

BREWERIANA



COLLECTOR

VOLUME 191

FALL 2020

Special 80-page issue!

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BREWERIANA COLLECTOR

"Ours is a hobby of stories."

FALL 2020

#191

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Cover Image: Next year NABA will be back in Milwaukee for our 50th Convention! To celebrate, Milwaukee breweriana will be featured on our magazine covers, like this eye-catching piece from Schlitz. This large 1930s cardboard diecut sign was stored for many years in the attic of a Schlitz collector's home. It is believed to be the only example in existence, acquired recently by NABA member Josh Gawryluk. **NABA's 50th Anniversary Convention will be held in Milwaukee, WI, July 28 - 31, 2021. Watch for details in the pages of this magazine.**

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President's Message



I hope you all are staying well during these challenging pandemic times! The summer months have sadly, but understandably, only produced a few shows to attend, and I know we all are missing the good times and camaraderie that come with seeing each other and sharing stories at our “beer show” gatherings.

I attended a show hosted by NABA member Jon Newberry at his Wiedemann Brewery in St. Bernard/Cincinnati, OH. This event, largely arranged by NABA's Queen City and Miami Valley Chapters, was well attended. And yes, masks and social distancing were recognizable. I know we all yearn for a return to some semblance of normalcy, and hope it happens soon.

NABA Survey Success

Now, how about some good news? It's easy to say that the best news about NABA is the active and generous participation of you, our terrific members, in this club! In June, we asked our membership to complete an emailed survey about the convention as well as what they think is working and what should be changed about the club.

What's clearly working is membership interest in NABA, because an astonishing 45% – 433 members – answered the survey. Your opinions were both clear-cut and instrumental in guiding your NABA Board on our decision to cancel the Convention. We also got some terrific feedback on what you value most about NABA and things we can change for the better. Please see page 8 for complete reporting on the survey. Your responses and suggestions are invaluable toward guiding the Board in setting priorities and developing strategies going forward.

NABA 2021 Convention

The 2021 Convention marks our 50th, and we will be celebrating in the city where it all began: Milwaukee. Our meeting will be at the recently-renovated Ingleside Hotel in Waukesha, which has an ideal set-up and where we successfully held two prior conventions in 1996 and 2004. And yes, we will have all the rooms together to encourage the kind of room-to-room trading we all love.

This 50th Convention is truly an event you won't want to miss,

so mark your calendars now for July 28th-31st. Chairman **Joe Gula** and Co-chair **Mike Michalik** are already making great plans for this gala celebration. We all hope the Covid situation is in the rear view mirror by then.

NABA appointments

Those who regularly attend our conventions know that Board of Director elections are part of the agenda. Since Pittsburgh was cancelled, elections were not formally held. The good news is that we have retained all our valuable Board of Director members for the next year.

You'll also see on our masthead in this issue that **George Baley**, by unanimous vote of the NABA Board, was elected both Director Emeritus and our first Club Historian. A past president and editor of this magazine, George has done it all for NABA and was awarded our highest honor, the Herbert A. Haydock Founder's Award, in 2014. His new appointments are additional



Some leading members of our hobby gathered at a recent show at the Wiedemann Brewing Co. in Cincinnati, owned by NABA member Jon Newberry, who has a fine collection of breweriana on display in the brewery's tap room. **From left:** Tom and Mary Legeret, John and Paula Fatura, Beer Dave Gausepohl, John Ferguson, Kent Newton, Tom Waller, Dave Reed, and Marvin Gardner.



A leader in our hobby and club, George Baley was unanimously chosen to be both *Director Emeritus* and *Club Historian* by the NABA Board.

well-deserved honors, which recognize his continued contributions to NABA.

Tom Curran, who splits his time between Wisconsin and Arizona, also accepted the Board's invitation to join our stellar Membership Committee. Tom is a long-time NABA member and valued contributor to NABA, including as a writer for this magazine.

Norm Jay

Time marches on and inevitably, we lose members who pass on. We try to memorialize them in our "Taps" section of this magazine, which in this issue, sadly includes four members, including Norm Jay. A past president of NABA and Director Emeritus, Norm did so much to help build this organization over the years and his good cheer will be missed by the many NABA

members who called Norm a friend.

This magazine

The NABA Board voted unanimously to give back to our membership by spending the extra money to create this special 80-page issue to kick-off our 50-year celebration. It was only in the Spring of 2019 that we expanded from 48 to 64 pages, and 80 pages was not even imagined.

And what's most amazing is that we could have made this issue even bigger. Why? Because of the overwhelming interest from and willingness of you, our NABA members, to contribute to our magazine. More than 100 members were involved in creating this issue and the interest and enthusiasm for this publication continues to grow. We are sincerely grateful for the time and effort of so many of you who are willing to

participate in making this magazine one for all to enjoy!

Editor **Lee Chichester** and Editorial Director, **Ken Quaas**, have built a great team of writers and have established a new Editorial Board, consisting of **Dave Alsgaard, Joel Gandt, and Mike Paul**. This group will continue to help in the overall assembly and editing of the magazine, as we move to constantly improve and bring you the great stories of our hobby.

In closing, let me say that I hope you stay safe and in good health, but I hope also to see you at a show sometime soon. In the meantime, sit back, relax, and enjoy this magazine!

John Ferguson, President
Fergkate@comcast.net

EXECUTIVE SECRETARY'S REPORT

Total Members	Members Current with Dues	Needing to Renew 6/30/2020	Needing To renew 9/30/2020	New Members & Rejoins	Renew if Mailing Label Dated
995	902	39	54	41	06/30/2020 09/30/2020

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 at right side below top banner area. Beside "change password," *Membership Details* appears. "Renew to New Date" is fourth bullet down (after Membership Card).

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

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Be aware that if the credit card information prefills, you may need to manually enter each field even though the information looks correct.

John Stanley



Lithograph, c. 1946.
Collection of Charlie Staats.

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Please join us

in raising a frosty beverage
to *welcome* NABA's New &
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NABA Survey Findings

by Ken Quaas

In June, the NABA membership was emailed and asked to complete a brief survey. The goals of the survey were for your board to understand our members' feelings about holding the Convention amid the Covid-19 pandemic, as well as to get input on what you like best about the club, and things you'd most like to change.

Typically, in a survey sent to members of an

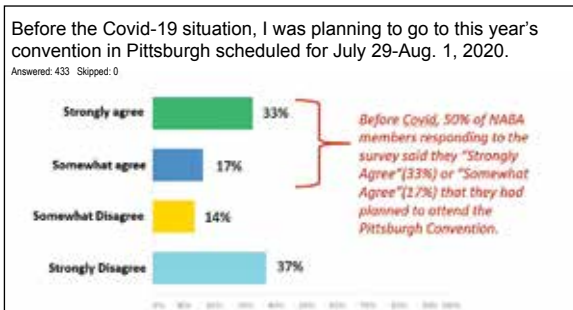
organization like ours, a 10-20% response rate might be expected. But NABA members are different.

We had an astonishing 45% of our entire membership participate. With 433 total responses received, we had a statistically significant sample that is representative of the total membership. This provides the utmost confidence in the findings, which we wanted to share with you*.

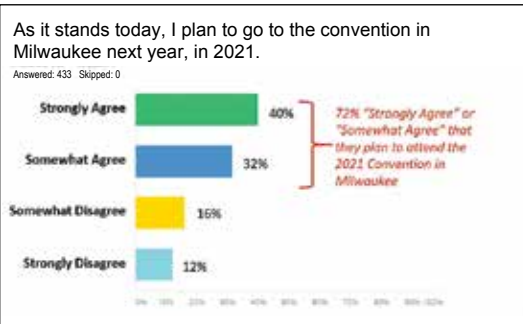
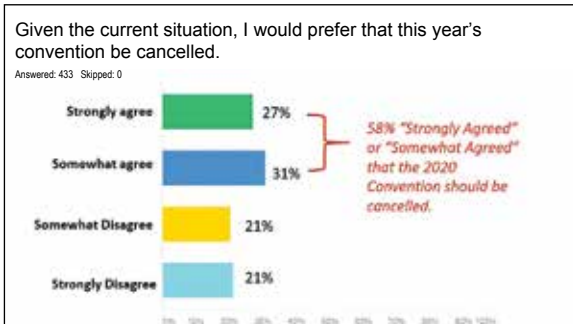
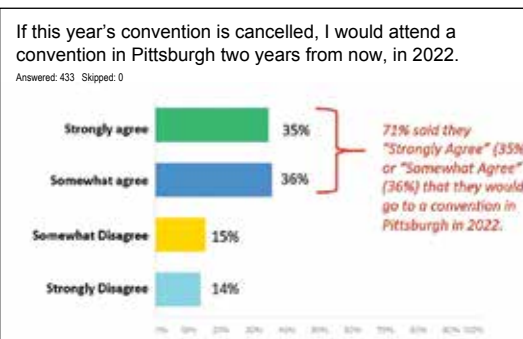
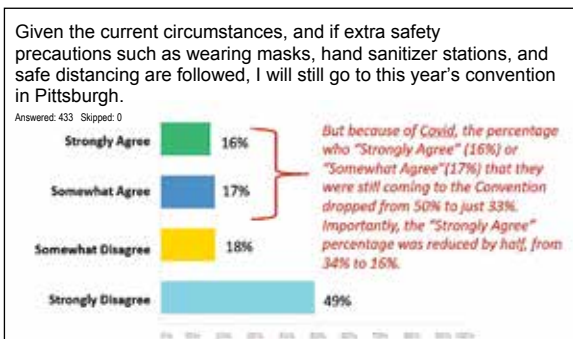
As you can see by the charts shown here, key findings related to the Convention drove the decision by the NABA Board of Directors to cancel this year's event and re-schedule Pittsburgh for 2022 (Milwaukee had already been booked for 2021).

The pandemic-related findings include:

- The number of members who had said they were *likely* to attend the 2020 Convention *before* Covid declined by half.
- A majority of members (58%) favored cancelling the 2020 Convention altogether.
- Pittsburgh holds very high interest as a place to hold our Convention: 72% said they are likely to go to NABA Convention there in 2022. As a result, the Board of Directors decided to re-schedule at the same hotel.
- There is a very high degree of interest (72%) in attending next year's 2021 Convention in Milwaukee.



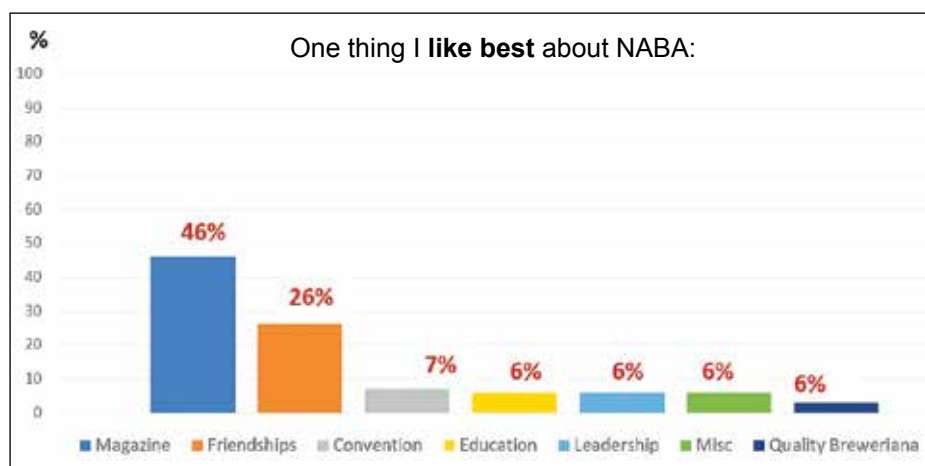
**If you did not receive the survey in your email—and we sent it twice—please let us know by emailing naba@mindspring.com. It may mean your email is not accepting NABA messages (we can help with that) or that we simply don't have your correct email address.*



What do members like best about NABA?

In addition to questions about the Convention, we also took the opportunity to survey our membership about what they like best about NABA as well as what they would most like to change. The responses were enlightening and will help guide the strategic direction of NABA as we move ahead.

The two leading responses to the question of what members like best about NABA were: the *Breweriana Collector* magazine (46%); followed by the friendships and camaraderie experienced by being a member (26%). Members were especially complimentary about the growth and quality of the magazine.



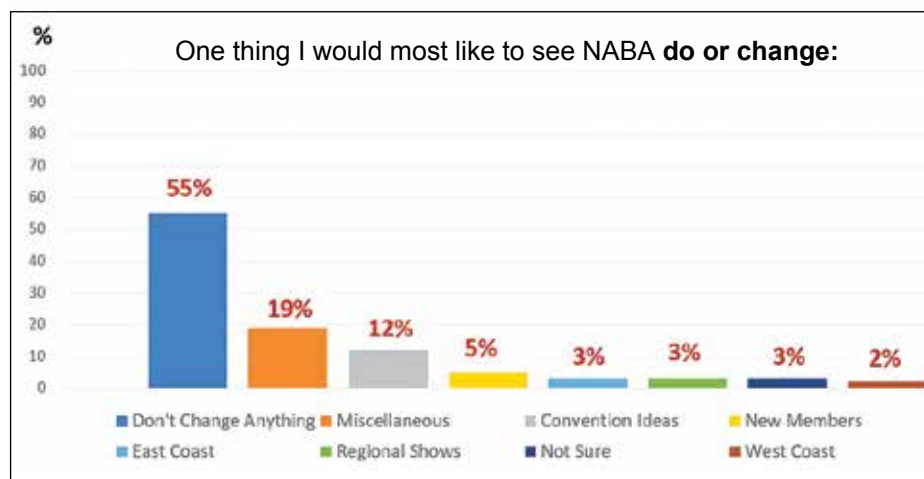
What do members want NABA to do or change?

When asked what members felt NABA should do or change, an amazing 55% expressed satisfaction with the way things are, noting that we should not change a thing!

Beyond that, there were many good and diverse suggestions, none of which had numbers that added up to more than 1% of total responses, so we put them in a "Miscellaneous" bucket, adding up to 19% of all responses to the question.

Twelve percent of responses related to diverse suggestions for making the Convention better—with the concern that we encourage room-to-room trading and keep rooms together to ease this popular activity—chief among them. These have become primary goals of the Convention team and we have guarantees by the hotels in Milwaukee (2021) and Pittsburgh (2022) that we will have rooms clustered together.

Other responses included the desire for NABA to add new and young members, sponsor regional shows, and develop an even stronger presence on the East and West Coasts. The good news is that these have been adopted as goals by the NABA Board for 2020, and we already have been making significant progress in each of these areas.



BREWERY LETTERHEADS: A LOST ART IN COMMUNICATION

BY DAVE ALSGAARD

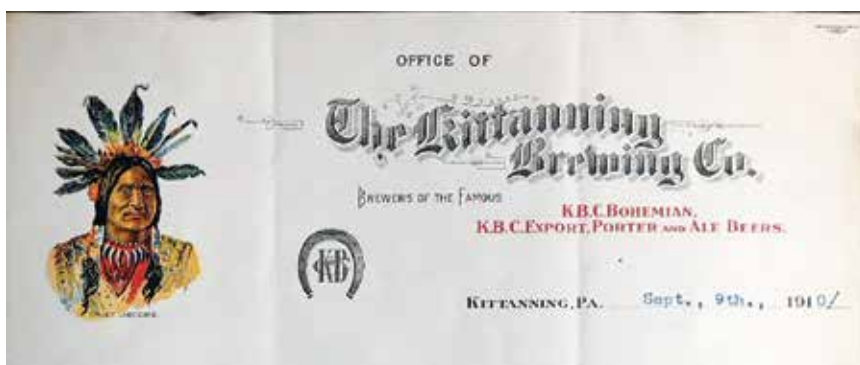
Before the internet enabled a new form of communication called email, the primary method of formal correspondence was, of course, to mail a letter. For most businesses, letters represented not just a communication tool, but also the opportunity to convey an image or impression. For breweries, this often meant creating graphically appealing and visually arresting letterheads. The best of them portrayed the brewery, its products, or both; sometimes with elaborate type-faces and fantastic imagery that, sadly, no longer exists in this digital age.

Email allowed gains in speed and flexibility, but these gains came at a cost—perhaps not obvious or appreciated to non-collectors. But to longtime NABA member Marv Gardner, it represents the loss of great graphics from atop brewery letters, most of which ended up in the trash. Marv adds: “Many collectors tend to snub the simpler, paper-type of items, but I have always been drawn to the amazing graphics on the early letterheads. Some are very colorful, with brewery logos. Others are simpler black and white. Many had brewery scenes, which, many times, were way over-stated. They wanted to look large and strong.”

Sometimes the message contained in the letter can be as interesting as the letterhead. This January 1873 example from Western Brewery of Evansville, IN states that they are low on funds to re-pay a note because they are busy making ice. This brewery is not listed in *American Breweries II*. Some letterheads, like this one, indicate the printer: Calvert Litho. Co., Detroit, MI.



This colorful letterhead was used in 1910 by Kittanning Brewing Co., Kittanning, PA. It depicts Delaware Indian Chief Jacobs, and was printed by the Northwestern Litho. Co., Milwaukee, WI.

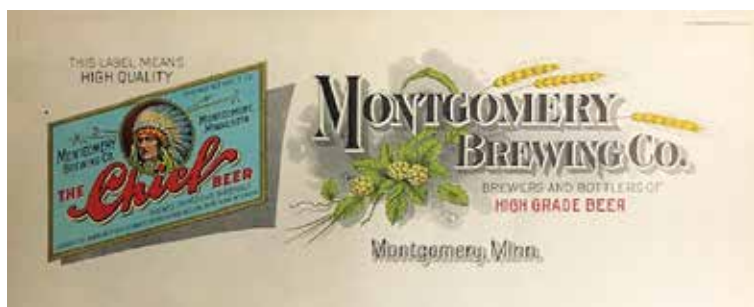


Marv started collecting brewery letterheads in the late 1980s. He later sold most of that collection. He started collecting them two more times, and sold both of those collections, too. Now he “has the bug once again” and is starting to acquire them for the fourth time around.

He also remembers that the late NABA founder, Herb Haydock and his wife and collecting partner, Helen, had a “most magnificent collection” of brewery letterheads on display at the Oldenberg Brewery museum in Ft. Mitchell, KY. Marv wishes they had published a book featuring “just those beauties.”

One regret Marv has: He did not take photos of the great letterheads and related brewery paper items from his three prior collections. But here he has provided selected photos from his current letterheads. He also invited other NABA members to share some of their favorite letterheads—those with especially interesting or attractive graphics.

Editor’s note: Unless otherwise noted, images are from the collection of Marv Gardner.



Another eye-catching, lithographed letterhead—this from Montgomery Brewing Co., Montgomery, MN—depicts a label for their Chief Beer. The use of so many colors and the intricate detail on a letterhead meant for one-time use is astounding.



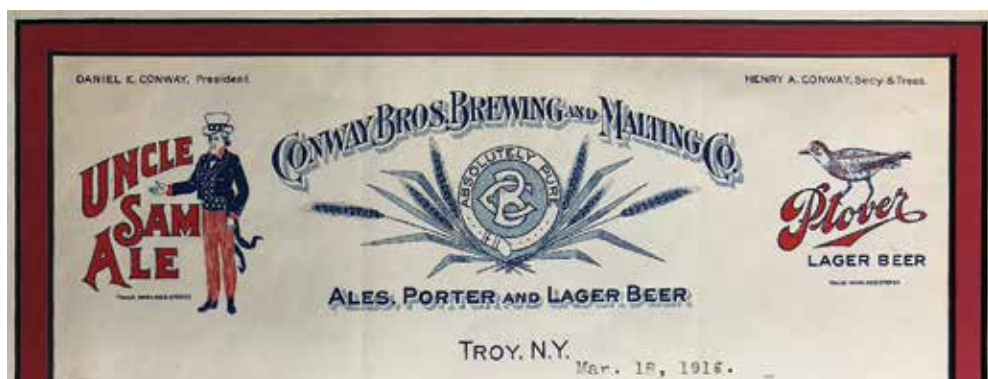
A third colorful pre-Prohibition example depicting a native American is from Sioux City Brewing Company, Sioux City, IA. It shows two of their bottled products: Western Brew, and Heidel-Bräu. Letterheads can be a good and sometimes unique source of information about the brewery's officers, as in this case.



The patriotic bald eagle is in color, giving it more “pop” flying with a keg and hops above a very busy Union Brewing Co. of Peoria, IL (1886-1920). This letter is dated October 5, 1910, and, like the Kittanning letterhead on the previous page, was also printed by Northwestern Litho. Co., of Milwaukee, WI.



This attractive design showing the Utah state beehive motto is from the Milwaukee Litho. Co., Milwaukee, WI, and was used in 1907. At the time, there were only five other breweries operating in the entire state, making this an unusual letterhead. It also names the president, vice-president, and general manager.



Whereas Union Brewing used the bald eagle to prove its patriotism, Conway Bros. Brewing and Malting Co., from Troy, NY, called on Uncle Sam for its ale in 1916. This letter was written in the brewery's final year of operation.

A fine example of a two-color letterhead—with both the brewery factory scene and an image of their Gilt Edge Export Lager—from Dotterweich Brewing Company of Olean, NY. This one placed the names of the brewery's officers across the top. Also interesting is that the brewery lists two three-digit telephone numbers, which was quite modern at the time.

Collection of Joe Gula.



This very early letterhead from 1870, shows B. Stroh's Lion Brewery in Detroit, MI, belching smoke and prospering. This letter includes the signature of B. Stroh. Bernhard Stroh Sr. founded the brewery, which later carried his name, in 1850.

Collection of Jim Kaiser.



At the left in this letterhead is a black and white factory scene beside a very colorful logo on the right. It is from the "Rahr Brewing Co., successor to Henry Rahr Sons' Co." from Green Bay, WI. This name change occurred in 1913, so this letterhead design was probably in use for only a short time.

Collection of John Steiner.



This letterhead from Class & Nachod Brewing Co. of Philadelphia, PA, is in basic black and white and proudly lists both their draft and bottled beers. It also serves to promote the brewery's "beauty and utility." The building at the left is a stable, but there is no sign of a horse anywhere. Instead, motorized trucks are shown hauling loads of kegs. Class & Nachod survived Prohibition and operated as F.A. Poth Brewing Co. until 1941.

Collection of Chris Watt.





This fantastic and busy 1880s era brewery scene from Phillip Best of Milwaukee, WI, proudly shows off the medals it won, as well as naming their officers. This example was meant to be used by their Wausau branch in Wausau, WI. Collection of John Steiner.



Some thirty years after the date of the Phillip Best letterhead above, The Fred Miller Brewing Co. (also from Milwaukee, WI) was using this design for its business correspondence. It shows a bustling rail yard full of boxcars and several city blocks of modern buildings. It was issued for use by their branch in Superior, WI. Collection of John Steiner.



A beautiful early letterhead, used in 1888 by Jos. Schnaider's Brewing Co., of St. Louis, MO, shows their large and flourishing brewery beside examples of three labels. Sometimes, labels shown on letterheads are the only evidence we have of their existence, as with all of these. Collection of Don Roussin.

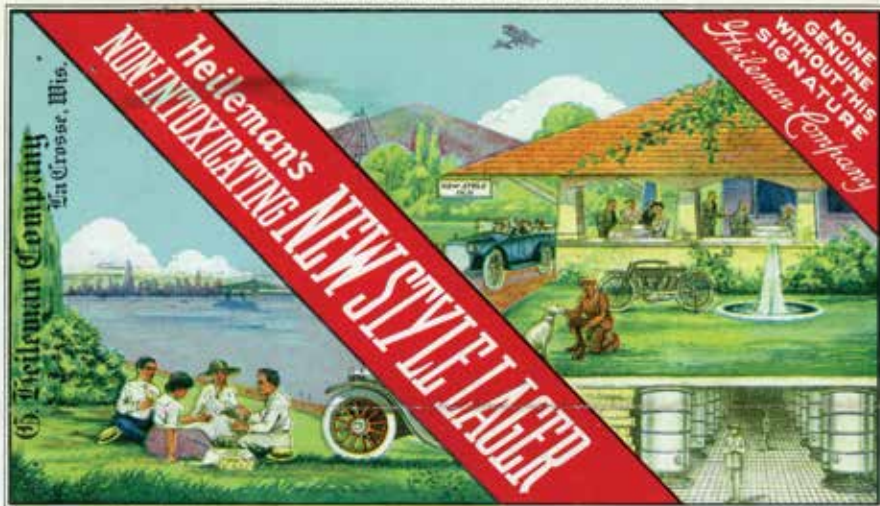


This simple but effective letterhead from Brinckwirth, Griesedieck & Nolker's Lafayette Brewery of St. Louis, MO, has an attractive design with ornate fonts. The body of the letter (not shown) announces the birth of Mr. Nolker's fourth child. The year Mr. Nolker wrote the letter (1879) was the last year the brewery operated under this name, when Mr. Griesedieck left to pursue other opportunities. Collection of Don Roussin.

