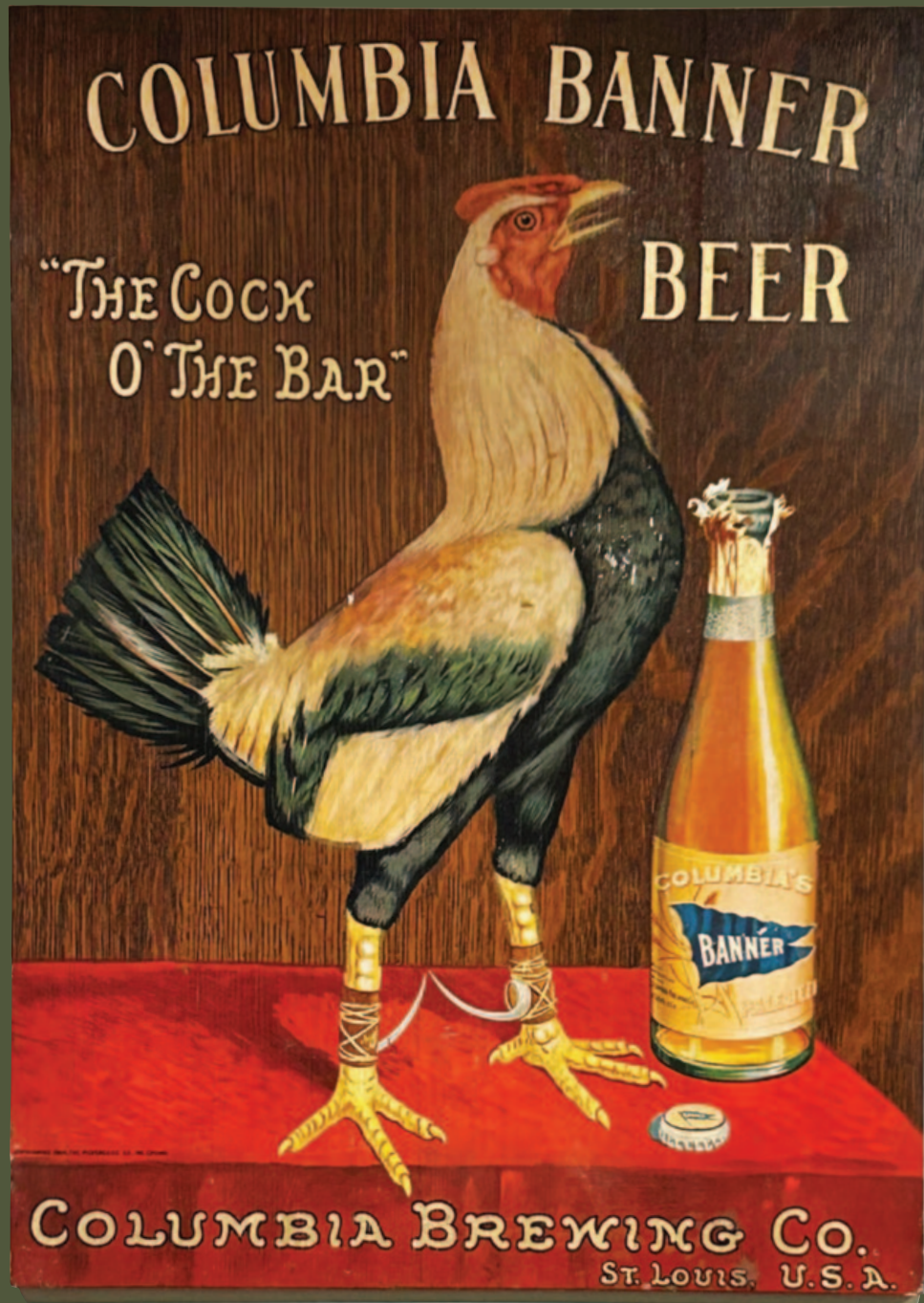


BREWERIANA COLLECTOR

Summer 2024

VINTAGE BEER ADVERTISING & BREWERY HISTORY

Volume 206



WHAT'S INSIDE: NABA convention agenda ~ Auction preview ~ Haydock Collection

“Beer Beauties” at Cone Top Museum ~ Profile of Randy Huetsch ~ Stephen Barrett’s Budweiser Lights

Collections of Paul Haudrich and Dave Birk ~ Hyde Park Brewery of St. Louis

Peter Breidt Brewery of Elizabeth, NJ ~ much more!

JULY 30
through
AUG 2
2024

Vicksburg
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Haydock Haydays

NABA CONVENTION ST. LOUIS

FEATURING: SIGNS FROM THE HAYDOCK
COLLECTION & NABA HISTORY



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Article submissions: Readers are welcome to submit articles for consideration to the Editorial Director, Ken Quaas at ken@consumertruth.com.

BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Summer 2024

#206

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Cover image: Decal on wood, Columbia Banner Beer, Columbia Brewing Co., St. Louis, MO, 21 x 15 in., by the Meyercord Co., Chicago, IL, c. 1900. Entitled: "The Cock O' The Bar," this arresting sign may be the only existing example. Collection of Randy Huetsch, who will be a part of the house tour during the **NABA Convention in St. Louis from July 29-August 3, 2024.**

The National Association of Breweriana Advertising, Inc.(NABA) publishes *Breweriana Collector* for its membership. NABA Officers, Directors, and Editorial Staff do not verify the content or accuracy of articles accepted for publication. The Editor & Staff may edit submissions and ads or defer publication for space reasons. *Breweriana Collector* is published quarterly at NABA, PO Box 51008, Durham NC 27717-1008. Subscriptions are included in the annual NABA membership dues payment of \$35 per year (or \$90 for three years). **Copyright © 2024** content developed by NABA, authors and photographers, all rights reserved.



President's Message

An “enlightened” breweriana museum

You may have seen a lot in this magazine about the Cone Top Brewery Museum in Vicksburg, Michigan. That's because just as NABA is growing and flourishing, there are exciting things constantly developing with the place that will someday be “NABA's Front Door.”

If you were at the NABA Convention last year in Chicago, you got to experience Cone Top's highly immersive “Northern Lights” exhibit. The Museum's team created what felt like a classic North Woods cabin as a setting to showcase a variety of breweriana from the 1940s-1960s that features outdoor hunting, camping, and fishing scenes. The exhibit presented the breweriana in an environment that fit perfectly with visuals seen in the advertising.

Future plans: In just a few years, Cone Top plans to occupy about 40,000 square feet to display one of the largest breweriana collections that exists. The museum will be located within The Mill complex, a massive former paper mill of more than 400,000 square feet that is in the midst of an extensive \$100 million reconstruction.

To accompany this ambitious museum there will be a brewery with beer garden (what better pairing could there be?), a boutique hotel, venues for music, entertainment and events, and a conference center.

Acquiring the Haydock Collection: As you may know, Cone Top acquired the legendary Haydock Collection in February of this year. Helen Haydock, the “First Lady of NABA” and widow of one of our club's founders, Herb Haydock, was searching for the ideal home for their collection.

Helen says she is “thrilled” that Cone Top's owner, NABA member Chris Moore, wants to keep



Workers install a new, retro-design neon on metal sign on June 7, “enlightening” the exterior of the current home of the Cone Top Brewery Museum in Vicksburg, MI.

the collection intact and will provide an ideal forum to share it with NABA members and future generations of collectors. The collection not only contains an expansive array of high-quality brewery artifacts from the past 150 years, but also presents the evolution and history of NABA, with

which the Haydocks are intertwined.

The “Haydays” exhibit: On the weekend of June 7-8, Cone Top presented the “Haydock Haydays” in Vicksburg. This was a celebration of Helen and Herb, their amazing collection, and their lasting contributions to the formation and success of NABA.

The Cone Top team presented the breweriana in an intriguing, experiential way. Artifacts were shown in a period setting—Pre-Prohibition trays could be enjoyed while surrounded by antique furnishings similar to those depicted on the scenes of the trays. Others were displayed in a visually engaging art gallery type of installation.

All of this took place within three contiguous, historic buildings in downtown Vicksburg that currently house the Cone Top Museum until its new home at The Mill is completed in a few years. These buildings themselves have undergone a painstaking, multi-million-dollar restoration to return them to their original 1870s-era appearance.

See it in St. Louis: NABA members registered for the upcoming convention in St. Louis will have the opportunity to experience a traveling version of “Haydock Haydays,” which will be presented in special meeting rooms at the convention hotel. And importantly, this will include the chance to visit with the First Lady herself, Helen Haydock, who has participated in more than 50 NABA conventions.

Hope to see you in St. Louis!

Ken Quaas, President
Ken@consumertruth.com

Executive Secretary's Report *by John Stanley*

NABA Membership Report

Thank you to everyone who helped recruit new members and rejoins.

Total Members	12/31/23 Renewals	3-year Members	New & Rejoined Members	Your renewal date is on mailing label. If date matches below, please renew!
1,520	160	786	41	03/31/2024 or 06/30/2024

Choose one of the following 3 ways to renew your membership when it comes due.

Pay by Check	Check payable to NABA and mail to: PO Box 51008, Durham NC 27717
Pay by Paypal	Send to naba@mindspring.com
Credit card online	1. Go to www.nababrew.com and log in using your username and password. 2. Click on your name, which appears on the right side below the top banner. 3. Choose "Renew to New Date," fourth bullet down under your Membership Card. 4. Manually enter credit card field even if your credit card info automatically prefills. 5. Online transaction is secure.

Update your membership info if your address, phone or email has changed.

Update online	www.nababrew.com
For assistance	John Stanley at 919-824-3046 / naba@mindspring.com / NABA, PO Box 51008, Durham NC 27717



Bill Baburek of Omaha, NE was unanimously elected to the NABA Board of Directors.



In his new position on the Board, Bill will take leadership of NABA's Membership Committee, where he has successfully served for the past two years.

Bill is a great hobbyist who runs shows in the Omaha area, where he is a lifelong resident. He is well-known and highly regarded among his fellow Midwest collectors and was instrumental in bringing the Cornhusker Chapter into the NABA fold.

An evangelist for NABA during his time on the Membership Committee, Bill has been a contributor to our magazine. He has generously provided beer for our recent conventions, courtesy of the brewery he owns in Omaha, Infusion Brewing Company. Bill also was the chair of the successful BCCA CANvention in Omaha a few years back and assisted with this year's ABA convention in Omaha.

Bill is both an avid collector and brewery historian. In 2017, he acquired the rights to and began brewing one of the local beer brands he had collected since he was a teenager—Metz—which had previously existed in Omaha from 1938-1961.

A welcome toast to all of our new and rejoined members!

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NABA Convention Agenda

by Mike Michalik, Convention Chair

NOTE: Convention events are open only to badge wearing NABA members who are registered for the convention, except the Trade Show on Saturday, Aug 3, which is free and open to the public.

MONDAY, July 29

Opening Day

1:00 – 5:00 pm: *House Tour*, Don and Mary Ellen Roussin

7:45 pm: *MLB Baseball Game; Texas Rangers vs St. Louis Cardinals at Busch Stadium*

- A few tickets remain in the NABA ticket block. Visit www.nababrew.com to purchase.
- Members need to provide their own transportation.

TUESDAY, July 30 The Convention formally begins! St. Louis Area House Tours

9:00 am – noon: Dave Birk, Columbia, IL

11:00 am – 2:00 pm: Joel Gandt, St. Louis, MO

1:00 – 4:00 pm: Randy Huetsch, Chesterfield, MO

- Members provide their own transportation. *Addresses will be available closer to the convention.*

3:00 pm: *Registration opens in Hospitality Room*

- Room-to-Room Trading begins.
- Hospitality Room opens (through Saturday night, Aug 3).

WEDNESDAY, July 31

9:00 am – 4:30 pm

Craft and Historic Brewery Bus Tour

SOLD OUT. Bus loads at 8:30 am. Must be registered and paid for this additional event.

6:00 – 7:30 pm

Brewmaster's Dinner

- Conducted by Friendship Brewing owner, and NABA member Brian Nolan.
- Must be registered and paid for this additional event.

THURSDAY, August 1

Seminars

9:30 – 10:30 am

Corner Signs of St. Louis – Randy Huetsch

Renowned St. Louis collector Randy Huetsch will present a series of photographs of 80 St. Louis corner signs. Some of the signs will be accompanied by photos of them “in the wild” as they adorned Pre-Prohibition saloons.

10:30 – 11:30 am

Tips & Tricks for Building and Bettering Your Collection—Barry Travis

NABA's Creative Director has a trove of ideas on how to find items in your area through clever outreach. Once you've acquired these sometimes dusty and rusty relics, Barry presents a variety of techniques to clean and preserve the newly discovered treasures.

11:30 am – 12:30 pm

Exit Strategies – What to consider when divesting your collection

What do you do when it's time to sell the collection? This seminar will detail various options on collection liquidation. It's important to have a cohesive and detailed plan when the time comes when you want or need to part with your breweriana.

4:00 – 5:00 pm

First-Timer's Happy Hour and Q&A

First-time NABA convention attendees are cordially invited to attend this reception to meet NABA's Officers and Board of Directors and enjoy beer, conversation, receive a special gift, and hear important club news.

FRIDAY, August 2

4:00 – 5:00 pm

St. Louis Craft Beer Tasting

Our pre-banquet cocktail hour features an assortment of craft beer brands and styles from breweries in the St. Louis area.

6:00 – 8:00 pm

Presentation Banquet

A highlight of the convention where NABA members assemble as a group to enjoy a buffet dinner and socialize, while hearing exciting news and important announcements about the club and its members.

Don't miss this event, the cost of which is included in your registration fee.

9:00 pm – midnight

Jersey Shore & Gateway Chapters Hospitality Room

These two powerhouse chapters are combining forces to entertain NABA members. They are throwing a Woodstock themed party immediately following the banquet. Attendees are requested to wear a tie-dyed shirt.

SATURDAY, August 3

9:00 am – 1:00 pm

Trade Show

150+ tables of breweriana showcasing “what's for sale” by members from across the nation. It is free to the public and will be heavily promoted locally.

2:00 pm – 4:00 pm

Clydesdale VIP Experience

SOLD OUT. *Members provide their own transportation.*



Serving up local shows with the Handsome Waiter

NABA's mission is to serve the breweriana collecting hobby by providing information, sharing knowledge, and fostering camaraderie. NABA supports the local shows of its 57 chapters!

Send us your Handsome Waiter pictures! Email them to Ken@consumertruth.com with the names of the folks in them.



Docking at the Port:

This fine bunch joined The Waiter on March 16 at the 18th Annual Port of Potosi Show in Potosi, WI.

Front: Ken Kreie, Jonathyn Mowat, Jared Sanchez, Paul Cervenka, and Clayton Emery.

Back: Greg Meyer, Dave Freimark, Greg Lenaghan, Larry Bowden, Troye Shanks, Tim Piche, and Mike England.

Not to be "missed":

The Waiter served this fine group and more at the Miss Columbia Chapter show on March 23 in Marcy, NY.

From Left: Clayton Emery of NABA's Membership Committee, Dan Gaffney, Chapter President Jason Thompson, Steve Adydan, Mike Marra, Chuck Puzzulo.



Gateway to greatness:

Some top collectors joined The Waiter on March 30 at the Gateway Chapter show in Belleville, IL.

From Left: Dave Kubat, Vicky Kubat, Darla Long of NABA's Board of Directors, Rusty Long, NABA's Social Media Director, Jeff Jones, Kim Jones, Patty Kious, Mark Sanders, and Clayton Emery, BCCA President.



Chilling with the Waiter:

The Waiter warmed up this collecting crew at Spring Thaw Brewery Collectibles Show in Harrisburg, PA.

This group includes...

Front row: Lora Larrazolo, Dave Larrazolo, Charlie Smith of NABA's Board of Directors, Steve Adyan, Smoky Schneider, Jeff "Yuengling Guy" Schneider, Memee Schneider.

Third row: Scott Brown of NABA's Board of Directors, Joe Gula of NABA's Board of Directors, Jim Romine, Keith Rist, Jeff Murbach, John Dikun, Mike Ohl, ABA President Tim Bowers, Dave McClure, Mark Crane, Tom Legeret, Art Distelrath, NABA President Ken Quaas, NABA Director Emeritus John Ferguson, Matt Olszewski of NABA's Board of Directors.



Handsome Huskers:

This stalwart group gathered around The Waiter on May 3-4 at the Dakota-Cornhusker Chapters' Spring Show in Yankton, SD.

Front: Ward Haessler and Bill Lester.

Back: Bill Webbert, Mike Bruell, Robert Boardman, Denise Webbert, Heath Henery, Robert Oltmans, Bill Baburek of NABA's Board of Directors, Mike Hearn, and Don Wallace.





Waiter in Washington: The Handsome Waiter proudly posed with this prolific posse on April 21 at the 47th Annual Krausen Days show in Des Moines, WA.

The group includes: Jon Andre, Mark Brooks, Paul Landino, Frank Dwight, Wes Hobbs, Stan Warzecha, Zeek Warzecha, Bruce Higgins, Alex Diaz, Mike Nicholson, Patrick Franco, Tom Stover, Carl Scheurman, Nick Johnson, Steve Oneil, and Josh Mohor. The photographer was Dave Unwin of NABA's Membership Committee.



Shining at Shiner:

The Lone Star State and more was well represented when this collective met.

Included in this group:

Jimmy Stenson, John Paul Hudson, Terry Henry, Keith Weathers, Erin Weathers, Doug Stryker, Brian Connors, Matt Scherzinger, Francis Brosch, Rebecca Williams, Mike Lombardo, Todd Brosch, Charlie Staats, Dwayne from New Mexico, Steve Fisher, Steve Fernandes, Rick Chavez, and Frank Shiels.

Southern Gentlemen:

The Waiter got a warm welcome down south at the Southern Crossroads Show sponsored by NABA on May 16-18 in Macon, GA.

Kneeling: Paul Letostak, Dave Reinhard, Matthew Olszewski of NABA's Board of Directors, Michael Pardue, Michael Moon of NABA's Membership Committee.

Standing: Joe Summerour, Gary Goodman, Ken Jones of NABA's Membership Committee, Mike Hoff, George Arnold, Scott Parzanese, Stu Hutchinson, Neal, Davenport, Dave Reed, Todd King and Tom Labonc.





True North:

A great gathering greeted The Waiter at the North Star Chapter's show on May 18 at the St. Paul Brewing Co. in St. Paul, MN.

From left: Stevan Miner of NABA's Membership Committee, Randy Rennaker, Aston Rennaker, NABA Creative Director Barry Travis, and Jon Stejskal.

