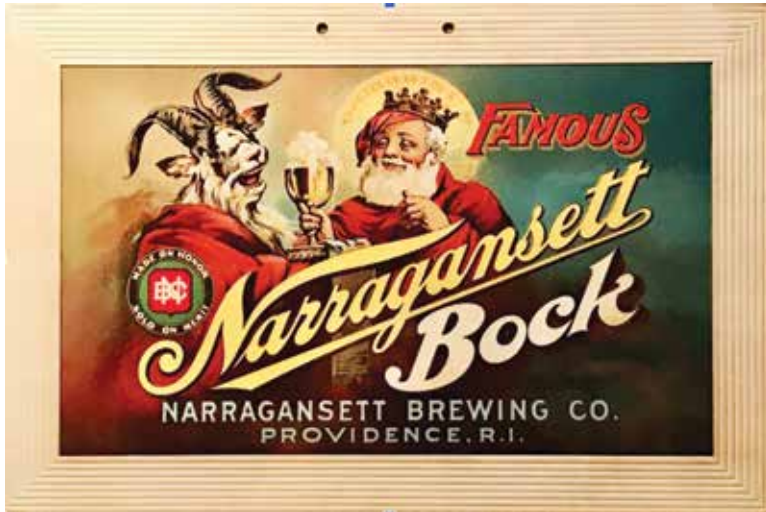
Lager to numerous exotic locations throughout the world including Turkey, Panama, the West Indies, and Africa.



Left: Celluloid schedule and scorekeeper for the Providence Grays 1910.



Right: Celluloid schedule and scorekeeper for the Boston Americans (Red Sox) and Nationals (Braves) 1916. The Americans would go on to win the World Series that year.



Left: Amazing Private Stock label found in the brewery prior to its demolition, c. 1907.
Below: Rare tray also c. 1907.

Cardboard Bock sign (above) and TOC Bock (below) c. 1910-1915.



German Heritage, WWI, and Prohibition

During its early years of operation, the Narragansett Brewing Company, like many other American breweries, employed a great number of German speaking immigrants. These workers became unionized on December 5, 1899 and were members of Local No. 114 of the United Brewery Workers of the United States. A year after the "war to end all wars" broke out in Europe, German Americans (with very Germanic names) were still running the brewery. These men included President John H. Fehlberg; General Manager, Emil Shierholz; and Brew Master, Otto Henn. One can only imagine the scrutiny they likely encountered



during a time in which anti-German sentiment was sweeping the country.

As her troops returned home from the European war between 1918 and 1919, the United States came under pressure to recognize a rapidly growing national temperance movement. This ensuing storm dramatically changed the lifestyles and livelihoods of many Ameri-

cans, particularly those in the liquor and beer industry. To prepare itself for the inevitable, Narragansett stockholders considered numerous alternatives to brewing beer. This included “Manufacturing, brewing, producing, acquiring, storing, selling and otherwise dealing in near-beer and other beverages, beet sugar, marmalades, preserves, sir-ups [sic], and other food products, ice, alcohol, oils, acids, chemicals, fertilizer, and other products of grains, woods, fruits, vegetables, fish or other sea life and chemical substances.”

Despite an early veto of the proposed bill by President Woodrow Wilson, Congress ratified the 18th Amendment of the Constitution of the United States, enforced by the Volstead Act, on January 19, 1919. The production, importation, exportation and sale of alcoholic beverages became illegal throughout the United States effective January 29, 1920.

After unsuccessfully suing the government to allow it to produce regular beer in October of 1919, Narragansett did all it could to stay alive during the dark days of Prohibition.

As in years past, the company continued to produce ice at its artificial ice facility. It also continued to produce Malt Extract since it was sold solely for medicinal consumption. “Near Beer,” a non-intoxicating malt beverage required by law to have an alcohol content less than one half of one percent,



A trio of pre-Prohibition trays with vibrant colors and graphics.



Right: Two army buddies humorously pose with an actual tray produced from the original artwork (below) developed for trays produced at the turn of the 20th century.





Paper calendar for 1902. An amazing survivor at 2 in. tall.



Very rare pre-Prohibition coaster.



Tip tray, c. 1907.

was also allowed to be produced and sold. During Prohibition, Narragansett took their "Gansett" brand of Pilsner beer, made it a near beer, and gave it the slogan "The New Brew with the Old Name." In addition to these products, the brewery added non-alcoholic carbonated beverages to their production line. These sodas included Ginger Ale, Sarsaparilla, Cream Soda, and Root Beer.

Rudolph Haffenreffer, Jr.

As time passed, Prohibition and an outdated facility began to take its toll on the aging Narragansett Brewing Company. As hopes began to grow for a repeal of the 18th Amendment in the early 1930s, the brewery's survival and security for the future relied on a significant amount of modernization as well as the expertise and financial support of a leader in the industry to get the job done.

In 1931, Narragansett's management approached Rudolph F. Haffenreffer, Jr. and inquired if he was interested in running their brewery. Haffenreffer was the son of Rudolph Haffenreffer, Sr., a prominent

brewer in Boston who had begun the Haffenreffer Brewing Company in 1870 and ran it until his death on March 8, 1929.

Fortunately for Narragansett, the junior Haffenreffer accepted their offer. With it, he assumed all control of the Narragansett Brewing Company, holding the title of President and Chairman of the Board. Under his supervision and financial assistance, Narragansett underwent dramatic alterations and improvements during the waning years of Prohibition. This positioned the brewery for success when the 21st Amendment was ratified on December 5, 1933.

With Prohibition mercifully ended, Narragansett was off and running in what, again, became a highly competitive market of

brewing legal beer in Rhode Island. That part of the story, however, will be covered in a future installment. Watch for 'Gansett's post-Prohibition rise and inevitable fall, as well as a lot of great advertising pieces related to the brewery, in an upcoming issue of the *Breweriana Collector*.

About the Authors:

Ed and Greg Theberge are among the few remaining father and son teams still active in the hobby since they first began collecting beer cans in 1975. Although they hail from the smallest town in the smallest state in the union (Warren, Rhode Island) their collection of RI breweriana, now located in Glocester, is far from diminutive. While finding a great piece or an unknown document to add to their collection is still a thrill, their greatest love in the hobby is the time they get to spend with each other and the dear friends they've made over the years. This work is dedicated to the memory of Ed's wonderful wife (and Greg's mom) who put up with their nonsense for so many years.



Prohibition-era near-beer label.

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1940s Senate Beer and Ale TOC Sign, Christian Heurich Brewing Co. Washington, DC. Manufactured by Electro-Chemical Engraving Co. 17.5 in. by 9.5 in., \$2,760, Morean Auctions



Pre-Pro Bohemian Extra Pale Beer ROG brass-backed sign, Buffalo Brewing Co. Sacramento, CA, 9 in. by 18 in., \$5,334, Witherells Auction



1930s Record's Ale Reverse-fired glass lens, Ben Record Brewery Inc. Watkins Glen, NY, 15 in. Lens only, \$1,781, eBay



Ball Knobs, Top: Bay Horse Ale tap knob, Heidelberg Brewing Co.

Covington, KY, \$2,825 and \$2,125—Two showed up on eBay in May

Bottom: 1930s La Fiesta Cerveza ball knob, PH. Schneider Brewing Co. Trinidad, CO, \$1,490, eBay

Bottle, Above: Columbine Non-Intoxicating paper label bottle, The PH Zang Brewing Co. Denver, CO, \$390, eBay



Pre-Pro American Beer ROG sign, American Brewing Co. Rochester, NY, Manufactured by Rodwell Mfg. Co. Niagara Falls, NY, 41.5 in. by 30 in., \$3,835, Angry Mama's Auction Co. LLC



Above: Stoney's Pilsener Beer tray, Jones Brewing Co. Smithton, PA, Manufactured by The Novelty Adv. Co., Coshocton, OH, \$775, eBay



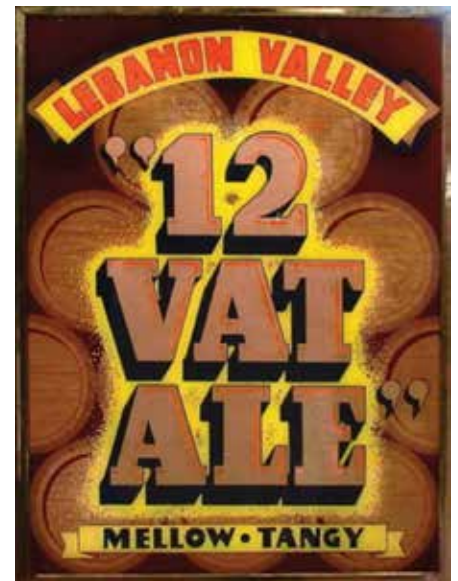
Left: 1880s Highland Springs Brewery, Rueter & Alley Mission Hill Boston, MA, factory scene lithograph, 34 in. by 29.5 in., \$3,089, eBay



Above: Pre-Pro P&H Lebanon Beer tray, P&H Brewing Co. Lebanon, PA, 12 in., \$2,500, Kleinfelter's Auction



1950s Pabst Blue Ribbon Beer cardboard ferris wheel sign, Pabst Brewing Company, \$550, eBay



1940s "12 Vat Ale" ROG sign, Lebanon Valley Brewing Company, Lebanon, PA, Manufactured by Fred M. Simon Associates Philadelphia, PA, 18 in. by 12 in., \$3,180, Cross Keys Auction



1950s Pabst Blue Ribbon Beer boxing sign, plastic and wood, Pabst Brewing Company, \$400, A&S Antique Auction Co.



