

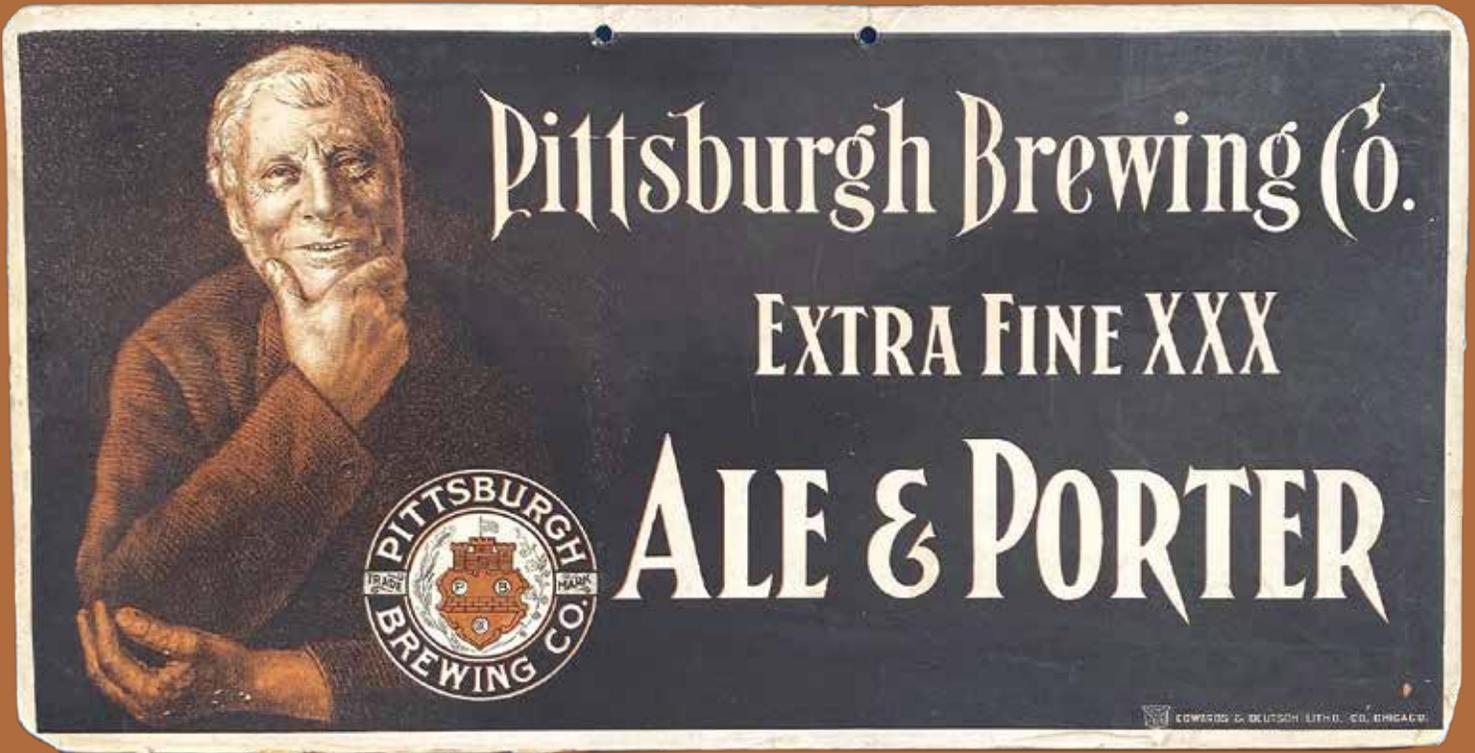
BREWERIANA



COLLECTOR

VOLUME 190

SUMMER 2020



**How Iron City Beer
was Forged**

**The Three Brewery
Titans of Green Bay**

**New England's Most
"Neighborly Beer"**

**A-1: Arizona's
Hometown Beer**

**Member Profile:
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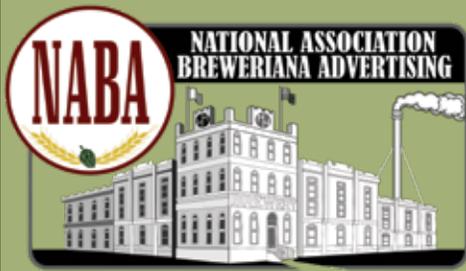
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NABA
 PO Box 51008
 Durham NC 27717-1008
 919-824-3046
 nababrew@comcast.net
 www.nababrew.com

BREWERIANA COLLECTOR STAFF

Lee Chichester Editor
 Ken Quaas Associate Editor
 John Stanley Ad Manager
 Mike Paul &
 Dave Alsgaard Eagle-Eye Proofing

Regular columnists

Rich La Susa Let's Talk Breweriana
 Larry Moter Collector's Bookshelf
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 PO Box 878
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 540-597-9152, falconer@swva.net

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Cover Image: Pre-Prohibition lithographed cardboard hanging sign, measuring 15 x 8 inches, by Edwards & Deutsch Litho. Co., Chicago, IL. One of two examples known to still exist. The visual "embodies the working-class, blue-collar Pittsburgher of that era, with rough hands, weathered face, and simple dress," says its owner, NABA member Mark Young.

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.*

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President's Message



Greetings to all fellow captives!

Strange days, indeed.

I do hope everyone is faring as well as possible during this COVID-19 crisis and that things will return to something resembling normal in the very near future. Difficult times like these make one aware of how important family and friends are, especially as we endure a forced separation from many of them.

A challenge for the hobby.

Although necessary to ensure safety, it has been sad to see the cancellation of so many great breweriana shows across the country, especially the many held during Spring that help pull us collectors together again and out of the winter doldrums. We are sad that our good friends at ABA/ECBA were forced to cancel their first combined annual meeting, but fully empathize with their reasoning. Your NABA Board believes that local chapters and shows are the lifeblood of

breweriana collecting and the building blocks of the camaraderie that is such a special and valued feature of our hobby.

June 30th decision on holding our Convention.

We earnestly hope to still be able to hold our Convention in Pittsburgh beginning July 29. Your NABA Board will make the final decision and announce it to the membership on June 30th, a month prior to the planned start date. This is as late as we can delay the decision without paying hotel fees. Delaying until the 30th not only will give us more information on which to base our decision, but also, still gives our members enough time to plan travel arrangements.

Your safety is paramount.

If we do move ahead with holding the Convention, we have planned a number of new safety guidelines to accommodate social distancing and san-

itation. There is nothing more important to us than the well-being of our members and our decision will be guided with that imperative in mind. Convention chair Mike Michalik and his team have put together tremendous plans.

Cancellation = Full refund.

But in the unfortunate event that the Convention is canceled, full refunds will be issued to those who already have signed up early to get their free tin-over-cardboard commemorative signs.

NABA continues to grow!

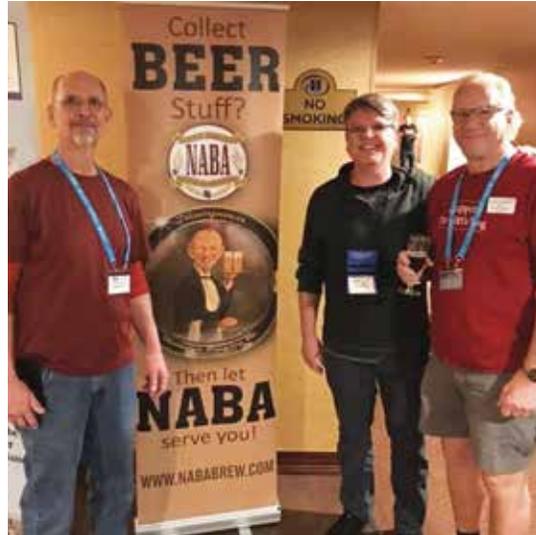
Despite the pandemic, our membership continues to increase, and we welcome not only our many new members, but also our 43rd chapter, the long-established Hawkeye Chapter. Our chapter growth has almost doubled from 23 just two years ago and we hope to have 50 chapters under the NABA umbrella by year's end.



Our best wishes to Norm Jay.

Our Director Emeritus, Norm Jay, of Glen Ellyn, IL, has been ailing. Your NABA Board of Directors sent him a beautiful signed card, hand-created by Board member Barry Travis. Norm is a past president and much beloved part of NABA, and has been a mainstay at local chapter shows in the Midwest and at our national Convention for many years. Godspeed, Norm!

Now as much as ever, we wish you good health and safety during these challenging times!



The Handsome Waiter can't "wait" until the breweriana shows resume! Here he is with (from left) John Ferguson, Ken Quaas, and Joe Germino at the Blue & Gray Show on February 13, 2020 in Herndon, VA.

John Ferguson, President
Fergkate@comcast.net

EXECUTIVE SECRETARY'S REPORT

NABA has 959 current members (23 new members and rejoins since the last issue with 14 former members not renewing). An early request for June 30th renewals was sent mid-April. From the initial group of 555 needing to renew, 166 have renewed so far. Please note if your mailing label date is June 30, 2020 you need to renew.

A few members have requested a paper invoice but with so many needing to renew a mass email is sent and only people with no email addresses get a letter request to renew. Once the number gets around 50 a second written notice to renew is sent to everyone. Also note—with the Coronavirus pandemic, the US Postal Service can be very slow. This past issue of the *BC* took up to 4 weeks to reach some members' mailboxes. Please remember to be patient.

No shows to report on, unfortunately. After 41 years of Just For Openers Conventions, the Quakertown Convention in April had to be cancelled and will be rescheduled at the same location next April, 2021. We are all hoping that the Pittsburgh NABA Convention will be held as scheduled for early August with a decision to be

made by June 30th.

Exciting news! Our new dues deal: **\$90 (\$105/family) for three years** saves you \$15 off the regular annual cost of \$35/yr. See our ad pg. 58 for details.

Please check your mailing label and anyone with 3/31/2020 (your last issue) or 6/30/2020 expiration dates need to renew. Please take the time to do so.

3 ways to renew!

- **1) Send a check (payable to NABA) PO Box 51008, Durham NC 27717**
- **2) Use PayPal (send to nabamembership@comcast.net)**
- **3) Pay securely with a Credit Card online at www.nababrew.com — click on your name on right side below top banner area and beside "change password," Membership Level (Change button allows 3 year option) appears and you will find "Renew to New Date" is fifth bullet down (after Membership Card).**

NABA
PO Box 51008
Durham NC 27717

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Executive Secretary
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naba@mindspring.com

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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8141 State Route 119
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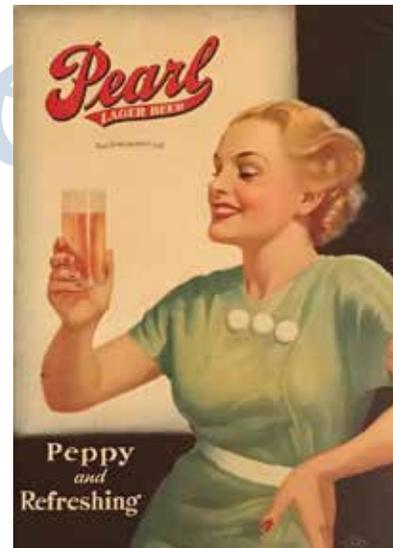
Edward Reid (Ellen)
2373 Westland Way
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Lithograph, c. 1946.
Collection of Charlie Staats.

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- **Tuesday:** Home Tours of 3 of Pittsburgh's most legendary collections. Room to room begins.
- **Wednesday:** Bus Tour of historic and current craft breweries, and Brewmaster's dinner.
- **Thursday:** Seminars and Room-to-Room Trading featuring some of the largest dealers in the country. Buy, sell or trade and LEARN!
- **Friday:** Auction, Craft Beer Tasting, Banquet, and NEW After-dinner "Speakeasy" on site.
- **Saturday:** Public Trade Show, Luncheon and Pirates/Cardinals baseball game that night.

HOW PITTSBURGH'S ICONIC BEER WAS FORGED



by Mark Young

When NABA holds this year's national convention in Pittsburgh from July 29th through Aug. 1st, it will be hosted by a city with a rich history of brewing. Before Prohibition, Pittsburgh had more than 60 breweries within the city's boundaries and another 100 in the surrounding five-county area.

The largest brewery—and the one that has survived the brewery syndication movement, Prohibition, and the painful period of post-World War II brewery consolidation—is the Pittsburgh Brewing Co. PBC has had some fascinating ups and downs but continues to not only survive, but also thrive. Its flagship brand, **Iron City**, has been an icon in the “Burgh” for 150 years and is the proud sponsor of this year's NABA Convention.

THE BIRTH OF IRON CITY

The mid-1800s were a heady time in America and Southwestern Pennsylvania. Pittsburgh was the center of the industrial revolution and European immigrants poured in by the thousands seeking work and prosperity. Many brought their German brewing heritage with them.

Above: Embossed tin sign from Iron City Brewing Co., c. 1890s, only one known.
All photos are from the collection of Mark Young.

In 1861, Augustus Hoeveler and John Miller operated a small brewery at 17th & Quarry streets, in Pittsburgh's “Strip District.” In 1863 Hoeveler ceded his share of the operation to Edward Frauenheim. The Frauenheim & Miller Iron City Brewery was formed.

The first five years were a struggle. Competition was great and growth was slow.

By 1866, though, the demand for “Iron City's” beer exceeded the capacity of their small brewery. A new four story brick brewery was erected in Pittsburgh's 16th Ward. No expense was spared to ensure that the most modern equipment and advanced brewing techniques were utilized in the design of the new brewery. This ensured that only the “finest” lagers and ales would be produced.

In 1869 Miller was bought out, and Leopold Vilsack partnered with Frauenheim, and the company became Frauenheim & Vilsack Iron City Brewery. By 1879, with further expansion and modernization, it was the largest and most contemporary plant in the city. With a capacity of 50,000 barrels, a workforce of 30, and a value of \$150,000, F&V Iron City rivaled all other breweries in the East.

In 1889, recognizing the popularity of its flagship lager beer, the brewery incorporated and officially changed its name to the Iron City Brewing Company. The expansion and modernization effort continued in earnest. Additional buildings were erected on the site to expand brewing, fermenting, aging, and storage.

SYNDICATE STEPS IN

In the 1890s, the brewery syndicate concept was born. Frauenheim and Vilsack saw the benefits—as well as the profits—of combining Pittsburgh's breweries to “act as one,” instead of driving each other out of business. Thus, the long, tedious (and



Trade card, c. 1890s. The front (top) shows an intricate rendering of the Iron City Brewery. The back boasts a 200,000-barrel brewing capacity and features the names of the brewery founders.



at times, clandestine) task of forming a brewery syndicate began.

After nearly a decade of legal and political wrangling, back room meetings, and even sham applications, the effort was finally a success. In January of 1899, United Brewing Company was granted permission to consolidate 14 local breweries (which grew to 15 in February) that became Pittsburgh Brewing Company (PBC). During the remaining months of 1899, six additional brewers joined the consortium for a grand total of 21 members. With this consolidation, PBC became the largest brewing company in Pennsylvania and the third largest in the United States.

The PBC roll call in 1899 included: Iron City, Wainwright/Win-

terton, Eberhard & Ober, Keystone, M. Winter Bros., Phoenix, Straub, Ober Brothers, Phillip Lauer, Ernst Hauch's Sons, Baeuerlein, J. Seifert & Sons, John Nusser, Hippley & Son, Scottdale, McKeesport, Mt. Pleasant, Latrobe, Connelsville, Uniontown, and National (in Jeanette).

Five of the smallest plants were closed immediately. The remaining 16 plants continued operating and growing, fulfilling the pre-consolidation promise of "no lost jobs." In 1903, despite closing two more plants, PBC realized production of over 1 million barrels and net earnings of \$2.5 million.

THE "TECH" ADVANCEMENT

In 1906, PBC introduced a new brand of beer named Tech. Initially touted as being made of the "purest and most expensive materials," it was proclaimed to be the result of exceptional "TECHnical advancement."

This brand name did not sit well with the trustees and students of Carnegie TECHNical School (now Carnegie Mellon University). The school protested the adoption of both its name and use of its tartan plaid colors in the new beer's labeling. More than 8,000 letters of protest were sent to the brewery demanding that the brand be removed from the market. These efforts failed and Tech became a mainstay of the brewery for the next 70 years.

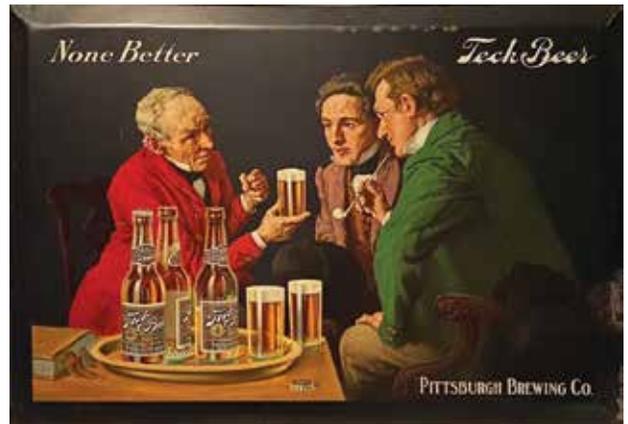
In 1913, a uniform labeling effort was launched. Each operating brewery got their own brand. This was the official introduction of Iron City Beer as a trademark brand name.

PROHIBITION HITS

At the onset of National Prohibition in 1920, PBC closed 12 of its 14 remaining plants and sought ways to diversify and adapt. The Iron City and nearby Straub plants continued to operate as cold storage. Under the umbrella name of Tech Food Products, ice cream, soft drinks, Tech Cereal Beverage, and Iron City Special Lager were produced in an effort to help the breweries survive "The Noble Experiment."



Curled-corner die-cut tin sign, c. early 1900s, Mayer & Lavenbom Co., NY, NY.



Left: 1930s tin-over-cardboard sign by Donaldson Art Sign Co., Covington, KY. **Right:** Tech Beer tin-over-cardboard sign, c.1909, American Art Works, Coshocton, OH.

“HAPPY DAYS” ARRIVE

In 1933, PBC reopened 3 of the 14 plants that had been mothballed. By the legal date to drink beer (April 7) local bars were well stocked and ready to serve the thirsty public. The Iron City Brewery produced Iron City, Fox Hunt Ale, and Tech. On the city’s North Side, the Eberhard & Ober brewery again produced E & O and Dutch Club. The Uniontown brewery produced Special German, Blue Label, and Old King Cole.

The public’s thirst for beer had not waned over the previous 13 years and all three plants were quickly operating at full capacity to celebrate. “Happy days are here again!”

The Iron City brand continued to be produced by PBC. Its now-iconic “bullseye” logo was trademarked in 1933 and became a strong and lasting brand identifier.

THE FIRST CANS

Shortly after the invention of the beer can and its acceptance by other brewers, PBC jumped into the canned beer marketplace. A canning line was installed, and the “bullseye” logo was placed on the product developed by National Can Company: “Double-Lined Canteens.”

Unfortunately, National Can’s product was inferior—the “double” lining failed, allowing the

contents to come into contact with the metal of the can. Complaints of a “tinny” tasting, flat beer poured into the market. The remaining inventory was quickly pulled from the shelves and destroyed. It took three years for PBC to venture back into cans, utilizing Continental Can Company’s “Cap Sealed” packaging.

In 1942, despite the government rationing of steel, glass, and brewing ingredients, PBC had a near-record year in production and sales. The Uniontown brewery produced beer for the war effort. Iron City Beer was not similarly sent into battle, but “withdrawn free” [*Withdrawn Free Of Internal Revenue Tax For Exportation*] disposable bottles of its pilsener beer were sent to military bases around the world.

POST WAR STRUGGLES

After the war, competition from “foreign” beer—that produced outside of Pittsburgh—took its toll. PBC was losing market share at a rapid rate. The consortium was hurt further by a massive labor conflict in 1947. This forced PBC to implement drastic cost-reduction measures. The Uniontown brewery was closed in 1948, spelling the end for Old King Cole, Special German, and Blue Label.

In 1952, the Eberhard & Ober plant was



1930s cardboard trolley ads promoting PBC’s lead brands. McCandlish Litho Corporation, Philadelphia, PA.

These 1930s ball knobs illustrate the nine varieties of PBC brands at the time.



Newman glass tap knobs, J.E. Newman & Co., Pittsburgh, PA.

closed and with it disappeared E & O and Dutch Club brands produced there. What had been 21 breweries became just one: the Iron City plant on Liberty Avenue in Lawrenceville.

FROTHINGSLOSH FUN IN THE 50S

In 1953, Local KDKA radio personality, Rege Cordic created a mythical “new” beer called “Olde Frothingslosh,” with its slogan “the pale stale ale with the foam on the bottom.” The next year, PBC capitalized on this novel idea and at Christmas-time, re-labeled its Tech beer as Olde Frothingslosh.



Once again, the brewery was inundated with calls and letters regarding a beer. This time though (unlike Tech beer in 1906) the public was seeking to buy the beer not kill it. PBC continued to produce the “new” brand and in 1956 introduced “Sir Lady Frothingslosh,” packaged in smaller, 8 oz. cans. Interest grew and each Christmas afterward, Olde Frothingslosh was offered with a different caricature of Rege accompanied by whimsical artwork and a storyline on the label.

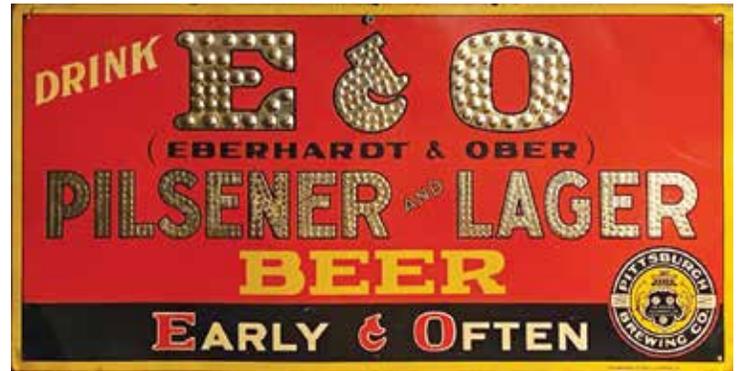
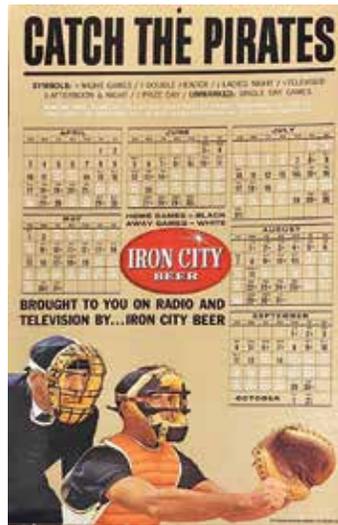
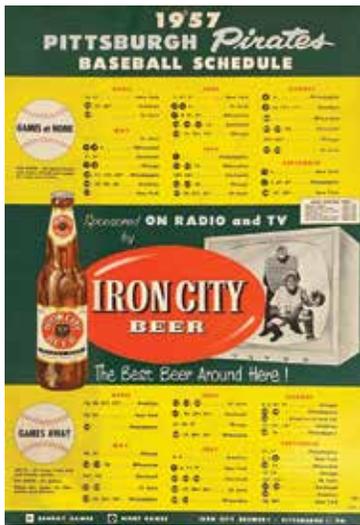
A Frothingslosh pinnacle of sorts was reached in 1969, when Fatima Yechburgh was crowned “Miss Olde Frothingslosh.” In celebration, a new line of tab top cans (packaging developed in 1965) was introduced. Over the following years, cans of various colors and styles were issued by PBC. Each one pictured the corpulent Fatima donning a stylish bathing suit, adorned with a beauty contest-like sash and holding a floral bouquet.