Serving at Cone Top:

A top group gathered at the 3rd Annual Cone Top Brewery Museum / NABA breweriana show on June 8 in Vicksburg, MI. The show was part of a two-day event celebrating the Museum's recently-acquired Herb & Helen Haydock Collection.

Kneeling: Don Kaiser, "Beer Dave" Gausepohl, Paul Cervenka of NABA's Membership Committee.

Standing: NABA Vice President Mike Michalik, NABA Creative Director Barry Travis, NABA President Ken Quaas, Keith Kerschner, Thomas Philport, NABA Secretary Dave Alsgaard, Carey Williams, Ken Kreie, Keith Rist, and Charlie Staats of NABA's Board of Directors.



B'gosh what a group!

This stellar collection of collectors hosted The Waiter on April 27 at the NABA-sponsored B'Gosh It's Good Breweriana Show in Oshkosh, WI.

Front: Anjel Breister, Kevin Knitt, Tom Gibson, Andrew Borgstrom, Ken Kreie, Dan Hable, Jonathyn Mowat, and Jim Schmalz.

Back: Troy Winkelman, Rick Basken, Dave Freimark, Jim Crouse, Jared Sanchez of NABA's Membership Committee,, Matt Forrest, Mike Coyne, Ken Angle, BCCA President Clayton Emery, and Troye Shanks.



2024 NABA/Morean Online Auction

Here is a sneak peek at some of the rare items that will appear in the auction!

by Matt Olszewski, Auction Chair

Date:

Sunday, July 21, 2024.

Exciting Items:

NABA members have again consigned more than 300 high-quality pieces to this auction.

Buyer's Premium:

See moreanauctions.com for details.

NABA's auction proceeds:

Benefit NABA directly by funding operating expenses and help keep dues low.

Free Delivery to Convention:

Winning bidders can pick up their lots at the St. Louis NABA Convention, but must contact Dan Morean (dan@moreanauctions.com) to make arrangements.



Stunning reverse glass shield sign from Piel Bros. Brewing Co., New York NY, 14 x 12 in., c. 1900.



Exceedingly rare reverse-glass back bar lighted sign from Belmont Brewing Co., Martins Ferry, OH 17-1/2 x 10-1/4 x 5-1/2 in. c. 1940. Shown unlit (left) and lit (right).



Goebel Bock Beer Flat Top Can. Goebel Brewing Co. Detroit MI, c. 1950s.



Frankenmuth Bock Beer Flat Top Can. Frankenmuth Brewing Co. Frankenmuth MI, c. 1950s.



Koch's Genuine Draft Beer 4 Gallon Cans + Original Box. Fred Koch Brewery Dunkirk NY, c. 1950s.



White Seal Beer Cone Top Can with Original Cap. Kiewel Brewing Co., Little Falls MN, c. 1940s.



Hamm's Beer ACL Painted Glass Growler. Theo Hamm Brewing Co., Baltimore MD, 8-1/2 in., c. 1950s.



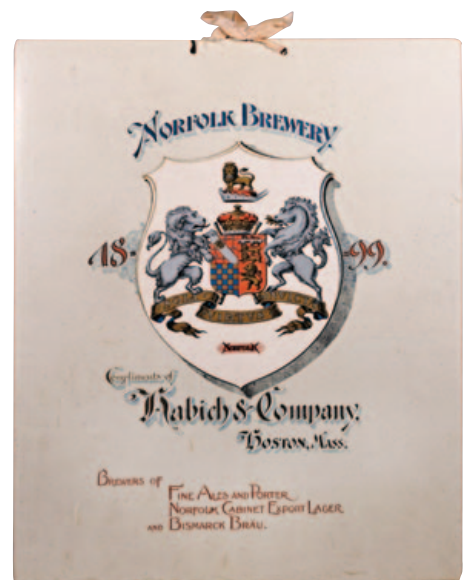
Unique tin litho game counter 6 x 4 in., from Crown Cork Co. Ltd., London England, c. early 1900s.



Utica Club XXX Pale Cream Ale Ball Tap Knob, West End Brewing Co., Utica NY 2-1/2 in. c. 1940s.



Wehle Pale Ale Back Bar Caddy Foam Scraper Holder, Wehle Brewing Co., West Haven CT. 6-1/2 in., by General Products, Providence RI, c. 1930s.



1899 Norfolk Brewery calendar from Norfolk Brewery, Boston, MA. 11-1/2 x 9-1/2 in. By Taber Prang Art Co., Boston, MA.



Vienna Art Plate with Victorian Lady from Detroit Brewing Co., Detroit, MI. 10 in. diameter, by Vienna Art Plate Co., c. 1905.



Muehlebach tin-over-cardboard button sign. Geo. Muehlebach Brewing Co., Kansas City, MO. 9 in. diameter, by Parisian Novelty Co., Chicago, IL c. 1940s.

Old Export Beer tin-over-cardboard button sign from Cumberland Brewing Co., Cumberland, MD. 9 in. diameter, c. 1940s.



Tip tray from Angeles Brewing & Malting Co., Seattle, WA, 4-1/4 in. diameter, c. 1909



Rienzi Beer tip tray from Bartholomay Brewing Co., Rochester, NY. 4-1/4 in. diameter, by Chas W. Shonk Litho Co., Chicago, IL. c. early 1900s.



Chester Beer serving tray from Chester Brewery, Chester, PA. 12 in. diameter by Electro Chemical Engraving Co., New York, c. 1930s.



Haberle's Black River Ale serving tray from Haberle Congress Brewing Co., Syracuse, NY, 12 in. diameter. By Electro Chemical Engraving Co., New York, NY. c. 1930s.



Delmarva Beer serving tray from Delmarva Brewing Co., Wilmington, DE. 12 in. diameter. By American Art Works Co., Coshocton, OH, c. 1940s.



Utah Bräu serving tray from Standard Brewery, Chicago, IL. 13-1/4 in. diameter, Chas W Shonk Litho Co., Chicago, IL, c. 1910.



Feigenspan P.O.N. Amber Ale die cut tin sign from Christian Feigenspan Brewing Co., Newark, NJ. 12 x 6 in., By Kaufmann & Strauss Co., NY, NY. c. Pre-Prohibition.



Beck's Beer tin-over-cardboard calendar sign from Magnus Beck Brewing Co., Buffalo, NY. 15 x 9 in., likely attributed to Permanent Sign & Display Co., c. 1940s.



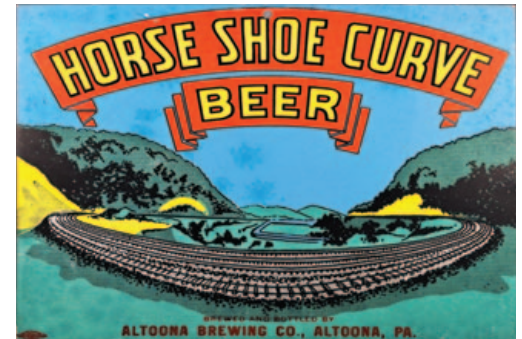
Stegner Old Fashioned Lager Beer reverse-glass back bar sign from Alex Stegner Brewing Co., Louisville, KY. 11 x 6-1/2 c. late 1930s.



Tropical Ale & Beer celluloid over tin over cardboard Prismatic sign from Tampa Florida Brewery Inc., Tampa, FL. 13 x 9 in., by Bastian Bros., Rochester, NY, c. 1930s.



Rienzi Beer tin charger sign from Bartholomay Brewing Co., Rochester, NY. 17-1/4 in. diameter, by Chas W. Shonk Litho Co., Chicago, IL. c. early 1900s.



Horse Shoe Curve Beer card stock sign from Altoona Brewing Co., Altoona, PA. 10 x 8 in., c. 1940s.

Dutch Club Beer tin-over-cardboard sign from Pittsburgh Brewing Co., Pittsburgh, PA. 12-1/4 x 6 in., by Donaldson Art Sign Co., Covington, KY, c. 1930s.



Electric City Lager Beer embossed tin sign from Electric City Brewing Co. Inc., Kaukauna, WI. 20 x 13-3/4 in. By The Kemper Thomas Co. Cincinnati, OH, c. 1930s.



American Ale & Beer embossed tin sign from American Brewing Co., Baltimore, MD. 35 x 17 in., by Palmer Metal Dec. Co., Baltimore, MD, c. 1930s.



Lone Star Beer original hand drawn and illustrated billboard sign artwork from Lone Star Brewing Co., San Antonio, TX. 23 x 10-1/2 in., by Meeker's Sign Co. c. early 1950s.



The Legendary Haydock Collection

“Brewery Beauties”

by Ken Quaas

The Haydock Collection, acquired by the Cone Top Museum of Vicksburg, MI in February, includes an extensive collection of brewery advertising featuring women as their primary subjects. Not surprisingly, this is because one of Helen Haydock’s favorite categories of breweriana has always been advertising that features females. Helen calls these “Brewery Beauties.”

She explained, “From Victorian ladies to Gibson Girls to German barmaids to pin-up models, breweries loved to use these beauties to promote their products. Ladies have always been among the most popular motifs in breweriana. You just have to look at these to understand why they are some of my favorites.”



At left: Fine Lager Beer, Brunkow & Mueller’s, Pheasant Branch Brewery, Pheasant Branch (later Middleton), WI, by H.D. Beach Co., Coshocton, OH, c. 1905. This stock scene tray may be the only existing example from this small company, which existed until 1910.



Above: Trade card for Pabst Extract, Pabst Corporation, Milwaukee, WI, 3 1/4 x 5 1/4 in., c. Pre-Prohibition.

Center: Die-cut hand fan on cardboard stock for Centilivre’s Beer, C. L. Centilivre Brewing Co., Ft. Wayne, IN, 12 x 16 in., no mfg. mark, c. 1900. This is a stunning, colorful visual with an elaborate die cut shape giving the retractable fan the appearance of feathers. The subject matter nicely fits the slogan, “Keep cool and dry”.



Editor’s Note: Many thanks to “Dr. Stock” **Peter Bayer** of the Trayman2.0 Powered by NABA project for his enlightening research on stock trays.

Ladies on trays



Old Dutch Lager, Malt Tonic and Red Ribbon Beer, Mathie Brewing Co., Los Angeles, CA, by Kaufmann & Strauss Co., New York, NY, c. 1905.



Granite State & Climax Ales and Jones Lager Beer, True W. Jones Brewing Co., Manchester, NH, 14 in. diameter, by American Art Works, Coshocton, OH.



Gold Medal Beer, Frankenhuth Brewing Co., Frankenhuth, MI, Chas. W. Shonk Co., Chicago, IL, c. 1907.

The many details of this scene convey an upscale image for Mathie. The featured visual is richly garbed, Victorian-era lady wearing an elaborate hat and with her fur draped on a chair. She is sampling two varieties of Mathie's bottled beer in the comfort of her ornate mansion. A closer look reveals the Mathie logo on the white tablecloth.

Frank Mathie started what became the Mathie Brewing Co. in Wausau, WI in 1870. Three of his sons eventually took over the operation in Wausau, while his fourth son, Edward, went west to Los Angeles in search of his own fortune. There he formed his namesake Mathie Brewing Company, a massive complex with a 250-barrel brewhouse and a cold storage capacity of 6500 barrels.

Los Angeles had three major brewers in the years just before Prohibition. These were Maier and Zobelein Brewery, Los Angeles Brewing Co. and Mathie. The latter was the only one that didn't survive Prohibition.

Using the highly popular stock image wryly titled, "The Invitation," this tray features a woman giving a flirtatious side glance to its viewer as she sips her beer. This is likely as suggestive as advertising was allowed to get during this period and may be why the image was so popular among breweries—more than 30 used it on trays or tip trays.

This tray is extremely rare and features an elegantly dressed Victorian lady. It is a stock image by Shonk—note that her hand covers the bottle where a label would be, allowing this image to be used for any brewery that chose it. Interestingly, only about six breweries did. continued on page 16

This tray uses stock art from Meek & Beach and features Demeter, the Greek goddess of the harvest and agriculture who presided over grains and the fertility of the earth. Demeter is carrying a bundle of barley in an autumnal harvest scene.

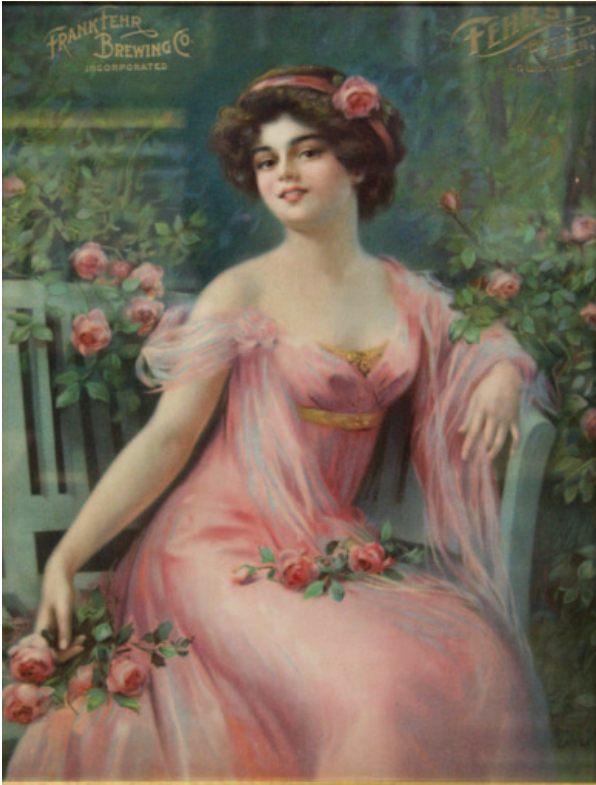
The Northern Brewing Co. survived Prohibition and closed in 1967. Superior is a small city on the northwest tip of Wisconsin with a port on Lake Superior. Along with its twin port in Duluth, MN, it forms the largest port in the Great Lakes.



Famous Superior Beer, Northern Brewing Co., Superior, WI, by The Meek & Beach Co., Coshocton, OH, c. 1905.

Ladies on lithos

Pretty in pink: Helen loves the stunning pink dress on this lady, who is surrounded by pink roses in this unique depiction.



Fehr's Bottled Beer, Frank Fehr Brewing Co., Inc., Louisville, KY, 16 x 24 in., no mfg. mark, : c.1900.

Fishing for beer: This is a favorite of Helen's because it depicts an unusual situation—a woman fishing. She is very formally dressed for such a casual pursuit, but this is a sign of those times.

George Wilhelm's Brewery was only in existence from 1906-1909 and this may be the only existing example of this lithograph. The brewery was located in the small city of Grass Valley, CA, which is about 60 miles northeast of Sacramento.



George Wilhelm's City Brewery, Grass Valley, CA, 15 1/4 x 19 1/4 in., no mfg. mark, c. 1906.



Lovely in lilac: This lovely lady is framed by lilacs and represents the Sauk City Brewery, which was in business from 1889-1900. It was one of two breweries during the 1890s in a town of only about 900 people at the time and survived the longest.

Sauk City is a small Wisconsin village about 25 miles northwest of Madison, that was named for the Native American Sauk tribe, who once inhabited the area.

Die-cut cardboard calendar, Sauk City Brewing Co., Sauk City, WI, no mfg. mark, 15 x 20 in., dated 1912.

Beer of the angels: This exuberant scene has it all, seemingly sending praises from the heavens while proudly proclaiming the honors bestowed upon the beer (Grand Prize at the Paris Exposition of 1900 and Grand Prize at the St. Louis World's Fair in 1904.) This also meant that Duesseldorfer from Indy won the award at two world's fairs in a row—quite a feat.

The heyday of World's Fairs was 1851-1939, when they were held regularly except during World War I and the Great Depression. World's Fairs were major, worldwide events where cities could gain prestige by hosting people from around the world.

These expositions were platforms to exhibit state-of-the-art science and technology from around the world—as well as to have beer judging contests.



Duesseldorfer Beer, Indianapolis Brewing Co., Indianapolis, IN, 24 x 31.5 in., no mfg. mark.



Port Huron Brewing Co., Port Huron, MI, no mfg. mark, 15 x 20 in., c. 1910.

This unique image was issued by Port Huron Brewing (1901-1919), one of two breweries at the time in the city of Port Huron. Located on the Eastern tip of Michigan, Port Huron is known as the Maritime Capital of the Great Lakes.



Hortonville Wurzburger Beer, Hortonville Brewing Co., Hortonville, WI, 24 x 32 in., no mfg. mark, c. 1910.

This was from a tiny brewery in a tiny town in Wisconsin that existed for only 20 years (1900-1920) and produced little breweriana. This litho may be the only existing example. It is one of Helen Haydock's favorites as it was the last piece she and Herb bought together. It was purchased at the auction at the 2018 NABA convention in Madison, WI.

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Ladies on lithos



Best Tonic, Best Brewing Co., 17.5 x 23.5 in., c. 1886.



Above: This example of the free lithograph offered to consumers who purchased 12 bottles of Best Tonic is also part of the collection.

Historical beauty: Helen, who taught social studies for many years, provided the backstory on this piece.

The Best Brewing Co., used Frances Cleveland to advertise its Best Tonic from about 1886-1887. Frances was the wife of President Grover Cleveland and the youngest First Lady ever at just 21 years old—they wed during his first term at the White House. Cleveland was 49 and had been a law partner of her late father.

With each purchase of a bottle of Best Tonic came one coupon toward the 12 needed to acquire a lithograph of the First Lady like the one pictured here, but without the advertising.

Helen noted that Frances was highly celebrated for not only her beauty, but also because “She earned nationwide respect as a charming hostess, loyal wife, and good mother.” Helen finds this piece especially interesting because “This could be considered both a brewery and a political advertisement.”

The Ph. Best Brewing Co. became the Pabst Brewing Co. in 1889.

Beauty and the beast: This vibrantly-colored piece was a favorite in the Haydock Collection. The visual has both a “Brewery Beauty” motif favored by Helen, as well a goat, which appealed to her late husband Herb, who was partial to Bock beers.



Bock Beer, Indianapolis Brewing Co., Indianapolis, IN, 9 x 27 in., c. Pre-Prohibition.

A historic home for historic breweriana



A vibrant and visually arresting large neon sign, hung from an ornate iron bracket, is being created to herald the entrance of the Cone Top Museum.

**Restored buildings serve
as the temporary home of
The Cone Top Brewery Museum.**



When the previously boarded-up windows on the second floor of the buildings were opened, one of the buildings was revealed to have doors that once opened onto a wrought iron balcony. Plans are to re-create the balcony, which was removed long ago.

A collection of historic significance deserves to be housed in a historically significant place. That will certainly be the case when The Cone Top Brewery Museum arrives in its final home at The Mill at Vicksburg in just a few short years, once reconstruction of that massive facility is complete. The owner and creator of Cone Top is NABA member Chris Moore, who envisions the museum as becoming “NABA’s Front Door.”