Two 1930s Jackson Brewing Co. Cincinnati, OH ball knobs.

Top: Jackson's Cincinnati Beer, \$885, eBay;

Bottom: Jackson's Cream of Cincinnati Beer, \$1,025, eBay



2 Pre-Pro self-framed tin signs: **Left,** Stegmaier Brewing Co. Wilkes-Barre, PA, 28.5 in. by 22.25 in. \$4,200, and **Right,** Bartel's Brewing Co. Edwardsville, PA, 28.5 in. by 22.25 in., \$4,700, Wm. Morford Auction



1940s Rolling Rock diecut wooden back bar sign, Rolling Rock Brewing Co. Latrobe, PA, 14.5 in. by 5.75 in., Manufactured by Knipple Studio, Marengo, Iowa, \$1,725, eBay



Pre-Pro tip tray, Solano Beer, Solano Brewing Co. Vallejo, CA, 4.25 in., \$836, eBay



Above: Pre-Pro beer bottle label Mountain Dew, Walter Brewing Co. Pueblo, CO, \$537, eBay



1899 American Brewing Co. lithograph, Rochester, NY featuring Miss Liberty, 33.25 in. by 23.25 in., \$3,100, Wm. Morford Auction



Above: Pre-Pro J.G. Schemm Brewing Co. beer tray, Saginaw, MI, Manufactured by Meek & Beach Litho Co. 13 in. by 10.5 in., \$3,500, Wm. Morford Auction



Below: 9 inch celluloid button sign, Sicks' Select Beer, Sicks' Century Brewery, Seattle, WA, Manufactured by Bastian Bros. Co. Rochester, NY, \$1,979, eBay



WWII era die-cut cardboard sign for Blatz Beer \$2,000, eBay



Below: Early Van Merritt Motorized Windmill Chalk State Display, Burlington Brewing Co., Burlington, WI, 12 in. by 14 in., Paatco Manufacturing Co. Chicago, IL, \$3,045, eBay



Pre-Pro F.D. Radeke Brewing Co. full-sized felt pennant, Kankakee, IL, \$824, eBay



Left: Pre-Pro Schlitz Beer reverse glass corner sign, Jos. Schlitz Brewing Co. Milwaukee, WI, 16 in. by 26 in., \$4,095, Morean Auctions



Pre-Pro die-cut "Litho Agent for The Buckeye Brewing Co." calendar, 1905, (and detail above) Toledo, Bay City, MI, \$2,500, NABA Auction



Right: Pre-Pro Beer Drivers Union of Philadelphia souvenir tray, \$500, NABA Auction



Right: Schlitz Beer Starr X wall-mount bottle opener, \$610, eBay



Iron City Beer enamel silver flat top can, \$5,850, Morean Auctions



Old Anchor Beer "J Spout" cone top can, \$8,835, Morean Auctions

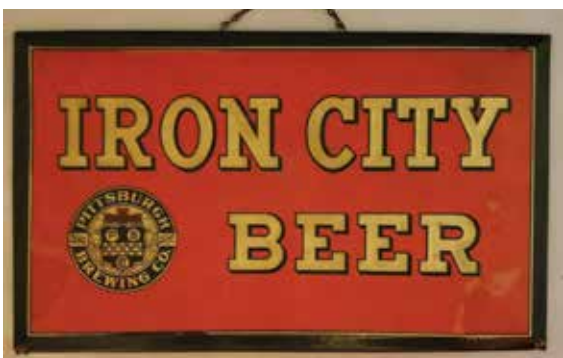
Pittsburgh Pennsylvania

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July 28-August 1, 2020

With NABA's Annual Convention to be held in Pittsburgh, PA next year, I thought we'd look at a few recently auctioned Pittsburgh-area brewery items in this space. Hope you'll mark your calendars and make plans to join us in Pitt!



Two celluloid-over-cardboard signs by Pittsburgh Brewing Co., 15 in. by 9 in., Manufactured by Bastian Bros. Co. Rochester, NY, Prismatic Sign Design
Above: Uniontown Beer, \$1,026, eBay
Below: Iron City Beer, \$811, eBay



Left: Fort Pitt Beer tray "Running-Waiter," Sharpsburg, PA, Mfg'd. by American Can Co. NY & Chicago, 12 in. round, \$721, eBay



DuBois Brewing Company

The Brewery of the Big Woods



by Will Hartlep

Practically the whole northern third of Pennsylvania is a vast mountainous forest, known to locals as the Big Woods. In the early 1800s this area provided the fuel for a thriving timber industry, with small towns springing up around the new sawmills and river ports.

One of these towns, 85 miles northeast of Pittsburgh, was founded under the name, Rumbarger, and settled in 1812. Seventy years later, the name changed to DuBois (pronounced "du-boyz") after local lumber magnate John DuBois. Soon afterward, coal mining supplanted lumber as the main local industry.

But unlike most small Pennsylvania towns of the time, DuBois did not have a brewery. A man named Frank Hahne, Sr. changed that.

Hahne was born in Neiderfeleris, Germany in 1856 and immigrated to the United States in 1875. Hahne bounced around the country from Iowa to Milwaukee, then back to Iowa, to Chicago, and then to Pittsburgh where he served as brewmaster at the Eberhardt and Ober Brewery.

Frank Hahne, Sr.

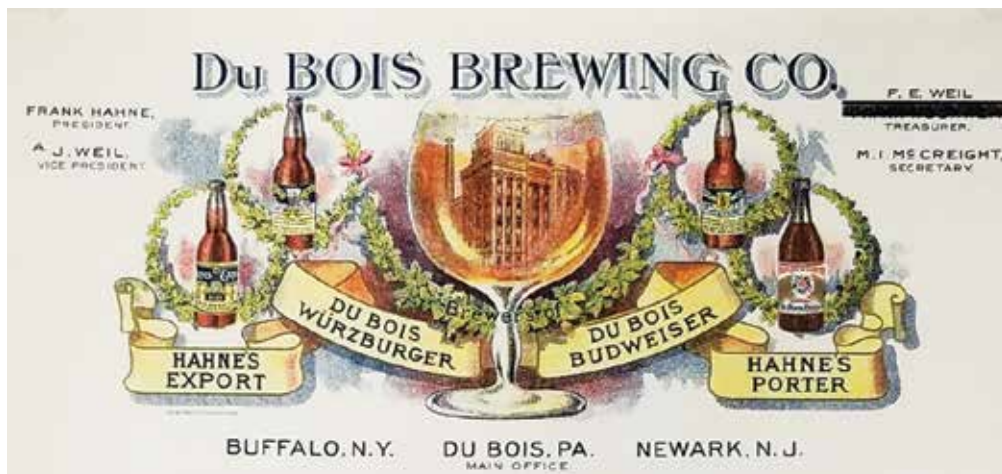
In 1896, Hahne came to DuBois, looking for a place to start his own brewery. He was impressed by the excellence of the local water, and by easy access to rail and highway transportation.



The area had some brewing competition from the St. Marys, Straub, and Punxsutawney breweries, but none located in the town of DuBois.

Hahne purchased property for his brewery, including 23,000 acres surrounding the local reservoir to protect the water source from pollution, and broke ground for his facility in 1897. His building was a beautiful brick structure, with a tall smokestack emblazoned with the DuBois name. It included a six story ornate brewhouse sheltering a three hundred barrel capacity kettle. He also built ancillary structures along the adjacent railroad tracks, and a separate brewery office building.

Hahne partnered with business associates Michael Winter and Jack Weil, along with a few other local investors, and began brewing the following year. By 1906, the brewery was producing four main brands, DuBois Wurzburger, Hahne's Export Pilsener, DuBois Porter, and DuBois Bud-



This elaborately-lithographed letterhead dates from the mid 1930s. The Buffalo, NY and Newark, NJ addresses refer to the two branch offices opened in DuBois' pre-Prohibition years. During Prohibition, and for a short period after, the company used the name DuBois Products and Cold Storage Company. That name was changed back to DuBois Brewing Co. by the mid-1930s following Repeal in 1933.



This extremely rare 1909 calendar lithograph, measuring 18 in. x 24 in., uses an illustration of an Eastern European scene linking it with the origins of the Würzburger and Budweiser beer styles that it promotes.

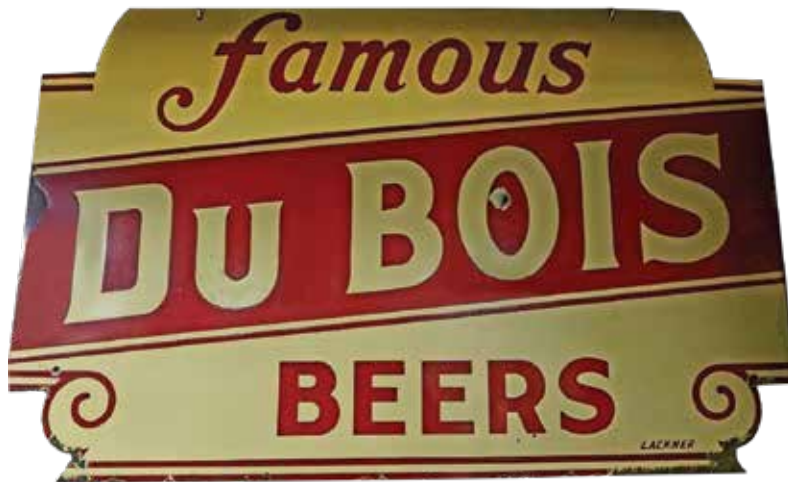
weiser. The latter became the basis of a feud with St. Louis brewing giant Anheuser-Busch, shouldered by the company for the next sixty years. (See sidebar)

The brewery prospered in the pre-Prohibition years. It established branch offices in Buffalo, NY, and in Newark, NJ, taking advantage of the direct railroad access to those areas, and was soon selling beer in five states. Part of this success was Frank Hahne's belief in advertising, as we collectors can attest by the wealth of advertising pieces from that era still available today.