PCB HITS 100

1961 marked PBC’s centennial. A “Second Century” celebration and massive marketing campaign was launched in hopes of expanding markets and increasing sales. Iron City Lager, Iron City Draft, and Tech Golden Pilsener were the brands of the day. Sales were good, profits were up, and local pride was strong. Despite increased competition, Iron City was still “Pittsburgh’s Beer.”

In 1962 the first generation of pull tab can was born. Alcoa Aluminum began producing the new can lid locally and Iron City became the first beer offered in the “New Easy Open” can. It was

This 1962 cardboard price point poster pictures the fictional Sir Reginald Frothingslosh promoting his Olde Frothingslosh beer, which began as an inside joke created by a local Pittsburgh radio personality for a skit on his show.



At top: embossed E&O tin sign; and two tin-over-card-board signs, all from the Donaldson Art Sign Co. The Dutch Club is c. 1940s and the embossed E&O and King Cole are c. 1930s—the latter being one of three known—all in similar condition.

Iron City jumped on the beer and baseball bandwagon and began sponsoring the Pirates in the 1930s.

cautiously test marketed in Staunton, VA, and was an instant success. With confidence brimming, PBC quickly put the packaging into wide distribution boasting, “No. 1 with a Snap Top.” By 1963, more than 40 million of the new cans had been sold.

SURVIVING IN THE 60S

The 1960s was a busy decade for the company. Competition came from all directions as both regional and national brewers cut into the Pittsburgh market. Labor unrest, civil unrest, and an aging plant with huge, expensive maintenance issues cast further doubt on PBC’s ability to survive.

New products were introduced to expand market share. Utilizing advanced filtration methods, “Iron City Draft Beer” in cans was introduced in 1963. Trying to appeal to the African American market, Mustang Malt Liquor was introduced in 1965 and generated enough sales to hold a position in the marketplace for about 20 years.

In 1965, PBC also made a play for long-time cross-town rival, Duquesne Brewing Co. The Justice Department, citing anti-trust violations, blocked PBC’s takeover attempt.

In 1967, PBC was successful, however, in purchasing the Dubois Brewing Co. of Dubois, PA (about 80 miles from Pittsburgh). PBC operated the Dubois plant for five years. Between the two plants, PBC production of one million barrels was once again achieved.

In an attempt to reach younger men and female consumers, Hop n’Gator Lemon Lime Lager was introduced in 1969. The “soda pop” flavored “malt beverage” was formulated by Dr. Robert Cade of Gator-Ade fame. PBC agreed to produce and market the beverage in Florida and 16 eastern states. Unfortunately, it proved to be very un-

popular. The unsold product was pulled from the shelves not long after its introduction. Thousands of cases of the odd green cans were destroyed and as the contents drained into the sewer, many thought the brewery would soon follow. A reformulated Hop n’Gator was quickly put to market and found a small following for the next 10 years.

CANS, CONSOLIDATION, AND LIGHT IN THE 70S

As the 1970s began, PBC began marketing Iron City Beer in commemorative cans. Different series were created with attractive artwork to inspire civic pride and to promote local attractions and sports teams. Simultaneously, a new hobby—beer can collecting—was taking the country by storm. Almost overnight, demand for Iron City Beer and its vast variety of commemorative cans drove sales through the roof. Unfortunately, the costs of labor, materials, and distribution ultimately shifted the balance sheet ink from black to bright red.



Above: 1930s “Fireball” reverse-on-glass fluorescent Fireball Streamliner sign, by Ohio Advertising Display Co., Lima, OH.

Below, left: Dutch Club reverse glass neon sign c. 1930s, by the Allison Sign Co., Milwaukee, WI; only known example.

Meanwhile, breweries across the country were closing or being swallowed by mergers and acquisitions. PBC remained fiercely independent. When local rival Duquesne closed in 1972, PBC was alone in a city that once boasted dozens of breweries.



Not content with just surviving, PBC wanted to grow and be a force in the region. It purchased the brands of two former brewers in adjacent markets, acquiring Gambrinus, Augustiner, Mark V (from August Wagner of Columbus, OH) and Old German, Old Export, Old Dutch, and American (from Queen City of Cumberland, MD) in addition to their Dubois brands. All were sent back to be sold in their home markets.

Despite all the new brands and expanded marketing, PBC lost \$1.3 million in 1978. It seemed likely that the company would fail.

Perhaps what saved PBC at its tipping point was its president, Bill Smith, who saw “the light.” In 1978, Smith jumped early onto the light beer bandwagon and introduced Iron City Light.

Not content with watering down regular beer, PBC developed a unique recipe and yeast strain for brewing a lower-calorie, full-flavored brew. The new brand became popular and by 1980 helped boost the brewery’s sales again to the million-barrel mark. In its home market, 1983 sales of I.C. Light outnumbered the national brands by an impressive 8-1 margin.



Above: These rare cans tell the story of PBC’s early foray into canning. At left is the first can the company used, by National Can Company. Its “double” lining failed and resulted in a metallic taste. The product was pulled from the shelves. It would be three years before the company would resume can packaging, this time successfully with Continental Can Company’s “Cap Sealed” cans. **Below:** Iron City introduced the first zip top can in the early 1960s, as advertised in this transit ad from 1962.

INDEPENDENCE IN THE 80S

During the early 1980s, several large breweries attempted to buy PBC. Pabst and G. Heileman were both turned away. The leaders of Pabst, however, were so impressed with PBC president Bill Smith, that they convinced him to leave PBC and take a position in their company.

The next PBC president, Harvey Sanford, proclaimed: “This brewery is not for sale.”

But he sold it in 1986 to Alan Bond, president of Swan Breweries Ltd. of Australia. This may have saved the brewery. Concerns were voiced about what might become of PBC when it became a small part of a much larger company. But nothing changed in the brewery’s operation and position in the community. Iron City was still “Pittsburgh’s beer.”

An influx of funding from the parent company allowed modernization of the plant and an increased advertising budget, further strengthening the operation. During this same period, Bond bought G. Heileman of La Crosse, WI and incorporated it into the Swan enterprise.



Fortunately for PBC, the two companies were considered separate entities. This proved advantageous later, when Bond was brought up on fraud charges in Australia and forced to divest himself of all holdings. PBC was put up for sale separately, and thus not dragged into the “Heileman hole.”

STAYING ALIVE IN THE 2000S

For the next 15 years (1991 through 2005) PBC continued to limp along under the control of a succession of highly questionable managers. Two ownership changes took place. The first, Michael Carlow, fought constantly with the labor unions and neglected paying his vendors. Maintenance of the plant was out of the question. He eventually went to jail for kiting checks and defrauding PNC Bank out of \$31.3 million.

A workout specialist declared the near-bankrupt brewery to have value, so an auction was held to sell the plant and offset some of PNC’s losses. Local “garbageman” Joe Piccirilli prevailed in the bidding.

His ownership tenure proved no better than his predecessor’s. For 10 years Piccirilli fought with the labor unions and suppliers, and refused to invest back into the outdated brewing facility. In 2005, after years of unpaid bills, penalties, and interest, he lost his fight with the Pittsburgh Water and Sewer Authority and sought Chapter 11 bankruptcy protection.

In 2006, the subsequent bankruptcy sale awarded ownership to a group of venture capitalists calling themselves Pittsburgh Brewing Acquisition LLC. Much like Carlow and Piccirilli, the new ownership made many promises to the long list of creditors and the oversight judge. In addition, despite promises to the union and locals to keep the brewery operating and jobs intact, the venture capitalists closed the plant. All brewing was moved out of town to Latrobe, to the brewery of Rolling Rock Beer, at that point called the City Brewing Co. Almost as quickly, the dismantling of the Iron City Brewery plant began.

Many in the Pittsburgh community felt that the new owners never intended to rebuild the company, but merely profit from selling off its pieces. In 2009 the equipment was auctioned off.

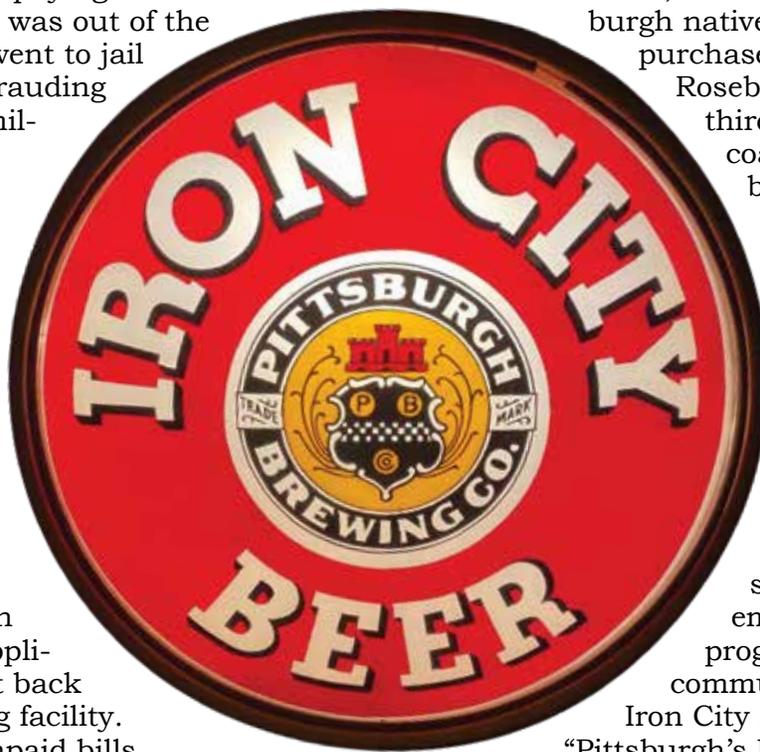
Anything else of value was scrapped and later, the real estate and structures were sold.

In 2010, the PBC brand portfolio was sold to a New York investment firm called Uni-World Capital/Verus Investment Partners. Over the next decade, Verus worked to rebuild the relationships with the community. Organizers also re-forged associations with the local professional sports teams like the Pirates and Penguins, in their effort to grow Iron City, I.C. Light, American, and Old German brands.

LOCALLY OWNED AGAIN

In 2018, without much fanfare, Pittsburgh native Clifford (Cliff) Forrest purchased PBC. Forrest owns Rosebud Mining, the state’s third largest underground coal producer. For now, brewing of the PBC brands has remained in Latrobe. Happily, the corporate offices have been relocated to the still-standing, original 1866 brewery building. Once again, the Pittsburgh Brewing Company is independent and locally owned.

Cliff is just getting started. He and his loyal employees are making great progress rebounding in the community, and bringing back Iron City and I.C. Light beers as “Pittsburgh’s Beer.”



Above: Iron City reverse glass “globe” lighted sign c. 1930s, by Hull Sign & Manufacturing Co., Pittsburgh, PA.

ABOUT THE AUTHOR

NABA member Mark Young was born and raised in Clairton, PA, in the Mon Valley south of Pittsburgh. He has been collecting breweriana for 48 years. Starting in the hobby in 1972 as a 12-year-old beer can collector, Mark quickly expanded and focused his interests to include all things Pittsburgh Brewing Co. and Tube City Brewing Co.

Despite living in California for 40 of his 48 years of collecting, his passion for these Pittsburgh-area breweries has never waned. That passion includes a thirst for knowledge of the history of each. He looks forward to one day bringing his now enormous collection back to Pittsburgh, where it truly belongs. If you have any questions or anything to share, Mark can be reached at ironcity_mark@yahoo.com.

Mark extends special thanks to friends **Chuck Puckett** and **Richard Ober** for opening up their vast archival files and sharing their own historical knowledge.

Barry'd Treasures

Tracking beer finds from the tundra
with Barry Travis



FABULOUS FITGER'S FIND

Erica didn't know her father until she was 28. Thanks to the Internet, she discovered him living in northern Minnesota—Duluth, actually. He was a white, gay, Jewish Vietnam veteran who lived by himself. In their conversations, and in later meetings, she learned that she had been conceived with a black lesbian when they'd both engaged in an alcohol-aided, one-night stand. As the saying goes, true life is stranger than fiction. Hollywood soap opera writers would be fired for suggesting this plot line. Fortunately for Erica, she has a sense of humor. She jokingly described her ethnicity as, "Blewish."

I'd just hung up my cell phone after receiving a long phone call. Distracted a bit, I didn't answer the next call, which went straight to voicemail. It was from Erica, whom I did not yet know.

Her voicemail mentioned that "a friend" suggested she should call me. Erica had heard I was a guy looking for old beer stuff and that I liked Hamm's. But she was wondering, did I like Fitger's? "Well, hell yes, I like Fitger's, Erica," I exclaimed out loud to no one but her voicemail.

Immediately pressing the "call back" button for a live connection, I linked up with Erica at her father's house in Duluth. He had recently passed away after a long illness and she was trying to wrap her head around what she had inherited. His last words had been, "Don't throw it away, sell it. Then sell the house



The home of the Fitger's find, Duluth, MN.

once you get it cleared out." Erica's husband and two friends were there helping her, and she passed off the call to them so I could get details.

Next, photos were texted to me. They were all I needed to realize Erica's dad had collected well, in the essentials of quality AND quantity. Oddly, he did not belong to any collecting clubs.

He had collected cans, bottles, labels, signs, and tap knobs. He even had an example of the fragile Fitger's ore boat sign, which was made from vacu-formed plastic to be 3 feet long, dimensional, and lighted. Erica's dad had bought it at Morphy's Auction years ago. To me, this was just one indication of his depth and drive in acquiring fine examples of Fitger's breweriana.

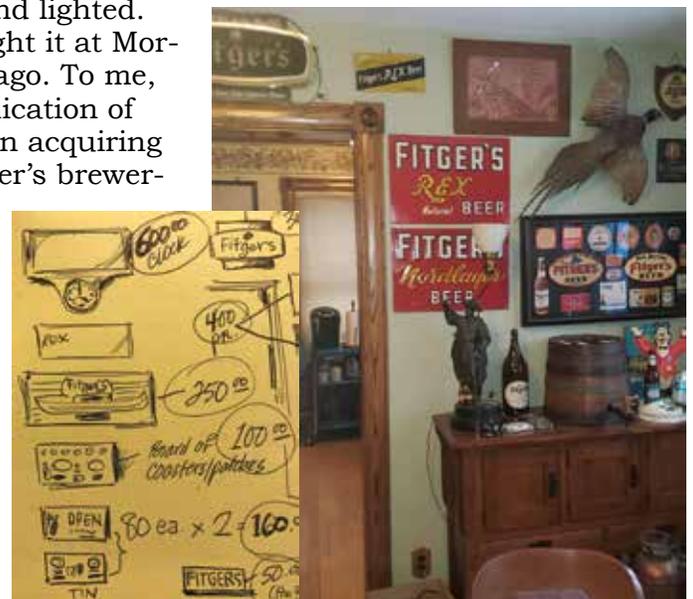
Looking at the photos, I knew I couldn't take this opportunity for

From pictures I was sent of the breweriana decorating the walls in the home (sample far right) I quickly sketched out the items I wanted to purchase, along with my accompanying offers.

granted. I texted them back to let them know. From the pictures, I drew a rough sketch of the items in a "map" representing how they hung on the walls—along with my individual offers to buy each. Erica said they would consider my bids and mentioned they were making the long trip back home to Florida the next day.

Luckily, I was the first person she had contacted. I was amazed that all of my offers were promptly accepted. And even better, she said she and her crew could deliver my acquisitions to me the very next day, en route to Florida. I expected to wake up from this dream any moment.

They stopped by my house on a Sunday afternoon. That's when we got a chance to chat and I learned more about her, her family, and Dad. They explained that beyond his fabulous Fitger's finds, her dad collected anything and everything from Duluth.



They planned to return to the house to empty it for sale.

I assured them I'd be glad to help with that, after my bank account had recovered a bit. I thanked them and headed into my garage to assess my newly-acquired collection from the famed brewery of the North Shore of Lake Superior.

My wife sensed the urgency from the surprise on my face the next weekend when I got the call to make the 150-mile trip up to Duluth. I started blabbering about this great find and she cut me off: "Go...just go," she said, half amused, half exasperated.

I headed north and met Erica's husband, Alvey, at the house around 8:00 AM Sunday. We got busy picking through the basement trove—all kinds of antiques and collectibles. By the time we both noticed we were kind of hungry, it was 1:30. Alvey laughed and noted what I've always found to be true: you lose all sense of time digging out drawers, closets, and rooms in search of buried treasure.

We dusted ourselves off and headed over the bridge to the Anchor Bar in Superior for a burger and beer—since Alvey had come all the way up from Florida and was working hard, I figured he deserved a classic "up north" dive bar "experience."

The collection featured many items from Duluth, large and small, including from Duluth's largest brewery, Fitger's, which closed in 1966.



Erica's father had accumulated a lot of stuff—much of it beyond breweriana. I left with a truckload that hardly made a dent in Erica's father's accumulation.

How I got the call, I'll never know. In my excitement, I forgot to ask Erica who the "friend" was that referred her to me—but I remain eternally grateful. Thanks to that call, I got to bring a terrific collection from Minnesota's north shore to my front door.

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Reviewed by
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Collector's Bookshelf

Brewing Beer in Beaver Co. PA

By Richard Ober & Robert Musson

Brewing Beer in the Queen City, Vol. IX: Bavarian Brewing & the Rest of KY

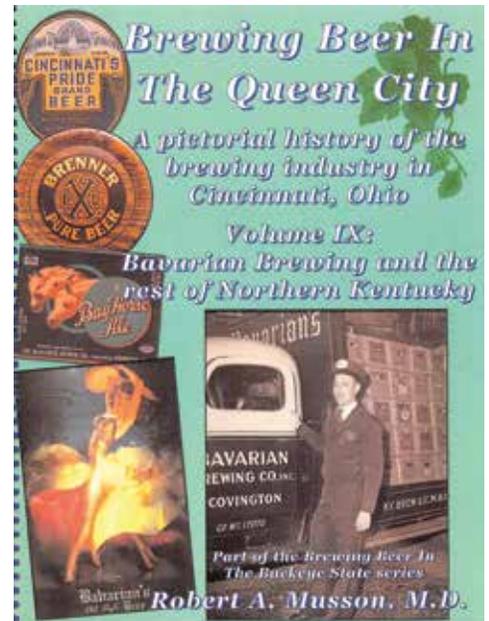
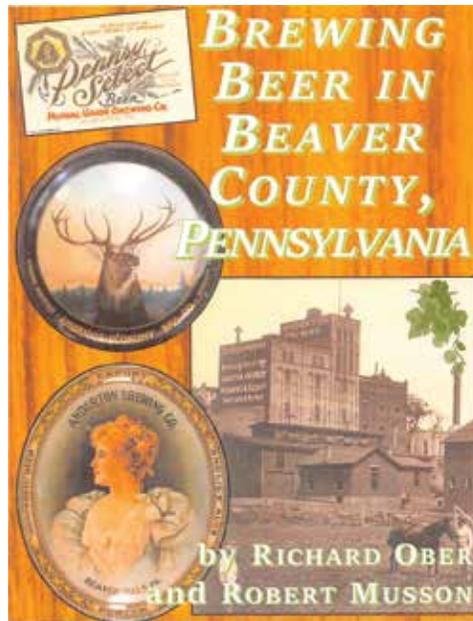
By Robert A. Musson, M.D.

The first of the two books I have reviewed here, *Brewing Beer in Beaver County, PA*, is a timely book for the forthcoming event of the year, the annual NABA Convention in Pittsburgh!

In 2015, Richard "Dick" Ober & Dr. Robert "Rob" Musson released a great book, *200 Years Of Brewing in Allegheny Co. - From 1760 to 1960* that detailed the rich brewing history of the Pittsburgh-Allegheny County vicinity. Now our "tag team" has released a new book on Beaver County, PA.

This is a "slender volume" since only Beaver County is featured. Even so, like the prior collaboration (and Musson solo tomes) it is meticulously researched and has many pix of "da good stuff."

As usual the pictures are of historic owners, Sanford maps, old brewery pix, and what we cherish most: breweriana. The authors describe early breweries plus a few midsized ones that are fairly well known to PA collectors, including Aliquippa's Mutual Union Brewing Co., Ambridge's Ambridge Economy Brewing Co. (& Arnold Schonegg successor corporate entities), Beaver Fall's Anderton Brewing Co. (later absorbed into the Independent consortium), and Rochester's Beaver Valley Brewing Co., which still stands (in other uses) but is a prominent, obvious brewery building (see photo far right). I first saw it in the late 80s en route to a large



nearby antique mall with the late Rayner Johnson and other collectors.