Collection of Don Roussin.



Collection of John Steiner.



Collection of John Steiner.



Roussin, Chris Watt, and Barry Travis for their generous contributions to this article.

Lessons Learned on Loose Ends

by Mike Paul

Out of the clear blue I recently got a phone call to meet with the relatives of a West Bend man who had died not long ago. As I pulled up, the house seemed familiar, but I couldn't be sure of it until I got in the basement and confirmed—yes, I'd been in the house a good 15-20 years ago.

The now-deceased owner had called me back then to look at some Civil War firearms. Through conversation I learned that he had worked at the West Bend Lithia Co. until that brewery closed its doors in 1972.

Immediately, I was even more interested in what



else he might have beyond the guns. At the time, I had been collecting Lithia for several years and was still actively adding items (I sold the collection at one of my auctions this last winter, along with my late father's collection).

I told him I had heard that the Lithia bock beer was simply caramel colored and labeled as bock. I asked if there was any truth to that. From his reaction, you'd have thought I said his mom wore combat boots. He immediately repeated the recipe, ingredient for ingredient, and then walked me through the brewing process step by step.



I was amazed at the detail of his recollection and that he was able to tell me the exact type and quantities of the specific malts that were used. I didn't try to hide my admiration at his recall, and this mollified him enough that I was able to get the conversation back on track and buy several pieces.

I left without the guns. But I was pretty pleased to obtain an air-sealed Milwaukee Valley can, two die-stamped tin litho signs, a porcelain corner sign, and a pile of lesser

items—all to add to my

collection of breweriana from the West Bend Lithia brewery.

In more recent years, I thought about that chance encounter and kicked myself for not taking notes and picking his brain more thoroughly about the beer, the brewery, and its final days. I had presumed that he had long since passed. Wrong.

Meanwhile, West Bend Lithia has been closed for 48 years. At least one guy was still out there who remembered it well and was both willing and sharp enough to share his knowledge.

Lesson learned: if there's a loose end out there, *follow up on it.*



Tales of the Trays

NABA members tell stories of their favorites

Every beer tray tells a story. It carries the tale of the beer and brewery it advertised and may also reveal something about the time, place, and consumer mindset for which it was created.

Somehow, a wide variety of beer trays survived the decades, and even some, centuries. Perhaps they were protected or forgotten in a musty attic, dusty cellar, or distant drawer or closet. Maybe someone long ago appreciated their graphics and put them on a shelf or wall, helping to preserve them for future generations to enjoy.

Still, in the case of many brands' trays, there survived relatively few, compared to the original quantities made. A variety of circumstances might have

conspired to make them disappear: hard use, a war-time metal drive, or mere disinterested relegation to a garbage dump by individuals unaware of their scarcity.

The tray survivors shown here, in one way or another, made their way into the hands of NABA members who have tales of their own about their acquisition and appreciation. Often, these accounts of breweriana provenance are shared over a beer at the NABA Convention, which unfortunately, had to be cancelled this year due to the pandemic.

Because that kind of in-person camaraderie could not take place this summer, some NABA members from across the country provided pictures and stories of their favorite beer trays to share here. We are grateful for their contributions!

Lembeck & Betz Eagle Brewing Co., Jersey City, NJ, manufacturer unknown, pre-Prohibition era

Looking closely, there is so much going on in these graphics, it's hard for it not to be a favorite. The leprechauns delivering cases and kegs from an airship alone is a wonderful thing! It also depicts the brewery, The Statue of Liberty, an American Flag, an early NYC skyline, and a very busy Hudson River. Their slogan mocking Schlitz is also humorous: *The Beer That Makes Milwaukee Jealous.*

I'd always wanted this tray, and one day I acquired a Holland Bock ball knob from Hammonton NJ—a super rare item. This was one of only four or five New Jersey ball knobs that specialist Paul Brady did not have. He offered me an even trade, knob for tray. It didn't take me long to pull the trigger. I doubt I'll ever find another ball knob, but I treasure this tray much more.

—Brian Harto, Milltown, NJ





Bismarck Beer, Standard Brewing Co., Baltimore MD, by Mayer and Lavenson, NY, NY, c. 1905

This unusual tray is from the Bob Gottschalk collection and was displayed prominently in my parents' house for many years. It features Chancellor Bismarck in the center, with small insets of Kaiser Wilhelm II (last German emperor and King of Prussia) and Teddy Roosevelt. It always fascinated me that historic figures were used to promote a beer brand, *World Famous Bismarck Beer*. It combines my interest in history with my love of beer.

—Gary Gottschalk, Rochester, NY



Northampton Beer, Ale, & Porter, Northampton Brewing Co., Northampton, PA, by Chas. W. Shonk Co., Chicago, IL

This pre-Pro tray uses a stock cavalier image and is believed to be the first tray produced by the brewery. It is one of three known to still exist. It's the only tray in my collection that I can trace back to ownership in the Haydock collection. This makes it one of my all-time favorite trays, in addition to the fact that I've lived in Northampton all my life.

—John Demczyszyn, Northampton, PA



Molter's What Cheer Brewery, Providence, RI, by Kaufmann & Straus Co., NY, c. 1898-1905

Sometime in the late 1980s I found out about the existence of this tray. It was in the collection of the late, great Vic Hug from Ohio. Being a Rhode Island breweriana collector, I asked Vic to let me know if he ever wanted to sell it. At least once a year I sent him a note reminding him.

In about 1993, Vic called me on a Thursday night and told me he would sell me the tray and asked if I was going to the beer show that Saturday in Macungie, PA. I had never even heard of Macungie! To my ex-wife's horror, I got up Friday morning and drove straight there. I probably got to the show two hours early, where Vic had the tray waiting for me. Also at that show I met the legendary Darrell Ziegler and saw his amazing collection. What a great time I had, and I came home with a fantastic tray!

—Steve Bergquist, Cranston, RI

Kuebler Beer, Kuebler Brewing Co., Easton PA, manufacturer unknown, c. early 1940s

My collection consists of items from Pennsylvania's Lehigh Valley (Allentown, Easton, Bethlehem). Kuebler was located in Easton, where I live. Being a fan of beer and local history, my priority for my collection is to acquire Easton items. They are difficult to find, so if I see something and can afford it, I buy it!

This tray is known as the "Halloween tray" because of the color combination used—and the man looks slightly scary to some. This tray had eluded me for at least seven years. It was either not available (the biggest issue) or too expensive.

I finally bought the tray in December, 2019. It's a favorite of mine because it was unobtainable to me for so many years, and I've always seen the Kuebler guy as someone I would want to sit down with and have a nice cold beer.

—Andrew Riedi, Easton PA



Buffalo Co-Operative Brewing Company, Buffalo, NY, by Chas. W. Shonk Co., Chicago, IL, c. 1915

I've had the tray for at least 25 years. I bought it at a local flea market for \$25—I was just happy to find a pre-Pro tray for that price. This tray is not that rare, but good luck finding one in this condition! This is one of my favorite trays because I just love the bottles and labels.

—George Cichocki, Whitehouse Station, NJ



Buffalo Brewing Co., Sacramento, CA, by Kaufmann and Strauss Co., NY, NY, c. 1916

This tray represents one of the most seductive trays from the pre-Prohibition era, from my perspective. The gleam in the model's eye along with her slight smile draws the viewer in, wondering what might be in their future. This is likely the last pre-Pro tray from Buffalo Brewing.

I acquired it and some other trays in 2018 at the Phoenix Antique and Bottle Show, from a fellow who said he got the trays in Los Angeles at the flea market outside of the Rose Bowl.

—Tom Curran, Platteville, WI





**Rainier Beer, Seattle Brewing & Malting Co.,
Seattle, WA, Bachrach & Company, San Francisco,
CA, c.1905**

This is my favorite because of the colors and the beautiful lady on it. The lady depicted on the tray is Evelyn Nesbit, a well-known model and actress at the turn of the century, and the Marilyn Monroe of that era. Her jealous millionaire husband infamously killed her lover in what was one of the biggest scandals of the time.

I had always wanted this tray from the time I first saw it years ago, but as a guy just out of college, I couldn't afford it. I bought this one from eBay a few years ago. Unbeknownst to me, it belonged to a guy I went to high school with who lived just a few miles away.

—Dave Unwin, Bellevue, WA



**Wm. J. Lemp Brewing Co., St. Louis, MO, Chas.
W. Shonk Co., Chicago, IL, c. 1895**

My favorite tray is referred to as the *Gemutlichkeit* (meaning good times and community) tray or the "Top Hat Man" tray. I've had it for about 17 years. The main character is holding a bottle of Lemp's Extra Pale Beer, which was Lemp's flagship brand prior to the introduction of the Lemp's Falstaff after the turn of the century. I love the colors of this tray and the parade of Lemp logos around the rim.

—Joel Gandt, St. Louis, MO



**McAvoy's Malt Marrow Tonic, McAvoy Brewing
Co., Chicago, IL, by Chas. W. Shonk Co., Chicago
IL, c. 1910**

There is a copyright of 1899 on the tray, but to my knowledge, the tray may be a bit newer, while still pre-Pro. I'm a collector of malt tonic and other similar products. I'm not sure how many different tonic trays are out there, so I really enjoy this one.

—Mike Moon, Gulf Breeze, FL

Rising Sun Brewing Co., Elizabeth, NJ, manufacturer unknown, c. 1910

This is a great tray from a small NJ brewery. It's extremely rare and depicts a beautiful scene. Early in my collecting career, sometime between 1979-1982, I got a lead on a tray like this. I got the owner's address from a classified ad I had placed. After several "snail mail" letters back and forth, I realized that this guy was not selling for a reason. He finally disclosed that his tray had the "Rising Sun" name scratched off by a previous owner who associated the tray with Japan during the Second World War. I lost contact with him and forgot about his tray since I was getting nowhere trying to buy it. That tray is still out there somewhere.

About 20 years later I found the tray pictured here. I bought it from a seasoned collector who was selling his stuff off a little at a time. This purchase was at the New Show in Suffern, NY, in the early 2000s. I finally got the tray that I had been waiting to own for many years: A very rare tray with a beautiful picture of a wooden sailboat with the sun rising in the background. And it was from a desirable, small, local NJ brewery. Can't beat that!

—John Dikun, Plainfield, NJ

Chartiers Valley Brewing Co., Carnegie, PA, manufacturer unknown, c. 1901

This tray is a favorite of mine because:

1. It's rare
2. It has a picture of the product
3. The girl is not hard to look at
4. The rim detail is incredible

—Daryl Ziegler, Macungie, PA

3-B Beer, Bellingham Bay Brewing Co, Chas. W. Shonk, Chicago, IL. c. 1903

This tray is the first piece of breweriana I obtained using genealogy. What I mean is, researching my family history introduced me to techniques that enabled me to locate the descendants of past notables of the brewing industry.

In this case I found the elderly daughter-in-law of the Bellingham Bay Brewery's last proprietor, Edward Stowe. She was a mere five-hour drive away, and after a pleasant visit, I returned home with this tray. This acquisition motivated me to write the history of the brewery, and it was to be the first of many such histories.

Bracketing the logo are the words "Whatcom" and "Washington," which was the name of the city prior to Oct. 1904. The brewery was completed in Dec. 1902 and closed with state-wide Prohibition on Jan. 1, 1916. This was the first and only tray from 3-B that didn't use a stock image.

—Gary Flynn, Bellingham, WA





Perry Brew, Kuebler Stang Brewing Co., Sandusky, OH, by American Art Sign Co., Brooklyn, NY, c. 1913

We acquired this tray approximately 20 years ago from a distinguished Midwestern collector and are still grateful to him for allowing us to own/steward it. We love it not only for its wonderful color and graphics, but also for its relevance to the fabric of American history.

The tray commemorates the events of September 10, 1813—the date Commander Oliver Hazard Perry defeated the British in a naval battle on Lake Erie during the War of 1812. Specifically, the tray shows Perry, having abandoned his badly damaged flagship, being rowed under enemy fire to another ship where he reengaged the battle, ultimately winning the day and gaining the surrender and capture of six British vessels. After the battle, Perry sent the now-famous message to his superiors stating, “We have met the enemy and they are ours.”

We are unable to be certain of its date of manufacture but since 1913 would have marked the 100th anniversary of the battle, that’s a pretty good guess.

—Tom & Sue Flerlage, Maple City, MI



Chief Oshkosh Beer, Oshkosh Brewing Co., Oshkosh, WI, by H.D. Beach Co., Coshocton, OH, c. 1935

This was the first tray in my collection. I started collecting cans and bottles from Oshkosh 15 years ago. In the process of tracking down leads for new bottles in my early days of collecting, I met an elderly man with a really nice collection that he was selling. While I was buying some cans and bottles from him, I noticed this tray and told him how much I admired it. But I said I would never be able to afford something so stunning.

Over the next several months, I stopped to buy more bottles, cans, and talk about his collection. One day when we were talking, he asked how much money I could afford for the tray. I told him what I could afford (a fraction of the tray’s value) and to my surprise he agreed. He knew the tray’s value and he sold it to me for significantly less, because he saw how much I love the hobby of collecting breweriana and preserving history, just like he did in his younger days.

—Steve Schrage, Oshkosh, WI



Sioux Falls Brewing & Malting Co., Sioux Falls, SD, by The Standard Advertising Co. of Coshocton, OH, c. 1910

I purchased this tray, with its dramatic scene of the Sioux Falls, at a NABA convention about twenty years ago. It is believed to be the only known example.

—Bill Carlisle, Solon, OH

National Brewing Co., San Francisco, CA, by Louis Roesch Co., San Francisco, CA, c. 1909

This is the only known tray that Louis Roesch made. Roesch was a San Francisco lithographer that mostly printed labels but also produced advertising for Acme, National beer, and other breweries. They opened in the 1870s and closed in 2003.

My dad drove a truck making deliveries for Roesch for about 20 years. He got my friend a job there and my friend was the last employee on the payroll when they closed. Like me, he also collects trays.

I collect San Francisco and California trays and have about 80 of them. This scene is called “Pastimes on the Frontier” and is one of my favorites, as I always like cowboy scenes.

The artwork was created by famed artist Herman Hansen, who was well known for his Western-themed paintings. It seems like the Old West scenes go well with pre-Prohibition trays.

—Mark Schwery, San Francisco, CA

Louis Obert Brewery, St. Louis, MO, by Chas W. Shonk Co., Chicago, IL, c. 1910

I love this tray because of the image of a larger-than-life German immigrant, Louis Obert, featured prominently alongside his sprawling brewery complex. The tray features his corporate logo, a circle with his initials (L.O.) and an eagle centered within. The Obert complex was built next to the Anheuser-Busch complex, and amazingly, neither company sued the other for their use of the eerily similar eagle design. Why you might ask? Because both Louis Obert and Adolphus Busch came over on the same ship in 1866 and were very good friends.

While these trays can be found today, it is difficult to find one without major paint loss due to the thinly-coated paint applied over 100 years ago on this particular tray.

—Randy Huetsch, Chesterfield, MO

Terra Haute Brewing Co., Terre Haute, IN, by Chas. W. Shonk Co., Chicago IL, c. 1910

I bought this tray at auction in the 80s. I had to let some friends buy another sign so I could get this. Even then I had a feeling it was unusual. I love the factory scene image and the *Indiana's Largest Brewery* slogan. I believe it to be one of two known to still exist.

—Jim Miller, Greenfield, IN





**Theodore Hamm Brewing Co., St. Paul, MN,
manufacturer unknown, c. 1905**

As a Hamm's collector, this tray has always been my "Holy Grail." The other Hamm's trays are fairly common and easier to find, but I'd been trying to find one of these rare trays for years. As far as I know, it is the only pre-Pro tray that Hamm's made and at the time I acquired it, the only one I didn't have. If one ever did come up for sale, it was way out of my league, price-wise.

Several years ago at the North Star chapter's annual Guzzle 'n Twirl show, a fellow had this tray for sale. My buddy, Barry Travis, knew what a tough tray it was and purchased it. I didn't even know that he had bought it. He assumed that I'd seen it and passed on it.

Several months later when I was visiting Barry, I couldn't believe when I saw this tray. Then I got the story.

Being the great friend he is, Barry sold it to me for what he paid for it, and everyone lived happily ever after!

—Stevan Miner, Winnebago, MN



**Fred Miller Brewing Co., Milwaukee, WI, by Meek and
Beach Co., Coshocton, OH, c. 1901**

Thirty years ago, I had a small booth in a local antique store. One day, an individual brought in this tray. The proprietor wasn't interested but asked me if I was. I didn't hesitate! It has been on my wall since 1990.

It is a favorite for a couple of reasons. First, the eagle image is so dynamic. It really grabs the eye. Second, I have always suspected that old Fred Miller was taking a competitive jab at Pabst by placing the word, "Best" at the center of this tray.

—Steve Ketcham, Edina, MN



**Extra Pale Beer, Falls City Brewing Co.,
Louisville, KY, by N.Y. Metal Signworks Co.,
NY, NY, c. 1900**

You've got a woman on horseback holding a bottle of beer surrounded by cupids! What's not to love?

—Scott Bristoll, Waukesha, WI

Foss-Schneider Brewing Co., Cincinnati, OH, by Meek Company, Coshocton, OH, 1901

I have been lucky enough to gather a fair number of Cincinnati beer trays. Yes, I like all of them, but the choice for first place was easy.

This oval tray's ornate beauty far outshines most Cincy trays. Under gold medals naming their brands is displayed their iconic Cavalier. The word "Nonpareil" appears above him. Not only was it the name of their Export brand, it was a statement that their beer was "unparalleled" or simply "without equal."

I picked this tray as my favorite for three reasons. First, because of its sheer beauty. Second, because it prominently displays two US flags. I believe Foss-Schneider's intention was not only to appeal to the patriotism of the time, but also to demonstrate the pride these German immigrant brewers had in their new country. Lastly, it is because I purchased this tray from Dick Hinds, a long-time NABA member who was there from the beginning. He has been the preeminent Cincinnati breweriana collector and a mentor to many, like me. I am still proud to call him a dear friend.

—Tom Waller, Cincinnati, OH



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Listen to The Professor: *There is none better*

by Michael Bartels

The Bartels Brewery of Edwardsville, PA was never a major powerhouse. But it did bring to the world of breweriana one of its most unique, memorable, and lasting advertising characters: *The Professor*. For some 60 years, The Professor proudly boasted, when it came to Bartels Beer, “There is none better.” Some in the breweriana world might feel similarly about The Professor character himself, who came to popularly symbolize the small Eastern Pennsylvania brand, and appear across its ads and packaging.

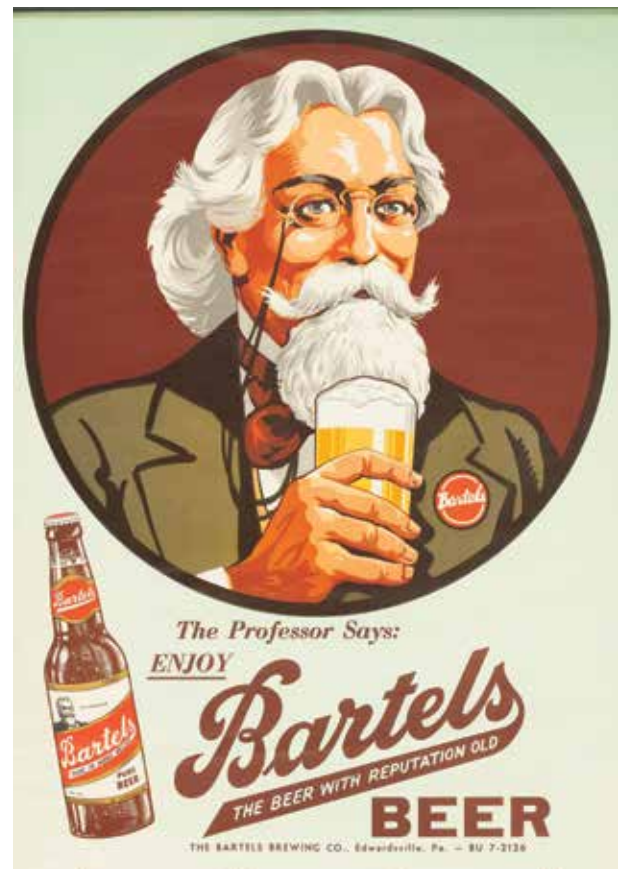
Before The Professor, there was the brewery’s founder, Herman Bartels. Educated in brewing in his native Prussia, Bartels emigrated to the US in 1872 and proceeded to be an active and enterprising brewer and businessman in many parts of the nation.

After initially working in various New York City breweries, he moved west to become a stakeholder first in the Crescent Brewing Co. of Aurora, IN, and later, in the J. Walker Brewery of Cincinnati. From there he relocated to Syracuse, NY as brewer for the Haberle Brewing Company.

Six years later, at the age of 37, Bartels left Haberle and bought the Germania brewery in 1893, and changed the name to Bartels Brewing Co. He then set his sights on Pennsylvania, becoming a partner in a new brewery in the Edwardsville section of Wilkes-Barre, PA, which he also named Bartels Brewing Co. Additionally, Herman Bartels invested in the Monroe Brewing Company of Rochester, NY.

Bartels was a colorful character himself and died relatively young, at 57, in 1910. But by 1905, neither Bartels nor anyone in his family were involved with the Edwardsville brewery that continued to carry his name. As a result, he was likely unaware of the development of an equally colorful, but much more endearing and enduring character. This was of course, *The Professor*, the fictitious, white-haired, advice-giving sage who became the face of the Edwardsville brewery, beginning in 1909.

Brewery lore has it that The Professor was modeled after a German university mathematics



Calendar (minus the pad) c. 1960. The slogan, *The Beer with Reputation Old* befits this venerable character. All photos of breweriana are from the collection of Michael Bartels.

instructor, but exactly who that was is a mystery for the ages. The Professor bore similarities to other characters featured in beer marketing during the early 1900s, when figures from the “old country” were used to provide assurance of beer quality and authenticity.

In fact, the Edwardsville Bartels plant offered a \$5,000 warranty on beer purity and quality when it also introduced a brand called \$5,000 Pure Beer. The company’s other brands included Export, Brilliant Ale, Matchless Porter, and Malt Extract.

For the rest of the Edwardsville brewery’s existence, The Professor became their advertising mainstay, endorsing the brand for everything from its exalted reputation to its unsurpassed purity and high quality.



This early rendering created in 1913 is from a logo sheet to be used in various advertising for Bartels by the Fahringer Engraving Company, Wilkes-Barre, PA., the firm that helped develop The Professor character and advertising.

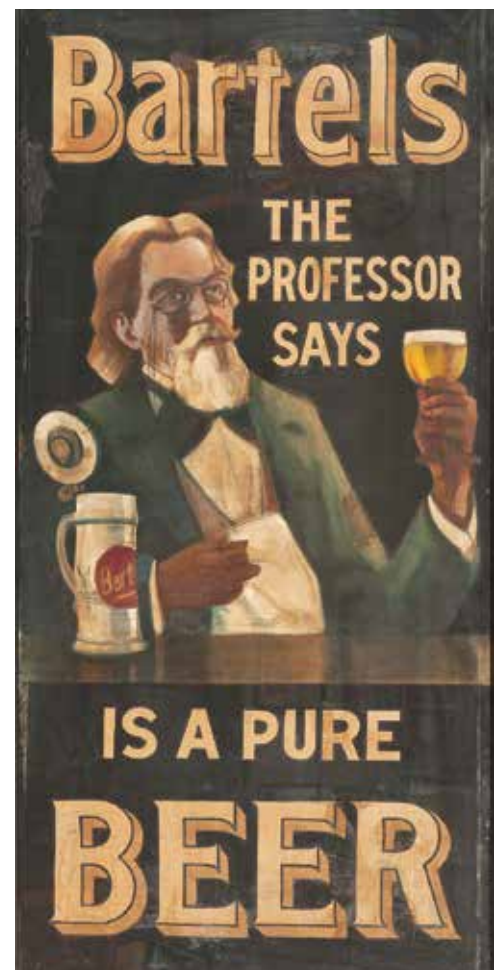


An ad clipped from the Wilkes-Barre Wachter (Watchman), the local German language newspaper, in 1922. It reads: "The Professor says:"

Two of Bartels' breweries survived Prohibition, but under new ownership. The Syracuse company was by then independent of the Edwardsville brewery and closed in 1942. The Edwardsville company had greater success.