In the meantime, some of Cone Top’s breweriana—including the recently-acquired Haydock Collection—is being showcased in a trio of historic buildings that have been undergoing an amazing transformation. These are prominently

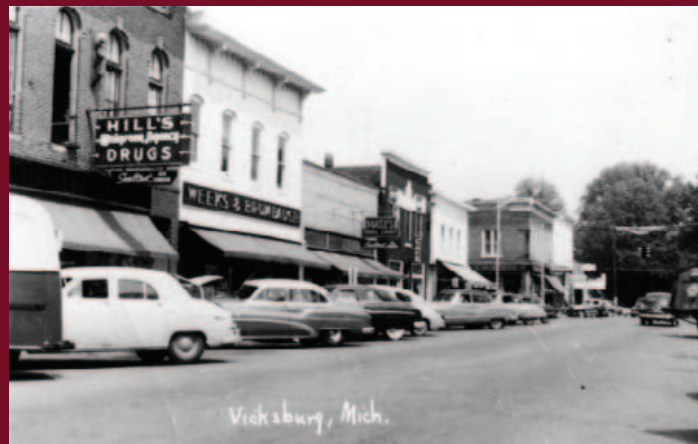
located at 106, 108, and 110 Main Street in the heart of downtown Vicksburg, MI, just a short distance away from The Mill.

These structures, also owned by Chris, have been undergoing massive renovations—both inside and outside. The goal is to restore their historic architectural glory and create a fitting, albeit temporary, home for the museum.

Built in 1872 as a dry goods store, the buildings also housed various drug stores and other businesses until closing in 2017. That’s when Chris acquired them as part of an overall plan to revitalize Vicksburg’s quaint and historic downtown.

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Restoration progress



The brick-clad Hills Buildings, shown here in the 1930s, featured classic commercial architecture of the late 1800s that typified so many downtown areas of small-town America. This included large, arched windows with limestone keystones and ornately-carved wooden cornices that “crowned” the buildings. At right is a similar photo, taken in the 1950s.

The buildings, shown here in 2022, became the temporary home of the Cone Top Brewery museum. The second floor had not been used for many years and the large, beautiful arched windows were boarded up.



In 2023, the interior renovations continued, with new windows on the second floor being put in place. But the exterior of the building remained marred by the 1970s-era faux brick façade, while the wooden cornices rotted from longtime neglect.

Soon, restoration began with the intention of using these three contiguous buildings as the temporary home of the Cone Top Museum.

Like many of us who collect breweriana, Chris has a keen interest in historical preservation—especially in this small Michigan town where he was raised and where his family first settled more than 150 years ago. In 2022, Chris collaborated with the village to place hundreds of Vicksburg’s

commercial and residential properties on the National Register of Historic Places, allowing developers to pursue tax credits for their projects.

“I strongly believe that small towns are going to rebound and be highly desired places to live and socialize in the future,” Chris said. “A strong factor in bringing business and people back to ‘Main Street’ will be the charm and aesthetic appeal that historic buildings in small towns offer, compared



The ground floor of the buildings offered a large display area for the museum but has required many infrastructure upgrades, including considerable updates to the electrical system.



The boards were removed from the windows, allowing natural light to flood the second floor. One of the buildings, shown here, has doors that once led to a balcony. Plans are to re-create the balcony, which was removed long ago.



The extensive façade restoration began in March and considerable progress had been made at the time of this photo on May 16. This endeavor first required extensive and historically accurate architectural plans (right).



to the cookie-cutter, generic atmosphere of suburban retail areas.”

Chris hopes to eventually lease the restored structures to local businesses that will contribute to the long-term vitality of downtown Vicksburg. In the meantime, they will house the Cone Top Museum and its various exhibits, including some of the highlights from the famed Haydock Collection.

Chris Moore and his team at The Mill have already restored two other commercial properties in the downtown area. The red brick building at left is the home of Prairie Ronde Artist Residency, a regionally recognized artist residency that offers artists from around the world a 5–7-week residency in the historic village of Vicksburg and The Mill property. The green brick building at right now houses the highly popular Mackenzie's Bakery.



The evolution of an antique advertising expert

by Rusty Long

Randy Huetsch was 12 years old and guiding his bike through the trails in the woods near his home in Waterloo, a small historic town in southern Illinois, about 30 minutes southeast of downtown St. Louis. Rounding a bend along a trail, he stopped when he noticed light reflecting off some glass. He picked up an old, embossed bottle which carried the name of a company from Waterloo that was unfamiliar to him.

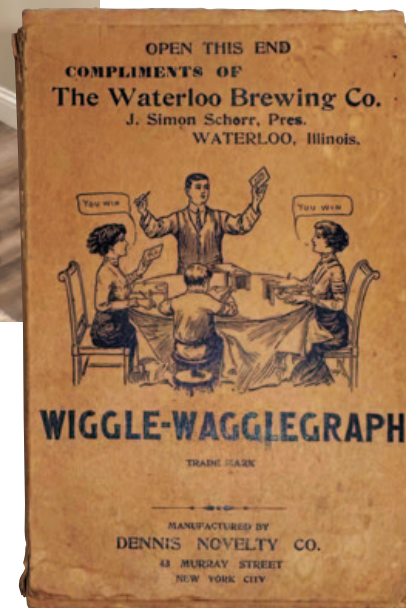
Fascinated, he did some research and found that the name on the bottle, Charles Boeke, was a soda business in Waterloo from 1878-1912. His interest in the bottle led to more exploration in the woods and the discovery of a small dump near where he had found the first bottle. He unearthed another seven or eight different bottles with names of some of Waterloo's bygone businesses. Randy's interest in collecting historical artifacts had begun.

In his early years as a collector, Randy sought other Waterloo treasures through local contacts, auctions, and antique shops. Like many collectors, his focus and interest would evolve and expand, first to items from the Illinois communities surrounding his hometown, and later to all of southern Illinois as well as the St. Louis area.

A turning point in Randy's collecting evolution occurred with an auction he attended while he was



Longtime NABA member Randy Huetsch stands next to one of his showcases filled with rare breweriana from the St. Louis area.



How it all got started.

Randy Huetsch found this embossed bottle (top right), just 7 in. tall, on a boyhood bike ride in the woods near his childhood home. The discovery of this bottle from a long-defunct soda company in his hometown led to the collecting hobby he still enjoys today.

This cardboard box (above right) held a wooden child's toy that was given away by the Waterloo Brewing Co., Waterloo, IL. The device was called a "Wiggle-Wagglegraph. Made by Dennis Novelty Co., New York, NY, it allowed its user to draw an object using that object's reflection from a mirror. This artifact is a favorite of Randy's because it is from the brewery in his childhood hometown of Waterloo, IL.

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Self-framed tin sign, Empire Lager, Empire Brewing Co., St. Louis, MO, 28 x 22 in. by H.D. Beach Co., Coshocton, OH, dated 1905. The scene is entitled "Discovery of a new friend." One of three known existing examples.



Rare collection.

Randy's spacious lower level is adorned with a beautiful collection of rare breweriana. NABA members who are registered for the annual convention in St. Louis will have an opportunity to visit the collection as part of the home tours on July 30.



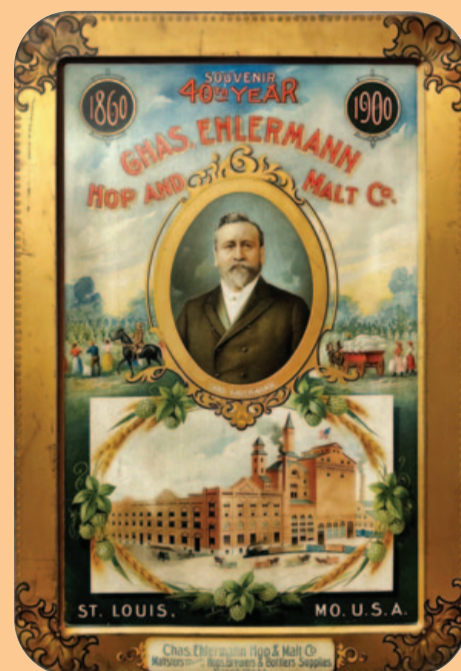
Signs of St. Louis



Decal on wood, Alpen Brau Bottled Beer, Columbia Brewing Co., St. Louis, MO. by the Meyercord Co., Chicago, IL, c. 1904. Alpen Brau used the "Above all" slogan both before and after Prohibition.



Celluloid on cardboard "Crystaloid" sign, White Seal Beer, National Brewery Co., (owned by) Griesedieck Bros. 14 x 10 in., by Whitehead & Hoag Co., Newark, NJ, c. 1910.



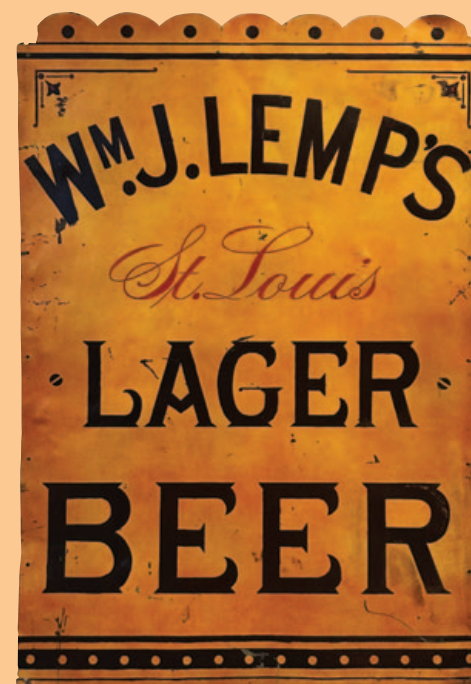
Self-framed tin sign, Chas. Ehlermann Hop and Malt Co., St. Louis, MO, 25 x 18 in., by Standard Adv. Co., Coshocton, OH, dated 1900.



Porcelain sign, Otto F. Stifel's Union Brewing Co., St. Louis, MO, 13 x 22 by The Burdick Enamel Sign Co., Chicago, IL. May be only existing example.



Tin-over-cardboard sign, Wagner's Old Time Lager Beer, Forest Park Brewing Co., St. Louis, MO, no mfg. mark, c. 1910-1917. May be the only existing example.



Die-cut tin sign, St. Louis Lager Beer, Wm. J. Lemp Brewing Co., St. Louis, MO, 24 x 36 in., by Alex S. Mann Sign Co., St. Louis, MO, c. 1880s. May be the only existing example.



Reverse-on-glass sign, Consumers Brewing Co. Lager Beers, St. Louis, MO, 33 x 23 in., by John B. Schmidt Sign Co., St. Louis, MO, c. 1896-1906. May be the only existing example.

Lithographed, embossed tin factory scene in original gesso frame of the Louis Obert Brewery, 21x11 in. by Chas. W. Shonk Co. Litho., Chicago, IL, c. 1900. May be only existing example with original frame.

in his early 20s. At that auction, he purchased 19 new old stock, die-cut signs from various Waterloo companies. This event was the catalyst for his transition to focusing specifically on collecting local vintage advertising.

A lot of the advertising from Waterloo and its surrounding communities came from the many historic breweries in the area, and collecting advertising from these became Randy's favorite targets. Over time, his interest and collection shifted primarily to brewery advertising from the St. Louis area. Given display space concerns and his appreciation for earlier history, Randy's collection gradually shifted to a focus on Pre-prohibition era pieces.

Today, the lower level of his spacious home features an impressive display of breweriana, with many pieces believed to be the only known existing examples or one of only a few examples known to exist. This includes a collection of 45 tin-over-cardboard signs from the St. Louis area, with as many as 10 being the only existing examples known.



Also displayed are excellent examples of porcelain signs, reverse-on-glass signs, corner signs, and Meyercord signs (including three of the four known Lemp examples). There is also an impressive display of rare lithographs, and self-framed tin signs, which are his favorites, especially because he appreciates their intricate manufacturing process.

Although breweriana remains Randy's favorite advertising to collect, he also has a variety of impressive examples for local brands of coffee, wine, shoes, and whiskey, among other categories. His second favorite collecting area is whiskey, noting that St. Louis area

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Embossed tin sign, Columbia Pale Bottled Beer, Columbia Brewing Co., St. Louis, MO, 16 x 8 in., Chas. W. Shonk Co. Litho., Chicago, IL., c. mid 1890s. May be the only existing example.



Transom window sign with reverse-on-glass in original wooden frame, Obert's Special Brew, Louis Obert Brewing Co., St. Louis, MO, 64 x 27 in., by C. Spitzfaden Sign Co., St. Louis, MO, c. 1900. May be the only existing example.

whiskey items are more difficult to find than local beer advertising.

After many years as a student of historic advertising, Randy started a website in 2015 called Antique Advertising Expert (antiqueadvertisingexpert.com). This site has been a valuable resource to many collectors. It presents a library of vintage advertising pieces along with pictures and information from his research on both the artifacts and the historic companies that manufactured them. He also accepts requests for free appraisals, does estate and insurance appraisals, and helps people sell their vintage items.

Although he is always on the hunt for vintage advertising, Randy still works full time in a career at a company that is on the cutting edge of cancer care, and advocates with insurance companies for patients to have access to those treatments. He hopes to someday see a St. Louis area brewery museum, where future generations could learn about the region's rich brewing industry history.

In the meantime, those NABA members who register for the 2024 convention in St. Louis will be able to see his terrific collection in person as part of the St. Louis area home tours, an integral part of the convention programming. Convention registrants will not only be treated to one of the most amazing St. Louis collections that exist but can also view the artifact that got Randy's collection started. The embossed bottle from his hometown of Waterloo is still a featured, sentimental piece of his collection.



Etched glass, edge-lit with neon, encased in a metal cabinet, S-K Bottled Lager Beer, Schorr-Kolkschneider Brewing Co., St. Louis, MO, 14 x 24 in. by Artcraft Sign Co., Lima, OH, c. 1933-1939. May be only existing example.



Self-framed lithographed tin sign, VAT Pilsener Beer, Schorr-Kolkschneider Brewing Co., St. Louis, MO, 38 x 12 in., no mfg. mark, c. 1933-1939. May be the only existing example.

The luck of the draw

by Randy Huetsch

Every once in a while, it seems like luck just happens to fall into our hands. In my case, it can best be described as the “the luck of the draw.” Specifically, I drew the one book in a stack which led me to one of my favorite breweriana finds.

About seven years ago, I was looking at a group of collector books that were for sale at a small resale shop. I picked up the first book that grabbed my attention—it was about vintage coin-operated machines.

I opened the book, flipped through just a few of the 200 or so pages, and somehow landed on the page with the author’s photo. Not surprisingly, he was surrounded in the picture by coin-op machines. But there was something else that immediately caught my eye. Just above the author’s head was a beer sign – for The Wm. Lemp Brewery of St. Louis—that I recognized as an example by The Meyercord Company of Chicago. As collectors know, Meyercord was established in 1896 as a decal manufacturer and then became a successful sign maker using its sturdy decals on wood veneer as well as glass “Vitrolite” signs.

Curious to know more about the author and his sign, I searched the author’s name on the Internet. Sadly, I learned that



Decal on wood sign, Lemp Bottled Beer, Wm. Lemp Brewing Co., St. Louis, MO, 38 x 19.5 in., by The Meyercord, Co., Chicago, IL, c. 1900.

he had passed away, as had his wife. Just as quickly, it seemed my luck had run out. But in reading his wife’s obituary, it provided the name of their surviving daughter. Another search turned up the adult daughter’s name and phone number.

I decided to call her to see if she knew anything about her late father’s Lemp sign. I told her I had her dad’s book and asked her if she knew what had happened to the sign. To my amazement, she told me it was hanging just above her head on the couch where she was sitting as we were talking!

The late author’s daughter seemed pleasantly surprised that I had contacted her and then stunned when I made a generous offer to purchase the sign, as she had no idea of its value. She asked if she could think about it and get back to me. I later learned that after hearing my offer, she investigated the value of the sign, wondering what it was worth.

Upon learning that my offer was fair, she called back. One week later the sign was hanging on the wall in my home, where it still remains. When I look at that sign, I think about that day when I had the “luck of the draw,” to pick up a book among a stack of many and then happen to open it to the page that would lead me to this find.



The Lemp Beer sign that Randy first noticed in an antique coin-op collectors’ book is prominently displayed in his collection, shown here just above him.



Neon mounted on a porcelain frame, 16 x 96 in., c. 1930s.

For the love of Budweiser, history, and neon

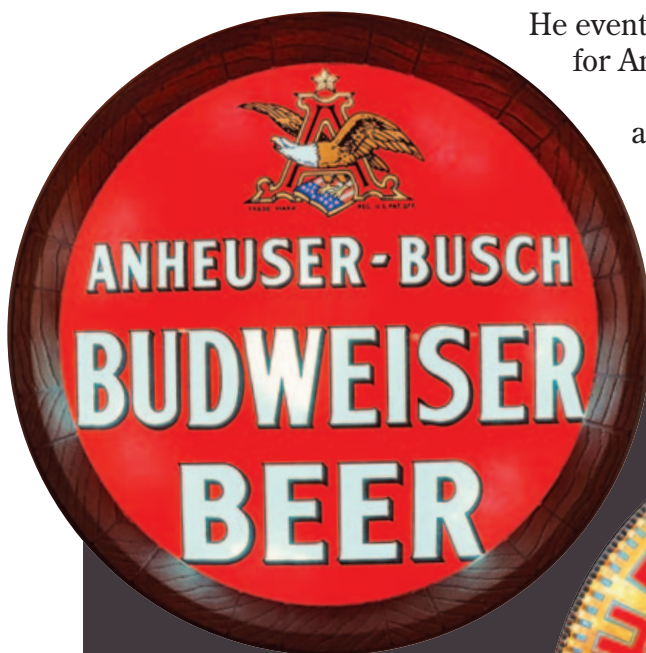
By Stephen Barrett

I started collecting beer signs about 10 years ago and have been exclusively collecting Budweiser signs for the past 5 years. Specializing in Budweiser seemed natural for me, as it is my favorite beer to drink. So, I decided to narrow my focus on collecting historical breweriana pertaining to “The King of Beers.”

My personal connection to Anheuser-Busch stems from my great-grandfather, who owned a horse stable in St. Paul, MN in the early 1900s.

He eventually went on to breed Clydesdales for Anheuser-Busch.

History has always fascinated me and collecting historical artifacts has been part of my life for many years. Anheuser-Busch and its legendary Budweiser brand has



Reverse-on-glass, framed in plastic to look like a barrel head, 18-in. diameter, c. late 1930s.



Back-lit reverse-on-glass corner sign, no mfg. mark, 18-in. diameter, c. 1930s.

a rich and fascinating history spanning almost 150 years—and there was so much breweriana made by A-B to collect.

