# BREWEINS ADVERTISING COLLECTION C

Grand Rapids of Muskegon

When the Breweries Struck Out

Member Profile: Don Roussin

Back Bar @ Blue & Gray

Murder at the Marlow Brewery

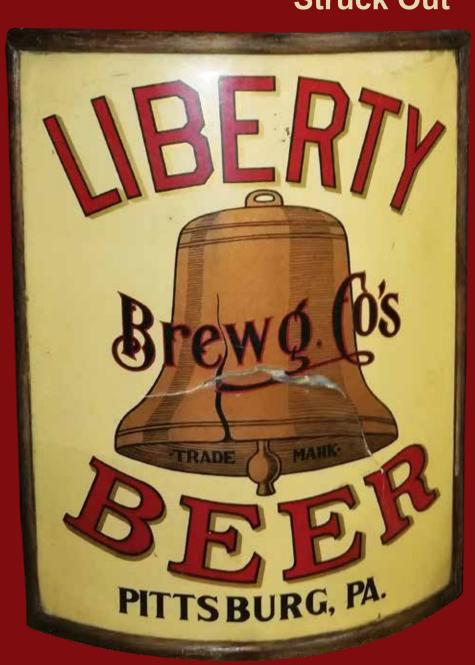
Hunting In the Heart of Hart

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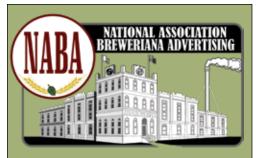
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# BREWERIANA COLLECTOR

SPRING 2020 #189

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**Cover Image:** This pre-Prohibition corner sign is from Liberty Brewing Co., Pittsburgh. It measures 19 inches by 17 inches, but includes no maker's mark. Liberty Brewing was in business in Pittsburgh from 1904 until Prohibition, so signage from Liberty is quite scarce. Photo credit: Chip Echnoz

NABA's next Annual Convention will be held in Pittsburgh, PA, July 29 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 \$35 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

Spring greetings to our NABA members across the country! And I'm happy to report that there are more of you now than there have been since the late 1990s. In the past two years, our club has been rebuilt and energized. Our magazine has expanded from 40 to 64 pages. We have brought back our printed directory, by popular demand. And our last two Conventions, in Madison and Cincinnati, have set attendance records.

We've also had some incredible growth in chapter affiliations. In the past couple of years, we've almost doubled our number of chapters from 23 to 42. The most recent chapter additions since our last issue are Chesapeake Bay of Maryland, Officer Suds of Utica, NY, and Cascade from the Pacific Northwest. We are thrilled to add these great chapters and firmly believe local chapters and shows are the lifeblood of our hobby and pledge to do all we can to promote them.

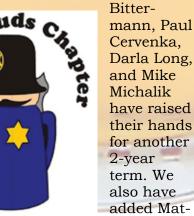




NABA has a revitalized Board of Directors who are working hard to grow our organization and hobby. The incredible Danny Bora has re-built our website into a powerful asset to our members, with easy digital access to back issues of this magazine and all the latest news on NABA as well as breweriana shows and events across the country. Please check it out at www.nababrew.com.

What's next? NABA members will be gathering from July 29-Aug 1 for our 49th Annual Convention in Pittsburgh—and we have some amazing events planned. We have three phenomenal home tours, a great historic and craft brewery bus tour, the Brewmaster's dinner being conducted by a world-class beer expert, room-to-room trading, educational seminars, our exclusive auction, craft beer tastings, the annual banquet, a new Speakeasy after-party featuring live jazz music and craft cocktails, public trade show, lunch and—for those interested—a Pirates/Cardinals baseball game Saturday evening. The Convention team is led by Mike Michalik and Chris Watt with Iron City Beer as the official sponsor and Penn Brewery joining the sponsorship team. Let me put it simply: You need to be there!

Elections are part of the annual gathering and 2018-2020 Board of Director members John





Sadly, our wonderful BC editor, Lee Chichester, plans to retire soon, as of the Winter 2021 issue. But she is assisting in finding someone to help do what she does. Notice I did not say "replace" her, because that would be impossible. Lee has been instrumental in making this magazine the best in the hobby and will be hugely missed. But we are fortunate to have the editorial leadership of Ken Quaas and great staff of writers in place, so the BC should not miss a beat. Thanks Lee!

Our Handsome Waiter membership banner has been showing up everywhere these days, traveling to as many shows as possible, thanks to our great Membership Committee. The Waiter is so busy, I can't keep up with his travels.

On a sour note, we have spent a good deal of time investigating the legitimacy (or lack thereof) of some suspect mirrored signs that



Matthew Olszewski of Syracuse, NY was unanimously elected to the the NABA Board of Directors in January.

have surfaced in the past year. I am very pleased that the national clubs worked closely to jointly investigate this situation and keep our members informed and protected. See pg. 54 of this issue for the investigation's details.

Make sure to sign up for the Convention and reserve your hotel room today in Pittsburgh! Rooms are going fast.

I look forward to seeing you then, if not sooner at a local chapter show.

John Ferguson, President Fergkate@comcast.net





Brown, Dave Larrazolo, John Ferguson, and Board Member Joe Gula at the Blue- Gray Show in Herndon, Virginia on Feb 14, 2020.

Left: Scott

The Handsome Waiter and NABA support local breweriana shows. **Above left:**Board member Barry Travis and Membership Committee member Stevan Miner at the Hamm's Beer Club show in Medina, MN, on Feb 15.

# **EXECUTIVE SECRETARY'S REPORT**

NABA has 948 current members (40 new members and rejoins since the last issue with 12 members lost from the September 30th renewal group). A special thanks to Mike Michalik and the new NABA Membership Committee for bringing in new chapters and new members.

Winter is slow for shows—I attended two. First up was the Macungie Show (the first Saturday of December, Macungie, PA). Larry Handy always puts on a good show and receives strong local support for this one. I was able to buy a couple of openers that were nothing special. But its always nice to see the Allentown area collectors. A special thank you to Daryl Ziegler for opening his house to show us the "Tin Tunnel" on Friday night before the show on Saturday.

Larry followed-up that effort with another great Blue-Gray Beer show held over President's day weekend in Washington DC. It is certainly one of the best major shows in the country with a lot of great Breweriana. I scored a small selection of really good beer openers from several dealers. Thank you Ray (Mr. Erie, PA) Barber, Bob (Mr. Coca-Cola Openers) Nance, and Dick (Mr. Pittsburgh) Ober for adding some good openers to my collection (see photo right).

Please check your mailing label: Anyone with 12/31/2019 (This is your last issue) or 03/31/2019 needs to renew. Please take the time to do so. An early reminder for NABA's largest renewal group, 6/30/2020: you will be sent dues notices the first week of April.

NABA PO Box 51008 Durham NC 27717 NABA Executive Secretary 919-824-3046 naba@mindspring.com



# 3 ways to renew!

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

John Stanley

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Please join us in raising a frosty beverage

to welcome NABA's New and Re-joined Members!

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Image courtesy Tony White

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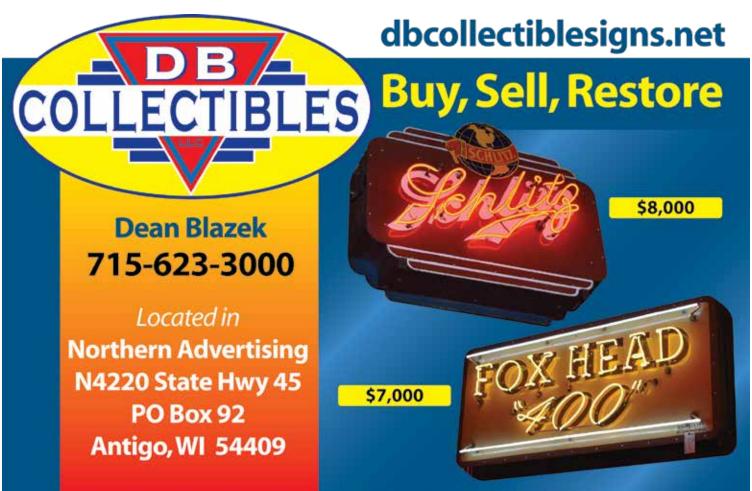
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# **■THE BACK BAR**The Fine Points of Dating

by John Bain

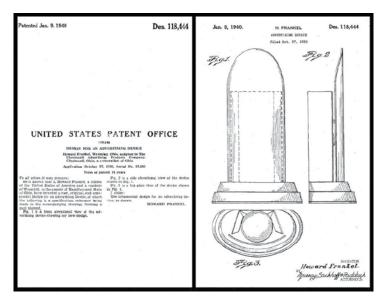
Gentlemen, you can save the breath mints and floral bouquet for later. This is not an etiquette guide for taking a new love interest to dinner and a movie. (Sorry, ladies.)

For this article, I compiled information and illustrations that can help you determine the age of some of those early lighted treasures in your collection. This information will usually get you within a few years of when those relics were made—sometimes to the exact day they rolled off the assembly line.

# **Patent Information**

If the item you want to date has one or more patent numbers on it, you're off to a flying start. Patent information is one of the fastest ways to determine approximately when an item was made. The *Full-Text and Image Database* on the US Patent and Trademark Office Website at the following link is the best place to go: http://patft.uspto.gov/netahtml/PTO/srchnum.htm

When you get there, enter the patent number (without using commas) in the "Query" help box near the top left, for example D118444 (which is the *design* patent number for the "bullet light" pictured at right). Next, click the search button. On the next page that appears, click the *Images* button. The patent drawing for the number you entered will appear and look like the drawing pictured here.



Patent abstract and drawing of bullet light: filed October 27, 1939; issued January 9, 1940.

8

Note, however, *utility* patents don't have prefixes. So, if the drawing looks nothing like what you were expecting, try searching again without the prefix. Alternatively, if you started without a prefix, then include it on your second try.

Sometimes the item illustrated in the patent drawing may not look exactly like the item in question; it may look only somewhat similar. Sometimes that is the case with *utility* patents that include drawings.

To see the patent abstract—a written description of the patented item—click on one of the following: *Front Page, Specifications*, or *Claims*. These are links found at the left of the webpage. The patent abstract will appear.

Sometimes patent information will only help you find the earliest date (not the latest) that



Bullet light manufactured circa 1940 by The Cincinnati Advertising Products Co., Cincinnati, OH. Collection of Chris Reed.

an item could have been made. For the latest date, you'll need to do more research.

# Advertisements and Catalogues

Pictorial ads and photographs in newspapers, magazines, trade journals, and other publications can help determine (within a few years) when the item was made. Look for the publication printing date on or inside the cover or in the margin of the ad page. Since the styles of most items often changed after a few years, the item you're dating would likely have been made within a few years of the publication date.

Catalogues, style sheets, and other manufacturer's documents as well, usually have a printing date. If the item you're dating appears in a catalogue from, say, 1938, then the item was likely made within a few years of that date.



Circa 1940 manufacturer's style sheet. Author's collection.



Manufacturers' labels affixed to sign backs.

### **Brewers and Brands**

The item you are dating should show the brewer's name and/or brand. If you know when the brewer was in business and/or when the brand was brewed, then you know approximately when the item was made. If the item bears a slogan, product image, or label that was used only for a specific period during the life of the brewer or brand, you can narrow down the age of the item. If you don't know the period, you can try asking a collector who specializes in the brand or product depicted on the item for help.



Above: Price Brothers "Hanging Oval Halo Sign." Author's collection.Below: Sign with illustration of advertised product. Label depicted on bottle is circa 1937. Collection of Keith Belcher.



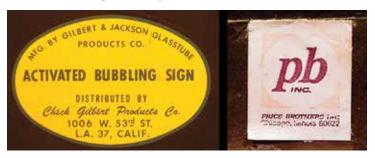
# Postal Zones & Zip Codes

If an item has on it the manufacturer's name and address on it, it may have a one-digit or twodigit code after the city, or a five-digit code after the state.

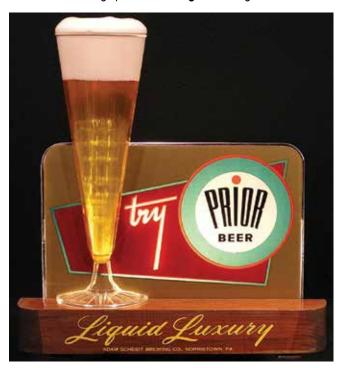
The one or two-digit code is a postal zone. Postal zones were introduced by the US Postal Service in 1943 to route mail within large cities. So, if the item you are dating has a one-digit or two-digit postal zone after the city, it was made in or after 1943, and likely before 1964.

The five-digit code is a ZIP Code. To accelerate mail delivery throughout the US, the Postal Service began using ZIP Codes on July 1, 1963. If the item you are dating has a five-digit ZIP Code after the state, it was made in or after 1963.

The manufacturer's use of postal zones and ZIP Codes was voluntary. In some cases, they were omitted. Therefore their absence does not *prove* that the item was manufactured before 1943, although it may have been.



Left: Two-digit postal zone. Right: Five-digit ZIP Code.



Back bar bubbler manufactured between 1943 and 1963 by Gilbert and Jackson, Los Angeles, CA. Author's collection.

## **Manufacturers**

If the item you are dating shows the manufacturer's name, and you know when the manufacturer was in business under that name, then you know approximately when the item was made. The name can usually be found on a label on the back or bottom of the item (see pg. 9, lower left).

Some manufacturers moved or operated from multiple locations. If the item or label shows a location and you know when the manufacturer was operating at that location, you can narrow down when the item was manufactured.

## **Date of Manufacture**

Sometimes the exact date of manufacture may be printed or stamped right on the item—which says it all, and leaves you plenty of time for a date with a beer.

If you have any questions about dating early lighted breweriana, contact me at the-back-bar@ earthlink.net. On the other hand, if you have questions about dating *women*, follow my advice only if you like getting drinks tossed in your face.

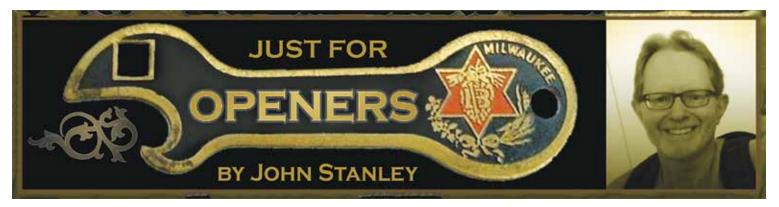
Cheers!



**Above:** Back bar clock manufactured after 1962 by Price Brothers, Inc. **Below:** Back bar neon manufactured June 20, 1941 by The Lackner Company, Cincinnati, OH. Author's collection.



Editor's Note: This article is a reprint (in color & updated) of material published in the Summer, 2007 issue of the Breweriana Collector, V. 138, pp.31-33.



# Pittsburgh (& Area) Beer Openers

Literally hundreds of Pittsburgh beer openers exist and below are some of the better ones. The exceptions are those grouped in the lower left—E-6 wire openers produced by Pittsburgh Brewing (Company or Co.) and the company brands in different stamping punctuations and wording order (all are \$5-\$20 openers). Amazing they would produce ten variations of a 1930s wire opener. The 3 painted Tech Beer C-1 openers (center) are very desirable. The top opener with a logo is not terribly rare. The black and green painted openers with a bottle are extremely hard to find. I have seen two of each color shown here, and Don Bull once owned a

blue one back in the 1980s. The Liberty Brewing B-70 opener with a drop down opener (left) is hard to find. The Liberty Brewing brass B-1 opener (right) is very rare. Fewer than five are known of the B-21 Arnold Schonegg and the two different B-18 Beaver Valley key style openers. At the bottom right are the only two known B-1 Westmoreland openers. One is in great shape and resides in a West Coast collection and I just bought the unpainted opener from Dick Ober at the Blue-Gray beer show.

Comments are welcomed.

See you in August in Pittsburgh.

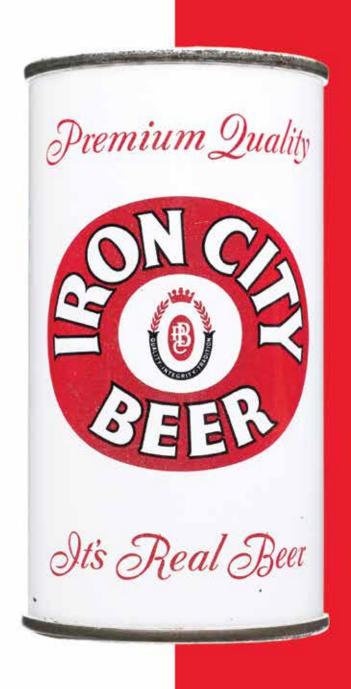


Note: Most openers are from the collections of Gary Deachman and Ben Hoffman.

# **IRON CITY BEER**

July 29 - August 1, 2020

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# Let's Talk Breweriana

by Rich La Susa, Brewery Historian

# Roussin house a collector's fantasyland

I have viewed many breweriana collections; they come in all sizes and configurations. The word *enormous* is barely adequate for the one Don Roussin has meticulously and judiciously assembled.

When you step through the front door of his Maryland Heights, MO house, what you see displayed on walls and hanging from the ceilings—in every place possible—immediately captures your attention. Then the quality captivates your mind. Quality, you see, is its hallmark.