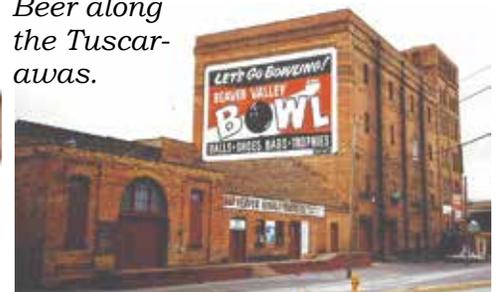
A fascinating history is that of Economy's breweries: the first facility name came from a religious order: The Harmony Society Brewery (c. 1827

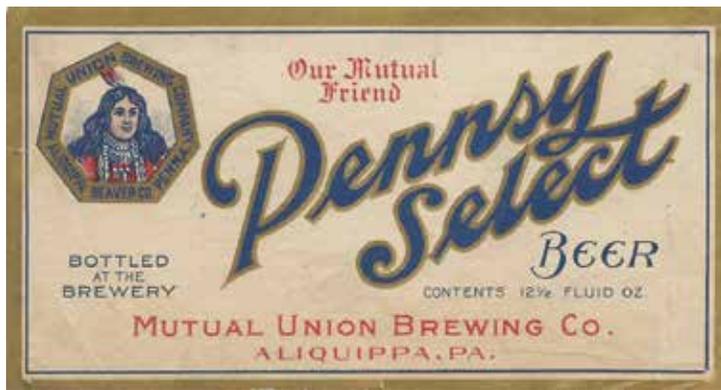


Trays from above: Ambridge-Economy Brwg, right: Aliquippa's Mutual Union Brwg ("Our Mutual Friend") & above right Anderton Brwg.



to c. mid-1860) and the second, Economy Brewing Co., lasted 1904-to 1917 with a couple of corporate name changes. (Religious society breweries would be a cool topic to research.) The Harmony Society was near the Zoar Society, whose brewing history was described in a prior Musson book, *Brewing Beer along the Tuscarawas*.



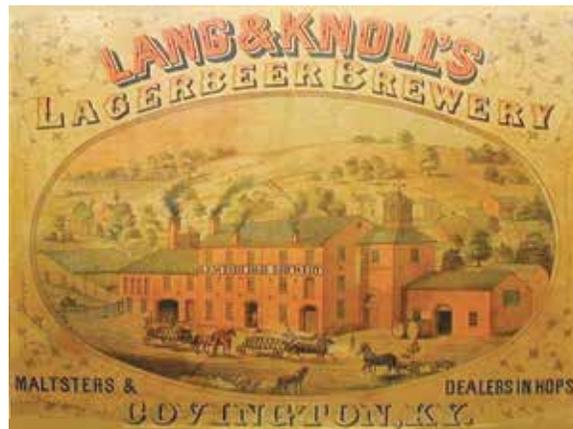


And of course, they cover several modern craft breweries in the book, too.

I got to visit with Dick Ober at the Blue Gray show and he reported that he spent hours in libraries performing research. He said this would probably be his last book because of the time demands. Our hobby is much richer because of his

contributions.

Since the time we spoke, an obvious significant event—the Coronavirus—has changed our lives with “social distancing” for who knows how long. Perhaps Dick will use his time at home to go online and tap into libraries and create another great book!



The **second book** is a continuation of Musson's *Brewing Beer in the Buckeye State* series. Cincinnati area breweries are “the gift that keeps on giving” for breweriana and brewery history aficionados. Doc Musson has struck again and created yet another fine pictorial record of Northern Kentucky breweries, **FYI**, Volume VIII, covered *Wiedemann from Northern Kentucky and since Wiedemann was a sizeable brewery it filled a “stand alone” book.*

This volume features stunning historical and breweriana pictures (as usual) from three

major Northern Kentucky breweries. The first was the John Brenner Brewing Company (Covington, 1837 to cease of production in November 1918). The second major was the Bavarian Brewing Company (Covington, founded 1866, ceased operations 1966). Many collectors recognize this brewery for its numerous breweriana artifacts as well as its prominent location visible east of I-71 when driving south from downtown Cincinnati across the Ohio River. The third major brewery was the Heidelberg Brewing Company (Covington, a post-Prohibition brewery founded in 1934, ceased operations in 1955).

Doc Musson details the corporate and ownership changes over the historic course of each, until their inevitable demise. The breweriana pictures, as usual in Musson's work, are superb. I love the Teutonic “Student Prince” theme used by Heidelberg for its well known Student Prince Beer & Ale.

Besides the “big 3,” Musson offers the reader details on smaller and shorter-lived pre-Prohibition breweries, plus a contemporary booming craft brewing scene. One of the pioneer craft breweries was the

renowned Oldenberg Brewing Company (Ft. Mitchell, 1987-2001). Notable NABA folks were associated with Oldenberg, as certain photos in this book reveal (see right).

Alas, according to Musson himself, with Volume IX, the Cincinnati well has run dry. He has advised, however, that future books are on his docket.

FYI, A prior Pittsburgh Musson book of note is Fort Pitt! That's It! Hope to see you in Pittsburgh!

Ordering information for both books: www.ZeppPublications.com or ZeppPublications@gmail.com.

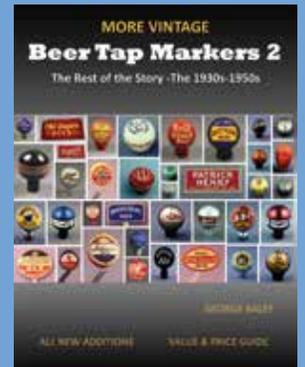


(Excerpted from the book): The modern era of brewing in the Queen City began in September 1987 with the opening of the Oldenberg Brewing Company in Fort Mitchell. The first microbrewery to open in the entire region, Oldenberg was a unique combination of beer, entertainment, and a world class brewing museum . . . the huge, ornate, brick and stone facility was designed by local architect Addison Clipson. **Above left:** NABA member and a brewer for Oldenberg, Dave Gausepohl (Beer Dave) poses in 1987 with some of the breweriana from founding NABA members, Herb and Helen Haydock's (**above right**) massive collection, prominently displayed throughout the complex. Photos from the Kenton County Library collection.



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New England's Most "Neighborly" Beer

Part II: The Narragansett Brewery from 1933-59

by Ed & Greg Theberge

Editor's note: Part I of this series detailing Rhode Island's Narragansett Brewery appears in the Fall 2019 issue (Vol. 187). Members can find this issue available in .pdf form on the NABA website, nababrew.com.

At the conclusion of national Prohibition on December 5, 1933, the Narragansett Brewing Company, under the leadership of Rudolph Haffenreffer Jr., was well prepared to re-enter the highly competitive market of brewing legal beer in New England.

In 1931, intuitive management foresaw the coming of the ratification of the 21st Amendment and, during a time in which many breweries would forever close their doors, had brought in Haffenreffer to guide the brewery through a series of upgrades to expand and modernize its aging and outdated facility.

Within two months of Franklin D. Roosevelt's signature on the Cullen-Harrison Act or "Beer Bill" on March 22, 1933, Narragansett began producing and selling 4% ABV ale and lager in bottles and on draught. On April 12, 1933, the *Boston Herald* estimated that the brewery would employ 350 men and brew 250,000 barrels of beer in the upcoming year. Anticipating big demand, Narragansett converted its water supply from artesian wells to the newly-developed Scituate Reservoir on August 20, 1933.

In the summer of 1934, Narragansett produced the equivalent of more than 7.5 million bottles of beer in one month. By



Embossed tin sign c. 1935 features the brewery's offerings: porter, lager, pale ale, and "Banquet" ale.

August of 1935, the brewery was bottling the equivalent of 550 barrels of beer per day. In 1936, in addition to bottles, it began offering its beer in newly-developed 12-ounce Keglined cans. Shortly after, the company's Banquet Ale also became

available in 32-ounce cans.

Effective marketing

Much of Narragansett's success after Repeal was due to exquisite marketing and advertising. John W. "Jack" Haley became the brewery's advertising manager and director of public relations in 1933 and provided outstanding service to the brewery in that role for decades to follow. Throughout the 1930s and 40s, Haley launched heavy newspaper advertising campaigns that re-cemented the Narragansett brand in the minds and hearts of



This ink blotter from about June of 1933 marked the return of "The Famous Narragansett ales and lager." It is one of the first advertising items produced by the brewery following the signing of the Cullen-Harrison Act on April 6, 1933, which legalized the sale in the US of beer with an alcohol content of 4.0% alcohol by volume—deemed low enough that it wasn't overly intoxicating.



The Narragansett Brewing Co., c. 1935.



Narragansett offered an array of point-of-sale advertising pieces in “striking designs” as seen in this photo from a c.1938 salesman’s sample book. This cardboard sign (left), like that shown in the photograph, and three-dimensional foil on cardboard laminate stand-up measuring 13 x 7 inches are treasured pieces in the authors’ collection.

New England’s beer drinkers.

Narragansett proudly advertised that it used only the finest ingredients to brew its products. This included American-grown “Saazar Seedless” hops, which were cultivated from imported roots. Narragansett marketing claimed that, in addition to making excellent beer, hops grown in the US helped to employ “thousands of people within our country,” which in turn, helped to “solve America’s serious problems of unemployment and farmland surplus” during the Great Depression.

In the fall of 1940, Narragansett launched an advertising campaign that featured a character based on Rudolph Haffenreffer’s love of cigar store Indians—a character named Chief Gansett. This campaign was in stride when Imperial Japan preemptively attacked the United States forces stationed at Pearl Harbor on December 7, 1941. It was discontinued by the following spring (sidebar next pg).

The war years

As America went to war, so did many of the employees of its breweries. While it continued

to brew beer, Narragansett did its part for the war effort. In addition to promoting the sale of war bonds, it also placed newspaper ads designed to educate the public on civil defense awareness as well as the country’s military forces.

On April 2, 1942, the War Production Board ordered a reduction in the use of metals for consumer packaging. With it, Narragansett ceased canning its products. The containers returned in 1944 when olive drab col-

ored cans of “Select Stock Beer” rolled off the production line earmarked for the use of US military forces overseas. One of these cans returned to Rhode Island with a serviceman as a souvenir of his military service in the Philippines. For years, he proudly displayed it over the stove in his mom-and-pop restaurant located in Warwick.

After the surrender of Japan on September 2, 1945, the post-war economic expansion in America allowed Narragansett to thrive. During that year, it introduced the iconic catchphrase, “Hi Neighbor,” which would be associated with the brewery for decades to come.



Like most companies during World War II, Narragansett worked for the war effort. The plaster barrel head sign (metal was scarce), encouraged customers to “Buy War Bonds,” while the brewery touted that its cans (in olive drab) were being made only for the armed forces in this 1944 newspaper ad.



One beer, two beers . . .

The highly-recognizable “Dr. Seuss tray” dates from 1941-2. This whimsical but brief ad campaign featured a cartoon cigar store Indian by the name of “Chief Gansett” and was drawn by Theodore Geisel. Geisel and Rudolph Haffenreffer III were friends at Dartmouth College. Under the alias of “Dr. Seuss,”

Geisel went on to become a prolific commercial illustrator, political cartoonist, and producer of children’s books after his days at Dartmouth. The “Chief Gansett” character was inspired both by Rudolph Haffenreffer Jr.’s passion for collecting cigar store Indians and indigenous artifacts, as well as (albeit poorly) the Narragansett tribe of Native Americans. Geisel had an additional connection to brewing: His German immigrant grandfather founded the Kalmbach and Geisel Brewery in Springfield, MA in 1879. It was later re-named the Highland Brewery, which became part of the Springfield Breweries group. Below is a 1941 newspaper ad that appeared in the *Boston Globe*.



The brewery, baseball and TV

Narragansett began a long-lasting association with its local Major League Baseball teams in 1945 (see sidebar next page). In 1951, the brewery was instrumental in attracting up-and-coming radio announcer Curt Gowdy (formerly of the New York Yankees) to call games for Boston’s Red Sox.

Gowdy achieved legendary status in the New England sports community throughout the 1950s. Becoming an ambassador for the Narragansett brand, he made “*Hi Neighbor, Have a ‘Gansett*” one of the most memorable and recognized catch phrases to ever be used in the marketing of beer. Gowdy called the local TV games for the Red Sox by himself and with co-announcers through the 1965 season. He then joined NBC Sports and achieved national fame calling network television broadcasts, including the Saturday afternoon Game of the Week, the All-Star Game, and the World Series.

Baseball was not the only venue Narragansett used to promote its brand. In 1950 it sponsored a 15-minute TV entertainment show called Gansett Time. Aired on Thursday nights (both WBZ Boston & WJAR Providence, Narragansett’s two largest sales markets) Gansett Time featured such acts as comedienne Joy Carryl in her classic Brooklyn “Goil” character, and song stylist/night-club entertainer Bunny North.

Narragansett also sponsored the local television broadcasts of “The Count of Monte Cristo” in 1956, Jack London’s “Captain David Grief” in 1957, as well as Jackie Gleason’s “The Honey-mooners.”

Philanthropic efforts

In addition to brewing beer, Narragansett was also involved with numerous philanthropic endeavors during the 1940s and 50s. This included having a role in the development of one of the most important charities ever created in the fight against pediatric cancer. In 1948, the “Truth or Consequences” radio program aired a coast to coast fundraiser that featured “Jimmy,” a young boy (unaware that he was stricken with the disease) being visited by his heroes of the baseball diamond, the Boston Braves.

Broadcast from his hospital bed at Children’s Hospital of Boston, Jimmy received many gifts from his favorite players and, at the end of their time together, everyone sang a rendition of *Take Me Out to the Ballgame*. Jack W. Haley, still the brewery’s advertising director, happened to be listening to the radio that day and was deeply moved.

Continued on pg. 24.

Play Ball!

In 1945 Narragansett began co-sponsoring the Yankee Network's radio broadcasts of the Boston Red Sox and the Boston Braves.

When the baseball season was over, Britt and Hussey took up the drought with "Narragansett Round-Up," a Saturday night "Tops in Sports" program. The brewery also sponsored a radio broadcast called "This Week in Sports."



Announcers Jim Britt and Tom Hussey called the games and Narragansett became a household name in New England.



1948 marked the team's first season to be broadcast on television. The Red Sox finished second in the American League with a record of 96 wins and 59 losses, including the loss of a one-game playoff to the Cleveland Indians after both teams had finished the regular schedule in a first-place tie with identical 96-58 records. In the National League, the Boston Braves had won the pennant for the first time since 1914, so the Indians had spoiled the last and only chance for an all-Boston World Series. The Indians took the series, 4-2.



In the early 1950s, legendary sportscaster Curt Gowdy catapulted to fame when he first became the voice of the Red Sox and the spokesman for Narragansett Beer during the 1951 season. With his arrival, announcer Jim Britt continued to broadcast the home games of the Boston Braves until they departed for Milwaukee in 1953.

This 1956 (above, left) schedule featured popular "Hi-Neighbor" Girl, Irene Hennessey.

Below: Rare metal cabinet neon with painted back board, 27 x 10 inches, manufacturer unknown, c. mid-1930s. Shown both lit and unlit.



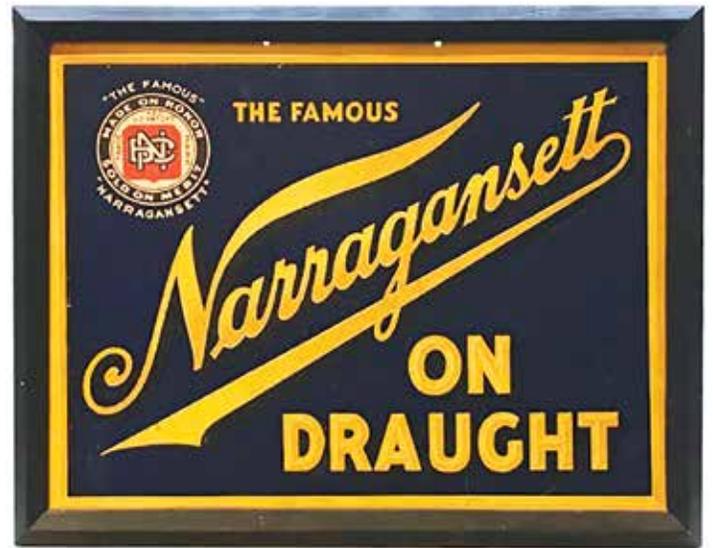
Haley spearheaded what became known as the “Jimmy Fund,” a charity that would benefit all children stricken with cancer. Boosted by substantial assistance from broadcaster Jim Britt, Braves owner Lou Perini, and Braves publicist Bill Sullivan, the charity quickly became a huge success. Over time many additional organizations joined the cause, including the Boston Red Sox and its superstar, Ted Williams, who became synonymous with the “Jimmy Fund” for many years. To this day, the Jimmy Fund raises millions of dollars each year to support adult and pediatric cancer care and research.

Booming in the ‘50s

Narragansett sales were booming in the early 1950s. The brewery sold the equivalent of 2 million 12-ounce units of beer in 1950 alone. Some of this beer was shipped to the American troops stationed in North Korea between 1950 and 1953. In the spring of 1952, Narragansett expanded its line of brands when it purchased the failing Croft Brewing Company of Boston, MA.

As in the years prior to Prohibition, with increased sales came plant expansion, even to what already was New England’s largest brewery. When its facility project was completed in 1954, Narragansett boasted a new bottling plant, storage cellar, and power plant at a cost of nearly \$5 million.

Narragansett expanded its packaging offerings, with new 7-ounce bottles & 16-ounce bottles (1953) and 16-ounce “King Cans” (1957/1958). In 1955, it introduced the Giant Imperial Quart: Packed with 38 vs. 32 ounces of “Refreshing Lager Beer,” the bottle quickly became a huge success—until 1957 when the State Food and Drug Commission stepped in and told the company to



Above: A rare deep blue-colored sign c. 1934 measuring 14 x 11 inches. Now framed, this sign originally hung by a simple string through two holes.
Below: Etched glass sign, edge-lit by neon in an art deco style cabinet, 23 x 13, no manufacturer’s markings, c. 1935. Notice the prominence of the word ALE – the most popular beer style in New England at the time.



discontinue misleading the public by calling the bottle a “quart.” Although many folks claim to this day that they remember the “Giant Imperial Quart,” in reality, most remember the “Giant Imperial Bottle,” which stayed in the marketplace into the 1960s.

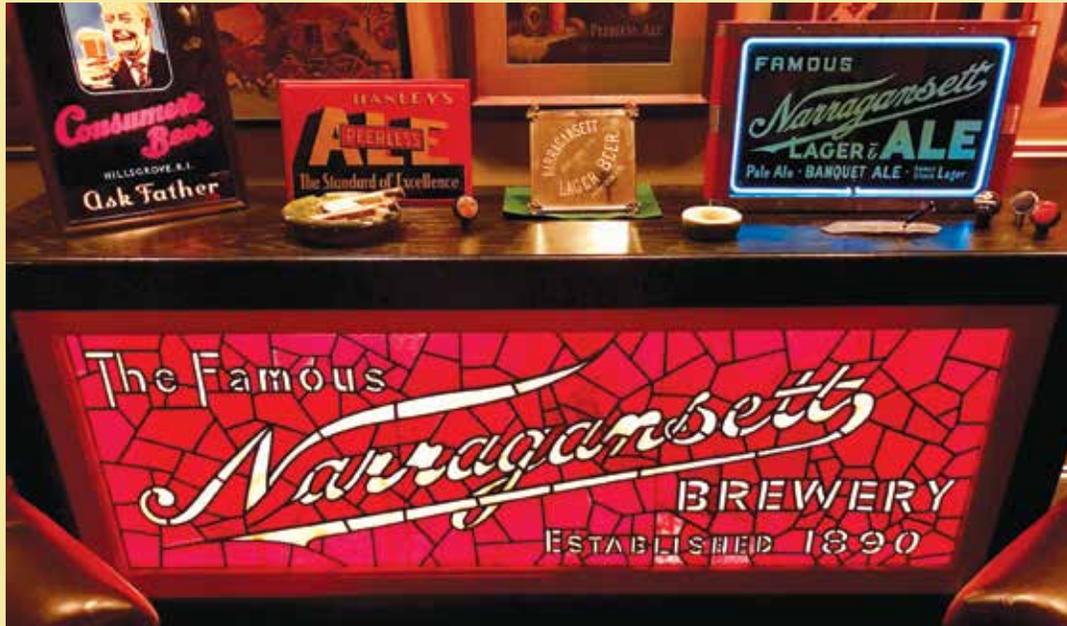
The brand continued to aggressively advertise. Recognizing that a pretty face never hurt the sale of beer, in 1956, Boston fashion model Irehne Hennessey was featured in a TV advertising push during Red Sox telecasts. Along with Curt Gowdy, she quickly became another face of the franchise.

Passing the torch

Rudolph F. Haffenreffer Jr.—the man critical to the survival of Narragansett during the dark days of Prohibition—died at the age of 80 on October 9, 1954. Haffenreffer was an accomplished man of many interests. In addition to holding the title, Chairman of the Board at Narragansett, he was also the President of the Mount Hope (Bridge) Corp., the Hereshoff Manufacturing Co., the

Continued on pg. 26.

Windows to the Past



Pictured are the Narragansett stained glass windows that once hung in the “main office”/administration building of the Brewing Company and are now centerpieces of the Theberge Collection. These stunning windows were a landmark for the brewery for many years, as seen above the doorway in this photo from a salesman’s sample book, c. 1938. The large (6.5 feet long) rectangular “Narragansett” window was originally backlit with a neon tube.

Ed and Greg Theberge were able to acquire the “Made on Honor” window prior to the brewery being dismantled in 1998, but it took Ed nearly 25 years of persistent hard work to bring the “Narragansett” window back to Rhode Island.



Those who direct the destinies of New England’s largest brewery: Foreground, left, Emil C. Schierholz, General Manager; right, Arthur McCartney, Asst. Treasurer. Second row, left to right, John W. Haley, Advertising Manager; R. F. Haffenreffer, III, Treasurer; Carl W. Haffenreffer, Secretary. Back row, left to right, Otto J. Myer, Plant Engineer; Otto Henn, Brew Master; William P. Considine, Sales Manager; Max H. Zimmerman, Brewery Technologist; Joseph L. Carney, Bottling Superintendent.



Left: Instructional cans c. 1936 - 1938 featuring an extremely rare Narragansett Extra Light “BEER” and Pale Ale.
Right: A grouping of cans from the 1930s and 1940s featuring an extremely scarce quart in superb condition, an extremely rare WW2 olive drab can (also pictured on pg. 21) and a tough pinkfaced “Gold Label Ale” can.

Utah-Apex Mining Co. and the Montezuma-Apex Mining Co. He was a trustee of the Museum of the American Indian, and a director of both the Infantile Paralysis Foundation and the American and Rhode Island Heart Association.

Upon the elder Haffenreffer’s death, Rudolph Haffenreffer III took over as President of Narragansett Brewing and his brother, Carl assumed the role of Executive Vice President. Making all the local headlines, Rudolph Jr.’s, massive collection of cigar store Indians was sold at auction in New York in 1956. The remainder of Haffenreffer’s immense collection of native artifacts either passed down to family or became housed at the Haffenreffer Museum in Bristol, Rhode Island. His passion for collecting historical artifacts rivaled that of any member of NABA.



Above: Engraved brass pen holder that belonged to a brewery officer c. 1950. **Below:** Embossed plastic lighted sign, 24 inches wide, c. 1950-52.