During the long years of Prohibition, The Professor character was dormant. He was re-introduced to the public in 1935 when local newspaper articles reminded beer drinkers of the popularity the once-famous character enjoyed.

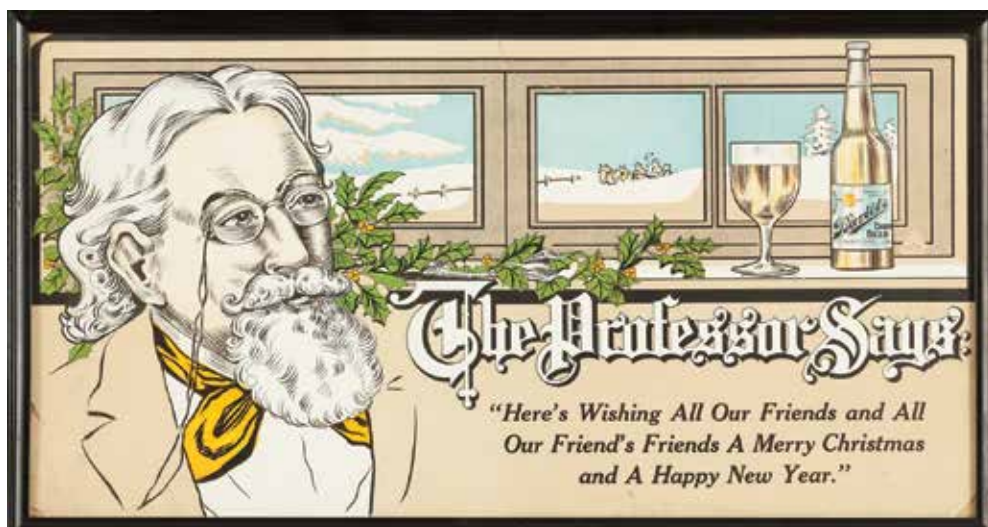
The Professor had returned, post-Prohibition, to again share his "words of wisdom" about the quality of Bartels Beer. In fact, he remained a part of Bartels advertising until the brewery closed in 1968.



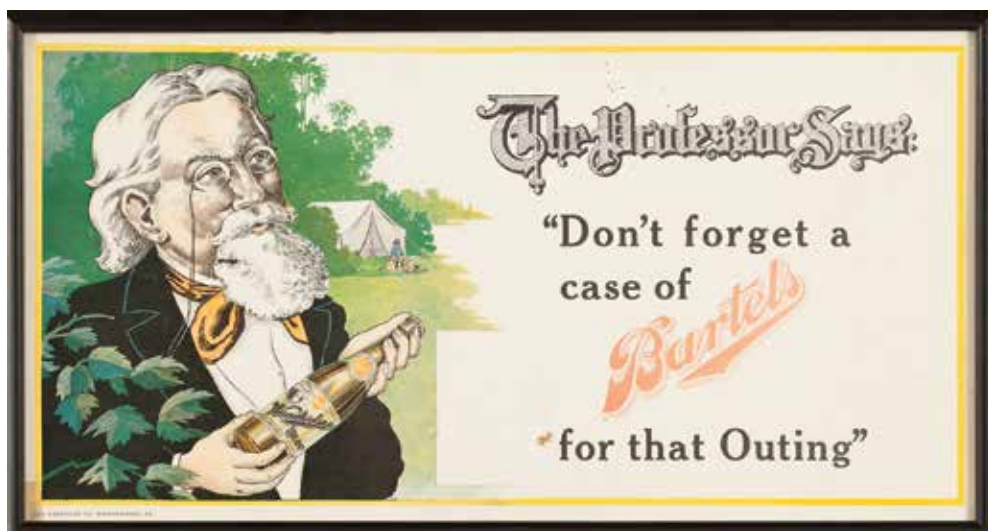
This pre-Prohibition canvas sign hung outside a local movie theater.

The brand was subsequently acquired by The Lion Brewery of Wilkes Barre, PA, its former competitor. Lion used the venerable character on beer labels and

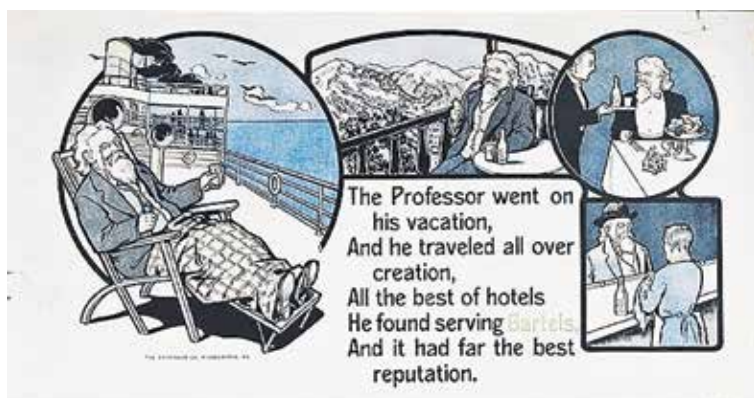
point-of-sale advertising into the 1970s, but let the trademark lapse in 2012—a bit more than 100 years after The Professor was “born.”



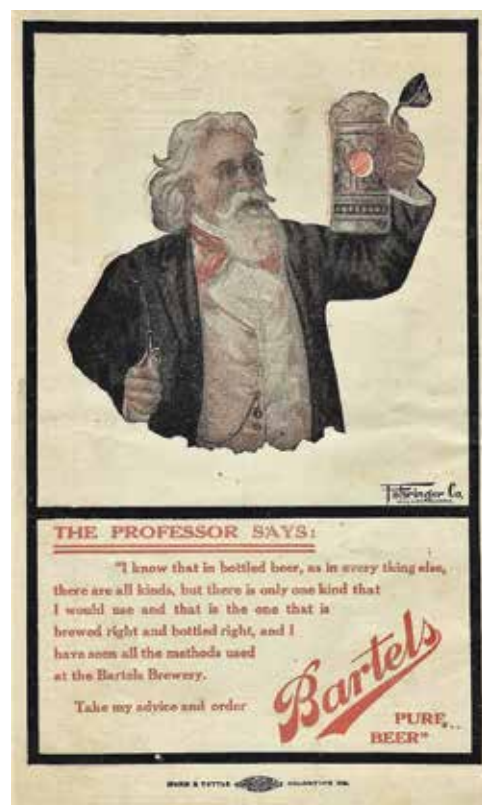
Streetcar posters engraved by Fahringer, c. 1915 include a Christmas greeting and a reminder that Bartels in bottles is good for “outings” (notice the camper and tent in the background).



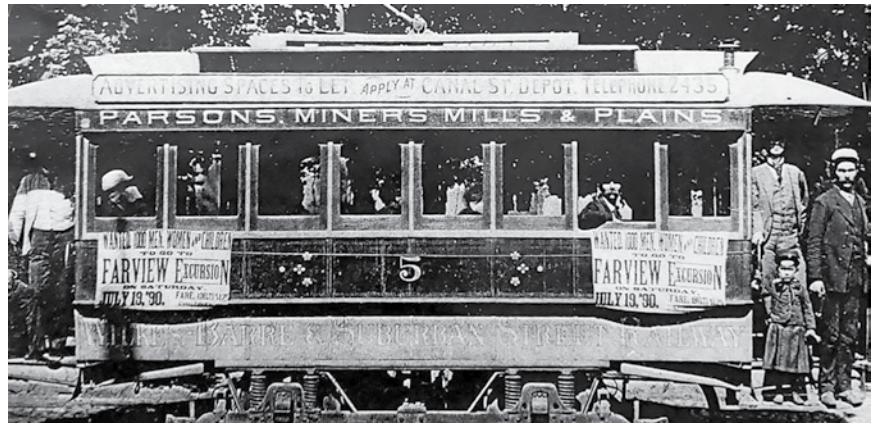
This streetcar poster, amusingly showing The Professor on vacation, may have promoted winning verses submitted in a contest open to the public that was sponsored by the brewery (see sidebar, pg. 30).



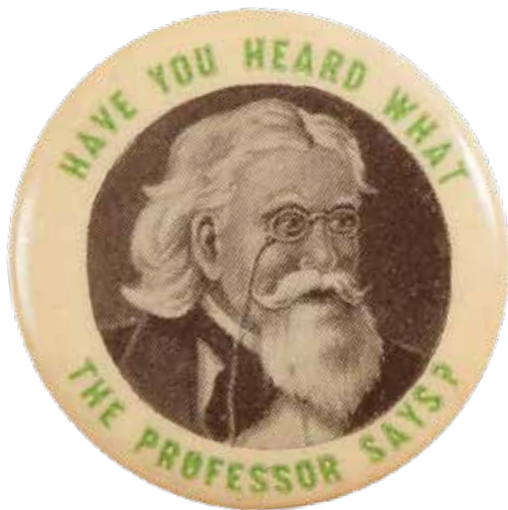
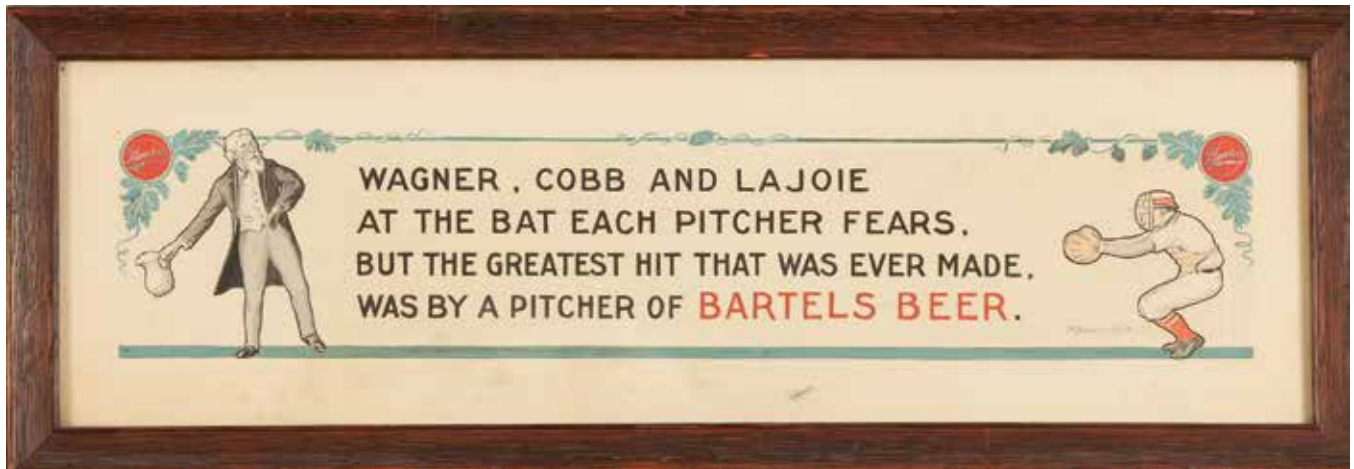
Above is a program ad from the Grand Opera House, 1909. Below: a 1908 program ad from Poli's Theater promoting the brand in bottles. Both theaters were in Wilkes-Barre.



Right: Streetcars like the one seen here in 1890, as well as later trolleys, were primary transportation modes in the Wilkes-Barre/Scranton area, especially to get men to their jobs in the mines and factories. They also were vehicles for Bartels advertising. The trolley system ceased operating in 1950.



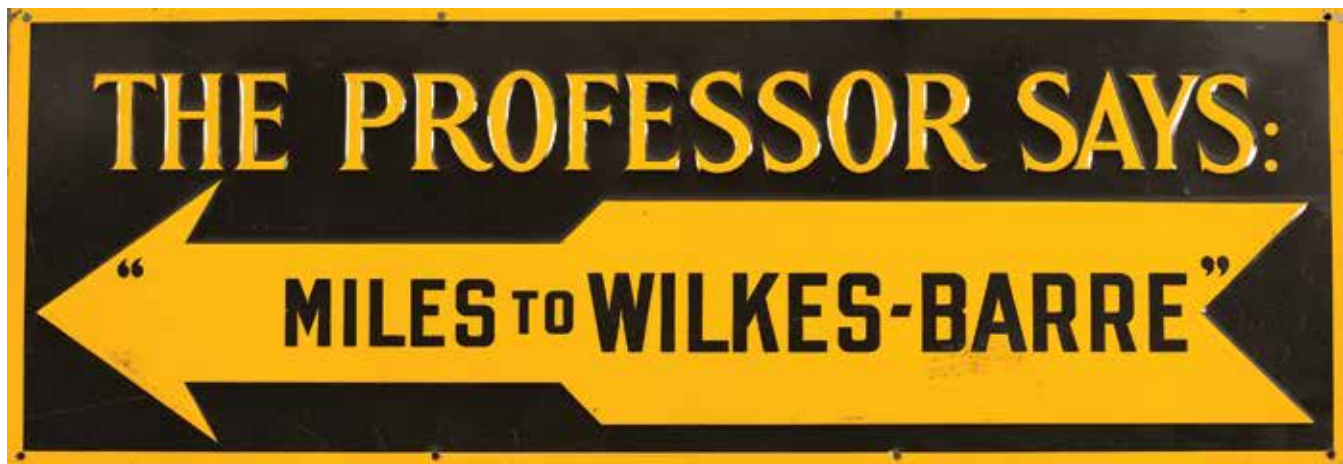
Below: Original artwork by Fahringer for a proposed baseball-themed ad. The ad amusingly shows The Professor about to sling a pitcher of frothy beer to the awaiting catcher. It is unknown if the ad was ever produced.



The Professor character was in continuous use through the life of the Bartels Brewery. **Above:** A newer pinback, c. 1960s, by Whitehead and Hoag Badges.



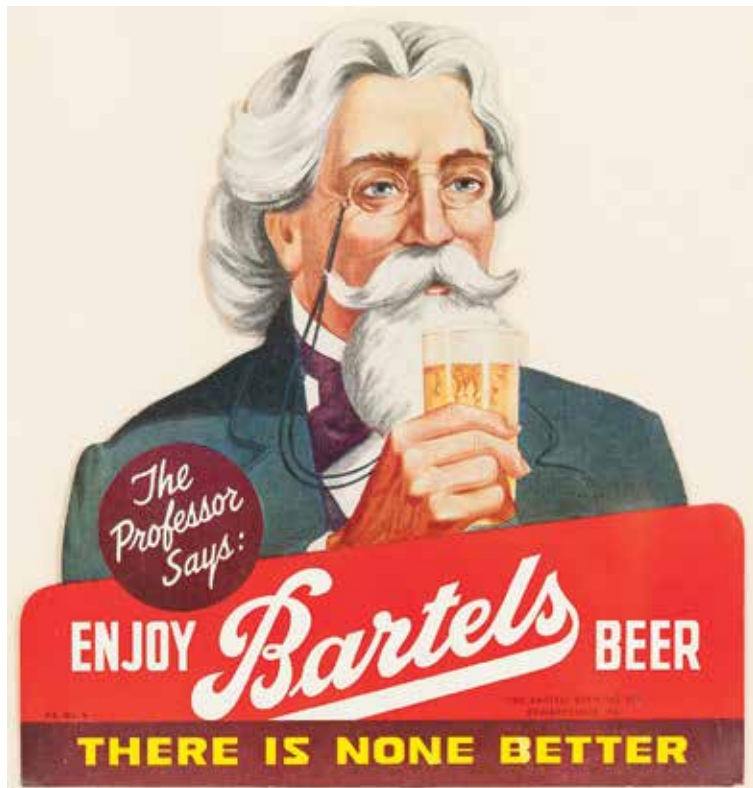
Pre-Pro tray featuring The Professor in his classic pose, admiring his stein of Bartels beer, a beverage advertised to possess the virtues of "Purity, Age, Quality." By Chas. W. Shonk, Chicago, IL.



Above: Pre-Prohibition era road sign pointing the way to Wilkes-Barre. Manufacturer unknown.



Coasters: In the 1950s, advertising showed The Professor with a shorter, more contemporary haircut as seen in the far left coaster. But he had returned to his more traditional look, albeit a bit slimmer of jowl, in the 1960s era example immediately left.



Newer die cut with easel, featuring The Professor in his final, long-maned but more slimmed-down rendering, c. mid-1960s.



This point-of-sale cardboard display for cans was used in the 1950s.

\$50.00 IN GOLD

BARTELS VERSE CONTEST

Here is a Chance For Anyone Who Is Poetically Inclined to Win a Prize

THE PROPOSITION

Fifty dollars in gold will be given for the ten best verses on Bartels Beer. Verses are to be written on a subject in which three verses are to be composed after "The Verse" "The Professor" and "Bartels" must appear somewhere in each verse. Verses are to be sent to the Bartels Brewery, 59 Wells Bldg., Wilkes-Barre, Pa. The verses are to be sent to the Bartels Brewery, 59 Wells Bldg., Wilkes-Barre, Pa. The verses are to be sent to the Bartels Brewery, 59 Wells Bldg., Wilkes-Barre, Pa.

THERE WILL BE TEN PRIZES OF \$5.00 EACH

The verses selected will be used from time to time in the advertisements of the Bartels Brewery Co. on both the newspapers and other signs. Now send your verses along and try to win the prize.

CONTEST CLOSSES SATURDAY, AUGUST 12th

Address All Letters the Groom Advertising Agency 59 Wells Bldg., Wilkes-Barre, Pa.

Name That Beer!

It was 1909 when The Professor started appearing in Bartels advertisements. Prior to his introduction, the brewery's advertising noted the *Pure Beer* theme, and from his inception, The Professor added a sense of authority to that claim of purity, also implying a healthy product.

In 1911 the public was invited to promote Bartels; a contest was held for the best verse. The top ten submissions were promised \$5 in gold. The rules stated that the verse had to contain "The Professor" and "Bartels" and was limited to six lines. The winning verses would be used in future Bartels promotions.

Over 1000 entries were submitted to the brewery. One of them was:

*The Wise Professor, the picture of health.
Tells his secret of life and wealth;
"I've found the fountain and youth and cheer.
In my daily drink of Bartels Beer;
Order a case of this brew today,
And throw your medicine bottles away."*

Three years later (1914) the brewery again ran a contest, this time to find brand names for its export beer and "regular brew." This time the winner would receive a prize of \$150 in gold, while second and third place entries earned a prize of \$30 and \$20 respectively. From all the submissions, the top six were submitted for the public to vote on, and the three with the most votes received the prizes. Again, over a thousand entries were submitted. Six finalists were announced, based on more than 42,000 votes cast:

- Wyo-Wanna • Unxid • Utopia •
- Honor • Wunderbar • Bestofal •

The winner for the Export beer was **Wunderbar** (which of course means "wonderful" in German) and strangely, the odd-sounding leading vote-getter, Wyo-wanna, was assigned to the regular beer. These were followed by Utopia, Unxid, Honor, and Bestofal. Due to the mix of responses, additional prizes were awarded to the 4th and 5th place entries.

While the Wunderbar brand received promotion, Wyo-wanna was not used as extensively—probably a wise move. The other selected brand names were promoted very little, if at all, with no known surviving advertisements.

Though dormant during the long years of Prohibition, The Professor was reintroduced in 1935, and once again shared his "words of wisdom" about the quality of Bartels Beer.

The character remained a part of Bartels' advertising into the 1970s.

\$150.00 IN GOLD

The Professor Says:
"Let the People Who Love
BARTELS BEER
NAME IT
THEMSELVES"

**WATCH THE
NEWSPAPERS**

The Professor Says:
"The People Who Love
BARTELS EXPORT BEER
Are Naming It Themselves."

Which Do You Like the Best?
The Very Reasonable Answer Taken by the People of the Valley is
Bartels Name Contest

has decided an experiment around of letters on the part of each, consisting of the following will be given to the people of the Valley:

THE SIX BEST NAMES ARE:

Name	Number of Votes
Wyo-Wanna	12,400
Unxid	11,800
Utopia	7,800
Honor	6,800
Wunderbar	6,000
Bestofal	5,000

GET BUSY! VOTE EARLY! VOTE OFTEN!

The Professor Says: "WUNDERBAR" FOR OUR FAMOUS EXPORT BEER AND "WYOWANNA" FOR OUR REGULAR BEER

THE WINNERS ARE AS FOLLOWS:

Name	Number of Votes
Wyo-Wanna	12,400
Unxid	11,800
Utopia	7,800
Honor	6,800
Wunderbar	6,000
Bestofal	5,000

So If You Want Export Ask For "Wunderbar" If You Like Our Regular Brew Better Ask For "Wyowanna"

THE PROFESSOR SAYS:
"It is as good as any ale you ever drank"

BARTELS BRILLIANT ALE

THE PROFESSOR SAYS:
"EVERYBODY AND ALL THEIR RELATIONS PRAISE"

BARTELS BEER

These streetcar posters c. 1914-15 were part of a promotional campaign in the local newspapers inviting the public to submit name ideas for the Bartels beer varieties. They promote Bartels' Brilliant Ale (at top) and the newly-named Wunderbar Beer (above) the winning name for Bartels' Export beer brand.

CONSIGNMENTS WANTED!!!

SOLD
at Auction

*Have some good advertising
you might want to consign?*

**Here is what some of our
recent auction items sold for...**



SOLD
at Auction

\$7,100



\$10,000

SOLD
at Auction



SOLD
at Auction

\$4,300



SOLD
at Auction

\$6,500



\$3,900

SOLD
at Auction

\$3,600



SOLD
at Auction

Millers Antiques & Auction Company, N8779 Hwy 95, Hixton WI 54635
Call Glenn at 715-299-2543 • wisconsinjunk@yahoo.com

WWW.MILLERSAUCTIONCO.COM



Reviewed by
Larry Moter
accneca@aol.com

Collector's Bookshelf

Diamond Clear Friendly Beer: The Grain Belt Story *An Illustrated History*

By Jeff Lonto

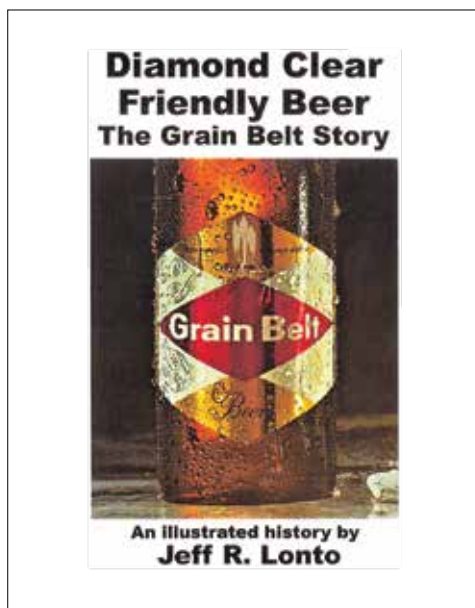
One of my favorite road trips is to go to the upper Midwest, Michigan, Wisconsin, and Minnesota in particular. Local and regional beers are on the agenda to taste and to share these unknown and exotic brands with family and friends back home.

One of these iconic brands is Grain Belt, a beer name that carries with it the aroma of a geographical difference like Corn Belt and Cotton Belt: names written on old railroad cars seen on passing freight trains. Golden Grain Belt was a favorite because no one in Virginia had ever heard of it, it tasted great, and was a great name for a regional beer.

Jeff Lonto, a NABA member and past contributor to the *Breweriana*



1930s poster, collection of Tom Terwilliger.