Your senses intensify as you slowly, methodically move through two floors of displays. You are engulfed in a kaleidoscope of colors in generous portions. Awe and amazement tag along with you; even envy, if you're that type.

You can hardly wait to see what's around the corner, in the next room—and the one after that. Absorbing what you are seeing and savoring it are in



Don Roussin, amidst a small portion of his extraordinary collection.

constant competition; a challenge to even the most experienced beer advertising collector. Intimidating to those who are not.

Novelist Dashiell Hammett characterized his fictive "Maltese Falcon" statue as "the stuff dreams are made of." He could have easily been describing Roussin's fantasyland.

"There are at least a dozen items in the collection that if one wants to see them on planet Earth, to my knowledge anyway, one needs to come visit my house," Roussin said. And many do.

His assemblage of Missouri advertising, mostly from St. Louis breweries, is the largest anywhere. "Like many, I collect my local breweries. However, I define my locals as every brewery that has ever existed in Missouri and Illinois!"

His list of one-only-known/ one-of-kind or unique breweriana reads like a litany of once-famous—some revered breweries and brands: ABC, Carondelet, Falstaff, Gast, Griesedieck Bros., Hyde Park, and Lemp. And Cape Girardeau, St. Genevieve, Klausmann and Schibi.





The Roussin collection in the living room (left) and the upstairs family room (right).





Every nook, corner, wall, and ceiling, plus some of the home's structural beams, are display areas. The photo left shows some of the display cases and wall displays in the downstairs family room. The photo right shows one of the items in the display (lower left): An ABC Master's Series stein.

A splendid selection of Illinois brewery advertising includes an obscure Radeke (Kankakee) lithograph and a Central (East St. Louis) pole sign—the only intact one (without neon tubing) known to exist. Roussin even enjoys competing with Chicago breweriana specialists.

# In the Beginning . . .

Beer captured Roussin's imagination at an early age, perhaps because his father enjoyed drinking it. The joy of immersing himself in the fascinating histories of those breweries, however, would have to wait nearly two decades. None were remotely on his mind in 1965, when he acquired his first beer advertising piece. He was only 11 years old.

"[It was] from a K-Mart store" he recalled. "A large Schlitz tin trashcan, modeled after its 12-ounce beer can. I was motivated to buy it because I understood even back then that beer was cool." He still owns it, "even though it did get beat up somewhat when I used it in my dorm room in college."

The way he acquired his second piece was decidedly unconventional. It was at a crosscounty meet in Columbia, MO, as a high school junior. "I picked the item up *during* the race, and not wanting to lose it, I carried it with me to the finish line." It was a Storz Triumph tab-top, one of 10,000 beer cans he displays. "My coach was not amused."

Roussin is not one to be deterred, or to stand still. "While I did not place in that competition, I still did win...as finding that can planted the proverbial seed that would blossom in time into the current breweriana display that now fills our house."

A chance discovery the following year became his "turning point" as a collector.

"While out scouting some local ravines for cans, a friend and I uncovered a dump of St. Louis pre-Prohibition embossed weiss beer bottles with the porcelain stopper tops still attached. Wow! I had never heard of the Wittemann-Rost, Columbia Weiss Beer, or Stettner & Thoma Weiss Beer Breweries."

Instinctively, he wanted to know more about the histories of the bottles. And the breweries. "Doing research...to find answers about those bottles...sparked a general interest in studying brewery history, a passion that has continued to the present day."

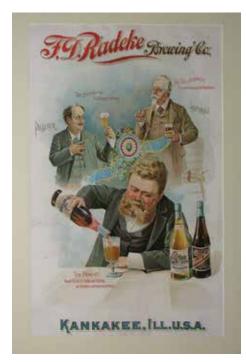
His nascent interest would evolve into something special:

becoming an author and historian, a highly respected expert on breweries and their advertising. His special talent for deciphering the arcana of both are nearly as amazing as his collection.

Roussin and Kevin Kious, the other half of a dynamic duo, are co-authors (with the late Henry Herbst and Cameron Collins) of the superb *St. Louis Brews*, essential reading for historians or anyone with an interest in the city's rich brewing history.

That discovery of embossed bottles, he said, also helped him decide that it would be fun to collect other types of breweriana. To help further that, he joined the three national breweriana organizations during the 1980s. "NABA has always been a great asset to me for the building of my collection. I believe in serving organizations that have served me so well, and believe that I am doing so now, as I am serving my third term on the NABA Board of Directors."

He has been selective in what he collects. "Except for cans, for a long time I did not collect breweriana that dated later than 1980. Today, the oldest item in



Radeke, 3 gentlemen, 3 bottles of beer lithograph.

the collection dates back to 1829: a hand-forged mounting bracket found in the lagering cellar of the Schmidt brewery in Columbia, IL." (The newest is a pint glass he acquired during a recent visit to the new Mill Pond craft brewery in Millstadt, IL. He collects a limited amount of craft breweriana.)

# **Beyond the Collection**

Roussin's collection is the focal point for us, of course. But two crucial elements require special attention: 1) his wife Mary Ellen; and 2) the house in which they and the collection reside. Both are compatible and inseparable!

"It is a blessing to have a spouse that appreciates and enjoys the hobby in the way Mary Ellen does," Roussin said. "That she supports the hobby is immediately obvious to visitors who notice...that the majority of wall space, both upstairs and down, is graced with breweriana. A frequent comment is, You are lucky; my wife makes me keep my collection in the basement; your wife is special.' And indeed she is!"

Her support has not only been consistent and unwavering, it has been a crucial factor at times. "Early on, my collecting was mainly an exercise in obtaining and displaying items that caught my fancy. Mary Ellen has since guided me to understand that equally important parts of the hobby are the stories and history behind the collectibles."

And the joy they have found through friendships made with others who share the same interests. "She has a saying: 'Beer people are good people,' and time has certainly proved those words true to me, by my positive interactions with fellow breweriana collectors."

During many of his searches for breweriana, Mary Ellen didn't just go along for the ride. She played an active, integral role. At an estate sale they learned that



Klausmann Lager Beer corner sign.

the owners had once lived in the Ste. Genevieve, MO area, where one of his favorite breweries once did business. He'd hoped that items from that company would be for sale, but they found nothing but "a lot of odds and sods. I saw no reason to spend any more time there."

Mary Ellen did. "She really thought that there might be some good old breweriana hidden somewhere...so we stuck around a while longer. A visit to the basement proved her intuitiveness.

"There was a large table with about a hundred mugs—at first glance none looked very old to me. However, Mary Ellen picked up every single one and at the very back of the pack, found a pre-Prohibition Ste. Genevieve Brewing and Lighting Company mug. Priced at one dollar! It was the last day of the sale, and everything was marked down for clearance. We ended up only paying fifty cents for that nowcherished mug!"

# The perfect home for a unique display

And then there is the house. When searching for one in the mid-1980s, the Roussins' priorities went beyond the usual considerations for a young family, like a good school district and a city park close by. "One not on most homebuver's lists but on ours—or at least on mine—was is the house suitable to display a growing breweriana collection?' Well, the realtor had just opened the front door to show the property, and I barely had both feet on the floor before I was formulating an offer to buy it!"

The house may have been tailor-made for Roussin's vision, but he could not have known that his collection would grow so large that he would need every square inch of space to display it.

"It has 18-foot cathedral ceilings with the open floor plan that was a popular style when it was constructed in 1969. With ceilings that tall, there is a significant amount of square-



Cape Brewery & Ice Co. 1907 calendar: Girl With Lilacs.

footage wall space available to display breweriana—and I have taken full advantage of that fact!"

A look of amazement is obvious as unsuspecting visitors gaze at the ceilings, which are dramatically supported with load-bearing wooden beams in the living room, dining room, and family room. "They have turned out to be perfect for hanging large, heavy signs."

Certainly to Roussin. But a brother-in-law may not view those beams as fondly, especially one particular adventure that involved them. "[He] is probably still a little mad at me with the effort it took...to help hoist my double-sided Stag porcelain outdoor pole sign—its original can [body] and ruby red neon still intact—onto a mounting bracket attached to the beam that holds up the ceiling in our family room.

"Who knew that lifting a 450-pound sign from the floor to a ceiling beam perch might be a struggle, even if two adult males, my wife, and both of my sons were taking turns tugging on the hoisting ropes?"

He tried to say that with a straight face, but a slight, sly smile was detected.

# **Sharing and Cataloging**

An important aspect in collecting, he staunchly believes, is sharing with others of like interest, even with those who don't have a clue what they are looking at. The Roussins are welcoming hosts to all. "Part of the fun of showing the collection is providing visitors with backstories as to how pieces were obtained or where they came from," Roussin said.

And visitors do ask questions, lots of them. But usually not until after they have recovered from the initial impact of the tour. Which items are rare?' 'How did you acquire them?' 'How old is that?' And many

whens and whys.

And, of course, the old standard: "What is your favorite piece?" And one that he found a bit unusual: "If the house was on fire, what is one item I would carry out?"

"Per the first question," he explained, "the answer changes from day to day. The Klausmann corner sign and the Klausmann factory scene are always in the running in the 'most-favorite-piece' derby...It is hard to keep the Griesedieck/National Brewery lithograph, featuring an attractive woman clothed in a classical Grecian robe framed by a golden background, off the top of that list..."

The "fire" question is more problematical, but Roussin doesn't shy away from it. "The reality is that in a real-world situation, knowing me, I'd probably end up getting roasted and toasted because I would not want to stop entering and leaving until

all the breweriana was safely out of the house!"

He owns thousands of pieces of breweriana "in 200 categories," including "smalls" (coasters, glassware, openers, tap handles and labels, and others) that fill 17 display cases. Most cases represent one brewery—Griesedieck, Falstaff, William J. Lemp, and Anheuser-Busch—"while others house cities or geographic areas where I don't have enough breweriana from a single brewery to justify having an individual case."

It's a wonder why Roussin hasn't expanded the Among Don's favorites (on any given day the choices might change a bit) are the Klausmann corner sign (previous page), the Griesedieck/National Brewery litho at right, and the Klausmann factory scene (circa 1890) below.

size of his house—which is not small—or purchased a neighbor's. How can he possibly know what he owns?

Two years ago, he decided to compile a catalogue. So far, he has taken digital photos of more than 3,700 items.

"While big items like the Bluff City Vitrolite sign or the pre-Prohibition die-cut calendars are easy to remember, it is harder to mentally keep track of say, which of the dozen or so ABC, St. Louis, etched glasses known to exist I actually have tucked away in the ABC display case; or which of the Fred Sehring (Joliet, IL) 'dated-year-mugs' I have...While it's fun to pick up a piece of breweriana





at a show, it is much less fun to bring it home and discover you already have it."

# The Anatomy of a Collection

He prefers to collect rare or scarce pieces, in the best condition possible. "I decided early that I would stress picking up items that were 'on grade,' unless they were thought to be one-of-kind or so rare that I would likely never see another one." He has shunned many relatively common St. Louis-area pieces because they do not meet his demanding criteria. Among those that do, however, he remains hopeful he will someday own them, when they become available—which isn't always at the collector's convenience.

"I rarely make condition upgrades, as items already on display are in generally good condition; the ones with issues are rare enough that it is probable that...

I'll never ever have an opportunity to replace the off-grade one I do have with a better-condition piece."

It would unrealistic for any collector, even a dynamo like Roussin, to believe "owning it all" and in top condition is possible.

Not surprisingly, he has "really favorite" breweries from which he collects "pretty much anything that I can squeeze through the front door." Falstaff, Cape Girardeau, McGovern, Capitol, ABC, Hyde Park, Griesedieck Brothers, Central, Klausmann, Lemp, Gast, Griesedieck-Western. Whew! "Actually, to be honest," he said, "the complete list...is far longer, but, as one song goes, 'these are a few of my favorite things."

Cape Girardeau, the city and brewery, are extra-special to Roussin. "The 'Cape' is where I met my wife...My Dad and other members of my family, including my oldest son Joe, also attended college there. It is always a day to celebrate when I add to my Cape Brewery & Ice Co. collection, although such days are

getting farther and farther apart." His favorite Cape pieces feature females: among them, a 1907 calendar (see pg. 15) and a tray with an image of actress Julia Marlowe. He acquired the latter "by asking an antiques dealer if he had any Cape beer stuff to sell, upon which this tray was pulled out from under the counter."

He makes a clear distinction between what pieces are rare and what are personally special. "While certainly not everything in the collection is rare, many pieces are, and thus special to me." He points to three of the six corner

signs in his collection: the Hyde Park Beer, and Anheuser-Busch Pale Lager (both from St. Louis) and a rare Schibi Beer from St. Charles, MO. "I truly believe them to be the only ones in existence."

The Falstaff Brewing Corp. produced an abundance of beer

advertising, including a mid-1930s On-Tap neon. Its uniqueness is in the construction: the neon is mounted facing out of the side of a wooden box. "The gentleman I bought it from said the sign had been hanging in an old barn since before World War II, until the day before, when he pulled it down to sell to me."

Borrowing a line from a TV commercial spiel, "But wait, there's more!"

"I never get tired of seeing the 1930s ABC double-sided light-up box pole sign that is displayed in one of the bed-



Falstaff box side-mounted neon, mid-1930s.

ST. CHARLES, 10

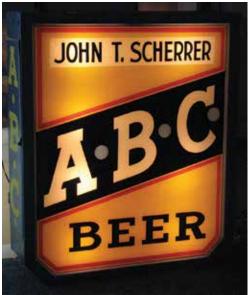
Schibi Beer corner sign, with SBC logo.

rooms in the basement (see photo next page). Talk about 'new old stock.' When I obtained this piece, it was still in its original packing crate!" Even the light bulbs are original.

An interesting feature is the name "John T. Scherrer" at the top of the glass on both sides. Scherrer, Roussin explained, was a tavern owner in St. Louis at the time. "Why the sign was never delivered to Mr. Scherrer's tavern is not known."

His acquisitions were made from disparate sources, most through diligence and determination. Also because he is well known. "A number of items have been donated by people just knocking on the door and saying I read your book; my mom does not want this, do you?"







**Left to right:** Green Tree lithograph, Girl With Serving Tray & Blob Top Bottle, c. 1880s. ABC light-up, double-sided pole sign from the 1930s. Reverse-on-glass, McGovern Beer. This is part of an outdoor tavern light.

Also involved is something collectors may be reluctant to discuss. Luck. "One factor in being a successful collector is no doubt just being lucky. One of the all-time favorites in my collection is an 1880s lithograph for the Green Tree Brewery in St. Louis."

He found it at the Gypsy Caravan flea market, held every Memorial Day weekend in St. Louis. But the *how* of the story, on "a dreary, rain on-and-off kind of day," perfectly illustrates his point.

It wasn't just sitting on a table for the taking. It had been concealed, with other merchandise, under a black plastic tarp to protect it from the rain. Lady Luck was smiling, from under her umbrella.

"I just happened to walk by when the dealer lifted up the edge of the cover for a few seconds because the rain had briefly stopped. Then, just as quickly, he covered the piece back up as the rain began again. In the split-second it was visible, I spotted the words 'Green Tree'... and asked the seller to show me the entire item when the rain paused again."

The weather and the seller

cooperated, and Roussin quickly purchased it. "If I had passed that vendor's stall a minute before or later...I would have missed out on the opportunity to add a killer piece to the collection." It now hangs on a wall close to the front door of his house, "because I like to see it every time I leave the house. Lucky me, indeed!"

Roussin also has beer-related collectibles he displays in a fardifferent manner. "I am not only a collector of vintage brewery clothing but also frequently wear jackets or hats once worn by brewery workers. When wearing a Stag driver's hat or a Falstaff deliveryman's coat when going to the hardware store or grocery store, it is rare when someone does not flag me down and ask 'did you used to work for Falstaff?' Or Stag. Then that person will usually tell me about his father, who used to drink whatever brand is up for discussion. And every once in a while, they will remember some breweriana piece in their garage, then ask me if I would be interested in buying it. The answer, more often than not, is yes!"

He has enjoyed successes, but also frustrating misses; items that slipped through his grasp, or were beyond his reach. Or when Lady Luck wasn't paying attention.

"One occurred when I was first collecting. In an old thrift shop, I ran across a pre-Prohibition bullet-style light-up sign that pictured, on the glass, a bottle with a porcelain stopper, with the text 'Drink Berliner Imported Weiss Beer, St. Louis.' Looking back and knowing what price bullet signs go for nowadays, it hurts to remember that the price tag read, '\$12.00, but will negotiate.' I passed on this gem." Not because of the price, but because he didn't collect advertising from "foreign breweries."

"Only later did I learn that the term 'Berliner Imported' did not mean that the brew came from overseas, but [referred] to a style of weiss beer." To his dismay, it was from a St. Louis brewery of the same name that closed in 1905. Being self-critical, you understand, is part of the laborious process of becoming an expert in any endeavor.

"If anyone reading this article knows where that probably unique light-up sign is, please drop me a note!"

You can be certain Roussin will find room for it somewhere in his magical house.