But for me, the neon signs are the kings of Budweiser breweriana. The eye-catching and colorful glow of neon gives it a mystique that for me creates breweriana that stands above the rest.

That's why I decided to narrow the focus of my collection to the many stunning examples of Budweiser's early neon signs, spanning from the 1930s-1950s. The one piece in my collection that

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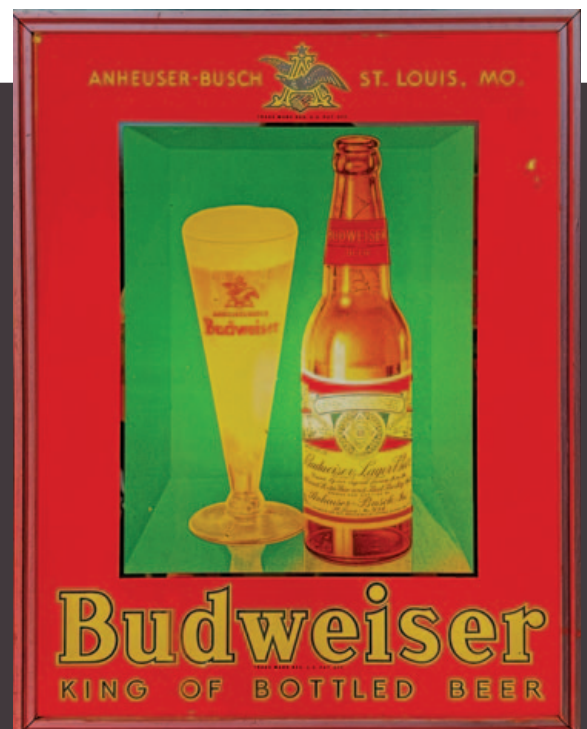
NABA member Stephen Barrett of Minneapolis, MN stands with some of his impressive collection of Budweiser lighted signs, which range in age from the 1930s-1950s.

Non-neon favorites



Back-lit glass in metal case, 8 x 25 in., Blue Ribbon Displays by the Cincinnati Advertising Products Co., Cincinnati, OH, c. 1940s.

Back-lit reverse-on-glass backbar light / register topper, 12 x 16 in., by Raymond M. Price & Associates, Chicago, IL, c. 1940s.





Neon on porcelain, 52 x 36 in., by Zeiser Bros Sign Co., St. Louis, MO, c. 1930s.



Neon on porcelain, 6 x 3 ft., c. 1930s.



Neon on porcelain, 48 x 18 in., by Mt. Vernon Neon Sign Company, Mt. Vernon, IL, c. 1950s.



Neon on porcelain, 48 x 32 in., no mfg. mark, c. 1930s.



Neon with brand logo and "Preferred Everywhere" slogan in metal, 24x16 in., by France Manufacturing Co., Cleveland, OH, dated 1952.



Neon with metal brand logo, 32 x 16 in., by Jefferson Electric Co., Bellwood, IL, dated 1951.



Neon on porcelain, 72 x 26 in., by General Outdoor Advertising Co., St. Louis, MO, c. 1930s.



Neon mounted on porcelain, 12 x 5 ft., no mfg. mark, c. 1930s.

ranges beyond that scope is a newer, but exceedingly rare Budweiser prototype neon sign. In fact, it may be the only one of its kind.

While my collection has evolved to feature neon signs, it also includes many other styles of breweriana, including other types of lighted signs, as well as reverse painted glass and tin-over-cardboard signs.

I have always been interested in collecting and preserving historical items, it



Large round neon with plastic A-B eagle logo, 46-in. diameter, by Scott Fetzer Co., Fairview, TN, dated November 2, 2007. Believed to be a prototype that was never produced.

is the thrill of the hunt for signs yet to be discovered that ignites my passion for collecting. I hope that I can continue to find and preserve these pieces of history for future generations to learn from and enjoy.

Editor's note:

Stephen Barrett is one of NABA's newest and youngest members, and we thank him for sharing his story and beautiful collection for this magazine.



Neon on porcelain, 36 x 15 in., by Federal Brilliant Co., St. Louis, MO, c. 1930s.



Stephen stands with two of his larger neon signs as well as two large embossed tin signs. At left, self-framed, 72 x 20 in., c. 1940s. At right, 39 x 19 in., c. 1930s.

Catching up with Paul Haudrich

Early NABA leader's collection will be part of the Birk home tour

by Ken Quaas



Paul Haudrich at a recent A-1 Chapter show in Tucson, AZ. Paul is originally from the St. Louis area and was an early leader of NABA and one of its first officers.



Dave Birk stands at the bar in the lower level of his home, where he has a wide variety of beautiful Pre-Prohibition breweriana from the St. Louis area on display.

Note: All pictures of individual breweriana are from the Paul Haudrich Collection and are now part of the Dave Birk Collection, unless otherwise indicated.

NABA's first convention may have been more than 52 years ago, but Paul Haudrich remembers it well. Perhaps one of the reasons why is that he was drafted to be one of the first group of officers of the newly formed club of breweriana collectors.

It's not surprising that Paul got interested in beer stuff. Paul remembers a strong German—and beer—influence growing up in the small town of Columbia, IL, about 15 miles south of St. Louis. "My great uncle worked at Stag in (nearby)

Belleville, IL. As a boy, my dad used to let me tag along with him on an occasional visit to some of the old taverns that served the Belleville beers like Stag, (Griesedieck Western Brewery) and Sternbrau (Star-Peerless Brewery)."

A fascination with breweriana

It was from these early tavern visits that Paul developed what he calls "a fascination for the nostalgia of old saloons and their advertising."

Paul also realized early on that he had a "collecting bug." And because of his love for the outdoors and interest in beer advertising, he started to collect breweriana that featured fishing and hunting scenes—of which there were plenty. One of the artists Paul favored was American illustrator



Paul Haudrich's name is one of 36 NABA members imprinted on this commemorative mug from the first convention in Milwaukee in 1972.



NABA's first slate of officers pose for a photo at the 1972 convention in Milwaukee. Seated: Herb Haydock, John Murray, Standing: Dick Bucht, Jack Muzio, Paul Haudrich.



Officers at the 1973 convention hold a banner created by Helen Haydock for the fledgling organization, which was holding its second meeting in St. Louis, MO. From left: Herb Haydock, Dick Hinds, John Murray, Paul Haudrich and Bob Gottschalk.

J.F. Kernan (1878–1958), who specialized in nostalgic outdoor scenes for a variety of beer brands. “I was captivated by the beautiful artwork of fishing and hunting, and it overlapped with my interest in breweriana,” Paul explained.

After earning a degree in aerospace engineering at St. Louis University, Paul worked for McDonnell Aircraft (later McDonnell Douglas) in St. Louis designing fighter jets, getting married and starting a family. Meanwhile, his collecting interest was fueled

by seeing so much world-class breweriana in one of America’s quintessential brewing cities.

“Living in St. Louis, I saw a lot of old beer advertising. You could browse the antique stores down on Cherokee Street and smell the beer brewing (at Anheuser-Busch) as you shopped for breweriana. I became interested in the old, obsolete St. Louis area breweries like Griesedieck, Lemp, Hyde Park, Consumers, Union, Excelsior and American. I loved the Pre-Pro graphics showing

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Three classic serving trays for Anheuser-Busch, c. 1900



Festooned with cherubs, by The Standard Advertising Co., Coshocton, OH.

Ornamental design by Chas. W. Shonk Litho., Chicago, IL.



Elaborately detailed factory scene, by The Standard Advertising Co., Coshocton, OH.

people and beer, especially the lithography on paper and metal. They were so well done.”

One of NABA's first officers

Paul's interest in breweriana accelerated in the early 1970s as he met other collectors and then encountered John Murray, who became one of NABA's founders and its first president. “John told me that he and some others were going to start a club of breweriana collectors, with the first meeting to be held in Milwaukee. I liked both the collecting and the social aspects of it, so my wife and I took a chance and went.”

More than 50 years later, Paul, now 91 years old, fondly recalls the early days of NABA, including that first convention in Milwaukee in 1972. “It was the first time I met so many of these folks. We had tours of Pabst and Schlitz breweries. Dick and Katie Bucht, who owned a saloon in Milwaukee at that time, had an open house to show their mind-boggling collection. And a true highlight was the dinner at Howard Kalt's restaurant, where his extensive



Self-framed lithographed tin sign, Budweiser Beer, Anheuser- Busch Brewing Association, 25.5 x 37.5 in., by Chas. W. Shonk Co. Litho., Chicago, IL. c. 1900. This self-framed version is extremely rare.

collection could be seen on the walls.”

At the convention, Paul was invited to join a select group of five men on NABA's first slate of officers. “John Murray was an organizer and kind of deputized a few of us,” he recalled. “He wanted the second convention to be in St. Louis and for me to help manage it. That's how I got hooked in.”

Among other things, Paul organized the bus tour for that 1973 convention, which included a visit to Grant's Farm, home of the Busch Family estate, a beer garden, and a wildlife refuge.

Paul remained involved in the leadership of NABA through the 1970s and recalls that his three children also enjoyed attending conven-

tions. Helen Haydock, one of the early founders of NABA, recalls him fondly. “Paul is an extremely intelligent man and a true gentleman,” she said. “He played an important role in our second convention in St. Louis, where we had more than twice as many attendees as the first convention.”

As the years went by, Paul continued to amass one of the most significant collections of St. Louis

Dave Birk's elegant and extensive pub-themed lower level provides an ideal backdrop to showcase his outstanding collection.



breweriana ever to exist. He kept up old friendships and made new ones with fellow NABA members and St. Louis area collectors, like Dave Birk, Randy Huetsch, Bob Shamel, Joel Gandt, and Don Roussin.

Sharing the collection

Paul moved to Tucson several years ago where one of his sons lives and has quickly become an elder statesman of NABA's local A-1 Chapter in Arizona. Recently, Paul and his wife have recently downsized to an assisted living facility. With his impressive collection in storage, Paul decided it was time to return these rare breweriana artifacts to their historic home in St. Louis and share them with collector friends still living in that area. Recently, he sold a substantial portion of his collection to longtime friend and NABA member Dave Birk.

Dave and Paul have been friends for many years. "When I got to know Paul, it was apparent by his approach to collecting that he was an engineer," Dave observed. "He's very analytical, knowledgeable, and precise. He has a well curated and



Lithographed tin sign, Tannhäuser Beer, Louis Obert Brewing Co., 23 x 35 in., by Kaufmann & Strauss Co., New York, NY.

(geographically) targeted collection. His hope is that his advertising pieces will stay in their place of origin."

Of his recent acquisition of much of the Haudrich Collection, Dave recalled, "At the end of 2023 Paul mentioned he was concerned about needing to downsize. After many calls, we agreed on an inventory of items and price. A few months later, my wife and I took a cross country trek to Tucson to pick up everything and bring it home. It was pretty easy since everything was in the same boxes he and I had carefully packed before his move. We had a great visit and talked more about collecting."

A knowledgeable mentor

Dave noted that many St. Louis collectors think of Paul as a mentor and a resource for information.

Randy Huetsch notes, "Paul has been someone whom I have long admired. He shares interesting stories of his rare finds. Paul recently parted with a few pieces of his collection with some of us, which will always be a reminder of his friendship. Paul is truly 'NABA royalty' and a great man."

St. Louis area collector Don Roussin, who also was a longtime NABA Board of Directors member,

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Consumers Brewing Co., St. Louis, MO, using stock image by Chas. W. Shonk Co. Litho., Chicago, IL.

Beer and Patriotism

This rare tray celebrates Admiral George Dewey, the only person who ever held the rank of Admiral of the Navy. Dewey was a Civil War hero but was most highly celebrated (like on this tray) for his victory at the Battle of Manila Bay during the Spanish–American War of 1898. Following the U.S. victory in that brief war, American patriotism was at an all-time high. Patriotic icons (like the American flag) were often used in brewery advertising—especially in St. Louis. There are many breweriana examples using patriotic symbols from the Haudrich Collection.



Lithograph on card stock in original frame, A.B.C. Bohemian Beer, American Brewing Co., St. Louis, MO, 19.5 x 27 in., by Winters Co. Litho., Chicago, IL, c. 1900. A rare example that is in its original frame.



Die-cut lithographed tin corner sign, A.B.C. Beer, American Brewing Co., St. Louis, MO, 21 x 34 in., by Sentenne & Green, New York, NY. c. 1900.

This beautiful piece was acquired from Paul Haudrich by Randy Huetsch.



Lithographed tin sign, St. Louis Beer, Columbia Brewing Co., 21 x 30 in., by Kaufmann & Strauss Co., New York, NY. This piece is extremely rare and one of only a few existing examples.

has high praise for Paul. “Paul is the epitome of what NABA is all about—very knowledgeable and never too busy to answer a question. He is very much liked by all in our hobby who know him.”

The perception of Paul as “people-focused” is echoed by Dave Birk. “As a founding member of NABA, he’s reflected on the reason the organization was created—to socialize with people who have like-minded interests. He really enjoys the socialization part of the hobby and does not want to it fade.”

Dave also speaks highly of Paul’s vast breweriana knowledge. “He has been collecting ‘forever’ so he knows what’s out there and who has or had certain pieces. Often times I’ll send him a picture of a rare piece that several of us have never seen and he’ll say, “I used to have that, and I traded it to...”

Despite the distance, Dave and Paul remain good friends. “We still talk about upcoming auctions, local shows, items found on eBay,



Serving tray for National Brewing Co., St. Louis, MO, by The Standard Advertising Co., Coshocton, OH., c. 1900. This factory scene features White Seal and five other beer styles made by the company at the turn of the last century.

other acquisitions, and pieces acquired by mutual friends. He’s always in a friendly and talkative mood. Paul is sincere, a true gentleman and a great friend.”

Unfortunately, Paul is unable to attend this year’s convention in St. Louis, more than 50 years after he organized NABA’s extraordinarily successful second annual convention there. But he still will be able to share many of his rare brewery artifacts

with fellow NABA members.

That’s because members who are registered for the convention will have the privilege of seeing much of Paul’s beautiful former collection on display at Dave Birk’s house, which is a part of the home tours.

Author’s note: Special thanks to Dave Birk for his considerable assistance in producing this article.



Serving tray for Eureka Standard Extra Pale, Extra Pale Lager and Minstrel Bottled Beer, Klausmann Brewery, St. Louis, MO by the Tuscarora Advertising Co., Coshocton, OH, c. 1900. This rare tray is one of only 4-5 existing examples.



Genuine German Beer, Home Brewing Co., St. Louis, MO, by Chas. W. Shonk Co. Litho., Chicago, IL, c. 1890s.

This tray uses one of Shonk’s stock scenes, featuring three monks who seem to be enjoying their ale. Home Brewing Co. was a somewhat obscure brewery that existed only from 1894-1901.



Serving tray for Wm. J. Lemp Brewing Co., by Kaufmann & Strauss Co., New York, NY, c. early 1900s.



Serving tray for Louis Obert Brewery, St. Louis, MO by Chas. W. Shonk Litho., Chicago, IL, c. 1900.

Seldom Equalled Never Excelled

The story of the
Hyde Park Brewery



Cardboard trolley sign, 11 x 26 in., c. 1940. Collection of Darla and Rusty Long.

By Kevin Kious
and Donald Roussin

Only a handful of the breweries in St. Louis were located in the northern part of town. The longest-lived of these was the Hyde Park Brewery where brewing took place under a variety of regimes for nearly a century.

The neighborhood where the brewery was built was originally a part of the town of Bremen. German immigrants were enticed to Bremen by Emil Mallinckrodt, who promised them cheap land and a predominantly German local culture. But Bremen was ultimately swallowed up in 1855 by the expanding city of St. Louis.



Below: The brewery, c. 1934. Collection of Ron Snowden.



Above right: Henry Nicolaus, known as “The Oldest Brewer in St. Louis,” was the driving force in the revival of the brewery after the repeal of Prohibition. Under his guidance, Hyde Park Beer became the top-selling draft product in St. Louis throughout the mid-1930s. He is shown here at his desk in 1937, still working a year before he died at 87 years old. Collection of Don Roussin.

A pair of reverse-on-glass signs, c. 1906, from the collection of Don Roussin. At right, 9 x 6 in., by Crystal Manufacturing Co., Chicago, IL. Below, in original frame, 18 x 24 in., by John B. Schmidt Co., St. Louis, MO.



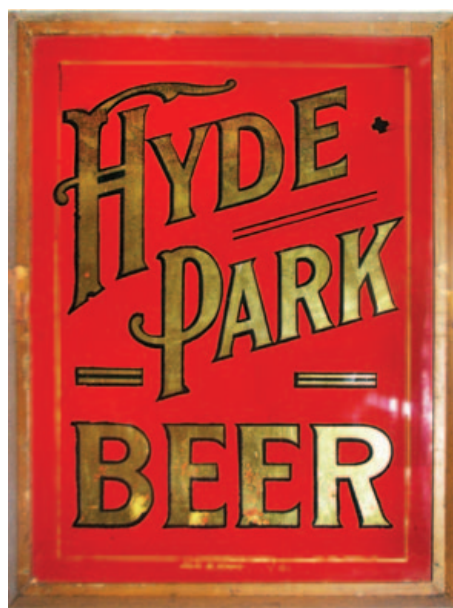
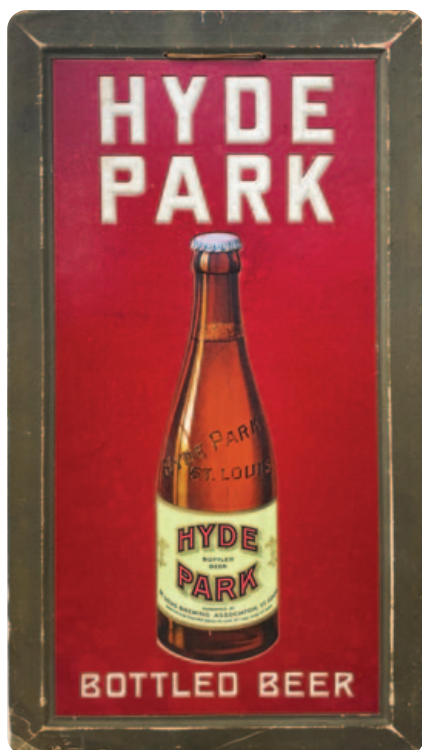
Named after revolutionaries

Brewing began at what became the Hyde Park Brewery in 1862. William Moran was the brewery's founder. An 1864 city directory refers to Moran's establishment as the Hecker Brewery. This is likely a misspelling of "Hecker," indicating that the brewery was named after German revolutionary Frederick Hecker, who had launched a failed war in an attempt to form a German republic.