DuBois production had reached all-time highs when Prohibition arrived, but again Hahne's business prowess allowed DuBois to weather the ban on alcoholic beverages. His company shifted from brewing to related industries, making near beer and soft drinks, and offering cold storage space. In 1921 he established the H&G Ice Company, which provided ice sales and cold storage facilities. In 1928, Hahne ventured into the coal business, reportedly to protect and monopolize his preferred local coal.

DuBois had the distinction of being one of only two breweries in the country to have never violated the Prohibition laws. Because the government respected this adherence to the law, DuBois was issued its new brewing license early, permitting it to start producing beer immediately after the 18th Amendment was repealed by the 21st Amendment.

Sadly, Frank Hahne Sr. died in 1932, and never saw the rebirth of his life's grandest achievement. Company ownership and leadership



Above: Large, double-sided 5 ft. x 3 ft. outdoor porcelain sign made by the Lackner Co. of Cincinnati, OH. **Below:** Double sided lighted porcelain, grommetted for neon, 60 in. x 30 in. with no manufacturer markings. Both signs c. 1930s.



passed to his son, Frank Hahne Jr., who continued as president until the brewery was sold in 1967.

DuBois re-commenced brewing in 1933, picking up successes where it had left off in 1920. The brewery employed 108 local brewery workers, including Carl Waldbisser, who had been brewmaster before Prohibition. He introduced Hahne Porter and Hahne Export to the DuBois product line.

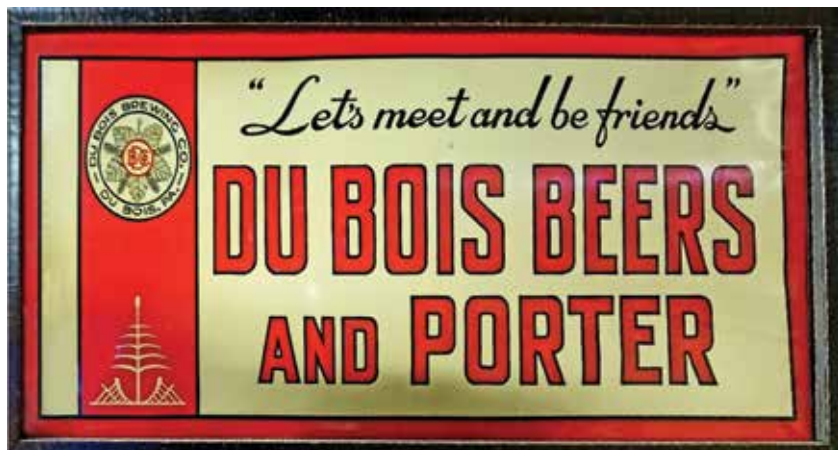
In the 1940s and 1950s, sales began to falter, due primarily to the three big Pittsburgh breweries and the large national breweries encroaching into the DuBois sales area. Anheuser Busch in particular made a concerted effort to hurt DuBois Brewing's sales in retaliation for Hahne's refusal to drop their Budweiser brand name.

Finally, in 1967, Frank Hahne bowed to the pressure and sold the brewery to Pittsburgh Brewing Company for one million dollars. During a meeting in Pittsburgh on August 29, 1967, Frank Hahne and his directors—Regis Maloney, Jerome Lieber, Caroline Hahne, and Cortes Bell—turned in their signed resignations, transferring brewery operations to Pittsburgh Brewing Company.

As part of the sales agreement, Pittsburgh Brewing promised to keep the DuBois plant open for five years after the sale, which they did. Sales stayed even, with 50,838 barrels sold in 1968,



1930s Art Deco style lighted back bar sign with clock, measures 14 in. x 8 in., by Crystal Manufacturing Co., Chicago.



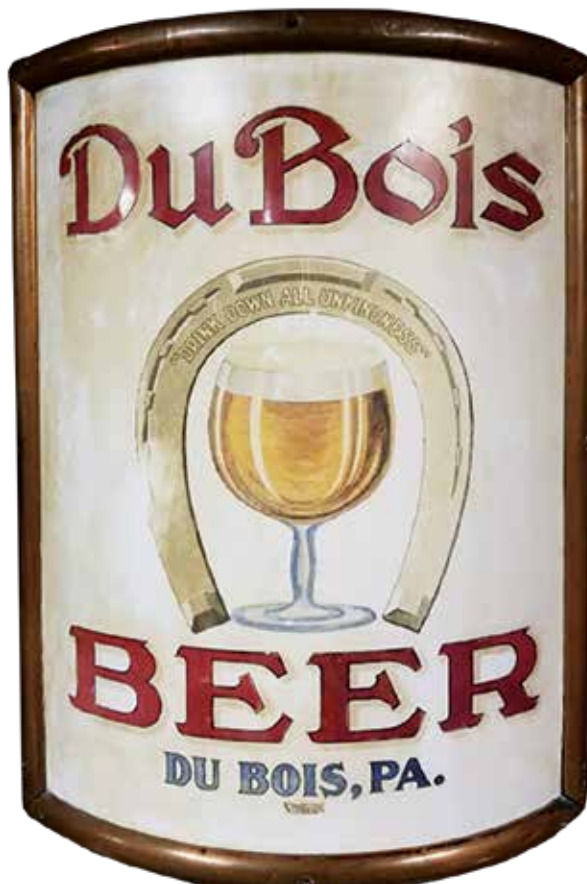
Above: Framed, tin-over-cardboard sign uses the late 1930s/early 1940s "Let's meet and be friends" slogan. **Below:** A colorful debossed tin-over-cardboard sign, circa 1930s.



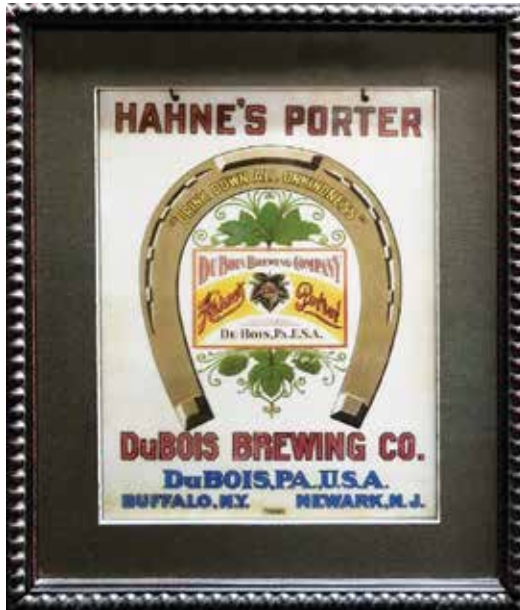
peaking at 60,764 barrels in 1970, but dropping to 57,063 barrels in 1971 (after the Budweiser name was discontinued).

But Pittsburgh Brewing closed the brewery in April 1972, and one hundred brewery workers lost their jobs. Understandably, there was a good deal of resentment from the DuBois area. Residents wondered why a deal couldn't be reached to sell the brewery to company employees or to local businessmen who wanted to see the business continue and ownership remain in DuBois.

The brewery remained standing but empty until its demolition in 2003. Several of the ancillary structures, such as the office building, still stand today.



This rare Vitrolite and the reverse-on-glass sign featuring Hahne's Porter both using the slogan, "Drink down all unkindness," a phrase seen on several pieces from the 1930s and 1940s.



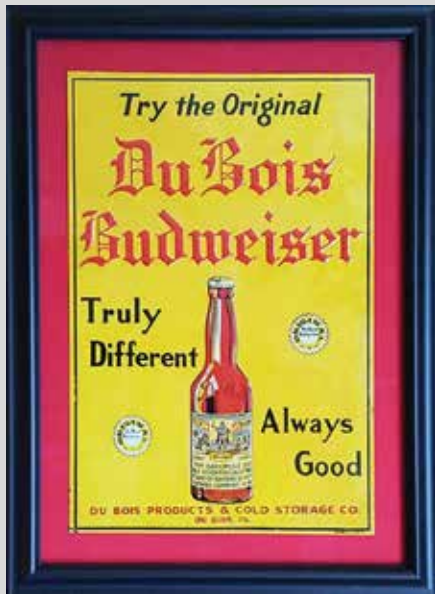
Author's note:

Back in the 1980s and 1990s, I was spending my October Saturdays in the Big Woods near DuBois, hunting deer. As most deer hunters know, the best hunting takes place at daybreak and at sunset, with not much movement from the deer in the middle of the day.

Text continues at the bottom of Pg. 43

The Budweiser Controversy

The name Budweiser is a German adjective, meaning “of Budweis.” Beer has reportedly been brewed since 1245 in the former German-inhabited Budweis region, now part of the Czech Republic, often referred to (especially during the 19th and 20th centuries) as “Bohemia.” In 1876, Adolphus Busch and his friend Carl Conrad developed a “Bohemian-style” lager in Busch’s St. Louis brewery that they called “Budweiser” inspired by a trip they had taken to Bohemia.



DuBois introduced its brand of Budweiser in 1905. For many years after Repeal it remained the lone domestic challenger to Anheuser-Busch for the Budweiser name. DuBois boldly promoted its Budweiser label and explained the brand was formulated “following the old style method” as can be seen in the Repeal-era label shown here.