# When the Breweries Struck Out

# The beer workers' strike that forever changed Pittsburgh

# by Art Distelrath

**Editor's Note:** This is one in an ongoing series of articles celebrating the rich brewing history of Pittsburgh, the site of NABA's **49th Annual Convention, from July 29-Aug 1, 2020.** 

After World War II, many local breweries struggled with a myriad of mistakes and shortsightedness, as well as conflicts with unionized labor. Pittsburgh became a poster child for self-inflicted beer wounds, ultimately opening the doors for the likes of Anheuser-Busch, Pabst, Schlitz, and others to gain a stronger foothold in the region.

In the winter issue of the Breweriana Collector we covered the so-called "Beer War" of 1946-47, when the breweries of the Pittsburgh area were squeezed in a power struggle between two unions: The American Federation of Labor (AFL) Teamsters; and the Congress of Industrial Organizations (CIO).

There was relative calm in the few years following the "Beer War," but there was another storm brewing. It came to a head in the Spring of 1952. While the American Post-War economy gained steam and improved the standard of living for many, the brewery workers of Pittsburgh were feeling left behind. The following story about the strike provides interesting insight on some of the types of labor disputes that doomed many small brewers across the country.

## The workers strike

On April 21, 1952, Pittsburgh, PA was hit by an unexpected strike of brewery workers at seven area breweries. *Tap & Tavern*, a Philadelphia-based weekly newspaper and trade journal, chronicled the strike, which affected a total of 10 plants operated by the seven different breweries involved. Here, we summarize *Tap & Tavern*'s reports about how the dispute unfolded.

Strikers included more than 2000 employees from three different unions representing brewers, drivers, and bottlers. Their demands included a higher hourly wage, two paid 10-minute rest periods per 8-hour shift, various other protections for full-time workers vs. temporary employ-

ees, and a limit on the number of bottles to be handled by one man in an hour.

# A deadlock

By April 28, one week later, a settlement did not seem imminent. State and Federal mediators were preparing their involvement to try to break the deadlock between the breweries and the CIO United Brewery Workers.

Homestead Brewing Co., one of the seven breweries affected, soon reached an agreement with the union. This left Fort Pitt, Duquesne, Pittsburgh, Latrobe, Jones, and Tube City idled, with negotiations completely stalled. That meant 14,000 barrels per day were not being produced by the other six Pittsburgh-area



Local breweries were not the only ones to go down swinging in the spring and summer of 1952. The beloved Pittsburgh Pirates struck out with a season record of 42 - 112. It was their worst record since 1890, and one of the worst in major league history. The most famous Pirate of all, 78-year-old Hall of Famer Honus Wagner, retired in dismay from his part-time coaching duties with the team.



1952 was the year Shirley Jones was crowned Miss Pittsburgh (August 5). Shirley was the granddaughter of the legendary "Stoney" Jones, owner of the Pittsburgh-area Jones Brewery of Smithton, PA.



A collage of coasters from the era of the strike, showing the brands and breweries that were affected. Collection of Art Distelrath.

breweries, a huge loss in local inventory.

The average pay was \$1.87 an hour. The union was asking for a wage increase of 13 cents an hour. The breweries' representative—the Western Pennsylvania Brewers Association—countered with an offer of 2.5 cents an hour with an additional 2.5 cents to come six months later (in October). This was to be on top of the 5.5 cents an hour increase already granted in January, four months before the strike began. But the main sticking points between the union and the breweries were working conditions, not the hourly wage.

# Local beer dries up

By the following week, May 5, it was looking like it could be a long walk-out by those unionized brewers, bottlers, and drivers. Local brews were nowhere to be found because, as one brewery official put it, the strike hit so suddenly "there was no time to load up." Brewers outside of Pittsburgh quickly moved in with their beers to ensure that Pittsburgh did not suffer a dry spell. As the strike entered its fourth week on May 19, two officers of the international union visited with leaders of the striking locals, but no action was taken to intervene in the dispute.

# **Smallest 3 end strike**

Meanwhile the breweries emphatically denied charges made by the union that they were having their barrels filled at distant points and then encouraging their sale under local brand names in Pittsburgh taverns. Union officials asked the Liquor Control Board to investigate. Their investigation showed that the process of barrelfilling by distant brewers was being done in a legal manner and was labeled and had an Alcohol Tax Unit stamp affixed.

It had been six long weeks by June 9, when operations were resumed at the smaller three of the six breweries still idle. The walkout ended at Latrobe, Jones, and Tube City based on a settlement providing a wage increase of 10 cents per hour (still below the requested 13 cents). The settlement also called for an additional 5 cents for off-shift work and holiday week work.

# Big 3 stay stuck

The three larger breweries involved in the strike—Fort Pitt, Duquesne, and Pittsburgh Brewing—showed no signs of progress in negotiations, despite the 10-cent hourly increase that was conceded by both sides.

By June 16, negotiations had finally begun between the union and representatives of those three larger breweries. But both sides were still far apart, even though the union sent the engineers and maintenance employees back to work—a key demand by the breweries for their reps to even resume negotiations.

Finally, on July 21 (a full three months into the strike) the breweries proposed an offer to end the strike. The beer unions rejected it. The same thing happened a week later when the striking employees rejected the breweries' offer of a 12.5 cent hourly wage boost and a two-year contract. Working conditions

demanded by the union also became a roadblock to settlement.

# Breweries claim "featherbedding"

The three breweries were adamant against any concession on these issues, which they contended were "featherbedding" and would add up to prohibitive labor costs. "Featherbedding" was the practice of hiring more workers than are needed to perform a given job, or to adopt work procedures that appear pointless, complex, and time-consuming merely to employ additional workers.

Meanwhile, the local beer distributors were feeling the pinch. Sales were off and it grew difficult to obtain enough out-oftown beer. They also were stuck with storing empty bottles and kegs from the local breweries—they could not be returned for the deposit because of the strike. One local distributor said he had \$20,000 worth of empty bottles and kegs in storage.

# Finally, it ends

On July 31, the 15-week old strike involving the three largest Pittsburgh breweries ended when a mass meeting of the unionized brewery workers voted by a margin of 3:1 to return to work. Production at the six different plants operated by Fort Pitt, Duquesne, and Pittsburgh Brewing started immediately. In fact, the strikers were so eager to go back to work that many, still in their street clothes, went straight from the union meeting to the brewery and to work.

Brewery officials announced that beer was ready for immediate shipment and that draught beer would be rolling quickly. The only delay envisioned was in shipping. Terms of the settlement included a 12.5 cent an hour wage increase and a one year contract. But it did not include any concessions on working conditions. The brewers had steadfastly rejected those demands, declaring they could not afford to put them into practice.

Some praised the brewery management for sticking together through the long weeks of the strike and not yielding on the crucial and perhaps most costly issue of improving working conditions. Lawyers for the Western Pennsylvania Brewers Association had characterized the unions' demands on working conditions as an invasion on the right of the brewers to handle their own business.

This trio of trays is from the period of the strike, and represent what were, at the time, the "Big 3" breweries of Pittsburgh. In recent years, these brands have been revived, with Iron City achieving the most success. **Iron City** is serving the hobby and the NABA membership by being the **official beer sponsor** of NABA's 2020 Convention in Pittsburgh. Collection of Mark Rogers.







## **Doom for Fort Pitt**

Although all three of the "majors" were hurt by the long strike, the most damaging effect was on Fort Pitt. During the strike, out of state and national beers were introduced to the market throughout Western Pennsylvania. Many loyal Pittsburgh beer drinkers switched to these other brands permanently. Fort Pitt's demise was based on a panicked and premature release of their product to the market so they might beat Duquesne and Iron City on the street.

All three breweries had a significant amount of beer warehoused during the labor negotiations. While Duquesne and Iron City wisely disposed of their outdated product, Fort Pitt rushed its stored beer into the market taking advantage of the pent-up demand. Because it had sat for so long, much of the Fort Pitt brew was "skunked."

Long-loyal Fort Pitt drink-



Fort Pitt was deeply affected by the strike. Prior to the strike, it had introduced a new, lighter-tasting pilsener. As this ad, from August 1952 notes, the beer truly was rushed to distributors and back into the marketplace – a devastating mistake. Warehoused for months, the product had become stale and "skunky" tasting. Even Fort Pitt's faithful were turned off by this debacle—many of them permanently.

ers, eager to have their favorite brand back, were put off by the bad-tasting product and the brewery lost its spot as the top seller in the





Once the strike ended, Pittsburgh area breweries advertised that they were "back." Rolling Rock from July (left) and Duquesne from August (right) 1952.

# A Million Thanks ...

To the more than 300 sub-distributors and 2,000 retail and club outlets for the sky-rocketing sales of Budweiser in the Greater Pittsburgh market serviced by Pete Maracini, Inc. Thanks, too, to the hundreds of salesmendrivers of our sub-distributors, and to the thousands of bartenders, waiters and waitresses, for their helping hand. With your continued support we will keep Budweiser and Pete Maracini, Inc., on top.

# PETE MARACINI, Inc. 1013 Penn Avenue, Pittsburgh 22, Pa.



Meanwhile, the local Budweiser distributor (above) bought ads offering gratitude for Budweiser's "skyrocketing sales" resulting from the strike. Anheuser-Busch established a permanent foothold in Pittsburgh during the strike. It all added up to doom for the local brewers. This ad appeared in October, 1952 in the trade

Pittsburgh market. Fort Pitt's sales plummeted by 40%, leaving the company with a financial loss for the first time in over a decade. The operation headed into a tailspin.

# Never the same in Pittsburgh

The residual effects of the strike made labor issues and increased operating costs a constant concern. The competition was relentless from the now-established, out-of-town brands—especially the big "nation-

als:" Anheuser-Busch, Schlitz, and Pabst. Pittsburgh Brewing Co. closed one of its plants (the old Eberhard and Ober) in 1952 and Homestead shut down its operations in 1953.

Fort Pitt never recovered from its bad beer blunder. The company owned two breweries in the Pittsburgh area—one in Jeanette, PA and the other in Sharpsburg, PA. The Jeanette plant was closed in 1955 and the Sharpsburg plant was shut down in 1957, following the sale of the brand's rights to Gunther Brewing Co. of Baltimore, MD. The once great Fort Pitt spent its remaining years being brewed out of town.

The decision by both Duquesne and Pittsburgh Brewing to reintroduce fresh beer to the market served them well. After weathering the tough years following the strike, both breweries continued to operate successfully for several decades.

magazine, Tap & Tavern.





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# Barry'd Treasures Tracking beer finds from the tundra

with Barry Travis



# **HUNTING IN THE HEART OF HART**

In southeastern Minnesota, there is a tiny, rural village called Hart Township, with a population of 357. Hart was incorporated in 1858. Nineteen years later, a local carpenter named Charles Wolfram built and became the proprietor of a general store, saving the townspeople of Hart the need to make the trip into nearby and larger Winona to get provisions.

For the next 111 years, Wolfram's descendants would run the general store, which was officially called the "Wolfram General Store," but was fondly known among the locals as simply, the "Hart Store."

The Hart Store was the kind of old-time general store that you see in those faded, black and white photographs of yesteryear. For generations, it had provided a myriad of everyday needs to the people of Hart, from food to feed to tools and machinery. During its more than a century of existence, the Hart Store was much more than just the only place to shop in this small town. It also was the social epicenter in a place where everyone knew everyone. You could say it was the heart of the hamlet of Hartwhere the locals met at the meat counter and chewed the fat at its little restaurant.

For many years, the Hart Store was the place to hang out and play cards with the neighbors on Sunday afternoons and evenings. Its popularity as a gathering space grew even more in the 1950s, after a Winona television dealer installed a TV in the store. This was the first taste of television for many in the community.

Importantly, the store was also the place to buy beer. Thus, it was perhaps the only thing resembling a pub in the area. In addition to regional brands like Hamm's and Grain Belt, it sold locally-brewed favorites like Bub's, Fountain Brew, Peerless, and Old Style. At some point it may even have sold draft beer.

I first "met" the Wolfram General Store of Hart Township, MN on Facebook. A friend had posted pictures of the store and its contents. After more than a century as Hart's main artery, the store had closed in 1988 and had been sitting idle for more than 30 years.



Above: The Wolfram General Store, a.k.a. the Hart Store as it looked at the time of the sale in September 2019. Below: Part of the crowd anxiously awaiting their chance to get into the store before the start of the estate sale.



Amazingly, it seemed that time also stood still in those passing years, because the longshuttered store was still loaded with merchandise. In fact, it was a veritable time capsule, archived with a century's worth of archaic artifacts. There were boxed shoes with buttons instead of laces, lithographed coffee bins, gas and oil signs, patent medicines in colored glass bottles from the 1920s, and—best of all—a treasure trove of old beer advertising. This was September of 2019, and the old store was finally being liquidated with an estate sale.

The pictures I had seen online told me that this was going to be something special—a sale I just could not miss. The problem was, the store and sale were two hours from my home in St. Paul, MN. It started Saturday morning at 8AM and you had to be in line by 7AM to get a number. That would mean I would have to leave in the middle of the night.

Sleep deprived already from a long week of work, I realized that I had to improvise. I needed help. I needed to find an experienced antique mercenary who could help me crack the long line at the crack-of-dawn to get at the precious contents of that old store.

I drafted a Facebook ad seeking someone who could camp out, get me a low number and hold my place in line outside the store until I could get to Hart on



Above: The inside of the store and some storage buildings on the property were packed with artifacts, including an early, hand-painted wood sign for the store itself.

Below: The store had commemorative plates made to celebrate its centennial in 1977.

Sadly, it would close just 11 years later.



Saturday morning. Although my ad was purposely vague about what event I wanted my mercenary to attend, I did specify the critical pre-dawn tasks this "contract for hire" would require.

I grew a bit anxious when the first few respondents to my ad left a lot to be desired in the areas of experience and trust. And then Kathy crossed my inbox.

When I called her, she proved to be a sweet, savvy, 70-year-old, and absolutely THE PERSON I was looking for. She said she loved being first at estate sales back in her day—music to my ears. And she also sounded fun. She reassured me that in running this important errand, her husband would feed her dogs and parrot in her absence.

I hung up the phone confident that Kathy would be a true ally. She proved me right when she called me at 3PM on Thursday to tell me she was already in Hart and ready for the early-morning start on Saturday, aiming to get the ticket for first place in line.



Above: Barry with his "estate sale mercenary" and new-found friend, Kathy.

Below: The coveted Number 1 ticket for the line to get into the sale and the flyer promoting it.



Yes, my mercenary was already on site and reporting back to me. My battle plan to get to the Heart of Hart and come away with brewery treasure was coming together.

I contacted the estate sale company and received assurance that they would allow my mercenary to hold our place in line. Kathy had in fact scored the Number 1 ticket—we would be first in line. I didn't get a lot of sleep that Friday night as I was anxious to get on the road early enough to drive the more than two hours to Hart.

Meanwhile, as she stood her ground in the lead spot in front of the long-closed front door of the Hart Store, Kathy was giving me battleground updates over the phone during my two-hour trek from St. Paul. A local had returned from Texas to attend the big sale but had arrived a half hour after Kathy and so was number two in line. Whew!

I got to Hart at 6 AM to meet Kathy, and there were 143 people holding numbered tickets to enter the store—in line behind her. Hart Township hadn't had that many folks roaming its streets for decades. Needless to say, my reception as the late-coming guy to claim first place in a very long line was not met with hugs and wishes of good luck. I felt like a pro wrestling villain entering the ring as the crowd grumbled and stared icily.

I paid Kathy and we had a lively, early-morning chat about how both of our families thought we were nuts. As 8AM drew near, I was ready for action. I had studied the online pictures carefully and established my Top 3 picks from the old store's antique inventory.

And then the store doors opened, and chaos ensued. I spotted the items I wanted and excitedly pointed at them and yelled out "Barry T!" over the crowd and hoped the sales com-

pany people would tag the long-hidden breweriana I wanted to buy. There were many things that were not pictured, so the sale exceeded my expectations. And the prices were very reasonable. In my excitement I even bought a few things without knowing the price beforehand and was happy I did.

Kathy, my mercenary, was having a great time, too. We were kindred spirits as we

scoured through the many treasures of what was once the Wolfram General Store of Hart Township, MN. We both knew this was a special experience. Estate sales of long-closed stores containing more than 100 years of relics rarely—if ever-happen. My Facebook ad had been seeking a soldier, but instead

I found a seasoned sergeant of estate sales in Kathy. We had an unforgettable experience as we joined the throngs of antique seekers who had the old Hart Store buzzing with business for one last, glorious morning.

This metal on wood sign (right) from Grain Belt, c. 1947, made its way home with Barry.



Some of the treasure trove of breweriana that Barry purchased at the sale, dating from the Prohibition era through the late 1960s.



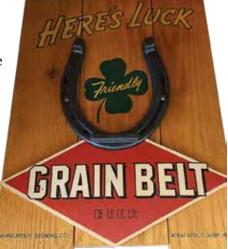
A trove of tailgate treasures, two 1950s-era cardboard signs.

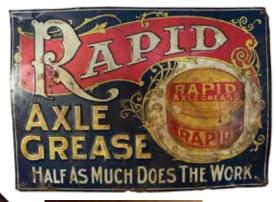




Weekly date books from Bub's Brewery in nearby Winona. Note how the pre-World War II pad

promotes "German Style Beer" while the WWII-era one has changed the product description to "All American Beer."