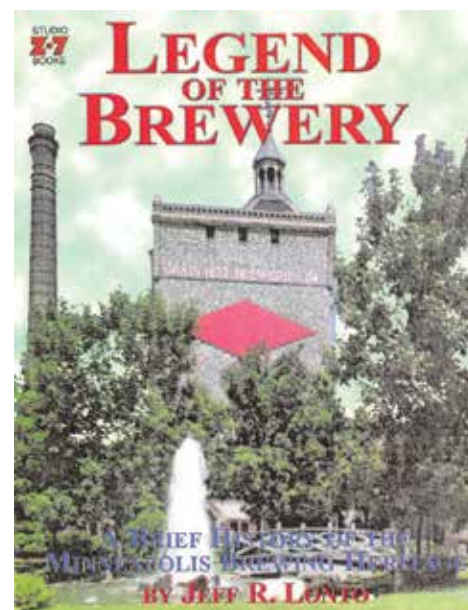
Collector, has written a great book detailing the interwoven history of the Grain Belt brand and the Minneapolis Brewing Company (and its successors). *Editor's note: Please see Jeff's article (including a ton of breweriana) that appeared in the Winter 2020 issue of the BC (Vol 188, pg. 8). We've reproduced three images from that article here, to whet your appetite to see more in his book.*

Jeff tells about "the early years" and how Brewer John Orth led a consortium of Minneapolis brewers to form Minneapolis Brewing Company. A magnificent new brewery building's construction commenced in 1890 and production "flowed" in 1892. That organization produced a booklet in 1905 to promote their brands, including Grain Belt, and I've included the cover image and

two inside shots of Grain Belt illustrations (see next page).

Jeff's book is a continuation of an earlier tome written in 1998, *Legend of the Brewery* (cover shown below) about the Minneapolis Brewing Company. Jeff details the evolution of events hobbyists have long known: growth phase in pre-Prohibition times; the effects of the mass insanity the USA experienced (today known as "Prohibition"); the rebirth of an industry in post-Prohibition times, brand and marketing changes; and regional brands' struggles from the national brands' predatory practices.

Since it is an illustrated history, there are many pictures of cool breweriana! Jeff further details corporate raider Irwin Jacob's takeover, his battles with the city and



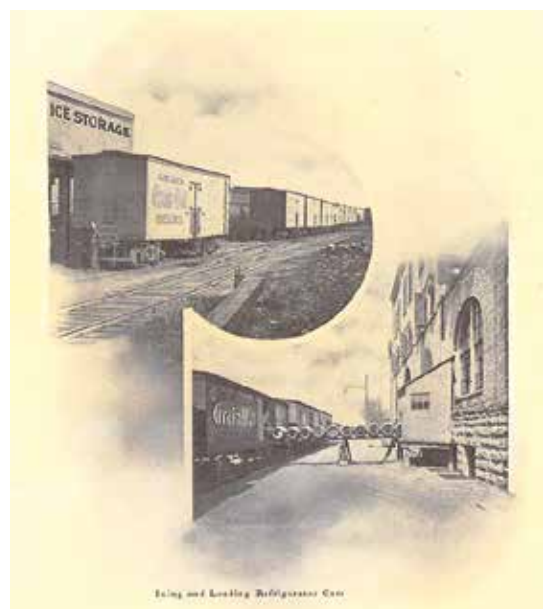


Minneapolis Brewing Company published a 1905 booklet titled *The Land of Golden Grain* with city, brewery, and brewing process pictures. Originals of this book are scarce. There is, however, a 2011 high-quality, ethically marketed reproduction printed by the Novelty Advertising Company, Coshocton, Ohio (I happen to have both versions).

preservationists to demolish one of the USA's magnificent brewery structures, and its redevelopment. Jeff also explains the passing of the brand to G. Heileman Brewing Co. (La Crosse, Wisconsin) then to Minnesota Brewing Company (operating the former Jacob Schmidt Brewery in St. Paul) and to the current owner of the brand: the August Schell Brewing Company (New Ulm, Minnesota). He details Schell's revitalization of the brand



Left: c. 1905 Grain Belt brand labels (from the Minneapolis Brewing Co. booklet)—brands we would love to have tasted. **Right:** Grain Belt refrigerated railroad cars. Wouldn't we love to see a Grain Belt freight car in a passing train and hear the steam whistle blow?



under the leadership of Ted Marti (Ted was the sponsor of NABA's 2010 New Ulm Annual Convention and a wonderful host) and the brand's growth, including one of my favorite incarnations—Grain Belt Nordeast, a wonderful amber lager.

I can report my good fortune to have attended tours at both the Minnesota & August Schell Brewing companies during past NABA conventions. I've also been lucky enough to have toured the restored Minneapolis Brewing Company and enjoyed drinking Grain Belt and, of course, buying Grain Belt

breweriana at their respective gift shops. Thanks to Jeff for writing such a great book on an iconic American brand, Grain Belt beer.

Ordering information for Diamond Clear Friendly Beer:
www.studioZ7.com

Thinking of how tasty Grain Belt Premium and Nordeast are, I want to go on an upper Midwest "b, double e, double r, u-n" – **BEERRUN!** (Thanks to singer/songwriter Todd Snider!)



Left: Embossed tin sign dated 1935, collection of Jeff Lonto.
Right: The iconic Minneapolis Grain Belt sign below has been relighted recently. The 75-year-old landmark is one of the largest existing free-standing signs advertising a beer brand. Photo courtesy Jeff Lonto.

36th Annual Western Regional Beer Can & Breweriana Show

(Successor to the Watsonville Show)



21st Amendment Brewery

2010 Williams St., San Leandro, CA 94577



Sat., November 14, 2020

(Dealer Set-Up: 9 - 10 am)

\$10 Fee for Early Birds: 10 - 11 am

to the General Public: 11 am - 2 pm



High Quality Can*/Breweriana Raffles

- Free Brewery Tours/Tastings
- Gift Bag for the General Public

21st Amendment Gift Certificate Raffles

Dealer Information:

Dealer Fee: \$25 includes one (1) table

Additional tables available for \$15 each

Includes one (1) guest; Additional guests: \$10 each

Friday, November 13th

**ROOM-TO-ROOM TRADING ALL DAY/ALL NIGHT!
& Beer Hospitality Room**



Host Hotel: Hilton Garden Inn

510 Lewelling Boulevard - San Leandro, California 94579

Tel: 510-343-8105 *Use: "49er Chapter" to get the *Special Room Rate

A block of rooms has been reserved for Nov 12 - 15. The special room rate of \$129 per night (w/ breakfast buffet!) until 10/18 or until the group block is sold-out. Free shuttle bus from the nearby Oakland Airport if you're flying!

**Raffle Cans Courtesy of
Art's Beer Cans**

Additional Show Info:

Ken Harootunian

415-515-5093

kenharootunian@yahoo.com

REVIVING A LEGENDARY BEER BRAND

KOEHLER OF ERIE, PA IS REBORN

BY ART DISTELRATH

When the Erie Brewing Company closed in 1978, it marked the end of the local brewing of Koehler Beer, once the most popular brew in the Erie, PA area. The bar call to *Pour a Koehler Collar*, referring to the brand's familiar, frothy head, was a well-known ad slogan. Erie had lasted longer than most regional breweries, but the intense competition from the big national brands ultimately proved too much.

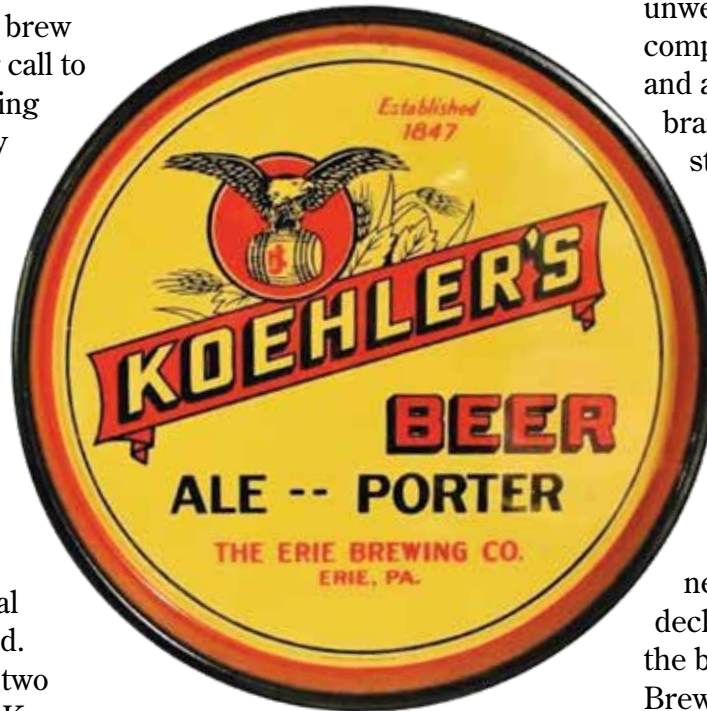
The old brewery building dated from 1890 and was a fixture of the Erie skyline. Sadly, it was torn down in 2006, further erasing the local memory of the Koehler brand.

That is, until 2018, when two brothers by the last name of Koehler began a new operation about an hour south in Grove City, PA. A second branch was opened about 30 miles away in Ellwood City, PA a year later (June, 2019).

The Koehler name had been associated with beer and brewing in Erie since 1847, when Charles Koehler started a brewery there. His sons—Jackson and Fred—each started their own breweries in the 1880s and in 1899 merged with two other breweries in Erie to form the Erie Brewing Co.

These four branches brewed their own brands and three of the branches lasted until Prohibition. Erie Brewing survived Prohibition, like many other breweries did, by producing near beer, fruit flavored sodas, and ice. In 1933 only the

1930s 14-inch tray by Novelty Advertising Co., Coshocton, OH. After Prohibition, the Koehler name was dialed up on the company's branding and products. *All breweriana pictured is from the collection of Art Distelrath.*



Jackson Koehler plant resumed beer-making, selling Jackson Koehler's Imperial Beer. Within a few years, the emphasis was changed to the Koehler's brand of lager beer, porter, bock, and sparkling ale. Old Dobbin Ale was a companion brand to the Koehler's brews.

Erie Brewing did well through the 1930s, gradually increasing production; and it survived the ingredient rationing and shortages during WW2. Business thrived into the early 1950s, when a \$1 million dollar expansion was completed, adding new bottling, warehousing, and shipping space. Erie Brewing avoided most of the labor strife that plagued western Pennsylvania throughout the 1950s

and both production and sales increased into the 1960s to about 300,000 barrels.

Sadly, the late 1960s brought unwelcome changes. Increased competition from national brands and a corresponding decline in brand loyalty caused sales to fall, a struggle that continued through the 1970s. Trying to stem its suffering sales, Erie Brewing introduced a Light Lager beer in an effort to appeal to the rapidly-growing light beer segment. They also revived the Koehler's Imperial label as a premium product. These efforts, coupled with a label re-design and new advertising, did not stop the decline, however. In March of 1978 the brewery was sold to C. Schmidt Brewing of Philadelphia.

Schmidt continued to brew the Koehler brands until 1987 until it was sold to the G. Heileman Brewing Co. Heileman brewed Koehler



Oval tray, c. 1899, carries the name of the different brands produced by each of the four breweries comprising the Erie Brewing Co. at the time. By H.D. Beach, Coshocton, OH.



Lithograph promoting the Eagle Brewery, c. 1890s, one of three known to still exist. This litho, measuring 20 x 24 inches, may have used a stock image. Manufacturer unknown.

Beer at their Baltimore, MD brewery into the early 1990s, but production of the brand was discontinued sometime around 1993. The Koehler brand rights were most recently with the Pabst Brewing Co. when it acquired Heileman's vast brand portfolio from the failed Stroh Brewing Co. in 1999, which had purchased Heileman in 1996.



A stylized depiction close up of the Jackson Koehler branch brewery, c. 1899, from a larger lithographed tin sign. By The Standard Advertising Co., Coshocton, OH.



Early 1900s embossed metal corner sign, by The Meek & Beach Co., Coshocton, OH.



This portrait of Jackson Koehler dates from the late 1800s and once hung in the offices of the brewery.



Above: 1933 label, touting the Erie Club brand, produced immediately following Repeal.

Below: This late 1940s neon in green and pink is especially rare.





Jump ahead to 2017. Brothers Bruce and Bryan Koehler acquired the trademark for Koehler Beer and the well-known “wave” logo so familiar to Koehler fans. In an interview with *Erie News Now*, the brothers said, “Growing up, Koehler beer is what our family drank. We had an emotional attachment to it.” The Koehler Brothers grew up near Pittsburgh but spent a lot of time in Erie. “I remember passing the old plant when it was operating,” Bruce Koehler said.

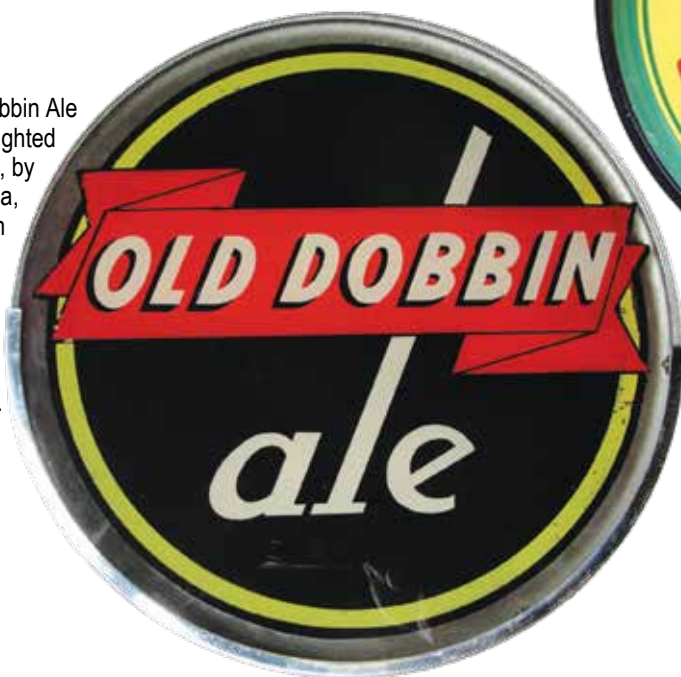
Despite sharing the same last name, Bruce and Bryan are unrelated to the original Koehler brewing family.

Article text continues
on p. 39

Old Dobbin Ale was a companion brand to Koehler's in the 1930s, as seen in this newspaper ad from 1937. It was named in honor of Daniel Dobbins, who fought in the War of 1812 and was in charge of building the ships in Erie that Oliver Hazard Perry commanded in the Battle of Lake Erie.

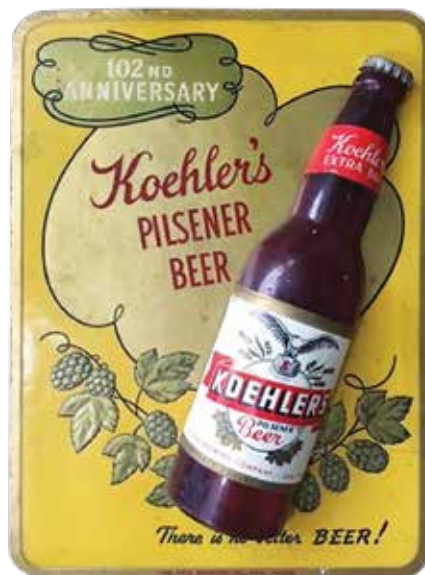
Ed. note: see pg. 21 for a Perry Brew tray from Kuebler Stang Brewing Co., Sandusky, OH, and its story shared by Tom & Sue Flerlage for the “What’s Brewing” column.

Old Dobbin Ale reverse-on-glass lighted sign, c. mid 1930s, by Gillico, Philadelphia, PA. This was from a find of four, more than 20 years ago, which are believed to be the only examples known to exist.



Old Dobbin tray, c. mid-1930s, by Novelty Advertising Co., Coshocton, OH.

Late 1940s plastic sign, 10 x 8 inches, by Timely Products Mfg. Co., Des Moines, IA.



Sign celebrating Koehler's 102nd anniversary in 1949. Masonite with paper advertising cover and 3D plastic bottle, by Kirby-Cogeshall-Steinau Co., Milwaukee, WI.

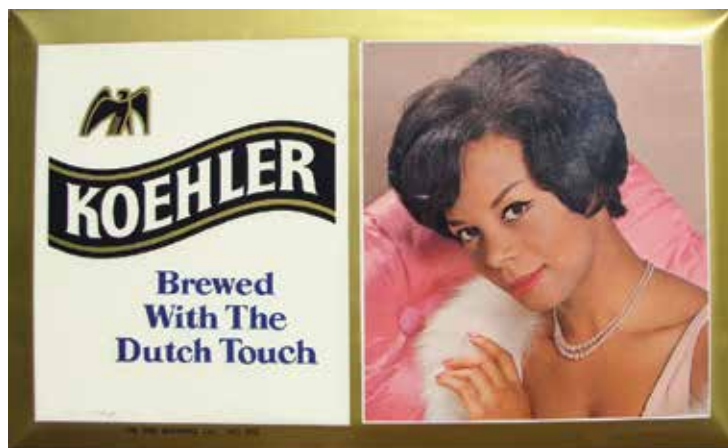
Koehler's advertising in the 1950s and early 1960s featured three characters known alternately as the "The Bavarian Trio" or the "Koehler Collars," which referred to the "three fine brews" produced by the brewery: a pilsener, a lager, and Jackson's Select (named for Jackson Koehler) which was their premium beer.



Early 1950s tray by American Can Co.; one of the most common pieces of Koehler breweriana in circulation.



Tin-over-cardboard sign, c. early 1950s, by Permanent Sign & Display Co., Reading, PA.



This tin-over-cardboard sign dates from the late 1960s. It is part of a series of ads by Koehler that featured African Americans, to better target that important customer base. No mfr. mark.



The original Koehler brewery in Erie was demolished in 2006 after an ambitious \$50-million-dollar plan to redevelop it into a combination of offices, a market, a hotel, a restored brewery, and a movie theater fell flat. The building that housed the brewery offices still stands across the street from where this structure once stood.



Close up of lighted neon sign and clock that sat prominently atop the brewery before it was demolished. Sadly, the sign was not preserved but sold for scrap.

The brothers began brewing Koehler beer again in Grove City using some of the old Koehler recipes. Koehler Pilsner is largely based on an original recipe. They launched a new ad campaign with the slogan: *When the occasion calls for great taste*. In July 2018, bottles started rolling off the new bottling line, allowing Koehler's brews to be shipped and sold throughout Western PA.

The brewery has become such a success that the Koehler Brothers opened a second 15-barrel brewery in 2019 in the town of Ellwood City, PA, just north



Left: 1940s Koehler Keg knob.



Right: A scarce 1960s Koehler Ale knob.



The Koehler brand name lives again at two new breweries in Northwestern PA. Much of the vintage Koehler's breweriana décor, like the lighted signs shown below, was supplied by NABA members Art Distelrath and Ray Barber.



of Pittsburgh. Both brewery locations have taprooms decorated with many old Koehler advertising signs, trays, and lights. They are enjoyable spots to have one of Koehler's wide selection of tasty beers. Many of these brewery artifacts were obtained from fellow NABA member Ray Barber and myself.

While Blood Orange IPA probably wasn't something Uncle Jackson Koehler ever dreamed of brewing, Bruce and Bryan Koehler did. Thanks to them, we can once again *Pour a Koehler Collar!*



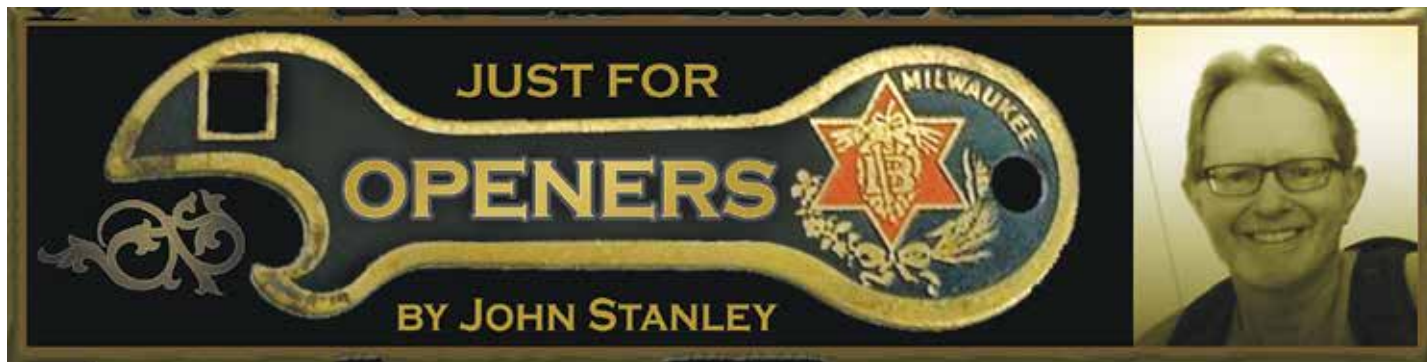
Compare these two tap knobs, which show a 1960s redesign of the brand logo and eagle icon. Above is the 1950s version, and at left is the 1960s redesign.



Rodney Rood (left) and Art Distelrath at a breweriana show in June at the new Koehler Brewing Co.



Lighted sign, c. 1950s, by Ohio Advertising Display Co., Cincinnati, OH.



Cleaning Openers

About a third of those who collect openers spend some time cleaning their acquisitions. Most others just prefer their openers in original condition.

Steve Bergquist sent me the two openers in this

article to see if I could improve their appearance. I tell people that I do clean nice condition openers, which makes them very shiny, and I understand not everyone likes that.

On the other hand I have done wonders for openers that seemed off grade. You be the judge.



You will need (1-3):

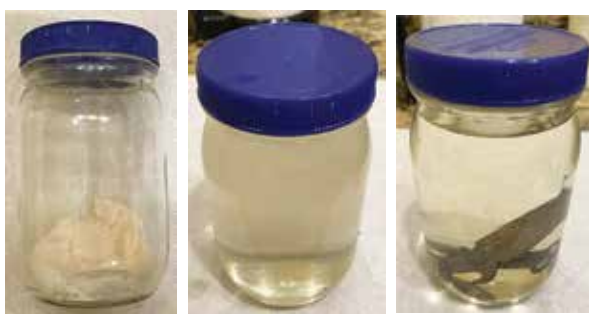
1) The candidates, in this case an A-37-1 Hand Brewery; & B-21-200 Providence (bottle openers)

2) Glass Jar: about 6 inches by 3 inches

3) Oxalic Acid (or in this case Radiator Cleaning Crystals)



6) Use a 6 inch cotton buffing wheel and White Matchless Compound to polish openers



Directions (1-6):

- 1) Add 2 tablespoons of acid to the jar
- 2) Add hot water filling up most of jar
- 3) Drop openers in—make sure they do not touch (if they touch one will leave an outline on the other)
- 4) Soak for 2-3 hours (if real rusty, soak up to 12 hours)



Openers after completing the cleaning process. A-37 easily went from VG to EX; B-21 was just dirty and is a strong VG.



5) Use a soapy SOS pad to remove resulting residue from soaked openers (At right: openers after cleaning with SOS pad).



A. Haas Brewing Co. Houghton, Michigan

Adam Haas Brewing Co. (Houghton) 1859 - 1919

A. Haas Brewing Co. (Hancock) 1933 - 1952

Ed. Note: This is our 12th installment in our series of those breweries in Michigan surveyed during 1944-45 by the state's Liquor Control Commission. This historic document is important resource material for industry historians, and the advertising and branding materials from the era's breweries are important to collectors. The first of the series appeared in Vol. 180, Winter 2018; and subsequent issues covered the MI breweries of the day alphabetically until Grand Valley Brewing Co. of Ionia in the prior issue, Vol. 190, Summer 2020.

BY LARRY MOTER

This historic Upper Peninsula Michigan brewing company was founded in 1859 by Adam Haas. Upper Peninsula genealogy online says: "Adam Haas was born in Bavaria on January 22, 1822. Trained as a cabinet maker, he emigrated in 1852 and came to America directly to Houghton, Michigan. He operated small boats between Portage Lake and Eagle River for a few years and then engaged in the wine & liquor trade. In 1859 he built the first log building brewery in Houghton with a capacity of 500 barrels annually.

In 1875 he built a new stone structure brewery with a capacity of 6,000 barrels."