The brewery used a variety of signage through the years to promote its brand of Budweiser—signage that audaciously claimed its version as “original.” Through many years, DuBois stubbornly stuck to its right to market its Budweiser despite ongoing litigation. The brand name was dropped only after DuBois Brewing Co. was purchased by rival

Pittsburgh Brewing—and at considerable legal cost to Anheuser-Busch. The Associated Press reported on Oct. 1, 1970: “A 65-year court battle over the use of the name ‘Budweiser’ by two brewing companies apparently came to a head Wednesday when a federal judge shut off the tap on ‘DuBois Budweiser.’ The two companies in the past reached several court agreements limiting the area in which the DuBois product could be sold, but each agreement was marred by charges of violation.”



1951 Newspaper ad.



Label circa 1933.



Rare, high-profile "cab light," circa late-1930s by Gill Glass Sign Co. ("Gillco") of Philadelphia, PA (defunct).



Above: Top- and bottom-lit Gillco reverse on glass, c. late 1940s.

Left: All known glass knobs and ball knobs from DuBois Brewing Co. The back row center Du Bois Budweiser is extremely rare.

Below: The promotion of Hahne's Export dates this lithograph to the early/mid 1930s.



Above: Painted outdoor metal sign, c. 1940s.

Left: Back-lit reverse-on-glass sign 28 in. x 10 in. with no manufacturer's mark.

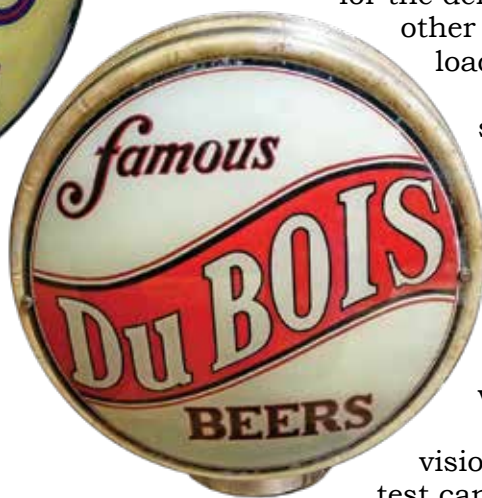
Knowing this, I spent quite a few October afternoons poking around the old DuBois brewery. The doors had been standing open for years after subsequent businesses stopped using the building, so access was not an issue. I never found too much—a dumper quart can out by the rail yard tracks, a

few cardboard signs on top of an inside cabinet, a perfect DuBois Export can hidden in a quality Control Room locker, and a nice labeled quarter keg sitting in a storeroom.

There was one room near the loading dock doors that was never open during my recons, and



Two reverse-on-glass, lighted globe signs, c. 1930s. Top is one-sided with a diameter of 24 in. and no manufacturer marking. Left is double-sided and 16 in. dia.



I wasn't brave enough to bring bolt cutters to gain entrance. Then, on what would be my second to last visit to the brewery, I pulled up to the building and saw a number of contractor pickup trucks parked at the far end of the parking lot.

I quietly walked close enough to hear the group leader's conversation and realized that he was conducting a pre-bid conference for the demolition of the brewery. I hustled back to the other end of the building and entered through the loading dock doors for one last look around.

I discovered that the locked room was standing wide open. Inside were several pallets of unfilled Cloud Nine cans, and a row of locked file cabinets. I grabbed six cases of the cans (all that I could balance and carry) and beat it back to my car. I thought about going back with my tire iron to bust into some of the file cabinets, but by then the construction tour had worked its way to the loading dock area.

The following Saturday I returned with visions of cabinets full of pre-Pro stationery and test can body blanks. I entered the loading dock door to find my room still open...but completely empty. Rats!



Left: Factory litho of the DuBois brewery as it appeared circa 1900.

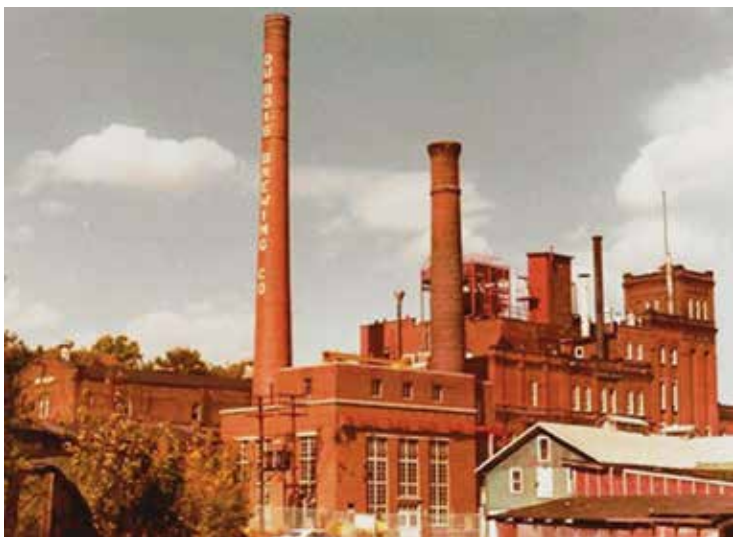


Photo of the DuBois brewery taken by the author in 1980. By that time, the brewery had been unused and virtually empty for eight years.

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THE KRUEGER-SCOTT MANSION

EMBLEM OF AN EMPIRE

A two mile stretch of roadway once named High Street runs through the middle of Newark, New Jersey. It was aptly named in every way. By 1799, the first brewery in Newark was situated there to peddle its ales and porter to residents looking to raise their spirits. Founded by John N. Cumming, this brewery was sold to Peter Ballantine in 1840, who built it into one of the mightiest breweries in the country.

For most of its course, High Street occupied the greatest elevations in the city. And for the industrial barons of the late 19th century who comprised Newark's "high society," it was home.

As the Puritan founders of the city began to cede influence and opportunity to immigrants, the newly-wealthy newcomers built glorious mansions along High Street. And the grandest home of them all was built by Gottfried Krueger.

BY SCOTT BROWN

The Krueger story is a rags-to-riches success tale of an immigrant who came to a less than welcoming city, applied his entrepreneurial skills, and built a brewing empire emblematic of the industrial revolution: a brewery that famously filled the first post-Repeal beer can in 1935; and made the brew that was popularly enjoyed throughout much of the East Coast.

Krueger came to Newark as a 16-year-old on the promise of a job from his uncle, John Laible, who opened a brewery in 1851 and wrote to his nephew of America, the land of milk and honey and beer. Young Gottfried took the leap of faith and joined his uncle in 1852. He started by sweeping floors and doing other odd jobs, and rose through the ranks to become foreman. He left his uncle's employ

in 1865 to partner with Gottlieb Hill in forming the Hill & Krueger Lager Bier Brewery. The two had bought out the Adams Brewery on Belmont Avenue, where the Krueger business would remain until the brewing giant closed in 1961.

The two partners added extra lagering vaults, a three story brick malt house, and larger

stables and warehouse. By 1875, production had increased to 25,000 barrels. Gottlieb Hill retired from the business and Krueger became the sole owner, increasing production to 40,000 barrels by 1879. A few years later, the company began bottling its own beer in containers embossed with the brewery name. The Krueger stable at this time could accommodate 45 horses. A brewing empire was in the making.

Krueger's wasn't the only fermented beverage game in town. Peter Ballantine had built a strong rival, and an upstart named Christian Feigenspan had entered the business in 1875. Ballantine's heirs, Jeannette and John Holme Ballantine, built a grand home on Washington Street. Guilded Age urban myth has it that Krueger was not to be outdone by the Ballantine mansion, so he built his own, bigger and more opulent. But both the Ballantine mansion (now restored and part of the Newark museum) and Krueger's palace were completed in 1888. Whether he intended it or not, Krueger's monument outdid everyone else's.



This postcard of Newark's famed High Street showcases the prominent Krueger mansion. Collection of Scott Brown.



A lithograph with pictures of Gottfried Krueger and his sons, circa 1891. Collection of Scott Brown.



Above: This extremely rare reverse painted sign showcases the factory. Collection of John Dikun.
Below: A pre-Pro German-made colorized rendering of the Krueger brewery. Collection of Scott Brown.



Built at a cost of \$250,000, it was the most luxurious and expensive mansion erected in Newark up to that time. Soaring five stories on the corner of High Street and Court Street, it cast a staggering shadow over the neighborhood from one of the highest spots in the city. It had every convenience of the modern age, including an elevator (the first private home in the state to have one) and a pipe organ. Krueger supposedly modeled the mansion after the Baroque castles of his homeland (Baden, Germany).

The structure included six ornate chimneys, an elaborate terra cotta porch, and the stunning turret (see photo). Its appearance is that of high Victorian style. Henry Schultz designed Louis XVI and Louis XIV interiors that included oak, leather and mother of pearl inlaid wainscoting, stained glass, oak parquet floors, frescoed ceilings, and cast iron grillwork. A bronze and glass dome covered the intersection of its two main hallways. The intricate carved oak staircases were the work of Italian craftsmen. The Tiffany and milkglass lighting fixtures were outfitted for gas and electricity. A 360 degree view of the city

was visible from the turret, as was a view of New York City not far across the Hudson River. So there would be no doubt of its owner, Krueger had his initials "GK" carved into the sandstone portico as well on the entry floor tile.

When it was completed, a local paper noted it "far eclipses every

other building of any kind in New Jersey, a veritable palace, such as a brewer king, born in a land of monarchs and castles might be expected to rear with his increasing wealth."