In addition to breweriana, there was a great deal of other high-quality antique advertising for sale.



# **Murder at the Marlow Brewery**

by Michael Bartels



Jamestown NY is a village in western New York, about 70 miles south of Buffalo, in the western part of New York State. In 1871, it was the site of a grisly murder that took place at Charles Marlow's brewery, which was in an unassuming-looking, yellow frame house on the north edge of Jamestown. On the property was a barn, chicken coop, garden, and privy. Piles of wood were scattered about for the brewing furnace.

The frame house was both brewery and domicile. There was a dining room, kitchen, and one small bedroom on the first floor. Upstairs were bedrooms where Marlow's family and a hired hand slept. The brew house was one room with a large arch furnace. Directly behind the brewhouse was an icehouse, and to one side a "drinking room."

A trap door led to the cellar where beer was stored and kept cool. The cellar was dank and musty. The only natural light came from one small, dirty window. A stone floor in the main room held full and empty kegs along with other supplies. Water constantly dripped from under the icehouse, making the dirt floor muddy in the cellar below.

The drinking room was not a tavern-like gathering place. Instead, it hosted customers who were picking up kegs or an occasional traveler stopping in for a beer. The counter held a keg, various glasses and mugs, and a pail to wash used glasses. There were a couple of tables with chairs for a place to sit.

Charles Marlow had come from Germany to Meadville, PA around seven years earlier in 1864. By 1868 he had bought the brewery and moved to Jamestown Editor's Note: There is no known surviving breweriana from the tiny and short-lived Marlow Brewery. Jamestown Brewing, however, produced some beautiful breweriana. For this presentation, we have chosen a sampling of Jamestown's stunning items to illustrate this history.

with his wife, Augusta. His two children were born there. Augusta's mother, Julia Ortman, and sister, Christine Ortman, also lived in the home. The other resident was their hired hand, Valentine Benkowski.

Benkowski had arrived in nearby Dunkirk, NY from Poland with a group of fellow immigrants on July 22, 1871. Augusta Marlow was in Dunkirk visiting her sister at Fred Mohs saloon the day Benkowski arrived. Mohs mentioned that the Marlows needed a hired hand, and that night Benkowski was in Jamestown, seeking the position. Benkowski spoke no English, only broken German, but he had been a coachman in Poland and that was enough to qualify him for the job.



Three extremely rare stock image trays from Jamestown Brewing Co., c. 1905, from Meek Co., Coshocton, OH. Above is "Griselda."





At left is a depiction of a friar draining a keg, and above, "A Good Judge." All photos shown, collection of Joe Gula.

## A stranger arrives

Tuesday, August 14, 1871 a man arrived in front of Marlow's establishment. He carried no bags, just the clothes on his back. In the drinking room Marlow served him a beer. The stranger made a point of flashing a large wad of cash. The man said he was William Bachmann from Toledo, OHalthough the previous night in Sinclairville he told others he owned a mill at White Corners NY, some 250 miles to the east. He claimed he had \$6,000 cash and \$40,000 in the bank and had come to buy property in Jamestown. He finished the beer without paying for it and walked into Jamestown.

There, Bachmann visited several saloons. At each one he made sure his big wad of cash was seen and he boasted of wanting to buy property in Jamestown. In one place he bought drinks for everyone, but in no establishment did he pay for anything.

It was around 11:00 that evening when Marlow was awakened by loud banging on his door. At the door stood a drunken Bachmann, who announced, "I need a place to stay for the night." Marlow took him upstairs to the room of his hired man and told him he could share his bed.

It was not a good night for Benkowski. Not only did he have to share his bed with a drunken stranger, Benkowski also was rudely awakened in the middle of the night by the stranger getting sick in their bed. Despite his lack of sleep, Benkowski arose at 5:00 AM to begin his chores. Later, adding insult to injury, he discovered money in his dresser was missing. By breakfast at 8:00, the stranger who called himself Bachman had gotten up, had a beer, and left.

Marlow told Benkowski of the \$6,000 that Bachman had shown him. Benkowski cynically replied, "It was more likely \$6 dollars." The two men then hitched up the wagon and loaded it with kegs of beer to take into town. There, Marlow asked his customers about the stranger, knowing that Bachman had been at the taverns the night before. "He's a blow hard," was the most complimentary comment given. It was around 11:00 AM when Marlow caught up with Bachmann at Christian Schmidt's saloon, where they ate sausages together. By noon the two had returned to the brewery. Bachmann was formally introduced to Benkowski, who ignored the man who had gotten sick in his bed the night before. (Benkowski had hiked back to the brewery for his noon meal.)

After eating, Benkowski stopped by the brew house to finish his work cutting wood for the brewery furnace. He heard Marlow and Bachmann in the cellar. An hour later, he heard what sounded like a gunshot. Soon, he saw Marlow emerge alone from the cellar. Nothing was said and the two just stared at one another.

# A horrifying discovery

The next day after Marlow went to town to make deliveries, Benkowski entered the cellar to investigate. Blood was everywhere, along with silver buttons, studs, and a collar, all of which were identifiable as belonging to Bachman. Benkowski was horrified at what he saw and also worried that he might be blamed for the crime. Later, when Mar-



Jamestown Brewing's most heavily promoted, signature brand was Chautauqua Brew, shown in all these pieces, starting at left with a pre-Prohibition label. Lower left is an early 1900s tray from Kaufmann & Strauss Co., NY, NY. The same style tray in striking green color scheme also was used by other New York State breweries: Watertown, Barmann, and Norwich. Below, top: Swedish-made stick matches; below, bottom is a B-19 opener. Lower right is another stock image tray called "Good Friends" from Meek Co., c. 1905.





www.nababrew.com Spring 2020

low returned, Benkowski anxiously declared that he was quitting. He wanted his wages.

As Benkowski hurriedly packed his belongings, Marlow confronted him. "You are like my brother," Marlow pleaded, "Did you see something? Do you know anything?"

Benkowski tersely replied, "I know nothing." Marlow paid Benkowski his final wages and again asked the same questions. Benkowski insisted, "I'm homesick and am going back to Poland."

Benkowski headed to Dunkirk, where he had first arrived from Poland. He told his fellow countrymen with whom he had immigrated what he had seen. The story quickly circulated. Dunkirk Police became

curious and questioned Benkowski. Saturday afternoon Marlow was taken into custody and officers from Dunkirk arrived in at his brewery on Saturday evening. They found pieces of bone and blood in the brew house. Darkness delayed searching any further, so it was Sunday when they opened the cellar. That is when they saw the full horror. An arc of blood streamed across the floor and was splattered on one wall. More bone fragments were found in the furnace as well as in ash buckets outside and in the privy.

Marlow was arrested and jailed but would confess to nothing. His explanations were implausible. "I butchered a cow in the cellar," he said. And then, "Dogs drug bones onto the property."

## **Put on trial**

The Chautauqua County
Court House was crowded on
September 20, 1871, one month
after the discovery of the crime.
The trial of Charles Marlow for
murder had begun. Benkowski
was being held in the county jail
to assure his safety and appearance as a witness. He was the
first one called to testify, and he
painstakingly related his story
through a translator. Marlow's attorneys tried to discredit the testi-

mony, but Benkowski did not stray from what he described.



JAMESTOWN BREWING "100" BEVERAGES "400"

Some very rare metal ware from Jamestown.

Vertical left, a promotional ice pick. Above top 2 images: a Prohibition-era re-sealable cap for "400" brand non-alcoholic beverages and an "over-the-top" cap lifter, by Vaughn Co., Chicago, early 1900s. Finally, a combination corkscrew & cap lifter, also early 1900s.

Daily Journal.

Monday, August 21, 1871.

A MOST HORRIBLE CRIME!!

A Terrible Murder Committed at the Jamestown Brewery!

THE BODY OF THE VICTIM BURNED!

GREAT EXCITEMENT.

CORONERS JURY NOW IN SESSION.

FULL PARTICULARS.

Other witnesses described Bachmann, his strange ways, and the money he claimed to have. Officers recounted the gruesome crime scene, and expert testimony identified the body parts and bone fragments as human. Neighbors told of the horrible smell and smoke from the brewery furnace that day. When the prosecution finished, everyone believed Marlow would be found guilty.

But then, the defense called a surprise witness. It was Mrs. Julia Ortman, Marlow's motherin-law, who resided with them. Speaking through a translator in her native German, she unexpectedly described an entirely different set of events of August 16. Mrs. Ortman said she was in the garden when

she heard screams

from the brew house.
Rushing to the door
she saw her daughter, Mrs. Marlow, lying on the
floor. Bachmann was atop her,
squeezing her throat. Unable to
pull him off her daughter, Mrs.
Ortman grabbed a hammer and

struck Bachman, who released Mrs. Marlow. Mrs. Ortman then got a pail of water and cloth to attend to her assaulted daughter. When they looked over at Bachmann, he was dead.

Ouestioned about what they did next, Mrs. Ortman testified that when her daughter saw Bachman's lifeless body she exclaimed, "Mother, mother what have you done? You have killed that man and now you will be killed for it." The two then decided that a quick coverup was necessary. They dragged Bachman down the cellar to bury him. Then they changed their minds and so dragged him upstairs, burning his body in the furnace. She added, "It took two hours (for the fire) to consume the body."

At the end of a week of testimony, the jury was sent to deliberate. After two days, they could not reach a verdict. One juror had voted for acquittal and could not be swayed, possibly due to Mrs. Ortman's testi-

mony—or perhaps because, as newspapers would later suggest, he was bribed by the defense.

### A second trial

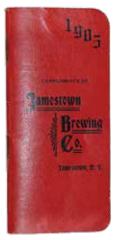
A second trial began about four months later, on January 30, 1872. Benkowski's testimony was consistent with what he had said in the first trial. But this time. the prosecution was prepared to effectively dispel Mrs. Ortman's claim that she killed Bachmann. On February 10, Marlow was found guilty and sentenced to hang. Insisting he was innocent, Marlow asked his attorneys to appeal. The Superior Court heard Marlow's appeal in June and denied him a new trial. Marlow's execution was scheduled for August 2.

Marlow tried to avoid the gallows by escaping jail on more than one occasion. First, his young son brought him an apple with a saw blade inside. In another attempt, Marlow attacked a guard. But there was no escaping justice.



Reverse-on-glass, backed by brass, convex sign. Trade name was "Brilliant Advertising Sign," manufactured by Rodwell Sign Co., Buffalo, NY. Measures 20 x 15 inches, c. 1892.





Left: Pocket calendar, dated 1905.

Above: Early 1900s promotional postcard intended to encourage ordering beer for home use; from a series of at least six different images/slogans.

Right: Three pre-Prohibition beer bottles featuring brands of Jamestown Brewing Co.; Chautauqua Brew, Extra Fine Porter, and Pure Export Beer.



CHARLES MARLOW.

### The confession

Suddenly, on the day before Marlow was to be executed, he confessed to the crime and finally explained what happened.

He had been convinced that Bachmann was carrying a considerable amount of money and decided to steal it. After inviting Bachmann into the cellar, Marlow tried to poison him with strychnine in his beer. The poison made Bachman feel ill but did not kill him. A suspicious Bachmann demanded, "Why Marlow, have you poisoned me?"

Marlow claimed he then panicked, took an iron bar and



struck Bachmann several times until he was dead. (This did not explain the gunshot that Benkowski claimed to have heard).

Marlow stated, "I then took an axe and I cut up the body in pieces." A fire was going in the furnace, so Marlow put the body in the fire and stoked it with more wood.

He then tried to exonerate his wife. "Augusta knew nothing of what happened."

But she had smelled the awful odor of burning flesh and at the time, had demanded of her husband, "Charley, what is the matter at the brewery? For God's sake tell me!" Marlow then had confessed his crime to his shocked wife. The next day, Augusta went with Marlow to deliver beer and together, they carried bags of body parts and dumped them in a field.

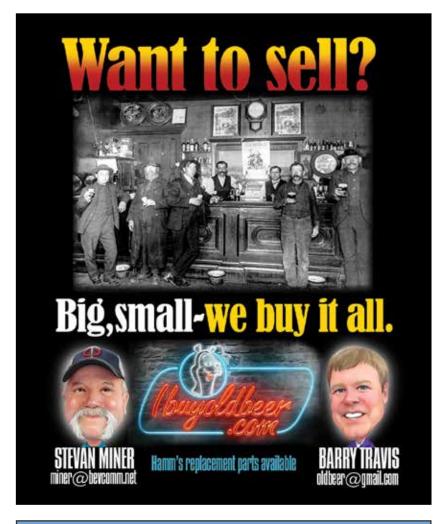
Marlow's horrible crime had been committed in vain. It turned out Bachmann had no money. The wad of bills that he had brazenly flashed was not real. In his confession, Marlow also added mention of the prosecutor's star witness, Valentine Benkowski: "If I thought he was going to tell, I would never have let him leave alive."

The day after his confession, August 2, 1872, Charles Marlow was hung. His wife, Augusta, attended the hanging. Her odd, last words to her husband were, "Don't be a coward, Charley." Charles Marlow was just 29 years old.

Author's Note: Today Jamestown is the largest city in Chautauqua County, but in 1871 Dunkirk and Westfield were the population centers. In 1870 Jamestown's population was just over 5,000 and was beginning to develop into a city, and it almost doubled in size over the next 10 years. Later breweries in Jamestown included Hardinghaus & Smith (1875) which became Charles Smith Brewing (1885) and the Jamestown Brewing Company (1887) which operated under that name until 1920. After Prohibition, it operated as Kuhn's and later as Chautauqua Brewing, until finally closing in 1941.

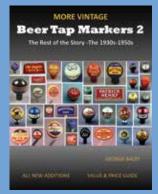
Not surprisingly, there is no known surviving breweriana from the tiny and short-lived Marlow Brewery, but Jamestown Brewing produced some beautiful breweriana.

My sincere thanks to NABA Board Member Joe Gula for sharing pictures of some of the outstanding pieces from his collection to enhance this article.



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beer tap markers.



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Grand Rapids Brewing Co. Muskegon, Michigan

Muskegon Brewing Co. (Neumeister) 1867 - 1876 Muskegon Brewing Co. (Meeske) 1876 - 1920 Grand Rapids BC of Muskegon 1935-46 Goebel Brewing Company 1946-57

# BY LARRY MOTER

This brewery's origin in Muskegon dates to 1867 by founder, Frederick Neumeister. It passed into the ownership of brothers, Otto & Gustav Meeske in 1876 according to both American Breweries II and 100 Years of American Brewing. (Author's note: source materials offer conflicting dates for some transitions.) Grand Rapids operated until Prohibition as the Muskegon Brewing Company. During Prohibition, it re-branded as the "Muskegon Bottling and Beverage Company," manufacturing the usual products: ice, soda, malt-extract.

If one is interested in Muskegon Brewery history, we are blessed that Muskegon's "Lakeshore Museum" has an Exhibit on the city's Brewing History. Go see it before it closes May 18, 2020.

There is also an excellent 16-minute podcast on Muskegon Brewing history, from which I was able to find information bridging historical knowledge gaps, so I can share important facts with you here. The podcast can be accessed on the web: https://anchor.fm/patrick-horn/ episodes/The-Muskegon-Brewing-Company-e9uqb4

Among the knowledge I gained from this informative

podcast were tidbits such as the Muskegon Bottling and Beverage Companies' products during Prohibition. Also, that

a Meeske family member reincorporated the brewery in May, 1933 with plans to re-open the brewery after Prohibition. Unfortunately, a massive fire on May 17, 1933 thwarted the plan. Still, the Meeske family members intended to reopen—but they declared bankruptcy in 1935 and the plant was sold to a Grand Rapids businessman named Frank McKay.



From the collection of Joe Christensen.

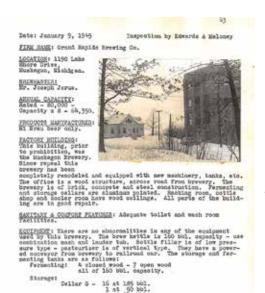
# STATE OF MICHIGAN LIQUOR CONTROL COMMISSION SECOND SURVEY & STUDY OF THE MICHIGAN BREWING INDUSTRY

By Laboratory Division (Geagley, Edwards, Ohmen) 1944-45

McKay named the new company Grand Rapids Brewing Company of Muskegon. His intention was to link the Muskegon brewery with the regional goodwill the name "Grand Rapids BC" had garnered by the geographically proximate and famous pre-Pro Grand Rapids Brewing Company—the one located in Grand Rapids!

McKay invested in modern equipment to update this pre-Pro facility. In the 1945 survey (image next page, first sheet of the survey) you can review the "Factory Building" section to tally the improvements he'd undertaken.

One cool thing to note is this brewery was surveyed three times by the Michigan Liquor Control folks: First on December 7, 1936; second on November 29, 1939 for the Michigan Ale survey (Hi-Brau Ale was one of the few ales made by a Michigan Brewery that actually was a true top-fermenting ale); and the third time for the report on which this series is



Online F as 199 bbl.
All tasks are aluminum printed, glass
lined stel. All equipment is rather
new and appeared to be in good condition.

Chuskegons.







From the collection of Don Wild.

RAW MATERIALS & COMPOSITION OF BREW:
Walt 4450 lbs. 60% Capacity brew 160 bbls.
Flakes 3000 lbs. 40%
Rops 65 lbs.