By 1868, Moran's establishment was named Emmet Brewery, which may have been after an Irish rebel hero who inspired an aborted uprising in 1803. In 1876, Moran sold the business to veteran St. Louis brewer Robert Jacob, who in turn sold his share two

years later to L. Bergen. Joining Bergen as a partner was local maltster Marquard Forster.

Embossed cardboard sign, 9 x 16.5 in., c. 1915. Collection of Randy Huetsch.



Renamed Hyde Park Brewery

Forster bought out Bergen in the fall of 1878, and the business was then incorporated as the Hyde Park Brewing Company. The name was taken both from the neighborhood where it was located and also an actual nearby city park.

Marquard Forster was president, and his

sons C. Marquard and C. August were secretary and treasurer/superintendent, respectively. New buildings and equipment were soon up and running, with production increasing to nearly 10,000 barrels in 1878 and over 14,000 barrels the next year. By 1884 production had skyrocketed to over 40,000 barrels. In less than a decade, Hyde Park had grown from one of the smallest to one of the largest St. Louis breweries!

Brits buy breweries

The Forsters sold the Hyde Park Brewing Company to the St. Louis Brewing Association (SLBA) syndicate in 1889. This group of British investors bought out most of the breweries in St. Louis, while retaining many of their former

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There is irony in the caption of this World War I era, "At peace with the world" depicted in this 4-in. coaster, prominently labeled as "Made In Germany" and featuring an older man in Germanic attire. Collection of Don Roussin.



operators as managers. The Brits financed an expansion of the brewery in 1892, building a new brewhouse that featured a five-story malt storage section.

Marquard Forster died in 1900, the same year son C. Marquard was named an SLBA vice-president. The Hyde Park Brewery became one of the SLBA's primary facilities and was the site of continuing additions and improvements. In 1907, Hyde Park introduced bottled beer. It was to become a top local seller and the flagship label of the SLBA facilities.

C. Marquard Forster died in 1912 and was replaced by his lone surviving brother Frank Forster as first vice-president of the SLBA. Frank also served as Hyde Park plant manager from 1911 to 1918.



Flashing the badge:

In the mid-1930s, Hyde Park introduced a bold, red, white and blue logo in the shape of a shield, which featured prominently in its point-of-sale advertising. Interestingly, crosstown rival Falstaff also used a shield in its logo, a carryover from its Pre-Prohibition roots as a Lemp brand.

Double-sided porcelain outdoor sign, 36 x 26, c. 1930s. Collection of Don Roussin.

While the brand was still being brewed at the Hyde Park plant, it was at first being bottled only at the SLBA's Lafayette branch.

To advertise this new bottled product, the slogan, "Seldom Equalled—Never Excelled" was introduced—a pitch that would reappear after Prohibition as well.

During its thirty years of doing business in St. Louis prior to Prohibition, the SLBA closed some breweries and sold others. A near beer called Colda was introduced just prior to Prohibition but flopped.

"Aged 3 months"

was a marketing claim used by Hyde Park to promote that it actually aged or lagered its lager beer brand. This claim would have been especially important immediately after Repeal in the 1930s, when breweries were rushing newer "green" beer to market.



Rare, green-colored tin sign, 5 x 3 ft., by Grace Sign & Mfg. Co., St Louis., MO, dated 1939. Collection of Darla and Rusty Long.



Lighted corner sign, no mfg. mark, c. 1930s, collection of Herb and Gerry Schwarz.

Still “Seldom Equalled—Never Excelled.”

This slogan was revived after Prohibition was repealed and featured prominently in the brewery's marketing efforts. “True Lager” claim was added to reinforce the brand's quality by virtue of its extended aging (lagering) process.



Tin sign backed by wood frame, new old stock condition, 3 x 6 ft., no mfg. mark, c. 1940. This was one of seven of the same signs that had been purchased at an auction and then stored away for more than 40 years before being acquired as a group about five years ago. Collection of Darla and Rusty Long.



Tin sign, 19.5 x 29.5, no mfg. mark, c. 1940. Collection of Don Roussin.

Spot is dead!

Strange stories concerning the Hyde Park Brewery appeared in St. Louis newspapers in early July 1919. They told the tale of Spot the dog, with the St. Louis Post carrying the headline “Dog Spot Is Dead!” For 10 years, Spot had been the well-known pet of the stable foreman for Hyde Park. It was said that the dog was almost human in some ways, like how he enjoyed a daily glass of beer from the brewery's taproom.

But Prohibition ended Spot's daily sip of the suds. His suffering was short-lived, however, as he was hit and killed by a car soon after and the Hyde Park employees who saw the dog killed declared that Spot ended his life rather than face an existence without beer.

Hyde Park and Henry Nicolaus return

Henry Nicolaus became the major figure in the early Post-Prohibition revival of the Hyde Park Brewery. Born in 1850, he was the son of a German brewer. After spending time in breweries in Europe he came to St. Louis as the brewmaster at the Green Tree Brewery. When Green Tree was absorbed by the SLBA in 1889, Henry became a company director.

On New Year's Day 1903, Henry Nicolaus was named president of the local operations of the SLBA. Henry stayed with the SLBA until Prohibition and then resigned. He likely thought at the time he was retired for good.

When beer became legal again in 1933, the shuttered facilities of the SLBA drew the interest

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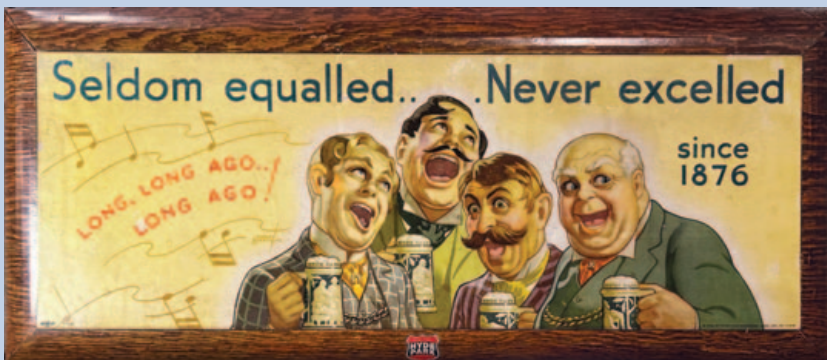


Pair of lighted “Halo” style signs, featuring glass on a bandshell-shaped metal backing, sitting in a pressed metal, Art Deco style base. Each sign is 13 x 8 in., by Price, Bros., Chicago, IL, c. late 1930s. Collection of Randy Huetsch.



Singing in the stocks:

These five figures dressed in late 1800s-era garb date from 1939 and at least the men seem to be singing while raising their goblets of beer. All are holding a bottle of Hyde Park. These cartoonish characters carry the "since 1876" theme, which spoke to the heritage of the Hyde Park brand. The figures vary slightly in size, but each are about 4 x 8 in, with the entire length being 23 in. Collection of Darla and Rusty Long.



The 1800s cartoonish figures also appeared on self-framed cardboard signs, 26 x 11 in. Top, collection of Don Roussin. Bottom, collection of Darla and Rusty Long.



The lone lady figure in the set, the only one not holding a goblet of beer, also appeared in a die-cut cardboard bottle topper, 7 x 9 in., Collection of Don Roussin.

of investors. Hyde Park was purchased by the investment house of Stifel, Nicolaus and Company. Louis J. Nicolaus, who headed the investment firm, appointed his father Henry to run the newly purchased brewery. The Forster family remained involved, with L. Marquard Forster named vice-president of the newly formed Hyde Park Breweries Association, Inc.

Henry Nicolaus blew out of retirement with a whirlwind of activity. Within 24 days of being elected president, contracts were signed for the necessary new fixtures and equipment required to rehabilitate the plant. On December 14, 1933, Hyde Park draught beer returned to the market. It surged to become the top-selling draft product in the city of St. Louis throughout the mid-1930s.

Square brew kettle

Hyde Park continued using a couple of unusual brewing techniques during its Post-Prohibition revival. One was the use of a square brew kettle. Built out of iron in 1892, the oddly shaped kettle had a capacity of 425 barrels. It was a sturdy brewhorse, as four times a day a brew was completed in the vessel, and since each batch required six hours it was literally used around the clock for weeks on end. Old time Hyde Park Brewery workers said that the square kettle helped give their favorite lager its crisp, distinctive, and delicious taste.

Another contributor to Hyde Park's flavor was the brewery's unusual three-month lagering period. This was frequently emphasized in advertising with the slogans like "Always aged 3 months" and

"There's a difference in taste—because there's a difference in time." The brewery had a 105,000-barrel capacity in its cellars to accommodate this lengthy process. All Hyde Park beers were also 100% krausened.

Hyde Park bottled beer was introduced in December 1935, two years after the draft version had become available. A large advertising campaign was launched using the theme, "The Whole Town will turn out for Hyde Park—Now In Bottles," and featured illustrations of the brewery and its new bottle. These ads conveyed the lengthy lagering period of Hyde Park beer.

A new shield emblem was introduced as the company's logo and was prominently featured behind left field in Sportsman's Park, home of the St. Louis Cardinals and the St. Louis Browns.

Investing in broadcast advertising

In the mid-1930s Hyde Park began sponsoring several radio programs including "Hyde Park Serenade" with music by the Hollywood Orchestra and "Friendly Bill" which featured Hillbilly music. The brewery also sponsored broadcasts of the Cardinal and Browns games as well as pre and post-game shows. The heavy radio advertising seems to have worked as case sales of Hyde Park bottled beer doubled

Wooden sign, 23 x 16 in., no mfg. mark, c. 1940s. Collection of Don Roussin.



Joakach's tavern featured heavy Hyde Park signage in this 1948 photo. Collection of Don Roussin.

between 1936 and 1937, and then almost doubled again by October 1938.

On June 28, 1938, Henry Nicolaus died at age 87. Despite his failing health, the "oldest brewer in

St. Louis," with 59 years of industry experience, had been active in Hyde Park until the end. If not for the 13 years of Prohibition Henry would likely have spent an incredible 72 years in the beer business. Nicolaus was succeeded as corporate president by L. Marquard Forster.

Hyde Park continued to flourish during the challenging years during and immediately following World



Two cardboard trolley signs, 11 x 26 in., c. 1940. Collection of Darla and Rusty Long.

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The shield, illuminated

These three signs are from the collection of Don Roussin.



Reverse-on-glass lighted sign, 8 x 8 in., by Cincinnati Advertising Product, Cincinnati, OH, a. mark, c. mid-1940s.



Reverse-on-glass that is illuminated and mounted on a pressed wood base, 12 x 16 in., no mfg. mark, c. 1940s.



Plastic sign, 9 x 12 in., no mfg. mark, c. 1950s. Collection of Ron Snowden.

Raised plastic 3-D lettering and shield on metal, 16 x 16 in., by Edgelight Display Co., St. Louis, MO, c. 1948.



War II. During the war, the company was one of about 10 breweries advertising in publications with a national circulation, like *Business Week*. Recognizing that it did not have national distribution, Hyde Park's ad theme was "Lucky you, when you live or travel where you can enjoy Hyde Park."

Another advertising innovation was company sponsorship of a local TV show called "Meet St. Louis." This "man-on-the-street" show, which first aired in early 1947, was said by the trade publication *American Brewer* to be the first television program ever sponsored by a brewery.

Mergers, acquisitions, and consolidation

The St. Louis brewing scene was rocked by big news in the fall of 1948, when the Hyde Park Brewing Association was merged into the Griesedieck Western Brewery Company of nearby Belleville, IL. While the Hyde Park brands continued flowing out of the St. Louis brewery, Griesedieck Western later began producing its flagship Stag brand there as well. Surprisingly, Hyde Park sales were boosted by 18% following news of the merger.

The Hyde Park brewery celebrated its 75th anniversary in 1951, which it commemorated with a new label, called Hyde Park 75. The company also launched Hyde Park Stout Malt Liquor. Unfortunately, these new efforts would prove to be the last hurrahs for Hyde Park beer.

Griesedieck Western was bought by the Carling Brewing Company in October 1954. (The Brewing Corp. of America had its name changed to the Carling Brewing Co. and subsequently bought or built six additional plants with the hopes that its Red Cap Ale and Black label beer brands could be distributed nationwide). Unfortunately, one of Carling's first moves was to kill the Hyde Park brands. The St. Louis brewery began producing Black Label beer and Red Cap ale in addition to Stag.

On April 1, 1957, brewing was halted at the Hyde Park plant. Carling transferred production to its ever-expanding Belleville facility. A fire had damaged part of the former Hyde Park Brewery prior to its closing. This hastened the razing of the majestic old brewhouse in October 1958.



1930s



1940s



1940s



Mid 1950s

Ball knobs, 1930s-1950s. Collection of Don Roussin

In announcing Hyde Park's closing, Carling used these prophetic words, which would ring true across the American brewing industry: "The trend in the brewing industry is toward larger plants. Owners of smaller plants, whether they are single plant companies or firms with several plants, have found it difficult to operate economically and remain competitive."

Today, some later additions to the brewery are still standing and some have been occupied by other

businesses. But many structures from the old complex have deteriorated, a sad fate shared by much of the surrounding Hyde Park neighborhood. Much more attractive, and being preserved by collectors, is the variety of Hyde Park breweriana produced during the many years when the brewery was a significant player in the St. Louis beer game.

Editor's Note: This article is an adaptation of a section about the Hyde Park Brewery that appeared in the book *St. Louis Brews* by **Don Roussin,**

Kevin Kiious, Hank Herbst, and Cameron Collins (Reedy Press, 2018).

Hyde Park 75

celebrated its 75th anniversary in 1951, which it commemorated with a new label, called Hyde Park 75, a "premium pale beer," as well as Stout 75 Malt Liquor. These supporting point-of-sale materials all date from 1951.

All three lower signs, collection of Don Roussin.



Tin-over-cardboard sign, 12 x 9 in, no mfg. mark. Collection of Al Kell.



3-D Cardboard sign with embedded full beer bottle, 12 x 9 in, no mfg. mark.



Lighted backbar sign, Lucite in metal base, 8 x 8 in., by Price Bros., Inc. Chicago, IL.



Cardboard introducing Stout 75 Malt Liquor, 15 x 8 in.

The Breidt side *And its* dark side

The tumultuous tale of New Jersey's Peter Breidt Brewery

by Scott Brown

Tales of political corruption and organized crime are commonplace in the history of the brewing industry, especially during Prohibition. But Federal authorities had their sights set on one brewery perhaps more than any other—Breidt's of Elizabeth, NJ. During Prohibition, all-out war ensued between the Feds and newly installed mobster owners, so much so that the stories of these raids, fit for Hollywood, brought national attention to the little known town and brewery.

Breidt origins

Peter Breidt, whose last name means “breadth or latitude,” was born in Hanau, Germany in 1845 and came to the US in 1857 at 12 years old. He settled in Newark, NJ and first worked in the dry goods business. Eager to better his fortunes, he began working in the booming brewing industry and spent 12 years with several of the major brewers in the city—Hensler, Trefz, and Feigenspan.

After a failed attempt with his own business in New York as a beer and malt beverage “exporter” (primarily to the southern United States), he resettled in Elizabeth in 1882 where he joined William Laible in owning the Ellen & Beyer brewery, which had been founded in 1865. (Some sources say 1864, and

in later Breidt advertising and breweriana, the company claimed its start as being in 1867). Renamed Laible and Breidt, Laible died a year later, and in 1885, the company was incorporated as the Peter Breidt City Brewery Company.



Brewery founder Peter Breidt, c. 1890. Collection of Scott Brown.



Rare factory scene tray featuring the array of Breidt's brands offered, by Standard Advertising Co., Coshocton, OH, c. 1900. Collection of John Dikun.



Early bottle label, c. 1890s. Collection of Scott Brown.

"As it is made in Germany": In the years before Germany became the enemy in World War I (1914-1918), Breidt's promoted a quality message by leveraging a comparison with German beer and using Germanic imagery.

Die-cut cardboard calendar features children in traditional German garb, 12 x 11.5 in., dated 1913. Collection of Scott Brown.



Tip tray using "The Invitation" stock image, by American Art works, Coshocton, OH. Collection of Ken Quaas.

Serving tray by Kaufmann & Strauss, New York, NY. Collection of John Dikun.



Breidt thrives

Breidt's business grew quickly and following a fire in 1890, the company astutely used the \$25,000 in insurance money to modernize and expand. Peter Breidt established a strong reputation for integrity in his business practices. Like many of the successful beer barons of that era, Peter shared his good fortune with his community and devoted substantial time to civic life, clubs, and charities. He was both well known and highly regarded as a straightforward, honest man.

Peter married Louise Hensler, of the Hensler brewing family in Newark where he had previously worked, in 1866. They had nine children but tragically, only three survived into adulthood. One of those survivors was his daughter Louise, who In 1896, married a man named General Dennis Francis Collins, an Irish immigrant. Collins had joined the New Jersey National Guard in 1888 and served with distinction in the Spanish-American War of 1898.

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A pencil sketch of the Peter Breidt City Brewery, designed by noted brewery architect A.C. Wagner, c. 1890s. Collection of John Dikun.



Like many Pre-Prohibition breweries, Peter Breidt offered a range of beer style varieties and proudly touted the quality assurance that the beer was “bottled only at the brewery,” as seen in these labels. Collection of Scott Brown.

Breidt's in the icebox

Breidt Old Pilsener Lager rectangular tray, 14 x 11 in, by Kaufmann & Strauss Co., New York, NY, c. 1915. Collection of Ken Quaas.

This whimsical stock tray promotes in-home consumption of bottled beer and features an ice box with snowflakes emanating from it.

The woman's uniform-style outfit is likely meant to represent a domestic servant. She is putting bottles of beer to chill into what was then known as a “refrigerator”, but after the development of the electrical refrigerator, became known as an “icebox.” These were common, early-1900s kitchen appliances that were eventually made extinct by the development of electrically-powered refrigerators.

Although this is a stock tray, there are only two breweries known to have used it—Peter Breidt and the Simon Linser Brewing Co. of Zanesville, OH. Both use the inside of the



icebox door to feature their labeled bottled beer. Both also feature the same Art Nouveau rim design with the prominent call-to-action advertising text on the top and bottom rims: (“Have it at home! When you want it!”).

Special thanks to Peter Bayer of the Trayman2.0 Powered by NABA team for providing this valuable information.

In tandem with his military career, Collins was a leader in the Democratic Party in Elizabeth and statewide. He served as City Councilman, President of the Board, was twice the Democratic nominee for mayor, and eventually became City Comptroller.