If Krueger was a king, he recognized the importance of how he came to acquire his means. He supported the local German community as well as Newark's civic life. He was active in politics and diversified his business holdings,

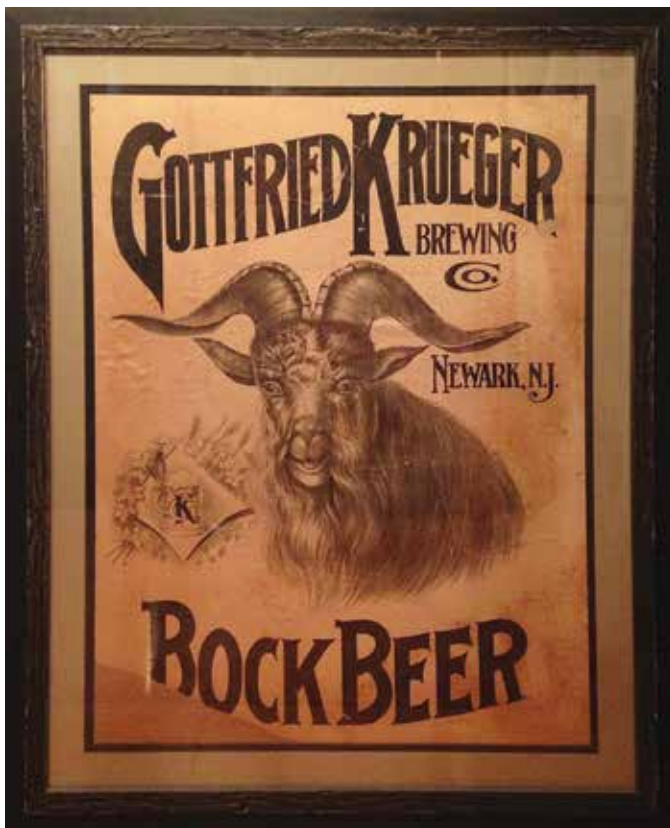
Like other brewers, Krueger organized his workers into company-sponsored fraternal organizations. He financially helped support these groups, but also controlled them, as we're reminded by his prominent picture on this colorful ribbon from 1902. Collection of John Dikun.



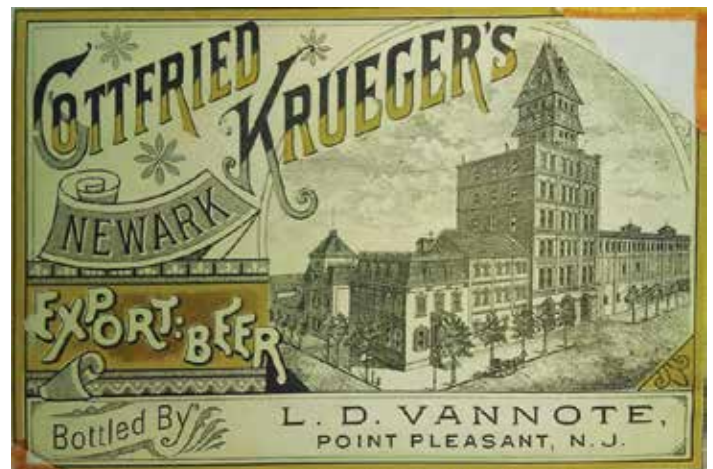
Built around the same time as the mansion (1889), the Krueger Auditorium was one block down Belmont St. from the brewery. It was the largest dance hall in New Jersey at the time.
Collection of Dave Vajo.



This 13.5 inch charger dates from after 1906: The bottle labels carry the Food and Drug Act statement from June of that year.
Collection of Dave Vajo.



Rare, pre-Prohibition lithograph, circa 1910.
Collection of John Dikun.



A circa 1910 label identifies a bottler at the Jersey Shore.
Collection of Dave Vajo.

a strategy that helped the family and the brewery survive Prohibition. His beer was a top quality, "High Grade" product. Christian Feigenspan was the last of the Newark beer barons to build his mansion on High Street in 1903, but he didn't dare try to one-up Krueger.

The Krueger family occupied the mansion until shortly after World War I, and Gottfried died in 1926. His mausoleum in Woodland Cemetery is nearly as ornate as his mansion.

The family sold the grand structure first to a construction company, and then (in 1926) to the Scottish Rite Masons who used it for their headquarters. They added a 700 seat auditorium adjacent to the building (now razed), and put some of the rooms into service as offices, meeting rooms, or for recreational activities like billiards.

By the end of World War II, the demographics of Newark changed again. The initial protestant settlers had been joined in the 19th century by Germans, Jews, Italians, Poles, and Portuguese. Around the time the Kruegers moved out of Newark, the Great Migration of African Americans from the south had begun—people looking for jobs in the exploding industrial base that supported the two world wars and Newark's busy port. One migrant from South Carolina moved to Newark in 1938 to work as a domestic and attended beauty school at night. Louise Scott eventually opened a chain of salons in the city and



Left: This electrified reverse painted glass globe dates from about 1910 and was made by the K-H Sign Manufacturing Co. of Pittsburgh, PA. Both collection of John Dikun.



Right: A pre-Pro wood-framed reverse painted glass sign.



These rare pre-Pro reverse painted glass signs each measure 16 inches across (the rectangular one is 8 inches high). The round one is one of only two known. Both collection of Scott Brown.

became the first female African American millionaire in the city. She purchased the grand old Krueger mansion in 1958 from the Scottish Rite for \$85,000—and she paid in cash.

Like many other American cities, Newark's ethnic reconfigurations were never easy. In his time, Krueger had helped engineer the election of the first German-born mayor in 1879 (against substantial anti-German/anti-immigrant sentiment). Similarly, Louise Scott used her wealth and her home to help support her community in the face of racial injustices.

But she also treasured the legacy of her chosen dwelling. In 1972, she applied for and was granted registration for the mansion on the National Register of Historic Places. Her application notes much of the original interior and exterior architectural detail remained intact. Sadly, after her death in 1982, her heirs did not maintain the substantial taxes, and the building was soon foreclosed upon by the city.

The city government did nothing to maintain or protect the building, and in short order, it was looted and gutted of many of its extraordinary and majestic structural materials. In the 1990s, Newark had plans to create a cultural center using the mansion to celebrate the city's German and African American heritages, reflected in the rags to riches stories of its two remarkable private owners. From that point to this, the building has been known as the Krueger-Scott mansion.

After \$7 million dollars helped replace the roof and 85% of the brick exterior and other vital infrastructure, it was clear the project would run badly over budget. Unfortunately, the city had other critical needs. The project was abandoned, and once again the building lay vacant and unattended, although by that point it was protected by barbed and razor wire fencing.



In 2011, the historic preservation organization, Preservation New Jersey, declared it to be one of the 10 most endangered historic places in the state.

Text and photos continue on pg. 50

The Eroding Emblem of a Once-Ascendant Empire

One of New Jersey's "Most Endangered Historic Places"



The Krueger-Scott mansion, front and side views, in pictures from 2017, and (below) today. Once the largest and most prominent mansion in Newark, NJ, it now sits forlorn and deteriorating, with windows boarded up and surrounded by fencing and barbed wire, to prevent further vandalism.



Much has been written about—what have so far been—the futile attempts to save the Krueger-Scott mansion. Many consider it to have once been New Jersey's most opulent home on what formerly was its wealthiest boulevard, graced by "grand homes made of marble and granite that flowed like a river of wealth through Newark," as author Luke Spencer wrote.

In a 2017 blog post, Spencer summed the mansion's current predicament perfectly: "The once ornate staircase that leads to the crumbling mansion is cracked and falling apart. The old, sculpted gardens have been overrun with weeds, surrounded by fences of razor-sharp barbed wire. Its once grand spires and turrets over-



Above: One of the many elaborate details in the ornate façade of the mansion are Gottfried Krueger's initials, prominently carved into the sandstone terra cotta above the front door.



look a landscape of forbidding housing projects and the desolate lots of one of America's most notorious and violent cities."



The semicircle window above the door, now covered by plywood, may have held the six-foot stained glass piece shown here. The window was found in California, and while it is unknown whether it actually had been installed in the Krueger mansion, it would have perfectly fit in the semicircular space above the front door. During the 1980s, the building was looted of many of its ornate decorations, including its stained glass windows. Window image courtesy of Rusty Bunch website.



Two pre-Pro versions of Krueger tip trays. The left one touting "50 years experience" dates from 1908. Collection of Scott Brown.

Above: This small (6.5 x 4 inches) celluloid sign is c. 1933-36 and mirrors a bottle label of that period. Collection of Scott Brown.

Thankfully, in the last few years, a new plan has emerged and gained traction for restoration, as one aspect of a larger neighborhood revitalization. The plan includes an historically accurate restoration of the mansion with surrounding ventures for market housing, an entrepreneurial business incubator, small shops, community event space, and of course, a brewpub called Krueger NanoBrew.

they may be. But like his beer once freely gave to his consumers, Gottfried's old neighborhood could use "more cheer," something his grand residence, if revived, could furnish once again.

Author's Note: Many thanks to NABA members John Bain and John Dikun, as well as Dave Vajo, for their invaluable assistance with this article.



Krueger is renowned for being the first in the nation to can beer. This 1935 sign promotes the new can packaging while reassuring that the "contents are same as the bottle." Collection of Dave Vajo.

Farther up the street, which is now known as Martin Luther King Boulevard, the burgeoning educational centers of Newark (including Essex Community College, New Jersey Institute of Technology, and especially Rutgers) are involved in the revitalization planning. As of this writing, Newark is once again facing withering social challenges, this time with its water supply. We hope that this latest plan to save an irreplaceable relic of Newark's once-mighty brewing industry will not once again succumb to higher priorities, as legitimate as



The older K-man tray (left) features the bald waiter serving a bottle, while the newer version has him hatted and serving both a bottle and a can, reflecting the new package type. Collection of Scott Brown.