MANUFACTURING PROCESSES: The processes used in this brewery are conventional. Grain is milled, ground and mashed. Wort is cooled, pitched, fereneted, stored, fined and bottled. Yeast is sterilized and propagated from tank to tank. This concern does not produce sufficient carbon dioxide due to concern togs. Showerfor, air must be resorted to for counter togs. Showerfor, air must be resorted to for counter togs. The counter togs of the counter togs of the counter togs of the counter togs. One of the counter togs of the counter togs of the counter togs of the counter togs. One of the counter togs of the counter togs. One togs of the counter tog of the counter togs of the counter t

CLEANLINESS & SANITATION: All parts of the brewery appeared to be kept in a satisfactory state of cleanliness and sanitation.

WASTE MATERIALS: Excess yeasts are washed into sewer. Spengrains and hops are sold to farmers in wet condition.

REMARKS: No army beer is being manufactured by this browery a present. Since the purchase of the brewery by outstate interests, practically the entire output was sent to Georgia. However, since January considerable draught and bottled beer is



From the collection of Royce Beigh.

based, on January 9, 1945. Another interesting point is that the annual capacities in each survey are listed as 175,000, 60,000 & 80,000 barrels respectively. The brand names noted in each survey are informative too: the first merely says "several brands;" the second survey lists 7 brands; and the third just lists 1 brand—Hi-Brau Beer.

This is informative so we can note the shrinkage, which is probably due to war-time shortages, plus market conditions surrounding the difficulty of competing with larger regional brewers and the Big Nationals.

It is informative on several levels to compare and contrast the three inspections. Links to these surveys were published in the first article a few years ago. Since then NABA has added will not compare with composition given above because formula
and changed in December printing the Salinia, Samples bereade
ander the formula given above were formarded to the behaviour?
In Privately. Sr. december to the salinia between the continuation of the salinia between the continuation of the salinia between the salinia between the salinia and the salinia a

many new members so perhaps it would be timely to re-publish these links:

**1936 First Survey link**: http://catalog.lib.msu.edu/record=b5346747~S37a

1939 Ale Producers Survey link: http://catalog.lib.msu.edu/

record=b5346746~S37a

In 1946 the company was sold to the well-known Detroit brewery, Goebel Brewing Company and operated until 1957. Today the site is Cole's bakery. I understand portions have been torn down, but portions that remain have been incorporated into the bakery.

A local microbrewery (1 of 4 in the area) Pigeon Hill Brewing Company has a website https://pigeonhillbrew.com/muskegon-brewing-company/ that states:

Muskegon Brewing Company opened in 1876 on Muskegon Lake, at the site of the current Cole's bakery. From its opening until Prohibition, Muskegon Brewing Company was widely regarded as the best brewing company in the Midwest. After Prohibition, the factory was sold to Grand Rapids Brewing Company. Later, from 1946 to 1957, the factory was owned and operated by Goebel's Brewing Company.

A stroke of good fortune put us in contact with the wonderful people at Cole's QualityFoods, Inc. They brought us into their facility and showed us the



original Muskegon Brewing Company—long covered by sheets of steel, but still very much intact. Seeing our excitement, they offered us the

Seeing our excitement, they offered us the brewery's pre-Prohibition grain mill—and everything else we could remove.

We took them up on their offer.

Pigeon Hill's website also states it has Muskegon Brewing history items from all three breweries (Muskegon, Grand Rapids, and Goebel) displayed throughout their facility.

One thing we have found to be extremely interesting about this brewery: the lack of breweriana. There are bottles, labels, and a ball-knob that we know about. But we have found no signs or openers.

An extremely knowledgeable Michigan collector informed me that there were no signs produced by this company, to his understanding. John Stanley, the opener expert, searched his database and could not find even one opener from this company.

I'd love to see if any of the membership could email post-article breweriana pictures. Reach out to me at accneca@aol.com if you have any breweriana from this company that we have missed.

I would like to thank the following collectors for the images: Royce Beigh, Joe Chris-



From the collection of Ed Stroh.

tensen, Ed Stroh, and Don Wild. Next up in the series is the *Grand Valley Brewing Company of Ionia*. Please send breweriana pictures to NABA Editor, Lee Chichester at: falconer@swva.net and to yours truly at: accneca@aol.com.





# The Empire State commanded big prices recently!!!!!



Pre-Pro Bartholomay self-framed tin sign, Bartholomay Brewing Co., Rochester, NY, 19.75 in by 15.5 in, \$3,900, Morford Auction.



Pre-Pro Bartholomay Brewing Co. lithograph, Rochester, NY, dated 1884, 36 in by 23.25 in, \$10,250, Morford Auction.



Pre-Pro Rochester Brewing Co. lithograph calendar, Rochester, NY, dated 1893 with Christopher Columbus and Factory Scene, 33.25 in by 23.75 in, \$3,000, Morford Auction.



Left, top row, I to r: 1) Pre-Pro Geneva Home Brew tray, Geneva Brewing Co., Geneva, NY, 16.5 in by 13.5 in, \$3,500, Morford Auction; 2) Pre-Pro Oneida Brewing Co. tray, Utica, NY, 12 in diameter, manufactured by Chas. Shonk Co., Chicago, \$3,800, Morford Auction; 3) Pre-Pro Lion Brewery tray, Lion Brewery of New York City, NY, 12 in, manufactured by American Art Sign Co. Brooklyn, NY, \$3,450, eBay. Left, bottom row, I to r: 1)

\$3,450, eBay.

Left, bottom row, I to r: 1)

Pre-Pro Genesee Brewing
Co. tray, Rochester, NY, 12
in, manufactured by Shonk
Litho, \$3,700, Morford
Auction; 2) Pre-Pro
Iroquois Brewing Co.
tray, Buffalo, NY, 12 in,
manufactured by Chas.
Shonk Litho Co., Chicago,
\$4,100, Morford Auction;
3) Rare pre-Pro McKechnie's Canandaigua Ale serving tray, McKechnie Brewing
Co., Canandaigua, NY, 13 in by
10.75 in, \$3,900, Morford Auction.

#### Two "Buy it Now" items landed two collectors some great deals:

Bohemian Club TOC sign, Moose Brewing Co., Roscoe, PA, 14 in by 10 in, manufactured by Permanent Sign & Display Co., Reading, PA, \$1,250, eBay. Art-Deco Fox Head Lager Beer lighted sign, Fox Head Brewing Co. Waukesha, WI, manufactured by Price Brothers, Backbar Display Sign, \$1,500, eBay.







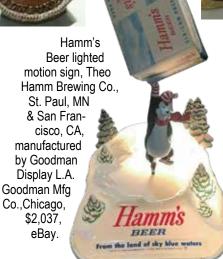
Pre-Pro Elfenbrau lithograph, C&J Michel Brewing Co., La Crosse, WI, 41.75 in by 29.5 in, \$4,600, Millers Auction Co.

Vintage P.H. Best Brewing Co. Milwaukee, WI, fireman photographs, Chief and Captain, Milwaukee, WI, \$530, eBay.

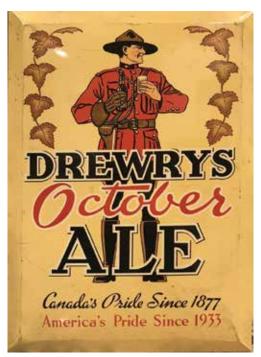




Token/Coin (front & back) 1863 V. Blatz Lager Beer City Brewery & Malt House, Milwaukee, WI, \$462, eBay.



Left: Pre-Pro tip tray, The Geo. Lauck Brewing Co. Santa Clara, CA (1897-1913) \$1,675, eBay.

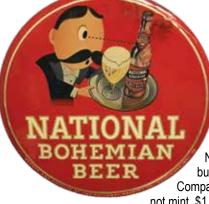


1940s Drewry's October Ale TOC sign, Drewry's Inc. South Bend, IN, 13.25 in by 9.25 in, manufactured by AM Can Co. \$1,030, eBay.





Rare die-cut pre-Pro lithograph (detail at top), Willow Springs Brewing Co., Omaha, NE, 20 in by 15 in, restoration by Oppenhiemer Co., \$2,795, eBay.



Left:
National Bohemian Beer 9"
button sign, The National Brewing
Company Baltimore, MD—sign was
not mint, \$1,055, eBay.



1890s Toledo Brewing & Malting Co. embossed trade card, postcardsize, \$422, eBay.



1901 The Kamm & Schellinger Brewing Co. die-cut lithograph calendar, Mishawaka, IN, 14 in by 11.75 in, \$2,101, eBay.



1899 Elgin presentation watch for Pabst Beer, 14k gold, \$1,585, eBay.



Pre-Pro tin ash tray, Harvard Brewing Co. Lowell, MA, manufactured by Chas. Shonk Co. Chicago, IL, 5 in dia 3 in tall, \$710, eBay.

Right: Jung Old Country Beer Gillco cab light \$14,000; and West Bend Lithia Beer ROG incandescent motion lamp, \$4,500, Paul Auction Co. (both museum quality pieces). Below: Foam scrapers: Reno Brewing Co. (Nevada) \$403, Inland Brewing & Malting Co. Spokane, WA \$280, Horlacher Brewing Co. Allentown, PA \$300, eBay.



Early watch fob (front & back), Pechstein & Nagel Co. "Puritas" The Beer That is Beer, Keokuk, IA, 1.5 in by 1.75 in, \$305, eBay.



RENO BREWING Co SIERRA LAGER





Tin over cardboard (TOC) sign, Moose Brewing Co. Moose Ale, Roscoe, PA "Pride of the Monongahela Valley," 9.5 in by 13.5 in, manufactured by Donaldson Art Sign Co., Coshocton, OH, \$2,046, eBay.

COMPLIMENTS OF INLAND BREWING & MALTING CO

#### **HORLACHER'S**



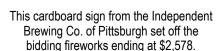
"Run In" with NABA "and

have one" during the NABA 2020 Convention in Pittsburgh. Sign up to enjoy the Pirates v. Cardinals on Sat. August 1. NABA has reserved the Skull Bar for a private event just for members & guests to watch the game. Fireworks will follow the game! See you in the Steel City this summer. Play Ball!

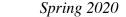








MOOSE BREWIN



### Brewing up a Blue Ribbon barn find

by Trey Rowe

It was late Saturday morning last fall and I was just finishing up my final cup of coffee and some chores around the house. The phone rang. It was a call from an older gentleman about a beer sign that he said he'd had tucked away for many years.

His name was Eddie, and as he described the sign to me the excitement started to flow through my veins. This sounded like an old, hand-painted Goetz distributor's sign. Being from St. Joseph, MO, when I hear Goetz beer, my ears perk up—that's one of the breweriana brands that I collect.

My heart sank, though, when Eddie abruptly announced that he didn't call me to sell it. He said he was just reaching out to get my contact information for his grand-children. After all, they were going to inherit everything eventually, when he passed.

Of course, being the persistent All photos course, collector that I am, I had to at least attempt to make a deal happen now. After some further conversation, Eddie said he would only consider trading his sign for a comparable vintage soda item. Soda advertising—not beer—was Eddie's passion. I told him I'd look around to see what I had.

As soon as we hung up, I hustled out to my garage, which is cluttered with all sorts of finds I've discovered over the years. I knew I had a Coca-Cola sign that Eddie might like tucked away between the work bench and the freezer. That old sign had been plucked from the basement of a local house, used as building material on the walls.

I pulled the sign out of the garage and into daylight, snapped a photo and sent it to Eddie for his consideration. He liked what he saw.

Eddie called me quickly and we began to negotiate. After some discussion, I agreed to bring it to his home so he could look at it in person. And of course, I could see his sign, too.

The next morning, I drove about an hour over to Kansas to meet Eddie: a 73-year-old farmer who owns a 200-acre farm that's been in his family for seven generations. He told me he'd built his current house on the property from the ground up. A proud man, Eddie said he'd never borrowed a dime in his life.



Eddie with the mid-1950s sign, hand-painted and made from Masonite—shown here with layers of grime and dust, in front of Eddie's barn-full of more than 50 functional vintage soda machines and other memorabilia.

All photos courtesy of Trey Rowe.

Money and material things mean little to Eddie. But he does have a passion for vintage soda vending machines—he has 50 or so—and was pleased to tell me that all of them work. He explained that the only reason he was considering our potential trade was because he wanted his long-held sign to go to someone who would truly understand and appreciate it. Luckily, he determined from our conversations, that person was me.

You hear a lot about "barn finds." This one clearly fit that description. The sign had obviously spent many years in Eddie's dirt-floor barn and was covered with more than 20 years worth of dirt and grime.

Despite the dirt, I knew that Eddie had been storing something truly unique and worth saving. It was, indeed, an old distributor's sign, made of Masonite and dating from the

mid-1950s. Eddie told me it had hung outside the Blue Ribbon Distributing Company of Leavenworth, KS, which had distributed the oncepowerhouse local beer brands, Pabst and Goetz Country Club.

The day Eddie had acquired the sign, he'd gone into his local insurance agent's office. They got to chatting about their favorite pastimes. When Eddie said he was a collector, and one of his collecting passions was old signs, the agent raised his eyebrows. He had an old sign that had



Eddie, with the Coca-Cola sign he received in trade.

come with his purchase of the building.

It turned out that the agency's building had once been home to the Blue Ribbon Distributing Co. A final relic of the former tenant was the Distributorship sign touting Goetz and PBR. That day, Eddie left his insurance agent's office with another sign for his collection.

That had been many years earlier. At the point when I came on the scene, the sign was housed in his barn (like the rest of Eddie's collection). He took me on a guided tour of his barn and told me stories of the different soda machines and various advertising pieces and how he had acquired them. He also told some fascinating tales of growing up in the country and how he and his family

had to re-use and re-purpose things to help make ends meet.

Eddie was also a shrewd negotiator. After examining my Coca-Cola sign, he agreed to a trade plus some cash, in return for his Goetz sign. He said he wanted to use the cash to buy an RC Cola sign he had his eye on.

I don't typically collect 1950s Goetz breweriana, as I prefer the older stuff. But this was something different and interesting. And after I hosed it down and knocked off about 20 years' worth of dirt, a clean, colorful, six-footwide sign in good condition revealed itself.

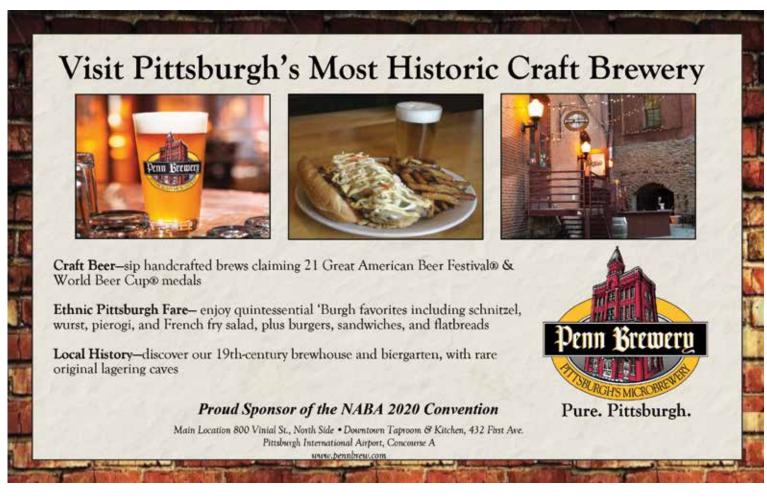
I created a spot in my basement where it is nestled quite nicely. Whenever I look at the sign, I fondly remember my chance en-



Trey with the his "barn find" sign, beautifully cleaned up and promoting an old beer distributor and its leading brands.

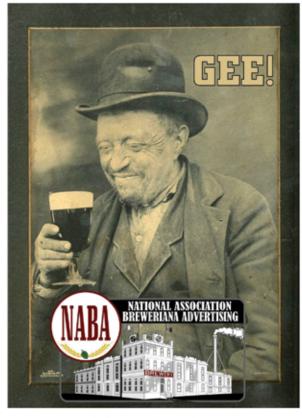
counter with Eddie and our shared passion for preserving history. And now I look ahead, and onto the next barn find!

**About the Author:** NABA member Trey Rowe of St. Joseph, MO is in constant search for great finds of all kinds. He can be reached at trowe@hrsi.com.



# A FREE TOC FOR ME?

What breweriana collector doesn't admire the beauty of vintage tin-over-cardboard (TOC) signs? Those advertising staples of the 1930s and 40s that long ago could be found in every local tavern. These TOCs, popularly used in the 1930s and 40s, carried bold colors, often enhanced by metallic gold or silver graphics that were embossed or debossed to add a rich, visual appeal. One of the most legendary TOC manufacturers was the Scioto Sign Company of Kenton Ohio, founded in 1897 and amazingly, still in business.



Now NABA members can have a genuine commemorative TOC, made exclusively for us in a limited edition by Scioto, absolutely FREE. This stunning, Pittsburgh-themed design features both embossed and debossed metallic graphics that add extra dimension. It comes in the classic 13" x 6" size and is a creative collaboration of NABA members Mike Michalik & Barry Travis.