Adam Haas died in 1879 and was succeeded by his widow and son Joseph who operated the business until 1901. Joseph sold the business to a "stock company" comprised of local businessmen, which operated until 1919 as the Adam Haas Brewing Company (source: *100 Years of Brewing*). It apparently closed during Prohibition, but is listed in *American Breweries II* as operating in Houghton from 1933-42. The Haas Brewing Co. bought the former Park Brewing Company in nearby Hancock, MI, and moved operations to that structure. *American Breweries II* lists Park Brewing



A great early post-war cardboard sign, collection of Leigh Aschbrenner.

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

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

as operating pre-Pro (1907-1919) and post-Pro (1933-40). Haas operated in the Park facility as A. Haas Brewing Company 1942-1952, and then 1952-54 (when production at the site ceased) operated as the "Copper Country Brewing Co."

Like many of the post-Pro Upper Peninsula breweries, Haas was a small plant. I recently

procured a fragile Michigan booklet printed on early mimeograph paper called, "Annual Statistical Review of the Michigan Brewing Industry (1937 edition): Section I—Production and Sales Statistics; Section II—Financial & Investment Statistics," produced by the Investment Statistics Company located in the historic Penobscot Building in downtown Detroit. In 1937, it cost a whopping \$10.00, and includes statistics on all Michigan breweries of the day in Section I. Haas is listed as having a 40,000-barrel capacity.

Other UP breweries were similar: Bosch (Hancock) at 50,000 barrels, Delta (Escanaba) at 30,000 barrels, Park (Hancock) at 25,000 barrels, and Menom-

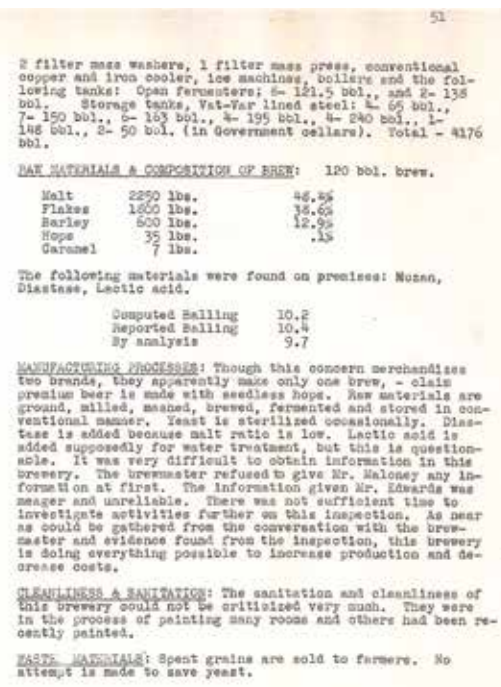




inee-Marquette (Menominee) at 50,000 barrels. The Soo Brewing Company in Sault St. Marie was not quite operational at the time of the printing (1937-43) so did not qualify for inclusion. This book also has a "ranking" system that classified each one's "Competitive Sales Position," where #1 was "Strong" and #7 was "Defunct" with levels between.

Haas had a "Fair" (#4) ranking, defined as a "Lack of definite trend among the medium sized, or new companies, or some substantial improvement among the smaller companies." The other UP breweries of similar size had the same ranking, except Park, which was rated as "Weak" (#5).

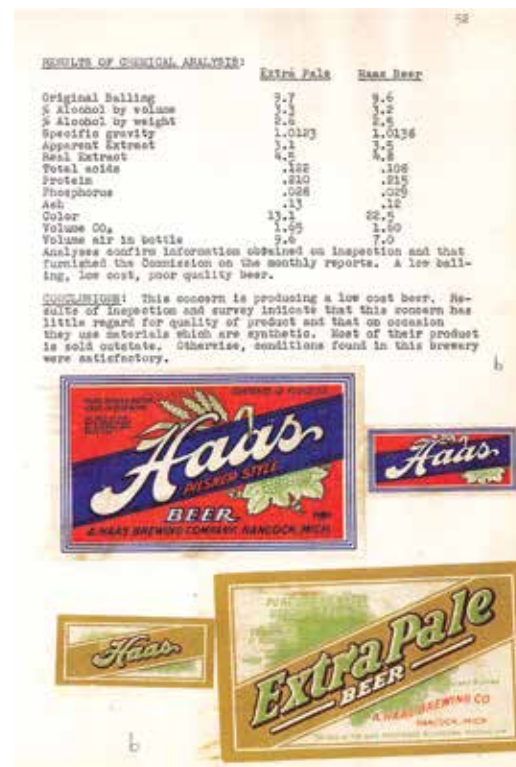
Unfortunately, Haas was not included in the "Financial & Investment Statistics" (Section II) of the publication because that only listed breweries whose stock sold on the Detroit Stock Exchange. We can only speculate that Haas stock was closely held by the owners. The Section II companies listed extensive financial, managerial, and sales analyses, again with a rating at the end, including "A Good Speculation" (Goebel) "A Fair Speculation"



Nine inch diameter aluminum Laysen sign (above), and pre-Prohibition label, both items from the collection of Don Wild.



(Pfeiffer) "An Unattractive Speculation" (Voight Pros't) and "An Uncertain Speculation" (Wolverine). I found a particularly interesting research note regarding this statistics booklet: While searching



This conetop can shows one of Haas' popular brands, and the crown (above) sealed a pilsner bottle. Collection of Don Wild.

the bibliography of several books, I found a reference in the late Peter Blum's (NABA President/Editor/Author) "Magnum Opus," *Brewed in Detroit* that listed a "Periodical, Michigan Brewery Record, Detroit Investment Statistics Company 1934-38."

This source listing makes me wonder if these mimeographed books were in Strohm company archives. Strohm was given a "Strong" rating in Section I, along with



Haas' *Good Beer* — Since 1859 slogan pressed tin sign measuring 20 inches x 7 inches. The A. Haas brewery was in Houghton from 1933-1942, and then moved across the canal to Hancock and operated there under the same name from 1942-1952. "I cannot be certain when this sign was made, since no city is listed," said Dave Alsgaard, in whose collection the sign is displayed.

This label was used for Haas' 15-ounce Pilsner-style beer. Collection of Don Wild.



The next brewery in the series will be the **C. Kern Brewing Company of Port Huron, Michigan**. Please email "pix of da good stuff" along with an estimated date and manufacturer to your NABA editor, Lee Chichester at falconer@swva.net, Associate Editor, Ken Quaas at ken@consumertruth.com, AND yours truly at ACCNECA@AOL.com. Thanks for your participation!

From A. Haas Brewing Company (Hancock, MI) this is a layered composition sign with metal cap, and was made by the Kirby-Cogeshall-Steinau Company in Milwaukee, WI. It dates from 1942-1952, 10 inches x 3 inches. Collection of Dave Alsgaard.



A. Haas of Houghton etched glass. The date on this is a bit hard to pin down. They are listed as operating in Houghton from 1933-1942, but as far as I know, all etched glasses of this type are pre-Prohibition. This brewery operated as Adam Haas Brewing Co. from 1901-1919. My guess is that they simply abbreviated 'Adam' on the glass to make it fit. Collection of Dave Alsgaard.

Two Haas Brewing collection displays, from Joe Wilson.



A. Haas Brewing Company stock certificate #390, from the collection of Thomas Philport.

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(There is no vaccine for the Candemic)



Vintage beer cans & signs



Dan Baker

218-682-2739

dan@beercansplus.com



Dave Cichoracki

574-532-1383

dave@beercansplus.com



Tom Rutledge

574-532-1381

tom@beercansplus.com

Political Conventions, Yusay?

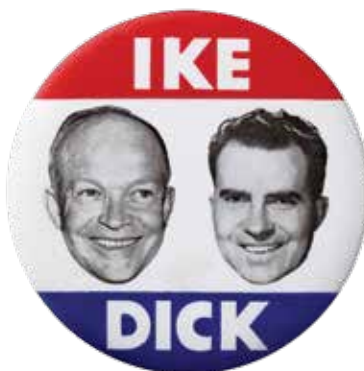
by John Warnik

In an unprecedented year, the Covid-19 pandemic prevented both the Democratic and Republican parties from holding their respective national conventions to nominate their presidential candidates and put forth their political platforms. Since 1952, all major party conventions have been held in July, August, or early September.

Interestingly, the 1952 presidential conventions were both held in Chicago, two weeks apart in July at the same place: the International Amphitheatre (since demolished). The Republicans were first, nominating World War II hero General Dwight Eisenhower for president with Richard Nixon, US senator from California, as his vice president. The Democrats followed, nominating Adlai Stevenson, US Senator from Illinois for president and as vice president, US Senator from Alabama, John Sparkman.

These conventions were the first to be broadcast nationally on live TV.

The focus was on Chicago, and its very own Pilsen Brewing Co. took advantage: the excitement of its home city being in the spotlight was a perfect time to promote its flagship Yusay brand. It launched a convention-themed ad campaign, welcoming delegates from both parties to the city. Yusay regularly advertised on trolley cars, and this was the ideal vehicle to promote its “local” brand to the many delegates traveling around the city.



The ad, believed to be the only example known, is shown here and also can be seen on the exterior of the pictured trolley car. This sign was part of a small trove of similar transit signs that came from a family home on Chicago's Southeast side where they had been used as wall covering or insulation in an attic bedroom. I acquired the sign in 2019.

The Pilsen Brewing Company was formed in 1903 by a group of Bohemian immigrants on Chicago's West Side. Originally they planned to call their brew “Pilsen Beer,” but were concerned this implied an imported product. To clarify that the beer was made in America, they planned to call it “USA Pilsen,” but the US government objected to Pilsen's using these initials. To work around this, the brewery added two Ys

to form the brand name YUSAY.

Pilsen and Yusay thrived until the great brewery consolidation period of the 1950s, and the brewery closed in 1962. The following year, one of its long-time Chicago competi-



tors, Canadian Ace Brewing Co., acquired the Yusay label. Canadian Ace ceased operations in 1968, the year Chicago again hosted the Democratic National Convention-infamous for its accompanying rioting and protests. By that time, Yusay no longer existed.

SPEARMAN BEER

THE PRIDE OF PENSACOLA

BY MIKE MOON

Pensacola is the westernmost city in the Florida Panhandle, and has a long and rich history. It is called “The City of Five Flags,” referring to the countries that have ruled the city since its first settlement in 1559 by The Spanish. The five flags are the Spanish, French and British, along with the Confederate flag and of course, the US flag.

In 1933, a young, local businessman who owned the Crystal Ice Company decided he wanted to open a brewery to capitalize on the availability of beer thanks to the end of Prohibition. He joined several other local businessmen in a planned start-up that was never re-



Above: An early label from 1935 shows Spearman's use of the “five flags” of Pensacola adorning their brand logo.

Left: A pair of unused 1930s promotional mini-bottles converted to salt and pepper shakers, which sport the label shown above. They still have their original box, which has no manufacturer markings. Collection of Mike Moon.

Note: All beer labels featured in this article are from the collection of Mike Moon.



This vibrantly-colored hanging cardboard sign focuses on the Straight 8 brand, c. 1940. Measures 18 x 10 inches, no mfr. marking. Collection of Mike Moon.

alized, because the others wanted to use secondhand equipment.

This didn't sit well with Guy Spearman Sr., so he withdrew from the project. Fortunately for Spearman, he met Charles A. Zilker, owner of Southwest Ice Corp., a competitor, which operated many ice plants in the south. Zilker tried to buy Spearman's ice company. While he failed to do so, the two became friends. The idea of building a brewery next to his ice plant appealed to Zilker and he agreed to help finance Spearman's vision. The two men became partners with Spearman owning a controlling 51% interest.

In late 1933, Spearman purchased two large tracts of land just west of his ice company. The groundbreaking for his brewery took place on September 13, 1934. Construction of the Spearman Brewing Company had started at a cost of \$200,000 dollars, which is almost \$3.9 million dollars in today's money.

THE PURE WATER

Spearman designed a system to create a unique, foamy taste by collecting and liquifying carbon dioxide gas and adding it back to the beer. That, along with using pure water, gave the beer a smooth, flavorful taste. Spearman also created labels for his new beer that would incorporate Pensacola's nickname five flags. At the time, Spearman's brewery was the only one in Pensacola.

Spearman was especially proud of the local water he used and made it a central part of promoting his beer. The US government had done a water supply analysis and deemed it 99.9% pure. The brewery capitalized on this asset with slogans that emphasized purity, including: *The Pure Water Does It*, *Brewed From The World's Finest Water*, *World's Purest Water*, and

Below: After Repeal, the first beers allowed in Florida were 4% alcohol by volume. In late 1934, this restriction was lifted to allow “strong beers.” Florida brewers soon hit the market with brands referencing higher alcohol content, with alcohol percentages expressed by numbers in the brand name.

Spearman produced Straight Eight as one of their earlier brands.

In 1937 Florida’s legislature prohibited advertising alcoholic content on labels. That law undoubtedly explains the thinly-veiled spelling shift to the “Strate-Ate” brand, used by Spearman in the mid/late 30s. Ultimately, Straight Eight with its original spelling was revived and used successfully until the late 50s.



Brewed with the pure water Ponce de Leon spent his life seeking.

The new plant had an ample annual capacity (25,000 barrels) and Spearman made his initial delivery of Spearman Draft Beer on May 17, 1935. The new product went to many local bars, cafes, and clubs in Pensacola. That first load of beer left the brewery preceded by a truck equipped with loudspeakers announcing to all who could hear that Spearman Beer had arrived.

The brand proved highly popular, and Guy Spearman rapidly built his enterprise to meet the demand. Within a year, by the summer of 1936, the brewery employed 101 workers, and had established two additional Florida branch distributorships (Panama City and Tallahassee) and a third in Columbus, GA.

But this was far from enough to meet the thirst demands of the Florida Panhandle. Spearman then invested in additional plant improvements and tripled its capacity to 75,000 barrels annually. This expensive and ambitious expansion program was completed in the Fall of 1936, and added an ale plant, office space, a bottling plant, a brew house, ageing cellars, and storage rooms.

BOOMING IN THE WAR YEARS

The onset of World War II brought significant changes to the naval port of Pensacola—as well as the brewery—as \$100 million federal dollars was pumped into the local economy.

There was a population boom of +25% in the surrounding county as civilians flowed into the area to work in war-related industries. Between 1941 and 1945 over 28,000 aviators “gained their wings” at the Pensacola Naval Air Station.

With this boost in population came an increased need for R&R and beer. To supply the numerous military bases in the area, the federal government mandated that 15% of the brewery’s output be reserved for those military bases within its distribution area.

Interestingly, according to a 1996 interview with Guy Spearman Jr. by NABA member Kip Sharpe, the government also required the brewery to adjust its wartime recipe by watering down the beer.

DEALING WITH DECLINES

The end of the war saw many challenges for the brewery. Sales fell to 42,000 barrels from the 75,000 wartime level. In 1948,



Spectacular 1940s war-era diecut cardboard sign promotes the two key Spearman brands (Ace High English Type Ale and Straight Eight Beer) in bottles and on draught. Believed to be the only one in existence, the sign measures a commanding 24 x 30 inches. No manufacturer markings. Collection of Mike Zane.



Above: This 1941 postcard shows the brewery after its expansion in the late 1930s, when it tripled in production. Even that increase did not prepare it for demand created by the huge population influx—especially of young men—that came with World War II, when Pensacola, “the birthplace of naval aviation,” boomed. Linen on paper postcard
by Curt Teach & Co., Chicago, IL.

Below: Bakelite tap knob, c. 1940s. Collection of Mike Zane.

Spearman Brewing announced it would spend \$100,000 per year on advertising in an effort to be more competitive. The target geography for this marketing was expansive, stretching 250 miles north to Birmingham AL, 400 miles east to St. Augustine, FL, and 120 miles west to Biloxi, MS. During these leaner times, the workforce was decreased to about 80 workers.

The brewery employed some clever tricks of the trade in trying to hold its market share. On hot days, delivery drivers would drop pieces of dry ice into a bucket of water in the truck’s cargo area. The resulting vapor cloud escaping from the rear of the truck led people to believe the beer on board was refrigerated. The brewery would also buy shelf space in coolers at local bars and grocery stores—their marketing data showed that sales increased when their beer was icy cold and the competitor’s was warm.

Large outdoor, single-sided tin sign, measures 58 x 34 inches, dated 1947.
By A-M Sign Co., Lynchburg, VA.
Collection of Mike Zane.

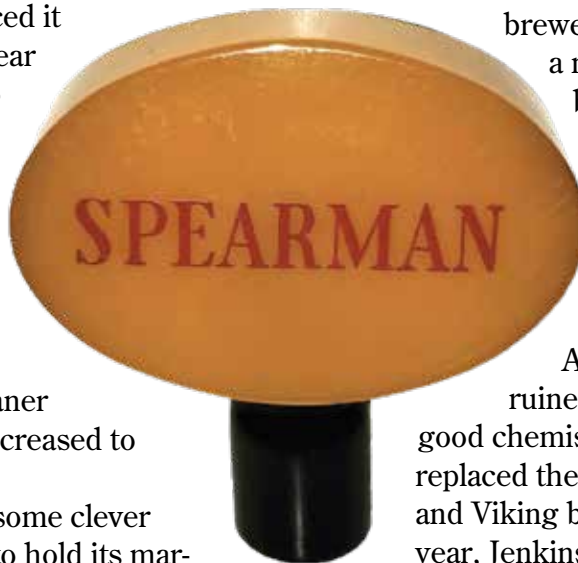
Another ingenious idea was to give bar owners Spearman beer and ale conetop cans with the cones inverted, so they could be used as ashtrays. This kept the Spearman brand directly in front of the bar patrons, as they sat on their stools enjoying a cold beer. To encourage shoppers to buy six packs, Spearman gave grocery stores metal six pack holders to sell, with the Spearman name prominently stamped on its sides (*see image at top of next page*).

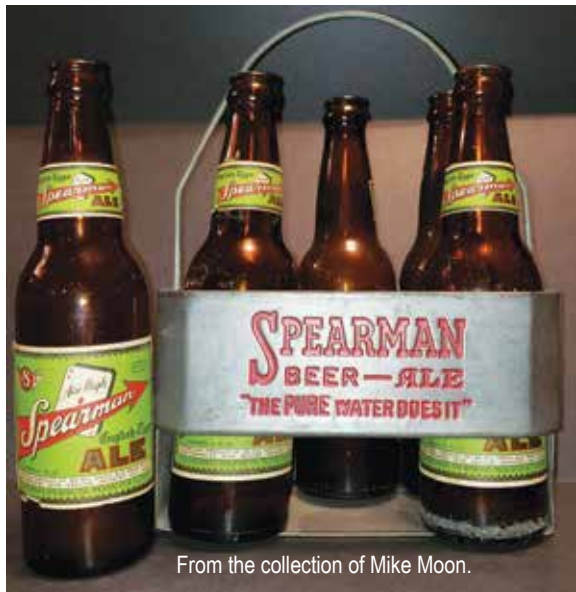
New brands like Suds (released in 1946 for the Mississippi market) were introduced to complement the other established brands including Straight-Eight and Ace High English-Type Ale.

Spearman Brewing explored a variety of ways to increase sales and offset production costs. During the 1940s, Red Hot Poker Beer was sold out of the ice plant in half and gallon jugs. It was rumored that a hot branding iron was put into the keg to give the beer extra flavor. And although not a unique idea, the brewery sold its mash to the local dairies as a nourishing, milk-producing fodder. The brewery even began to bottle wines.

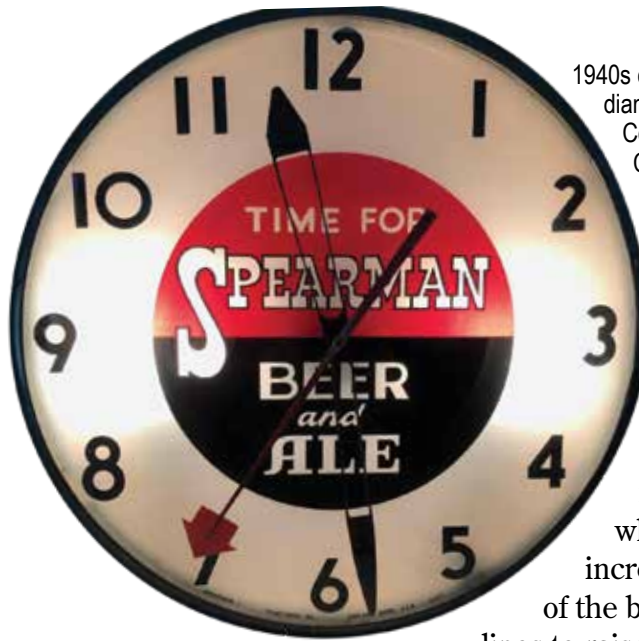
CHANGES IN THE ‘50s

Entering the 1950s, Spearman was still seeking new ways to survive and thrive. In 1951, Guy Sr. appointed B.F. Jenkins as president and manager. According to Guy Jr., Jenkins almost ruined the brewery. He hired A.R. Couse, a good chemist but a brewmaster of limited skill, who replaced the experienced Mr. Lingelbach. The Bon and Viking brands were introduced. After just one year, Jenkins was out. With Guy Sr. back in charge, a new brewmaster was put in place.





From the collection of Mike Moon.



1940s clock, 15 inches in diameter. By Telechron Company, Ashland, MA. Collection of John Cooley.



The Suds brand was introduced in 1946 and was distributed in the Mississippi market (Spearman had a distributorship in Biloxi, 120 miles from Pensacola). This hanging cardboard sign measures 13 x 10 inches and is by The Scioto Sign Co., Kenton, OH. Collection of Mike Moon.



Outdoor tin sign promoting English Type Ale, measures 8 x 3 feet, dated 1948. By A-M Sign Co., Lynchburg, VA. Collection of Mike Zane.

In 1954 the brewery announced a \$100,000 modernization program, which included increasing the capacity of the bottling and canning lines to raise the output from 75,000 to 120,000 barrels annually.

Although these capital campaigns were ambitious, they did not drive sales in the 1950s and Spearman, like so many other small regional breweries, continued to suffer from the competitive pressure of the big national breweries in Milwaukee and St. Louis.

Finally, with decreasing sales and accompanying debt, the fateful decision was made: Guy Sr. and Pearl M. Zilker (the widow of Charles Zilker, Spearman's deceased "silent partner") sold the Spearman Brewing Co. in April 1960.

HERTZBERG TAKES OVER

The new owner was Louis Hertzberg of New York City, whose brewing interests were expansive. Hertzberg at one time was connected with the Old Dutch Brewery and North American Brewery in Brooklyn, and the Pilsner Brewery in the Bronx. He had famously also acquired Manhattan's legendary

Fidelio Brewing Co., but then closed it and shipped its equipment overseas for a brewery he built in Israel.

Hertzberg owned a regional network of US breweries including Best Brewing Co., Chicago, IL; Century Brewing Co., Norfolk, VA; Hornell Brewing Co., Hornell, NY; and Metropolis Brewing Co., Trenton, NJ (from which it acquired the famed

Champale malt liquor brand). He used this network in the 1950s to become the largest supplier of private label brands to chain supermarkets, leveraging its string of breweries to service different regions.

Hertzberg saw the Spearman purchase as an important strategic opportunity to expand his private label business in the South. Whatever Hertzberg's dreams were for his company and Spearman, they may have died along with him in 1960, the same year he purchased the Pensacola brewery. His two sons carried on the business and continued to produce Spearman brands, while also packaging its beer and ale under a variety of different names, including Sewanee, Quality, Tudor, Regent, Tuxedo, and Embassy Club.

Ultimately, the Hertzberg empire rapidly declined, as did the former Spearman Brewing Co., which closed its doors in 1964. Soon after, the brewery structure, only 29 years old, was demolished. The Spearman brand was still brewed by the company's Norfolk plant until it ceased producing it in 1968.