Surviving consolidation

In the spring of 1957, Narragansett became the last remaining brewery to operate in Rhode Island. While other breweries came and went during the 1930s, in May of 1957, President Harold Arcaro of the long-time rival James Hanley (Brewing) Co. announced the sale of all of its brewing interests to Narragansett. Hanley had deep roots in Rhode Island dating back to 1824. While this acquisition expanded Narragansett’s marketplace through production and sale of Hanley’s products, it was a sad day for Rhode Island’s brewing heritage.

As the 1950s drew to a close, Narragansett was still at the top of its game. It was building a new warehouse facility to meet higher demand, and the brewery continued to be the largest and most productive of its kind in New England.

Sure, the Red Sox continued to disappoint, despite having Ted “The Splendid Splinter” Williams on board since 1939. But nobody seemed to mind. Red Sox fans kept their cool with refreshing Narragansett lager beer to take their minds off their baseball woes.



But as with other breweries, the 1950s age of innocence and prosperity would not last forever. This part of ‘Gansett’s story will be featured in a future edition of the *Breweriana Collector*.

Author Ed Theberge and his wife Sally, drinking cans of Narragansett lager in Goddard Park, Warwick, RI, c. 1958.

BREWERIANA DETECTIVE

Origin of Magnolia tap handle unknown

by Rich La Susa, brewery historian



George Baley has come up with a doozy of a mystery. A genuine baffler!

During his research for his new guidebook Volume 2, *More Vintage Tap Markers*, he came across many interesting and scarce examples.

Perhaps none as odd, or vexing, as a Magnolia handle owned by Dan Hogland, a respected long-time collector who believes it is a beer marker. Its provenance is central to the mystery.

Two breweries produced a Magnolia brand, the Chattanooga Brewing Co., Chattanooga, TN, in the pre-Prohibition era (prior to 1915) and the Galveston-Houston brewery, Galveston, TX, after Repeal in 1933. Both used Magnolia bottle labels.

Baley verified this information, using reliable sources:

- Bob Kay's label books, Vol. 1, *Western States* and Vol. 2, *Eastern and Southern States*
- *American Breweries II*, Dale P. Van Wieren's comprehensive listing of all US breweries
- John Vetter's *New Who's Who in Brew*, which lists only beer brands produced from April 1933 to about 1990

Kay's Vol. 2 shows three pre-Prohibition Chattanooga Magnolia labels; Vol. 1, two Galveston-Houston. Only one from Chattanooga has an image of a magnolia flower, but isn't a match to the tap marker.

If this is indeed a beer handle, Baley firmly believes it is

from the post-Prohibition era, when Galveston-Houston was producing and Chattanooga was defunct. (*American Breweries II* has a post-Pro listing for Chattanooga, with a notation of NP 1933-1934, meaning no federal permit was issued or Not Producing.)

Sometimes breweries were planned or promoted but never built. It was not uncommon for promoters to issue advertising for breweries that didn't exist. It may be a prototype or even one used to advertise a soft drink brand, suggests Lisa Allen, a tap marker collector.

"The Magnolia knob's size, shape, and 'button-hole' on the back support the premise that this is a late 1930s 'tin can' style," Baley said. "It's called that because it has a larger face and all-metal construction, unlike the standard ball knob design. Tin can knobs made their appearance during the 1930s and were always chrome plated."

This one is unfinished, with a copper-colored surface. "Normally, the faces of knobs are either some form of celluloid or metal. If metal, they are painted."

"Four knobs in Volume 2 have a copper/brass-only surface: 4 Clover Ale, Lone Star, Adel Brau, and Hollander," said Baley, who also is author of the landmark *Vintage Beer Tap Markers*.

Unfinished versions are not uncommon. "Sometimes a knob shows up on eBay with a metal-only face; but it can be paired up with the original version... sometimes the paint has been

removed, creating a level of 'rarity' that can easily be refuted," he said.

There are two words superimposed on the Magnolia image on the face of this handle. The most troublesome is the one that follows MAGNOLIA: BAND. Its meaning has eluded explanation, even by the experts.

"Nowhere has the word *Band* been found as related to beer," Baley said. "It was suggested during a round table discussion involving a group of collectors during the 2019 NABA Convention that it was 'Brand' misspelled!" What do you think?



Brushing up on Breweriana

by Ken Quaas

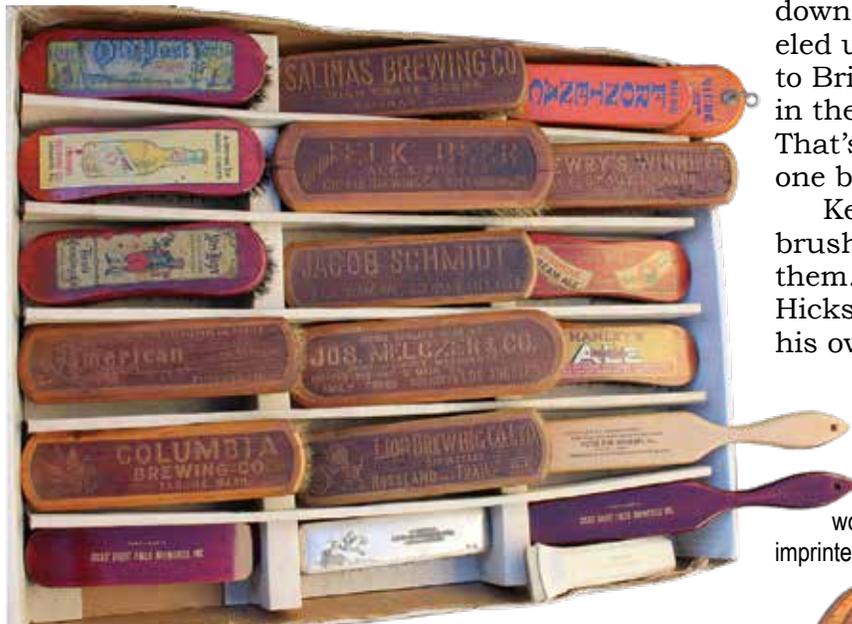
Breweriana comes in all different shapes, sizes and forms. Collectors have seen beer brands promoted on everything from playing cards to fly swatters.

Recently, NABA member Ken Harootunian helped a local friend of many years

(and fellow breweriana collector) sell his collection of rarely-seen **clothes brushes** that carried the advertising of many long-gone beer brands.

“It was the collection of a long-time breweriana collector who also happened to be a broom and brush salesman,” Ken explained. “He wanted to downsize and asked me to help him out. He traveled up and down the West Coast, from San Diego to British Columbia. During his travels, beginning in the early 1970s, he liked to visit antique shops. That’s how he acquired this nice little collection, one by one.”

Ken recently posted some pictures of the brushes on NABA’s Facebook page prior to selling them. His post prompted NABA member Edward Hicks to post two images of similar brushes from his own collection (pictured next page).



This collection of brewery-advertising brushes was assembled over a period of more than 40 years. The majority of them date from before Prohibition. Photos courtesy of Ken Harootunian.

The collection includes representation from all over America. Below are brushes from Washington, Oregon, California, and Colorado all with breweries’ brand names embossed on the wooden handles. Each carries the same maker information imprinted on the side: *J. Dukas & Co. New York, Made in Germany.*



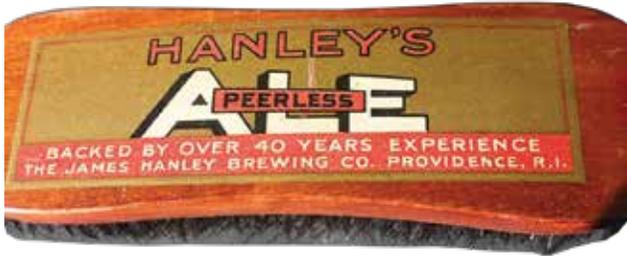
Two of the collection’s Midwestern brewery advertisers are (above) a colorful native American scene from Port Washington Brewing Co. of Port Washington, WI; and (below) one from the Peter Bub Brewery of Winona, MN, carrying the witty promise that, with All-American beer, “Your troubles are brushed away.”





These three pre-Prohibition era brushes from East Coast breweries (Lebanon Brewing Co., Lebanon, PA; Elk Brewing Co., Kittanning, PA; and James Hanley Brewing Co., Providence, RI) are also a part of this West Coaster's brush collection.

These two brushes (below) were given out by Texas pre-Pro breweries in Galveston and Houston. The High Grade is believed to be the only one known. Collection of Edward Hicks.



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Grand Valley Brewing Co. Ionia, Michigan

Grand Valley Brewing Co. (Ionia) 1906 - 1910
Michigan Brewing Co. (Detroit) 1912 - 1928
Koerber Brewing Co. (Toledo, OH) 1933-1949
Grand Valley Brewing Co. (Ionia) 1934-1946
Friars Ale Brewing Co. (Port Huron) 1943-1950



Ed. Note: In our 11th installment of the findings in Michigan's Liquor Control Commission publication about the 1944-45 state-wide brewing industry, we have a family history written by the late James H. Koerber, that was mailed in 1995 to series author, Larry Moter in return for a Friar's Ale stock certificate. The family history is excerpted here.

BY JAMES H. KOERBER (D. 2018)

After building the Akron Brewing Co. (Akron, OH) in 1903—and having previously been involved in the organization of other breweries in Hastings, NE and Wooster, OH—John Koerber was contacted in 1906 by the Board of Trade in Ionia, MI. They asked him to consider rebuilding and enlarging the Ionia Brewery, which had burned two years earlier. Koerber sold his share in the Akron Brewing Co. and resettled his family with seven children in Ionia.

Late in 1906 he incorporated the firm as the Grand Valley Brewing Company, capitalized with \$100,000—later increased by \$25,000. Included were rights to a spring located north of Lincoln Ave. Early officers of the company: John Koerber, president; George E. Nichols, vice-president; Charles H. Koerber (John's son), secretary; and Clarence B. Wardle, treasurer. The brewery was in bad shape and had to be completely refitted. Beer production resumed in Ionia in 1907 with the production of Grand Valley Beer.

What John Koerber hadn't known before undertaking his new charge was that Ionia County contained a large rural population in favor of Prohibition. Ionia County was voted dry by local option in April, 1909.

Turning to the production of near beer in hopes of keeping the brewery open proved unsuccessful. John died in 1911 at age 48, a man

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

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



whose dream had been cruelly broken. His obituary in the *Western Brewer Magazine* said, "He was a businessman of extraordinary ability."

The seven Koerber children (between the ages of 13 and 24) had expected to work in the family business. The five oldest decided to relocate their father's legacy to Detroit. They approached Charles Ley—a family friend from Akron—for financial support.

They found a facility suitable for brewing on the west side of Detroit near Michigan Ave. The Grand Valley brewing equipment was moved, and a 40,000 barrel plant was completed in 1912, incorporated as the Michigan Brewing Company. Officers and personnel of the company were: Charles Ley, president; Charles Koerber (the oldest son) treasurer; brother Bill, brewmaster; Clarence ("Click") head bottler. Sister Marie became the bookkeeper and John (at 18) acted as a clerk.

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Date: January 11, 1945 Inspection by Edwards.

FIRM NAME: Grand Valley Brewing Co.

LOCATION: Ionia, Michigan

MANAGER: John F. Louge

PRODUCTS: FRIARS XXX Ale and Click - Malt.

FACILITY SUMMARY: Very little if any change has been made in the buildings since the previous inspection. The building of this brewery consist of two old brick buildings that are modernized to some extent for brewing purposes. Most of the upper floors and some stairways are of wood construction. The mills consist of the brew house, which houses the boiler, grain storage, grain milling, mashing, mashing, cooler room, fermenting cellars, storage cellars, top storage room, mashing room, beer blending, blending, etc. The other building houses the offices and bottling cellars and bottle shop.

SAFETY FEATURES: Only one very dirty toilet in brew house. Main main facilities consisting of sink located in bottling room.

EQUIPMENT: The equipment, apparently, has not been changed since the last inspection, which was over at that time. Malt is stored in steel bin, but other materials are stored in bags. Equipment consists of grain weighing scale and hopper, mash tun with grain, brewing kettle of about 135 gal. capacity, equipped with top strainer, conventional open cooler. Fermenters: 10 - 100 gal. rectangular glass lined steel; 4 - 90 gal. wood with varnish coating. Storage: 13 - 105 gal. horizontal round glass lined steel; 4 - 500 gal. glass lined steel; 2 - 650 gal. glass lined steel. Ice machine, boiler with steamer, miscellaneous pumps, hose and minor necessary bottle washing, filling, capping, and pasteurizer equipment.



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RAW MATERIALS AND COMPOSITION:

Capacity Brew	Friars Ale	Click-Malt
Milling	105 lbs.	105 lbs.
Malt - lbs./brew	1100	4150
Flakes	1060	---
Warts	---	750
W.L.G.A.	50	---
Sugar	---	500
Cerolose	---	1000
Hops	2	5
Hopese	2	5

Formulas apparently change from time to time due to availability of materials.

MANUFACTURING PROCEDURE: Most of the processes are conventional for the production of ale. The grains are ground, milled, weighed, washed, dried, cooled, settled, pitched, fermented, stored, finished and bottled. The yeast used is dried top ale yeast and is purified and split from brew to batch same as bottom yeast. The temperature of fermentation is around 50° F. The storage beer, after, is conditioned at the same temperature as beer. Both brews are made in the same manner except the proportion and amount of materials varies. A low pressure bottle is used with air for counter pressure. No CO₂ is saved from the fermentations. To save CO₂ time for fermentation is difficult. Dry ice is used for carbonation. The dry ice is placed in special tanks, allowed to evaporate, then is used for carbonation. Apparently no attempt is made to reduce air content. This concern "dry hops" their ale with 7-1/2 lbs. hops per 100 bbls.

QUALITY CONTROL: Consider the layout of the brewery, the sanitation is satisfactory. Most of the storage tanks have been recently painted, some were being prepared for painting at time of inspection. Floors in the brewery were clean. Entire bottle shop was not too impressive. All cellars were dirty, and washing facilities, especially in brew house, were not commendable. Cooler room was freshly painted and satisfactory. Grain storage conditions were only fair. There was evidence of the presence of birds which they clean once in during filling of malt bin. Of course, malt bin is closed - no dirt was found on malted grain. The general appearance of most of the brewery was improved over the ale inspection.

Pages from the actual survey written by the Commission.

A teaser ad in December 1912 promised "A New Product with an Old and Delightful Flavor"—Michigan Beer, which was ready for sale and advertised widely in January 1913.

In 1918 the State of Michigan went dry (two years before National Prohibition). Again the family turned to near beer and malt extract production to keep the plant active. During the interim years, however, the brewery had been surrounded by their neighbor, the Kelsey Wheel plant. Entrance to the Michigan Brewing Co. was accessed through the Kelsey gate.

In this hidden location—according to family history—real beer brewing continued, unknown to authorities.

This activity did not remain unknown, however, to the Purple Gang, which did not care for "unlicensed" competition. One day a loaded truck was high-jacked. It became obvious that sides had to be chosen.

The Koerbers closed the brewery in 1928. The buildings were sold to the Kelsey Wheel Company, which razed them for expansion of their operation.

After Repeal in 1933, Charles, William, and Arthur Koerber purchased the Home Brewery in Toledo, OH renaming

it the Koerber Brewing Company and producing Koerber's Beer.

Clarence "Click" Koerber returned to Ionia to reopen the Grand Valley Brewing Company, still owned by the family. A news report in the Sept. 20, 1933 *Ionia Sentinel-Standard* said the contract for remodeling and installation of new brewing equipment in the old building was let to the same construction company that had built the original Grand Valley building in 1907.

The contract also included a new bottling shop and office. With all new equipment, the brewery was among the most modern in America. Officers of the new company were: Clarence A. Koerber, president and general manager; William G. Koerber, vice-president; John Koerber, treasurer; and William Wolf, secretary.

Although many other breweries reopened at the same time, the family decided the midwest market could support a true top-fermented ale. This product became known as Friars Ale.

Lothar Reinhardt (internationally known Canadian brewmaster) was hired at Grand Valley to make and nurture this top-fermented ale. He served in this capacity until his death in the late 1930s. Reinhardt's

RESULTS OF CHEMICAL ANALYSIS:

	Click-Malt	Friars Ale XXX
Date Brewed	Jan. 15, '45	Jan. 30, 1945
Original Balling	15.2	11.6
Alcohol by weight	5.4	1.7
Alcohol by volume	5.68	4.01
Specific Gravity	1.0101	1.0107
Apparent Extract	2.6	2.5
Real Extract	5.4	4.4
Total Acids	.166	.126
Proteins	.840	.755
Phosphorus	.037	.054
Ash	.28	.22
Color	7.5	4.0
CO ₂	1.76	1.95
Air	12.4	13.1
Starch	none	none

Remarks: Analysis indicates both products to be of good quality and relatively high original balling. The air present is unusually high.

REMARKS: The brewmaster was not present at time of inspection. Received the information from secretary and brewer. This concern bought the old Kern Brewery at Port Huron, but on account of regulations is unable to move this brewery or glass it as was originally planned. There is probably some reluctance to spend money on improvements in this building considering they intend to move. They are now making only through ale at Port Huron. No raked beer or ale is sold at this plant... Spent grains are sold wet to farmers. No yeast is saved.

CONCLUSIONS: This is not an impressive appearing brewery because the equipment is congested and the plant is not constructed properly to maintain appearance. However, sanitation of this brewery was passable. This concern is probably reluctant to improve conditions considering that they expect to move.



FROM MICHIGAN'S ONLY ALE BREWERY

It's hard to make good ale in a beer brewery. The yeast of beer and ale, if mixed, spoils both products. That's why England's finest ales and Friars Ale are made in 100% ale breweries. The Friars Ale brewery makes ale exclusively—no beer! It is the only 100% ale brewery in Michigan.

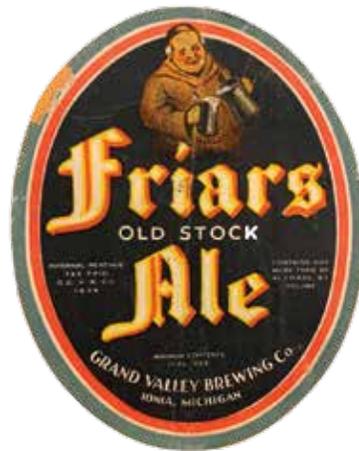
OLD STOCK

Friars Ale

"KEEPS YOU FEELING FIT"

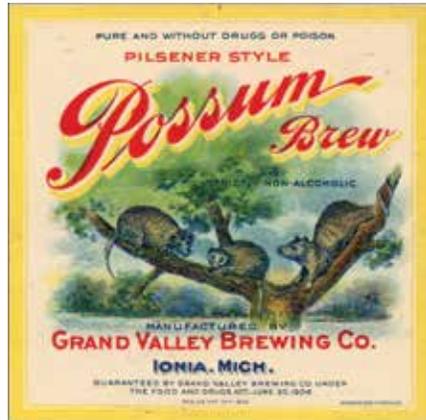
Grand Valley Brewing Co. was the only MI brewery to make a true, top-fermented ale. This newspaper ad appeared in 1935.





apprentice and nephew of Charles Koerber, John F. Longe, assumed the position of brewmaster upon his mentor's death.

A six page supplement in the *Ionia Sentinel-Standard* on July 5, 1934 announced the reopening of the Grand Valley brewery. "Click" Koerber became a local booster just when the country was deep in the Great Depression.



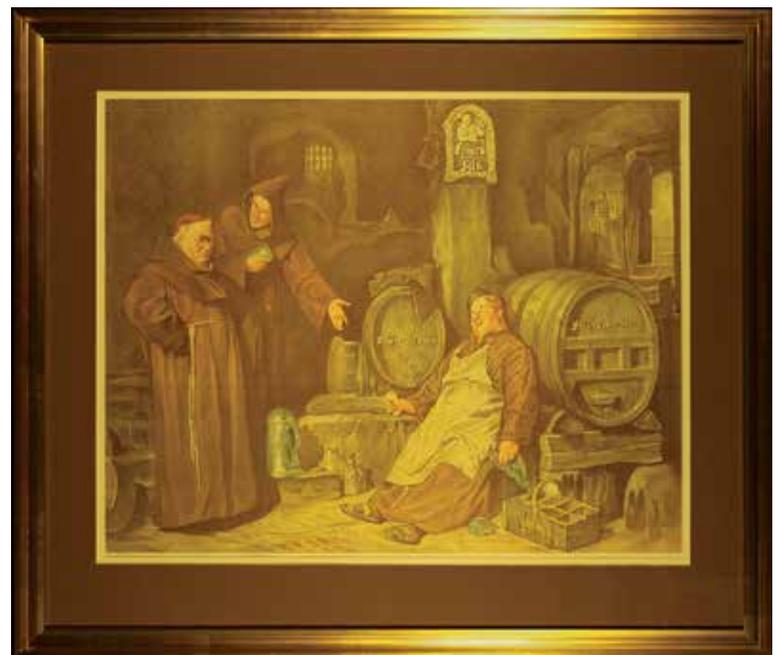
Grand Valley also produced Friars Porter, Friars Beer (a top-fermented beer) and in 1937 introduced Clix Malt Liquor, which was the first product ever to be labeled and sold as Malt Liquor.

Growth demanded added production facilities, yet the lack of area to expand in Ionia forced the company leaders to purchase the larger Kern Brewery in Port Huron, MI (1943). They renamed it the Friars Ale Brewing Company. Both breweries were in operation until 1946 when the entire production was consolidated into the Port Huron Brewery.

In 1947 John Longe moved to the Rickel Malt Company in Detroit and James H. Koerber (son of Clarence Koerber) who had graduated from Siebel Brewing School in Chicago, became brewmaster.

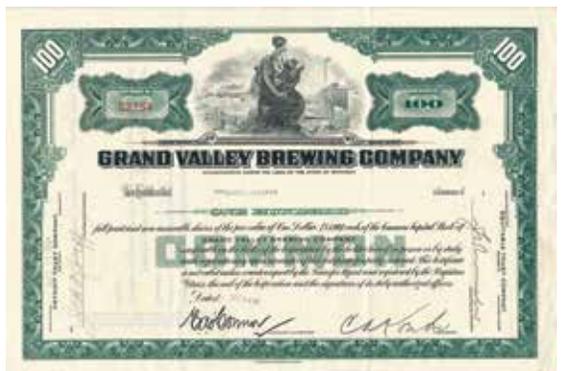
Just after World War II nearly 500 breweries spanned the US. Fifteen years after the war ended, only 182 remained due to pressure from the big national breweries. The Friars Ale Brewery closed in 1950 and the empty building was destroyed by fire in 1960.