# The early bird gets the **TOC!**



To get your TOC at no charge, simply register by April 30th for NABA's 2020 Convention, being held in Pittsburgh from July 29-Aug 1 st. After April 30, these striking signs will be available at the Convention for \$20, only while supplies last.

Register for the NABA convention today by going to https://nababrew.com/2020 convention

#### THE SAD STATE OF NEWARK'S KASTNER MANSION

Can the home of the Phoenix Brewery owner

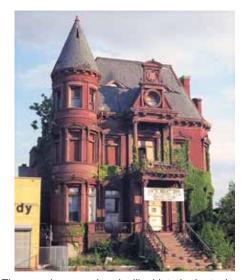
rise from the ashes?

#### by Scott "PON Man" Brown

Newark is New Jersey's largest city and once had some of the grandest mansions in the state. Some of those mansions belonged to famous beer barons like Gottfried Krueger, Peter Ballantine, and Christian Feigenspan. These men lived in castle-like homes that boasted their beer-born fortunes.

There was another mansion that rivaled these pilsner palaces in every sense—one that belonged to a different brewer, but one less known to today's breweriana collectors and historians. Most NABA members likely have never heard of the F.J. Kastner Company and its Phoenix Brewery from Newark, which was bought and re-named Schalk in 1911 and disappeared forever with Prohibition in 1920.

Breweriana from the obscure brewer is extremely scarce. But travelers to Newark can still see the last, large vestige of the Kastner brewing name—although it recently suffered a catastrophic fire that has left its already tenuous future in serious jeopardy.



The mansion was already dilapidated prior to the fire, as seen in this photo from 2016.



The distinctive Kastner logo shows the phoenix, emblazoned on the side of a beer barrel, rising from the flames and ashes.

The 127-year-old Kastner mansion had fallen into serious dilapidation. It was barely functional as an off-the-books refuge for a number of local homeless people. To add insult to injury, it was apparently set ablaze on October 17, 2019. Sadly, it is unclear whether this once-regal structure, declared one of New Jersey's 10 most endangered historic buildings in 2012 (along with the Krueger mansion, a few blocks away) can be saved.

This ornate home once belonged to Franz "Frank" J. Kastner, who was born in Rashstadt, Germany in 1819 and emi-

grated with his family (including 13-year-old son Theodore) to the US in 1860 at the age of 41.

Frank founded the F.J. Kastner Co.'s Phoenix Brewery in 1864 and by 1879 it had become the ninth largest brewery in Newark, out of some two dozen known to have been in operation. It successfully sold its beer in New Jersey and expanded into the highly lucrative New York City market. By that time, son Theodore, who had been sent back to Germany to attend a brewing academy, returned to take over the operations of the successful brewery. Newark had doubled in population to become the nation's 15th largest city, and boasted a large German community thirsty for local lager.

This also was an era of attempted corporate consolidation among breweries in many Northeastern and Mid-Atlantic states. In 1889 Kastner's was one of several Newark breweries bought by an English conglomerate. It was then combined with T.C. Lyman & Co.'s Emerald Brewery creating the Emerald and Phoenix Brewing Company, NYC. The elderly Frank Kastner remained on the board of this new organization, and his well-trained son continued as brewmaster.





These photos (by Scott Brown) show the additional devastation of the fire – although the tree growing out of the roof of the portico seems to have somehow survived.



Photo of Theodore
Kastner from an
1899 program
used in a NYCarea brewers
convention.
Theodore
retired just five
years later.
Collection of
Ken Quaas.



One of the few known surviving pieces from the Kastner brewery: This oak-framed reverse-on-glass sign, including the brewery's New York City office address (lower right corner). At the time, it was a necessity to have a physical presence and address in New York City to sell beer there. Photo courtesy of John Dikun.





Two scarce Kastner labels. **Left:** label mentioning the Phoenix Brewery with its Newark address; **Right:** label with Kastner's NYC office address. Both, collection of Scott Brown.

The syndicate unraveled in 1902, and the Emerald Brewery foundered and was sold. Kastner remained a strong presence in the area, however, maintaining 50 tied houses in Newark alone as the F.J. Kastner Co.

Frank Kastner elected to pour profits from the 1889 sale of his brewery to the English beer syndicate into a palatial new home—an ornate Victorian expression of his Industrial Age success at 176,

Clinton Ave., a major thoroughfare in 1892 Newark. The striking structure was a three-story, 32room castle, built in the rare and costly Chateauesque style. Constructed predominantly of brick, the mansion had a distinctive turret, eyebrow dormers, and carved brownstone ornamentation.

The building was purchased by the prominent Frelinghuysen family and remained their private residence until 1957. Their patriarch, Frederick Theodore Frelinghuysen, had been a US senator and secretary of state under President Chester A. Arthur.

Oddly, the stately old edifice was sold and converted into a casket factory. It was expanded at the rear with a two-story addition. Then the mansion was sold to the Elks Club for use as a lodge. For reasons unknown, the Elks sold the building in 2007 for \$1.00 to a local business owner who planned to convert it into a community center. The project languished and the estimated \$1.7 million dollar price tag for refurbishment proved too costly. The property sat forlorn and abandoned, coming under control of the city. And then came the fire.

There is now substantial damage—the interior was gutted—and while it still stands, it is but a sad skeleton with only its majestic brick exterior hinting at its former majesty. Kastner's mansion is yet another urban casualty of the mid-twentieth century neglect of our industrial, cultural, and civic history.

It is a disheartening sight, but there is still hope. Frank Kastner named his brewery after the phoenix, the legendary bird of Greek mythology that rises from the ashes to new life. One can only hope that, like its builder's namesake brewery, this irreplaceable monument also built by Kastner, can somehow do the same.

#### **Newark brewery society**

Like the royal families of Europe, the brewing titans often married their own, intertwining famous brewery names and helping to perpetuate the centuries-old craft of beer making. Theodore Kastner's daughter married a German-trained brewer, Ludwig E. Schueler, who became brewmaster at V. Loewer's Gambrinus Brewery in New York City. In 1907, Schueler's brother Anthony became brewmaster at the Feigenspan brewery in Newark, by then one of the powerhouse establishments in the city.

Theodore Kastner retired in 1904, and the brewery was sold to Hermann A. Schalk in 1911, another famous name in the annals of Newark brewing. His father, Hermann Sr., had brewed the first lager beer in Newark in the early 1840s, and Schalk was the city's largest brewer of lager beer until the financial panic of 1873. At that point, they had accumulated substantial debt owed to Peter Ballantine for malt, who was one of very few maltsters in the state.

Ballantine grew by purchasing the Schalk Brewery in 1879. But the Schalks were not done with brewing. Hermann Jr. was brewmaster for Jacob Ruppert before buying Kastner Co. and re-naming it the Schalk Brewing Co. The newlynamed Schalk brewed until 1918 but did not reopen with Repeal.

# THE RUSTY BUNCH... A WHOLE BUNCH MORE THAN RUSTY CANS

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# **THE BACK BAR**

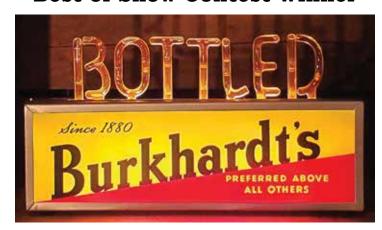
#### The Back Bar at The Blue & Gray

#### by John Bain

Along with the 18th Annual Back Bar Display, Best of Show Contest, and all the great early lighted breweriana for sale, there was a lot of new activity in The Back Bar Lounge at The Blue & Gray Show this year. The Back Bar hosted a breweriana raffle, rolled out a new lighting system for the lounge, and the display was featured on local news and social media.

Of the twenty-three dazzling lighted signs in the display, five of them were animated—with three of those leading the field across the finish line. Chris Reed of Concord, North Carolina won Best of Show for his fascinating Burkhardt's bubbling sign. Mark Young of Los Angeles, California won First Runner Up for his alluring Regal Pale bubbling sign. Rich and Lisa Allen of Thomasville, Pennsylvania won Second Runner Up for their hypnotic Hacker's neon spinner clock. Will Hartlep's striking spinner sign for Rolling Rock was only one vote shy of tying for Second Runner Up. Apparently, people voting in

#### **Best of Show Contest Winner**



1930s Burkhardt's bubbler by Biolite Inc., New York City. Reverse glass panel and glass bubble tubes in metal cabinet; submitted by Chris Reed of Concord, North Carolina.

the contest have a predilection for lighted signs that are also fun to watch.

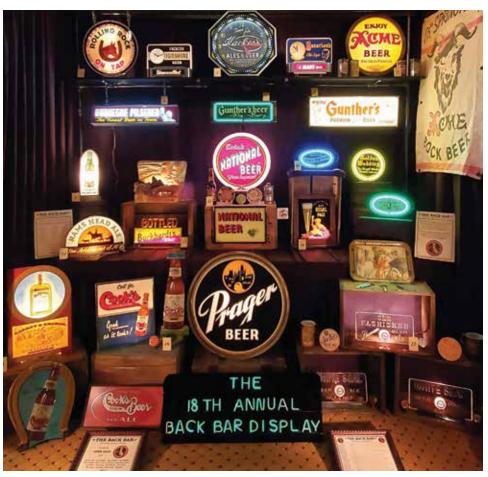
Each winner in The Best of Show Contest

received a half-case of handpicked micro-brew beer, and was awarded a ribbon to display with

#### 1st Runner Up



1940s Regal Pale bubbler by Gilbert & Jackson, Los Angeles. Reverse glass panel and glass bubble tube in metal cabinet with wood frame; submitted by Mark Young of Los Angeles, California.



#### 2nd Runner Up

# Jackoris Sterra Co. LAMERIES MAIS

1940s Hacker's spinner clock by Neon Products Inc., Lima, Ohio. Reverse glass panel, painted metal dial, glass gas discharge tube in painted metal cabinet with metal trim; submitted by Rich and Lisa Allen of Thomasville, PA.

their signs—compliments of The Back Bar. Thank you all for participating in the display and contest.

The Back Bar raffle consisted of three lots of breweriana comprising over 120 smalls and go-withs (estimated total value \$1,300). All of the items went to three very lucky winners who were outwardly delighted with their winnings. All items in the lots were donated by the author. The proceeds will go to pay for The Back Bar's continued operating costs, contest prizes, and awards.

The former lounge lighting system—a convoluted bundle of extension cords, hot can lights, and energy-hogging halogen bulbs long overdue for an overhaul—was replaced with an energy-efficient Smart LED wireless system. Marty Carrano was responsible for conducting the technical research and getting the new system up and running. This new lighting provides faster set up, many more colors, and features that create a more pleasing atmosphere for visitors. A portion of funding for this system was provided by a very generous contribution from Rich and Lisa Allen.

#### Winners & Participants



Left to right: Mark Young, Chris Reed, Rich and Lisa Allen.



Left to right: Chris Reed, Marty Carrano, Steve Campbell, Chip Zeiler, John Demczyszyn, Mark Young, Jim Campbell, Will Hartlep, Bert Ozgun, Chad Campbell, Mike Michalik, Jeff Davis. Absent: John Hamel.

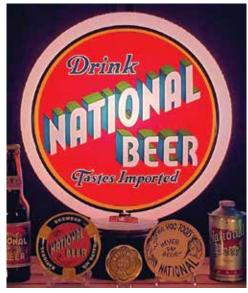
WTOP News Reporter Kristi King and Cameraman Ambrose Vurnis visited the show and the lounge to gather content for a promotional clip about each. The clip aired on local TV and radio stations and social media outlets, attracting many area residents to The Blue & Gray Show and The Back Bar.

I'm very grateful to Larry Handy and The Blue & Gray Show staff, Kayla Murphy and The Hilton Hotel staff, the WTOP News staff, and the hundreds of very fine folks who come out each year to have a great time at this spectacular event.

If you'd like to attend The Blue & Gray Show in 2021 at the



Back Bar Raffle items on display.



Double-sided reverse-fired glass ad panels, rippled glass globe, painted metal base. 1930s by Gill Glass and Fixture Company.

Bert Ozgun, MD.

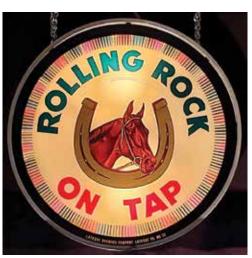






Reverse-engraved/painted acrylic with painted plastic lamp cover. 1940s. Unsigned.
All above: John Demczyszyn, PA.

Hilton Washington Dulles Hotel, mark your calendar for February 11 through 14, then go to http://bluegrayshow.com/ for the 2021 registration form, which will be uploaded toward the end of 2020. If you'd like to participate in The Back Bar Display and Best of



Reverse-painted glass ad panel, spinner wheel, painted metal body. 1950s by Ohio Adv. Display Co. Will Hartlep, PA.



Reverse-painted glass ad panels, cast metal base, painted metal back. 1930s Price Bros. Above: John Bain, NY. Below: Chad Campbell, PA.



**Below:** Glass gas discharge tube, reverse-etched/ painted glass ad panel, painted metal body, copper trim. 1940s by The Lackner Co. Chip Zeiler, MD.

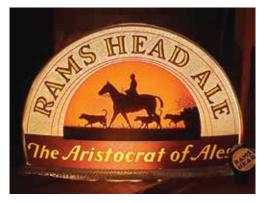


Show Contest at the next show, email me at the-back-bar@earth-link.net.



Glass gas discharge tube, reverse painted glass ad panel, painted metal tray and cabinet. 1940s by Lackner Co. Above and below: Jeff Davis, NY.





Reverse-fired glass ad panel, painted glass back reflector, cast metal base and metal trim. 1930s by Gill Glass and Fixture Company.

Chad Campbell, PA.



Glass gas discharge tube, reverse-etched/painted glass ad panel, Bakelite tray, painted metal cabinet. 1940s by The Lackner Company.

John Bain, NY.





Above Left: Reverse-painted ad panel, metal frame, painted metal cabinet. 1930s. Unsigned. Chris Reed, NC. Above Right: Reverse-fired glass ad panel, self-framed metal body. 1930s by Western Trading Company. John Hamel, CA. Right: (Bullet Light) Reverse-fired ad panel, painted wood base, metal cabinet. 1940s by Cincinnati Advertising Products. Steve Campbell, MD. Far Right: Printed paper ad panels, cardboard body. 1930s by The Schaefer-Ross Company. Mike Michalik, MD.







Above: Reversepainted glass ad panel,
metal trim, painted metal
cabinet. 1950s. Ohio
Advertising Display Co.
Marty Carrano, NY.
Right: WTOP News
Back Bar clip –
www.youtube.com/
watch?v=cnjeMigJw24
Below: The Back Bar
Lounge with its new
lighting system in
operation.







Painted figural chalk with Numechron clock. 1950s by M. J. Golden & Co. John Bain, NY.



Reverse painted glass ad panel, chromeplated metal trim, painted metal body. 1950s. Unsigned. Bill Norton, MI.



# HAPPY ENDING FOR PITTSBURGH'S E&O BREWERY

BY DICK OBER

The Eberhardt & Ober Brewery, on what is now Pittsburgh's North Side, is one of the legendary names in the city's brewing history. The brand name survived Prohibition and under the auspices of the Pittsburgh Brewing Company, survived well into the 20th century.

How did it all begin? Well, before there was an "E & O" there was an Eberhardt and an Ober. Here is their story...



E&O tray c. late 1880s, by Kaufmann & Strauss Co., NY, NY. This tray has had some professional restoration and is the only one known. With two noted exceptions, all photos from the author's collection.

#### **EBERHARDT**

Conrad Eberhardt was a German immigrant who had made his way to Duquesne Borough near Pittsburgh. By 1849, he had built a small brewery on rented land. Two years later (1851) he left that property and moved to nearby Allegheny City (now part of the city of Pittsburgh) establishing what would become a much larger and longer-lasting brewery, which he named the Eagle Brewery.

Eberhardt's Eagle Brewery became highly successful at this new location and within 20 years, the brewery consisted of a two-story frame office building, a four-story brick malt house, and an icehouse built of iron, stone, and brick.

#### OBER

The Ober brewing legacy began with George Ober, a native of Alsace-Lorraine. He had come to America at the tender age of 17 in

1840, working as a stone mason and carpenter before establishing a grocery store and saloon and then finally purchasing Weissert's one half share of a brewery called Koenig and Weissert in Allegheny City. The firm was appropriately renamed Koenig and Ober. Just three years later (1863) the brewery was under Ober's sole ownership and accordingly was renamed the George Ober Brewery.

The Ober Brewery thrived into the 1870s and became a family business. Ober was originally assisted by his second son John, who in 1870 married into the Eberhardt family. John left his father's company and joined his brother-in-law, William Eberhardt, to form Eberhardt & Ober Brewery (more on that in the next section).

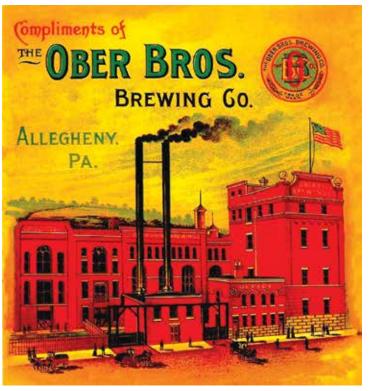
George Ober continued to run his brewery until retiring in 1878, selling the company to his next eldest son, Frank. One year later, Frank took on his brothers Charles (my great grandfather) and Henry as partners, and the company was renamed the Frank L. Ober & Brothers Brewery. They formed a partnership known as the F.L. Ober & Brothers Brewing Company in 1888, then renamed it the Ober Brothers Brewing Company in 1897.