About the Author: *NABA member Mike Moon of Gulf Breeze, FL, lives "just across the bridge" from Pensacola. After years of general collecting and building a well-known stock of Prohibition-era breweriana, he has recently been focusing on the Spearman brand, which he notes is challenging, as it existed for only 29 years and produced a limited amount of advertising.*

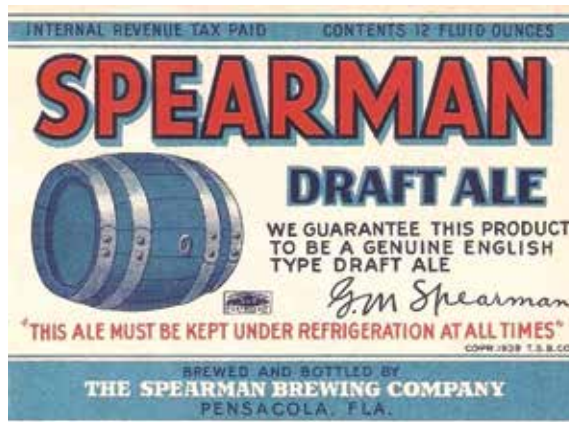
Mike formed the Spearman Chapter (a NABA and BCCA chapter) in 2016, and is currently working on a book detailing Spearman's history and its breweriana, planned for completion during 2021. Mike offers thanks to Ken Quaas for his assistance in sharing this story.



A colorful 1950s Spearman Ale clock with visual of Ponce De Leon and the Fountain of Youth framed with barley leaves.
By The Countryman Co., Covington, KY.
Collection of John Cooley.



Extremely rare early 1940s neon. Collection of Stephen Struck.



In 1939, Spearman introduced its Draft beer and ale brands, with the idea that they were not pasteurized, and so must be kept refrigerated. This message figured prominently on the label. Spearman's son, Guy Jr., later reported that this was actually a ploy to get distributors and retailers to keep the beer cold. There was obviously limited cooler space, so this may have been a clever move to one-up the competition. Buying a cold beer would have been a distinct advantage to consumers—especially in Florida.

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or on the BCCA Calendar

GOT IT ? GET IT ! The Best Beer in Town

by Paul Cervenka
with Rich La Susa

Atlas Prager...Got It? Get It! Atlas Prager...Best Beer in Town. That slogan (later, also a catchy jingle) was famously seen and heard throughout the Chicago area from the late 1940s through the early 1960s, becoming ingrained as a part of Chicago culture.

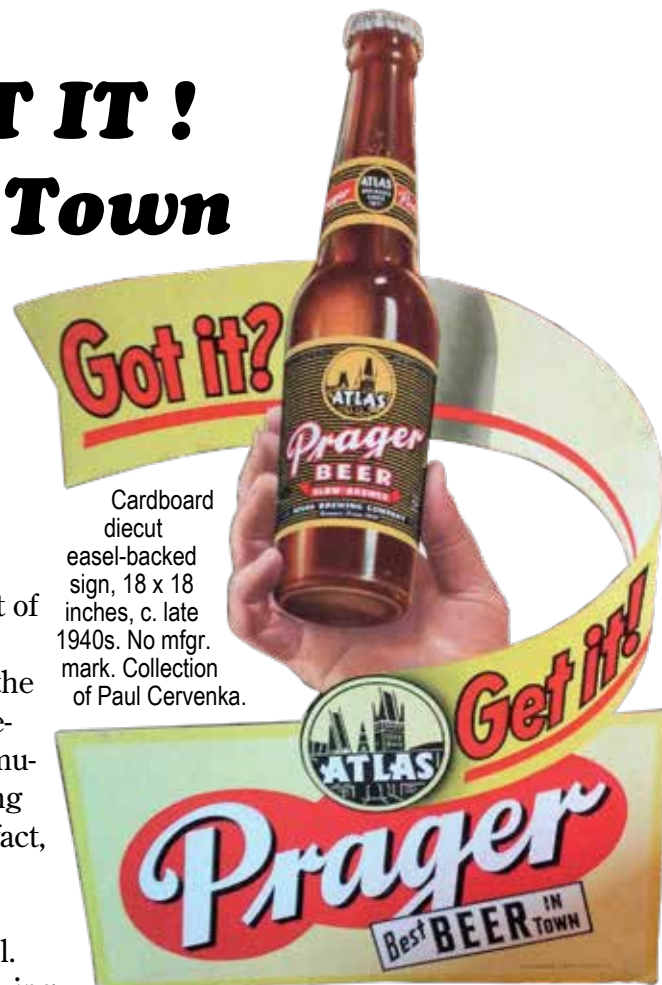
Atlas has a rich history that extends all the way back to the 1890s. Yet another Chicago brewery started by Czech/Bohemian immigrants, it served the growing US Bohemian community that blossomed between the 1860s and mid-1880s, during a period of radical political upheaval in Western Europe. In fact, Chicago grew to have more Bohemians than even Bohemia (now a part of the Czech Republic).

In the Winter 2019 issue of the *Breweriana Collector* (Vol. 184, pg. 45) I wrote about one such brewery: the Pilsen Brewing Company, makers of the famous Yusay Pilsner beer. Pilsen's primary competitor for the huge Bohemian immigrant market in Chicago was Atlas, also founded by Bohemian/Czech immigrants. Other former Czech-owned breweries in Chicago include Garden City and Monarch.

But of these, Atlas was the most successful and rose to become one of the largest brewers in Chicago (only Seipp and Schoenhofen breweries were larger).

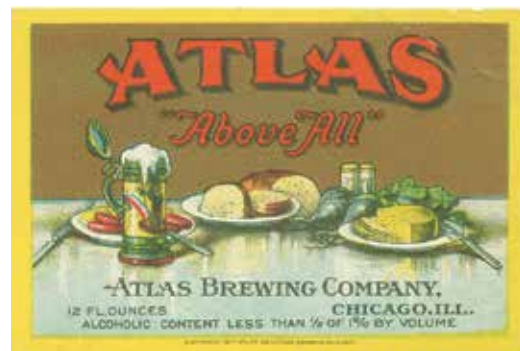
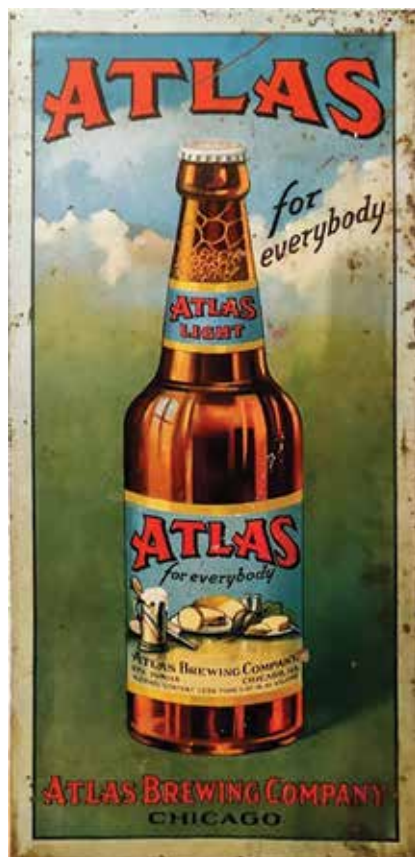
A brief history

Atlas, originally called the Bohemian Brewing Co., was founded in 1891 by Charles A. Vopicka, his brother-in-law Otto Kubin, and John Kralovec, all immigrants from Bohemia. It was renamed Atlas Brewing Co. in 1896. The brewery thrived until Prohibition and during those thirteen "dry" years, survived under the name of the Atlas



Cardboard diecut easel-backed sign, 18 x 18 inches, c. late 1940s. No mfr. mark. Collection of Paul Cervenka.

The Prager brand was introduced after Prohibition. In the pre-Prohibition era, the brewery sold Atlas and Magnet, both popular brands.



Left: Tin-over-cardboard sign measuring 6 x 13.5 inches, no mfr. mark, c. 1915. Collection of John Bittermann.

Above: Label dated 1917. Courtesy of John Steiner.

Beverage Co., producing non-alcoholic drinks.

Repeal arrived in 1933 and Atlas resumed brewing, led by its last surviving founder, Vopicka, who died in 1935. Following Vopicka's death, the company suffered. By the late 1930s it



Left: Elaborately-lithographed calendar, dated 1903. Collection of Dave Lendy.

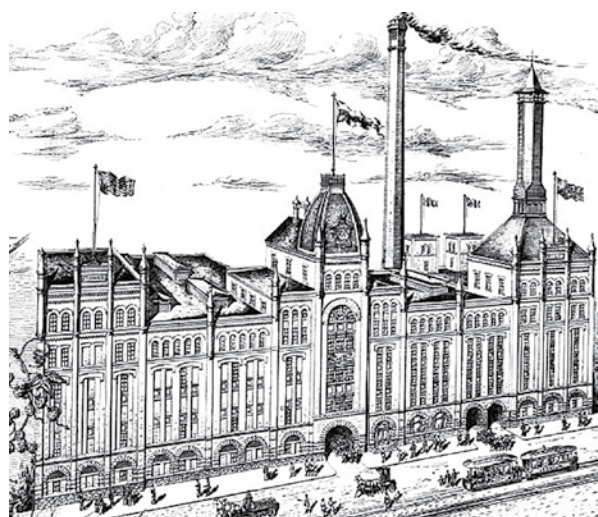
Right: Tray with stock image, c. 1912, by American Art Works, Coshocton, OH. Collection of Paul Cervenka.

Below left: Magnet Beer stained glass window that originally hung in the Atlas brewery. Collection of Dave Lendy.

Below right: An etching of the massive Romanesque Revival style Atlas brewery in the early 1890s. Collection of Dan Boyke.



who allegedly had Chicago mob associations, arrived at Atlas in 1940 after closing his A.B.C. Brewing Corp. in St. Louis early that year. By 1944, he had merged the operations of Atlas and Schoenhofen-Edelweiss into one holding company, but allowed them to keep their separate names. The new company was not financially successful. In 1951 it was sold to Drewrys Ltd., of South Bend, IN, which acquired both brewery plants.



Atlas ceased brewing in September 1962, but production continued at the Schoenhofen-Edelweiss plant until 1972, when Drewrys was sold and became a branch of the Associated Brewing Company of Detroit.

There is perhaps no better historian of Chicago breweries and breweriana than NABA's own Rich La Susa. Here's an excerpt of what he wrote about Atlas, its famed Prager brand, and its outstanding, high-quality array of breweriana for the Spring 2010 edition of this magazine (Vol. 149, pg.12):

Atlas wasn't the largest Chicago brewery or the most famous during its 66-year history. However, its breweriana was *special*, just like one of its beer brands.

The brewery's most famous brand, Prager (pronounced Prah-GER) was introduced after Repeal and became well-known and well-respected. Chicagoans identified with it through one of the most popular beer slogans ever created: *Atlas Prager, Got It? Atlas Prager, Get It!*



had fallen into bankruptcy.

After a financial reorganization in 1939, Louis Kanne (previously of the Manhattan Brewing Co. in Chicago) became the major stockholder and CEO of both Atlas and the Schoenhofen-Edelweiss breweries. Kanne,

An impressive brewery

Located on Chicago's Southside, the brewery itself was a landmark and one of the most unique buildings in the city. Its distinctive modified Romanesque Revival architecture (popular in the late 1800s) featured a tall castle-like tower that rose high above other buildings in a mixed commercial-residential neighborhood.

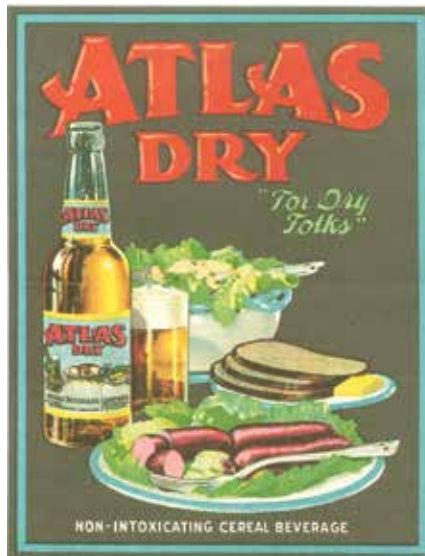
Professor Susan K. Appel, a NABA member and the leading authority on the history of American brewery architecture, provided her expert assessment of this style of brewery design:

"... Atlas is representative of a later version of the Romanesque Revival, which sometimes shows overtly a connection with what's called Richardsonian Romanesque (after Henry Hobson Richardson's use of Romanesque forms) . . . [it] is heavier, visually, and involves other changes, many brought into brewery design by the more professional designers who did so much to shape brewery architecture of the 1880s-1910s."

Equally impressive breweriana

The brewery and its robust beer reflected the character of its neighborhood—sturdy, tough, blue-collar, like thousands who worked in nearby factories and the stockyards. Interestingly, although a large segment of its clientele was hard-nosed working class, most Atlas point-of-sale advertising was the opposite.

In fact, Atlas distributed a prolific and magnificent array of classy and classic signs to promote its beers—a line of advertising that is coveted by collectors in Chicago and elsewhere. The volume of Atlas advertising might not have rivaled



Atlas stayed dry – and afloat – by making “non-intoxicating” beverages during Prohibition. Courtesy of John Steiner.

that of Chicago competitor Peter Hand Brewery, but it was nevertheless impressive.

Like its namesake (the muscular Titan of Greek mythology, with the weight of the world on his shoulders) much of the brewery's advertising was powerful. It exuded class and elegance; stood out in a crowd. The craftsmanship was top-rate.

Expensive also comes to mind. Even in the depths of the Great Depression, Atlas spent large sums to promote its beer.

A rich advertising tradition

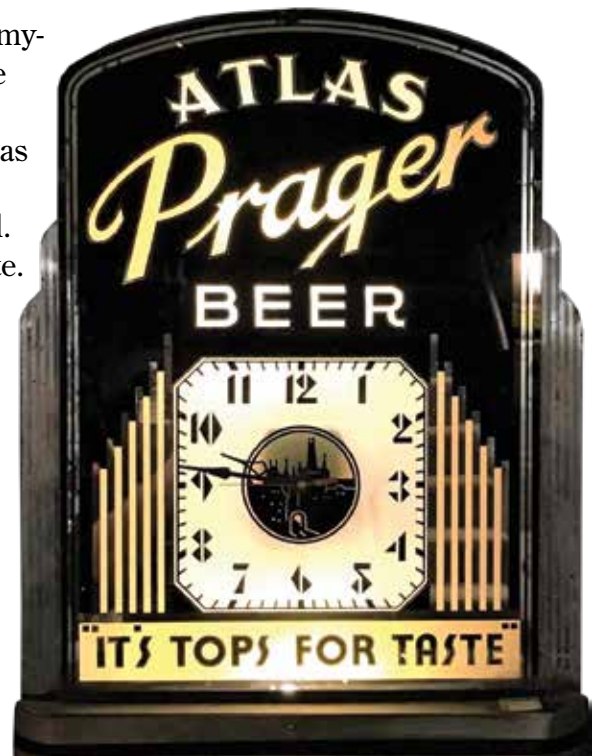
The brewery's tradition of using point-of-sale advertising began in the 1890s with painted glass signs, lithographs, and etched glassware. Its signs promoted near-beer for most of the 13 years of national Prohibition, but the promotion of Atlas resumed in earnest in 1933, when Prohibition was repealed. For the



After Repeal but Before Prager:

Atlas returned after Prohibition with its “Special” brand. The label above is dated 1933. Collection of John Steiner.

Below: Tin-over-cardboard sign, c. 1934, 8 x 4 inches, no mfg. mark. Collection of Dave Lendy.



This majestic, Art Deco, illuminated advertising clock stands an imposing 20 x 24 inches. It has a reverse-painted glass ad panel with silvered accents.

The glass is framed by a painted metal base and cabinet with striated metal trim. It was manufactured c. 1938 by Crystal Manufacturing Co., Chicago, IL.

Collection of the late Norm Jay.



This stunning, extremely rare, cardboard diecut sign is easel-backed and dates from 1934. The sign measures an imposing 18 x 25 inches, with an impeccably dressed couple and double entendre on "lovers" referring both to them and beer.

The artwork was created by noted American pinup artist George Petty. No mfr. mark. The elegant couple were reprised in a different pose in the 1934 magazine ad at right. Collection of Paul Cervenka.



Atlas returns to its Bohemian roots: The Prager brand was introduced with the slogan, *It's tops for taste!* The logo paid homage to an icon of the Czech Bohemian homeland: Incorporating the magnificent Charles Bridge and its tower, located in Prague (in what is now the Czech Republic). This high-gothic style structure has served for centuries as a gateway to the city. Completed in 1380, the tower is world-famous as one of the most beautiful examples of gothic architecture in Europe.

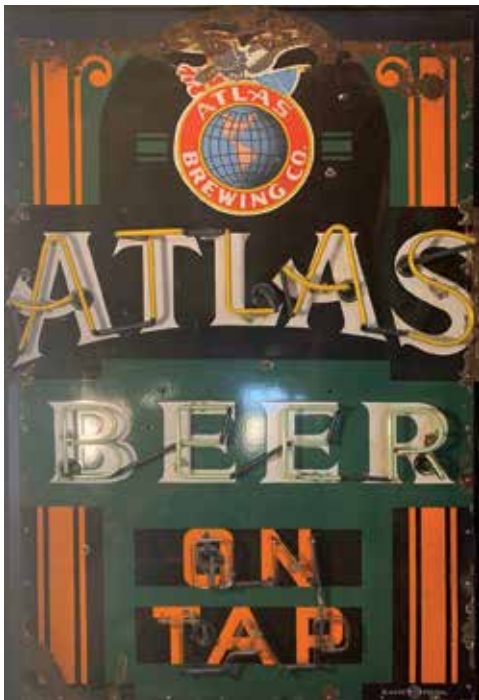
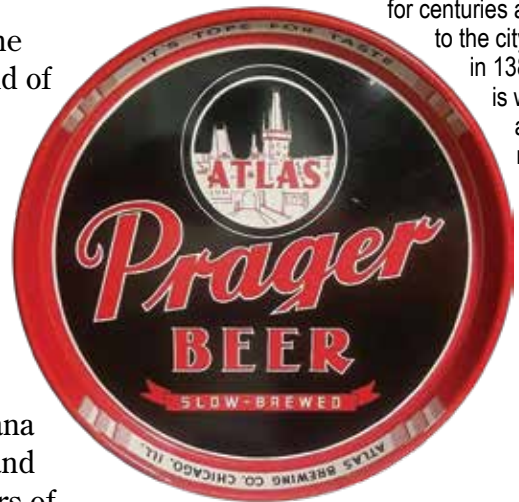
next 25 years, Atlas offered retailers a vast selection of unique and attractive, often stunning, advertising.

Atlas's advertising relied heavily on painted reverse-on-glass designs (some lighted); on cardboard lithographs; and mirrors in many different shapes, sizes, and subjects. A variety of indoor and outdoor pressed metal and porcelain

signs—some colorfully lighted with neon tubing and with eye-catching graphics—graced tavern and liquor store walls and windows.

Motifs ranged from the spectacular black and gold of the 1930s—which often featured the distinctive tower of the Charles Bridge in Prague—to the cheerful red, white, and blue (and sometimes yellow) pieces, used throughout the 1950s.

Today, Atlas breweriana is coveted for its beauty and class not only by collectors of Chicago breweriana, but far beyond.

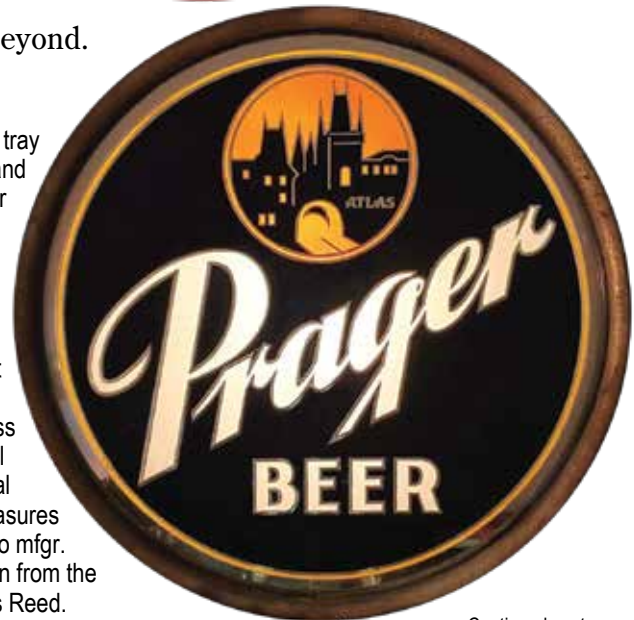


Magnificent large, outdoor sign with neon mounted on porcelain, c. 1935, by Claude Neon Federal Sign Co., Tulsa, OK. May be only known existing example. Courtesy of Dave Lendy.



1940s-era tray (above) and coaster (left).

Right: Back-lit reverse painted glass sign with metal frame and painted metal cabinet, c. late 1930s. Measures 23 inches in diameter. No mfr. mark. Photo by John Bain from the collection of Chris Reed.



Continued next pg.

Variations on a theme:

This striking illuminated clock came in at least four known versions, varying by color and message on both the upper and lower ad panels.



Beautifully rendered in the Art Deco styling of the era, each clock features a reverse-etched and painted glass dial and ad panel, which are nestled in a painted metal backer and base with polished metal trim. Measuring 16 x 11 inches, it was designed for display on top of a cash register. Manufactured late 1930s by Ornate Glass Co. of Chicago IL. Collection of Dave Lendy.



Courtesy of Marvin Gardner.

An All-American Beer

All-American was introduced about 1935 and became a companion brand to Prager. It was marketed as a premium "all grain" beer, which meant it was probably more full-bodied than Prager, which, as a pilsner, was likely paler in color and crisper in flavor.

Using the slogan, *Star of Lager Beers*, All-American's labeling and marketing had a distinctly patriotic theme. It may have been intended to compete with its nationalistic-sounding Chicago rival, Yusay (labeled as "yUSay").

The brand never became popular, and in its later years was sold more as a low-priced brand, especially when it came under Drewry's ownership.



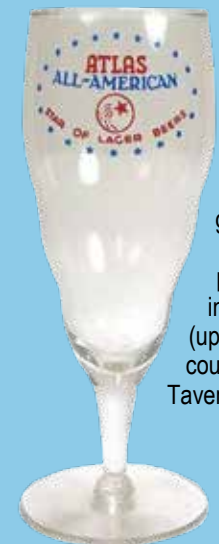
Colorful, 1940s ball knobs for the All-American brand. Top, collection of Paul Cervenka.

Bottom, collection of Dave Lendy.



Left: All-American was being described as "Extra Dry" in this 1950s-era label.
Right: Cardboard hanging sign with debossed foil lettering, c. 1940s, 10 x 8 inches. Collection of Don Hardy.

This eye-catching, c. 1940 clock features patriotic graphics in red, white, and blue. It is similar in design to the Prager clocks shown above, but this may be the only example for All-American in existence. By Ornate Glass Co., Chicago, IL. Collection of Dave Lendy.



Fluted glass like the one pictured in the ad (upper left), courtesy of Tavern Trove.



A bevy of black ballknobs: At left, a 1930s Dakaware ball knob begins a series in the striking black design of the Prager brand, carried through the 1940s. Collection of Paul Cervenka.

Out of the black and into the red: By the 1950s, Prager had dropped its black color and Prague architectural motif in favor of more vibrant red and yellow colors.



Lighted sign, c. 1950, plastic translucent front on an aluminum frame, by Price Bros., Chicago, IL. Collection of John Warnik.



Backbar light, c. 1950, no mfr. mark. Collection of Paul Cervenka.



Above: Reverse paint on glass sign mounted on wooden base, 10 x 8 inches, early 1950s. Courtesy of Don Hardy.

Below: Three-color neon sign, c. early 1950s. Courtesy of Don Hardy.



Continued next pg.

New Finds

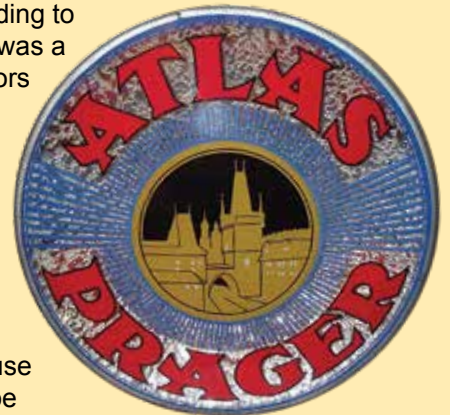
NABA member and Gillco light expert Chad Haas purchased this sign from the 2011 auction of the late NABA member Adolf Grenke's collection. According to Adolf, this previously-unknown sign was a major surprise to breweriana collectors at the time of its discovery in 2002.