After brewing operations in Ionia ceased (in 1946) the buildings were sold and used for other businesses. Later the main brewing building was torn down. The office and bottling shop building, built in 1933, is still in use as a bowling alley (as of 1995).



Ed. Note: Next up in the series is **A. Haas Brewing Co. of Hancock, MI.** Please send breweriana photos to NABA Editor, Lee Chichester at falconer@suva.net, and to Larry Moter, accneca@aol.com.

We thank all of the following for providing images to choose among for illustrating this article: Royce Beigh, Dan Bora, Tom Curran, Jim Kaiser, James D. Koerber (the author's son), John Steiner, Ed Stroh, and Don Wild.



After his service in WWII, James H. Koerber (left) carried on the proud family tradition. He completed the Master Brewer course offered by the renowned Siebel Institute in Chicago. He became brew master at Friars Ale Brewing in Port Huron, which closed in 1950.

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The Three Brewery Titans of Green Bay

by Doug Hoverson

Considering that Green Bay was the site of the first entry point for Europeans into Wisconsin, the first permanent European settlement in the state, and the home of Wisconsin's first newspaper, it is surprising that the city was relatively late to see its first brewery. More than 40 other municipalities in Wisconsin had breweries before Green Bay's Francis Blesch started operations in 1851.

Green Bay's brewing industry followed the path experienced by many other mid-sized cities—rapid growth, contraction, and a few breweries that survived Prohibition but closed during the period of brewery consolidation. The city has recovered to become a center of Wisconsin's vibrant craft brewing scene.

This article focuses on the three breweries that survived until Prohibition: Hochgreve, Rahr, and Hagemeister. Only Hochgreve and Rahr resumed production after Repeal.

Hochgreve

Hochgreve & Rahr (H. Rahr & Co.) (1858-1868)

August Hochgreve, Bellevue Brewery (1868-1879)

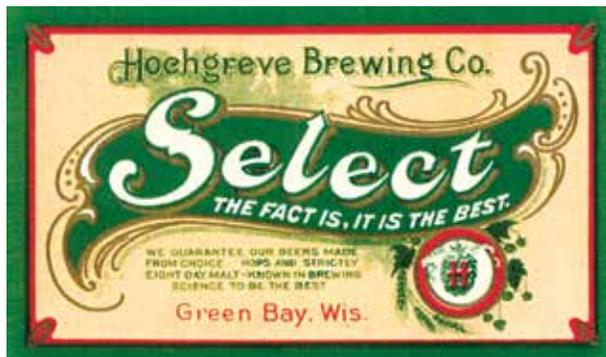
Christian Kiel (1879-1882)

C. Hochgreve & Son Bellevue Brewery (1884-1893)

Caroline Hochgreve, Bellevue Brewery (1893-1894)

Hochgreve Brewing Co. (1894-1920)

Hochgreve Brewing Co. (1933-1949)



Above: This label for Hochgreve's Select, c. 1905, boasts its straightforward slogan of the time: "The fact is, it is the best." **Right:** This circa 1895 label is an unusual die cut, probably designed to fit on embossed bottles properly. **All labels pictured in this article are from the collection of John Steiner.**



1930s reverse-on-paint glass lighted sign, 8 x 17 inches by The Sign Guild Co., Chicago, IL, believed to be the only example known. Collection of Jon Huntington.

August Hochgreve established his brewery with partner Henry Rahr in the neighborhood today known as Bellevue (replacing the less appealing name of Shantytown). Some early sources refer to the company as H. Rahr & Co., "an enterprising firm from Manitowoc." Production began late in 1858, and by 1859 they were advertising that they had "the means and apparatus to furnish [beer] in any quantity."

Business was so good by the mid-1860s that the company built another brewery in Green Bay—a very early example of a branch brewery. After a few years of jointly running the breweries, Hochgreve and Rahr dissolved the partnership in 1868. Gus Hochgreve stayed at the Bellevue location and Rahr took charge of the East River Brewery.

Hochgreve built a new brewery starting in 1872 at an estimated cost of \$25,000. When Hochgreve died in 1877, his widow, Caroline, took over the business with the help of her sons, Adolph and Christian. Production dropped a bit after Gus's death (averaging about 1,400 barrels in 1878 and 1879) and they fell well behind the Rahr and Hagemeister breweries. The company briefly took the name of Christian Kiel, who stepped in for a few years to manage the brewery on behalf of the estate. Kiel was Caroline's father, and had been a brewer in nearby Kossuth. The Hochgreve family remained in control, however, and Adolph and Chris soon took charge of the brewery.

Hochgreve remained the smallest of Green Bay's four breweries for many years, perhaps because they were the last to bottle their own beer. Between 1900 and 1905 they established a bottling room in the basement below the office just north of the brewery.

Along with Rahr, Hochgreve was one of two Green Bay breweries that produced 2.5% beer in the period

after beer was theoretically outlawed, pending a final ruling on whether or not beer of that strength would be permitted. This experiment soon ended, and Hochgreve Brewing Co. went mostly dry along with the rest of the nation. Mostly.

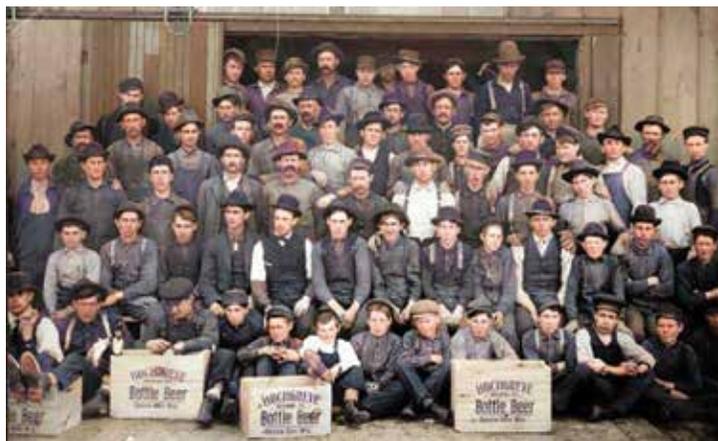
In March 1924, three employees of the company were arrested while driving a truck filled with forty cases of real beer. Chris Hochgreve was also charged in the case, and later pled guilty and was sentenced to six months in jail. The brewery was closed, and its permit to make near beer revoked.

Hochgreve Brewing Co. was not ready to provide beer on April 7, 1933, the first day of legal beer after Repeal. Soon after, Hochgreve's advertisements emphasized tradition rather than modern techniques—one slogan from the late 1930s proclaimed Hochgreve Beer as "Aged in wood until it's BETTER than good!" Production hovered between 25,000 and 32,000 barrels before World War II, but increased to near the brewery's 50,000-barrel capacity during the latter years of the war. Unfortunately, this increase was more than the brewery was authorized to produce, and in 1945, Hochgreve was charged with exceeding its grain quota. Production dropped off sharply and in November, 1949, the company announced it was going out of business, after more than 90 years of family operation.

HOCHGREVE
Old Style Lager Beer



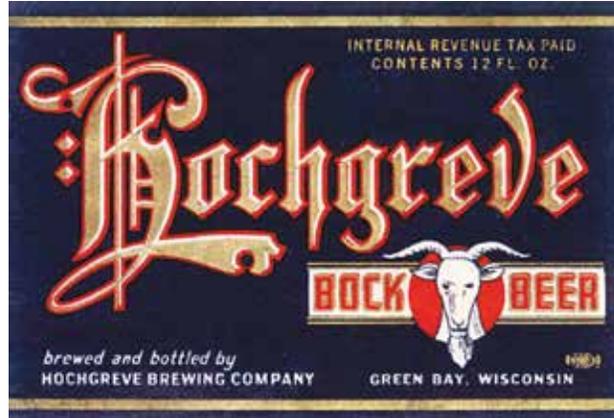
Hochgreve introduced its own Old Style Lager Beer brand in 1933 before Heileman asserted its trademark rights to that name.



Colorized photo of Hochgreve brewery workers, c. 1900.

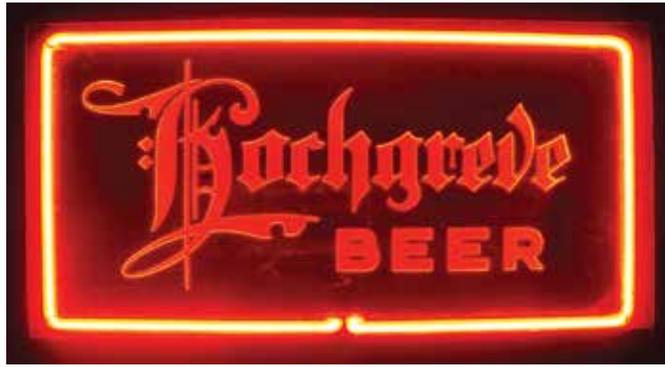


Right: A pair of colorful labels for the Muechener and Bock style beers, c. 1930s; and an oval tray and ball knob of similar logo design (left). Tray and ball knob, courtesy of Dave Olson.



Two images, right: Edge-lit, back bar neon, 22 x 12 inches, Lima Neon Co., Lima, OH. Pre-Pro pressed tin, self-framed oval sign, 18 x 13 inches, by American Art Works, Coshocton, OH. Only known example. Pressed tin is from the collection of Jon Huntington.

Two images below: Reverse-on-glass sign, 16 x 8, manufacturer unknown. Large, 5 x 2 foot outdoor, double-sided, porcelain sign without neon, by Everbrite, Milwaukee, WI. Outdoor sign, collection of Jon Huntington.



A pair of 20 x 14 corner signs. At right is a pre-Pro porcelain version and above, a post-Pro version from Burdick, Chicago, IL.

Rahr

Henry Rahr, East River Brewery (1864-1888)
 Henry Rahr & Co., East River Brewery (1888-1891)
 Henry Rahr's Sons (1891-1900)
 Henry Rahr Sons Co. (1900-1913)
 Rahr Brewing Co. (1913-1920)
 Rahr Green Bay Brewing Co. (1933-1966)

As noted earlier, in 1864, August Hochgreve and Henry Rahr built their East River Brewery to meet the demand for beer that could not be satisfied by their Bellevue brewery alone. When the partners decided to split (1868) Rahr got the newer plant and was earlier to bottle (at least by 1882).

Sadly, the East River Brewery suffered one of the worst industrial accidents to that date in Green Bay—certainly one of the worst brewery accidents of the era. On August 3, 1887, a vat containing 75 barrels of boiling liquid exploded, killing six and wounding seven others. This tragedy was reported in the *Milwaukee Daily Journal* with the stunningly insensitive headline, “Boiled in the Brew.” Rahr replaced the old brew kettle with a steam fired apparatus to avoid future catastrophes.



Colorized photo of Rahr Brewery and horse teams, 1895.

Rahr expanded by purchasing the former Nolden brewery in Escanaba, MI. That plant produced 7,300 barrels in 1890—500 barrels more than at the Green Bay brewery.

Henry Rahr died in April 1891 at 56, and the firm was renamed to indicate that his sons had taken over the business. The company was incorporated in 1901, made many standard improvements, and took advantage of a new hydroelectric dam on the Peshtigo River to make the switch to electric power in 1910.

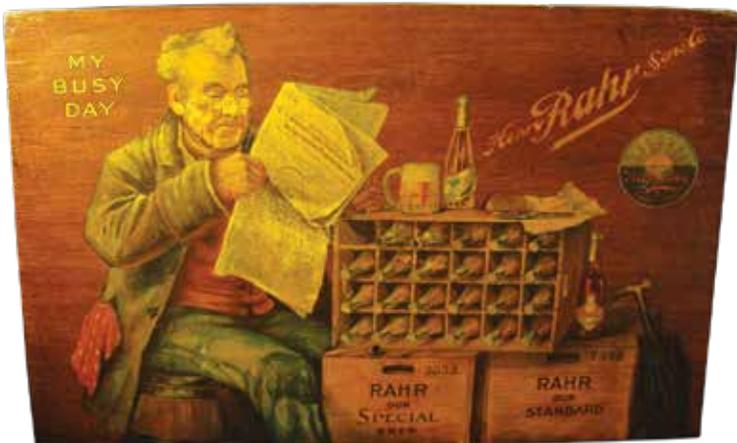
During Prohibition, the Green Bay Rahrs succumbed to the same temptation many of their fellow brewers experienced: In 1922, Fred A. Rahr was sentenced to eight months incarceration for manufacturing real beer.

Once Repeal came, the company, now known as Green Bay Products, was able to make a smooth conversion back to beer. It was re-named the Rahr Green Bay Brewing Corporation in January 1933. But there was one very big difference—the business was no longer controlled by the Rahr family.

For most of the following three decades, Rahr Green Bay Brewing Corp. led the life of a standard mid-sized brewery. It generally had one flagship beer (first Old Imperial and, starting in 1952, Rahr's) with a few attempts at line extensions (such as the Van Dyck brand introduced in 1949). Rahr started canning beer in 1956 to keep pace

with other breweries. It was one of several smaller Wisconsin breweries to gain business during strikes in Milwaukee, and the company also was able to pick up some business from breweries in their area that closed.

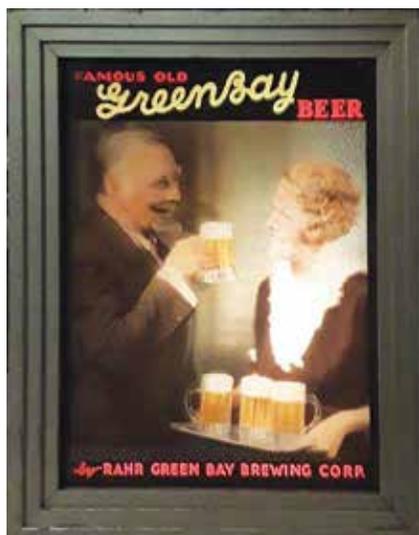
The brewery approached 50,000 barrels as late as 1960 and expanded its market to include Illinois, Minnesota, and Michigan. But production dropped off dramatically during the early 1960s, and the last brewery in Green Bay succumbed to competitive pressures in 1966. The company was sold to Oshkosh Brewing Co., and production at the brewery ended just over one hundred years after it began.



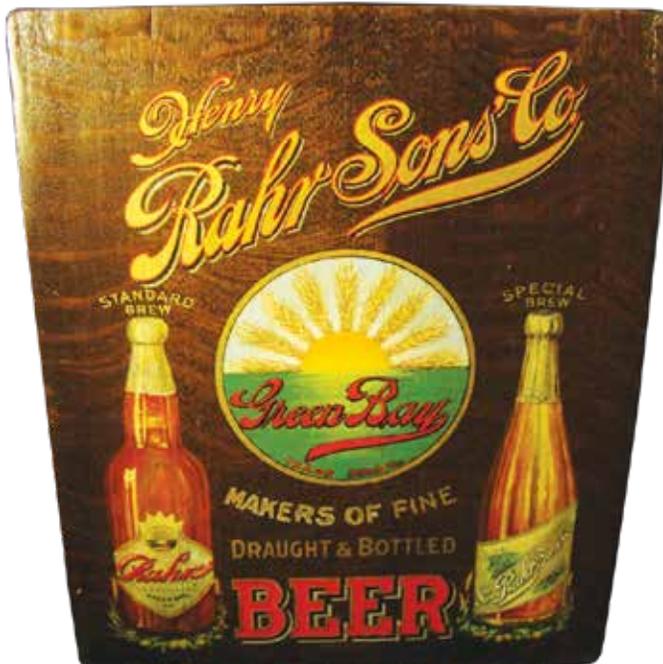
A pair of stunning, pre-Pro wood signs, water decal on quarter-sawn oak, by the Meyercord Co., Chicago, IL. Above, "My Busy Day" (24 x 16) and below right, "Rising Sun," which features blob top bottles (18 x 22).



Canvas curtain from Rosiere, WI tavern/hotel/dance hall stage, by Simon Scenic Curtain Co. Green Bay, WI, c. 1907. Shown here is a portion of what was a 17 ft. x 10 ft. curtain. Collection of Jon Huntington.



Reverse glass "Depth-o-Graph" lighted sign set in wooden frame, 17 x 13 inches, by Perser Corp., NY, NY. Collection of Jon Huntington.

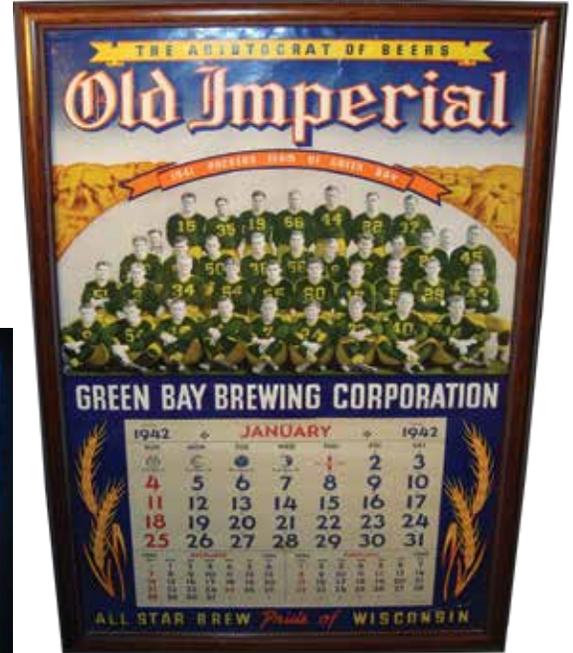
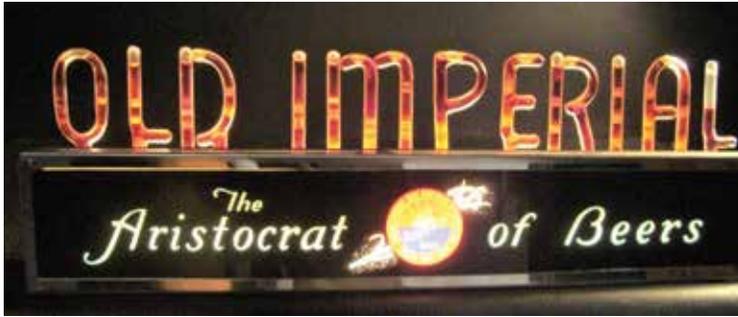


Two 1930s ball knobs. Collection of Jon Huntington.



Old Imperial was the premium flagship brand of Rahr-Green Bay Brewing Co., from the beginning of the post-Prohibition era through 1952, when the Rahr's brand became the brewery's focal point.

Right: 1930s "bubbler" back bar sign, 19 x 6 inches, by Biolite Co, NY, NY. Below: 1940s chalk statue (below) uses the "imp" brand nickname; stands 12.5 in. high. No manufacturer's markings.



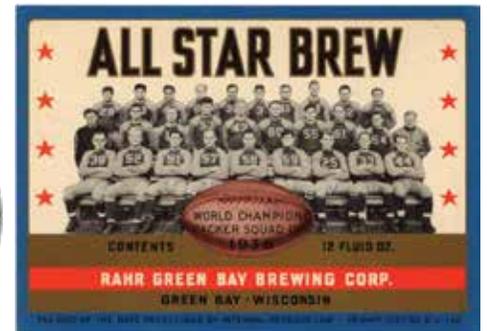
1942 calendar celebrates the Packers; 25 x 16 inches, by Thomas Murphy Co., Red Oak, IA.



Back bar, edgelit neon sign, measuring 24 x 15 inches, by Bildmore Sign, Lima, OH. Bildmore is believed to have been a subsidiary of Lima Neon Co.



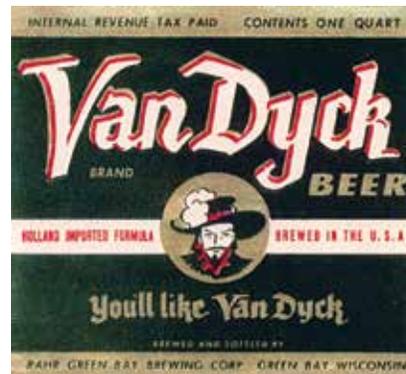
Rahr's strongly celebrated its hometown of Green Bay, and before Prohibition issued a beer in honoring its centennial (left). After Prohibition, the brewery was under new ownership and launched its Green Bay brand (above) named for the city itself.



All Star brew was Rahr's 1930s effort to tie the brand in with the popular Green Bay Packers as seen by this label and ball knob of the era.



Tin corner sign (28 x 16 inches) c. 1880s, Charles Shonk, Chicago, IL. Collection of Jon Huntington.



Van Dyck was another Rahr line extension attempt, launched in 1949. It claimed to use a "Holland imported formula," hence the Dutch name.



Hagemeister

Hagemeister & Co., Union Brewery (1866-1873)
 F.H. Hagemeister, Union Brewery (1873-1882)
 F.H. Hagemeister & Son, Union Brewery (1882-1886)
 Hagemeister Brewing Co. (1886-1926)

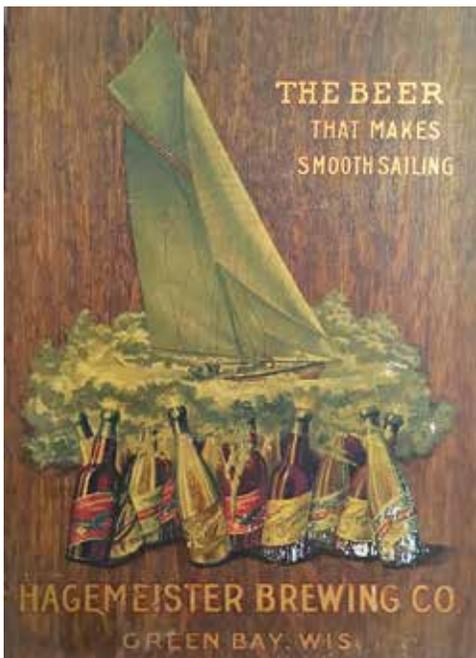
In 1866, Francis Henry Hagemeister—along with Charles Fuller, Joshua Whitney, and Herman Merz—founded the Union Brewery, which by 1870 was the most heavily capitalized brewery in the Green Bay area, with \$36,000 invested in the modern ten-horsepower steam brewery. By 1873 Hagemeister had bought out his partner's interests and controlled the brewery himself. At this point,

its production of about 1,400 barrels remained less than the other breweries in town, but it continued to grow. By 1879, Hagemeister was second only to Henry Rahr in Green Bay. At nearly 2,700 barrels, it was one of the largest breweries outside of Milwaukee. Sometime prior to 1883, Hagemeister started bottling its beer, and by 1884, Hagemeister's capacity had surpassed Rahr's.