The Ober brothers sold their plant to the new Pittsburgh Brewing Company in 1899. Within their own division of the

PBC, Charles and Henry Ober continued to operate the plant and brew their own brands of beer after Frank retired. In addition to the Ober brands, PBC also used the plant to brew "Swankey" beer (a local favorite, faintly flavored with anise/licorice) that had previously been produced by the Lauer Brewery, one of PBC's smaller acquisitions.



Shaving mug of Ober brewmaster Henry Ober, c. 1898.



TOC calendar visual of the Ober Brothers Brewing Co. buildings, c. 1898, one of only two known – not in the author's collection.

After just five years, however, the Ober Brothers Division of PBC ceased to exist. The plant was combined with the Eberhardt & Ober plant (directly next door to the PBC stock house). Charles continued with PBC as the superintendent of the E&O brewery while Henry remained a brewmaster at various PBC plants. Portions of the unified plant continued to operate until the onset of Prohibition in 1920.

**EBERHARDT & OBER** 

Meanwhile, in the 1870s, Conrad Eberhardt's son William-who had been working at the family brewery bought it from his father. His partner in this purchase was John Ober, who had been working since the age of 14 at his father (George's) namesake brewery. At this point John was 22 and had married William Eberhardt's sister, as mentioned above. This new partnership formed the famed Eberhardt & Ober Eagle Brewery.

In 1883, the company, looking to expand, merged with the John Straub Brewery (also in Allegheny City) and incorporated as the Eberhardt & Ober Brewing Company. The company also purchased the former brewery of Benz & Seidel, which sat next door.

Soon, a new four-story brewhouse was built on the site of the original one. It produced brands called Famous Export Beer, Columbian Beer, and Pale Extra Lager Beer. Although annual sales maxed at ~11,000 barrels in the 1870s, the increased capacity allowed the company to produce more than 50,000 barrels in 1889, and nearly 70,000 barrels by the mid-1890s.

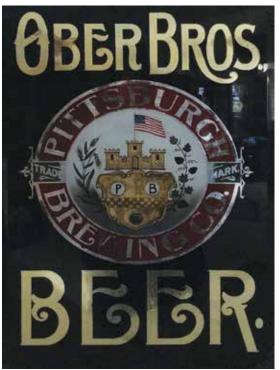
The company established its first bottling department in 1878 to capitalize on the relatively new trend of bottled beer for home sales. As the popularity of bottled beer grew after the turn of the century, a new bottling building was erected across the street from the brewery in 1902.

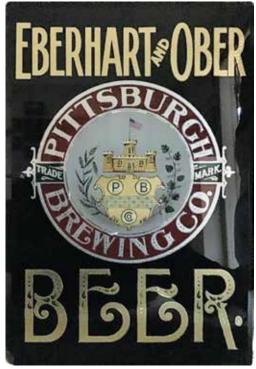
Eberhardt & Ober remained in business under this name until being purchased by the Pittsburgh Brewing Company in February, 1899. Partner John Ober then became the treasurer of PBC until he died in 1909 and was replaced by Edward Straub, John's son in law. E&O remained in business under PBC ownership until Prohibition.

In 1918, as Prohibition drew near, the brewery briefly began to sell a non-alcoholic brew known as E & O Beverage, in areas that had already voted themselves dry. Production ended in 1920 when the plant was shut down.

#### **AFTER REPEAL**

The E&O Brewery reopened in 1933 as one of only three plants operated by PBC (the others being





These two reverse-on-glass corner signs date from 1902, a time when both Ober Bros. and Eberhardt & Ober were each separate entities of the Pittsburgh Brewing Co. Both are the only examples known.



DRINK
E.&O.
"THE OLD FAVORITE"

**Above:** Pre-Prohibition cardboard sign, only one known. **Right:** Pre-Prohibition thermometer, only one known.



1930s era Dutch Club (brewed at E&O) lighted back bar sign – not in the author's collection.

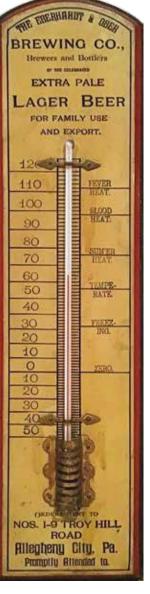


**Above:** 1930s-era embossed tin sign with the "early and often" slogan, playing on the brand's E&O initials. **Right:** This mid-1930s neon is one of two E&O neon signs known to still exist.

the Iron City Brewery in Lawrenceville and the Uniontown Brewery). Modernized with entirely new equipment, its annual capacity was raised to 200,000 barrels. The plant played a major role in PBC's post-Prohibition success. The E&O and Dutch Club brands of pilsener and lager were

produced there, along with the flagship Iron City brand.

A canning line was installed in the E&O bottling plant in the summer of 1936 for packaging Iron City Beer in flat topped cans made by the National Can Company. Sadly, there were problems with the linings of the cans. They were withdrawn from the market within several months, but it was more than two years before cans appeared again. This time, cap-sealed, cone-topped cans made by the Continental Can Company were used, and both the Iron City and Dutch Club brands were successfully canned on a small scale until 1942. Can production in most breweries ended due to the war effort. Still, canning of both brands returned in 1947.



#### THE END OF E&O

A large postwar expansion was undertaken by PBC, focused entirely on the Iron City plant. Although the E&O plant produced as much as 180,000 barrels as late as 1950, this was dwarfed by the Iron City



plant's annual capacity, which had grown to one million barrels.

The aging E&O plant was closed in 1952, and all remaining PBC operations continued at the Iron City plant. The brewery property was sold by PBC on December 31, 1953 to the Kovalchick Salvage Co. and stripped of all remaining equipment and fixtures.

The brewhouse and some older buildings stood empty for more than two decades before being razed to create parking space. The office building, the five-story malt house, the bottling building, and the stock house (originally part of the Ober Bros. Brewery) stood vacant and derelict until the late 1980s.

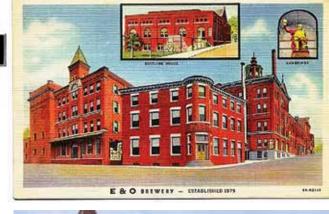
#### **NEW LIFE AS PENN BREWERY**

today, refurbished Happily, the surviving parts of the old and re-purposed complex found new life once again—as a as the Penn Brewbrewery. Its rebirth has been remarkable. erv. which uses When Penn Brewery purchased the complex the old brewhouse in the late 1980s, the Ober stock house prominently in its and office building were refurbished along logo (above). with the other remaining E&O buildings, and they remain part of the Penn Brewery's complex today. The bottling building across the street has also been renovated and houses small businesses.

Penn Brewery was a pioneer in the American craft beer movement when it began brewing in 1986. It started out with classic lagers and German beer styles, in accordance with the renowned 16th-century Bavarian Reinheitsgebot purity laws.

The company is one of Pennsylvania's most well-respected brewers and remains independently owned and operated. Its beers have won a total of twenty Great American Beer Festival® and World Beer Cup® medals and it will be part of the bus tour at the NABA Convention this summer in Pittsburgh (July 29-Aug 1).

About the Author: A long-time NABA member and veteran breweriana collector, Dick Ober is the great-great grandson of George Ober, founder of the George Ober Brewery in Allegheny City. Beer is "in the blood" of the Ober family: members continued to work at PBC until the late 1960s, when Dick's grandfather retired. Dick is an avid historian and writer and has co-authored with Rob Musson two books on the brewing industry in Western Pennsylvania: Two Hundred Years of Brewing in Allegheny County and recently, Brewing Beer in Beaver County Pennsylvania. Dick is always in search of Ober family history and breweriana and is passionate about the history of the brewing industry. Dick can be reached at Obr3@aol.com.







Top, right: The

E&O brewery

complex as it

existed following

Repeal as seen

on this mid-1930s

postcard. **Below**, **right:** This is how the buildings look

#### "Beer Baron" Bob Gornall



Bob "Beer Baron" Gornall of Cumberland, MD, passed away on October 19, 2019. Bob had retired as the owner and operator of Western Maryland Distributing, which he purchased in 1978. His son, Murray J. Gornall, took over operation of the

beer distributorship upon his father's retirement in 2014.

In 1963, Bob graduated from West Virginia University with a bachelor's degree in journalism, a career on which he embarked and, from 1963 to 1965, worked for United Press International (UPI) as a wire service reporter in Charleston, WV.

In 1964, on assignment for UPI, Bob spent three days and two nights at the West Virginia State Penitentiary in Moundsville, posing as a condemned man charged with murder in Kanawha County. He was the first reporter permitted to spend time behind the walls of the state penitentiary and his three-part series shed light on life along death row. He also wrote "true crime" stories for *True Detective* and *True Crime* magazines.

He served as the UPI bureau chief in Baltimore in 1965-66, during which time he covered Baltimore major league sports among other news items. From 1967 to 1968, he went back to Charleston as UPI's regional executive. Upon the death of his father he returned to Cumberland and from 1968 to 1970 was the WUOK radio station manager, taking care of on-air and off-air operations.

Bob next became marketing director of Queen City Brewing until it closed, and in 1975, he was named the Cumberland area manager of the Miller Brewing Company. At one point, Bob called on the owner of Western Maryland Distributing Company, and without asking for permission, ordered a train boxcar worth of a new product being called "Miller Lite."

Upon its delivery, the distribution company owner expressed his unhappiness, to which Bob replied, "I will personally sell it." And the rest is history—he took ownership of the distributorship in 1978 and operated it until his retirement in 2014.

During his retirement, Bob was an avid collector of breweriana from Cumberland's two breweries and Miller Brewing Company. He loved Jamaica, the music of Bob Marley, the comedy of Gallagher and George Carlin, and NASCAR (having been the owner of a stock car team himself).

# Taps

## Gary Lange by Tom Petersen



Gary Lange of Huntington, IN passed away at the age of 56 on February 10, 2019. Like so many of us, Gary began collecting beer cans in the 1970s. That collection

had been long lost when he resumed collecting breweriana as an adult and joined NABA.

Gary had amassed an extensive and impressive collection over the previous 15 years with a primary focus

on items from Oertel's 92 in addition to other local Southern Indiana brands like Sterling and Cook's; as well as Louisville brands Fehr's and Falls City. Gary was active in several NABA chapters including IBC and Queen City. He was a regular at many Midwest regional shows in St Louis, Indianapolis, Dayton, Cincinnati, and Frankenmuth to name a few.

Gary was a dedicated mathematics teacher at Southridge High School and was also a former basketball coach and an avid follower of Southridge sports.

Gary enjoyed going to auctions and collecting antiques as well as gardening, landscaping, woodworking, and travelling with his family. Gary is survived by his wife Diane and children Brooke, Kendyl and Evan

#### **Tom Mertens**



Tom Mertens, 76, of Carlisle, AR passed away suddenly on September 1, 2019. He is survived by his wife of 54 years, Sara Seidenschwarz Mertens. Tom was interested in brewery histories and collected a variety of breweriana, specializing in coasters, crowns, labels, and postcards, especially from Arkansas.



# Mirror, mirror on the wall, which is the fakest of them all?

It's fun to create articles that happily celebrate and hopefully perpetuate our breweriana collecting hobby. This story is not a fun one, but a distressing one—about greed and fraud. It's about the creation of a slew of glass "mirror" signs that are cleverly-crafted and deviously-disguised to have a vintage appearance so they can be sold as antique advertising artifacts when in fact they are not.

**The Beginning**The sad story has been

brewing since the Fall of 2019. In late Spring, a group of what became more than 30 signs—all smaller-sized mirrors labeled with brewery logos but each very different from one another in shape and size (see pictures)—began to surface, a few at a time. A mirror with Anheuser-Busch labeling was spotted by two long-time NABA members at the famed antiques market in Brimfield, MA. When they inquired about it, the dealer produced another one, but slightly different. The NABA members researched the A-B logos on the Internet and discovered they pre-dated Prohibition. One of the members purchased them for prices well into the thousands—which

would be expected if

the signs were really as old as the logos on them indicated.

#### A Pennsylvania "find"

Soon, other signs began to surface, offered by a different collector who said he found them outside the venerable Renninger's antique market in Adamstown, PA. He said they were being sold, along with a variety of legitimate antiques, by a dealer from Gettysburg, PA. It turns out this was the same dealer who had been selling the similar-looking A-B signs at Brimfield.

The collector purchased a few mirrors from the dealer and then became a consignment seller of them himself, both via direct contact with fellow collectors as well as by setting up at local shows. Many carried the logos and labeling of rare, highly sought-after

Pennsylvania breweries that had ceased operations prior to or at Prohibition. All were being marketed as genuine and vintage.

#### Suspicions arise

Quite understandably, this "find" created a stir in the close-knit Pennsylvania breweriana collecting community. Pictures of these long-defunct brewery advertising pieces rapidly circulated among collectors. The seller sold five of them at individual prices well into the thousands of dollars.

Increasingly, veteran collectors began to voice concerns. All the signs had two things in common: they came from the same source; and none of them had ever been seen before. Even veteran PA brewery specialists with 40+ years of collecting experience had never seen their like.

#### An investigation ensues

Officers of the different breweriana organizations were alerted to members' concerns and worked cooperatively to investigate. A task force, including leadership from NABA, ABA/ECBA, and BCCA (with many belonging to all three organizations) was formed.

NABA member David Butler of Syracuse, IN—a consultant to the

American Sign Museum in Cincinnati, OH—was asked to join the team and contribute his vast forensic knowledge in the art of glass sign making. David is well-known in the hobby as an authority on antique glass signs and is a foremost expert in lettering structure and design. David has also been a professional sign maker since 1972.

The task force examined photos of the signs and discovered that they:

 Used fonts recognized as modern and computergenerated.

Left: These suspect A-B mirrors were sold by the same dealer who offered the suspicious PA brewery ones. Modern fonts and materials were used for all.



- Had an unusual "glittery" appearance and texture to the letters and logos.
- Used graphics that appeared to have been scanned from other, known vintage signs.
- · Lacked any manufacturer ID.
- Sometimes used "old" mirror frames similar to (if not the same as) those that can be found online.

The task force convened at the Blue-Gray show in Herndon, VA on Feb. 14, 2020 to take advantage of the opportunity to see the signs in person—the seller had brought some of them to the show, as did one of the buyers who wanted his sign evaluated.

Upon close examination, the task force was even more persuaded that these signs were contemporary fantasy pieces. The seller expressed both surprise and dismay that these signs might be fake.

The seller set up a conference call between the task force and the Gettysburg antiques dealer—the original source of all of these mirrors. The dealer would only say that he believed the signs to be genuine and that they had belonged to his late father, an antiques auctioneer. The seller subsequently provided refunds for the signs he had sold, but said he has not been reimbursed by the Gettysburg dealer.

#### Conclusive proof: a fake

The seller agreed to let David Butler dissect one of the signs to definitively determine if it was a modern creation. The pictures and explanations that accompany this story show that the signs have been conclusively proven to be modern fakes.

These signs are 100% fake. They were more than likely made within the last few years. It's hard to say for sure, but my guess is that they are not more than five years old. Here are the ingredients in this scam as I see it:

- A collection of glass and in some cases, mirrors—some of which may be legitimately older glass.
- 2. A laser machine.
- 3. Someone with some graphic design and artistic skills who knows how to scan images and cleverly construct a well-made and well-disguised "antique" sign.
- Someone with a skill and formula that allows him/her to remove the mirroring and back-up paint.
- 5. Someone with knowledge of what is popular, collectible, rare, and unusual enough to be attractive to a high-end collector.
  - —NABA Member & sign-making expert David Butler

# New mirrors of similar size and characteristics as the faked signs can be easily purchased online.





Left, modern frame sold online; right, one of the "Rogues Gallery" fakes.

### Modern-era, computer-generated fonts were used on most of the signs.





This New Lebanon fake is shown here with an overlay (in black) of computer fonts. At right is a detail of the fake's scroll and its overlaid clipart, with an example of the actual clipart from the Internet below it. On the frame of the



Boyertown sign (left) is another modern, laser-cut font, instead of the hand-created and routed lettering typical of the vintage era craftsmanship. Laser cutting was invented in the mid-1960s.



Graphics were scanned from the old references and then executed to create the fakes using today's technologies.





Graphics from existing breweriana like this Boyertown coaster and the Yuengling TOC were pirated and reproduced on new "fake" mirrors: Boyertown top left, and Yuengling left.

A mirror sign inside of a glass frame? The de-construction and dissection of this Yuengling sign proved that it is a modern fake.



Above: the "Rogues Gallery" sign and its components dissected (right). Below right: Figures A through C in vertical order.

- A. The odd, rough-sawn backing was cut to fit the outside dimensions of the frame. Typically it would have nestled inside.
- B. The "mirror" had a cardboard backing glued tightly to it. This would not have been the case with an antique mirror, which should have a substantive silver backing.
- C. The wooden backing had 16 nails into the frame—an excessive number, indicating to professionals that the maker clearly did not want the backing removed. When removed, there were additional nail holes indicating the frame, likely old, had been re-purposed for this sign.