Art deco light with bakelite body, circa 1940s, unlit (left) and lit (right). The style was made by several manufacturers but this one is not marked. Collection of Scott Brown.

This large 44 x 32 inch poster from the late 1940s gives a striking 3-dimensional appearance with vivid colors. Collection of Scott Brown.



This circa 1950 sign, shown unlit and lit, is 19 x 6 inches and features raised back-lit lucite letters in a metal case. Collection of Scott Brown.



An array of colorful TOC signs. Collection of Scott Brown.

Herb Haydock: Mate, Mentor, Educator, Friend

by Rich La Susa

It was easy to like Herb Haydock. He made it so.

Graciousness, a welcoming easy manner, mirthful smile and a handshake were traits that resonated with anyone who experienced them. It didn't take long to realize "I like this guy."

His sense of humor wasn't the knee-slapping variety but it certainly elicited smiles or laughs.

He made you forget your troubles, even if only for a brief moment.

"Herb had many great qualities," said Beer Dave Gausepohl, a close friend and confidante. "I always remember his strong handshake."

From his lobby chair, Herb was ready to give the high sign gesture, offer a cheerful greeting to friends and acquaintances, and share a joke if the opportunity was right.

"He loved to be the lobby greeter at conventions and shows. He truly enjoyed the members of this great hobby," Beer Dave said.

Herb, who passed away on June 1, 2019, was a celebrity. NABA's celebrity, though we had to share him with others. Herb Haydock and NABA have always been synonymous. He wasn't its only luminary but was unquestionably its greatest. He may have enjoyed the limelight, but his modesty would not allow him to dwell in it.

Herb's ready willingness to share his time and wisdom, and his immense knowledge of breweriana and brewery history, were consistent themes in stories some of you told me.

"He was a true friend who loved to teach as much as he loved to joke," Beer Dave said. "We collected a lot of the same things: Brewing equipment/tools, unusual advertising items, and of course, labels, coasters, and glassware. In the early days of the Oldenberg Brewery museum [Fort Mitchell, KY], I got to help him display many items that had not seen the light of day for years." That wasn't all.

"More importantly, I got to listen and learn. Herb would explain many of the histories and stories of the items...in his collection. He was just



Herb Haydock at Jeff Lebo's York Haven (PA) home, 2010.

as happy trading coasters from craft breweries [he visited thousands of them] as he was acquiring pre-Prohibition items."

Herb was a mentor.

"The advice he offered was very much like that you would get from a father," Beer Dave said.

"My job as a brewer at Oldenberg was a result of him urging the original brewmaster to recognize my desire to work in the brewery."

NABA President John

Ferguson learned about the positive influence Herb had on people soon after he lost his bid for the NABA board at the 1987 convention in Williamsburg, VA. John said despite being a fairly new NABA member and not being well known, he was still disappointed at not being able to delve more deeply into the hobby through volunteering. Herb was there to bolster his spirits.

"Just as I was about to leave the banquet, Herb thanked me for my interest in NABA and encouraged me to run again the following year. Herb Haydock took the time to enlighten me about the management of NABA."

It was John's first of many substantive conversations with Herb.



Herb and Helen in a photograph hanging in Minhas Brewery's tasting room taken in the 1980s, probably at Mader's in Milwaukee.



Many NABA members will remember the Haydock's gang of nephews, who have assisted and entertained at several Annual Conventions. Here, they celebrate Herb & Helen's 60th wedding anniversary with friends and family.



Herb and Larry Moter deep in discussion at a craft brewery during NABA's 2018 Madison, WI Convention, the last that Herb was able to attend.

He told John to make himself known to members; that doing so would help in future elections. "I did as he suggested and here I am, still active 32 years later!"

Former NABA president Larry Moter first met Herb and Helen in Oldenberg but didn't really get to know them until the 1996 Milwaukee convention. Their hard work as co-chairs had a profound influence on him. "It was my first Midwestern convention, and I swore never to miss another NABA gathering. I never have."

The 2010 convention in Stevens Point, WI, was particularly memorable for Moter because it came during his final year as NABA president. "I am eternally grateful for Helen and Herb for chairing this convention, with assistance from their wonderful assembly of nieces and nephews."

NABA Executive Secretary John Stanley shares Larry's sentiment. "I was very impressed that Herb's family would go the extra mile to help him



Mid-1970s photo of Herb (right) with another hobby legend: Bob Kay.

out. It just showed how great a person Herb was."

Calling Herb a legend is an understatement; mega-collector trite. An "ambassador of good will" for our hobby at the highest level? Certainly!

His amazing accomplishments have been well-documented, but for those who may not have met him, and for others who now will never have this pleasure, I'll briefly enumerate just a few of them.

Herb's breweriana collecting started inauspiciously in 1951, when he was in the US Air Force, stationed in Munich, Germany. He not only enjoyed drinking beer, but he admired the colorful graphics on the glasses in which it was served. So he started collecting them. He continued his pursuit of glassware after he returned to the US. Bottles, trays, coasters, signs, and a myriad of beer-related items came later.

He married Helen Jones in 1954, and she also became an avid collector. Together, they assembled magnificent beer advertising collections. In 1972, soon after Herb helped to found the National Association of Breweriana Advertising—with fellow collectors Jack Muzio, Paul Haudrick, John A. Murray, Jr., and Richard Bucht—they opened a museum in the basement of their Wisconsin Rapids home. They welcomed collectors and entertained them with stories about their collectibles.

In 1987, they began displaying what had become a massive collection in a museum at Oldenberg. Most of it was sold in 1996. In 2010, with a mostly new collection acquired during the interim, they opened the World of Beer Memorabilia in the Minhas Craft Brewery in Monroe, WI.

Thousands of visitors have learned—and still learn at Minhas—about brewery history and have enjoyed and admired breweriana gathered during

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

Below: Herb's memorial service array. Image courtesy Dave Smith.



Herb was always joking, and especially loved it when he made Helen laugh.



Herb and Helen's US and international travels.

Although they worked in unison, Herb and Helen brought distinct and unique talents and perspectives to a hobby they loved. They attended national conventions—managing some of them—and local shows, always taking time to share their knowledge with others. Two beer advertising guidebooks they co-authored are valuable reference sources for collectors.

Herb appreciated honesty and integrity, not just because they are admirable traits. They were central to his life. He was deeply influenced by the values of his rural Wisconsin upbringing. (Herbert A. Haydock was born on February 27, 1930, in Rudolph, a farming community.)

He lived during an era in which calling a person “genuine” was a high compliment. Herb's even temperament and ability to get-along with just

about everyone was as genuine as it gets; not just something employed for convenience or to ingratiate himself.

From 2010 to 2018, Herb's favorite place in the Minhas brewery was the hospitality room; not in rooms that held the magnificent Haydock collections. There Herb sat, unassuming, at a table at the back, where he could observe visitors as they queued up for brewery tours or drank complimentary post-tour beers. If someone waved, he waved back, accompanied by a smile.

Few knew who he was; most may not have even noticed. Herb, you see, didn't sit there in the regal manner of a monarch overseeing his holdings but rather as an average guy enjoying a day at the brewery.

“Pull up a chair and stay awhile. Let me get you a beer,” Herb would say when greeting a friend there. It is a lasting and widespread personal impression.

Herb Haydock was a giant. Not in physical stature, but in the indelible impacts he left on not only NABA and a hobby, but on the countless numbers of people he met, educated, mentored, and influenced during most of his 89 bountiful years.

If you are among the many lucky enough to have known Herb Haydock, be thankful.



Taps

2019 has been a rough year for the hobby. The loss to collectors and clubs of these significant individuals will be felt for years.

The loss to families and fond friends, immeasurable. Each person listed here in alphabetical order was a friend, a spouse, a parent. Each represented a smile and a wave, a bit of advice, a good story, and a firm foundation to many in NABA and in the hobby. Each will be missed and fondly remembered for their generosity by the people who knew them.



From Tom Waller

Carolyn Mae Hinds, beloved wife of long-time NABA member Dick Hinds of Cincinnati, OH, passed away at age 81 on August 25, 2019. She is survived by her three children, Rick, Linda, and Cathy; 10 grandchildren, and five great-grandchildren.



Her husband, Hugh R. "Dick" Hinds is 85 years old at the time this writing, and in failing health. While not considered among NABA's original founders, he was right there at the beginning. Dick served as Secretary in the early years of the club, and if members still have any of the first, small paper issues of the *Breweriana Collector*, he was listed

on the return address.

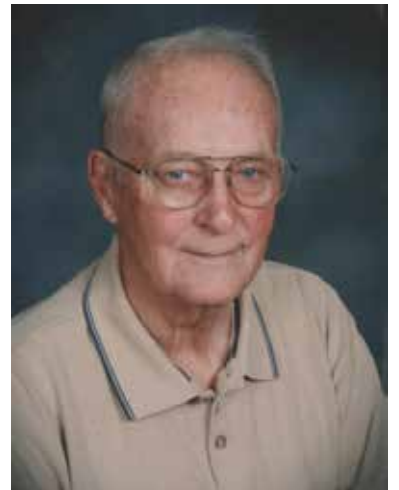
Dick was the premiere breweriana and advertising collector in Cincinnati for a long time. He also served as a mentor, role model, and friend to many local collectors.

Like many of the "old guard," Dick had a significant hand in making our hobby what it is today. His wife Carolyn supported him in the passion from the beginning and throughout their life together, and attended many shows beside Dick. She always

loved the breweriana as much as he did. She will be missed.