In 1887, Hagemeister made a bold move by purchasing the former Leidiger Bros. brewery in Sturgeon Bay. Unfortunately, no records exist to show to what extent beer styles and recipes were coordinated between the two breweries. Hagemeister may well have needed additional capacity, since their production was nearly 19,000 barrels in 1890. The company was also incorporated that year, with a capital stock of \$150,000, putting it among the largest breweries in the state at the time.

In 1906, the company changed its charter to rename the business Hagemeister Brewing Co. of Green Bay and Iron Mountain, MI, demonstrating its reach into Michigan's Upper

Two early trade cards from Hagemeister. The white one below is c. 1900, while the one wishing customers a Happy New Year (bottom) dates from 1884.



Pre-Prohibition wooden sign, by The Meyercord Co., Chicago, IL. Collection of Dave Olson.



Etched embossed tin sign with embossed lettering 4 ft. x 3 ft. Collection of Jon Huntington.



Above: Befitting the ethnic origins of its brewery name, Hagemeister had some heavily Germanic branding, especially before World War I. Left: The Bellevue brand was named for a part of Green Bay. During Prohibition, Hagemeister produced soft drinks to stay afloat.



Peninsula. The company only had an agency in Michigan, but incorporating there allowed them to avoid additional Michigan taxes levied on “foreign breweries.” At one point in 1907, Hagemeister Brewing even “shipped several barrels of bottled beer to Fort Worth, Texas.” Henry Hagemeister was so highly regarded among brewers and his fellow citizens that he served as president of the Wisconsin Brewers’ Association for a time, and was a member of the Wisconsin State Assembly and the Wisconsin State Senate.

During the Prohibition years, Hagemeister Brewing Co. changed its name to Bellevue Products Co. It introduced a near beer called Cameo before Prohibition and advertised it as a top-shelf product available in both seven-ounce “nips” and twelve-ounce sizes. Like its Green Bay neighbors Rahr and Hochgreve, however, Hagemeister continued to brew real beer, and in 1926 the company was charged with producing about \$20,000 of “good beer.” Although company directors Henry Herrick

and Leon Patterson were sent to prison, they were later pardoned by President Calvin Coolidge. But the company went out of business shortly thereafter.

The greatest legacy of Hagemeister Brewing may be colored green and gold. The Green Bay Packers played their first four seasons (1919-1922) at Hagemeister Park along the East River, and their next two (1922-24) at Bellevue Park, which was bordered to the west by the Hagemeister/Bellevue bottling house.

About the Author:

A NABA member since 2004, Doug Hoverson is the author of The Drink that Made Wisconsin Famous: Beer and Brewing in the Badger State (2019) and The Land of Amber Waters: The History of Brewing in Minnesota (2007). His day job is teaching high school history and government in Minnesota. The Drink that Made Wisconsin Famous is available from University of Minnesota Press or your favorite local bookseller or online retailer. Special thanks to NABA members Jon Huntington and Dave Olson, as well as John Steiner for sharing pictures from their collections to illustrate this article. Doug can be reached at doug.hoverson@gmail.com.



Clock from the collection of
Ron Thomas



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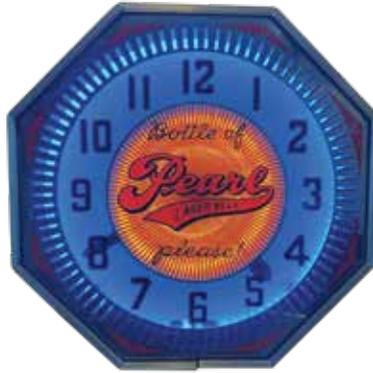
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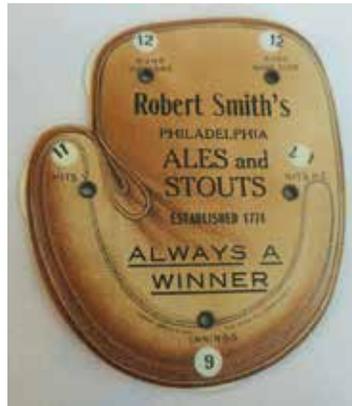


Shiner Texas Special Beer clock, Spoetzel Brewery Inc., Shiner, TX, 22 in., \$832, eBay.



3 Pearl Beer NPI (Neon Products, Inc., mfr) neon clocks, Pearl Brewery, San Antonio, TX, all 18.5 in. by 18.25 in., all auctioned on eBay: Left to right: \$1,990; \$1,625; \$1,625.

1940s Linden Beer foam scraper holder, Linden Brewery (including plant photo below right), Lindenhurst, NY, 5.75 in. tall, \$400, eBay.

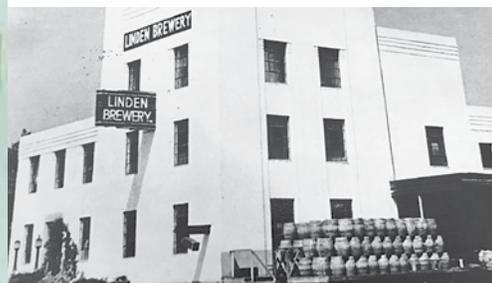


Above: Pre-Pro Robert Smith's Ale and Stouts baseball score counter, Philadelphia, PA, manufactured by The Meek Co., Coshocton, OH, \$395, eBay.

Left: Pre-Prohibition Narragansett Lager Beer bottle w/label, Narragansett Brewing Co., Providence, RI, \$338, eBay.



Yosemite Beer Pre-Pro tray, Enterprise Brewing Co. San Francisco, CA, "A Winner" 12 in. diameter, \$1,225, eBay.



West End Brewing Co. 4 in. coaster, Utica, NY, manufactured in Germany, \$939, eBay.

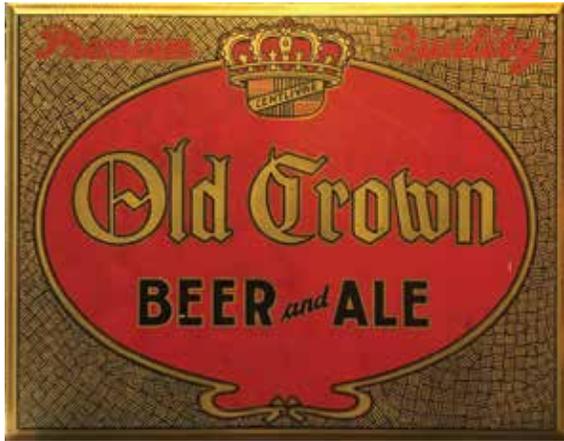


Incredible early Dostal Brothers Brewery Photograph, 2 tin signs in front, Ehrenpreis Beer, Bucyrus, OH, 14 in. by 11 in. \$275, eBay.



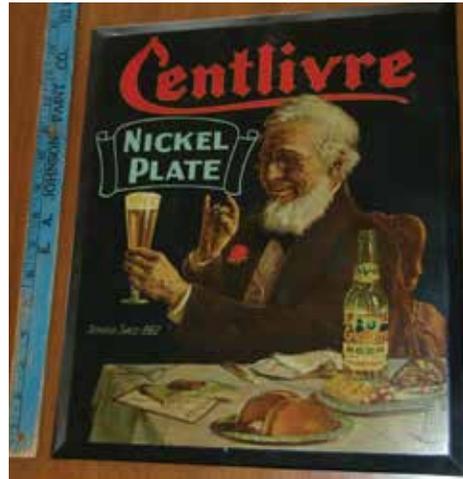
Left: Pre-Pro Valley Brew tray, El Dorado Brewing Co., Stockton, CA, manufactured by Chas. Shonk Litho Co., Chicago, IL, 18.5 in. by 15 in., \$3,500, eBay.

Below: Eggs and Beer???? Why not! Blatz Beer point of sale display (complete with salt and pepper shakers) Blatz Brewing Co., Milwaukee, WI, 20.5 in. tall by 12 in., \$513, Morean Auctions.



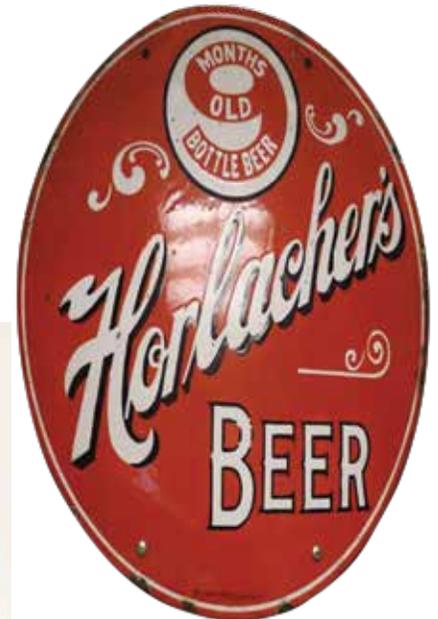
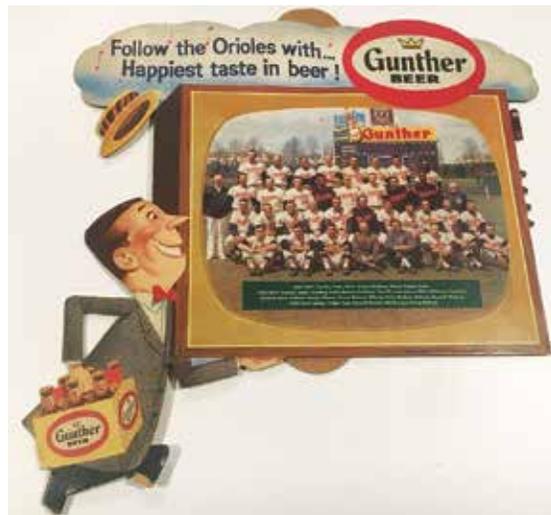
Above: 1940s Old Crown Beer & Ale TOC, Centlivre Brewing Co., Fort Wayne, IN, 17 in. by 14 in., manufactured by The Donaldson Art Sign Co., Covington, KY, \$1,295, eBay.

Below: Pre-Pro Select Beer label, Fayette Brewing Co., Uniontown, PA, \$367, eBay.



Above: 1930s Nickel Plate Beer tin over cardboard (TOC) sign, Centlivre Brewing Co., Fort Wayne, IN, 15 in. by 13 in., manufactured by American Art Works, Coshocton, OH, \$3,256, eBay.

Below: 1958 Gunther Beer Baltimore Orioles die-cut cardboard sign, Gunther Brewing Co., Baltimore, MD, 16 in. by 16 in., \$1,415, eBay.



Horlacher's Beer porcelain corner sign, Horlacher's Brewing Co., Allentown, PA, 18 in., \$2,200, Houser Auctions.



Pre-Pro Gilt Edge Beer label, Fritz Staemmele Brewing Co., Maquoketa, IA, \$416, eBay.

1930s Black River Ale tray, Haberle Congress Brewing Co., Syracuse, NY, 12 in., manufactured by Electro-Chemical Engraving Co., New York, \$1,510, eBay.



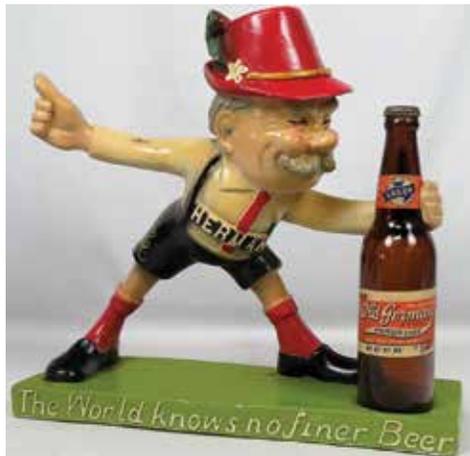
Krueger Cream Ale TOC sign, G. Krueger Brewing Co. Newark, NJ, 13 in. by 6 in., manufactured by Permanent Sign Co., Reading, PA, \$3,042, Morean Auctions.



A cool piece: an early bike rack advertising the Buffalo Brewing Co., Co-Operative Lager Beer, 44 in. by 28 in. by 22 in., \$600, eBay.



2 Kamm & Schellinger Bock Beer die-cut signs, Mishawaka, IN, both 17 in. by 21 in., both auctioned on eBay. Left: \$3,051; Right: \$3,383.

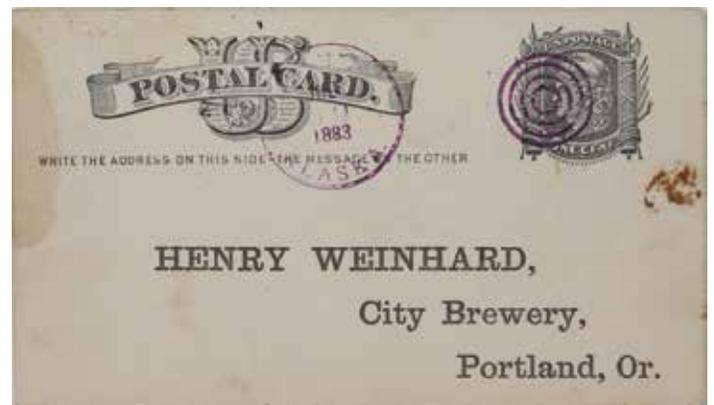


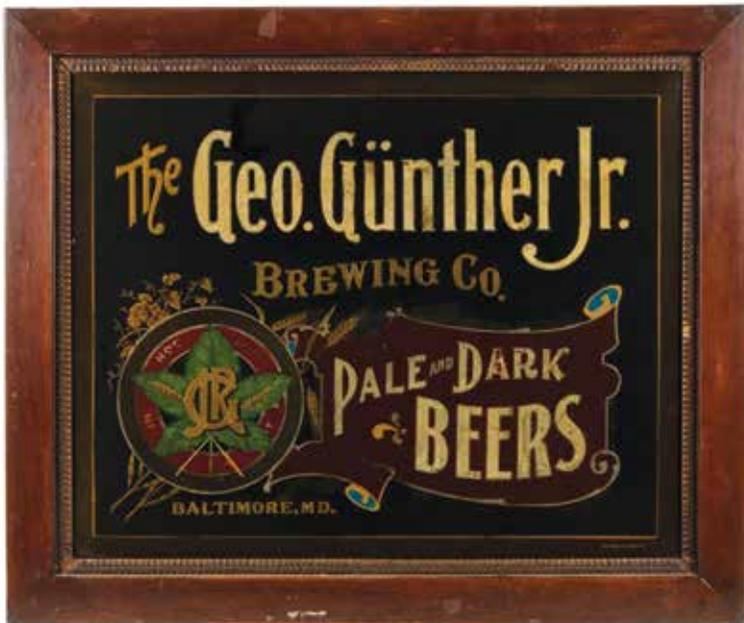
Old German "Herman the German" statue, Queen City Brewing Co., Cumberland, MD, 15 in. by 13.5 in., \$580, eBay.



Faust Beer TOC sign, Anheuser-Busch Brewing Co., St. Louis, MO, 15 in. by 6 in., \$620, eBay.

Weinhard postal card 1883, Henry Weinhard City Brewery, Portland, OR, \$1,150.

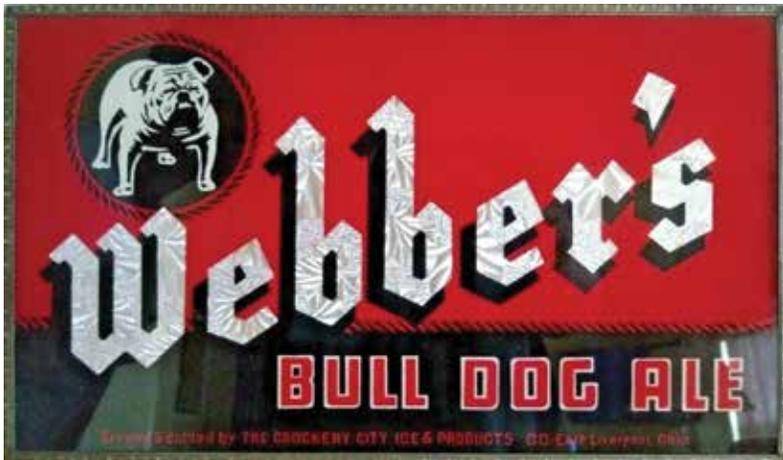




Incredible pre-Pro Gunther Beer ROG sign, The Geo. Gunther Jr. Brewing Company, Baltimore, MD, 30 in. by 36 in., manufactured by Senteane & Green Co., New York, \$4,000, Jeffrey Evans & Associates Auctions.



Krueger Beer & Ale cardboard bottle topper, G. Krueger Brewing Co., Newark, NJ, 6 in. by 4.5 in., \$458, eBay.



Webber's Ale ROG sign, The Crockery City Ice & Products Co., East Liverpool, OH, 9.25 in. by 15.25 in., \$1,031, eBay.



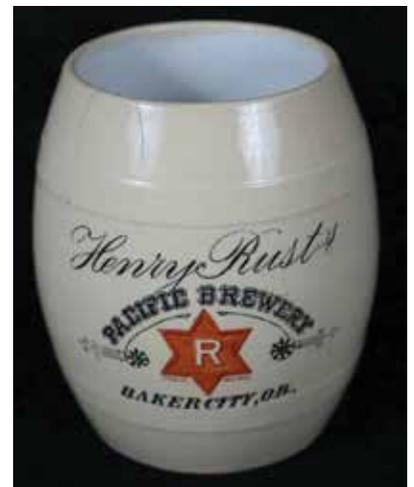
1930s - 1940s Cremo Ale reverse glass sign (ROG) The Cremo Brewing Co. Inc., New Britain, CT, 16.5 in. by 9 in., \$1,450, eBay.



Hoosier Beer, South Bend Brewing Co. South Bend, IN, (Lifting of paint throughout), 10 in. by 5 in., manufactured by Ersman Graphic Arts Watervliet, MI, \$431, eBay.



Huether's Beer Jadite shaker, Huether Brewing Co., Kitchen-er, Ontario Canada, \$406, eBay.



Pre-Pro mug, Henry Rust's Pacific Brewery Baker City, OR, 4.5 in tall, made in Germany, \$1,715, eBay.

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Let's Talk BREWERIANA

by Rich La Susa, Brewery Historian

Stambaugh's big collection started with small glasses!

There is a recurring theme in conversations I have had with NABA members. None said they began collecting breweriana with the intention of owning the most or even the best.

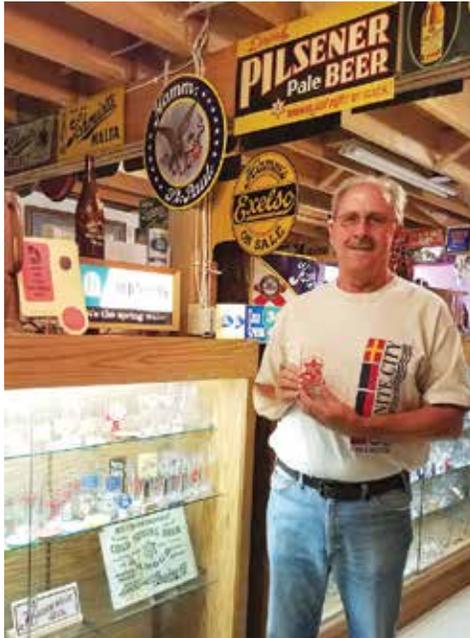
Like Pat Stambaugh, they started small and through gradual progression over the years, worked their way up to bigger and better. How he assembled his outstanding Minnesota collection reflects that approach. And his personality: quietly and carefully measured, with discipline.

Stambaugh was in college in the early 1970s when he thought it would be a good idea to start collecting. "I was attracted to enamel beer advertising glasses. I saw many when my wife, Louy, and I combed through flea markets and antiques shops." He collected them from any US breweries, but self-imposed one significant limitation: Price.

"If a glass was \$1 or less and I didn't have it, I'd buy it. Who knows how many good glasses—and signs and other breweriana—I passed up." It is a familiar story we all have experienced and understand.

A big step in his collecting process occurred virtually out of the blue.

In 1983, Mel and Rachel Jones, originally from Minnesota, "somehow heard I collected glasses and came to my house," Stambaugh said. "I had 200, boxed and stored in my garage." Jones asked if he could have a looksee. As they went through them, he found a Gluek's glass



NABA member, Pat Stambaugh, poses among the items of his collection, with the Gluek's glass that began it all.

he wanted, and a deal was made. "Mel gave me \$60 and six other glasses." And much more.

Stambaugh had found the glass years earlier in an antiques shop. "There were 16 of them, at \$1 apiece...I bought one, not knowing there were other collectors who would need them."

He also passed on a Gluek's mug made by the Red Wing Stoneware Co. in Red Wing, MN. The asking price was \$26. "Even then, it was about a \$50 mug. So, conservatively, I figure I left up to \$1,500 lying on the counter of that shop!" He had stayed true to his plan.

It took him "several years and a mail auction to replace it" (the Gluek's glass) but he said the wait was worth it. "I always figured the education Mel gave me

was worth the price I got for it."

Jones shared his knowledge of collectors' clubs and breweriana shows, where glasses could be found. He learned that a 200-glass collection was not necessarily large. "Mel said there were more than 200 Hamm's glasses! Wisconsin once had more than 500 breweries," and many issued an enamel glass.

The message Jones imparted was clear: Don't try to collect everything, focus on what you like best, and establish relationships with other collectors. A few years later Stambaugh decided to collect only Minnesota glasses. "Eventually, I bought Mel's enamel glass collection."

Finding old Minnesota glasses has become increasingly difficult. "Maybe one every 4-5 years. I know of only a few that I don't have," Stambaugh said.

Jones also was a pre-Prohibition etched glass expert and showed him a four-page letter from a glass company that promoted using these delicate glasses in the home, instead of just in restaurants, taverns and saloons, and other public venues.

"It offered a plan that gave customers one etched glass with each delivery of a case of beer to their residences." There was one catch, however: "They were not given another until they returned the empty bottles and cases to the brewery."

Larry Jaehnert, an early collector in Minnesota, told Stambaugh that "every etched glass he'd ever found at an estate sale



One of Stambaugh's etched glass displays.

beer sign—and two other items. He did this in two hours and left.

“Driving home, I told Louy, ‘That was fun. If it ever comes to the Midwest again, I’m going.’” Two years later, he attended the 1991 NABA convention in Chicago. Joining NABA was a significant step forward; others would follow.

He went on to assemble a large Minnesota beer advertising collection—mostly items from pre-Prohibition to the 1940s. He was selective.

Several years ago, the Stearns (County) History Museum in St. Cloud had an exhibit of beer advertising and other items from

It’s probably my favorite piece.”

He isn’t sure what purpose it served. “Probably part of a ceiling-mounted light. It seems too large to have been part of a table lamp.” There is another possibility. “At least three Minnesota breweries used 18 inch diameter, two-sided table lamps. Kiewels, Schell’s, and Kato. I have wondered if the Heidelberger was one. It has the same style, presumably the same maker.”