From Breidt to Collins

Peter Breidt died in 1904 and his influential son-in-law Dennis Collins was appointed president of the corporation. Collins leveraged his multi-dimensional connections as businessman, military hero, and political boss in his community, further building the Breidt's beer brand. Elizabeth is a seaport town with access to New York harbor—New York City is just 15 miles away. Peter had developed a strong following for his products along the lengthy Jersey shoreline, with distributors, depots, bottlers, and tied houses in Perth Amboy, Long Branch, Red Bank, and farther south to Atlantic City. Collins expanded farther south and outside of New Jersey into Delaware, Baltimore, Washington, and Northern Virginia.

From Breidt to shady

While Peter Breidt had a reputation for squeaky clean honesty, General Collins used his political ties and influence to push both brewery sales and legal boundaries. He bought influence by ensuring that the Breidt's Brewery was the top donor for various civic functions such as parades, as well as dinners for local officials.

By 1908, Collins had installed brewery employees in all levels of Elizabeth's city government. He had attorneys, insurance agents, bookkeepers, and other professionals who were loyal to him as city council members and members



A 1913 photo of President Woodrow Wilson, and next to him at right, the burly General Dennis Collins, Wilson's New Jersey campaign manager. Collins was President of the Peter Breidt City Brewery. Courtesy of Scott Brown.

of the police and excise boards. This helped flout laws that might interfere with his beer sales. Amazingly, 68 of the 84 saloons in Elizabeth were open on Sunday—in defiance of state law. This gave Elizabeth the tarnished reputation of being the “worst municipality in the

state,” when it came to following liquor laws.

Beyond disobeying the Sunday law, the practices of gambling, serving minors, and (horrors!) even dancing, were all commonplace in the saloons of Elizabeth. Apparently Peter Breidt's widow, who maintained a position as vice president but spent much of her time in Florida, did not object to Collins' shady tactics—the likes of which her late husband Peter would certainly have disapproved.

By 1911, Collins' shrewd political instincts enabled him to cultivate a close relationship with the Democratic Governor of New Jersey, Woodrow

Wilson. Wilson, devoutly religious and politically progressive (although unapologetically racist), opposed drinking and some of the dubious practices of the beer business. Despite their differing views, Collins became Wilson's state campaign manager for his victorious 1912 presidential run. Wilson subsequently elevated Collins to the rank of Major General.



A rare label for Zesto, launched prior to Prohibition. The brewery shifted from Germanic imagery before World War I to offering “The American Drink” afterwards. Collection of Scott Brown.

Prohibition looms

Breidt's became one of the most successful breweries in New Jersey, with a high-quality portfolio of beer styles that included its pure beer, half & half, cream ale, porter,

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Two foamscraper holders. At left, Bakelite with ruby red glass, c. 1930s. At right plastic holder and cup, c. 1940s. Both are by General Products Co., Providence, RI. Collection of Steve Pawlowski.



Lithographed poster, 14.75 x 19.75 in., c. 1930s. This is from an original pastel illustration apparently commissioned by Braidt's and illustrated by Jules Erbit (1889-1968). Erbit was a Hungarian-American artist and illustrator known for his calendar art and female figure illustrations.

and pilsner. But Collins could see Prohibition on the horizon and in 1917, changed the company's name to The Peter Braidt Company, dropping any reference to beer. The company developed and heavily promoted Zesto, a non-intoxicating cereal beverage, and added a line of soft drinks called Doe-Boy, as a patriotic nod to the American "doughboys" fighting overseas in World War I.

Braidt's bends the rules

In 1920, Prohibition came into effect, but not as far as Collins was concerned. Early that year, 200 barrels of Zesto – which were found to have more than the legal limit of 0.5% alcohol—were seized from restaurants in nearby Brooklyn. The company was closed briefly and paid a \$15,000 fine. Collins and his brother-in-law Edward J. Butler, who was vice president, tried flexing their political muscle and leveraging bribes. Attempting to keep Braidt's products from being displaced by aggressive Pennsylvania brewers, Butler was ensnared in a massive sting operation for a bribery conspiracy and arrested along with other New Jersey brewers at the famed Hotel Pennsylvania in Manhattan in 1923.

Collins realized that the insatiable thirst Americans had for alcohol was increasingly being quenched by organized crime, with names like Capone, Rothstein, and Schultz involved in

providing illicit alcohol during the 1920s. Their tactics went far beyond bribery and political influence. This was a bridge too far for Collins, and he sold the company and went into banking.

Braidt's and the bootleggers

The city of Elizabeth soon became the site of some of the most dramatic and heinous conflicts between federal authorities and the mob. In June 1924, Collins sold the company to Bernard "Barney" Dunne and his notorious son John "Jack" Dunne from West New York, NJ who had become multi-millionaire bootleggers. Their new venture was variously known as City Products Company and Elizabeth Beverage Company.

The Dunes had interests in at least six other breweries and immediately ramped up production of real beer. After numerous raids, indictments, court battles and attempts to shut down the brewery, the Dunes continued to produce illegal beer with little consequence. They created the largest beer production and distribution network in the East. But the Feds persisted in pursuing the

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The Alpine Character



Breidt's came back after Prohibition in 1933 as the Elizabeth Brewing Corporation and used this Germanic character in Alpine hat as seen on these labels. The company was reincorporated as Peter Breidt Brewing Co. in 1935. By 1935, these labels were re-named with Breidt's branding and the Alpine character disappeared. Collection of Scott Brown.



The Alpine character also appeared on a menu sheet, c. 1933. Collection of Steve Pawlowski.



Breidt's after Repeal:

1930s photos of brewery and a delivery truck (in a colorized photo). Collection of John Dikun.



A full array of Breidt's tap knobs from the 1930s-1940s. Collection of Dave Vajo.



A Breidt spot of my collection

by Bill Decker

There is one item in my collection that I would never sell—and that's this hotel key with Breidt's advertising on it. I love this item because it is a very different type of breweriana and suggests that Breidt's was thinking outside the box with where it advertised.

The key is from the Hotel Winfield Scott in Elizabeth, which was once one of the largest and best-known hotels in Northern New Jersey. Built in 1927 as a premier banquet hall with a ten-story hotel tower, the hotel was named after General Winfield Scott, Commanding General of the United States Army from 1841 to 1861. Scott made Elizabeth his home for 30 years. The hotel was later converted to subsidized housing and retail space in the 1990s.

When it was still a hotel, the bar no doubt served Breidt's beer, as the brewery was just a little over a mile away. The key fob provided a clever reminder that you could get a cold Breidt's at the hotel bar.

I ran estate sales for many years and found this hotel key at a sale I was conducting at a home in Elizabeth about 10 years ago. There were no other beer items in the house other than this key for Room 502, which I stumbled across in a shoe box full of stuff. I wonder if it is a sole survivor, as I have never seen another Breidt's key fob in my many years of collecting.

I mentioned earlier that I would never sell this unusual piece of brewery advertising. Why? You see, my parents were married at the Hotel Winfield Scott and had their reception there in 1935. They also stayed at the hotel that night before heading off on their honeymoon. I don't know what room they stayed in, but if I ever find paperwork among my family belongings saying it was Room 502, someone will have to pick me off the floor.



Postcard showing the hotel in the early 1950s.



Front and back of the key fob for Room 502, with Breidt's advertising on the back.

prosecution of the Dunnes and the Breidt's brewery. Between 1924 and 1930, the brewery was raided 10 times, making it one of the most raided breweries in the country. It generated more litigation than any other brewery in New Jersey.

Battle for Breidt's

The final chapter in the saga of Breidt's versus the Feds came in 1930. There was a series of shocking armed battles involving not only the Breidt's brewery but its lone rival in Elizabeth, the Rising Sun Brewing Company. Just a mile away from Breidt's, Rising Sun was owned by George Seeber and protected by the Republican political machine.

In September 1930, six heavily armed Treasury agents kicked in the glass panel entry doors of the Breidt's brewery and drained nearly \$200,000 worth of beer into the Elizabeth River. They were soon met by a mob of 25 even more heavily armed gangsters who ran them off. The Feds called for



On the radio:

Cardboard die cut bottle topper showcasing Pilsner Beer and Ale and Breidt's sponsorship of a radio sports news program in the 1940s. Collection of Rick Van Liew.

Breidt's invested in broadcast radio advertising in the 1940s like the sports news program promoted on this bottle topper. Stan Lomax was a fixture in sports radio in the New York City area, working most of his career on the top-rated WOR, for 44 years, from 1932–1976.

Breidt's also sponsored a local radio show featuring actors and band leaders, like Artie Shaw.

reinforcements, and a force of another 22 agents arrived and secured the brewery, but not before many of the gangsters escaped through the long, deep, lagering tunnels. It was called "the boldest piece of

direct warfare ever waged by an eastern gang against the Prohibition Department."

Even then, four deputy marshals who were left in place to guard the shuttered brewery were arrested in a raid two months later for allowing

continued manufacture of beer. Corruption ran deep during Prohibition. In an ironic twist, the same month the brewery was shut down for good, General Collins died.

The Feds remained on site while litigation dragged on for another year and the brewery was padlocked. Meanwhile, the Dunnes were never successfully prosecuted.

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A pair of die cut cardboard easel-backed signs showing Breidt's as "pals" and a "must" with food, created by the Weiller Company, Philadelphia, PA. At left, 12 x 17 in, and right, 15 x 19 in., c, late 1940s. Collection of John Dikun.

Breidt's lights

Three rare examples from the 1930s and the collection of John Dikun.



Neon hanging sign, 22 x 13 in., no mfg. mark, c. 1930s.



Neon mounted on a metal Art Deco style painted metal cabinet with chrome-style trim and reverse-on-glass backlit ad panel, 25 x 10 in.



Reverse-on-glass sign hanging from metal Art Deco style case, 19 x 11 in., no mfg. mark, c. 1930s.

Two backbar lighted signs by Price Brothers, Chicago, IL, c. late 1930s.



Top, a low-profile "Halo" style light featuring back-lit, reverse-on-glass ad panels on an art-deco metal base, 12 x 7.5 in. Above, six-sided reverse-on-glass, up-lit by a light encased in a heavy brushed nickel metal base, 14 x 10.75 in. Collection of Ken Quaas.



Neon sign, 18 x 14 in., by Acme Electric Co., Cuba, NY, c. late 1930s. Collection of Bill Decker.

Breidt's and Brewers' Best

After World War II, the consolidation of the American brewing industry was in full swing. Regional beers like Breidt's struggled mightily to compete against the marketing and distribution clout of the behemoth brands that were rapidly growing, like Budweiser, Schlitz, Pabst, and Falstaff. These large brands had achieved national distribution by patching together a network of breweries across the country, often by acquisition. Importantly, they had the resources to powerfully carry their messages to consumers by using broadcast media.

Smaller, regional breweries were closing in droves. The survivors believed that the only way to stay alive was to somehow scale up to compete at the big brand level.

A strategy was developed where smaller breweries would combine forces to brew and market a uniform, high-quality beer brand using the extra production capacity they had because of declining demand for their regular, local beer brands. They would pool their marketing resources and in effect become franchisees to promote this new "big brand."

Thus, the Brewers' Best brand was launched in 1947 with 21 local breweries from across the country reportedly brewing and distributing it that year. Breidt's was one of those participating in this experiment. The Brewers' Best effort had a brief heyday between 1948-1950, but despite a fairly good start, the effort soon flopped.

By 1951 only the Grace Brothers Brewery in Santa Rosa, CA was producing the brand and worse, 20 of the once-participating local breweries were either out of business or had changed ownership. Sadly, Breidt's was among those that were no longer in business, having closed its doors in 1951.

~ Ken Quaas, with research by Randy Carlson.



Local newspaper ad from Milburn, NJ promoting Breidt's association with Brewers' Best brand, September 1947.



Coasters promoting the Brewers' Best brand produced by Breidt's. Collection of Steve Pawlowski.

Emboldened by the Dunnes' armed resistance, a rival gang controlled by famous gangster Waxey Gordon resisted a raid at Rising Sun just a few days after the Breidt's battle. This time things turned deadly, resulting in the murder of federal agent John Finiello. Rising Sun ran a close second to Breidt's as a Prohibition target of the Feds, being raided five times during the 1920s. Unbelievably, none of the

alleged murderers were successfully prosecuted, although accused gunman Samuel Grossman was later murdered in a gangland shootout.

In October 1932, three West New York, NJ businessmen, who may or may not have had a connection to the Dunnes of the same town, incorporated the company as Elizabeth Brewing

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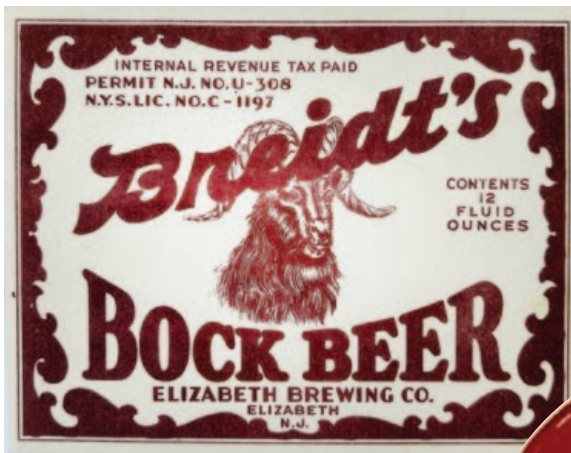
Company. Ready for the anticipation of Prohibition's repeal, they invested \$250,000 to modernize the brewery. Adding prestige to its management, the company elected Oscar L. Auf Der Heide, who had served five terms as a U.S. Congressman and also was from West New York, as president of the company.

Breidt's is back

When Repeal came in the spring of 1933, the brewery was granted a legal permit to manufacture and distribute beer. The new owners projected production of four million cases of beer. Auf Der Heide seemed to be a legitimate businessman, and shares of the new company were available on the New York Stock Exchange. The Elizabeth Brewing Co. was operating as the Peter Breidt Brewery. Breidt's quickly expanded its distribution along the East Coast as far north as Maine while retaining a strong presence along the Jersey Shore.

The branding slowly evolved from Elizabeth Brewing, to the clunkier "Breidt's brewed by Elizabeth Brewing," and by 1935

Coaster, 4 in. diameter, c. late 1930s. Breidt's credited its founding year as 1867, which appears in much of its point-of-sale materials. Collection of Ken Quaas.



Breidt's Bock

At right, label c. 1930s, collection of Scott Brown.

Below, Breidt's Bock: Pinback button promoting Bock beer, 2.5 in. no mfg. mark, c. 1940s. Collection of Steve Pawlowski.



the "Elizabeth" brewery name was dropped to Peter Breidt Brewing Co. The company's advertising included some odd spokes-people, such as

Rolla A. Clark, whose act included eating broken glass, while promoting Breidt's Old Town Ale as his chaser. Early Repeal advertising used an old slogan borrowed from Newark's Trefz Brewery, "Taste Tells." That brewery did not survive Prohibition, and its former brewmaster was hired by Breidt's.

A year after opening, the brewery restored the Breidt's brand name to the forefront of its products. Old Town Ale became Breidt's Ale, and Elizabeth Brew

became Breidt's Beer. Other varieties included Breidt's-branded Nut Brown Ale, Scotch Ale, Half & Half and Bock beers. In 1936, they began bottling in stubbies and half gallons, and adopted the slogan "Keep" or "Stay on the Breidt Side," which they used into the mid-1940s.

The "Keg-Mellowed" slogan was launched in 1938 and used into the late-1940s. From 1940-1941, Breidt's sponsored a local radio show featuring actors and band leaders like Artie Shaw.

Breidt's hits barriers

Pressure on local breweries accelerated during the 1940s, exacerbated by wartime rationing. In 1935, there were 666 independent breweries nationwide, a number that shrank to about 500 by 1940 and about 400 by 1947.



Rare, tin-over-cardboard sign, 9.25 x 6 in., no mfg. mark, c. 1940. The company used the "Breidt side" slogan from about 1936-1945. Collection of John Dikun.

By the late 1940s, Breidt's point-of-sale advertising seems to have adopted a red and gold color scheme, with the gold replacing the previously-used green.

Shelf talker sign, reverse-on-glass mounted in slotted wood base, 13 x 4.5 in., no mfg. mark. Collection of John Dikun.



Reverse-on-glass with foil sign in contemporary frame, 18 x 15 in. Collection of Bill Decker.

Local beer delivery driver strikes of 1944 and 1949 were added challenges. In 1947, in what became a failed attempt to compete with the national brands, Breidt's joined the Brewers' Best Association (See Sidebar on page 55).

Breidt's lights go out

In March 1951, the brewery was sold to a local business syndicate, but it permanently closed in July. The Southern Sash and Sales Co. used the building until it was demolished in 1975 to make way for the construction of a new high school for Elizabeth. Although the "Breidt side" of New

Jersey's rich brewing history ended more than 70 years ago, we have some beautiful breweriana and a remarkable story by which to remember the fabled Peter Breidt Brewing Company.

Editors Note: This article is the result of more than six months of both research and collaboration with some of New Jersey's most outstanding collectors. Special thanks to author and NABA Board member **Scott Brown**, as well as to **Bill Decker, John Dikun, Steve Pawlowski, Dave Vajo** and **Rick Van Liew** for their invaluable contributions to bringing Breidt's to light.

The Half & Half variety was discontinued in the mid-1940s as lighter beer styles had become more popular, especially because of the rationing of barley during World War II and the shift to lighter, less expensive grains as adjuncts, like corn and rice.



Label, c. 1940s. Collection of Scott Brown.



Silk banner, 18 x 23 in., no mfg. mark, c. 1940. Collection of John Dikun.



Cardboard, easel-backed sign, 5.5 x 13 in., Collection of Steve Pawlowski.

Breidt's goes dark

by Steve Pawlowski

In 1974 I had jury duty at the county courthouse in Elizabeth. I had taken brewery photos before, but always of breweries that were still open.

I left the courthouse at lunchtime, and I saw the Breidt's sign painted on the wall of a building in the distance. I had seen the building from the highway but had never had the occasion to see it up close. I walked down the street and took photos.

A year later in 1975, I read in the newspaper that the brewery was being demolished to make way for a new high school. I went back and took these photos of some of the stages of it being torn down.

Where did Peter go?

There was a large bas-relief of brewery founder Peter Breidt on the front of the brewery. It measured roughly 40 x 48 in. As the brewery was being torn down, the crane operator took great care removing this large bas relief sculpture from the building. (See photo at right.) Later, it was placed on a flatbed and taken away. I have no idea what became of it.



Demolition, 1975. The ornate brick building, which once housed the brewery offices, was the first to go. Note the pail of the wrecking crane in the foreground.