From Joe Gula

James O. Keyes, 91, passed away on May 24, 2019. Jim was an avid breweriana collector specializing in tip trays, amassing one of the very best collections of these small-sized trays ever assembled. As a specialist, he co-authored *The Collector's Guide to Brewery Tip Trays*. He was a long time NABA member, and got his start in breweriana via his son Phil's interest in beer can collecting during the beer can craze of the mid-1970s. Jim was retired, after 30 years of employment with Mutual of Omaha Insurance. He was a true gentleman, and will be missed by anyone who was fortunate enough to meet him.



Jim was predeceased by his wife Barbara in 2005. He is survived by children: Kathleen F. Yakus (Robert), Philip J. Keyes, Margaret M. Johnson (Andre), and Patricia J. Keyes; eight grandchildren; three great-grandchildren; sister, Mary Keyes Adams; and various nieces and nephews.

From Jeff Buchler

Gerald E. "Jerry" Mechel, 74, of Toledo, OH passed away on May 29, 2019. Jerry was born



on October 5, 1944 in Toledo. He proudly served his country in the United States Army and was a 4th Degree Knight of Columbus, serving as Grand Knight over 3 different years.

Jerry was a popular and well-known member of the Buckeye Chapter of NABA, always a friendly face at local breweriana shows, where he was often accompanied by his best friend, Jeff Buchler, a fellow NABA

member.

Jerry is survived by his loving wife, Linda S. Mechel; daughters and sons-in-law, Christy (Brian) Patterson and Melissa (Todd) Farley; and seven grandchildren.

From James Kaiser & Paul Cervenka

Stanley D. Loula, age 85, died July 12, 2019. He will be long remembered for his friendship, unique sense of humor, easygoing personality, and long-standing service to NABA. He offered the club professional, thoughtful advice and guid-



ance on matters large and small. He participated on the Board of Directors as Treasurer, general Board member, legal consul, and parliamentarian for many years. Since he joined NABA in 1977, Stan and his wife Louis attended most—if not all—of NABA's Annual Conventions.

Stan and Lois were married for 59 years and had a son, John Stanley

Loula. Stan also has a brother, Franklin Loula. We will all miss Stanley, a true gentleman.

Paul Cervenka recalls: "Stan was always such a cheerful and helpful member of both the local Monarch Chapter here in the Chicago area, and at the national NABA Conventions, which he seemed to enjoy so much. He had a personal link to my

family because as a young man he had worked with my grandfather where they were both attorneys at the First National Bank of Cicero (Illinois). He told me some really funny stories about my grandfather. Stan was just a great guy in our hobby, and fun to be around."

From Christopher Watt

Steve Seidel, 77, passed away peacefully on May 19, 2019. Steve proudly served as a First Sergeant in the US Army for 25 years while working on the world's first super computers for 40 years at Unisys Corp.

When collectors would think of Utica Club breweriana, they would think of one man: Steve! He was one of the founding members of the ECBA and a long-time NABA member. Along with breweriana, Steve was also an avid Phillies and Eagles fan.



When asked about Steve, numerous members remarked on how much of a true gentleman he was, always smiling and sharing stories about the hobby. "You couldn't help but want to extend the show for another hour just so you could continue to talk with Steve," Gerald Watt said.

Russ VanNostrand said, "Steve was one of the originals (founders) and was a true gentleman of the hobby."

With a 21 gun salute and internment in a Schultz & Dooley 50th Anniversary stein, it was the perfect send off to a true breweriana legend.



Holy Scrap!

A porcelain sign is rescued from the heap



The two faces of the two-sided porcelain-on-metal sign, rescued from near-certain destruction.

by **Trey Rowe**

While sitting at my local tap room, River Bluff Brewing in St. Joseph, MO, I received a text message from an antique dealer I'd visited about a year ago. It read, "Someone has this double sided sign and wants to sell it. I didn't think it was for you, but didn't know." He grabbed my interest at "double-sided!"

The message was followed by several detailed photos of the sign. After some back and forth dialogue and negotiation we came to an agreement and the next day I headed about 2.5 hours up the road to pick it up. As a history buff and an epistemologist, I had to know the back story of the piece and how it was found.

It turns out that the gentleman who found it is a metal sculpture artist. He had been rummaging through an area scrap yard in rural Nebraska searching for some gnarly metal for his next sculpture; a large whitetail deer. Thankfully, he had enough sense to grab the sign and save it from certain destruction—a fate we collectors know many large outdoor signs have sadly met. After the artist acquired it, he reached out to an area antique dealer, who had no interest in it, but knew me, and so sent the intriguing text.

Both faces of the sign were in good shape. And even though the neon—that once shone brightly from

the two porcelain faces—was long gone (as is almost always the case with signs found in such situations) the can and hanging brackets were also intact.

Lo and behold, I became the new owner of a highly-endangered, 1940s, double-sided porcelain neon sign made for Schmidt's City Club Beer of St. Paul, MN. The City Club brand, once highly popular in Minnesota, was phased out in the early 1950s, just before Schmidt's sold out to Detroit-based Pfeiffer Brewing Co.



The original can and hanging brackets also were salvaged with the sign faces.

Although I would love to have kept this discovered treasure, my display space is limited. And so, it will appear in Glenn Miller's February 2020 Advertising auction (see similar ad by Miller in this magazine on pg. 34). I am happy to have been part of its rescue and to have added another chapter to the sign's more than 70-year history.



A similar (not the one shown above) sign, with the neon intact.

October 2019

Date: October 19, 2019
Time: 10am-2pm
Sponsor: Cheseapeake By Oktober-fest Can & Breweriana Show
Sponsored by the Chesapeake Bay ECBA Chapter

Address: Tobin Ameriacan Legion Hall
44 North Parke St,
Aberdeen, MD 21001
Contact: Pietro Raimondi
410-294-5877
Email: pietro@comcast.net

Date: October 19, 2019
Time: 11am-2pm
Sponsor: Chapter Fall Fest
Sponsored by Mile High Chapter
Address: Copper Rail Bar & Grill, 174
S Main, Brighton, CO 80601
Contact: Michael Albrecht
970-590-0190
Email: albrecht1127@gmail.com

Date: October 20, 2019
Time: 8:30am-2:30pm
Sponsor: Jersey Shore Full Moon
Show Sponsored by Jersey Shore
Chapter
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
Chapter
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 Chapter
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

November 2019

Date: November 2, 2019
Time: 8am-2pm
Sponsor: 2nd Annual Sandhills Beer
Show Sponsored by Atlantic and
Richbrau Chapters
Address: Hugger Mugger Brewing Co,
229 Wicker St, Sanford, NC 27330
Contact: Jim Romine
919-774-1173
Email: jromine@windstream.net

Date: November 2, 2019
Time: 8am-2pm
Sponsor: Gulf Shore Show
Sponsored by Bama Cannas
Address: American Legion Post 44, 6781
State Highway 59, Gulf Shores, AL 36542
Contact: Ray Kynard
334-272-1823
Email: jrkynard@yahoo.com

Date: November 2, 2019
Time: 9am-1pm
Sponsor: 2019 Beer Collectables Show
Sponsored by Olde Frothingslosh
Chapter
Address: Verona Fraternal Order of
Eagles, 311 James St, Verona, PA 15147
Contact: Jerry Lorenz
412-760-7621
Website: oldefroth.com

Date: November 3, 2019
Time: 8am-1pm
Sponsor: Badger Bunch Fall Show
Sponsored by Badger Bunch Chapter
Address: Delafield Brewhaus, 3832
Hillside Dr, Delafield, WI 53018

Date: November 9, 2019
Time: 9am-2pm
Sponsor: 35th Annual Western
Regional Beer Can & Breweriana Show
Address: 21st Amendment Brewery,
2010 Williams St, San Leandro,
CA 94577
Contact: Corry Weidman-Siebell
209-518-7434
Email: antique1plus@gmail.com

Date: November 9, 2019
Time: 8am-1pm
Sponsor: Turkey Pluckoff
Sponsored by Cascade Chapter
Address: Eagles Hall A, 7611 N Exeter
St, Portland OR 97203
Contact: Michael Boardman
503-880-8252
Email: bsstudio1@comcast.net

Date: November 9, 2019
Time: 9am-12pm
Sponsor: Simon Pure Turkey Trade
Sponsored by Simon Pure Chapter
Address: Elks Lodge 860, 55 Main St,
Tonawanda NY 14150
Contact: Jegg Murbach
716-713-7236
Website: simonpure.org

Date: November 9, 2019
Time: 9am-2pm
Sponsor: Eastside Spectacular #13
Sponsored by Gateway Chapter
Address: Belleclair Fairgrounds, 200 S.
Belt St, Belleville IL 62220
Contact: Kevin Kious
618-346-2634
Email: whoisthealeman@aol.com

Date: November 10, 2019
Time: 9am-2pm
Sponsor: Fall Show Sponsored by
Chicagoland Breweriana Society
NABA/ABA
Address: Elk Grove Village VFW Hall,
400 E. Devon Ave, Elk Grove Village
IL 60007
Contact: Ray Capek
630-778-1482
Email: rbcapek@sbcglobal.net

Shows

Date: November 16, 2019
Time: 10am-2pm
Sponsor: 26th Annual Richmond Beer Can & Breweriana Show Sponsored by Richbrau Chapter
Address: Kindred Spirit Brewing Co, 12830 West Creek Pkwy, Suite J, Richmond VA 23238
Contact: Chris Eib
804-360-5744
Website: richbrauchapter.com