He didn’t stop there. “I was fortunate to track down and obtain several other items, including two Cold Spring signs: a pre-Pro sculptured tin and a curved 1930s porcelain,” from the Cold Spring Brewing Co., which is still in business in Stearns County (photos next page).

The Preiss-Wimmer Brewing Co. brewed in St. Cloud from 1884 to 1920.

“That first etched glass I bought at my first NABA convention (thanks to Herb Ramsey) was from Preiss-Wimmer. I have found a few signs from there since.” A metal version features an attractive young female holding a yellow flower.

Stambaugh recalls seeing the brewery when he was young, but it was being used as a dairy. “I was not aware of its history then. Its taproom was on the upper floor, probably still intact but regrettably, I never saw it.”

After it was demolished, the cornerstone was left in the weeds. “Some neighborhood children told the homeowner across the street about it, and he used their wagon to drag it to the corner of his house, where it remains today.” Fittingly, it was once the Preiss family home.

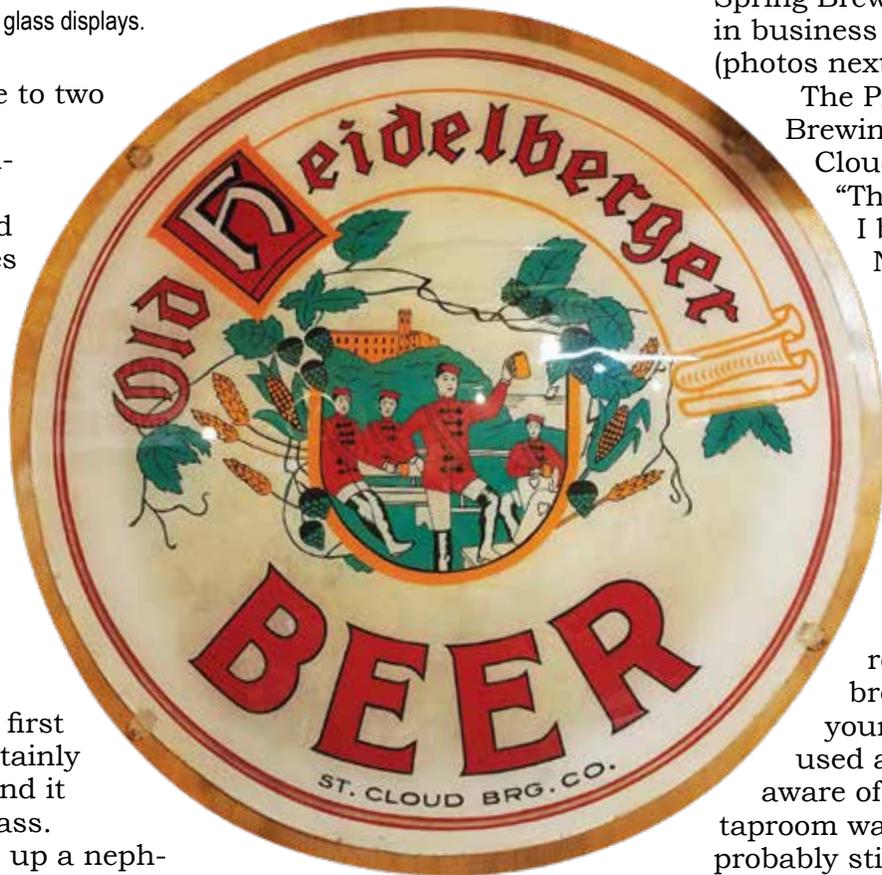
came from within one to two miles of a brewery.”

That piqued Stambaugh’s interest, but by the time he started collecting them, Jones had sold his collection. “Later I bought six of Mel’s duplicates from Dave Smith.” Stambaugh now has 135 Minnesota variations. “I know of about 10 more. Every couple of years, another variation shows up. The hunt continues!”

How and why he decided to attend his first NABA convention certainly is unconventional—and it involves an etched glass.

“In 1989, I picked up a nephew at the Minneapolis airport. I knew NABA was meeting across the freeway for its convention. Not knowing I needed to be registered, I went over there.”

His spur-of-the-moment decision paid dividends. “I joined NABA and bought my first etched glass from my hometown of St. Cloud, MN.” And a reverse-on-glass from Duluth—his first



breweries that did business in the county. Stambaugh was so impressed that after the exhibit ended, he decided to pursue these signs, to see if he could purchase them. “Through a friend, I was able to track down a 24 inch diameter Old Heidelberg Beer convex glass sign from the St. Cloud Brewing Co.



Sculptured tin and curved porcelain signs from Cold Spring Brewing Co., in Stearns County, MN.

Among his other favorite signs—we know it isn't easy to have only one—are pre-Pro items, including a Val. Udermann tin (St. Cloud), Duluth factory scene lithograph (1885-1890), a brass Hamm's Excelsior Beer, a Lakeside tin, a Minnesota City Bock (paper stock), a 1930s Remmler's Royal Blue tin-over-cardboard, and a Wolf's round porcelain (three in this list of favorites are shown next pg.).

His Lake Superior Brewery die-cut cardboard (below, center) carries an interesting story. "A. Fitger was hired at Lake Superior Brewery in November 1882. In 1883, he bought half the brewery, which was still called Lake

Superior Brewery/A. Fitger Co."

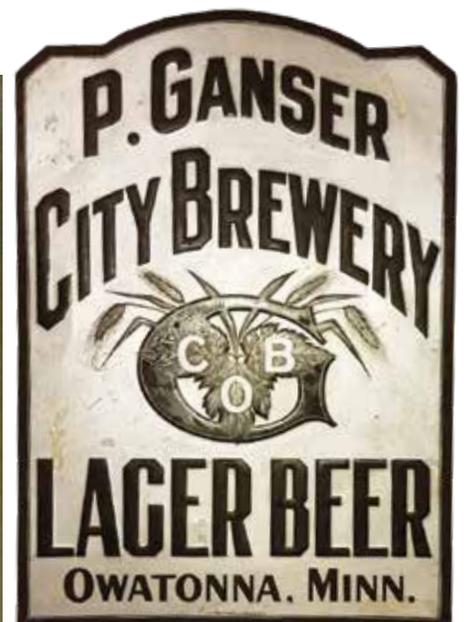
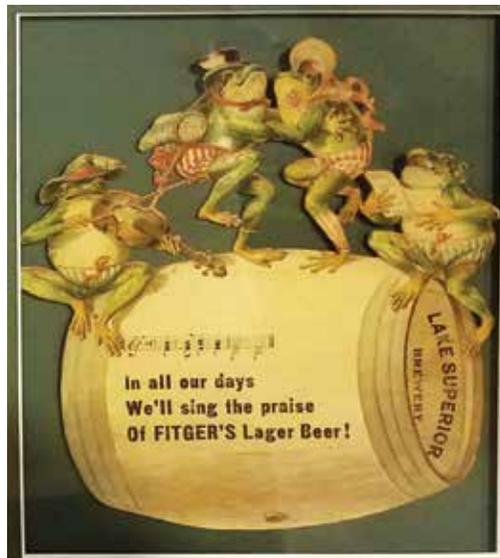
A curved, pre-Pro P. Ganser City Brewery tin (below, right) reportedly is "one of several that survived a fire at the brewery, all found on the dirt floor." He has four other 1930s-1940s curved porcelain signs: Grain Belt, Hamm's, Kato, and Peoples.

The acquisition of another piece involved a bit of adventure. "A co-worker told me that her father used to do flea markets, and she and her husband were selling his inventory." She mentioned a 1930s-40s Minnesota beer item, and I was interested. At work not long after, she handed him a bag. It was a busy day, so Stambaugh had to wait until

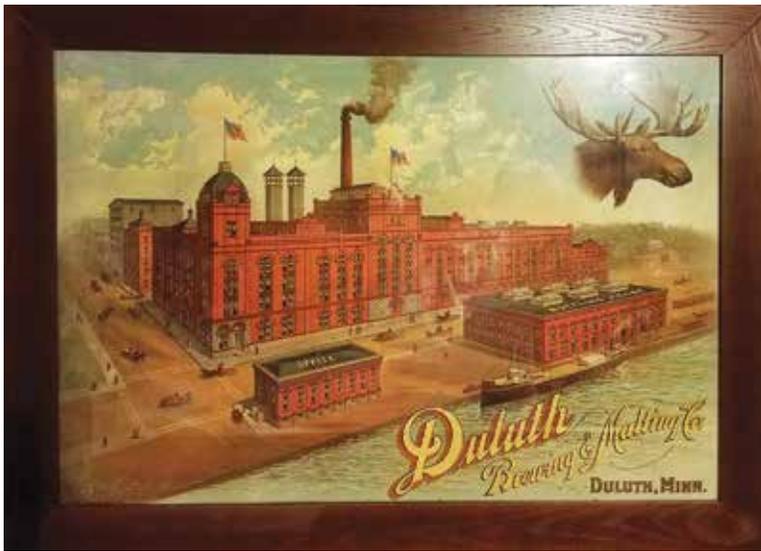
break time to examine its contents.

Later, he was staring at a gorgeous Fitger's Rex framed glass sign (next page) that had been wrapped in newspaper. "I was stunned. It was mint. Often the red color fades in the letters." Its dazzling graphics feature a cone top can and a labeled bottle.

If the story ended there, it still would have been a really good day. Later, he told his co-worker how pleased he was with this sign. "She asked what I thought about the other two. I said I hadn't noticed anything else."



Three signs among the significant list of Stambaugh's favorite items.



Stambaugh returned to where he had stored the sign and bag. Excitement building, he unwrapped more paper. "I was pleasantly surprised to find a Little Joe die-cut aluminum sign from Fergus Falls and a Pabst ROG." The Little Joe is small and lightweight—and the only one known.

So how did he miss them? "I was so excited that I never looked beyond the Fitger's sign. It was the only one she had mentioned. I was happy to get all three for a reasonable price."

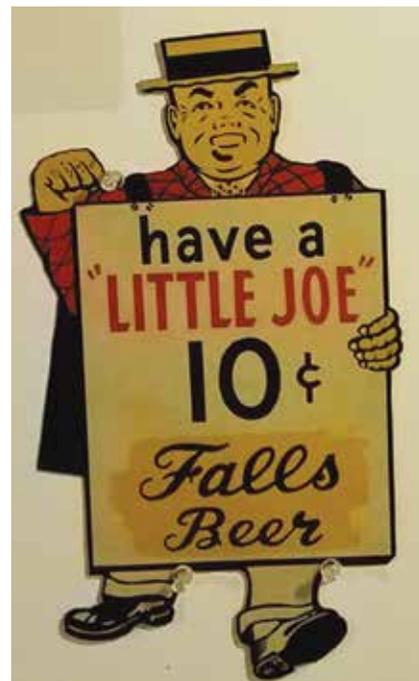
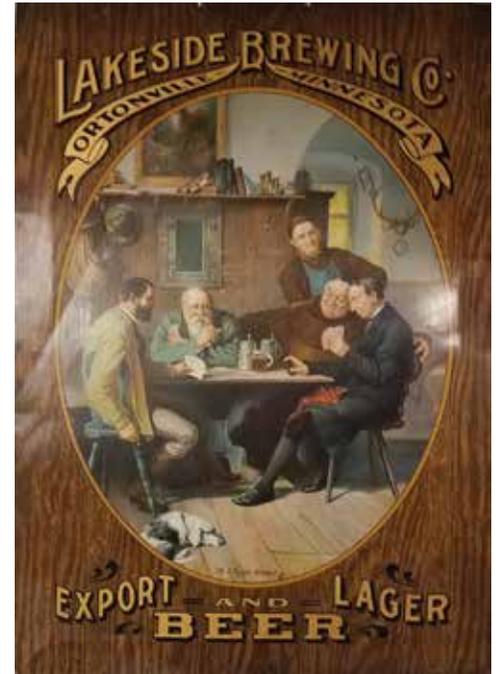
Stambaugh is well-known for his impressive collection of Minnesota openers. This part all began in the 1980s, because of a new-found interest in Red Wing stoneware. That led to his meeting Don Whelan,

an openers collector from Missouri.

It was at the annual Guzzle and Twirl fall breweriana show in the Twin Cities. "He only had openers covering his entire table. Every year, I would stop and ask if he had any from breweries in Red Wing, and the answer was always 'no.' I would buy one or two openers anyway."

By 2000, he had acquired enough of them to solidify his interest. "I joined the Just-For-Openers club, and returned to Chicago for my first JFO convention."

The following year, Whelan hosted the JFO annual event in St. Joseph MO, and had an open house. "I was so excited to see everything that



I forgot to look for his rare Jordan Brewing Co. opener from Minnesota.” He explained its importance. “During World War II, to conserve metal, openers were made from wood. I knew Don had the only known example.

“Later, I asked him if he would consider bringing it to the next Guzzle and Twirl, just so I could see it. Much to my surprise, he offered to sell it to me. I was honored, shocked, and happy. It remains one of my favorites.” Classified M-61-1 in the JFO handbook, it is listed as “the only one of this type.” Whelan had acquired it from an early JFO collector.

Knives and corkscrews are companion pieces to his openers. “Minnesota had two early knives, likely 1890s, from the Hennepin Brewing Co. in Minneapolis.” Five yellow-handled opener/knives are N-105 in JFO classifi-

cation. “They are the only known examples, and have a Minnesota beer connection.”

A departure from his Minnesota-only preference can be found here. “Those brass, ornate, opener/corkscrews led me to an interest in others from outside Minnesota. When Don Bull began thinning his collection, I was able to buy the three Indianapolis Brewing Co. variations.” Anheuser-Busch made 39 of 54 of the known variations. “I will leave the ABs to the many avid St. Louis collectors,” he said.

Stambaugh’s diverse array of other Minnesota brewery items—some rare and unusual—grew to include tap knobs, tokens, signs, letter openers, letterheads, mugs, patches, Malt Tonic bottles, and crowns. He accumulated some cans and labels, but never actively collected them.

“I have been fortunate to have acquired most of the known round ball tap knobs from Minnesota breweries.” He calls his bottle crowns “small lithographed ‘tin signs.’” His sense of humor is subtle, but unmistakable.

He has made one other concession to his Minnesota-only rule: “Five known Minnesota encased-cents [tokens] led me to collect those from other states. While some are common as air and dirt, others are elusive and rare.”

Stambaugh’s interest in stoneware attracted him to jugs

decorated with beer advertising. “I was able to put on a beer-on-stoneware display at the Potosi museum. We sold our stoneware collection at auction, keeping a dozen or so pieces.”

The recent increase of microbreweries—we now call them craft breweries—during the 1990s, attracted Stambaugh’s attention. Most had enamel glasses for sale, so he decided to collect them. “At first, I could keep up, though in 2000 I had a fleeting thought of quitting acquiring them. It wasn’t until 2010 that I gave it a little more thought.” Still, he couldn’t resist.

“In 2013, I asked a friend to go to a brewpub in Duluth and get its Christmas glass. She called from there and said there were 13!” All different. “I said just walk away. I finally stopped collecting them.”

He collects Minnesota craft coasters and business cards because “they take less space.”

During the years he has spent building his superb collection, Stambaugh developed a high degree of expertise and a keen perspective. “The hobby has taught me that we are only caretakers of breweriana, and the relationships we make are important. I have met some wonderful people, and the friendships are the most valuable.”

He has made many. Stambaugh not only stands tall physically but also in the minds of all who admire and respect him.



Taps



Darrell “Toby” Zwick, 81, of Ludington Michigan, passed away on March 13, 2020. He was born in Midland, Michigan and graduated from Midland High School in 1957. Toby enlisted in the US Marine Corps and proudly served his country for three years. Then he graduated from Michigan State University with a bachelor’s

degree in criminal justice.

He married Adorena “Addie” Marsh on August 22, 1964 in Midland.

Toby worked for the Ingham County Probate Court as a juvenile probation officer, served as the director of Camp Highfields (a residential camp for troubled boys), then returned to the Ingham County Probate Court as a juvenile court referee. He finished his career in 1998, retiring from the Michigan Judicial Institute—a division of the Supreme Court—as an education program administrator.

Among other involvements, Toby was an avid antique collector and turned the hobby into his own little business during his retirement years. He joined NABA in 1974, making him one of our longest-running active members. He is also remembered as an awesome, sweet guy and—impor-

tantly—a wonderful mentor to newer collectors. Toby also had an amazing skill as a storyteller. His voice, inflection, and timing could make a humorous story into a truly remarkable, hilarious, and memorable event.

Dan McShane, long-time Dog-Gone-Good Chapter president, friend, and 2-time NABA Convention chair, was gracious enough to share his thoughts about Toby:

I first heard the word “Breweriana” just after I was married in June 1989. One of the very first names I remember hearing was Toby Zwick—he was renowned as the owner the “Holy Grail” of Bay City, MI breweriana: A factory scene, tin litho of the Bay City Brewing Co. It wasn’t long until I got to meet Toby and his beautiful wife, Addie. He knew stories from the Bay City and Saginaw breweries. At the time, he was living in Lansing and had some Judd Heathcoat stories too. Needless to say, I was impressed.

Just married and still living in a trailer park, I sometimes felt like I was out of my league in this club called NABA. Toby helped make me feel like there was a place for me here. I will always be grateful for that.

Toby will be missed by his collector friends, but most especially by his wife of 55 years, Addie; their two sons, and two grandchildren.

—**Dave Alsgaard**



Dan Gallitz, a NABA member for 35 years from Lamartine, WI, passed away on March 20th at the age of 63 after a lengthy illness. He is survived by his mother, Rita, three sisters (Marlene, Barbara and Nancy), and four brothers (Stanley, Alan, James, and Timothy). Dan

also is remembered fondly by many of his fellow breweriana collectors, including his best friends and fellow NABA members, John Brahm and Ken Stam.

Dan was a long-time Packer Chapter member. Dan Hable, president of the Packer Chapter said, “I knew Dan for decades and its unfathomable to imagine the hobby without him in it. He was the go-to expert on a lot of Wisconsin breweriana, especially picnic bottles and, of course, neon signs.

“Dan was always willing to offer assistance to his fellow collectors, whether by sharing his

knowledge, or serving on a chapter board of directors. He never complained about the hand he was dealt health-wise and didn’t let his health issues stop him from enjoying collecting. The chapter, the parent clubs, and the hobby itself has suffered a huge loss with his passing. He was a good and true friend and I’ll miss him.”

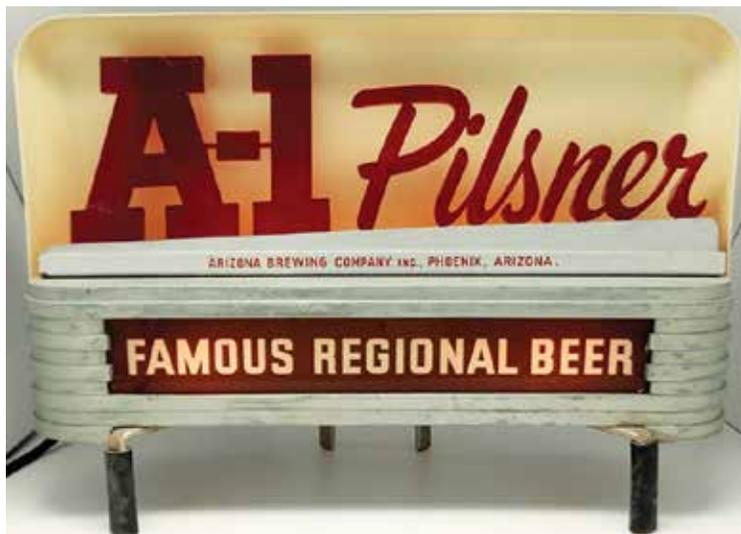
Ken Treml, editor of the Packer Chapter newsletter, “The 6-Pack Report” wrote: “There was always one person I looked forward to seeing at a show: Dan Gallitz. Dan (a.k.a. Neon Dan or Danny to many of his friends) was a very soft-spoken, laid-back guy. He was real. He really enjoyed the collecting hobby—collecting all sorts of things in addition to breweriana—as well as the people he collected with.

“When we get back to attending breweriana shows and chapter board meetings, it will be very different without Danny there. He and his easy going demeanor and matter of fact comments will really be missed.”

The A-1 Story of Arizona's Hometown Beer

by Ed Sipos

The Arizona Brewing Company in Phoenix was the one and only brewery to open in the state of Arizona (among a number of failed attempts by others) following the repeal of Prohibition in 1933. It quickly made a name for itself selling Arizona Brew Beer, its first brand, under the guidance of Martin and Herman Fenster, its founders. Despite enduring several ownership changes in its first few years of existence, the brewery still found ways to thrive as "Arizona's Brewery" for the next 50 years.



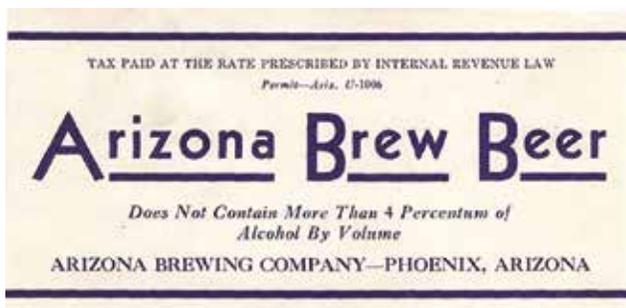
Cash register topper lighted sign, by Price Bros., Chicago, IL, c. 1946.
All photos are from the collection of Ed Sipos.

The birth of Apache Beer

The Fenster ownership lasted until April 1934, when a new partnership of E.P. Baker, Bailey J. Russell, and Wirt G. Bowman, took over. These three brought considerable experience to the enterprise. Baker was a former vice president and general manager of the Aztec Brewing Company in San Diego. Russell was the former president of the Arizona Liquor Distributors, and

owner of his own importing company. Bowman was Russell's father-in-law and an accomplished entrepreneur as well as a Democratic National Committeeman for Arizona.

The three partners expanded the brewery considerably in just a short time, and in June 1934, introduced one of the brewery's most iconic brands, Apache Beer. In July 1936, the first cans of Apache rolled off the brewery's newly-installed canning line.



Early Arizona Brew Beer label, c. 1933.