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In The Wild

by Pietro Raimondi

PietroRaimondi.com



Editor's Note: In our last issue, we introduced this new column, which explores great brands and their breweriana of the past. We compare the artifacts in collections of today and show how they once existed “in the wild,” when they were actually used as point-of-sale advertising. Most of the historical photos will understandably be in black and white, and unfortunately, some are poor quality. But importantly, they record history by showing how this vintage breweriana was once displayed.

Do you have photos of some “tamed” breweriana in your collection and as it once existed “in the wild” long ago? Please share them with us by contacting columnist Pietro Raimondi at: Pietrojr@me.com.

Reading Brewery Relics

Note: The “In the Wild” black and white photographs are from the collection of **Chris Watt**, unless otherwise noted.

The Reading Brewing Company of Reading, PA was established in 1886. During its early years of operation, it produced Pennsylvania Dutch Lager at a volume of 1,200 barrels per year. By 1891—just five years

later—the brewery was so successful that it was producing about 50,000 barrels per year.

With success came continued investment in the brewery. In late October 1902, *The Reading Eagle* newspaper reported that the brewery had “just completed extensive improvements to its plant at 9th and Laurel, which will give it a largely

increased output.” Noting that “no money has been spared in the improvements” and that “the plant today is as well-equipped as any in the country for its size,” the newspaper added that the “company's business has steadily advanced, owing to the improved quality of its beer,” and that its beer “is popular with the public.”



Original photo of Reading Brewing Co. workers posed outside of the brewery, c. 1890s.



Metal corner sign, 22.5 x 33.5 in. by JR Sign Manufacturing Co., Covington, KY, c.1890. Collection of Scott Leitheiser.



Self-framed lithographed
tin factory scene,
36 x 48 in., by
Kaufmann & Strauss Co.,
New York, NY, c. 1905.
Collection of Dave Doxie.



This galvanized steel cornerstone with
raised numbers is from 1886, 42 x 18 in.,
was once affixed to the brewery's brick
front. Collection of Chad Campbell.



The Reading Brewing Co.,
c. early 1900s (left), and as the
property looks today, with just
remnants of the foundation
marking where the large
structure formerly stood (below).



The brewery survived Prohibition (having a few run-ins with the law for producing real beer) and reopened in 1934. The Old Reading brand was backed with an advertising campaign that emphasized the brewery's Pennsylvania Dutch heritage, using a rotund Germanic brew master character nicknamed "Gus" in its promotional efforts.

In 1954, there was a move to give the Old Reading brand a more modern—even sexy—image. The famed New York ad agency Ted Bates

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Tin-over-cardboard sign featuring dual “Gus” characters 19 x 21.5 in., by Permanent Sign & Display Company, Reading, PA, c. 1940. Collection of Chris Watt.

Original photo of Reading Brewing Co. workers posed outside of the brewery, c. 1940.



was hired and an ad campaign using pin-up drawings by artist Alberto Vargas, who later became famous for having his pin-ups published in *Esquire* and *Playboy* magazines. Although the advertising was reportedly well-liked, for whatever reasons it lasted only one year.

By 1955, Old Reading had moved back to more traditional advertising and resumed using the “Gus” character again.

In 1958, Old Reading shifted gears and dropped the “Old” from its brand name, dismissed the rotund “Gus” for good, and introduced the “The Friendly Beer for Modern People” ad campaign. The brewery fought to stay relevant and keep its sales afloat, but eventually succumbed to the competitive pressures of the national beer brands. Sadly, the brewery closed its doors in 1976, 90 years after its founding.

C. Schmidt & Sons of Philadelphia acquired the company’s labels before being bought by G. Heileman, which sold to Stroh, whose labels were sold to Pabst, which retired the brand in 1999.



Corner sign of reverse-painted glass with gold leaf lettering, 16.25 x 20.25 in., by The John L. Dawes Mfg. Co., Pittsburgh, PA, c. 1900. Collection of Chris Watt. The sign is seen hanging here from a cast iron support post at Ganter’s Café on Sixth Street in Reading, which operated until just before Prohibition. The building has long since been demolished. Courtesy of Mike Pentz.

In 2006, the Reading Beer label was revived by a Reading-based craft brewery called Legacy Brewing, which went on to produce original recipes. In 2009, the label and its recipes were sold to Ruckus Brewing, a contract brewer trying to revive classic brands. For a while, Ruckus had Reading brewed at The Lion Brewing Co. in nearby Wilkes-Barre, but that effort fizzled.

In July 2019, the well-established Sly Fox Brewing of Pottstown, PA signed a licensing agreement to start brewing Reading Premium Beer, which it does today.

Author's note: Special thanks to **Chris Watt**, **Dave Doxie**, **Mike Pentz**, **Chad Campbell**, and **Scott Leitheiser** for providing pictures and information for this article.



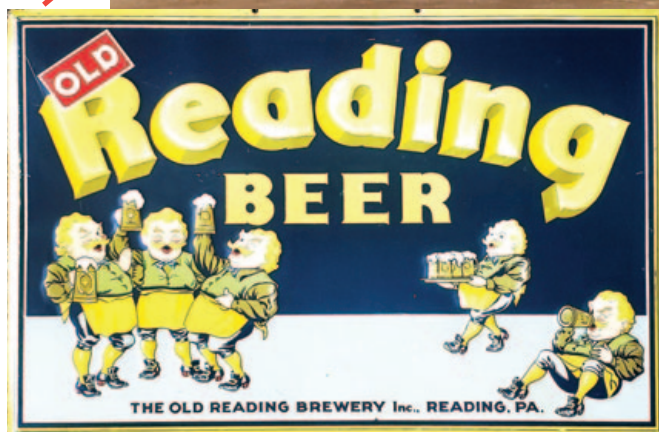
Albrecht's Buffet, shown here in this newspaper clipping, opened in 1939 at 904 Penn Street in Reading. In 1955 it became the Forest Inn and still retains its old-timey tavern bar, backbar and decor. Photo Courtesy of Mike Pentz.



Two-color neon sign, 21 x 14 in., no mfg. mark, c. late 1940s. Collection of Chris Watt.



This long-gone tavern was on Rt 222 in Berks County, PA, c. late 1930s.



Tin-over-cardboard sign featuring "Gus" characters 13.5 x 19 in., by Permanent Sign & Display Co., Reading, PA, c. late 1930s. Collection of Chris Watt.

Serving Up Great Trays

by Mark Rogers and Peter Bayer



Editor's note: NABA has partnered with members Mark Rogers and Peter Bayer to create a comprehensive database of all known Pan-American trays. This visual database, named "Trayman 2.0 Powered by NABA," will organize trays across a wide variety of categories in an engaging, user-friendly way and will be accessible via the NABA website. This article presents some "watchouts" when buying trays.

Note: So that we do not contribute to potential deceptive practices, the Trayman2.0 Project Powered by NABA has two image databases. The pictures on the site are purposely lower resolution to prevent malicious use. We also maintain a secure database of higher resolution images for articles like this.

This Article is best read listening to Johnny Lang's "Lie to Me" and drinking 'The Truth' Imperial IPA brewed by the Flying Dog Brewery in Frederick, MD.



Seller be Ethical—Buyer be Educated

We break from our normal contribution of tray pics and pithy banter to share some thoughts on some dubious practices we see with regards to beer serving trays.

Condition and rarity are the drivers of price in breweriana. When one of these variables is tweaked in an effort to misrepresent a tray for larger seller profit, the key tenet of integrity in selling that is

Six categories of concern when collecting trays

Reissued



Disclosed restoration



Fantasy



LEAST CONCERNING

demand by NABA, ABA, BCCA, and Local Chapters is violated.

In order to provide a basic framework for understanding, we have developed six categories of concern associated with serving trays. At a minimum these can be considered “confusing” and at worst, they are “deceptive.”

The chart below presents them in the order that we view them as threats to tray collecting integrity—from the least serious, to the most egregious. Our scale has a component of intent to deceive and how often we see each type.

Reissued

On occasion, breweries have re-released past designs or issued retro-looking trays. These were/are sometimes sold in gift shops (a common practice by Anheuser- Busch) and not intended to trick anyone, but instead offer a nostalgic nod to a brewery's past.

Most re-sellers understand this and price accordingly. If you reach out to a seller who is way out of line and educate them, you can usually strike a reasonable price. If not, move on, as more than likely there are plenty more out there.

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Original vs Reissued

Genuine & Vintage Original

\$9,900 at Auction

Falls City Brewing Co

Louisville, KY,
no mfg. mark,
c. early 1900s.
Courtesy of
Morean Auctions.



Reissued

\$25 – \$30 on eBay

Falls City Brewing Co

Louisville, KY,
no mfg. mark,
c. 1975.
Trayman Collection.



Reproduced



Undisclosed restoration



Fake branded stock



➔ MOST CONCERNING

Fully disclosed restoration

Most of us have items in our collection that are not 100% original as produced and that is OK. As long as any paint touch-ups or restorations are noted when we are selling, all is fair. When things turn bad is when a seller knowingly represents something as original, when it is not.

The tray at right is a perfect example of how a seller should represent their item. This Renner Brewing Co stock tray was recently sold at the Blue Gray show in Herndon, VA, via a reach-out from the buyer to a seller who posted the picture of what was for sale at his hotel room at the show.

The seller openly and honestly disclosed that the tray had been touched up and shared detailed pictures of the points of restoration, even sharing a couple of black light photos. An agreement was reached on a fair value for this tray based on condition, leaving both the buyer and the seller satisfied.

Note: Black light inspection is a good idea when trying to determine if an item has been touched-up—the newer paint is revealed by the black light and appears dark purple. Importantly, though, this technique will not always work when a tray has been clear coated with a transparent coating. Clear coating can be a clue that a tray has been restored, so a magnifying glass can be used for further inspection.

Undisclosed restoration

This is the dishonest side of the coin for the restored tray. The seller is aware that the tray has been restored and either purposely deceives or “lies by omission,” by not disclosing that work has been done.

This is certainly not the way sellers should conduct themselves. They should be confronted with the facts and given the opportunity to make the situation right by providing a refund or agreeing on a revised price that reflects the fact that the tray has been altered from original.

Restored with touch-ups disclosed

Geo. J. Renner Brewing Co.

Akron, OH,
Chas. W. Shonk,
Chicago, IL, c. 1910s.
Trayman Collection.



Photo of 'touched-up' tray under a black light



Undisclosed Restoration

Genuine & Vintage

Eagle Brewing Co.
Catasauqua, PA
Electro-Chemical
Engraving Co.
Brian Schade Collection.



Restored Tray

Eagle Brewing Co.
Catasauqua, PA
Electro-Chemical
Engraving Co.
Trayman Collection.



Modern Reproduction

As of this article, we are only aware of one unauthorized reproduction of a beer serving tray, the Stanton, top row below, right. But it is a modern, digitally-printed version, easily distinguished from a vintage, high-grade lithographed tray.

As was detailed in this column in the Winter 2024 issue of the *Breweriana Collector* magazine, manufacturing a lithographed metal beer tray is anything but easy. The expense required alone would be prohibitive and not surprisingly, we have seen no quality litho trays to date.

Porcelain trays are one segment where we have seen some higher quality “re-pops,” but so far, they have been only for oil and gas brands, like the Texaco example, bottom row, center. Unlike porcelain enamel signs which have been rampantly reproduced, trays seem to have been spared this evil. Nonetheless, the Trayman2.0 Team remains vigilant and will report if any turn up.

Sadly, a prevalent deceptive practice is taking vintage tray images and using them in modern tackers, signs and clock faces. Please do not purchase these fantasy pieces as they will only encourage them to make more. continued on page 68

Genuine vs Modern Reproduction

Genuine & Vintage



Stanton Brewery, Inc..
12-in. tray, Troy, NY, by Electro-Chemical Engraving Co., New York, NY
c. 1930s. Trayman Collection.

Genuine & Vintage



Narragansett Brewing Co.
Providence, RI, by the Baltimore Enamel & Novelty Co., Baltimore, MD,
c. 1930s, Trayman Collection.

Genuine & Vintage



John Stanton Brewing Co.
Troy, NY, c. Pre-Prohibition,
Mfr. unknown. Internet Auction Image.

Modern Reproduction



14-in tray marked “Made in Italy” on back, found on eBay.

Modern Creation



\$40 on eBay

Modern Tacker



\$16 – 75 on eBay

Fantasy Piece

Occasionally, we have seen a tray customized with someone's name or organization as a "fantasy piece," hopefully with no intent to deceive.

The Ballman Brewing Co. tray below right may be an example of this, as there are no records of a Ballman Brewing Co. that had the same stock image of a woman on a crescent moon and an "Eclipse Beer" brand in the exact same font.

Fake Branded Stock

By far the most concerning deception in tray collecting is when a brand is added to a previously unbranded Pre-Prohibition stock tray. We have seen a number of these, with the South Bethlehem Brewing Co. Supreme puppies below right being our most recent example.

When this tray showed up on eBay a few months back, the Trayman 2.0 Team chatter regarding a potential newly identified variation reached a fever pitch. Some of our PA experts discussed it and contacted the seller calling it out as a 'suspected fake.' They change their eBay post, but perhaps too late, as it sold for \$923.

Some might call this branding a 'fantasy piece,' but since it is a real brewer and the fonts are the same, we call it a 'fake,' as it is no doubt deceptive. We have not had the opportunity for a physical inspection of this particular tray, so we still say 'suspected fake,' however buyer beware if this piece shows up again.

Fantasy Piece

Genuine & Vintage

Schaller Brewing Co.

Cincinnati, OH, by
Kaufmann & Strauss,
New York, NY.
c. Pre-Prohibition.
Morean Auctions.



Suspected Fantasy

Undocumented Brewer.
No Location.
Internet Auction.



If you encounter a tray you are not sure about, use the Trayman2.0 database as a first resource. If you still have doubts, do not hesitate to reach out to our team via our Facebook Group or the email links on the site.

Genuine & Vintage vs Fake Branded Stock

Genuine & Vintage Branded Stock



South Bethlehem Brewing Co.
Bethlehem, PA, H.D. Beach Co.,
Coshocton, OH. Estimate \$800 – \$1,000.
Trayman Collection.

Genuine & Vintage Stock



Non-branded stock by H.D. Beach
H.D. Beach Co., Coshocton, OH
Estimate \$125 - \$150
Trayman Collection.

Fake Branded Stock



Sold for \$923, eBay Auction



The market for breweriana remains extremely strong, seemingly across all categories. Here are some recent sales from a variety of auction sources.

The Applied Colored Label (ACL) also widely known as “Painted-Label” bottles. Sold by Morean Auctions.



Our Pride Beer, White Eagle Brewing Co., Chicago, IL., 7 oz., c. 1940s, \$798.



Bartels India Pale Ale, Bartels Brewing Co., Syracuse, NY, 7 oz., c. 1940s, \$995.



Pabst Blue Ribbon Beer, Premier-Pabst Corp., Peoria Heights, IL, 12 oz., c. 1940s, \$878.



Sprenger Red Rose Beer, Sprenger Brewing Co., Lancaster, PA, 7 oz., c. 1930s, \$644.



Valley Forge Beer, Adam Scheidt Brewing Co., Norristown, PA, 7 oz., c. 1950s, \$644.



Horse Head Ale, Gerhard Lang Brewery, Buffalo, NY, 7 oz., c. 1940s, \$468.



Oertel's 92 Near Beer, Oertel Brewing Co., Louisville, KY, 12 oz. steinie bottle, c. 1940s, \$468.



National Bohemian Beer 1-way jar, National Brewing Co., Baltimore, MD, 7 x 4 in., c. 1950s, \$1,710.

Other Auctions



Lighted glass back bar sign, Gettelman Beer, A. Gettelman Brewing Co., Milwaukee, WI, 15 x 9.5 in., c. 1940s, \$3,445, Donley Auction Services Inc.



Serving Tray, H.J. Osterstock Seitz Brewery, Easton, PA, 13 in., 1933-1934, by New York Importing Co. NY, \$2,625, Dennis Auction Service.



Cardboard sign with "Jenny" character, Genesee Beer, Genesee Brewing Co., Rochester, NY, 13.5 x 16.25 in., c. 1950s, \$142, One Source Auctions.



Aluminum sign, Hull's Cream Ale, The Hull Brewing Co., New Haven, CT, 10 in., c. 1930s, by Leye Aluminum Co., Kewaunee, WI., \$6,435, Morean Auctions.



Reverse-on-glass lighted sign, Old Tavern Lager Beer, Warsaw Brewing Corp., Warsaw, IL, c. 1940s, Ohio Advertising Display Co., Cincinnati, OH, \$1,450, Facebook.



Serving tray, Seitz Brewing Co., Easton, PA, 10.5 x 13.75 in., c. Pre-Prohibition, \$2,250, Dennis Auction Service.



Tin-over-cardboard sign, Hull's Cream Ale, The Hull Brewing Co., New Haven, CT, 14 x 7 in., c. 1930s, \$8,190, Morean Auctions.



Tin-over-cardboard sign, Potosi Cereal Beverage, Potosi Brewing Co., Potosi, WI, 11.25 x 7.25 in., c. Prohibition era, by American Art Works, Coshocton, OH, \$2,394, Matthew Bullock Auctioneers. Note: The new owner cleaned the sign, as seen in second photo.



Porcelain corner sign, Bleser Beer, Bleser Brewing Co., Manitowoc, WI, 18 x 16 in., c. 1940s, by Veribrite Signs, Chicago, IL, \$2,200, Facebook.



Serving Tray, Detroit Brewing Co., Detroit, MI., 12 in., c. 1901-1905, by The Meek & Beach Co., Coshocton, OH, \$22,500, Epic Auctions and Estate Sales.

Reverse-on-glass lighted sign, Ryan's Sparkling Ale, Thomas Ryan's Consumers Brewing Co., Syracuse, NY, 8.5 ft. x 23 in., double sided, c. Pre-Prohibition, \$4,500, Facebook.



Summertime fun on the baseball diamond. I look forward to seeing everyone in St. Louis beginning July 29 for the NABA Convention and hope you all have a good time at the baseball game with fellow NABA members.



Baseball score counter, The Erie Brewing Co., Erie, PA, 2.5 in., c. early 1900s, \$440, C & C Auctioneers



Pocket schedules for the Brooklyn Dodgers, sponsored by Schaefer Beer, The F. & M. Schaefer Brewing Co., Brooklyn, NY. 1953 season: \$230, 1956 season: \$226, and 1957 season, \$192, eBay.



Felt-on-cardboard sign, Marathon Beer, Marathon City Brewing Co., Marathon, WI, 14 x 22 in., c. 1940s, \$420, eBay.



Easel back cardboard sign, Lone Star Beer advertising ABC TV and Major League championship baseball, Lone Star Brewing Co., San Antonio, TX, 18 x 13.5 in., c. 1950s, \$335, eBay.