As Adolf told the story to Rich La Susa for his article on Grenke's auction in the Spring, 2010 edition of *Breweriana Collector* (Vol. 149, pg. 14), this sign was the first, and at the time of its discovery by an antiques dealer in Chicago in 2002 (at an old Atlas distributor's warehouse in St. Charles, IL) it was thought to be the only known example. As such, collectors surmised it to be the only sign produced by Gillco for a Chicago brewery.

Not surprisingly, the piece is now a favorite in Chad's extensive collection.

The reverse-on-glass sign is 13.5 inches in diameter encased in a metal rim around the edge of the glass. The central feature is Prague's famous Charles Bridge tower motif in yellow and black. The Atlas Prager name is in bright red lettering, highlighted with blue rays radiating from the center.

Later, a second and third version of this sign was found by the same antiques dealer. These signs are now in the collections of NABA member Dave Lendy and Board member Paul Cervenka, respectively.



Top: Collection of Chad Haas.
Bottom: Collection of Paul Cervenka.

-Ken Quaas

Prager patience pays off

Patience finally paid off for NABA member John Carpenter, a Chicago-area collector who recently obtained this fantastic, 1930s-era, double-sided, porcelain outdoor sign (right).



Mill Race Inn entry with sign.

The Prager sign had been hanging atop a classic Wisconsin “supper club” near the Wisconsin Dells resort area for almost 60 years. Sadly, the Old Mill Race Inn has sat forlorn, empty, and for sale for several years.

John had been long aware of the sign, and after four years of polite but persistent inquiries, the owner finally sold it to him. He told John that the sign had originally hung outside a bar on



Chicago’s North Side until the late 1950s. Then, the sign had lit the Wisconsin restaurant’s front door since 1961.

John recently returned it to its origin city, and had it re-glassed with new neon. Today, it is proudly displayed in his suburban Chicago home. “Now I’m just going to enjoy it for a while!” he said.

-Ken Quaas

The strength of Atlas is in his blood

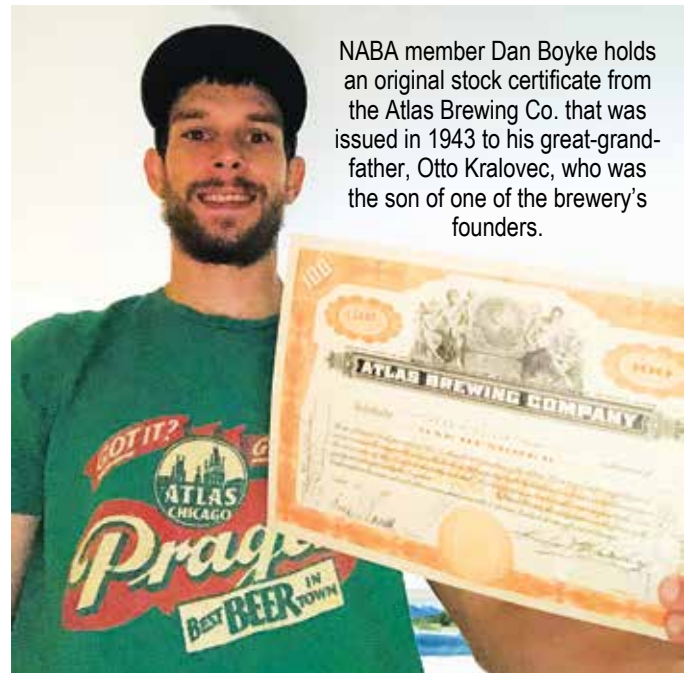
by Ken Quaas

At the age of 30, Dan Boyke is one of NABA’s youngest members. A native of Elmhurst, IL (a Chicago suburb) Dan joined NABA last year when he realized—thanks in part to NABA’s highly-active Facebook page—that there were many other people like him who collect old beer stuff. Indeed, there also are quite a few who share his passion for collecting one of Chicago’s legendary breweries: The Atlas Brewing Co.

Why would a young guy like Dan want to collect breweriana from a company that went out of business decades before he was born? Well, it’s in his blood—quite literally. The brewery was founded in 1891 as the Bohemian brewery, by Dan’s great-great-grandfather, John Kralovec (along with partners Charles Vopicka and Otto Kubin). The brewery became a family enterprise, as Kralovec’s oldest son, Otto (Dan’s great-grandfather) became a majority stockholder following the death of his father.

Dan’s interest in Atlas and its history began in earnest around the age of 12, all credit to his beloved grandmother. “She would tell me stories of our family’s history with Atlas, and her childhood, hanging around the brewery,” he said. “And

she also had a large Atlas breweriana collection. She was so proud of the family history, and of the brewery. The brewery was operated by our family throughout much of its existence, and many family stories are still passed down to this day.”



NABA member Dan Boyke holds an original stock certificate from the Atlas Brewing Co. that was issued in 1943 to his great-grandfather, Otto Kralovec, who was the son of one of the brewery’s founders.



Jan "John" Kralovec was one of three founders of the Bohemian Brewing Co. in 1891, which was re-named Atlas Brewing Co. five years later. By 1900, Kralovec epitomized the American dream: a rags-to-riches success story from immigrant bricklayer to wealthy real estate developer

and co-founder of a successful brewery. He is Dan Boyke's great-great-grandfather.



Dan Boyke's Atlas collection continues to grow and take over more of the basement in his suburban Chicago home.



Dan has fond memories of spending time with his family at their farm property in the Missouri Ozarks, where his grandmother shared many of the brewery's stories with him. "Our property in the Ozarks was originally purchased in 1929 by John and Otto Kralovec. They purchased 10,000+ acres in a land sale, mostly funded by proceeds from the brewery. The land has been passed down for generations for our family to enjoy."

Dan has managed to build a growing and impressive collection himself. Through NABA, he's made new connections in his pursuit of Atlas breweriana. He feels a debt of gratitude to NABA member Don Hardy for his mentorship. "I really thank Don. He's a great guy, and has been a wealth of knowledge. He also invited my brother Ryan and me to our first local trade show earlier this year."

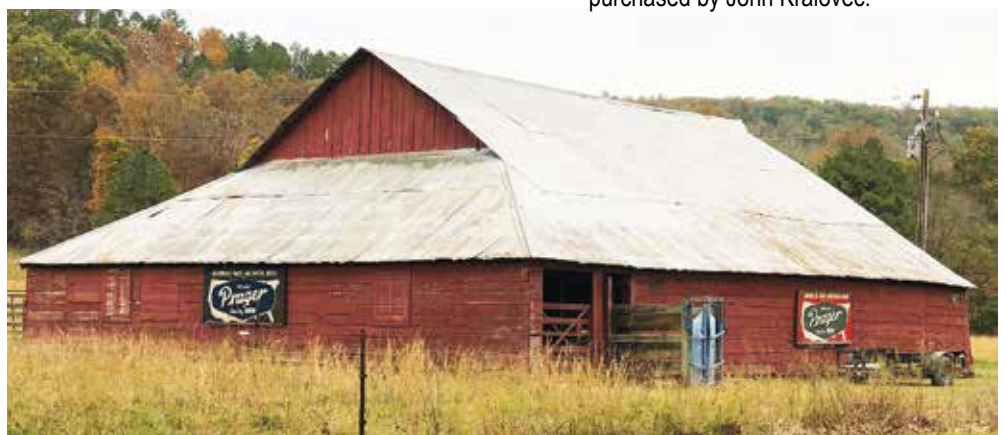
Another new NABA connection is renowned Chicago collector and NABA member Dave

Lendy, who, coincidentally, is a childhood friend of Dan's father.

Like his grandmother, Dan is willing to go the extra mile to collect artifacts from the one-time family brewery. "Some years back, my grandmother found the big red Atlas Prager sign that's hanging on the family barn at the Ozark property (see picture below). She had just been diagnosed



Two large, old metal Atlas Prager signs now adorn the family barn on property originally purchased by John Kralovec.



with Stage 4 lung cancer and had a broken hip. But that didn't keep her from driving 10 hours to the Upper Peninsula of Michigan to buy the sign. Then, after she got it back to Chicago, she and my grandpa drove another eight hours farther south to the Ozarks just to hang the sign on the family barn.

"Last year—four years after her passing—I found the identical sign in blue," he continued. "So I drove two hours north into Wisconsin to buy it. Just like my grandmother, I brought it back to Chicago, then my grandpa, dad, and brother joined me in an eight-hour drive to the Ozarks.

"We celebrated my 30th birthday by hanging that blue sign on the old barn alongside my grandmother's red one. That was so meaningful to our family, especially because the barn dates back to much earlier times when the brewery still existed. It is the last standing original building on our property."

What's new and next for Dan? In addition to collecting Atlas breweriana, he would like to re-create its beer. "I am still searching for the original family recipes," he said. "There is a rumor that one of my distant relatives on the Kralovec side may still be in possession of those. My father, brother, and I have spoken recently about the prospect of attempting to recreate some of those beers."

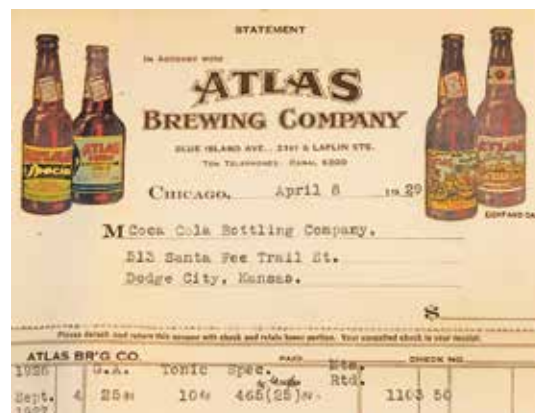
Dan welcomes all leads and contacts from fellow NABA members toward building his collection. He can be reached at dboyke24@gmail.com.



Dan has a large and varied trove of paper items related to the Atlas brewery. This includes a Czech language print ad showing the brewery's pre-1896 name, Bohemian Brewing Co. At right is a beautifully-lithographed Prohibition era letterhead, showing non-alcohol products, and above, a female-targeted newspaper ad, c. 1940.



Dan inherited his passion for Atlas breweriana from his paternal grandmother, Sharon, the granddaughter of brewery founder and first president John Kralovec. She is at left with her husband, Jack Boyke.





For nearly 50 years, NABA has been providing a platform for breweriana enthusiasts to come together to socialize, trade beer collectibles and drink good beer. The events of this year put most of that on hold, along with our beloved events having to shut down for 6 months or more. But just like the brewery industry after Prohibition, auction houses and brewery clubs have had to find new ways to attract collectors.

So what do you do if you can't attend an auction or convention in person?

You turn to the web and new selling platforms to bring us together during quarantine. These online social platforms and internet auctions were able to satisfy our initial craving to talk breweriana, tell stories, and add new



pieces to our collections. But it just doesn't make up for that in-person camaraderie.

With that said, NABA is taking the show back to where it all began in 1972. Milwaukee 2021 is going to be off the charts—just like some of the recently auctioned Wisconsin breweriana shown below (with two additional WI items at the top of the next page). While internet auctions and social media are great in today's age, it surely doesn't make up for trading stories with your friends over a week at a NABA Convention. Whether you

are drinking a New Glarus Spotted Cow, a Potosi Cave Ale, or a Lakefront Hazy Rabbit IPA, do it in Milwaukee in 2021 ... The city that made beer famous!



Pabst On Draft lighted hanging sign, Pabst Breweries, Milwaukee, WI, 19 in. by 14 in., \$2,851, eBay.



Blatz Pilsener Beer lighted sign, Blatz Brewing Co., Milwaukee, WI, 14.25 in. by 8.75 in., \$2,750, eBay.



Red Ribbon Beer sign, American Products Co., Wausau, WI, 9 in. round, by Leyse Aluminum Co., Kewaunee, WI, \$2,475, eBay.

Lot: Jung's Red Heart Beer ROG sign, and John Graf's Weiss Beer pennant, pocket mirror, and cardboard sign (by The Weiller Co., Philadelphia, PA) \$935, Jeffrey S. Evans & Associates Auction.



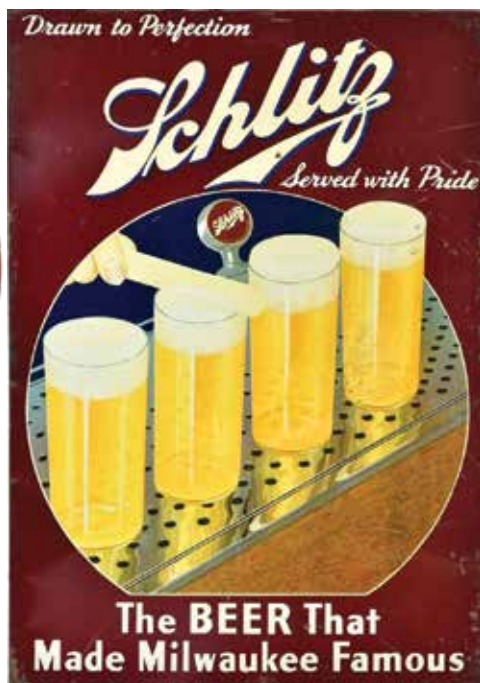
Right: Co-Operative Beer ball knob, Cooperative Brewery, Grafton, WI, 1935-1941, \$826, eBay.



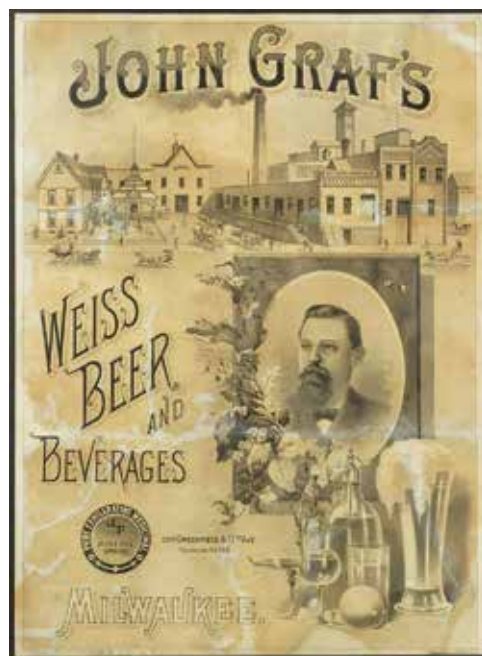
Pabst Malt Syrup sign, Pabst Corporation, Milwaukee, WI, 11 in. by 7 in., by American Art Works Coshocton, OH, \$525, eBay.



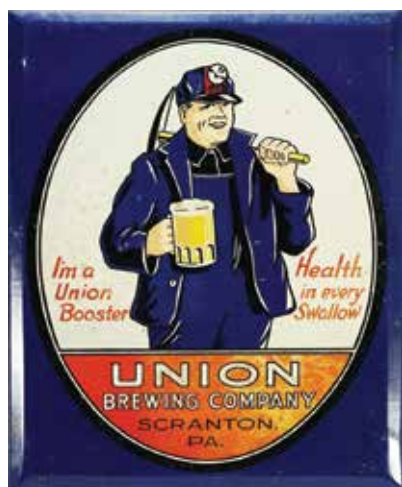
Above: Morlein Beer tray, Burton Brewing Co., Paterson, NJ, by American Art Works, Coshocton, OH, \$950, eBay.



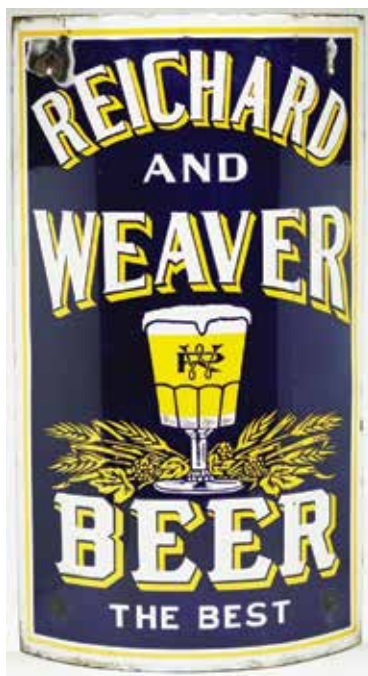
Schlitz Beer tin sign, Schlitz Brewing Co., Milwaukee, WI. Great graphics showing a foam scraper and ball knob, \$616, Worldwide Auctioneers



1890s John Graf's Weiss Beer lithograph, John Graf's White Beer Brewery, Milwaukee, WI, 19.5 in. by 26.5 in., by The Beck & Paul Litho Co., Milwaukee, WI, heavy restoration, \$747, Jeffrey S. Evans & Associates Auction.



Below: 1930s Union Brewing Co., TOC sign, Scranton, PA, 8.5 in. by 11 in., Coal Miner Union Booster, \$6,270, Morean Auctions.



Pre-Pro Reichard & Weaver porcelain corner sign, Wilkes-Barre, PA, 13 in. by 24 in., \$8,835, Morean Auctions.



Above: Lot: pre-Pro Frank Aiple Brewery Letter-head & Trade Cards, St. Paul, MN, \$1,300, eBay.



Pre-Pro Wieland's Beer tray, Wieland's Brewery, San Francisco, CA, by Chas. W. Shonk Co., Chicago, \$3,200, eBay.



Below: Pre-Pro Buffalo Brewing Co., lithograph, Sacramento, CA, 15 in. by 19 in., \$1,136, eBay.



Empire City Beer ball knob, Empire City Brewing Co., Brooklyn, NY, \$1,225, eBay.



1930s Rolling Rock Beer edgelit neon, Latrobe Brewing Co. Latrobe, PA, 14 in. by 10.5 in., \$3,700, Facebook Auction.



Above: Burke's Ale tap knob, Guinness Son & Co., Long Island City, NY, \$416, eBay.



Above: Keglined Beer sample quart, American Can Co., late 1940s or early 1950s, \$15,960, Morean Auctions.

Below: Cap Sealed sample quart, Continental Can Co., 1930s, \$19,950, Morean Auctions.



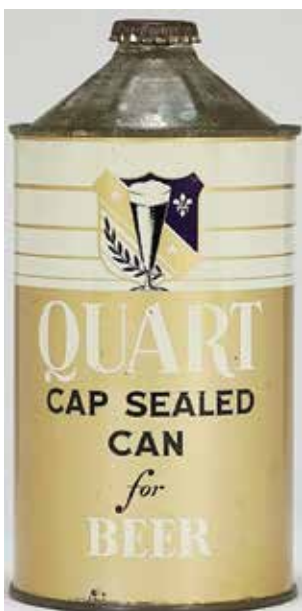
Left: 1930s Art Deco Fleck's lighted sign, 13 in. by 7 in., \$4,151, eBay.



F.D. Radeke Brewing Co. tray, Kankakee, IL, "The Fish Story" by American Art Works, Coshocton, OH, \$1,876, eBay.



Pearl Beer motion lighted sign, Pearl Brewing Co., San Antonio, TX, 18 in. by 14.5 in., \$500, eBay.



Pre-Pro matchesafe, Frank Gebhard & Co. Brewers, Henderson, KY, 3 in. by 1.5 in., \$125, eBay.



Columbia Beer wooden sign, Columbia Brewing Co., St. Louis, MO, 7.5 in. square, by the Meyercord Co., \$1,992, Jeffrey S. Evans & Associates Auction.

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AN UNEXPECTED SIGN

Bob Hadler was my high school guidance counselor. As a sophomore who truly was sophomoric, I was once summoned to his office for “a little chat.”

Uh-oh.

As I approached Mr. Hadler's office, I could feel a nervous knot in my stomach that tightened with each step. What was I in trouble for now? How bad was this trouble?

Seated behind his desk, Mr. Hadler looked up and firmly advised me to take a seat. I nervously took the chair across the desk from him. After an uncomfortable pause, he looked me in the eye and said, “I don't think I need to talk to anyone else but YOU about this.”

Wondering what I'd done now—it could have been many things—he proceeded to plunk down on the edge of his desk a crumpled-up Dairy Queen receipt. At first confused, I took the receipt and looked closely to see there was a familiar sketch on the back. Uh-oh, again. That drawing featured a man who was so well-endowed that he required a wheelbarrow to transport his “endowment.”

As an artsy adolescent, I drew my share of immature imagery, mostly out of classroom boredom, but also to amuse friends with my artistic musings. But this time, a “friend” had apparently judged that my masterpiece was worthy of a broader audience and slipped it



This rare Bohemian Club lighted sign was discovered and rescued by chance some 60 years ago and has just re-emerged.

under Mrs. Wellman's door the next day. Mrs. Wellman was a sweet but prim-and-proper teacher who taught English and typing.

I'd attended a small high school in small-town Minnesota. There were 52 kids in my grade, and I was the one who was always drawing. It didn't take Perry Mason to crack the case of the lewd Dairy Queen receipt. And if there was any doubt as to the guilty creator of this masterpiece of high school immaturity, my tell-tale blushing and my jaw-drop both completely gave me away.

Somehow, I got away with just a stern reprimand.

Fast forward four decades to modern times. In the midst of this

pandemic, my Dad called to tell me that none other than Bob Hadler had stopped by the house to drop off a beer sign for me. He knew about my collecting through my Dad, because the two of them are part of a group of guys who meet for coffee-and-a-chat.

Mr. Hadler is actually a great guy, who, many years after “The case of the drawing on the Dairy Queen receipt,” had told me it was all he could do to keep from bursting out laughing that day, years ago in his office.

Still—as is often the case when someone not in the hobby just drops something off for you—I was not expecting much. “Cool! Okay, Dad...lemme' guess,” I said, rolling my eyes. “Is it a plastic Michelob Golden Draft light-up? Or maybe a Budweiser NA tin tacker?”

After a pause on the other end of the line, Dad said, “Nope. It says Bohemian Club Beer.”

That certainly wasn't the kind of answer I was expecting. My skeptic scrutiny started spinning. What the heck was *that* doing in Minnesota? It sure came a long way from Chicago or Spokane.

My next question: “Dad...what's it made of?”

My dad is an 83-year-old farmer who knows construction materials. “Well,” he said matter-of-factly, “it's metal. And it has two faces...made of glass.”



The sign, when lit, reveals a bold color scheme that is not diminished even with some paint loss. It is 17 inches in diameter and a sturdy 6 inches in depth, with no mfr. mark.

My eyes widened and I felt my heart rate increase. “Duh duh... Dad? How big is it?” I asked, with growing excitement. Dad responded, “It’s about the size of a hat box but smaller than a garbage can lid.”

Now, I’m not used to feeling the pulse in my neck, but the words “metal” and “glass” clearly told me this might be something of considerable interest.

Enough with the talk. I had to see this thing.

After 15 futile minutes of trying to guide my mom through texting a picture to me from her Jitterbug cell phone, we both gave up in frustration. My curiosity was absolutely killing me.

I re-dialed Dad the next morning, after we’d both had our coffee and a night’s sleep. He walked the phone out to the garage and endured my excited interrogation. It wasn’t long before “Barry Mason” had cracked this case. In fact, this Bohemian Club sign was not from out of state. No sir, far from it.

The sign had originally come from a brewery in tiny Montgomery, MN, just 60 miles away from where I grew up. It was a brewery that went out of business in 1942.

In the summer of 1971, a teen-

aged Bob Hadler and his dad were in nearby Zumbrota, MN, razing two old homes to build a new VFW there. Mr. Hadler found this old sign in the basement of one of the otherwise empty houses. Even though he’s not a collector, he had (amazingly) kept it for almost 50 years.

This sign had once proudly promoted the rare and obscure Bohemian Club from the Montgomery Brewing Co. That small brewery had once been the pride of Montgomery, a small, southern Minnesota town best known for celebrating its Czech/Bohemian heritage with one of Minnesota’s oldest festivals—Kolacky Days—held annually at the end of July. For those who don’t know, kolacky pastries are originally from Bohemia and consist of puffy dough with fruit in the middle.

I have been to Montgomery at least a dozen times. Every time I go, I stop at the town’s lone bakery, Franke’s, to buy some bread and of course, some of its famous kolacky. But that’s not the only reason I go to that bakery. I also go there because, sitting on a shelf as it has for many years, is the only other

Franke’s Bakery, a classic small-town bakery established in 1914 and well-known for their delicious kolacky. The bakery’s interior displays memorabilia on its shelves, and their Bohemian Club lighted sign can be seen on the top shelf at the far right.