Date: November 16, 2019
Time: 12pm-3pm
Sponsor: Kato Brewery Collectables Show Sponsored by Schell's Border Batch Chapter
Address: Mankato Brewing Company, 1119 Center St, North Mankato MN 56003
Contact: Tom Terwilliger
515-341-3347
Website: borderbatch.com

Date: November 23, 2019
Time: 7:30am-2pm
Sponsor: Windy City Pre-Thanksgiving Beer Can/Breweriana/Man Cave Trade Show Sponsored by Windy City Chapter
Address: American Legion #76, 570 S. Gary Ave, Carol Stream IL 60188
Contact: Ed Harker
312-927-9329
Email: balprkhark@sbcglobal.net

Date: November 23, 2019
Time: 8am-1pm
Sponsor: 45th Anniversary Three Rivers Chapter Show
Address: Classic Cafe, 4832 Hillegas Rd, Fort Wayne IN 46818
Contact: LeRoy Art
260-432-6839
Website: fortwaynebeer.com

Date: November 21-24, 2019
Time: Varies
Sponsor: New England's Fall Fest Beer Show 2019 Sponsored by CANecticut Red Fox, CBCC Chapter
Address: La Quinta Auburn, 446 Southbridge St, Auburn, MA
Contact: Jon Melillo
508-477-5224
Website: redfoxchapter.com

December 2019

Date: December 1, 2019
Time: 9am-2pm
Sponsor: 42nd Annual Ed Babitzke Show Sponsored by A-1 Chapter
Address: Ed Babitzke Ranch, 11120 E. Old Spanish Tr, Tucson, AZ 85748
Contact: Rich La Susa
480-452-7186
Website: a-1chapter.org

Date: December 7, 2019
Time: 9am-2pm
Sponsor: Horlacher Chapter Penguin Frolic Breweriana Show Sponsored by Horlacher Chapter
Address: Macungie Park Memorial Hall, Rte 100, Macungie, PA 18062
Contact: Larry Handy
267-221-8300
Email: OhHugo1@aol.com

Date: December 7, 2019
Time: 11am-2:30pm
Sponsor: Columbine Christmas Show & Party Sponsored by Columbine Chapter
Address: McCarthy's Sports Bar & Grill, 15350 E Smoky Hill Rd, Aurora CO 80015
Contact: Jim McCoy
720-420-9942
Email: jimrealone@gmail.com

Date: December 14, 2019
Time: 8am-2pm
Sponsor: Mile High Annual Christmas Party & Gift Exchange Sponsored by Mile High Chapter
Address: Clancy's Irish Pub, 7000 W. 38th St, Wheat Ridge CO 80033
Contact: Michael Albrecht
970-590-0190
Email: albrecht1127@gmail.com

January 2020

Date: January 18, 2020
Time: 8am-2pm
Sponsor: Michigan Chapter Winterfest
Address: Frankemuth American Legion Hall Post 150, 990 Flint St, Frankenmuth MI 48734
Contact: Clayton Emery
231-9206013
Website: michchapter.com

Date: January 26, 2020
Time: 10am-3pm
Sponsor: Kickoff Classic Sponsored by Garden State Chapter
Address: Polish Cultural Foundation, 177 Broadway, Clark, NJ 07066
Contact: Scott Manga
845-634-2626
Email: manutd1@optonline.net



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

♦Buy♦Sell♦Trade♦Buy♦Sell♦

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

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

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

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

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

MEMBERS-ONLY Sale!

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

NABA

BACK ISSUES of the *BC* for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147-150, 152-160, 162-180. Issues are \$3 each and ten for \$25. Shipping

is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to NABA, PO Box 51008, Durham, NC 27717

NABA

Photo by Markus Spiske on Unsplash

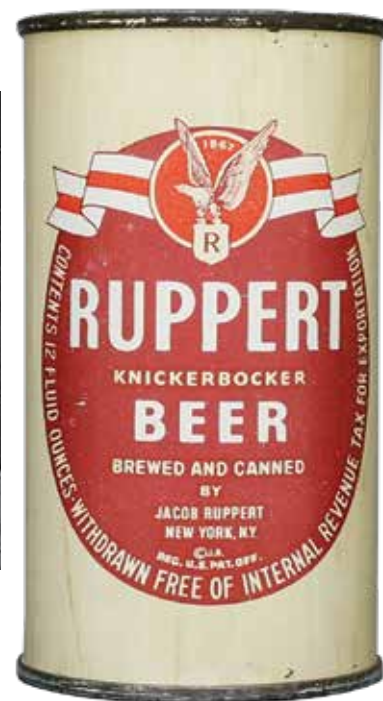


VETERAN'S DAY, Nov. 11

As we head toward Veteran's Day, we are reminded that it is always important to honor the sacrifices made by our citizens in uniform.

This photo from the FDR Library, c. 1942, shows soldiers receiving World War II beer rations and one man's trade of cash for an additional ration of the prized Ruppert beer.

Here, Sgt. Henry Klein sells T/4 Ralph Lohman his precious ration of seven cans of beer. Judging from the dollar bills in Klein's hand, Mr. Lohman was paying considerably more than the going rate at the time for brew from the famed Jacob Ruppert Brewing Co. of New York City. —Contributed by Ken Quaas



Ruppert can similar to those in photo.

APPLICATION FOR MEMBERSHIP

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

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

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

email address _____ Sponsor _____

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

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

Specific breweries, brands, cities _____

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

BREWERIANA COLLECTOR Magazine

All advertising inquiries should be directed to:
John Stanley
Breweriana Collector Ad Manager
PO Box 51008
Durham, NC 27717
naba@mindspring.com
919-824-3046



Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email to falconer@swva.net. With your text and photos, however, we can compose. Oversized or under-sized ads will be changed to correctly fit your paid space.

PAYMENT

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

DEADLINES

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

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

NABA's Local Chapters Across the Country

Buckeye (NW OH, SE MI)

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

Capital City

(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

Contact: Richard Alonso
syracusebeer@gmail.com

Cornhusker (Nebraska)

Contact: Heath Henery, 912 W Omaha
Ave, Norfolk NE 68701-5842;
wings@buffalomaids.com

Craft Brewery Collectibles

(At Large)

Contact: Jeff DeGeal;
jeffd_trans1@casscomm.com

Gambrinus (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 Dr,
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 (IN)

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

IBC (Indiana)

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

Jersey Shore (New Jersey)

Contact: Joe Radman, 4 Maple Dr,
Colts Neck, NJ 07722-1177;
jm.radman076@aol.com

Just For Openers (Earth)

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

Lake Erie (NE Ohio)

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

Lone Star (Texas)

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

Miami Valley (Dayton, OH)

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

Michigan

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

Monarch

(Chicagoland, Northern IL)

Contact: Paul Cervenka,
630-379-1522, cerpaul@aol.com

North Star

(MN, WI, Midwest)

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

Old Reading (Berks Co., PA)

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

Olde Frothingslosh (Pittsburgh, PA)

Contact: Jerry Lorenz;
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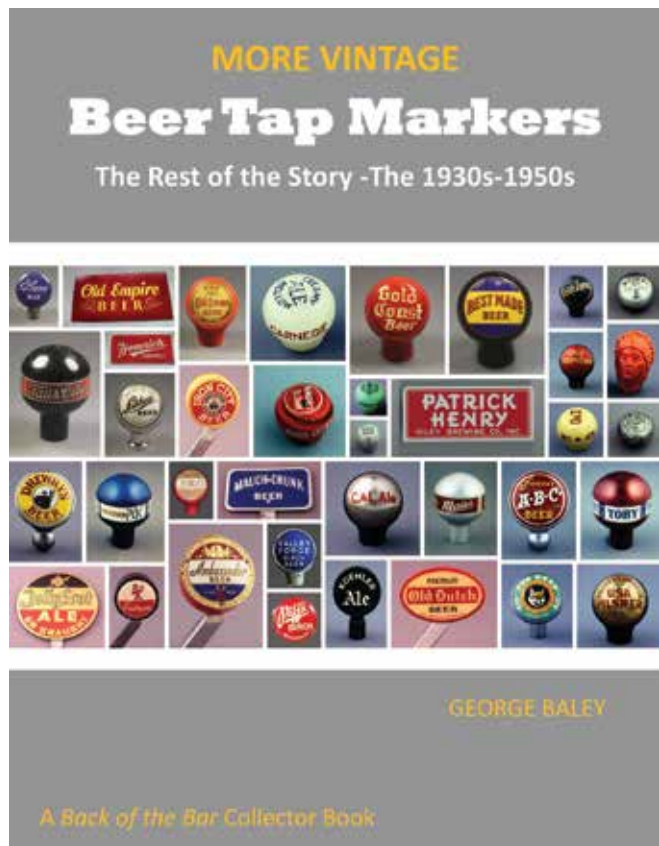
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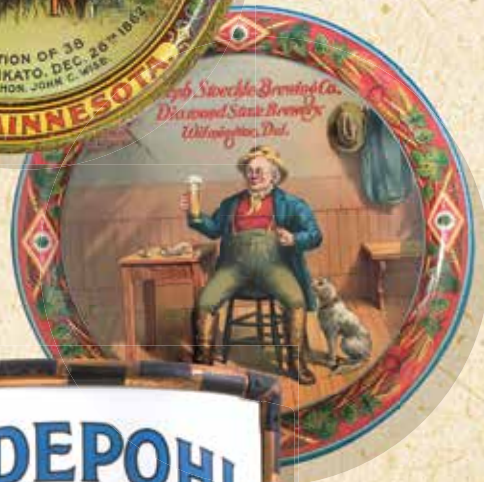


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