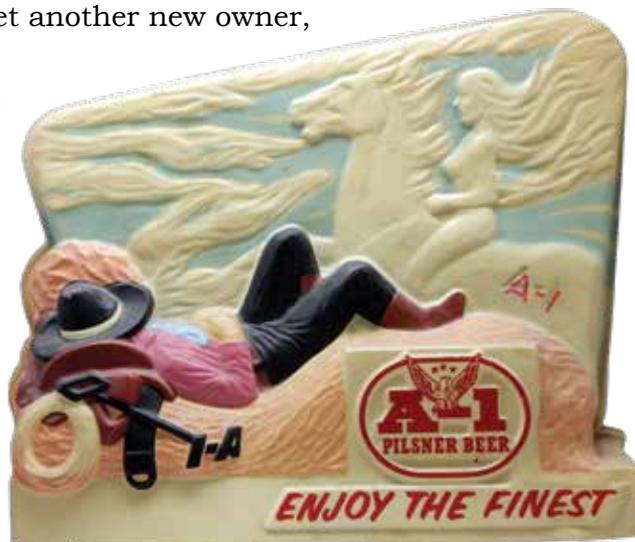
Another ownership change

The canning venture was discontinued just over a year later in September 1937, by yet another new owner,



Cowboys and Indians: The Arizona Brewing Co. promoted its flagship Apache brand from its launch in 1934 until the early 1940s with strong Native American imagery and distinctive green labeling. It was phased out following the launch of A-1 as the new flagship, in 1943.

Meanwhile, A-1 used a "cowboy" motif. One of the most famous examples of this theme is its highly recognizable "Cowboy's Dream" signage. This example is a cash register sign, rendered in plastic, c. 1955, measuring 11 x 9 inches, by L.A. Goodman Manufacturing Co., Chicago, IL.





Shown in this colorized picture are long-time Arizona Brewing Co. brewmaster E.W. Lindner (seated), owner Joe Lanser, and E.W.'s sons, Herb and Max Lindner, who assisted him. This team helmed the brewery beginning in 1942 and launched Arizona's legendary A-1 Pilsner Beer brand in January 1943.

Los Angeles businessman Robert Elder. Reasons for this ownership change were believed to involve the poor health of Bailey Russell, one of the three former partners.

Elder was in the liquor distribution business. He hired a new and highly-accomplished brewer, E.W. Lindner, to take charge of brewing the company's beer. The two unveiled a new beer in 1939 that was named for the owner, Elder Brau. Looking to grow his assets, Elder acquired the Arizona Wholesale Liquor Corporation the following year with liquor distribution branches in Phoenix and Tucson that he believed would complement the brewery.



Two A-1 window hanger neon signs, c. late 1940s. Neither has a manufacturer's mark.



Above: Apache Beer wood thermometer, c. 1936, measures 15 x 4 inches and has no manufacturer's mark.



Bankruptcy, WWII, and a brewery savior

Although Elder Brau had become a popular seller like Apache, the costs of the distribution branch proved a fatal financial mistake that led the company into bankruptcy.

By December 1941, Elder resigned and the company was assigned a trustee, Ralph B. Feffer to run brewery operations until a buyer was found. Dark clouds of uncertainty hung over the company during this time and the future of Arizona Brewing was greatly in doubt.

Of course, December 1941 also was when the United States was plunged into the storm of World War II, with the Japanese attack on Pearl Harbor.

If America saved the day in World War II, Joseph F. Lanser did the same for Arizona Brewing. Lanser, an original investor in the company after Repeal



This large, hand-painted, one-sided outdoor tin sign once hung outside of the "Office Bar" in Bisbee, AZ and dates from the 1930s. It was originally in the collection of the late NABA member and auctioneer Lynn Geyer, who lived in Arizona, from whom the author purchased it.



Left: This Apache Blue Label beer bottle dates from c. 1936. There is no information on the label of the significance of the Blue Label name.

Right, next page: Easel-back paper sign, c. 1934, measures 17.5 x 11 in., displayed with an Arizona Apache Beer Bottle from 1943. Arizona Apache Beer, introduced that year, was a replacement for Elder Brau Beer, discontinued for its Germanic, "Axis sounding" name. The brewery did not want to be seen as sympathetic to the enemy during World War II.



Above: This crown, using a World War II era "Buy War Bonds" message, was deployed for the newly-launched A-1 beer in 1943.

Right: Lighted "Fireball" sign by Ohio Advertising Display Co., Lima OH.



A-1 Pilsner Beer was introduced in January 1943. The all white ball knob (far left) was the first issued for the brand that same year. The center, copper-and-red ball knob is c. 1946-48, with the right one c. 1950-52.

and a former president of the Columbia Brewery in Tacoma, WA, became the new owner of Arizona Brewing in August 1942.

Lanser brought leadership, experience, and new ideas to the company. Prior to his association with the Columbia Brewery, Lanser had been a grain broker, which proved to be a factor in his success with Arizona Brewing.

Introducing A-1

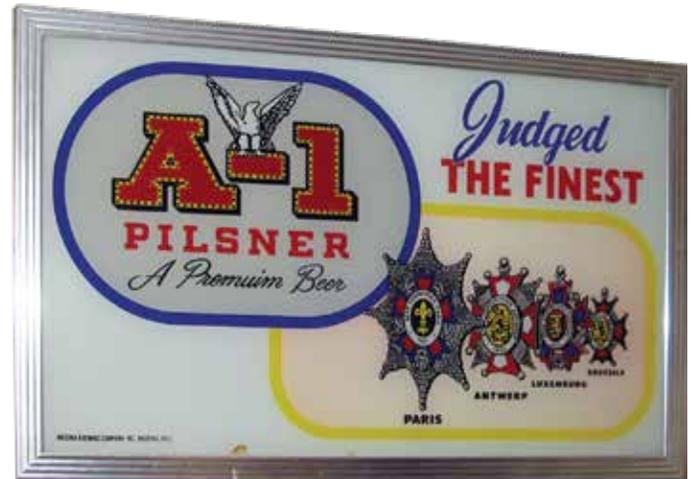
Under Lanser's control, the brewery underwent a complete reorganization, and it was re-incorporated as Arizona Brewing Company, *Inc.* The most noticeable change as far as the public was concerned, however, came with the introduction of A-1 Pilsner Beer in January 1943. A-1 became the brewery's focus and the other brands, including the previous flagship Apache Beer, were phased out. Only Dutch Treat, a private

label for local grocer, A.J. Bayless Markets, continued. Brewmaster Lindner brought in his two sons, Max and Herb, to help with production.

The war effects

The war had a sudden and dramatic effect on Arizona Brewing, as it did with breweries across the country. There was a thinning labor pool as men were called to military duty. The brewery was forced to hire many inexperienced and part time workers, some of whom were not particularly dedicated to their jobs.

Metal rationing forced all breweries to cease can production beginning in 1942. Canning



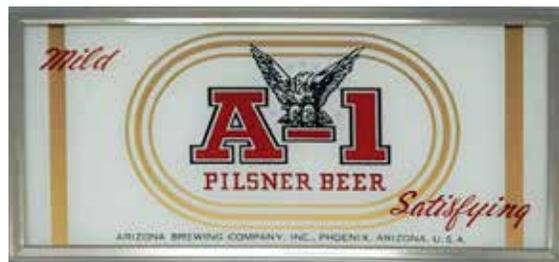
Reverse on glass motion sign featuring A-1's awards, c. 1953, 20 x 12 inches, by Ohio Advertising Display Co., Cincinnati, OH.

resumed in 1944, but strictly for military use under government contract. Cans for civilians would not be available again until 1947.

Metal rationing also forced all breweries to purchase reclaimed metal to manufacture crowns for capping bottles, which Arizona Brewing did and for a time, inserted its own cork fillers inside the crowns.

One of the more troubling aspects brewers had to deal with during the war came in the form of grain rationing. Unless a brewery was allotted a government contract to brew beer for military use, grain allocations remained relatively the same for all





Above: Reverse-on-glass sign, c. late 1940s, measuring 10 x 5 inches by Ersman Graphic Arts, Watervliet, MI.

Left: Three-month calendar post card from 1944 using artwork by famous pin-up artist Earl Moran.

considered “substandard ingredients” in the company’s beer. Instead when the brewery’s malt quota was virtually cut off in September 1943 by strict grain regulations, Lanser chose to temporarily cease production until the situation was remedied, rather than compromise by using adjuncts.

Thankfully, once the war ended in 1945, the brewery recouped its grain allotments and brewing resumed full bore. Lanser looked forward to greatly expanding production with plans to build an entirely new facility with much greater brewing capacity.

Unfortunately concerns over grain limitations quickly resurfaced. In April 1946, restrictions were reinstated for all brewers with grain being redirected to Europe and Japan where it was much in need as a critical part of the food supply. The result was a 30% decrease in Arizona Brewing’s beer production.

Lanser fights back

Lanser argued against these grain restrictions. He claimed that a 30% reduction in Arizona-brewed beer plus a 30% reduction in out-of-state beer being shipped in added up to a 60% decrease of beer available in the state.

During the Arizona Wholesale Beer and Liquor Association’s annual meeting, Lanser contended that the state now suffered more acutely from the 1946 restrictions than at any time during the war. He claimed the government-imposed curtailments penalized the wrong industry, principally because the grain varieties used in beer making (barley, corn, grits, and rice) were not varieties generally processed for table consumption. He proposed that instead, wheat was the

more fundamental food grain. Still, the government lumped brewing grains with wheat when formulating its calculations.

Lanser looked for ways to ease the brewery’s predicament. As luck would have it, he discovered that Schutz and Hilger’s Jordan Brewery in Jordan, MN, was for sale. He quickly jumped at the opportunity to acquire the brewery strictly for its grain allotment to bolster Arizona Brewing’s allocation. For a short time, bottles of Jordan Beer were available in Phoenix, when its remaining stock was shipped by rail to Arizona. After the brewery’s grain was depleted, the Minnesota brewery was sold in November 1946 to the Mankato Brewing Company of Mankato, MN. Shortly after, President Truman terminated the grain curtailments.

Post-war expansion

Lanser and the Lindners were now ready to expand with a new \$2 million dollar facility. Finished in 1950, the new complex could produce 250,000 barrels of beer per year, five times more than when Lanser took possession in 1942. Sales increased 32% from 1948 to 1949 alone—the highest percentage increase of any brewery in the United States at the time. The increase took place while average beer sales fell 2.6% nationally from 1947 to 1949. During most of the 1950s, A-1 Pilsner Beer was the best selling beer in Arizona.

The changing beer business

Like many regional breweries, Arizona Brewing’s momentum gradually slowed in the late 1950s and early 1960s. Rising costs ate into profit margins and the state

brewers regardless of their level of production. As a result, most breweries were forced to produce at far less than their full capacity.

During this time, the inclusion of adjuncts—alternative ingredients—in beer, such as corn or rice, became more and more the norm as the price of grain rose. As a result, lager beers with as much as 50-percent adjuncts grew in popularity. This style was especially popular among women who favored lighter-style beers. Consequently, the American-style lager was born. Breweries such as Anheuser-Busch, Schlitz, Miller, Pabst, and Coors perfected the American-style lager and it became their principal seller for decades afterwards.

Surviving the war

Bucking the trend, Lanser and Lindner chose not to employ adjuncts, which they

The National Brewing Co., which bought Arizona Brewing in 1964, became a principal sponsor of the Phoenix Suns when the team began to play in the NBA in 1968. A-1 Beer leveraged its association with the Suns on its packaging and advertising, like the game schedule pictured here. Famed broadcaster Al McCoy, nicknamed "The Voice of the Suns," regularly yelled out, "That was good, like A-1 Beer" after key plays by the team during his broadcasts in the early 1970s.



had many newcomer beer drinkers who were unfamiliar with A-1, perhaps preferring the bigger "national" brands. The acquisition of smaller companies by larger national entities had been on the rise since the repeal of Prohibition. There were 756 breweries operating in the United States in 1935. By 1955, the number had dwindled to 292, and by 1980, only 101 were left in operation. Meanwhile, the five largest breweries grew their market share from 19% to 75% from the mid-1940s through 1980.

The end of an era

The fateful decision was made to sell to the much-larger Carling Brewing Company in October 1964. Carling, headquartered in Cleveland, OH, was trying to build a network of regional breweries to sell its Black Label beer brand nationwide—which ultimately failed. Just two years later in 1966, Carling sold the brewery to the National Brewing Company of Baltimore, famous there for its Colt 45 malt liquor and National Bohemian ("Natty Boh") brands.

National succeeded in resurrecting A-1 Beer as an Arizona-themed brand. It boosted sales by sponsoring the popular new professional sports teams in Phoenix, the NBA's Suns and the Phoenix

Roadrunners in the newly created World Hockey Association (which ultimately merged with the NHL). National brought pride back to A-1.

National became Carling-National in a 1974 merger with A-1's previous owner, and A-1 became more of a budget beer with drab packaging. The great brewery consolidation continued, as G. Heileman of LaCrosse, WI, took control of Carling-National in 1979 and so also, the brewery in Arizona. Even though the Arizona plant was soon operating at full capacity it did not compare in scale to Heileman's other plants.

In 1985, Heileman decided to close the brewery in Phoenix for good. Sadly, what had once been the Arizona Brewing Co. was torn down in 1993 following several failed attempts to re-purpose its buildings. Happily, Arizona got its first craft brewery in 1998 and has enjoyed a new era of brewing, including a brief revival of the A-1 brand by Tucson's Nimbus brewery, which itself closed in 2018. But those who remember the days of Arizona Brewing's A-1 Pilsner recall it fondly as Arizona's one and only, hometown beer.



This 13.5 x 10.5 inch cardboard easel-back sign, c. 1980, promoted A-1 as the "legendary beer" of Arizona. In 1979, G. Heileman Brewing took over the Phoenix plant from the merged Carling-National. Heileman relaunched A-1 in new, retro-looking packaging that harkened back to its 1950s look. A four-can set called the Legend Series was introduced, promoting A-1 as "Arizona's Original."

About the author:

*NABA member Ed Sipos has lived in Arizona from the time he was three years old and began collecting beer cans in 1978 at age 11, building his collection at local swap meets and through mail order catalogues. By the late 1980s, he was focusing on Arizona and pre-Prohibition breweriana. In 2013, Ed published the book *Brewing Arizona: A Century of Beer in the Grand Canyon State* and has self-published two other books: *Mini Mug/Stein Match Holders: A Comprehensive Guide for Collectors*, and *Mini Mug/Stein Match Holders II: Restaurants, Rathskellers & Saloons*. He also has written many articles on breweriana for various publications and is editor of the *A-1 Chapter newsletter*.*

Ed can be reached at: azcantwo@yahoo.com.

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Upcoming Shows

August, 2020

Date: August 15
Time: 9am-2pm
Event: Texas Brewery
Collectibles Show
Address: Spoetzl Brewery, Shiner, TX
Contact: Charlie Staats
210-834-5252

September, 2020

Date: September 9-12
Time: Varies
Event: BCCA CANvention 50
Address: Marriott St Louis, 800 Washing-
ton Ave, St Louis, MO 63101
Contact: 636-343-6486
bccacom

Date: September 19
Time: 9am-1pm
Event: OctoBEERfest, Cascade
Breweriana Assoc
Address: American Legion Post #180,
2146 SE Monroe St, Milwaukie, OR 97222
Contact: Rich Horrocks
503-653-0312

October, 2020

Date: October 3
Time: 11am-4pm
Event: Beer Can & Breweriana Swap
Meet, Missouri Ozarks Chapter
Address: Billards of Springfield MO, 541
E St. Louis St, Springfield, MO 65806
Contact: Michele Fritz
563-690-6552

Date: October 3
Time: 10am-2pm
Event: Oktober Insanity Breweriana
Show & Sale, Congress Chapter
Address: Camillus Elks Lodge, 6117
Newpot Rd, Camillus, NY 13031
Contact: Jim Voutsinas
315-637-8241

Date: October 3
Time: 9am-2pm
Event: 11th Annual I-80/Speedway
Breweriana Collectibles Show, Hawkeye
Chapter
Address: Jasper County Community
Center
2401 1st Avenue E, Newton, IA 50208
Contact: Tony Stice
641-792-7722

Date: October 4
Time: 8am-2pm
Event: OktoBIERfest, Westmont 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: October 9-10
Time: 9am-3pm
Event: Guzzle 'n Twirl 47, North Star
Chapter
Address: Aldrich Arena, 1850 White Bear
Ave, Maplewood, MN
Contact: Mike Mullally
651-451-3786

Date: October 9-10
Time: Friday 5pm- 9pm; Sat. 9am-5pm
Event: Great Lakes Show (formerly EGL-
BCS) Michigan, Buckeye, & Lake
Erie Chapters
Address: Quality Inn and Suites, 4742
Brecksville Rd, Richfield, OH 44286
Contact: Clayton Emery
231-920-6013

Date: October 10
Time: 9am-2pm
Event: Fretz-Hancock Show, A-1 Chapter
Address: Phoenix Beer Company, 3002 E.
Washington St, Phoenix AZ 85034
Contact: Rich La Susa
480-452-7186

Date: October 18
Time: 9am-3pm
Event: Prison City Chapter Trade
Session
Address: Knights of Columbus Hall, 1813 E
Cass St (Route 30), Joliet IL 60432
Contact: Willy Novak
630-291-7943
oldstylewilly@att.net

Date: October 20-30
Time: Sat: 8am-2pm
Event: IBC Chapter Breweriana Show
Address: Waterfront Hotel and Conference
Ctr, 2930 Waterfront Pkwy,
Indianapolis, IN 46214
Contact: Todd Morton
317-502-8835

November, 2020

Date: November 1
Time: 8am-1pm
Event: Badger Bunch Fall Show
Address: Delafield Brewhaus, 3832 Hillside
Dr, Delafield, WI 53018
Contact: Pat
262-853-8401

Date: November 7
Time: 9am-1pm
Event: Turkey Pluckoff, Cascade Chapter
Address: American Eagles, 7611 N Exeter
St, Portland OR 97203
Contact: Michael Boardman
503-880-8252

Date: November 7
Time: 9am-12pm
Event: Simon Pure Chapter show
Address: Elks Lodge 860, 55 Main St,
Tonawanda, NY 14150
Contact: Jegg Murbach
716-713-7236

Date: November 8
Time: 8am-2pm
Event: Fall Show, Chicagoland Breweriana
Society NABA/ABA
Address: Elk Grove Village VFW Hall, 400
E. Devon Ave, Elk Grove Village, IL 60007
Contact: Ray Capek
630-778-1482

Date: November 14
Time: 11am-2pm
Event: 36th Annual Western Regional
Can & Breweriana Show
Address: 21st Amendment Brewery, 2010
Williams St, San Leandro, CA 94577
Contact: Ken Harootunian
415-515-5093
kenharootunian@yahoo.com

Date: November 21
Time: 12pm-3pm
Event: Kato Brewery Collectables Show,
Schell's Border Batch Chapter
Address: Mankato Brewing Company, 1119
Center St, North Mankato, MN 56003
Contact: Tom Terwilliger
515-341-3347

Date: November 21
Time: 7:30am-2pm
Event: Windy City Pre-Thanksgiving Beer
Can/Breweriana/Man Cave Trade Show
Address: American Legion #76, 570 S.
Gary Ave, Carol Stream, IL 60188
Contact: Ed Harker
312-927-9329

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

♦Buy♦Sell♦Trade♦Buy♦Sell♦

WANTED: Latrobe, PA breweriana. Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10easyst@comcast.net. rV191

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 rV200

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 rV200

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. rV193

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

MEMBERS-ONLY Sale!

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

NABA

BACK ISSUES of the *BC* for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147-150, 152-160, 162-180. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to NABA, PO Box 51008, Durham, NC 27717 NABA



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Awarded for distinguished service and contributions to NABA and to the Breweriana hobby.

APPLICATION FOR MEMBERSHIP

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

OR join online via our secure server, using a credit card or PayPal: See NABABREW.COM and hit the "JOIN" button. I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$35 (3 years for \$150), Canada \$40 (US); and overseas \$50 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!).

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

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

email address _____ Sponsor _____

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

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

Specific breweries, brands, cities _____

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

BREWERIANA COLLECTOR Magazine

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



Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email to falconer@swva.net. With your text and photos, however, we can compose. Oversized or 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
jeffd_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 (Iowa & bordering states)
Contact: Mike England
mikeengland@bccca.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
jlironcity@gmail.com

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

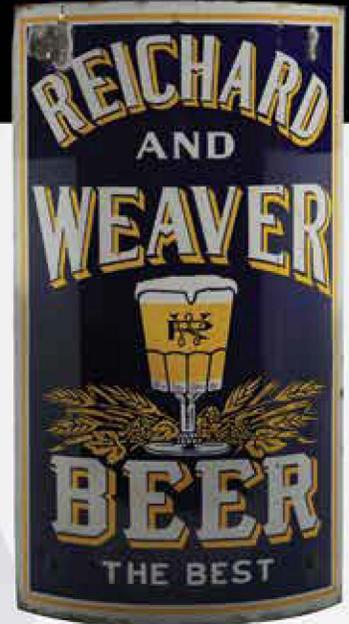
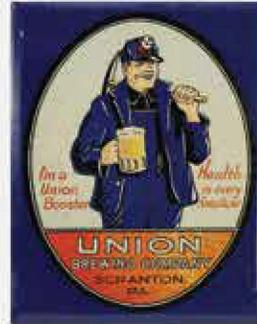


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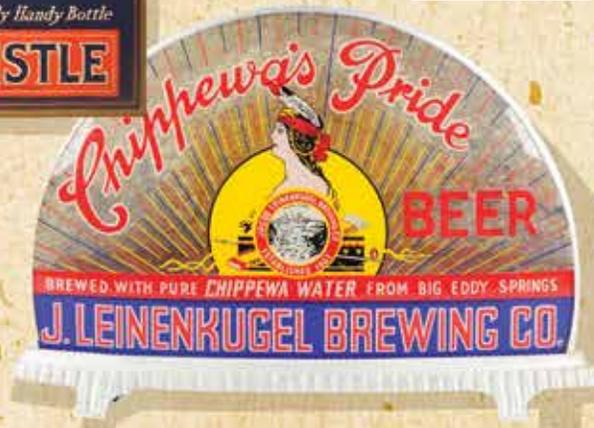
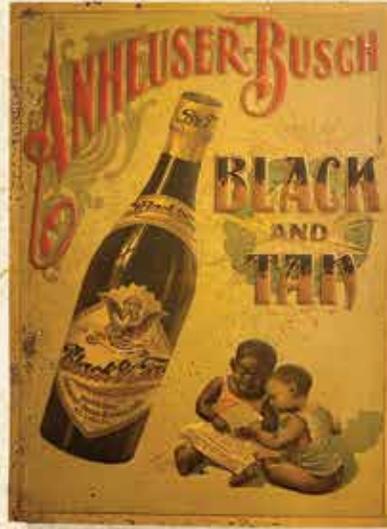
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