This fake began as a new mirror made with aluminum for the reflectives, as opposed to another commonly used method, using silver. A mask was then applied to the backside, and a laser was used to cut a fine outline around the lettering and decorative squares. The inside portions of the lettering and squares were then "weeded" out and what remained was re-

moved, creating "windows" to the other side.



Vinyl - Dark Grey

StyleTech Glitter

The glittery texture of the graphics comes from a modern, vinyl-like material called StyleTech.





The image above left shows how the StyleTech vinyl material was positioned so it could be viewed through the "windows" made by the letters and decorative squares.



To demonstrate one way the signs could have been created, David Butler replicated the process in his sign making shop. This is an old mirror from which the silver was stripped. Letters, etc. were then computer cut and applied to the glass before an imitation mirroring was applied. Then the letters were removed, creating a kind of clear window to the other side, which revealed the red sparkle-textured backing.

# Rogues Gallery of Known Fake "Vintage" Mirrors

#### Images not to scale

































































www.nababrew.com 57

## Upcoming

**April, 2020** 

Date: April 2-4 Time: **Varies** 

**Event:** Harrisburg Area Skedder

**Chapter Show** 

Address: Quality Inn, 1825 Harrisburg

Pike, Carlisle, PA 17015 Craig Mers Contact: 614-804-4530

April 2-4 Date: Time: **Varies** 

**Event: Spring Thaw Brewery Col**lectables Show and Crownvention. Keystone, ECBA, CCSI, Rusty Bunch

Address: Clarion Hotel New Cumberland,

148 Sheraton Dr.

New Cumberland PA 17070 Larry Handy Contact: 267-221-8300

Date: April 4 Time: 11am-4pm

Beer Can & Breweriana Swap Event:

Meet, Missouri Ozarks Chapter

Address: Billiard's of Springfield, 541 E.

St Louis St., Springfield MO Michele Fritz Contact: 653-690-6552

Date: April 5 Time: 8am-2pm

Spring Show, Westmont **Event:** 

Stroh's Chapter

Address: Elk Grove Village VFW Hall,

400 E. Devon Ave, Elk Grove

Village, IL 60007 Contact: Ray Capek 630-778-1482

Date: April 18 Time: 9am-2pm

**Event: Spring Fling, Bama Cannas** 

Chapter

Address: Dreamland BBQ, 12 West Jefferson St. Montgomery AL 36104

Contact: Perry Paxton

334-285-7569

April 19 Date: 10am-3pm Time:

**Bob Taylor Memorial Show,** Event:

**Garden State Chapter** 

Address: Polish Cultural Foundation, 177

Broadway, Clark NJ 07066 Marc Helders Contact: 732-735-0062

Date: **April 24-25 Varies** Time:

Titletown Trade-A-Thon 40, Event: Packer & Badger Bunch Chapters Address: KI Convention Center, Hyatt

Regency Hotel, 333 Main St. Green Bay WI

Contact: **Rob Smits** 920-469-1466

stuffball1993@yahoo.com Email:

Date: April 26 Time: 8am-2pm

Event: Spring Show, Chicagoland

**Breweriana Society** 

Elk Grove Village VFW Hall, 400 Address: E. Devon Ave, Elk Grove Village, IL 60007

Contact: Jim Radeck 630-222-0840

Date: April 26 Time: 8am-1pm

Event: King's Spring Fling, Gambrinus

Chapter

Address: The Makoy Center, 5462 N. Cen-

ter St. Hilliard OH 43026 Doug Blegen Contact: 614-890-0835

April 26 Date: Time: 8am-3pm

Springding "A Day at Schell's," **Event:** 

Schell's Border Batch

August Schell Brewing Co, 1860 Address:

Schell Rd, New Ulm MN Contact: Tom Terwilliger 515-341-3347

April 26 Date: Time: 9am-2pm

**Carrie Nation 34th Annual** Event:

**Spring Show** 

Address: Sedgwich County Park Sunflower Shelter, 6501 W. 21st St N, Wichita KS

Contact: Jacob Parker 316-644-0721

**Varies** Time:

**Columbine Chapter Annual** Event:

April 30-May 2

Rush to the Rockies

Address: DoubleTree Hotel, 919 17th St.

Greeley CO

Date:

Contact: Jim McCoy 720-420-9942

May, 2020

May 2 Date: 9am-2pm Time:

**Beer & Brewery Collectibles** Event:

Show, Old Style at Large

Address: Omni Center, 255 Riders Club Rd,

Onalaska, WI

Contact: Paul Nelson

608-780-6630

May 3 Date: 9am-1pm Time:

**Badger Bunch Spring Show** Event: Delafield Brewhaus, 3832 Hillside Address:

Dr. Delafield WI Contact: Pat

262-853-8401

Date: May 9 Time: 10am-2pm

Event: **Aztec Chapter Show** 

San Dieguito Park, 1628 Lomas Address:

Sante Fe Dr. Del Mar CA 92104

Contact: Art LaComb 858-900-3308

May 16 Date: Time: 8am-1pm **Cascade Show** Event:

Address: The American Legion Post # 180,

2146 SE Monroe St, Milwaukie OR

Contact: Rich Horrocks 503-653-0312

Date: May 16 Time: 9am-3pm **Summit Show** Event:

Address: Summit Brewery Parking Lot, St

Paul MN

Contact: Mike Mullaly

612-910-9942

#### Shows

Date: **May 16** Time: 9am-2pm

**Texas Brewery Collectables** Event: Show at Spoetzl Brewery, Bluebonnet &

**Lone Star Chapter** 

Address: Spoetzl Brewery, 603 E. Brewey

St. Shiner TX 77984 Contact: Charlie Staats 210-834-5202

Date: May 16 Time: 7am-12pm

Event: **Bullfrog Spring Show** 

Address: American Legion Hall, 514 Main

St. Wauconda IL

Ken Kielisszewski Contact:

847-202-1877

**June, 2020** 

Date: June 5-6 Time: Varies

**Ohio Mini-Canvention, Miami** Event:

Valley Chapter

Address: Warren County Fairgrounds, Building A, 665 North Broadway St.

Lebanon OH

Contact: Rick Ordeman

937-558-6993

Date: June 5-6 8-?? Time:

Swap-A-Rama, Gateway Event:

Chapter

Knights of Columbus Park 50 Address: Rue Saint Francois, Florissant MO

Contact: Al Kell

314-921-4349

Date: June 7 Time: 10am-2pm

16th Annual Spring Fling Beer Event: Collectables Show, Olde Frothingslosh

Address: Penn Brewery, 800 Vinial St,

Pittsburgh PA 15212 Contact: Jerry Lorenz 412-760-7621

June 7 Date: Time: 9am-2pm

**Event:** Brennan's Show, A-1 Chapter Brennan's Pub 'N' Grill, 3510 E. Address:

Bell Rd, Phoenix AZ 85032 Rich La Susa Contact:

480-452-7186

June 9-13 Date: Time: **Varies** 

2020 ABA Annual Convention Event:

and Brewery Collectibles Show

Address: Doubletree by Hilton Hotel, 910

Sheraton Dr. Mars, PA 16046 Contact: John Weatherhead 678-427-9512

Date: June 12-13 9am-1pm Time:

Event: Tri-States Beer Can & Breweriana Show, Hawkeye & North Star Chapters Address: Eagle Point Park Open Air Pavilion, 2601 Shiras Ave, Dubuque IA 52001

Mike Enland Contact:

515-360-3586

June 13 Date: Time: 9am-1pm

Stoh's Fire-Brewed Chapter's Event: 48th Annual Brewery Advertising Show Wyandotte K of C #1802, 3530 Address:

Biddle Ave, Wyandotte, MI 48192

Rich Daniels Contact: 313-388-6015

Date: June 20 Time: 8am-2pm

Windy City Summer Picnic & **Event:** 

**Trade Show** 

Address: Busse Woods Forest Preserve Shelter #4, Arlington Height Rd & Higgins, Elk

Grove IL 60007

Contact: Ed Harker

312-927-9329

June 26-28 Date: Time: **Varies** 

Event: 41st Annual Kansas Kan Kaper, Carrie Nation & KC's Best Chapters

Address: Best Western SureStay Hotel.

1846 N 9th St. Salina KS 67401

Contact: Bill Boyles 816-415-3834

**July, 2020** 

**July 9-11** Date: Time: **Varies** 

**Event:** Monticello Extravaganza IXXX, Richbrau & Rusty Bunch Chapters

Address: Holiday Inn Charlottesville, University Area, 1901 Emmet St. Charlottesville,

VA 22901

Chris Eib Contact:

Date: **July 10-11** 

Fri Evening (hosp) Time:

Sat 9am-3pm

Nordlagers & North Star

**Annual Show** 

**Event:** 

Address: Northeastern Saloon & Hotel,

115 St. Louis Ave, Cloquet, MN Contact: **Bert Whittington** 218-939-0657

Date: **July 17-18** 

Time: Fri. 9am-5pm; Sat. 8am-3pm Michigan Chapter Summer-**Event:** swap, Michigan & Rusty Bunch

Chapters

Address: Frankenmuth American Legion Hall Post 150, 990 Flint St, Fankenmuth,

MI 48734

Contact: Clayton Emery

231-920-6013

Date: July 25 Time: 9am-1pm

**Simon Pure Summer Show Event:** Address: Eagles Club, 4569 Broadway,

**Bepew NY 14043** Contact: Jeff Murbach 716-713-7236

Date: July 26 Time: 9am-2pm

**Hartog Memorial Picnic and** Event: Beer Can & Breweriana Trade Session, **Prison City** 

Address: Belmont Athletic Club, 651 Highland Pkwy, Joliet IL 60431 Willy Novak Contact:

630-291-7943

Date: July 29- August 1

Time: Varies

**Event:** 2020 NABA Convention 49 Address: Double Tree Hilton Hotel, 500

Mansfield Ave, Pittsburgh PA Contact: nababrew.com

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

Breweriana Collector 59 804-360-5744

Clock from the collection of Ron Thomas

#### It's almost time....

Don't miss NABA's 49th Annual Convention in Pittsburgh!

July 29 - Aug. 1, 2020

This will be NABA's **BIGGEST** Convention yet!

Reserve your room today by calling The Doubletree by Hilton Pittsburgh-Greentree at **412-922-8400** 

Mention NABA: \$100 room rate includes breakfast!
 All rooms together on 3 floors to maximize trading

• Hotel is just 4 miles from Downtown Pittsburgh

Go to www.nababrew TODAY and log in to register for the convention!

#### \*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.

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

**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). rV192

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

MORE VINTAGE BEER TAP MARKERS: Ready to ship! Volume 2 of the only book ever published on beer tap markers. Volume 2 supplements Volume 1. The new edition contains more than 1700 images including the regular ball knob style, as well as Kooler-keGs, Daka-Ware, Newman Glass and Aluminum, Kooler-keG "Side Winders," "Tin cans," Figurals, and Shapes plus over 350 knobs from the post "New Era" era. Includes a Rarity and Value estimate for each item. Get yours now for \$34.95 plus \$5 S&H. Payment (check) to: George Baley; 1585 W. Tiffany Woods Dr., LaPorte, IN 46350 219-325-8811.

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

#### **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

#### 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			
		at you collect. You may sele or cities, for inclusion in th		rent listings,	
<ul> <li>All Breweriana</li> <li>Ash Trays</li> <li>Barrels</li> <li>Books &amp; Magazines</li> <li>Bottles</li> <li>Brewery Equipment</li> <li>Calendars</li> <li>Cans</li> <li>Cases</li> <li>Chairs</li> </ul>	<ul> <li>□ Clocks</li> <li>□ Coasters</li> <li>□ Corkscrews</li> <li>□ Crowns</li> <li>□ Dealer</li> <li>□ Foam Scrapers</li> <li>□ Glasses</li> <li>□ History</li> <li>□ Knives</li> <li>□ Labels</li> </ul>	□ Lamps □ Leaded Windows □ Lithographs □ Matches □ Match Safes □ Medals □ Menus/menusheets □ Mini Beers □ Mirrors □ Mugs & Steins	<ul> <li>Neon Signs</li> <li>Openers</li> <li>Paper Items</li> <li>Patches</li> <li>Photos</li> <li>Pinbacks</li> <li>Pitchers</li> <li>Playing Cards</li> <li>Postcards</li> <li>Reverse On Glass</li> </ul>	□ Salt Shakers □ Show Promoter □ Signs □ Statues □ Tap Knobs □ Thermometers □ Tip Trays □ Tokens □ Trays □ Watch Fobs	
Specific breweries, brand	s, cities				
Do assume to f	11 + ATT +1	linformation This is would fo	on the Monale analoine Dineston		

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\$1	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 undersized ads will be changed to correctly fit your paid space.

#### **PAYMENT**

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

#### **DEADLINES**

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

Advertising is accepted only from members of NABA. The Officers, Directors, and Staff make no effort to investigate the value or authenticity of any item offered for sale or trade, or of the business reliability of the persons placing advertisements. NABA and its Officers and Directors disclaim responsibility for inaccuracies that may occur in its publications, as well as 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, cadiac500@aol.com

**Capital City** (Wash DC, MD, NoVA) **Contact:** Jim Wolf, jwolf@goeaston.net

Cascade (Oregon)

Contact: Michael Boardman bsstudio1@comcast.net

Chesapeake Bay (Maryland) Contact: Pietro Raimondi pietro@comcast.net

**Chicagoland Breweriana Society** 

(Chicagoland) **Contact:** Ray Capek rbcapek@sbcglobal.net

**Columbine** (Colorado) **Contact:** Jim McCoy jimrealone@gmail.com

**Congress** (Syracuse) **Contact:** Richard Alonso syracusebeer@gmail.com

Cornhusker (Nebraska) Contact: Heath Henery wings@buffalomaid.com

Craft Brewery Collectibles (At Large)

Contact: Jeff DeGeal

ieffd trans1@casscomm.com

**Gambrinus** (Columbus, OH) **Contact:** Doug Blegen dblegen@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

Contact: Kevin Kious 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



Hawkeye (lowa & bordering states)

Contact: Mike England mikeengland@bcca.com

Hoosier (Indiana)
Contact: Mike Walbert
mikewalbert@att.net

IBC (Indiana)

**Contact:** John Ferguson fergkate@comcast.net

**Jersey Shore** (New Jersey) **Contact**: Joe Radman jm.radman076@aol.com

Just For Openers (Earth) Contact: John Stanley jfo@mindspring.com

Lake Erie (NE Ohio)
Contact: Doreen Brane
doreene.brane@att.net

Lone Star (Texas)
Contact: Charlie Staats
lonepearl63@gmail.com

Miami Valley (Dayton, OH)

Contact: Bob Kates, bkates@woh.rr.com

Michigan

Contact: Clayton Emery claytonemery32806@aol.com

Mile Hi (Colorado) Contact: Gordon Bragg gpbragg@comcast.net

Monarch (Chicagoland, Northern IL)

Contact: Paul Cervenka cerpaul@aol.com

North Star (MN, WI, Midwest)
Contact: Brent Kastler
brent@illumineassociates.com

Officer Suds (Central NY)
Contact: Jason Thompson
jwthompsonmasonry@gmail.com

Old Reading (Berks Co., PA) Contact: Jeffrey R. Miller muchibaba@yahoo.com

**Olde Frothingslosh** (Pittsburgh, PA) **Contact:** Jerry Lorenz

ilironcity@gmail.com

is proud to support our Chapters Nationwide!

**Packer** 

(WI & Adjacent States - IA, IL, MI, MN)

Contact: Dan Hable dwhable@yahoo.com

Patrick Henry (Kalamazoo, MI)

Contact: Bill Norton bcsanorton@tds.net

Pickwick (MA)
Contact: Jim Hailey
nebeercans@comcast.com

Port of Potosi (SW WI, East IA, NW IL)

Contact: Larry Bowden listbrew@gmail.com

Queen City (Cincinnati, So. OH, No. KY)

Contact: Dave Gausepohl beerdave@fuse.net

Richbrau (VA, MD, WVA, NC)

**Contact:** Chris Eib moquarts18@aol.com

Reisch Brew Crew (Central IL) Contact: Greg Lenaghan g.lenaghan@comcast.net

Rusty Bunch (North America)

Contact: Jim Hall jahall636363@gmail.com

Schell's Border Batch (So. MN, No. IA)

**Contact:** Tom Terwilliger schellsguy@outlook.com

Schultz & Dooley (New York State)

Contact: Bill Laraway brew.coll@verizon.net

Simon Pure (Western NY & So. Ontario)

Contact: Jeff Murbach jmurbach@ymail.com

Spearman (NW Florida)
Contact: Michael Moon
a1964buickman@yahoo.com

Three Rivers (Fort Wayne, IN) Contact: Mike Newton clipperpale@hotmail.com

12 Horse (Western NY)
Contact: Brian Coughlin
gennycbeer@rochester.rr.com

49er (No. Cal)

Contact: John Cartwright

jccm@charter.net



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**Advertising Collection** 

**April 10 & 11, 2020** 

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Durham NC 27717-1008







































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