Unrolled beer can, Gretz Tooner Schooner Beer "Take me out to the ball game", Wm. Gretz Brewing Co., Philadelphia, PA, \$471, eBay.

Interesting on eBay



Black & white photo card showing a Pre-Prohibition era Haberkle Brewing Co. reverse painted glass sign from Syracuse, NY. 6.5 x 4.25 in., \$200, The subject may be the sign painters themselves holding a paint palette and painting stick.



Plastic back bar statue, Anteeck Beer, Duquesne Brewing Co., Chartiers Valley Brewery, Carnegie, PA, 23 in. tall, c. 1930s, \$3,350.



Cardstock die-cut calendar, Buffalo Bohemian Beer, Buffalo Brewing Co., Sacramento, CA, dated 1899, \$500.



Beer tray, Santa Cruz Beer, Santa Cruz Brewing Co., Santa Cruz, CA, 13.5 in., c. Pre-Prohibition, \$1,275.



Beer tray, Finlay Brewing Co., Toledo, OH, 12 in., c. 1894-1904, by Chas. W. Shonk Litho Co. Chicago, IL, \$2,075.

Taps



Anjel Breister

Anjel Breister, 29, of Fond du Lac, WI, passed away on May 15. She is survived by her husband Grant, father Mike, mother Lisa, brother Matt and sister Emily.

Anjel's love of life brightened up every room that she walked into. She enjoyed entertaining friends and family at their home's tiki bar and spending quality time with her nieces and nephew.

One of Anjel's favorite things to do was to go antiquing with her husband Grant. They both shared a love for antiques and traveled the state together to find new treasures. New to the breweriana collecting hobby, Anjel loved collecting breweriana from Miller Brewing Company (the Miller High Life brand) and People's Brewing Company of Oshkosh, WI. Together, Anjel and Grant built an amazing collection in just a short period and made friends among fellow collectors.

Anjel joined NABA in the spring of 2023 and was one of NABA's youngest members. She will be missed by all who were blessed to have known her.

~ Jared Sanchez

Rich Horrocks

Rich Horrocks, 77, of Milwaukie, OR, passed away on June 2, following a lengthy and valiant fight with cancer. He is survived by his wife of nearly 26 years, Sharon, daughters Renee and Kristi, stepson Drew, and four grandchildren. A native of Portland, OR, Rich had a 39-year career at Union 76, which later became Conoco Phillips.

Rich began collecting breweriana in the 1970s and was well-known and much-beloved in the collecting community. He will be warmly remembered for his memorable friendliness and engaging personality, always reflected by his constant smile.

Rich and Sharon were highly active in their local Cascade Chapter where Rich was a longtime leader, as well as the Rainier Chapter in Washington. Rich and Sharon also were mainstays at the national conventions and had friendships with fellow collectors from across the country. In addition to his impressive breweriana collection, Rich also collected Union 76 memorabilia, honoring his lengthy career with that company.

Here are just a few of the many tributes to Rich:



"Rich was a wonderful person and welcoming host in our hobby. I was only a stranger once. He always had a smile and would ask how you were doing when we'd cross paths at national beer conventions. My life was more "Rich" with him in it!"

~ Barry Travis

"Rich and I have been dear friends for a very long time. His never-ending generosity to those in the hobby and his compassion for life will be deeply missed."

~ Turkey Lardinois

"I knew Rich for about 35 years. We had a lot of fun together traveling around the country to ABA and NABA shows and our local Cascade chapter events. He was a great friend and will be missed by me and many others. R.I.P. Rich!"

~ Pete Magnuson

"I always enjoyed the times when we had the opportunity to get together at breweriana conventions, Blue & Gray shows, and especially the handful of trips Rich and Sharon made to Fort Collins to attend our Columbine Rush to the Rockies Show. Those gatherings at the Marriott were always a lot of fun because Rich and Sharon's presence made it so."

~ Jim McCoy

“Rich and Sharon were so nice to us, taking us around for two days to visit collections when we were in Portland years ago. Melisa and I really appreciated the hospitality they showed us. We all will greatly miss Rich.”

~ Ward Haessler

“Rich was a great ambassador for the hobby. He was always smiling and happy to see you. He had a way of making everyone around him feel like they belonged, like they were part of the best club.”

~ Dave Unwin

Ricky Schmidt

Ricky Schmidt, 69 of Bay City, MI, passed away on May 29 after a courageous battle with cancer. He is survived by his children, Tiffany, Joshua and Hope, their mother Debra, as well as four grandchildren, two great-grandchildren, and his partner of 10 years, Annette George.

Ricky grew up on the Schmidt family farm in the Bay City area where he developed his strong work ethic and business savvy. He graduated from the World Wide College of Auctioneering in Mason City, IA, and began his career as an auctioneer in 1983. He established “The Finest Auction Company” and also was a licensed commercial real estate agent. He conducted countless estate sales, antique appraisals, and benefit auctions.

A NABA member for 35 years, Ricky was widely known, well liked, and greatly respected in the breweriana collecting hobby. He was a premier collector of Bay City Brewing Company breweriana and a charter member of the “Dog-Gone-Good” Chapter in Michigan.

Ricky may be best remembered in the hobby as the outstanding auctioneer for NABA’s convention auctions over a span of 23 years.

News of Ricky’s passing prompted many tributes. Here are some:

“Ricky was one-of-a-kind in loving beer stuff from Michigan. When he was doing the NABA auctions he always made them fun! He will be missed.”

~ George Baley

“Ricky was a key NABA member and conducted so many auctions for our club. His help with two wonderful Bay City NABA conventions were greatly appreciated by the officers and membership.”

~ Larry Moter



“Ricky was one of the first collectors I met when I started my breweriana collecting journey over 30 years ago. He was very helpful and extremely knowledgeable about all things antique! I will miss the great conversations we used to have.”

~ Mark Brooks

“My first memory of meeting Ricky was when he came to visit in the late 1980s in response to a local newspaper ad I placed looking for beer signs. Then a reciprocal visit to Ricky’s collection was a real

eye-opener for me, since he had been collecting for several years longer than I had. Thus started a collecting friendship that lasted decades. I will always remember Ricky’s energy, enthusiasm, knowledge of the hobby, and his contributions to NABA.”

~ Dave Alsgaard

“I married Rebecca Kolb of the Kolb Brewing Company family and started going to local antique shops looking for a Kolb beer bottle. The name Ricky Schmidt kept coming up again and again. I contacted Ricky and was invited to see his collection. It blew my mind. I had to get in on this stuff called ‘breweriana.’

He said, ‘You have to join NABA’. Little did we know that our local chapter would host two NABA conventions (2007 and 2011), which Ricky co-chaired both times. When Ricky worked the NABA auctions, he was in breweriana heaven. He knew what he was selling and could move the auction along. Ricky Schmidt was my friend. Our Kolb collection would not be what it is without our 35-year friendship and partnership we had together. He will truly be missed.”

~ Dan McShane

Upcoming Shows

July 2024

Date: July 12 - 13
Time: 9:00 AM - 4:00 PM
Event: **49th Annual Ohio Mini-CANvention**
Sponsor: *Miami Valley Chapter*
Address: 120 Fairground Rd, Xenia, OH
Contact: Teri Galford, 937-831-0047

Date: July 12 - 13
Time: varies
Event: **Nordlager & North Star Chapter's Annual Show**
Sponsor: *Nordlager & North Star Chapters*
Address: 115 St. Louis Ave., Cloquet, MN
Contact: Bert Whittington, 218-393-0657

Date: July 13
Time: 9:00 AM - 3:00 PM
Event: **2nd Annual Houston Breweriana Show**
Sponsor: *Southern Select Chapter*
Address: 1616 Bevis Street, Houston, TX
Contact: Matt Scherzinger, 281-686-3713

Date: July 18 - 20
Time: varies
Event: **Monticello Extravaganza XXX**
Sponsor: *Richbrau & Rusty Bunch Chapters*
Address: 135 Wood Ridge, Ter Zion Crossroads, VA
Contact: Chris Eib, 804-647-8198

Date: July 19 - 20
Time: 9:00 AM - 2:00 PM
Event: **Summerswap**
Sponsor: *Michigan and Rusty Bunch Chapters*
Address: 990 Flint St., Frankenmuth, MI
Contact: Clayton Emery, 231-920-6013

Date: July 27
Time: 9:00 AM - 12:00 PM
Event: **Simon Pure Summer Show**
Sponsor: *Simon Pure Chapter*
Address: 4569 Broadway, Depew, NY
Contact: Jeff Murbach, 716-713-7237

Date: July 28
Time: 9:00 AM - 1:00 PM
Event: **Beer, Soda & Bottle Collectibles MEGA SHOW**
Sponsor: *Hawkeye Chapter*
Address: 2405 SE Creekview Dr, Ankeny, IA
Contact: Mike England, 515-360-3587

Date: July 28
Time: 8:00 AM - 3:00 PM
Event: **Hartog Memorial Picnic and Beer Show**
Sponsor: *Prison City Chapter*
Address: 651 Highland Pkwy., Joliet, IL
Contact: Willy Novak, 630-291-7944

August 2024

Date: August 10
Time: 7:00 AM - 3:00 PM
Event: **A Day at Leinie's**
Sponsor: *North Star Chapter*
Address: 124 E. Elm St., Chippewa Falls, WI
Contact: Paul Schmidt, 651-343-8244

Date: August 18
Time: 9:00 AM - 2:00 PM
Event: **PACKnic 48**
Sponsor: *Packer Chapter*
Address: 1560 Main St., Green Bay, WI
Contact: Ken Trembl, 920-321-6939

September 2024

Date: September 7
Time: 9:00 AM - 2:30 PM
Event: **Dakota Chapter/ North Star Chapter Breweriana Show**
Sponsor: *Dakota & North Star Chapters*
Address: 17 Wiley Ave N., Lidgerwood, ND
Contact: Aric Lee, 701-721-5327

Date: September 8
Time: 10:00 AM - 2:00 PM
Event: **Bullfrog Fall Show**
Sponsor: *Bullfrog Chapter*
Address: 360 Historical Lane, Long Grove, IL
Contact: Steve Gola, 312-218-0019

Date: September 13 - 14
Time: varies
Event: **Bago Beer Bash**
Sponsor: *Schell's Border Batch Chapter*
Address: 34410 180th St., Winnebago, MN
Contact: Dave Bullock, 952-500-3845

Date: September 14
Time: 9:00 AM - 1:00 PM
Event: **Koch's Chapter Breweriana Show**
Sponsor: *Koch's Chapter*
Address: 252 Nevins St., Dunkirk, NY
Contact: Rob Wilcox, 607-368-1306

Date: September 14
Time: 9:00 AM - 2:00 PM
Event: **Horlacher Chapter Weekender Breweriana Show**
Sponsor: *Horlacher Chapter*
Address: 4550 Old Packhouse Rd., Schnecksville, PA
Contact: Larry Handy, 267-221-8301

Date: September 15
Time: 9:00 AM - 2:00 PM
Event: **Monarch Fest**
Sponsor: *Monarch Chapter (NABA)*
Address: 570 S. Gary Ave., Carol Stream, IL
Contact: Paul Cervenka, 630-379-1523

Date: September 21
Time: 12:00 PM - 3:00 PM
Event: **Fall Brewery Collectibles Show**
Sponsor: *Columbine Chapter*
Address: 5450 W 120th Ave., Broomfield, CO
Contact: Jim McCoy, 720-420-9942

Date: September 22
Time: 9:00 AM - 2:00 PM
Event: **Jerry Trowbridge Memorial Show**
Sponsor: *Carrie Nation Chapter*
Address: 44901 SW Shunga Dr., Topeka, KS
Contact: Marc Milner, 785-273-8448

Date: September 28
Time: 9:00 AM - 3:00 PM
Event: **Indy Ad Show**
Address: 1300 E. 100 S., Lebanon, IN
Contact: John Ferguson, 317-431-9373

2024 Breweriana Conventions



June 4 - 8, 2024
ABA 2024 Convention
Embassy Suites @ La Vista
Omaha, Nebraska



July 29 - August 3, 2024
NABA 53rd Convention
St. Louis Renaissance-Airport
St. Louis, Missouri



August 29 - 31, 2024
BCCA Convention 53
Little Rock Marriott
Little Rock, Arkansas

Date: September 28
Time: 9:00 AM - 3:00 PM
Event: 50th Annual Guzzle 'n' Twirl
Sponsor: North Star Chapter
Address: 1850 White Bear Ave., Maplewood, MN
Contact: Paul Schmidt, 651-343-8244

October 2024

Date: October 5
Time: 9:00 AM - 3:00 PM
Event: 41st Annual Midwest Breweriana Convention
Sponsor: Cornhusker Chapter
Address: 11730 Peel Cir., La Vista, NE
Contact: Jim Schwery, 712-216-0026

Date: October 5
Time: 12:00 PM - 4:00 PM
Event: B'Gosh It's Good Bi-Annual Breweriana Show
Sponsor: NABA
Address: 1009 S. Main St., Oshkosh, WI
Contact: Jared Sanchez, 920-410-7073

Date: October 5
Time: 9:00 AM - 2:00 PM
Event: Olde Frothingslosh Fall Fest 2024
Sponsor: Olde Frothingslosh Chapter
Address: 2050 Buffalo Dr., South Park Township, PA
Contact: Tracy Wallace, 412-606-1910

Date: October 5
Time: 10:00 AM - 2:00 PM
Event: Annual Fretz-Hancock Show
Sponsor: A-1 Chapter
Address: 3002 E. Washington St., Phoenix, AZ
Contact: Kent Grant, 520-247-1841

Date: October 6
Time: 8:00 AM - 2:00 PM
Event: Westmont Stroh's Fall Show
Sponsor: Westmont Stroh's Chapter
Address: 400 E. Devon Ave., Elk Grove Village, IL
Contact: Don Hardy, 630-222-3342

Date: October 6
Time: 8:30 PM - 2:30 PM
Event: 46th Anniversary Show
Sponsor: Jersey Shore Chapter
Address: 4 J.F.Kennedy Dr., Milltown, NJ
Contact: Joe Radman, 732-946-3416

Date: October 12
Time: 9:00 AM - 1:00 PM
Event: Newton 180 Beer Collectibles Show
Sponsor: Hawkeye Chapter
Address: 403 W 4th St. N., Newton, IA
Contact: Tony Stice, 641-831-9725

Date: October 12
Time: 9:00 AM - 2:00 PM
Event: Buckeye Chapter's 1st Inaugural Fall Show
Sponsor: Buckeye Chapter
Address: 5411 Jackman Rd., Toledo, OH
Contact: John Huff, 419-367-9713

Date: October 13
Time: 9:00 AM - 2:00 PM
Event: Prison City Chapter Trade Session
Sponsor: Prison City Chapter
Address: 1813 E. Cass St., Joliet, IL
Contact: Willy Novak, 630-291-7943

Date: October 20
Time: 10:00 AM - 3:00 PM
Event: Garden State Chapter Oktoberfest Breweriana
Sponsor: Garden State Chapter
Address: 177 Broadway, Clark, NJ
Contact: Steve Pawlowski, 908-298-0943

Date: October 26
Time: 8:00 AM - 2:00 PM
Event: 1st Annual Trick or Trade Breweriana Show
Sponsor: KC's Best Chapter
Address: 5111 E. 112th Terrace, Kansas City, MO
Contact: Cheryl Boyles, 816-674-3125

Date: October 27
Time: 9:00 AM - 2:00 PM
Event: Spooktacular Beer Can and Breweriana Show
Sponsor: Lake Erie Chapter
Address: 3227 Blue Heron Trace, Medina, OH
Contact: Rodger Brane, 440-334-7561

November 2024

Date: November 2
Time: 8:00 AM - 1:00 PM
Event: 50th Annual Fort Wayne Brewery Collectibles Show
Sponsor: Three Rivers Chapter
Address: 4832 Hillegas Road Fort Wayne, IN
Contact: Don Cuney, 260-229-1556

Date: November 3
Time: 10:00 AM - 2:00 PM
Event: The Brew City Advertising Show
Address: 1000 Northview Rd, Waukesha, WI
Contact: Jim Welytok, 262-366-1314

Date: November 3
Time: 8:00 AM - 1:00 PM
Event: Badger Bunch Fall Show
Sponsor: Badger Bunch Chapter
Address: 3832 Hillside Drive Delafield, WI
Contact: Mike Scheffler, 414-750-3469

Date: November 9
Time: 9:00 AM - 12:00 PM
Event: Simon Pure Fall Show
Sponsor: Simon Pure Chapter
Address: 6114 Broadway Lancaster, NY
Contact: Jeff Murbach, 716-713-7236

Date: November 21-24
Time: varies
Event: New England's Fallfest 2024
Sponsor: CANecticut Red Fox Chapter
Address: 850 Centre of New England Blvd., Coventry, RI
Contact: Jon Melillo, 508-477-5224

Date: November 23
Time: 8:00 AM - 2:00 PM
Event: Windy City Pre-Thanksgiving Trade Session
Sponsor: Windy City Chapter
Address: 570 S. Gary Ave., Carol Stream, IL
Contact: Ed Harker, 312-927-9329

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Register at moreanauctions.com

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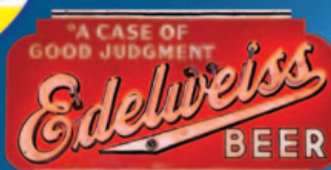
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Autumn 2024



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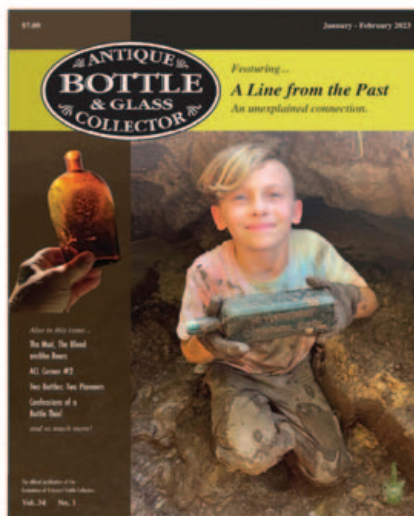
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WANTED: Altes Age postcards (Detroit) from the 1940s. Also, postcards from Detroit Brewing Co. (holiday series from 1909 - 1910). Collecting pre-Pro Michigan signs and trays too. Dave Alsgaard, dalsgaard@charter.net or 989-631-7239 (cell/text). rV200

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WANTED: two Mini Mugs advertising RIB (Rock Island Brewing) and Faultless Lager Chattanooga Brewing. Bill Arber, 11162 Broadway St, Alden NY 14004, (716) 681-4833, wrabra@aol.com. i199

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BREWERIANA COLLECTOR Magazine

All advertising inquiries should be directed to:
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