Photos courtesy of Franke’s Bakery.



Far left: Portrait of the artist at the time of the "Dairy Queen receipt incident."

Left: Guidance counsellor Bob Hadler, when the author was in 10th grade.

answer: "Not for sale!"

Thanks to Mr. Hadler, I now have a c. 1940 Bohemian Club lighted sign of my own, in even better condition than the only other one I know of, still standing guard in Franke's bakery. Mr. Hadler proved he can still make my jaw drop, 40 years after high school.

Now when I go to Montgomery, after visiting that bakery and its sign, I can celebrate this

incredible find with a beer at the local brewery. And I can't think of a better place to commemorate this rare addition to my collection. Not only is it the town's only craft brewery, but it's also called the Montgomery Brewing Co. and yes, it is in the same building that housed the original brewery whose name is printed on my sign.

Of course, I called Mr. Hadler to thank him—I wished I could buy him a brew at the new Montgomery craft brewery. Instead, I got an invite to the Hadler farm, which is still in the family after 100 years. I will bring the beer.

example of this amazing Bohemian Club lighted sign that I've ever seen. And every time I went, it would call to me, teasingly.

Even though the sign is a little forlorn, whenever I walked in Franke's door I'd ask if I could buy it. My persistent requests failed to change their exasperatingly consistent

by Doug Hoverson

Czechs moved into the Upper Midwest in force during the late 19th century. In Minnesota, these European émigrés created settlements in places like New Prague, Veseli, and Montgomery, bringing with them the secrets of baking kolacky and brewing lager beer.

Matthias Chalupsky started the first brewery in Montgomery in 1882, though it was the Handschuh family that would become most identified with it. Like most breweries of the era, the owners added onto the building as needed, creating a three-dimensional jigsaw puzzle of rooms and levels. The most

New Life for an Old Brewery

famous brand of the old Montgomery Brewing Company was Chief beer, which was popular both before and after Prohibition. Bohemian Club was the secondary brand. Although Montgomery Brewing Co. returned after Prohibition, its local popularity wasn't enough to pay for the necessary upgrades, and the brewery closed in 1943.

In 2000, Steve Simon—a builder with a love for restoring old structures—purchased the derelict facility, which also had served as a creamery and mail distribution site over the years since the brewery had closed. While Steve worked on demolition and restoration, Charles Dorsey (Steve's son-in-law) and his high school friend, A.J. Newton established a homebrewing club in the former bottle house. Eventually the club members dwindled to Charles and A.J., but they decided to make good on the conversations they'd had about turning pro. They started the second Montgomery Brewing Co. in 2015.

The new Montgomery Brewing Co. occupies the same space as the old one. The "Bottling Dept." sign has been re-painted in the original colors, while the faded, "ghost" sign on the side wall (advertising the brewery's Chief beer brand) remains in its original state. A new lighted sign marks the brewery's entrance.



This history lives on in the taproom, where neighbors will show off artifacts from the original brewery and where many beers are named after local landmarks. They even brought back the Chief name for their amber ale.



The original brewery sat empty in 1962.



The Chief was Montgomery Brewing's "chief" brand. **Far left** is their pre-Prohibition label and **left** is their post-Prohibition version. **Right:** This post-Prohibition keg label shows an exuberant Bohemian festival. Labels from the collection of John Steiner.



Gems of Jersey

From the Collection of Dave Vajo

New Jersey is a state with a rich brewing history. While perhaps most associated with its one-time powerhouse breweries, Ballantine and Krueger, the “Garden State” was home to many industrial cities with abundant supplies of both fresh, clean water, and thirsty immigrants. In combination, this produced a strong brewing legacy.

New Jersey’s brewing industry flourished beyond Prohibition in a number of the state’s major cities. This is visually characterized by the amazing collection of NABA member Dave Vajo, who created a graphically-stunning series of photos that show similar

brand logos coupled with 1930s-era ball knobs and matching coasters.

Elizabeth



P. Breidt Brewing Co., closed 1952.

Elizabeth



Seeber Brewing Co., closed 1937.

Newark



P. Ballantine & Sons Brewery, closed 1971.



Christian Feigenspan Brewing Co., closed 1943.

Newark



Joseph Hensler Brewing Co., Inc., closed 1958.



Hoffman Beverage Co., closed 1946.

Newark



G. Krueger Brewing Co., closed 1961.

Paterson



Burton Products, Inc. (Paterson images above and below) closed 1949.

Paterson



Burton Products, Inc.



Burton Products, Inc.

Union City



The Wm. Peter Brewing Corp. (images above & below) closed 1949.



Schultz Brewing Co., closed 1938.

Union City

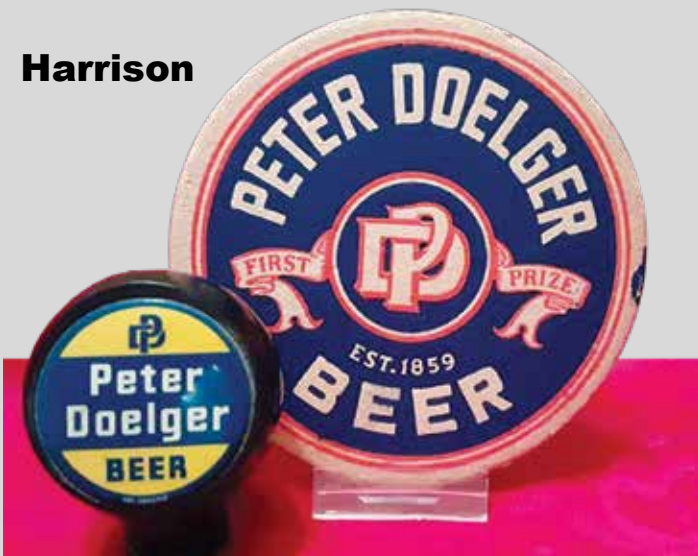


Camden



Camden County Beverage Co., Inc., closed 1963.

Harrison



Peter Doelger Brewing Corp., closed 1948.

New Brunswick



Hub City Beer, New Brunswick Brewing Co., closed 1938



Convention 50

NABA

2021



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Taps

Norm Jay
by Ken Quaas



Norman F. Jay, Sr., passed away on June 10, 2020 at the age of 86 in Wheaton, IL. One of the most well-known and respected collectors in the breweriana hobby, Norm was a NABA member for almost 45 years, serving as a Board member and as President of NABA from 1998-2002. He was most recently Director Emeritus, a position established by the Board of Directors to honor those

with past meritorious service to NABA.

Norm is survived by his wife Judy who was always cheerfully by his side at the many conventions and shows he attended, three children, four grandchildren, and a brother and sister.

Norm was born the same year that Prohibition was repealed—a fact he was proud of—but his outstanding collection extended well back into the pre-Prohibition era. His collecting started by chance. “We were living in Nashville at that time,” he recalled in a 2016 interview with this magazine (*Vol. 174, p. 5*). “The son of a friend collected memorabilia from the old Gerst Brewery there. He asked me to look out for those in my travels and I started to find them and pick them up for him. It wasn’t too long after that when I got bit by the collecting bug myself.” Norm assembled his own extensive collection of Gerst items and once he returned to his native Chicagoland area, began to amass an amazing array of Chicago area items.



Norm Jay was known, among many things, for his tremendous pre-Pro mug collection, beautifully displayed in this antique barbershop shaving mug case.

Norm’s interests, talents, and accomplishments extended beyond breweriana. He had a highly-successful career in sales following his 1955 graduation from DePauw University in Greencastle, IN, where he established a scholarship fund that makes an annual award to deserving students. He was also a veteran of the US Navy and participated in Operation Deep Freeze II, which established a Naval Base in Antarctica in 1956.

Perhaps no one could sum up Norm better than his long-time friend and fellow NABA member Rich La Susa: “Norm was one of the most knowledgeable collectors in our hobby and shared his expertise with others. He exemplified high standards, class, and dignity.” Norm’s breweriana collecting legacy lives on, not only among his many friends in the hobby, but also with his daughter, Amy, one of NABA’s newest members.

Many of Norm’s NABA friends shared remembrances of him.

Norm was a great man who lived life to the fullest. He was a family man with friends all over the country. For me, Norm was like a second dad and was always willing to help me out. He was nice enough to teach me about breweriana, starting with bottle openers, more than 30 years ago. Norm liked to joke around, but at times, he could be stern. One time, on our way to a show in Belleville, IL, I was speeding while driving his car. Needless to say, I heard about it from Norm, and that was the last time I was allowed to drive his car. Norm was dedicated to his family, his church, the Masons, and the hobby. He will be truly missed.

—Dave Lendy, close friend & NABA member

I first met Norm at a Monarch Chapter show in Palatine, IL in the mid '80s. I was relatively new to the hobby, having only previously collected cans. Over the ensuing year, Norm became both a friend and mentor. He told me I needed to stop by for a visit to see his collection. Of course, I did, and to say I was amazed is an understatement. It was Norm who told me I needed to join this



group called “NABA.” Without Norm my collection would certainly be less than it is today. His collecting advice was that everything should be looked at on a scale of 1 to 10 in three areas: rarity, condition, and value. He said, “If you can’t hit 20 of 30 points, walk away.” The salesman in him always shone through, whether at a show or if you were trading with him at his house. Our hobby was lucky to have him and is less special today because he is gone. He was a 30 out of 30.

—John Bittermann,
NABA Board of Directors

I met Norm at my first NABA convention in Naperville, IL in 2000. He was the President of NABA at the time—I had just started collecting in 1997. Norm was a very advanced collector, but he was friendly and welcoming to me, along with his great supportive wife, Judy. Over the years, they were a team and at most of the shows and conventions, Judy was by his side.

What I liked most about Norm was the conversations we had. He was a great storyteller. I really enjoyed attending the NABA conventions and having breakfast with Norm and others. Norm would “hold court” as he talked about his experiences with the hobby and the many colorful collectors in it. He would take off his glasses and look you in the eye to stress a point. Norm always gave back to the hobby with participation and support of both national and local clubs. It was an inspiration to see him still buying, selling, and trading at the Belleville, IL show this past November at the age of 86! I am happy I was able to get to know Norm through our wonderful hobby. He was a good friend whom I will miss.

—Paul Cervenka,
NABA Board of Directors

Norm was one of my best friends for 25 years. He was a great ambassador for the hobby and always a big supporter of NABA. He had several sayings—I called them “Norm-isms”—that always rang true. He said if you completed a deal and both parties thought it was a bad deal, it was actually a good deal. Another funny observation of his was that “a lot of big breweries put out a small amount of breweriana and a lot of small breweries put out a big amount of breweriana.” Being a life-long salesman, Norm had a great way with people and was always interested in talking about the hobby and life in general. I looked forward to my conversations with Norm and he will be greatly missed by me and all of his many friends.

—John Stanley, NABA Executive Secretary

Our club and the entire breweriana field took a huge hit with the passing of past NABA President Norm Jay. Sue and I knew Norm to be a passionate collector, a spirited negotiator, and a tireless advocate for our hobby. From our earliest days in

the club right through last year’s Cincinnati/northern Kentucky convention, Norm and Judy could be counted on to be on hand, full of enthusiasm and with a room full of “the good stuff.”

I had the privilege of serving on the NABA Board with Norm back in the ‘90s and remember him always working his tail off for everyone’s benefit. Norm was always generous with his more than ample knowledge and encouraging to people just getting started in what can be a complicated collecting field. Our condolences go out to Judy and the Jay family on the loss of a great guy.

—Tom Flerlage,
retired director, NABA Board of Directors

It was not just our hobby, but also the world that lost a great man when Norm passed. Having met Norm about 20 years ago, we quickly realized early on that our lives and interests were intertwined well beyond the hobby we so dearly love. We loved sharing our salesman stories, work travels, military experiences living on a base, and talking politics. In sports, our favorite hockey teams were competitors but when it came to baseball, we both liked to poke fun at the Cubs (albeit more me than him).

And we both liked good food. One memory I will always cherish was our love of the same restaurant. While visiting Norm I mentioned I loved Bob Chinn’s restaurant, only to hear it was possibly his favorite restaurant in Chicago. Right then, we jumped in my car and headed to Chinn’s for some amazing seafood and camaraderie.

I think the most important thing to mention about Norm, though, is how often he spoke of his love for his family while glowingly talking about his kids and their accomplishments. He knew he could count on them, and of course, Judy, who was always by his side supporting his interests, each being there for the other. Norm’s memory will live on with so many and will put a smile on our faces when we think of him. For that, I am thankful.

—Randy Huetsch, NABA member

I really miss the great presence of Norm Jay. What a wonderful man he was, and echoing others, he was “larger than life.” When I think back on our times together, there’s an initial emptiness and sadness still very present now that he’s departed from this world. But I can tell you, that’s not at all how Norm wants us to behave going forward. For myself and numerous, numerous NABA members, he was a beacon of generosity, knowledge, and good cheer!

I first met Norm in 1995, at my first NABA convention; I had been an ECBA member since 1974, but after moving to Montana, I joined the national clubs. After setting up my room, I think one of the first NABA folks I met was Norm Jay. He walked in and said, “Hi, I’m Norm Jay, and welcome to NABA. Tell me something about yourself and what you like to collect.” He didn’t

have to do that, but he did, and he was sincere and real, and spent quite a bit of time with me during that convention. My collecting was “all over the place” for the first 20-odd years, but Norm was instrumental in teaching me focus, and the wisdom of “condition, rarity, value,” and another favorite, “Are you going to still smile when you look at that tray in a year, and does your wife like it at all?” Even one negative answer meant “think carefully before purchasing.”

Now fast forward after many, many conventions visiting with Norm, Judy, and their friends. Here’s the same man, unchanged over time. Norm particularly loved the public show on convention Saturdays. I can still see him conversing with younger collectors and continuing to teach about breweriana collecting, while displaying his mugs and steins. He would also “work the floor,” introducing himself to new members and learning about their interests. The man just had a phenomenal way with people; a natural friendliness, that I don’t think can be taught. And now I believe Norm wants us all to carry on that tradition of fellowship and interest among breweriana hobbyists, and particularly for all of us in our 60s—we need to continue to find ways to bridge the creative craft brewery generation with our preservation of old

breweriana instincts. Norm led the way...

—Ray Geyer, NABA member

With the passing of Norm Jay, our organization and the brewery collectibles hobby has lost another long-time, valuable, and perhaps irreplaceable member. I first met Norm and his wonderful wife Judy at the old Indianapolis beer collectibles show that was an early and popular rendezvous for advertising collectors. Norm stood out remarkably, for he was a larger-than-life personality.

I served with Norm on the NABA Board for countless years and I don’t believe Norm ever missed a board meeting or convention. Norm served as Peter Blum’s vice-president and then gladly stepped up to lead our organization as president. He was a natural salesman who knew how to “close the deal,” especially when it came to persuading collectors to join and renew their memberships in NABA.

Norm will truly be missed – we all looked forward to enjoying his and Judy’s company at breweriana events. I will especially miss Norm and keep him in my memory with Herb Haydock, Toby Zwick, Rayner Johnson, and all the long-time NABA friends who have recently left us.

—John Ferguson, President, NABA

Bob “Doc” Neill

by Ray Geyer



Dr. Robert A. “Bob” Neill Jr., 90, passed away on June 1, 2020 after a long, eventful life. Born in Missoula, MT, Bob spent his career as a dermatologist, having graduated from the University of Oregon Medical School in 1955.

Following medical school, Bob joined the US Army – he was very patriotic. While in service he attained the rank of major and held high-ranking positions in various military hospitals in Hawaii, San Antonio, San Francisco, Okinawa, Colorado Springs, and Fort McCoy, WI.

After leaving the service in 1963, Bob was in private practice in Great Falls and Butte until 2001, when

he became Chief of Dermatology for the US Veteran’s Administration in Montana, until retiring in 2010.

Survivors include his son, Dr. Rob, two grandsons, five great-grandchildren, his brother, and his best friend, Diane. He was preceded in death by his wife, Ruth, newborn son David, and daughter Lani.

I was honored to have Bob as my good friend and among friends, he was affectionately known as “Doc.” We were close right up to the end, when he needed hospice services as he was, in his words, “all worn out.” Shortly after, he died peacefully in his sleep.

I met Bob in 1993, shortly after I had moved to his beloved Montana. We would run into each other at local antique shows and auctions, and finally he came up to me and asked, “Who are you, and why are you looking at all the stuff that I like?” He then let out his famous belly laugh, and we were friends from that moment on.

Bob did not care for air travel, so over 20+ years, the two of us logged literally thousands of road trip miles together, traveling around Montana in search of breweriana and other saloon memorabilia. Each spring we drove to the Old West saloon antique show in Grass Valley, CA, and every summer off to the Midwest for NABA conventions.

Bob started collecting “saloon memorabilia” in the 1960s, before “breweriana” was a word. He was a true pioneer in that regard, likely one of just a handful of people at that time who dedicated themselves to the preservation of older beer, whiskey, and saloon items. For Bob, this was mainly trays, signs, and lithographs.

By the time I met him in the early 1990s, Bob had created a fully “original” 1890s-era saloon on his Montana property near the Missouri River, complete

with old logs, tin ceiling, bar and back bar, and all the period advertising imaginable.

I suspect many newer NABA members did not get to know Bob, as he stopped coming to the conventions after 2016 because it became too much to travel at his age. But those who knew him would have a story to share. He lived life to the utmost, always full of joy and energy, no matter what he pursued, which was usually elk, trout, breweriana, and lively times with family and friends.

He gladly shared his knowledge with enthusiasm, and always taught his comrades about the importance of condition, rarity, and what he called “desirability,” which was, as he defined it: “Collecting this old stuff should just make you happy.” I miss “Doc” dearly, as I’m sure do all the NABA folks who got to know him over the years.



Kent Alan Knowles, 81, of Millstadt, IL passed away on February 18th, 2020 after a brief illness. Kent was an expert mechanic and was retired as the longtime owner/operator of Das Autohaus in Belleville. Kent was also a proud veteran of the US Navy.

Kent’s sense of humor will be missed by all, especially his wife Aneta, sons Kevin and Keith, stepsons Justin and John, and six grandchildren.

A well-known collector of breweriana from the Southern Illinois area, Kent had built an extensive and enviable collection, much of which was auctioned off several years ago. He specialized in collecting from the breweries of Belleville, IL, in particular, from Western, Griesedieck-Western, Carling (Stag), and also Star and Star-Peerless. “His collection was likely the best that has ever been assembled of Belleville breweriana,” said NABA Board member Don Roussin.

Kent supported the hobby by being the co-organizer of a long-running local breweriana show and an active member of NABA’s Gateway Chapter. “Visitors to the auto parts store he owned saw more than fan belts and spark plugs on the walls. He displayed a large portion of his collection there and encouraged tours of the building,” Don added.

“Kent was truly a great guy with an amazing collection of Southern IL and St. Louis items,” said friend and NABA Board member, Darla Long. “We were lucky enough to be able to buy some of his items a few years ago and have been to see his collection a few times.”

“I will miss Kent,” said NABA member Kevin Ki-ous. “I’ll always remember him going to local auctions. If there was good breweriana, he’d be there. When he saw any items he wanted, he had deep pockets. And he would offer to share his Keystone Light with fellow attendees, even if it was 10 in the morning. I’ve got a couple items from him that I will always fondly recall came from his collection.”



Royce Beigh, 68, of Claypool, IN, passed away on Aug. 19, 2020. Royce was a well-liked and respected label collector, who was very active on the Facebook pages in both seeking and generously providing information on labels. His friendly and

informative presence will be greatly missed by many of the NABA friends he made online.

Upcoming Shows

October, 2020

Date: October 9-10 **CANCELLED**
Time: 9am-3pm
Event: Guzzle 'n Twirl 47
Contact: Mike Mullally
651-451-3786

Date: October 9-10 **CANCELLED**
Time: Friday 5pm- 9pm; Sat. 9am-5pm
Event: Great Lakes Show (formerly EGLBCS)
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 11, 2020
Time: 8:30 am-2:30pm
Event: 42 Annual Full Moon Show, Jersey Shore Chapter
Address: Milltown American Legion, 4 JF Kennedy Dr, Milltown, New Jersey 08850
Contact: Joe Radman
732-946-3416

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 18, 2020
Time: 10am-2pm
Event: Fall Fest Beer Collectibles Show, Olde Frothingslosh Chapter
Address: Penn Brewery, 800 Vinial St, Pittsburgh, PA 15212
Contact: Jerry Lorenz
412-760-7621

Date: October 29-31
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 **CANCELLED**
Time: 9am-1pm
Event: Turkey Pluckoff
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: Corry Weidman-Siebell
209-518-7434

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

December, 2020

Date: December 5, 2020
Time: 10am-2pm
Event: Aztec Chapter Show
Address: San Diequito Park, 1628 Lomas Sante Fe Dr, Del Mar, CA 92104
Contact: Art LaComb
858-900-3308

Date: December 6, 2020
Time: 9am-2pm
Event: 42nd Annual Ed Babitzke Show, A-1 Chapter
Address: Ed Babitzke Ranch, 11120 E. Old Spanish Tr, Tucson, AZ 85748
Contact: Rich La Susa
480-452-7186

January, 2021

Date: January 16, 2021
Time: 8am-2pm
Event: Michigan Chapter Winterfest
Address: Frankemuth American Legion Hall, Post 150, 990 Flint St, Frankenmuth MI 48734
Contact: Clayton Emery
231-920-6013

Date: January 18, 2021
Time: 10am-3pm
Event: Birmingham Brewnanza, Bama Cannas Chapter
Address: Cahaba Brewing Co, 4500 5th Ave S, Birmingham, AL 35222
Contact: Perru Paxton
334-285-7569

Date: January 24-25, 2021
Time: Varies
Event: PatTaylor Memorial Snowbird Special, Gator Traders Chapter
Address: Extended Stay of Altamonte Springs, 230 West State Road 436, Altamonte Springs, FL
Contact: Joe Older
407-929-2087

Date: January 24-25, 2021
Time: Varies
Event: Missouri Brewery Collectables Show, Gateway, KC's Best, and Missouri Ozark Chapters
Address: Inn at Gran Glaze, 5142 Osage Beach Pkwy, Osage Beach, MO
Contact: Rick Kottemann
314-575-0032

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. rV192

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). rV200

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

WANTED: IRTP labels, beer letterheads, postcards, paper items, advertising. Robert Stempel, 355 West Sunnyview Dr, Apt 205, Oak Creek, WI 53154-3889 rV192

WANTED: Elizabeth, NJ breweriana. Breidt's, Rising Sun, Seeber, Elizabeth Brew, etc. All categories wanted. Bill Decker (908) 370-3062 mbdecker2@comcast.net rV194

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



THE HERBERT A. HAYDOCK FOUNDER'S AWARD

2012	Bob Kay
2014	George Baley
2015	James L. Kaiser
2017	Helen Haydock
2018	John Ferguson
2019	John Stanley

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 \$90), Canada \$40 (US); and overseas \$50 (US); Family +\$5 (3 years for \$105). 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
rbcapck@sbcglobal.net

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

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

Cornhusker (Nebraska)
Contact: Heath Henery
whys@buffalomaids.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: Mike Mullally
ibuyoldsigns@gmail.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
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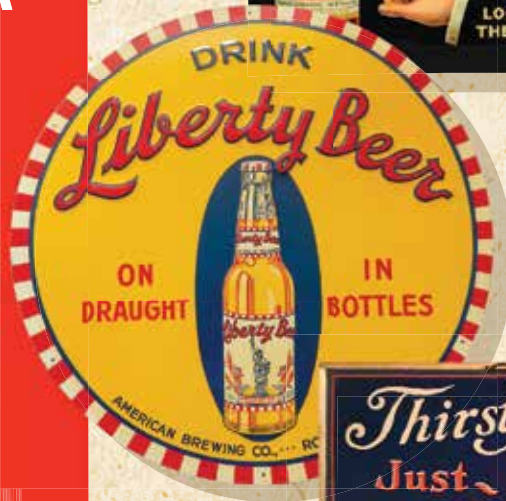
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